

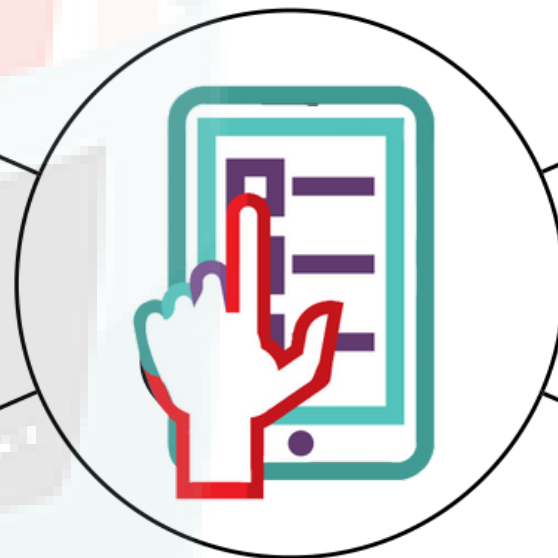
USER
FRIENDLY
APPLICATION

ELICIT
POSITIVE
FEELING

DEHYDRATION,
DIZZINESS,
DISCOMFORT

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



CAN REGISTER
THEIR DETAILS
AS DONAR

RECEIVE
REQUEST
THROUGH
EMAIL

WORTH OF
\$10000
BITCOIN

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

DONATE
PLASMA 13
TIMES IN A
YEAR

REASON FOR
SOMEONE'S
EXISTENCE

VOLUNTARY
PLASMA
DONATION

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

BOOST YOUR
MIND &
HEALTH

ALERTS WHEN
SOME
REQUEST FOR
PLASMA

MAINTAINS
HEALTH
PRESSURE

PAIN

fears
frustrations
obstacles

DELAY IN
NOTIFICATION

VULNERABLE
ACTIVITY

INVENTORY
MAINTANANCE

GAIN

"wants" / needs
measures of success
obstacles

LACK OF
INFORMATION

CONSUMABLE
LOGISTICS AND
SUPPLY

DONOR
COUNSELLING