

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Will anyone come up for help?

Is too much time being wasted?

Am i eligible for plasma donation?

Is it safe?

How to reduce the demand supply gap?

How can i secure myself in advance?

Digital ads prompted to donate their plasma

Importance of plasma donation

What do they SEE?

environment
friends
what the market offers

An Healthy society

Secure to donate?

Seeing their friends doing plasma donation

Spreading message on social media to get donor.

Unaware of where to begin.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Making call to donation centres & Hospitals.

Contacting unlicensed plasma agencies to obtain plasma donor

Many websites are not legitimate

Does the donated plasma go to the patient, who need it?

Do you know where I may find the donor?

Donation centres are typically far away from each other.

What do they HEAR?

what friends say
what boss say
what influencers say

there's lack of awareness in plasma donation.

PAIN

fears
frustrations
obstacles

People want to donated plasma, but they can't get to the right platform.

Reaching through social media takes larger time.

GAIN

"wants" / needs
measures of success
obstacles

Making arrangements for upcoming donations.

Assists thousands of individual throughout the world by saving and improving their lives.

Providing information about the donor.