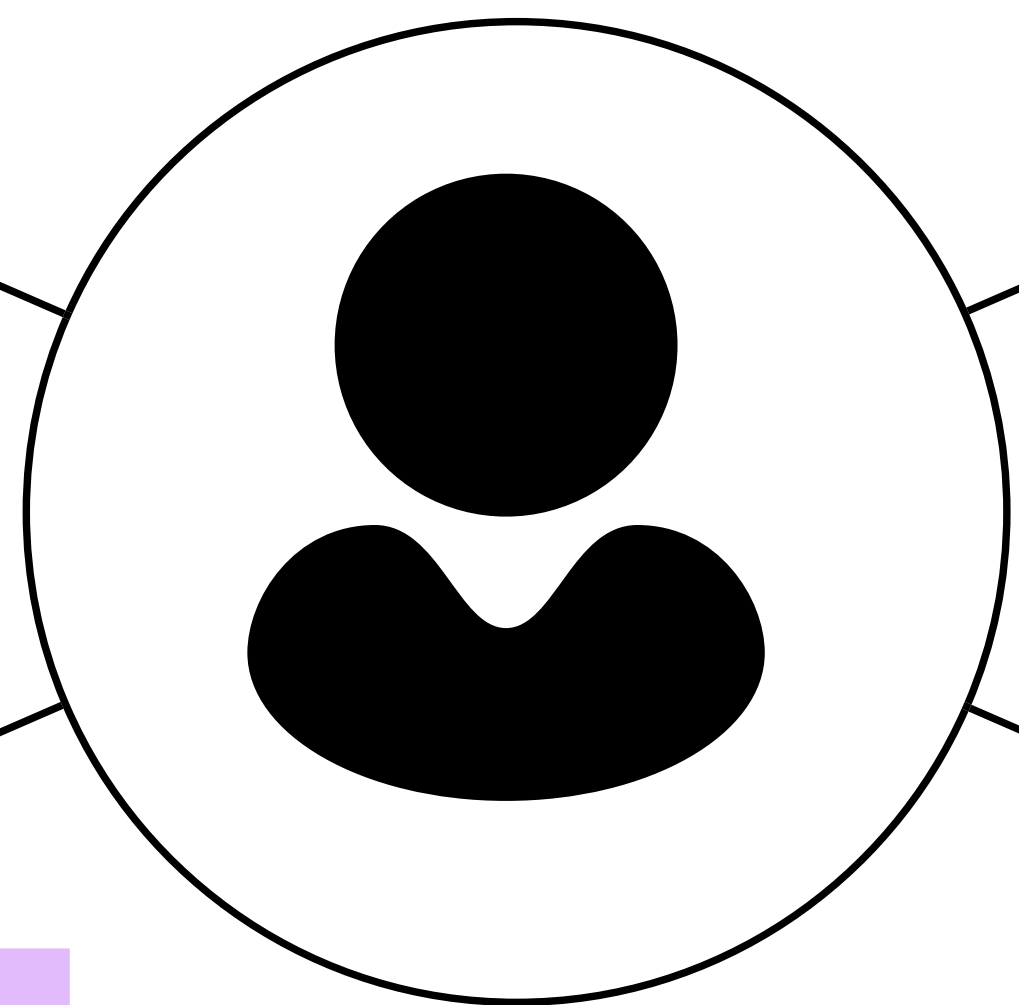


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



what if the
donated plasma
doesn't match
the need?

what if the
location of the
donors is
inaccurate

what if the
required
amount of
plasma is not
deliverable

The amount of
plasma that can
be bought from
the application

The
location of
the Donors

The probability
of successful
transmission of
plasma

To show the
timeframe
when the
plasma can be
arranged

To show
accurate amount
of plasma
needed by the
person

we could
find right
donors at
right time

The location
of the donors
are sometimes
inaccurate

this
application
helped my
loved one's
life

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

“wants” / needs
measures of success
obstacles

could not reach
the donors and
the location of
plasma maybe
different

False
location of
the donors

not upgrading
the location of
donors

To get real
information about
the location and
the time which the
plasma is donated

To overcome the
charges charged
by the hospitals
for finding the
Donors

To get to know
the correct
location of
plasma available