

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

USER
FRIENDLY
APPLICATION

REDUCE OUR
SEARCHING
TIME

USER CAN
EXPECT DATA
PRIVACY AND
SECURITY

CHOOSE
DONARS VIA
LOCATIONS

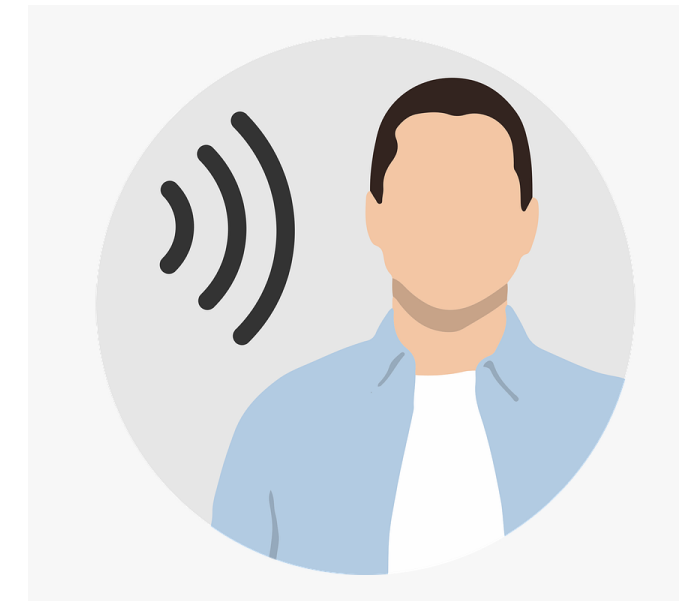
ABOUT OUR
CUSTOMER
CARE
SERVICE

DETAILS
ABOUT THE
PLASMA
DONARS

What do they HEAR?

what friends say
what boss say
what influencers say

IT PROVIDES
GOOD
EXPERIENCE



PLASMA



AVAILABILITY
OF PLASMA
DONORS

What do they SEE?

environment
friends
what the market offers

TRUSTABLE
APPLICATION

ASK FRIENDS OR
FAMILY FOR THE
REQUIREMENT
OF PLASMA
DONATION

NOTIFY THE
DONARS FOR
THE PLASMA
DONATION

What do they SAY AND DO?

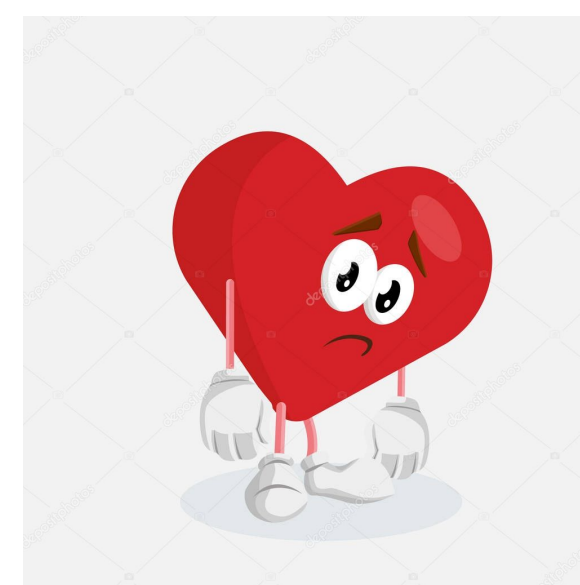
attitude in public
appearance
behavior towards others

USE THE SEARCH
ENGINE FOR THE
REQUIREMENT
OF THE
RECEPIENTS

PROVIDE
IMPORTANCE
FOR THE
SECURITY
PURPOSE

TRACK THE
LOCATION OF
THE PLASMA
BANK AND
PLASMA
DONARS

CONSUME MORE
STORAGE SPACE



PAIN

fears
frustrations
obstacles

IMPROPER
RESULT FOR
POOR DATA
CONNECTION

BUGS IN THE
APPLICATION

REJECTION OF
DONARS

QUICKER
RESULTS

GAIN

"wants" / needs
measures of success
obstacles



HELPS TO
COMMUNICATE
WITH THE PLASMA
DONAR

USERFRIENDL
Y

SAVES
TIME