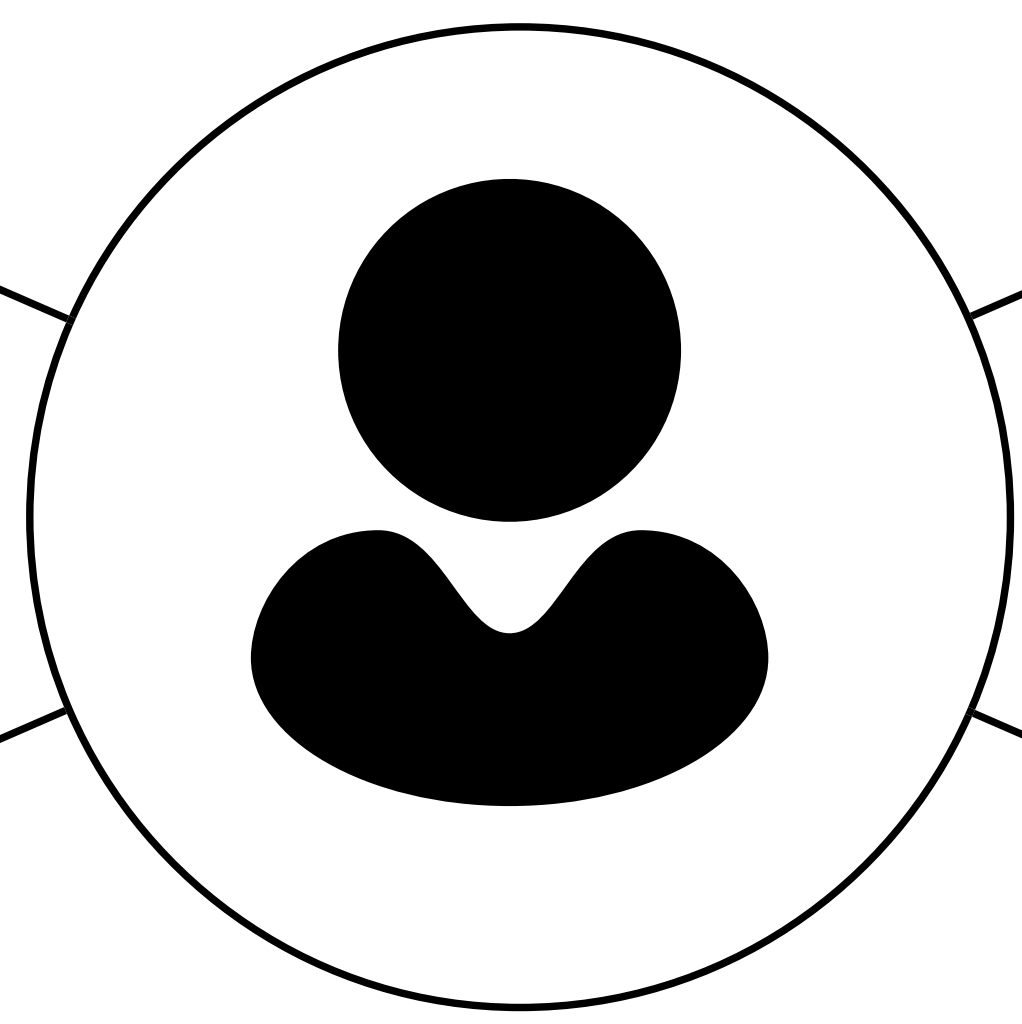


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Are the registered donors credible?
- Is it safe to proceed with plasma donation?
- Will the donated plasma save lives?

- Plasma donation helps save millions of lives
- A to Z on blood plasma donation in a single page
- Plasma Donation in a single click

- Work proceeds smoothly
- People saving other people's lives
- Nearby Hospitals where plasma is available or required

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Donor is hailed as a hero who saves lives
- Easy to receive
- It may save a life in the future

PAIN

fears
frustrations
obstacles

- Lack of plasma donors
- Difficult to access necessary plasma
- Plasma transfer not going smoothly

GAIN

"wants" / needs
measures of success
obstacles

- Self satisfaction that donation of plasma was not in vain
- Ease of request and donation of Plasma
- Can become a savior of people during pandemic