

Causes health issues
(sickness)

App might make the
whole process easy

What do they **HEAR?**

What friends say what
boss say
What influencers say

-plasma donation
process can be coustly

People might cheat you

Is using this app
safe

Is it helpful?

Is this app related
to government
agencies?

What do they
**THINK AND
FEEL?**What really
counts major
occupations worries
& aspirations

Anxious

Where is my
personal data
stored?

Can i trust the
donors or
patients?

Why should i use
this app?

Donate platelets

Receive platelets

What do they
SAY AND DO?
Attitude in public
appearance behaviour
towards others

Help the society

Is it free?

Is it's helpfull?

PAIN :

- Cyber crime
- Anxiety



GAIN:

- Donate/recive patletes
- Ease of use

Cyber crimes

Shortage of platelets

What do they **SEE?**

Environment friends what
the market offers

Fraud

Death