Plasma Donor Application

CSL PLASMA

Is Plasma donation safe?

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Awarness about the plasma donation

What do they HEAR?
what friends say
what boss say
what influencers say

Its complicated to maintain

end-to-end domestic supply chain for immunoglobulins

Safety of the donor details

Location based voluntary blood donors

Plasma Donor Registration & search

What do they SEE?
environment
friends
what the market offers

Provides a reliable platform to connect local blood donors with patients

Monitor all kinds of details

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

Verification of the donor and patient details

PAIN
fears
frustrations
obstacles

Plasma component shortage

Donor safety

Logistics and supply

GAIN
"wants" / needs
measures of success
obstacles

Connecting large pool of donors

Awarness about the plasma donation

Voluntary Donors