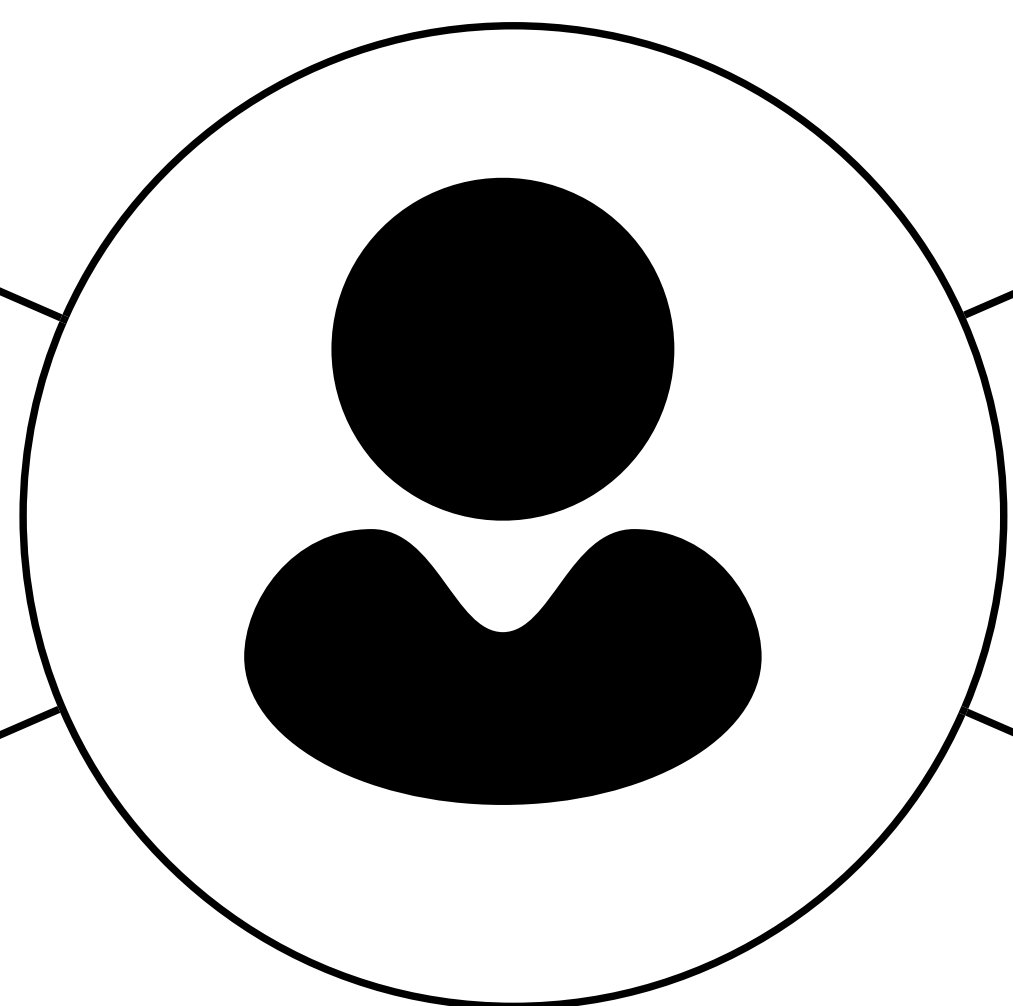


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



Donating  
blood is an  
act of saving  
lives

Is it safe?

Feels good  
to know that  
he is helping

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

I am helping  
out more for  
those who  
need

It is great  
and will be  
very useful

Details of  
recipients  
can be  
entered

Number of  
donors  
present

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

login or  
register to  
the page

Display the  
count

Request  
page and  
Test it

**PAIN**

fears  
frustrations  
obstacles

Need  
correct  
blood group

age and  
weight of the  
donor Should  
be  
appropriate

**GAIN**

"wants" / needs  
measures of success  
obstacles

Zero loss of  
life due to  
lack of  
availability of  
blood

Bridge  
between  
donors and  
recipients

Timely  
response for  
emergency  
situations