

PLASMA DONOR

SAYS

What have we heard them say?
What can we imagine them saying?

Securing
ourselves in
advance

Finding a donor
beforehand just
to be secured

It might be too
late by the time
donors get to
know the
demand

Ways to
reduce the
demand supply
gap

Contacting
Blood Bank

Contacting
friends and
families

Sharing the
demand on
social media

THINKS

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their
behavior?

Easy
access of
resources

Fastest
access of
resources

Maintaining the
database of the
Donor and the
campus

CONSUMER

Finding
plasma donor
might be
difficult

Searching in
social media and
blood bank for
plasma donors

Feeling insecure
whether
anyone will
help

DOES

What behavior have we observed?
What can we imagine them doing?

FEELS

What are their fears, frustrations,
and anxieties? What other feelings
might influence their behavior?