

Is it safe to donate?

Rare blood requirement

Requirement of blood

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Healthy after donating

Blood requirement through forwarded messages

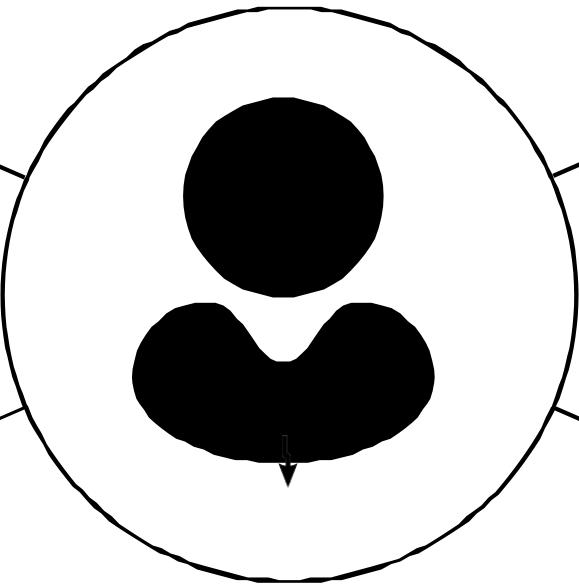
What do they
SEE?

environment
friends
what the market offers

Digital Awareness made to donate blood

NSS awareness

Customized app



What do they
HEAR?

what friends say
what boss say
what influencers say

Plasma demand and supply gap has grown even bigger

Above 18

Atleast 10pound weight?

Influencer to donate

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Routine blood donation

I donate plasma

Wait for covid to be clear before donating again

My blood type O+ve which can be used for all

Aware of family and friends that needed blood

PA|N

fears
frustrations
obstacles

Network is needed

No verified report

Tracking difficult

GA|N

"wants" / needs
measures of success
obstacles

Request for active members

Easy to find in other district if not found in native district

I donate because i want to help

TEAM ID:
PNT2022TMID05611

Plasma Doner Application.