

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

Digital Awareness made to donate blood

NSS awareness

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

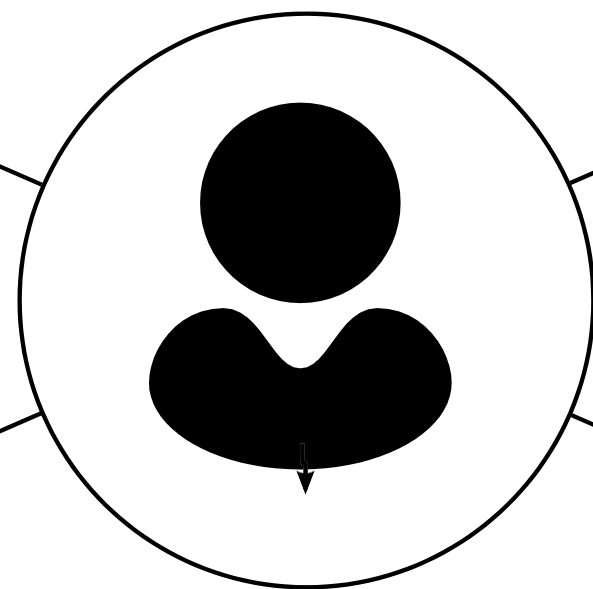
what friends say
what boss say
what influencers say

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

PAIN

fears
frustrations
obstacles

Network is needed

No verified report

Tracking difficult

GAIN

"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:
PNT2022TMID05580

Plasma Doner Application.