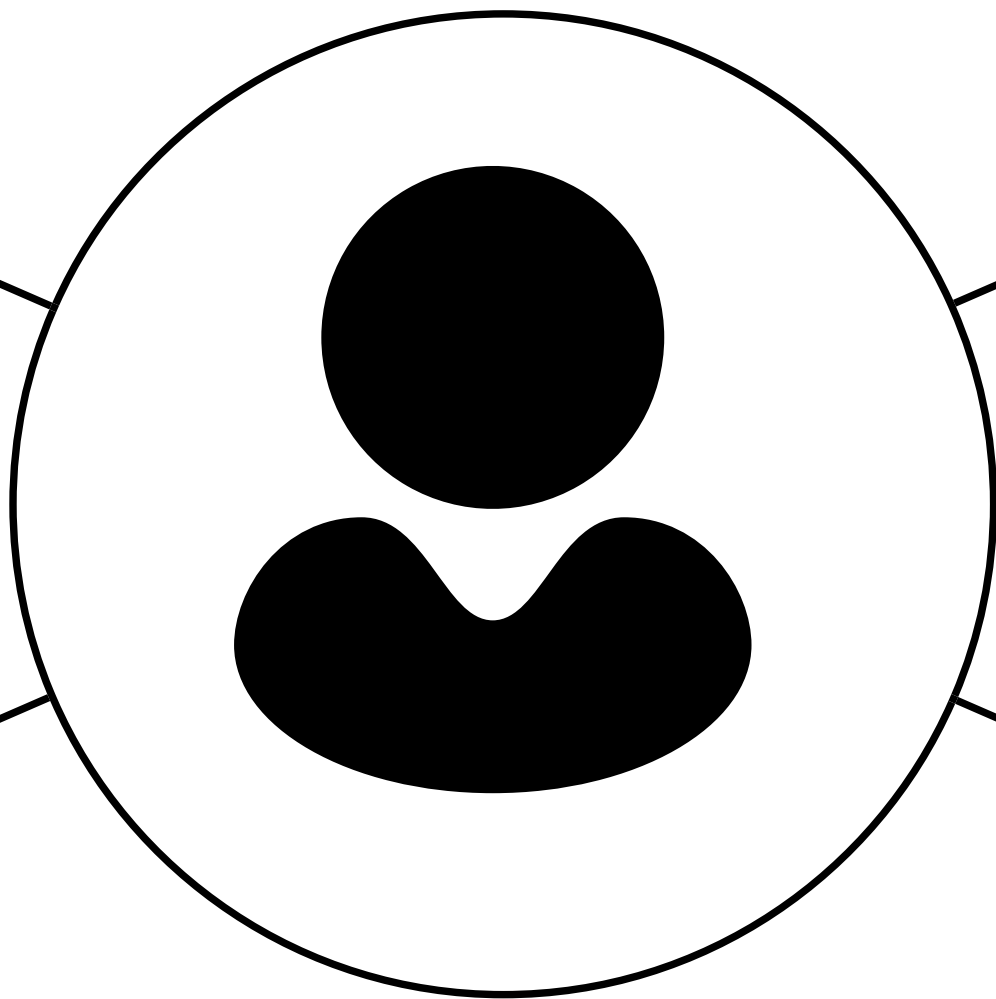


Will the demand for plasma be met?

Will there be suitable donors?

Will the contact details be genuine?

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



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

Demand for plasma donors is very high.

Obtaining plasma from identical blood types is difficult.

Ratio of Number of blood bank Present and number of blood bank required may not be ideal.

Blood banks can utilise this website application to its fullest potential.

Common patients who urgently want plasma in an emergency

Really beneficial for older individuals to have immediate help

What do they
SEE?
environment
friends
what the market offers

To develop an application for plasma donors

To increase the blood donor count

To create an application that would save donor information and provide information upon request.

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

PAIN
fears
frustrations
obstacles

Difficult to find Plasma Donors

Risk of disease transmission via blood donations

Applications performance can occasionally fall short of expectations.

GAIN
“wants” / needs
measures of success
obstacles

To develop a successful working application

The donors should be genuine and authorized.

The demand of donors should be met.