



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Am I eligible
for plasma
donation?

is it healthy
to donate?

Successful
transmission
of the
plasma

Location of
the donors

See the
choices for
compatible
donor

What do they **SEE?**

environment
friends
what the market offers

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Plasma
demand and
supply gap
has grown
even bigger

Wait for
covid to be
cured

Contacting
hospitals
friends and
amilies

What do they **HEAR?**

what friends say
what boss say
what influencers say

Is it similar
to blood
donation?

We could
find right
donors at
right time

Its
complicated
to maintain

Will anyone
come up for
help?

PAIN

fears
frustrations
obstacles

Could not
reach the
donars and
the location

Fear of side
effects

Last minute
cancellation
of donor

GAIN

"wants" / needs
measures of success
obstacles

App already
filters the
active
members

Voluntary
donors

Can save
life