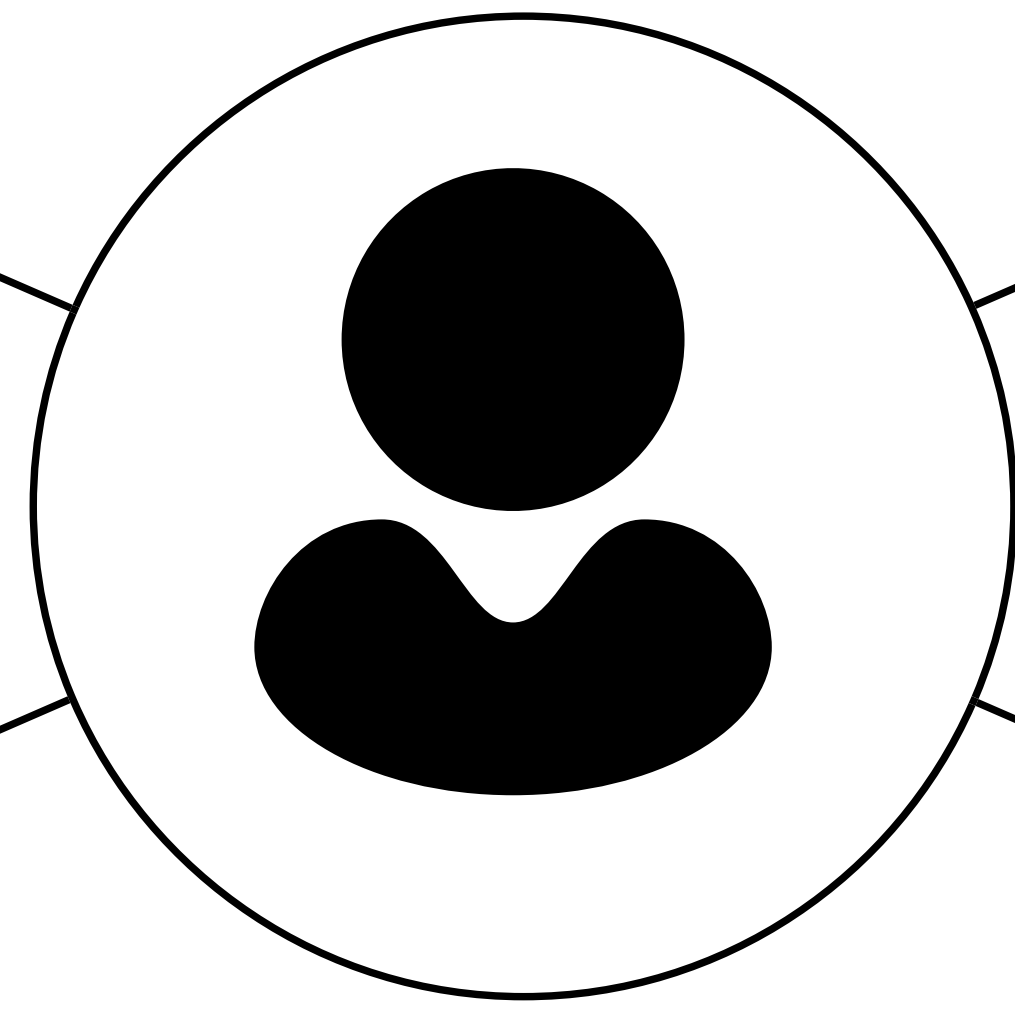


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- What if the required amount of plasma is not deliverable?
- What happens if any mistakes made?
- Is there is a privacy for my user data?

- An alert will be shown if the user in the containment zone
- Donation centers are generally located far away.
- We could find right donors at right time

- Refers plasma donor health details
- Donor's experience from already donated personnel
- Whether they are in containment zone or not?

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Got a call from laboratory to donate
- Bringing recovered patients back to hospital for donation is next to impossible
- Ask's for GPS permission for tracking the location of the user

PAIN

fears
frustrations
obstacles

- Patients spend valuable time waiting for a suitable donor
- Age restriction related to donating plasma
- Those who are eager to donate plasma cannot find right recipient

GAIN

"wants" / needs
measures of success
obstacles

- Creating a platform to spread awareness about plasma needs and safety.
- Enhance the production of new blood cells
- Providing data on the number of people who have already donated.