



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

how quick  
will  
application  
be?

Will i find  
donors  
easily?

will i get to  
know about  
the  
recipients?

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Will it  
provide  
security for  
the users?

How much  
does it cost  
for  
developing  
the app?

Is it a free  
application?

Will it be a  
user friendly  
application?

Will this  
app worth  
for sell in  
market?

Can this  
application able  
to access in  
remote areas?

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

how will the  
application  
find the  
correct  
donor?

what if i  
need a  
plasma?

will it take  
time to find  
a donor?

## PAIN

fears  
frustrations  
obstacles

Depletes the  
Level of  
Calcium in  
the Body

Unregulated  
donation is  
risky to both  
donors and  
recipients.

It can leave  
you very  
dehydrated

## GAIN

"wants" / needs  
measures of success  
obstacles

Reduces  
Serious Health  
Problems by  
Donating  
Plasma

Plasma  
Donation  
Improves  
Overall  
Health.

Help People  
with Medical  
Needs