



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Did my
contribution
means
something?

Wheather
feel dizzy?

Am I able to
donate?

The donor
should not
weigh less
than 45 kgs

Need to be
eat healthy
after
donating

Consult doctors
about your body
condition before
donating

Is this include
too many
complications?

Donating
makes me feel
positive and
great about
myself

Where I find
trusted blood
bank ?

Can donate
safely once in
every three
months

People
suffering
without a
donor..

Getting diseases
due to the
carelessness of
blood banks

What do they SEE?

environment
friends
what the market offers

Friends and
family
members are
donating..

The demand
and supply
gap is
widening

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Is really my
contribution
matters?

Already many
are
donating,What
makes
difference?

Reaching
People's
help for
blood

Contacting
Hospitals

PAIN

fears
frustrations
obstacles

Getting an
donor on
time

Finding safe
and trusted
blood banks

Weight
Gain/Loss
after
donating..

GAIN

"wants" / needs
measures of success
obstacles

Finding an
donor on
time

Maximize the
safety
measures at
blood banks

East access
of bloods

What do they HEAR?

what friends say
what boss say
what influencers say

Donors
should be in
the age
group of 18 –
65 years

Donors are
really scared
to donate
nowadays