

Is it safe to donate?
Rare blood requirement
Requirement of blood

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

I feel that i
can give
back to the
community
I feel good
for myself
after
donating

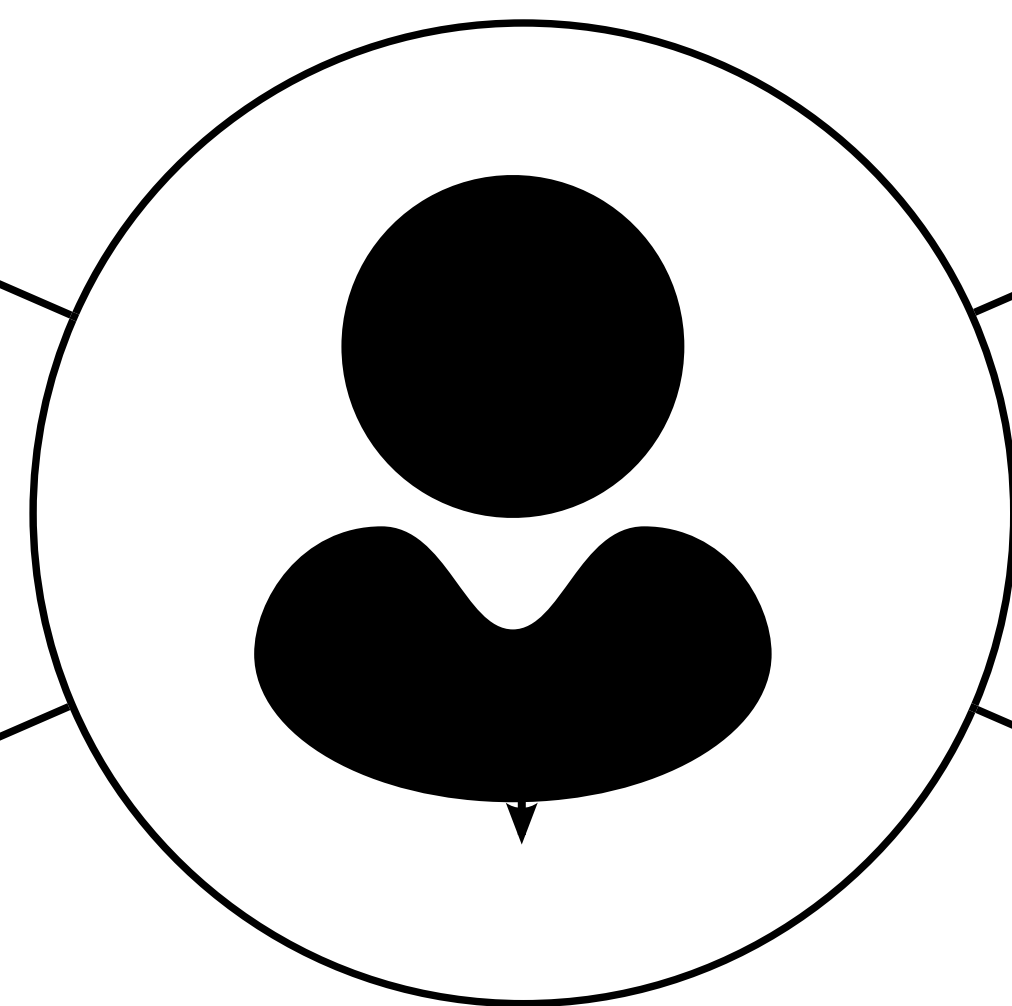
I look at
social media
for
information?

Plasma
demand and
supply gap
has grown
even bigger

Am i above
18?

Do you
weight
atleast 110
pound?

My friends
influenced me
to donate
blood



Digital ads
prompted
me to
donate

NSS
awareness

I found blood
donation
information
via ads

Love
interacting
with staffs

I think app
should offer
customization

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

I made
donating
blood as a
routine

I make time
for my
appointment

I donate
plasma

Wait for covid
to be clear
before
donating
again

My blood
type O+ve
which can be
used for all

Aware of
family and
friends that
needed blood

PAIN

fears
frustrations
obstacles

Internet
connection
is
mandatory

Reports
are not
verified

Wrong inputs
will affect the
project
outputs

GAIN

"wants" / needs
measures of success
obstacles

App already
filters the
active
members

Here a user
can be a
giver as well
as a borrower

I donate
because i
want to
help