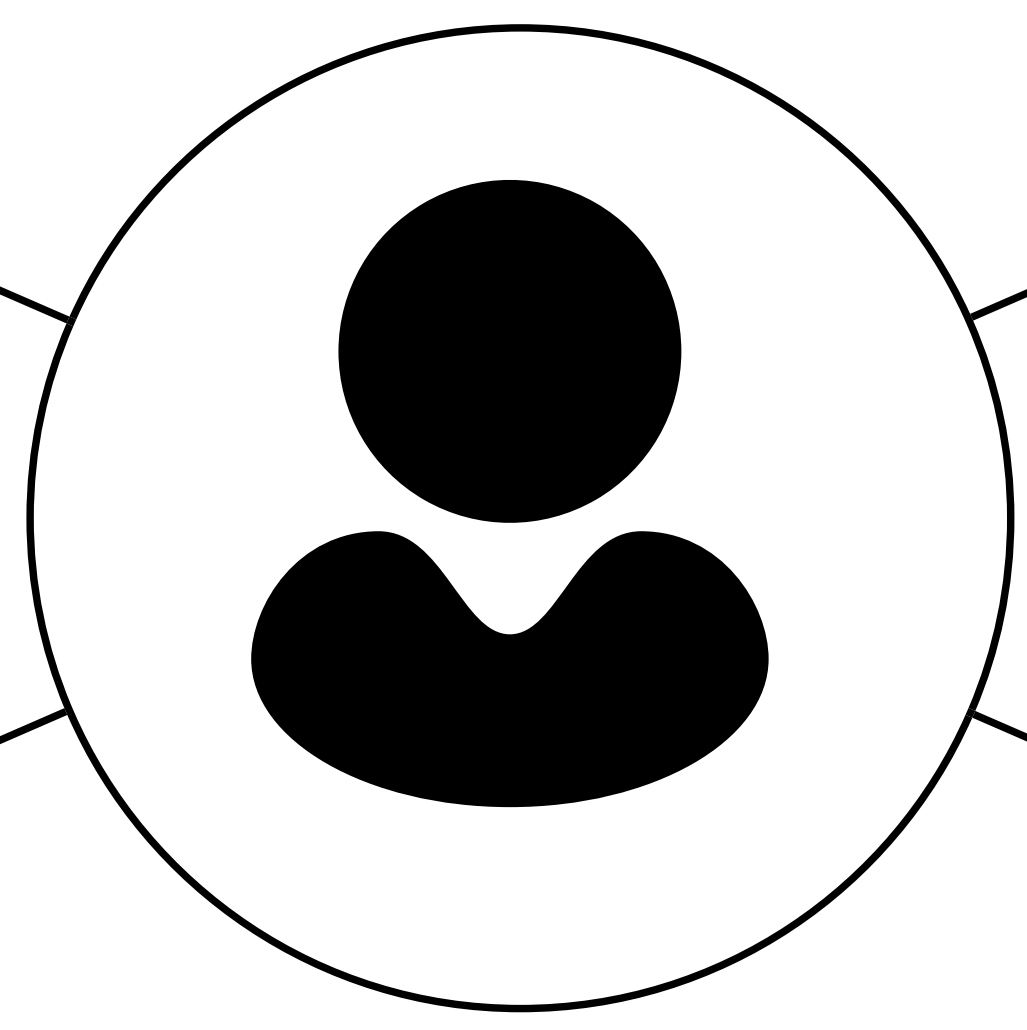


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Appreciated for their volunteering activity.
- Good to be registered through online
- Being notified when plasma needed

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- Reliable to Hospitals
- More availability of Plasma Donors
- Good to be notified when needed

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- creating Awareness
- Where to donate plasma?
- How do i know when the plasma is needed?

**PAIN**

fears  
frustrations  
obstacles

- Wrong registration
- Delayed notification
- Unavailability of donor

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Inspired others to donate
- Easy to register
- Anytime accessible

volunteering  
activity.

through  
online

when plasma  
needed

hospitals

of plasma  
Donors

needed

wh

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attitude in public

appearance

behavior towards others

creating  
Awareness

Where to  
donate  
plasma?

How do i  
know when  
the plasma is  
needed?

Will it be used  
to the  
patients at the  
right time?

Whether the  
Application is  
real or not?

Feels good  
and  
motivated

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