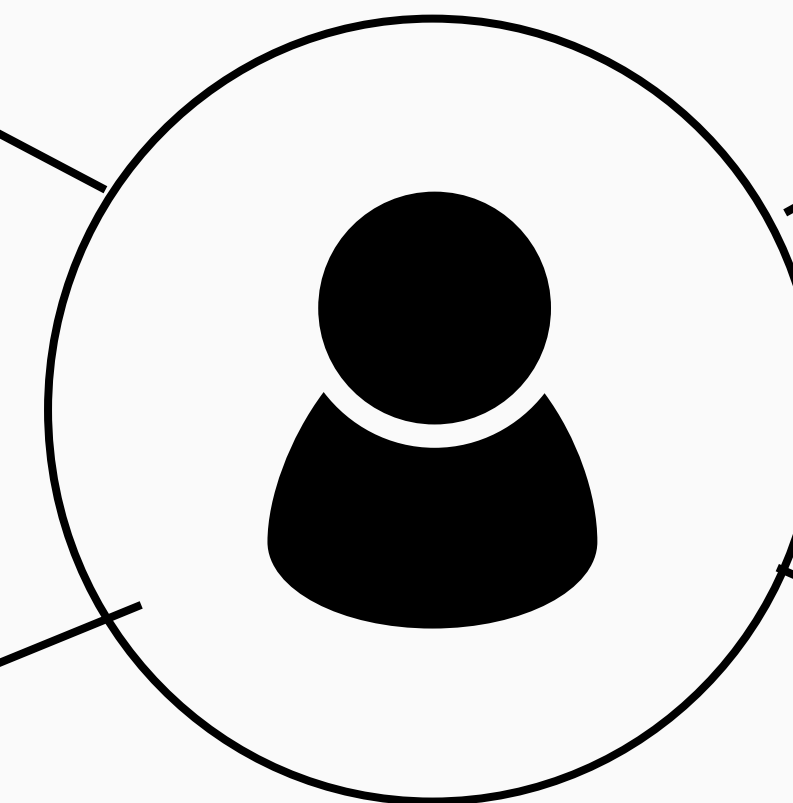


Think and feel?

what really counts
major preoccupations
worries and aspirations



What do they hear?

what friends say
what boss say
what influencers say

is it safe to donate my plasma

do i really have to donate plasma

will anyone come forward to donate plasma

is it safe

Am I eligible for plasma donation

Did your contribution make any difference in any way?

Don't see why I should donate right now?

plasma demand and supply gap has grown even bigger

here's lack of awareness in plasma donation

is it similar to blood donation ?

Don't Know Where to start ?

There's enough people that will donate so i don't have to

Difficult to find a plasma donor

confused

scared

frustrated

Helpless

exhausted

digital ads prompted to donate their plasma

What do they see?

environment
friends
what the market offers

Importance of Plasma Donation

seeing their friends doing plasma donation

Demand for plasma donation in their location

An Healthy Society

What do they SAY AND DO?

attitude in public
appearance
behaviour towards others

Convincing recovered patients for donation

Searching for plasma banks online & ofine

Contacting Friends & Family

posting plea in social media platforms

posting plea in social media platforms

PAIN

fears
frustrations
obstacles

receiving no donations

locating a donor far from their location

unable to communicate with the donor

GAIN

"wants" / needs
measures of success
obstacles

locating a donor quickly

having plasma donated

increase public awareness of plasma donation