

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Secure to use

Web
application
for plasma
donor



What do they HEAR?

what friends say
what boss say
what influencers say

Life can be
saved

to connect
local donors
with patients

encourages
the donation

to connect
local donors
with patients

Increase
giving of
plasma
donation

Easy to
access

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Easy to
access the
resources

Encourages
the public

PAIN

fears
frustrations
obstacles

Manual
Testing
requires lot of
time

Chances
of
Miscommunication

GAIN

"wants" / needs
measures of success
obstacles

Make Giving
Easy

Save Time
with
Automation

Immediate
Response