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**I felt anxious in my first time.**

**I’m not eligible for medical reasons.**

**I’m too unwell to donate.**

Want to educate more people about the goods of blood donation

I want it to be more accessible.

I want to inspire others to donate.

**I make time for my apartment.**

**Donating blood makes an impact in the society.**

**Blood donation aligns with my personal value.**

**Gains**

**I feel the process is entertaining**

**Pains**

**I donated because there was a donation event at my workplace**

I don’t donate regularly because I have important works to do.

**I started donating when I was at the age of…..**

**I made a routine of donating blood.**

**GOAL**

I want my workplace to Participate in the cause.

I donate because I want to help.

**What do we want them to do?**

**What do they do?**

I want my workplace to participate in the cause.

I want to inspire others to donate.

I donate blood because its an alternative to monetary donation.

**Who do we empathize with?**

I find it hard to make an appointment that’s suitable to my time.

I wanted to be prioritized.

I’ve donated once.

It’s been a while since i’ve donated