

WHO are we empathizing with?

1. I donate occasionally
2. I'm restricted because of my age or work
3. It's been a while since I've donated
4. I find it hard to make a booking
5. I need some type of incentive

What do they need to DO?

1. More educated about plasma donation
2. Awareness about plasma and its shortage
3. Participate more at the workplace
4. Inspire others to donate
5. It is convenient to use mobile app

Goal

What do they SEE?

1. I was/know someone who was saved by plasma donation
2. Found plasma donation information via ads
3. Digital ads prompted me to donate
4. Had many technical issues with the app
5. Hard to find available time slots

What do they HEAR?

1. Donation centre is a high-risk environment
2. Friends or Family influence to donate
3. Encouraged to use app
4. Calls and SMS are intrusive
5. Not comfortable going out during covid

What do they THINK and FEEL?

PAINS

1. I'm not eligible for medical reasons
2. I'm too unwell to donate
3. The centre is too far
4. I find the wait time is too long
5. No awareness about plasma donation

GAINS

1. I feel that I could make an impact
2. I donate because I want to help
3. It's my social responsibility to help
4. I want to be acknowledged for donating
5. I was inspired by a family member

What do they SAY?

1. Hesitant to leave the house
2. Not sure if I can donate
3. Difficult to access locations
4. I don't want there to be an incentive
5. Will donate if there's more donation drives

What do they DO?

1. Stopped because it's inconvenient
2. I make time for my appointment
3. I made donating a habit
4. I donate because of donation drives
5. I haven't signed up for plasma donation since COVID reduced