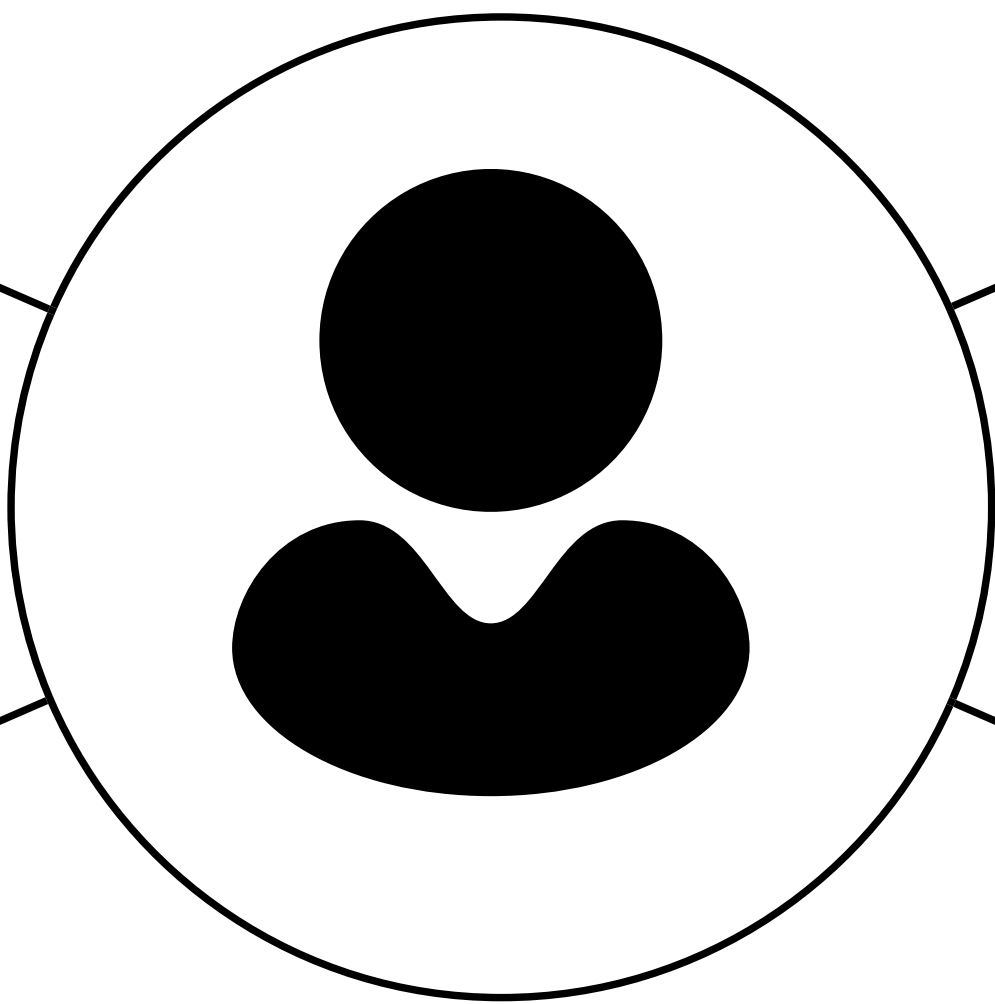


- Hard to know if the donor is healthy
- Availability of donors will not always be in proximity
- Fear of Donor mismatch

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Donors availability
- List of matching donors
- Register to be a donor

What do they
SEE?

environment
friends
what the market offers

- If plasma is mismatched, patient gets affected
- Slow results may cost life
- Donors should be healthy

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Responsive page
- Need more accuracy
- Suggestion of donors

PAIN

fears
frustrations
obstacles

- Delayed response
- Improper matching of donors
- Misinformation regarding donors

GAIN

"wants" / needs
measures of success
obstacles

- Reliability of information
- Proper donor matching
- Quick response