

Says

What have we heard them say?
What can we imagine them saying?

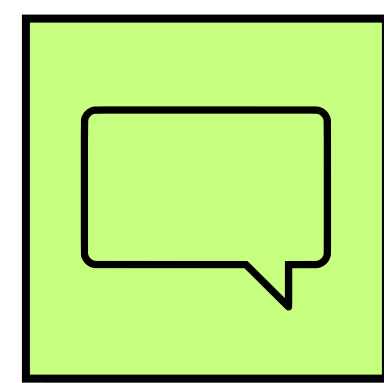
Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

occasionally
occupied by
life

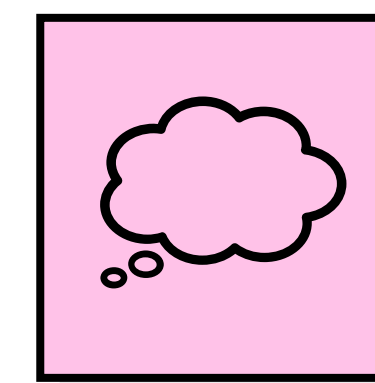
may think
donation is
risky

afraid of
donation



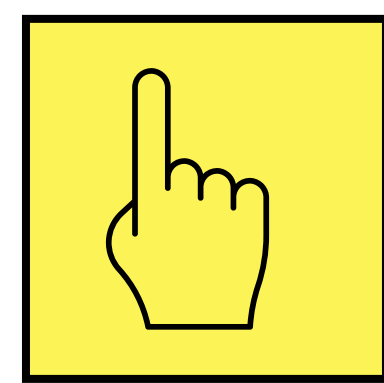
Am I eligible for the donation of plasma

Will it be
safe if I
donate
plasma



Will there
will be any
kind of risk
in the future

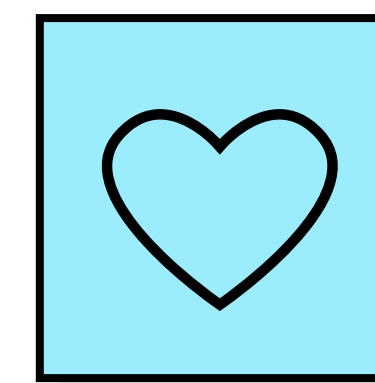
Is it needed
any kind of
works before
or after
donation



contact the
hospital
regarding
donation

Donate to
the people
who are in
need

easy to
use
website



scared and
anxious
before
donating

feels good
after
donating

Physical awareness program boost plasma donation

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?