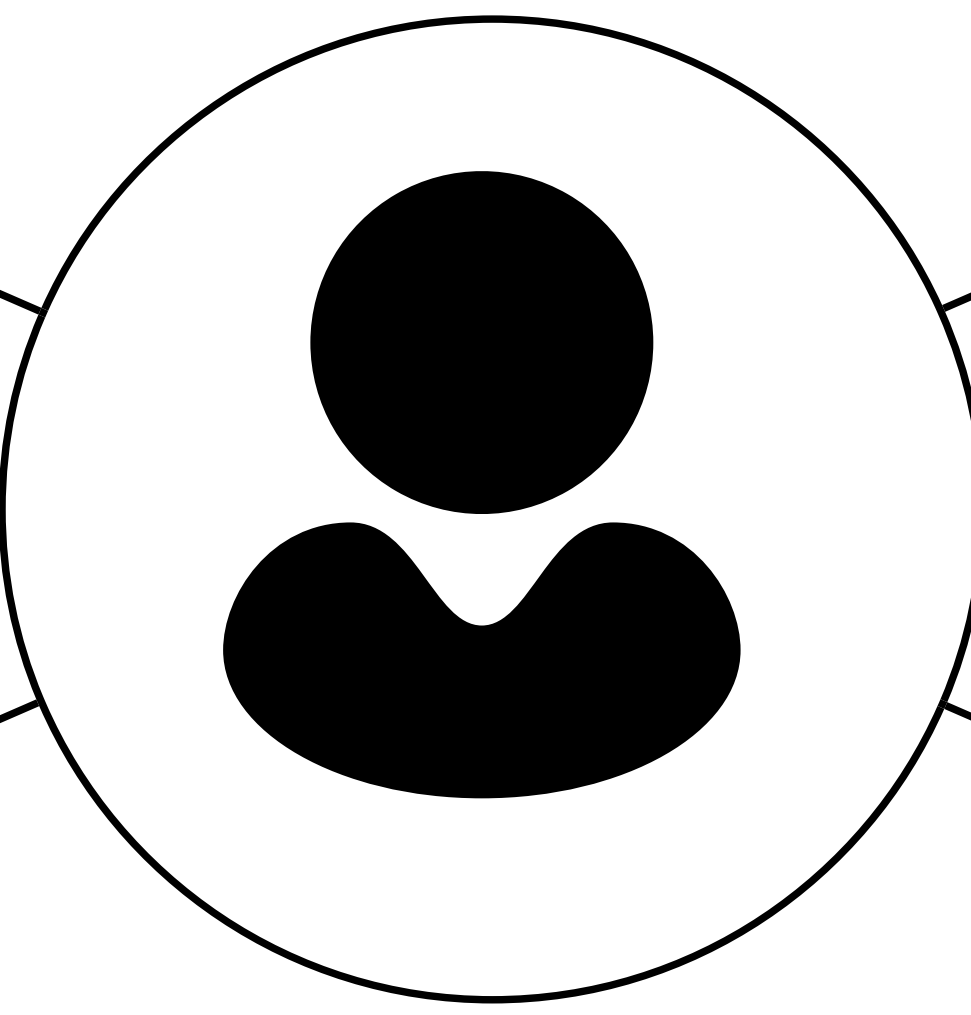


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- How the Donor privacy will be maintained?
- How user can request the plasma?
- How will they verify the user?

- the users can either raise a request for plasma donation or requirement.
- Many blood banks can be connected through the network.
- Provides Opportunity to communicate between the donor and receiver.

- This system comprises of Admin and User where both can request for a Plasma.
- Both parties can Accept or Reject the request.
- User has to Upload a Covid Negative report to be able to Donate Plasma.

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- They might steal our data.
- This might be a scam and be carefull.
- Must be user-friendly and easily accessible.

**PAIN**

fears  
frustrations  
obstacles

- It cannot auto verify user genuineness.
- It requires an active internet connection.
- Donor's Privacy may be at risk

**GAIN**

"wants" / needs  
measures of success  
obstacles

- It will help people to find plasma easily.
- user can easily communicate with the donor within less time
- with the help of locations we can separate the regions for more simplification