



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Usage of
app safe ?

Willingness
to donate
plasma

Process of
donating

Plasma
availability

It it easily
accessible
?

Higher cost

Fear to
donate at
first

It is not safe

Campaign

May get
cheated

Same like
blood
donation ?

Feel
exhausted

Help
people

Is it free ?

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

Fear of
getting
sickness

Anxiety

Getting a
donor

GAIN

"wants" / needs
measures of success
obstacles

Healthy life

Saving life

Finding the
donor before
getting late