



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- How can I secure myself in advance?
- How to reduce the demand supply gap?
- will anyone come up for help?
- Is it safe?
- Is too much time being wasted?
- Am I eligible for plasma donation?
- Scared
- helpless
- Confused
- Anxious
- Exhausted
- Request
- Medical report

What do they HEAR?

what friends say
what boss say
what influencers say

- "Difficult to find a plasma donor"
- "Is it similar to blood donation?"
- "Bringing recovered patients back to hospital for donation is next to impossible"
- "By the time donors get to know the medical criteria it's too late"
- "Don't know where to start?"
- "Need to find a donor before hand just to be secured!"

What do they SEE?

environment
friends
what the market offers

- profile
- Donor
- Home screen

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- posting plea on social media
- paying lot of money for unauthorised plasma agents
- Contacting friends and family
- Contacting Hospitals
- Searching for plasma banks online & offline
- Convincing recovered patients for donation

PAIN

fears
frustrations
obstacles

- Lack of time
- Unaccountable plasma Banks
- Hesitation
- Unparticipated Donor
- Not known where plasma is used

GAIN

"wants" / needs
measures of success
obstacles

- Noble action of save life
- Recognition
- User friendly
- Easy to identify the donor
- Social service