

### **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

# Says

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

> Having a application dedicated for donation of plasma is necessary

Should contact to make a plasma donation through broadcast

## Thinks

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

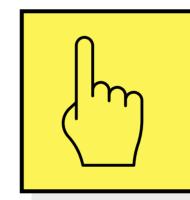
By giving our details in this application, is that safe?

> Finding perfect and suitable donor





It is necessary to donate via an dedicated application



Easy way of getting /donating plasma

Finding correct donor at correct time

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

less effort when compared to other method of getting plasma

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

