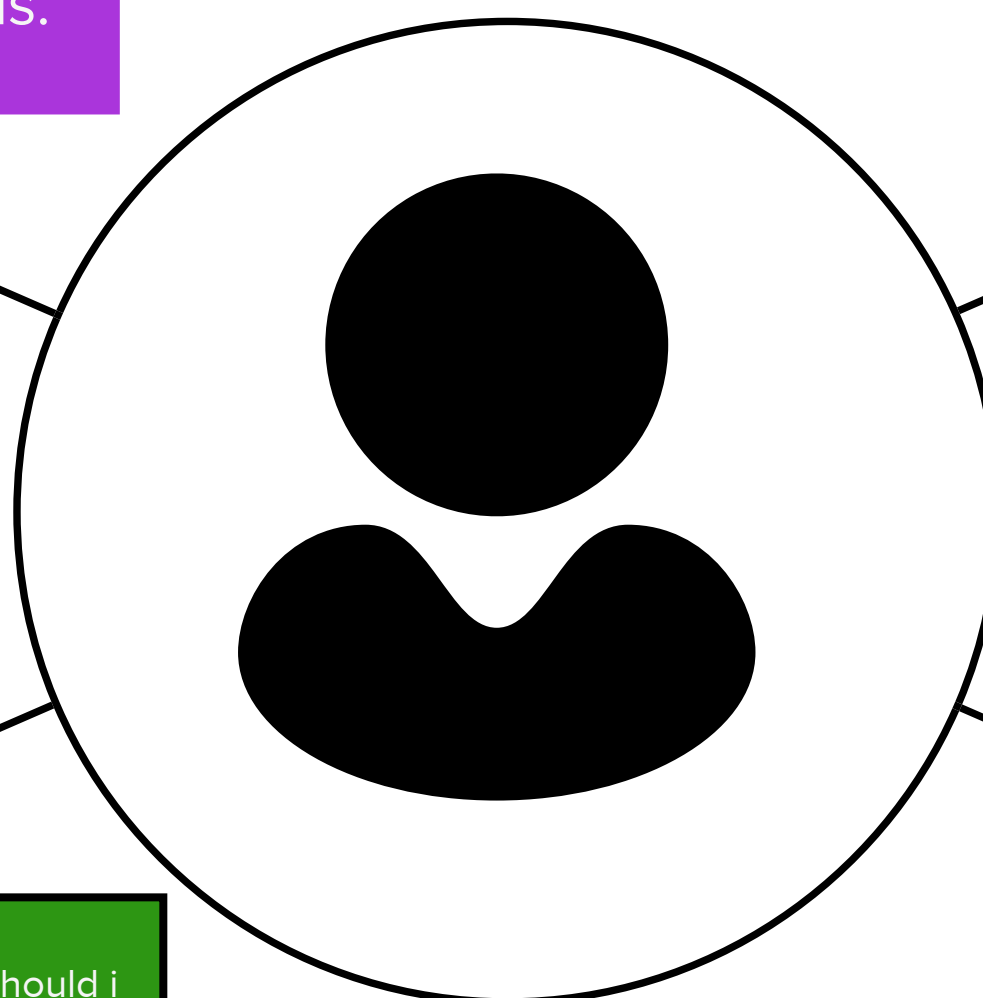


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

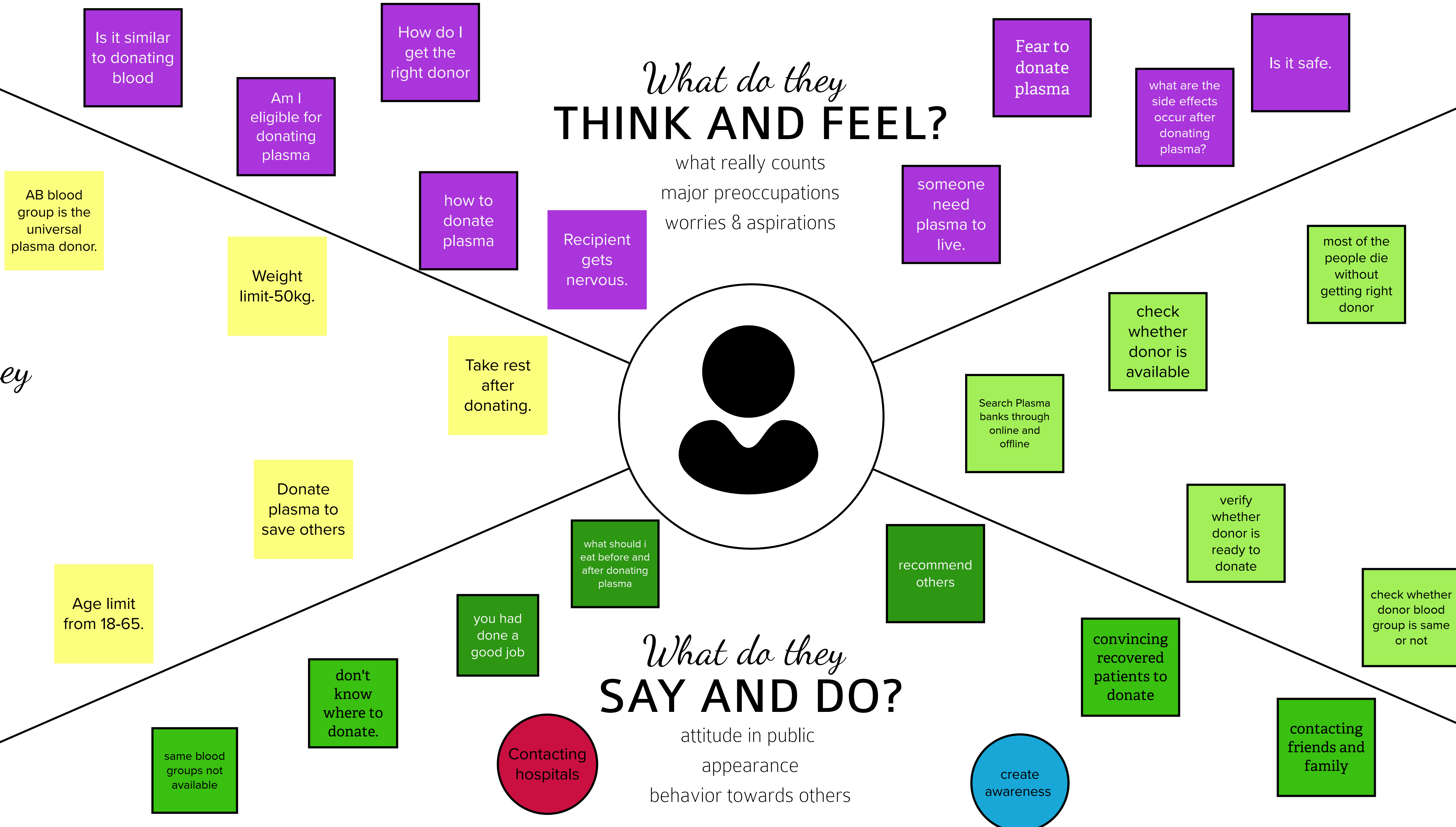
attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say



PAIN

fears
frustrations
obstacles

Difficult to find plasma donor.

Unable to donate When I Wish

Unable to get right donor at risky situation.

whether it cause any pain

Side effects

Less knowledge about plasma donating

save some once life at risky situation

self satisfied

Awareness about plasma donation.

GAIN

"wants" / needs
measures of success
obstacles

people won't scare to donate plasma after donating first time.

Reduce the death rate

