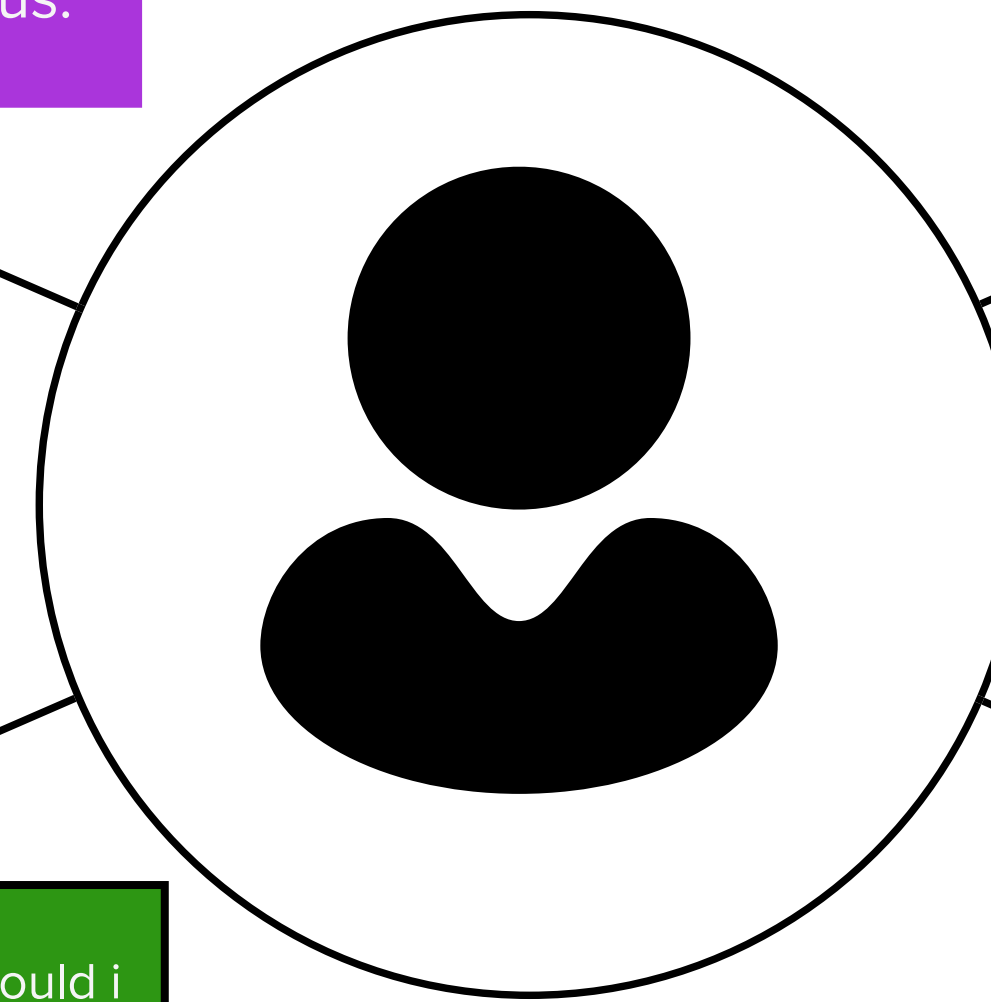


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Recipient gets nervous.

how to donate plasma

How do I get the right donor

Am I eligible for donating plasma

Is it similar to donating blood

Fear to donate plasma

what are the side effects occur after donating plasma?

Is it safe.

most of the people die without getting right donor

check whether donor is available

Search Plasma banks through online and offline

recommend others

what should i eat before and after donating plasma

Take rest after donating.

Weight limit-50kg.

AB blood group is the universal plasma donor.

Only 450ml plasma should be taken from a single person

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Contacting hospitals

create awareness

contacting friends and family

convincing recovered patients to donate

check whether donor blood group is same or not

verify whether donor is ready to donate

don't know where to donate.

same blood groups not available

Age limit from 18-65.

Hemoglobin level should be between 13-14

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

GAIN

"wants" / needs
measures of success
obstacles

save some once life at risky situation

self satisfied

Reduce the death rate

Awareness about plasma donation.

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

After donating plasma

Boost your mood

Lower blood pressure

Reduce cholesterol level