

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



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

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
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

self satisfied

Awareness about plasma donation.

Reduce the death rate

Boost your mood

Lower blood pressure

Reduce cholesterol level

