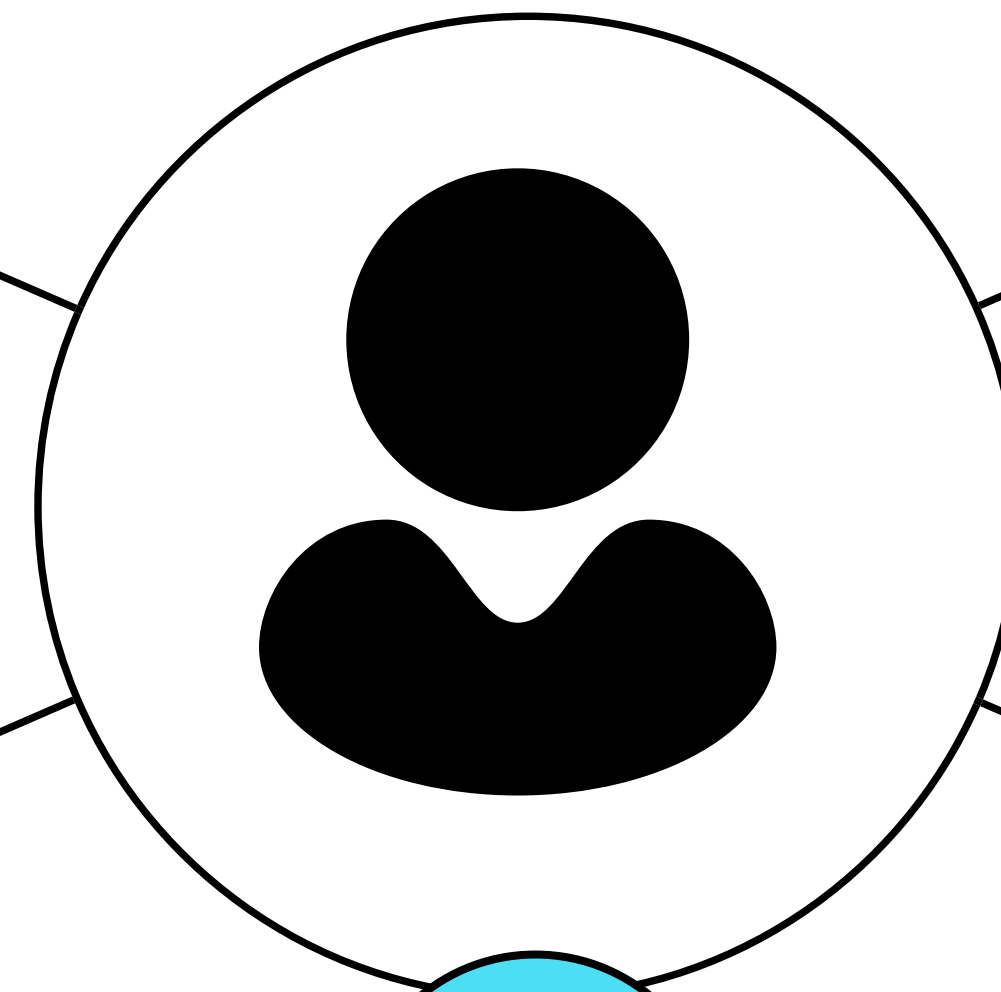


What do they THINK AND FEEL?

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

AB blood group is the universal plasma donor.

Only 450ml plasma should be taken from a single person

Take rest after donating.

Donate plasma to save others

Age limit from 18-65.

how to donate plasma

how can I identify the person

Am I capable for donating plasma

helping some else make me hapopy

Hemoglobin level should be between 13-14

it has promoted to donate because i had a friend to

what should i eat before and after donating plasma

same blood groups not available

feels good about blood donation

feels social media and physical awareness

Recipient gets nervous.

i would donate more if i can make time for it

Is it safe.

most of the people die without getting right donor

verify plasma donor is available or not

verify whether the blood groups are same or not

verify whether donor is ready to donate

whether they inject plasma directly ?

create awareness

contacting friends and family

Contacting hospitals

PAIN

fears
frustrations
obstacles

Difficult to find plasma donor.

Less knowledge about plasma donating

Side effects

Unable to donate When I Wish

Unable to get right donor at risky situation.

it cause any pain

GAIN

"wants" / needs
measures of success
obstacles

self satisfied

Reduce the death rate

save some once life at risky situation

International collaboration to supply rare products

Awareness about plasma donation.

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