

Says
What have we heard them say?
What can we imagine them saying?

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

Difficult to
find a plasma
donor

Need to find a
donor before
hand just to be
secured.

Is it safe?

How can i
secure
myself in
advance.

How to
reduce the
demand
supply gap?

Plasma
demand and
supply gap has
grown even
bigger

Is it similar to
blood
donation?

Am i eligible
for plasma
donation?

PLASMA DONOR
APPLICATION
(USER)

Searching for
plasma bank

Convincing
recovered
patient for
donation

Satisfied

Fear

Paying large
sum of money
to unauthorized
plasma agent

Contacting
friends and
family

Anxious

Pleasant

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

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