



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Will anyone
will come
for help

is it safe

Confused

How can i
secure
myself in
advance

A good Hygiene
blood donation camp

What do they **SEE?**

environment
friends
what the market offers

lot of blood
bags and
equipments

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Don't know
where to
start

Difficult to
find a
plasma
donar

Contacting
friends and
family

Searching for
blood blanks
online and
offline

It may cause risks
sometimes

Asks him/her
to register for
blood
donation for
future use

What do they **HEAR?**

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Sometimes
causes
heavy
problems

causes pain
to oneself
while
donation

GAIN

"wants" / needs
measures of success
obstacles

feels good
about
helping
others

can save
lives of
many