



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Is plasma donation safe?
- Awareness about plasma donation
- Am I eligible for plasma donation?

What do they
HEAR?

what friends say
what boss say
what influencers say

- Database is complicate to maintain
- supply chain is complicated
- security ?

What do they
SEE?

environment
friends
what the market offers

- provides a platform to connect with local donors
- plasma donor registration
- Locality based donations

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Monitor all details
- Verify donor and patient
- connects people

PAIN

fears
frustrations
obstacles

- Donor Safety
- Plasma Shortage
- Supply Management

GAIN

"wants" / needs
measures of success
obstacles

- Connecting donors quickly
- Awareness on plasma donation
- Makes an impact