

Plasma Donor Application

What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Need plasma/
blood donor
who is
available near
by me

Will the required
amount of
plasma/blood
units be
available

User friendly
app to
overcome their
critical
situations

Efficient way
of connecting
donors to
recipients

What do they **HEAR?**

what friends say
what boss say
what influencers say

High demand
for plasma/
blood

Slow
responses
from
donors

Quick and
efficient

What do they **SEE?**

environment
friends
what the market offers

Simple and
pleasant feel
of the web
platform

Shows all
required
details

Request
notification

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Initiate
awareness
among
friends and
family

Register
with the
correct
details

Provide
service if
eligible to
donate

Actively
respond to
request that
are made

PAIN

fears
frustrations
obstacles

Is it a
trustable
source?

Will the the
details be
issued in
time?

Will the eligible
donors
respond to the
request.

GAIN

"wants" / needs
measures of success
obstacles

Get Donors
who are
nearby

No charges
applicable

Single platform
for all plasma/
blood needs