



Problem Statement

During critical emergencies, accessing essential blood donations remains a formidable challenge. Willing donors are often unaware of immediate local needs, while those in urgent need face unnecessary delays due to convoluted processes involving hospitals, NGOs, and intricate donor matching protocols. A pressing issue emerges in bridging this gap to enable swift, effective, and direct blood donor-recipient connections, ensuring timely and lifesaving responses.





Objectives

To Build an innovative interface which will directly connect blood donors and recipients, while addressing challenges like blood bank charges and location confusion.

The interface aims to:

Efficient Matching: Swiftly match suitable blood donors with recipients based on blood type, location, and urgency, streamlining the donation process.

No Intermediaries: Cut out blood banks and associated charges, fostering a direct and cost-effective connection between donors and recipients.



Instant Coordination: Implement real-time chat and notifications to enable quick communication between donors and recipients, enhancing coordination.

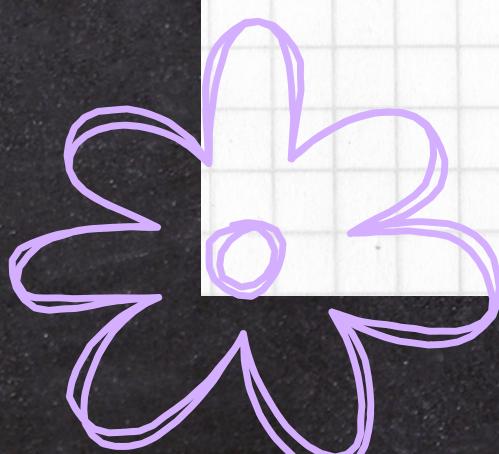
Location Convenience: Prioritize nearby matches to eliminate location-related issues, ensuring timely donations.

Free Accessibility: Make the app accessible to all users without fees, encouraging broader participation in the donation process.

Instant Chat: Provide real-time messaging for swift coordination between donors and recipients.

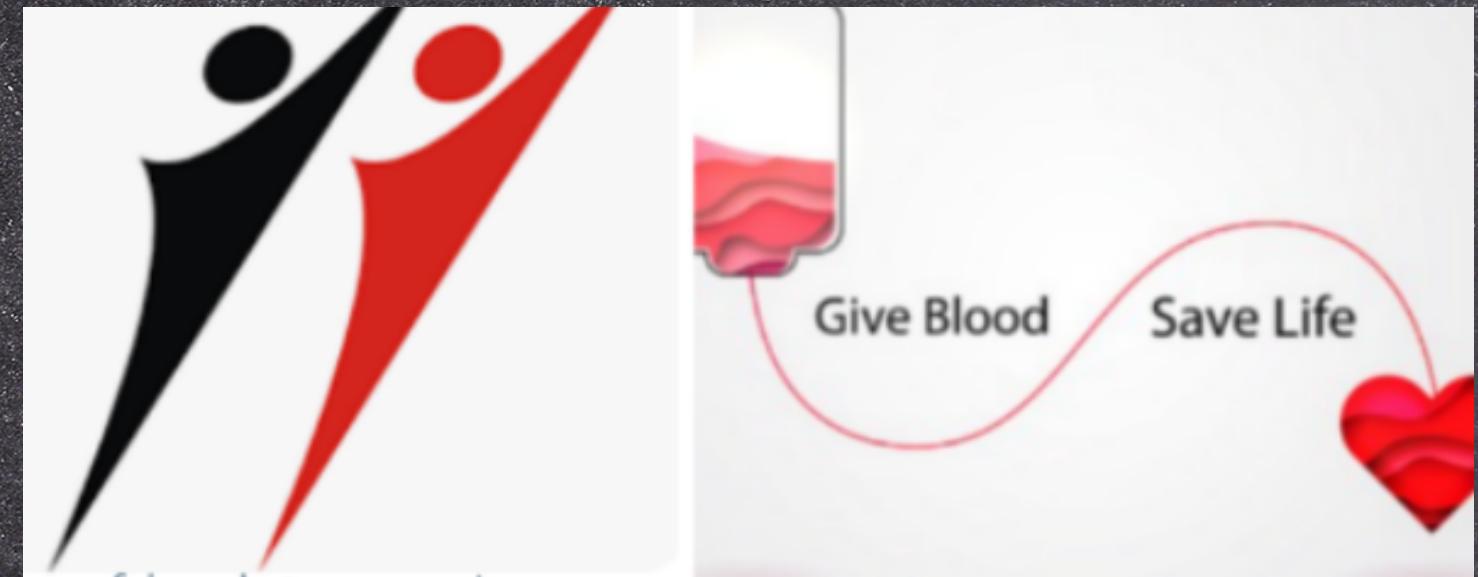


Target Audience



The interface target audience encompasses a range of individuals, primarily focusing on potential blood donors who are eligible and willing to contribute to this vital cause. Additionally, it extends to individuals in urgent need of blood (recipients) and their families, providing them a platform to connect directly with potential donors. Beyond these direct participants, the application also appeals to the broader general public, including those who may not be directly involved but are eager to support and promote the essential endeavor of blood donation.

Case Study



AT A GLANCE

Challenges

- User Engagement
- Geographical Reach
- Donor Verification
- Donation Continuity

Benefits

- Ease of Donation
- Visibility and Transparency
- Immediate Impact
- Humanitarian Contribution

CONCLUSION

Friends2Support app stands as a powerful solution to address blood shortages. Its advanced donor-recipient matching, real-time alerts, and streamlined communication benefit users by saving lives, enhancing efficiency, and fostering a strong sense of community. Through technology-driven innovation, Friends2Support redefines blood donation, making it accessible, effective, and impactful in critical medical situations.

OBJECTIVES

To effectively address blood shortages and save lives by seamlessly connecting blood donors with recipients. The app aims to revolutionize blood donation coordination through a user-friendly mobile platform, ensuring timely access to blood for those in critical need. It strives to establish a dependable network that unites the compassionate efforts of donors and the urgent requirements of recipients, infusing hope into emergency situations and making a profound impact on medical crises.

SOLUTIONS

Connects donors and recipients rapidly through advanced matching. Real-time notifications prompt swift responses to urgent requests. Integrated communication streamlines coordination among donors and recipients managing critical situations effectively. The app's emergency focus ensures timely access to available donors, enhancing efficient blood donation management.

BENEFITS

Lifesaving Impact:

Swift donor-recipient connections during emergencies save lives by ensuring timely access to critical blood donations.

Technology for Good:

Friends2Support leverages technology to address a vital healthcare challenge, making blood donation accessible and convenient.

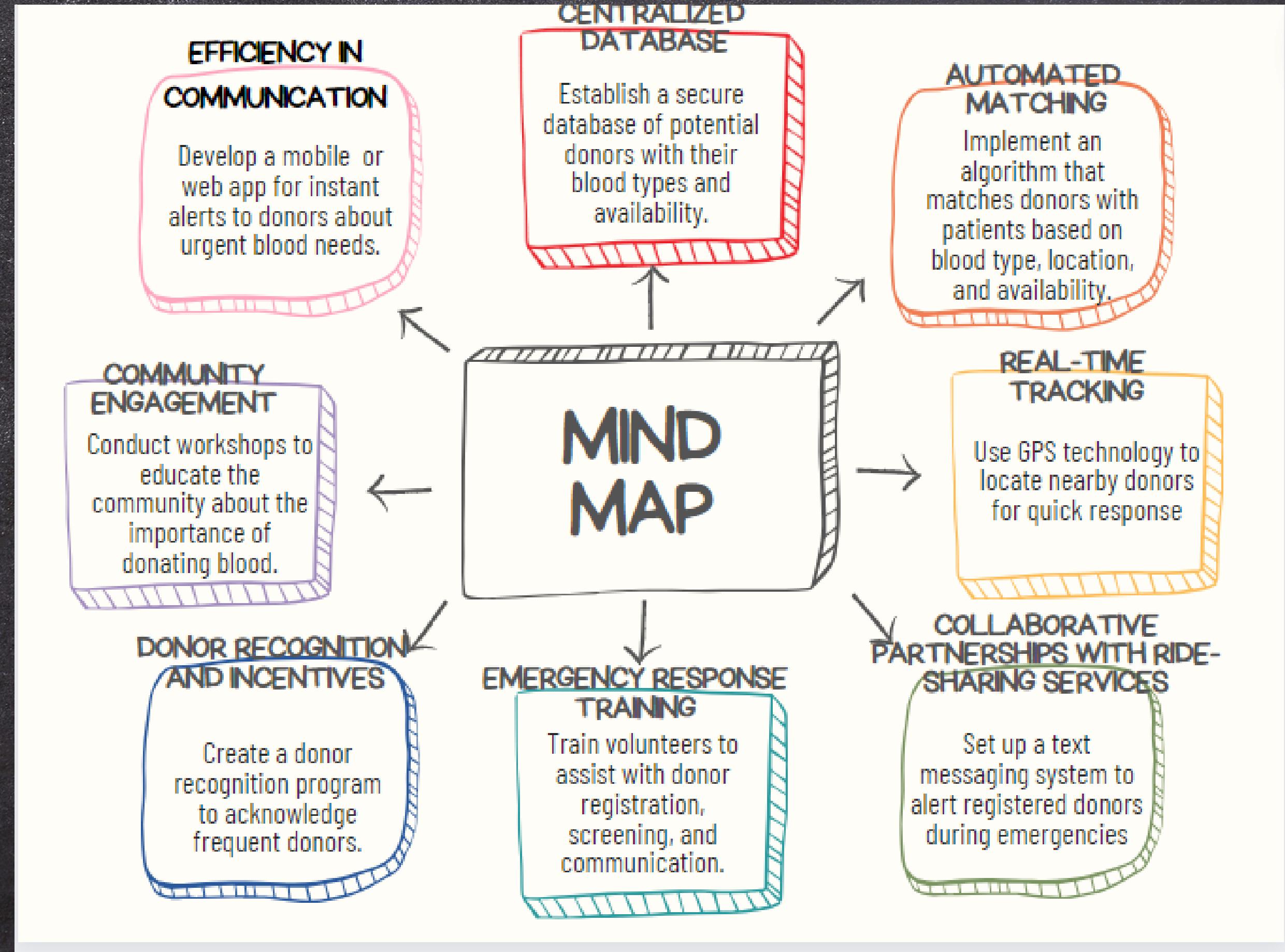
Timely Responses:

The platform's emphasis on emergency responses enables quick reactions to urgent situations, bolstering healthcare outcomes.

Reduced Shortages:

Efficient coordination leads to more available blood units, reducing shortages and supporting ongoing medical treatments.

Brainstorming & Mind Mapping



Competitive Analysis

	friends2support	Jeevandan	UBlood
User Reach	✓	✓	✓
Matching and Coordination	✗	✓	✓
Accessibility	✓	✓	✓
Community Engagement	✗	✓	✓
Updates and Innovation	✗	✓	✓
Customer satisfaction	★★★	★★★★	★★★★★

Online Survey

Questions

Responses

21

Settings

21 responses

+ Link to Sheets

:

Accepting responses

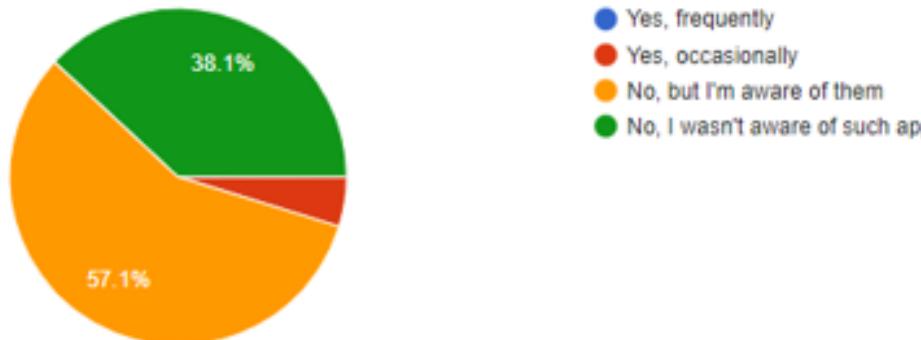


Summary

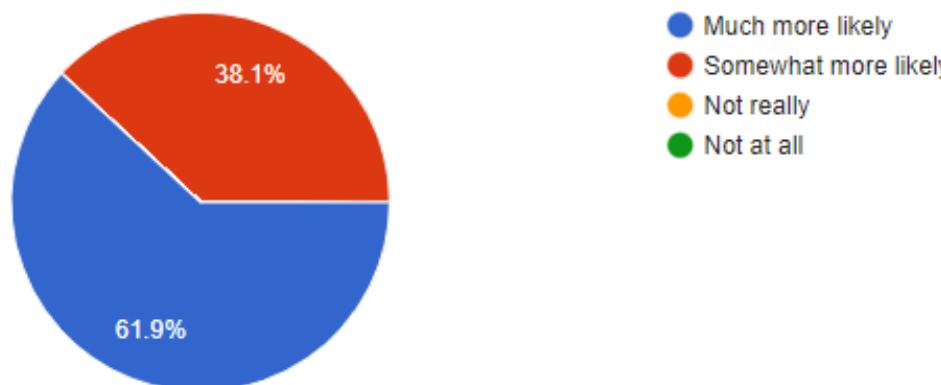
Question

Individual

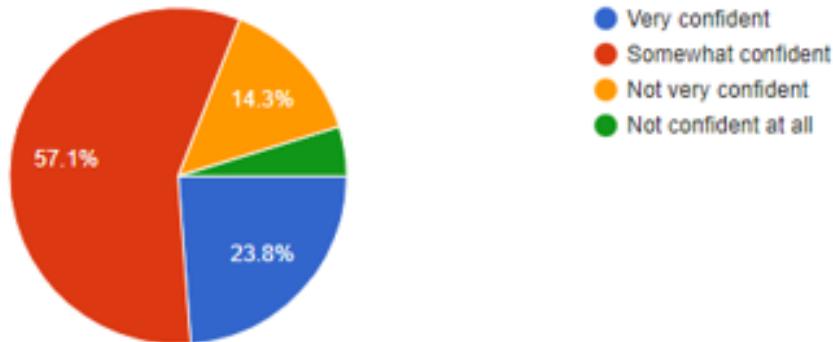
Have you used a blood donation app to find blood donors or recipients before?
21 responses



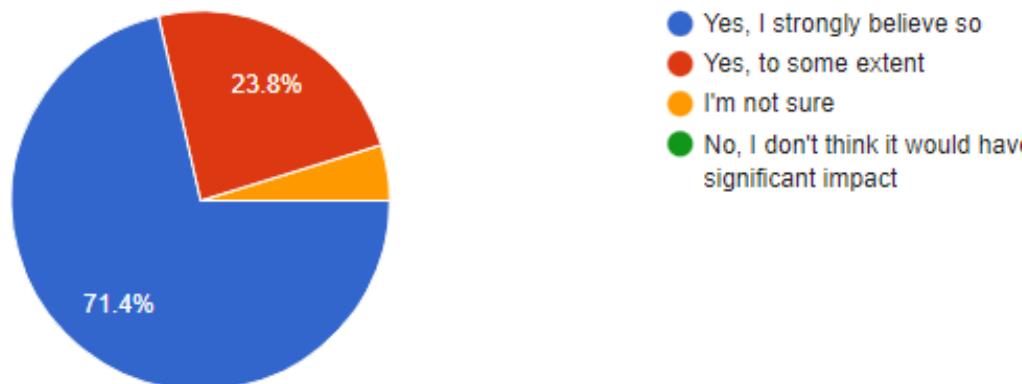
Would you be more likely to use the app if donors and recipients were reliably committed to donating on time?
21 responses



How confident are you in your understanding of how blood donation apps work?
21 responses

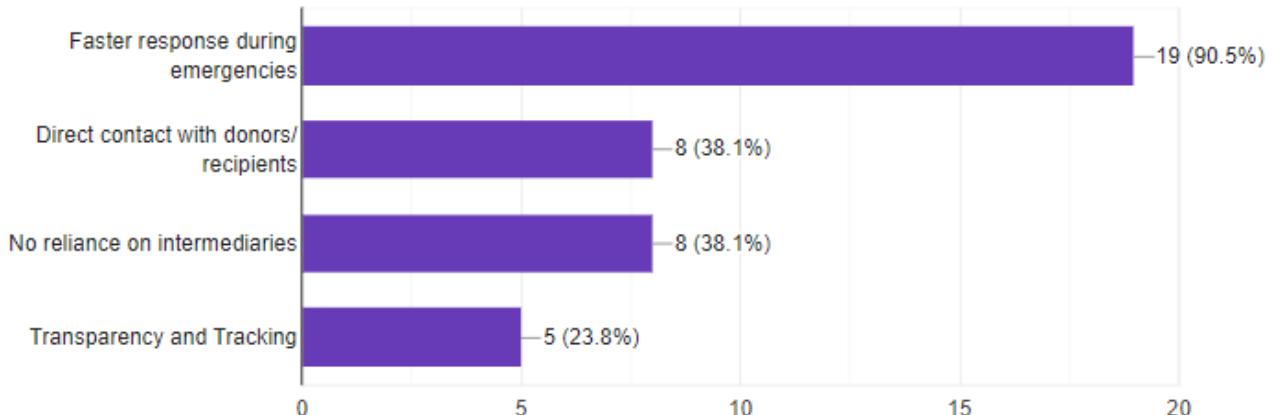


Do you believe that a direct blood donation app could significantly enhance the availability of blood for those in need?
21 responses



What motivates you to consider using a direct blood donation app?

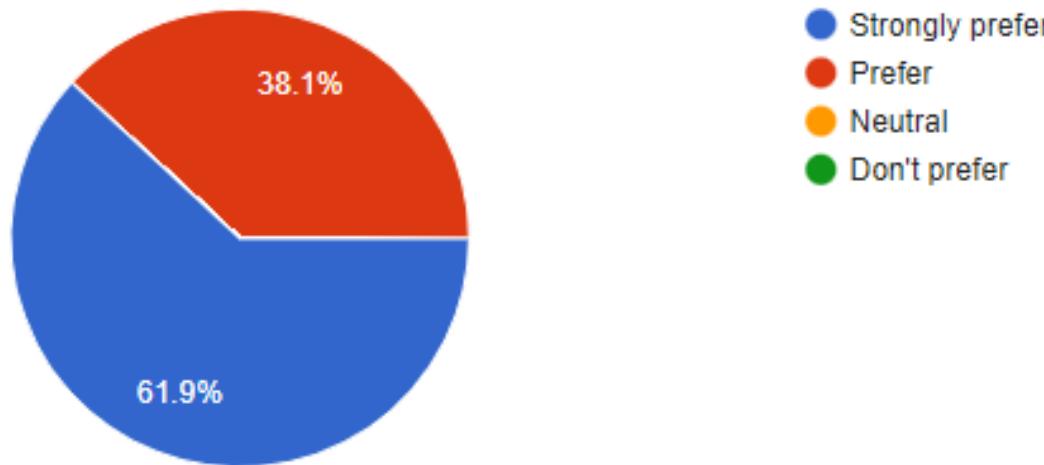
21 responses



[Copy](#)

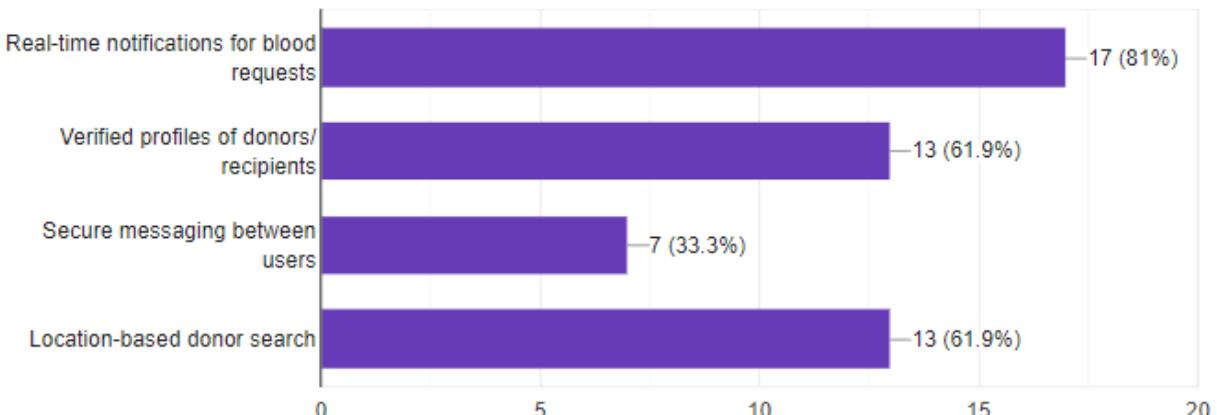
bank charges and potential long waiting times?

21 responses



Which feature would you find most valuable in a blood donation app?

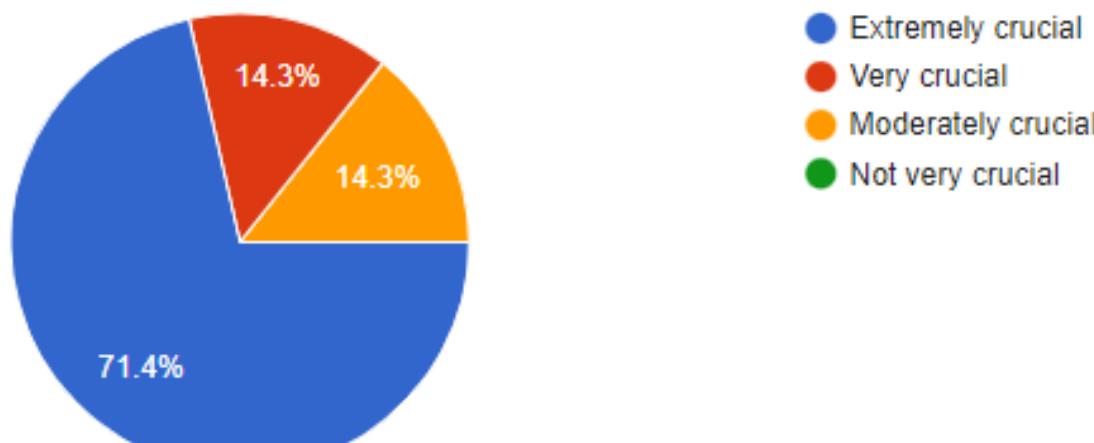
21 responses



[Copy](#)

In cases of urgent blood requirements, how crucial is it for you to have a reliable platform that can quickly connect donors and recipients?

21 responses



Questions of Survey

What motivates you to consider using a direct blood donation app? *

- Faster response during emergencies
- Direct contact with donors/recipients
- No reliance on intermediaries
- Transparency and Tracking

Which feature would you find most valuable in a blood donation app? *

- Real-time notifications for blood requests
- Verified profiles of donors/recipients
- Secure messaging between users
- Location-based donor search

Would you be more likely to use the app if donors and recipients were reliably committed to donating on time? *

- Much more likely
- Somewhat more likely
- Not really

Would you be interested in using an app that connects blood donors directly with individuals in need of blood?

- Very interested
- Moderately interested
- Slightly interested
- Not interested

Would you prefer a blood donation app that operates independently, eliminating blood bank charges and potential long waiting times?

- Strongly prefer
- Prefer
- Neutral
- Don't prefer

In cases of urgent blood requirements, how crucial is it for you to have a reliable platform that can quickly connect donors and recipients?

Questionnaire

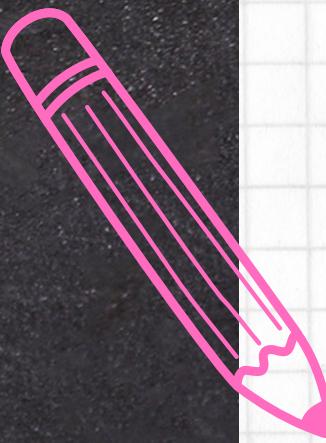


What specific challenges or issues have you encountered while using the apps for blood donation? Are there features that could be improved?

How important is real-time communication in the process of coordinating blood donations?

How do you think the user experience of these apps could be enhanced to better serve your needs?

How would you describe the overall impact of these apps on the blood donation process and the community?



User Persona 1

PRANJALI PANDEY

BIOGRAPHY

Pranjali Pandey is a dedicated student, a music enthusiast, and a curious mind drawn to the mysteries of crime. Pranjali embodies the spirit of her nation's youth as she strives to make a meaningful impact through her studies and interests.

PERSONALITY

Communication	<div style="width: 80%;"></div>
Time Management	<div style="width: 75%;"></div>
Perceiving	<div style="width: 60%;"></div>

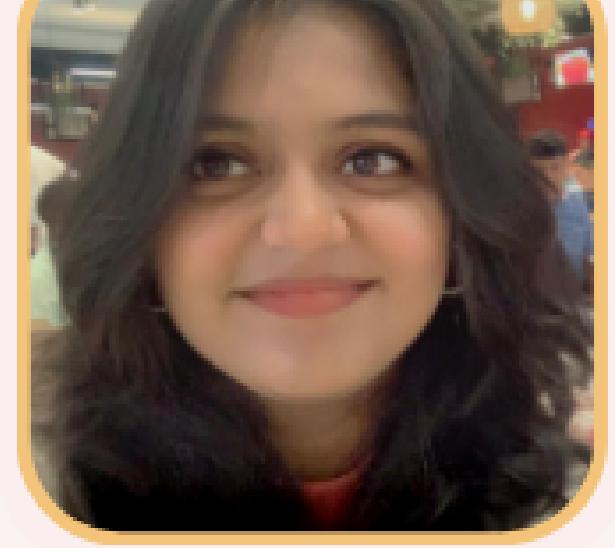
SKILLS

Public Speaking	<div style="width: 100%;"></div>
Coding	<div style="width: 90%;"></div>
Developer	<div style="width: 85%;"></div>
Artist	<div style="width: 70%;"></div>

GOALS

- To be an independent Women.
- To have an decent job and well settled life.
- To go to the dream university for further study.

**“Do things at your own pace.
Life's not a race.”**



AGE: 20

GENDER: FEMALE

WORK: STUDENT

ADDRESS:
RUDRAPUR,
UTTARAKHAND

FRUSTATIONS

- LACK OF REAL TIME COMMUNICATION.
- NO ALERTS DURING EMERGENCIES.
- UNWANTED CHARGES AND DELAY.

Empathy Map

We need a seamless connection between donors and patients.

Efficient communication is vital for timely responses

SAYS

DOES

Collaborates to enhance emergency blood donation processes.

Participate in community events and campaigns for blood donation awareness.



Improve the efficiency of emergency blood donation systems.

Streamline processes for quicker and better matches.

THINKS

FEELS

Frustration with existing complexities causing delays.

Determination to optimize emergency blood donation systems.

User Persona 2

YASH PANDEY

....

BIOGRAPHY

Yash Pandey, a fervent scholar with a love for mathematics and data science. Between unraveling numbers and equations, he unwinds watching series, finding stories as captivating as his studies. Yash embodies the perfect fusion of academic passion and entertainment enthusiast.

PERSONALITY

Introvert	<div style="width: 100%; height: 10px; background-color: #800080;"></div>
Time Management	<div style="width: 80%; height: 10px; background-color: #800080;"></div>
Confident	<div style="width: 90%; height: 10px; background-color: #800080;"></div>

66 *Life is too important to be taken seriously.*

SKILLS

Excel	<div style="width: 100%; height: 10px; background-color: #800080;"></div>
Coding	<div style="width: 95%; height: 10px; background-color: #800080;"></div>
Developer	<div style="width: 100%; height: 10px; background-color: #800080;"></div>
Problem Solving	<div style="width: 90%; height: 10px; background-color: #800080;"></div>

GOALS

- To be an independent Man.
- To have an decent job and well settled life.
- To go to the dream university for further study.
- To have an car of his dreams.

AGE: 21

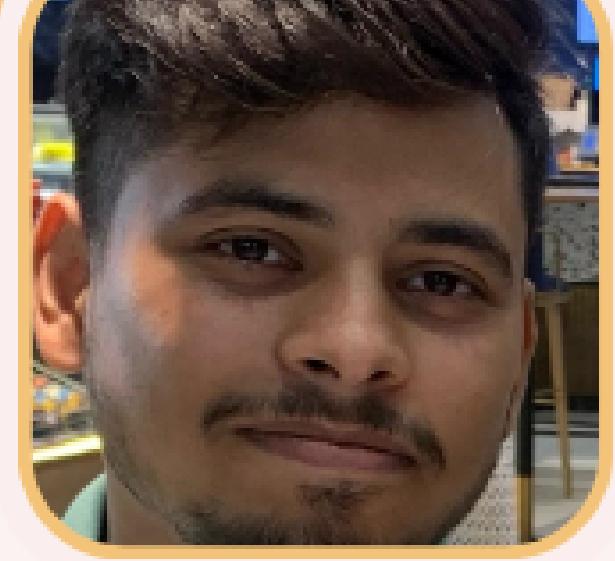
GENDER: MALE

WORK: STUDENT

ADDRESS:
DWARKA, NEW DELHI

FRUSTATIONS

- TIME TAKING PROCEDURE.
- LOCATION CONFUSION.
- UNWANTED CHARGES AND DELAY.



Empathy Map

Simplifying processes can save lives in critical situations.

Community engagement can boost awareness and participation.

SAYS

DOES

Supports centralized platform for real-time tracking and communication.

Advocates for streamlined emergency blood donation protocols.



Utilize technology for real-time tracking and coordination.

Bridge the gap between blood supply and demand.

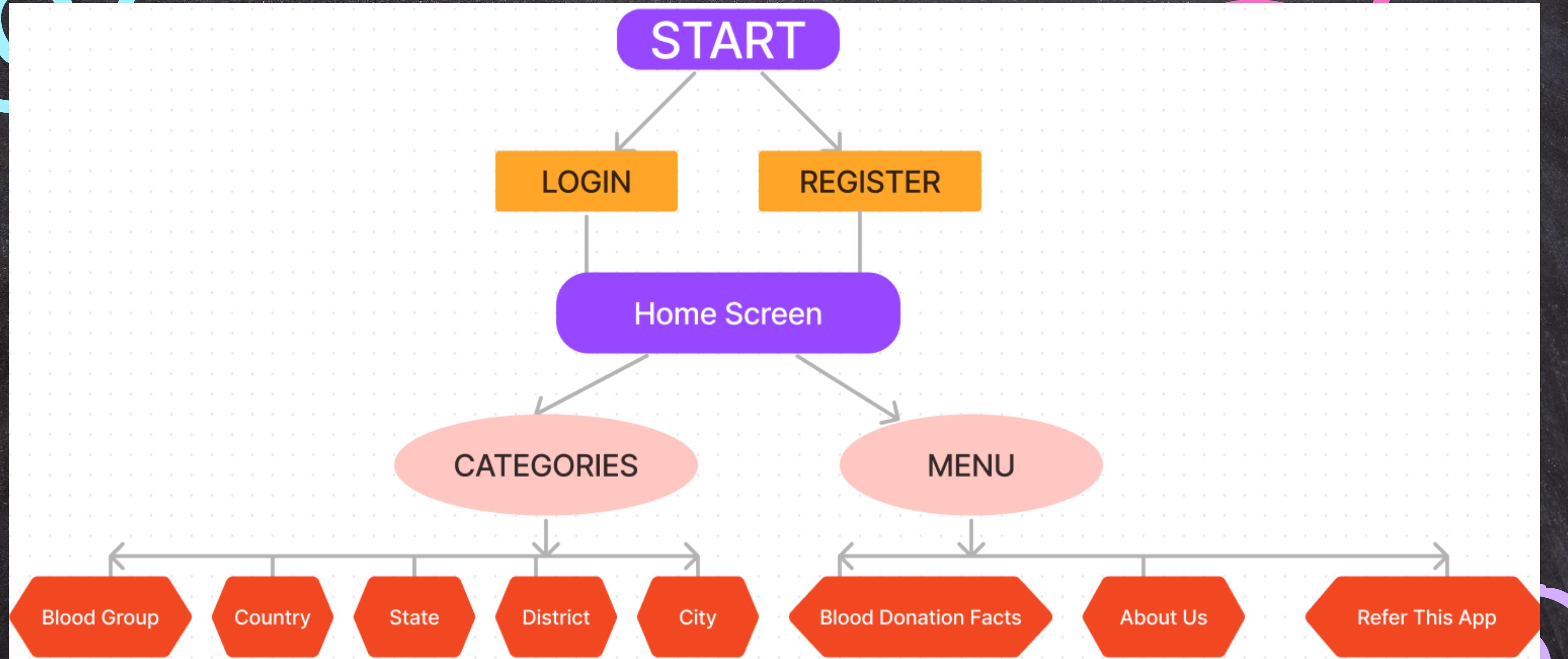
THINKS

FEELS

Empowerment through community involvement and support.

Motivation to improve emergency responses for the well-being of patients.

Current User Flow



Insights

- **Interface should integrate real-time alerts and notifications to keep users informed about urgent blood needs.**
- **Interface should incorporate direct and seamless communication channels between donors, recipients, and relevant parties.**
- **Interface should Provide information about where and when blood is required, ensuring users are aware of critical situations.**
- **Current running application focuses on connecting donors with recipients within specific geographic areas, enabling local and timely assistance during emergencies.**
- **Current application boasts a significant user base and popularity in India, which enhances the chances of finding suitable donors quickly.**