PULSE- A Mobile App for Modernizing Blood donation

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The Challenge:

Blood banks struggle with donor retention. Donors often lose track of their eligibility dates, leading to a drop in repeat donations and an unreliable blood supply. My goal was to design an app that only facilitates donations but also keeps donors engaged and motivated to return.

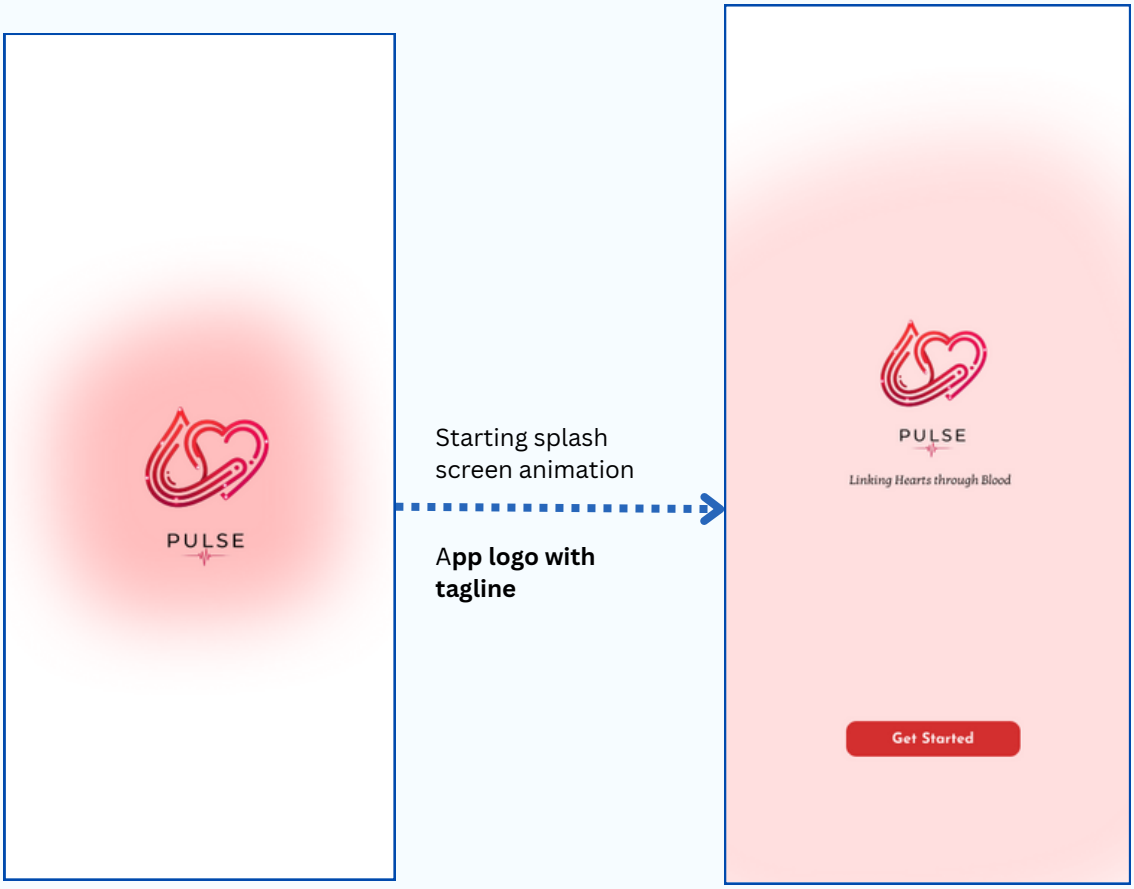
The Solution : The eligibility status bar

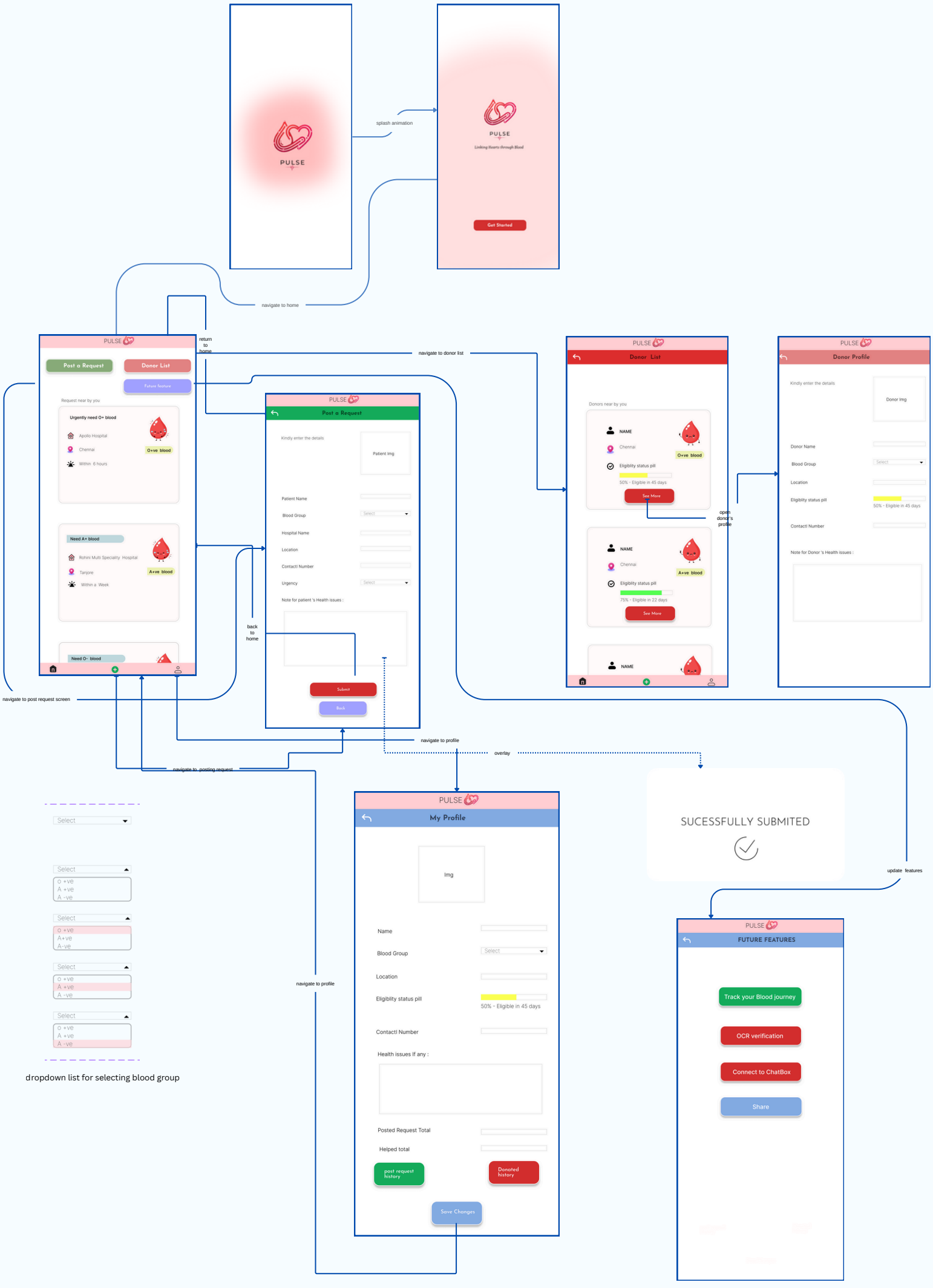
I designed **PULSE**, a mobile app that addresses this core problem with a unique feature: **The Eligibility status Bar.**

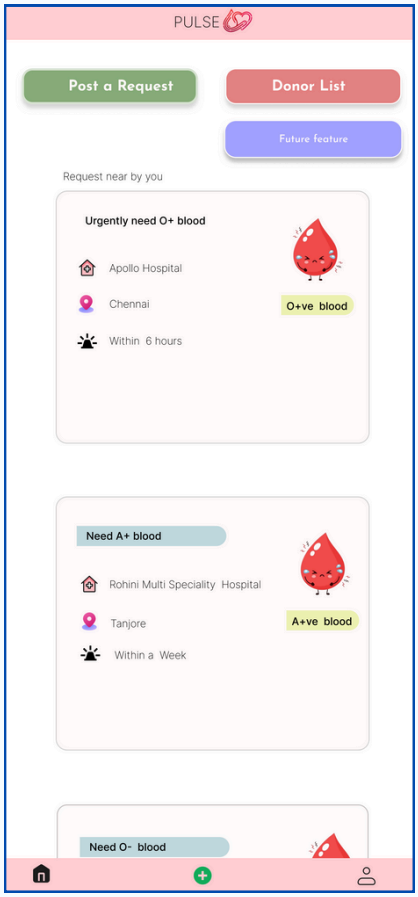
This dynamic progress bar visually tracks a donor's journey toward their next eligible donation date. it shows a percentage and a live countdown (eg:"50% eligible in 45 days.),turning a passive waiting period into an active , gamified countdown.

Key features and visual flow:

Here's a quick look at the app's core features and the user journey.




PULSE
splash animation
PULSE
Linking Hearts through Blood
Get Started
navigate to home
PULSE
Post a Request
Donor List
Future feature
Request near by you
Urgently need O+ blood
Apollo Hospital
Chennai
Within 6 hours
O+ve blood
Need A+ blood
Rohini Multi Speciality Hospital
Tanjore
Within a Week
A+ve blood
Need O- blood
return to home
navigate to donor list
PULSE
Post a Request
Kindly enter the details
Patient Img
Patient Name
Blood Group
Hospital Name
Location
Contactl Number
Urgency
Note for patient 's Health issues :
Submit
Back
back to home
PULSE
Donor List
Donors near by you
NAME
Chennai
O+ve blood
Eligibity status pill
50% - Eligible in 45 days
See More
NAME
Chennai
A+ve blood
Eligibity status pill
75% - Eligible in 22 days
See More
NAME
open donor's profile
PULSE
Donor Profile
Kindly enter the details
Donor Img
Donor Name
Blood Group
Select
Location
Eligibity status pill
50% - Eligible in 45 days
Contactl Number
Note for Donor 's Health issues :
navigate to post request screen
navigate to profile
overlay
navigate to posting request
Select
O +ve
A +ve
A -ve
dropdown list for selecting blood group
PULSE
My Profile
Img
Name
Blood Group
Select
Location
Eligibity status pill
50% - Eligible in 45 days
Contactl Number
Health issues If any :
Posted Request Total
Helped total
post request history
Donated history
Save Changes
navigate to profile
SUCESSFULLY SUBMITED
update features
PULSE
FUTURE FEATURES
Track your Blood journey
OCR verification
Connect to ChatBox
Share



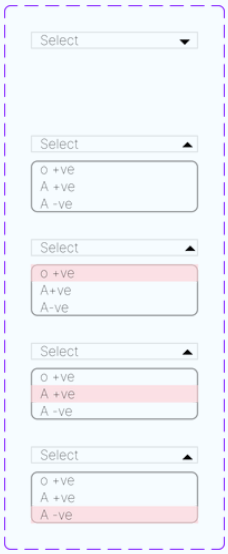
Home Screen:

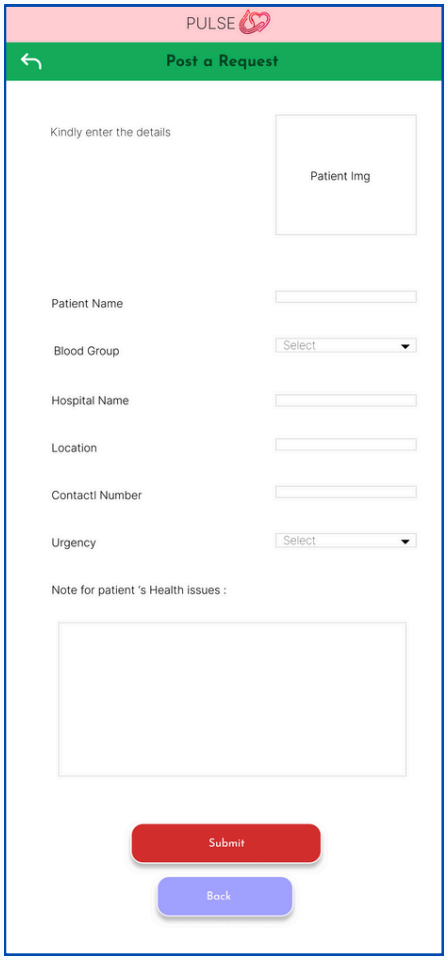
Home screen features clear, actionable buttons like :**Post a Request" and "Donor List"** at the top. The cards below highlight urgent blood needs, providing essential details such as blood type, location, and the requesting hospital, all in scannable format for quick action.

Posting a request:

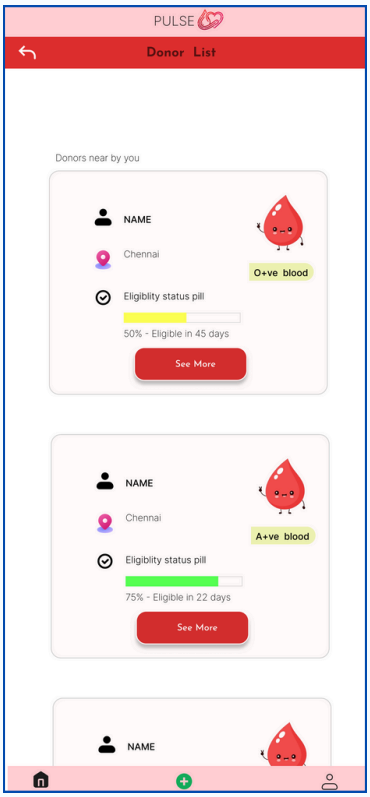
Recipients can post an urgent request for blood in just few steps

Using dropdown feature , users can select their blood group from the list

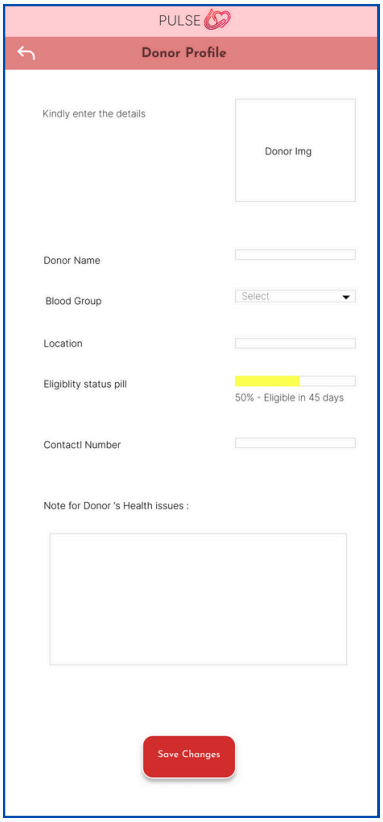




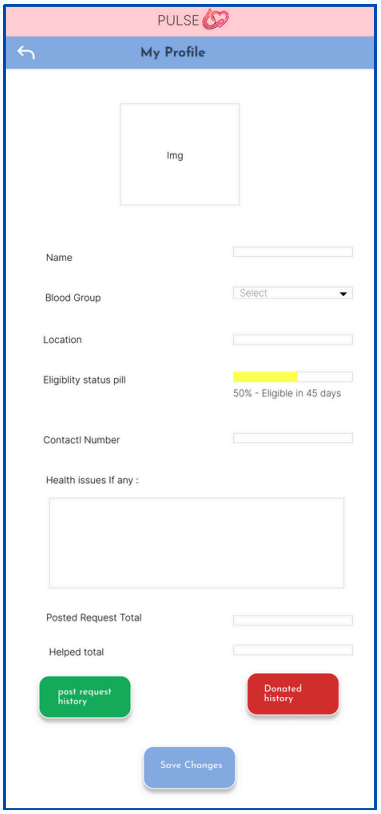
Finding a donor:



Users can easily search and connect with donors in their area based on blood group.



My profile:



The app keeps track of your donation history and helps you monitor your eligibility

Special features to be added in future versions :

- **Advanced Personalization and AI Integration:**

Using AI to analyze a donor's health data and past donation history, instead of a generic 56-day rule, the app uses machine learning to suggest the optimal time for a donor's next donation based on their individual iron levels and other health markers, promoting donor health and retention.

- **Enhanced Transparency and tracking.**
- **OCR based Verification:**

System allows users to scans and upload their government IDs or hospital documents ,which automatically verified to prevent fraud profiles.

- **Digital health questionnaries:**

Mandatory health questionnaire securely within the app.

- **Interactive and Engaging User experience**

1. In App Chat Box.
2. Blood score Report.
3. Social sharing with privacy controls.

Outcome:

THe PULSE app offers a fresh, human-centered approach to blood donation.