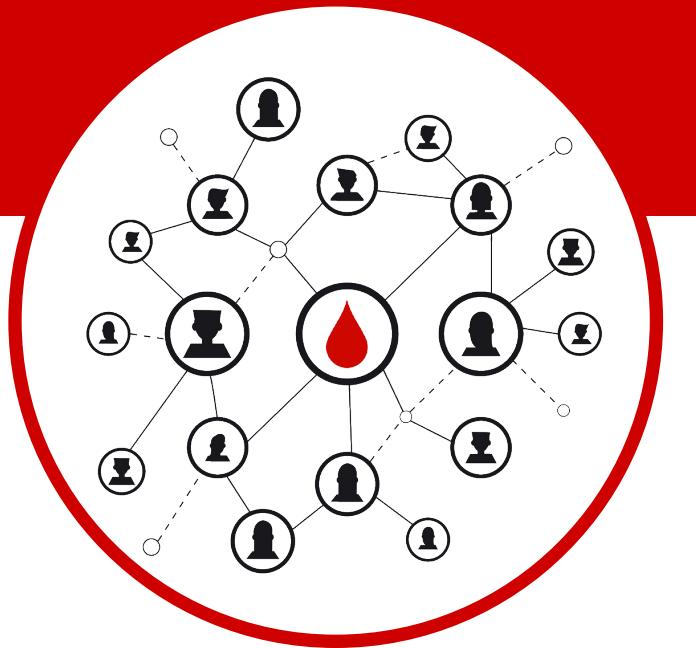


BLOODER



Francesca Furia
Silvia Martelli
Michele Scarnera
Gaia Vaccarezza

1

THE OBSERVATION

2

WHY DOES IT HAPPEN?

3

WHAT CAN WE DO?

4

HOW WE CAN DO IT?

People who donate blood are less than they could be

- The number of donors is falling: in 2020 3,4% less than in 2019
- The number of new donors is falling too: 2% less than 2019
- The average age of the donors is rising: only 31% under 35



2 — WHY DOES IT HAPPEN?

- | because people are **misinformed**
- | because people are **not interested** enough
- | because people are **afraid**
 - of needles
 - of going by themselves
 - of repercussions on their health

—WHAT CAN WE DO?

3

people who are misinformed



INFORM

people are not interested enough



ATTRACT

people who are afraid

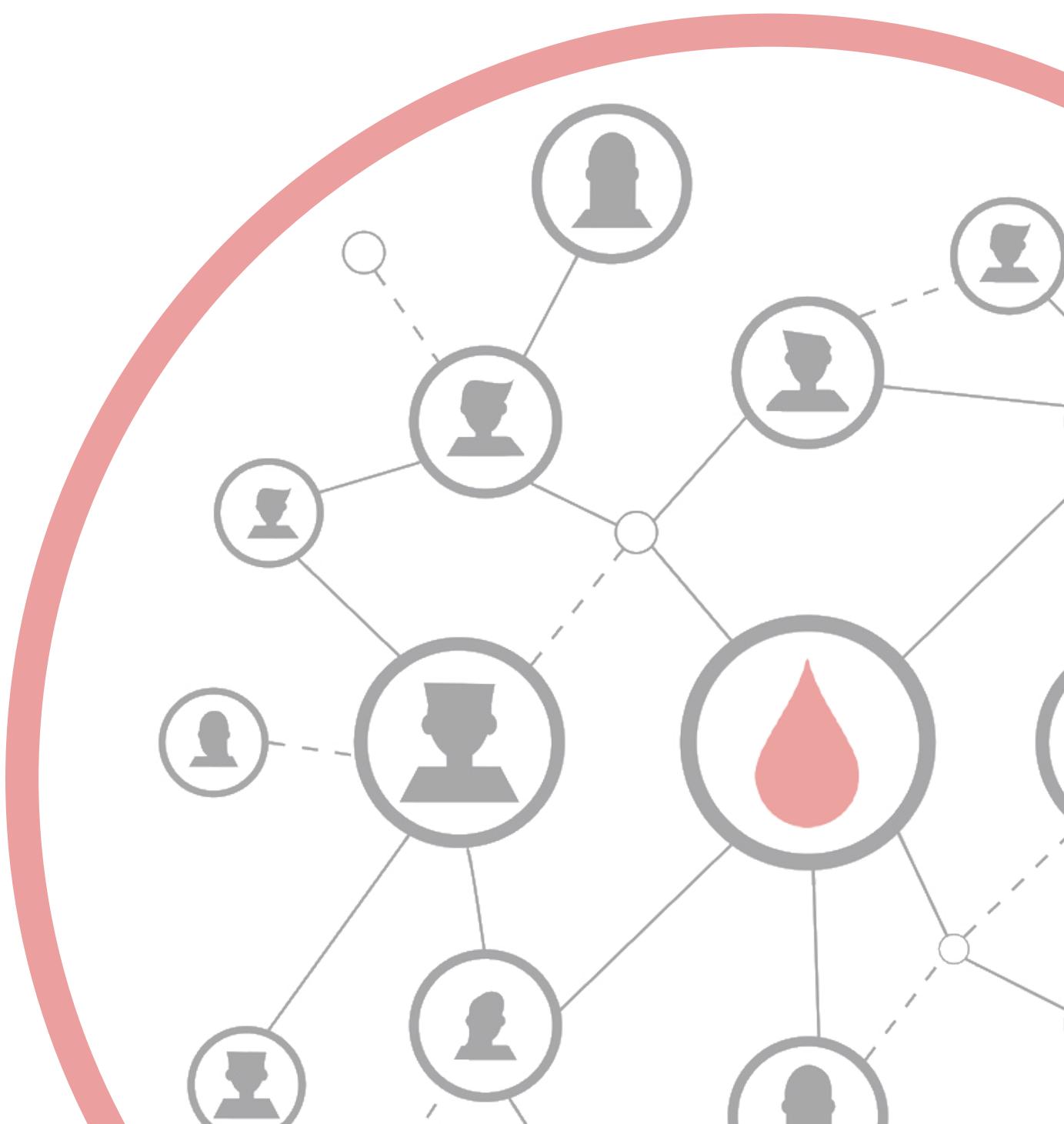
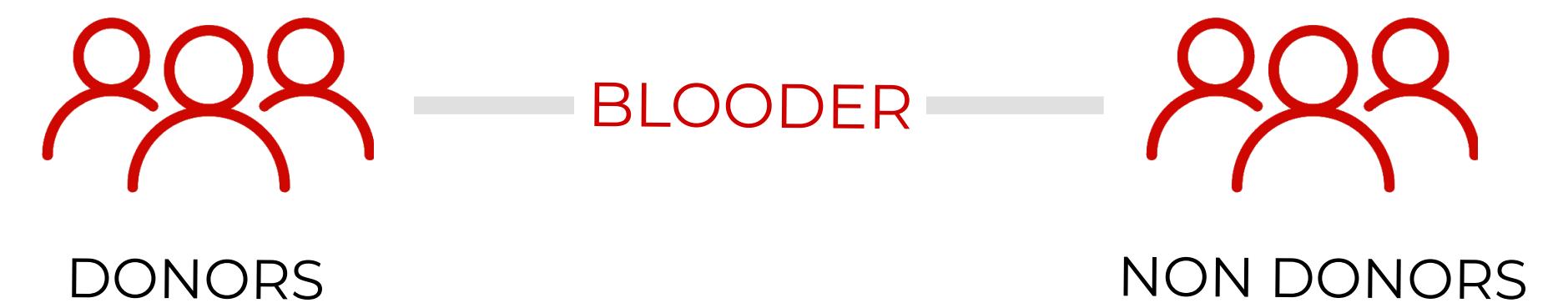


SUPPORT

Blooder

an application that links **donors** and potential donors

in an informal, welcoming and fun environment

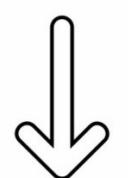


Whenever people are either **scared** or not informed about something, their instinctive reaction is to turn to someone that has **more experience** or more information than them.

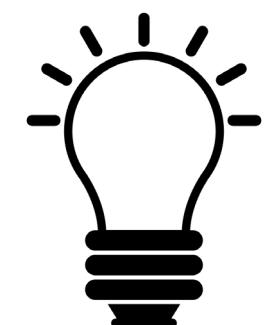
Also, people often get interested in things when they see a lot of people doing it (**peer pressure**).

Whenever people are either **scared** or not informed about something, their instinctive reaction is to turn to someone that has **more experience** or more information than them.

Also, people often get interested in things when they see a lot of people doing it (**peer pressure**).



This could work for **blood donation**

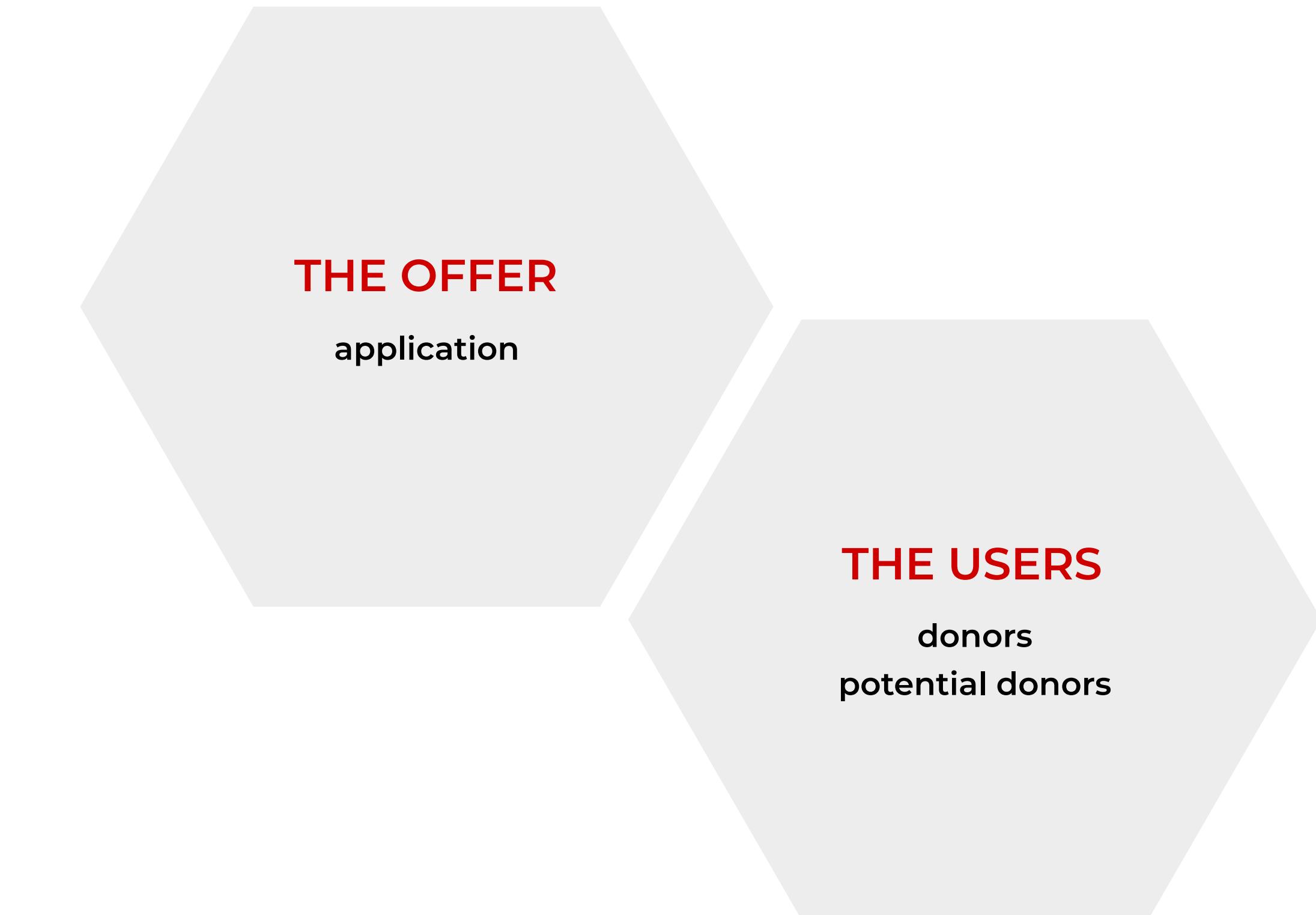


MAIN COMPONENTS



THE THEORY

MAIN COMPONENTS

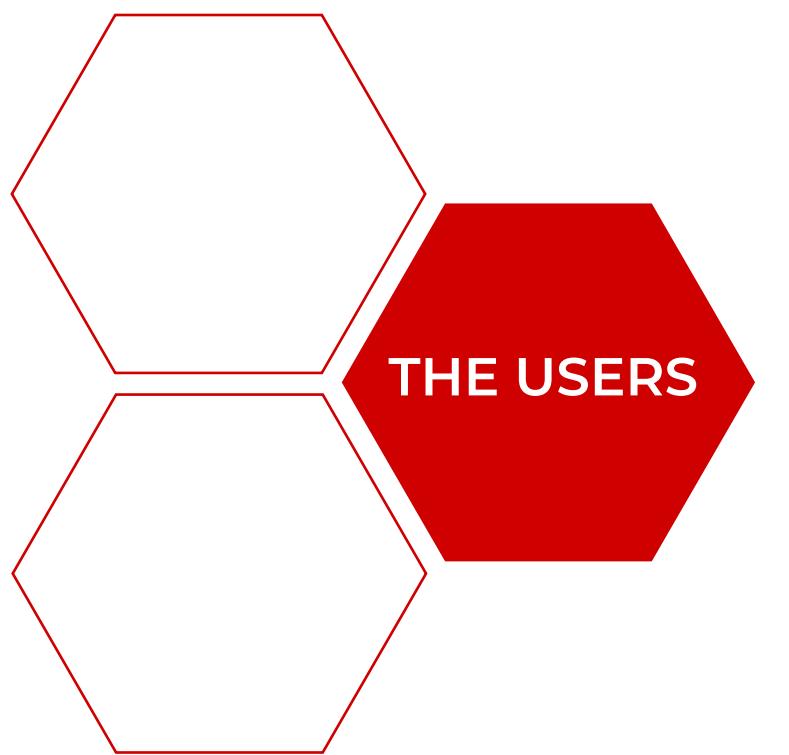


MAIN COMPONENTS

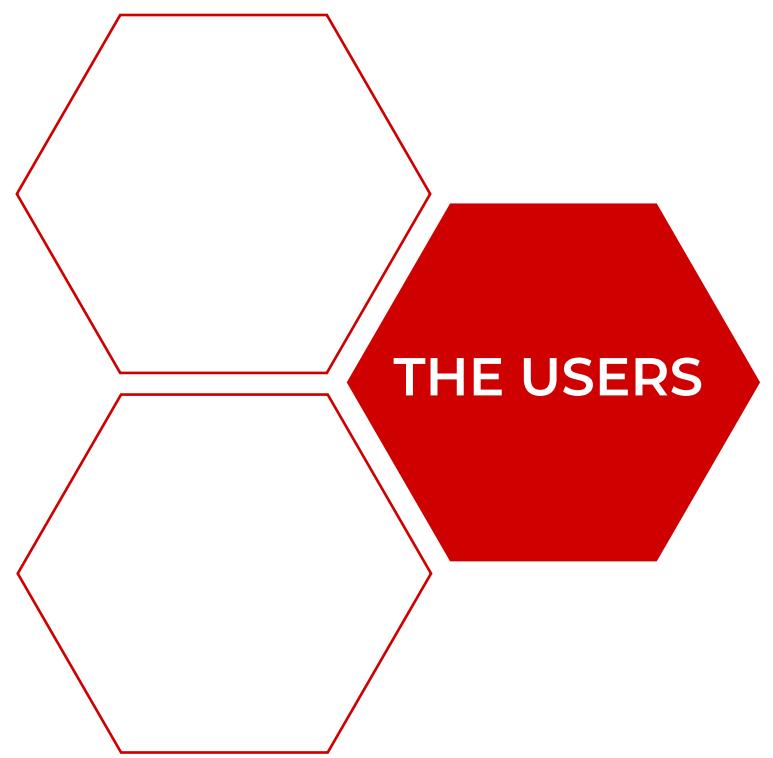




SERVICE	
POTENTIAL DONORS	DONORS
Ask questions to donors	Help in making people become donors
Get emotional support from donors	Book appointment for donation online Reminder to go donating
Creating a connection Organizing to go donating together	
Notification if there is a lack of blood in their area Information and FAQ about donation	
Map to check for closest spot to donate	

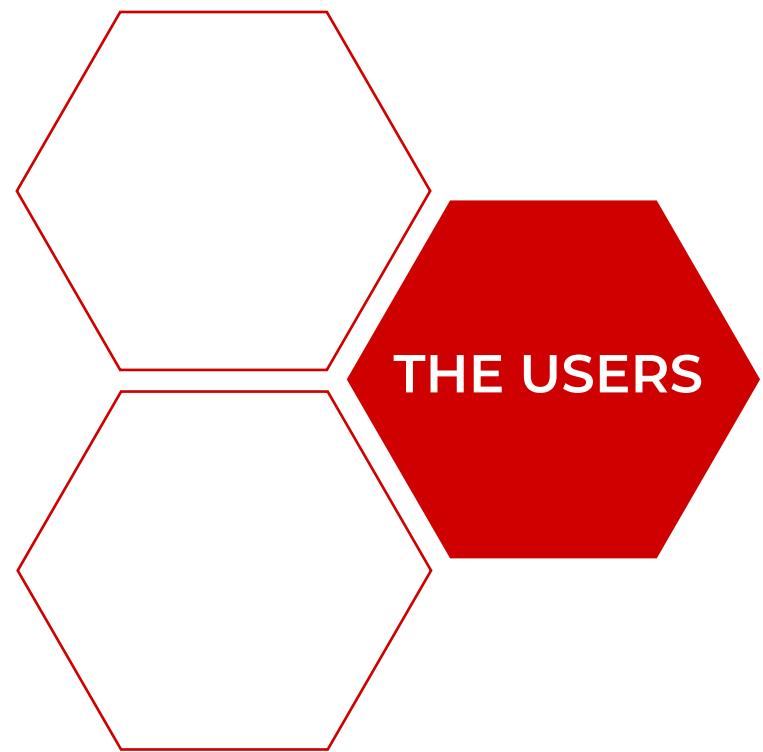


WILLING TO



WILLING TO

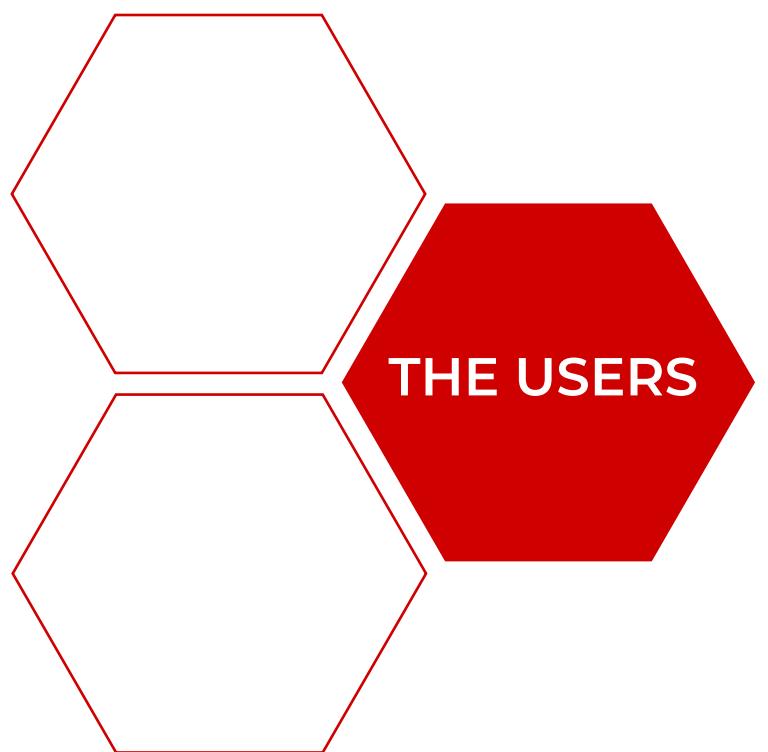




WILLING TO



THROUGH AN APP

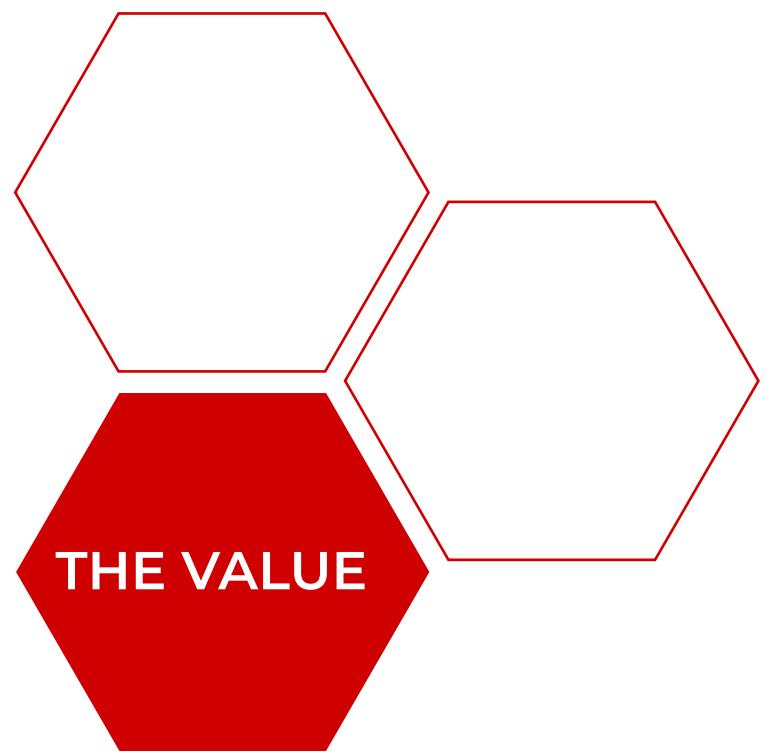


WILLING TO



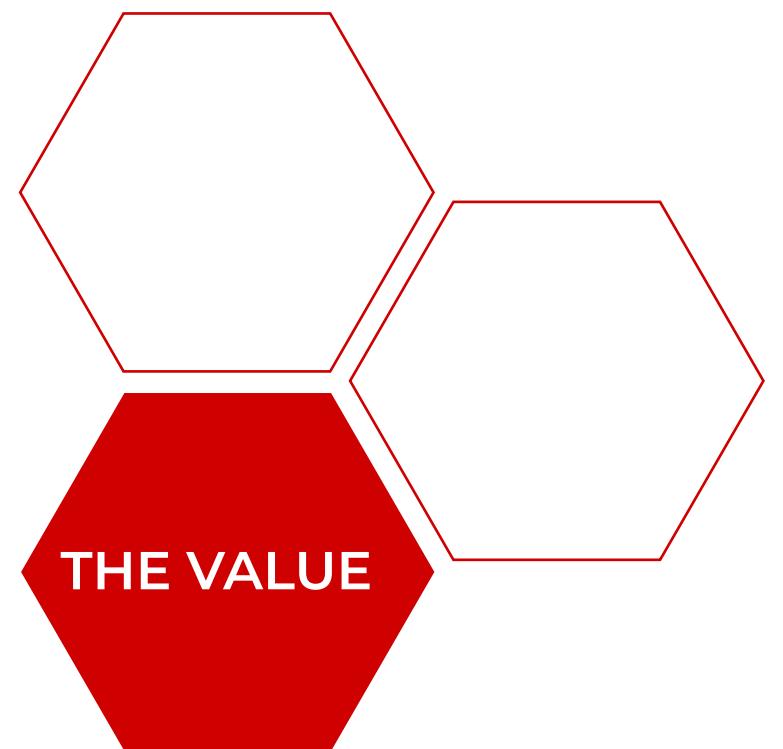
THROUGH AN APP





| For the COMMUNITY

if the number of donors increases the whole community benefits from it

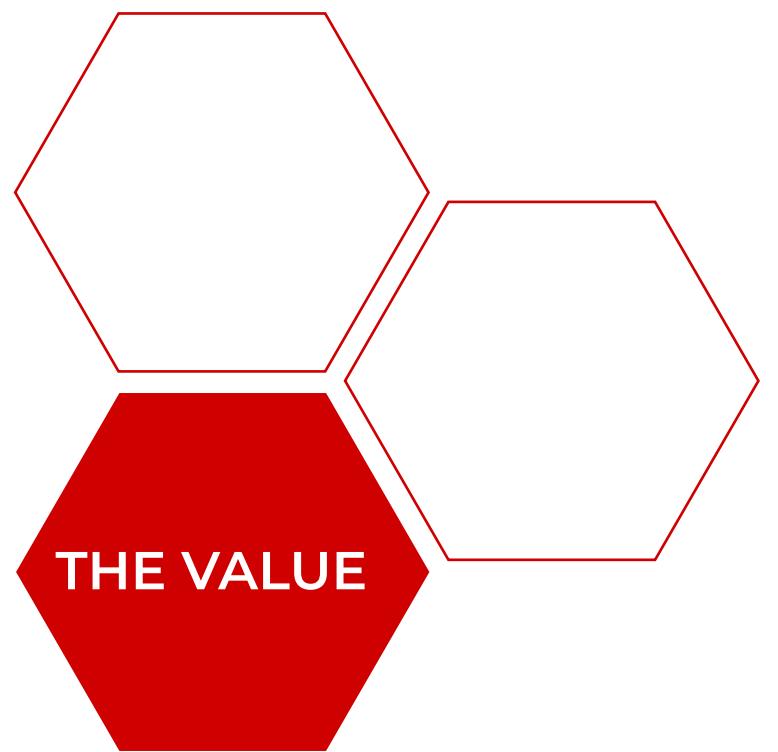


| For the COMMUNITY

if the number of donors increases the whole community benefits from it

| For the DONORS

possibility of making their contribution more precious by attracting other people in donating + features designed for them



| For the COMMUNITY

if the number of donors increases the whole community benefits from it

| For the DONORS

possibility of making their contribution more precious by attracting other people in donating + features designed for them

| For the potential NEW DONORS

possibility to overcome their fears and do something good

existing alternatives



existing alternatives



social media groups
or pages



websites



contact through
associations hotlines

WHY IS **BLOODER** BETTER?

existing alternatives



social media groups
or pages

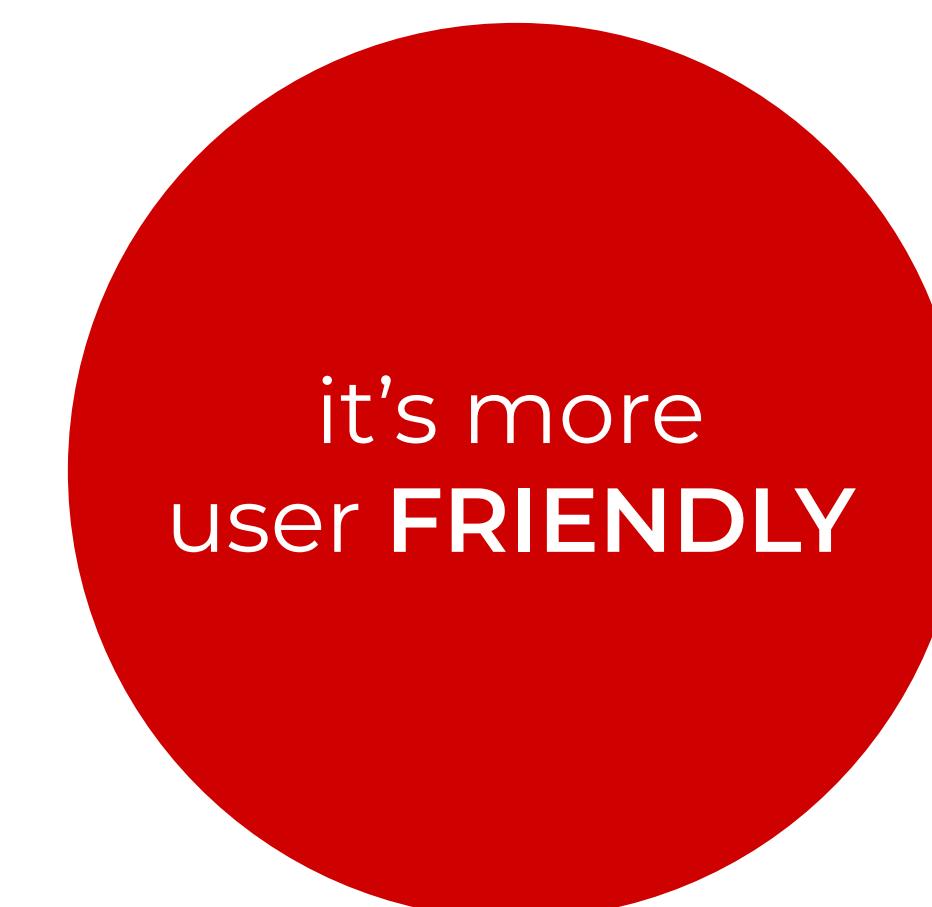


websites



contact through
associations hotlines

WHY IS **BLOODER** BETTER?



it's more
user **FRIENDLY**

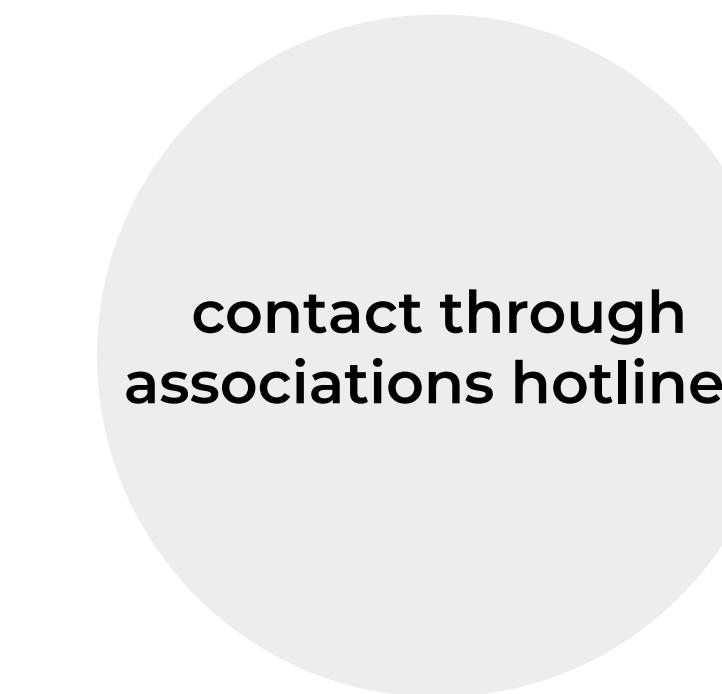
existing alternatives



social media groups
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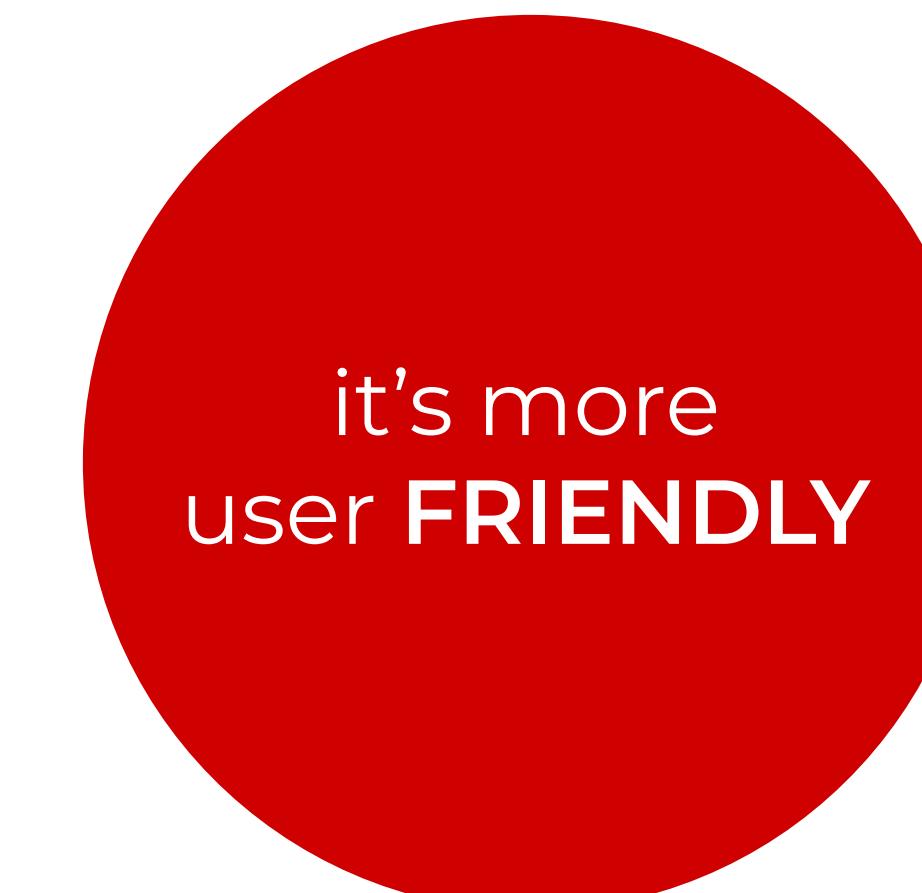


websites



contact through
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WHY IS BLOODER BETTER?



it's more
user **FRIENDLY**



it's a tool for a
HUMAN CONTACT

existing alternatives



social media groups
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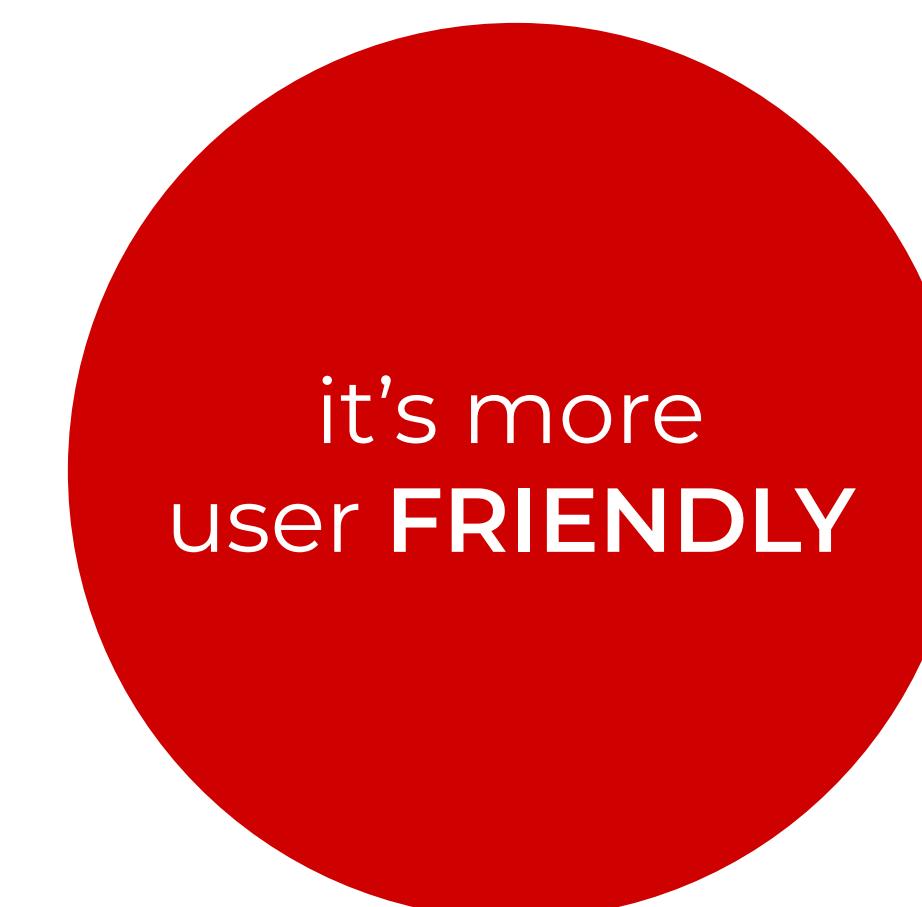


websites



contact through
associations hotlines

WHY IS BLOODER BETTER?



it's more
user **FRIENDLY**



it's a tool for a
HUMAN CONTACT



it's easy
to **ADVERTISE**

SCENARIO ACTIVE MAP

F= Fearfuls

U= Uninterested

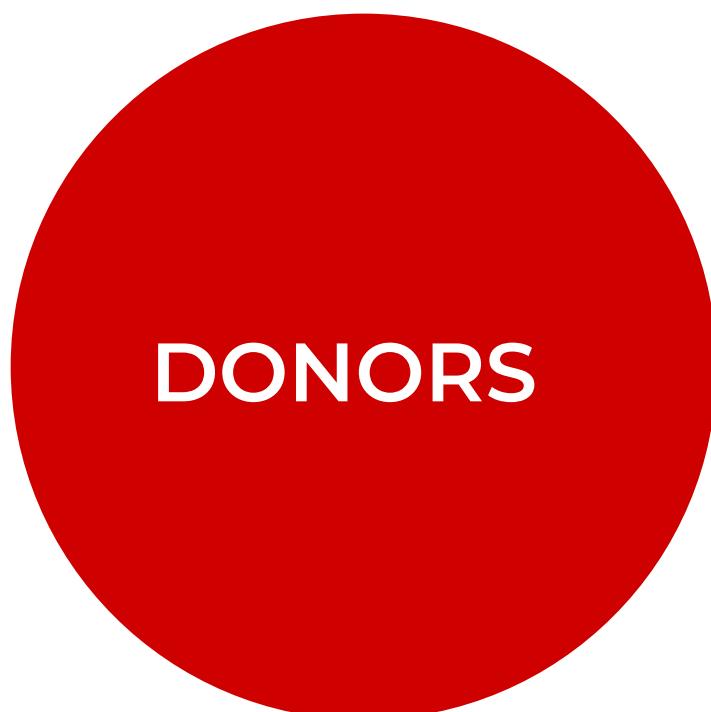
D= Donors

ALTERNATIVES

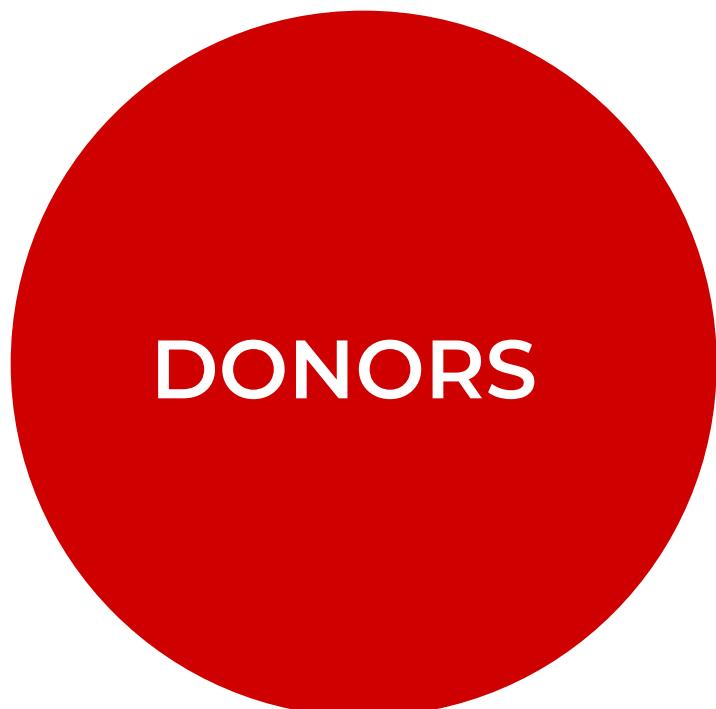
SCENARIOS					
Categories that like the idea of using an app linking donors and non-donors					
Only one category	D + F	D + U	F + U	D + F + U	Nobody

ACTIONS	N	V1 - C1	V1 - C2	N	V1	N
Develop Blooder	N	V1 - C1	V1 - C2	N	V1	N
Not develop Blooder	0	0	0	0	0	0

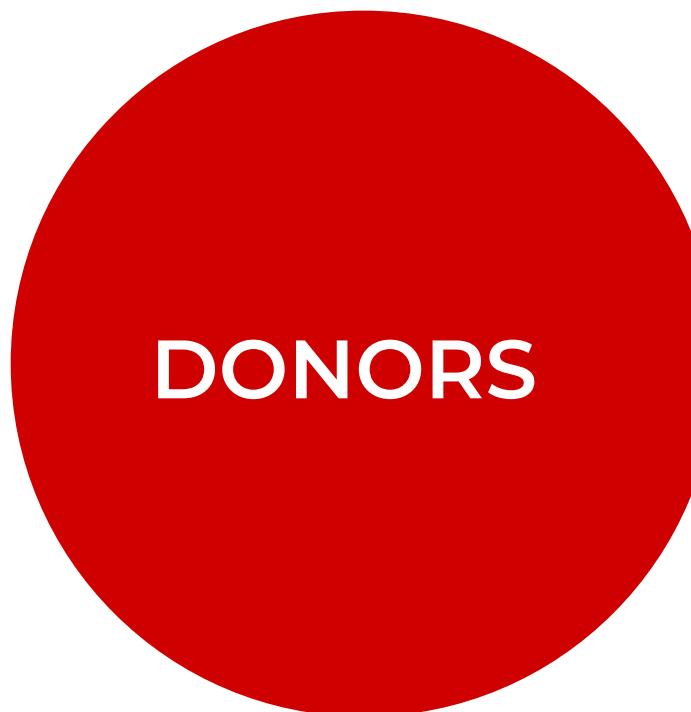
FOUR GROUPS



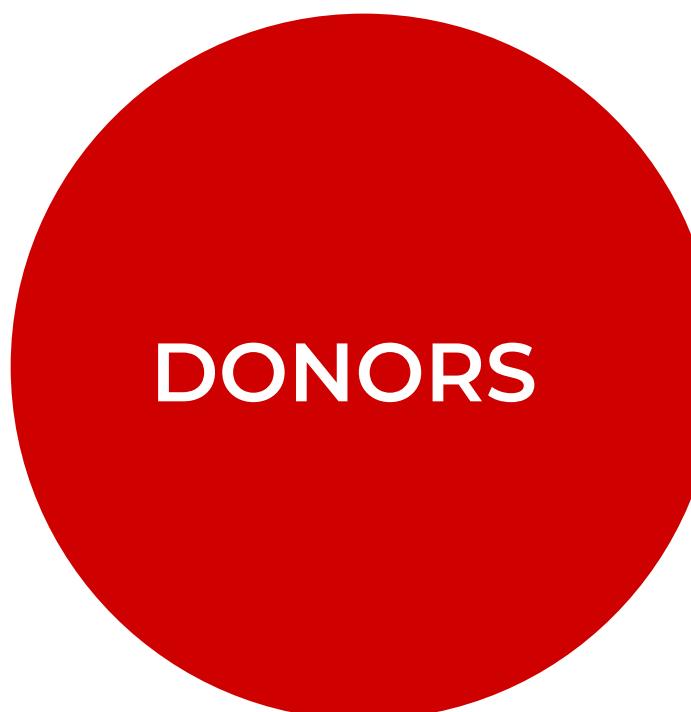
FOUR GROUPS



FOUR GROUPS



FOUR GROUPS



QUALTRICS SURVEY

Totally anonymous

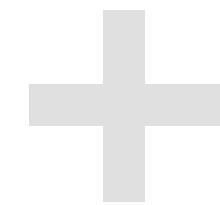
39 questions

3 different versions based on answers on several
crucial questions (13-15 questions each)

1015 responses

Multiple answers and open questions

Written in Italian



TELEPHONIC INTERVIEWS

46 volunteers contacted

16 answers

Questions on demographic data and blood related variables



Do you regularly donate blood (once in the last 2 years?)



yes

Donors'
questions



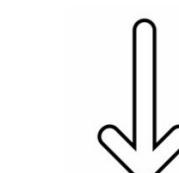
no

Why?



Fearfuls'
questions

Uninterested/
misinformed
questions



Common questions on the value of the application

PROS



Costless

**Less time to collect
and store data**

**Less social responsibility
response bias**

PROS

Costless

**Less time to collect
and store data**

**Less social responsibility
response bias**

No randomized sample

**No data on why people do
not finish it**

Limited distribution

CONS

SOLUTIONS

- | Ask questions on variables that may influence response and use them as controls
- | formulate questions in such a way that there is no “correct” or “moral” choice
- | Introduce a check for the crucial questions
- | Share the survey on Facebook «unrelated» groups
- | Check on Qualtrics the answers of the incomplete surveys to find a possible trend

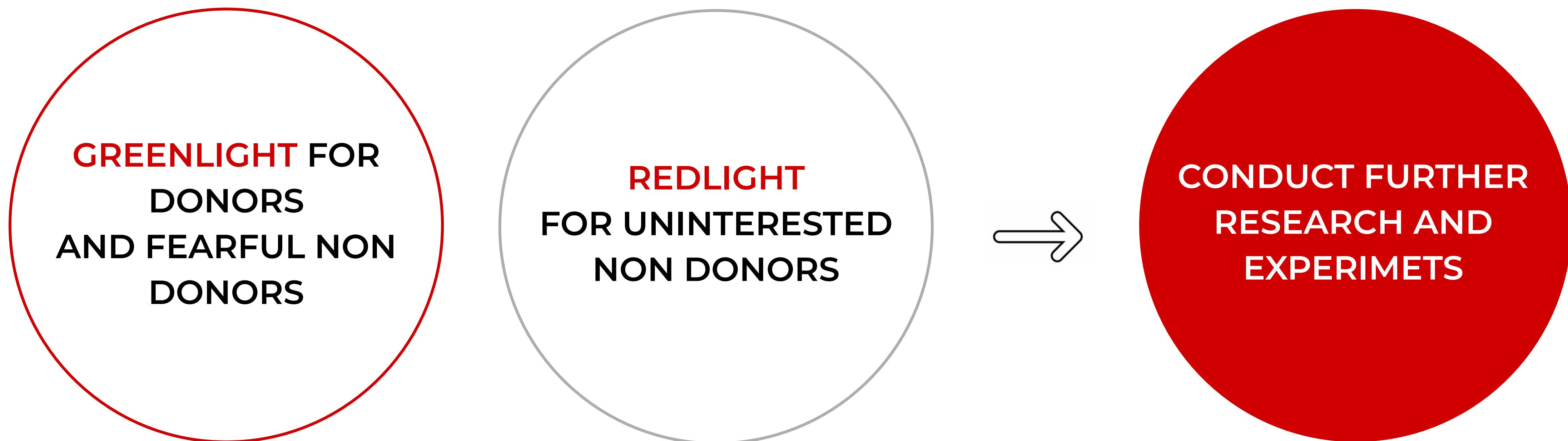
	Hypothesis	Prior	Decision
Donors	9 10 11	"yes" >= 2 "no" % "yes" >= 50	✓ ✓ ✗
Potential donors	1 2 3 4 5 6 7 8	% fearfuls > 33 positive answers >= 2 (negative answers)	✓ ✓ ✓ ✓ ✓ ✓ ✗ ✗
Percieved value		positive answers >= 2 (negative answers) % yes > 50 for everyone except % yes > 33 for uninterested	✓ ✓



**GREENLIGHT FOR
DONORS
AND FEARFUL NON
DONORS**



**REDLIGHT
FOR UNINTERESTED
NON DONORS**



THANK YOU