**Brief: Transplant Mentoring Platform**

Who is transplant Australia:

Transplant Australia is a charity which supports transplant recipients and their families; people on the waiting list, donor families, living donors, healthcare professionals and all those touched by organ and tissue donation.

We lead programs which encourage physical activity to increase survival rates in transplant recipients, like the Australian Transplant Games and Fit for Life.

Transplant Australia also runs life-saving awareness activities and public campaigns, to inspire Australians to join the Organ Donor Register.

We work with several universities to spread the message of organ donation to young people, and fund science and research through the annual Mark Cocks Research Scholarship, presented by the TSANZ.

Our goal is to make sure that every Australian who needs a transplant one day has access to one. Throughout its existence, Transplant Australia has contributed to an environment which has seen a sharp increase in lives saved through organ and tissue donation. The number of transplants taking place every year have doubled in the last 8 years as a result.

**Objective**

To create a compassionate and supportive mentoring platform that connects transplant recipients, those awaiting transplantation, and their caregivers with experienced mentors who have navigated similar journeys.

The platform will provide guidance, emotional support, and practical insights to help users feel empowered and informed throughout their transplant experience.

**Target Audience**

* **Primary Users:**
  + **Transplant recipients** seeking support in post-transplant recovery and long-term well-being.
  + **Individuals awaiting transplantation** who need emotional guidance, preparation tips, and encouragement.
  + **Caregivers and families** looking for advice, reassurance, and coping strategies.
  + **Living organ donors** who wish to share their experiences and offer insights to others.

**Demographics:**

* Age: 18–70+ (Varied depending on transplant type and role).
* Geography: Global or country-specific, with potential language localisation.
* Tech Savviness: Mixed—requires an intuitive, accessible interface.

**Access:**

* Desktop
* Tablet/iPad
* Mobile App

**Key Insights**

* The transplant journey can feel isolating, and connecting with someone who understands can provide reassurance and hope.
* Patients and caregivers often have many questions but may feel overwhelmed by medical jargon and information overload.
* There is a strong desire for peer support to navigate emotional, mental, and lifestyle challenges before and after transplantation.
* Caregivers need resources and encouragement to manage stress and support their loved ones effectively.

**Tone & Voice**

* **Compassionate:** A warm and understanding approach that reassures users.
* **Supportive:** Encouraging and empowering language to foster hope.
* **Trustworthy:** Clear, credible, and medically informed guidance.

**Design & Features**

**Look & Feel:**

* Calming, friendly design, Transplant Australia Logo/branding
* Simple, intuitive interface for easy navigation.
* Embed into TA website

**Key Features:**

1. **Onboarding and training**
2. **Mentor Matching:** Connects users with mentors based on transplant type, stage, and personal experiences, likes/dislikes and preferences and goals.
3. **One-on-One & Group Support:** Private messaging, breakout rooms, video calls, and moderated discussion forums.
4. **Goal Tracking:** Progress monitoring with milestones and feedback tools
5. **Resource Library:** Articles, FAQs, checklists, and expert interviews tailored to different transplant stages.
6. **Wellness Tracking:** Tools to log recovery progress, emotional well-being, and lifestyle changes.
7. **Caregiver Support Section:** Dedicated content and peer connections for caregivers and family members.
8. **Inspirational Stories:** Real-life testimonials from transplant survivors and donors.
9. **Recognition System**: Awards or certifications for mentors and mentees.

**Integrations:**

* **Video Conferencing:** Zoom, Teams
* **Communication:** Gmail, Outlook, Yahoo
* **Calendar Syncing:** Teams, outlook, google
* **Mobile App?**

**Future Uses**

* **Extend:** Men and Boys, Carers and support workers.

**Channels**

* **Digital Presence:** Website, mobile app, social media, email newsletters.
* **Partnerships:** Transplant organisations, hospitals, patient advocacy groups.
* **Content Marketing:** Blogs, video testimonials, expert Q&As, webinars.

**Success Metrics**

* Number of active users (mentors and mentees).
* Engagement levels (conversations, support sessions attended, resource downloads).
* User satisfaction through feedback surveys and testimonials.
* Measurable impact: improved emotional well-being, readiness for transplantation, and post-transplant adaptation.