

CODE ALPHA

2025(1st Dec – 30th Dec)

UI/UX DESIGN

TASK-3

UX CASE STUDY

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1. Introduction

Blood donation plays a critical role in saving lives, yet many people struggle to locate nearby blood banks, donors, or emergency availability at the right time. Inspired by the UX patterns of popular apps like Zomato (location-based listing), Flipkart (smooth navigation), and Paytm (trust & verification), this case study reimagines a Blood Donation App focused on accessibility, reliability, and user trust.

This case study analyzes the user journey, identifies strengths and weaknesses, and proposes key UX improvements with sample mockups.

2.Target Users

- Donors: Individuals willing to donate blood.
- Receivers: Patients or relatives searching for urgent blood.
- Blood Banks/Hospitals: Updating blood stock and confirming requests.

3. Problem Statement

During emergency situations, people face challenges such as:

- Difficulty finding nearby donors quickly.
- Lack of verified donor information.
- No real-time availability of blood groups.
- Poor coordination between hospitals, donors, and receiver

4. User Journey Analysis

Step 1: Onboarding

- User selects profile type: Donor / Receiver.
- Allow location access.
- Simple registration with phone number OTP (Paytm style).

Step 2: Homepage

- “Find Donors Near You” (Zomato listing style).
- Blood group filters.
- Emergency request banner.
- “Donate Now” button for frequent donors.

Step 3: Browse Donors / Blood Banks

- Map + list view (like Zomato).
- Donor profile card includes:
 - Blood group
 - Distance
 - Last donated date

Step 4: Request Donation

- Send request (Flipkart checkout-like simple flow).
- Receiver and donor can chat.
- Live status updates.

Step 5: Completion

- Donor receives badges & points (gamification).
- Option to schedule next donation

5. Strengths of the App Design

1. **Easy Location-Based Search** Zomato-like listing helps users quickly find nearby donors.
2. **Simple & Fast Registration** OTP login makes it frictionless, encouraging more signups.
3. **Verified Donor Profiles** Builds user trust similar to Paytm's secure verification.
4. **Emergency Mode** High-priority notifications ensure faster response.

6. Weaknesses

1. **Lack of Motivation for Donors** No reward or gamification to encourage regular donation.
2. **Confusing Notifications** Users may miss urgent alerts without a clear system.
3. **Limited Hospital Integration** Blood banks struggle to update stock manually.
4. **Poor Visual Hierarchy** Important functions (Find Donor / Emergency) may not stand out.

7.Improvements

Improvement 1: Emergency Quick Access Button

Problem:

Emergency cases require one-tap access.

Solution:

Add a big red “Emergency Request” button on the homepage.

Improvement 2: Gamified Donor Profile

Problem:

Users don't feel motivated to donate regularly.

Solution:

Introduce:

- Monthly donation badges
- “Hero Points”
- Streak counters

Improvement 3: Smart Blood Stock Dashboard for Hospitals

Problem:

Hospitals manually update availability → delays & errors.

Solution:

Provide a **simple dashboard** where hospitals can update stock in one tap.

8.High-Fidelity Mockup Description

Homepage UI

- Clean white layout
- Bold red CTA buttons
- Map section for nearby donors
- Emergency request button at top

Donor Profile UI

- Card layout with profile photo
- Blood group as a big badge
- Last donation date in red
- “Donate Now” button at bottom

Hospital Dashboard

- Simple table UI
- Color coding:
 - Green = Available
 - Yellow = Low
 - Red = Critical

9. Conclusion

The Blood Donation App aims to simplify the donation workflow through location-based discovery, verified donor profiles, and emergency-first design. By integrating gamification, better hospital dashboards, and clearer hierarchy, the app becomes more engaging, trustworthy, and effective in saving lives.

This UX case study demonstrates how the principles used by popular apps like Zomato, Flipkart, and Paytm can be applied to healthcare-based applications for improved user experience and social impact.