# Project Scope, Business Model Canvas and Mock-up

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Project Scope and Mock-up

We want to create a web application that makes it easier and more convenient for people to donate blood, both experienced donors and try to encourage new blood donors.

The core functionality of the web application will consist of mainly an interactive map, showing available locations to donate blood in the surrounding area, and a detailed list showing more information about all locations that are visible on the map, like opening hours, distance to the location etc.
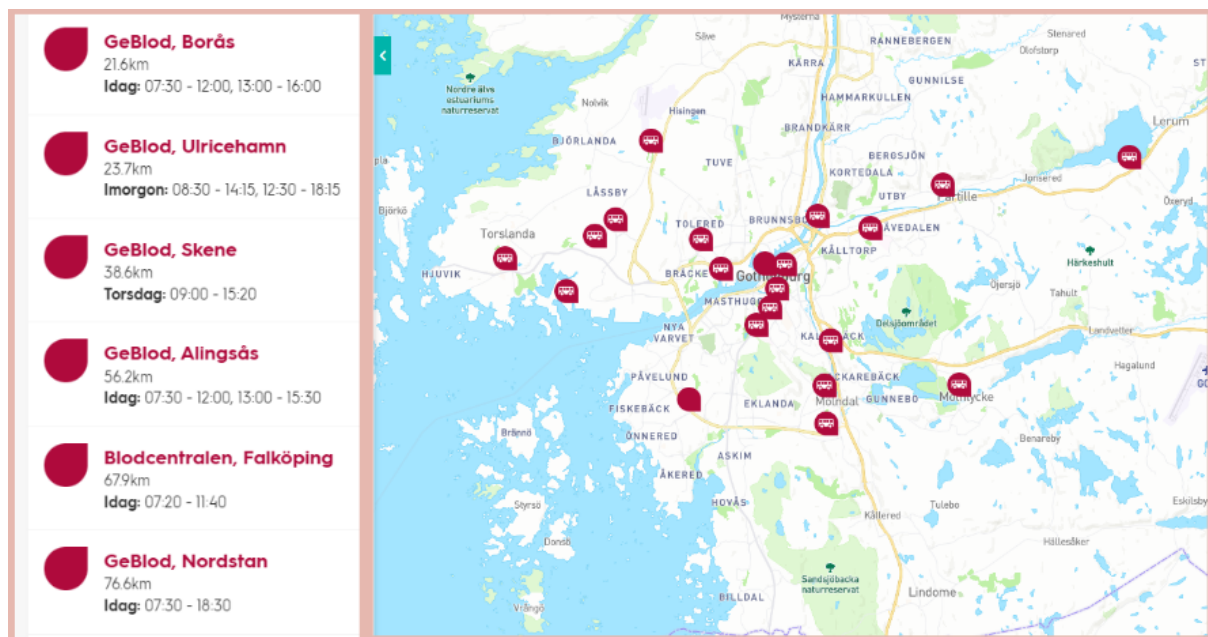
The main web app layout will be along the lines of the picture above, with the list on the left and map on the right.

We have ideas for potential extra features, if we realize that our current core functionalities are giving the project too small of a scope. A user profile, where the users can fill in important information regarding blood donations, (think blood type and so on). The user can answer a list of questions to quickly and easily determine if they are able to donate blood, since here in Sweden there is a long list of requirements you have to fulfill in order to be able to donate blood. Making these questions available to the user in an easy and quick

questionnaire will remove the biggest hurdle for new blood donors, which is the confusion about whether they are able to donate blood or not.

Business Model Canvas

BMI● Business model canvas

● Key partners	● Key activities	● Value propositions	● Customer relationships	● Customer segments
Who are your most important partners? Which key resources do you acquire from partners? Which key activities do your partners perform?	What are the activities you perform every day to create & deliver your value proposition?	What is the value you delivery to your customer? Which of your customer's problems are you helping to solve? What is the customer need that your value proposition addresses? What is your promise to your customers? What are the products and services you create for your customers?	What relationship does each customer segment expect you to establish and maintain?	For whom are you creating value? What are the customer segments that either pay, receive or decide on your value proposition?
	6	2	5	1
8	● **Key resources**		● **Channels**	
	What are the resources you need to create & deliver your value proposition?		How does your value proposition reach your customer? Where can your customer buy or use your products or services?	
	7		4	

● Cost structure	● Revenue streams
What are the important costs you make to create & delivery your value proposition?	How do customers reward you for the value you provide to them? What are the different revenue models?
9	3

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1. Customer segments
Since we don't actually have to focus on making money this isn't mainly what we were thinking of but it potentially could be the following.

- Value is created for people who donate blood regularly and want to simplify the process of looking for a location to donate.
- Value is also created for people who have never donated blood before but are interested in doing so since we provide them with general information about donating blood, the prerequisites and the location.

2. Value proposition
- Helping people to find the most convenient location for them to donate blood
- Sharing information about locations where you can donate blood
- Making the task of donating blood more accessible for people

3. Revenue streams
No ideas to make any revenue from this web application as of now. We could see a potential sponsor-/partnership from Göteborgs Stad/VGRegionen/the State.

4. Channels
- Our service is a web, our customers can find us through it.
- Advertising both in locations where people donate blood to target part of user base but also general advertising in locations such as bus stops or around schools to attract new donors/users.

5. Customer relationships
- Provide a good service which looks good and feels easy to use.

6. Key activities
- Once the web application is up and running, we don't see ourselves performing any day to day maintenance - the locations will update automatically
- Value can be added to the application through new advertisements(for blood donating, not for the app)

7. Key resources
- OpenStreetmap
- Databases with locations and opening hours (Göteborgs Stad / VGR(Västra Götalandsregionen) / GeBlod).

8. Key partners
We wouldn't actually need any partners, however this service could be done for GeBlod or to improve their existing service.

9. Cost structure
1. Technological resources
2. Buying domain and hosting website