

# Donate Life Case Study (RWD)

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# Project overview



## The product:

The Donate Life is a organ donor mobile & web based app is a platform for connecting donors and donation systems. They put the power of saving lives in the palm of the users' hands, making donating easier. The app allows users to find nearby Organ donor banks. Create or join the community and track their impact on a society.



## Project duration:

May 2021 to June 2021.

# Project overview



## The problem:

The Main goal of this project is to promote Organs,Blood & Plasma donations and save precious human lifes to those who need it and are unavailable to find it.



## The goal:

Design an app for Donors that allows users to easily register and choose to donate as per users wish.

# Project overview



## My role:

UX designer designing an app for Donote Life app for cross multiple channel from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was adults who is having difficult to find Donor App.

This user group confirmed initial assumptions about User were asked to Register, Select Organs, Inform Friend & Family, Provide Contact details and confirm

# User research: pain points

1

## Gap

Gap in supply and demand due to insufficient donors

2

## Donors Available

Only 1 million people donate each year

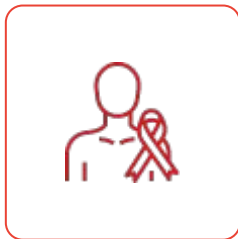
3

## Donors Required

9 million people are in need as per current update

# Personas

More than 20 direct interviews and online survey with great response from different locations were conducted to understand the thoughts and stigmas surrounding donations in each household. Based on this data we were able to form the following personas



## Donors

Those who donate organs, blood & plasma



## Receivers

Those who urgently need for a loved one



## Donor Banks

Organizations that provide organ, blood & plasma to receivers



## NGO

Organizations that conduct drives and provide donor services to those who need it



# User journey map

Mapping Ganesh user journey revealed how helpful it would be for users to have access to a dedicated BeFit Fitness Trainer app.

## Persona: Donor

Goal: : Trust and transparency of the process

ACTION	Get App (or) Enter Website URL	Become a Donor	Select Nearby center	Select organs that want to donate	Confirm with receiving Donor Card
TASK LIST	Tasks  A. Download app (or) enter website URL (Mobile & Web)  B. Setup account  C. Fill current health information as per the given fields (Mandatory)	Tasks  A. Select Donor to donate organs  B. Enter required information and health information  C. Enter Contact details of the user	Tasks  A. Select Organs as per user wish to donate  B. Confirm nearby centers	Tasks  A. Select Organs as per user wish to donate	Tasks  A. Scan barcode to store information in database for quick scan by the organizations.  B. Get and download Donor ID card to carry

FEELING ADJECTIVE	Giver will have a more relaxed state in mind	Status of recent donations	Status of recent requests  Current donor level	Refer someone to donate  Accept the request for donation from seeker	Aware of health conditions in busy life
IMPROVEMENT OPPORTUNITIES	View tips and suggestions for making donation for a better experience	Message giver with additional details and coordinate with them	Physical or digital verify the donor and the donation	Track donation status  Read their rating, reviews and message for more information	If the user is new register as donor, they can view videos, faqs and read experience to prepare for donation



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

**DONATE LIFE**  
I AM AN ORGAN DONOR

## Create an Account

Register Now

## Login

Login

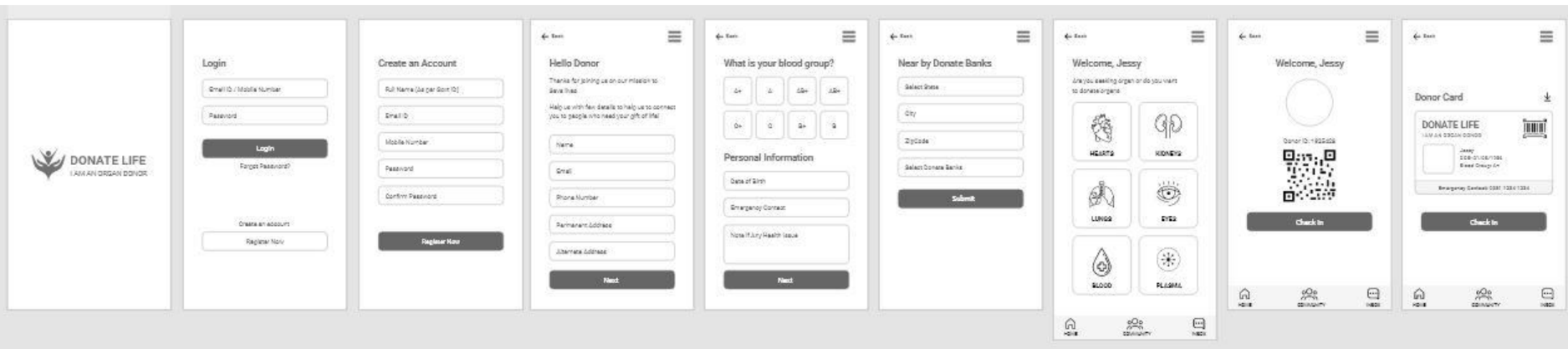
[Forgot Password?](#)

[Create an account](#)

[Register Now](#)

# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of donors to complete the process so the prototype could be used in a usability study with users.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

India, Hyderabad



## Participants:

7 Participants



## Length:

25-30 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Efficiency

People want to  
Easy registration flow

2

## Customization

People wants to find  
nearby location to donate

3

## Convenience

People want to get  
confirmation and trust to  
donate and can able to  
hold donor E-ID card

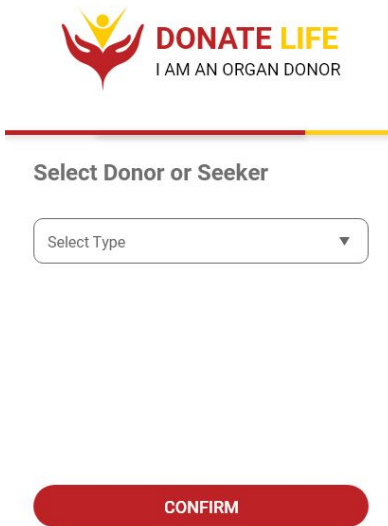
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

There were a few actionable insights I came up with from the usability studies. One of these was **adding a selection option** within the app process to help users.

Before usability study

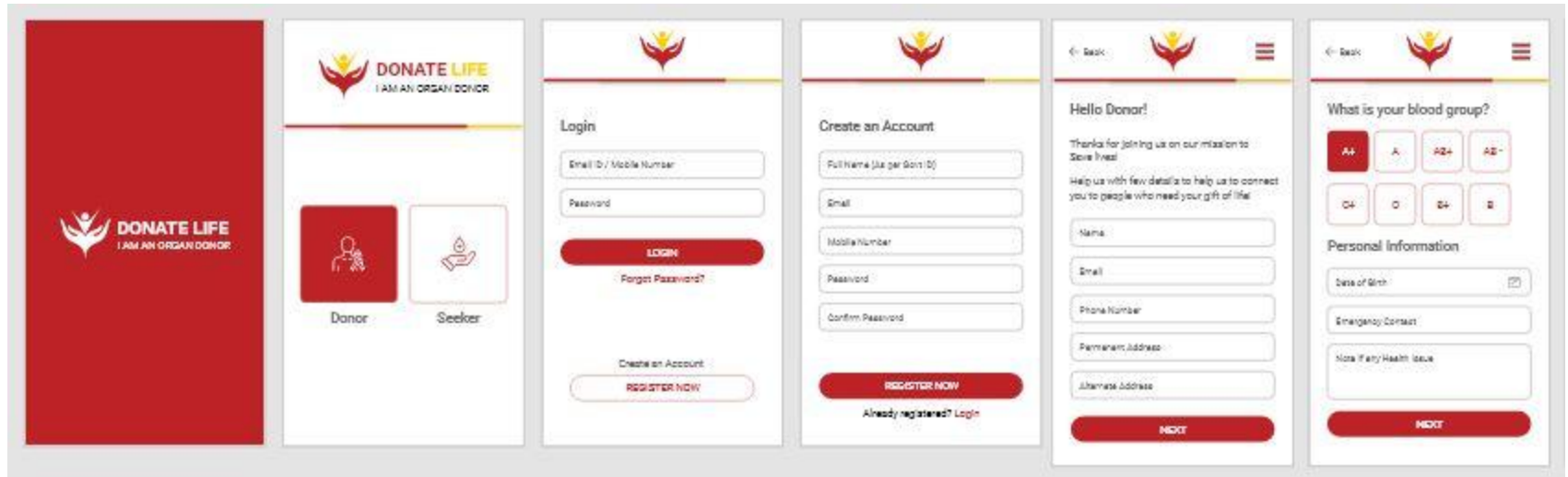


After usability study



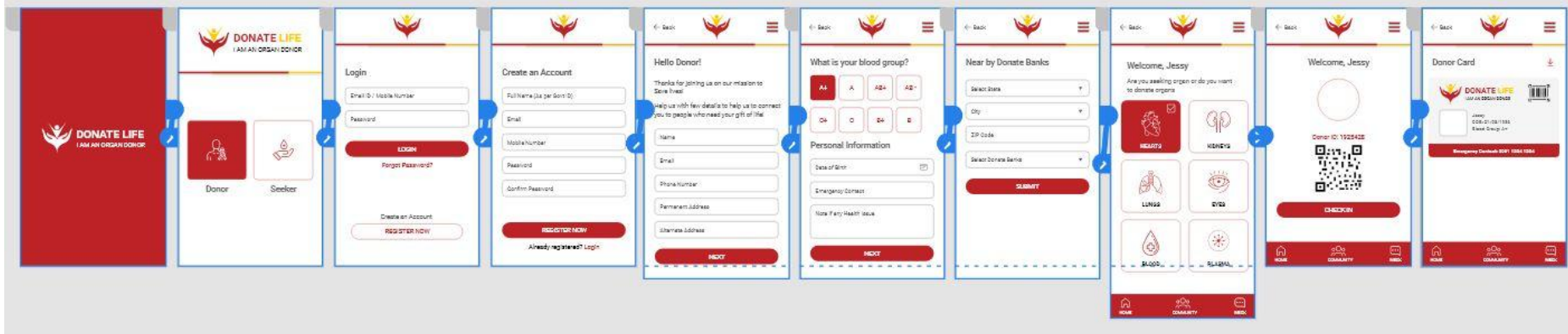


# Mockups



# High-fidelity prototype

The hi-fi prototype followed the same “build and complete easy donation process” user flow as the lo-fi prototype, and included the design changes made after the usability study.



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed Information structure and toppings to help all users better understand the designs.

## Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel like Donate life really thinks about how to meet their goals.



## What I learned:

While designing the Donate life app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

## Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

# Let's connect!



Thanks to my peers for your time reviewing my work on the Donate Life app! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!