



Name: Sofia

Location: Bergen

Age: 30

Family status: Single

Job: Manager of the application

My Story:

Previous regular donour, recently stopped because of frustrations.

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Quote:

Needs:

- Have an efficient admin panel to manage.
- Fast system available most of the time.
- One central blood donation system

Frustrations:

- SMS-only confirmations.
- No shared system across blood banks.
- Phone holding loops.

Goals:

- Easy to cancel, update appointments.
- A way to send notification to the users.
- No phone calls with holding loop

Enviroment:

- Respecting their time, because of the workplace.
- Need to help others.

