



Name: Harald

Location: Bergen

Age: 62

Family status: Married

Job: Not working

My Story:

Wants to donate blood
Difficult to make appointments

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Quote:

Needs:

- Easy way to book blood donations appointments
- Requires, accesibility options
- Simple user interface

Frustrations:

- Overly technical solutions, need for smartphone
- Small texts on websites, no accessibility options.
- Re-Registration required after moving from Oslo to Bergen.

Goals:

- Book appointments via phone-call or website
- Bad eyesight to not be an obstacle to use the system.
- Receive clear reminders & instructions

Enviroment:

- No smartphone

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