



Name: Olav

Location: Bergen

Age: 23

Family status: single

Job: Student

My Story:

A student that is trying to contribute to the society, as they are conscious about their actions and consequences.

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Quote:

Needs:

- An easy system to book and manage
- Hassle-free experience to encourage the donation of blood.
- Personal overview of donations and impact.

Frustrations:

- Confusing system/unable to create an account
- Not being able to manage appointments in the system
- Finding information is time-consuming.

Goals:

- Wants to book appointments
- Cancel or update appointments
- Get notifications abt upcoming events

Enviroment:

- Busy, no time to call/deal with issues
- Transparent, “ where does my blood go?”.

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