

# WorldSkills Digital Challenge 2015

**Link to our presentation:** <https://goo.gl/l4DPAO>

**NGO:** SobreVivência

**Subject:** Blood Donation Awareness

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## The Problem

From a 2012 report from Brazil's Health Ministry there is the information that our rate of blood donation is at 18.75 donations per 1000 habitants, while World Health Organization (WHO) recommends that this number stays over 30. Also present on the report, 62.37% of blood donations in Brazil is voluntary, while in 73 countries this number is over 90%.

## Why does this happens?

Our team has done some quick research and together with the knowledge and the experience of our NGO, it was observed that there are a few reasons:

- People only donate blood for replacement when someone from their family needs transfusions;
- The lack of education on the subject and/or misinformations;
- The lack of incentive;
- Fear.

So, there is a lot of people that don't donate because they think that they could get a disease, or that their blood might change (becoming thicker or thinner), or just because they don't want to have the trouble of going to the hospital and losing some of their time.

## How to solve it?

We have also found what were the triggers that led a person to become a donor.

- Convenience;
- Family/replacement;
- Friend's invitation to come along;
- Sensibility to the cause/voluntary.

With this information, we started to think where the technology could have much more of an impact.

Knowing that 41.18% of blood donors are below 30 years of age, we believe that focusing on the power of attraction that a friend can have was the best idea.

We are going to use the donors that are already involved with the NGO to kick-start the adoption of an app that will allow the spreading of users.

## Existing solutions

We have researched what currently exists and how they try to improve blood donation rates.

The most successful solution is called Hemoliga. The solution is a mobile app that can help you remember the time of your next donation, find the hemocenters that are near and look at their blood inventory. A big feature we think is missing from the app is the ability to bring more and more people to the blood donation cause.

There is another solution that tries a different approach; the app Blooder. It's like the Tinder for blood donation. Connecting people that need blood to blood donors. It uses the emotional appeal as an incentive for the donor, but does not try to spread to new people.

## Our solution

The primary focus is allowing blood donors to engage their friends to the cause and giving them proper education on the subject.

### Overview

Our solution is a mobile app for people that already are recurring donors so that they can invite their friends to come along with them to the next donation. A person who is invited will be directed to a website that offers a quick and interactive way to discover if they are a potential donor.

### Features

- **Notify when you can do your next donation**  
Men needs at least 2 months between each donation and women needs at least 3 months. The notification helps keeping the routine of donation even with these long waiting times.
- **Invite your friends to come together**  
It's better when you have a good companion. Our invite system allows you to choose the best visual design and message to get your friend's attention more effectively. Those friends who were invited can also install the app and invite new people, making the network of donors grow.
- **See your donors network**  
See the results of your good actions. Knowing how many lives you and your friends are saving. It's rewarding to know that more lives can be saved because you brought more people with you.
- **Test whether you can or can't be a blood donor**  
Instead of giving you a boring list of the requirements, the app has a quick and interactive test. No more misinformation.

### Scalability

Our solution has a great scalability, because the foundations are general. You can work from it with any kind of periodical activity. Some examples are marrow donation *and others kinds of donations*.