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TFO

LIO

2019

Case Study
Graphic Design
Web Design
Product Design

Contents

Design Brief

Client: Google

Background:

Blood donations are at an all time low in Kenya, the Kenya National Blood Transfusion Services, the organization which collects and processes blood for hospitals for transfusion has only collected 164,725 units against a target of 300,000 units.

The challenge:

Using Google Technology, how can awareness of the importance of blood donation, the health benefits associated with the process and sign ups be increased amongst Kenyans in Nairobi and throughout Kenya.

Technology:

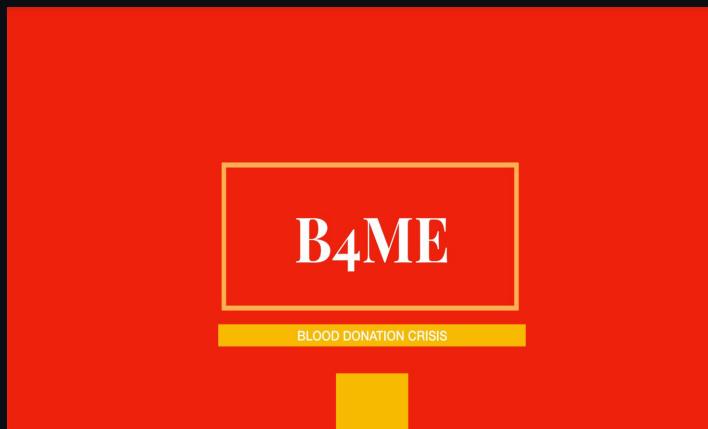
Focus on any combination of the following four Google technologies (at least one):

- Google Maps
- Google Search
- YouTube
- AI/ The Google Assistant

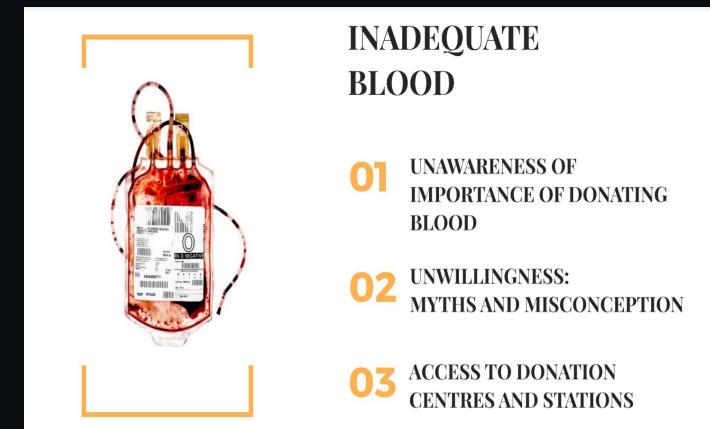


The Solution

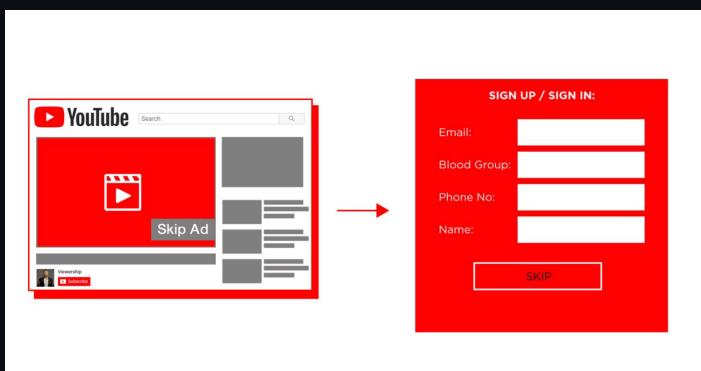
1



2



3



4

APP		WEBSITE		USSD
VIDEOS	LOCATION	F.A.Qs	Notification	
Videos loaded from youtube about blood donation 	1. KNH 2. Nairobi Hospital 3. Mater Hospital 4..... 5..... 6..... 7.....	I. Importance of blood donation 2. Myths and misconceptions 3. Health benefits	1. Your blood group is needed in Nairobi hospital...	

5



The solution explained

B4ME is a blood donation campaign. B4ME stands for blood for me, before me; at one point you may be in need of blood and any time you donate, you're thinking of others before yourself.

We explored some of the reasons that hinder people from donating blood.

A persona was created; and a storyline was built so as to advertise on Google's social platform, YouTube. The ad's objective was to pass a touching story that would move the audience and invoke certain emotions that would drive them to want to donate blood. The product we built that was advertised on YouTube is an app/website/USSD code that has different features. There was a section that showcases videos of people who have already donated and are sharing their experiences; the target for that section was influencers and socialites. There would be a feature in Google Maps that shows the donation locations and there was a section for FAQ'S and notifications.

If the viewer chooses to sign up to receive updates on blood donation, they would be redirected to a sign up page.

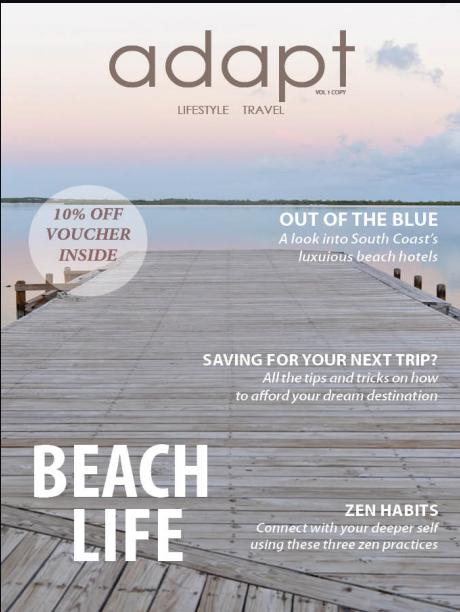
Graphic Design

Adobe Illustrator

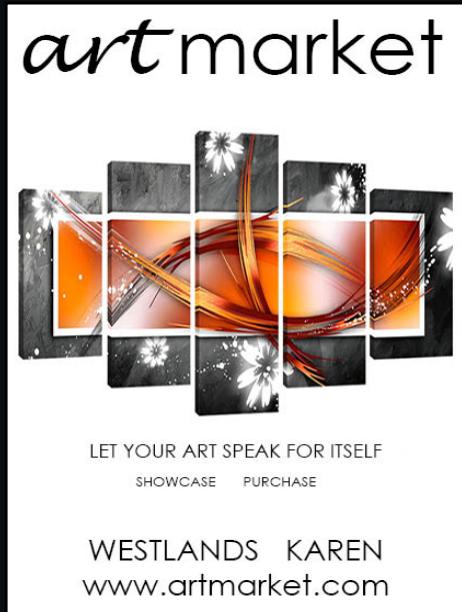
Adobe Photoshop

Adobe InDesign

InDesign



Personal magazine



Magazine ad

PAKISTAN'S WOMAN WARRIOR | KING ABDULLAH'S CANDOR

Newsweek

A Tarnished Icon

Lech Wałęsa brought down Communist Poland but now he's besmirching his own reputation.

By Kamil Tchorek

The King's Candor

Newsweek editorial magazine replica



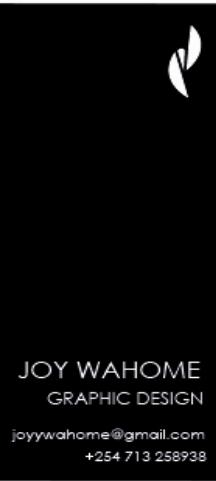
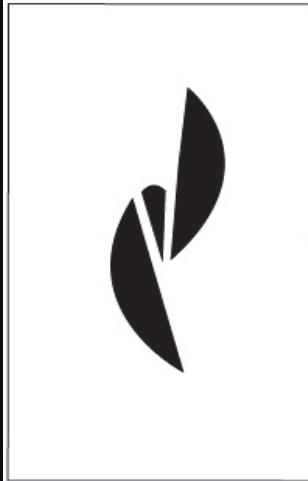
LeBron pentool exercise



Photoshop splashing sneaker

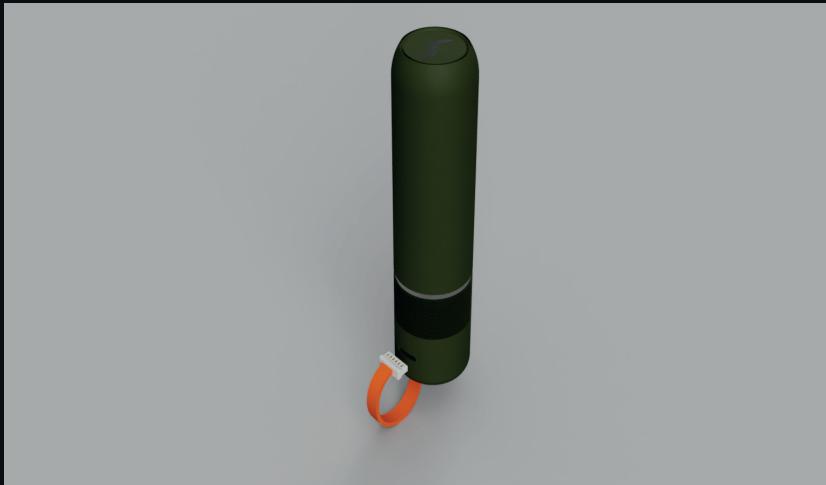


Personal logo design



Sample business cards

Product Design



Proposed flashlight design



Samsung Smart Remote