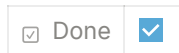


# Prototype testing report



## 1. Executive summary

### Objective:

This round of prototype testing aimed to evaluate the usability and clarity of the redesigned donor registration journey on DonorUA, focusing on four key tasks: finding and completing the eligibility test, locating the nearest blood donation center, scheduling a donation, and accessing donor preparation information.

### Participants:

7 users (ages 19–45, two donors and five non-donors) tested the prototype, followed by short interviews. The group included a diverse mix in terms of experience, age, and familiarity with the donation process.

### Key Findings:

#### 1. Finding and Completing the Eligibility Test

- **Success Rate:** 100%
- **Observations:**
  - Most users navigated intuitively to the “Become a Donor” button.
  - Some initially explored the FAQ or side menu, but all reached the test eventually.
  - Minor hesitation noted around choosing between scheduling and eligibility testing.
- **Feedback:**
  - Lack of “Don’t know” option in health-related questions caused uncertainty.
  - Consider adding the eligibility test link to the sidebar for quicker access.

#### 2. Finding the Closest Donation Center

- **Success Rate:** Moderate
- **Observations:**
  - While most users could choose a center, confusion arose around greyed-out (unavailable) options.
  - Some users misinterpreted visual cues for availability.
- **Feedback:**
  - Add a “My Location” button to the map.
  - Clarify visual status indicators (e.g., unavailable = grey).

#### 3. Scheduling a Donation

- **Success Rate:** High, but with confusion
- **Observations:**
  - Users appreciated the ability to schedule immediately after the test.
  - Several were unsure why a phone call was required after registering online.
- **Feedback:**

- Clarify why a follow-up call is needed or enable direct online confirmation.
- Enable data correction on the confirmation screen.
- Consider improving the time-picker UI (horizontal scroll was inconvenient).

#### 4. Finding Donor Preparation Information

- **Success Rate:** 100%
- **Observations:**
  - All users found the "Donor's Diet" section.
  - Many suggested surfacing this information earlier in the flow (before scheduling).
- **Feedback:**
  - Make the diet article more concise and structured (e.g., bullet points for clarity).

#### Interview Insights:

- **Overall Experience:** Rated positively across the board. Users found the interface simple and the steps logical.
- **Biggest Frustrations:**
  - Mandatory call to the blood center despite completing the online flow.
  - Lack of clarity in availability and center selection.
  - Missing or limited answer options in the eligibility test.
- **Suggested Improvements:**
  - More flexible test responses ("Don't know" options).
  - Clearer center availability and scheduling process.
  - Early access to diet and preparation info.

## 2. Detailed results



Info importance:

- ! = emphasized statement—a user gets emotional about it,
- !! = the most crucial for a user, described in detail.

#### Mini-interviews (1)

Aa Question	☰ Tania 21, Non donor	☰ Nastia 22, donor	☰ Veronika 20, non donor	☰ Volodymyr 19, non donor	☰ Sviatoslav 23, non donor	☰ Halyna 45, non donor	☰ Vasyi 45, donor
<u>How easy was the process?</u>	8/10 Quite conveniently, relevant questions were immediately visible on the main page. it was difficult that I could choose	9/10 Overall comfortable, all at once on one screen, few buttons, hard to go wrong	9/10. Quite convenient, few questions, only two options.	10/10 Conveniently, all the basic functionality in order to become a donor is present.	7/10. There were moments I missed out on.	10/10 It was very easy, there were no inconveniences.	7/10, could have less actions.

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	from the map, the calendar was convenient. it is not clear why you need to call when recording online						
<u>What did you like/dislike the most?</u>	The main page showed FAQs. No irritation	Conveniently, there is a test before you sign up.  The combination of black and white for buttons gave the impression that the variants are somewhat different, that one has already been selected. Sometimes there is no "Don't Know" option	The fact that there were less than 10 questions.  I didn't like that when choosing a watch, you need to flip to the side.	It's good that there is scheduling and an eligibility test.  The element for choosing the hour that needs to be scrolled horizontally could look more compact.	Design, ability to schedule.  I want to be able to quit the process after the test.  ! User did not understand how to do it.	I liked everything, the design is laconic and intuitive.	You can schedule.  You must call the center separately.
<u>What could prevent you from donating blood?</u>	If I had some contraindications, but I was calm after passing the test	If I was unsure about my illnesses.	No, nothing would stop me.	If you hadn't come up for a test, there are no frightening things in the application yourself.	If there was a long process with questions.	There was nothing, a little strange and unclear about the call to the blood center.	Would go to the end, nothing would stop me.
<u>What could DonorUA do to make it easier for you to decide?</u>	If the whole journey would have been smooth.	Consultation on the criterias, or if it would be possible to immediately schedule in the center, to not wait for a live queue.	Everything was fine as it is.	I liked the application, I have already expressed my wishes.	Add "don't know" answer to some questions.	If I could schedule with blood center as well as the website.	So that you do not need to call to the center separately.
<u>If you could change one thing on the website, what</u>	Would like to see a donor diet before scheduling	Would add more answer options.	Would shorten the article about donor's diet.	It is possible to change the timing, but this does not affect the convenience.	Information that there are no free places in the center.	Would change nothing.	Make it possible to schedule without the test.

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<u>would it be?</u>					! user did not understand signs of non availability for the centers.		!! User did not understand the option in the beginning.



Task success:

- = coped at the first attempt,
- = coped but with difficulties,
- = couldn't cope at all,
- 💡 = a side idea.

#### Tasks with the prototype/product (1)

Aa Block	☰ Tania 21, Non donor	☰ Nastia 22, donor	☰ Veronika 20, non donor	☰ Volodymyr 19, non donor	☰ Sviatoslav 23, non donor	☰ Halyna 45, non donor	☰ Vasyl 45, donor
<u>Finding the eligibility test</u>	<p>● Went to FAQ first, then side menu. After that decided to tap the button "Become a donor" (desirable result).</p> <p>💡 worth putting the test to the side bar as well</p>	<p>● Right away clicked the "Become a donor" button. Despite having donated blood before, chose to complete the test instead of scheduling the appointment straight away (was unsure she still met the criteria)</p>	<p>● Presses "Стати донором". Hesitated a bit which option to choose (eligibility test or next appointment scheduling).</p>	<p>● First went to FAQ, but after that tapped "Become a donor"</p>	<p>● After checking out FAQs went straight to button "Become a donor".</p>	<p>● "Become a donor" was tapped first.</p>	<p>● "Become a donor". Chose to complete the test.</p> <p>Reason: Was not sure what to expect from the "Schedule again" and just went with the safe option</p>
<u>Completing the eligibility test</u>	<p>● Is hesitant when it's not possible to choose option "don't know" in one question.</p>	<p>● Went through the test very quickly but read all the explanations. The question on chronic illnesses misses "not sure" button.</p>	<p>● Wasn't sure about his illnesses but wasn't comfortable contacting via messenger.</p>	<p>● Completed the test with no problems rapidly.</p>	<p>● Skipped through the questions with ease.</p>	<p>● Quickly clicked through the questions. Read all of the provided information.</p>	<p>● Easily completed the test.</p>

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<u>Finding the closest center</u>	<p>● Is glad to see the map, would appreciate being able to find self location.</p> <p>💡 should add "my location" button</p>	<p>● Did not understand how to choose the Blood Center. Chose randomly.</p>	<p>● Had no problem choosing available and closest center.</p>	<p>● Had no problem with completing the task.</p>	<p>● When choosing a center, I did not understand that gray means inaccessibility.</p>	<p>● Was a little confused by centers that did not work (greyed out).</p>	<p>● Didn't notice the center was not available at that day. Chose another one randomly.</p>
<u>Schedule Donation</u>	<p>● Immediately understands the continuation of the action. It is good that there is a schedule in the description of the center. It's good that you can confirm all the data after choosing details. Data on confirmation cannot be changed. Confused why you need to call the center, if you have already registered on the website.</p> <p>💡 would be great to be able to correct the data on the confirmation page</p>	<p>● Missed the confirmation screen, because there is no need to make a cognitive decision. Overall did fine.</p>	<p>● Noted convenience of scheduling the appointment after the test. Noticed a link to the donor's diet in the calendar when choosing a date. The format of choosing a time was not very convenient, because you have to scroll far to the side.</p>	<p>● Skipped all the additional information, thinking its not important. Was glad to be able to register with Google.</p>	<p>● Skipped the screen with a message about the eligibility and started scheduling. Was frustrated at a notification about live queue at the center.</p>	<p>● Was happy to find scheduling after the test. Did not understand the message about the call to the registry.</p>	<p>● Did not understand the need to call the center. Was frustrated by this.</p>
<u>Find prep info</u>	<p>● Found the diet easily. Would like to</p>	<p>● Found the button</p>	<p>● Easily found the button</p>	<p>● Knew immediately where to</p>	<p>● Tapped "Donor's diet" button.</p>	<p>● Found very convenient</p>	<p>● Noticed the correct</p>

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	know about the diet before scheduling (did not notice the message when choosing the date)	"Donor's diet" right away.	Would like to see clear short points, it is difficult to understand the text of the article.	look for a donor's diet.		to choose a donor's diet at the end.	button right away.

### 3. Further actions

#### Action plan

Aa Identified problem	☰ Next steps	☰ Prototype
<u>Users often start in FAQ or sidebar instead of directly going to eligibility test.</u>	Add the eligibility test button to the sidebar for easier discovery.	To be done
<u>Several users were unsure about answers due to lack of "Don't know" options in test.</u>	Add "Don't know" option for relevant questions in the eligibility test.	To be done
<u>Some users didn't understand that greyed-out centers mean they are unavailable.</u>	Some users didn't understand that greyed-out centers mean they are unavailable.	To be done
<u>Some users didn't understand that greyed-out centers mean they are unavailable.</u>	Some users didn't understand that greyed-out centers mean they are unavailable.	To be done
<u>The time selection interface is unintuitive (horizontal scroll).</u>	The time selection interface is unintuitive (horizontal scroll).	To be done
<u>Users missed or skipped eligibility results message before scheduling.</u>	Users missed or skipped eligibility results message before scheduling.	To be done
<u>Users want to see prep info (e.g., donor's diet) before scheduling, not after.</u>	Users want to see prep info (e.g., donor's diet) before scheduling, not after.	To be done
<u>Some users didn't understand how to exit or cancel the process after the test.</u>	Some users didn't understand how to exit or cancel the process after the test.	To be done

### Conclusions:

The prototype successfully supports the key user actions but requires refinements in the areas of clarity, optionality, and convenience. Visual cues, call requirements, and minor UX inconsistencies were the most notable friction points. Overall, the user experience is well-received, and with small adjustments, the platform has strong potential to enhance donor acquisition and retention.