B(1). Gather Business Requirements

1. Maintain privacy - storing donors/recipients personal details.
2. Provide information
   1. Location
   2. Open times
   3. Contact Details
   4. Donation process/options
      1. Blood
      2. Plasma
   5. Benefits of donating
      1. Help needy (altruism)
   6. Risks of donating
   7. Eligibility
      1. No piece
   8. Facts/education
      1. Why need- i.e blood lasts 35 weeks
      2. DIfferent blood types
      3. +ve vs negative blood types
      4. Stats / charts showing need
3. Registration system
4. Provide service locations
   1. Blood donation vans
   2. Visit locations and set up
5. Appear professional/trust worthy
6. Advertisement
   1. Easily findable media
   2. Website
   3. Social media
7. Offer incentives
   1. Keychains
   2. Number of donations rewards
   3. You get to find out your blood type for free
   4. Lollipops
   5. App with donation milestone badges
8. Observe good accessibility
   1. Fair access for all users disabilities or otherwise
9. Maintain current patients/clients/volunteers
   1. Follow up emails
   2. Snail mail pamphlets
   3. Mail reminders that time has lapsed between donations
   4. Friendly language geared towards making people feel valued, appreciated to get repeat donors
10. Promote well trained staff
    1. Make sure experience isn’t negative
11. Clean professional environment
    1. Uniforms
    2. Equipment
    3. Private rooms
    4. Comfortable chairs
    5. Clean professional environment

B(2). Gather User requirements

1. Staff login
   1. Change and view all details
   2. Book Appointments
   3. Delete Appointments
2. Donor login
   1. Book Appointment
   2. Change and view personal details
3. Recipient login
   1. Change and view personal details
4. Overall needs:
   1. Accessibility - as much as possible, break down all barriers
      1. Physical - wheel chair access
      2. Cognitive - easy language (avoid jargon)
      3. Hearing loss, colourblindness, blind, cognitive capacity
   2. Easy to read signage so find donation center
   3. Parking/public transport options

Target Audience:

The primary target audiences for World Blood Donor Day are **donors who regularly give blood and healthy people who are eligible to give blood but are not yet occasional or regular donors**.9/05/2013

WHO - <http://apps.who.int/iris/bitstream/handle/10665/84306/WHO_World-Blood-Donor-Day_2013.1_eng.pdf;jsessionid=0225BC2CE8DB5E33A41D8B5469754C8D?sequence=1>

**Age**

New blood or plasma donors can make their first donation any time after their 16th birthday and before their 71st birthday.

Existing\* donors can donate until their 75th birthday and may continue to donate until their 81st birthday, subject to authorisation from a NZBS Medical Officer.  <https://www.nzblood.co.nz/become-a-donor/am-i-eligible/>