

Blood Donation Website

Prasenjit Dasgupta

Project overview



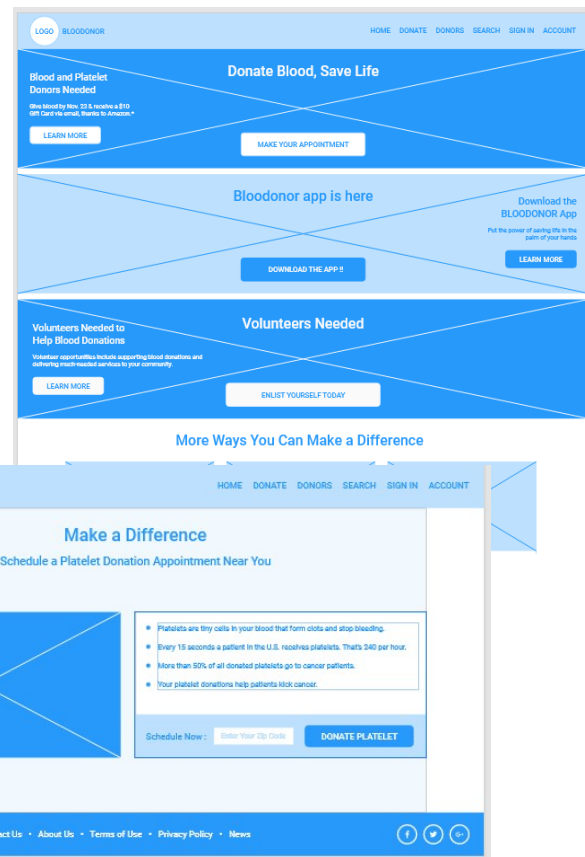
The product:

To create a website to facilitate blood donation drives across the country. Also to create awareness regarding blood donation camps and drives nearby and also to recruit volunteers for conducting the drives.



Project duration:

April 2021 to October 2021.



Project overview



The problem:

People are not aware of the blood donation drives near them and how to participate in such life saving events though many have the willingness to do so. Apart from donating platelets people are also interested to volunteer for such social causes if they have the right platform which facilitates the participations in such events.



The goal:

to facilitate blood donation drives across the country. Also to create awareness regarding blood donation camps and drives nearby and also to recruit volunteers for conducting the drives.

Project overview



My role:

UX designer. Designing a website that will help the users to book appointments for donating blood, to find information regarding nearest blood donation drives and also will facilitate the users to volunteer for conducting such drives.



Responsibilities:

List the responsibilities you had throughout the project - e.g., user research, wireframing, prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was from the age group of 25 to 40 who donate blood regularly once/twice year.

The research revealed that the users are having difficulties finding suitable and reliable platforms to contact for enquiring about such blood donation drives both for donating blood, financial donations and also to volunteer for such social and humanitarian cause. The website will provide them an easy medium to do so.

User research: pain points

1

Pain point

Users need a way to find the nearest ongoing blood donations drives.

2

Pain point

Users need a platform to volunteer for blood donation drives.

3

Pain point

Users need an easy system to book appointments for donation blood.



John Doe

Age: 38

Education: Graduation (BA).

Hometown: San Diego, California

Family: Married with 2 kids.

Occupation: Store Manager.

“Wish I could get to know about the blood donation drives near my place.”

Goals

- Looks for nearest blood donation drives and events in advance so that he can book prior appointments.
- A reliable platform which helps in participating in blood donation drives easily and in a stress free manner.

Frustrations

- Not able to get proper and accurate information regarding the ongoing blood donation events nearby.
- The long process of booking appointments in hospitals for donating blood.

John has always loved helping people. He believes it makes him a better person to save a life by donating blood. He wish there was a way he could do it easily with little stress. He wants to donate blood on regular basis, 2/3 times a year but needs a platform which will help him to get necessary information and awareness on such blood donation events or drives near him. He hopes to help the society and community by participating in such humanitarian and noble causes.



Mary kay

Age: 26.

Education: MBA final year.

Hometown: San Diego, California.

Family: Lives with parents.

Occupation: Student.
Part time sales
executive.

"I want to help people and want to do more volunteer work."

Goals

- To give back to society by participating in such social causes like blood donation drives.
- Wants to participate as a volunteers in the blood drives nearby.

Frustrations

- As she is very busy in her day to day work sometimes its difficult to keep track of the blood donation events and drives in which she can participate as a donor as well as a volunteer if she is informed beforehand

Mary is a very hard working person, she is generally very busy throughout the day as besides her studies she also work in a part time job. She is very curious, energetic and enthusiastic person by nature. She is always the first one to jump in to help others - colleagues , friends and relatives in any manner possible and the go to person at the times of need. She loves participating events like blood donation drives. She is a regular blood donor. She also volunteers herself to conduct blood donation drives in her community.

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Usability study insights

- 1 users need better cues for booking an appointment for blood donation.
- 2 users need to be provided with a unique booking reference id post successfully booking a donation appointment slot.
- 3 users need donor details pre-populated based on their previous bookings.

Key wireframes - Digital

LOGO BLOODONOR

HOME DONATE DONORS SEARCH SIGN IN ACCOUNT

Blood Donor Login

Immerse yourself in an interactive experience.
Explore and learn how to help yourself and help save others, every day.

LOGIN

John Doe

LOGIN

[Forgot your Password?](#)

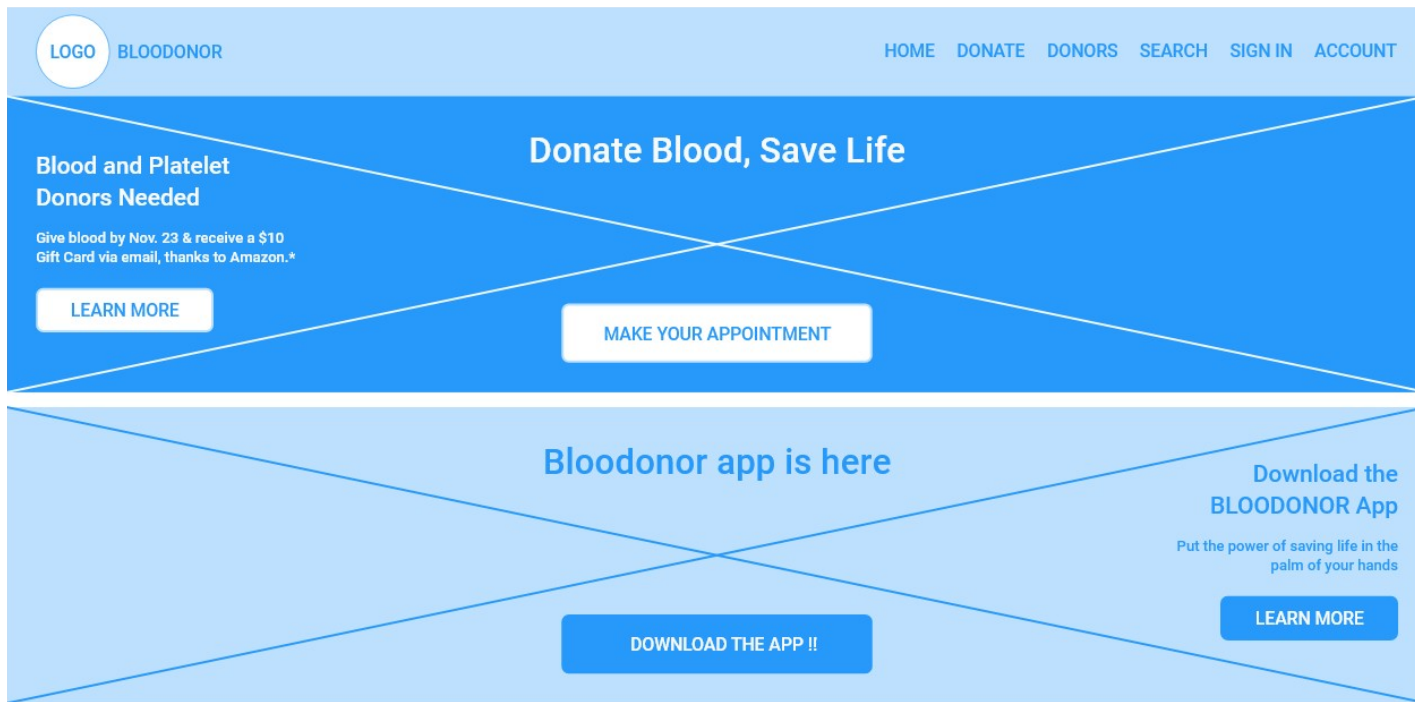
Account Benefits:
Create an account to easily schedule future appointments, manage existing appointments,
see your blood type, view results of your mini-physical, and track donation history.

[Create an Account?](#)

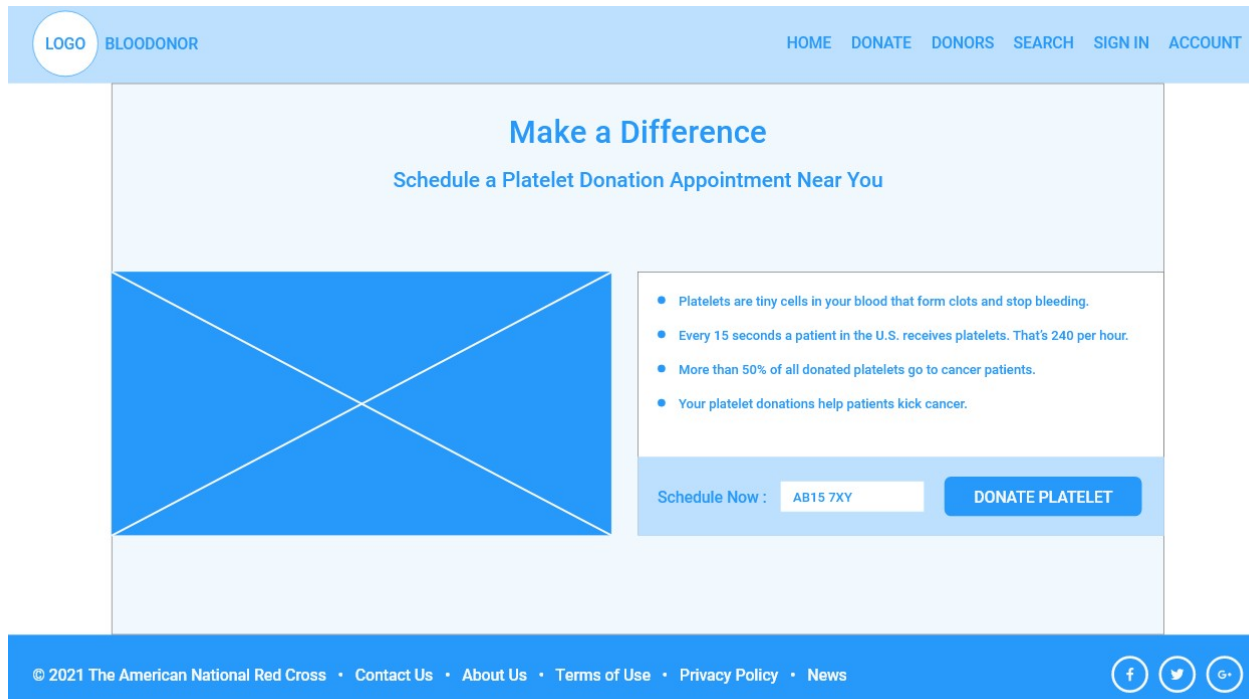
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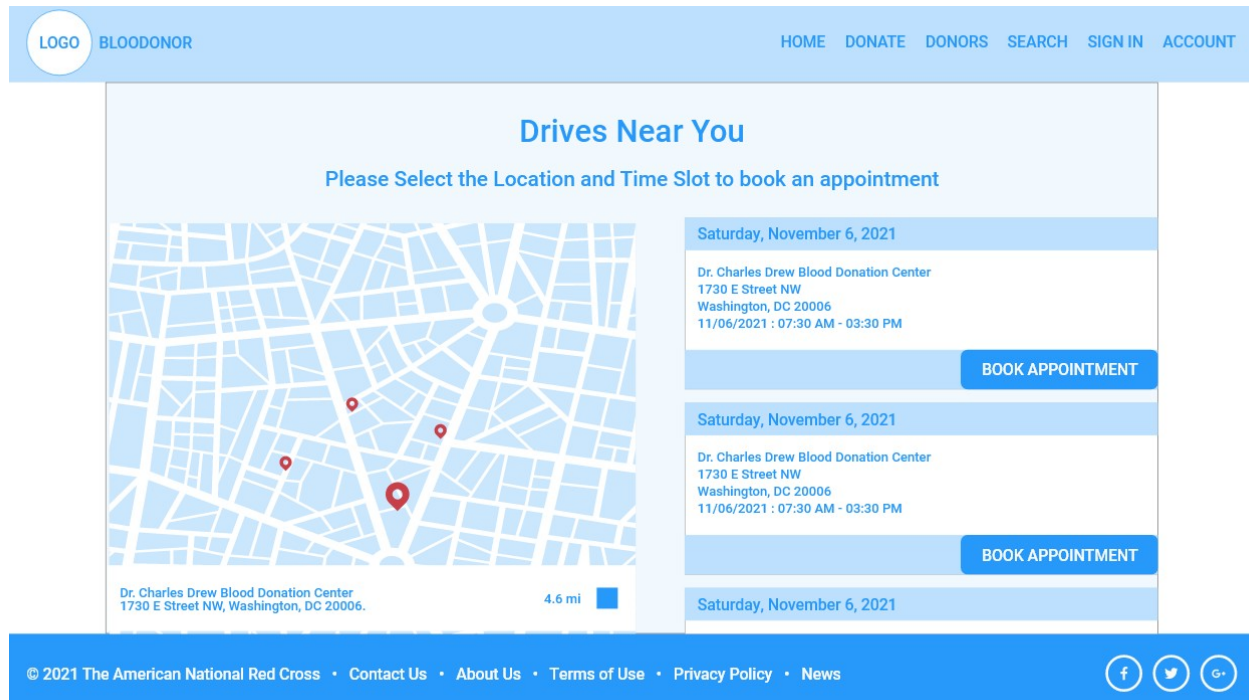
Key wireframes - Digital



Key wireframes - Digital



Key wireframes - Digital



Key wireframes - Digital

LOGO

BLOODONOR

HOME

DONATE

DONORS

SEARCH

SIGN IN

ACCOUNT

Donor Details

Please enter the required details below
to book the appointment for donating blood.

Donor Details

John Doe

19/12/1990

B+

497 Evergreen Rd. Roseville.

Male

johndoe@mail.com

AB15 7XY

01000000000

SUBMIT

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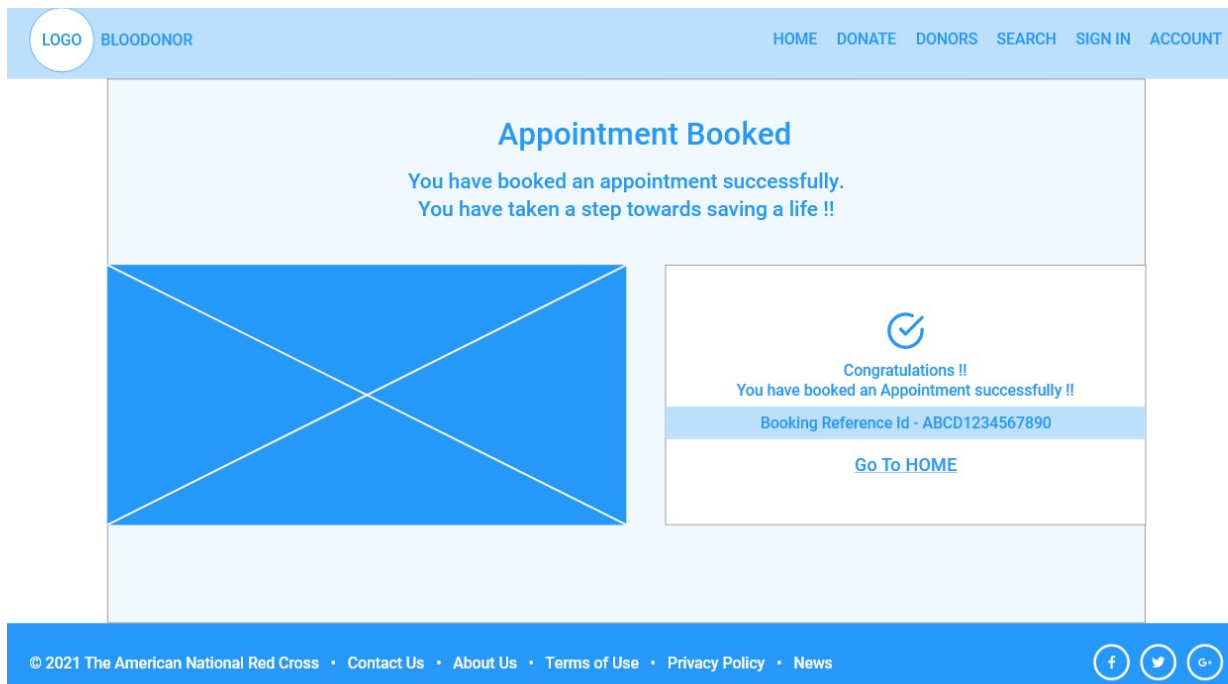
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Google

Key wireframes - Digital



Going forward

- Takeaways
- Next steps

Takeaways



What I learned:

While designing the Blood-Donor website, I learned how important it is to conduct usability testing at the early low fidelity stage. I had to conduct many rounds of testing to finalize the Low fidelity prototype.

Next steps

1

Based on the Low fidelity prototype I will be preparing the High Fidelity Prototype.

2

Conduct more user research on the High Fidelity Prototype to improve the design.

Let's connect!



Thank you for your time reviewing my work on the Blood Donor website! If you'd like to see more or get in touch, my contact information is provided below.

Email: prasenjitdasgupta287@gmail.com