Low Fidelity Wireframe –
Blood Donation Website

- A Case Study

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Project overview

- Product
- Duration
- Problem & Goal
- My Role in the Project

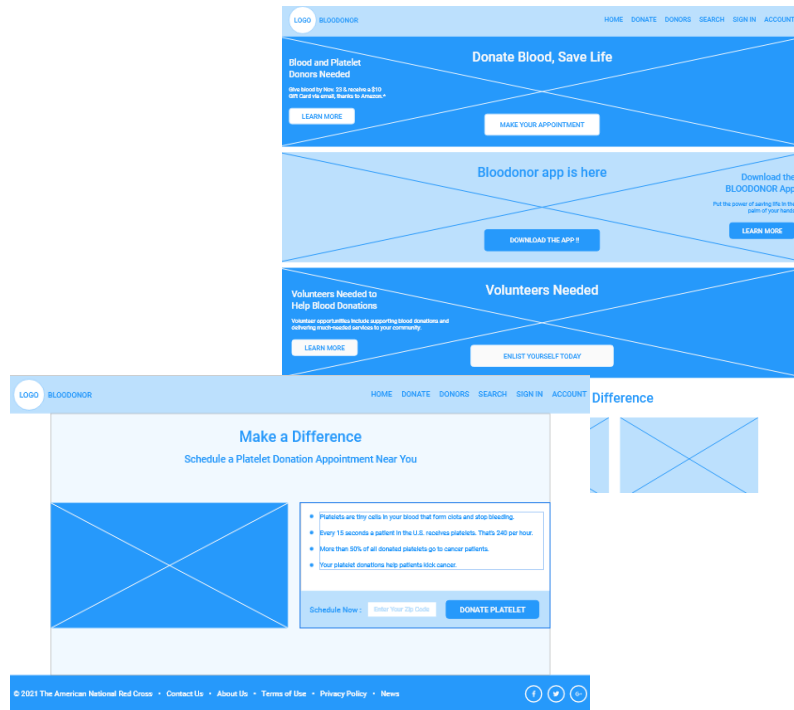Google

Project overview : Product & Duration

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.

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Project overview: Problem & Goal

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.

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Project overview: My Roles & Responsibilities

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.

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Understanding the user

- User research
- Personas
- Problem statements

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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.

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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.

Persona 1

"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 Doe

Age: 38
Education: Graduation (BA).
Hometown: San Diego, California
Family: Married with 2 kids.
Occupation: Store Manager.

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.

"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 kay

Age: 26.
Education: MBA final year.
Hometown: San Diego, California.
Family: Lives with parents.
Occupation: Student.
Part time sales executive.

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.
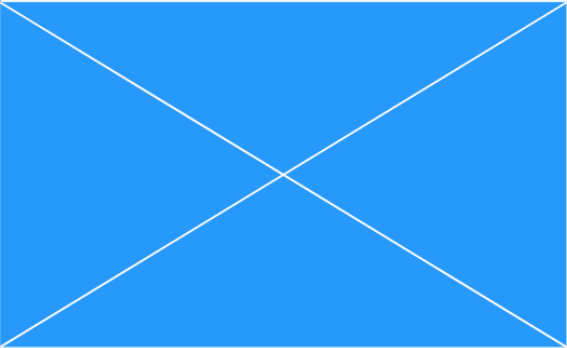
Starting the design

- Low-fidelity Digital wireframes
- Low-fidelity prototype

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Key wireframes – Digital : Login

Key wireframes – Digital : Home

Donate Blood, Save Life

LOGO BLOODONOR

HOME DONATE DONORS SEARCH SIGN IN ACCOUNT

Blood and Platelet Donors Needed

Give blood by Nov. 23 & receive a $10 Gift Card via email, thanks to Amazon.*

LEARN MORE

MAKE YOUR APPOINTMENT

Bloodonor app is here

Download the BLOODONOR App

Put the power of saving life in the palm of your hands

LEARN MORE

DOWNLOAD THE APP !!

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Key wireframes – Digital : Schedule Appointment
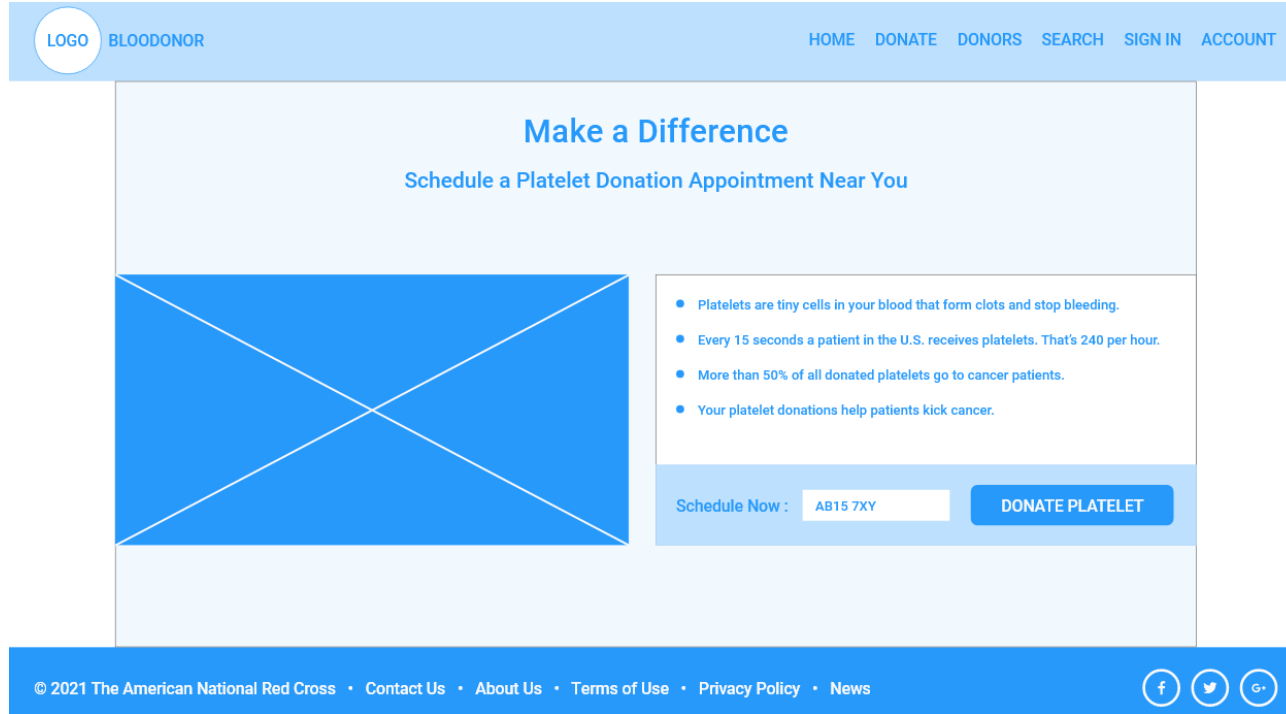
Key wireframes – Digital : Select Drive
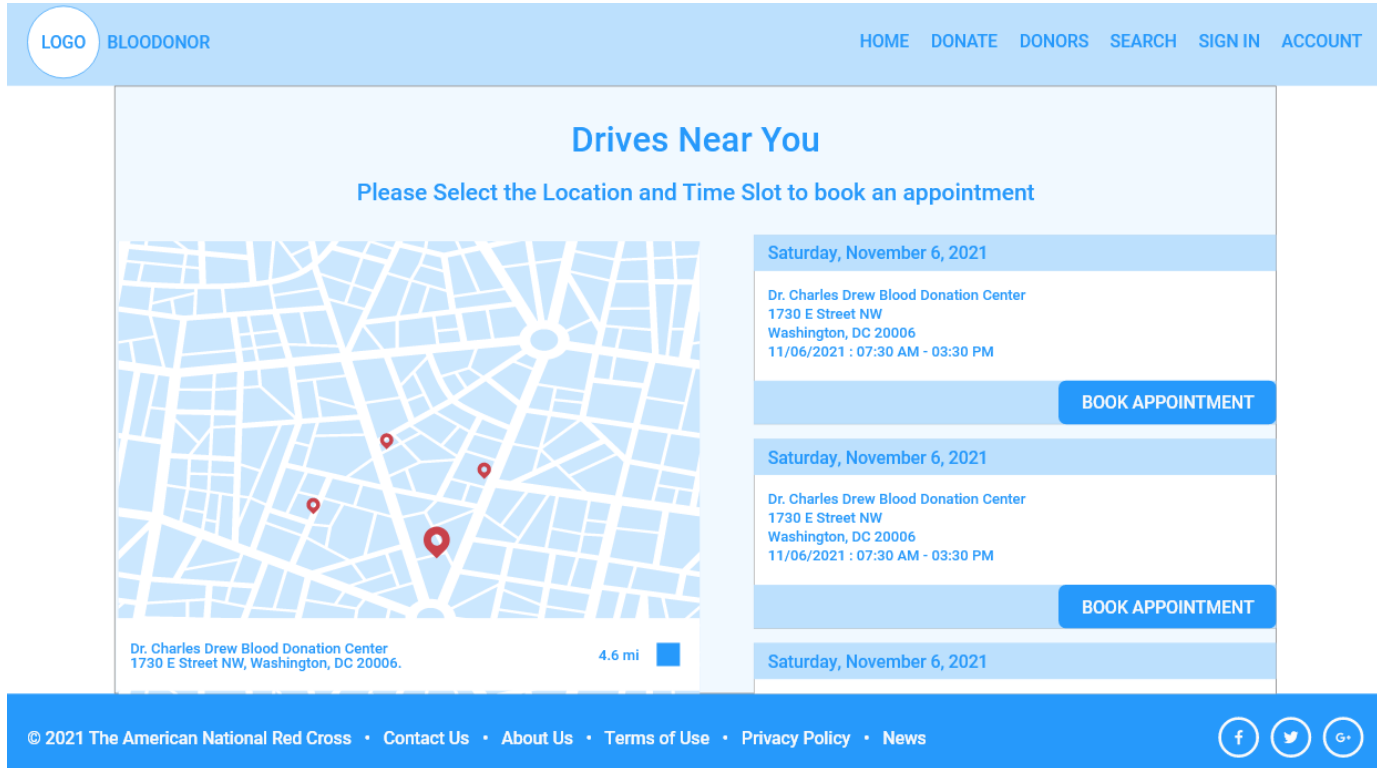
Key wireframes – Digital : Donor Details

Key wireframes – Digital : Booking Confirmation

LOGO BLOODONOR

HOME   DONATE   DONORS   SEARCH   SIGN IN   ACCOUNT

Appointment Booked

You have booked an appointment successfully.
You have taken a step towards saving a life !!

Congratulations !!

You have booked an Appointment successfully.
You will receive an email in your registered email id.

Go To HOME

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Usability Study findings

- Affinity Diagramming
- Identifying Patterns
- Developing insights
- Prioritizing insights

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Usability study findings: Affinity Diagramming

An affinity diagramming session was conducted to find insights from the usability studies -

Having Trouble to find the "Book Appointment Link".

Confused as no booking reference generated.

Concerned as need to fill up Donor details for repeated appointments

Successfully books appointment

A: Having trouble to find the Book appointment link (for blood donation) in the homepage.

B: Confused how to find the Book Appointment link (for blood donation).

C: Confused whether "Book Appointment" is a text or link.

E: Frustrated how to Book an appointment to donate blood.

E: Confused as don not see any booking reference after successfully booking an appointment for donation.

D: "Is there no unique reference id for my booking"?

A: Confused as don not see any booking reference after successfully booking an appointment for donation.

C: Confused as don not see any booking reference after successfully booking an appointment for donation.

D: Expressed concern whether need to fill up the donor details in case of future appointments for blood donations also.

C: wants to see the donor details auto filled in case of future bookings for blood donations.

D: Able to find "book appointment" link easily.

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Usability studyfindings: Pattern Identification

Pattern Identification Template

1. It was observed that 3 out of 5 participants could not find the "Book Appointment link on the homepage. This means that for most users, it's not immediately clear how to find the "Book Appointment link on the homepage.

2. It was observed that 3 out of 5 participants expressed confusion over not getting any booking reference after successfully booking a donation appointment. This means that most users are confused due to not getting any booking reference after successfully booking a donation appointment.

3. It was observed that 2 out of 5 participants expressed frustrations that for repeated booking they have to repeatedly fill up the "donor details form". This means that most users expressed frustrations that for repeated booking they have to repeatedly fill up the "donor details form".

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Usability study findings: Developing insights

Below insights were established from the usability studies conducted -

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.

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Usability studyfindings: Prioritizing Insights

Prioritized Insights Template

Priority 0

1. Based on the theme that: for most users, it's not immediately clear how to find the "Book Appointment link on the homepage, an insight is: users need better cues for booking an appointment for blood donation.

2. Based on the theme that: most users are confused due to not getting any booking reference after successfully booking a donation appointment, an insight is: users need to be provided with a unique booking reference id post successfully booking a donation appointment slot.

Priority 1

1. Based on the theme that: most users expressed frustrations that for repeated booking they have to repeatedly fill up the "donor details form", an insight is: users need donor details pre-populated based on their previous bookings.

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Refining the design

- Iterating the Low Fidelity Wireframes

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Refining the design: Iterating LF Wireframes

Users need better cues for booking an appointment for blood donation → "Book Appointment" hyperlink is changed into a call to Action button.
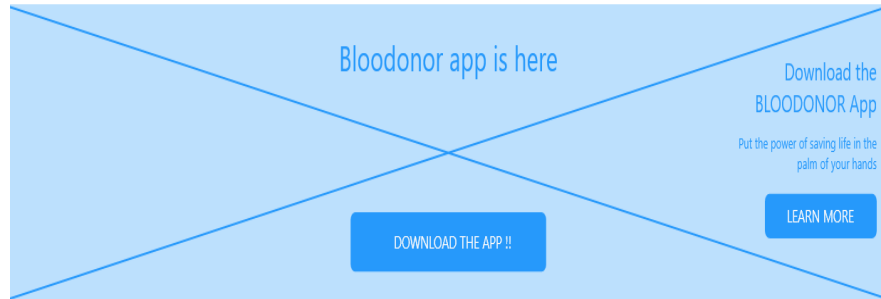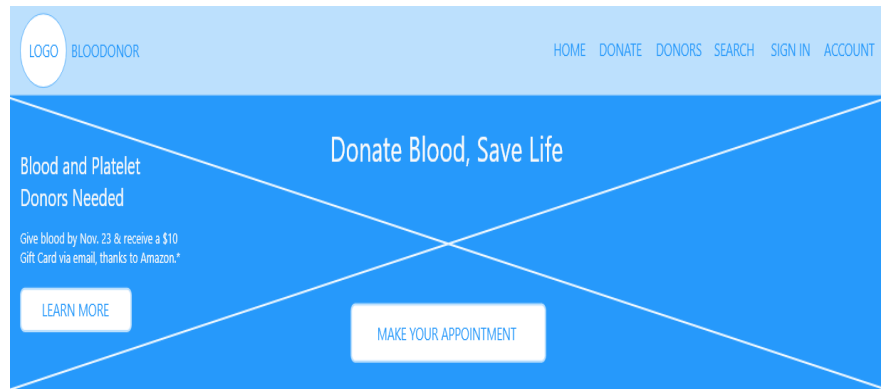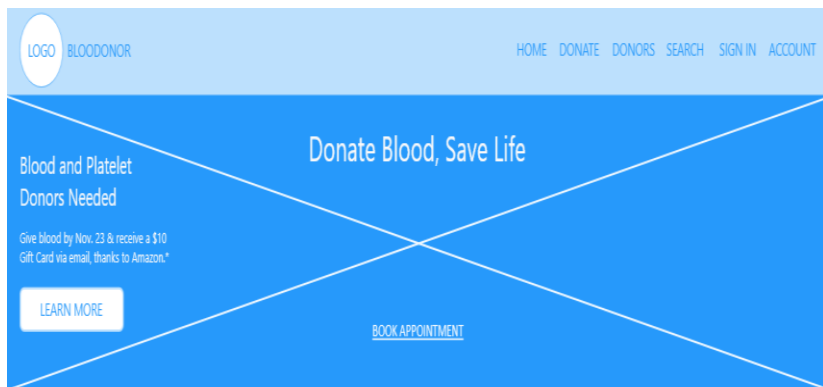
Refining the design: Iterating LF Wireframes

Users need to be provided with a unique booking reference id post successfully booking a donation appointment slot → A Booking Reference Id is generated and displayed to the user once booking is confirmed.
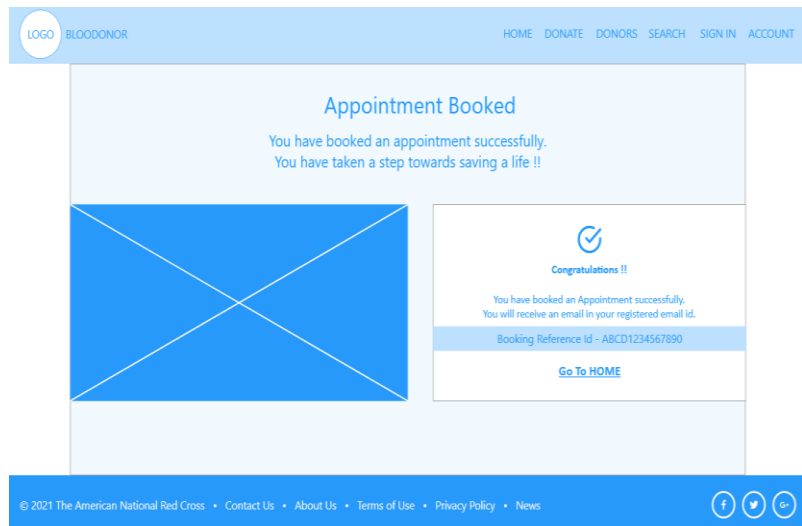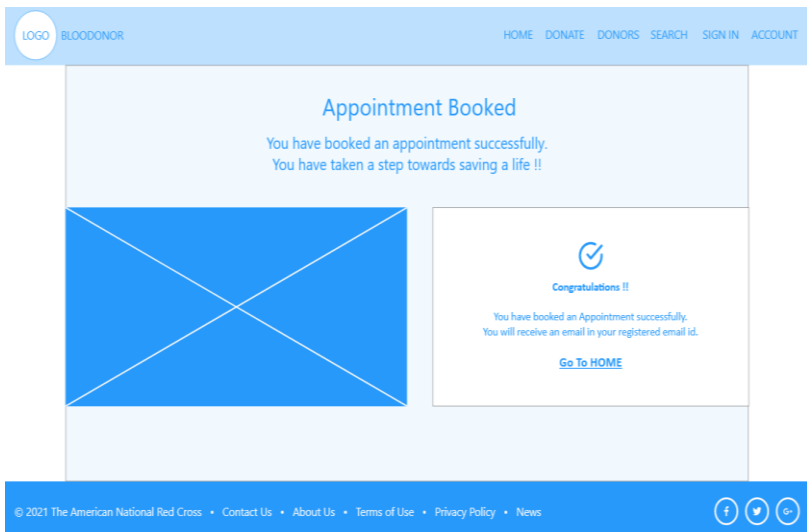
Refining the design: Iterating LF Wireframes

Users need donor details pre-populated based on their previous bookings → A checkbox is provided which will allow the user to pre-populate the booking form based on the previous booking.

Going forward

- Takeaways
- Next steps

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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.

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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.

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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.

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