**ABSTRACT**

In these days of shortage of blood in hospitals and blood centers is an important and relevant to us all, it is necessary that blood transfusions in emergency treatment of hemophiliacs and surgery routinely. In view of this a stock plasma abundant and diverse to ensure compatibility with a variety of blood types is crucial to the well being of our society, with the use of internet in our country growing day by day, it tends to change the focus of much of our population from traditional media such as television, radio, newspapers and magazines, the internet, considering the resources and opportunities offered by this Web now becomes a prolific area for the dissemination of social causes, joins the territory web fertile with use of agile development technologies for building a tool like Doando.se and lends itself a great service to society, the focus of Doando.se is to use agile development methodologies such as Scrum and Extreme Programming with agile technologies like Ruby, Ruby on Rails, CoffeeScript, HAML and SASS, and build a system for the public registration of blood donors, allowing these same donors locate donors and blood centers in a practical and easy, on the other hand the system enables blood centers to send sms and email notification for convening these donors when the need for some kind of blood arises, the Doado.se shows how agile technologies can be used to help a social cause while stating that in the area of ​​technology our tools should work for us and not the other.