**ABSTRACT**

In these days of shortage of blood in hospitals and blood centers is a matter of extreme importance, that this blood is needed for transfusions in emergencies, 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 essential for the wellbeing of our society. With the use of internet in our country growing day by day, it tends to shift the focus of much of our population from traditional media such as television, radio, newspapers and magazines to the Internet. Considering the resources and opportunities currently offered by this Web becomes a prolific area for the dissemination of social causes, joins the fertile territory of web technologies with use of agile development for building a tool like Doando.se and lends is 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 notification by email and sms (short message service) to call these donors when the need for some kind of blood arise. The Doando.se shows how agile technologies can be used to help a social cause while claiming in technology our tools should work for us and not the other.