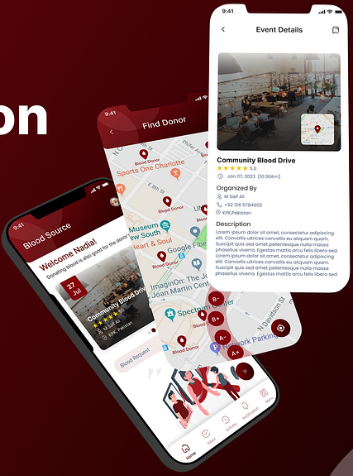
UX CASE STUDY

Blood Donation Mobile App

Blood Source Pakistan is a mobile app streamlining blood donation. Easily find and connect with nearby donors, while our messaging feature facilitates seamless communication.



9:41
Blood Source
Welcome Nadia!
Donating blood is also good for the donor's body
27 Jul
Community Blood Drive
Blood Request
Home
Inbox
Activity
Notification
Menu
Find Donor
Sports One Charlotte
Blood Donor
Museum
Google Fiber
ImaginOn: The Joan Martin Center
Spectrum Center
Network Parking
N Davidson St
B-
B+
A-
A+

Event Details

Community Blood Drive

★★★★★ 5.0

Jan 07, 2023 (10:30Am)

Organized By

M Saif Ali

+92 316 5784902

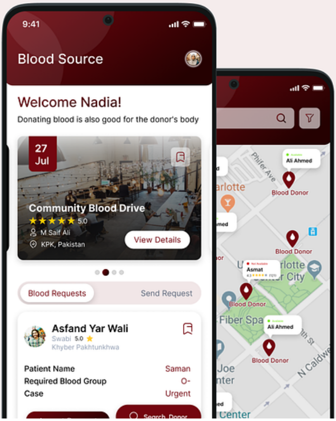
KPK,Pakistan

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Convallis ultrices convallis eu aliquam quam. Suscipit quis sed amet pellentesque nulla massa phasellus viverra. Egestas mattis arcu felis libero sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Convallis ultrices convallis eu aliquam quam. Suscipit quis sed amet pellentesque nulla massa phasellus viverra. Egestas mattis arcu felis libero sed

A Brief About Blood Source Pakistan.

Blood Source Pakistan is a blood donation app that helps to increase awareness of blood donation in Pakistan, thus working towards increasing the overall blood donation rate in the country. With Blood Source Pakistan, finding and connecting with blood donors has never been easier, helping to ensure that patients in need of blood receive it in a timely manner.



9:41
Blood Source
View Details
Blood Requests
Send Request
Search Donor
Ali Ahmed
Blood Donor
Asmat
Charlotte
Fiber Space
Phifer Ave
N Caldwell St

Welcome Nadia!

Donating blood is also good for the donor's body

27 Jul

Community Blood Drive

★★★★★ 5.0

M Saif Ali

KPK, Pakistan

Asfand Yar Wali

Swabi 5.0

Khyber Pakhtunkhwa

Patient Name Saman

Required Blood Group O-

Case Urgent

Problem

In Pakistan usually blood is not accessible in emergency cases. There are some blood banks who have storage but they only accommodate the wealthy people and the people who had some kind of influential background.

Solution

Blood Source Pakistan is a blood donation app that will be a voluntary based community. The purpose of engaging the individual by their own will is that they will create a profile if they are interested. Another reason to make this app is to limit the lengthy process and make the communication between donor and recipient fast, easy and trustworthy.

My Responsibilities

- User Research
- Research Plan
- User Research
- Persona
- Empathy Map
- User Journey Map
- User Flow
- Card Sorting
- Information Architecture
- Sketching
- Wireframing
- Visual Design

Project Duration

3 Weeks +20 Screens

My Role

UI/UX Designer

Tools

Figma

Photoshop

Miro

Adobe illustrator

Design Process

Design Process is a non-linear, iterative process that teams use to understand users, challenge assumption, redefine problems and create innovative solutions to prototype and test involving five phases.

Empathaize

- User Research
- Research Plan
- Affinity Diagram
- Research Report

Define

- Persona
- Empathy Map

Ideate

- User Flow
- Information Architecture

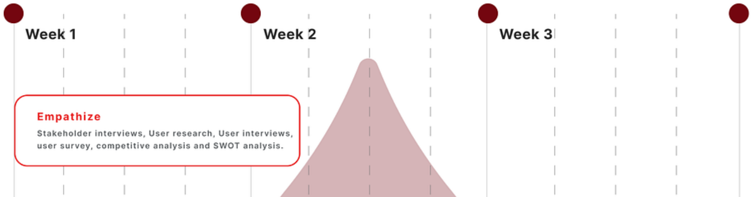
Prototype

- Sketching
- Wireframe
- Visual Design

Test

- Feedback
- Future Concepts

Project Timeline


Week 1
Week 2
Week 3

Empathize

Stakeholder interviews, User research, User interviews, user survey, competitive analysis and SWOT analysis.

Define

User and business goals Persona, Empathy map and User journey map.

Ideate

User flow, Card sorting and information architecture of possible features.

Prototype

Sketcting, Wireframes, Hifi designs.

Test

Usability testing, Gain feedback, Iteration, Test new features.

Empathize

Define

Ideate

Stakeholder Interview

After receiving a Brief about the project, Stakeholder interview are essential because these interview help us to make right decisions, more overview about the project and determine the strategy to be used during the project.

Q1

What are the goals and visions ?

Q2

What is the problem that your product is aiming to solve?

Q3

Are there any existing research and design material?

Q4

Who are your users?

Q5

Who are the known competitors?

Q6

Are there any technological limitations?

Q7

What are the deadlines for the project? What is the process of approval for design and who will be approving them?

Q8

What are the request feature and enhancement?

Design Strategy

Executive Intent

Connecting donors and recipients for easy access to blood, streamlining the process of finding donors and improving public health through increased access to life-saving blood transfusions. To provide a feature for rating and feedback for donors, to ensure quality of services. To provide a chatbot for easy communication between donors and recipients. To allow for easy location tracking of donors.

Target Audience

- Individuals who are currently in need of a blood transfusion, or are at risk of needing one in the future
- Hospitals and clinics that regularly perform blood transfusions and rely on a steady supply of blood
- Blood banks and other organizations that collect and distribute blood
- Individuals who are interested in becoming blood donors and want an easy way to find and connect with local blood donation organizations.

General Task

The main task of app is to searching for potential blood donors based on specific criteria, making a blood request, tracking the location of donors, communicating with donors via chatbot, recording and maintaining records of blood donations and rating the donor profile.

Technology Constraints

Internet, Smartphones

Cross Channels

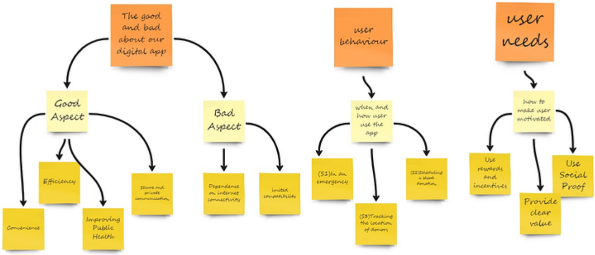
Android, IOS

Major Competitors

Android, IOS

Affinity Diagram

Once I have run my study, i will probably have a mountain of data. So in next step i will on organizing and analyzing th
Affinity diagram help me to do this.


The good and bad about our digital app
Good Aspect
Bad Aspect
Convenience
Efficiency
Improving Public Health
Secure and private communication
Dependence on internet connectivity
limited compatibility
user behaviour
when and how user use the app
(S1)In an emergency
(S3)Tracking the location of donors
(S2)Scheduling a blood donation
user needs
how to make user motivated
Use rewards and incentives
Provide clear value
Use Social Proof

Research Report

After gathering and organizing insights from my research, a typical method of presenting these findings is by creating a research report that summarizes the key results of my UX case study, making it easy for others to understand and co my findings.

Executive Summary

I conducted a research plan, including a semi-structured interview, and interviewed 5 participants who had expressed interest in using our blood donation app. The participants praised the app for its ease of use in searching for donors and convenient communication throughout the donation process. I wrote down the needs and pain points they faced it during the use of our app.

Key Findings

People who want to donate the blood (Donor) and who need the blood (Recipient) prefer to use online platform to connect and need that type of platform where they get authentically register their self and also built trust-worthy relation. There is an opportunity to create a convenient and user-friendly app that streamlines the process of connecting blood donors with those in need. Such an app would focus on user comfort and ease of use, with features such as easy registration and scheduling, as well as real-time updates and notifications. By providing a reliable and user-friendly platform, this app could encourage more individuals to donate blood and help to ensure that those in need have access to blood in a timely manner.

User Persona

A user persona is a fictional representation of a specific group of users. It includes characteristics, goals, and behavior patterns of a typical user within a certain group. It is used in user-centered design to understand the needs and motivations of target users, and inform product and service design.

Zohaib Hassan

Blood Group: **O+ive**
Education: **MBA**
Status: **Single**
Occupation: **Engineer**
Location: **Pakistan**
Age: **34**

> TO DONATE BLOOD REGULARLY AND MOTIVATE OTHERS BY MY DONATION STORY.

Motivation

- Help a family in need of Blood
- Self Satisfaction
- Humanitarian Act

Personality

- Extrovert
- Reader
- Calm

Frustrations

- The process in time consuming.
- Distance Problem.
- Trust issue with donation process

Bio

Electrical Engineer Interested in Information Technology.

Empathy Map

An empathy map is a chart used to understand and empathize with the what user needs, wants, think and feelings of a particular group of users. It is a visual representation of the user's perspective and is typically divided into four quadrants.

Says

- He has never had a cause to seek for blood.
- Was Contacted to make a blood donation through a broadcast

Think

- The challenge of donation has been his busy schedules, also the place for donation is far from his home

Does

- Got a call from laboratory to donate.
- Donated for a relative who was due for surgery

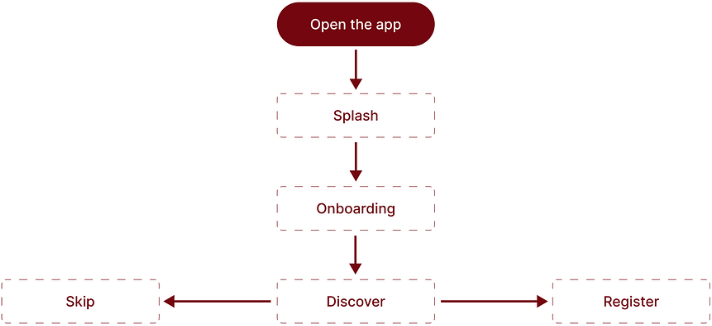
Feels

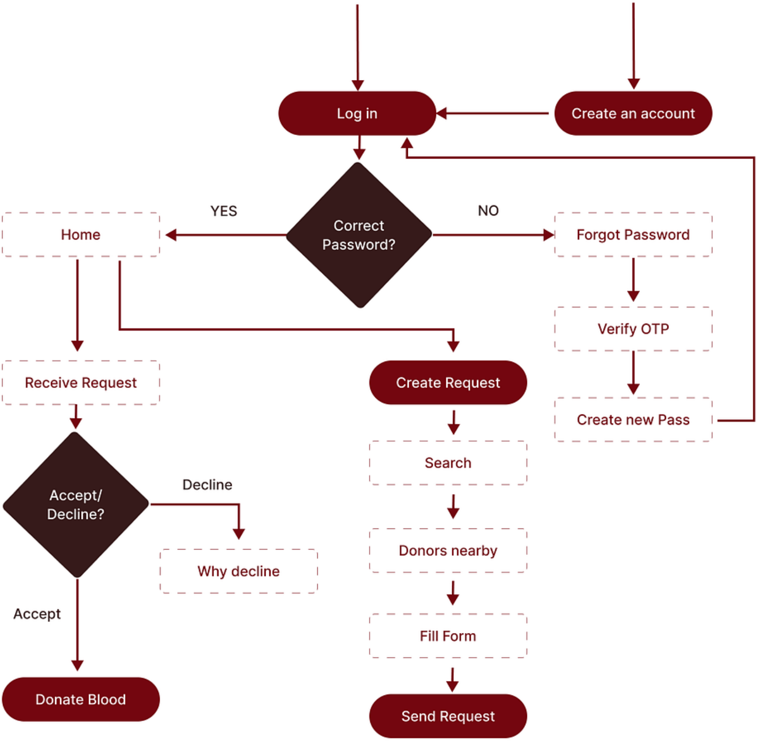
- Feel thanks for receiving blood.
- That someone needs blood to live.
- Donating blood is an act of saving lives

hize Define **Ideate** Prototype Test

User Flow

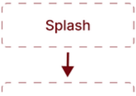
User flow is the sequence of steps a user goes through when interacting with a product or website. It outlines the path a user takes to achieve a specific goal, such as making a purchase or signing up for a service. It is an important aspect of user experience design, as it helps ensure a smooth and intuitive experience for the user.

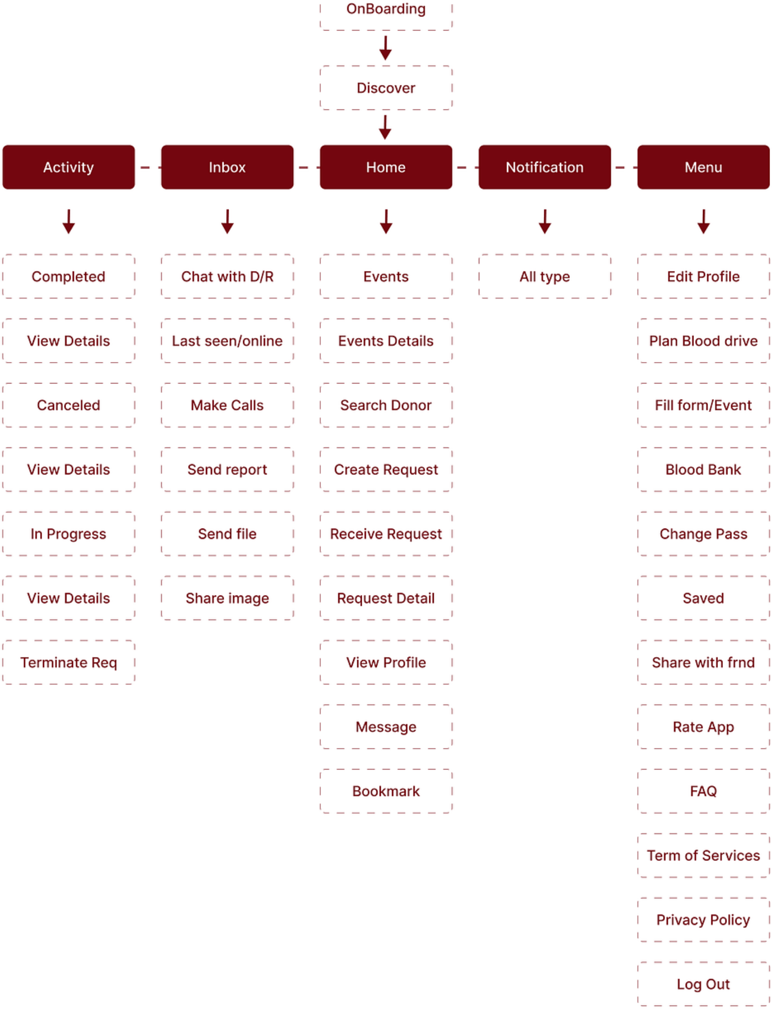

Open the app
Splash
Onboarding
Skip
Discover
Register


Log in
Create an account
Correct Password?
YES
NO
Home
Forgot Password
Verify OTP
Create new Pass
Receive Request
Create Request
Search
Accept/ Decline?
Decline
Why decline
Donors nearby
Accept
Fill Form
Donate Blood
Send Request

Information Architecture

Information architecture is the practice of organizing, structuring, and labeling content in a way that makes it easy to find and understand. It is used to help users navigate and understand the information within a website or other digital product. This can include organizing content into categories, creating a hierarchy of information, and using labels and tags to make it easy to find what you're looking for. It's an important aspect of user experience design, as it can help improve the overall usability of a website or application.





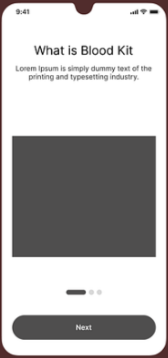
- OnBoarding
  - Discover
    - **Activity**
      - Completed
      - View Details
      - Canceled
      - View Details
      - In Progress
      - View Details
      - Terminate Req
    - **Inbox**
      - Chat with D/R
      - Last seen/online
      - Make Calls
      - Send report
      - Send file
      - Share image
    - **Home**
      - Events
      - Events Details
      - Search Donor
      - Create Request
      - Receive Request
      - Request Detail
      - View Profile
      - Message
      - Bookmark
    - **Notification**
      - All type
    - **Menu**
      - Edit Profile
      - Plan Blood drive
      - Fill form/Event
      - Blood Bank
      - Change Pass
      - Saved
      - Share with frnd
      - Rate App
      - FAQ
      - Term of Services
      - Privacy Policy
      - Log Out

Define Ideate **Prototype** Test

Low Fidelity Wireframes

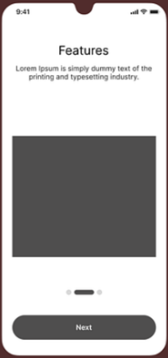
A wireframe is a basic visual representation of a website or application's layout and interface, used in the design and planning process. It typically includes the placement of elements such as text, images, and buttons, but does not include color or styling. Wireframes are often used to quickly prototype and test different layout and interface ideas before moving on to more detailed design and development stages.

Onboarding Screens



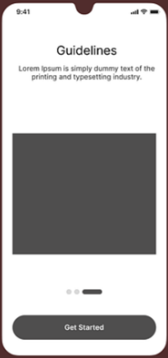
What is Blood Kit

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



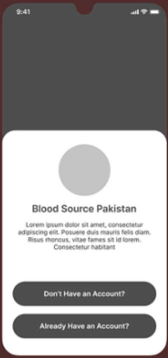
Features

Lorem Ipsum is simply dummy text of the printing and typesetting industry.


9:41
Get Started

Guidelines

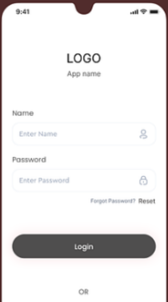
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

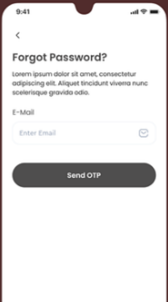

9:41
Don't Have an Account?
Already Have an Account?

Blood Source Pakistan

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Posuere duis mauris felis diam. Risus rhoncus, vitae fames sit id lorem. Consectetur habitant

Login and Register Screens


9:41
LOGO
App name
Name
Enter Name
Password
Enter Password
Forgot Password? Reset
Login
OR


9:41
E-Mail
Enter Email
Send OTP

Forgot Password?

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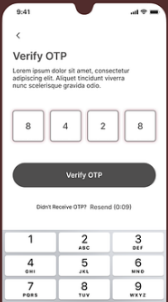
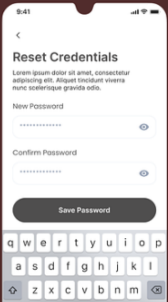

9:41
8
4
2
8
Verify OTP
Didn't Receive OTP? Resend (0:09)
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ

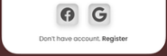
Verify OTP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquet tincidunt viverra nunc scelerisque gravida odio.

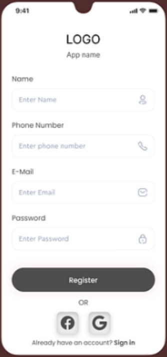

9:41
New Password
Confirm Password
Save Password
q w e r t y u i o p
a s d f g h j k l
z x c v b n m

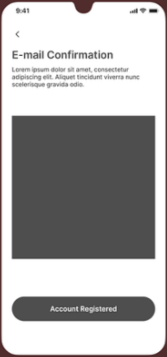
Reset Credentials

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquet tincidunt viverra nunc scelerisque gravida odio.


Don't have account. Register

123
space
search

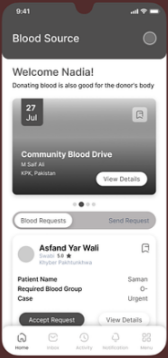

9:41
LOGO
App name
Name
Enter Name
Phone Number
Enter phone number
E-Mail
Enter Email
Password
Enter Password
Register
OR
Already have an account? Sign in


E-mail Confirmation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquet tincidunt viverra nunc scelerisque gravida odio.

9:41
Account Registered

Home, Search, Create Request Screens


Blood Source

Welcome Nadia!

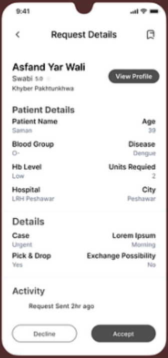
Donating blood is also good for the donor's body

Community Blood Drive
M Saif Ali
KPK, Pakistan

Asfand Yar Wali
Swabi 5.0 ★
Khyber Pakhtunkhwa

Patient Name	Saman
Required Blood Group	O-
Case	Urgent

9:41
27
Jul
View Details
Blood Requests
Send Request
Accept Request
View Details
Home
Inbox
Activity
Notification
Menu


Request Details

Asfand Yar Wali
Swabi 5.0
Khyber Pakhtunkhwa

Patient Details

Patient Name Saman	Age 39
Blood Group O-	Disease Dengue
Hb Level Low	Units Requied 2
Hospital LRH Peshawar	City Peshawar

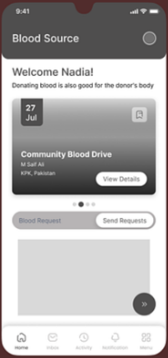
Details

Case Urgent	Lorem Ipsum Morning
Pick & Drop Yes	Exchange Possibility No

Activity

Request Sent 2hr ago

9:41
View Profile
Decline
Accept

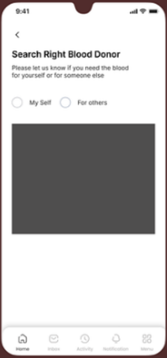

Blood Source

Welcome Nadia!

Donating blood is also good for the donor's body

Community Blood Drive
M Saif Ali
KPK, Pakistan

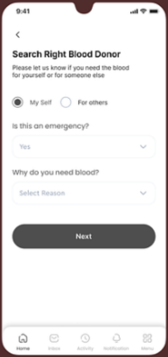
9:41
27
Jul
View Details
Blood Request
Send Requests
»
Home
Inbox
Activity
Notification
Menu


Search Right Blood Donor

Please let us know if you need the blood for yourself or for someone else

○ My Self ○ For others

9:41
Home
Inbox
Activity
Notification
Menu


9:41
Home
Inbox
Activity
Notification
Menu
Next

Search Right Blood Donor

Please let us know if you need the blood for yourself or for someone else

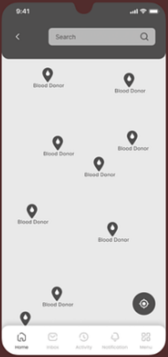
● My Self ○ For others

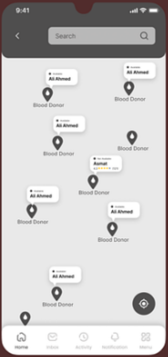
Is this an emergency?

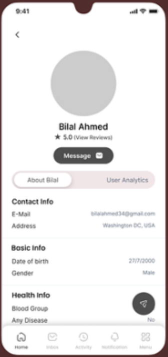
Yes

Why do you need blood?

Select Reason


9:41
Search
Blood Donor
Blood Donor
Blood Donor
Blood Donor
Blood Donor
Blood Donor
Blood Donor
Blood Donor
Home
Inbox
Activity
Notification
Menu


9:41
Search
Ali Ahmed
Blood Donor
Ali Ahmed
Blood Donor
Ali Ahmed
Blood Donor
Blood Donor
Asmat
Blood Donor
Ali Ahmed
Blood Donor
Ali Ahmed
Blood Donor
Ali Ahmed
Blood Donor
Home
Inbox
Activity
Notification
Menu


9:41
Message
About Bilal
User Analytics
Home
Inbox
Activity
Notification
Menu

Bilal Ahmed

★ 5.0 (View Reviews)

Contact Info

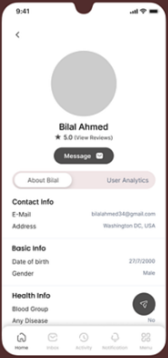
E-Mail bilalahmed34@gmail.com
Address Washington DC, USA

Basic Info

Date of birth 27/7/2000
Gender Male

Health Info

Blood Group
Any Disease No


9:41
Message
About Bilal
User Analytics
Home
Inbox
Activity
Notification
Menu

Bilal Ahmed

★ 5.0 (View Reviews)

Contact Info

E-Mail bilalahmed34@gmail.com
Address Washington DC, USA

Basic Info

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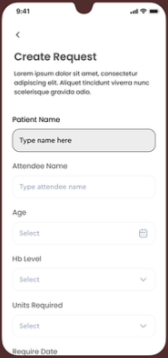
Blood Group
Any Disease No



Create Request

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquet tincidunt viverra nunc scelerisque gravida odio.

Patient Name

Type name here

Attendee Name

Type attendee name

Age

Select

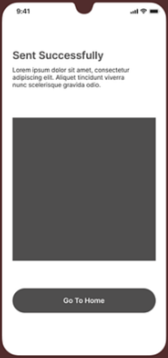
Hb Level

Select

Units Required

Select

Require Date

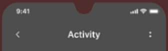

9:41
Go To Home

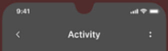
Sent Successfully

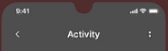
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquet tincidunt viverra nunc scelerisque gravida odio.

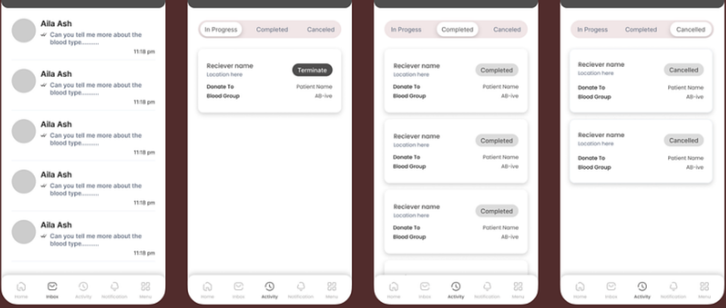
Inbox, Activity

9:41
Messages


9:41
Activity


9:41
Activity


9:41
Activity



Aila Ash
Can you tell me more about the blood type.........
11:18 pm

Aila Ash
Can you tell me more about the blood type.........
11:18 pm

Aila Ash
Can you tell me more about the blood type.........
11:18 pm

Aila Ash
Can you tell me more about the blood type.........
11:18 pm

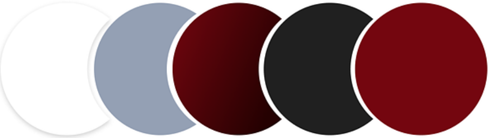
Aila Ash
Can you tell me more about the blood type.........
11:18 pm

Reciever name
Location here
Donate To — Patient Name
Blood Group — AB-ive

Home
Inbox
Activity
Notification
Menu
In Progress
Completed
Canceled
Terminate
In Progess
Completed
Canceled
Completed
In Progess
Completed
Cancelled
Cancelled

Style Guide

Colors



White
#FFFFFF

Grey
#94A0B4

Linear Gradient
#250101
#74060F

Black
#202020

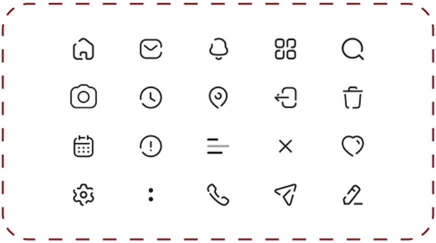
Red
#74060F

Typography

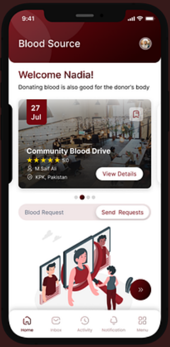
Inter

Regular	Body Text	10px-16px
Medium	Heading	16px-18px
Semi Bold	Heading 2	18px-24px
Bold	Main Heading	20px-24px

Icon



High Fidelity Wireframes

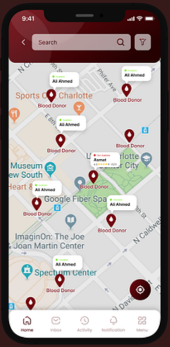

9:41
Blood Source
27
Jul
View Details
Send Requests
Home
Inbox
Activity
Notification
Menu

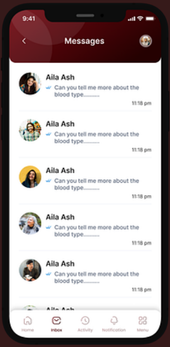
Welcome Nadia!

Donating blood is also good for the donor's body

Community Blood Drive
★★★★★ 5.0
M Saif Ali
KPK, Pakistan

Blood Request


9:41
Search
Ali Ahmed
Blood Donor
Sports C
Charlotte
Museum
ew South
Heart 8
Google Fiber Spa
ImaginOn: The Joe
Joan Martin Center
Spectrum Center
N Caldwell
Home
Inbox
Activity
Notification
Menu


9:41
Messages
Home
Inbox
Activity
Notification
Menu

Aila Ash
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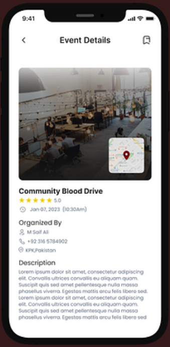
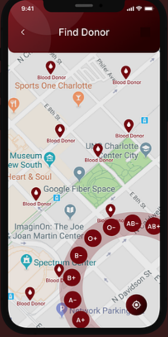
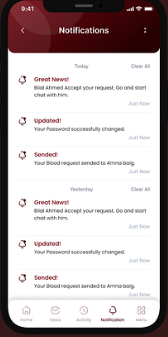

9:41
Event Details

Community Blood Drive
★★★★★ 5.0
Jan 07, 2023 (10:30Am)

Organized By
M Saif Ali
+92 316 5784902
KPK,Pakistan

Description
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Convallis ultrices convallis eu aliquam quam. Suscipit quis sed amet pellentesque nulla massa phasellus viverra. Egestas mattis arcu felis libero sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Convallis ultrices convallis eu aliquam quam. Suscipit quis sed amet pellentesque nulla massa phasellus viverra. Egestas mattis arcu felis libero sed


9:41
Find Donor
N C
E 8th St
Phifer Ave
Blood Donor
Sports One Charlotte
Blood Donor
Blood Donor
UNC Charlotte Center City
Museum
New South
Heart & Soul
Google Fiber Space
Blood Donor
ImaginOn: The Joe
& Joan Martin Center
E 8th St
O-
AB-
AB+
O+
B-
Spectrum Center
Blood D
B+
A-
Blood Donor
N Davidson St
Network Parking
A+


9:41
Notifications
Today
Clear All

Great News!
Bilal Ahmed Accept your request. Go and start chat with him.
Just Now

Updated!
Your Password successfully changed.
Just Now

Sended!
Your Blood request sended to Amna baig.
Just Now

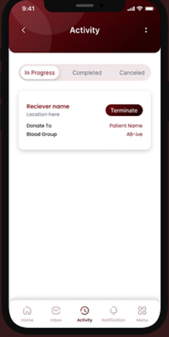
Yesterday
Clear All

Great News!
Bilal Ahmed Accept your request. Go and start chat with him.
Just Now

Updated!
Your Password successfully changed.
Just Now

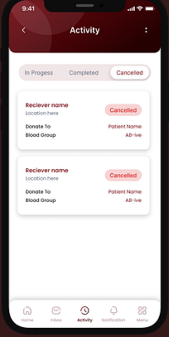
Sended!
Your Blood request sended to Amna baig.
Just Now

Home
Inbox
Activity
Notification
Menu


9:41
Activity
In Progress
Completed
Canceled
Terminate

Reciever name
Location here
Donate To — Patient Name
Blood Group — AB-ive

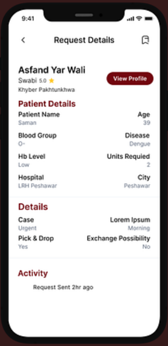
Home
Inbox
Activity
Notification
Menu


9:41
Activity
In Progess
Completed
Cancelled

Reciever name
Location here
Cancelled
Donate To — Patient Name
Blood Group — AB-ive

Reciever name
Location here
Cancelled
Donate To — Patient Name
Blood Group — AB-ive

Home
Inbox
Activity
Notification
Menu


9:41
Request Details
View Profile

Asfand Yar Wali
Swabi 5.0 ★
Khyber Pakhtunkhwa

Patient Details

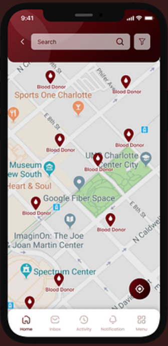
Patient Name Saman	Age 39
Blood Group O-	Disease Dengue
Hb Level Low	Units Requied 2
Hospital LRH Peshawar	City Peshawar

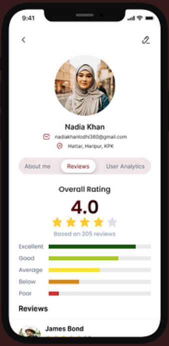
Details

Case Urgent	Lorem Ipsum Morning
Pick & Drop Yes	Exchange Possibility No

Activity

Request Sent 2hr ago


9:41
Search
N C
Phifer Ave
Blood Donor
Sports One Charlotte
Blood Donor
E 8th St
Blood Donor
Blood Donor
UNC Charlotte Center City
Blood Donor
Museum
New South
Heart & Soul
Google Fiber Space
Blood Donor
E 8th St
Blood Donor
ImaginOn: The Joe
& Joan Martin Center
N Caldwell
Spectrum Center
Blood Donor
N Davidson
Home
Inbox
Activity
Notification
Menu


9:41
About me
Reviews
User Analytics

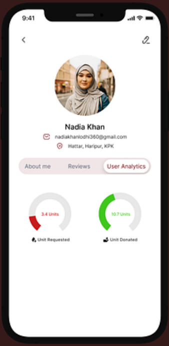
Nadia Khan
nadiakhanlodhi360@gmail.com
Hattar, Haripur, KPK

Overall Rating
4.0 ★★★★☆
Based on 205 reviews

Excellent
Good
Average
Below
Poor

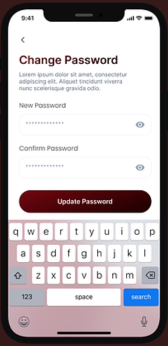
Reviews

James Bond


9:41
About me
Reviews
User Analytics

Nadia Khan
nadiakhanlodhi360@gmail.com
Hattar, Haripur, KPK

3.4 Units — Unit Requested
10.7 Units — Unit Donated


9:41

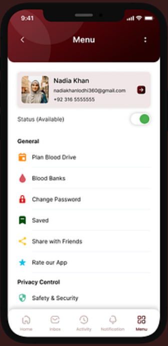
Change Password

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquet tincidunt viverra nunc scelerisque gravida odio.

New Password: •••••••••••••

Confirm Password: •••••••••••••

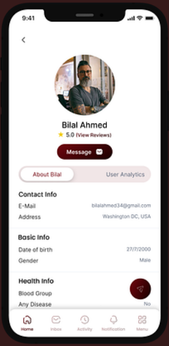
Update Password
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
search


9:41
Menu

Nadia Khan
nadiakhanlodhi360@gmail.com
+92 316 5555555

Status (Available)

General
Plan Blood Drive
Blood Banks
Change Password
Saved
Share with Friends
Rate our App
Privacy Control
Safety & Security
Home
Inbox
Activity
Notification
Menu


9:41
Message
About Bilal
User Analytics

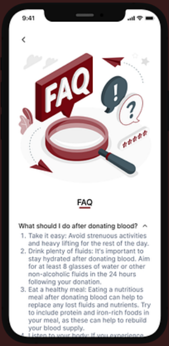
Bilal Ahmed
★ 5.0 (View Reviews)

Contact Info
E-Mail — bilalahmed34@gmail.com
Address — Washington DC, USA

Basic Info
Date of birth — 27/7/2000
Gender — Male

Health Info
Blood Group
Any Disease — No

Home
Inbox
Activity
Notification
Menu



FAQ

What should I do after donating blood?

1. Take it easy: Avoid strenuous activities and heavy lifting for the rest of the day.
2. Drink plenty of fluids: It's important to stay hydrated after donating blood. Aim for at least 8 glasses of water or other non-alcoholic fluids in the 24 hours following your donation.
3. Eat a healthy meal: Eating a nutritious meal after donating blood can help to replace any lost fluids and nutrients. Try to include protein and iron-rich foods in your meal, as these can help to rebuild your blood supply.
4. Listen to your body: If you experience