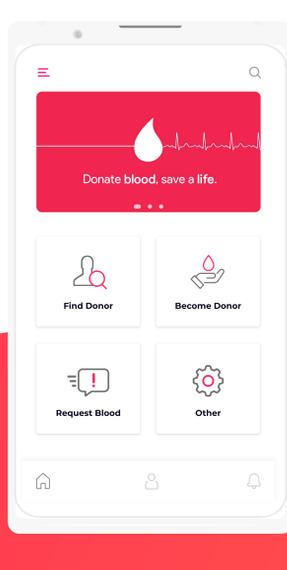


B

- CONNECT -

Blood Bank Service at your fingertip

Connecting blood donors with recipients.



PROJECT BRIEF

B-connect app will connect blood recipients with donors, without any intermediary for an efficient and seamless process. Who have a smart phone & internet connection can contact and searching for donor easily through this application. It also improves the ecosystem of blood Donors across the area by volunteer blood donation.

PROCESS



USER RESEARCH

- BMQ
- Target Groups
- 5 why's
- Interviews



IDEATE

- UX vision
- Persona and user Case Story
- Ideas and Feature List



STEATERGIES

- User Journey
- Task Flows
- Site Map
- Navigation



DESIGN

- Low Fidelity
- High Fidelity
- Prototyping

USER RESEARCH

TARGET GROUP

People who are doing voluntary blood donation and who are Blood recipient or their relative, hospitals.

User Interviews Question

- Did your friend or family member need a blood recently?
- What procedure you had followed? How much time did it take for entire procedure?
- What difficulty you have faced while arranging the blood or find the donor?
- What kind of improvement do you expect in this process?
- Do you know any online platform to find a blood donor in your area?
- Have you ever donated the blood before? what was the reason behind it?
- How was your experience in entire donation process?
- What does encourage you to donate the blood? how often do you donate the blood in one year?
- Do you get an invitations from any organisation to donate the blood?
- Would you like to be a voluntary blood donor and donate the blood regularly?

UX VISION

The B-connect app would help to connect blood donors with recipients, without any intermediary for an efficient and seamless process. App puts the power to save lives in the palm of your hand.

How

- 1) Request Blood
- 2) Search & explore nearby donor
- 3) Register yourself as donor
- 4) Keep track of your donations
- 5) Get update on local blood drives & donation camp.
- 6) Earn unique badges to proudly share your achievements via social media.

Why

To improve the ecosystem as hassle-free, effective in the blood Donors, blood recipients and hospitals with use of Technology.

IDEATE

PERSONAS AND USE CASE SENARIO



Vishal Rane

Age : 32
Occupation: Corporate employee
Status: Single

Pain point:

I am donating on regular basis as it's a way for me to help my society but sometimes the blood donation center can be busy so it takes time to donate and also I heard rumors that some private hospitals takes donations blood and sell it for high prices.

Goals:

- blood donation process to be more convenient that my blood reach people who needs it freely.
- Being informed of the blood drives and donation camp in my area.



Vibha sharma

Age : 35
Occupation: Banker
Status: Married

Pain point:

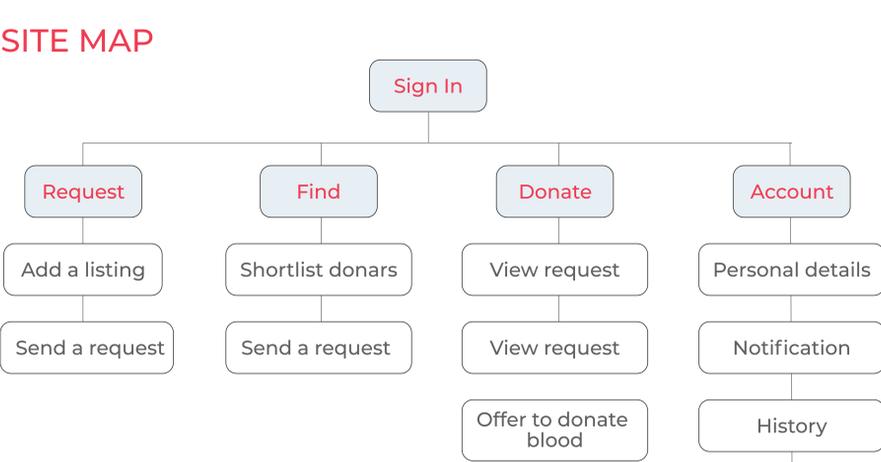
My mother has a chornic liver disease and she need blood transfusion regularly, and finding a suitable donar on the spot can be hard sometimes.

Goals:

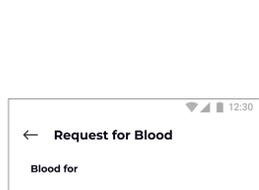
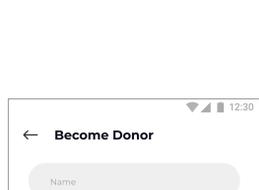
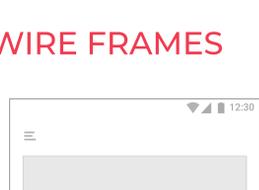
- Reach out and easily find a blood donar in nearby area.
- Need trust and transparency of the process.

STEATERGIES

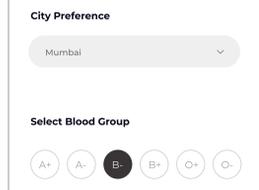
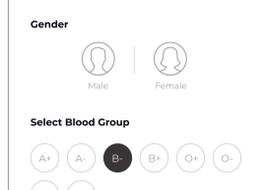
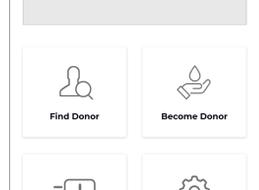
SITE MAP



WIRE FRAMES



VISUALS



THANK YOU!