BLOODLINK

CONNECT. DONATE. SAVE LIVES.

01

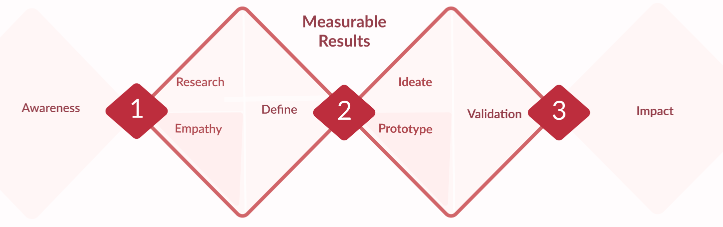
Project Overview

Blood Link is a mobile application designed to connect blood donors with people who need blood quickly during emergencies. The app allows users to request blood, donate blood, search for nearby verified donors, and receive real-time notifications. It also includes features such as emergency blood requests, donor verification, location-based matching, and blood donation campaigns to build a trusted and reliable community. The main goal of Blood Link is to make requesting and donating blood faster, easier, and more reliable, helping save lives by ensuring

02

About Process

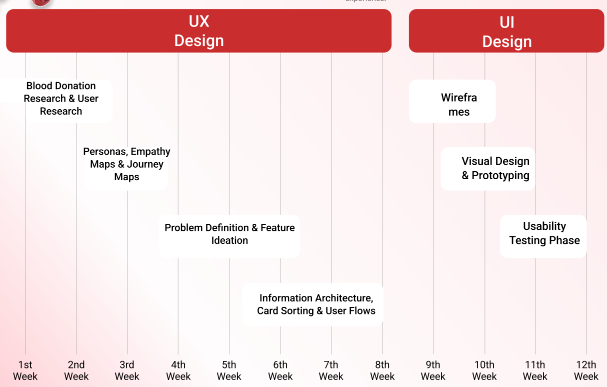
"The project was designed using a user centered design process based on the Double diamond thinking framework, ensuring practical and effective solutions for emergency blood donation needs. In this process each step was focused on improving usability, accessibility, and efficiency during emergency situations."


Measurable Results
Awareness
1
Research
Empathy
Define
2
Ideate
Prototype
Validation
3
Impact

03

Project Timeline

This timeline shows our UX research for the blood donation project. We studied users through research and interviews, understood their problems, set clear goals, and analyzed competitors to improve the experience."



UX Design

- Blood Donation Research & User Research
- Personas, Empathy Maps & Journey Maps
- Problem Definition & Feature Ideation
- Information Architecture, Card Sorting & User Flows

UI Design

- Wireframes
- Visual Design & Prototyping
- Usability Testing Phase

04

Target Audience

Build for sustainability managers and decision makers managing blood donors & receivers

Total Interview Participants

15

18 - 21
Age Range

- Young college students and first- time donors.
- Aware and willing to donate blood for a course.
- Active on mobile and social platforms.

22 - 23
Age Range

- Working professionals and regular donors.
- Use digital tools for quick and reliable actions.
- Value convenience,transparency and impact.

31-60
Age Range

- Experienced professionals and community supports.
- Motivated by community impact and saving lives.
- Prefer clear, trustworthy and easy- to- use solutions.

05

Problem & Solutions

"In emergencies, finding blood is often slow and stressful. Families can't easily find trusted donors, and donors worry about privacy and complicated sign ups. This app quickly connects patients with nearby verified donors. It's simple, secure, and helps save lives when every second counts."

Problem Statement

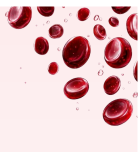
? 50% Trust & Authenticity Issues
Recipients often doubt donor profiles, fearing fake, inactive, or unverified users. This lack of trust increases emotional stress during critical emergencies.

? 30% Slow & Unreliable Search Process
Patients and families face delays finding compatible donors due to dependence on social media posts, phone calls, and non real time information.

? 20% No Centralized Real Time Database
There is no single platform showing accurate donor data such as blood type, location, and current availability, making quick decisions difficult.

In emergencies,every second counts but finding blood is often slow and stressful. families struggle to find trusted donors worry about complicated sign up and privacy. poor design & technical problems. make a life saving process harder than it should be.

Possible Statements



In emergencies,every second counts but finding blood is often slow and stressful. families struggle to find trusted donors worry about complicated sign up and privacy. poor design & technical problems. make a life saving process harder than it should be.

40% **Instant Emergency Connection**
Recipients can quickly connect with nearby, verified blood donors using GPS based matching and real time alerts, reducing delays during critical situations.

25% **Verified & Trustworthy Profiles**
All donor profiles are hospital verified, minimizing fake or inactive donors and building confidence for patients, families, and hospitals.

20% **Simple & Safe Donor Experience**
Donor sign up is streamlined with one tap login, clear eligibility rules, and safety tips, making participation easy and stress free.

15% **Reliable & Smooth Performance**
Accurate maps, fast updates, and a crash free interface ensure the app performs reliably when every second matters.

06

SWOT Analysis

"This SWOT analysis shows what the app does well, where it needs improvement, future chances to grow, and possible risks. It highlights strong features, areas to fix, new opportunities, and challenges to watch out for."

SWOT Analysis

STRENGTHS

- Location based donor search
- Emergency blood request feature
- Strong privacy based protection

WEAKNESSES

- Poor donors verification system
- Low user retention after first use
- Confusing onboarding & navigation

OPPORTUNITIES

- Intelligent reminders & urgency prediction using AI
- Verified donor badges & trust signals
- Hospitals & blood bank integration

THREATS

- Fake or inactive donor profiles
- Competition from other blood donation apps or organizations
- Data privacy & security concerns

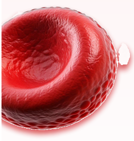
07

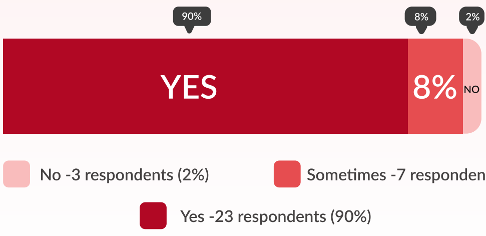
Qualitative Research

Use clear numbers to show clear patterns and trends, helping back up design decisions with easy to understand insights.

Question 1

Did you run into any issues when you signing up or logging into the blood donation app ?





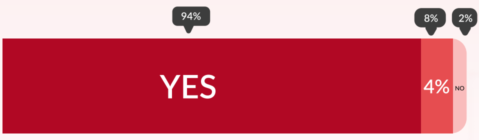
🟥 No -3 respondents (2%)

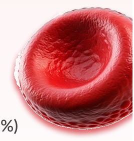
🟥 Sometimes -7 respondents (8%)

🟥 Yes -23 respondents (90%)

Question 2

Do you find it difficult to search and contact blood donors ?





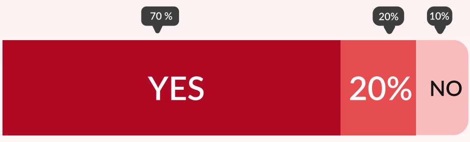
🟥 No -3 respondents (1%)

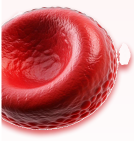
🟥 Sometimes - 6 respondents (8%)

🟥 Yes -24 respondents (94%)

Question 3

Did you ever feel like the information on the app wasn't fully correct ?





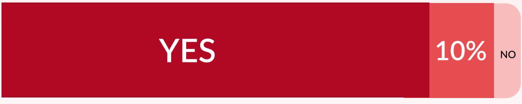
🟥 No -6 respondents (10%)

🟥 Sometimes -10 respondents (20%)

🟥 Yes -18 respondents (70%)

Question 4

Do you find it easy to reach blood donors through the app ?

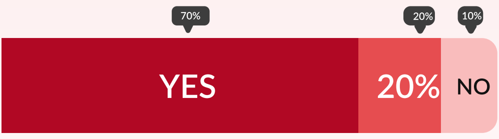


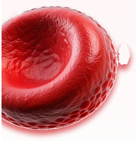
■ No -30 respondents (2%) ■ Sometimes -9 respondents (10%)

■ Yes -21 respondents (88%)

Question 5

Have you ever felt unsure about something you saw on the app ?



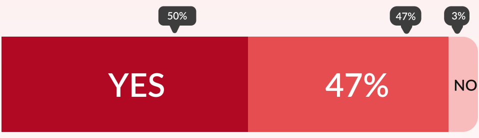


■ No -6 respondents (10%) ■ Sometimes -10 respondents (20%)

■ Yes -18 respondents (70%)

Question 6

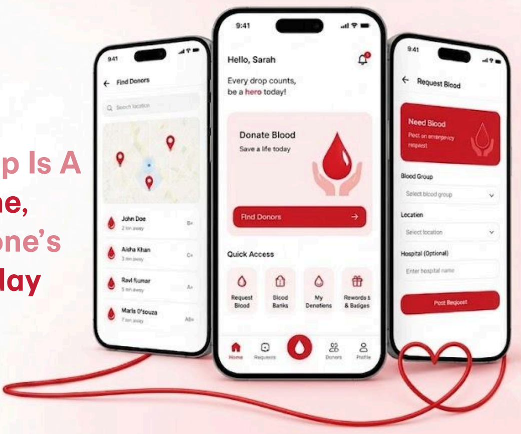
Has a friend or family member's story ever pushed you to donate a blood ?



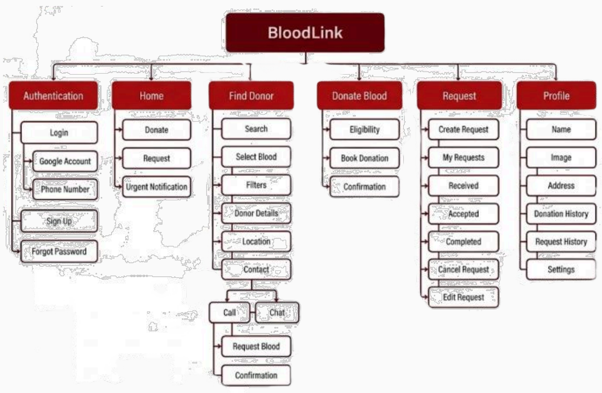
■ No -2 respondents (3%) ■ Sometimes -13 respondents (47%)

■ Yes -15 respondents (50%)

Every Drop Is A Lifeline, Be Someone's Hero Today


9:41
Find Donors
Search location
John Doe
Aisha Khan
Ravi Kumar
Maria D'souza
Hello, Sarah
Every drop counts, be a hero today!
Donate Blood
Save a life today
Find Donors
Quick Access
Request Blood
Blood Banks
My Donations
Rewards & Badges
Home
Requests
Donors
Profile
Request Blood
Need Blood
Post an emergency request
Blood Group
Select blood group
Location
Select location
Hospital (Optional)
Enter hospital name
Post Request

08

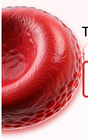

BloodLink
Authentication
Login
Google Account
Phone Number
Sign Up
Forgot Password
Home
Donate
Request
Urgent Notification
Find Donor
Search
Select Blood
Filters
Donor Details
Location
Contact
Call
Chat
Request Blood
Confirmation
Donate Blood
Eligibility
Book Donation
Confirmation
Request
Create Request
My Requests
Received
Accepted
Completed
Cancel Request
Edit Request
Profile
Name
Image
Address
Donation History
Request History
Settings

09

User Flow

The Process of Donating Blood

Start app → Sign up → Donate Blood → Eligibility Check → View Blood Bank → Donate → Thanks for your Donation



The Process of Requesting Blood

Start app → Sign up → Request Blood → Select Blood Gro... → Available Don... → View Blood Ba... → Request Send → Thanks for your Requ...

10

Empathy Map

Says

- We need blood quickly.
- I hope someone responds.
- Every drop counts.
- Can I donate?

Thinks

- Sharing saves lives
- Someone nearby can help.
- Will it hurt?
- Donate quickly

Does

- Share requests.
- Call friends.
- Contact hospitals.
- Search nearby donors.

Feels

- Helpless
- Worried
- Caring
- Responsible

11

Card Sorting

Donor

Register as donor
Blood type selection
Medical eligibility check
Donation history
Donor profile
Units donated counter

Requester

Register as requester
Search blood type
View available pints
Submit blood request
Request status
Contact blood bank

General

Sign in / Sign up
Choose account type
Home page
Notifications
App settings
About BlooDO

Blood Bank

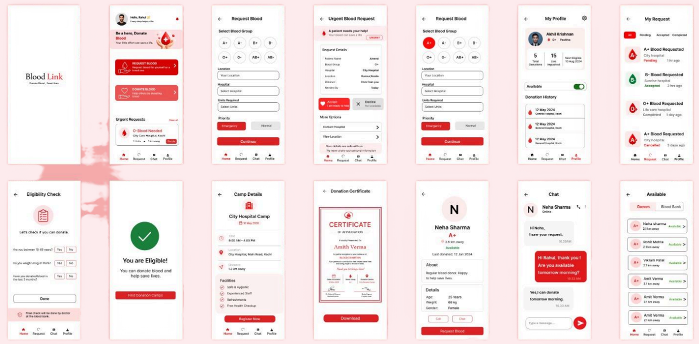
Bank profile
Available pints by type
Incoming donations

Incoming requests
Contact info
Bank location

12

High Fidelity wireframes

Choose One
Home Page
Final Step
Notifications
Do you want Request a Pint From Bank Name ?


Blood Link
Request Blood
Urgent Blood Request
My Profile
My Request
Eligibility Check
You are Eligible!
Camp Details
Donation Certificate
CERTIFICATE
Neha Sharma
Chat
Available

Thank you for your time :)

Feel free to provide your valuable suggestion and comments