



## DESIGN GOAL

“I want **blood donors** to feel **more appreciated** after the donation”

# INTERACTION VISION

I want my **interaction** to be like a mother opening the **present** she **received from her kids**.



CHARACTERS OF INTERACTION	DESIGN PROPERTIES	DESIGN QUALITIES
SURPRISE	REVEALING	SLOW
WARM	WARM	GENTLE
HAPPY	CLEAR	CONSTANT
PRECIOUS	HIDDEN	APPARENT
INTIMATE	PERSONAL	STEPWISE

# 01 | CYCLE ONE

## **ACTIVITIES**

- **OSERVATION IN THE CONTEXT**
- **INTERVIEWS**
- **ONLINE SURVEY**
- **WORKSHOP ABOUT APPRECIATION**
- **SENSITIZING MATERIAL**

## BLOOD DONOR

*“I love donating in Enschede because there you can see these flags with quotes from blood receivers...”*



- THEY DON'T SAY TO ROOMMATES THAT THEY ARE BLOOD DONORS
- THEY EXPERIENCE APPRECIATION DURING THEIR TIME AT THE BLOOD CLINIC
- THE BIGGEST SOURCE OF APPRECIATION IS FROM PEOPLE WHO RECIEVED BLOOD
- WHEN THEY ARE HOME, THEY FEEL DEMOTIVATED AND WEAK



## **ROOMMATE**

NOT AWARE THAT THE OTHER PERSON IS A  
BLOOD DONOR

THEY ARE NOT A SOURCE OF APPRECIATION AT  
HOME



## **NURSE**

MOST OF THE TIME SOURCE OF APPRECIATION  
AT THE BLOOD CLINIC

SOMETIMES THEY DON'T SAY THANK YOU



# WHAT THEY HAVE TO DO AFTER DONATION?

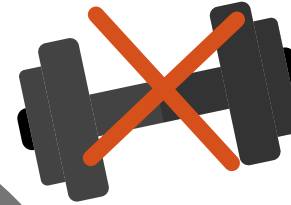
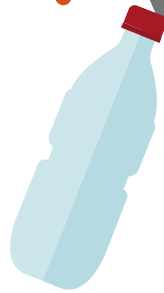
Have a consistent meal after donation



Don't drink alcohol

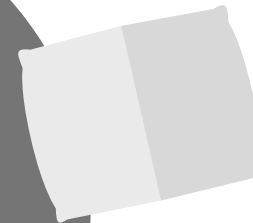


Drink a lot of liquids



Don't practice sport

Relax when returning home



Sleep properly



Eat sugary food



# WHEN?



FEELING DIZZY,  
BIKE SLOWLY



TAKE OFF BANDAGE



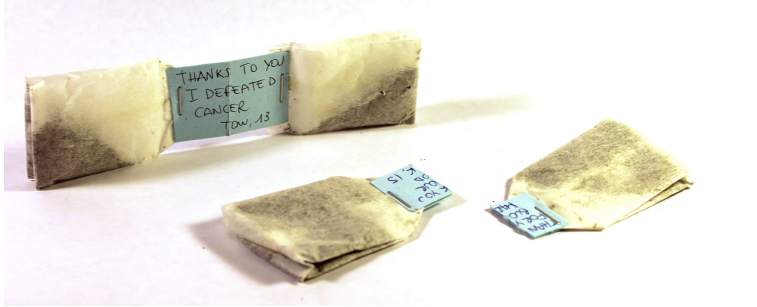
EAT SOMETHING



LIVE LIFE SLOWLY FOR  
THAT DAY

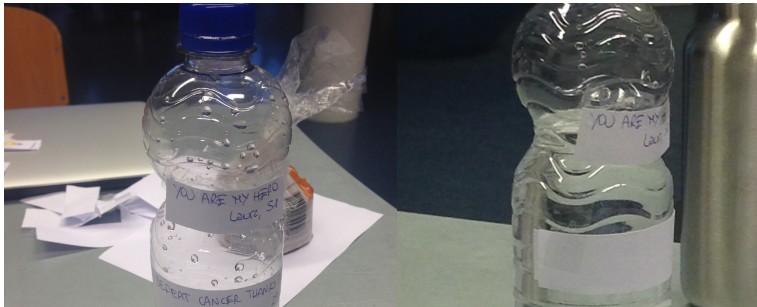


# 02 | CYCLE TWO



BETTER NOT TO USE ROOMMATES AS A SOURCE OF APPRECIATION

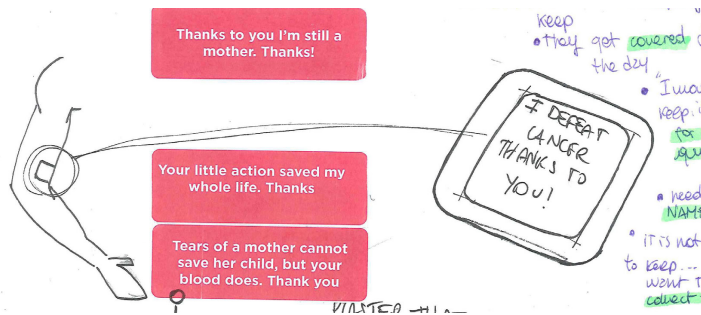
DON'T BREAK THE QUOTE



ACTION THAT PEOPLE HAVE TO DO AFTER THE DONATION

CURIOSITY DRIVEN ACTION

CREATE EMPATHY WITH THE DONOR



QUOTES HAVE TO BE PERSONAL, BUT NOT TOO HEAVY.

IT'S BETTER TO USE STORIES OF HEALING



SURPRISE FACTOR INCREASE APPRECIATION IN BLOOD DONORS

GOOD TO USE SUGAR AFTER THE DONATION

IT'S BETTER TO KEEP THE QUOTE FOR MORE TIME

# 03 | CYCLE THREE

- Which is the best liquid to drink after blood donation?
- How can I hide quotes and reveal them after in a simple way?

## ORANGE JUICE

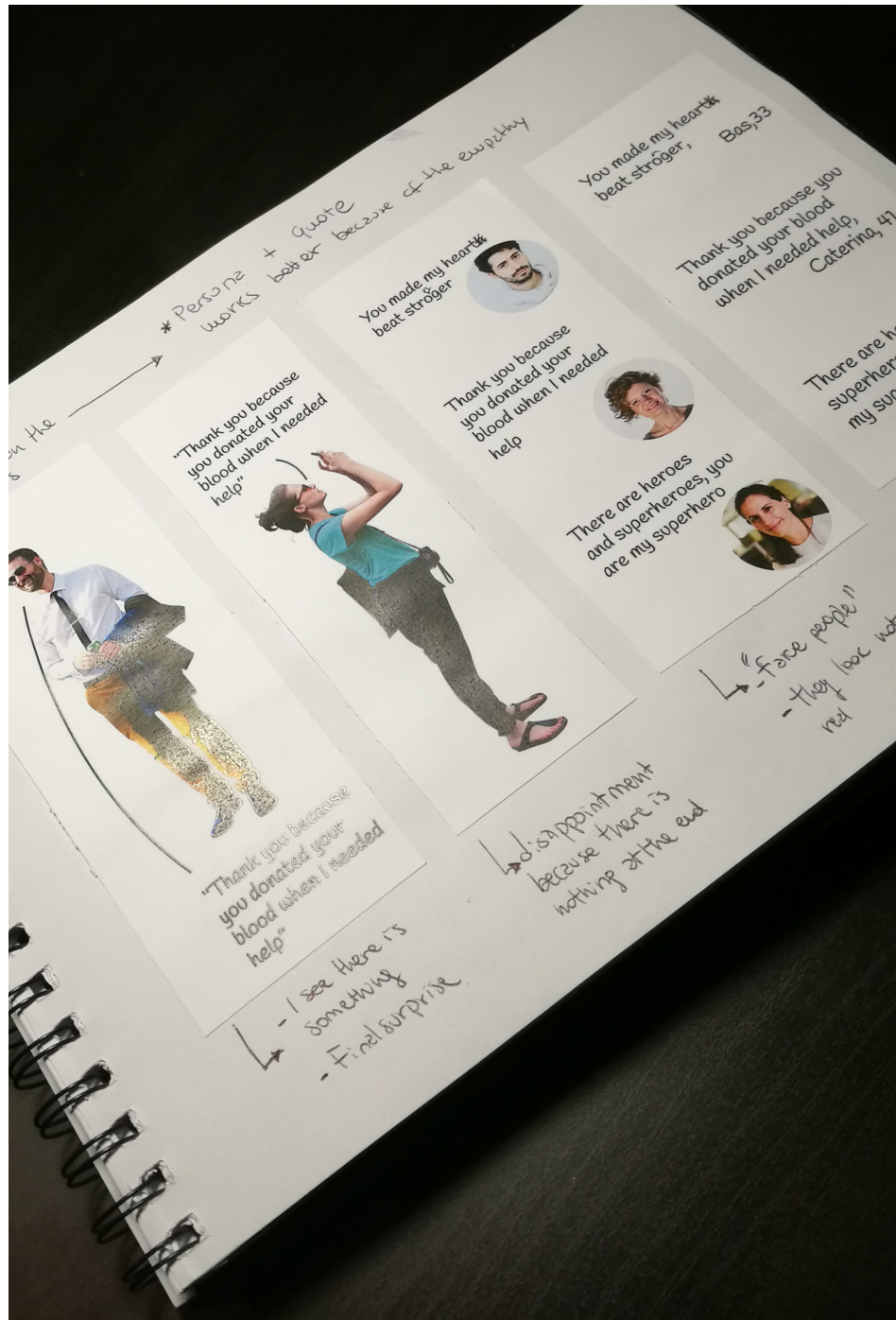


- Increase blood pressure and the amount of sugar in your blood, in order to prevent fainting
- Because of its density, it can cover the quote if it's printed on the inside

- When should they read the quote? during, after or before drinking?
- Is it possible to use more elaborated quotes? Can I use picture and images?

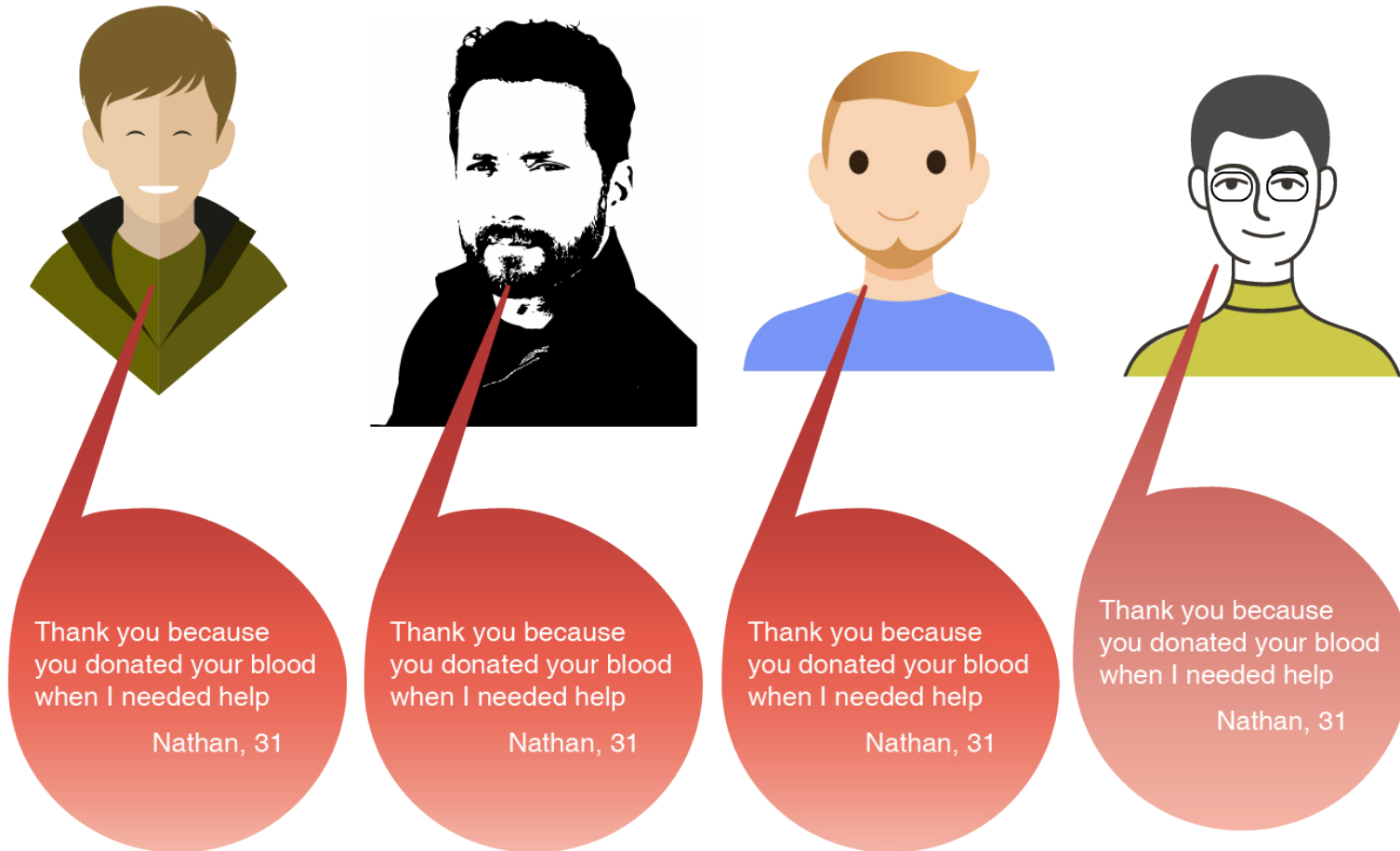


## LABEL



- Participants prefer to read a single quote at the end of the bottle
- In order to increase empathy, the use of picture in the visual is better than just names and ages

- Do drawings work as good as picture to create empathy and appreciation?
- Is it possible to use a different kind of person/picture to create empathy?



**More details, increase empathy and appreciation**

# SYMBIOSIS

Style related to blood donation

SYMBIOSIS as a metaphor for the relationship between blood donors and receivers



Empty space crates use cue and it makes people look through it

Quote with drawing, age and name to create empathy Is at the end to make them drink the juice

## TESTING



- Documents provided to the blood bank and interviews with blood donors
- Second time user to see what are the differences between first use and second use
- Test the design goal, interaction vision and find recommendation



- The product achieved the design goal about appreciation for blood donors
- Not all the design qualities were experienced by the participants
- Its name has to be changed and more information about orange juice has to be on the label

**| THANK YOU FOR  
YOUR ATTENTION**