DISCOVERY FINDINGS · JULY 2022

Blood stock levels web component

What 60 survey participants told us about seeing how much blood Lifeblood holds

Australian Red Cross Lifeblood®

Acknowledgement of Country

We acknowledge and pay our respects to the past, present and future Traditional Custodians and Elders of this land and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

PART ONE

Introduction

- Overview
- The wireframe we tested
- Objectives, method and participants

OVERVIEW

Why show blood stock levels?

In earlier research, donors told us that knowing how much blood Lifeblood holds, and how urgently it's needed, would help them understand when and what type of blood we need.

Many blood services around the world show each blood type and how much is left. They use visual metaphors such as blood bags, drops, test tubes and their own characters.





THE COMPONENT

The wireframe we tested



Wireframe elements

- Title
- Explainer text
- State selector
- Level graphic
- Blood type
- Days left in reserve
- Call to action

DISCOVERY OBJECTIVES

What we wanted to learn

01 How would seeing stock levels affect motivation? Would it deter or inspire people to book?

02 If people don't know their blood type, is there still value in this information?

03 Is plasma mentioned when the chart is presented?

04 Which labels do donors respond to?

05 What kind of graphic element resonates?



METHOD AND PARTICIPANTS

A survey with 60 participants

We showed variations of blood stock levels, asked about labels, and compared graphical representations.

30 non donors

30

People who don’t know their blood type.

They represent potential new donors browsing the website.

30 donors

30

O+ donors who have donated in the last 12 months.

They represent donors who might see the component on the website or elsewhere.

PART TWO

What we found

- Questions people had about the chart
- How location and labels affect motivation
- Three stock scenarios
- Visuals and messages

IF YOU SAW THIS CHART WHILE THINKING OF DONATING…

What questions would you have?

My blood

HOW DOES THIS RELATE TO ME?

- What is my blood type?
- Is my blood type needed?

Educational content

INFORMATION ABOUT DONATING

- What can I do?
- What are the next steps?

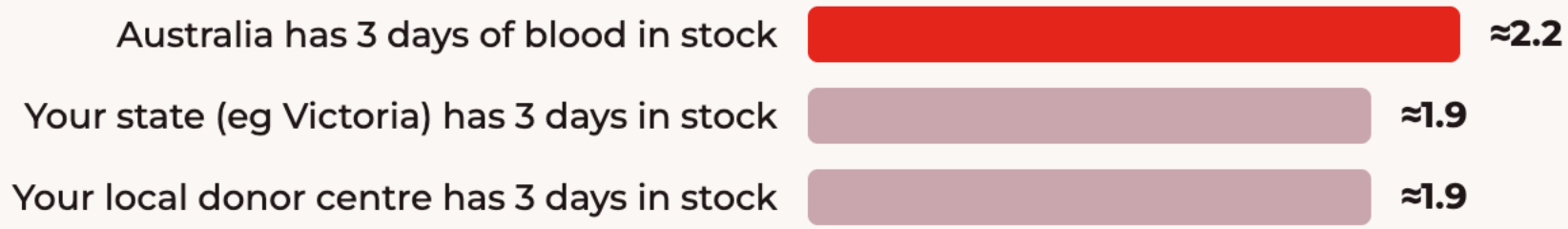
Stock level content

INFORMATION ON BLOOD

- Missing or unclear information
- What happens when stocks run out or get critical?
- Why are some so low?
- How types are used and how they differ

Q4 · RANK 1–3

Which makes you feel you should donate?

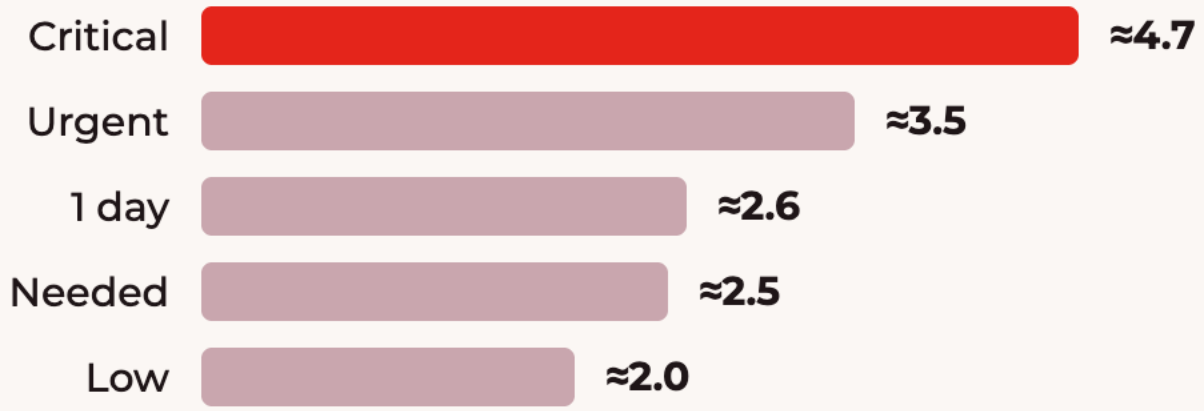


The national message ranked slightly higher than state or local versions. Differences were small.

Weighted ranking score from 60 answers. Values are read from the original survey charts and rounded, so treat them as approximate.

Q5 · RANK 1–5

Which label would inspire you to donate?



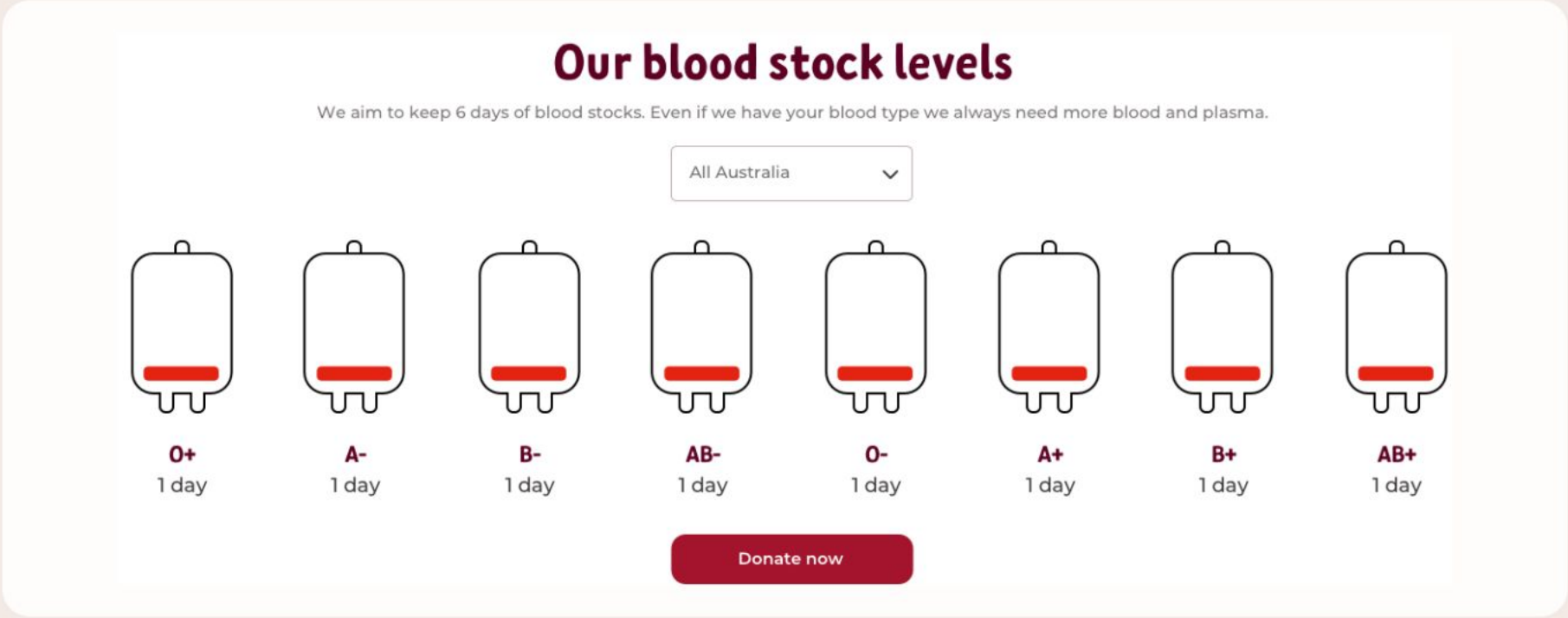
Strong words work

Clear, urgent language resonated with donors and non donors alike. In the test, “Critical” was twice as effective at inspiring people to donate.

Weighted ranking score from 60 answers. Values are read from the original survey charts and rounded, so treat them as approximate.

SCENARIO 1

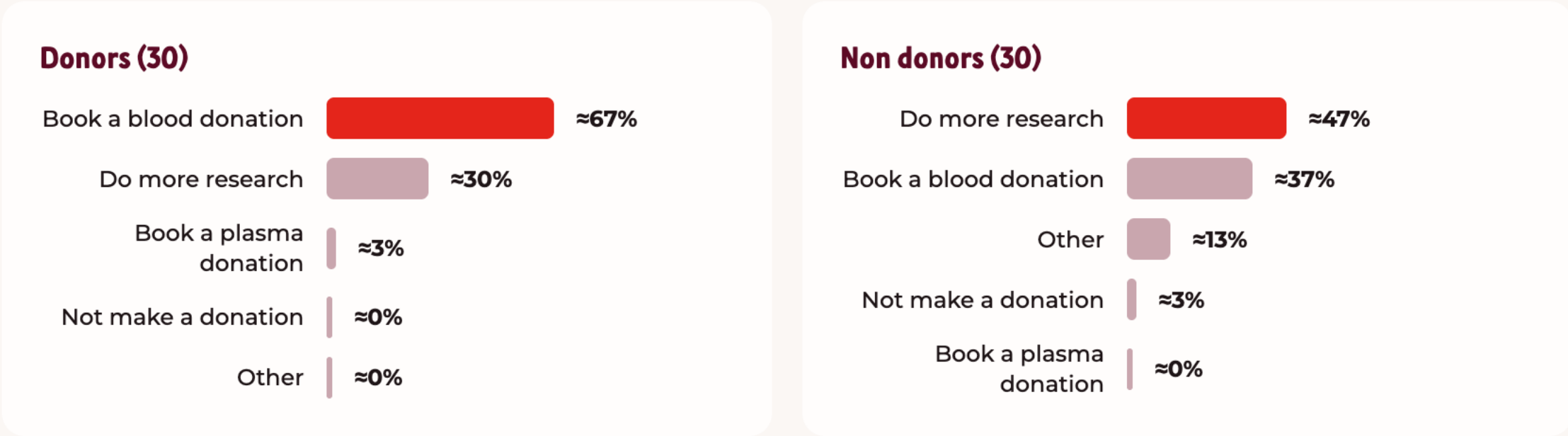
Every blood type is low



We asked: Please look at this carefully. What would you most likely do after seeing this? Book a blood donation, book a plasma donation, do more research, or not make a donation. Why?

SCENARIO 1 · RESULTS

Low stock moved donors to book



Values are read from the original survey charts and rounded, so treat them as approximate.

SCENARIO 1 · WHY DO MORE RESEARCH?

Low stock raised new questions

Donors asked

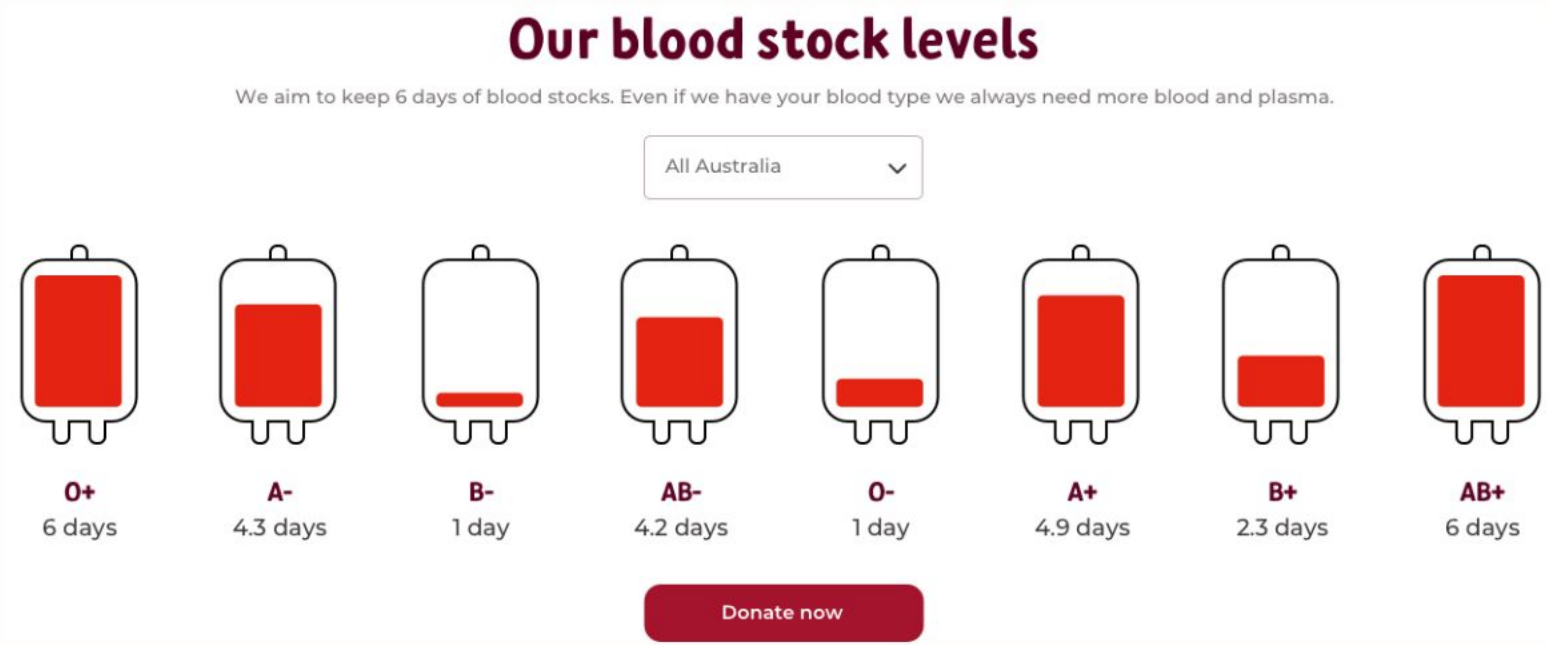
“Why are people not donating?”

Non donors: fears, uncertainties and doubts

- Health concerns
- Eligibility
- Don’t know the process

SCENARIO 2

Stock levels are mixed

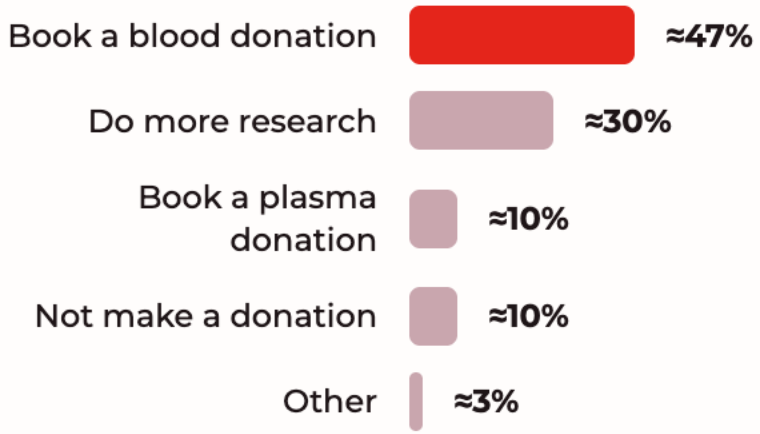


We asked: Please look at this carefully. What would you most likely do after seeing this? Book a blood donation, book a plasma donation, do more research, or not make a donation. Why?

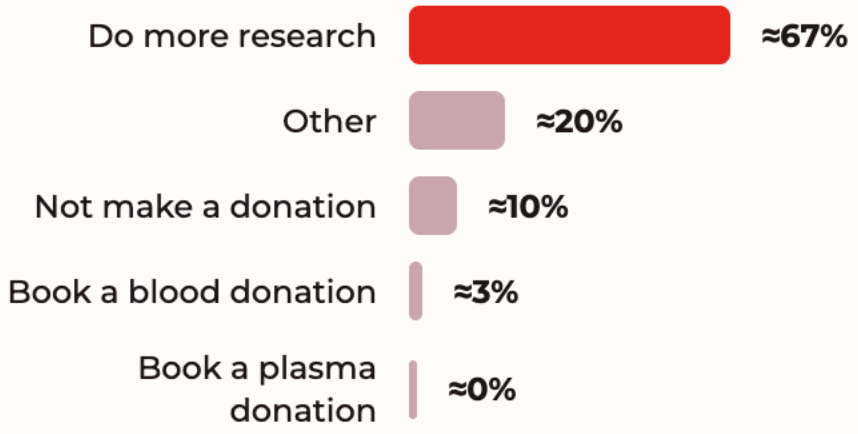
SCENARIO 2 · RESULTS

Mixed stock split donors, and stalled non donors

Donors (30)



Non donors (30)



Values are read from the original survey charts and rounded, so treat them as approximate.

SCENARIO 2 · WHY DO MORE RESEARCH?

Mixed levels prompted ‘why?’

Donors asked

“Why are some lower?”

Non donors: what they wanted to know

- Risks
- Blood type
- Next steps

SCENARIO 3

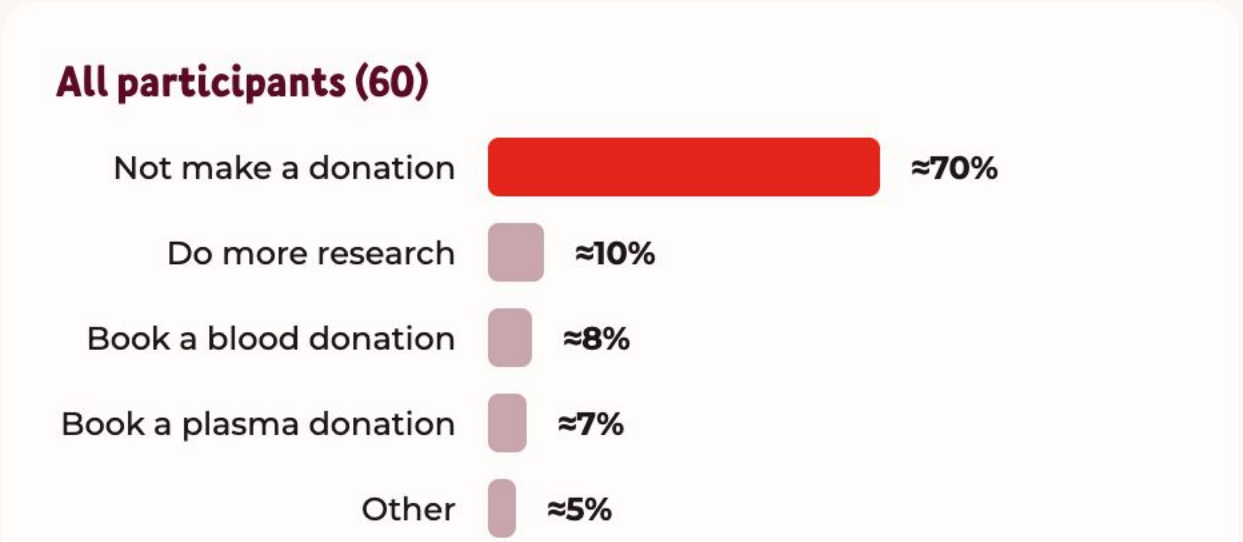
Every blood type is at a safe level



We asked: Please look at this carefully. What would you most likely do after seeing this? Book a blood donation, book a plasma donation, do more research, or not make a donation. Why?

SCENARIO 3 · RESULTS

Full stock stopped people donating



Donors: why not donate?

“Blood stocks are full” · “Australia has enough”

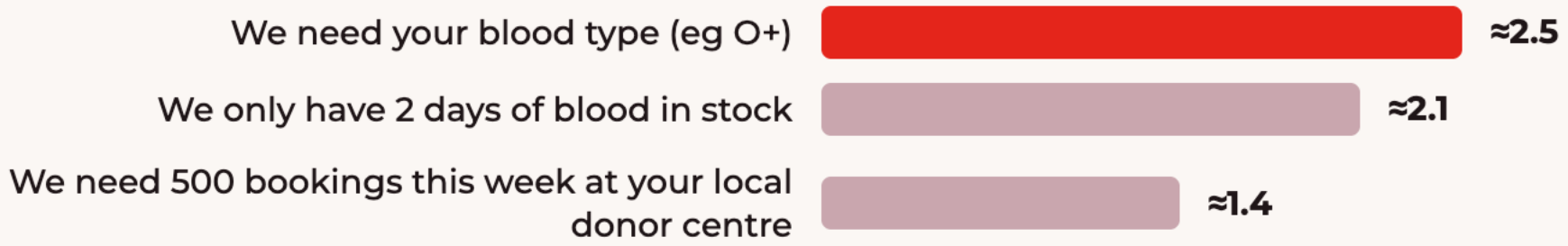
Non donors: why not donate?

“Blood stocks are full” · “It’s not urgent”

Values are read from the original survey charts and rounded, so treat them as approximate.

Q21 · RANK 1–3

Which message would inspire you to donate?

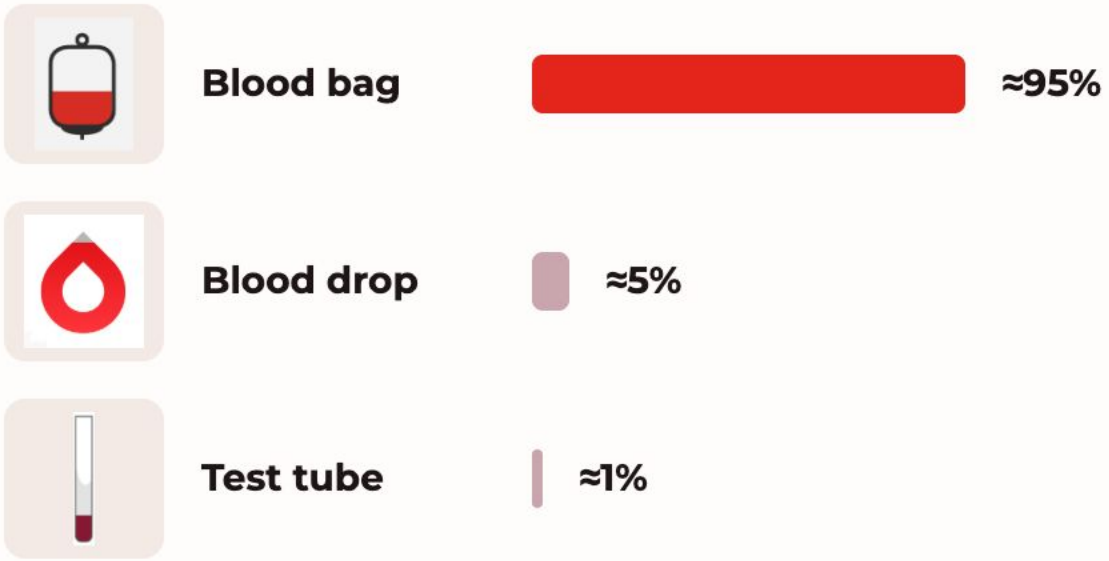


A personal ask about the donor's own blood type ranked highest. A local booking target ranked lowest.

Weighted ranking score from 60 answers. Values are read from the original survey charts and rounded, so treat them as approximate.

Q22 · VISUAL REPRESENTATION

Which is easiest to understand?



A likely bias

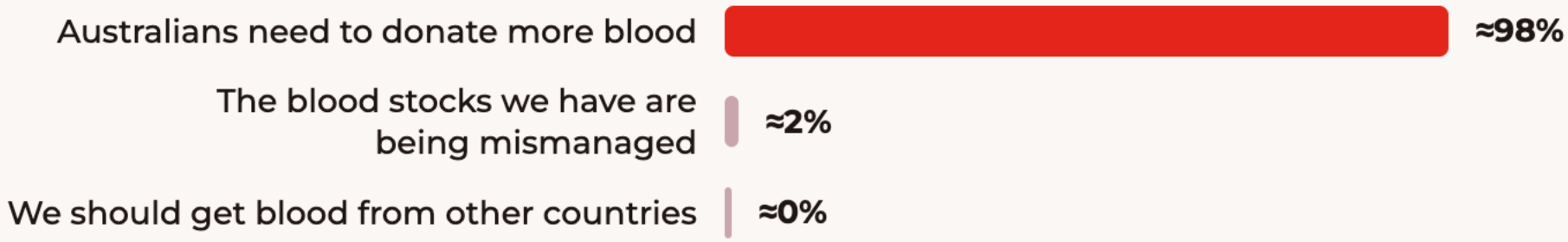
Participants strongly favoured the blood bag, but we used the bag throughout the survey.

This bias shouldn't need to drive the final design of the visual.

60 answers. Values are read from the original survey charts and rounded, so treat them as approximate.

Q23

If all blood stocks in Australia were low, would you think...



Nearly everyone read low national stock as a call for more Australians to donate.

Values are read from the original survey charts and rounded, so treat them as approximate.

PART THREE

Recommendations

- Six findings to shape the component

RECOMMENDATIONS

What we should do next

Don’t show our safe amount as “full”

01

When donors and non donors saw high stock, their motivation dropped because stocks, or their own type, looked “full”.

Add an editable area that explains low levels

02

“Why are people not donating?” and “Why are stocks low?” came up often. A CMS-editable section could name the real factors, such as flu, COVID or floods.

Address fears, uncertainties and doubts

03

Non donors often raised health concerns, eligibility and the donation process. We should present or link to content that answers them.

RECOMMENDATIONS

What we should do next

Make next steps clearer

04

Some non donors saw the chart as a call to donate but weren't sure what to do. CTAs could help them find a centre, check eligibility or availability, or order a blood type test kit if that program goes ahead.

Use stronger labels

05

Clear, strong words like "Critical" and "Urgent" resonated far more. In testing, "Critical" was about twice as effective at inspiring people to donate.

Rethink defaulting to state level

06

Participants saw stock as a national figure, not a state or centre one. Defaulting to state may not work as well as we thought, though a state filter should stay.