

Blood stock levels web component discovery findings

July 2022



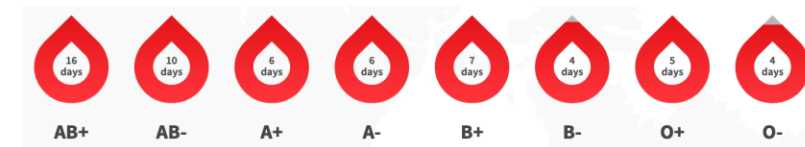
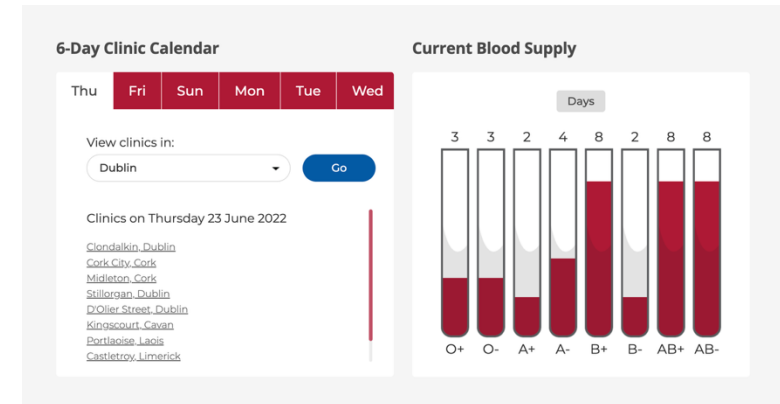
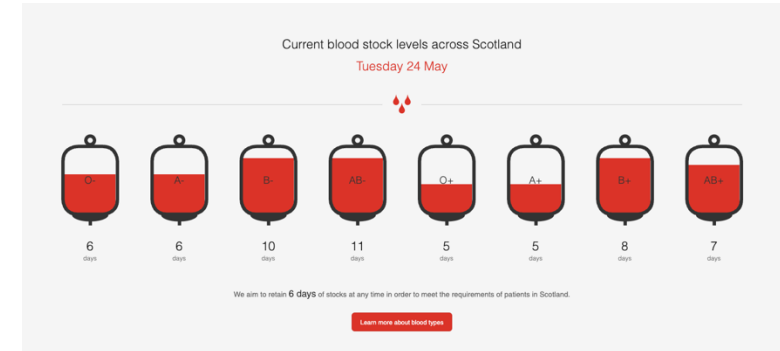
Acknowledgement of Country

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.

Overview

In previous research donors have indicated that understanding how much blood Lifeblood holds and the urgency to donate would help them to understand when and what type of blood we need.

A common pattern on a substantial number of global blood services is to show each blood type and how much stock is left for each type. Visual metaphors such as blood bags, blood drops, test tubes and proprietary characters are used to represent stocks in each blood type.



Wireframe for testing

Our blood stock levels

We aim to keep 6 days of blood stocks. Even if we have your blood type we always need more blood and plasma.

All Australia



O+
6 days



A-
4.3 days



B-
1 day



AB-
4.2 days



O-
1 day



A+
4.9 days



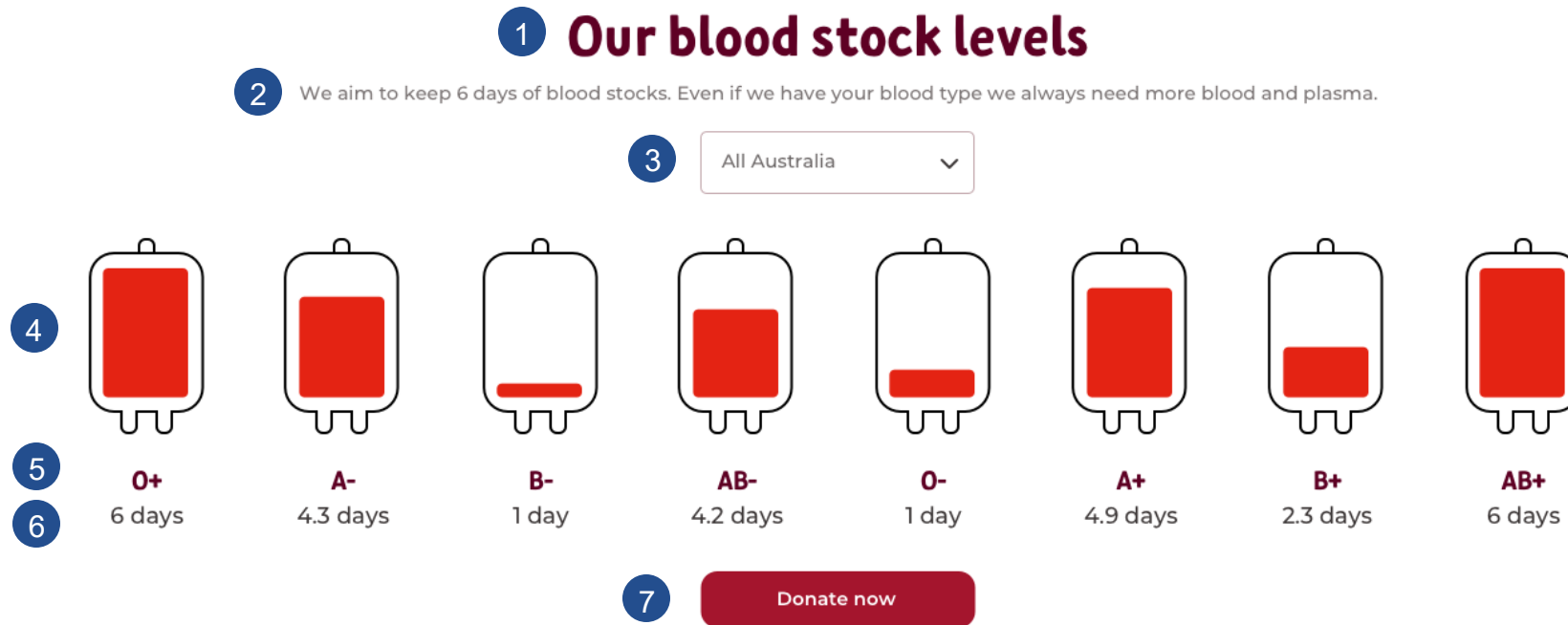
B+
2.3 days



AB+
6 days

Donate now

Wireframe elements



1. Title
2. Explainer text
3. State selector
4. Level graphic
5. Blood type
6. Days left in reserve
7. CTA

Discovery objectives

- How would seeing stock levels effect users motivation (deter/inspire to book)
- If users don't know their blood type, would there still be value in this information?
- See if plasma is mentioned when the chart is presented
- What labels do donors respond to?
- What kind of graphic element resonates?

Method and participants

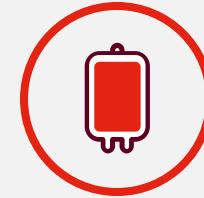
Survey with examples of different variations of blood levels, questions about labels and examples of graphical representations.



30 participants

Non donors who don't know their blood type

Represent potential new donors browsing the website.



30 participants

Donors who have donated in the last 12 months who are O+

Representing donors who might see the component on the website or elsewhere.



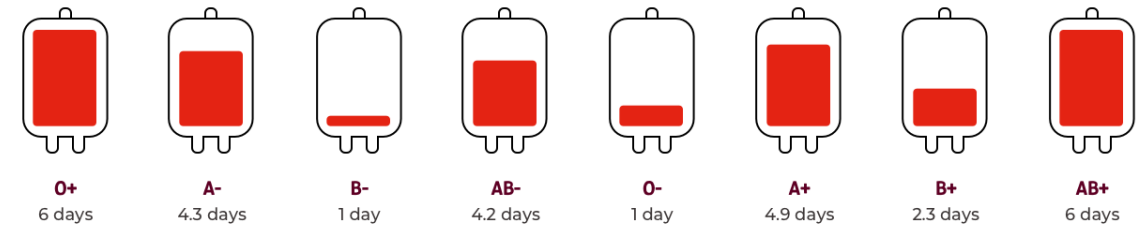
You are thinking of donating blood, what questions would you have if you saw this chart?

Sensitive

Our blood stock levels

We aim to keep 6 days of blood stocks. Even if we have your blood type we always need more blood and plasma.

All Australia ▼



Donate now

Sensitive

Themes and sub themes of the questions

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/unclear information

What happens when blood stocks
run out/get critical?

Why are some so low?

Usage and the difference of types



Which makes you feel
like you should donate?

Sensitive

Australia has 3 days of blood in stock

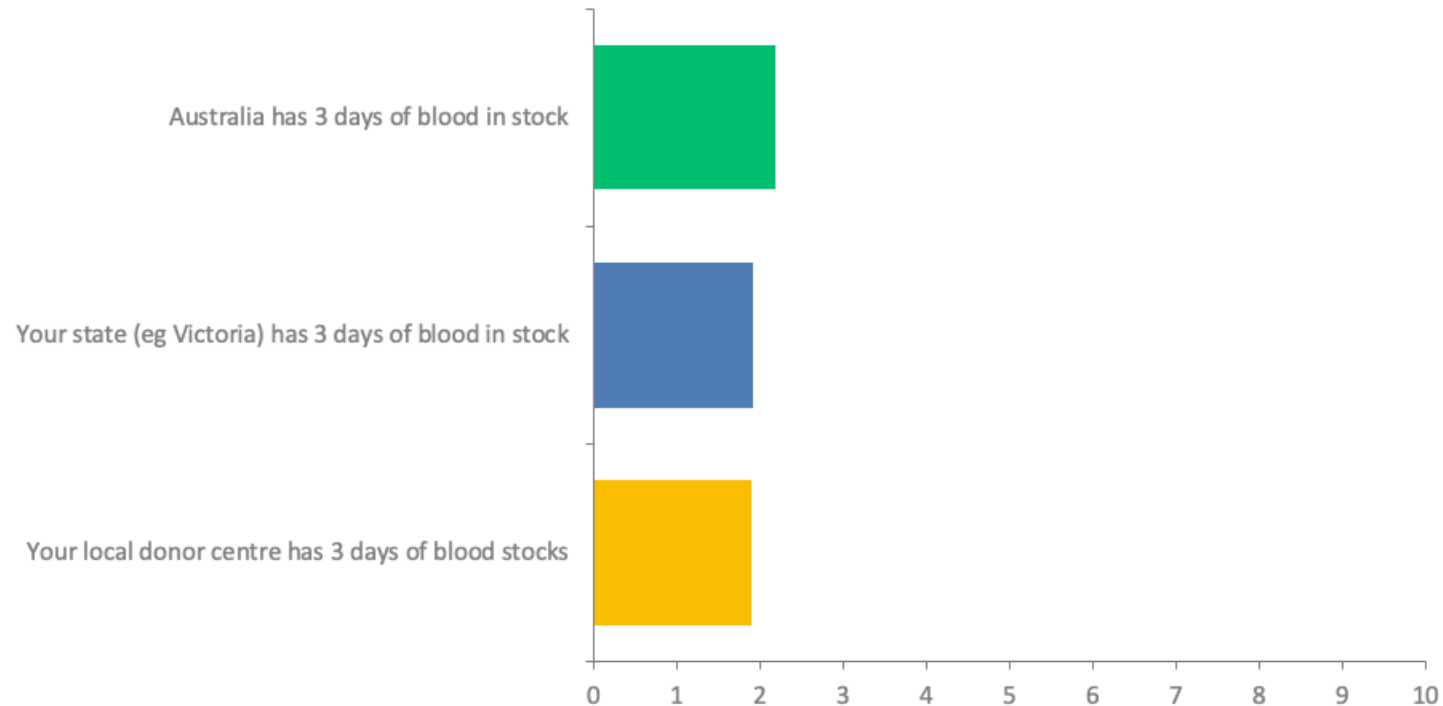
New south wales has 3 days of blood in
stock

Melbourne donor centre has 3 days of
blood stocks

Sensitive

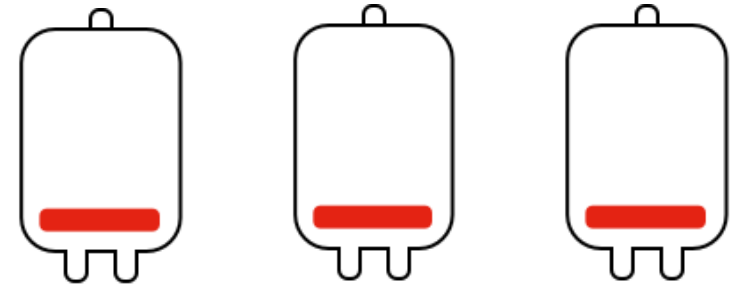
Q4: Which makes you feel that you should donate? (Rank 1-3, 1 being the most and 3 being the least)

Answered: 60 Skipped: 0





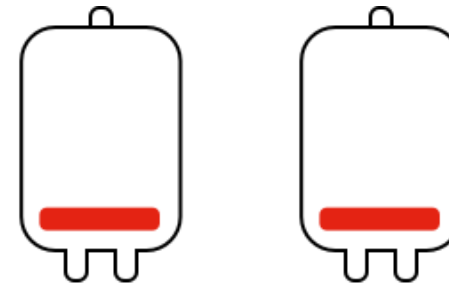
Which of these labels
would inspire you to
donate? (please order 1-5)



0+
Low

0+
Urgent

0+
1 day

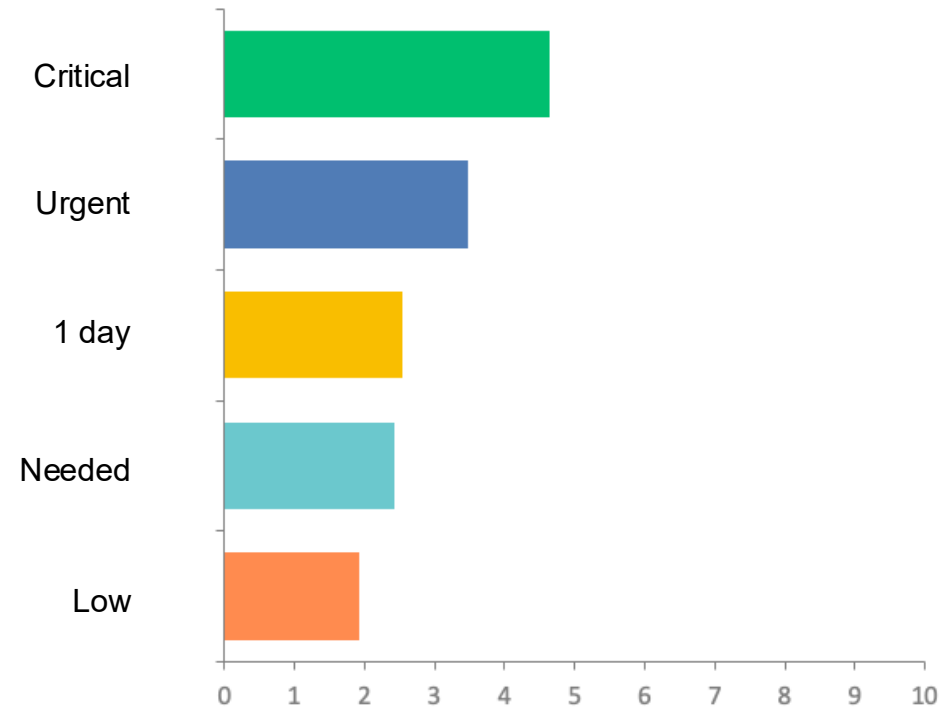


0+
Needed

0+
Critical

Q5: Which of these labels would inspire you to donate? (Rank 1-5, 1 being the most and 5 being the least)

Answered: 60 Skipped: 0





Please look at this carefully, What would you most likely do after seeing this?

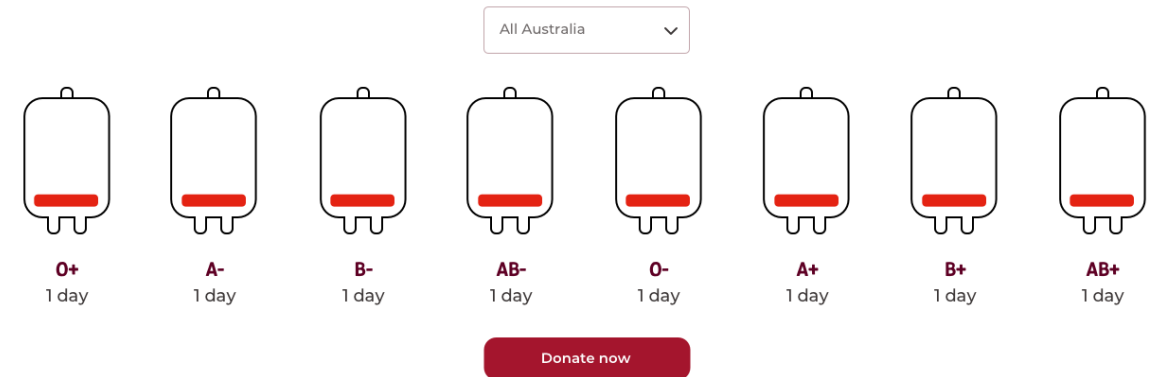
- a) Book a blood donation
- b) Book a plasma donation
- c) Do more research
- d) Not make a donation

Why?

Sensitive

Our blood stock levels

We aim to keep 6 days of blood stocks. Even if we have your blood type we always need more blood and plasma.

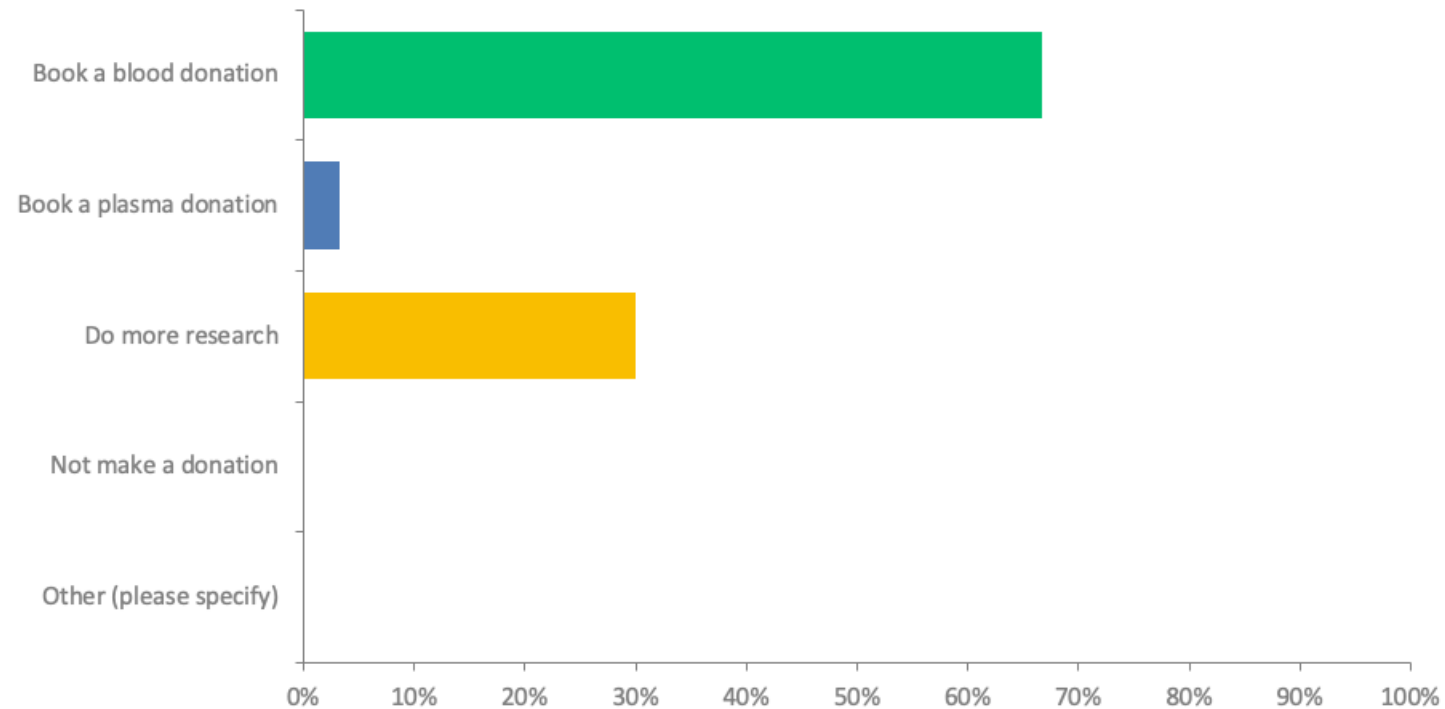


Sensitive

Donors

Q6: Please look at these levels carefully, What would you most likely do after seeing this?

Answered: 30 Skipped: 0



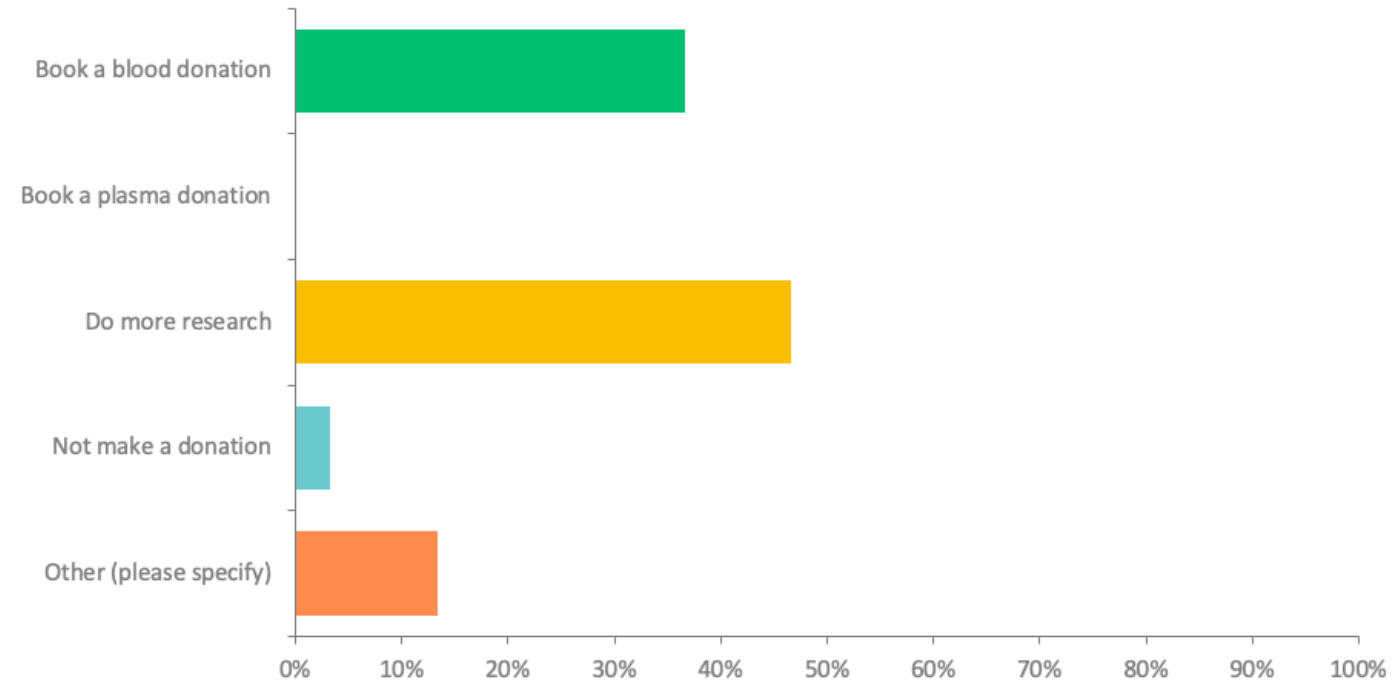
Donors: Why do more research?

Why are people not donating?

Non Donors

Q6: Please look at these levels carefully, What would you most likely do after seeing this?

Answered: 30 Skipped: 0



Non donors: Why do more research?

Fears, uncertainties and doubts

Health concerns

Eligibility

Don't know the
process



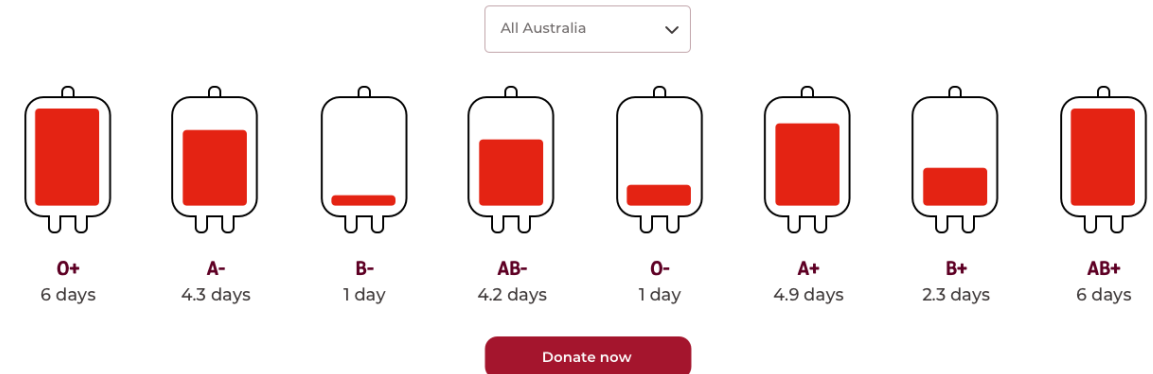
Please look at this carefully, What would you most likely do after seeing this?

- a) Book a blood donation
- b) Book a plasma donation
- c) Do more research
- d) Not make a donation

Why?

Our blood stock levels

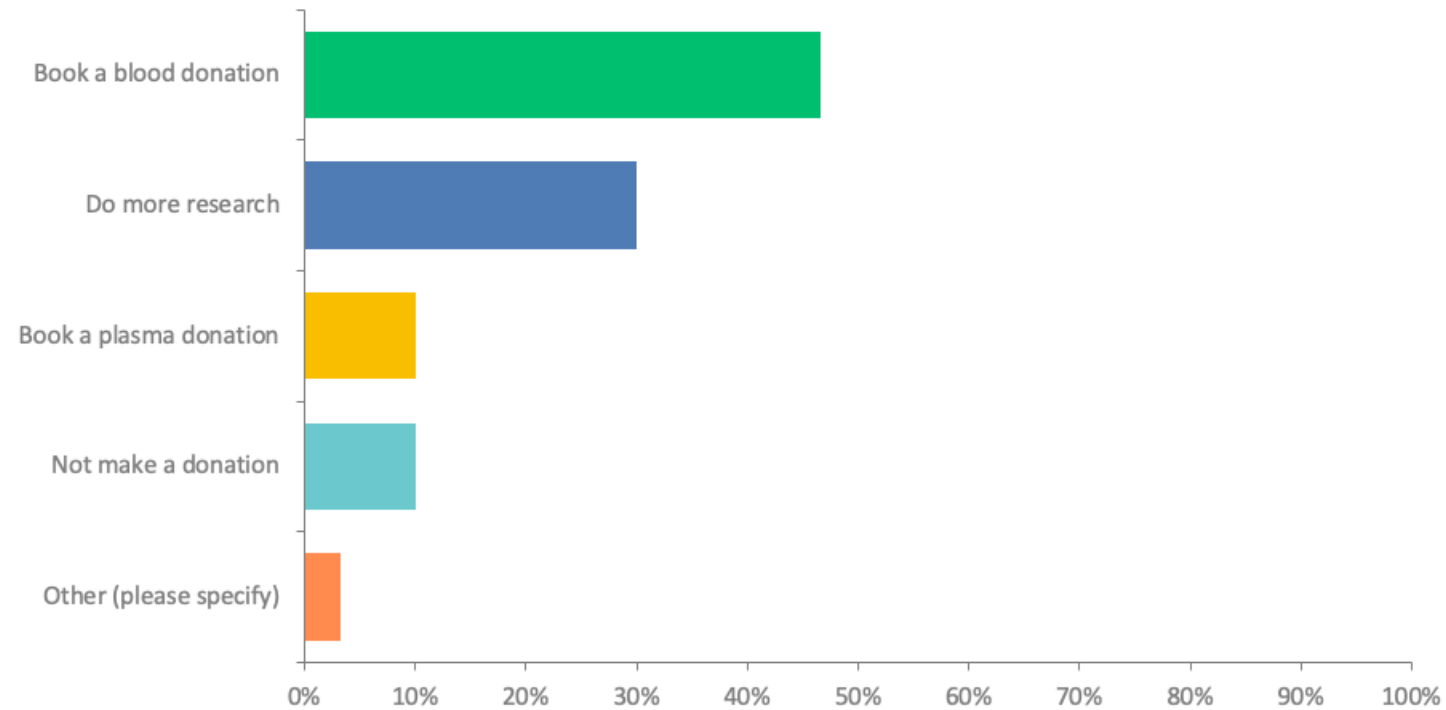
We aim to keep 6 days of blood stocks. Even if we have your blood type we always need more blood and plasma.



Donors

Q11: Please look at these levels carefully, What would you most likely do after seeing this?

Answered: 30 Skipped: 0



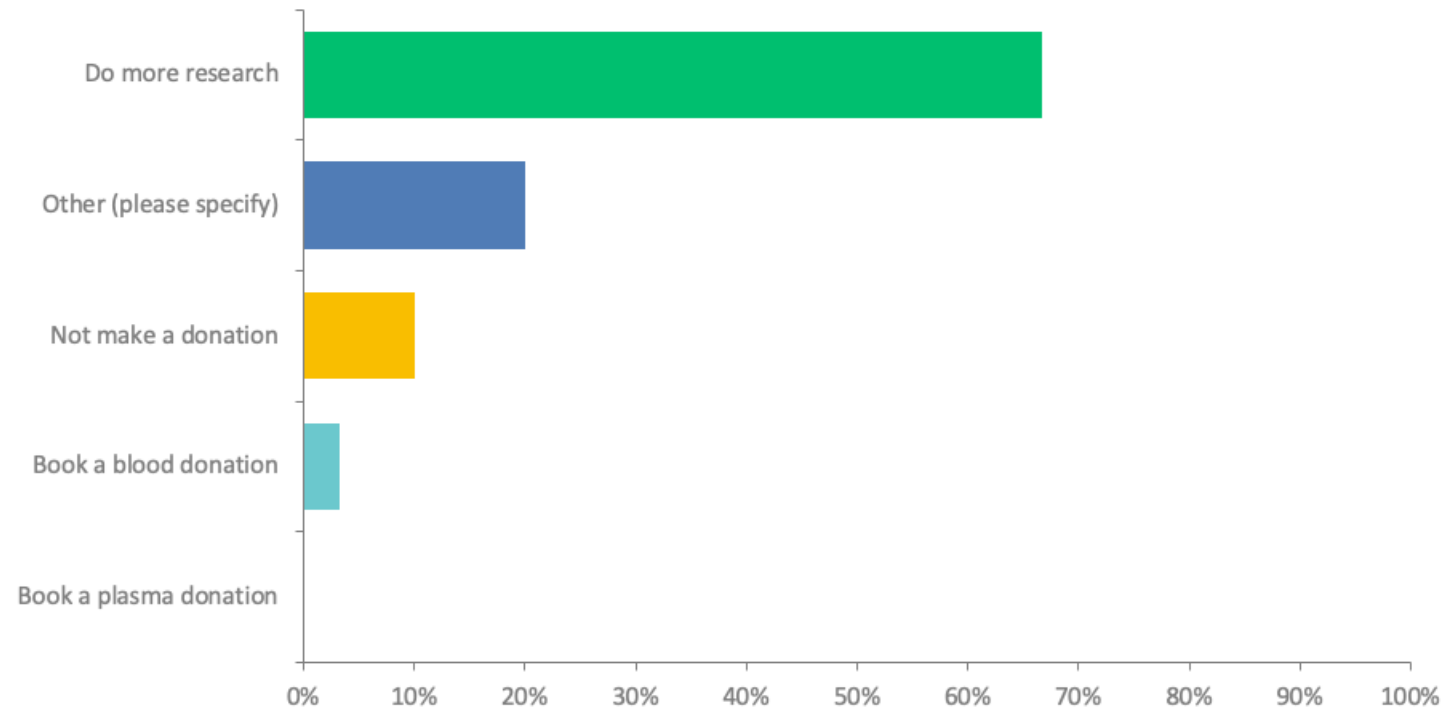
Donors: Why do more research?

Why are some lower?

Non Donors

Q11: Please look at these levels carefully, What would you most likely do after seeing this?

Answered: 30 Skipped: 0



Non donors: Why do more research?

Risks

Blood type

Next steps



Please look at this carefully, What would you most likely do after seeing this?

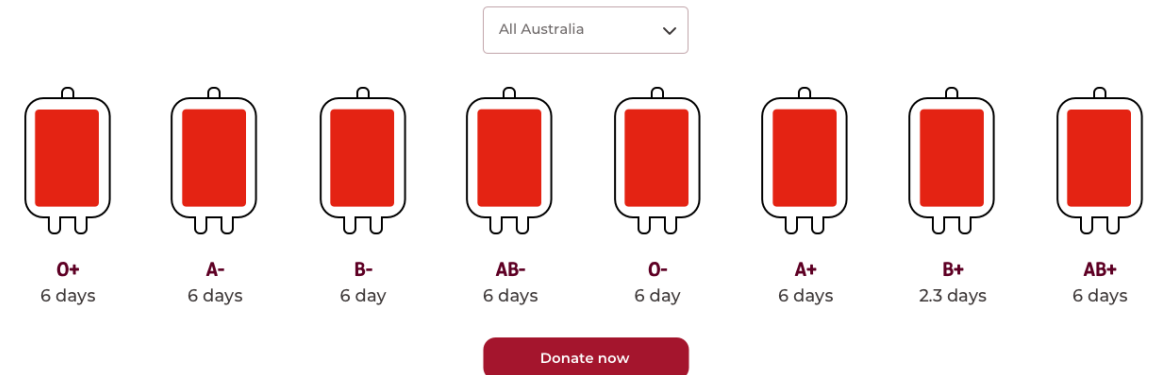
- a) Book a blood donation
- b) Book a plasma donation
- c) Do more research
- d) Not make a donation

Why?

Sensitive

Our blood stock levels

We aim to keep 6 days of blood stocks. Even if we have your blood type we always need more blood and plasma.

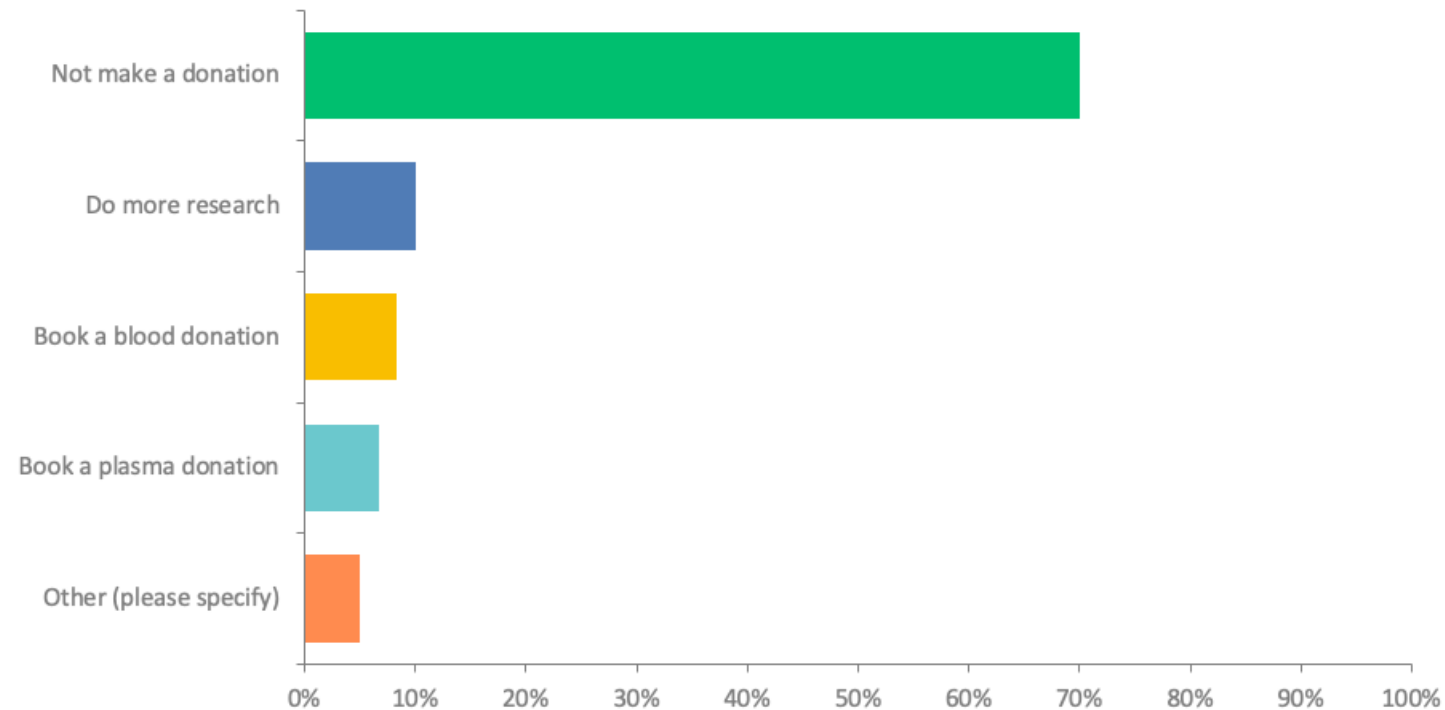


Sensitive

All participants

Q16: Please look at these levels carefully, What would you most likely do after seeing this?

Answered: 60 Skipped: 0



Donors: Why not donate?

Blood stocks are “full”

Australia has enough

Non donors: Why not donate?

Blood stocks are “full”

It's not “urgent”



Which of these would
inspire you to donate?

Sensitive

We need your blood type

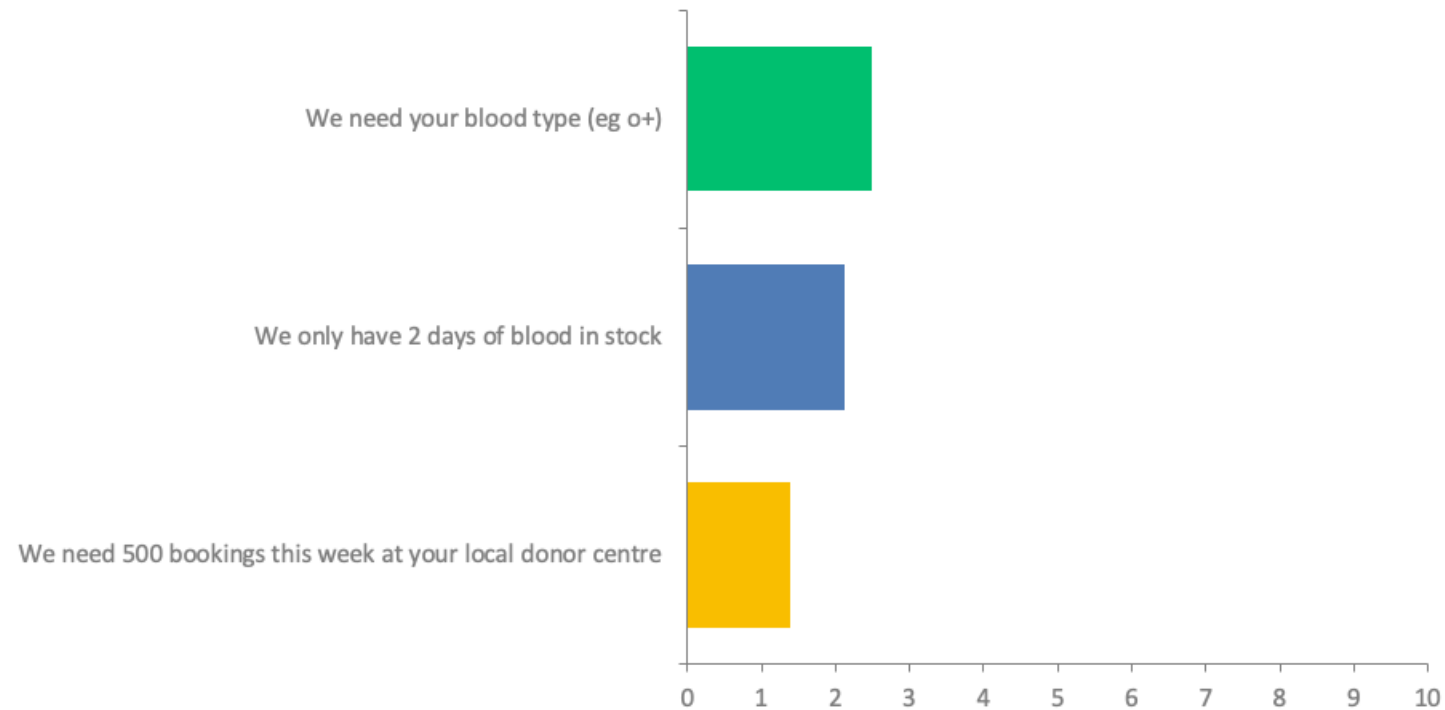
We need 500 bookings this week at
your local donation centre

We only have 2 days of blood in stock

Sensitive

Q21: Which of these would inspire you to donate? (Rank 1-3, 1 being the most and 3 being the least)

Answered: 60 Skipped: 0



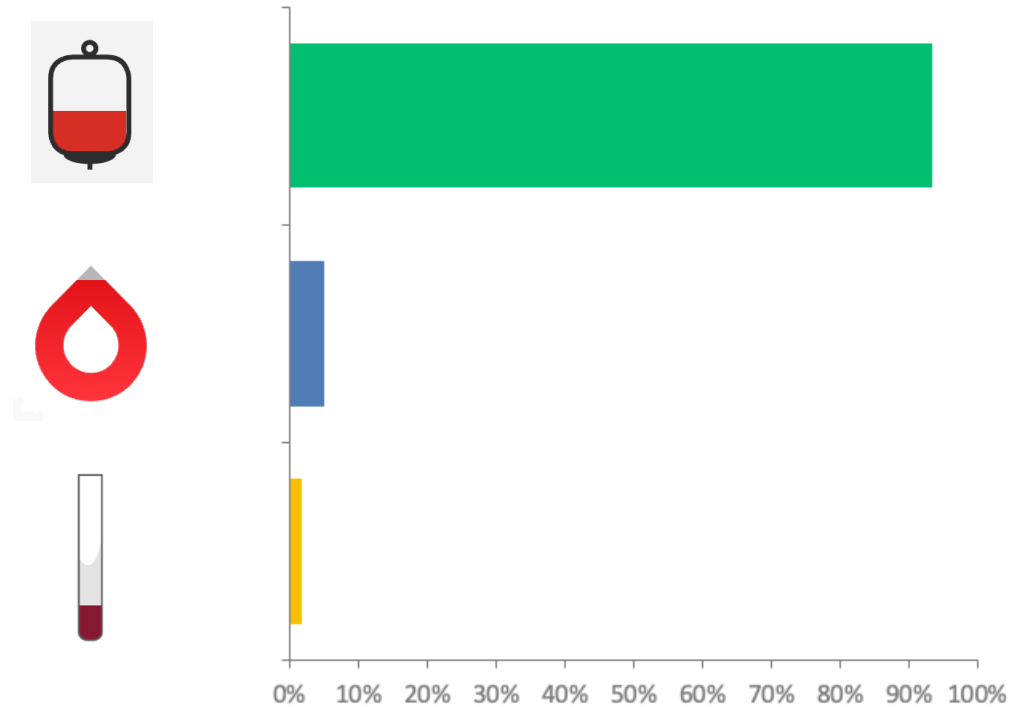


In previous examples we have used a blood bag to show how much blood is in reserve, which of these do you find easiest to understand?



Q22: In previous examples we have used a blood bag to show how much blood is in reserve, which of these do you find easiest to understand?

Answered: 60 Skipped: 0



Visual representation

Participants strongly gravitated towards the blood bag but there is probably a strong bias as we used the blood bag throughout the survey

This bias shouldn't need to influence the design of the visual representation of blood stock levels



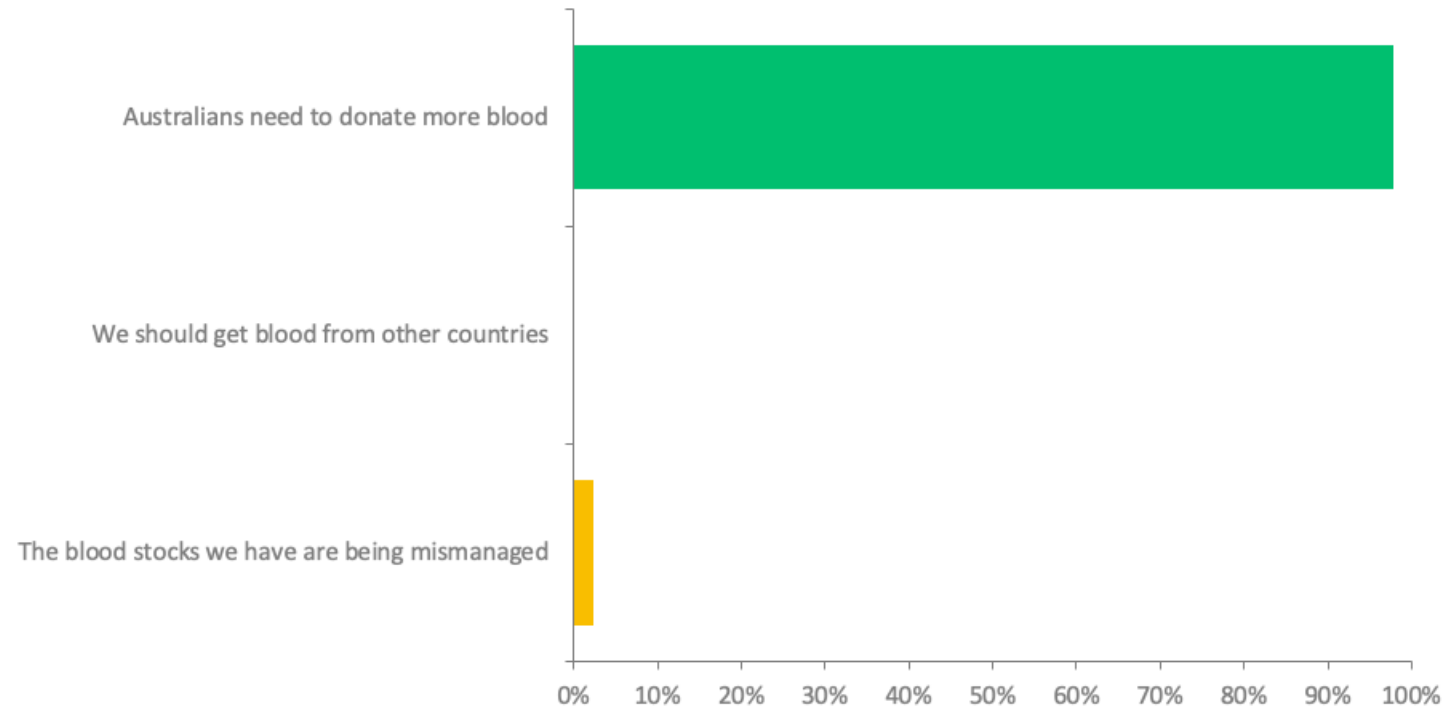
If all blood stocks in
Australia were low
would you think:

Australians need to donate more
blood

We should get blood from other
countries

The blood stocks we have are being
mismanaged

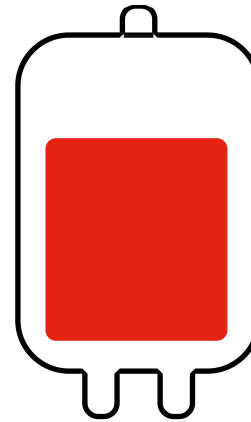
Q23: If all blood stocks in Australia were low would you think:



Recommendations/findings

Don't show our safe amount as "full"

When non donors and donors both saw high levels of stock it decreased their motivation to donate as our blood stocks (or their specific type) looks "full".



O+
6 days



O+
6 days



Recommendations/findings

Have editable area to communicate why levels may be low

A reoccurring question when stocks were low or mixed was “Why are people not donating?” or “Why are stocks low?”

By having an updatable section in the CMS we can let donors know the exact factors why people are not donating. (eg Flu/covid/floods etc)

Recommendations/findings

Address FUDs where possible

For non donors fears, uncertainties and doubts such as health concerns, eligibility and the process of donating came up often.

To alleviate these FUDS we should look at presenting or linking to content that addresses these concerns.

Recommendations/findings

Have clearer next steps

Some non donors saw blood stock information as a call to donate but weren't too sure about next steps.

CTA's to find a donor centre, check eligibility or availability or even to be mailed a blood test kit to check their type (if this program goes forward) to start them on their donation journey.

Recommendations/findings

Stronger labels could drive people to donate

Using strong and clear language such as “Critical” or “urgent” resonated much more with donors and non donors. In the test “Critical” was twice as effective to inspire people to donate.

Recommendations/findings

**Defaulting to state might not
be the most effective to
inspire donors**

Test participants saw stocks as
Australian not state/centre level so
defaulting to the state level when
users see the chart might not be the
best idea as previously thought.

We should still have the ability to
filter by state.

