

Notify me user testing

Part one - context

Feature background

Why not waitlist?

Feature explanation

Initial problem statement and future state

Current

High value appointment times are consumed with the donors who are least likely to attend. This means Donors' preferred appointment times cannot always be met, with popular times often booked out long in advance.

Gap

Currently we have little visibility of how much demand there is once the appointment is filled, and limited influence over rescheduled appointments.

Future

Provide a mechanism for high value appointments that are cancelled to be filled, accommodating donors' preferences and lowering ATCCF.

Background

Originally this concept took the form of a waitlist to solve for donors who couldn't find their preferred time slot. The PAG team conducted a series of research and a trial with the NCC to test the concept and understand if it is desirable for donors to be notified if a preferable time opens up. Also if the system would actually work logistically to fill in timeslots



Donor problem

I want to donate but whenever I look at the calendar I can't see availability for the times/days *I can donate* for a number of weeks



Lifeblood problem

When donors cancel we find it hard to fill spots especially within 24/48 hours before

2 key takeaways from PAG's research and the live trial:

- 1 Donors who can't find an exact date/time they are looking for generally choose another convenient date, commit and move on.
- 2 Donors who can't find a time that suits on a routine basis (same time everyday/week) would benefit from being notified when this time opens up.

Why notifying a donor is better than putting them on a waitlist

Waitlist

A waitlist is a good mental model for events that have high desirability but scarce availability. For example a music concert that has three shows where the customer would prioritise the concert over most other social/work commitments.

Waitlists also imply that the person is actively waiting to hear from the concert organiser and has a number on the list.

Also for waitlists being told where you are on the list and the possibility of it opening are probably best practice.



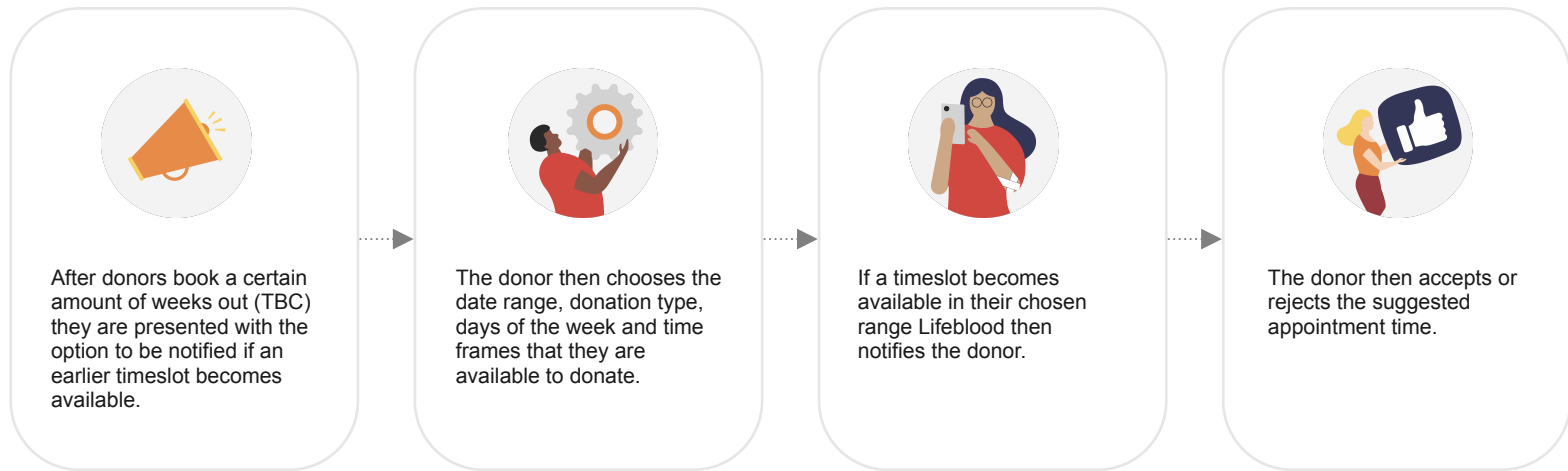
Notify me

Setting a date range and possible times then being notified of an available appointment implies less commitment.

Users can set, forget and then reevaluate and decide whether to commit to the appointment as the notification comes in. Targeting donors who usually donate at a similar time range improves the chance of donors accepting the notification.



Simplified Notify me process that we tested*



**This journey is missing some elements but shows at a high level how Notify me works. Please see appendix for all screens.*

Notify me user testing

Part two - The how, what and who

Testing method, objectives and hypothesis
Donor profile for testing

Testing method and objective

Test method and task

In person video call with a clickable prototype in which the user can set up a notify me alert.

Hypothesis

Donors who usually book at a similar time/time range will find the Notify me feature useful.

Donors won't mind, or will see the value in booking first and then being notified.

Test objectives

See if the feature is desirable for people who can't find a convenient timeslot.

Understand improvements we might be able to make from the correct segment

Understand where the best placement for the Notify Me feature is in the app

Global questions

How long in advance would you want to know if your spot becomes available?

Would this really work?

Would you go to a different centre if suggested?

Is it annoying to have to book? Would it be better to just set an alert?

Donor profile for testing



Donors we tested with

8 donors

Self serve (app and portal)

25-45 years old (incidental due to screening process)

Try to book in 2 weeks/ASAP as "life gets in the way"

Most booked further out with a bit of a "maybe" and will see if they can go closer to the date

All very "busy", most with limited windows of availability.

Try to donate at the same time/day

Donate at the same centre

Find it hard to book

Notify me user testing

Part three - what we saw

Observations from testing
Quantitative observations

Observations from testing

Put me in control and let me self serve

Interviewed donors mostly reacted with positivity to be able to set the parameters of notification themselves and to be able to respond to openings themselves too.

A closer available spot is preferable to the further out booking

Most donors would take an earlier timeslot if it suited their timetable as they saw it as "ticking the box" or "getting it done".

Notify me could enhance cold calling donors

Although most donors interviewed indicated that they would prefer SMS or notifications they also understood that us calling them was a good way to get people to donate blood. The main problems they had with phone interactions was small talk and being offered times that were in no way appropriate for them.

Overall understanding of the feature was high

Due to the target segment and donors interviewed ages being 25-45 their understanding of notifications and being notified when a time became open was very high. Some donors cited Gyms or hairdressers as having a similar system.

Quantitative observations (based on questions asked to all donors)

Notification method

6/8 donors preferred SMS to be in control of accepting/rejecting and because they always have their phone on them.

How long in advance would you like to be notified?

7/8 donors said at least 24-48 hours to have enough time to properly check their schedule and also to prepare (drink water etc)

Would this work for you? Would you try it?

7/8 donors said they would like to try being notified if they saw this with 2 donors citing they might be open to different/ slightly less convenient days.

Should you have to book to use this feature?

It was about **50/50** as to whether donors thought you should only see the notify me setting after booking. Some saw the value in it always being on.

Notify me user testing

Part four - 3 key learnings

Being in control and self serving

Emotional impact of being notified and saying no

Being offered a pop up centre

Being in control and self serving



One theme that kept coming up was about being in control and self serving. Interviewed donors mentioned that the difference between us calling and getting an SMS or notification was meaningful as when Lifeblood called it was

- Out of the donor's control
- Intrusive and they had to make small talk
- Hard to see your schedule or have time to think about the reality of going to the appointment (which can result in a cancellation)

Donors like the control in being able to say yes or no without guilt and to being able to decide and then book in the session themselves.

" If it's an SMS that says we have an earlier appointment available On this date at this time, would you like to accept it? And I have the option to just send back a Y or an N for example. I can then confirm that much quicker than it would take for me to listen to the phone call. And then if I had to call back to confirm it.

" I don't wanna have to be dealing with another person. But if I took the person out of the equation almost like talking to a bot online where I'm like finance. Yes, like here it is. Can I find what I'm looking for? No. Like if I had like that on a phone. Do you want this appointment? Yes. No. Like, do you? I'm like, awesome.

" I feel like text messages are easier to track and you know if it then led to the ability to book online and just maneuver through that process, it would be easier than talking to someone, especially with work hours being blurred and all that kind of thing.

Low emotional impact on saying "no" to a notification

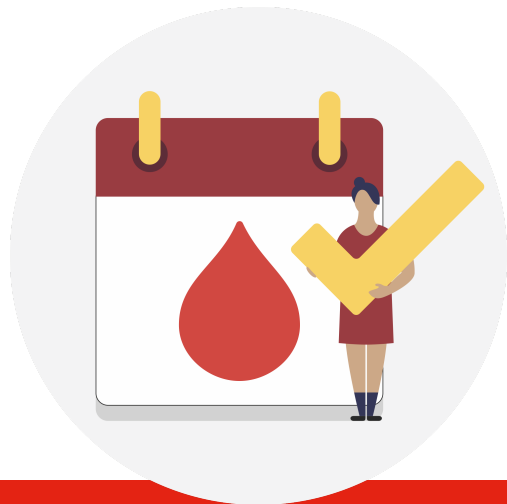
When asked about getting multiple notifications in the timeframe that they had opted into most donors indicated that they wouldn't feel bad about:

1) Receiving the notifications

Donors said that they wouldn't mind receiving notifications every week/whenever relevant because they had opted in and chosen to be notified. Some donors cited problems with being contacted by phone by Lifeblood and offering times that didn't match their schedule because they hadn't opted in and the recommendations weren't personalised for them.

2) Saying no if they couldn't attend

Interviewed donors said that they wouldn't really feel too bad about saying no to being notified to a slot that has opened in their selected timeframe because they had already booked and confirmed their original appointment and also because they saw being notified as extra help/filling in for a cancellation.



"As long as it's just a text message or a like a push notification or something like that, I would welcome this so much and this would not annoy me if I got 15 of these in a week, would not annoy me at all."

"If I'm opting to in to be notified I don't know how I could get annoyed with the notifications. It's kind of like if you find them annoying, then just book and you know be done with it, but if you are, you know, happy to proceed with notifications and that sort of communication style, then I think you can't be too annoyed with it."

"I think that would be fine. I mean, especially if I'm booking, sort of I guess four weeks in advance or three weeks in advance and I'm not gonna have that many times that I have to say no. And I think that it wouldn't bother me because I know that I still got my confirmed appointment."

Most donors were open to a pop up or different centre *as long as it was comparable in distance*



Most donors indicated that they are comfortable at their centre due to factors such as parking, knowing the area or just being used to that centre. However when asked if we suggested another centre or pop up with a closer date the answer was a resounding 'If it was close or comparable in distance'.

Reasons for not wanting to travel further included the high cost of petrol, their current centre already being too far and also health concerns about driving a long distance after donating and maybe fainting or having an adverse reaction whilst traveling.

" *It's not like a hairdresser where you know, you finally found the one that understands your hair and that you're serving a purpose. Like for me, there wouldn't be a connection with a center. It's all based on convenience, location, timing.*

" *So if I typed in my address and it was like "you've got a pop up bank" or "this is your closest one". And if I go ohh my gosh, it's one in Langwarrin that I had no idea about it I would probably go and try it out but it would have to be more convenient for me and have me not look into it.*

" *I definitely wanna know. Yeah, especially if it's, like, closer and theres a sooner availability for sure.*

Notify me User testing

Appendix one

Screens that were tested

All screens

Appointment summary



Donation type **Blood** [Change](#)

Donor centre **Western Blood Donor Centre** [Change](#)

Location **1, 19-21 Capersway Cres BUNDOORA VIC 3083, Australia**

Date **20 Sep 2022** [Change](#)

Time **06:00 PM** [Change](#)

[Confirm appointment](#)

Notify me



Thanks for your booking, would you like to choose available days and times and be notified if an opening becomes available sooner?

[No thanks](#) [Yes please](#)

Notify me settings

[Bookers Blood Donor Centre](#) [Change location](#)

Appointment settings

Donation type (choose multiple)







Notify me

From **20/09/2022** To **18/10/2022**

Day of the week

[Choose days](#)

Times

[Choose times](#)

Notification settings

What is the minimum time before a booking becomes available would you like to be notified?

24 hrs

48 hrs

How would you like to be notified?

SMS

Phone call

[Save](#)

Days

Which days can you usually donate? (Choose multiple)

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

[Cancel](#) [Choose](#)

Times

Time range (choose multiple)

 Early 9am-12pm

 Midday 12-4pm

 Late 4pm -

[Cancel](#) [Choose](#)

Times

Time slots (choose multiple)

Morning

7am

8am

9am

Afternoon

12pm

1pm

2pm

Evening

3pm

4pm

5pm

[Cancel](#) [Choose](#)

Suggested centre

We have an opening!



It seems we have an opening for a time that you are looking for!

 **Saturday September 2nd 10:00 am**

Predon pop up donor centre

Donor Arts & Entertainment Centre, Corbett Street 6-10 Georges Road, Preston VIC 3072

[View on map](#)

[No thanks](#) [Book now](#)

Completed

Thanks for your booking

 **Booked**

 **Booked**

Tuesday September 20th 2022 6:00 PM

Western Blood Donor Centre

[Add to my calendar](#)

We'll notify you if

 **Saturdays and Sundays 8am-12pm**

From 11/09/2022 - 18/09/2022

Becomes available

[Return home](#)

Steve

Thanks for making a difference

[Book](#) [Items](#) [Reviews](#)



Tuesday 20th September

 You have a notification set

We'll notify you if an appointment becomes available

Saturdays and Sundays 8am-12pm

From 11/09/2022 - 18/09/2022

[Manage notification](#)

 **A+**

5

Total donations

 **Manage appointments**

 **Book appointment**

 **FAQs**

 **Contact us**

 **Home**

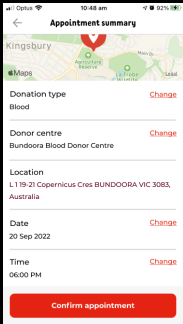
 **Bookmarks**

 **Search**

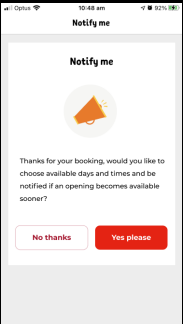
 **Menu**

Screens for testing (design/content/copy is indicative and will progress as the feature does)

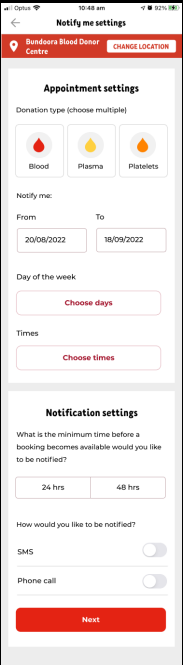
Booking confirmation screen



Notify me introduction



Notify me settings



Screens for testing (design/content/copy is indicative and will progress as the feature does)

Choose days

Days

Which days can you usually donate?
(Choose multiple)

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Cancel

Choose

Choose times (range)

Times

Range

Hours

Time range (choose multiple)



Early
9am-12pm



Middle
12-4pm



Later
4pm -

Cancel

Choose

Choose times (hours)

Times

Range

Hours

Time slots (choose multiple)

Morning

7am

8am

9am

10am

11am

Afternoon

12pm

1pm

2pm

3pm

4pm

Evening

5pm

6pm

7pm

8pm

Cancel

Choose

Notify me User testing

Appendix two

Possible future implementations of notify me

Notify me with smart search

Filter search

Location

Find by

Address

Centre

Address

Start typing to find your address

Distance (within)

5km

10km

20km

Any

Donation preferences

Donation type (choose multiple)

Blood

Plasma

Platelets

What is the difference? →

Centre type (choose multiple)

Centre

Pop up

Timeframe (choose multiple)

Early
9am-12pm

Middle
12-4pm

Later
4pm -

Choose days to search

Parking ☒

Public transport ☐

Search

Search results

Sorry

Nothing is available in your requested search, would you like to be notified when an appointment becomes open?

Refine search

Notify me

Notify me settings

Bundesra Blood Donor Centre

CHANGE LOCATION

Donation type

Blood

Plasma

Platelets

Notify me:

From

To

20/06/2022

18/09/2022

Days of the week

Saturday, Sunday

Change

Timeframe

8am-12pm

Change

What is the minimum time before a booking becomes available would you like to be notified?

24 hrs

48 hrs

How would you like to be notified?

SMS ☒

Phone call ☐

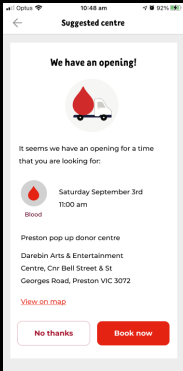
Remember these settings for next time

Remember ☒

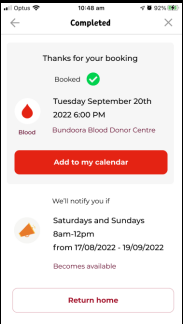
Next

Screens for testing (design/content/copy is indicative and will progress as the feature does)

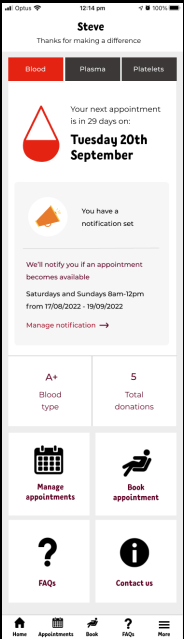
A timeslot is available



Completed screen



Dashboard with Notify me



"Always on" notify me

10:48 am92%

Select date

Searching for:

Blood appointments at Bundoora

Can't find your day to book?

Filter search

Set alert

July 2021

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

July 2021

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3

10:48 am92%

Notify me settings

Bundoora Blood Donor Centre

CHANGE LOCATION

Appointment settings

Donation type (choose multiple)

Blood

Plasma

Platelets

Notify me:

From

To

20/08/2022

18/09/2022

Day of the week

Choose days

Times

Choose times

Notification settings

What is the minimum time before a booking becomes available would you like to be notified?

24 hrs

48 hrs

How would you like to be notified?

SMS

Phone call

Next

User leaves without booking

