SNBTS initially partnered with The Digital Health and Care Institute (DHI) to create the concept of an interactive, digital, donor selection resource which was then realised in collaboration with digital design agency StormID.

A People-Centred Design Innovation approach (Experience Labs) initiated and encouraged preliminary and ongoing dialogue with staff to explore and identify:

- Key issues with the current system (digital browser and paper-based)
- The different ways the current system was used, any shortcomings
- Generate and develop new ideas and solutions

What staff and SNBTS wanted:

- Faster, more effective and efficient system
- Improved navigation
- Reduced frustration and uncertainty
- Proactive response to legislative and regulatory change, in-house updates
- Accessible by all staff, paper-free

The DS Toolkit concept was developed and assessed against current IT capacity in collaboration by digital design agency StormID and SNBTS.

The DS Toolkit was subject to rigorous checks prior to Go Live 27 November 2017.

Example of Mapping Tool Used During Experience Labs

**References**

1. Don McIntyre, Marjan Angoshtari, Tine Thorup, Dr. Jen Ballie, Well connected Blood Donation Experience. Digital Health and Care Institute, Experience Labs Team. (2017)

2. Institute of Design and Innovation, Glasgow School of Art (Experience Labs)


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