Red Cross Project

DEA 2202
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Cornell University
Brand Identity

The mobile blood donation drive that we visited in Willard Straight Hall looked much like this one, cots and wires set up with little unity in colors or materials. Branding these spaces would help legitimize the space, make donors feel safer and more secure, and make the space more recognizable.

The medical tents on the right provide an example of a temporary space that uses brand identity to create a sense of place. Similar materials and colors throughout help users to identify boundaries and to understand and trust the space.

Current Blood Drive

Medical Tents in Iraq

Our logo connects with the globally recognized red cross, while still creating a unique face for blood donation. This symbol is currently used on stickers that are occasionally given to donors, but we hope that it could be used more often.

The red color connects with the idea of blood, as well as the Red Cross. The blue-green color provides an opposite to take away from the overwhelming presence of red blood.

Logo

Colors

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Station Landmarks

Another problem that we found with current mobile blood drives was wayfinding difficulty due to a lack of signage. Donors were confused as to what steps were involved in the process and how long each step would take. Similar to the medical tents, this image from M.A.S.H. shows the signage that was used to identify each tent.

M.A.S.H. signage

Our solution to this problem is a “station landmark” which identifies each station while simultaneously giving donors information about the blood donation process. This graphic could also be used in the handbook that donors are given when they sign-in, accompanied by descriptions of each stage in the process.

Graphical Interpretation

This “station landmark” could be graphic or numerical. The graphic interpretation is universal because it depends on pictures instead of numbers, but the numerical interpretation may be clearer from further away.

Numerical Interpretation

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Partitions Improving Donor Experience

Basic and Preliminary Design:
- Two column design
- Interchangeable panels
- Information display space
- Variable heights
- Variability in visibility
- Later models support adaptability by connecting to one another

Single Partition - Translucent

Single Partition - Signage
Multiple Partition - Material and Adaptability

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Continuity

- Sandwich board demands viewers attention and direct where to proceed to donate blood.
  - Recognize the blood donation logo and relate it to a positive experience.
  - The colors are repeated throughout the experience to create continuity and a feeling of consistency throughout the donating environment, helping create a sense of place.
  - The board is reasonably light weight and easy to transport with handle added.
  - Arrow can turn to face appropriate direction.
  - Black chalkboard paint, red oak framing with polyurethane finish
  - Overall dimensions 28" wide x 42" high, $140, weighs 15 lbs

- Tablecloth continues the brand and makes borrowed folding tables look more legitimate and trustworthy.
  - Tables with tablecloths might include: sign-in table and canteen.
  - If possible, fabric tablecloths should be used. They will last longer and endure active use better. They could be washed along with phlebotomist scrubs, which already require laundering.
  - Can use red paper placemats for canteen, similar to previous use.
  - Approx $7 per table cloth

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Identification

To help staff differentiate between donors, donor name tags could be color coded to show the experience and purpose of each donor. These name tags are simpler than the current ones; these are more reminiscent of a name tag at a corporate event or seminar. By making them more professional, the whole process has an added legitimacy to it that should put donors at ease.

Cost of 1000 name tags = $32

Both staff and volunteers could have lanyards showing their names; providing just first names might put donors more at ease.

Cost of 1 lanyard = <$2.00

In order to help donors differentiate other donors from volunteers, volunteers could wear aprons, possibly embroidered with the logo. This would add an air of professionalism to the process and help to better define the space.

Cost of apron = $6

Cost of embroidered apron = $14

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Donor Education

The educational posters to be placed on the blood donation partitions have three objectives:

- Educate the donor about the importance of donating blood
- Serve as a method of positive distraction to make the blood donation experience more pleasant
- To stimulate donors to donate again and bring others with them

The design of the educational posters aims to capture the idea that as humans we all need blood, regardless of race, age, or social status.

There Is No Substitution For Human Blood

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Donor Education

Art as positive distraction is a way to address a more holistic approach to medicine. Through this design intervention the goal is to make the blood donating site a more welcoming and trustworthy environment, especially for those donors and would be donors who may be feeling uneasy upon arrival to the site.

Display Board at Check-In

By using the droplet of blood as a mascot, a recognizable figure that you expect to see at every Red Cross blood donating site, we give the experience a sense of identity through branding.

Using cute, yet thought-provoking images as a means of advertisement could potentially get new donors interested in giving blood to the Red Cross.

Sandwich Board Display

We need your help. Donate today!

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Donor Education

By infusing education as an element of positive distraction in the mobile blood donation site we can assuage the donor's fears while encouraging participation and affirming the cause of donating blood.

At the canteen the donor should feel a rewarding sense of accomplishment. We want to acknowledge that again with the blood droplet mascot.

The people poster campaign paints a very personal picture of how donating blood helps others. We are again putting emphasis on the human connection and appealing to people's emotions, while educating them about how giving blood saves lives.
Donor Education

The Donor Education initiative targets donors in many ways as possible. One of this strategies is a place mat that will be used at the interview stations.

The place mat has the following features:

- Will be placed underneath the laptop computer of the phlebotomist
- Each side of the place mat has photographs of hands, as a symbol of union and support
- Also an encouraging message accompanies the pictures to reinforce the visual message that addresses the importance of blood donation
- The donor can see this image-text repeated on the left and right side of the place mat to ensure that the message will be seen

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Appointment Card

Thank you for rescheduling!

Your next appointment:

Date: __________
Time: __________
Location: __________

Front

Other ways to make an appointment:

Phone: 1-800-GIVE-LIFE

Internet: DonateBloodNow.org

Back

Actual size: 2” x 3.5”

Thank you for rescheduling!

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Recruitment postcards are located at the canteen so that while donors are enjoying refreshments and snacks, they can encourage friends and family to donate too. Donors can choose from a small variety of postcards, some blank and others with a pre-written message. The Red Cross then mails completed postcards.

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Recruitment Postcards
Blank

These light-hearted postcards are blank so that donors can write a personal message to their friends and family.

Not every Superhero wears a cape.

Giving blood is as easy as pie.

Giving blood is a piece of cake.

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Recruitment Postcard
Special Occasion

in honor of your birthday...

in honor of mother’s day...

in honor of father’s day...

these cards would help recruit loved ones through sentimental messages on special occasions.
Thank you cards are sent you all donors with a more personalized message including their name, their donation date, how many times they’ve donated, and how many lives they’ve potentially saved.

Message emphasizes the importance of blood donation through surprising facts.

Signatures by both the president of the Red Cross and a recipient humanize the mass-produced card while maintaining professionalism.

If a follow-up donation appointment was scheduled, a reminder is printed opposite the standard thank you message.

If a follow-up appointment was not scheduled, a list of 3 blood drives being held in the donor’s area on or after their 56-day mark is printed opposite the standard message. The date(s), time, location, and address are listed to encourage repeat donation.

Actual size: 5” x 7”

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Thank You Card
Big 56

Thank you cards are sent you all donors with a more personalized message including their name, their donation date, how many times they’ve donated, and how many lives they’ve potentially saved.

Message emphasizes the importance of blood donation through surprising facts.

Signatures by both the president of the Red Cross and a recipient humanize the mass-produced card while maintaining professionalism.

If a follow-up donation appointment was scheduled, a reminder is printed opposite the standard message.

Actual size: 5" x 7"

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Thank You Card
Flower

If a follow-up appointment was not scheduled, a list of 3 blood drives being held in the donor’s area on or after the their 56-day mark is printed opposite the standard message. The date(s), time, location, and address are listed to encourage repeat donation.

Actual size: 5” x 7”

You will be able to donate again on:
- day, month, day, year
The following locations are holding drives around this time:
- date: time
- date: time
- date: time
Visit one of these locations for a walk in donation or you can also schedule an appointment by logging onto www.givingblood.org or calling 1-800-262-1262.
Thank you for your support!

Dear:
Thank you for donating blood on donation date.
You will be eligible to donate again in 36 days on next possible donation date.

So far, you have donated 4 times and may have saved up to 14 lives.
Every 2 seconds someone in the United States needs blood and it’s donors like you that help provide this life-saving resource.

Your support is invaluable. Thank you for the gift of life. Please donate again.

Sincerely,

signature of Red Cross president
signature of patient saved by blood donation
Blood Donation

Site Visitation
Willard Straight Hall
Spring 2009
Site visit documentation
Observing blood donation process
Before & After Installation

Spatial Intervention
Willard Straight Hall
Summer 2009
Existing signage
Before design intervention
After design intervention
Landmark denotes location of registration
Landmarks visually "signal" spatial organization and blood donor steps.
Blood donor reviews procedure at registration
Interview stations
Placemat at interview station provides graphic cohesion
Donation area – viewed as one step, not the end of the process
View of blood donor as they move towards refreshment area

Reverse sides of landmarks are educational/motivational opportunities
Refreshment table with aqua color tablecloth
Staging of donors is assisted by locations of landmarks