Abstract

The blood Transfusion Unit of the Indonesian Red Cross (UTD PMI) Pontianak is an organization engaged in blood donation services. During the COVID-19 pandemic, the bloodstock at UTD PMI Pontianak was insufficient. When the bloodstock was insufficient, donor seekers or the families of patients who needed blood would share messages asking for blood on social media. However, people often ignored these messages because they were not addressed to the right donor, as well as donors who often see similar messages but do not match their blood type. One of the factors that caused insufficient bloodstock at UTD PMI Pontianak was the lack of donor motivation in donating blood. The existing blood donor application still had some problems regarding the user interface, and there were still some users' needs that had not been met in the application. For a design to meet the users' needs, the researchers used the User-Centered Design (UCD) method to create a user interface for blood donation information media because UCD focused on user needs to achieve user goals. The prototype was tested for usability using the USE Questionnaire and follow-up interviews. From the results of the USE Questionnaire, the researchers obtained very good usability for every aspect, with a score above 92%. This research also showed that donors and donor seekers felt helped by the prototype of blood donor information media because it could meet the user needs in dealing with the problem they faced.