Competitive Analysis:
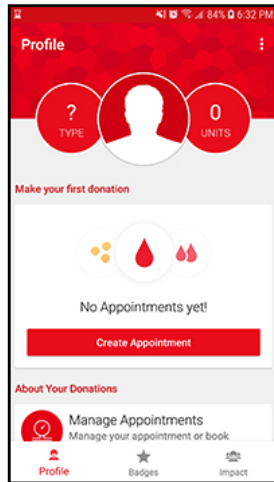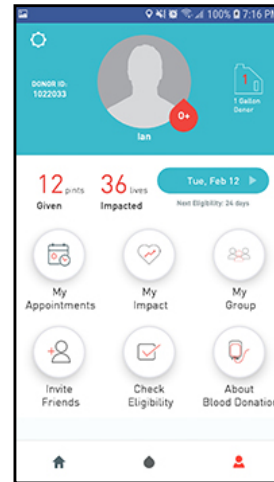# Two Major Blood Donation Applications

American Red Cross: Blood Donor

Bloodworks Northwest: Bloodworks App

Reviews:

	American Red Cross		Bloodworks Northwest	
Apple App Store:	3.6/5	★★★⯪	2.6/5	★★⯪
Google Play:	4.2/5	★★★★⯪	2.6/5	★★⯪

Advantages:

American Red Cross:
- provides donation groups to join
- appointment scheduling
- displays donation history
- explains impact of donations
- incentivizes donating blood with leaderboards and badges
- social media integration
- helpful knowledge base
- fast interactions and transitions

Bloodworks Northwest:
- provides donation groups to join
- new user walk-through
- simple appointment scheduling
- displays donation history
- explains impact of donations
- incentivizes donating blood with badges
- social media integration
- helpful knowledge base

Disadvantages:

American Red Cross:
- no tutorial or walk-through
- overuse of red
- overwhelming number of features
- disruptive user flow
- location service range too short
- application is slow to update donation history

Bloodworks Northwest:
- too many different colors
- location service may not show the closest stations
- application crashes during scheduling
- contains features with no clear value to user
- lack of push notifications

Summary:

Both applications provide significant value to their customers, but also have plenty of room for improvement. They provide the basic services that a user expects from a blood donation application. Both encourage repeat donations and bring in social media to entice new users as well. One of the over-arching negative themes of these applications is their tendency to add uncessary features. I found that each has utilized distracting colors in various ways. The two apps could also benefit from cleaning up some common bugs that are apparent in customer reviews.

Key Findings:

The major findings of my analysis are very encouraging when considering the design of a new blood donation application. The weaknesses of both applications stem from issues that can be solved. In examining the strengths, it is also easy to see what works in this specific sector of mobile applications.