

Discovery Exercise Summary: Living Donor



“How can I donate my kidney to my sister and how will my life change afterwards?”

Wants, Hopes and Needs:

- Hopes for a successful operation
- Wants to know the steps it takes to make the donation as quickly as possible to save his loved one’s life
- Wants a good medical outcome
- Wants a lifelong connection with recipient (very important for altruistic donors)

Fears, Frustrations and Anxieties:

- Fears the battery of tests and emotional impact of the realities of donation
- Has anxieties over who is paying for the transplant
- Worries how this will impact his health
- Fears what this will do to his body in the future

Who are we empathizing with?

Ernest: Living Donor

Ernest is a donor match to a loved one and also a father of two. He always wants to put his family first and feels a strong sense of responsibility to donate to his loved one to save their life. However, he wants to be around to be there as his kids grow up. Ernest wants to help his family member by donating his organ but is scared about how the operation will effect his body and his life.

How is he THINKING and FEELING?

Ernest keeps asking himself if he really wants to do this. He wants to help but is nervous about complications in surgery or future health risk that may be caused by the operation. He’s also surprised at the financial and travel obligations and wonders how he will balance that along with the needs of his children.

What are his MOTIVES and GOALS?

Ernest is motivated by the fact that he is a match to a loved one and wants to do what he can to help save their life. His goal is for a successful operation with no future health risks caused by the procedure.

Key Opportunities for Living Donors

Awareness	Research	Engage	Advocate
<ul style="list-style-type: none"> - Introductory “What is UNOS?” content delivered from an existing channel 	<ul style="list-style-type: none"> - “Human speak” educational materials on the realities of donation 	<ul style="list-style-type: none"> - Transparency and honesty in policy - Support groups for Living Donors 	<ul style="list-style-type: none"> - Continue to develop targeted social content to share

Primary Needs for Living Donors

- Ernest, as a rapidly identified match for a loved one, needs an introduction to UNOS so that he can understand the complex system of organizations and rules that work together to make donations happen. However, he may often doesn't learn of UNOS until after donation.
- Ernest, as a caring brother and loving father, needs to understand the realities of donation and all his options so that he can make the best choice for himself and his family. Most of the content he gets is from his Medical Professionals and it can be "scary" or full of medical jargon.

Additional Need Statements for Living Donors

- Ernest, as a denied donor, needs other opportunities to help so that he can feel like he is still helping his sister. However, he must find these options himself.
- Ernest, preparing for and after his donation, needs support from other people who have donated so that he can feel comfortable moving forward and/or navigating his new medical reality, but support groups are not always easy to find.
- Ernest, as an informed donor, needs to be able to get involved in the policy process so that he can fulfill his desires to expand his impact, but the policy information is hard for lay people to understand.
- Ernest, as a social media user, needs to have easy to share content about donation at his fingertips so that he can expand his personal network of support, but content that resonates with him and already on the platforms he frequently uses is rare.

Design Principles for Living Donors

- Speak my language. I don't understand the medical talk.
- Empower me with information. I want to make the right decision.
- Help me make my donation. I'm confused and overwhelmed with this process.

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