

# Design for Public Health

Design Matters'25

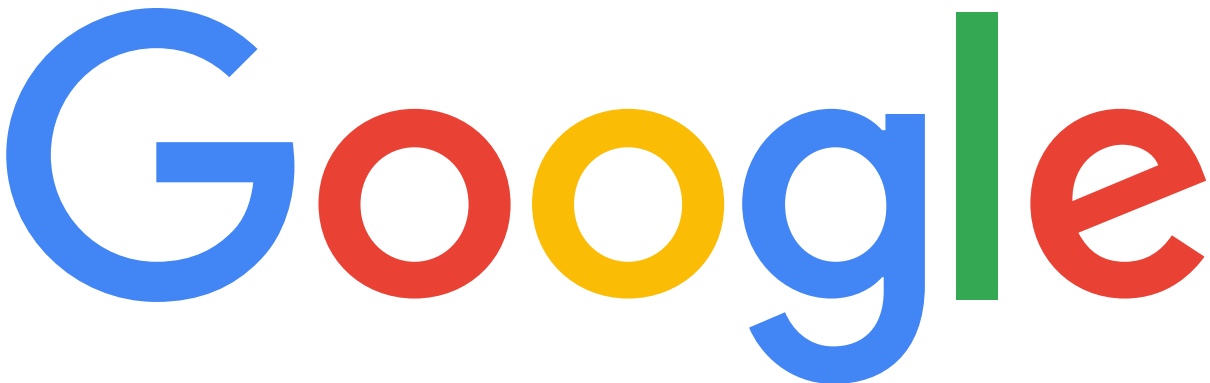
Hej 🖐️




McKinsey  
& Company



**Only 63% of needs are covered  
by blood donors**





 where to donate blood in Athens  

Google Search

I'm Feeling Lucky









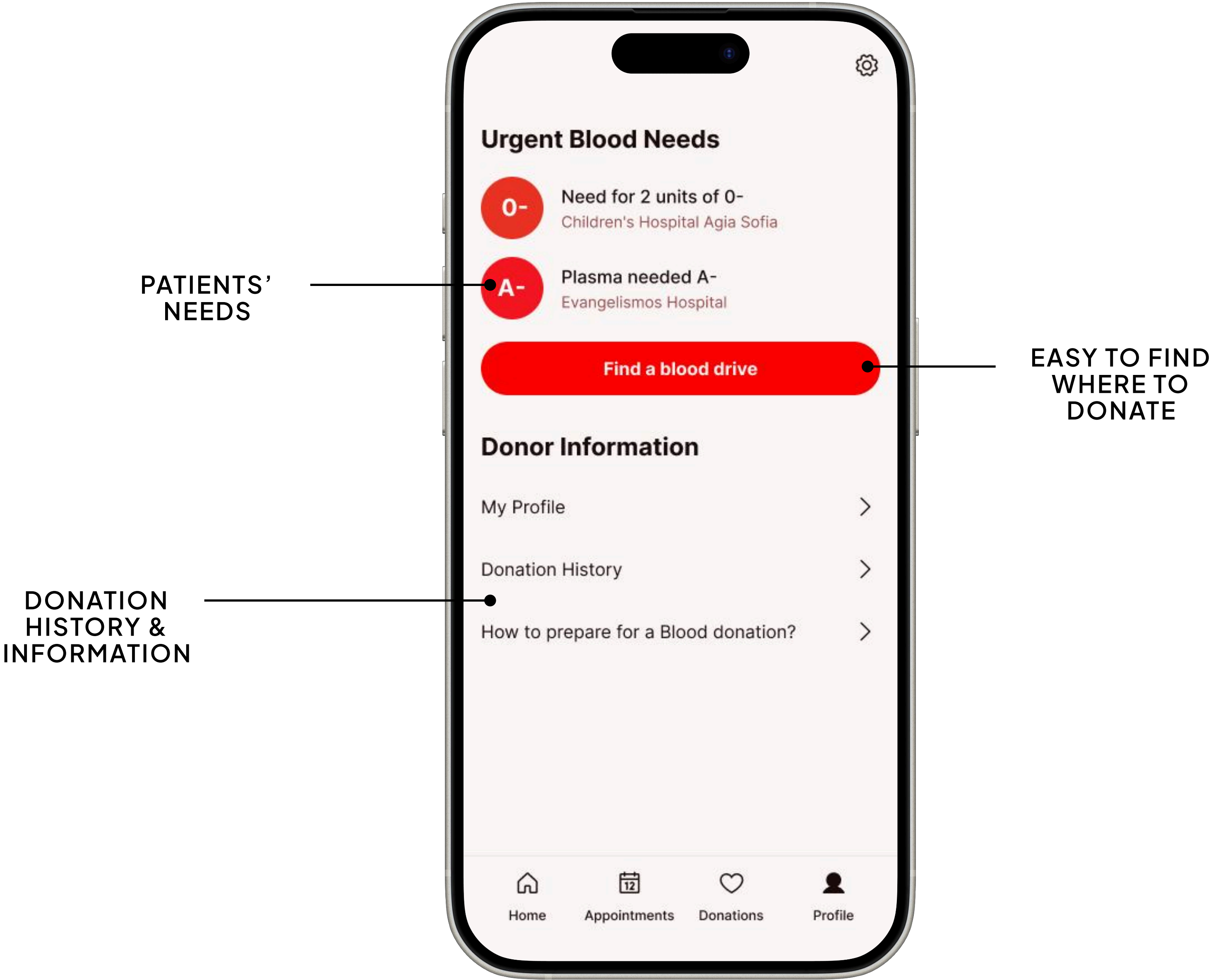




**... and then what?**



**May 2014** 



**...and ofc it failed!**



# 01

**Meet them  
where they  
are**

# 02

**Solve what  
they struggle  
with the most**

# 03

**Own what  
they fail at**



# 01

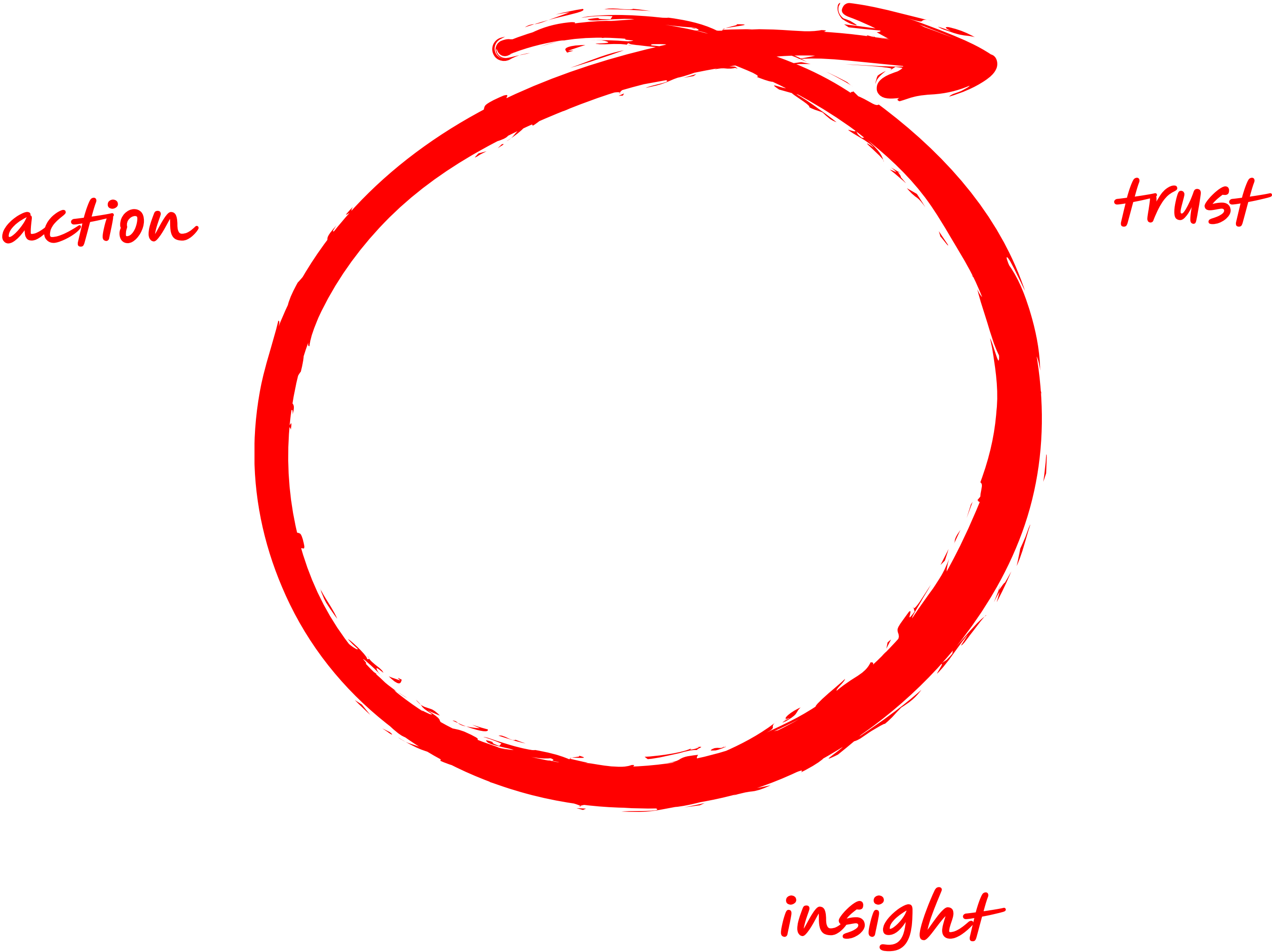
**Meet them  
where they  
are**

2014

TODAY







# 02

Solve what they struggle with the most

Save the Date!

Αυτό το καλοκαίρι  
Δίνουμε αίμα!

Στείλε μήνυμα στο Bloode &  
κλείσε το ραντεβού σου  
για αιμοδοσία στην Αθήνα!

11.06

|

16:00 - 19:00

12.06

|

10:00 - 13:00

26.06

|

16:00 - 19:00

08.07

|

10:00 - 13:00

#Bloodedoit

#Bloodedoit

#Bloodedoit

REMINDER

REMINDER

REMINDER

REMINDER

REMINDER

REMINDER

#Bloodedoit

On Tuesday, September 17th, we are expecting you for a blood donation

At the Kypseli Municipal Market,  
Fokionos Negri 42  
09:00-13:00

Don't think twice.  
Book your appointment for blood donation!

Bloode

Bloode Drives in November...

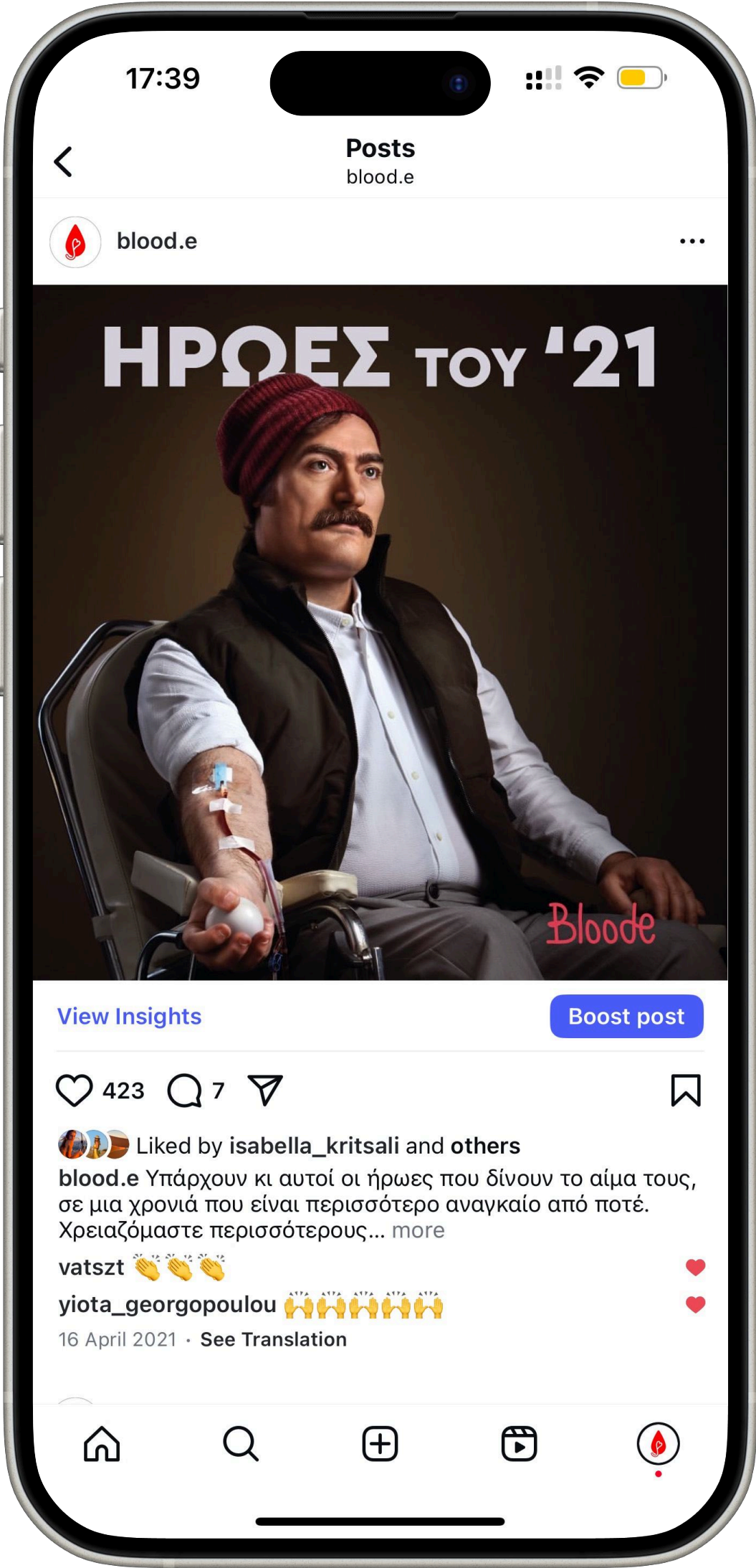
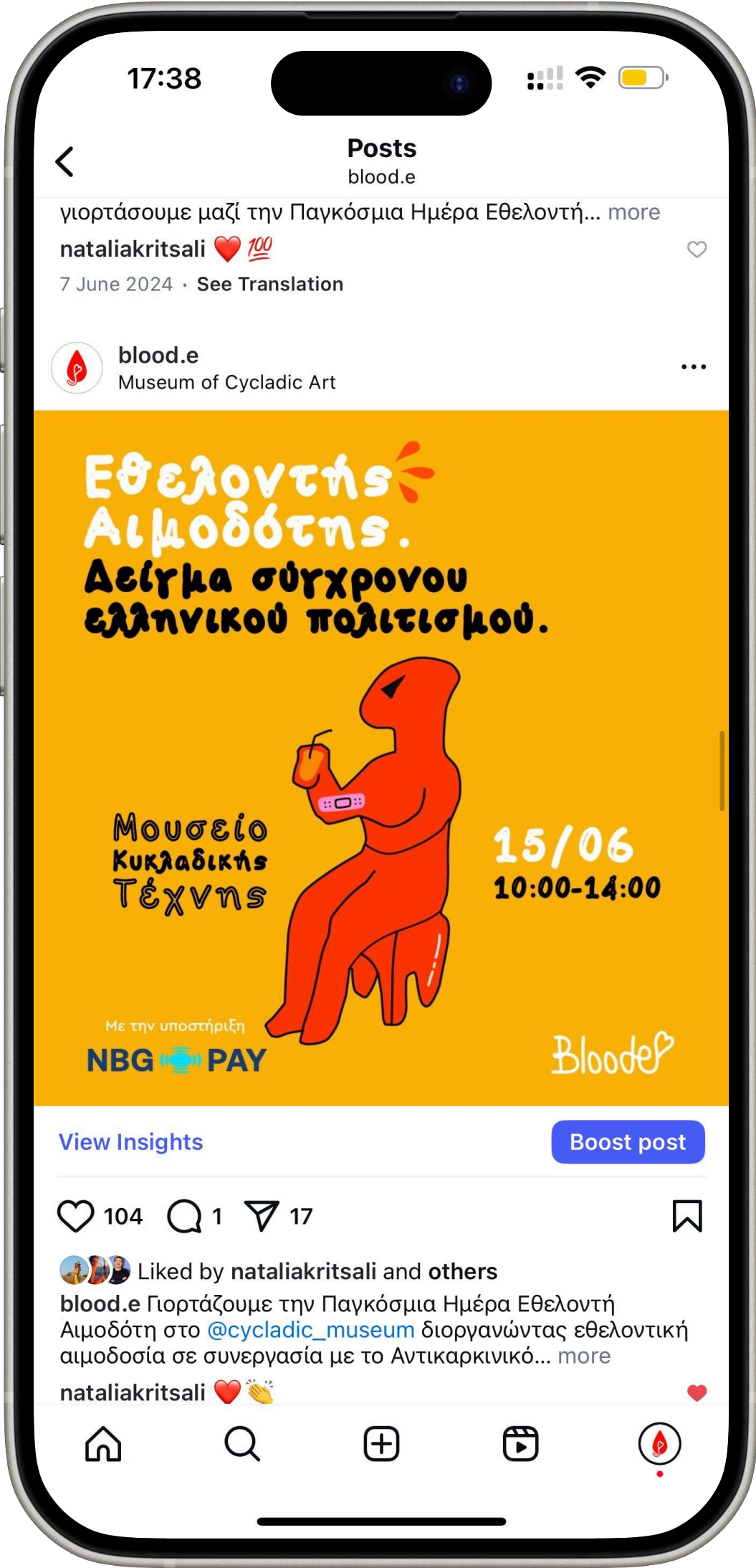
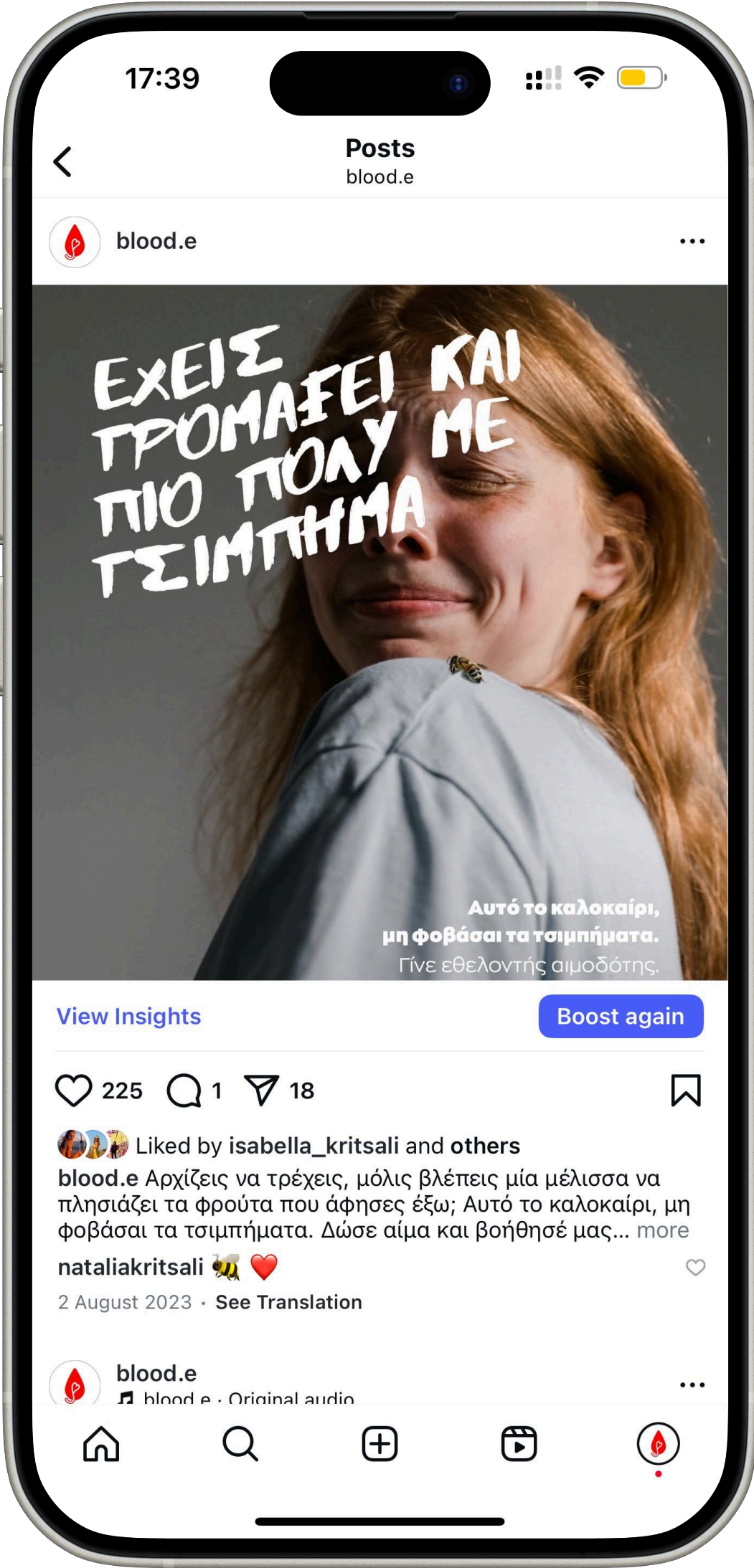
ΟΙ ΑΝΑΓΚΕΣ ΓΙΑ  
ΔΕΝ ΠΑΝΕ ΔΙΑ  
ΤΟ ΚΑΛΟ

Αντιθέτως, αυξ  
π

Γίνε εθελοντ

Την Παρασκευή 9 Μαΐου,  
η NBG Ray σε προσκαλεί  
για αιμοδοσία





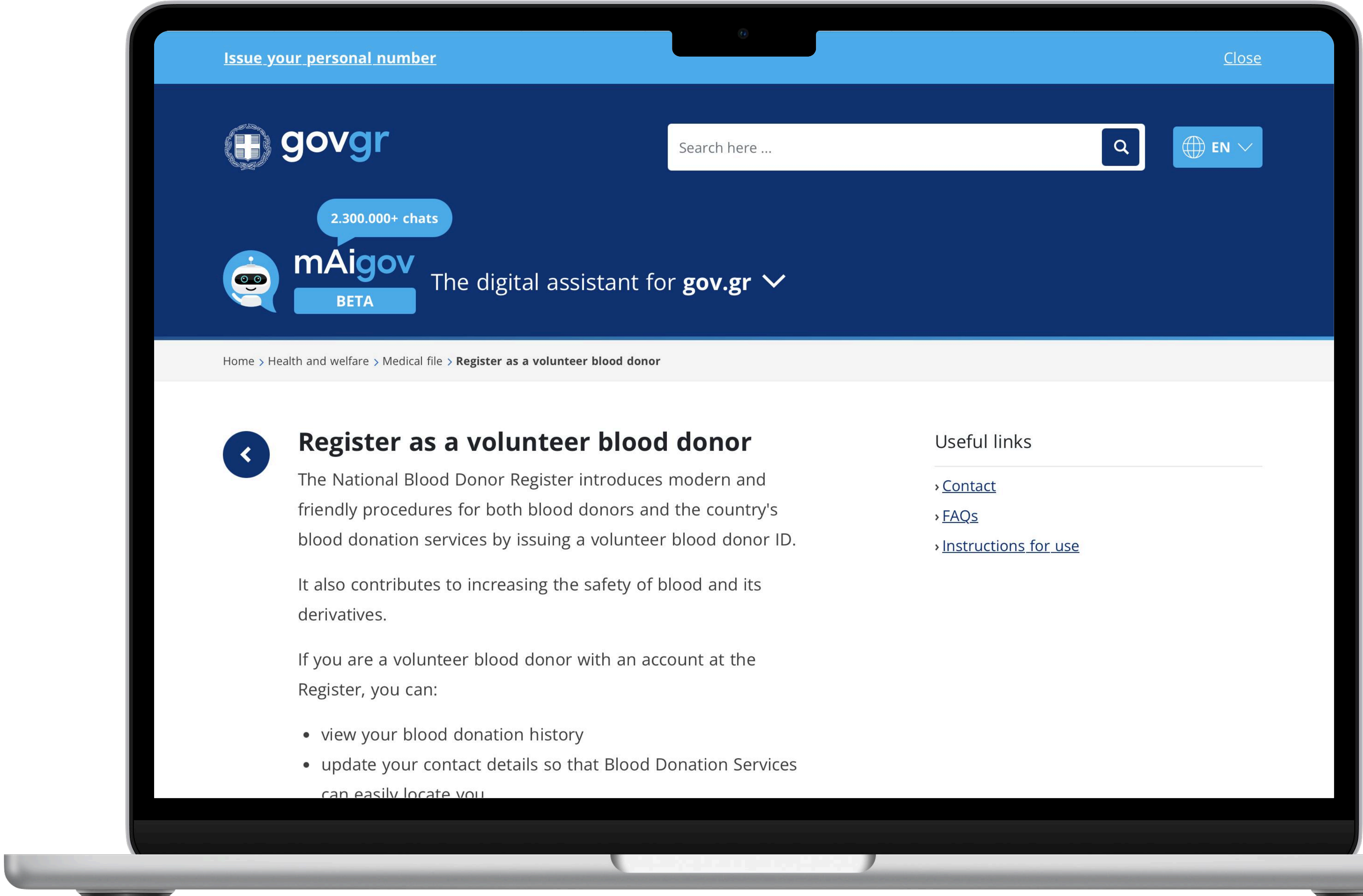


03

Own what  
they fail at

2014

TODAY



**01**

Design for behaviors not interactions

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**02** Let go of the design process



**01** Design for behaviors not interactions

**02** Let go of the design process

**03** Own the full journey (beyond design)