Miami University students don’t think about becoming an organ donor until they go to the DMV to renew their license and at this point their decision is rushed.
Target Audience

Miami University students ages 18-20
Prepare and facilitate an environment for Miami University students between the ages of 18-20 to think about becoming an organ donor so that they can make the appropriate choice for themselves.
1. WHY DONATE?
Each year, over 1.5 million people are helped through donation. Currently, 123,276 people are waiting for an organ. 21 people will die each day waiting for an organ. 1 organ donor can save up to 8 lives
Because you may save up to 8 lives through organ donation and enhance many others through tissue donation. Last year alone, organ donors made more than 28,000 transplants possible. Another one million people received cornea and other tissue transplants that helped them recover from trauma, bone damage, spinal injuries, burns, hearing impairment and vision loss. Unfortunately, thousands die every year waiting for a donor organ that never comes. You have the power to change that.

2. WHO CAN DONATE?
Almost everyone can donate. Anyone, regardless of age should consider themselves potential organ and tissue donors. There are few absolute exclusions (such as HIV infection, active cancer, systemic infection) and no strict upper or lower age limits. Potential donors will be evaluated for suitability when the occasion arises.
Anyone, regardless of age or medical history, can sign up to be a donor. Donors should be in good general health. Donors do not need to be genetically related. Typically, someone who has cancer, diabetes, kidney disease, heart disease, liver disease, sickle cell disease, HIV or Hepatitis will not qualify to be a donor. However, these diseases are not all absolute contraindications to donation. Every donor will be considered on an individual basis.
No one is too old or too young. Both newborns and senior citizens have been organ donors. The condition of your organs is more important than age. Someone 35 years old with a history of alcohol abuse may have a liver that is in worse condition than someone 60 years old who has never consumed alcohol. Doctors will examine your organs and determine whether they are suitable for donation if the situation arises. If you are under 18, you may need the permission of a parent or guardian to donate.

3. WHAT CAN YOU DONATE?

**Internal Organs:**
- Heart (Need 1, deceased donor)
- Intestine (Need full or partial, living/deceased donor)
- Kidneys (Need 1, living/deceased donor)
- Liver (Need 1 or partial, living/deceased donor)
- Lungs (Need 1, 2 living/1 deceased donor)
- Pancreas (Need 1, living/deceased donor)

**TISSUES:**
- Bone
- Cartilage
- Corneas
- Fascia
- Heart Valves
- Ligaments
- Pericardium
- Skin
- Tendons
- Veins

4. HOW TO BECOME A DONOR?
Sign up Online:
1. Register with your state’s Organ Donor Registry.
2. Select ‘Yes’ to organ donation when you apply for your driver’s license.
3. Sign a donor card, if available.
Sign up in Person:
Visit your local DMV:
You can elect to become a donor when you apply for or renew your driver’s license, or by visiting your state’s organ donor registry.
When you elect to be a donor during the licensing process, you may or may not be asked which organs you’d like to donate. If you are not asked, you can visit your state’s registry to make that determination.
While You Wait

Place powerful statistics comparing organ donations in context with the surrounding environment. Use language that ties the setting to the message.
We make decisions on a daily basis. Most of which are not life threatening. SAVE highlights these daily decisions and calls to attention the more dire decision we all have whether or not to donate our organs.
Final Concept

Got Gut is an interactive game that puts the player into the eyes of the recipient. The goal is to make the player feel in jeopardy.

Maggie was looking forward to graduating from The Chicago Institute of Art when she was diagnosed with stage 4 intestine cancer. She needs an intestine. She dreams to one day be an artist.

MAGGIE
Age: 28
Need: Intestines

Pacen was diagnosed with liver failure shortly after his 3rd birthday. He enjoys playing baseball and eating ice cream. He dreams of becoming a firefighter when he grows up.

PACEN
Age: 3
Need: Liver

Stephen is an adventurer who enjoys anything outdoors, especially rock and mountain climbing. Last year, he was diagnosed with pancreas cancer. He dreams to one day climb Mount Everest.

STEPHEN
Age: 21
Need: Pancreas

Debbie works for the Ohio EPA and enjoys painting in her spare time. She has had two heart attacks and a triple bipass surgery. She hopes to one day be a grandmother.

DEBBIE
Age: 53
Need: Heart

Alex received a scholarship to swim at The Ohio State University but had to decline when he was diagnosed with lung cancer. He hopes for his health to improve so that he can attend OSU.

ALEX
Age: 23
Need: Lungs

Ana is experiencing kidney failure and is in dire need of a new kidney. Ana enjoys playing with her sister and climbing trees. She hopes to one day become a scientist.

ANA
Age: 9
Need: Kidney

How to go about do

YES   |   NO

SELECT YOUR ASSIGNED ORGAN:

Did you match your organ?

CONGRATULATIONS!

You saved Ana’s life!

Click here to read a true story about a similar situation

YES | NO

ORGAN STORIES

RICH OSTRY’s story of living kidney donation to his wife.

AMY’s living kidney donation to her sister and their post op complications.

NORM’s kidney donation to his friend... after a chance encounter.

KIDNEY STORIES

1. Another name is added to the national transplant waiting list every 12 minutes
2. On average, 21 people die every day from the lack of available organs for transplant
3. Over 617,000 transplants have occurred in the U.S. since 1988
4. A healthy person can become a ‘living donor’ by donating a kidney, or part of the liver, lung, or intestine.

SHOULD I BE A DONOR?

CAN I DONATE?

Just about anyone, at any age, can become an organ donor. Anyone younger than 18 needs to have the consent of a parent or guardian.

For organ donation after death, a medical assessment will be done to determine what organs can be donated. Certain conditions, such as having HIV, actively spreading cancer, or severe infection would exclude organ donation.

Having a serious condition like cancer, HIV, diabetes, kidney disease, or heart disease can prevent you from donating as a living donor.

KNOW THE FACTS

Read about what it means to sign that dotted line

KNOW THE LAW

Read about what it means to sign that dotted line

MAKE YOUR DECISION

What’s the right decision for you?
The quick brown fox jumps over the lazy dog.

Avenir Next Medium
The quick brown fox jumps over the lazy dog.

Archer Bold
The quick brown fox jumps over the lazy dog.
Plinko Board
PLAY THE GAME

Goal: Match the puck to the corresponding organ on the pinball board.

1. Reveal your ID card (see reverse).
2. Select puck that corresponds to your ID card.
3. Drop the puck down the pinball board.
4. Match the organ on the puck with the board to win. IT'S THAT EASY!
Reactions

“I understand this game; it made me feel like I was in dire need to get the organ, just like those on the waiting list”

“I don’t think of organ donation on a daily basis; this definitely made me think”

“Woo! I saved baby Pacen!”

“I felt responsible for saving this person’s life. It made me really want to win”

“I will consider organ donation”
Final Presentation Feedback

Make the game be the conversation, rather than having the game simply be a conversation starter.

Give the organs a more realistic look, rather than vector image.

Enjoyed the game aspect

Thought it was a clever approach

Create an infographic

Test solution at a DMV

What I would change

I would definitely make the game feel more ‘real’ to the user and make it more of an experience.

Add a donation component. So I could have the personas on the cards tie back to actual persons who need organs in order to survive. Then if a person wins the plinko game, they could donate x amount of money in order to help pay for that person’s surgery.

Create a plinko app

Test solution with more people

What I learned

I learned a lot about the process of organ donation itself.

I learned who can donate and what you can donate.

I learned how to manage my time on a long term project

I learned how to communicate my ideas effectively through design

I learned how to find solutions to difficult problems

I learned how to build a plinko board

I learned how to control my anger and not smash the printer with a hammer when it was ‘jamming’.

Conclusion