

App launched to find blood donors

STAFF REPORTER

Blood Hero, a new mobile app, will help users find blood donors during an emergency. It was launched at the 'Bangladesh Internet Week 2015', a weeklong event to promote the use of the Internet, at the capital's Banani Society Field yesterday.

Creative IT, a Bangladeshi technology organisation, has developed the mobile application to connect blood donors across the country.

Tanvir Tamal, business head of the organisation, said that all sorts of information on blood donors would be available in the app. "A user just has to download the app from Play Store and complete a small registration process to get its benefits," he added.

Tamal said the app will contain classified information about the donors on the basis of blood groups and geographical areas. He explained that Global Positioning System (GPS) integration is a speciality of this app, which helps the user to search for potential blood donors within a selective range.

"After the GPS lists blood donors in the nearby areas, the app will display all information relating to them and they can be contacted by voice call or text. Anyone can save such information about the potential donor, including his/her blood group," he added.

Mohammad Monir Hossain, chairman of Creative IT, said that finding potential blood donors in the capital is a tedious task. "There are some renowned blood-donating organisations in the capital, but contacting them is rather cumbersome. Our app incorporates all necessary information of these organisations. It's a one-stop digital service for finding blood during an emergency. We developed this app as part of our corporate social responsibility," he added.