

Design a donation flow for a charity

Sanju

Project overview



The product:

The Donation Drive for DonationApp is an initiative aimed at raising funds and resources to support the noble cause and activities of DonationApp. The project seeks to engage individuals, organizations, and communities in contributing towards creating a positive impact on the lives of those in need.



Project duration:

May 2023 to June 2023

Preview of selected
polished designs.

Project overview



The problem:

Insufficient donations hinder the charity's ability to provide essential support and services to those in need, jeopardizing their well-being and limiting the organization's impact on improving lives.



The goal:

Our goal is to raise funds and donations to support our charity's mission, making a positive impact on the lives of those in need and creating a brighter future for our community. Together, let's make a difference and inspire hope through your generous contributions.

Project overview



My role:

Leading UX Designer



Responsibilities:

Conducting user interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability study, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



The purpose of this user research was to gain insights into the motivations, preferences, and experiences of individuals when it comes to making donations for a charitable cause. The research aimed to understand the factors that influence donation decisions, the preferred donation methods, and the overall donor experience.

Methodology:

The user research employed a combination of qualitative and quantitative methods to gather data and insights. The research methods included:

- Online Surveys
- In-depth Interviews

User research: pain points

1

Lack of Transparency

Many donors feel uncertain about how their donations are being used and whether they are making a meaningful impact. The lack of transparency in the donation process can be a major pain point for users.

2

Complex donation Process

Some charities have complicated and lengthy donation processes that require donors to navigate multiple steps, forms, and payment options. This complexity can frustrate users and discourage them from completing their donations.

3

Lack of Personal Connection

Some donors desire a more personal connection with the causes they support, but they may find it challenging to establish such a connection through traditional donation processes. This lack of personalization can leave users feeling disconnected and less motivated to give.

4

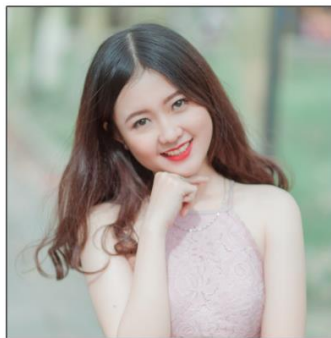
Difficulty Tracking Impact

Donors may have concerns about the legitimacy and credibility of a charity. If a charity lacks clear and detailed information about its mission, impact, financial accountability, and governance, users may hesitate to donate.

Persona: Lisa

Problem statement:

Lisa is a high school student who needs create own fundraising page because make charitable initiatives involve her friends and classmate.



Lisa

Age: 16
Education: High School
Hometown: Delhi, India
Family: Parents
Occupation: Student

“I am interesting in fundraising ideas, peer-to-peer campaigns, and the ability to create my own fundraising page to involve my friends and classmates”

Goals

- Desires to set up her own fundraising page.
- Make charitable initiatives and involve friends and classmates.

Frustrations

- The charitable educational resources are no longer available.
- It is not possible to create your own fundraising page.

Lisa is a high school student who is passionate about making a difference. She is part of a youth-led activism group and actively engages with social issues through online platforms. Lisa wants a website that is visually appealing, mobile-friendly, and provides educational resources about the charity's cause. She is interested in fundraising ideas, peer-to-peer campaigns, and the ability to create her own fundraising page to involve her friends and classmates.

User journey map

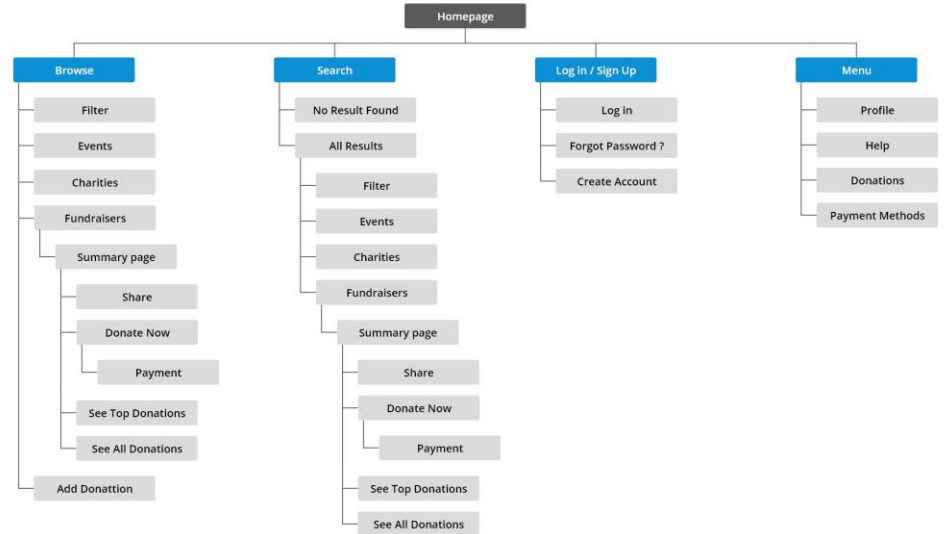
I created a user journey map of Lisa's experience using the site to help identify possible pain point and improvement opportunities.

Persona: Lisa
Goal: Create a fundraising campaigns and share them on social media to engage my network and encourage them to donate.

ACTION	Website	Explore or Select Donations	Review	Share	Exits
TASK LIST	Tasks A. User opens the website. B. Visually appealing design. C. The user is greeted with a compelling message and imagery that highlights the charity's mission and impact.	Tasks A. navigates the website and finds a prominent "Donate Now" button or call-to-action B. the user sees various predefined donation amounts as well as the option to enter a custom amount C. the user can choose the donation frequency (one-time or recurring) D. Provides personal information	Tasks A. Select a payment method B. Reviews and confirms the donation. C. Receives receipt via email or on-screen D. Download the receipt for their records E. Receive a personalized acknowledgment or thank-you message from the charity	Tasks A. Share their donation on social media platforms or through email to encourage others. B. Download the receipt for their records C. Receive a personalized acknowledgment or thank-you message from the charity	Tasks A. Continue exploring the website or simply exit the site.
FEELING ADJECTIVE	A. Excited	A. Happy to donate B. Overwhelmed by layout and confusing by navigation	A. Excited B. Optimistic	A. Enthusiastic B. Curious	A. Satisfied B. Relieved C. Excited
IMPROVEMENT OPPORTUNITIES	A. Create personal fundraising	A. Add clear, B. Easy to use filters	A. None	A. None	A. None

Sitemap

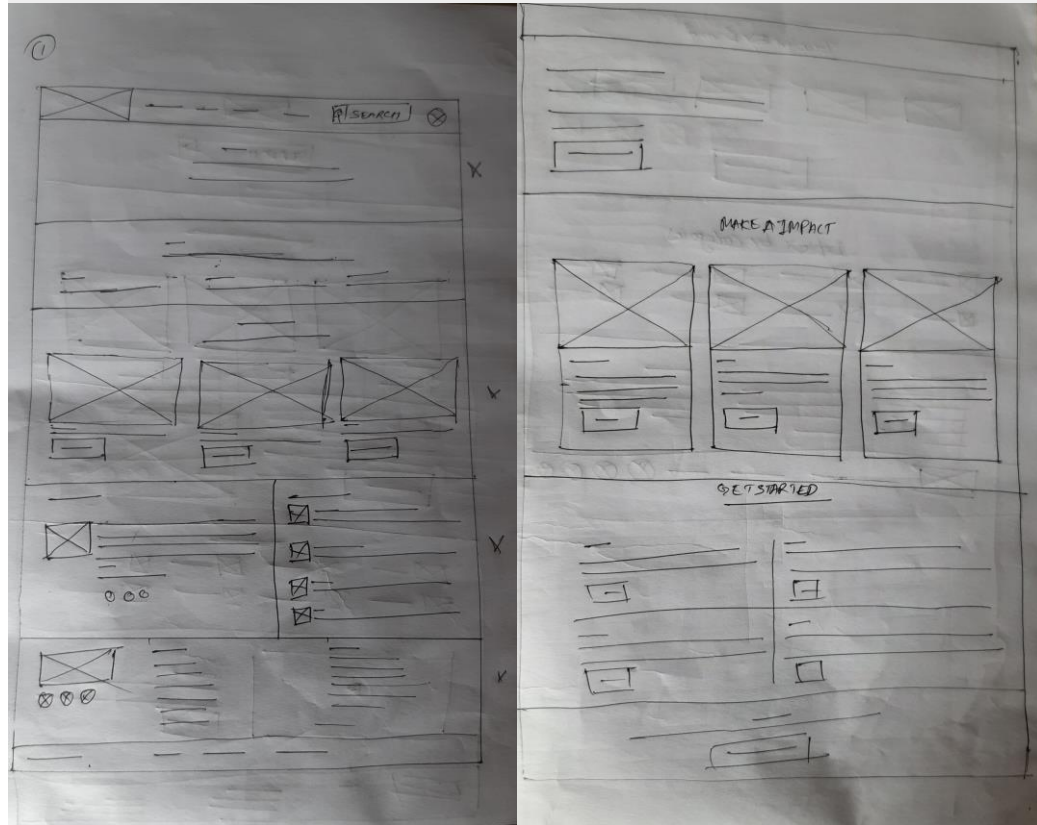
Difficulty with website navigation with a primary pain point for the user So I create a sitemap.



Paper wireframes

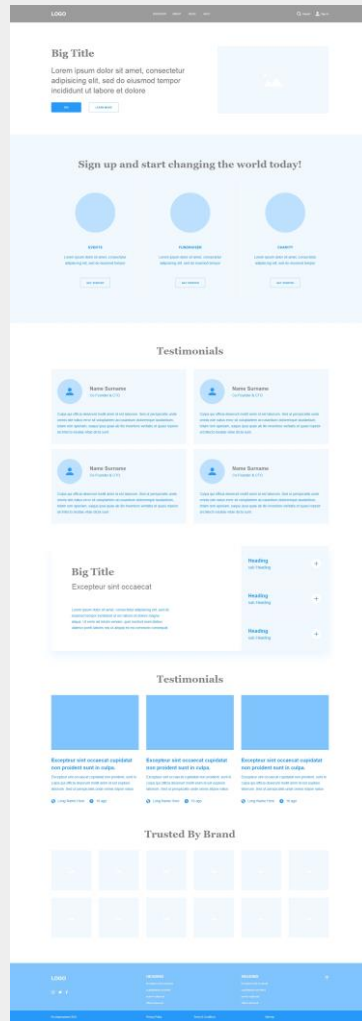
Next I sketched out paper wireframe for each of my screen in my app, keeping the user pain point about the navigation, browsing and checkout flow in mind.

The home screen paper wireframe variations focus on optimize the browsing experience for the users



Paper wireframe screen size variation(s)

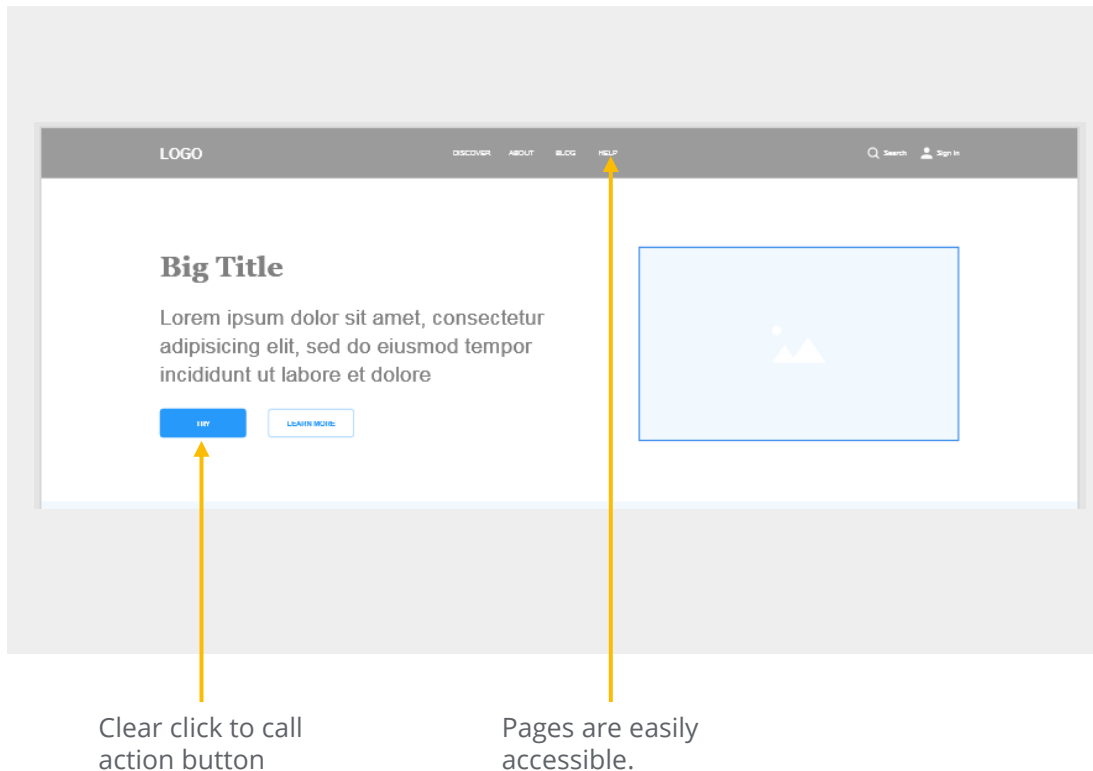
Because my app customers access the site on variety of devices, I started to work on designs for additional screen sizes to make sure the site is would be fully responsible



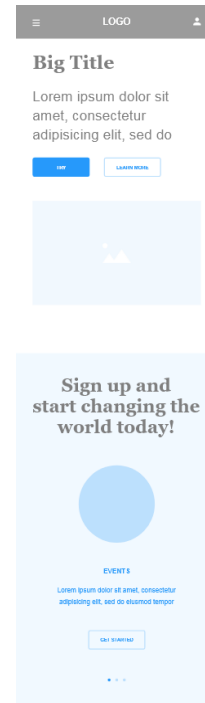
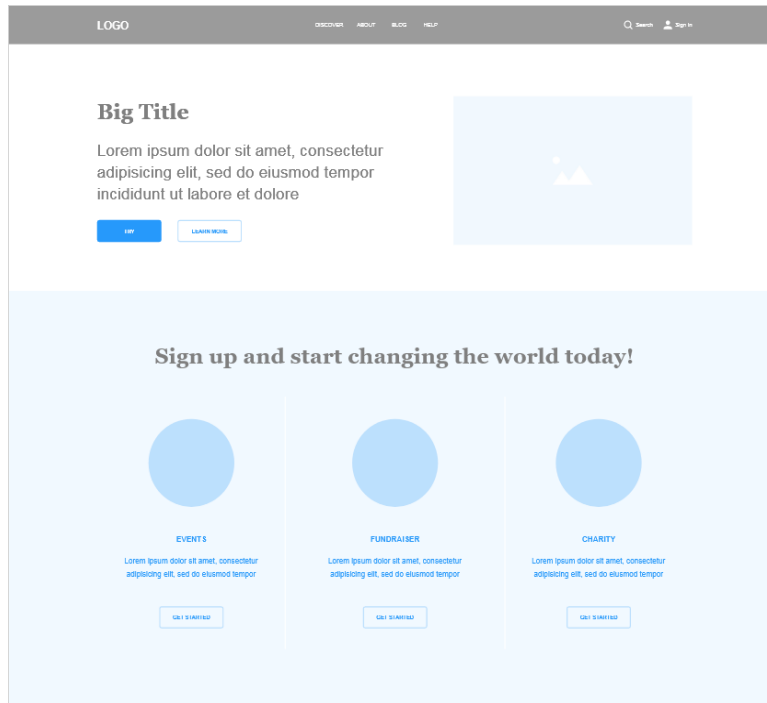
Digital wireframes

Moving from paper to digital wireframes made is easy to understand how to redesign could help address user pain point and improve user experience.

Prioritizing useful button locations and visual element placement on the homepage was key part of my strategy.



Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow.



View [Low-fidelity prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Clear Donation Purpose

Participants expressed a strong desire for transparency and clarity regarding how their donations would be utilized.

2

Simplify Donation Form

Several participants found the donation form to be lengthy and overwhelming, leading to frustration. Simplifying the form by reducing the number of required fields and utilizing a progress indicator could enhance the overall user experience.

3

Multiple Donation Options

Participants appreciated having multiple donation options, such as one-time, monthly, or custom amounts.

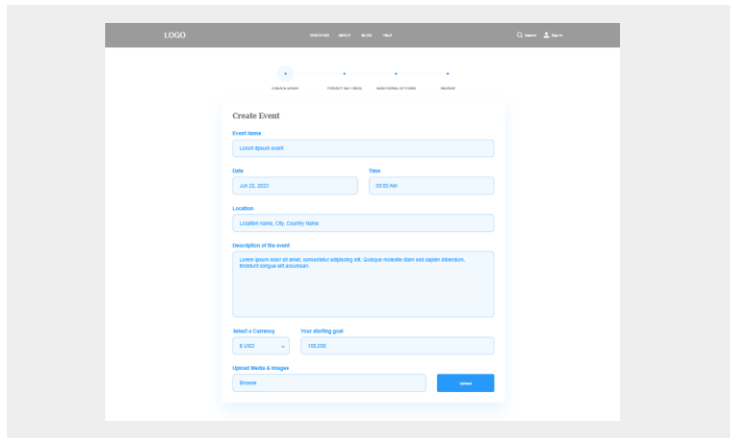
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insight from the Usability study, I have made the changes to improve donation purpose event. I added the fundraising categories

Before usability study

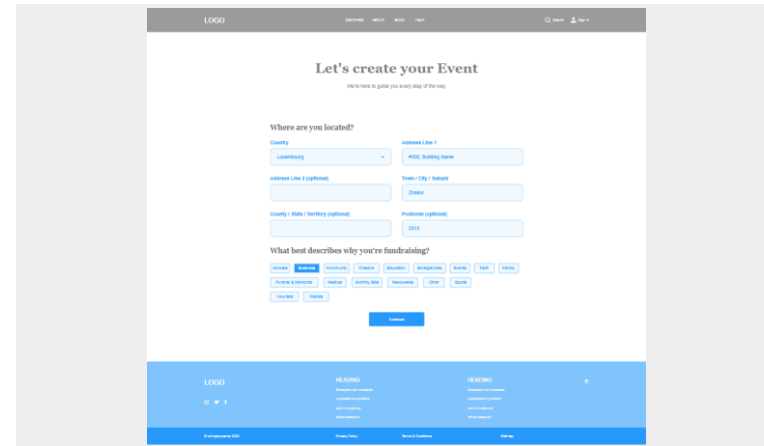


The screenshot shows a 'Create Event' form with the following fields and sections:

- Event Name:** A text input field containing 'Lorenz Sports event'.
- Date:** A date input field with 'SEP 22, 2023' and a time input field with '09:00 AM'.
- Location:** A text input field containing 'Lorenz Home, City, Country Name'.
- Description of the event:** A text area containing 'Lorenz Sports event at Lorenz, convenient and easy to use. Unique events don't just happen themselves, they're planned and organized.'.
- Select a Currency:** A dropdown menu showing '\$ USD'.
- Your starting goal:** A text input field containing '100,000'.
- Upload Media & Images:** A section with a 'Browse' button and a 'Upload' button.



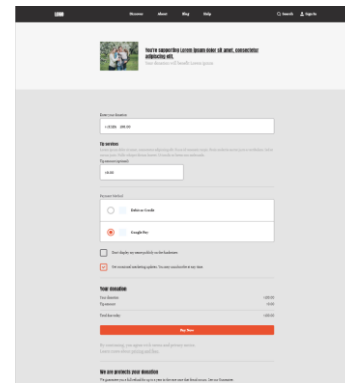
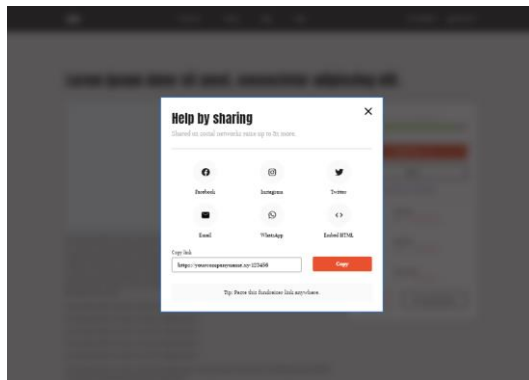
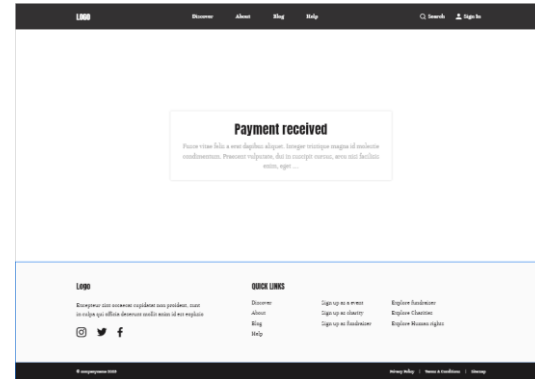
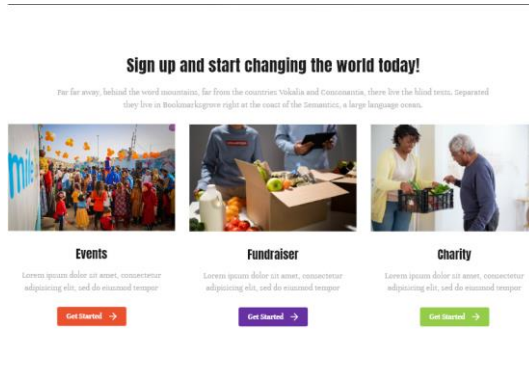
After usability study



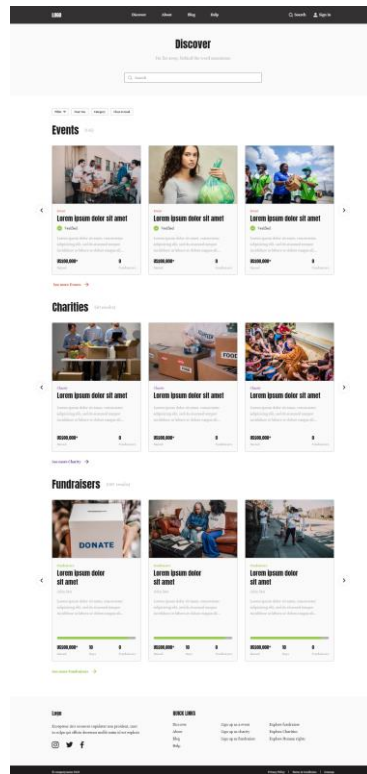
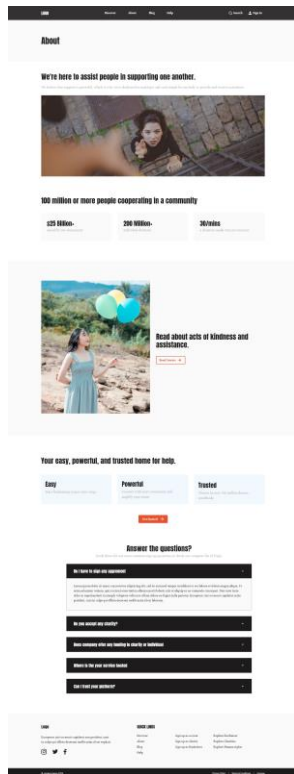
The screenshot shows a 'Let's create your Event' form with the following fields and sections:

- Where are you located?:**
 - Country:** A dropdown menu showing 'Country'.
 - Address Line 1:** A text input field containing '1000 Building Name'.
 - Address Line 2 (optional):** A text input field containing 'Street'.
 - County / State / Territory (optional):** A dropdown menu showing 'State'.
 - Postcode (optional):** A text input field containing '00101'.
- What best describes why you're fundraising?:** A grid of buttons for categories: 'Charity', 'Education', 'Health', 'Arts & Culture', 'Sports & Recreation', 'Social Causes', 'Community Improvement', 'Environmental', 'Animal Welfare', 'Disaster Relief', 'Medical Research', 'Education', 'Arts & Culture', 'Sports & Recreation', 'Social Causes', 'Community Improvement', 'Environmental', 'Animal Welfare', 'Disaster Relief', 'Medical Research'.
- Buttons:** 'Cancel' and 'Next' buttons.

Mockups: Original screen size



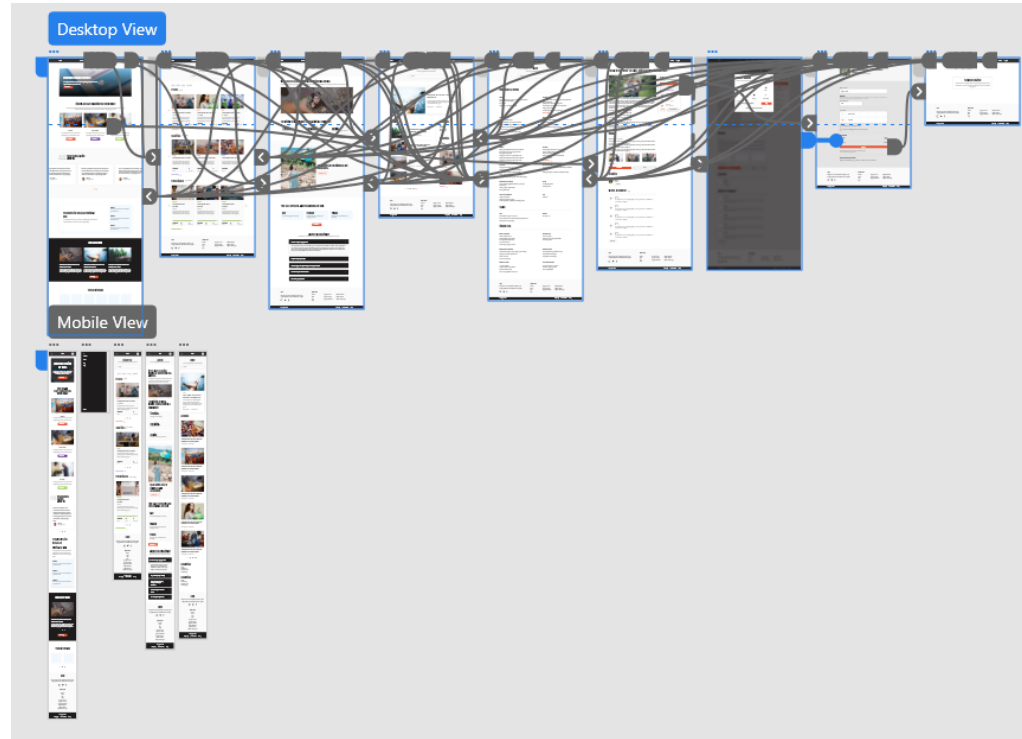
Mockups: Screen size variations



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype and included the design changes made after the usability study.

View [high-fidelity prototype](#)



Accessibility considerations

1

I used heading with different sized text for clear visual hierachy.

2

This includes providing alternative text for images, using clear and easy-to-understand language, providing captions for videos, and ensuring that the website is compatible with screen readers and assistive technologies.

3

Provide clear and concise instructions for making donations. Use plain language and avoid jargon or complex terminology. Make sure the steps are easy to follow and understand for all donors.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience.

The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up usability testing on the new website.

2

Identify any additional areas of need and ideate on the new features.

Let's connect!



Thank you for reviewing my work.

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: kamehar@gmail.com

Website: iamsanju.in