

Covid Comfort

This is a document that goes through the strategy plane, the scope plane and structure plane. This was created to describe the in depth thought process ensuring a positive UX.

The strategy plane

High level considerations

- Is the content relative to the audience?

The navigation bar at the top of the page is minimalistic which helps the target audience get a short and brief idea of what is inside the website, hoping to pull the attention of even those with short attention spans (modern internet audience).

The content needs to act as marketing on the landing page. There are responsive quotes and media from essential workers who have been helped by “Covid Comfort” hoping to attract more of the right audience, from the user stories. The content was designed to give a brief summary of the story of “Covid Comfort”.

The “Learn more” section has well researched content that has been phrased correctly to the target audience and to defer from any copyright claims. The goal of this section was to inform the users in more detail what the aims of “Covid Comfort” are.

The form – the “Donate now” section- has a pronounced background to pull at the heart strings of donors hoping to get them to fill out the form. The form fills a large amount of the screens, so that the background doesn’t get too striking. All features of the form have been tested.

Finally the footer explains to the users that this website is a student project, it gives links to real websites that do take donations. The footer also provides links to the World Health Organisation and World Meter to prove to users that this pandemic is more real than this fictitious website.

- Can we track and catalogue the content in an intuitive way?
 - Audience might be used to different mediums

As far as I have seen there are no street fundraising events happening for this pandemic due to its extreme health hazard. There have been attempts at doing this in the US but have been shut down due to the health hazards they are creating. So there are no “real world” groups that are raising funds.

This leaves us with the digital audience. The most popular site for fund raising is gofundme (gofundme.com). This site has 563,032 results as of (25/5/2020) for people affected by Covid-19. Each of these results is from individuals and none of these are businesses. Some people have been given more than what they require and some have not received the funds they need. By creating “Covid Comfort” I aim to bridge that gap, so that each individual gets what they need.

- How do we take care of the content?

I have looked at various user stories and decided that our information architecture has been done correctly. This is further explained in the structure plane.

I have also placed our code on a remote repository (GitHub) so if future contributors want to contribute they can. This includes Git, so I can do version control of information if changes happen in the future.

- Is the Technology appropriate?
 - Are we using modern technology?

Since we have moved into a more digital age the expansion of small start-up companies on to the web is essential. We are witnessing the birth of a digitally, interconnected society and being one of the many companies moving digitally we are at the front lines of the next industrial revolution.

I will be using the latest versions for HTML and CSS (HTML5 and CSS3). I will also be using snippets of Java Script for the form validation. I am also using external libraries such as bootstrap, Google fonts, fontawesome and favicon to help design the website. I will be using remote repositories and version control software (GitHub and Git).

Business goals

- Why is Covid Comfort so special?
 - o Why is this special?

“Covid Comfort” is so far one of the few websites (if not the only website) that aims to raise funds for essential workers during the Covid-19 pandemic on an international level.

- o Who else is building this?
 - How well are they doing it?

As mentioned in the footer of the website “Covid Comfort” has other websites that allow for donations but they are lesser known and require research to find. They do mention that they do receive conversions, but how much, I do not exactly know.

- Do they have the resources & skills we have?

As this is a student based project, I do not have an e-commerce feature like they do. So they have a lot more resources and skills than what I have. Their websites are also a lot more interactive than ours, which I can change in future versions of this website as I redesign it, once I gain the skills.

- o What are the tech considerations
 - Depends on demographic

Our target audience is aimed at our expected users – I expect them to have primary education to be able to read and that they are able to complete forms. I aim to design the website as minimalistic as possible to maintain the focus of the users.

I will need a front end developer, in this case I am a full stack web developer in training, so I will be using the right technology but it is limited.

- Why would a user want this?

I believe that by creating a single hub for donations for this pandemic, people can receive funds in a just manner. Every user which registers will receive the money they require to survive the pandemic. Due to the individual situations of each essential worker, internationally, which registers I do not know how much impact “Covid Comfort” will have on their lives but hopefully it attracts all of those in need.

By hopefully becoming more recognised and more international, this could be a massive none profit organisation that could help the entire world and gain a reputation that is comparable to the World Health Organisation (for content) and Gofundme.com (for fund raising).

- **Do research, find out, ask questions**
 - **Stakeholder interviews**
 - **People involved in making decisions to create the product**
 - **What do they want?**

There are currently no stakeholders in this project as it is student based, thus making me the only stakeholder. I am the only student that worked on this project. I have already expressed what I want out of this website in the above sections; a static website that helps essential workers during the Covid-19 pandemic.

- **What will give them value?**

The value I pulled out of this is creating my own static front end website that is fictitious. I marketed a service that has a minimum of 3 sections. I have sorted my content into each relevant section, thus achieving the information architecture I aimed for (further explanations can be found in the structure plane and the user stories in the readme.md file). I was able to sharpen my skills in Git and learned how to use Github. I learned how to attribute code from external sources and creating proper readme.md files. I also learned that I do not require a domain to deploy my website for testing; I used GitHub Pages (more on that in the readme.md file). I was able to sharpen my skills in front end web development, even though it is only static. I got experience in using the main programming languages (HTML, CSS and Java Script) alongside external sources to create a responsive design.

- **Competitor review**
 - **Who else is doing this?**
 - **Advantages?**

So far I have not found a single site for Covid-19 donations that aims on reaching an international audience like mine. Most of those sites I found only focus on their own community, or are just charity websites that are “jack of all trades but master of none”.

The websites that do focus on donating to people impacted by Covid-19 are having massive conversions, for example: gofundme.com displays the amount of money each “individual requesting for donations” has received and what their target is, if you search their site for “Covid-19”.

- **Disadvantages?**

As stated above, the websites that do exist do not reach an international audience and are not niche. This limits their conversion rate.

- **What are they missing?**

Many of the competitors are overflowing with logos and information. This makes the modern internet user (with a short attention span) turn away from the website and not provide the website with user information.

If we take gofundme.com as an example, there are too many results for donating to people impacted by covid-19 that makes it hard for a donator to choose who to donate to because nobody has enough funds to donate to every single result that interests them.

- **User interview/research**
 - **What they think isn't what they need**

Due to low viability there was not enough time to perform intense user interview/research, but this has been researched.

Users wanted a sign up form on the website which is not available at the moment and could be implemented in the future.

Users were eager to make donations but also due to low viability the e-commerce back end of the website was also not available as of yet. This is a static front end website and implementing a back end would defeat the purpose of the project, as it is not part of the requirements.

- **Would you use this?**

I would 100% use this website if I was not a student and struggling myself. If someone with a similar mind set and had the funds to donate, would see this website, there would be a high conversion rate, I believe.

- **Why would you use this?**

I think it is a fantastic idea that would definitely help people out. Everyone wants this pandemic to decline to return to their normal lives. By stopping the spread as fast as possible and letting the virus die out people can quickly return to normal. If I can stop the spread and flatten the curve by helping someone who has to go and work outside with personal protective equipment, I would be doing my part in this pandemic. That is something everyone should want to do – stay home and protect as many as possible.

- **Existing product audit**
 - **Do a retrospective**
 - **What do you like?**
 - **Why?**

I like the concept, because I think this is a massive step towards declining the spread of the virus so I can finally leave the house.

I like the colour palette of the website; it's concise and consistent with enough negative space to make reading easier.

I like the short and brief "Learn more" and "quotes" sections as it gets to the point as fast as possible and the content is exactly what is needed to convey the message.

I like the dramatic background of the "Donations" section; it exposes the user directly to the reality of the situation and grasps the user's attention, hopefully pulling them into donating.

I like the responsiveness of the footer and the additional education content it provides, it gives the project some purpose even if it is just a student project.

- **What don't you like?**
 - **Why?**

I do not like the varying font sizes; it makes it difficult to read and is not the most user friendly approach. If I had to redesign this website I would add the responsive text bootstrap CSS code.

I do not like the minimal use of media, because I do not have any photo editing experience I am unable to make media more user friendly by incorporating it properly to fit the colour palette.

I do not like the minimalistic wireframe because it didn't help the process of programming the site any easier.

The colour transition from the "learn more" section to the "Donation" section, the transition colour does not match the background of either of those sections. This can be improved.

B2B vs. B2C

- Who is my target audience?

I believe that "Covid Comfort" is an impulse buy for customers. Users would see the page, interact with the website once and then probably not return again. To get them to return I would be sending "newsletters" to the email they provided when they made a donation, but that is a feature for the future.

- Online purchases

The current "Online Purchase" system is a very simple transaction; fill out the information and a modal pops up giving the user feedback that there has been a transaction. Although the website does not have an e-commerce feature yet available, this process could become more complex in the future.

- Emotional triggers

"Covid Comfort" aims at pulling user information (and funds) through emotional triggers. By displaying "sad" information first before asking for donations the feeling of donating to the less privileged generates a positive user experience.

The name and the logo/slogan of the company (The brand) convey that there is a positive user experience to be experienced deeper into the website and thus can cause an emotional trigger to explore each section of the website.

- Pricing models

Because the "amount" input field is programmed to be a number input, the user is free to choose to donate any number they wish. There is no fixed price thus making the donation more flexible to the user donating the money. This hopefully makes the "affluent" clients donate more and the "less privileged" user donate less so that there really is a "flattening of the social curve" (As stated by the slogan).

The UX Design Process

- Product considerations

Due to the high competitive field for donations; like other donating platforms such as gofundme.com, this product needs to be of high quality. Due to it just being a student project, I think it will not be able to survive the competitive market unless it adds features such as e-commerce.

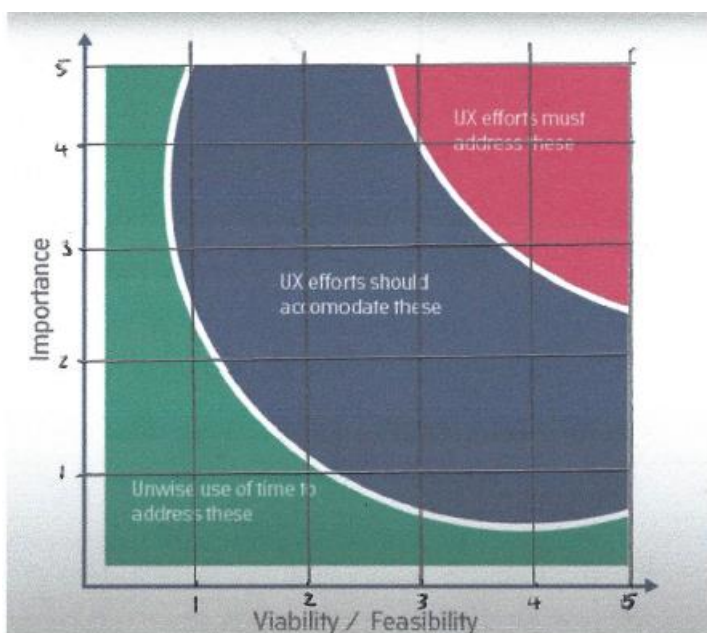
This product also has very catchy & compelling logos and slogan which makes it up to par with the content strategy. The headlines are very bland unfortunately and do not catch the eye as well as other parts of the website, but there is minimum content overload, which is a major plus for the owner of the website.

Due to its responsive design there are large images that stand out depending on which device you view the website on. This also makes its design very unique.

Again, due to the lack of viability, the e-commerce feature cannot be implemented yet. This makes the steps, between “Donate” and final modal giving the user feedback on their donation, minimal. This in turn, is actually a positive user experience.

Strategy Trade-offs

- What is worth doing?



Features	viability	importance
Static Website with 3 sections	5	5
structured layout (from user stories)	5	5
Main navigation menu	5	5
Use the main programming languages	5	5
Readme.md file	5	5
Version control	5	5
Attribute code from external sources	5	5
Project Deployment	5	5
Use libraries or frameworks	4	3
Layout and visual impact	3	4
Form	2	2
Responsive Design	3	5
Back-end Programming	0	0

- All features can be implemented

The scope plane

- **From the strategy plane I examine what offers are open for discussion**

There are currently no trade-offs at this stage. All features have been implemented successfully.

- **Documenting each feature**
 - Static website with 3 sections
 - Will be done initially (at the start of the project)
 - Layout will be maintained throughout the project – no changes
 - Only changes that will take place is the size of the section
 - Structured layout (from user stories)
 - Will be done initially (at the start of the project)
 - User Stories will be created for each main section for each user type
 - Content will be categorized into 3 sections for the different users I expect
 - Main navigation menu
 - Once the 3 sections have been created I will include a bootstrap navigation bar at the top of the page
 - Making this navigation bar stick to the top of the device view port window was difficult, thus during the “mid-project review” each section was given a sub-navigation bar that compensated for that.
 - Use the main programming languages
 - Will be done initially (at the start of the project)
 - The languages are HTML5 and CSS3
 - After the form is completed Java Script will be used to run a form validation function – This will be tested.
 - Readme.md file
 - This will be the last document to be completed for this project
 - Code will be double checked for plagiarism and be attributed properly
 - The UX design process (The 5 planes) will be discussed in an external PDF file in high detail.
 - Version control
 - Will be done initially (at the start of the project)
 - Throughout the project regular version control will be used via Git and Git Hub to build the project
 - Attribute code from external sources
 - Will be done initially (at the start of the project)
 - As more libraries get added there will be comments attributing them
 - As soon as the project is in its final phases the code will be attributed properly in the Readme.md file and with comments in the code.
 - Project deployment
 - Will be done initially (at the start of the project) – via Git Hub Pages
 - The live link will be sent to different device types during regular feature implementation testing to compare to the developer tools.
 - The live link is still currently live.
 - External libraries or frameworks
 - Will be done initially (at the start of the project)
 - Each addition will be commented on as it gets implemented
 - Finally an external source (W3C and Autoprefixer) will validate the code to make sure it is as responsive as possible and maintain the mobile first approach

- Layout and visual impact
 - At the start of this feature user stories need to be considered and proper information architecture needs to be implemented
 - Before the mid-point project review and at the start of the project a colour palette needs to be decided upon, a font type, logo and slogan.
 - At the mid-point project review a logo needs to be in place, a font needs to be decided upon and a colour palette.
 - At the final project review each discussed sub-feature of this feature needs to be in place with no errors.
- Form
 - Once the user stories have been discussed and decided upon the form will be placed in a section and needs to be ready for the mid-point project review
 - At the mid-point review the form's child elements (labels and inputs) need to be in place and should be styled accordingly
 - Between the mid-point review and the final review the form needs to be tested and research time needs to be made available if there are bugs.
 - The form will be tested for the final project review and no bugs should be expected
- Responsive design
 - Will be done initially (at the start of the project) and will be the main focus of each feature implemented as the project grows – a mobile first approach.

Scope plane requirements

- Requirements and functional specifications

- What they say they need

From some of the users who did the testing, they mentioned that there are features lacking: such as a contact form for Essential workers or a Contact page for users who want to enquire more. The testers also mentioned that they do not actually donate money and that is because the e-commerce section is not available yet, I am not in a feasible position to implement that feature.

- What they actually need

To solve the issues above I will have to incorporate another section into the website that addresses the issue of contacting the company this can be done easily but only in the future when I have more experience in the back end. If I do add a contact form, it will perform in a similar manner to the donation form. This is something that needs to be discussed in future versions of the website to see if I have the feasibility to implement those changes.

- What they don't know they need

For me this website is complete. If there are features I want to include that are not part of the user needs I will need a team to help me brainstorm new ideas.

Scope Plane Requirement types

- Content requirements

Content that will be required on the landing page is the navigation bar, text and images. The cool colour pallet needs to also be displayed. There will be sections between sections on the website that have a gradient background to ensure that there is a “fluid” feeling when navigating through the website without using the navigation links.

The “Learn more” section will mostly just be text with negative space as any other media will be distracting to the modern internet user.

The “Donate” section needs a dramatic background with a form that fills a large portion of the screen.

The compensating navigation bar in “Learn more” and “Donate” needs to have the same colour pallet as the landing page and footer, to ensure consistency. The button colours in this navigation bar need to be similar in colour but text in the buttons can vary, due to where they link to, but try to be as consistent as possible.

The “Footer” needs to be similar to the main landing page in regards to the pallet and text colour but there are no images, instead use icons. Include statements that ensure users know that this is a student based project. Include links to the World Health Organisation and World Meter to ensure that accredited information is available to prevent backlash from producing “Fake news”. If the website did have an influence on the users there should also be links to organisations that accept donations.

- Requirement types

Considering the usefulness of the features to the customers and to the owner, I believe all of them are useful; I can meet the minimum requirements for the project as a student, I can expect user conversions as the owner and I can help lower the curve as a human struggling through this pandemic.

This project might not be sellable as it does not have much future value because we do not know how long this pandemic will last. There is a low investment turnover, in my opinion.

I can definitely implement all the features in the time frame given to me because they are not as complex as they seem because I have practiced a little on a side and have certain skills that make me stand out as a developer.

By using information architecture (further discussed in the readme.md file and in the structure plane) I will accomplish the goals of each of the users in our user stories. The website is simple and easy to use thus making it fully functional to anyone who tries to use it. The user just needs to click buttons and fill out a form and read. There is not much to do.

The constraints I added were in the Java Script to ensure that the input fields need to be completed before the confirmation modal activates. This is a non-functional requirement this website needed. As of yet, I do not know how this project will develop if traffic increases hopefully as it grows in the future there could be investments to require the necessary assets like servers and a domain, to be able to accommodate scalability.

- Business rules

There are some constraints I need to meet. I need to declare that this a student based project and in no way will money be taken from users. I need to declare in the readme.md file that the media was used for educational purposes to prevent any copyright infringement. There are no calculations and definitions I need to do or declare (as far as I am aware). So far the quotes used on the landing page are completely fictitious.

As I have no business knowledge I have no idea if this project can accurately depict a real world charity organisation. That is why I mentioned that this is completely fictitious. The user stories in the Readme.md file will address scenarios and each feature will satisfy those scenarios.

The structure plane

The structure Plane concerns

The information on this website will follow a linear narrative to keep it as simple as possible for users. There will be navigation buttons on each section of the page for maximum user interaction to ensure easy navigation and a positive user experience. The amount of buttons and links I have included could hypothetically consider the structure plane as hyperlinked, but the biggest links only link to different section of the website, which is why I consider the page to follow a linear narrative.

Users will be able to scroll through the website or click on the navigation links, either way the user will be able to explore the website to find what they are looking for in the most intuitive or natural way possible. This was part of the considerations for the mobile first approach.

Interaction design

All buttons on the website and non-hyperlinked text that changes colour (to make the user aware of static changes) will direct a user to a section on the website depending on what the user wants to achieve. If a blue hyperlink (default hyperlink) is clicked, it will take a user to a page away from “Covid Comfort”. This is done on purpose to ensure that the “Real” organisations get the traffic they deserve so that even if this page does not have any conversions, hopefully it can direct users to places that need conversions.

The reasons so many buttons and links are available is to ensure that any user can have the most natural experience possible. In other words the workflow of the user on the website is uninterrupted and satisfies their needs immediately; this was done to ensure a positive user experience.

The form has the “required” attribute in all its “input” elements so ensure that the form is filled out properly before the data is submitted. As soon as data has been submitted, the modal activates and the form will reset. This hopefully triggers and intuitive response with the user, reducing the risk of donating twice and causing a negative user experience. The for input elements also have a “type” attribute to ensure that only the correct data type can be entered into the input, again to reduce user error. At the same time all of this is to make sure that the user is aware of static changes happening.

To ensure consistency of the website I have satisfied the user’s expectation of convention, such as having the navigation bar at the top. I ensured that elements and interactive features behave in the same manner (by changing colour faintly, when a user hovers over them) and I tried to maintain the colour palette as much as possible. Scenarios are also consistent; if the user did not enter data in any input field when they clicked on “Donate”; an error message with a yellow icon would appear asking them to fill out that input field with the specific data type, more of this in the testing section in the Readme.md file. All elements were visible in the required display and nothing was hidden.

There are situations where the website was not consistent, but that was part of the mobile first approach. Some images and text would disappear to ensure responsive design to maintain the most important content. That was the only time content would change to make the website look better

I believe that this website is extremely intuitive, the conventions are consistent and there are very few and subtle distractions from the primary purpose of the website. This makes me believe that “Covid Comfort” is learnable.

If the form was filled out correctly and the “Donate” button was clicked a modal would appear to give the user feedback on what they just did. There is no chance of an error and the information the modal gives is clear and directed at the user with a link that takes them back to “Covid comfort”

Information architecture

I have placed the standard navigation bar at the top of the website. In this case, it was not sticky. So I decided to compensate for that by adding a “home-made” custom navigation bar at the bottom of the other sections (Donate and learn more). That was a design decision and also part of the information architecture. This allowed users to move through content and be easily educated and informed as they do so. This was done to also accommodate future features, like adding adverts in the “custom navigation bar” sections, once the top navigation bar becomes sticky to increase revenue.

In the readme.md file the user stories will be displayed there to explain why the information was displayed in the way that it is, in more depth. Continue reading to get a general idea of how the content was structured.

Architecture type

I have decided to stick to the basic tree structure of the architecture types, simply because it reduces the complexity and reveals more information as you scroll down the page. This was a problem on mobile, but because it is a single page this is not an issue. Adding a burger icon to the navigation bar also simplified the tree architecture type on the mobile device. The user is able to navigate through the entire website in three clicks or less making it extremely simple to use.

Principles of organisation

I have decided to prioritize all user types as soon as possible by creating the landing page as diverse as possible by adding a quick slogan that summarizes what the aim of the website is and then supplying quotes of essential workers who have been helped by “Covid Comfort”, this is to ensure that Donators, essential workers and any possible internet user stays on the page (which are our three target audiences). The landing page should then make the donators, essential workers or the internet want to donate or learn more. They can navigate through links or scroll through the page.

Donators (including random internet users) can then fill out the form and donate money to an essential worker.

An essential worker might want to do the same as a donator but would also want to apply for the scheme, unfortunately that is a feature I have not been able to add yet. I will be looking to add a “contact us” page and a “sign up” section. The reason I do not have a “Sign up” section is due to the fact that I need to verify that the person signing up is an essential worker and that is a difficult process to go through as employment regulations vary from country to country.

Any of the three users can then read through the footer and be directed to the more appropriate sites linked in the footer. The order of this process can be in any order due to the architecture type.