

FUNDRAISING PLATFORM: DESIGN DOCUMENT

PROJECT OUTLINE

SITUATION

In our community many charitable organisations rely on the generosity of individuals to fund their operations. With limited resources of their own bringing in funds is a crucial part of the work of a lot of charities. While many of these organisations have an experience raising funds, as the world moves more and more online it is important the fundraising tools, they use reflect the digitally connected world we live in. I

PURPOSE OF THE PLATFORM

The purpose of my website is to allow a place for users to set up a fundraiser and then have other users pledge them money towards their cause

POTENTIAL USERS

- People who want to raise money
- People who have some money and want to help someone
- Age range roughly from 10 – 90+

STAKEHOLDERS

- Classmates
- Teachers
- Family

SPECIFICATIONS

The site that you are developing can be for a charity of your choice. Alternatively, it be independent of any particular charity, allowing a fundraiser to select their own charity to support. If your platform relates to a particular charity, ensure you follow legal guidelines around the branding of that charity.

1. The site should be easy to navigate
2. The site should appear professional
3. The site should collect pledges from users towards fundraisers but need not collect money
4. Donors need to have some way of finding fundraisers to support.
5. The site needs to protect data in the database from unauthorised access.
6. The site should be styled using CSS to serve the purpose and users.
7. A Fundraiser should be able to create an account and page. Account information collected should include their name, date of birth, email address and password. The page they create should have list their name, charity of choice, a few words asking for sponsorship and a fundraising goal.
8. A donor may not need to create an account. But they need to be able to leave their name, email address and pledge amount and link this with the fundraiser they want to support.

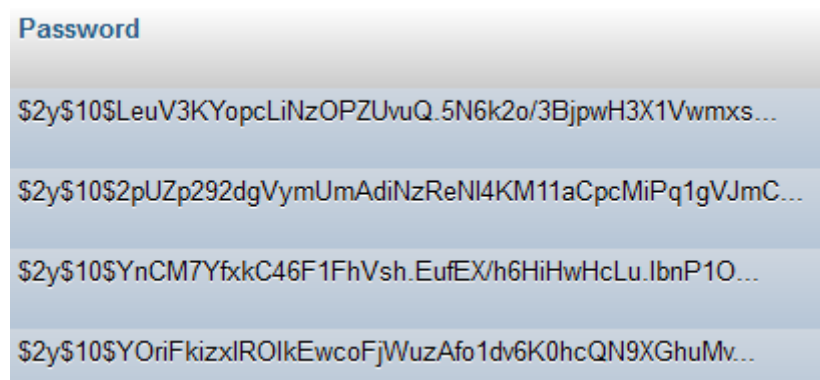
9. An admin user may be able to set up fundraising pages as well as being able to see a report of all pledges, who they are from, and which fundraiser they support.

RELEVANT IMPLICATIONS

PRIVACY

To address the privacy implication, I have implemented some features into my database and my website. One of these features is password hashing. It is important to hash any sensitive user information that gets stored in a database. Hashing is better for passwords than encryption as it is a one-way function (OWASP, n.d.). This includes user passwords. I have used a hashing algorithm called BCrypt which is currently the standard for password hashing and is recommended by OWASP which is an online community that work to improve security in software (OWASP, n.d.).

In the image below you can see the stored passwords in my database



When hashing new passwords, I use the php function password_hash.

```
$bcrypt password = password_hash($password, PASSWORD_BCRYPT);
```

To verify if a user enters the correct password on login, I use the php function password_verify.

Another way I address the privacy implication is by only display relevant information and restricting what users can see. This is done by not displaying users hashed passwords or date of birth without the user being logged in as either an admin or as themselves. When logged in as admin the user can edit all fundraiser pages which also gives them the ability to delete pages. When logged in as a regular user then they can only access their information and delete their page.

SECURITY

In order to address the security implication, I have added features to my website to prevent attacks that could potentially compromise user data. I started with adding criteria to any input on my website. These criteria while they are breakable it is a good way to initially verify input. Once the user submits a form on my website all the information is sent using the post method to a process page. I use post opposed to the get method as it offers better privacy and doesn't display anything in plain text. On my process pages I take the user input and run it through mysqli_real_escape_string to escape any dangerous characters such as single quotes or semicolons. I then trim the input to get rid of any leading or trailing whitespace. An example of this process can be seen in the image below.

```

$fname = trim(mysql_real_escape_string($dbc, $_POST['FName']));
$lname = trim(mysql_real_escape_string($dbc, $_POST['LName']));
$userDob = trim(mysql_real_escape_string($dbc, $_POST['dob']));
$email = trim(mysql_real_escape_string($dbc, $_POST['Email']));
$charity = trim(mysql_real_escape_string($dbc, $_POST['Charity']));
$blurb = trim($_POST['Blurb']);
$goal = trim(mysql_real_escape_string($dbc, $_POST['Goal']));

```

After the input has passed through those checks it then goes through an if else statement to make sure it meets the criteria and won't cause issues later on.

I have also set up two types of connections to my database. A public connection which can only select things from the database and an admin connection which can select, update, insert and delete. The public connection is on all pages the user might see and the admin connection is on any process pages. Below are the connection settings.

sach_public

S U I D

Database-Wide	●	●	●	●
Admin	●	●	●	●
Donations	●	●	●	●
Donors	●	●	●	●
Fundraiser	●	●	●	●

<> PHP Connection Code

🔑 Change Password

🗑️ Delete User

sach_Admin

S U I D

Database-Wide	●	●	●	●
Admin	●	●	●	● ↻
Donations	●	●	●	●
Donors	●	●	●	● ↻
Fundraiser	●	●	●	● ↻

<> PHP Connection Code

🔑 Change Password

🗑️ Delete User

This means that regular users can't make changes to the database from any of the visible pages. To ensure that users can't see or access any process pages I have got redirects and don't display anything on any process page.

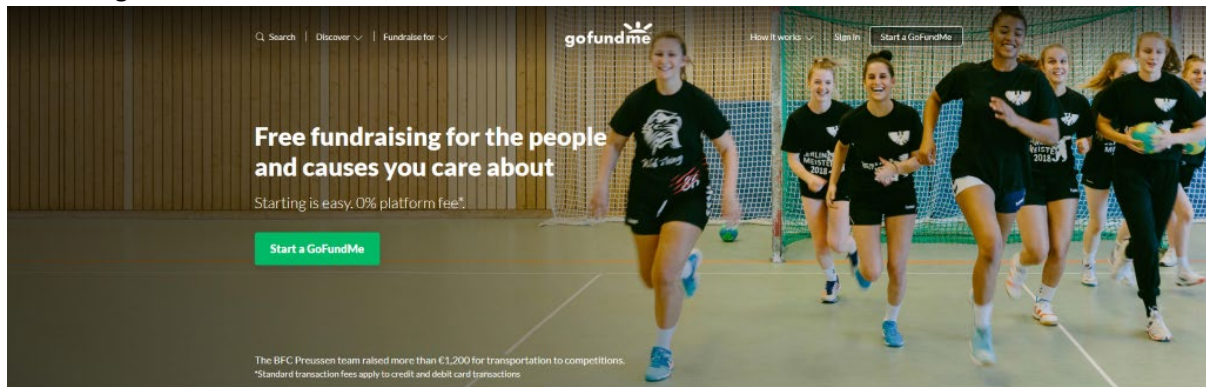
RESEARCH

EXISTING SOLUTIONS

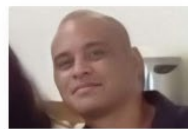
GOFUNDME

Date accessed: 24/07/2020

Home Page



Top fundraisers



TE RAPA, NZ



CHATSWOOD, NZ



TARUKENGA, NZ

Why I am evaluating this site:

Because it is a fundraiser website where users can view, donate, and create fundraisers

Plus	Minus	Interesting
<ul style="list-style-type: none"> Simplistic design Use of colour (green) to highlight and draw attention to important details 	<ul style="list-style-type: none"> The donate page has different styling to the rest of the website When on a fundraiser's page the "Donate" and "Share" buttons have an orange gradient which contrasts the rest of the website 	<ul style="list-style-type: none"> Scrolling down the home page the different sections are separated by different stripes of colour



TARUKENGA, NZ

Help the Raccoon Club now!

Our favourite watering hole, the Raccoon Club, is struggling. With ...

Last donation 2h ago

\$9,020 raised of \$5,000

To the left is what users see when browsing through different fundraisers. You can find it on the home page or when you search. The layout of this `tile` is quite simplistic and gives users a basic overview of each fundraiser. There is a large image chosen by the fundraiser. Under the image is a structured block with different information such as the location, title, part of the fundraiser's blurb, a last donation number and the amount raised in the form of a progress bar and numbers.

Points to take away:

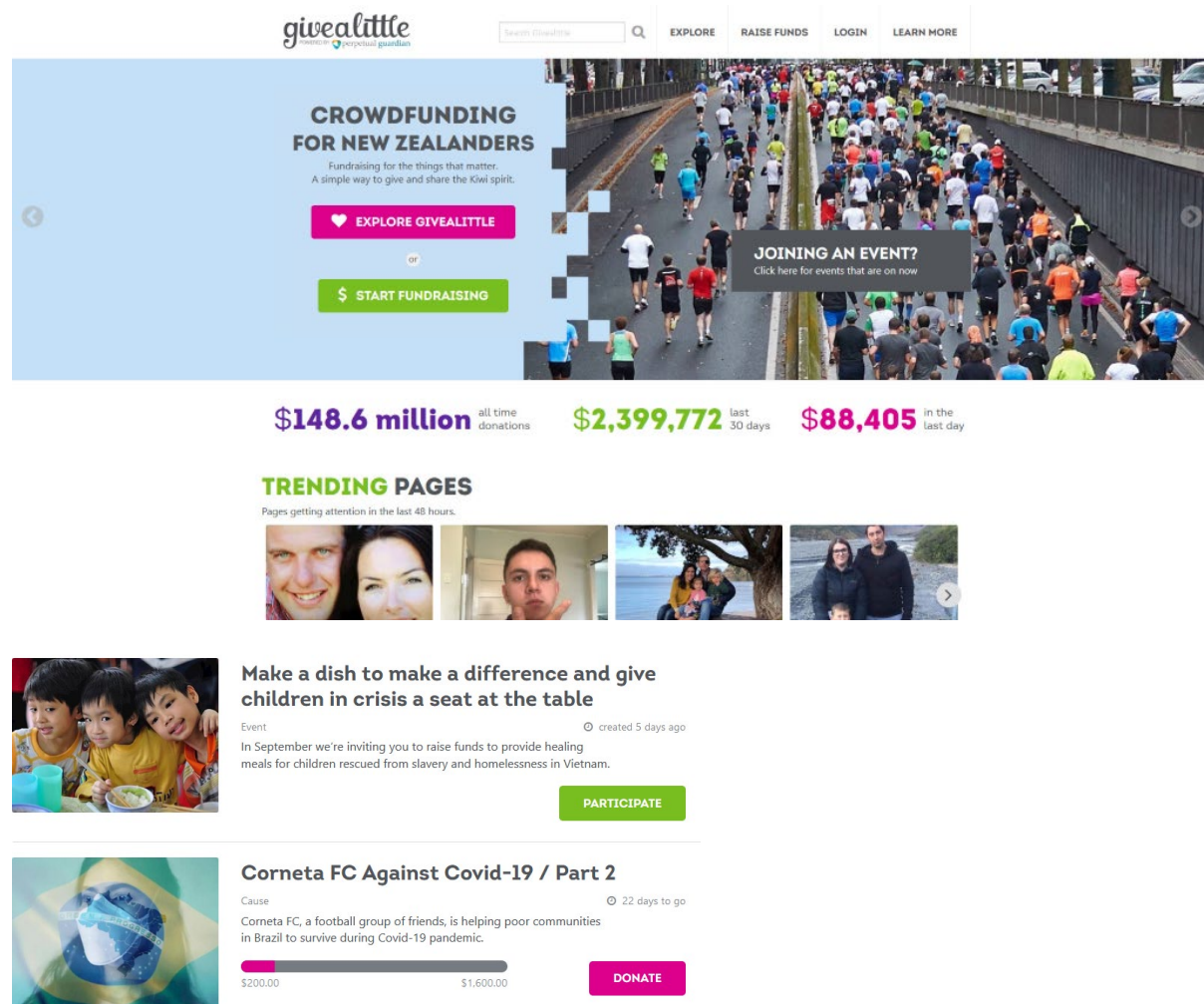
Keep the styling the same across the whole website to ensure a sense of continuity and uniform. The fundraiser cards are nice and a good way to get information to users.

GIVE A LITTLE

Date accessed: 24/07/2020

Why I am evaluating this site:

Because it is a fundraising website that also has the option to participate in some of the fundraisers



Plus	Minus	Interesting
<p>The use of green and pink to differentiate between events and fundraisers.</p> <p>The layout of information on information cards. All have a picture uploaded by the user followed by the cause or what the money will go towards. They have a brief blurb and then a button to take users to the page. The smaller cards</p>	<p>After landing on the home page my eyes don't really know where to go first as there is quite a bit happening</p>	<p>You have the option to fundraise solo or you can join an existing fundraiser and contribute by participating in the event</p> <p>There is a trending section. This draws more attention to donation pages that have been getting lots of denotations in the past 48 hours</p> <p>Donors have the option to make their donation private. Meaning</p>

have a picture, cause then amount raised		the amount won't be displayed to someone viewing the page
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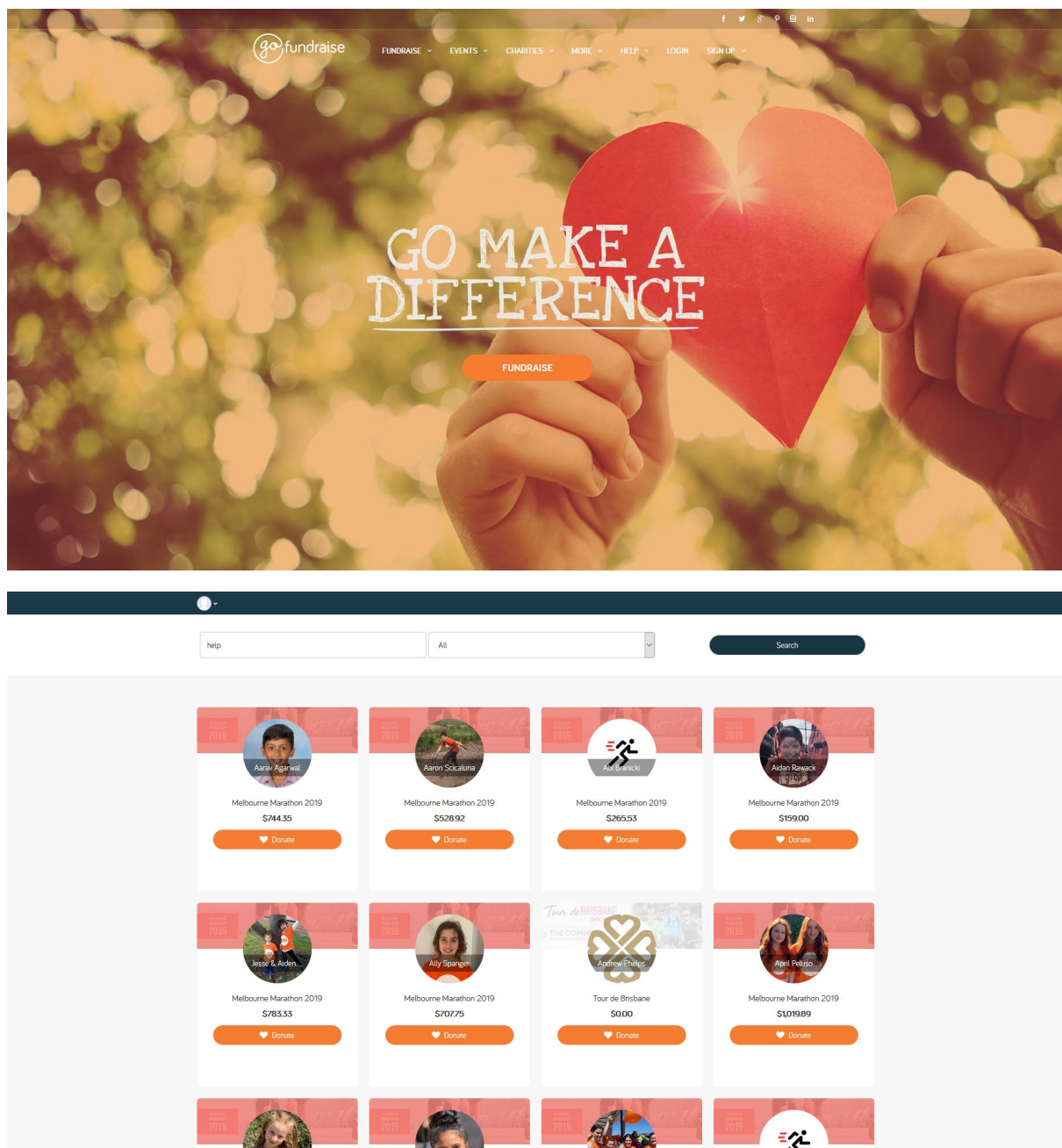
Points to take away:

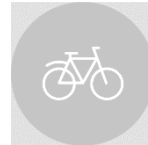
Keep information cards simple with important information that might help users click on and view the page. Having the ability to not only be anonyms but also having the option to hide your donation amount can encourage more possible donors to donate.

GOFUNDRAISE

Date accessed: 25/07/2020

Why I am evaluating this site: I am evaluating this site as it is a fundraising site



Plus	Minus	Interesting
<p>Very nice aesthetic on the home page.</p> <p>Lets you filter searches by Team, Individual and Team member.</p> <p>Displays information cards as search results, these cards contain a banner image (chosen on account creation), a user image with their name overlaid. Beneath the images you see the cause, amount raised and a donate button</p>	<p>When you go to a search page you can't see the navigation bar anymore meaning you can't locate different pages of the website easily</p>	<p>Use of horizontal bands to separate different information on the page.</p> <p>If the user doesn't choose an image to upload then there are default images such as a heart, bicycle and a house.</p> <div data-bbox="962 593 1110 736">  </div> <p>Example of default image</p>

Points to take away:

Have a way to filter searches? Maybe by charity/cause. Keep easy navigation of website accessible and visible throughout website.

SUMMARY OF FINDINGS

- The use of images seems to be a consistent theme throughout the above websites so I should try to include some images where possible.
- Keep information cards simple and easy to read.
- Have the layout of all pages in the website simple and similar, to allow for easy flow between pages.

TONE

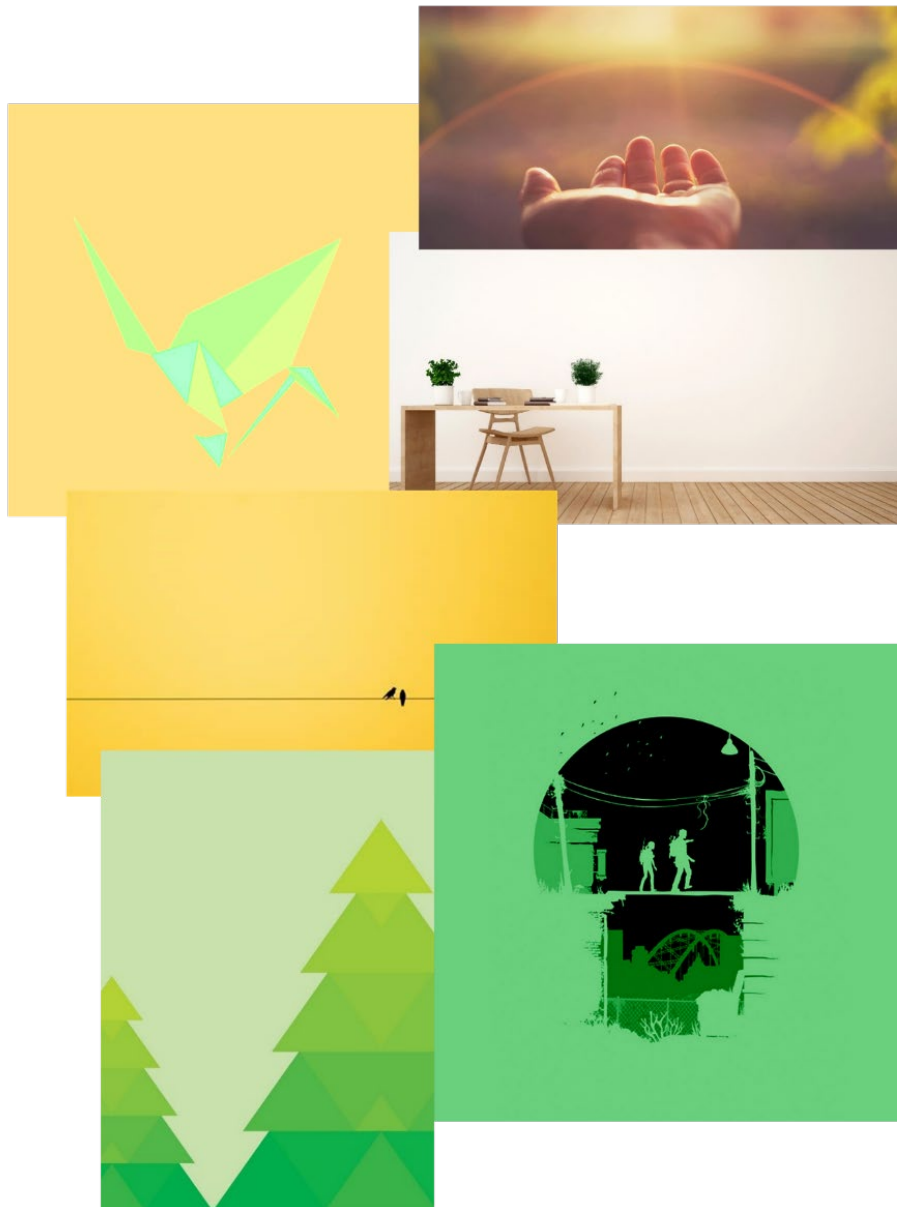
DEFINITION

Tone is an expression of mood best adapted according to the audience (Craig, 2019).

IMPORTANCE

Tone is important in a website because it can get your users to do things you want them to i.e. click a donate button or start their own fundraiser. If you were to have the wrong tone and come across as untrustworthy users are less likely to donate. Whereas if you were light, open and a bit formal you can build a sense of trust with your users possibly causing them to donate more.

MOODBOARD



The colours in my mood board are light and pastels, mainly consisting of greens and yellows. There is also a lot of empty space in the images giving a very minimalistic feeling

COLOUR

SUMMARY OF COLOUR RESEARCH

Colours can have effects on our emotions. According to Kendra Cherry (Cherry, 2020) colors in the red area of the color spectrum are known as warm colors and evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility. While colors on the blue side of the spectrum are known as cool colors and are often described as calm but can also call to mind feelings of sadness or indifference. Knowing this I am wanting users to feel calmer and caring so will probably lean more towards the blue side of the colour spectrum.

The results are in!

You should paint your business in:



start over

Green

Green is easy for the eyes to process and is often connected with nature. It's actually been proved to instill a sense of wealth, and is sometimes used in retail locations to help consumers chill out. Like blue, green is appealing to budget shoppers and those who carefully consider purchases. Green is a peaceful, refreshing color. Environmental companies often choose green. It's the most popular color used in interior design, so consider painting your office green!

Companies with green logos

Grasshopper, H&R Block, BP, Gaia, Starbucks

The results of a quiz I took suggested that I should use the colour green. The quiz was from [Grasshopper](#) and asked about how I want users of my website to feel.

According to Connie (Connie, 2020) and Nick Schäferhoff (Schäferhoff, 2019) having 3 colours in your colour scheme is recommended. Nick Schäferhoff suggests using a triadic colour scheme. He also says that "A triadic palette can be quite

dramatic if it features three primary vibrant colors, so designers often opt for a combination of secondary tones."

In summary I plan to use a green as my dominant colour and have a few accent colours. I will also use these colours to draw attention to important aspects in my website with white, and grey being the base.

COLOUR SCHEME 1

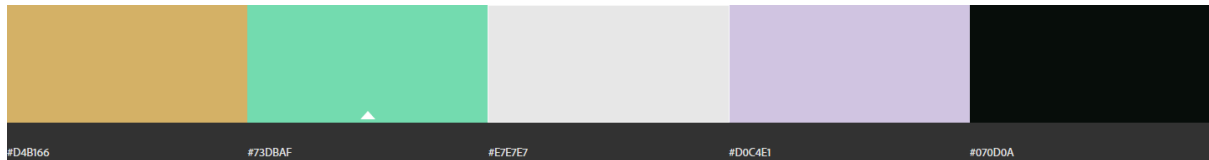


Started with a triad colour scheme based on the green (#5EFAA6), I then darkened the second green and lightened the second purple to almost a grey.

Date: 18/09/20	Name: D [REDACTED]
Feedback: I like the contrast between the two colour schemes. There is also a good mix of light and dark colours. Personally, I think the green is too bright and could be dimmed or less saturated like a pastel colour.	
Date: 18/09/20	Name: B [REDACTED]
Feedback:	

I think this colour scheme is a bit too bright on the eyes, especially with the two accent colours, and having slightly more muted tones would be better. I also think the “almost grey” is a bit too purple, and making that colour a little lighter would also help.

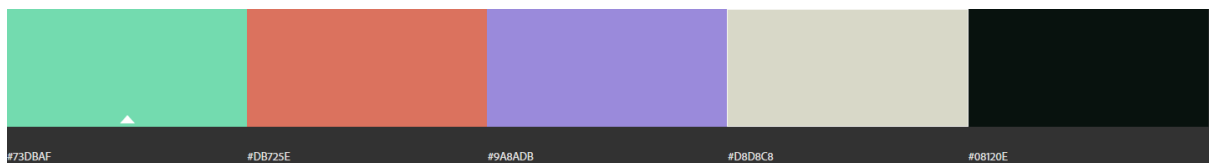
COLOUR SCHEME 2



Again, I started with green (#73DBAF) and used the triad colour scheme. I have also darkened the green to give an almost black colour.

Date: 18/09/20	Name: B [REDACTED]
Feedback: I really like the more muted tones in this colour scheme, I think having the off-white be a little lighter would help create more contrast and difference between the colours. I feel like the green and the yellow/brown clash a little bit, but I think they would look more cohesive with maybe a <i>slightly</i> lighter/bright yellow, or a more muted green.	
Date: 18/09/20	Name: D [REDACTED]
Feedback: This green is much nicer than the previous one. I like how well the colours match. I think that if a primary colour is chosen and the other two aren't used too much then this will be the best colour scheme.	

COLOUR SCHEME 3



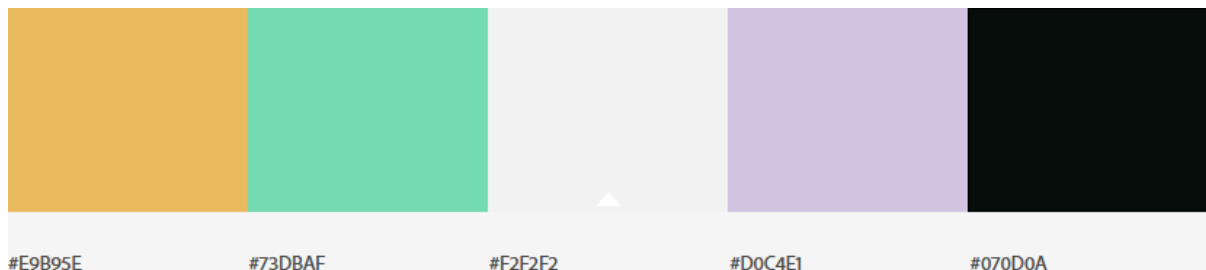
This colour scheme was made using the square option on Adobe colour. I have then darkened the second green and moved the yellowish colour closer to grey.

Date: 18/09/20	Name: B [REDACTED]
Feedback: I think this is a great way of being colourful without being too bright or in your face, the accent colours make it fun and the off-white and dark green help balance everything out.	
Date: 18/09/20	Name: D [REDACTED]

Feedback:

In this colour scheme I think there are too many colours going on and that there is too much contrast between the 3. Green and red also might have colour blindness issues. Maybe you should have just two main colours?

REFINED COLOUR SCHEME



To refine this colour scheme I have taken the advice given by my stakeholders to lighten the off white and to make the yellow a bit more vibrant.

Date: 21/09/20**Name:** B [REDACTED]

Feedback: I think this is better than the previous version and definitely a good state now, though if you did want to refine further I think making the green slightly more muted could give a slightly more cohesive feel.

Date: 21/09/20**Name:** D [REDACTED]

Feedback: I like that the yellow is a bit lighter now because it doesn't look as dirty. The purple and white still look nice together and the green and yellow can blend together well too. I think this colour scheme looks really good.

FINAL COLOUR SCHEME



This is my final colour scheme. I have adjusted the green slightly according to more stakeholder feedback and I am now happy with this colour scheme

TYPOGRAPHY

SUMMARY OF RESEARCH

Typography is important because it conveys feeling and it keeps people reading when used correctly (Hill, 2013). When trying to convey an important message it is much better to use an easy to read

and “non playful” font opposed to one like *this* as it will better get your message across as important. To keep your readers reading you should use fonts consistently, use some form of hierarchy and align your text appropriately.

According to Nick Babich from UX Planet (Babich, 2017) you shouldn’t have lines of text longer than 60 characters if you are wanting users to have a good reading experience. You should also check that any chosen font has easy to distinguish letters for example in some fonts it is hard to tell the difference between an upper-case l and a lower-case l and when put together can be confusing ll. When placing text on a coloured background there should be enough contrast to be able to read said text easily.

FONT SAMPLES



Date: 18/09/20

Name: Mr

Feedback

I prefer the Lato font combination as it is uniform but I quite like the heading (Didact Gothic). I think you should try a font combination that uses one font but in different weights.

Date: 18/09/20**Name:** B [REDACTED]

Feedback: I really like the heading of Lato, however I don't know if it has the right tone for the website, it reminds me logos on perfume bottles. I also think that the body text in the first option is slightly more readable. While I think the headers look nice as they are I'm not fond of the bold subheadings, it draws your attention to the subheading first rather than the actual heading.

REFINED FONT COMBINATION

**Date:** 18/09/20**Name:** Mr [REDACTED]**Feedback:**


I thought this would look good, but it doesn't look as good as the Lato combination. I would choose the Lato combination

HOSTING

Hosting allows you to **Share** your website with the wider internet and get traffic from around the world. The cost of hosting depends on what company you choose to host your website. You could host from a computer in your home but it would require, a computer that is always turned on and a program that opens up your household internet. This is not a recommended option unless you know how to properly secure your connection and have the resources. Most people/companies use hosting websites such as Bluehost or Hostgator who take care of all the security and privacy concerns that come with hosting a website. The pricing varies depending on what you are looking for. Hostgator advertises hosting from \$2.64 per month whereas Hostgator advertises \$9.99 per month. Most basic hosting is fairly cheap but to host you should also have a domain name which can be expensive.

Bluehost

Package Information

Account Plan	Basic 36 Month Price - \$2.75/mo. 
Hosting Price	\$99.00 (\$2.75 for 36 months)
Let's Encrypt SSL	Free - terms

Package Extras

Codeguard Basic	<input checked="" type="checkbox"/> - \$ 2.99 per month (Billed annually at \$35.88/yr) More information
Bluehost SEO Tools Start	<input type="checkbox"/> - \$ 1.99 per month (Billed annually at \$23.88/yr) More information
Savings	\$188.64 (65% off)
Total	\$134.88 Add tax exemption

Hostgator

24/7/365 Phone, LiveChat, Email Support		FREE!
Instant Account Activation		FREE!
Money Back Guarantee!		45 Days
Hatchling: 36 Months	\$250.20	\$98.83
Hosting Addons		\$23.88
	Subtotal:	\$274.08
	Discount:	-\$151.37
	Estimated Tax:	\$8.09
Amount Due:		\$130.80

Comparing the two options I would choose to go with Hostgator as one of the addons is SiteLock which “Protects your website by automatically downloading site data, screening it, removing malware, and uploading a clean version to restore your site” – HostGator’s checkout page. Having the extra security was what lead me to choose HostGator over Bluehost. The pricing was family similar and both show the price for 36 months.

DOMAIN NAMES

A few different TLD options for my domain are, .com, .co.nz, .kiwi and .org.nz. I think that choosing .co.nz would be the better option as my website is made for people who live in New Zealand. I have chosen .co.nz over .kiwi as it is more recognisable and a lot more common leading to potentially more traffic.

Here is some option for my second level domain:

- helpamate
- helpout
- lendahand

I feel like by combing help and mate in my second level domain would attract more people due to help telling potential users that someone needs help and mate being someone who is a friend. So, having help a mate could say that a friend needs help potentially leading to more clicks on the link. For this reason, I am deciding to go with **www.helpamate.co.nz** as my domain.

GODADDY.COM

helpamate.co.nz

1 Year

▼


Renews at \$37.99/yr

\$37.99

helpmate.co.nz \$189.95

.NZ (.CO.NZ) Domain Registration

5 Years ▼

Renews at \$37.99/yr 

DOMAIN.COM

HELPAMATE.CO.NZ

Domain Purchase 1 Year ▼ \$34.99 

HELPAMATE.CO.NZ

Domain Purchase 5 Years ▼ \$174.95 

CHOOSING A DOMAIN REGISTRAR

After looking at my option I have decided to go with domain.com as while it is only \$15 difference for the 5-year plan there isn't any reason to spend more money than necessary.

SEARCH ENGINE OPTIMISATION

Search Engine optimisation or SEO is the a methodology made up of strategies, techniques and tactics used to increase the traffic to a website by ranking higher in the search results page of search engines like Google and Bing (Beal, n.d.). SEO works by reading through your websites html and giving you website a score. This score will help determine your rating and how high up your site should be suggested in the search results.

In order to improve my websites SEO, I will use keywords that relate to what you can do on my site such as help, fundraiser, donate, and pledge. I will also include keywords that are related to my target audience like New Zealand, help, fundraise. Any titles for pages will be relevant and contain a key word. I will also include meta tags in my html to give a description and a few key words.

SECURITY

SQL INJECTION

SQL injection is used to attack SQL databases. It is malicious code that is 'injected' through an input on a website and can then be run with a query you use. Attackers can use SQL injection to steal data stored in a database and even destroy data or add new data.

SQL injection can compromise data stored in a database and impact the confidentiality, and integrity of data as well as usernames and passwords (PacketLabs, 2018). A real-life example of an SQL injection attack is the attack on TalkTalk in 2015. The British telecommunications company were attacked via a web portal they owned, the attackers managed to gain access to multiple servers and databases owned by TalkTalk and steal TalkTalk's users information including names, addresses and back account details (ico, 2017).

Luckily SQL attacks are somewhat easy to mitigate. A few ways to prevent SQL injection include: using prepared statements when writing queries that use user input, using `mysqli_real_escape_string` which escapes *dangerous* characters in a string, implementing pattern checks and having different database logins so that users can only access parts of the database that might be necessary. (Wikipedia, n.d.)

ENCRYPTION

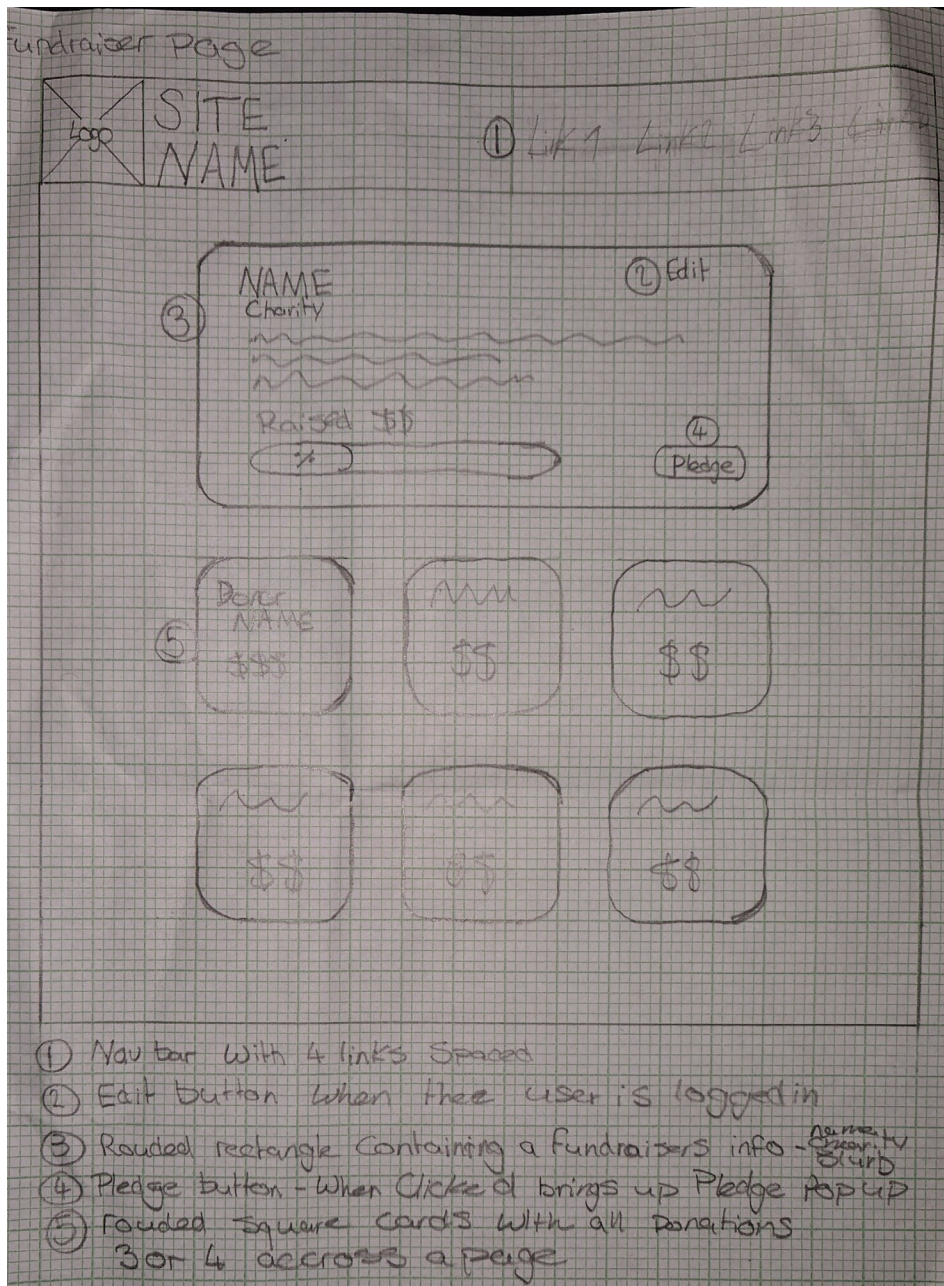
Encryption is the process of encoding information. Encryption in websites is used to store data such as passwords or bank account details in a way that is hard for someone to read or understand. If you were to store unencrypted data in a database and an attacker got into the database, then they would have user's information such as passwords and back account information.

Without encryption anytime you signed up to a website or service any information you enter would be stored as plain text meaning that anyone who got access to that information would be able to read it and possibly use it to find your location, spend your money or get into your accounts on other websites. By using encryption this becomes a lot harder. There are some encryption algorithms that are no longer safe as they have been *cracked* and can now be decoded relatively fast making any information encrypted with them readable as plain text.

In order to keep user sensitive information safe, it should be encrypted and stored that way with no record of the plain text. This can be done by using encryption algorithms such as bcrypt to encrypt passwords. Bcrypt is an encryption algorithm that can't be reversed and changes its output even when given the same input. If you are wanting to check if a password a user entered matches a stored encrypted one then you would use a function that compares the user entered plain text to the stored encrypted password then returns true or false depending if the two match.

DESIGN

WIREFRAME



Date: 23/09/20

Name: D [REDACTED]

Feedback: I like your cards G. Vwoom.

Date: 23/09/20

Name: Br [REDACTED]

Feedback

I really like the cards for each donation, I think that it helps a donor to connect to others using the site. The way everything lines up and the consistent rounded corners look good, my main concern is that the pledge button may be a little small? You could consider moving this outside of the main card, maybe centred above the donation cards, but it really depends how much attention you want to draw to it. Generally, though I think the layout works really well.

Reply

To address the suggestion of drawing more attention to the pledge button I have increased its size and given it a slight drop shadow, so it stands out a bit more. I decided against moving it outside of the fundraiser's box as I feel it should be inside as it is related to the contents of the box

DESIGN OF ANY SPECIFIC COMPONENTS

Looking at creating a pledge page/popup box I have done some research into the best layouts and what the best way to for users to provide an amount. According to keela (Alvergne, 2019) there are 8 key things to consider when creating a pledge page. Below is the list and how I intend to implement the items.

1. Draw the users focus and remove any unnecessary distractions.
 - a. By having the pledge box as a popup, I can hide or obscure the background and removing all distractions.
2. Be consistent. Use the same colour scheme as the rest of the website.
 - a. I will make use of my chosen colour scheme when designing.
3. Remove the navigation bar.
 - a. I will do this by obscuring the background and removing the option to changes what page the user is on.
4. Explain why people should pledge.
5. Tell a story.
6. Break down where donations go.
 - a. 4, 5, and 6 will be up to the fundraiser. I have provided them with a space to share their story and explain what they plan to do with any money donated to them.
7. Show donors the impact they have.
 - a. Again, this will probably be up to the fundraiser, but I have also added a feature where anyone who pledges can see their pledge appear on screen and move the total raised amount up.
8. Build trust.
 - a. This is more for when you are dealing with money but as my site just takes pledges and not actual money it isn't as important. I still plan to build some trust by being transparent as to what happens they pledge and what data of theirs gets stored.

On Keela they also provide some examples as to different donation pages, below are a few of those examples.

PROGRAMS PUBLICATIONS NEWS VOLUNTEER **DONATE** ABOUT US

Make a Donation

Have a lasting impact. Your donation helps inner-city kids get excited about reading, writing and their own potential! Donate monthly or annually to give at-risk kids new confidence, friendships and invaluable support.

1. Your donation

Donation Amount:

<input checked="" type="radio"/> \$50	<input type="radio"/> \$100
<input type="radio"/> \$200	<input type="radio"/> \$500
<input type="text" value="\$ Other..."/>	

Donation Frequency:

<input checked="" type="radio"/> One-time	<input type="radio"/> Monthly
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Would you like to dedicate this donation?

<input checked="" type="radio"/> No	<input type="radio"/> Yes
-------------------------------------	---------------------------

[Next](#)

If you make a monthly donation of \$30 or more, you will also receive a subscription to our Charming Chapbook Collection. Receive stories in your mailbox throughout the year straight from the Writers' Exchange kids!

The Writers' Exchange Society (our official name) is a registered Canadian charity, number 795045095 RR0001.



Help Children Get Clean Water for Life!

Clean Water International believes in every child's right to clean water.

Your donation will help us to continue our world class programs that are saving and improving the lives of children and their families.

Thank you!



USA/International Donations

Canadian Donations

Your donation will be in US Dollars

1. Your donation

Donate To:

Where it is needed most

Donation Amount:

<input checked="" type="radio"/> \$50	<input type="radio"/> \$100
<input type="radio"/> \$200	<input type="radio"/> \$500
<input type="text" value="\$ Other..."/>	

Donation

FAQ

1. Your donation

Donation Amount:

Donation Frequency:

Are donations eligible for a tax receipt?

Donations over \$1,000

Are donations recognized?

When is the best time to donate?

What will my donations be applied towards?

Isn't high school education funded by government?

Donating through your company

Other ways to get involved

A common theme in all of the examples is giving suggestions of a pledge amount while also giving the option for users to enter their own pledge amount. I will try to include these findings in my design.

PLEDGE

Email

Display name

Amount

Pledge!

Email

Display name

Pledge

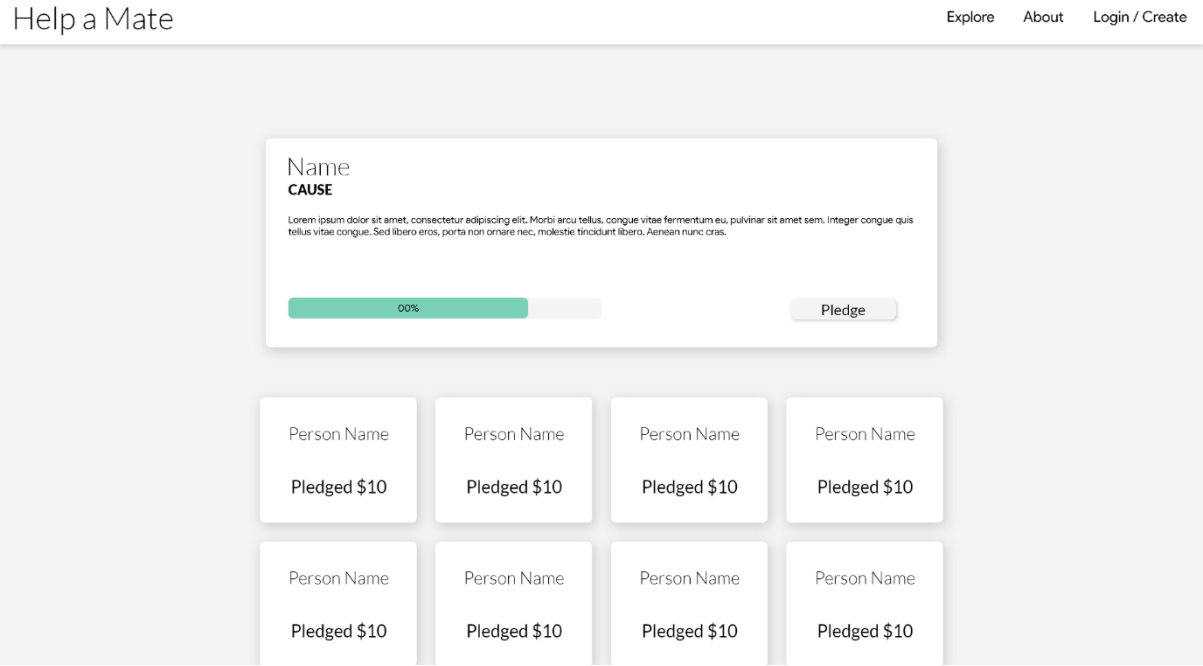
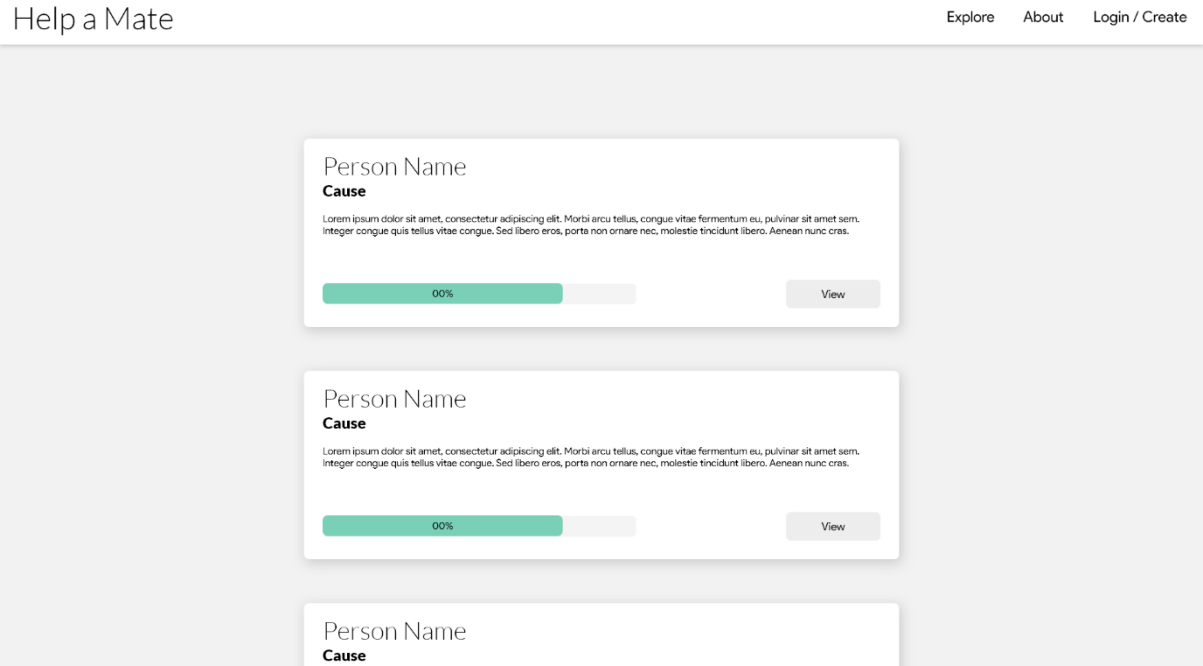
Email

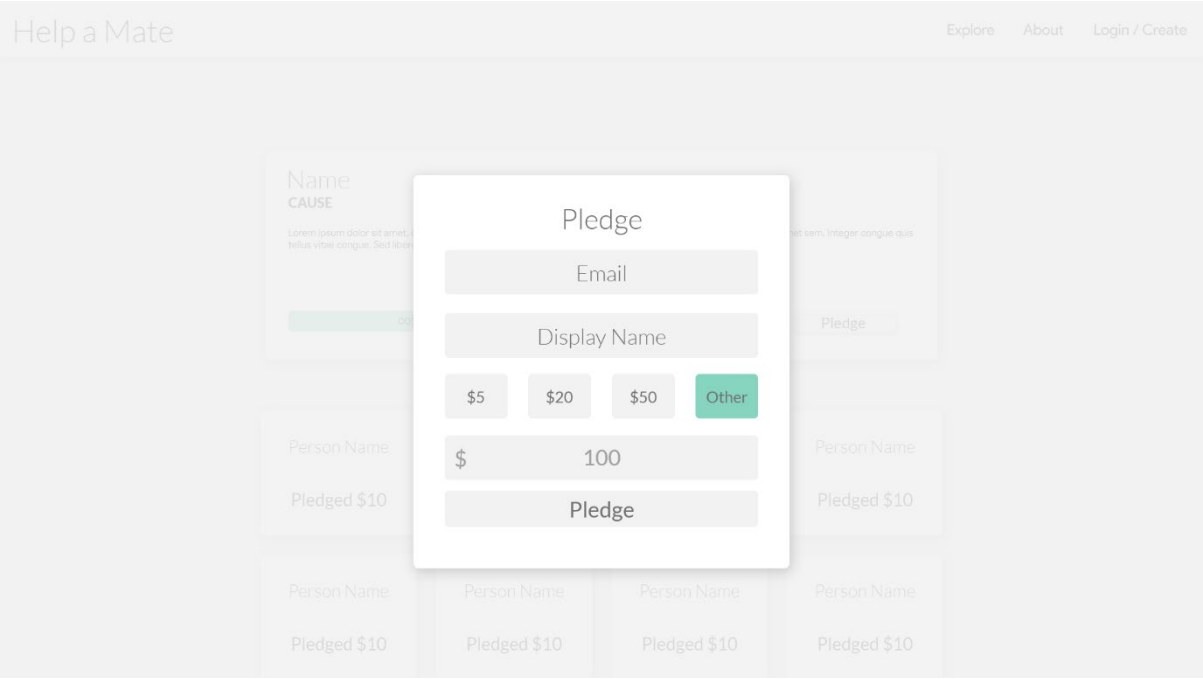
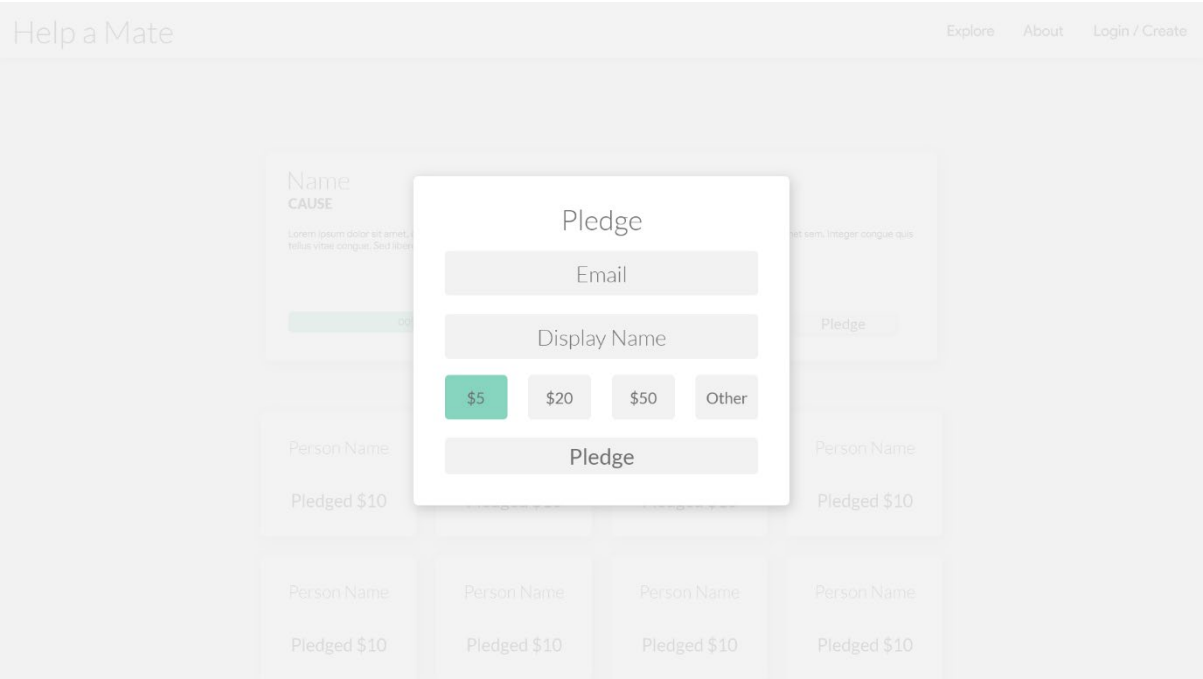
Display name

Only appears if other is selected

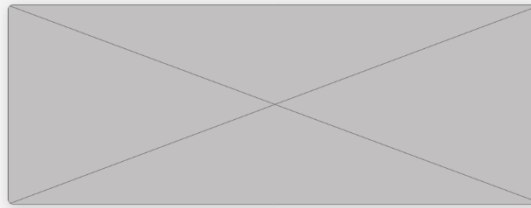
Date: 23/09/20	Name: Mr [REDACTED]
Feedback I prefer the 3 rd option as it combines first 2 and gives suggestions but also the ability to input their own amount	

MOCKUPS





Help a Mate

[Explore](#) [About](#) [Login / Create](#)

About

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi arcu tellus, congue vitae fermentum eu, pulvinar sit amet sem. Integer congue quis tellus vitae congue. Sed libero eros, porta non ornare nec, molestie tincidunt libero. Aenean nunc cras. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi arcu tellus, congue vitae fermentum eu, pulvinar sit amet sem. Integer congue quis tellus vitae congue. Sed libero eros, porta non ornare nec, molestie tincidunt libero. Aenean nunc cras. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi arcu tellus, congue vitae fermentum eu, pulvinar sit amet sem. Integer congue quis tellus vitae congue. Sed libero eros, porta non ornare nec, molestie tincidunt libero. Aenean nunc cras.

FINAL DESIGN

EXPLORE PAGE

Help a Mate

[Explore](#) [About](#) [Login / Create](#)

Sam Smith

Kids Can

Please support me as I raise funds for kids can. They're really cool and I think they deserve our help!

81%

[View](#)

Mike Pohuta

World Vision

I want to raise as much as I can this year for World Vision. I've been to India and saw one of their child labour projects. Amazing

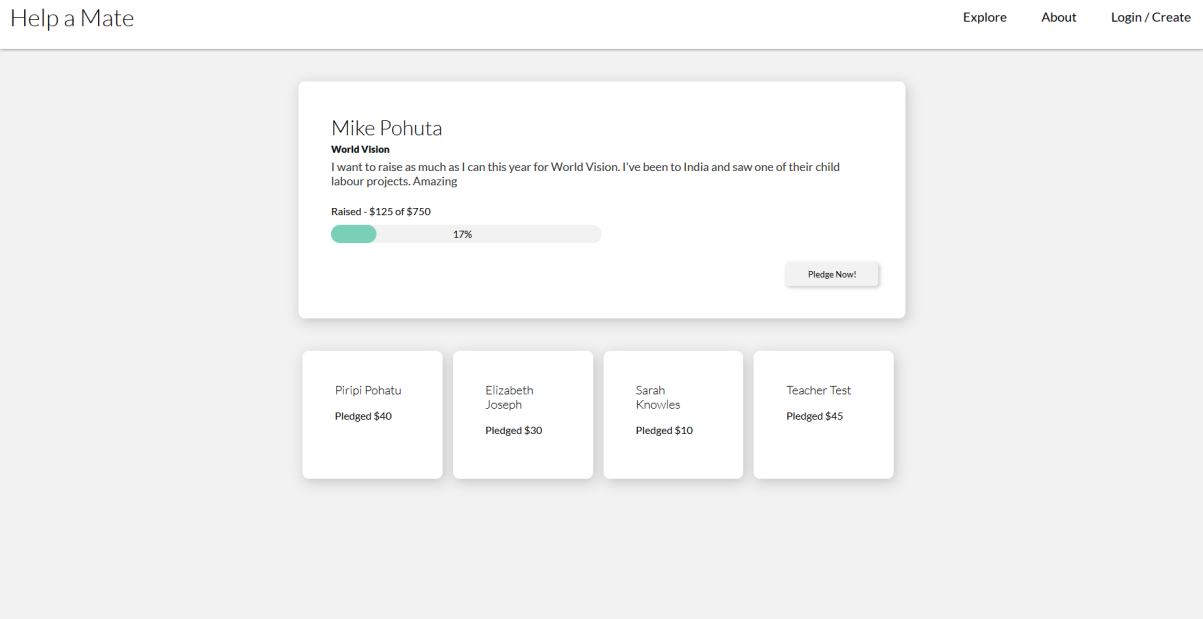
17%

[View](#)

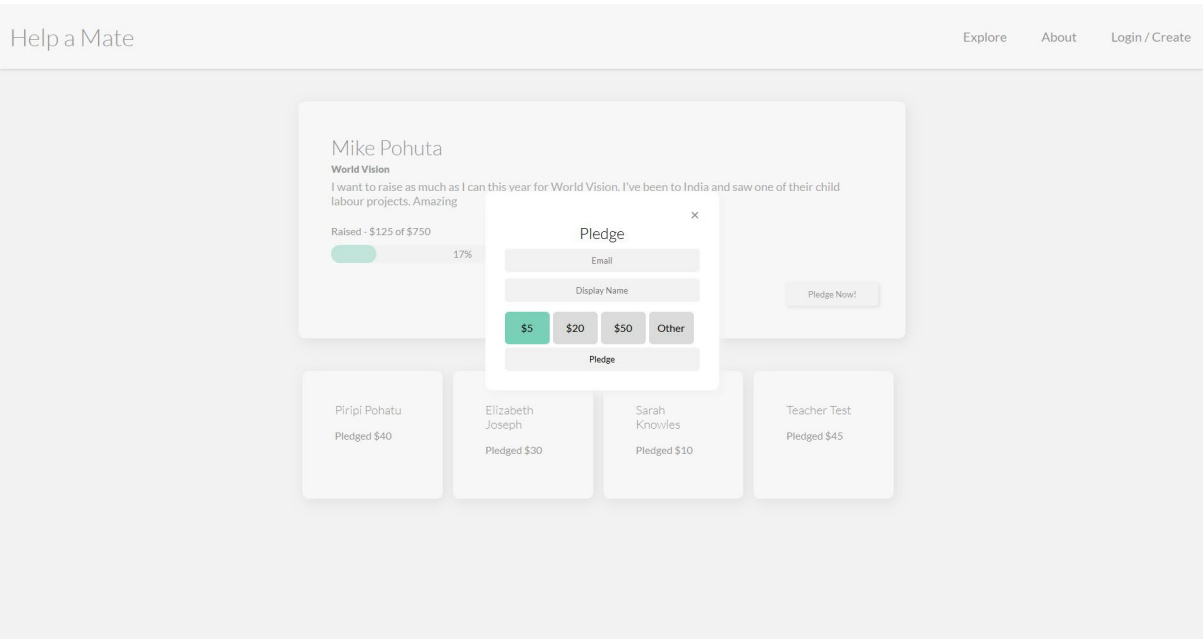
Adele Emmot

Woman's RefugeI volunteer here with some amazing people. Please help us raise money for a new freezer to store food in. *Or check out their website and volunteer like me*

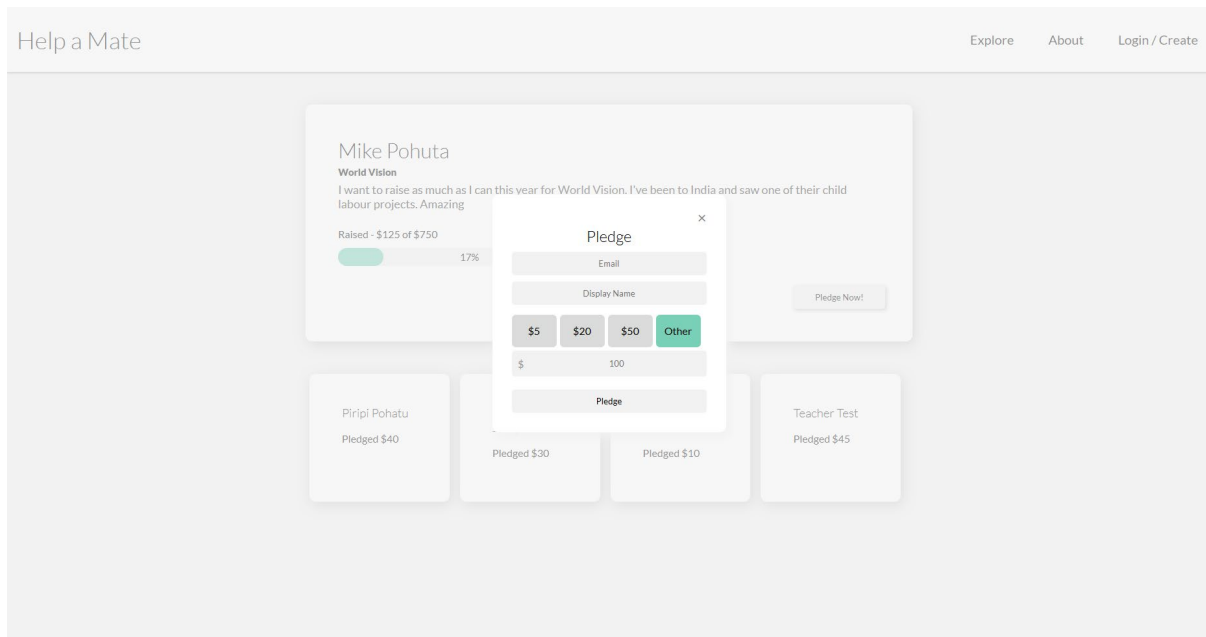
FUNDRAISER PAGE



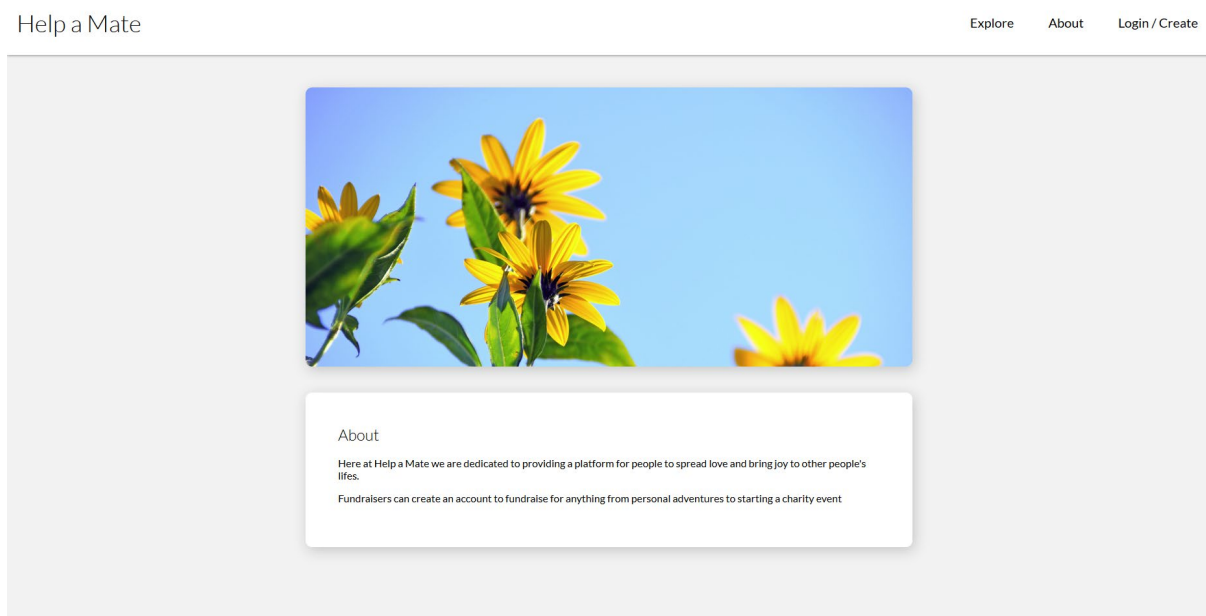
PLEDGE POPUP



PLEDGE POPUP WITH OTHER SELECTED



ABOUT PAGE



JUSTIFICATION

FITNESS FOR PURPOSE

HOW THE SITE SERVERS THE PURPOSE / USERS

I have met the purpose by allowing fundraisers to enter their details and create a page that allows them to receive pledges from other users of the website.

HOW THE SITE MEETS THE SPECIFICATIONS

1) The site should be easy to navigate

Help a Mate

Explore About Login / Create

- a) Above is a screen shot of my site's navigation. I would say it is easy to navigate as it only has 3 options and

2) The site should appear professional

Here is a list I have found from <https://bit.ly/3kJZPGQ>

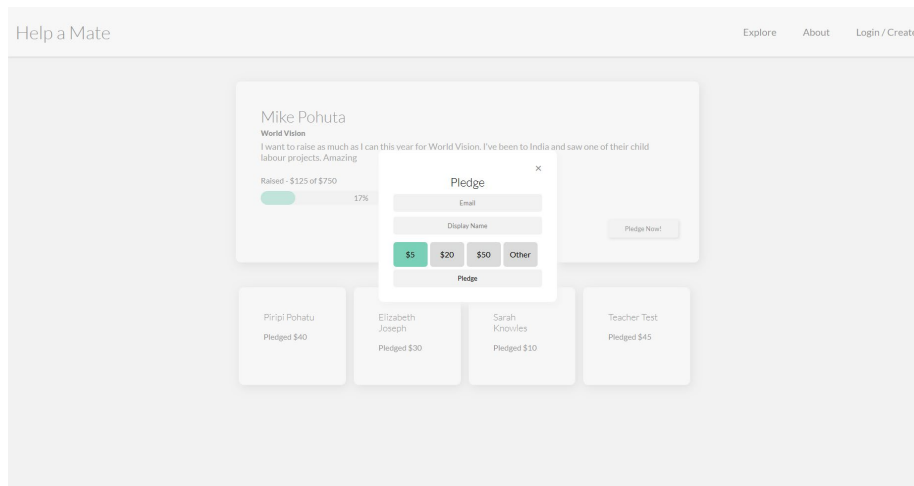
- a) Keep your homepage minimalistic and free of clutter
 - i) I have done this by having key information such as a list of fundraisers and not having other things surrounding them
- b) Design with visual hierarchy in mind
 - i) I do this by having content laid out from left to right and by using headings and font weight to establish importance



ii)

3) The site should collect pledges from users towards fundraisers but need not collect money

- a) I do this via this web page



And store pledges here in my database

	DonationId	DonorId	FundraiserId	Pledge	DisplayName
<input type="checkbox"/> Edit Copy Delete	1	1	1	10	Jim Jones
<input type="checkbox"/> Edit Copy Delete	2	2	1	20	Jill Lopez
<input type="checkbox"/> Edit Copy Delete	3	3	1	25	Brook Lin
<input type="checkbox"/> Edit Copy Delete	4	4	2	40	Piripi Pohatu
<input type="checkbox"/> Edit Copy Delete	5	5	2	30	Elizabeth Joseph
<input type="checkbox"/> Edit Copy Delete	6	6	2	10	Sarah Knowles
<input type="checkbox"/> Edit Copy Delete	7	7	3	100	Gary Moses
<input type="checkbox"/> Edit Copy Delete	16	13	1	20	Test 1
<input type="checkbox"/> Edit Copy Delete	17	1	1	5	test 2.0
<input type="checkbox"/> Edit Copy Delete	18	14	1	5	Spog
<input type="checkbox"/> Edit Copy Delete	19	15	1	6	Test 3
<input type="checkbox"/> Edit Copy Delete	20	16	4	1000	Timmys Mom
<input type="checkbox"/> Edit Copy Delete	21	17	1	111	test 2.0
<input type="checkbox"/> Edit Copy Delete	22	18	2	45	Teacher Test
<input type="checkbox"/> Edit Copy Delete	24	4	3	20	pohatu
<input type="checkbox"/> Edit Copy Delete	25	20	3	5	Hello
<input type="checkbox"/> Edit Copy Delete	26	20	3	5	Hello 2

- 4) Donors need to have some way of finding fundraisers to support.
 - a) The explore page of my website
- 5) The site needs to protect data in the database from unauthorised access.
 - a) I use a login system and I have different connections to the database that also have set restrictions
- 6) The site should be styled using CSS to serve the purpose and users.
 - a) I have styled My site using CSS

- 7) A Fundraiser should be able to create an account and page. Account information collected should include their name, date of birth, email address and password. The page they create should have list their name, charity of choice, a few words asking for sponsorship and a fundraising goal.

a) Sign up page

Help a Mate Explore About Login / Create

Sign up!

First Name

Last Name

Date of Birth

Email

Password

Confirm Password

Charity to Support

Blurb

Goal

b) Created page

Help a Mate Explore About Login / Create

Sam Smith
Kids Can
Please support me as I raise funds for kids can. They're really cool and I think they deserve our help!

Raised - \$202 of \$250

81%

Jim Jones
Pledged \$10

Jill Lopez
Pledged \$20

Brook Lin
Pledged \$25

Test 1
Pledged \$20

test 2.0
Pledged \$5

Spog
Pledged \$5

Test 3
Pledged \$6


test 2.0
Pledged \$111

- 8) A donor may not need to create an account. But they need to be able to leave their name, email address and pledge amount and link this with the fundraiser they want to support.

a) This is my pledge popup

- 9) An admin user may be able to set up fundraising pages as well as being able to see a report of all pledges, who they are from, and which fundraiser they support
- a) Admin users can't set up fundraiser pages but they can edit existing ones

EVALUATION MATRIX

Feature	Your design decision	Why this decision will make your website fit for purpose
Typography	Used Lato font but varied the font weight for different text like headings	Because Lato font is easy to read making my site more accessible
Colour choices		Because it has contrast which will help increase readability and it also brings in some colour to help draw users' attention to important sections
Hosting	HostGator	Because HostGator is a trusted hosting site that offers some security when hosting
Domain name	www.helpamate.co.nz	Having this url will help boost my SEO score as it contains keywords like help which relate back to my page
Front page content	A list of fundraisers	Because it is minimal, and users can start browsing fundraisers straight away
Images / multimedia	One image on about page	Brings a bit more colour into the site and also has some alt text describing the image

Search engine optimisation	Used keywords in page	Because it shows me implimentaing SEO into my site
Accessibility options	The image has alt text and I have made the interface contrast	My design is easy to read and doesn't use colour to differentiate between decisions which could affect colour blind/impaired people
Data	Stored in phpMyAdmin database after being sanitised	Shows proper storage and handling of user data
Security	Login system	Restricts access to unnecessary or private information.

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