Charity Web

Roles: UX Researcher and UI Designer

Project overview

The product:

Charity Web is a proposed solution to the various problems concerning online donations in the world today. In a nutshell, it is a web application that will enable its users to interact directly with various charity organizations. In other words, it will allow the users to not on conducting but give them a proper description of what these charities stand for and show evidence of their works.

My responsibilities:

User research and analysis, Conducting interviews, conducting usability studies, accounting for accessibility, iterating on designs and web development.

The problem:

In the modern era, there is a frequent concern and justification for why charitable contributions are not common. People do not really trust these organizations and think they only care about getting their hands on their money. This project aims to assist with that by developing a social networking site enabling these groups to interact with its users and requiring that these organizations account for contribution expenditures.

The initiative is based on the already-existing concept of websites like gofundme.com. It attempts to provide consumers with a more thorough picture of

where and how their donations are being used. Although the concept behind such websites is quite effective, there are still plenty of possibilities for scammers to set up fake accounts and persuade well-meaning people to give to non-existent charities.

This Project aims to be the medium linking philanthropists with philanthropic organizations.

The goal:
The goal of this project is to draw attention to the issues with online donations and provide a solution to remedy them using contemporary digital and web development techniques. The user, the supervisor, and the leveraging technologies selected to facilitate the rapid development and implementation of this solution will all have a significant impact on the final delivery of the project.
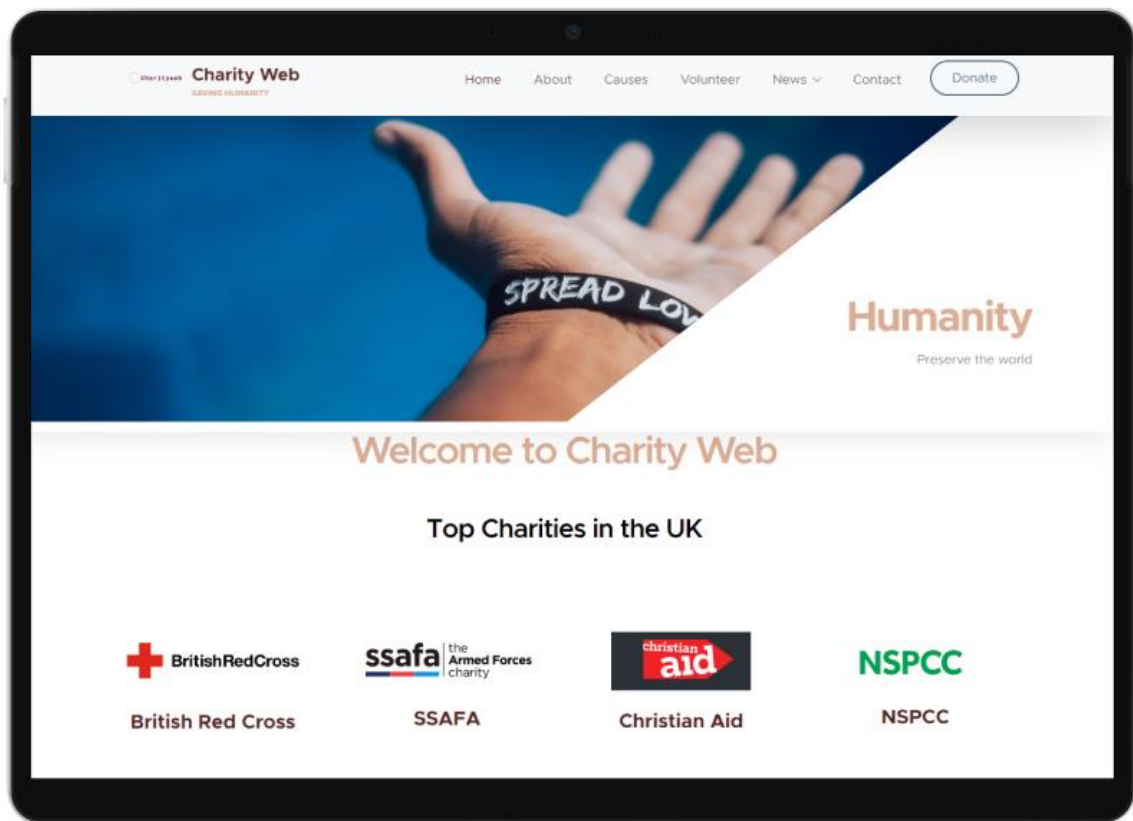
User analysis

To discover the customer concerns towards online donations, I performed user research using basic methodologies and user interviews. I primarily interviewed individuals between the ages of 16 -30 as these are the generation that have shown apathy towards online donations.

The results of the user interviews demonstrated that users did not trust charitable organizations since there was no method to check that donations were being used and not embezzled.

User perceptions of organizational intentions can impact their behavior and increase their desire to give. Trust is a type of consumer perception, and the degree of trust relates to many consumer traits. The confidence of the public is crucial to charities and charity endeavors. The justifications are that public trust encourages charitable giving on a moral level and helps charities operate better. This ensures that the public will continue to support them. Reduced public confidence would have major effects for philanthropic zeal, the amount of public donations, and the reputation of charities. Therefore, trust is a significant indicator of social giving.

Sitemap

The sitemap acted a guide to ensure consistent design across platforms.

Meet the User

Name: James Osaretin

Age: 35

Education: Mechanical Engineering

Occupation: Automotive Engineer

Income: GBP 50,000 per year

James is a 35-year-old automotive engineer with two young children. He lives in a suburban area with his wife and children and owns their home. James is highly organized and values his family's time. He is always looking for ways to make his busy lifestyle easier and more efficient. He is always connected to his phone and tablet and relies on it for his daily life. He is interested in volunteering and is active in his local community. He is a regular user of social media and likes to stay informed about current events. He is also interested in personal development and self-care.

James is looking for a charity app that will allow him to make donations, track his donations, and learn more about the causes he supports easily and quickly. He values transparency and wants to ensure that his donations are being used effectively. The app should be user-friendly and easy to navigate, with a clean and simple design.
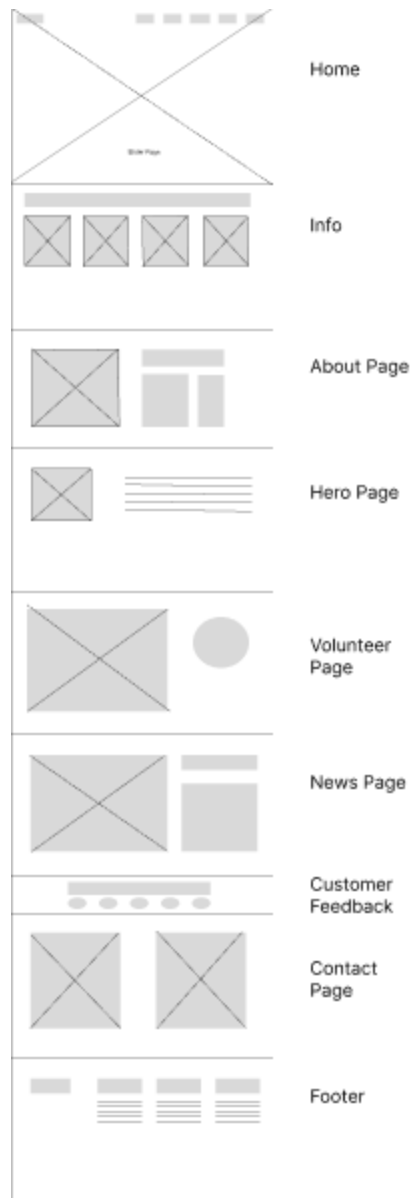
Similar solutions

1. GofundMe.com

2. Charity: Water

Similar solutions provided an idea of the direction to take the project and opportunities to improve the user experience.

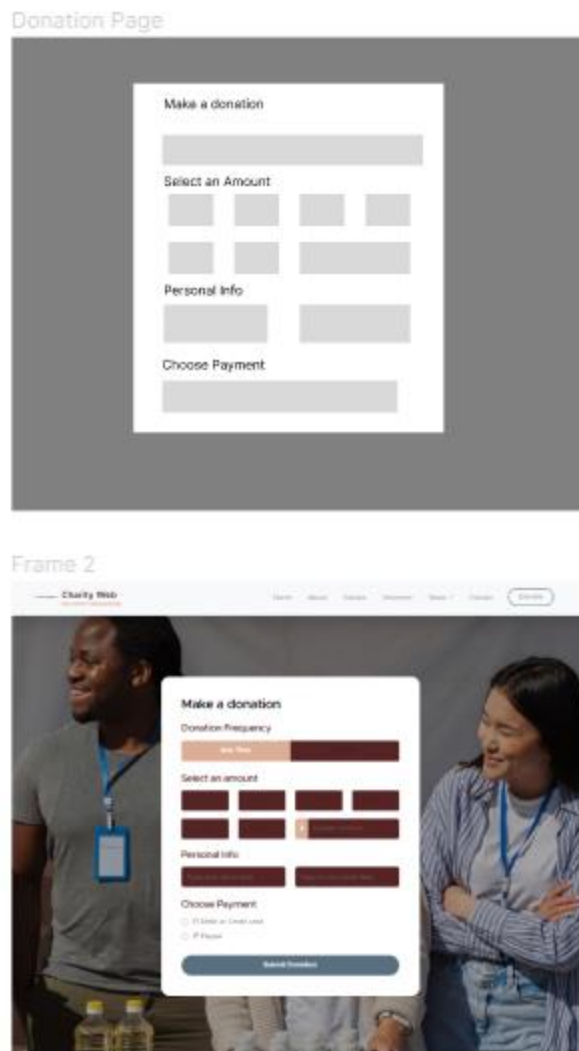# Wireframing & Prototyping

Homepage before usability studies

Home

Info

About Page

Hero Page

Volunteer Page

News Page

Customer Feedback

Contact Page

Footer

Homepage after Usability Studies

Welcome to Charity Web

Top Donates to their all

Our Story

Charityworld

2022
1200

Latest News

Happy Customers

Get In touch

Contact form

Donation page

Before and after usability studies

Usability studies and discovery

After a usability study was carried out on the low fidelity prototype, key insights were discovered.

1. Users wanted a feedback option to show their satisfaction or dissatisfaction.

2. Users wanted an updated list of the top charity organizations in the UK.

3. Users wanted to be able to select currencies other than dollars.

The impact:

Users were happy with the application because of how easy it is to use and the way it makes finding and donating to their favorite charities a lot simpler. They also appreciated the transparency of the application as it helped them receive news about how their donations are being used.

Lessons learned:

Understand your target audience: It is important to thoroughly research and understand the needs and preferences of your target audience in order to create an app that effectively improves their experience.

1. Make it user-friendly: The app should be easy to navigate and understand, with clear instructions and minimal steps required to complete a task.
2. Prioritize functionality: Focus on developing the most important and useful features first, and then add additional functionality as needed.
3. Test and iterate: Continuously test and gather feedback on the app during development and make necessary adjustments to improve its functionality and user experience.
4. Keep it simple: Avoid overwhelming users with too many features or complex design elements.
5. Make it accessible: Keep accessibility in mind while designing the app, to ensure that it can be used by people with disabilities.
6. Security and data protection: ensure that the app is secure, and that user data is protected.