Design a User Experience to help save an endangered species of Orangutan
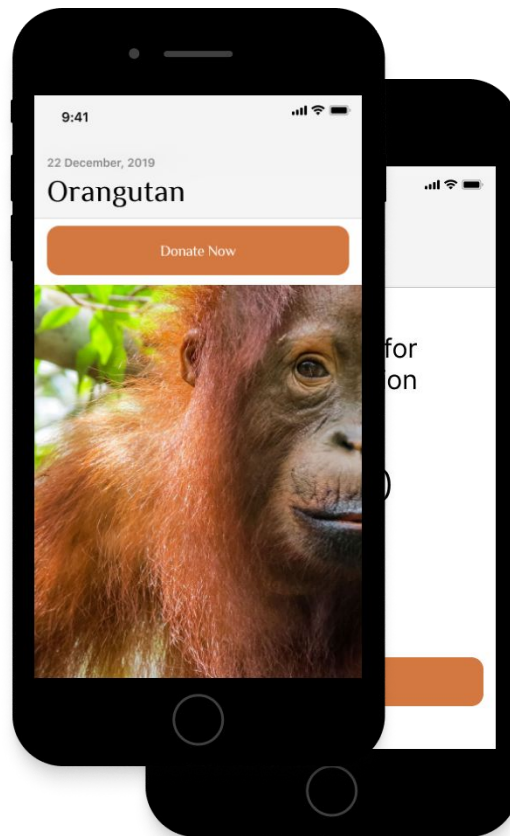
Rama Venkataraman

Project overview

The product:

The App is a donation app to organizations which can help an endangered species of Orangutan, and mostly any endangered species.

Google

Project overview

The problem:

Ultimately the project is regarding saving an endangered species.

The goal:

The goal of the project is to setup a platform where people can donate money to help save an endangered species.

Google

Project overview

My role:

Lead UX Designer, UX Researcher, UX Writer

Responsibilities:

User research, wireframing, low and high fidelity prototyping, information architecture.

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

The user research I conducted included usability studies, asking users to go through the donation process.

My assumptions are that people want to donate money but lack the information needed to find a good website to donate. I found that users want a lower amount to donate rather than the lower amount available.

Persona 1: **Name**

Problem statement:

Tim is a 25 yr old animal lover who needs a usable platform to donate money because he wants to seamlessly donate to an .endangered species cause.

"I love money!"

Tim

Age: 25
Education: BS Environmental Science
Hometown: Los Angeles, CA
Family: Single
Occupation: Unemployed.

Goals
- Wants to donate money to endangered species.
- Wants a clean website which is easy to navigate through

Frustrations
- Not sure where to start.
- Worried about expenses.

Tim likes donating money to animals and cares about endangered species. He is also worried about his expenses at the same time.

Google

Persona 2: **Name**

Problem statement:

Eric is a 20 yr old broke person who needs a usable platform to donate money because he wants to seamlessly donate to an .endangered species cause which the money he has.

"I would donate if I have the money"

Eric

Gamer icons created by Freepik - Flaticon

Age: 20
Education: No Degree.
Hometown: Los Angeles, CA
Family: Single
Occupation: Unemployed

Goals
- Would possibly donate money to endangered species if had the money.

Frustrations
- Has no money to donate the money towards an endangered species cause.

Eric has no money to donate to the endangered species cause, so he doesnt think he will actually donate any money.

Google

Competitive audit

My goal was to look at other organizations and see how their donation process works.

link

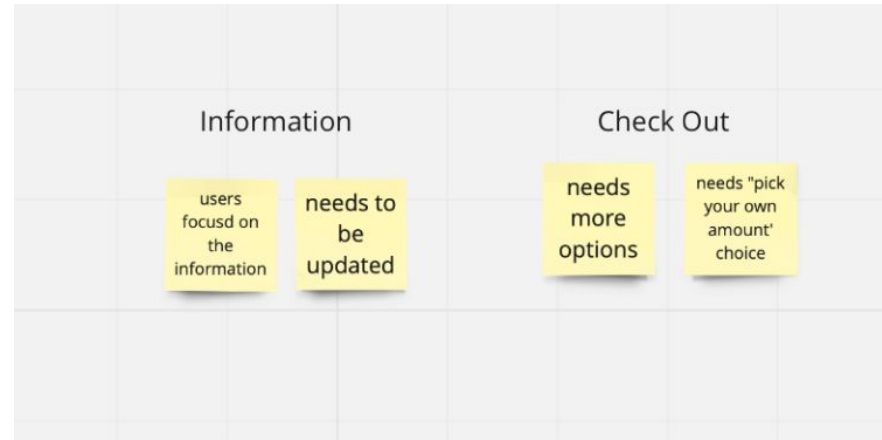|	General information							
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
https://www.worldwildlife.	indirect	online	website	$-$$$	https://www.worldwildlife.org/species/orangutan	large	volunteers	"for the orangutans"
https://www.theorangutan	direct	online	website	$-$$$	https://www.theorangutanproject.org	large	donors	"help orangutans"
https://savetheorangutan.	direct	online	wesite	$-$$$	https://savetheorangutan.org	small	new game builders.	"help us help them"

Add 1000 more rows at bottom.

Google

Ideation

Ideation included affinity
diagramming.

Google

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

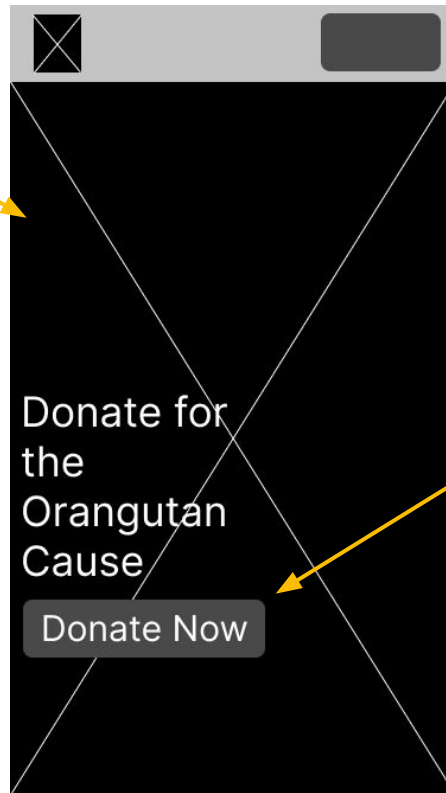Google

Digital wireframes

Focused on the big hero
image in the front page.

Big image to
showcase what
the page is
about.

Big donate now
button to show
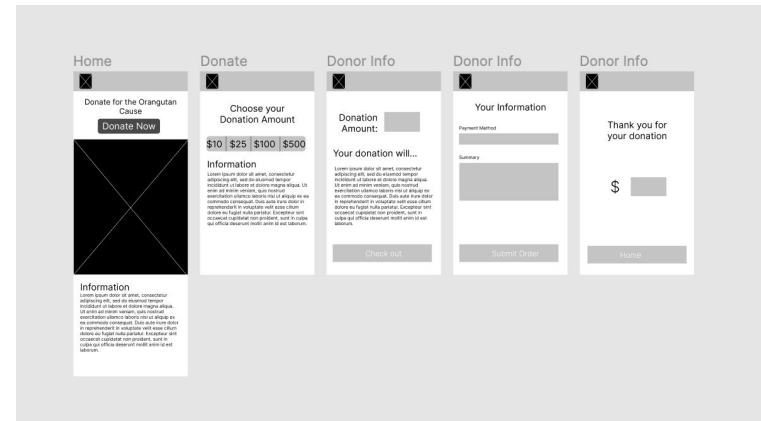highlight
donations.

Donate for
the
Orangutan
Cause

Donate Now

Low-fidelity prototype

User flow mainly focuses on the checkout process.

Link to the low fidelity prototype:

Figma prototype

Google

Usability study: parameters

Study type:

Unmoderated usability study

Location:

San Jose, CA

Length:

10 minutes

Google

Usability study: findings

I found that the donation button made it clear that the websites page is about donation, and the information

1

Amount

Need to add different amount to pay for

2

Information

Informations section of the animal was useful

3

Own input

User input for the amount to donate was needed

Google

Refining the design
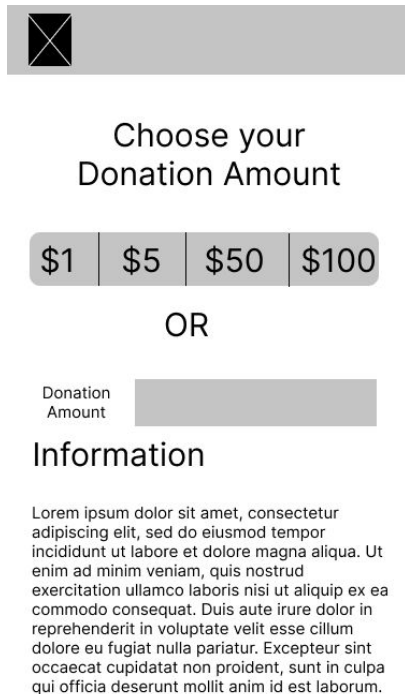
- Mockups
- High-fidelity prototype
- Accessibility

Google

Mockups

Focused on lower donation amounts as well as an option to donate a chosen amount.
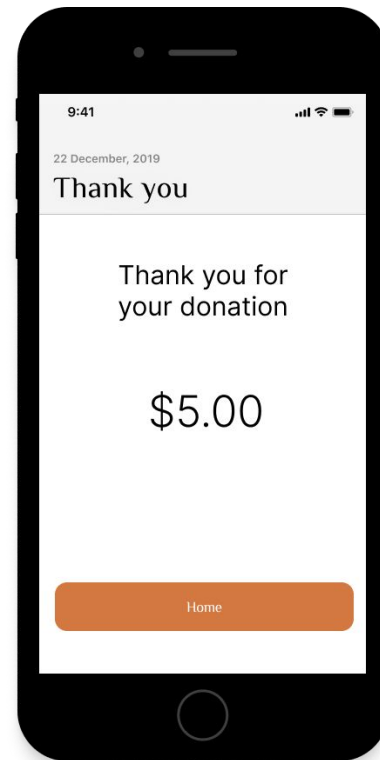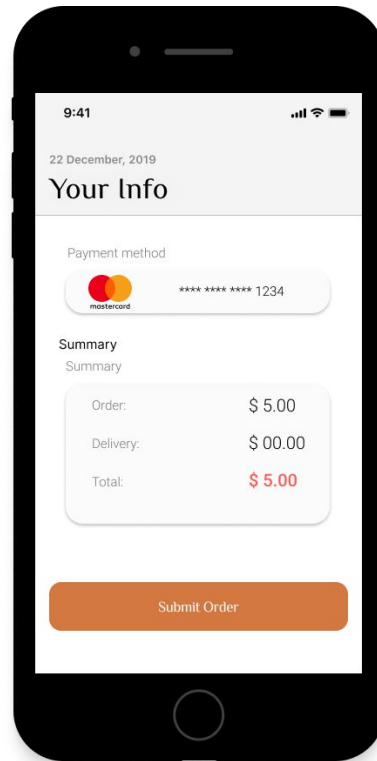
Before usability study

Choose your
Donation Amount

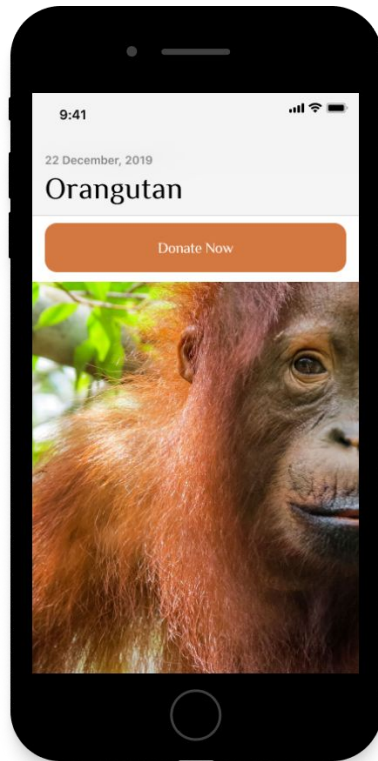$10 $25 $100 $500

Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

After usability study

Choose your
Donation Amount

$1 $5 $50 $100

OR

Donation
Amount

Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
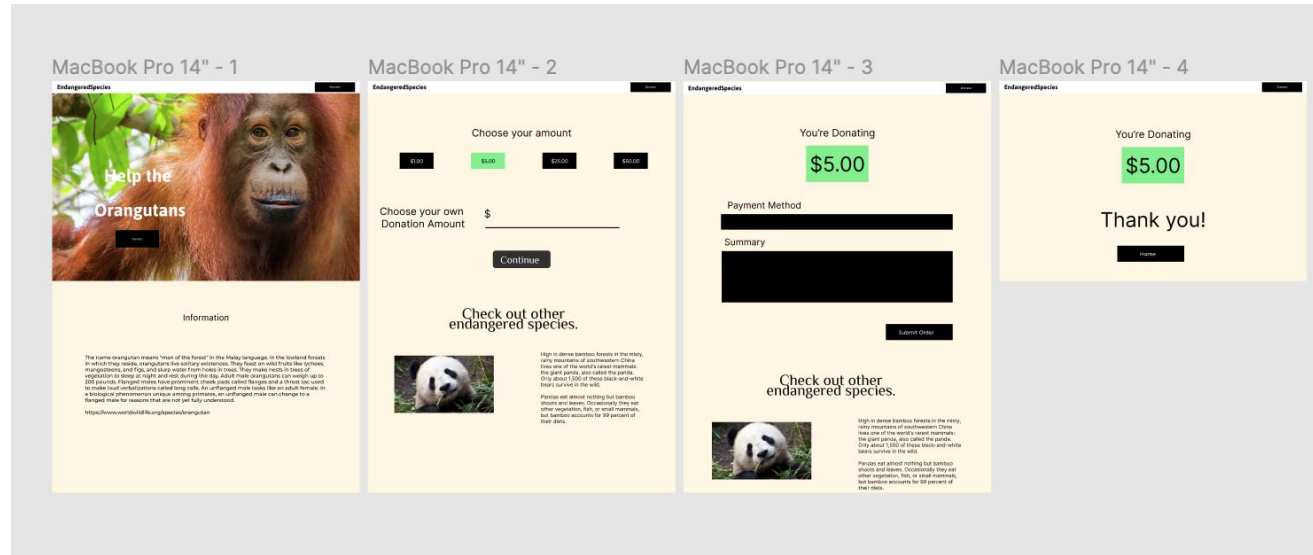
Google

Mockups

Google

High-fidelity prototype

High fidelity prototype

Website

App

Google

Accessibility considerations

1

Different donation prices for people who want to donate different amounts

2

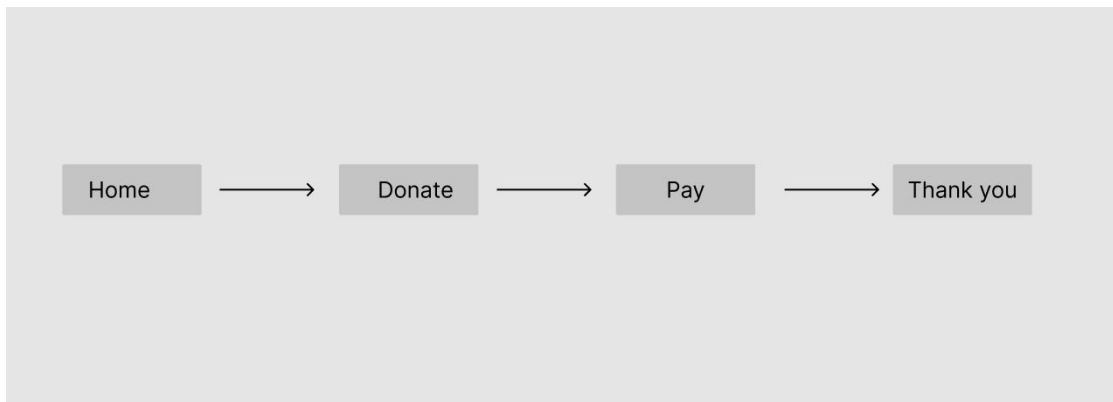Information about the animal who doesn't know about the animal.

3

Lower prices for people who want to donate but dont have enough money.

Google

Responsive Design

- Information architecture
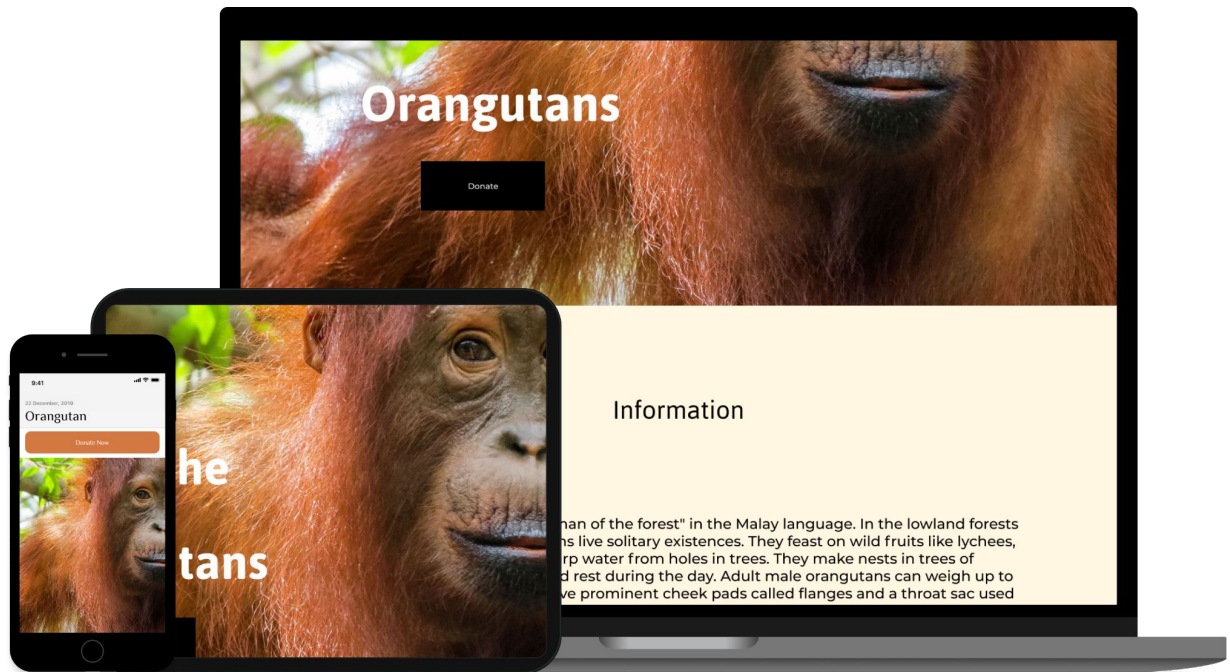- Responsive design

Google

Sitemap

Sitemap focuses on getting users to through the donation process

Responsive designs

[Goals include trying to focus on the donating aspect of the website.

Google

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Impact of my designs include helping wildlife, as the website encourages people to donate to help endangered species, especially orangutans.

What I learned:

Aside from learning about endangered species, I learned about user money preferences.

Google

Next steps

1

Next steps include bringing this app to a wildlife organization.

2

Implementing this app with other animals other than the orangutan.

3

Look for ways to update the app when new species become endangered.

Google

Let's connect!

As a UX designer, I enjoy doing designs for social good.

Contact me at rama.ayyer@gmail.com