DONATE
Bring smiles

UX/UI Case Study

Start Donating Today
Its A Good Deed That's Never Ends

DONATE
Bring smiles

Designed by:
Sudhakar

Giving Makes A Difference

Learn To Give Today

Idea Opportunities

Problem Statement
Many individuals wish to donate orphanages and old age homes but face challenges in doing so. They cannot always visit these institutions directly due to time constraints, or personal commitments. Additionally finding reliable information about these institution across multiple websites is time consuming and often confusing.

Soloution
Based on various researches of peoples pains and desires i have create an app that easily makes payment to orphanages and oldage homes.

Scope of work
First of all, I have to do a UX research on user need. I handled the problem through the eyes of the use. After that, I analyzed the received information, highlighted the most important problems and generated ideas for their solution After my research was made the next step was the creation of prototypes a do user testing Later on I received feedback on the user data then i knew the solutions are good. Finally i worked on the visual design and UI kits

Design Process

Empathize
Define
Ideate
Prototype
Testing
DONATE

User Research
For qualitative research, i talked some users made quick conversation with people around me as well, i got many great result which changed the way i looked into the app and inspired me to make new solution and features.

User Survey
Data was collected through quantitative research. The response was used to conduct research on major areas of focus and to have a more better understanding odf the audience. That would help understand what the users expect and want from a mobile donate app.

User Interview

Here are some questions i asked to user

1.Tell me about yourself

2.Have you ever donated to an orphanages before

3.Do you donate online or offline

4.For online donate which platform you will prefer

5.why are you hesitate to donate online

6.what are requirements you need in the Donating app

7.Did you face any difficulties while donating

Here are some some result from talking to user

1.Scared of scams

2.Im not familiar with donation procedure

3.verify that donation were received

4.Difficult payment method while donate

5.Want to help but doesn't know how to go about it

6.Can't find a trusted charity organization to give donation through online

7.Physical process of doing donation takes lot of time

User Persona

The target audience of the sub group is targeted by the user personas and user profiles to represent their wants and needs. These personas are an in-depth analysis of your ideal customers and their behavior patterns, frustrations, goals, hobbies and preferences.

NAME:	Ramesh
AGE:	35
EDUCATION:	Bachelor Degree in CS
JOB:	Software Engineer
LOCATION	Chennai
HOBBIES:	Hiking and dancing

Biography

Rajesh Kumar is a 35-year-old software engineer. Engaging in social service is very important to him. He has a strong desire to help needy people, especially those in orphanages and old age homes.

Personality

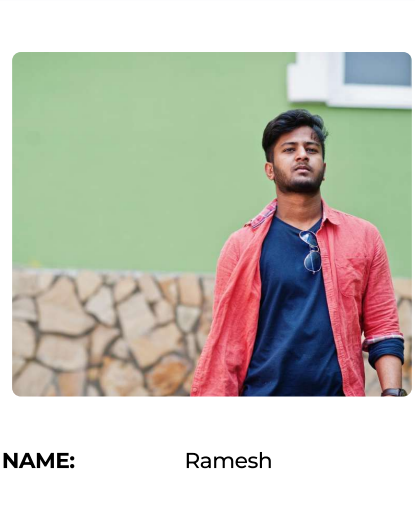
- Regularly donates to causes online.
- Prefers websites with clear, transparent information.
- Checks for security features before making online transactions.
- Reads reviews and testimonials before making a decision.

Pain points

- Concerned about the security of online transactions.
- Skeptical about whether donations are used effectively.
- Finds it challenging to navigate complicated donation processes.

Goals

- Make donations quickly and securely.
- Ensure that his donations are used effectively.
- Find reliable information about the orphanages and old age homes he is donating to.



NAME:	Priya Sharma
AGE:	28
EDUCATION:	MBA in Marketing
JOB:	Marketing Manager
LOCATION	Chennai
HOBBIES:	Dancing

Biography

Priya is a marketing manager at a large corporation in Chennai. She has a busy lifestyle but dedicates time to volunteer work and charitable activities. Priya is an active social media user and often shares causes she cares about with her followers.

Personality

- Regularly uses social media to promote charitable causes.
- Looks for detailed information and success stories before donating.
- Prefers websites with a strong mobile experience.

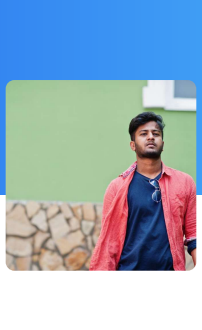
Pain points

- Difficulty in finding trustworthy donation platforms.
- Concerns about the actual impact of her donations.
- Frustration with websites that are not mobile-friendly.

Goals

- Make donations quickly and securely.
- Ensure that his donations are used effectively.
- Find reliable information about the orphanages and old age homes he is donating to.

Empathy Map



Says

- "I want a platform where I can donate quickly and securely."
- "It's important to me that my donations make a real impact.".
- "I need clear information about where my money is going.".
- "I don't have time to visit these places personally."

Thinks

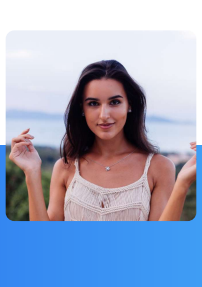
- "Is this platform secure for transactions?"
- "How efficiently are my donations being used?"
- "I hope this website is easy to use."
- "I need to make sure my donations are helping those in need."

Does

- Checks multiple donation websites for security features.
- Reads reviews and testimonials before making donations.
- Compares information about different orphanages and old age homes.
- Looks for quick and straightforward donation processes online.

Feels

- Concerned about the security of online transactions.
- Skeptical about the effectiveness of his donations.
- Frustrated by complicated and lengthy donation processes.
- Satisfied when he finds a trustworthy and easy-to-use platform.



Says

- "I need detailed information about the causes I'm supporting."
- "The donation process should be simple and mobile-friendly."
- "I want to share these causes with my social media followers."
- "It's important that my contributions make a visible impact."

Thinks

- "Can I trust this platform with my donations?"
- "How can I be sure my donations are making a difference?"
- "I hope this website works well on my phone."
- "I want to inspire others to donate too."

Does

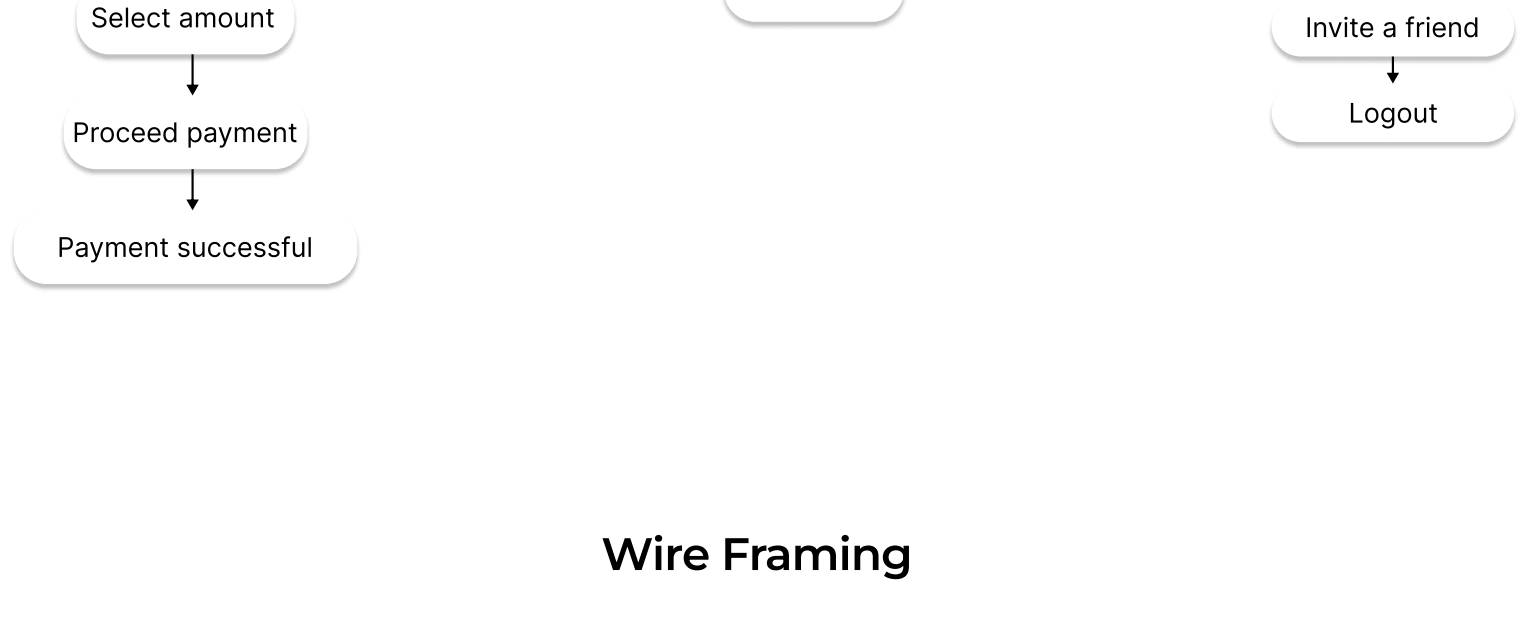
- Promotes charitable causes on social media.
- Looks for success stories and detailed information before donating.
- Uses her phone to access donation websites.
- Reads up on the impact of the organizations she supports.

Feels

- rustrated by lack of detailed information on some platforms.
- Concerned about the transparency and effectiveness of her donations.
- Motivated to make a difference in the lives of children and the elderly.
- Satisfied when she finds a trustworthy and mobile-friendly platform.

User Flow

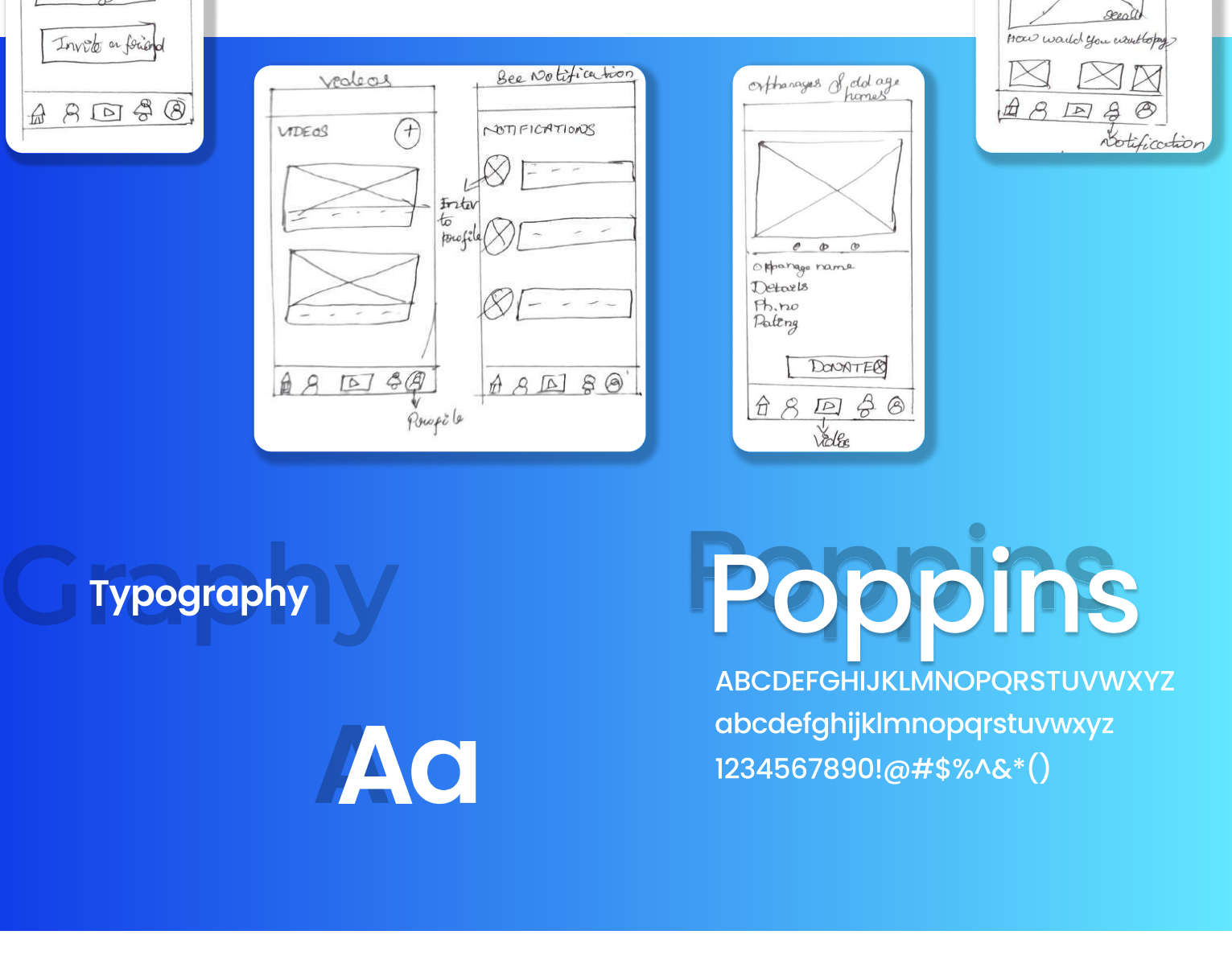
This is the process the new user would experience while using the application



Open app
Launch screen
Onboarding screens
Onboarding screens
Onboarding screens
Homepage
Home
Community
Videos
Notification
Profile
Donate to orphanage
Donate to oldage home
Donate now
Select amount
Proceed payment
Payment successful
Profile
Details
Donated to
Add videos
Followers
Following
Follow
Friends profile
Edit profile
Donation history
settings
Invite a friend
Logout

Wire Framing

Before designing the app,I made sketches of how the mobile application should appear on an Iphone devices


User profile
PROFILE
Edit Profile
Donation History
Settings
Invite a friend
Videos
VIDEOS
See Notification
NOTIFICATIONS
Enter to profile
Profile
orphanages / old age homes
Details
Phone
Rating
DONATE
Videos
Payment methods
Payment
UPI
Pay by any UPI app
How would you want to pay
Notification

Typography

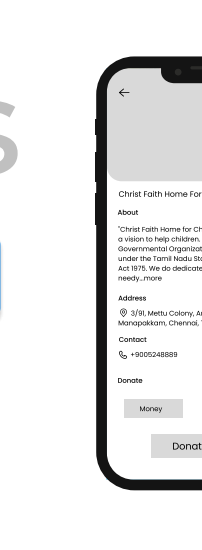
Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

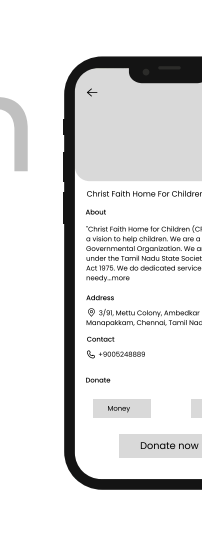
Colors

#A5DFF6
#00EFC8
#2C94EA
#FFFFFF
#000000



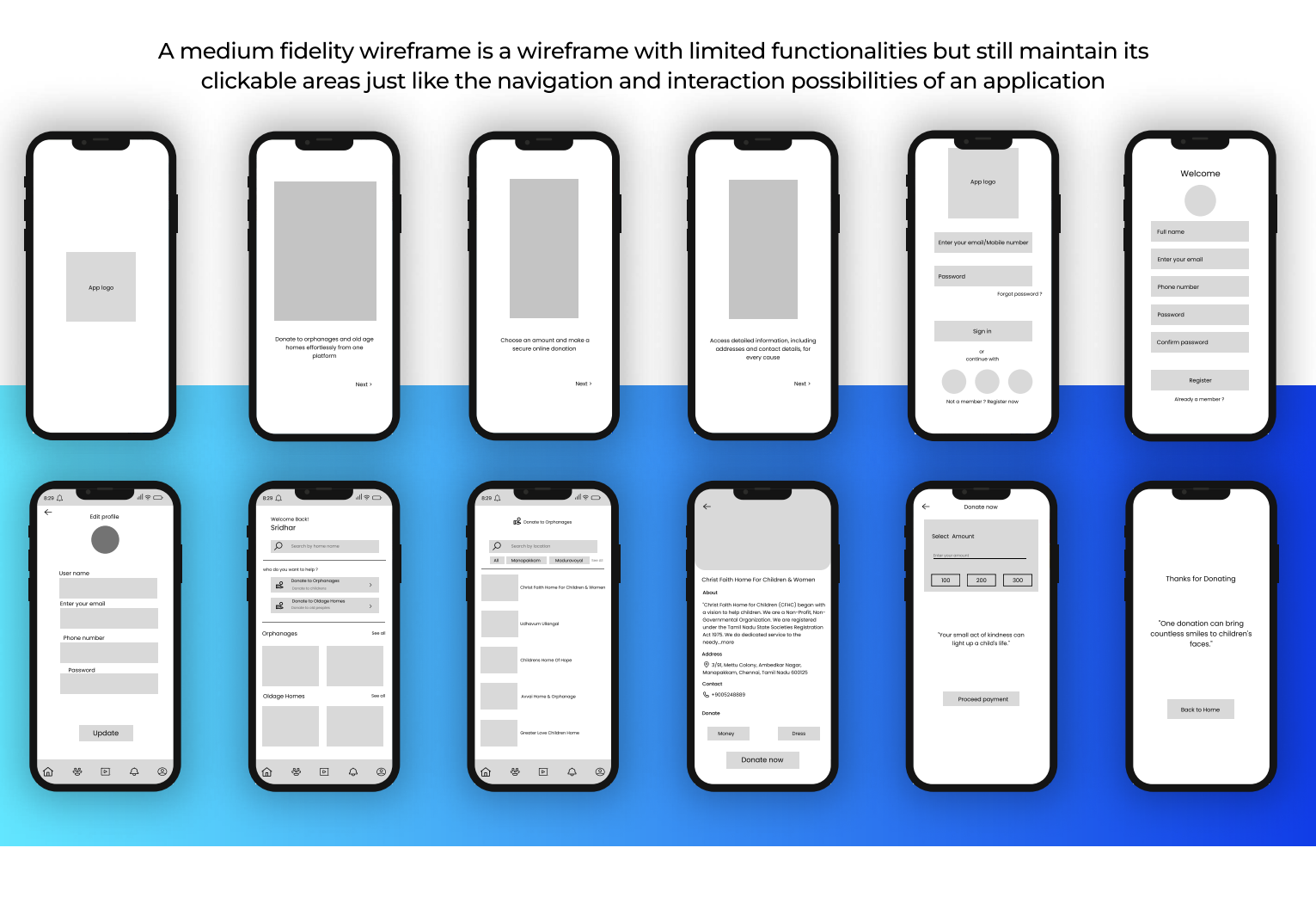
Grid System

Layout grid : 4 columns
Margin space : 24px
Gutter space : 20px



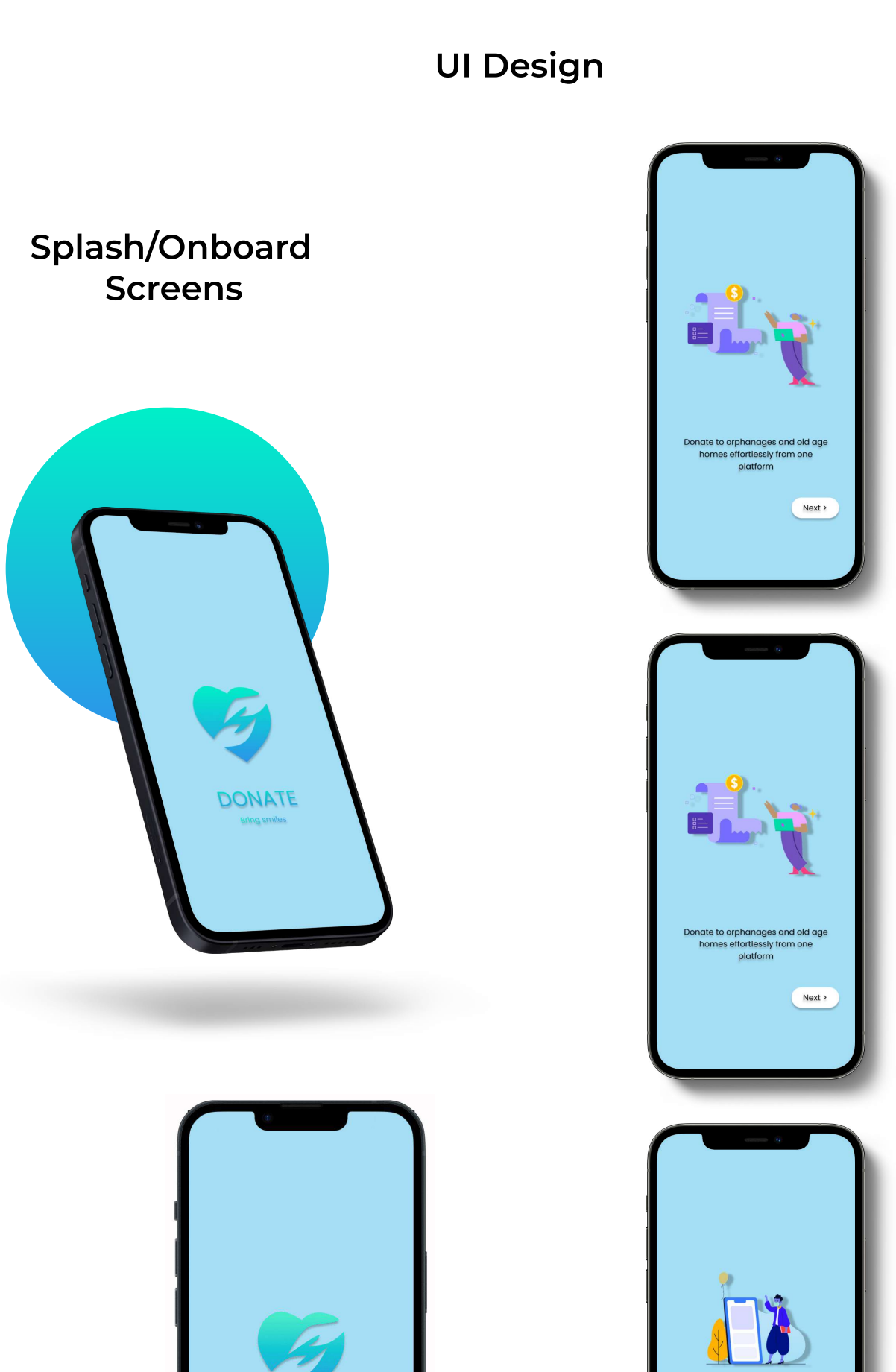
Medium Fidelity Screens

A medium fidelity wireframe is a wireframe with limited functionalities but still maintain its clickable areas just like the navigation and interaction possibilities of an application



UI Design

Splash/Onboard Screens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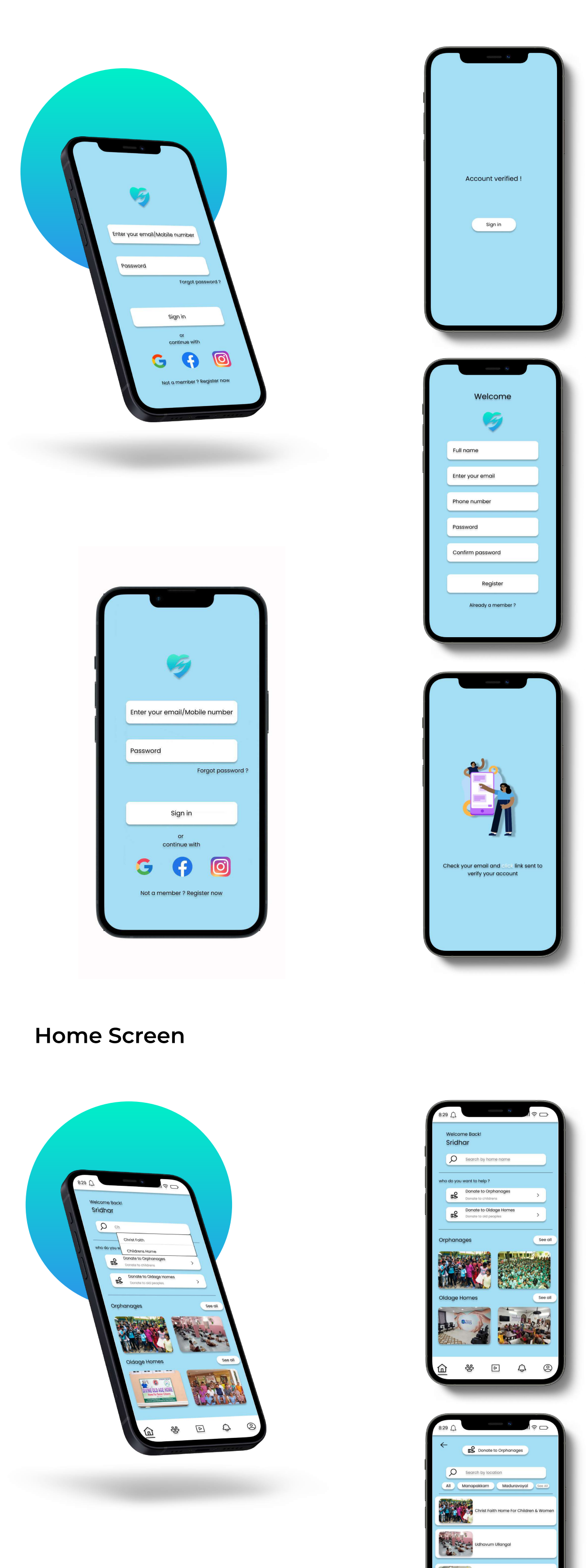
Next ›

Donate to orphanages and old age homes effortlessly from one platform

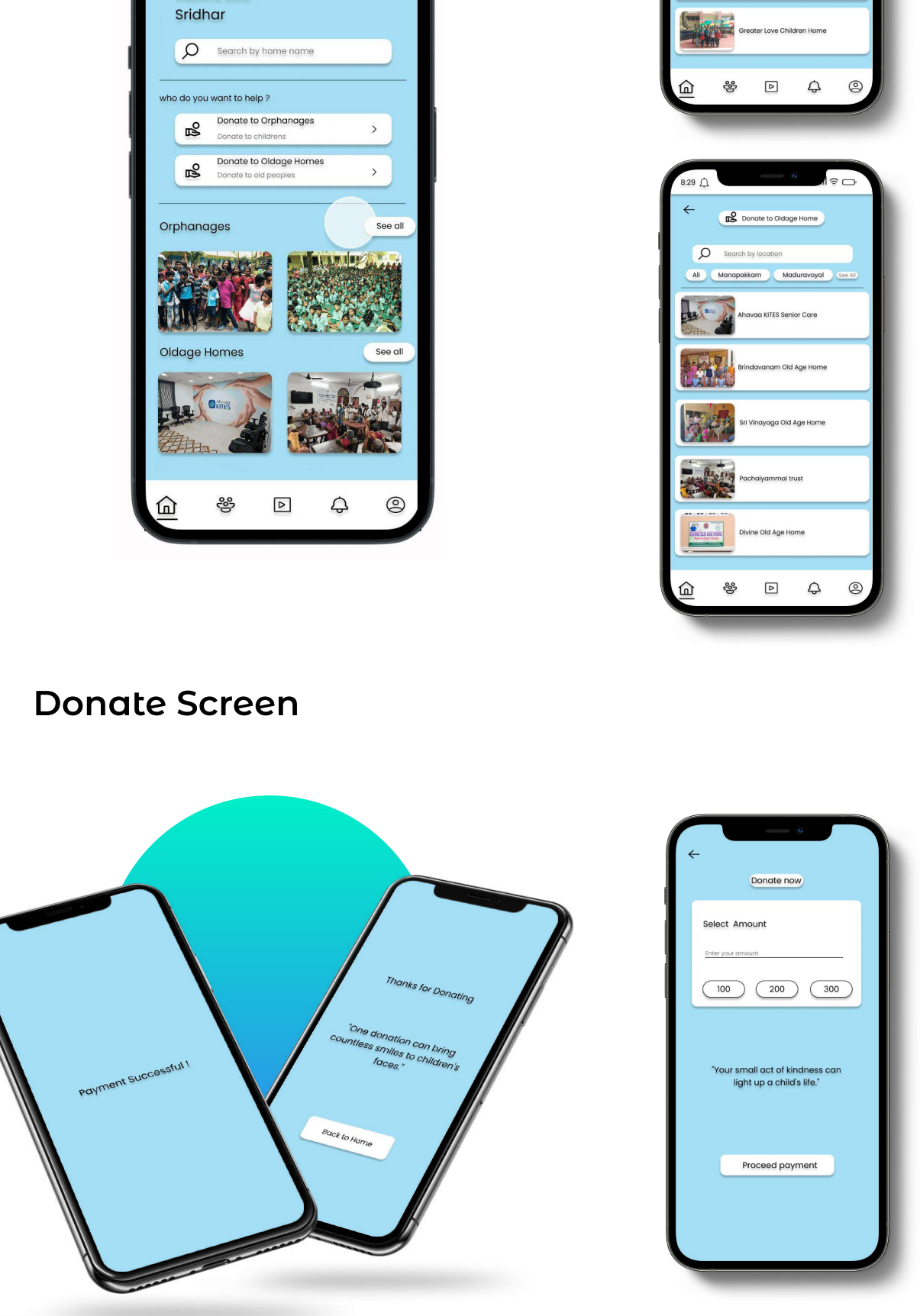
Access detailed information, including addresses and contact details, for every cause

Sign in/Registration

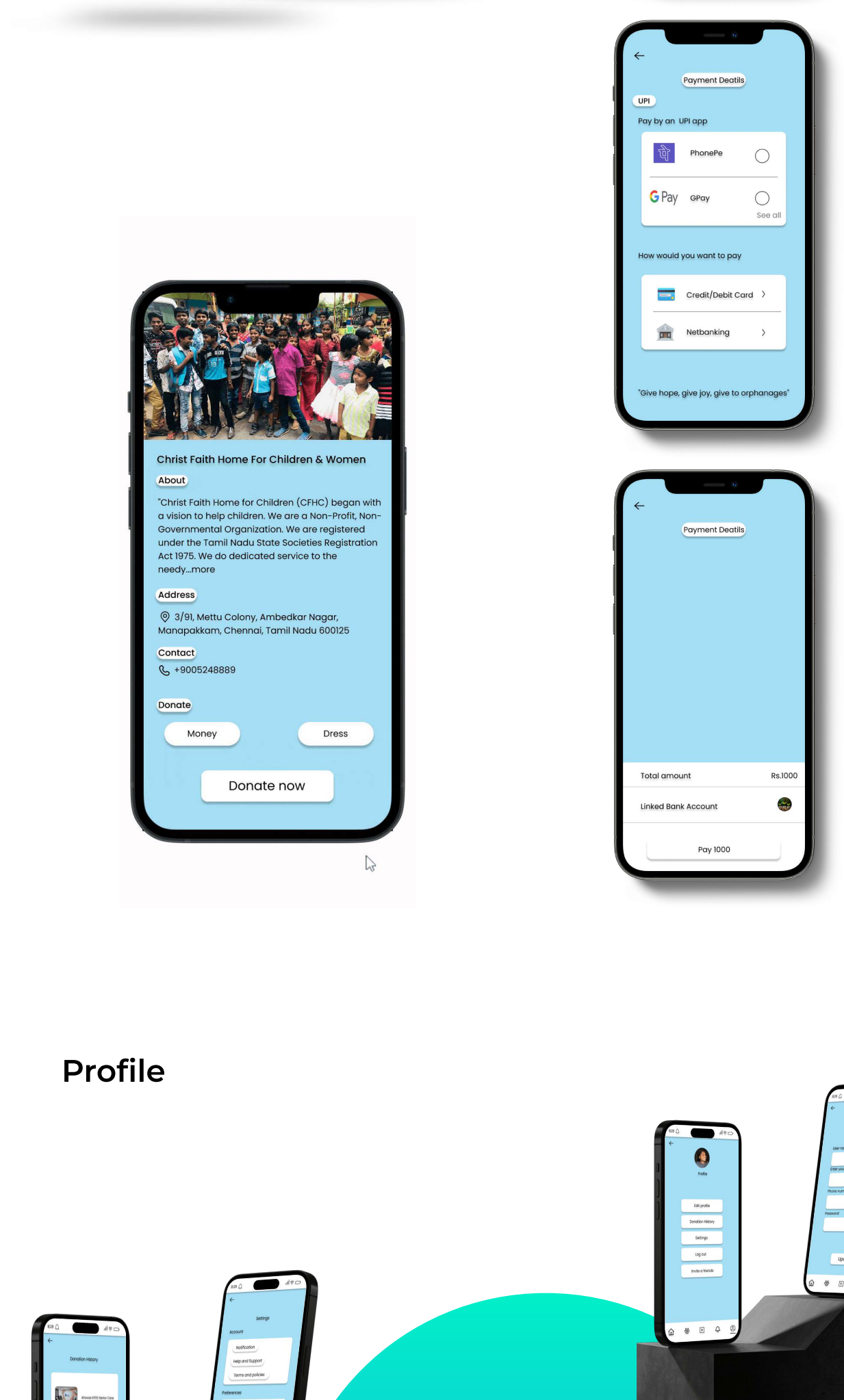

Enter your email/Mobile number
Password
Forgot password ?
Sign in
or
continue with
Not a member ? Register now
Account verified !
Sign in
Welcome
Full name
Enter your email
Phone number
Password
Confirm password
Register
Already a member ?

Check your email and ___ link sent to verify your account

Home Screen


Welcome Back!
Sridhar
Search by home name
who do you want to help ?
Donate to Orphanages
Donate to Oldage Homes
Orphanages
See all
Oldage Homes
See all

Donate Screen


Payment Successful !
Thanks for donating
Back to home
Donate now
Select Amount
Proceed payment
Payment Details
UPI
Pay by an UPI app
PhonePe
GPay
How would you want to pay
Credit/Debit Card
Netbanking
Payment Details
Total amount
Rs.1000
Linked Bank Account
Pay 1000

"One donation can bring countless smiles to children's faces."

"Your small act of kindness can light up a child's life"

"Give hope, give joy, give to orphanages"

Christ Faith Home For Children & Women

About

"Christ Faith Home for Children (CFHC) began with a vision to help children. We are a Non-Profit, Non-Governmental Organization. We are registered under the Tamil Nadu State Societies Registration Act 1975. We do dedicated service to the needy...more

Address

3/91, Mettu Colony, Ambedkar Nagar, Manapakkam, Chennai, Tamil Nadu 600125

Contact

+9005248889

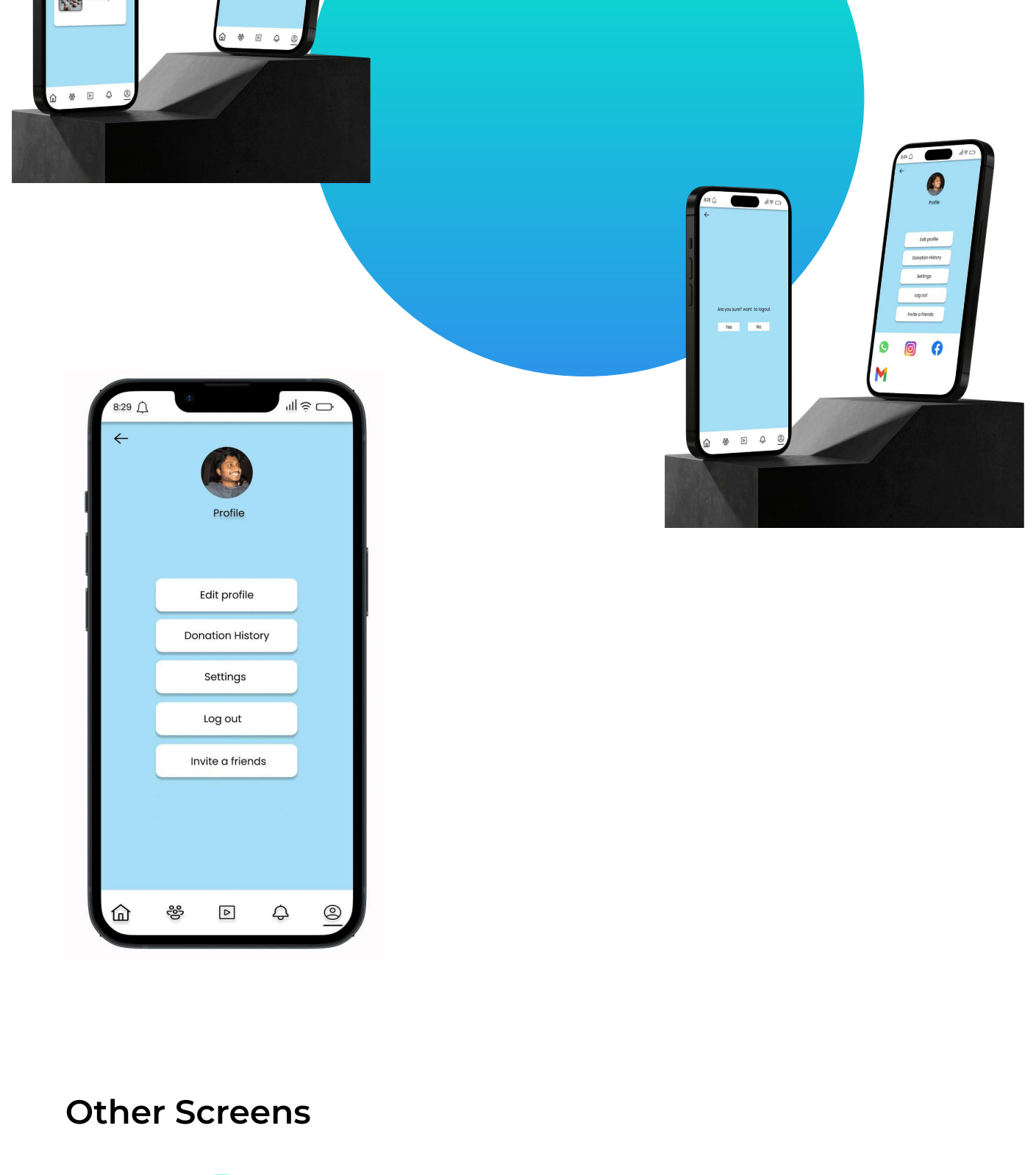
Donate

Money

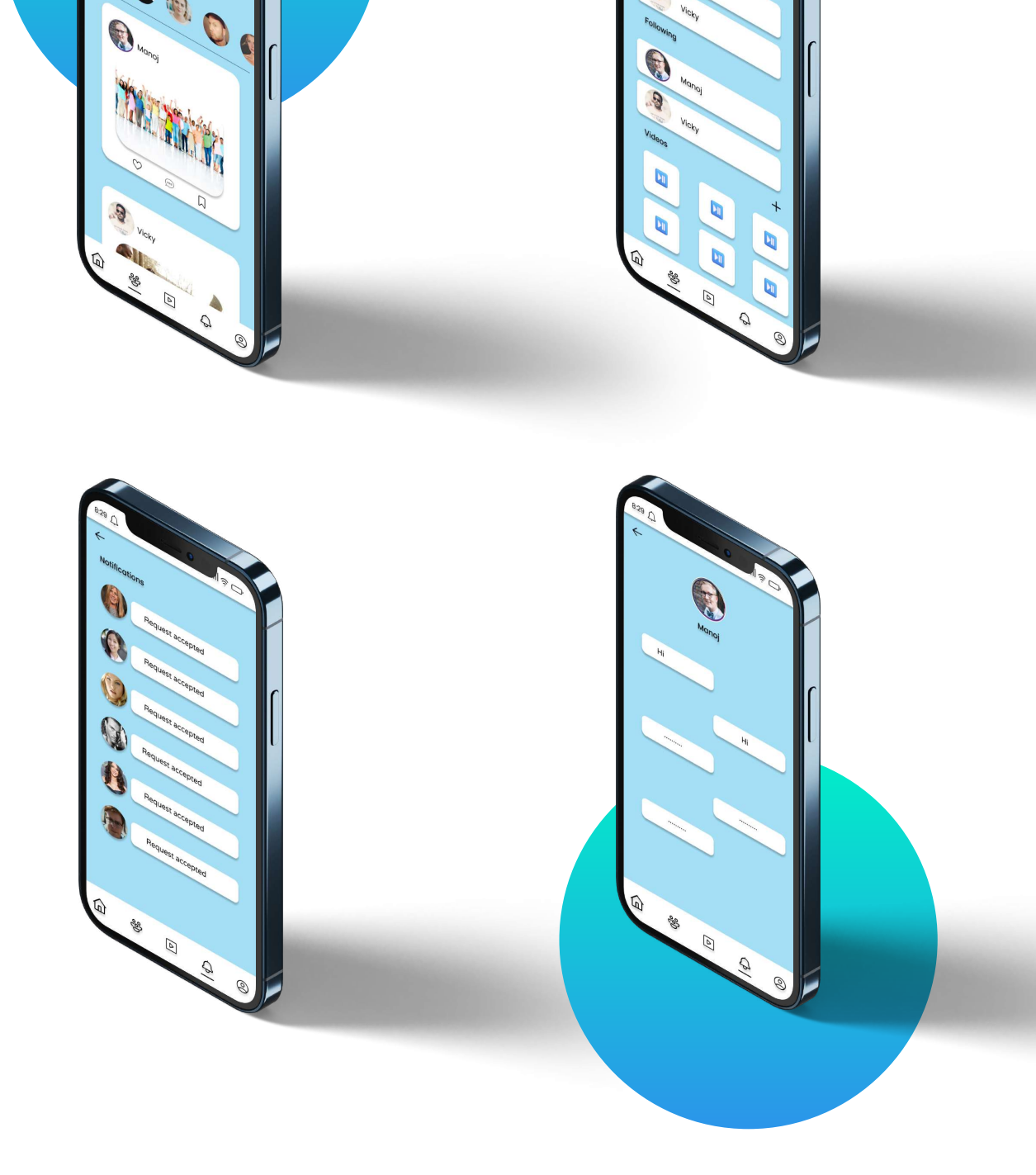
Dress

Donate now

Profile


Profile
Edit profile
Donation History
Settings
Log out
Invite a friends

Other Screens


Community
Sridhar
Manoj
Vicky
Followers
Following
Videos
Notifications
Request accepted
Hi

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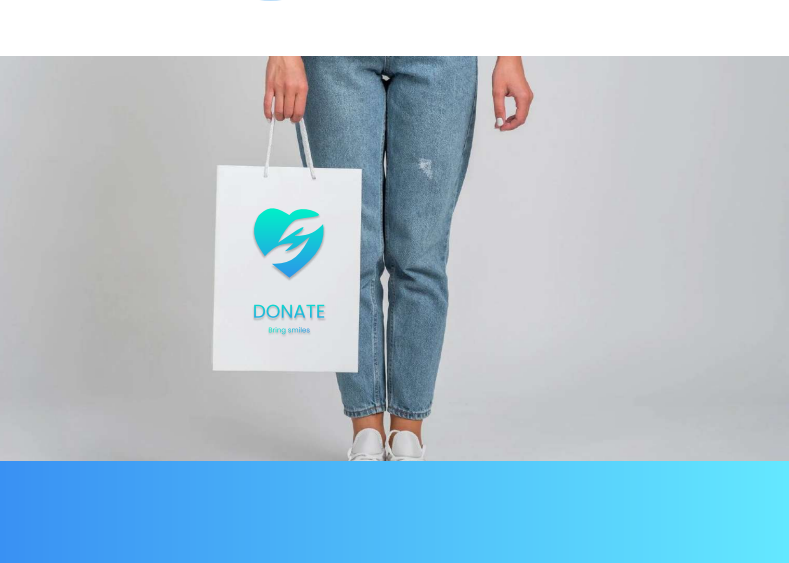
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Let's Learn To Give More Often

sudhakarsubramani2019@gmail.com
Linkedin Sudhakar S
@Sudhakar15626959