

CS-319-11141-M01 UI/UX Design and Development

“Kiva” Wireframe – Final Project

Developing a design for a flip- phone was a challenging task especially for a complex app like Kiva. There are many important features on the Kiva app that are necessary for the functionality of the app. The screen on a flip-phone device is small so my approach was to create a lot of screens so that the user could still easily navigate and understand the content. Although, making many screens allowed for me to disperse the data in a appropriate way, I still had to fit the features in layouts that utilized the flip phone screen to its full potential so that the amount of screens did not overwhelm the user.

For my welcoming screen, I included the title of the company “Kiva” and mostly buttons to direct the user to different pages. The first button that I included under the title is one that will direct the user to a screen that will display information about the mission statement of Kiva. The next series of buttons and text is related to the borrowers who are requesting loans. On the screen there is a list of borrowers and for each borrower there is a button that a user can click to see their whole story and profile information, a profile picture, a data bar that displays the amount of money that has been loaned and the amount that needs to be loaned to meet the borrowers loan goal, as well as a easy button that a user can click to direct them to the lending page to help that specific borrower. I decided on the layout because putting the borrowers directly helps the borrowers and Kiva. I also made the information of the borrowers easy to access without

overcrowding the screen. Lastly the layout helps the customer by giving lenders a quick easy way to lend money.

It is also important that the needs of the lender be met within the Kiva app as well. As the customer “Kiva”, a borrower, and a lender, I would want the process to lend money easy and fast. One of the most important pieces of data that will need to be available to a lender is Kivas overall goal. There isn’t a user that will be willing to support a cause if they do not know what they are supporting. That is why on the welcome screen of my wireframe and prototype you will see the mission statement of before anything else. Second after knowing the overall goal of Kiva, it will be important to know the purpose and credibility of individual or team borrowers. To accomplish this important task, you will see that just below Kivas mission statement on the welcome pages is the goals and accessible information of each individual or team of borrowers. I also know that there will be different lenders will have different goals and I have designed the app to accommodate their different needs as well. If a lender only wants to donate a small amount of money and do so quickly or to donate quickly at all there is an option to do so on the home screen. Of course, to be able to do this, a user would need an already registered account and such but ideally it would be created upon the first transaction. If a lender is wanting to donate a large amount of money, I imagine that they would want to know more details about the borrowers cause and personal information, so that option to donate a larger amount of money will be included in the bios of the borrowers.