Sean Toon

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

Milestone Five - Kiva

The type of data that the borrower will want to access locally is everything that is needed to complete a loan in the application. Including any personal information that is required to be submitted as well as the terms of the loan. There may be different terms for different types of loans so that is something that the buyer will need to know. I can't say what the terms of the loan are for or if there are any qualifying or disqualifying factors that determine the approval of a loan request, but this should be able to be accessed locally by a borrower as well. Data fields that would be the most applicable for a borrower are what I included above as well as information about the total loan amount, total funded amount, the time that the loan can actively accept lender payments or loan status, repayment details, personal and team account information such as location, names, genders, loan goal description, and business model/goal.

The type of interface that can be used with the data given for Kiva should provide a platform where two users with the same goal can safely interact with ease and in the most transparent way possible. The reason being that sending and receiving large amounts of money is a sensitive task. Nowadays people know to be extra careful when sending and receiving money online, if there is any sense of uncertainty in apps like Kiva, then users will most likely not use the app. The data that is included in the interface of Kiva needs to be credible and safe. Kiva does a good job by listing its credibility and past user stories to show example of the effectiveness and trustworthiness of the app.

I think that borrowers will most likely be businesses and communities looking for money to grow a business or help a community out in some way. Although I did see individuals asking for loans to help with things such as medical expenses and bills that they could not afford. A borrower will most likely have to go through multiple security and verification processes to verify identities and credibility such as financial history, type and name of business, business history, employee history, the amount of money needed to borrow and for what reason, and more to ensure that they are not exploiting lenders. On the app a buyer can see at the end of an application the federal agreements will need to be acknowledged. The process also requires that a borrower invites and asks friends and family for contributions before posting a loan request.

For the borrower, the most important design requirements consist of an application with proper information and that is easy to fill out. The design requirements should also help encourage lenders to lend money. It would be best to design the app so that the borrowers are the focus of the act and that their user stories are displayed properly so that it grabs users' attention. One powerful and effective design element that I found on the website is the images of the borrowers attached to user stories. I think this does a lot for the UI because it gives people (especially lenders) a little more assurance that the borrower is real, and they would be helping real people and real communities. Another effective UI element is displaying the goal of the website first and all its accomplishments to show that it is a credible website. The color choice and layout are also good in my opinion. I found it simple and effective with the purpose of the website. Lastly, another important element to add is the user stories. The user stories is what is going to sell the loan, so it is a good idea to display them anywhere possible throughout he app.

After reviewing all the user stories, my assessment on the data that is needed for each user has stayed mostly the same except for the fact that more data may be needed depending on certain factors. For example, if a user is asking for $100,000 it would be important for the borrower to know that only $10,000 of that loan will be interest-free. Another example may be the data within a borrowers' user story. For example, if a borrower is asking for $100,000, I feel like there may be more information required about the loan than for a user that is borrowing $10.

I think that the Kiva website did a good job of displaying information on their UI. It would be challenging to design the UI because all the components that would be necessary for an app such as Kiva look good, be fully functional and easy to use. An effective feature within the app is the filter that allows a lender to easily find the type of loan that one wishes to loan money to. It is also a good choice for Kiva to display the information and filtering option directly on the home page so that it is one of the first tabs a user will see. The filter options are easy to use and there are many ways to filter a search. For example, one can find a specific loan by searching a keyword such as the name of borrower, organization or type of cause. If a person is not searching for a specific loan, there is also an option to view all the loans by scrolling through a detailed list that shows user stories, amount of the loan, and an image of the borrowers. Other useful information is included with the loans such as a ranking of how high of an impact the loan will have on their community or a person as well as an easy option to automatically select the amount of money that a lender wants to give.

The data requirements for the lender are like the requirements for a borrower. A lender would need data such as user account information like a username and password, payment information and whatever data they will share from the loan they are willing to support. The data of fields from the CSV file, that would be the most applicable for a lender is the amount of

money that the borrower is asking for, the type of loan, the amount needed to fulfill the loan amount, the location, the owner of the loan or business of the loan and that's it.

After looking through user stories and seeing the different people that have loaned money to borrowers, I have noticed that a lot of the community that loans are charity organizations, such as churches. Also, to my surprise, there are a lot of random people! I find it interesting because what is the intent for these people to loan money? Maybe the type of people that would loan money are current business holders, family or friends who want some kind of benefit from the businesspeople who are in the same community and will benefit from the business, or maybe workers from the site who just really support the cause of the site. I like that when you click on the supporters, they have a profile, and you can see their loaning goals and why they loan to borrowers. For example, I clicked on lender Attila, who looks like a random gentleman from California. In his account information it shows his personal purpose for lending is because "This is a constructive way to spend money". On his account it shows that has made 886 loans in the span of his membership.