



UM Hackathon 2025

PROPOSAL

DonApp

Universiti Teknikal Malaysia Melaka

Team Name: Abitry

Domain 1: Enhancing Charity & Donations through Fintech & Technology

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Introduction

DonApp is a groundbreaking donation platform that redefines the way charitable contributions are managed and experienced. More than just a digital interface for transactions, it is a comprehensive ecosystem that connects donors and recipients in a meaningful, transparent, and engaging manner. Built with Figma, the prototype showcases an elegant, user-centric design that combines modern UI aesthetics with the cultural nuances and religious compliance required for managing Islamic charitable funds such as Zakat, Sadaqah, and Waqf.

At its core, DonApp emphasizes a seamless interaction experience. When users log into the app, they are greeted with a personalized profile that not only showcases their donation history but also highlights achievements and badges earned through their philanthropic efforts. This gamification element is intended to foster a sense of accomplishment and encourage continuous giving. The platform is designed to reward regular contributions through interactive leaderboards and community challenges that illustrate the collective impact of their actions, thereby nurturing a vibrant, engaged community.

Beyond the profile, the application features a dedicated settings area where users can manage their account details and privacy preferences with ease. The settings screen also reinforces the platform's commitment to Shariah-compliance by prominently displaying essential privacy policies and toggles for receiving Zakat reminders or urgent campaign alerts. This integration of religious and technological elements reassures users that their contributions are managed in a responsible, ethical, and culturally respectful manner.

Donation campaigns are brought to life through dynamic and informative campaign pages. These pages present each campaign with verified badges, clear progress indicators, and compelling interactive stories that provide detailed insights into the cause and the potential impact of each donation. Donors can quickly assess the urgency and relevance of campaigns, decide whether to contribute money or in-kind donations, and follow the flow of funds in real-time via visual trackers that monitor how close campaigns are to achieving their milestones.

Another innovative feature of DonApp is its built-in Zakat calculator, which simplifies the process of determining one's charitable obligations based on their assets. This tool not only enhances user convenience but also reinforces the app's commitment to cultural and religious accuracy. Additionally, the application supports multiple payment methods, including mobile wallets and QR code-based transactions, ensuring that users from diverse financial backgrounds can participate with ease.

With its focus on transparency, efficiency, and user engagement, DonApp stands out as a versatile platform tailored for the modern philanthropic landscape. The app is designed to be accessible, with intuitive navigation and responsive design that works seamlessly across both mobile and web devices. In summary, DonApp not only simplifies the donation process but also empowers users with robust tracking and feedback mechanisms, foster a sense of community, and uphold the values essential to Islamic finance and charity.

Background Studies

In today's digital era, charitable donation platforms face an array of challenges that affect both donors and recipients. One of the most significant issues is the lack of transparency and trust. Many traditional systems do not provide clear, real-time tracking of donations, which can lead to concerns over fund misallocation and limited accountability. Donors often find it difficult to see exactly how their contributions are used, eroding the confidence that is essential for continuous support.

Moreover, inefficiencies in fund distribution compound these trust issues. Manual processes and outdated technologies slow down the allocation of donations, delaying much-needed assistance and diminishing the overall impact of charitable efforts. This is particularly critical when time-sensitive aid is required, as delays can directly affect the wellbeing of those in need.

User engagement is another area where current platforms frequently fall short. With the rise of digital fintech solutions, there is a growing expectation for interactive and gamified experiences that can motivate donors and keep them actively involved. Integrating elements of gamification not only makes the giving process more enjoyable but also encourages donor retention by providing tangible rewards and milestones.

For platforms managing Islamic charitable funds, such as Zakat, Sadaqah, and Waqf, cultural and religious relevance is paramount. Adherence to Shariah principles builds the necessary trust among users, ensuring that their contributions are handled in a manner consistent with their values. Recent studies have demonstrated that incorporating gamification and transparency features can significantly boost engagement, even in highly regulated and culturally specific environments. As a result, many organizations are now turning to modern design prototypes—often developed with tools like Figma—to iterate on UI/UX and test innovative solutions before committing to full-scale development.

Objectives

DonApp is designed to enhance transparency by providing a digital ledger and real-time updates that give donors clear visibility into how their contributions are used. With every transaction logged securely, users can easily track their donations, ensuring that funds are traceable and managed with complete accountability.

The platform also aims to improve efficiency by streamlining the entire donation process. From initiating donations to monitoring impact, DonApp offers a user-friendly interface that delivers clear information about campaign status and milestones. This optimized flow not only simplifies the donation experience but also reduces delays in fund distribution.

A key goal of DonApp is to boost user engagement through innovative gamification elements. Features such as donation streak badges, interactive leaderboards, and community challenges recognize individual efforts while cultivating a sense of shared purpose and collective impact. This approach turns giving into an engaging and rewarding activity.

Finally, the platform is committed to ensuring cultural and religious relevance by integrating Shariah-compliant features. By including specific icons for verified campaigns and providing straightforward calculations for Zakat obligations, DonApp builds trust and resonates with its target audience. The intuitive user interface, developed in Figma with culturally significant design elements and a harmonious color palette, ensures that users enjoy a smooth, visually appealing navigation experience.

Methodology

The design process for DonApp using Figma begins with establishing the overall framework through low-fidelity wireframes. These early sketches outline the basic structure of essential screens such as the Profile, Settings, Donation Campaign Details, Item Value, and Thank You screens, serving as the foundation for the user journey. Once the basic layout is in place, the next step is transitioning into high-fidelity prototypes, where visual enhancements such as thoughtfully chosen color schemes, modern typography, and culturally relevant design elements (like elegant Islamic patterns) are incorporated to bring the interface to life.

The iterative user testing phase follows, where the prototype is presented to potential users—both donors and recipients—in order to gather valuable feedback on navigation, functionality, and overall aesthetics. This process helps pinpoint areas for improvement and ensures that gamification elements like badges, leaderboards, and donation streak trackers are both clear and engaging. Based on the feedback received, the prototype is continuously refined to better meet user expectations and create a more intuitive and enjoyable experience.

Specific visual and functional enhancements have been applied to key screens. For instance, the Profile Screen prominently displays earned badges and personalized achievements, such as “Total Contributions: RM 500” or “Top Donor in Education,” to motivate users. The Settings Screen is designed to build trust through clear labeling, with features like a “Shariah-Compliant Platform” label and toggles for donation reminders and alerts. Donation Campaign Details are showcased with verified badges (such as “Zakat Eligible”), progress bars that indicate milestones, and elements that gamify the experience by unlocking achievements. Similarly, the Item Value Screen presents visual trackers that demonstrate how donated items contribute to campaign goals, with intuitive icons representing payment methods that comply with Islamic finance, such as “Touch ‘n Go eWallet.” Finally, the Thank You Screen offers social sharing options and a gamified donation streak tracker that encourages ongoing engagement.

From a technical perspective, the prototype focuses on delivering an intuitive, clean, and responsive design that works seamlessly across various devices. While the current version is a visual representation, plans are in place for future integrations to manage user data securely and ensure full compliance with Islamic financial principles. The design has been developed with scalability in mind, anticipating future backend integration—whether through traditional

cloud services or more advanced fintech solutions—so that the platform can grow effortlessly as user demand increases. This comprehensive approach not only assures a smooth user experience but also lays the groundwork for a robust, secure, and scalable solution in the long term.

References

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