

Project Narnia



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Mission:

Allow charities in need of items and people looking to donate items to 1) communicate efficiently and 2) supply the correct items to the right place.

Metrics:

Increase in number of items that are donated/received and increase in communication between organizations.

Research - Identify Users

- User Type 1: Donors - Corporations and individuals
- User Type 2: Receivers - Corporations
 - Charities
 - Middlemen (e.g. Project Narnia)

Research - Business Requirements

User Type 1: Donors - Corporations and individuals

- Create Profile
- Set available pickup times
- Set pick up instructions (optional)
- Provide donation item information
 - Quantity (in # of bags)
 - Item description
- Receive and keep track of donation receipt after each donation
- Communicate with receivers

Research - Business Requirements

User Type 2.1: Receivers - Charities

- Create Profile
- Provide 501(c)(3) information
- Create wishlists
- Communicate with donors and User Type 2.2 (see next slide)
- Create a list of items that they accept
- Provide donation drop off hours
- Accept donation (optional)

Research - Business Requirements

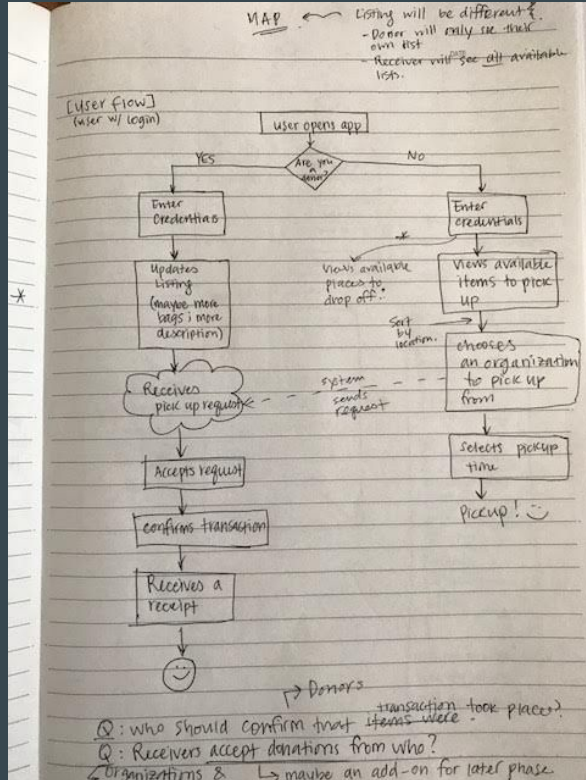
User Type 2.2: Receivers - Middlemen

- Create Profile
- Provide 501(c)(3) information
- Choose wishlist from User Type 2.1 to satisfy
- Communicate with donors and User Type 2.1
- Create inventories of items in stock
- Drop off items to User Type 2.1
- Accept donation (optional)

User Interview Findings

- I met with a member of User Type 2.2 to better understand what their role is.
- I realized that since User Type 2.1 and 2.2 are very similar, the UI for the two different user types can be controlled via user configurations.
- Donors should confirm that donations took place.

User Flow



Initial User Flow diagram created.

Initial Sketches

Version 1 - Sign up

```

graph TD
    Loop[Loop  
App Name] --> 3secs[3 secs]
    3secs --> User[User  
First Name  
PW  
SIGN IN  
CONTINUE AS GUEST  
SIGN UP]
    User --> SignUp[Sign Up]
    SignUp --> Welcome[WELCOME TO  
Welcome to our site!  
be a part of sharing information!]
    Welcome --> Name[Name]
    Name --> Email[Email]
    Email --> Password[Password]
    Password --> Profile[Profile]
    Profile --> Company[Company Name]
    Company --> Address[Address]
    Address --> City[City]
    City --> State[State]
    State --> Zip[Zip]
    Zip --> Phone[Phone]
    Phone --> Email2[Email]
    
```

Hand-drawn flowchart illustrating a user registration process:

- Loop:** A box labeled "Loop" containing "App Name".
- 3 secs:** An arrow points from the "Loop" box to a box labeled "3 secs".
- User:** A box labeled "User" containing:
 - First Name
 - PW
 - SIGN IN (with a note: "CONTINUE AS GUEST")
 - SIGN UP
- Sign Up:** An arrow points from the "SIGN UP" button to a box labeled "Sign Up".
- WELCOME TO:** A box labeled "WELCOME TO" containing:
 - Welcome to our site!
 - be a part of sharing information!
- Registration Fields:** A series of input fields: Name, Email, Password, Profile, Company Name, Address, City, State, Zip, Phone, and Email.

Annotations and questions:

- A note next to the "SIGN IN" button asks: "? need tests?"
- A note below the "SIGN IN" button asks: "if so, then we how will we save the guest info?"

1. Login
2. Phone & Email verification.
3. Profile & Settings
4. [Add] So I (C) (3) info / pick up mins

Back

Welcome to [App Name]!
You're on your way to the rest of the shopping community.

Step 1 **Step 2** **Step 3**

Step 1 **Step 2** **Step 3**

Login info
username
password
NEXT

Phone
Phone
Email
NEXT

ENTER 4 DIGIT VERIFY. CODE
A verify code was sent to your phone via SMS.
Send it again
Verify code
NEXT

Sign up w/ FB?

Back

Step 1 **Step 2** **Step 3** **Step 4**

Step 1 **Step 2** **Step 3** **Step 4**

You indicated you're a donor.
Sign up when the receiver comes to pick up items.
M Tu W Th F S S
Time
NEXT

SKIP
You can set this for each record, but this will be an area to not too difficult.

Back

Step 1 **Step 2** **Step 3** **Step 4**

Almost there!
Are you an organization?
I am a
[organization] [individual]
I will be []
[] donating items [] receiving items
Profile
Name ([] company)
Address (unique)
NEXT

Look at the Open Table Setup.

version 2. - sign up

The image shows three hand-drawn wireframes for a donation system, labeled 2.1, 2.2, and 2.3. Each wireframe represents a different user flow.

2.1 Individual - Donor

- Screen 1:** "WELCOME TO" followed by a line of text: "welcome to your ability for the part of that sharing community!". Below this is a large rectangular box with an 'X' through it.
- Screen 2:** "Step 2 - create" followed by "Step 2. let us identify you!". Below this is a line of text: "Name First Name". Below this is a large rectangular box with an 'X' through it.
- Screen 3:** "Name" followed by "Last". Below this is a large rectangular box with an 'X' through it.
- Screen 4:** "Address" followed by "Street". Below this is a large rectangular box with an 'X' through it.
- Screen 5:** "City" followed by "State" and "Zip". Below this is a large rectangular box with an 'X' through it.
- Screen 6:** "NEXT" button.

2.2 Org. - Receiver Benefit

- Screen 1:** "WELCOME TO" followed by a line of text: "welcome to your ability for the part of that sharing community!". Below this is a large rectangular box with an 'X' through it.
- Screen 2:** "Step 2. let us identify you" followed by "Company Name". Below this is a large rectangular box with an 'X' through it.
- Screen 3:** "Company EIN" followed by a large rectangular box with an 'X' through it.
- Screen 4:** "Company Address" followed by "Street". Below this is a large rectangular box with an 'X' through it.
- Screen 5:** "City" followed by "State" and "Zip". Below this is a large rectangular box with an 'X' through it.
- Screen 6:** "NEXT" button.

2.3 Org. Donor

- Screen 1:** "WELCOME TO" followed by a line of text: "welcome to your ability for the part of that sharing community!". Below this is a large rectangular box with an 'X' through it.
- Screen 2:** "Step 2. Let us identify you" followed by "Company Name". Below this is a large rectangular box with an 'X' through it.
- Screen 3:** "Company Address" followed by a large rectangular box with an 'X' through it.
- Screen 4:** "City" followed by "State" and "Zip". Below this is a large rectangular box with an 'X' through it.
- Screen 5:** "Preferred Pick up time" followed by "Date". Below this is a large rectangular box with an 'X' through it.
- Screen 6:** "NEXT" button.

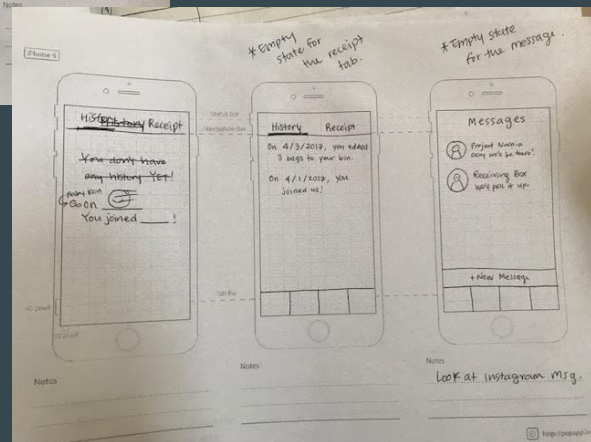
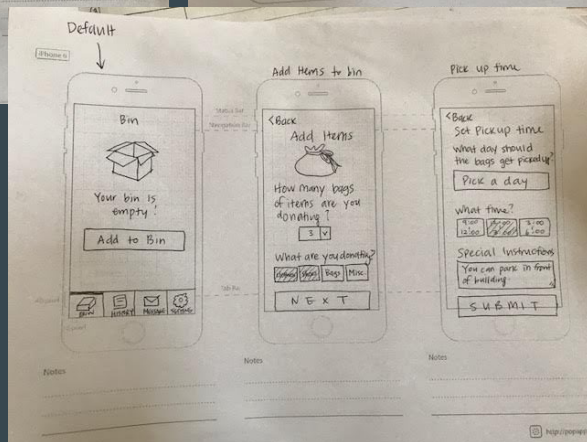
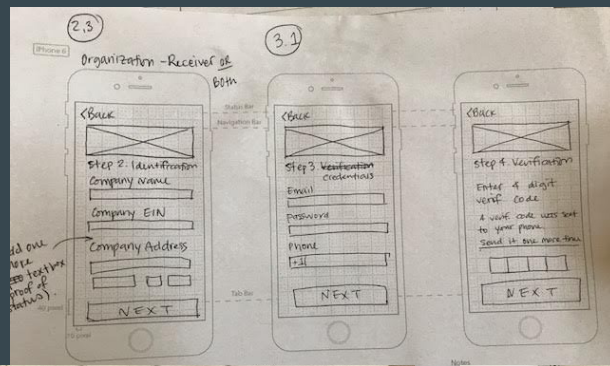
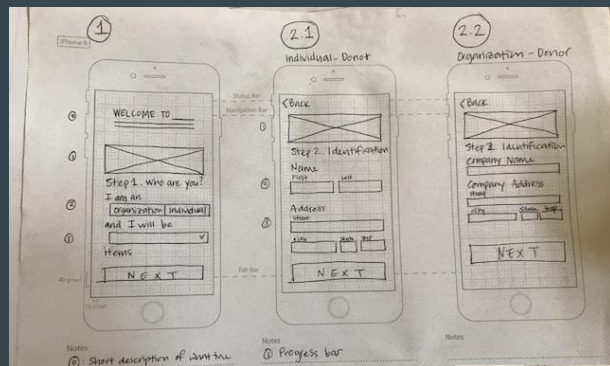
2.4 Org. Donor & Rec.

- Screen 1:** "WELCOME TO" followed by a line of text: "welcome to your ability for the part of that sharing community!". Below this is a large rectangular box with an 'X' through it.
- Screen 2:** "Step 2" followed by "Comp. Name". Below this is a large rectangular box with an 'X' through it.
- Screen 3:** "Comp. EIN" followed by a large rectangular box with an 'X' through it.
- Screen 4:** "Comp. Add." followed by a large rectangular box with an 'X' through it.
- Screen 5:** "Preferred Time" followed by a large rectangular box with an 'X' through it.
- Screen 6:** "NEXT" button.


Annotations and flow indicators:

- Arrows indicate the flow from one screen to the next in each user flow.
- Text "if organization show all 3 options. Else, just show 'I will be donating items.'" is written near the top of the flows.
- Text "some wording here explaining how to the default?" is written near the "Preferred Time" screen in flow 2.4.
- Text "Page 1/2" is written near the top of flow 2.1.
- Text "Page 2/2" is written near the top of flow 2.2.
- Text "Page 3/2" is written near the top of flow 2.3.
- Text "Page 4/2" is written near the top of flow 2.4.

Updated Sketches (after user testing)



Mid-Fidelity Wireframes



PROJECT NARNIA

WELCOME TO BLAH

You are on your way to being part of a sharing community!

1

2

3

4

Step 1. Tell us who you are!

I am an

Organization

Individual

and I will be

< Back

✓

2

3

4

Step 2. Information?

Name

First Name

Last Name

Address


Street

City


State


ZIP


Schedule Donation Pickup




You currently do not have any pickup scheduled.


Pickup


History


Messages


Settings

Mid-Fidelity Wireframes Continued

Back

Describe Donation Items

How many bags of items are you donating?

▼

What are you donating?

Clothing

Shoes

Bags

Accessories

Linens

Home Goods

Books / Media

Toys / Games

Electronics

Furniture

Atheletic Equip't

Misc.

NEXT

Pickup

History

Messages

Settings

Back

Set Pick-up Time

What date should the bags be picked up?

2017

Thu, Apr 13

<

April 2017

>

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

CANCEL

OK

SUBMIT

Pickup

History

Messages

Settings

Back

Set Pick-up Time

When should the bags get picked up?

April 19 - 27, 2017

What time?

9:00am-12:00pm

12:00pm-3:00pm

3:00pm-6:00pm

Any special instructions? (Optional)

SUBMIT

Pickup

History

Messages

Settings

History

Receipt

You scheduled a pickup of 3 bags. 4/10/17

Your account was born! 4/9/17

Pickup

History

Messages

Settings

Mid-Fidelity Wireframes Continued

[← Back](#)

Donation 1 Receipt

Donor's Name

Minnie Mouse

Address

111 Main St. Irvine, CA 92612

Date Received

4/20/17

Number of Bags Donated

Donation Items

Clothing

Shoes

Bags

Accessories

Linens

Home Goods

Books / Media

Toys / Games


Electronics


Furniture


Atheletic Equip't


Misc.

E M A I L


 Pickup

 History

 Messages


 Settings


Messages





You do not have any messages.

+ New Message


 Pickup


 History


 Messages


 Settings


Messages

 **Project Narnia**
Thank you!!! 15m


 **Company A**
That works for me. 20m


 **Company B**
See you soon. 2w


 **Company C**
Thank you! 3w


 **Company D**
Thank you!! 5w

+ New Message


 Bin

 History

 Messages

 Settings

Settings



First Name

Minnie

Last Name

Mouse

Address

111 Main St. Irvine, CA 92612

Email

email@email.com

Phone


777-777-7777


Recurring pickup time


☐ 9:00am - 12:00pm


☐ 12:00pm - 3:00pm

☐ 3:00pm - 6:00pm

 Pickup

 History

 Messages

 Settings

Initial meetup with Caitlin - 3/4/17 at 1:00 PM

- Charities to pick up clothes from Caitlin.
- Users would be the charity owners.
- Interview: reach out to Caitlin if I need to talk to the charities.
- Messaging service. Without knowing who they are talking to.
- Scheduling of pickup. E.g. we need to pick up 10 bags at around this time.
- Wishlist. Specific items that they need?
 - Plus size; Dresses; Other category?
- penalty for canceling in certain time frame?
- Standard amount? How many bags? (leftover stuff in garbage bags).
- Branding: yellow white black?
- Competitors: Uber; salvation army;
- Timeline: 4-6 months? 4 months?
- Once a week, let Caitlin know where I'm at.

Followup questions via Email - 3/7/17

- User type 1: Donors (e.g. Buffalo Exchange)
 - Creates profile:
 - Company Name
 - Company Address
 - Available pickup times
 - Provides donation information:
 - Number of bags
 - [Optional] Details on the items that they are donating
 - Communicates with User type 2
- User type 2: Middlemen (e.g. Project Narnia)
 - Picks up items from User type 1
 - Creates inventories of items in stock
 - Chooses wishlist from User type 3 to satisfy
 - Drops off items to User type 3
 - Communicates with User types 1 and 3
- User type 3: Receivers (e.g. some charity)
 - Creates a wishlist
 - Communicates with User type 2

Questions:

- Are there always Middlemen? Do Receivers ever go directly to the Donors and pick up items?
- I think for User types 1 and 3, there should be one user per organization. However, for User type 2, will there be more than one user per each Middlemen organization? Is the internal communication for the User type 2?
- How will we verify the legitimacy of User types 2 and 3?

Followup Response from Caitlin - 3/13/17

Overview: This app is a place for charities in need of items and people looking to donate items to 1) communicate efficiently, and 2) supply the correct items to the right place.

Continued

User 1: Donors

- E.g. Corporations, residential, etc.
- Needs:
 - Creates profile
 - Company Name
 - Company Address
 - Sets available pickup times
 - Sets up pick up instructions (optional)
 - Provides a summary description of items
 - Provides information on # of bags they are donating
 - Receives a donation receipt after each donation
 - Views history of donations made and their receipts

Continued

User 2: Organizations in need of items

- E.g. Project Narnia
- Needs:
 - Creates profile
 - Company Name
 - Company Address
 - Bio
 - 501 (c)(3) information
 - Picks up items from user 1 and 3
 - Creates inventories of items in stock
 - Chooses wishlist from user 3 to satisfy
 - Drops off items to user 3
 - Communicates with user 1 and 3
 - Creates a list of items they accept
 - Accepts donation

Continued

User 3: Receivers

- E.g. Charities
- Needs:
 - Creates profile
 - Company Name
 - Company Address
 - Bio
 - 501 (c)(3) information
 - Creates wishlist
 - Communicates with user 1 and 2
 - Creates a list of items they accept
 - Creates a donate drop off hours
 - Accepts donations

Research

- What is 501 (c)(3)?
 - According to 26 U.S. Code § 501 - Exemption from tax on corporations, certain trusts, etc.:
 - Corporations, and any community chest, fund, or foundation, organized and operated exclusively for religious, charitable, scientific, testing for public safety, literary, or educational purposes, or to foster national or international amateur sports competition (but only if no part of its activities involve the provision of athletic facilities or equipment), or for the prevention of cruelty to children or animals, no part of the net earnings of which inures to the benefit of any private shareholder or individual, no substantial part of the activities of which is carrying on propaganda, or otherwise attempting, to influence legislation (except as otherwise provided in subsection (h)), and which does not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of (or in opposition to) any candidate for public office.

Research continued

Types of 501 (c)(3):

Sketching of the Login/Signup area

-Challenges:

- Some areas within the sign up area depend on other areas. It wasn't clear to see this early on, so I had to sketch 3 times to get the sign-up workflow correctly.

- Wanting to dive into creating high fidelity prior to sketching resulted in a lot more time spent on coming up with a solution.

-Solution:

- Hand sketched, and then created blockframes.

Sketching of the Donor's user flow and screens

This went a lot smoother than the signup area, just because I had a general idea of the app's layout.

I relied on noun project and material design icons to create assets.

After completing the mid-fi wireframes for the sign-up areas and the donor's pages, I sent the exported artboards (in a zip file) to Caitlin.

Challenge: Confusion when looking at the artboards, because when exported, they are listed in alphabetical order. I fixed this by prefixing with numbers.

Challenge: Getting too much feedback on all the details. I fixed this by specifically mentioning that I'm looking to get feedback on the colors, layout, and readability of the pages.