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.

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Metrics:

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

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Research - Identify Users

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

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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

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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)

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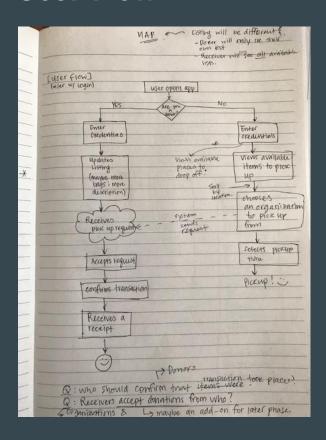# Research - Business Requirements

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)

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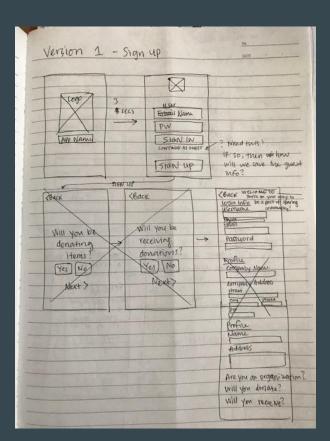
User Interview Findings

- 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.
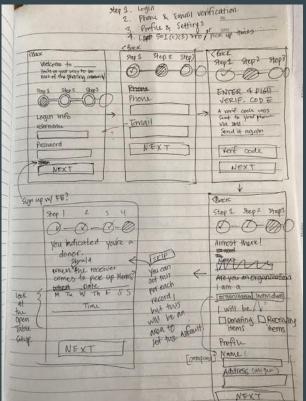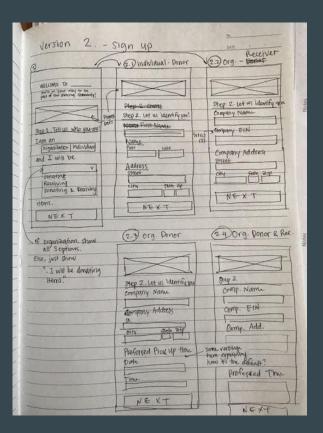- Donors should confirm that donations took place.

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User Flow

Initial User Flow diagram created.

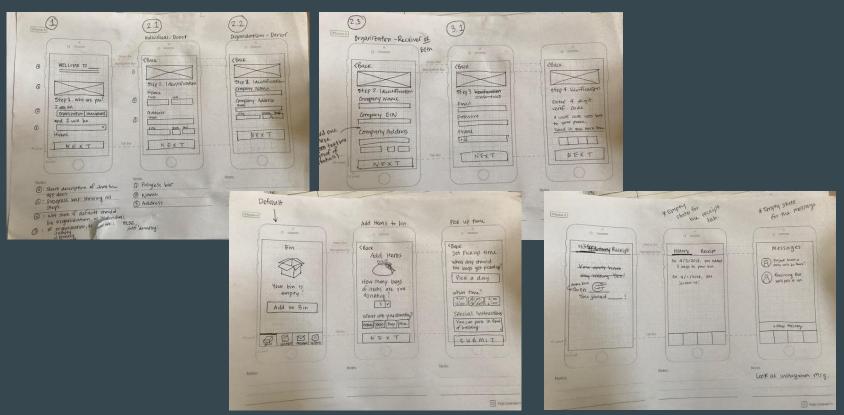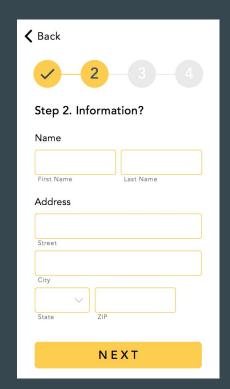angelaashley@gmail.com | 909.477.7741

Initial Sketches

Updated Sketches (after user testing)

Mid-Fidelity Wireframes

PROJECT NARNIA

Email Address

Password

SIGN IN

SIGN UP

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

NEXT

‹ Back

✓ — 2 — 3 — 4

Step 2. Information?

Name

First Name   Last Name

Address

Street

City

State   ZIP

NEXT

Schedule Donation Pickup

You currently do not have any pickup scheduled.

SCHEDULE PICKUP

Pickup   History   Messages   Settings

Mid-Fidelity Wireframes Continued
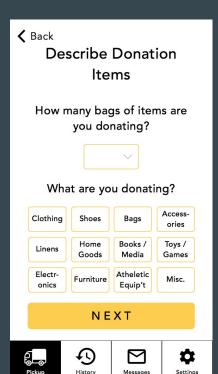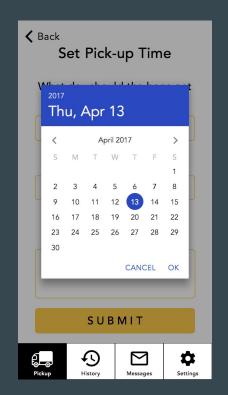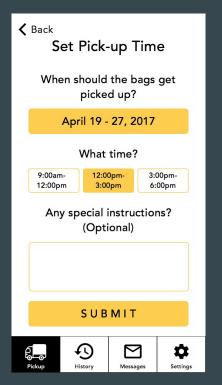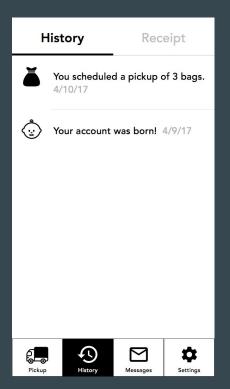
Mid-Fidelity Wireframes Continued

Donation 1 Receipt

‹ Back

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	Access-ories
Linens	Home Goods	Books / Media	Toys / Games
Electr-onics	Furniture	Atheletic Equip't	Misc.

EMAIL

🚚 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

👤
Add Photo

First Name
Minnie

Last Name
Mouse

Address
111 Main St. Irvine, CA 92612

Email
email@email.com

Phone
777-777-7777

Recurring pickup time
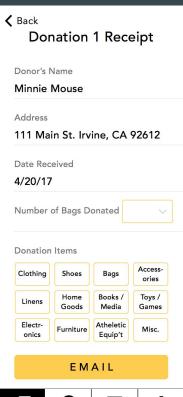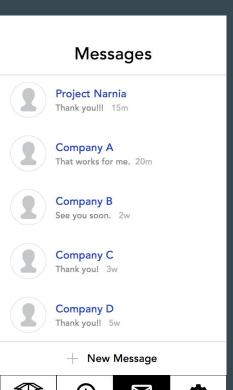☐ 9:00am - 12:00pm   ☐ 12:00pm - 3:00pm   ☐ 3:00pm - 6:00pm

🚚 Pickup | 🕘 History | ✉ Messages | ⚙ Settings
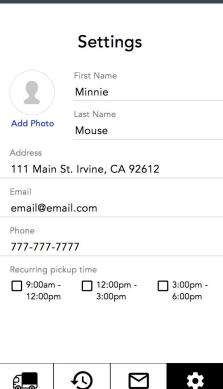
Initial meetup with Caitlin - 3/4/17 at 1:00 PM

- 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 <u>26 U.S. Code ∫ 501 - Exemption from tax on corporations, certain trusts, etc.</u>:
        - 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.