mobile ux   tablet ux   desktop ux

4CDonations

A mobile app and website for
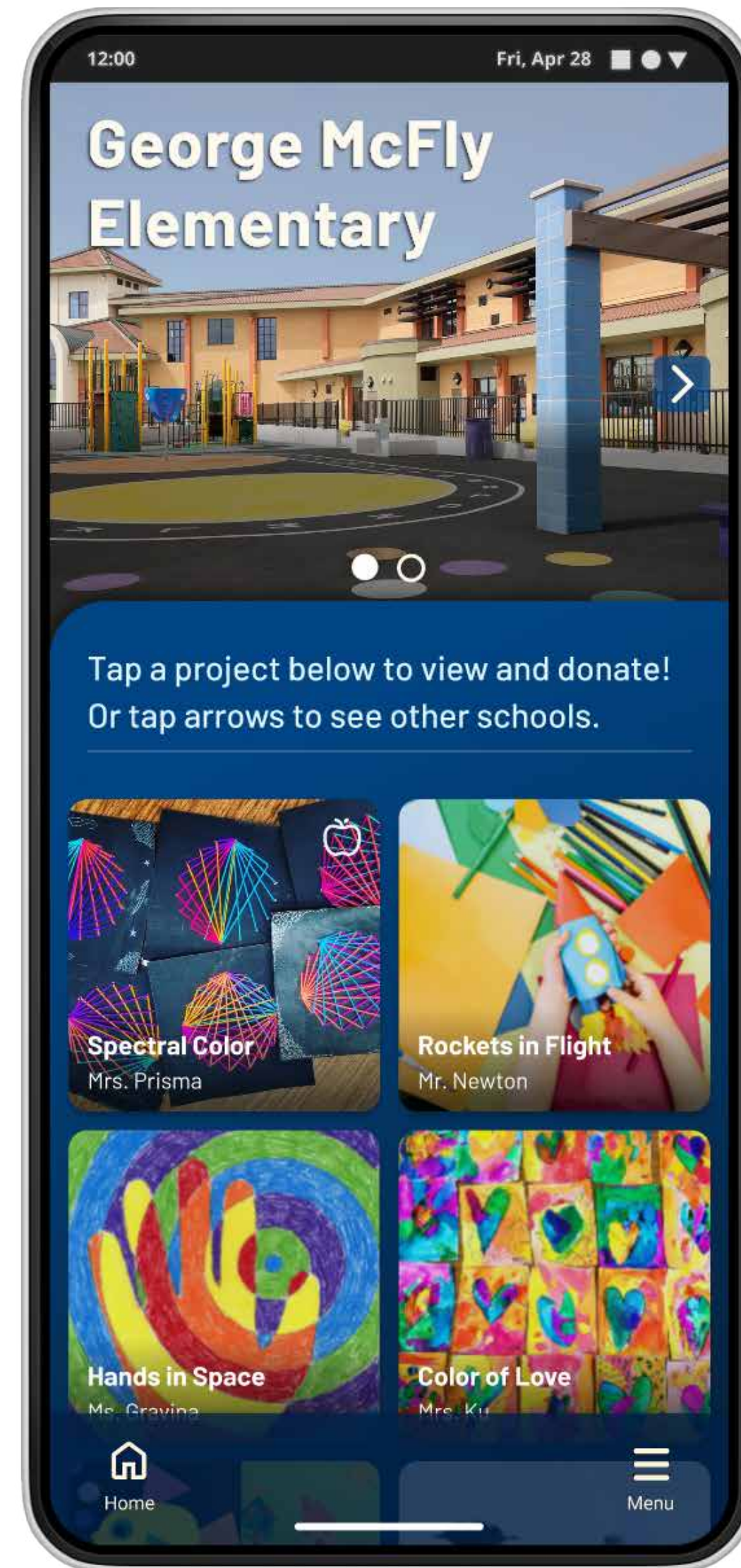supporting children's art programs

Aubrey Young

Project Overview

THE PRODUCT

4CDonations is a non–profit organization whose mobile app and responsive website provide children with arts and crafts through donations and supplies.

The target users are individuals or businesses interested in supporting children along their creative journey.

Project Overview

MY ROLE	TEAM	PROJECT DURATION
Project Lead	Aubrey Young	Project Lead
UI/UX Design	(Solo)	UI/UX Design
UX Research		

HERE'S THE PROBLEM

Schools are critically underfunded in activities considered "extracurricular," one of which is the arts. Parents, individuals, and businesses need an easier process of donating art supplies and resources to local schools.

HERE'S THE GOAL

Design a mobile app and responsive website to streamline easier for users to donate art supplies, increasing support for children's creative growth.

Understanding the user

Goal: to understand common behaviors, experiences, and frustrations with users interested in donating to school art programs.

Methodology: I conducted 4 interviews (3 by video call, 1 in person) in casual settings for ~10 minutes each

Participants: Ages ranged from mid-20s to mid-40s and included elementary school parents and people pursuing creative fields. Participants were from various cultural/ethnic backgrounds.

Through interviews and, later on, usability testing, I identified key pain points and opportunities for improvement.

My project's focus will center on:

- simplifying the donation process
- prioritizing mobile optimization
- enhancing user engagement through donation transparency

Understanding the user

Donation process

Participants emphasized the importance of simplicity and a user-friendly interface. They seek a seamless, intuitive experience when donating art supplies.

Accessibility concerns

Some users faced challenges due to the lack of accessibility features, impacting their ability to contribute effectively.

Multi-platform preference

A majority of users prefer mobile apps, but appreciate the convenience of donating without a user profile through a browser.

Engagement & feedback

Users are more likely to engage when they understand the impact of their contributions. They appreciate transparency and information about how their donations directly benefit children.

Understanding the user

After analyzing the interview data, the following personas emerged:

"Art is necessary for kids! Let their minds play as much as their bodies play outside."

Goals
- Foster childhood creativity in his child and her classmates

Frustrations
- Although he would love to donate art supplies to the school, he knows he won't be able to help that many kids alone

Franklin

Age: 36
Education: B.A. Marketing
Hometown: Los Angeles CA
Family: Wife, 2 children
Occupation: Animator

Franklin is an animator whose 8-year old daughter has recently expressed interest in art.Though he has plenty of supplies, he would like other children to have access to basic art supplies to express their creativity as well. He prefers his mobile phone for most of his internet use.

"Arts and crafts are more than just projects. They also show us how kids see their own world"

Goals
- Discover a way to supply more of her and the school's students with art supplies

Frustrations
- Unable to do all the projects because some children do not have adequate art supplies

Nina

Age: 26
Education: B.A. Teaching
Hometown: Denver CO
Family: Boyfriend, 2 pets
Occupation: Elem Art Teacher

Nina is an elementary school art teacher who augments her school's supply budget with her own art supplies and money, and could use external help to ensure her students have supplies to complete projects and enhance their creativity. Nina prefers to use the desktop for school-related activities.

Franklin's user story: As an animator and father of a school–age child, **I want to donate money or art supplies to underfunded area schools** so that teachers can foster creativity with all students regardless of their ability to afford art supplies.

Nina's user story: As an elementary school art teacher, **I want to access more art supplies** so that all of my students have the tools necessary to express themselves creatively and artistically.

Understanding the user

Persona: Franklin
Goal: Donate money to creative activities at his child's school

ACTION	Goes to 'donate' page	Chooses amount/type of donation	Share link through social media
TASK LIST	Tasks A. opens app B. navigates to 'donate' C. locates his child's school	Tasks A. chooses to make monetary donation B. selects amount and payment options C.receives receipt	Tasks A. presented with opportunity to spread the message
FEELING ADJECTIVE	Relief that there is a way to donate to local creative causes	Worried about fraud/identity theft	Excited and motivated for friends/family to get involved
IMPROVEMENT OPPORTUNITIES	Make Donate options available up front	Allow multiple payment options to include credit card or digital payment	Share image on social media and a Facebook profile filter

Persona: Nina
Goal: Start a fundraiser for art supplies

ACTION	Sign up for a fundraiser	Set up a teacher profile	Receive donations
TASK LIST	Tasks A. navigate to 'Fundraiser' B. read requirements C. register fundraiser	Tasks A. provide teaching credentials B. connect profile to school C.	Tasks A. check on donation goals B. send out regular updates C.
FEELING ADJECTIVE	Overwhelmed, as this is her first time planning a fundraiser	Secure that only accredited teachers have access to donations	Frustrated with the task of having to regularly keep tabs on goals
IMPROVEMENT OPPORTUNITIES	Basic steps on planning a fundraiser throughout the site	Use certificates to determine if teachers are arts instructors	Desktop area to make these kinds of metrics easy to review and draft update emails.

Mapping Franklin's user journey revealed he would like donation to be a seamless and secure process with multiple methods aside from cash or check.

Nina's user journey map revealed the educator's perspective of wanting the ability to plan and execute a fundraiser through the mobile app/ website. *This process will be listed as a future 4CDonations development.*
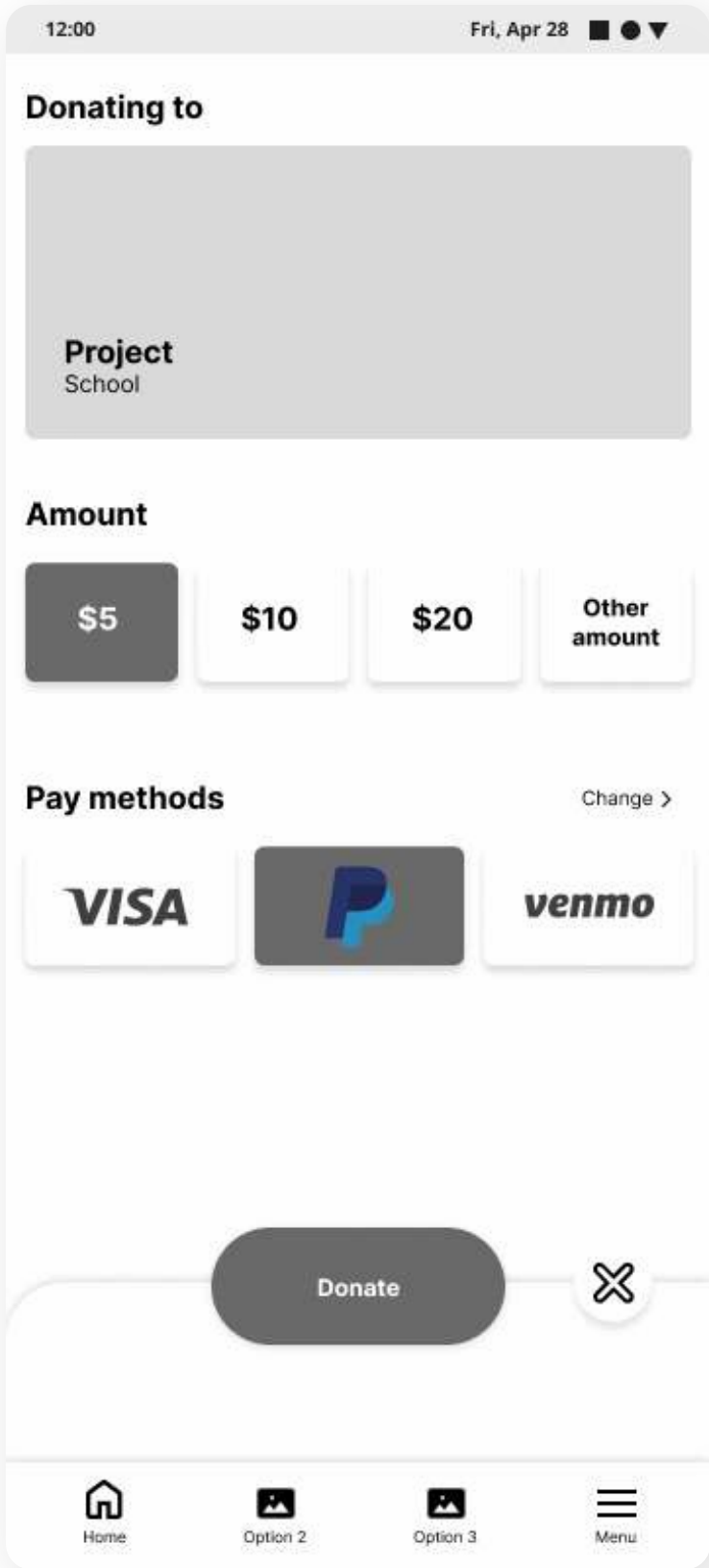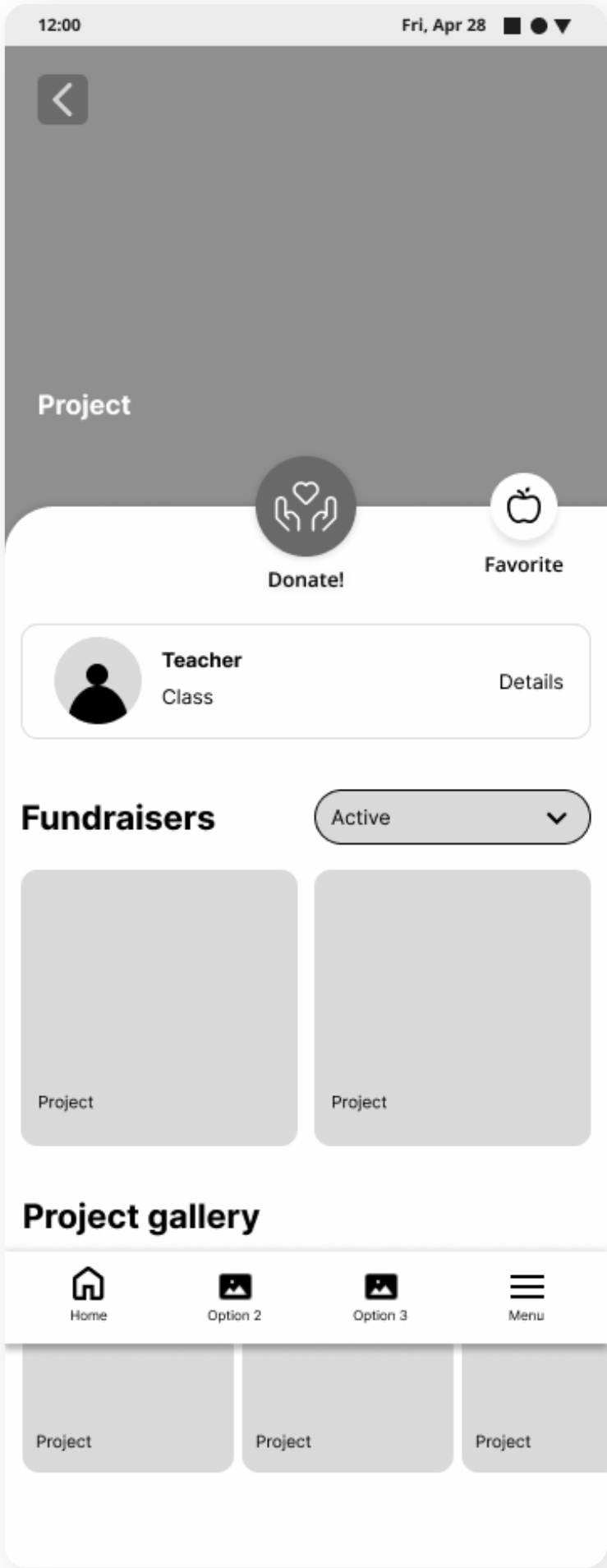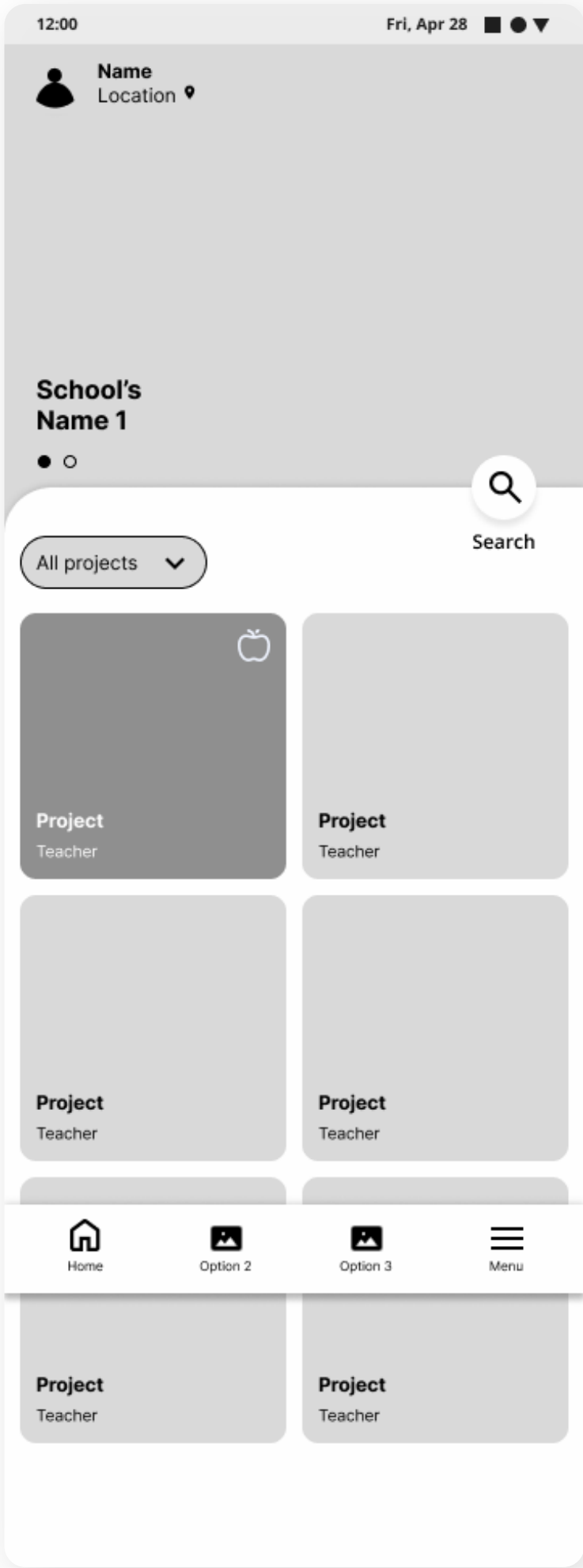
Lo-fi Design

Lo-fi Design

Lo-fi Design

mobile

tablet

desktop

Lo-fi Design

mobile

tablet

desktop

Lo-fi Design

STUDY TYPE	PARTICIPANTS	LENGTH
moderated usability study	4 adult participants familiar with mobile payment processes	~10 min

Study results:

■ **2 out of 4 participants** believed the buttons should be labeled. This means that **labeling the action buttons** would allow more people to identify the app's main functions.

■ **1 out of 4 participants** appreciates pictures in place of placeholders to help navigation. This means that the **school pictures that will be included should be attractive and descriptive** to allow ease of navigation.

■ **1 out of 4 participants** expressed curiosity on how teachers view the app. This means that **certain metrics should be available for donors** to see what the teachers see, concerning goals and projects.

Hi-fi Design

The problem:

Users believe labeling the action buttons would allow more people to identify the app's main functions.

The solution:

Instead of just relying on symbols for Search and Donations, add the button function for accessibility.
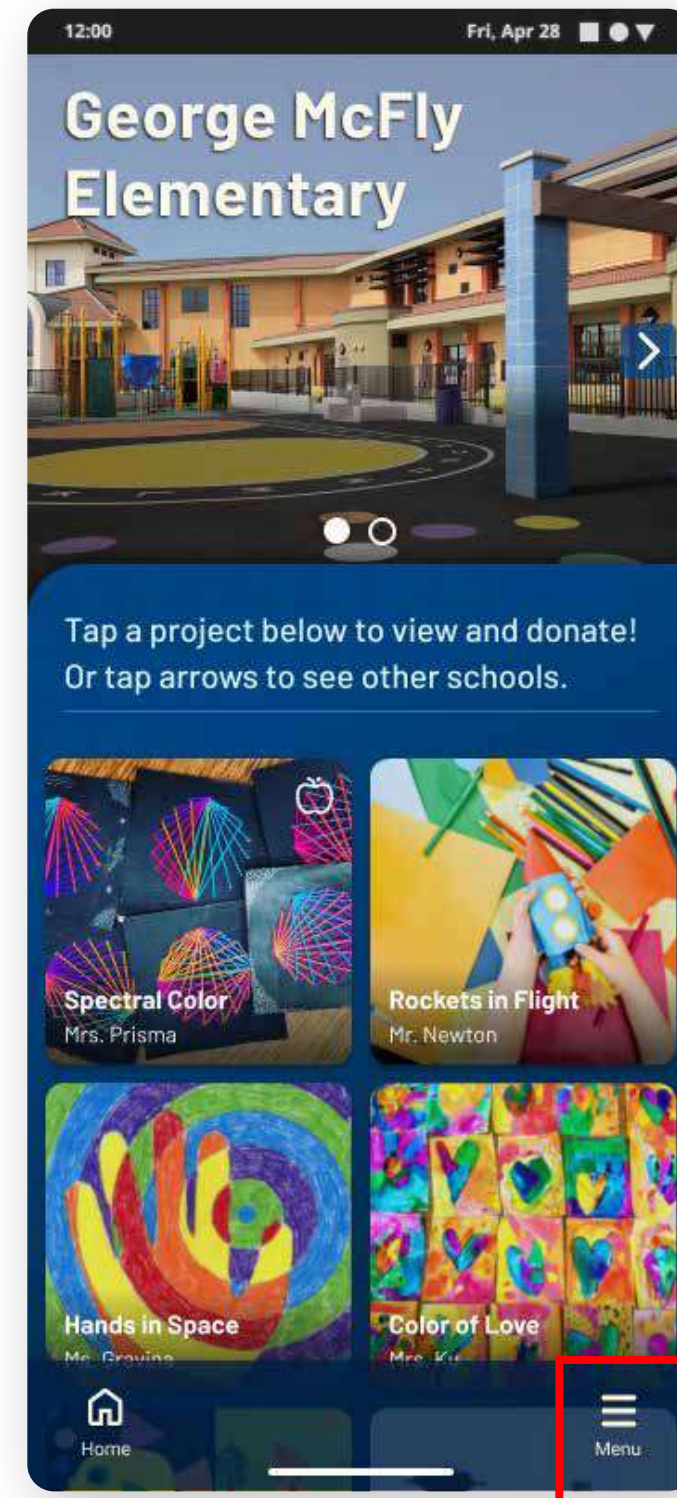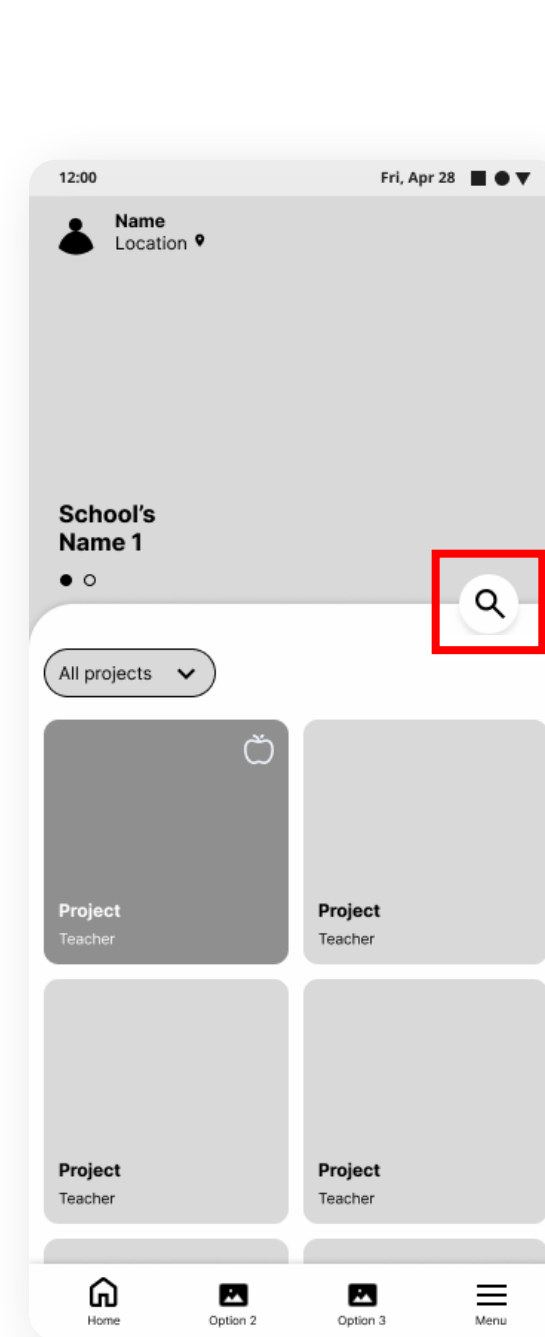
Moved 'Search' function to 'Menu'
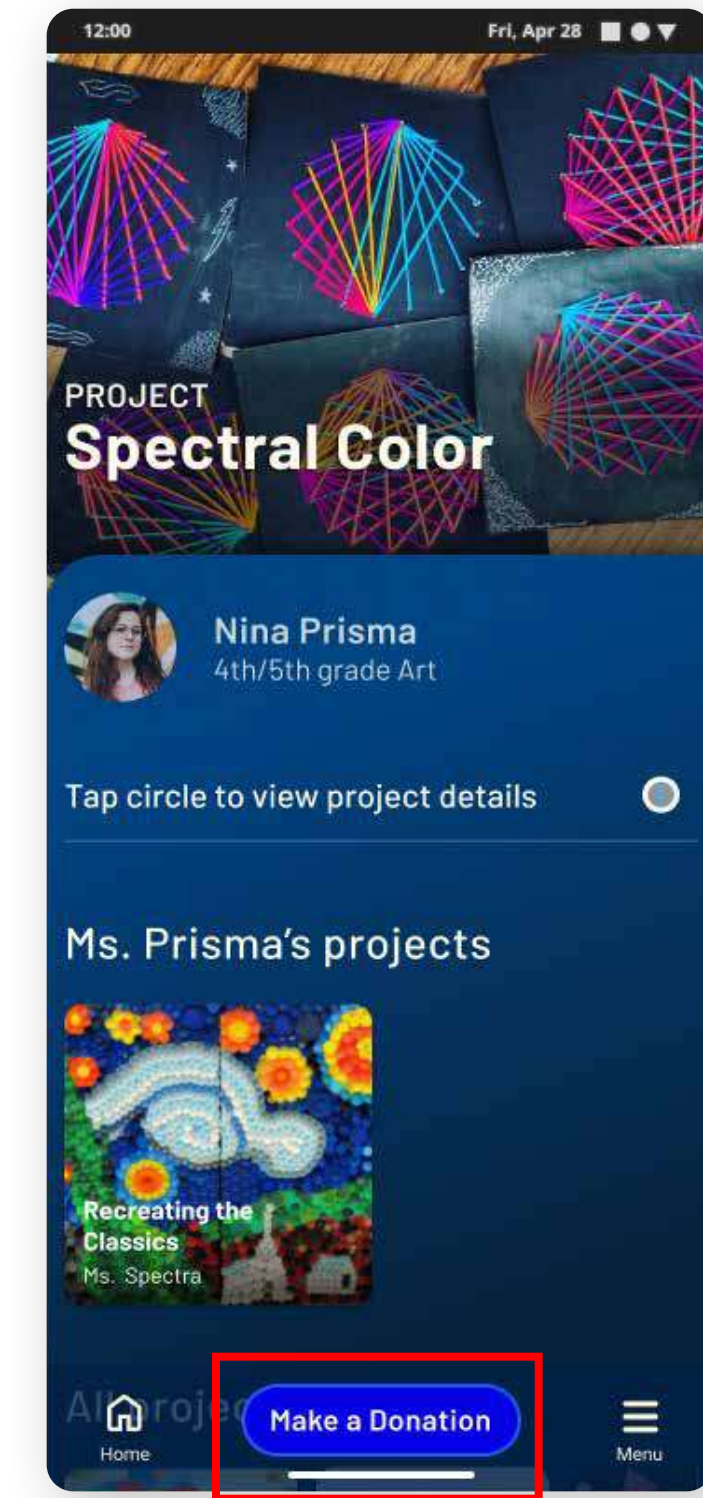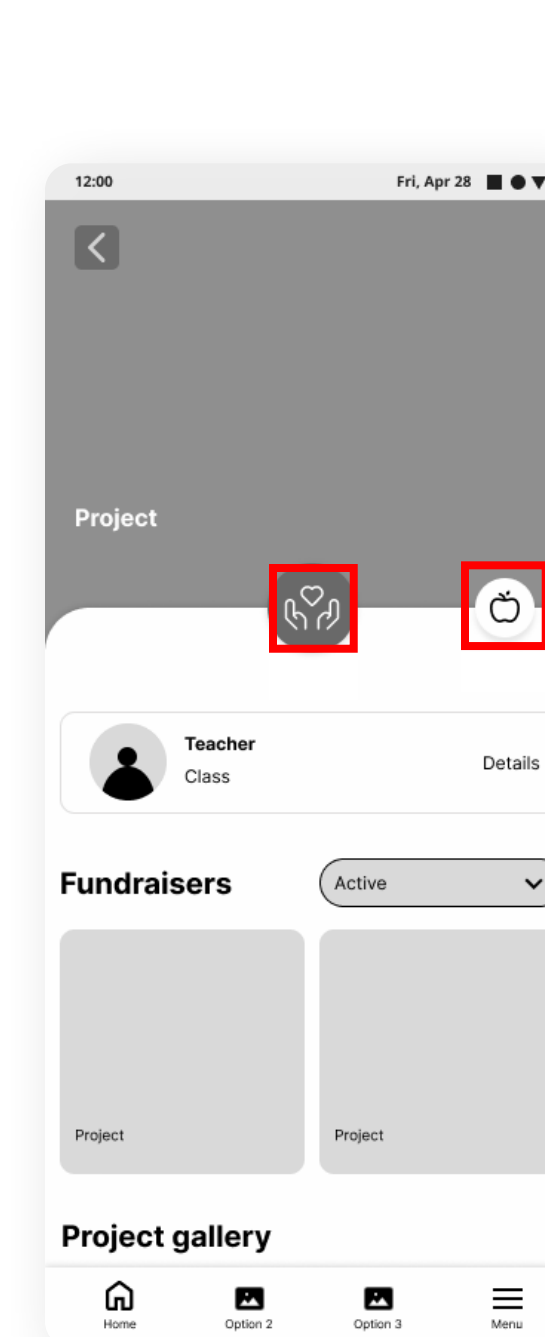
Moved 'Donate' button to more convenient location at the bottom; removed 'Favorite' icon
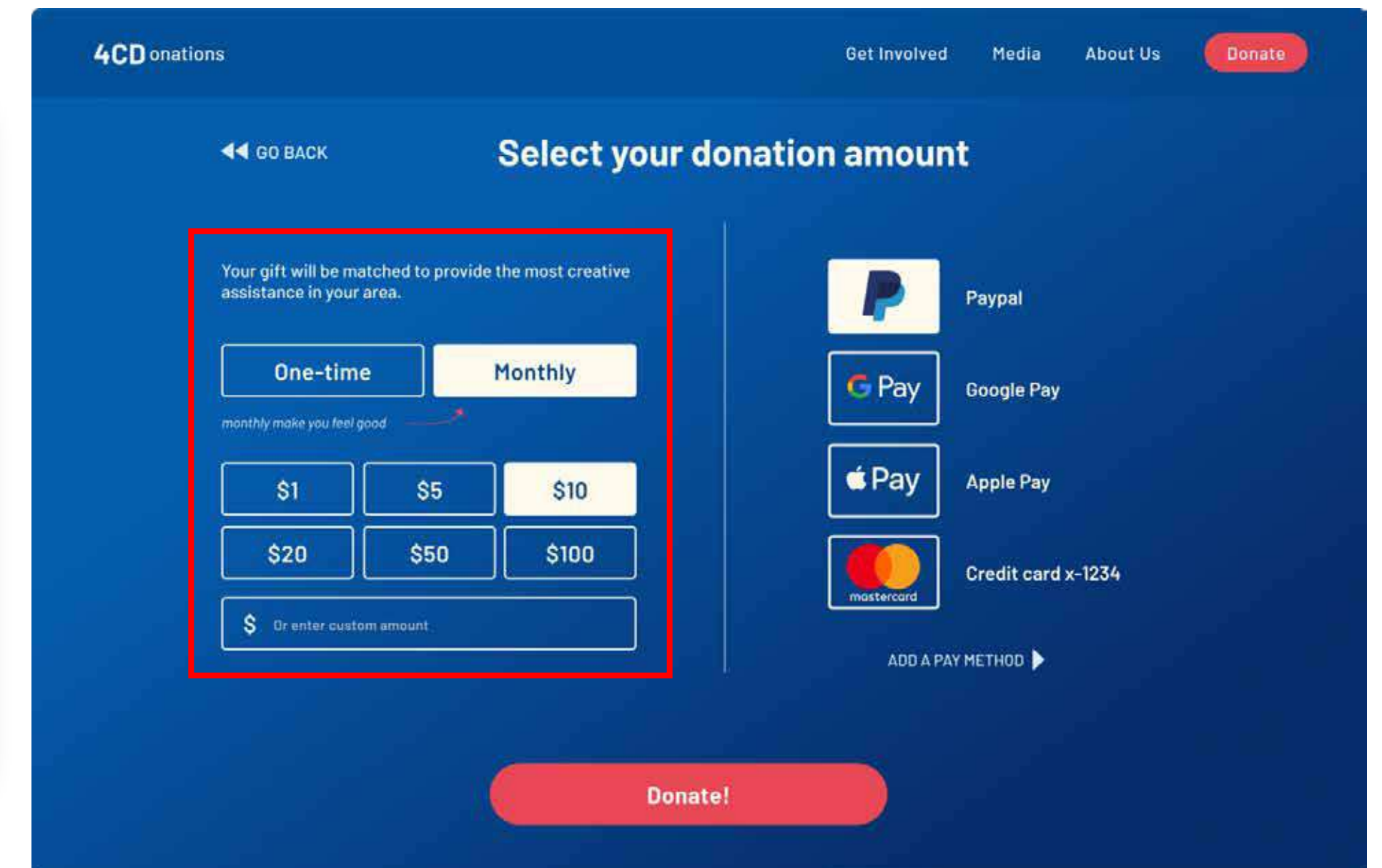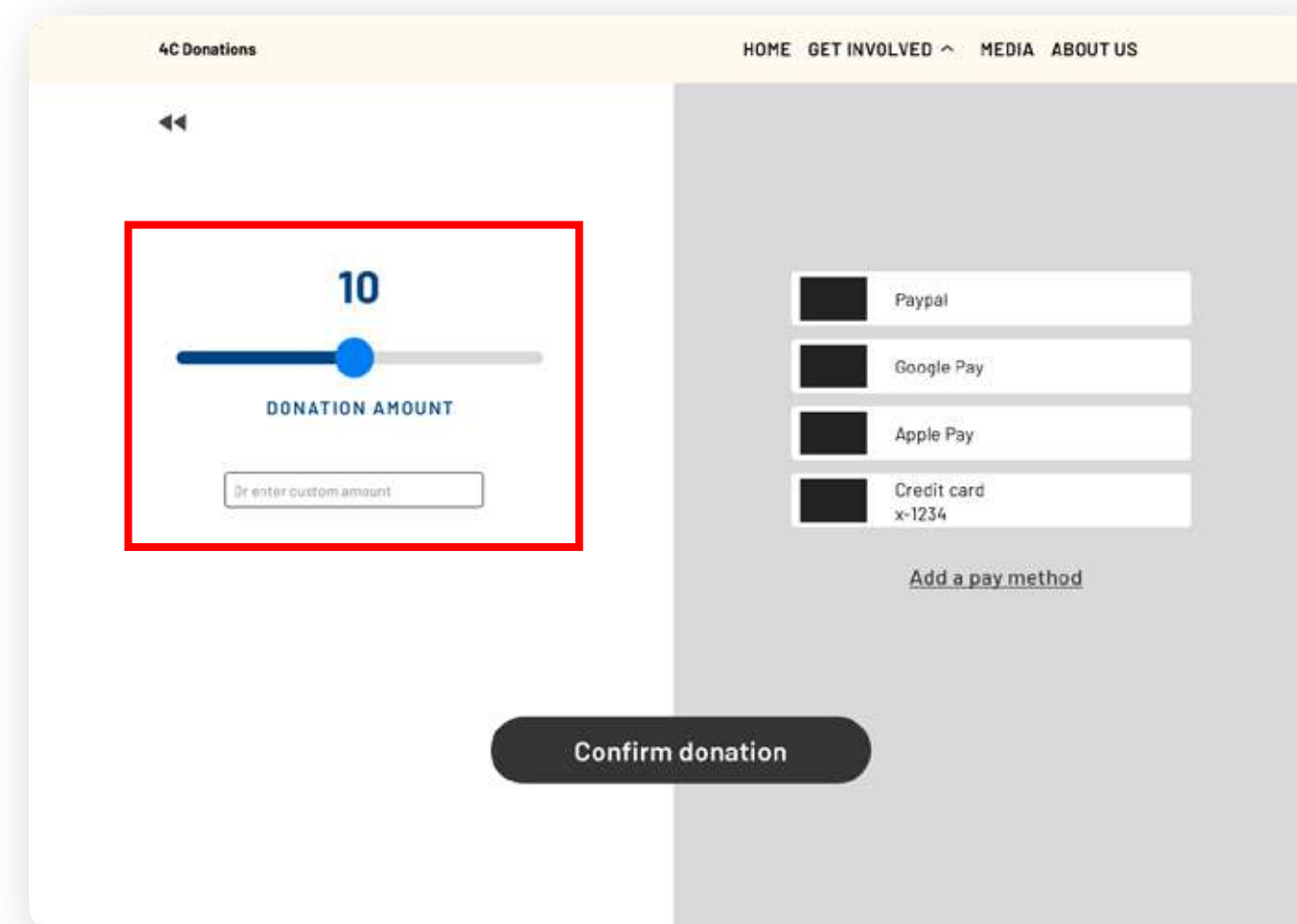
Hi-fi Design

I used the mobile app's usability results to influence the website's features; of note, I replaced the Donation slider with buttons.

This provided a cleaner, more responsive display. It also further resembles the mobile app's donation page.
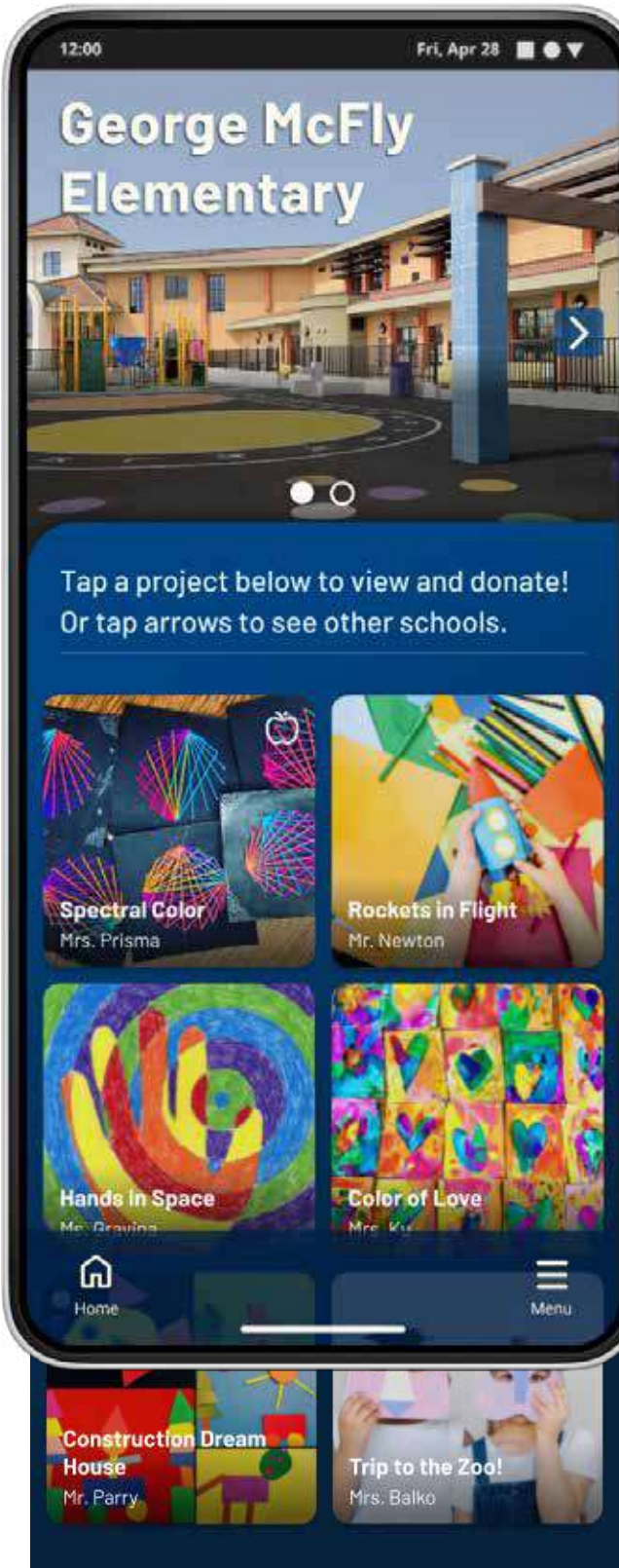

The buttons listing the donation amounts provide more accessibility and trransparency than the slider.
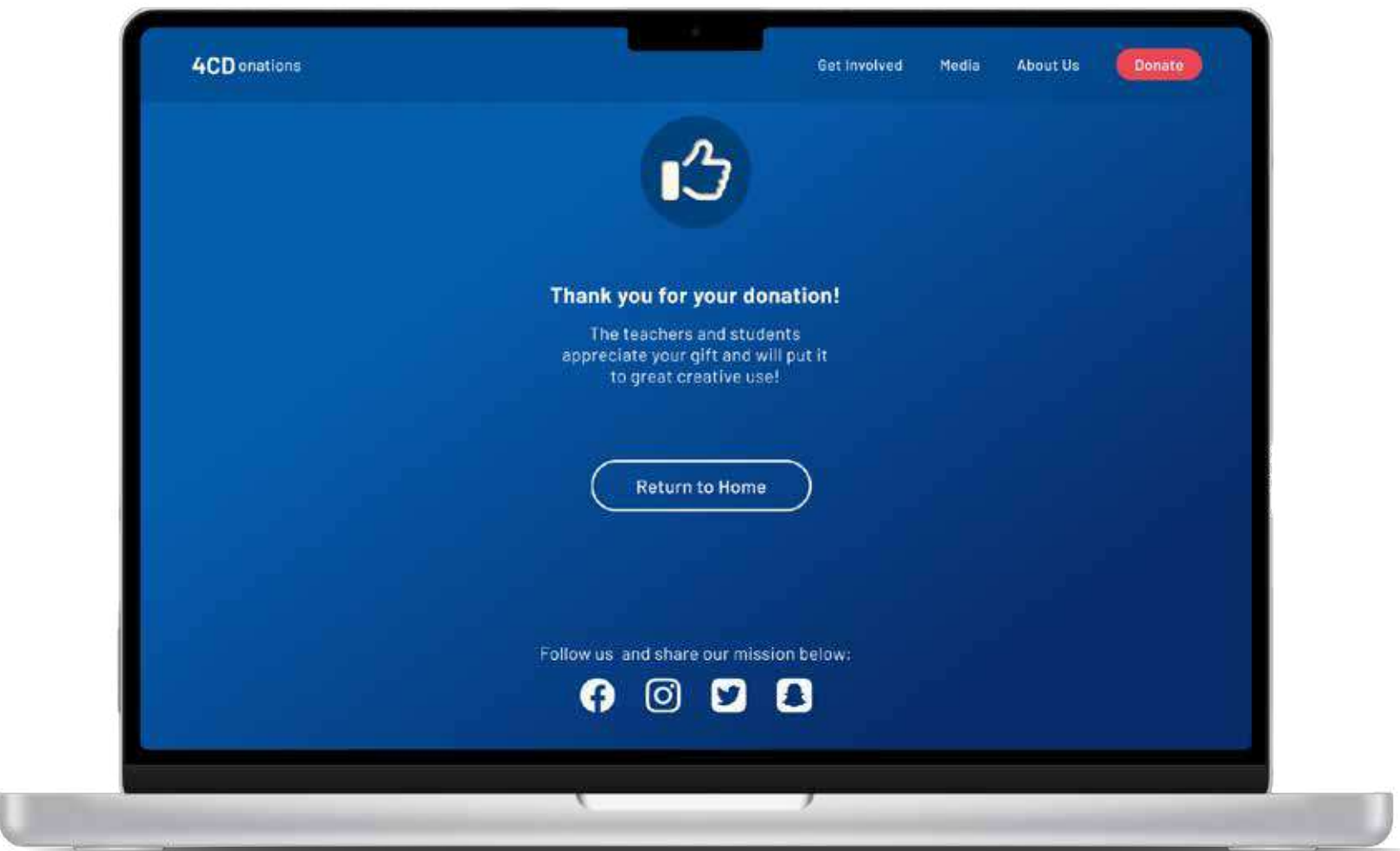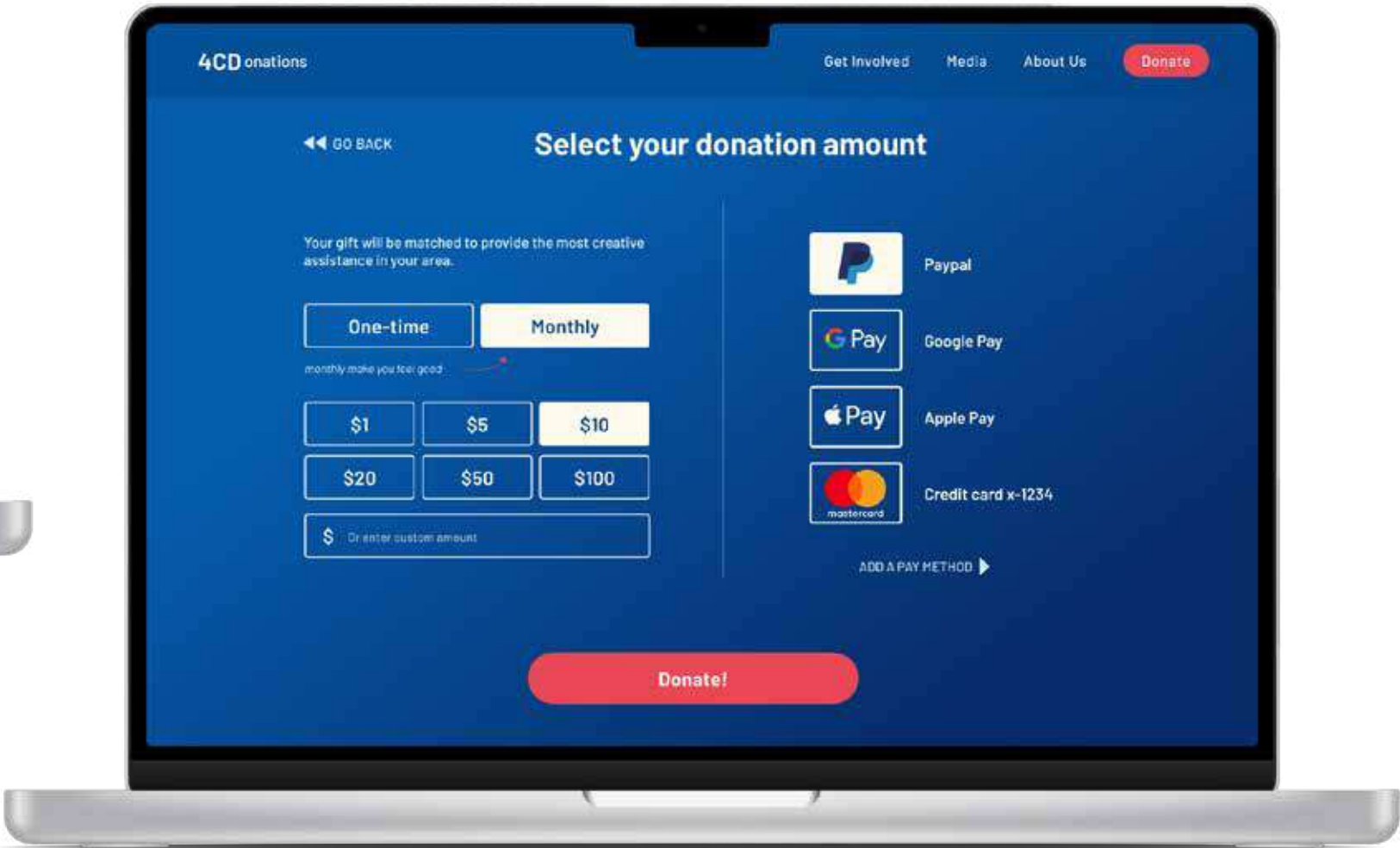
Hi-fi Design
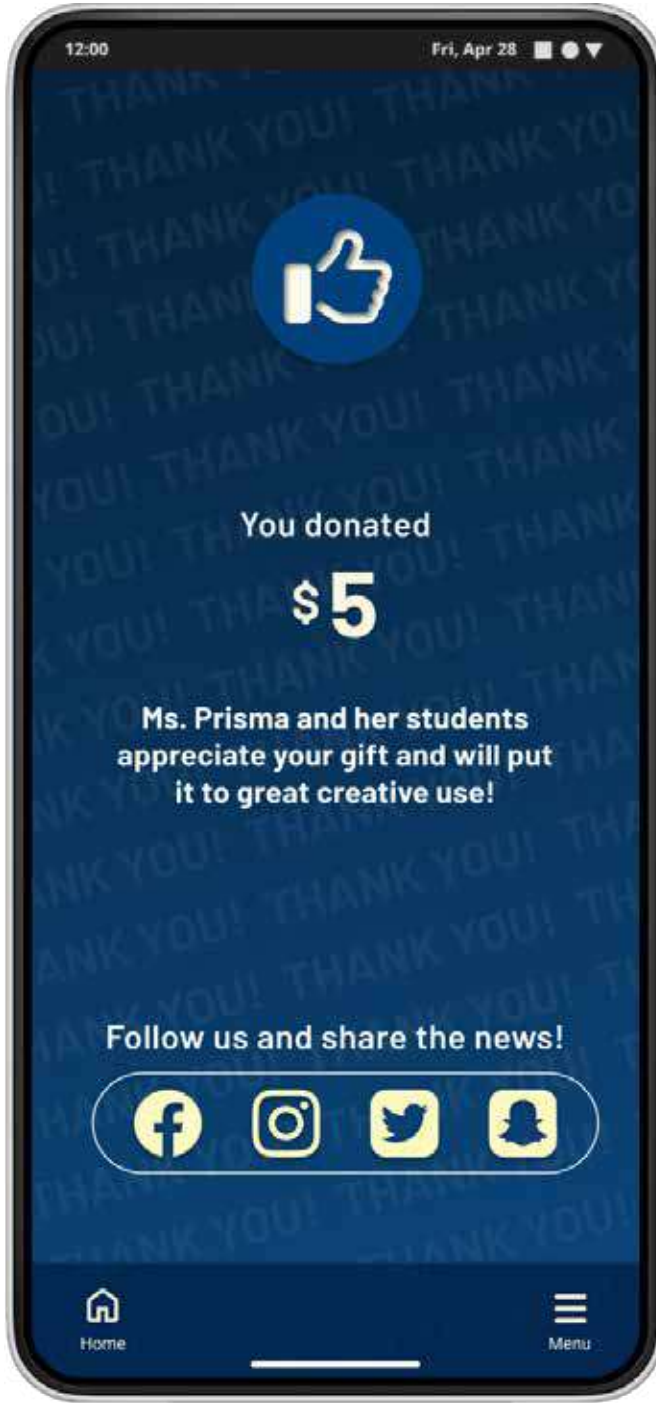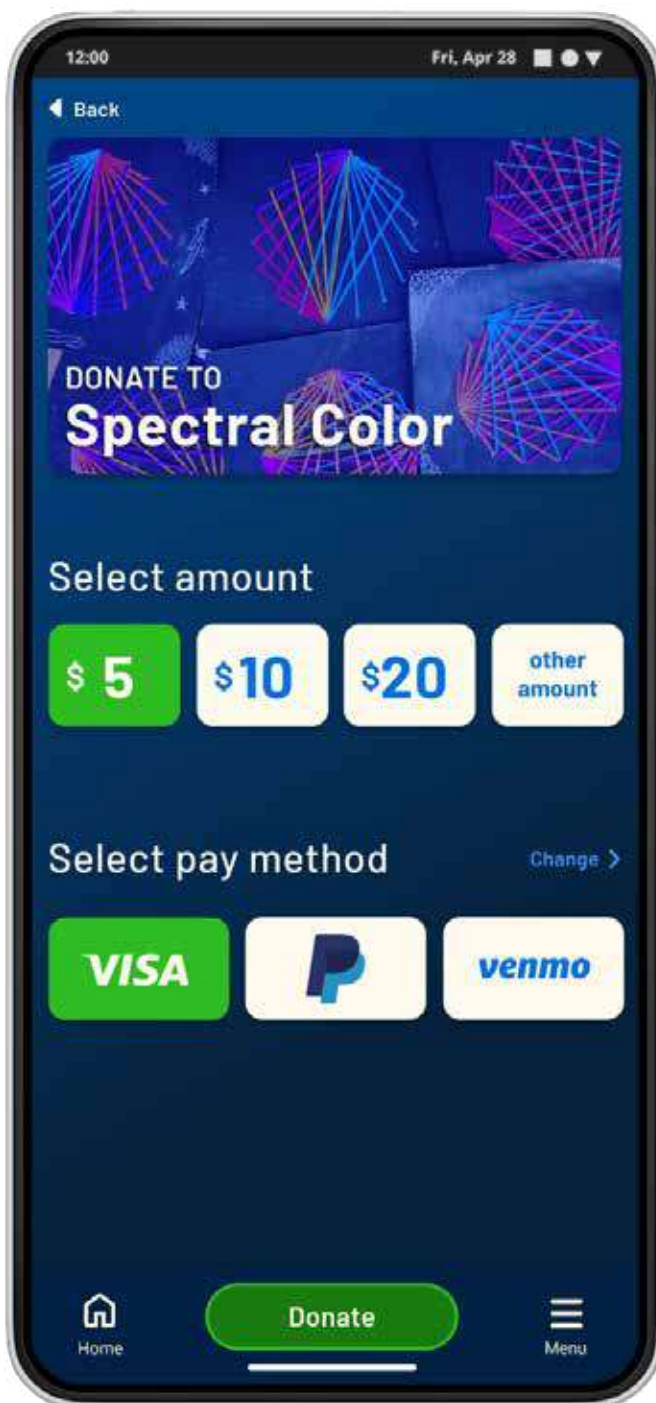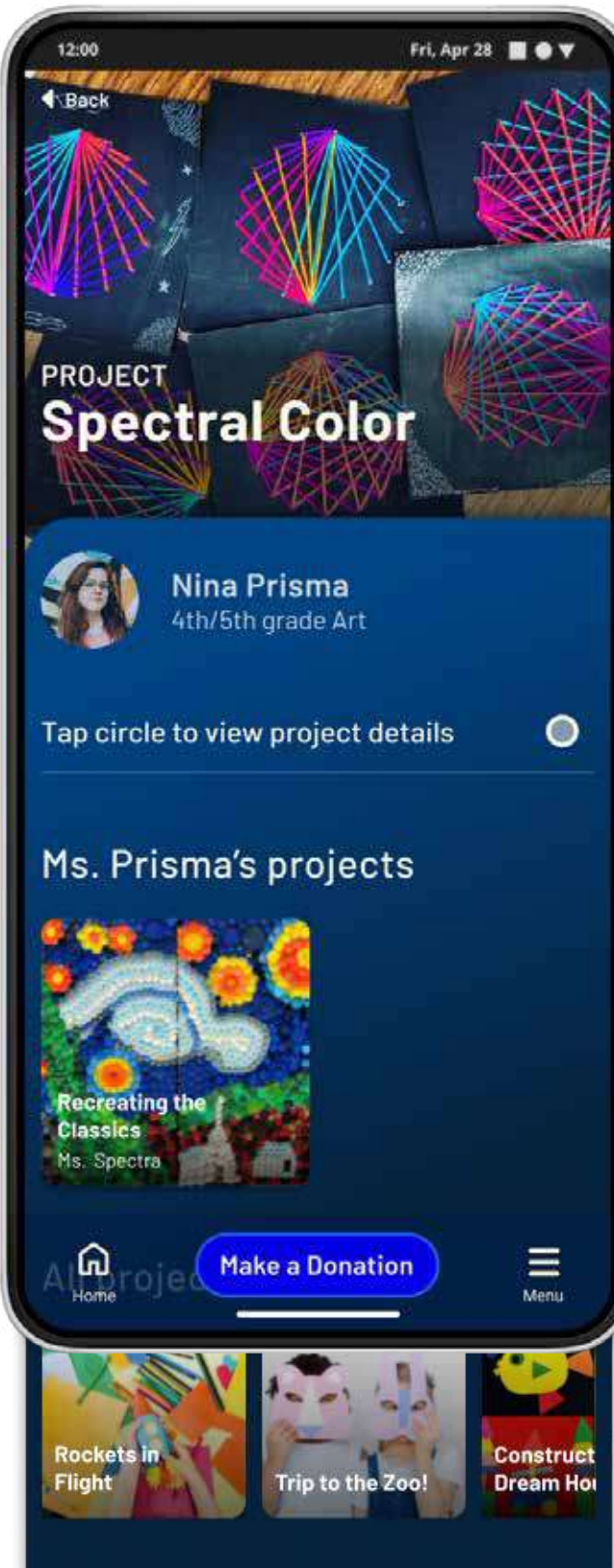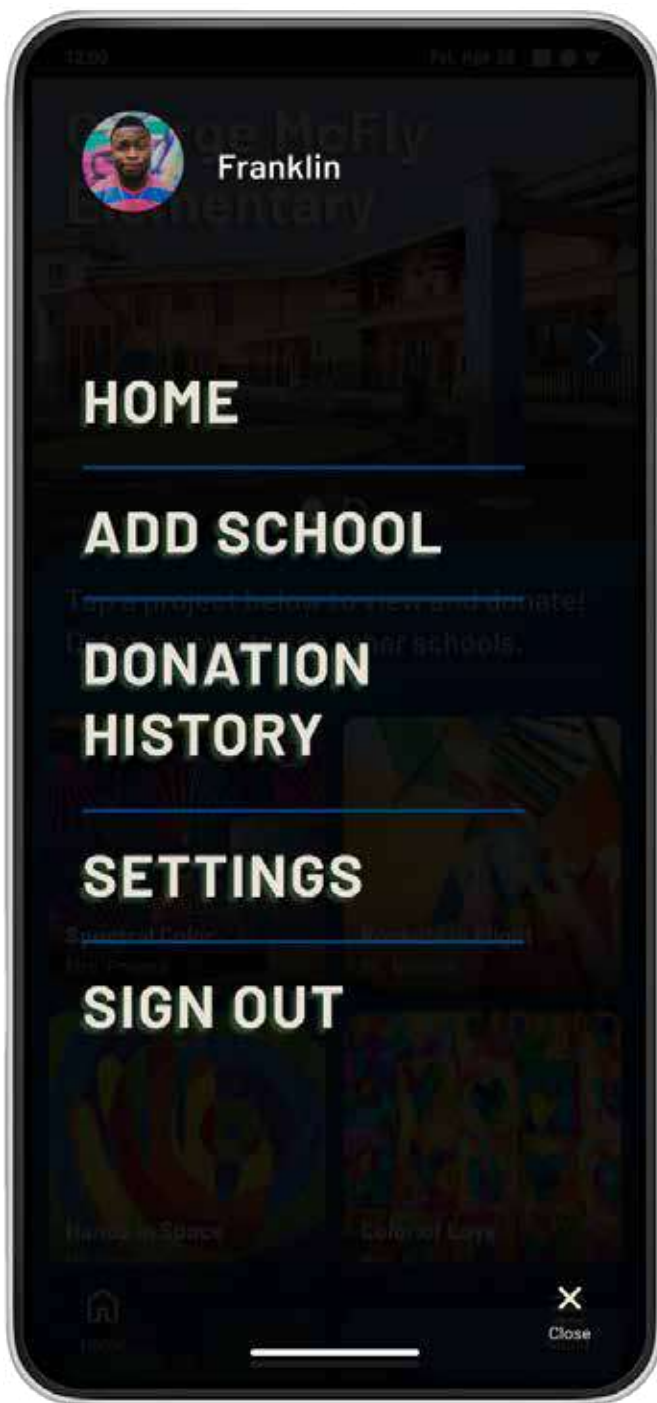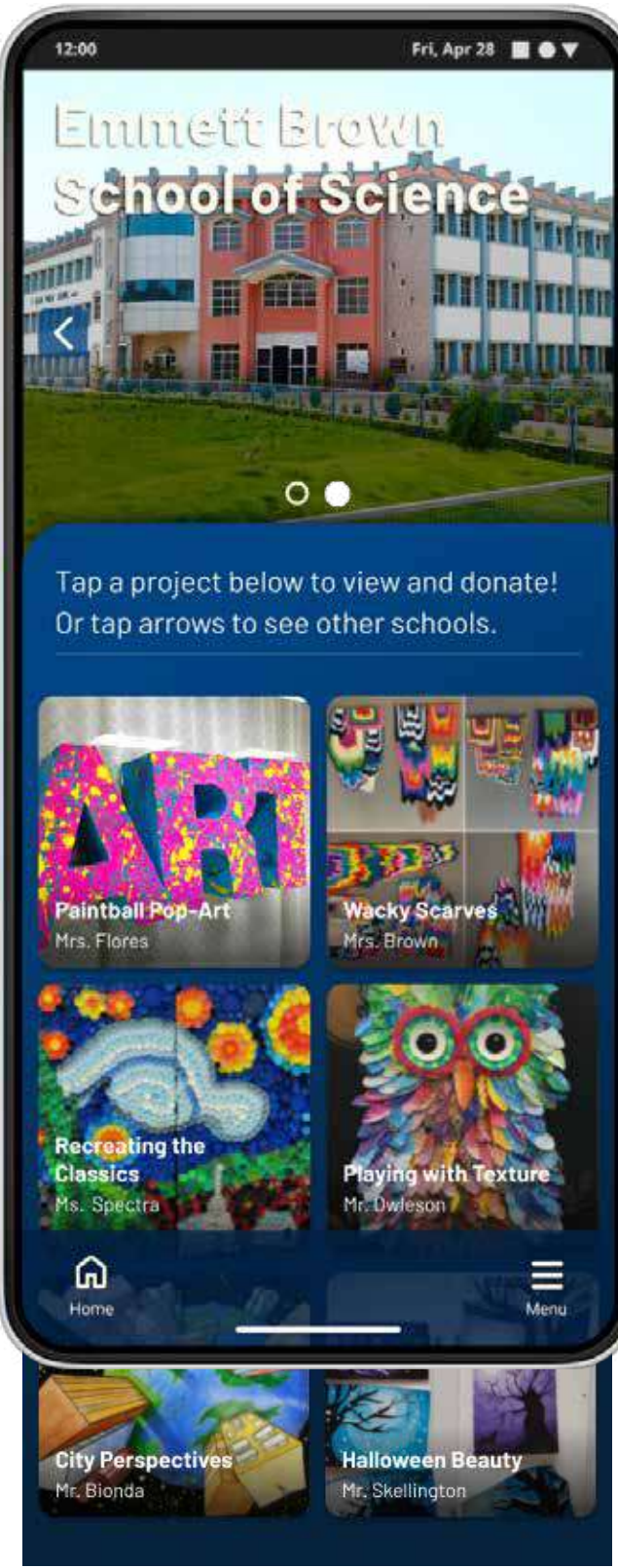
Hi-fi Design

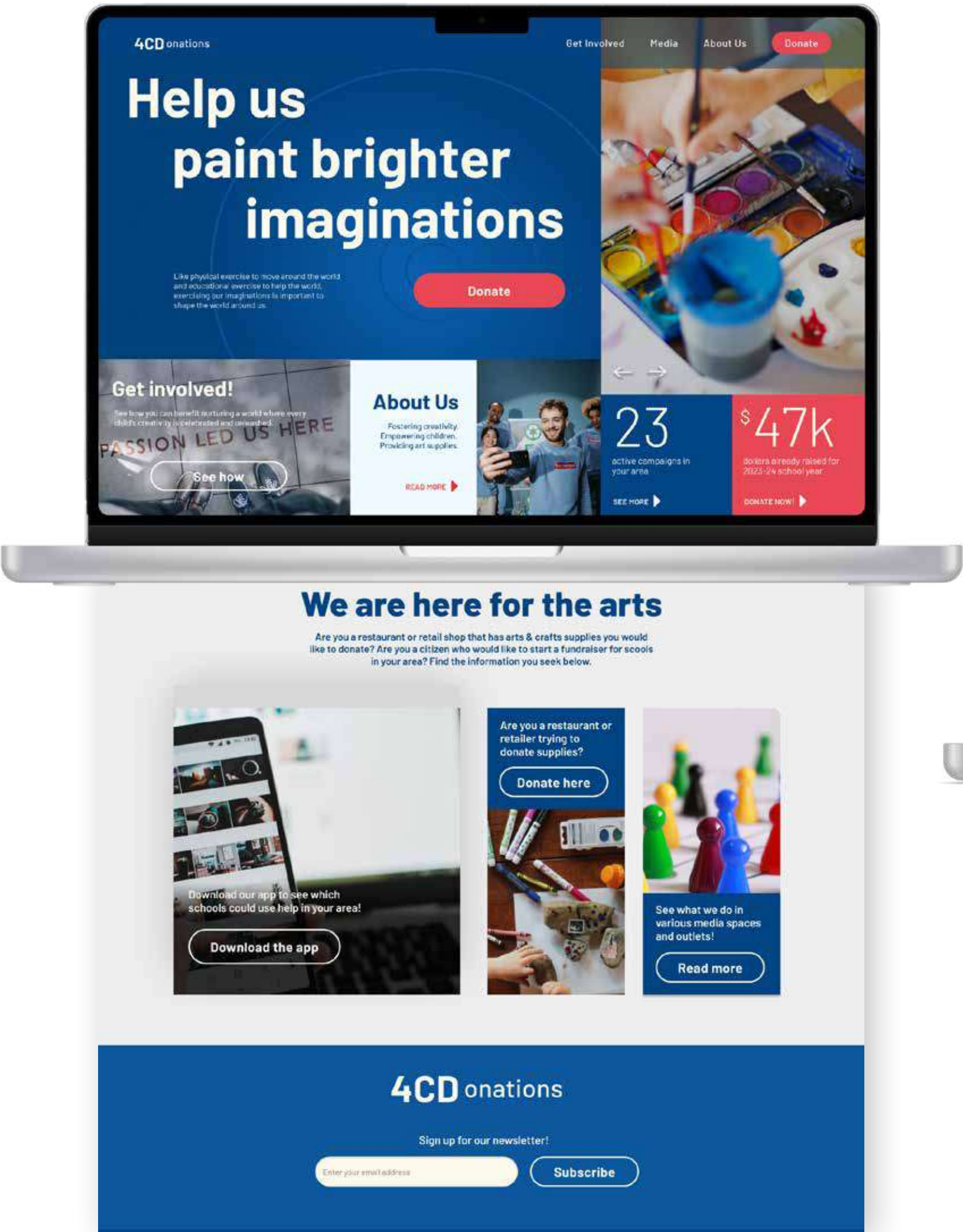MOCKUPS   PROTOTYPE (DESKTOP)   ACCESSIBILITY

Hi-fi Design

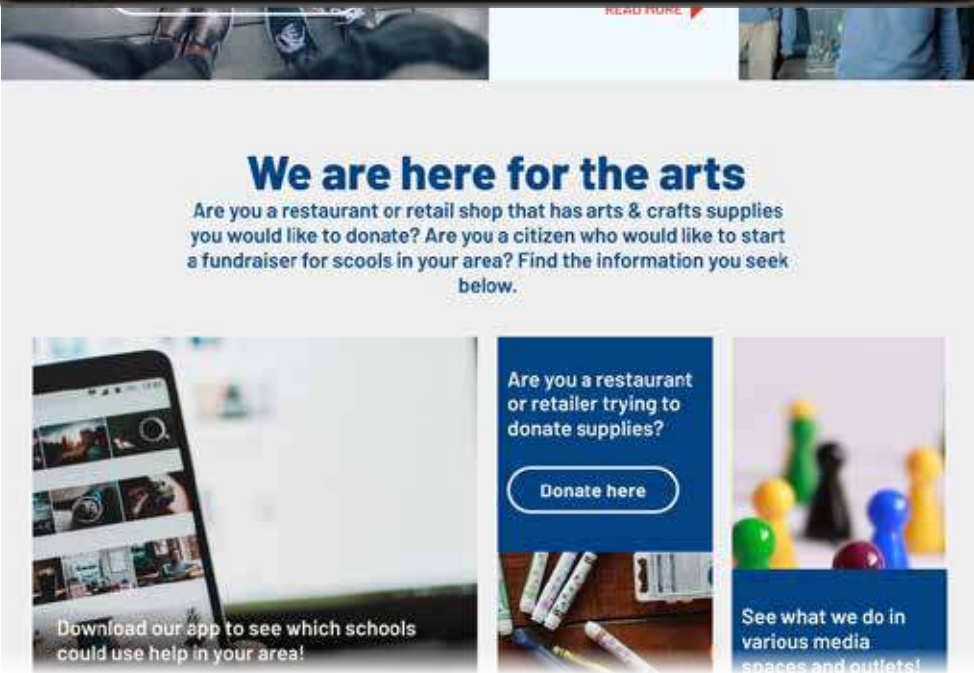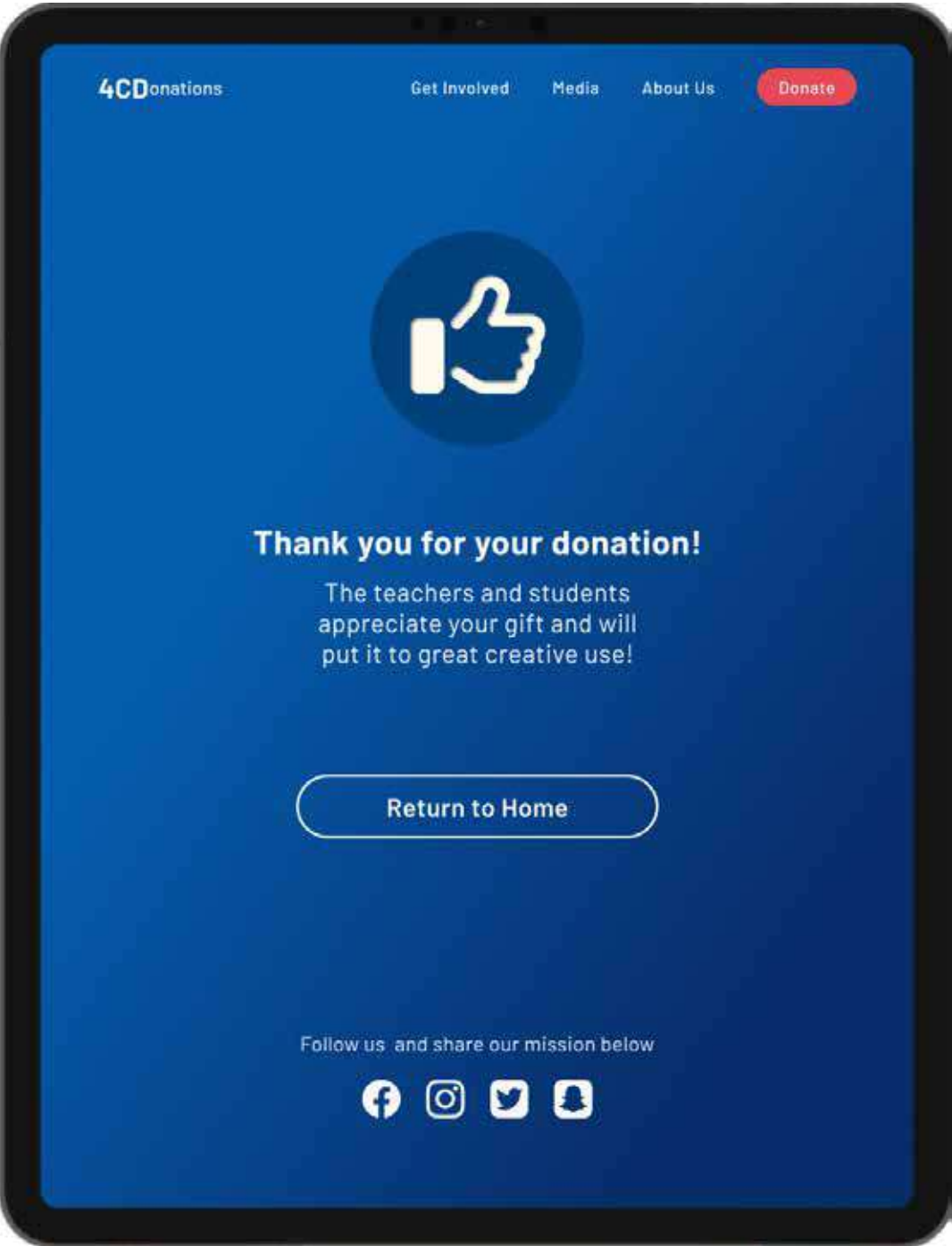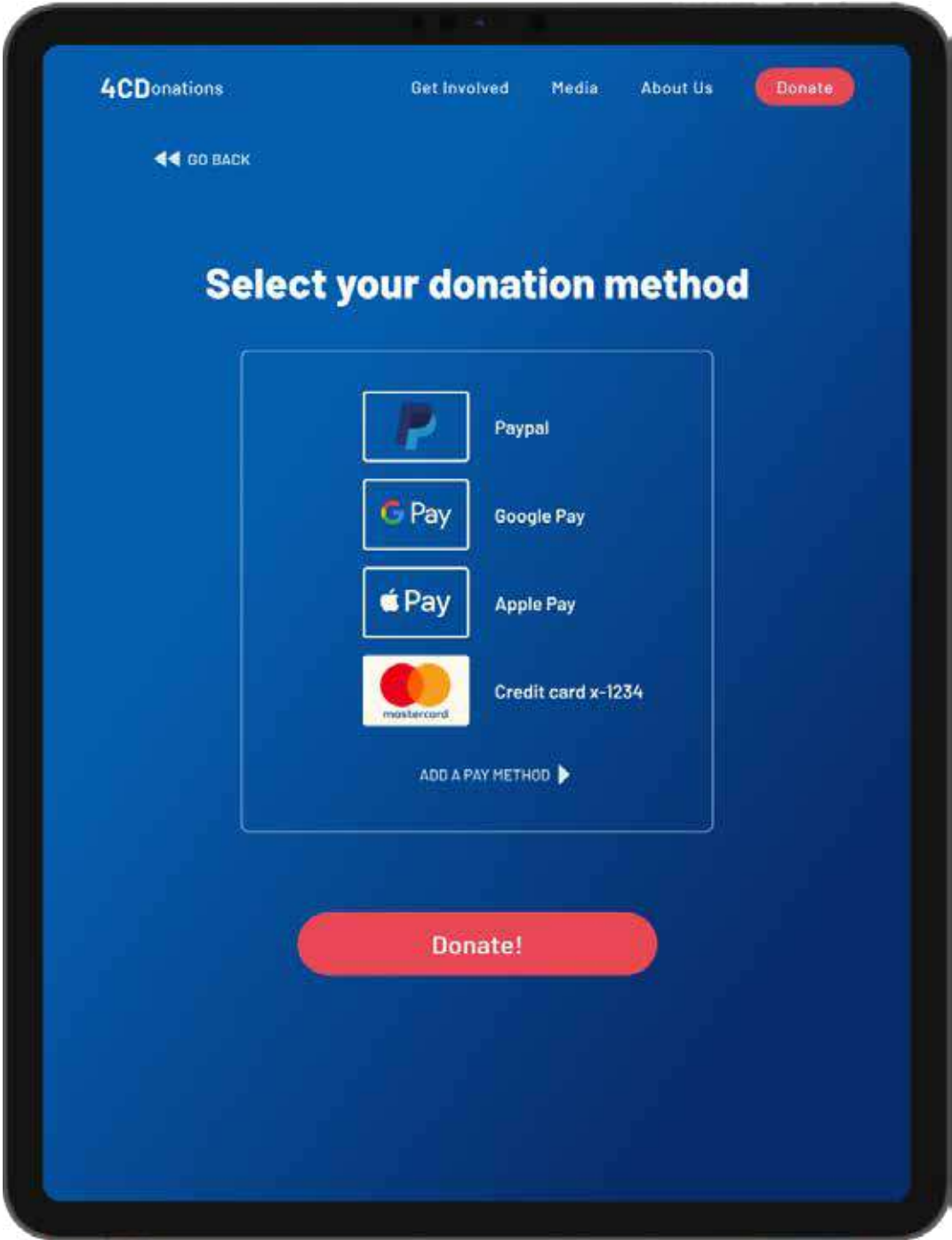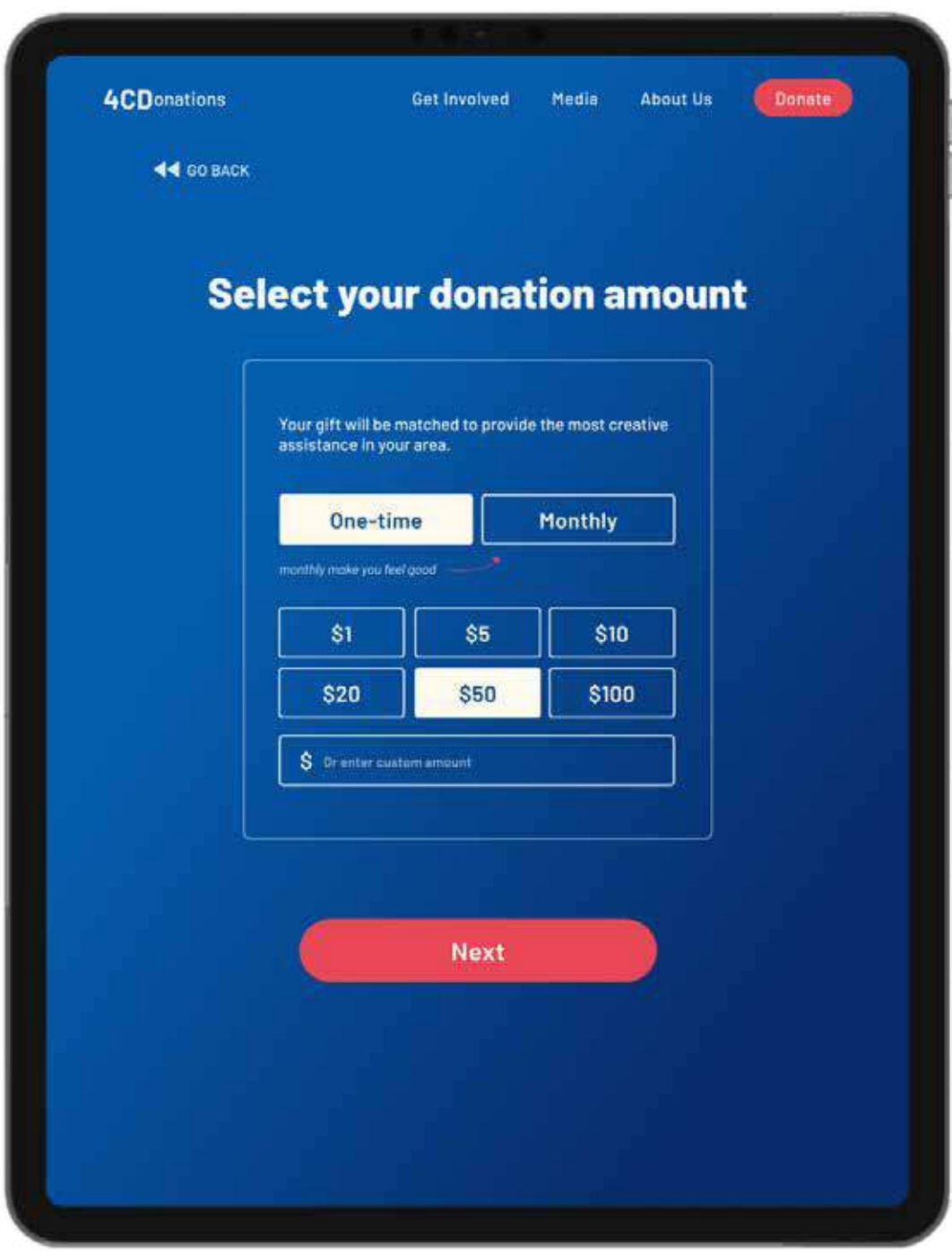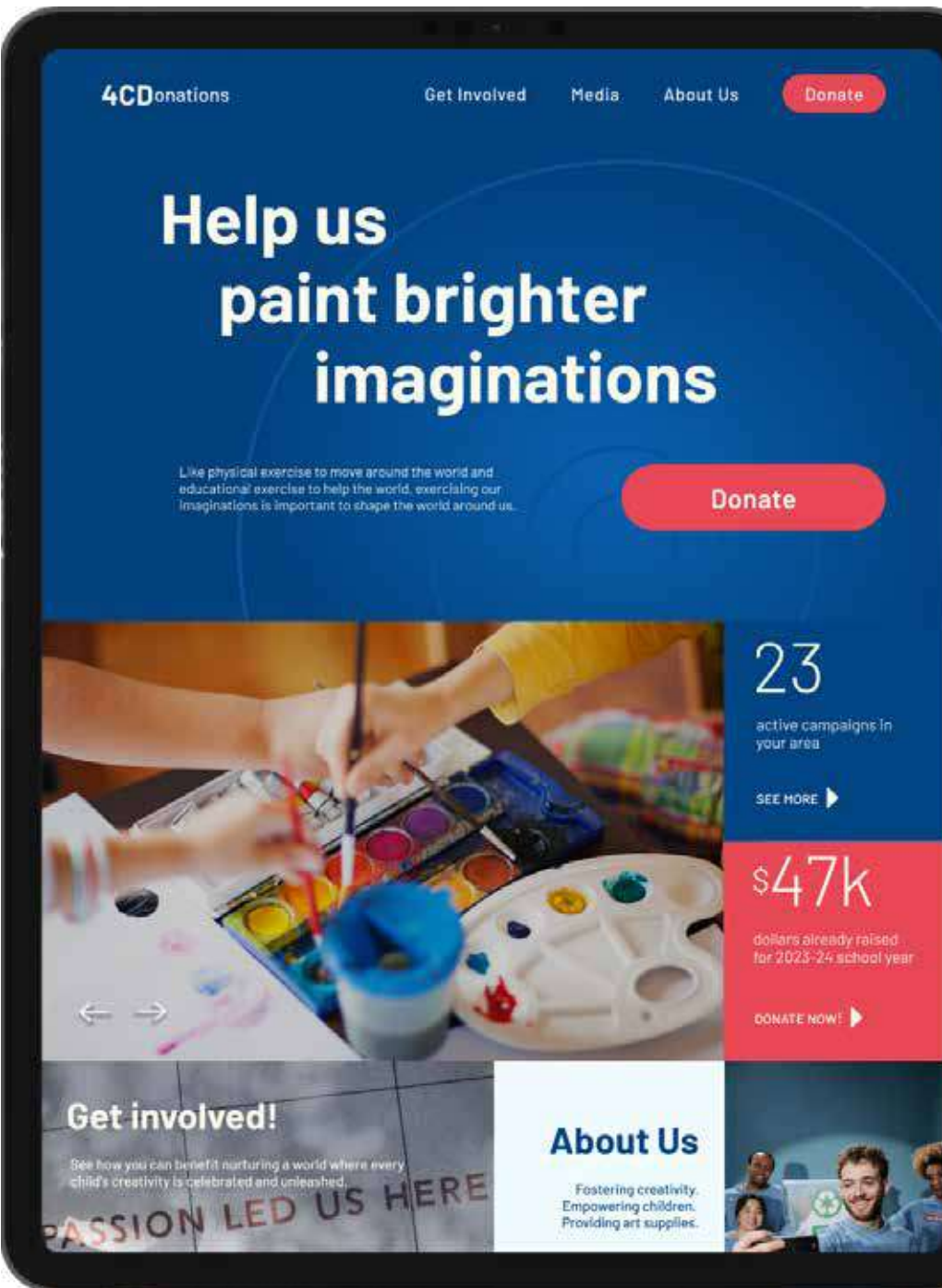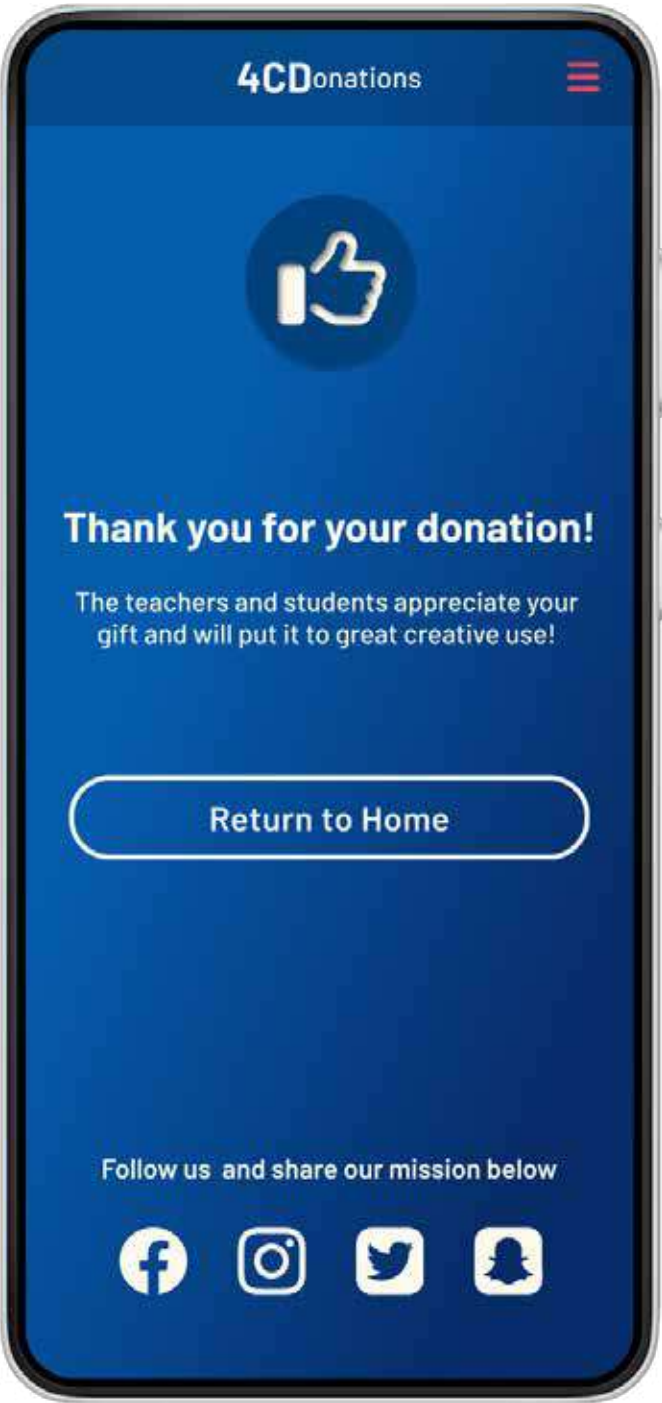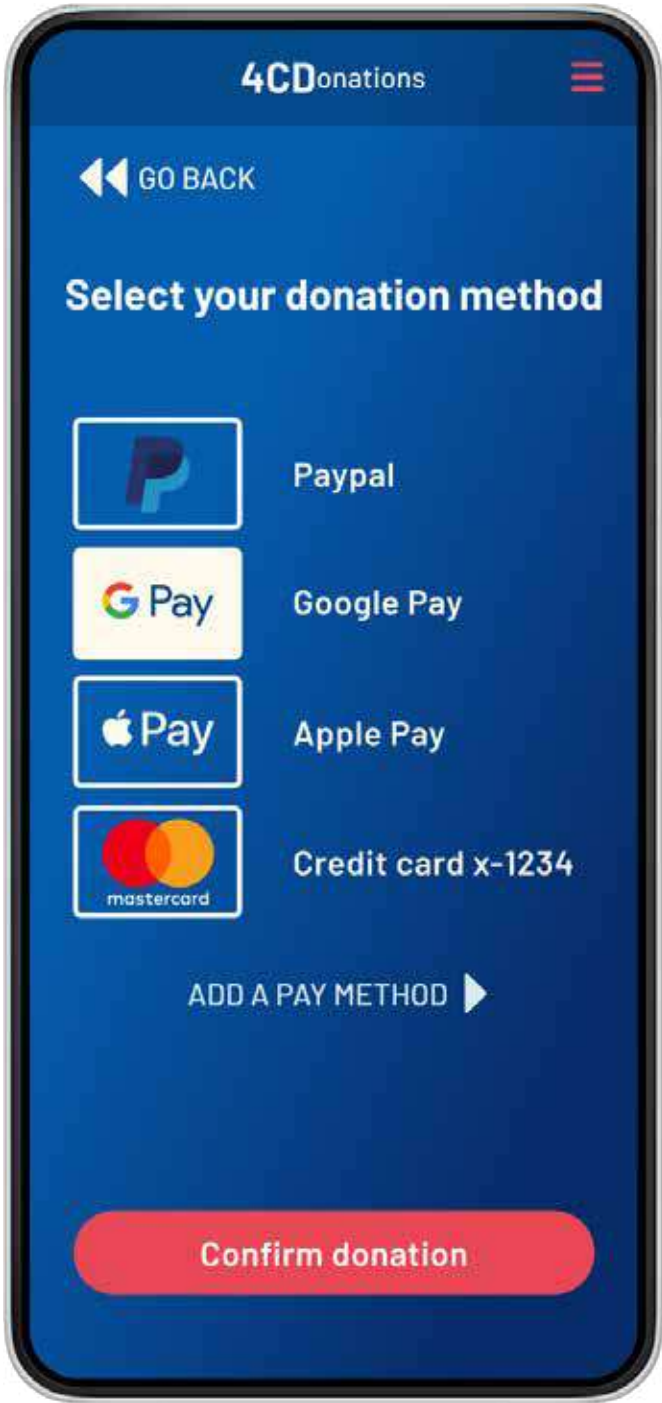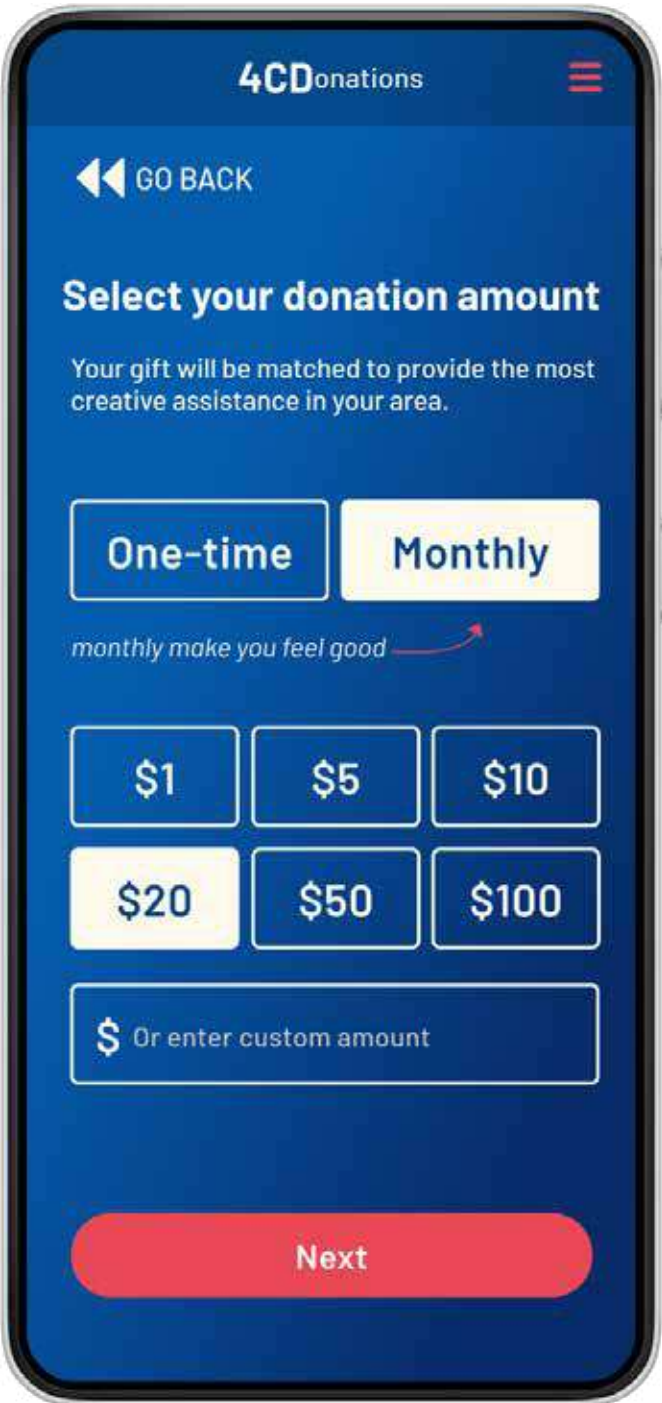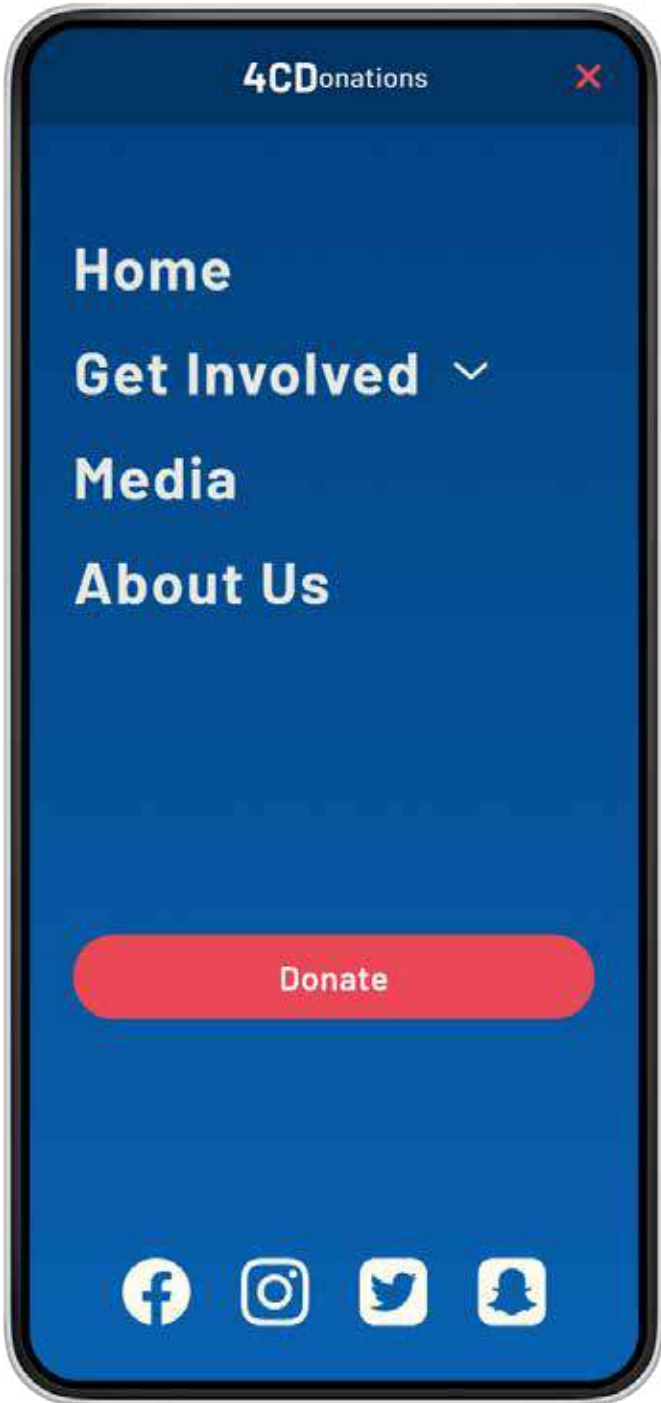MOCKUPS   PROTOTYPE (TABLET)   ACCESSIBILITY

Hi-fi Design

Hi-fi Design

Click to see all prototypes:

https://tinyurl.com/4CDonations

Hi-fi Design

Simple, bold colors

I kept the site to 3 colors (blue, red, white) to simplify contrast between the elements. Call-to-action buttons are red to bring the user's eye immediately to those actions.

Labeled buttons

As suggested in my usability testing, using only icons for some of the buttons may make their functions confusing for those with visual impairments. I added labels to all buttons and made them larger to correct this.

Less is more

The mobile app intially contained 5 navigation icons in the footer – to correct this, I reduced the number of icons to 2 and placed additional options under a menu icon to allow for a cleaner interface.

Going forward

4CDonations attempts to address that gap through community involvement with individuals, parents, and businesses. Through various interviews and user testing my aim is to create a user–centric platform that not only simplifies the donation process but also fosters a sense of community and transparency, ultimately increasing support for elementary school children's creative growth.

- **User Education & Outreach:** Create educational resources and newsletter communications to inform users about the changes and improvements being made to the platform, emphasizing the enhanced user experience.

- **Creating a Fundraiser:** an interviewer expressed interest in creating fundraisers through their church and other social groups. This addition could greatly increase monetary and supply donations.

- **Teacher Dashboard:** Creating the teacher's view of monetary donations or materials would include donation counters, the ability to add new projects, and allow group messages either through email, text, or app notifcation to donors.

Going forward

THANK YOU

Thank you for reviewing my presentation for 4CDonations mobile app and resonsive website. If you would like to keep up with my projects, feel free to contact me. Let's design.

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LinkedIn: aycodedesign
Portfolio: aycode.design