COLLABORATE TO DONATE

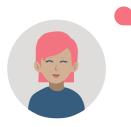


'Collaborate to Donate' is a proposed public experience that promotes awareness of the true value of charitable contributions for victims experiencing disaster recovery.

Prior research revealed donors felt intrinsically driven to donate for victims of devastating disasters, yet at the same time, perceived charities as manipulative and untrustworthy. Therefore the 'Collaborate to Donate' experience addresses this dissonance by giving donors an opportunity to learn how to make a more productive impact while learning the stories of those who have been supported by charities thanks to the contributions of donors like themselves.

PERSONAS

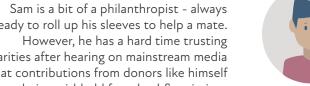
INSPIRED BY RESEARCH



Ellie is young and optimistic, caring strongly about societal issues and the people around her. Inspired by what her local community is capable of, Ellie wants to know more about how she can help make a difference in the lives of disaster victims.

SCEPTICAL SAM

ready to roll up his sleeves to help a mate. However, he has a hard time trusting charities after hearing on mainstream media that contributions from donors like himself were being withheld from bushfire victims.



PHASES

TOUCHPOINTS

ACTIVITIES UNDERTAKEN BY THE USER

EMOTIONAL JOURNEY

ENTHUSIASTIC ELLIE

THE EXPERIENCE.

PAIN POINTS

oints of friction where negative ments happen

MOMENT THAT MATTERS

PHYSICAL INSTANCES OF INTERACTION

USER ACTIONS



PARK SPACE

Walking through Hyde Park,

thinking about the day ahead.

Noticing the installation and people around it.

LARGE SCREEN

Approaching and observing others trying out the installation

Realising the installation is about charitable giving.



FASCINATED



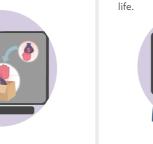


Standing at one of the four

INTERACTION - INTRO

LEAP MOTION SENSOR

Tutorial teaches controls - user coloured spots and following the grabs and drops an item into a donation box using natural hand





EMPATHETIC

Learning story of a victim

INTERACTION - VICTIM'S STORY



Prompted to decide which donations may be helpful to this victim.



CHALLENGED

Grabs and drops some old **clothing** into the box.

NTERACTION - GAMEPLAY



Given negative feedback that used clothes aren't an effective donation and why via pop-up dialogue. Victim persona shakes their head sadly.



Grabs and drops a cash **donation** into the box.



LEAP MOTION SENSOR



helpful and how it is used to support victims. Victim persona reacts happily to recognise good player choices



POST-INTERACTION

LARGE SCREEN



code to learn more about the real victims and how they have been

PERSONAL SMARTPHONE

Ooh, I want to learn

more about the real

have been supported

people who might

during the recent

bushfire times.



PARK SPACE

and family to bring awareness and continue on with their day.

Sharing information with friends



Stowing phone into pocket and



USER'S THOUGHT PROCESS THROUGHOUT

LIGHT POINTS

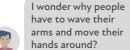
Pivotal make or break moments



Hmm, what a long walk through this park.



Wow, I've never seen anything like this

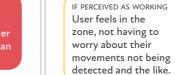


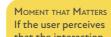
donating and the scrutiny charities have faced, like I've seen in the news.

I'm interested in what this has to say about

EXCITED







IF PERCEIVED AS BROKEN

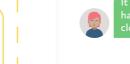
interaction is a waste

of time and effort and

may not even try.

User feels the

that the interaction is working for them or not.



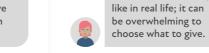


INTRIGUED



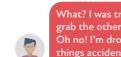


It's heartbreaking to learn the stories

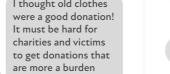






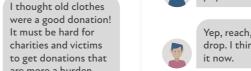






than help.



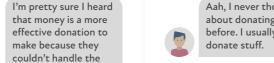




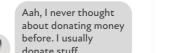
physical items.







Yep, reach, grab, drag, drop. I think I've got



EXCITED

ENLIGHTENED

support specific needs

of disaster victims.

charitable giving.

MOMENT THAT MATTERS If users understand the importance of making effective donations an how charities use it to

Users have a clear sense of what is

helpful or not during times of crisis. They feel confident when making donation choices and recognise the role that charities and themselves play in





INFORMING

I better send this

to mum and some

of my friends. They

might get some useful

knowledge out of it



recovery effort! Charities are actually doing their bit to help those in need, so I should do mine.

donate to a disaster

