

Effective Giving

A platform for informed, impactful philanthropy

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Problems

We want to help others and do good—BUT

- Lack of knowledge (how to give effectively)
- Lack of awareness (what impact donations have)
- Lack of accessibility (immediate, creative, effective resources)

Goal of Design and Tasks to Design For

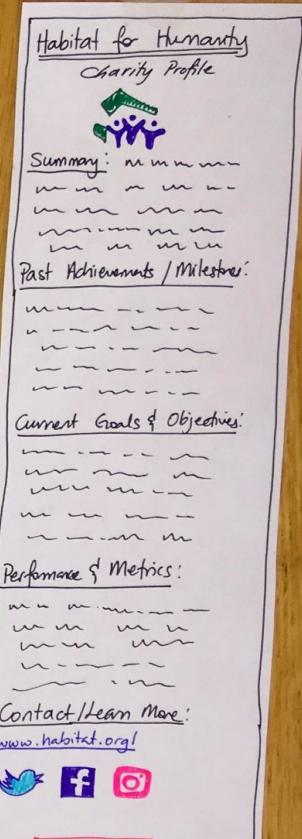
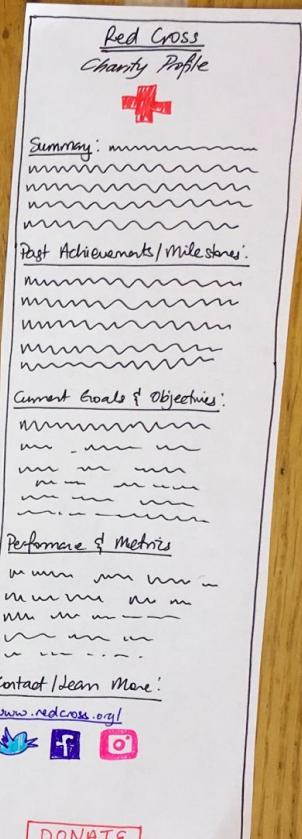
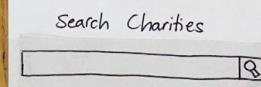
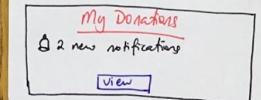
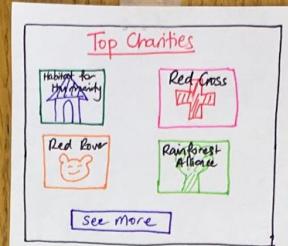
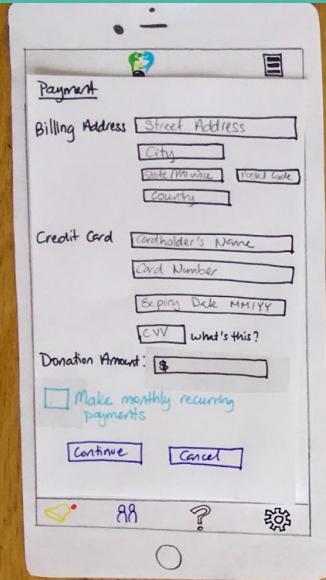
Learning about effective charities

How should we guide the exploration and decision making process?

Giving effectively and conveniently

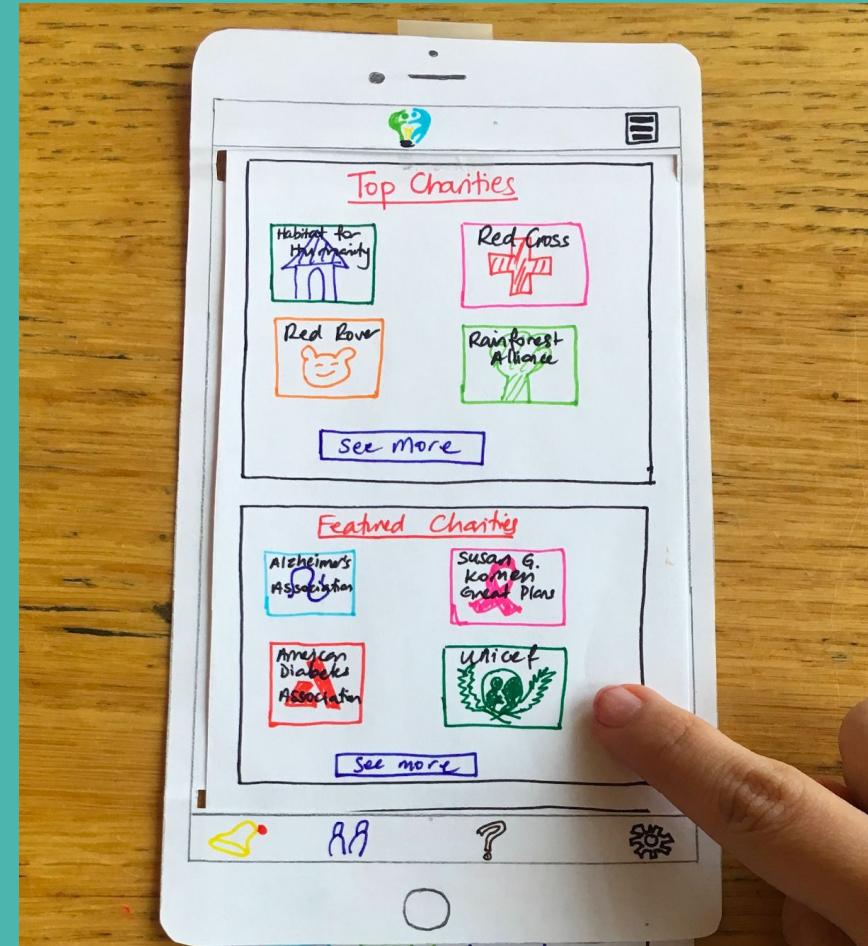
Can we make thoughtful, deliberate giving convenient?

Initial Paper Prototype



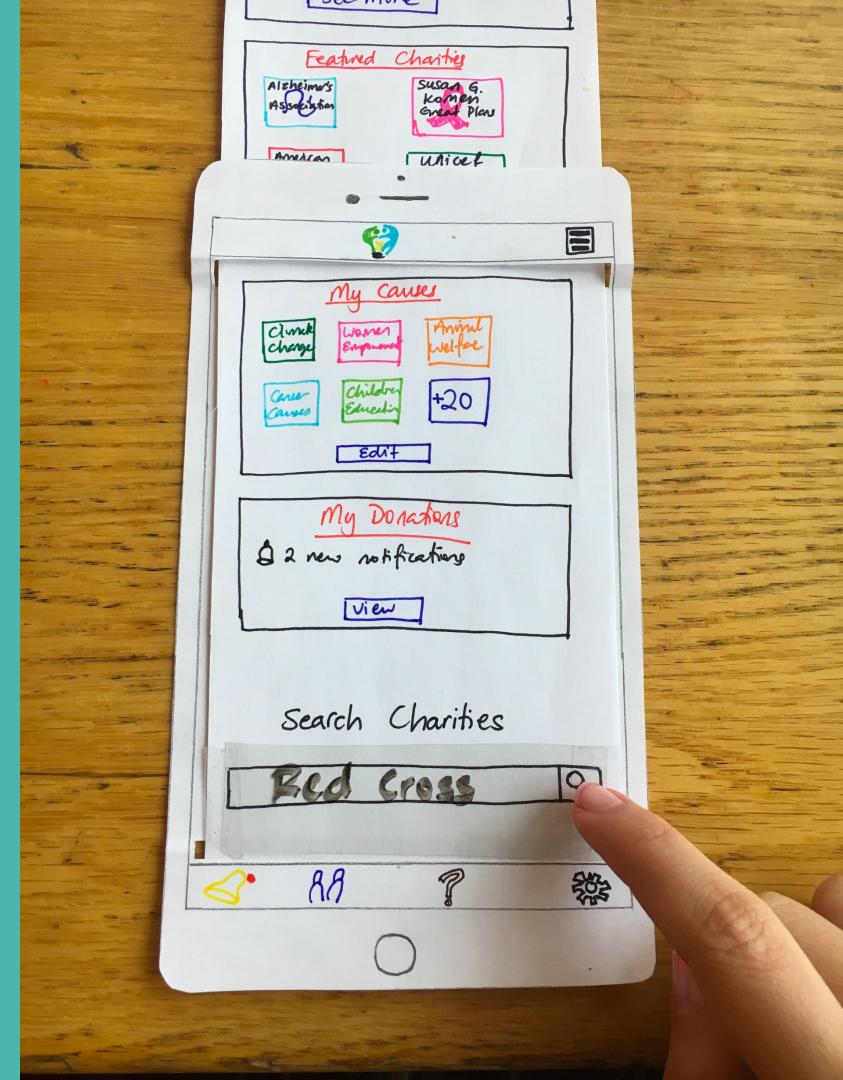
Learning About Effective Charities

Home page



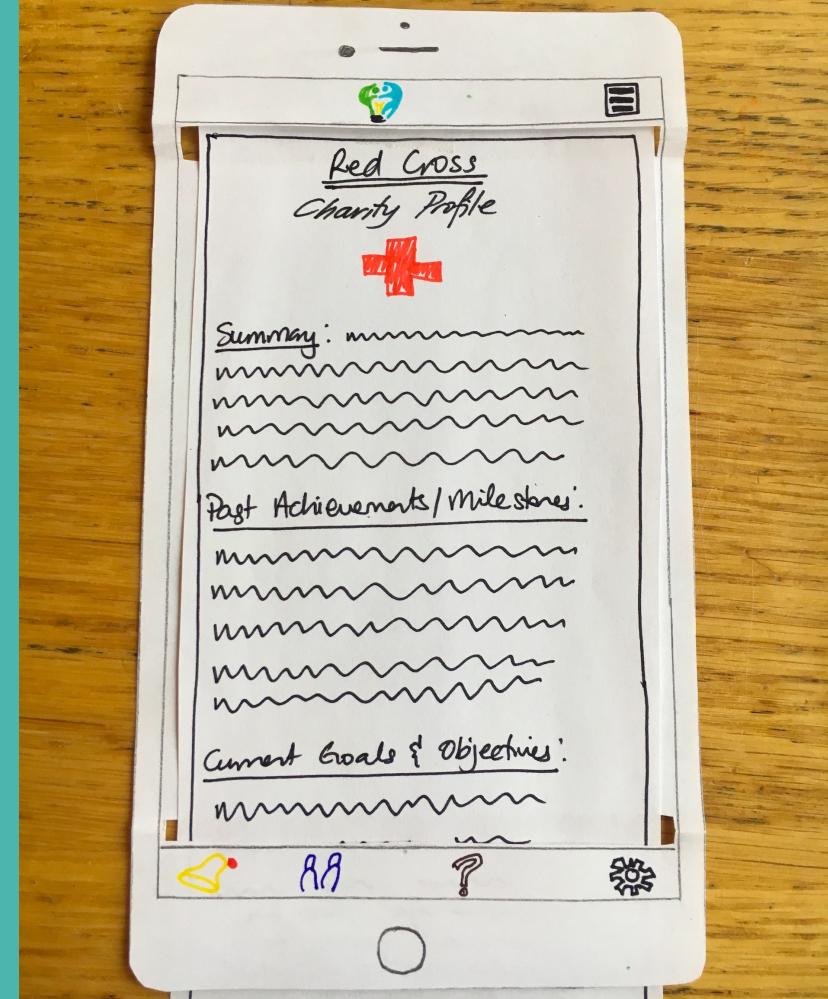
Learning About Effective Charities

Search Charities



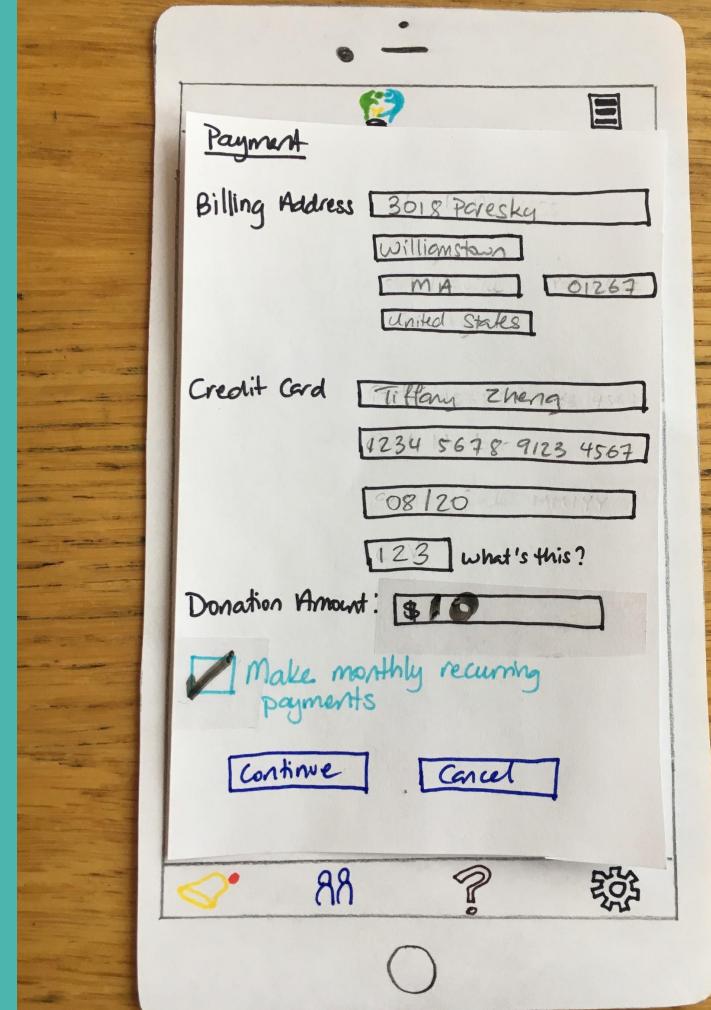
Learning About Effective Charities

Charity Profiles



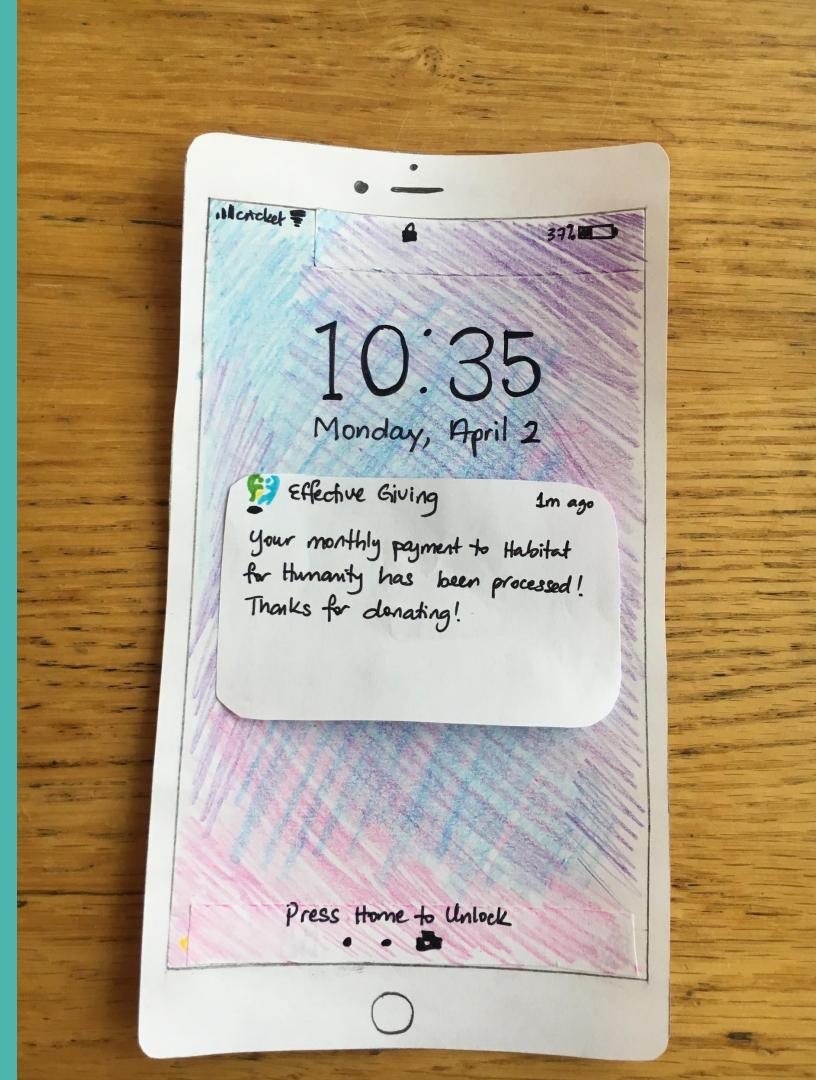
Giving Effectively and Conveniently

Monthly Recurring Payments



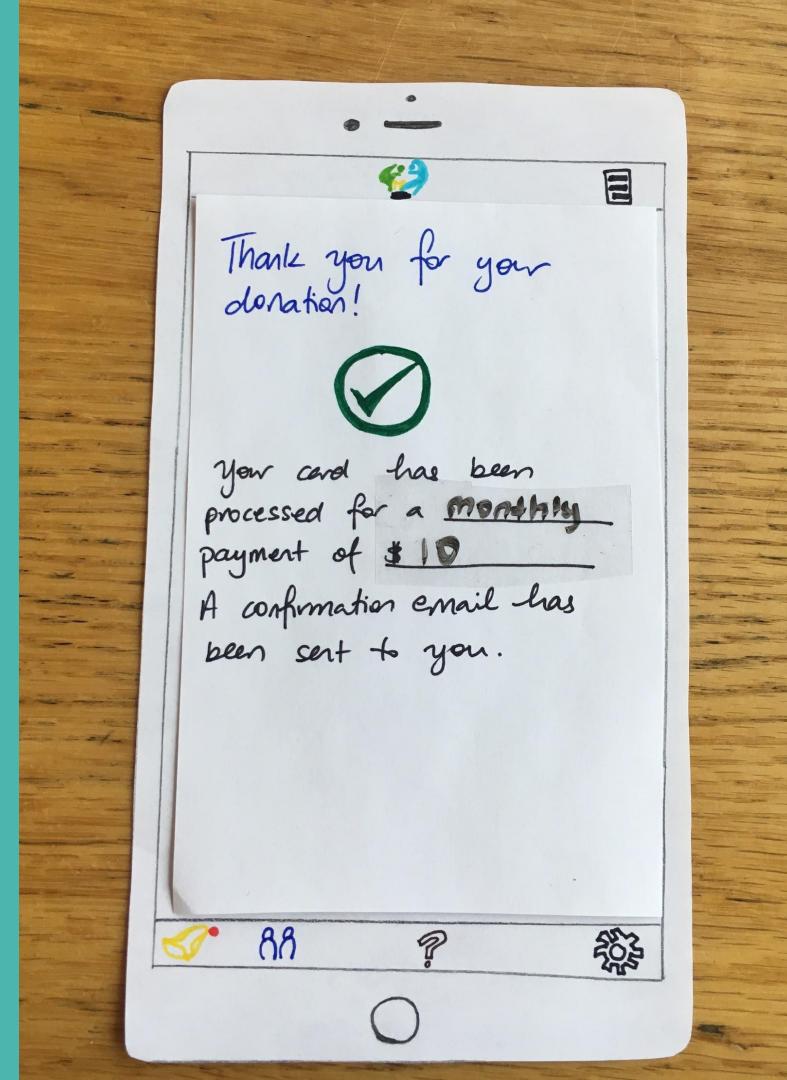
Giving Effectively and Conveniently

Notifications



Giving Effectively and Conveniently

Viewing Payment Details



Heuristic Evaluations

Project Title (not your own): Effective Giving

Heuristic Evaluation

Heuristic Broken	Description	Severity
recover from errors	Being able to retroactively change donation patterns for charities	3
consistent + standard	Search bar at the bottom of page	1
User Interface	Effective Giving	?

Project Title (not your own): Effective Giving

Heuristic Evaluation

Heuristic Broken	Description	Severity
efficiency of use	Donate button at bottom of charity pages, forcing user to scroll through information	2
efficiency of use	No credit card saving feature	3.

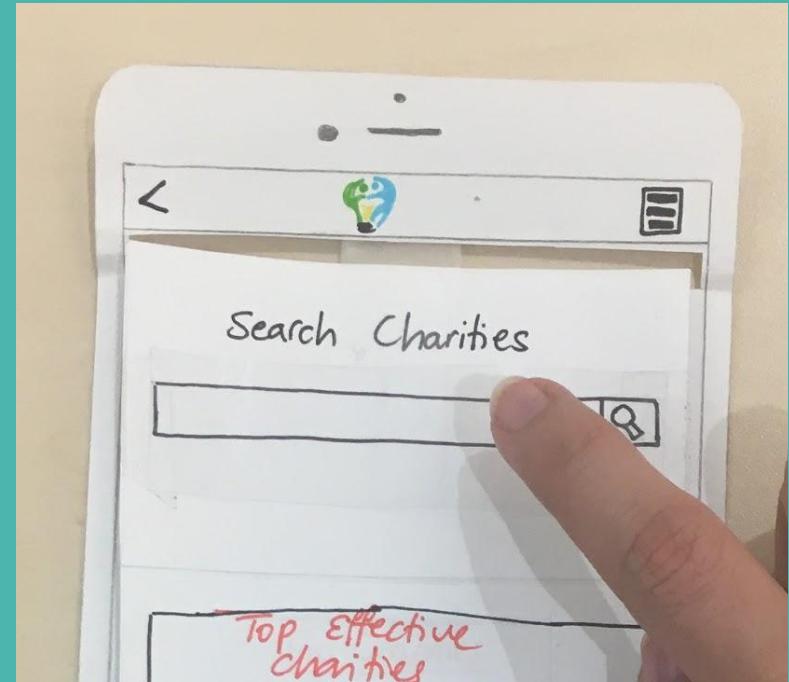
Project Title (not your own): Effective Giving

Heuristic Evaluation

Heuristic Broken	Description	Severity
continuous	Perhaps a 'done' button after payment + confirmation screen to give saf feeling of safe exit without resubmitting forms?	1-2? (not very) ?
recognition	fun idea (but totally optional): store store card information for convenience of users using same card all the time?	0.5

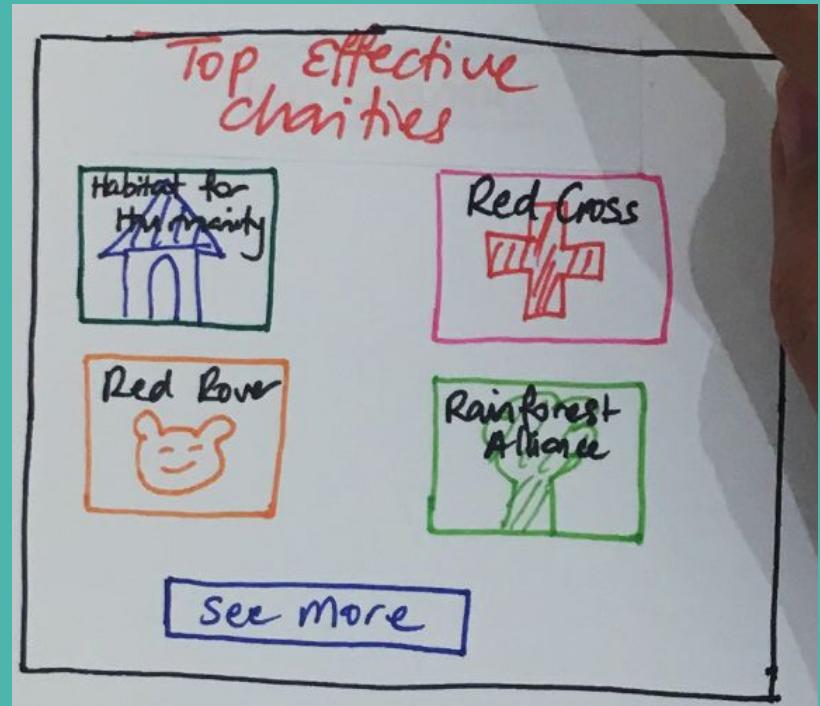
Heuristic Evaluation

Added a distinct back button



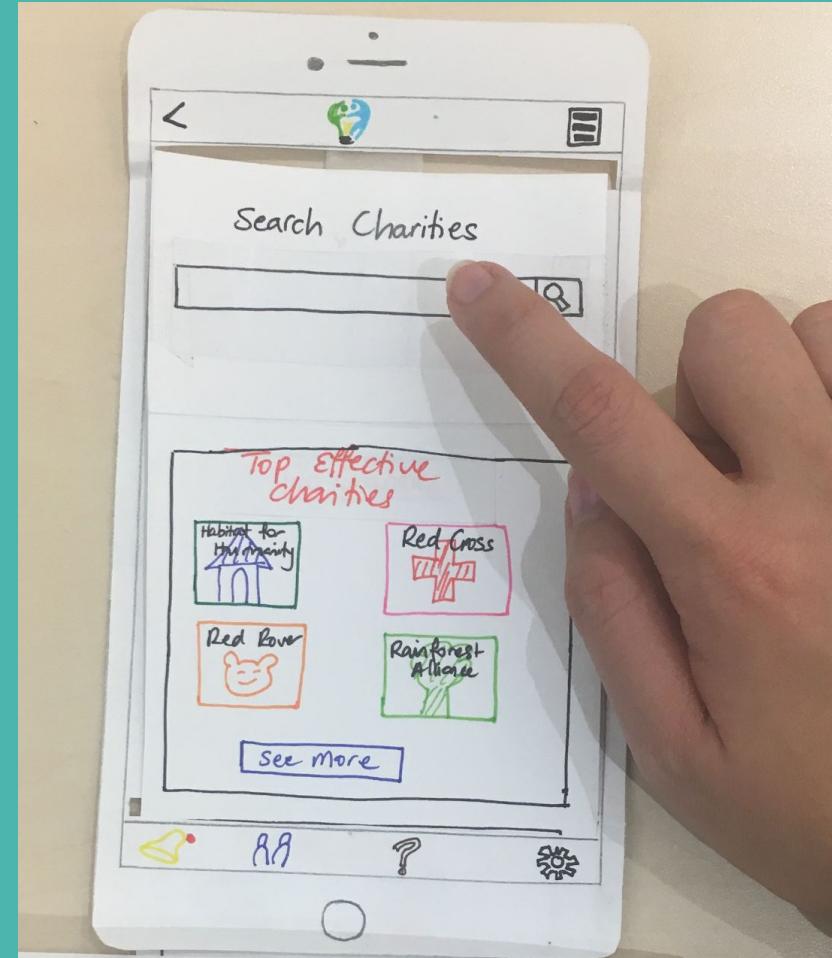
Heuristic Evaluation

“Top Charities” changed to
“Top Effective” Charities



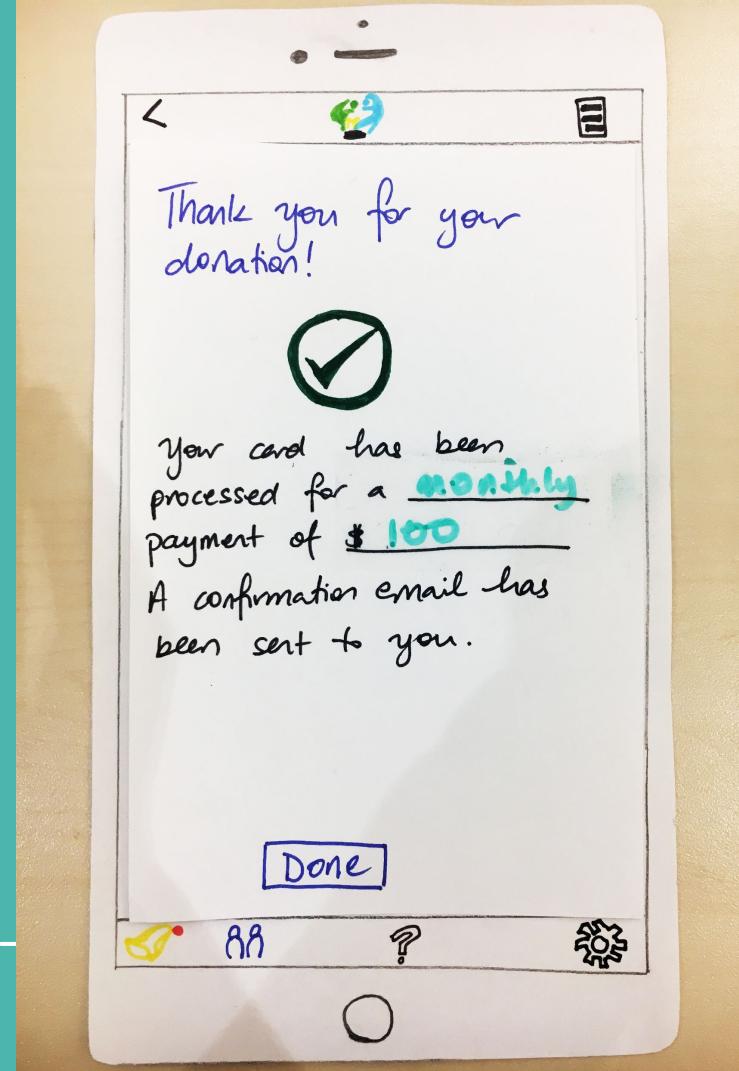
Heuristic Evaluation

Search bar moved to top



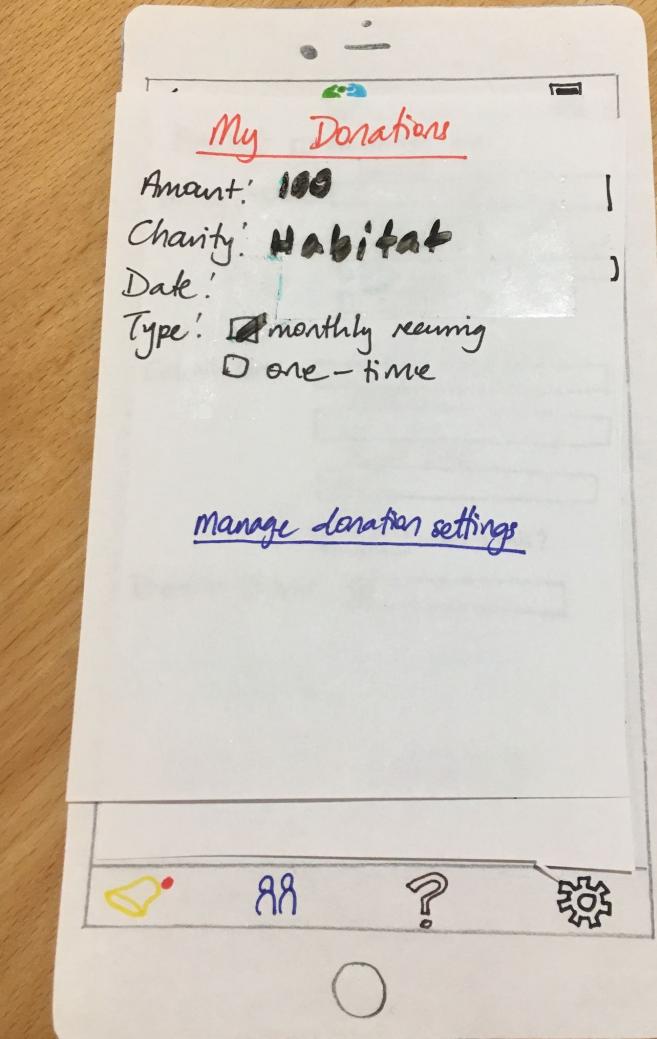
Heuristic Evaluation

Adding a Done Button to
Confirmation Screen



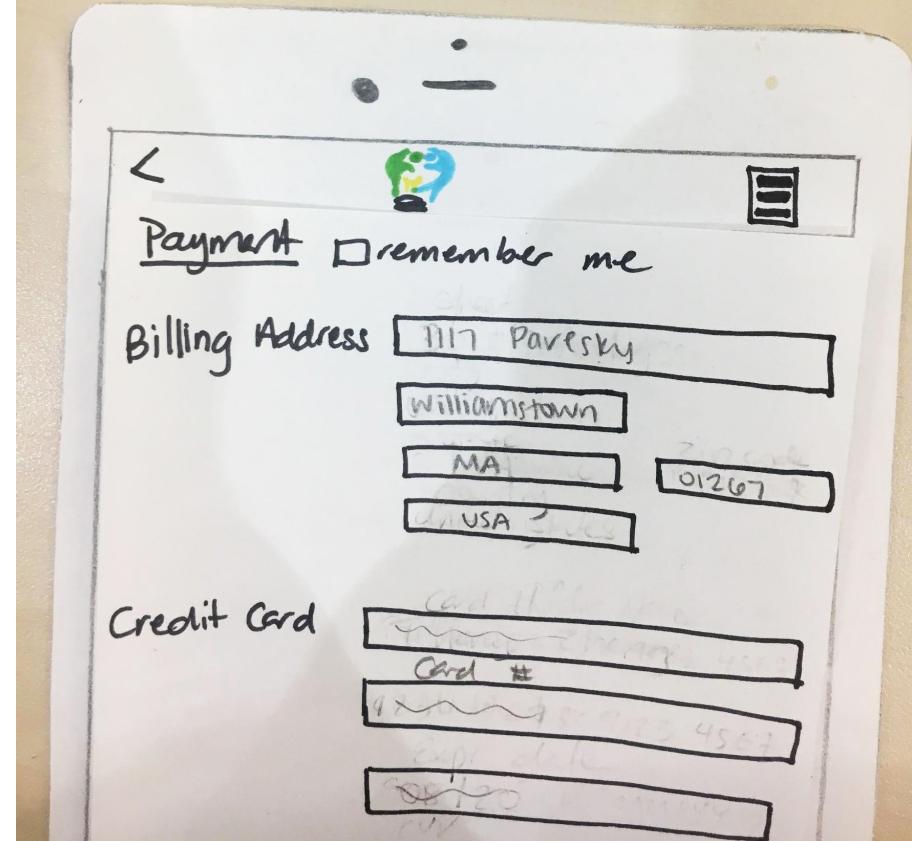
Heuristic Evaluation

Managing and editing
donation settings



Heuristic Evaluation

Remembering Payment
Information



Usability Testing

Usability Test Process

- Participants: 3 Williams students (churchgoer, quantitative background, worked with CLIA)
 - Method: presented our two tasks generally: use our app to learn about effective charities and choose one to donate to
-

Usability Tests Results

Added actual content to
charity profiles rather than
squiggly lines

Habitat for Humanity
Charity Profile

Habitat for Humanity

About

Habitat has been devoted to building "simple, decent, and affordable" **housing**, a self-described "Christian housing ministry," and has addressed the issues of poverty housing all over the world.²¹ The international operational **headquarters** are located in **Americus, Georgia**, United States, with the administrative headquarters located in **Atlanta**.²²

The mission statement of Habitat for Humanity is "Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope".²³ Homes are built using **volunteer labor** and Habitat makes no profit on the sales.²⁴

Milestones

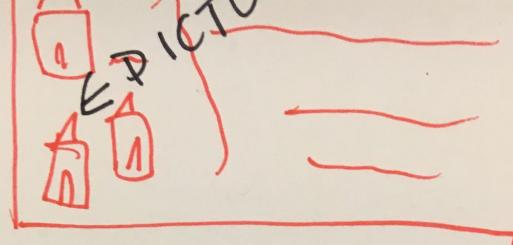
1976 Founded

2010 Haitian Earthquake Habitat has reached numerous milestones after the earthquake including over 155 houses built. More than 4,000 families received transitional or upgraded shelters, more than 350 houses were repaired and rehabilitated, more than 24,500 emergency shelter kits were distributed, and more than 12,000 damage assessments were conducted.

2013 Habitat celebrates 800,000th house build, rehabilitated or repaired. The milestone is announced as Habitat reveals that — for the first time in the organization's history — more than 100,000 families had been served in a single fiscal year.

Usability Tests Results

Moving donation button above contact information



Expenses

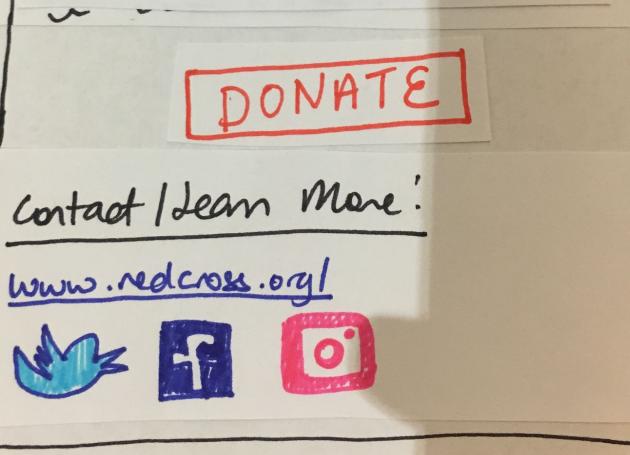
Program 89%

Overhead 11%

A charity's Program % is the percentage of its cash budget it spends on Programs relative to Overhead

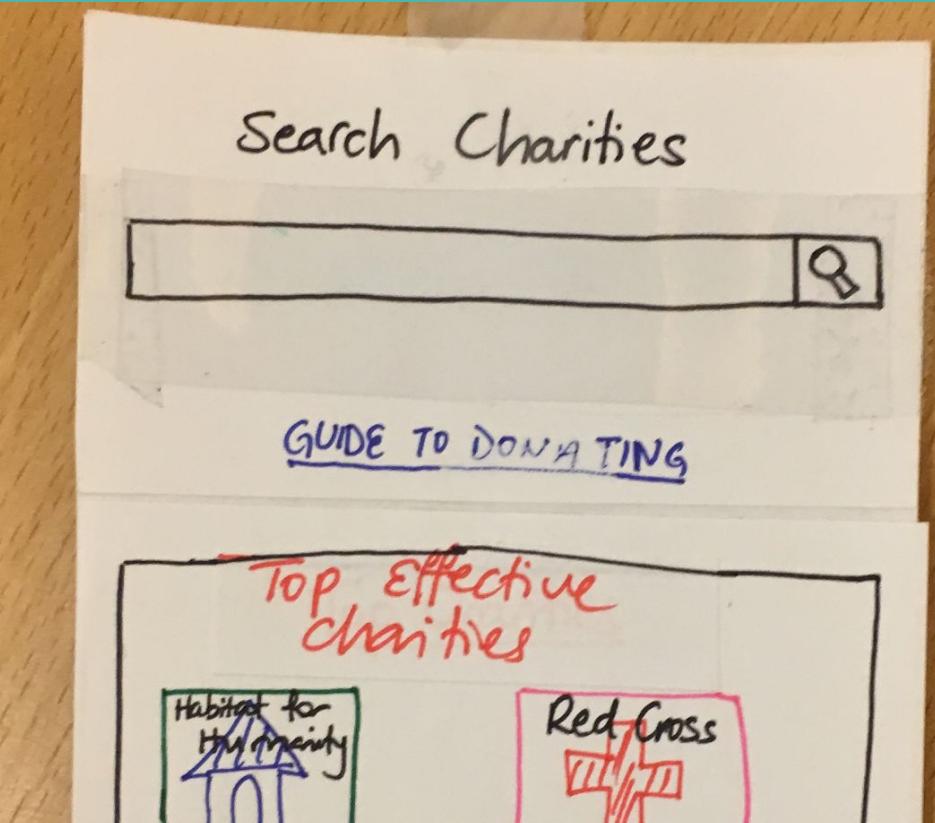
Cost to Raise \$100: \$30

Cost to Raise \$100 signifies how many dollars a charity spends on Fundraising to raise each \$100 of Contributions.



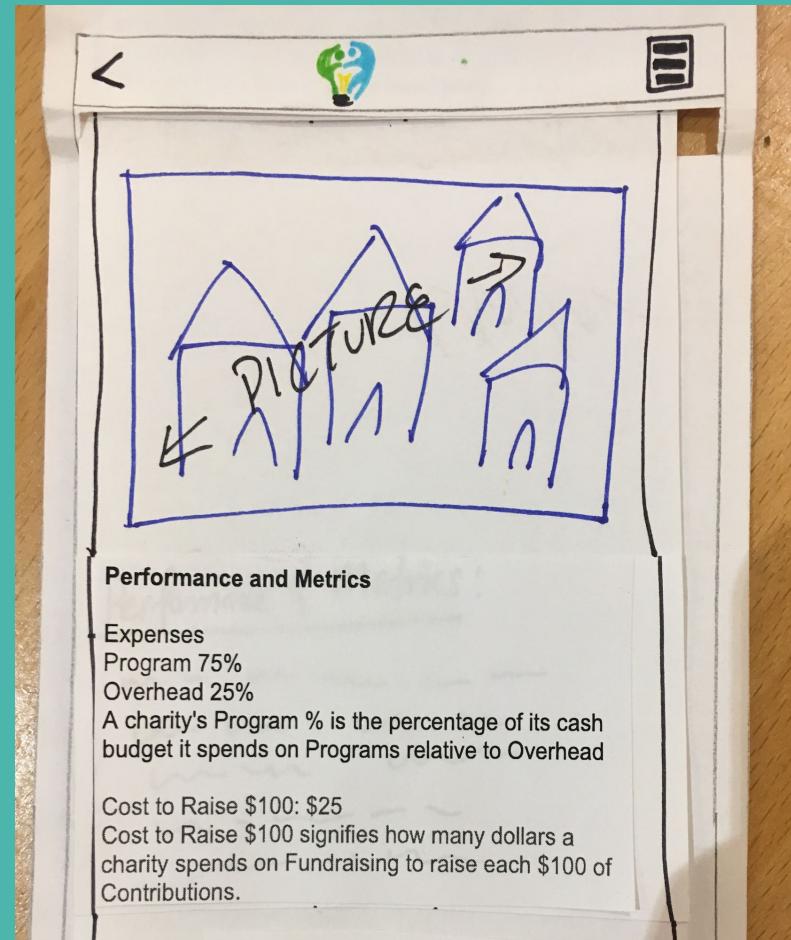
Usability Tests Results

Link to structured guide to effective donating



Usability Tests Results

Adding pictures to charity profiles



The image shows a hand-drawn sketch of a mobile application interface. At the top, there is a navigation bar with a back arrow, a lightbulb icon, and a menu icon. Below the navigation bar is a large blue-outlined rectangular area containing several hand-drawn house-like shapes. One of these shapes has the word "PICTURE" written across it. Below this sketch, the text "Performance and Metrics" is printed. Under "Performance and Metrics", the word "Expenses" is bolded. Below "Expenses", there are two lines of text: "Program 75%" and "Overhead 25%". A explanatory sentence follows: "A charity's Program % is the percentage of its cash budget it spends on Programs relative to Overhead". At the bottom, another section starts with "Cost to Raise \$100: \$25". Below this, there is a detailed explanation: "Cost to Raise \$100 signifies how many dollars a charity spends on Fundraising to raise each \$100 of Contributions."

Performance and Metrics

Expenses

Program 75%

Overhead 25%

A charity's Program % is the percentage of its cash budget it spends on Programs relative to Overhead

Cost to Raise \$100: \$25

Cost to Raise \$100 signifies how many dollars a charity spends on Fundraising to raise each \$100 of Contributions.

Final Paper Prototype

Red Cross Charity Profile

Habitat for Humanity Charity Profile

Search Charities

GUIDE TO DONATING

TOP EFFECTIVE CHARITIES

Featured Charities

My Causes

My Donations

Payment

Billing Address

Credit Card

Donation Amount

Remember me

What's this?

Make monthly recurring payments

Continue **Cancel**

Done

Thank you for your donation!

your card has been processed for a payment of \$ [REDACTED]

A confirmation email has been sent to you.

My Donations

Amount:

Charity:

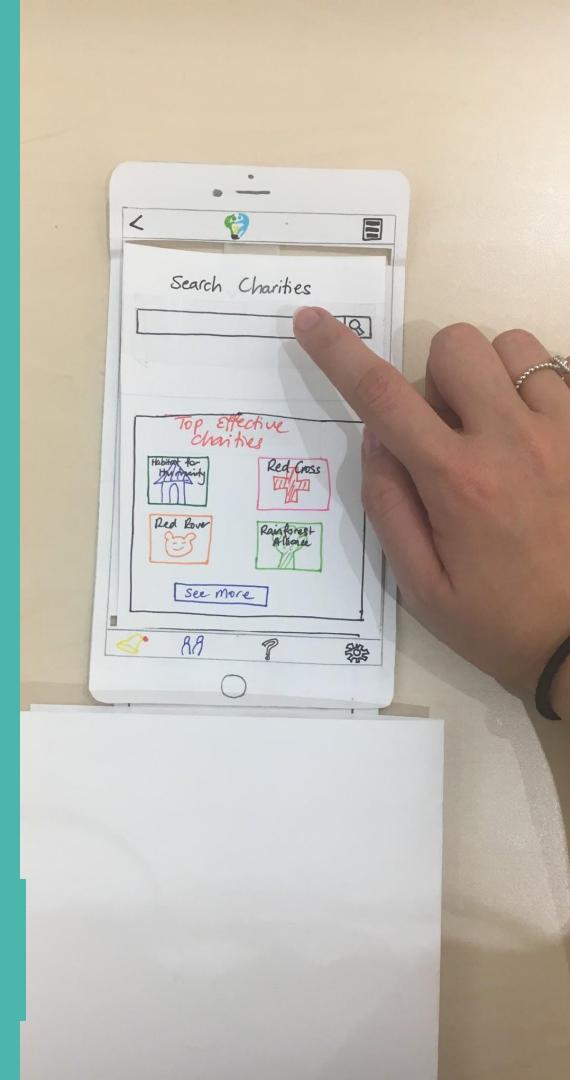
Date:

Type: monthly recurring
 one-time

Manage donation settings

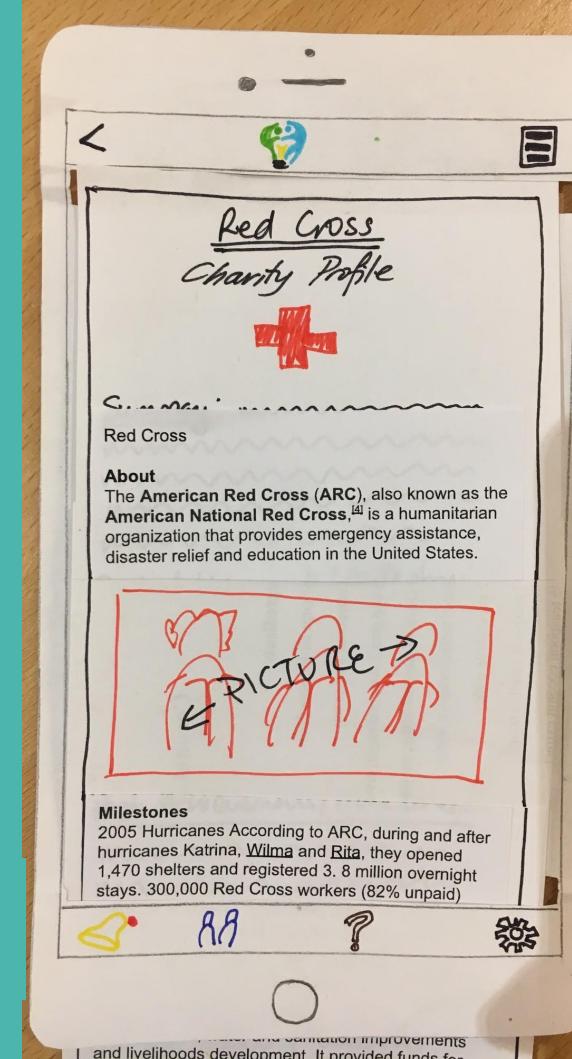
Learning About Effective Charities

Homepage and Search Bar



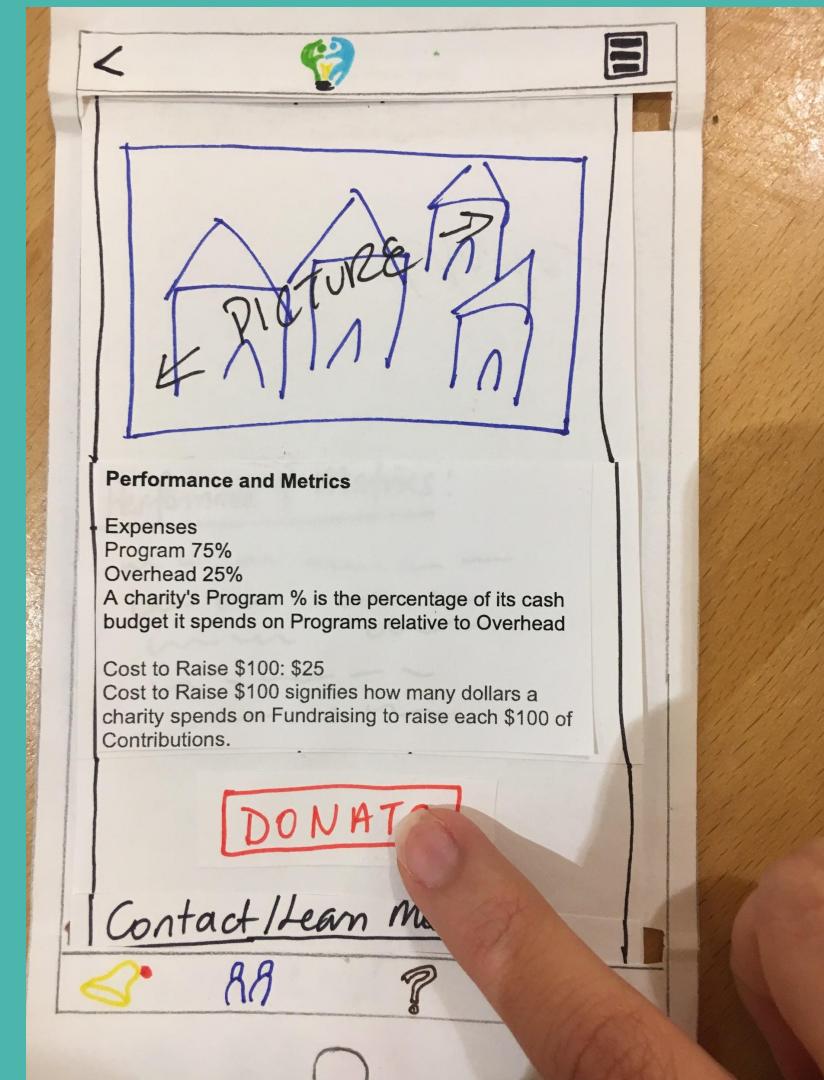
Learning About Effective Charities

Charity Profile



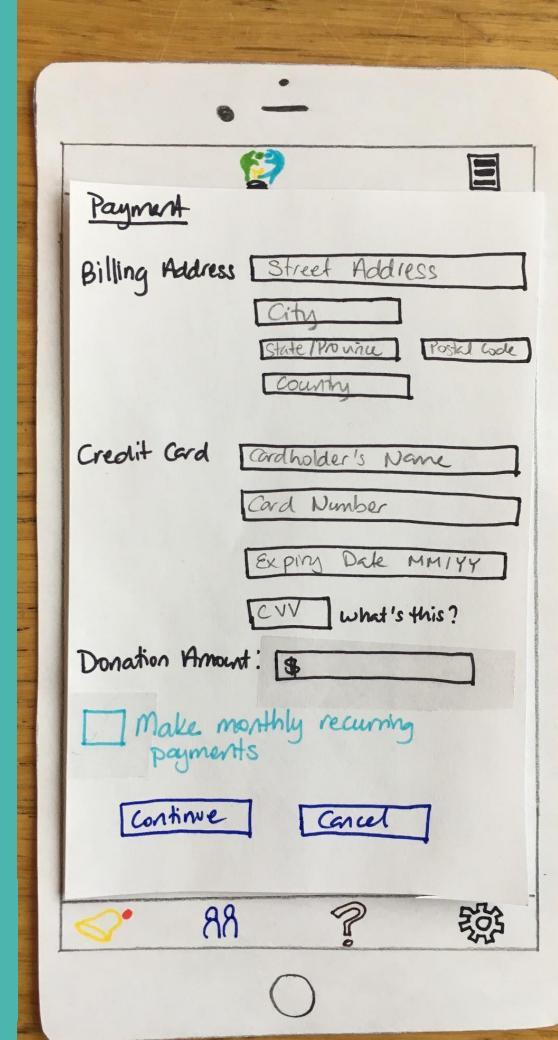
Learning About Effective Charities

Charity Profile with Donation Button



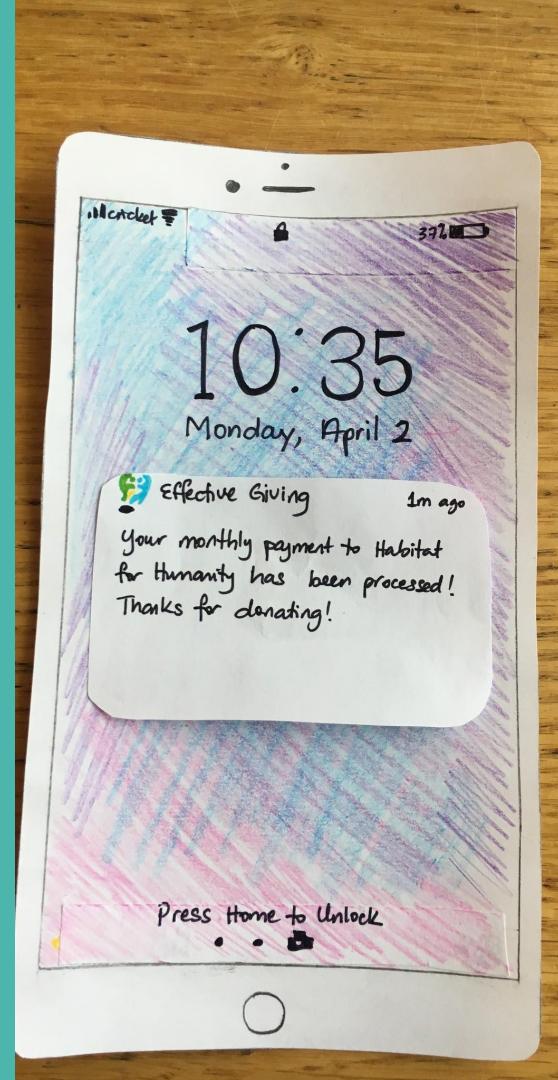
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Monthly Recurring Payments



Giving Effectively and Conveniently

Notification



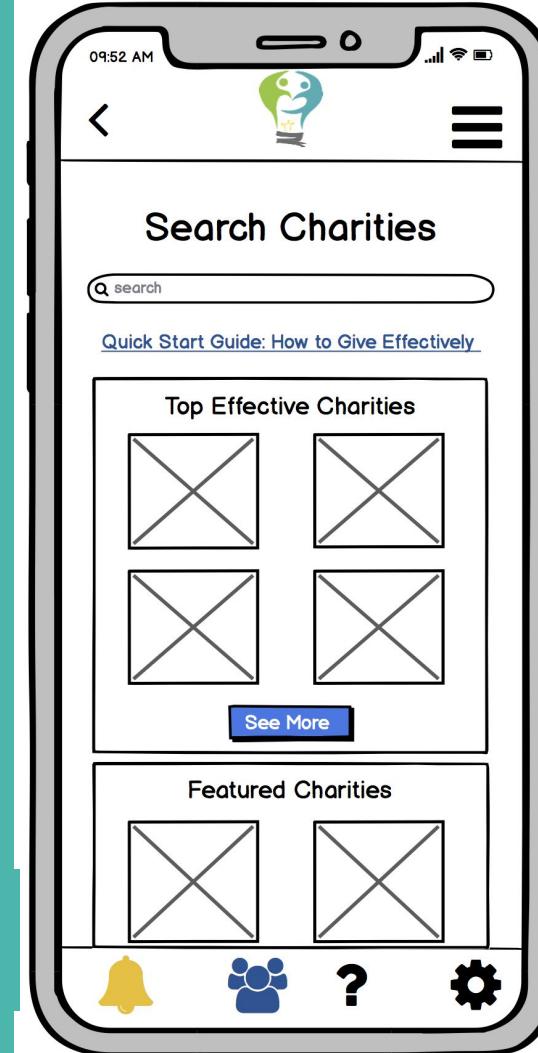
Digital Mockups

The image displays a digital mockup tool interface, likely Figma, used for creating mobile application prototypes. The interface is divided into several sections:

- Top Bar:** Shows navigation links for Projects, People, Settings, Help, and Projects.
- Left Sidebar:** Contains icons for users, a plus sign, and arrows pointing up and down.
- Project Header:** Shows the project name "hcimockup2018" and a "New Project" dialog.
- Components Library:** A grid of various UI components including Button, Checkbox, Circle Button, Color Picker, ComboBox, Date Chooser, Field Set, H.Rule, H.Slider, Help Button, Icon, Icon and Label, and Text.
- Main View:** Displays a grid of mobile phone wireframes for different screens: "Habitat", "Habitat navbar", "HabitatDonate", "Habitat", "Habitat navbar", and "HabitatDonate".
- Bottom View:** A detailed view of a mobile phone screen showing the "Habitat" app interface with the Habitat for Humanity logo and navigation menu.
- Right Sidebar:** Includes sections for "Icon", "Position" (X: 288, Y: 795), "Size" (width: 48, height: 48), "Layering", "Border", "Show Border", "Color", and "Icon".
- Bottom Navigation:** Standard project management tools for Project, Edit, View, and Help.

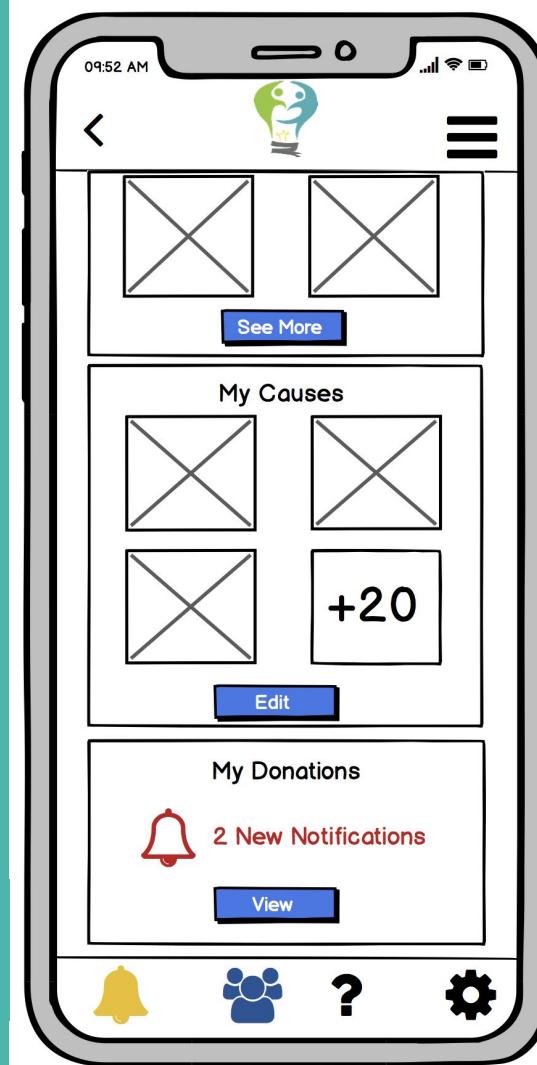
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Homepage and Search Bar



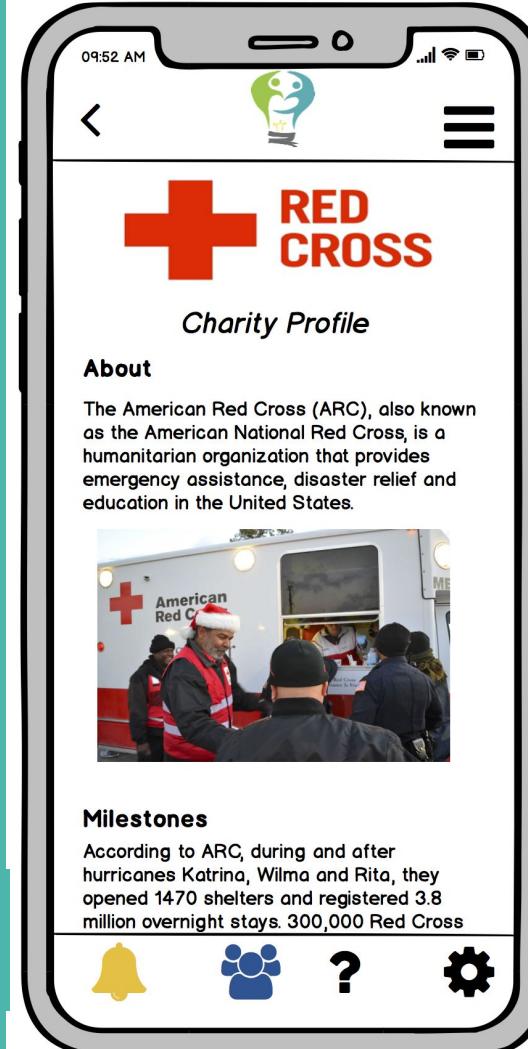
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Homepage and Search Bar



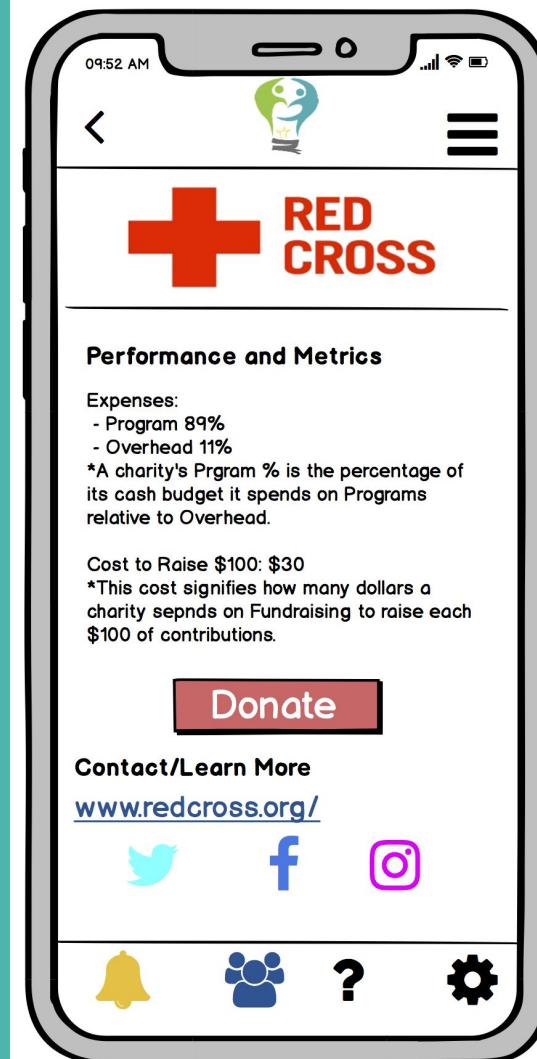
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Charity Profile



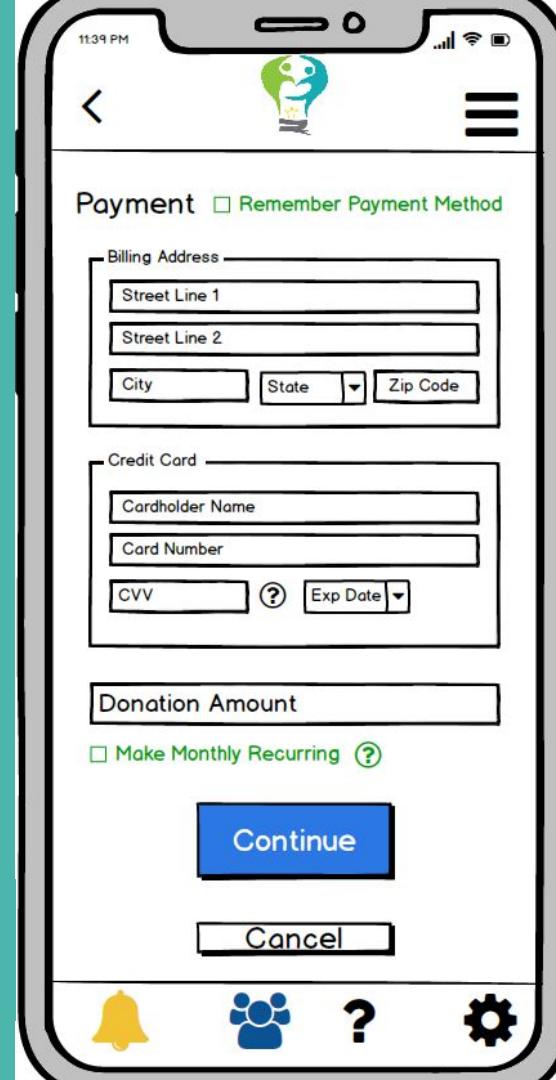
Learning About Effective Charities

Charity Profile with Donation Button



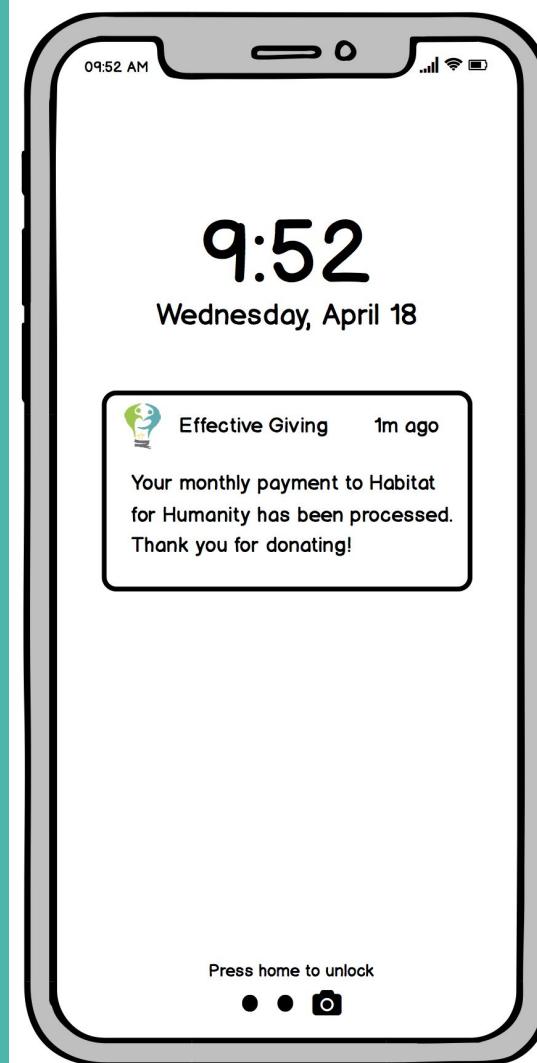
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Monthly Recurring Payments



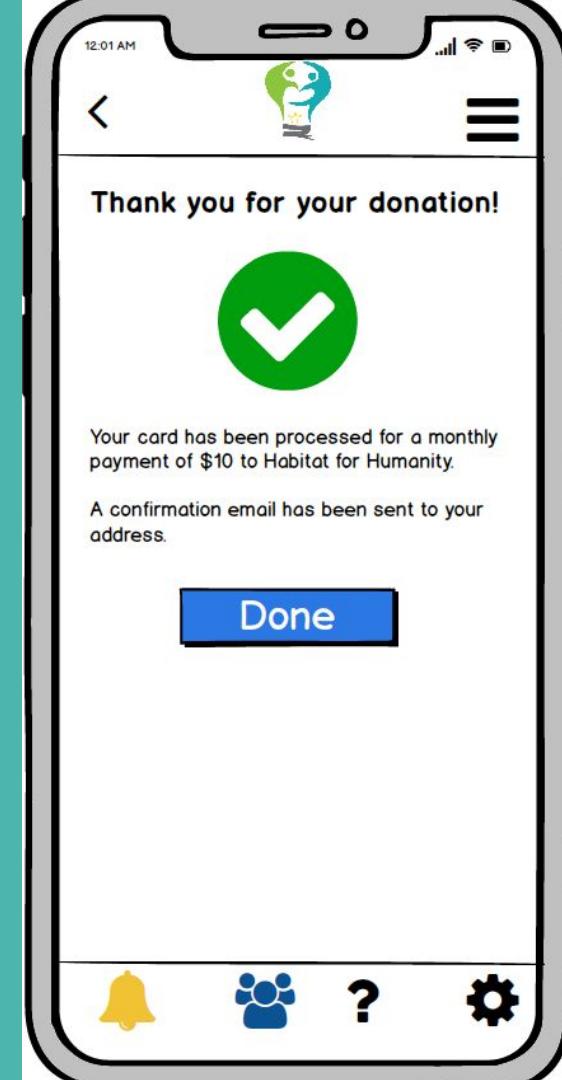
Giving Effectively and Conveniently

Notification



Giving Effectively and Conveniently

Payment Details



Shortcuts for Expert Users

Navbar jump to sections



Lessons Learned

- Structuring donation decision-making process
- More tests with digital mockups and added content
- Conducted tests with non-student participants