RIDESTARTER

Ride as one, Raise as one

UX DESIGN | UX RESEARCH | BRAND DESIGN

SUMMARY

Ridestarter is a crowdfunding website application for organizations and individuals looking to either raise funds or donate to charity bike rides across the world. Users can create a profile, find a ride, and navigate through specific causes or browse through the different bike charities that are available.

The inspiration for creating Ridestarter originated from my experience in participating on two charity 500-mile bike rides. Through this experience, my group and I had to push an effort to raise funds for the supported organization - sponsoring our main directory to either gofundme or the organization's donation site. What if our efforts were also charmeled to a crowdfunding site, with the goal to bring together cyclist enthusiasts and interested donors.

The goal was to create a product that would aim to entice bike challenges for the organizations and to bring together cyclist enthusiasts and donors to a single platform. The application is also created for cycle enthusiasts who wanted to create a fundraiser and tell an adventurous story through their journey of making a difference in the community.

RESEARCHING THE CHALLENGES

Problem

With so many crowdfunding sites out in the web, it's hard to know which one serves best for charity rides/campaign. Some cater to a more general crowd, while others focus on a specific category.

Solution

Create a lightweight web application for people to crowdfund donations for charity bike rides and allow people to donate to specific challenges.

Survey Findings & User Interviews

1. Most respondents were motivated to donate because they want to feel that they're making an impact in the world.

2. Some respondents felt the process of creating an account and going through the donation flow was complicated, that takes a bit of their time.

3. People usually don't donate because they are skeptical of donation sites - where the money is going to and how much of an impact they are making. Another popular response is that they feel that their donation is too small to make a difference.

4. 50% of respondents think that the progress bar and fundraising goal are the most important campaign features.

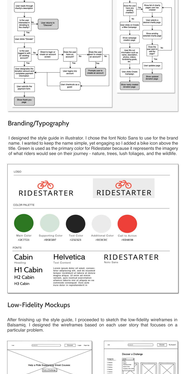
In addition to the general crowd of respondents and interviewees, I also turned the table to people who have been on charity bike rides. These are my findings:

1. Fundraisers generally have to reach out to the organization that they're supporting to host the fundraising bike. This makes it hard to gain traction from the public community to donate.

2. Most of the donations were generated from family member or friends. In addition, one interesting observation was that people are more eratic to donate if the individual or group partakes in a challenge rather than just "asking for money".

User Personas

After conducting four user interviews and compiling the survey, I created three imaginary user personas to reflect both the fundraiser and donor perspective.



RIDING THROUGH THE DESIGN CHOICES

User Flows

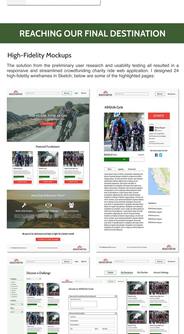
Based on the user research, I finalized four user stories that I believe are important for users to navigate through their goals in Ridestarter: **Creating an Account, Browsing a Charity, Donating to a Charity, and Creating a Campaign.**

Branding/Typography

I designed the style guide in Ilustrator. I chose the font Noto Sans to use for the brand name. I wanted to keep the name simple, yet engaging so I added a bike icon above the title. Green is used as the primary color for Ridestarter because it represents the imagery of what riders would see on their journey - nature, trees, lush foliages, and the wildlife.

Low-Fidelity Mockups

After finishing up the style guide, I proceeded to sketch the low-fidelity wireframes in Balsamiq. I designed the wireframes based on each user story that focuses on a particular problem.



GEARING THE DESIGN IMPLEMENTATION

Usability Testing

I met up with four different users to conduct in-person usability testing on the high-fidelity mockups. These are some of the most important questions that I asked during the testing as they went through the website:

1. Look at the homepage. What do you think this website is about?

2. Find a challenge and make a donation.

3. How do you feel about the checkout process? Do you feel it is intuitive and trustworthy?

Main critiques from the test:

1. User #1 pointed out that when he wanted to navigate back to My Account from the Creating a Fundraiser page, there were no option to do that unless you click on My Account. **I took this input and added a back button both on the Creating a Fundraiser page and the Checkout page.**

2. An interesting observation was that user #1 wanted to donate immediately right after discovering it, but the click directs him to the description page instead. **I took this input and added a donate button under each projects in both the homepage and the discover page.**

3. It took a while for user #2 to understand the main objective of the homepage until she deciphered through the title, featured fundraisers, and "how does ridestarter work." **Based on this feedback, I inserted a motto "Ride as one, Raise as one," on the hero image.**

"As someone who is passionate about cycling, I could see myself using this website to bring riders and non-riders together"

"My design is very simple, and sleek. The color scheme and the homepage are captivating and trustworthy."

Special Features

Designing an Intuitive Charity Page

Two of the most important functions in the info box are the "I'm interested in riding?" and the link to the donated organization's both highlighted in green.

The "interested in riding" contact reinforces the goal of the application - to bring cycle enthusiasts together and inspiring potential riders to participate in the challenge.

Based on the user research, majority of participants think that the progress bar and fundraiser goal are the most important crowdfunding features. Based on this research and finding, I decided to emphasize the progress bar and make it relatively bigger.

During the in-person interview process, most users thought that the donor list would be useful to include because it shows "social proof" on how much to donate. Additionally, for some interviewees, being featured on the donor list and on a leaderboar for them to make a donation.

Improving the Donation Process

According to my research, some respondents felt that the long checkout process hinders their motivation to donate. In addition, people want to be able to quickly reach the end-stage of the donation process. Ridestarter allows users to donate as a guest, with no commitments to making an account.

Discover the Filtering System

Having a filter system is important for users to navigate to the charities they're able to filter through, cause, interest, and the total miles of the challenge. Additionally, they can sort through the charities based on the oldest-newest, alphabetical order, and the completion rate.

REACHING OUR FINAL DESTINATION

High-Fidelity Mockups

The solution from the preliminary user research and usability testing all resulted in a responsive and streamlined crowdfunding charity ride web application. I designed 24 high-fidelity wireframes in Sketch below are some of the highlighted pages.

Conclusion

Ridestarter was a project done for the online design program, Bloc. I chose inspiration for the application because I felt that it is a "niche" application. I felt that the use cases/scenarios ideas that I would love to see in a live crowdfunding website when considering to create or donate to charity bike rides.

If given more time, I would love the opportunity to spend more time doing usability testing early during the low-fidelity wireframing phase. Psychologically, I feel less wedded to low-fidelity prototypes and am more likely to make the changes on the user experiences. On the contrary, it's harder for me to give up or add a design element once I have already aesthetically invest in time in a design.

Testers were overall impressed with the design structure and content. Based on the feedback, I would like to add a "back button" on the checkout page and donate button on application. Asking questions such as "Does this page flatter the current trend in modernizing the style or buttons?" This could always be improved in any of my future design.