

Madad - The simpler way to help



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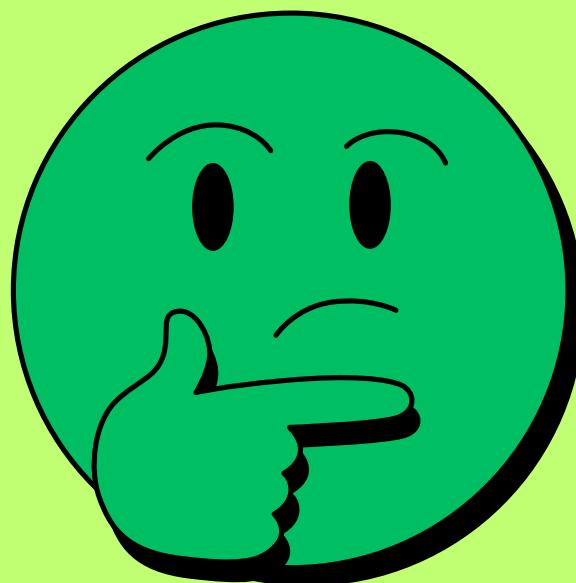
Problem Statement

- People don't know where to donate extra food because NGOs are scattered.
- Students and teachers want to teach underprivileged children but don't know which NGO's to approach and how.



Solution Statement

- Developing an app which consists of database of all NGO's through which users can donate food and also find volunteer work in their locality. This will bridge the gap between those who want to donate and those who are in need.



Logo Identity



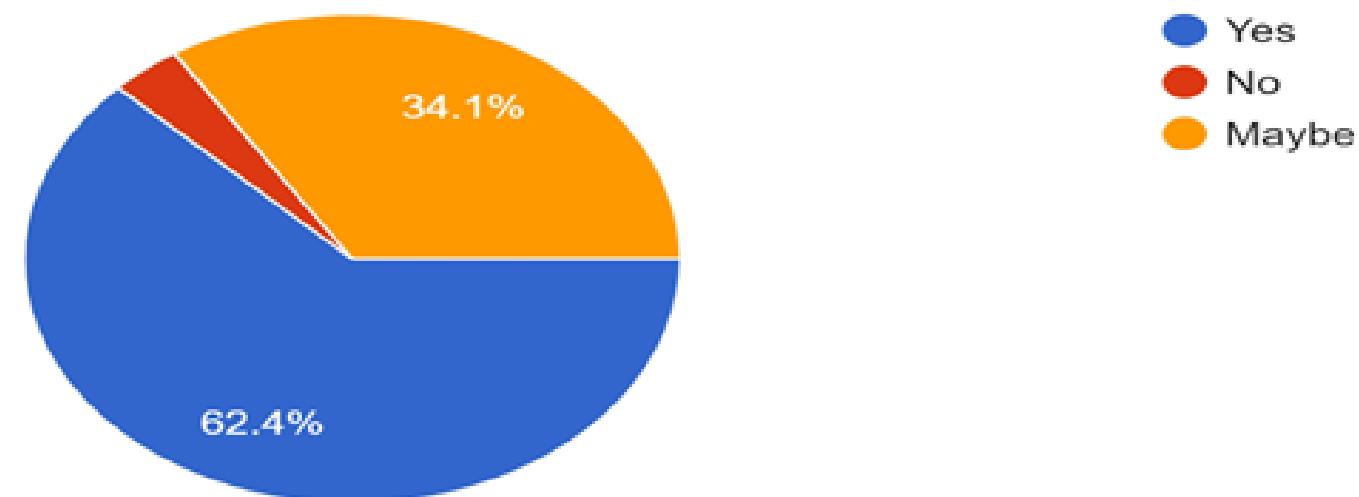
The logo has been designed keeping in mind the word 'help'. It has been exemplified with two extended hands; one giving help and the other receiving. The use of the Devanagri connotation of 'help' emphasises the made in India aspect of the app. The rays of shining sun instill a sense of hope for people in need.

Requirement Gathering (Surveys)



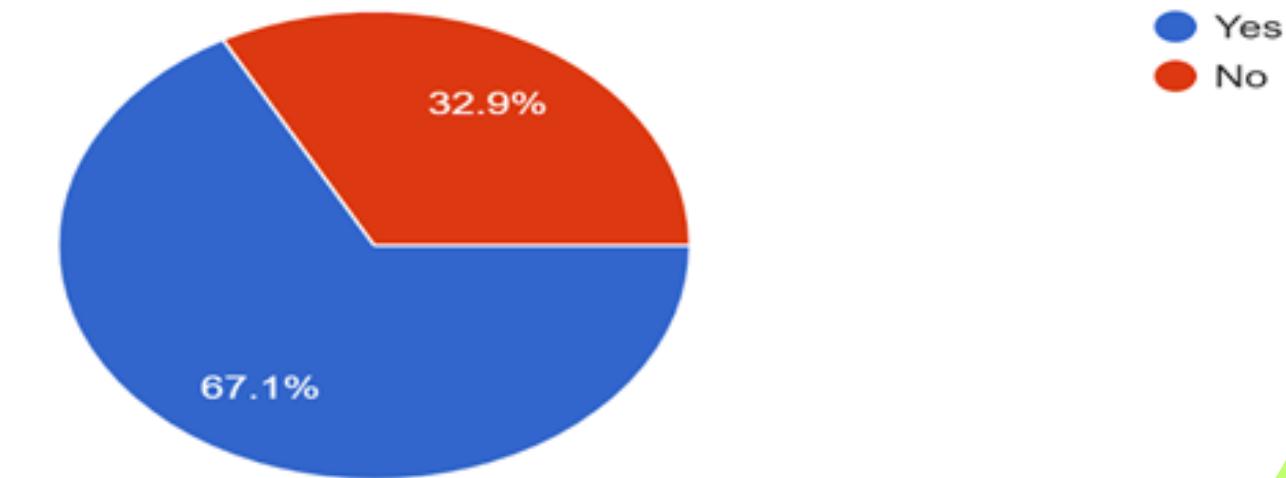
Would like to teach underprivileged students in NGOs?

85 responses



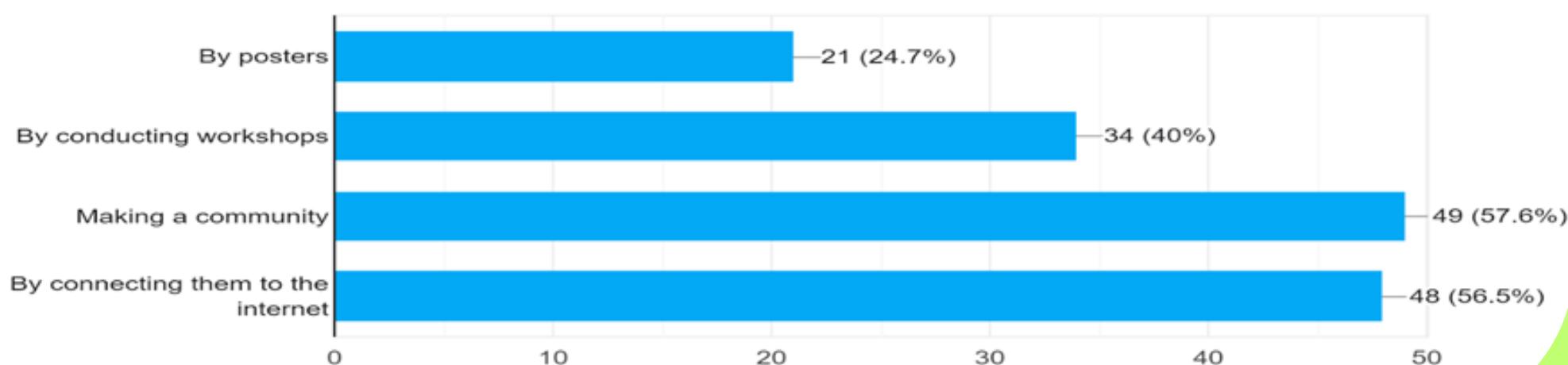
Did you ever faced challenges while donating food?

85 responses



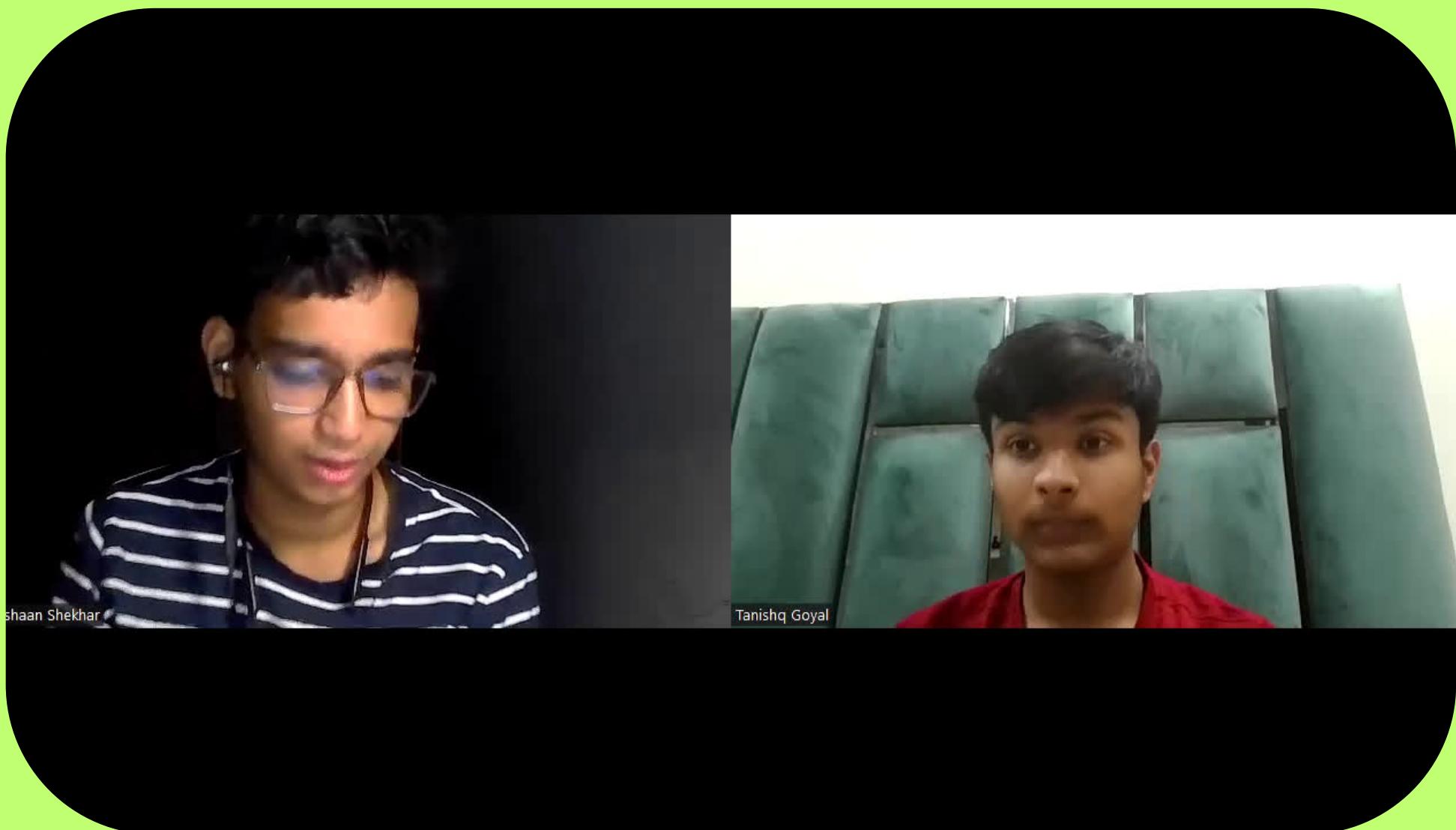
What can be done to integrate organizations with the people who are not connected through the internet?

85 responses



Interviews (Requirement Gathering)

Interview 1



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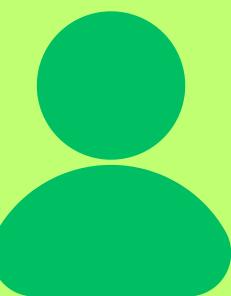
Interviews (Requirement Gathering)

Interview 2

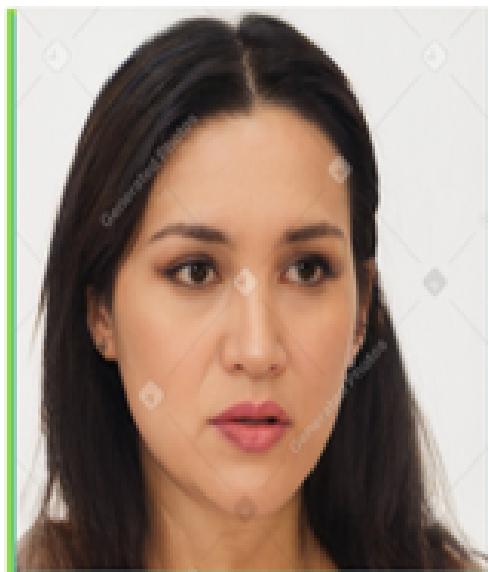
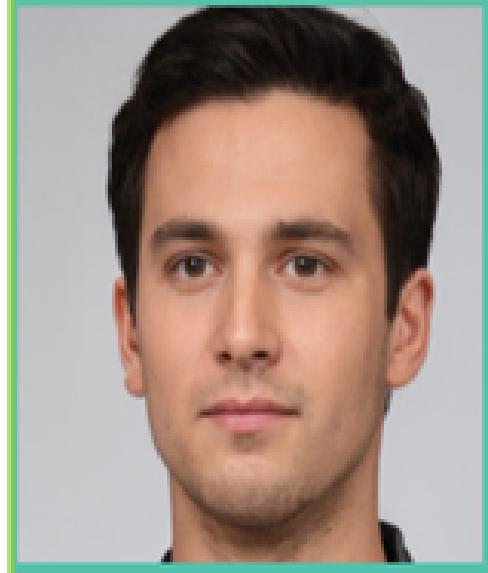


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Personas



PERSONAS

 <p>Vaishali Verma</p>	<p>29 Years Old Teacher</p> <p>Goals: Vaishali wants to volunteer her time and skills to teach the children in various NGO's .</p> <p>Interests Teaching Conducting workshops</p> <p>Pain Points: Vaishali is not sure where to start from and is worried that she doesn't have the experience to do so.</p> <p>How the App can Help The app can help her by providing her a list of teaching opportunities in her area, based on her availability and interests.</p>	 <p>Aisha Singh</p>	<p>34 Years Old Housewife</p> <p>Goals: Aisha is a housewife who wants to help by providing food which can feed the people in need occasionally.</p> <p>Interests Cooking Baking Singing</p> <p>Pain Points: She has a very hectic schedule and have a very limited time for the services she can provide.</p> <p>How the App can Help The app can help her by finding her programs that are flexible and fits her schedule and also connecting her to various NGO's.</p>
 <p>Charles Bravo</p>	<p>60 Years Old Retiree</p> <p>Goals: Charles is a retired chef who wants to give it back to the community. He's passionate about cooking nutritious and affordable meals.</p> <p>Interests Cooking Gardening</p> <p>Pain Points: He has a very limited smartphone proficiency and feels that he is old to keep up with latest trends in food</p> <p>How the App can Help By providing opportunities with very limited smartphone proficiency and connect him to communities that have the same aim.</p>	 <p>Devrath</p>	<p>23 Years Old College Graduate</p> <p>Goals: Devrath is a college graduate who wants to find meaningful ways to volunteer and help people in NGOs</p> <p>Interests Sharing experiences Volunteering</p> <p>Pain Points: He doesn't have a network to find volunteering opportunities.</p> <p>How the App can Help By connecting him to the NGOs by providing him with a list of bunch of them so that he can choose according to his convenience and availability.</p>

<https://miro.com/app/board/uXjVNPoJAQs=/>

Personas



Vaishali Verma

29 Years Old

Teacher

Goals:

Vaishali wants to volunteer her time and skills to teach the children in various NGO's .

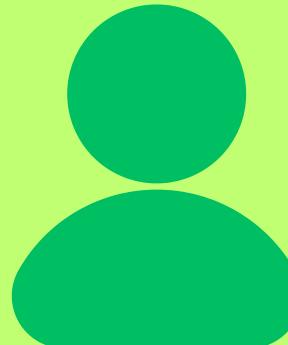
Interests

Teaching
Conducting
workshops

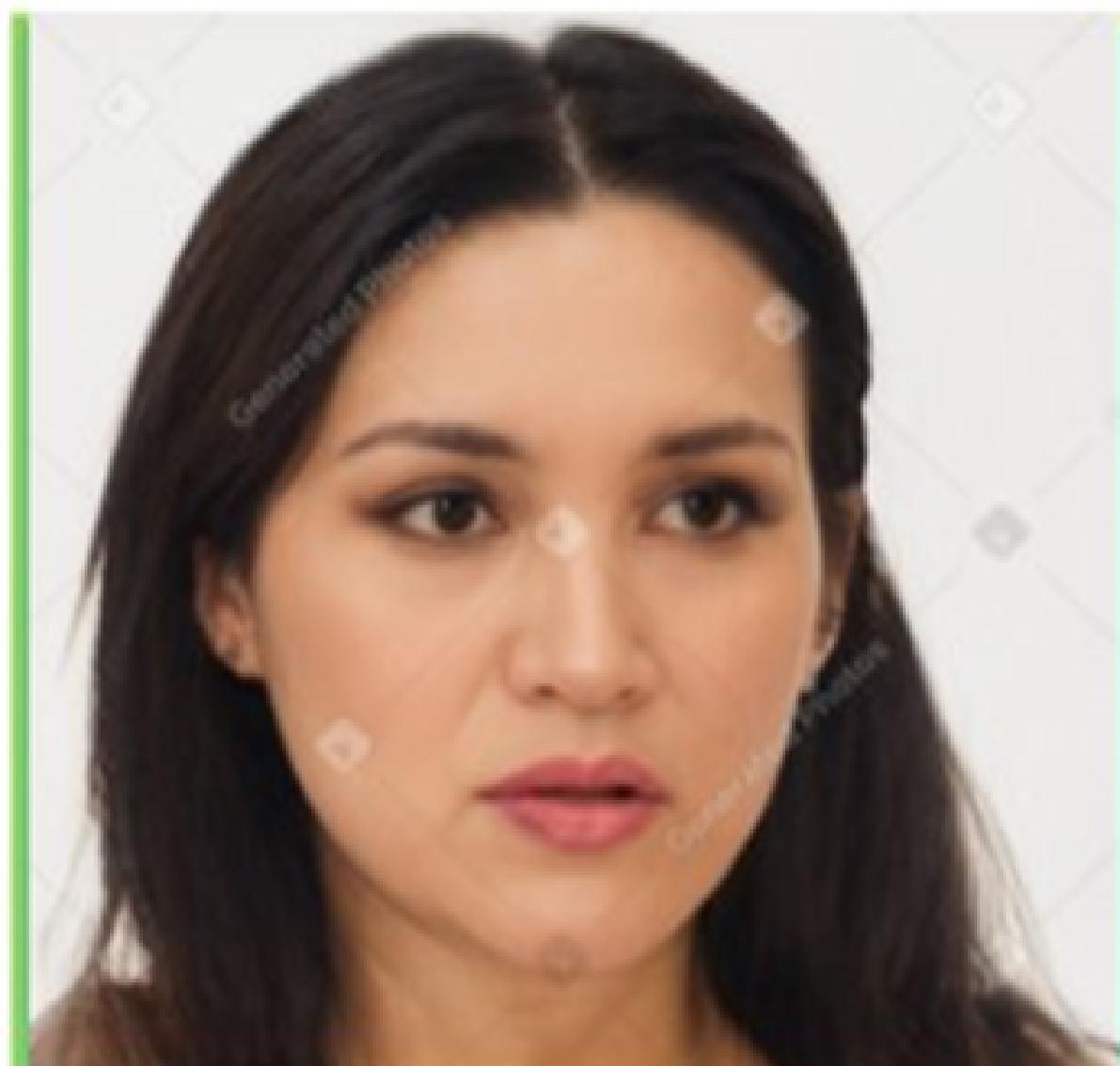
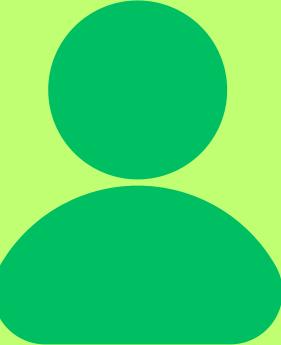
Pain Points: Vaishali is not sure where to start from and is worried that she doesn't have the experience to do so.

How the App can Help

The app can help her by providing her a list of teaching opportunities in her area, based on her availability and interests.



Personas



Aisha Singh

34 Years Old

Housewife

Goals:

Aisha is a housewife who wants to help by providing food which can feed the people in need occasionally.

Interests

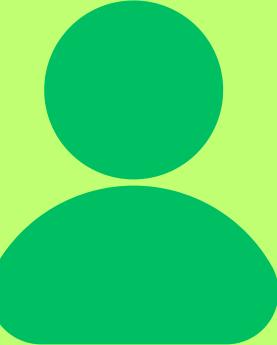
Cooking
Baking
Singing

Pain Points: She has a very hectic schedule and have a very limited time for the services she can provide.

How the App can Help

The app can help her by finding her programs that are flexible and fits her schedule and also connecting her to various NGO's.

Personas



Charles Bravo

60 Years Old

Retiree

Goals:

Charles is a retired chef who wants to give it back to the community. He's passionate about cooking nutritious and affordable meals.

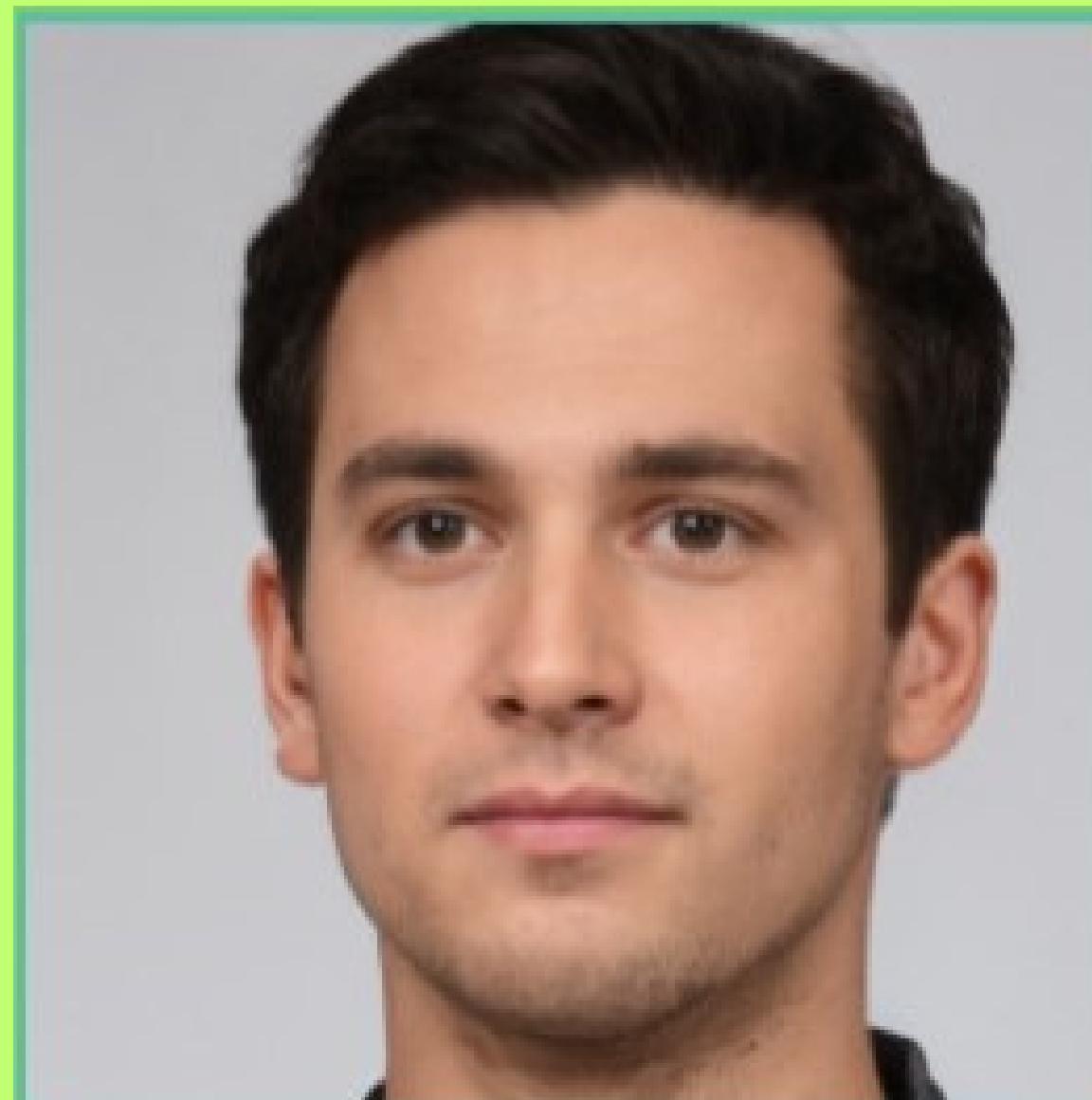
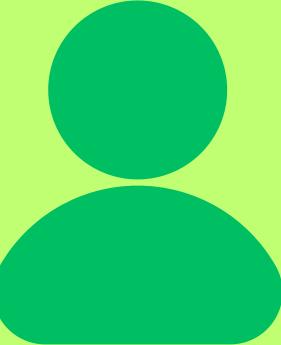
Interests
Cooking
Gardening

Pain Points: He has a very limited smartphone proficiency and feels that he is old to keep up with latest trends in food

How the App can Help

By providing opportunities with very limited smartphone proficiency and connect him to communities that have the same aim.

Personas



Devrath

23 Years Old

College Graduate

Goals:

Devrath is a college graduate who wants to find meaningful ways to volunteer and help people in NGOs

Interests

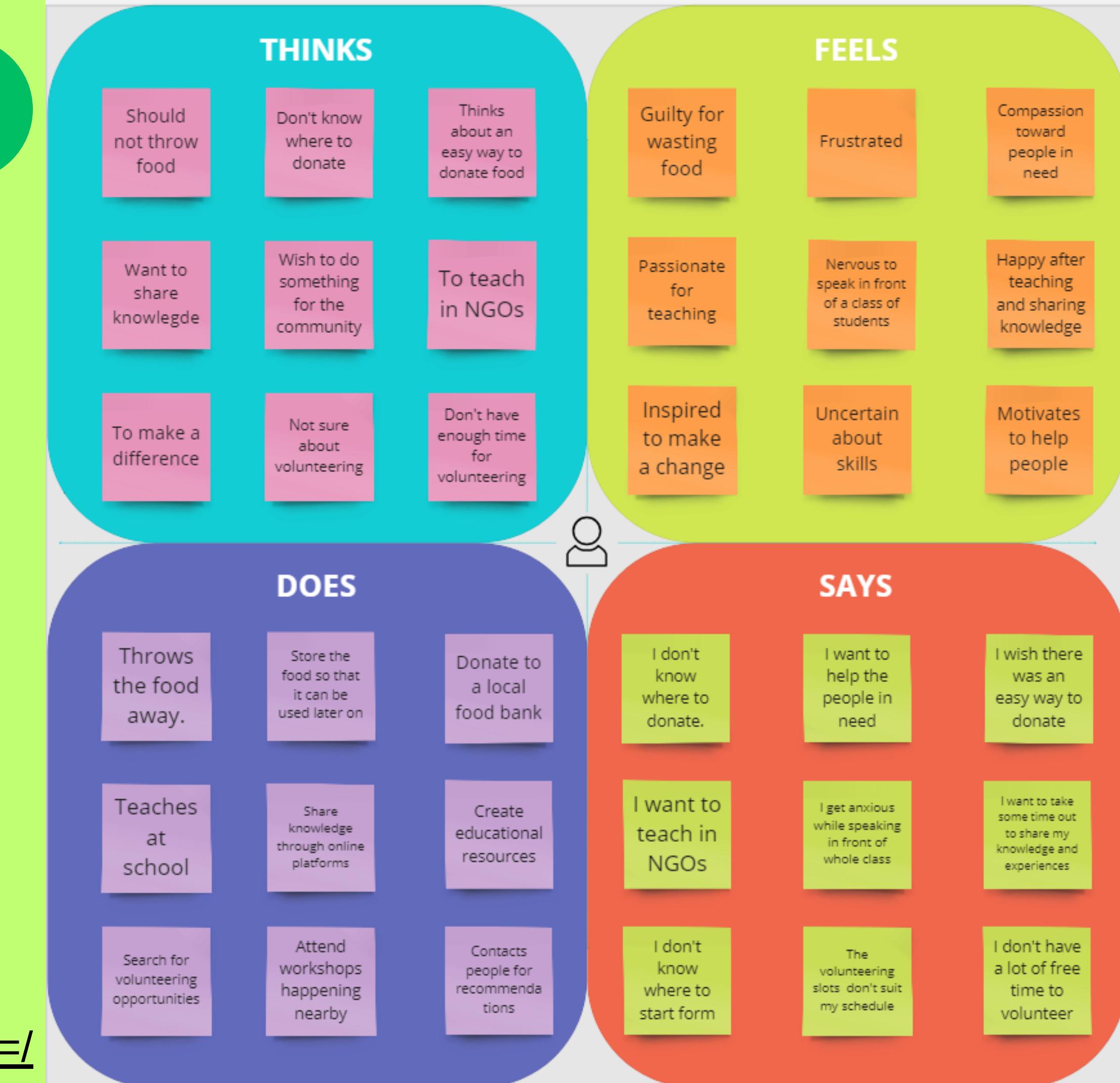
Sharing experiences
Volunteering

Pain Points: He doesn't have a network to find volunteering opportunities.

How the App can Help

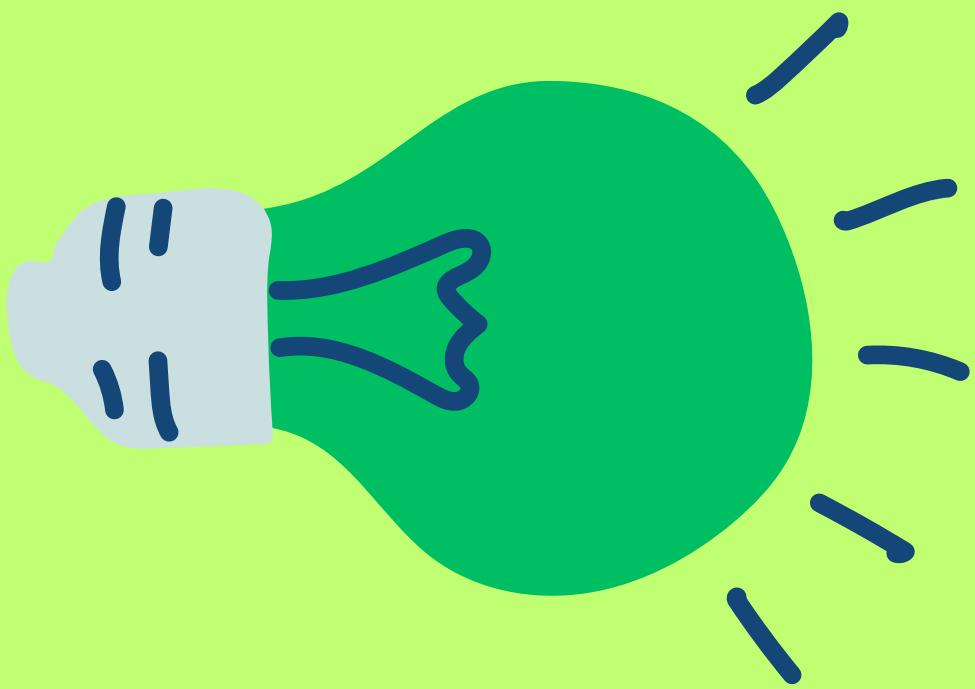
By connecting him to the NGOs by providing him with a list of bunch of them so that he can choose according to his convenience and availability.

Empathy Mapping



BRAINSTORMING

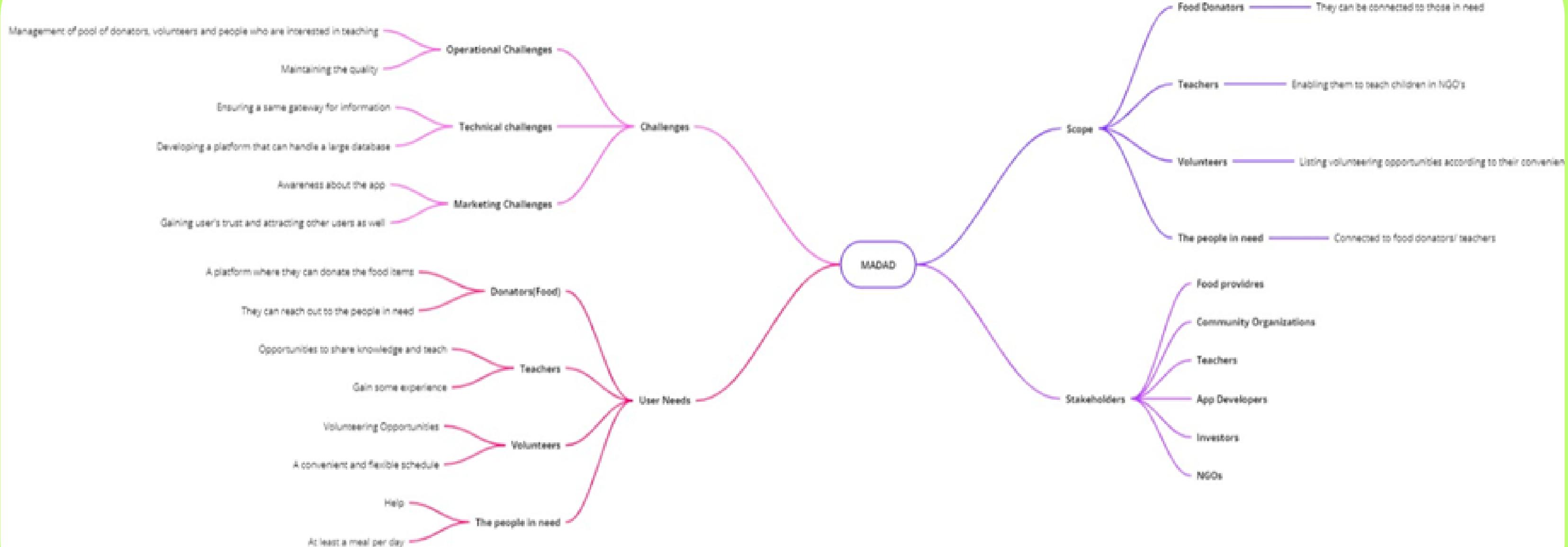
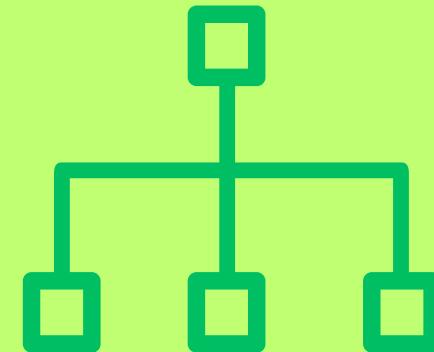
Brainstorming Ideas



<https://miro.com/app/board/uXjVNW52wD4=/>

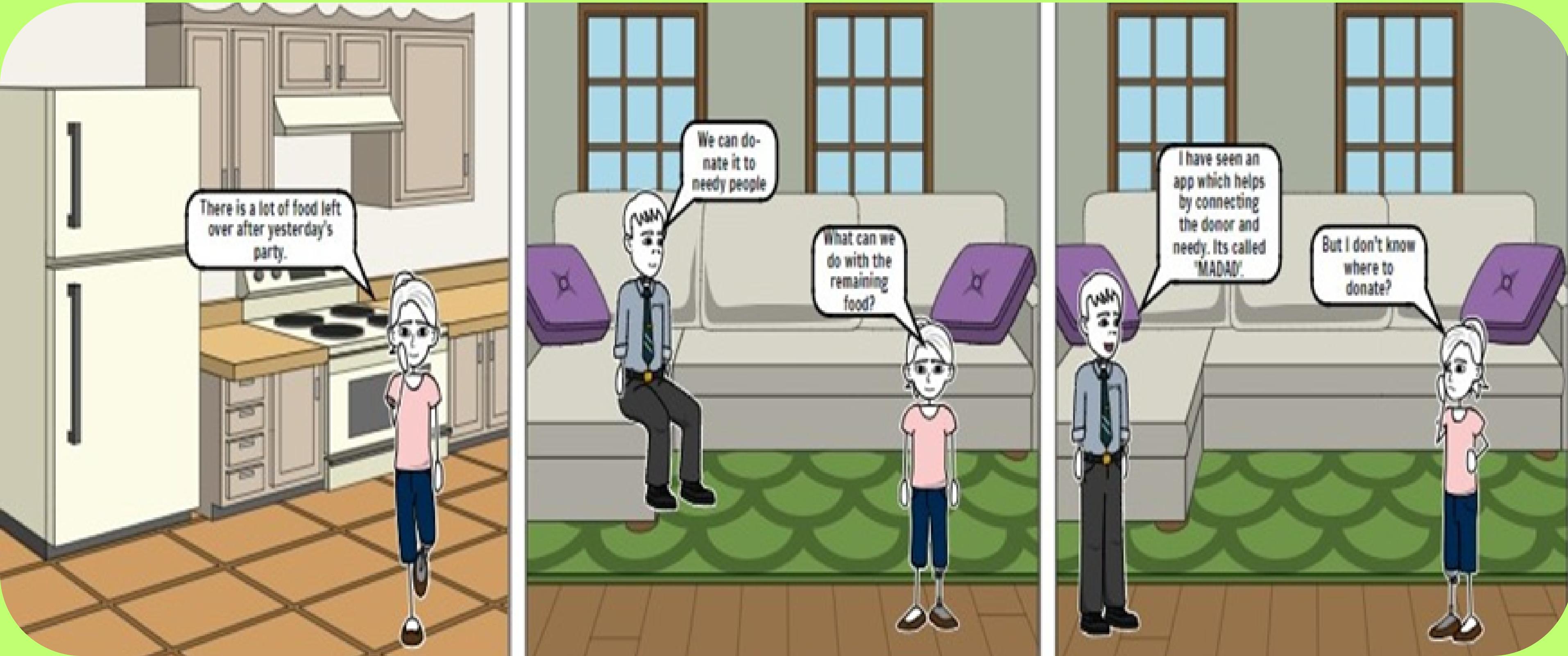
Location wise managed	Available hours/ Time	Volunteering Opportunities	you can share previous work experiences	Direct interaction between the two parties
Work life balance	Text should be visible clearly	Privacy Policy	Prioritizing your choices	Includes Security
Your profile	No fixed working hours	NGO's can reach the maximum number of people	An NGO's directory	Volunteering Calendar
Sign-Up	Management of the app	Meal preparation and serving	Food donation	App
Teaching	Grade level filtering	Classroom management tools	User Testing	Finding Opportunities
Impact on the society	Bridging the gap	User friendly	Donation in form of food/money	Helping the needy/poor
Regular updates provided	Direct interaction between the two parties	Rating the services	Volunteers have opportunities to learn	FAQ's

Mind Map

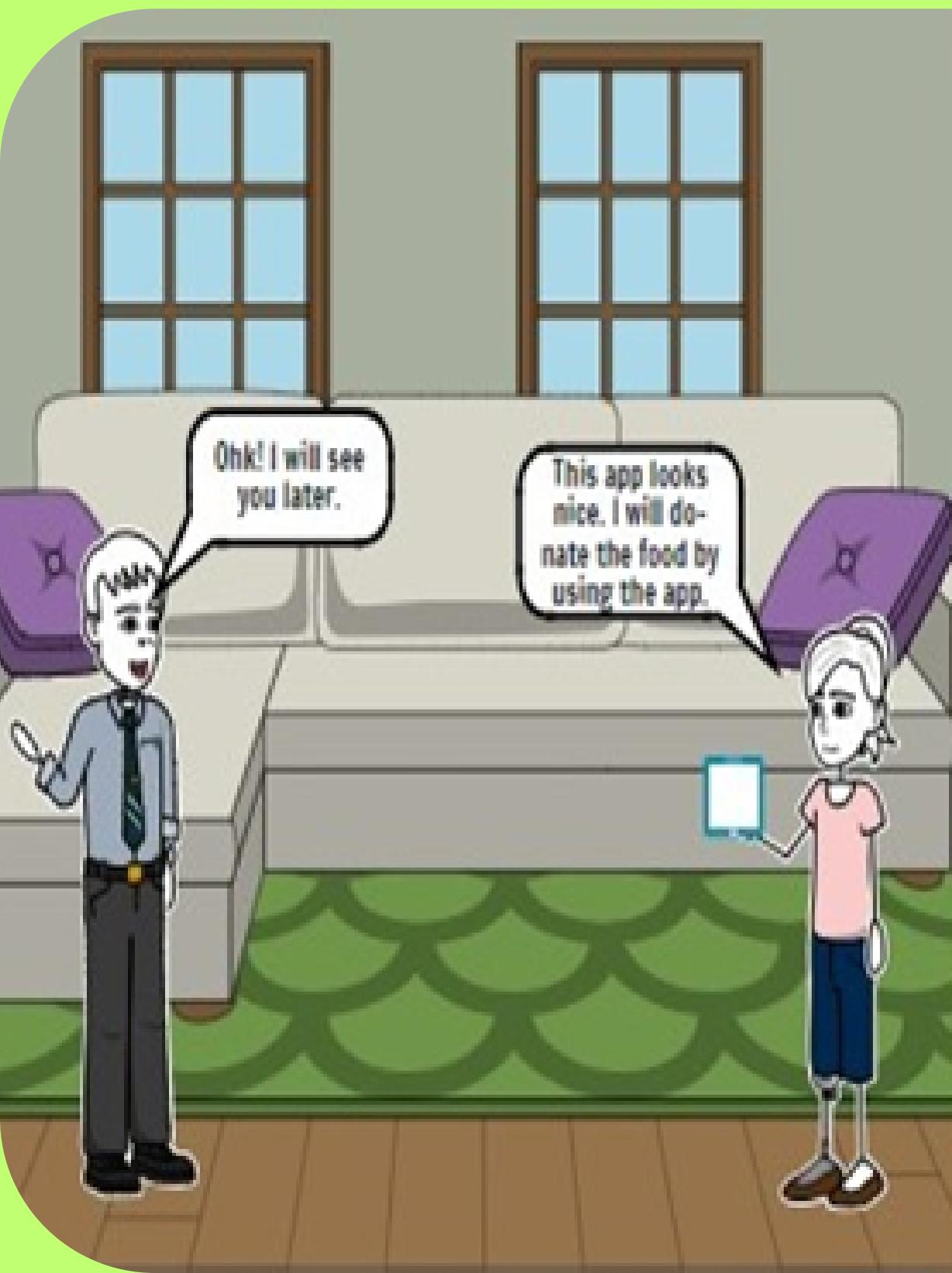


<https://miro.com/app/board/uXjVNRT1Thg=/>

Storyboard



Storyboard (Contd.)



Taskflow



<https://miro.com/app/board/uXjVNKhvLCw=/#tpicker-content>

Lo-fi Prototype (Unrefined)



The image displays a series of hand-drawn screens for a mobile application, illustrating a user flow for food donation. The screens are arranged in two rows. The top row shows four screens: 'WELCOME' (with a logo placeholder), 'PURPOSE SELECTION' (listing 'FOOD DONATION', 'TEACHING AT NGO'S', and 'VOLUNTEER RING'), 'PURPOSE PROCEDURE' (with three steps: 'CHOOSE YOUR LOCATION', 'CHOOSE NEAREST NGO', and 'ENTER NO'), and a 'THANKING YOU SCREEN' (with a checkmark icon and a message). The bottom row shows two screens: 'PURPOSE PROCEDURE' (with steps: 'CHOOSE YOUR LOCATION', 'CHOOSE NEAREST NGO', 'AMOUNT of Food', and 'STEP-4 TRACK NGO's Agent's Live location') and the 'THANKING YOU SCREEN'.

WELCOME

WELCOME
TO
MADAD...
GET STARTED

PURPOSE SELECTION

What Do You
want to Do?
FOOD
DONATION
TEACHING
AT
NGO'S
VOLUNTEER
RING

PURPOSE PROCEDURE

FOOD DONATION ✓
Five Steps toward
Food Donation
STEP-1
CHOOSE YOUR LOCATION
TURN ON NAVIGATION

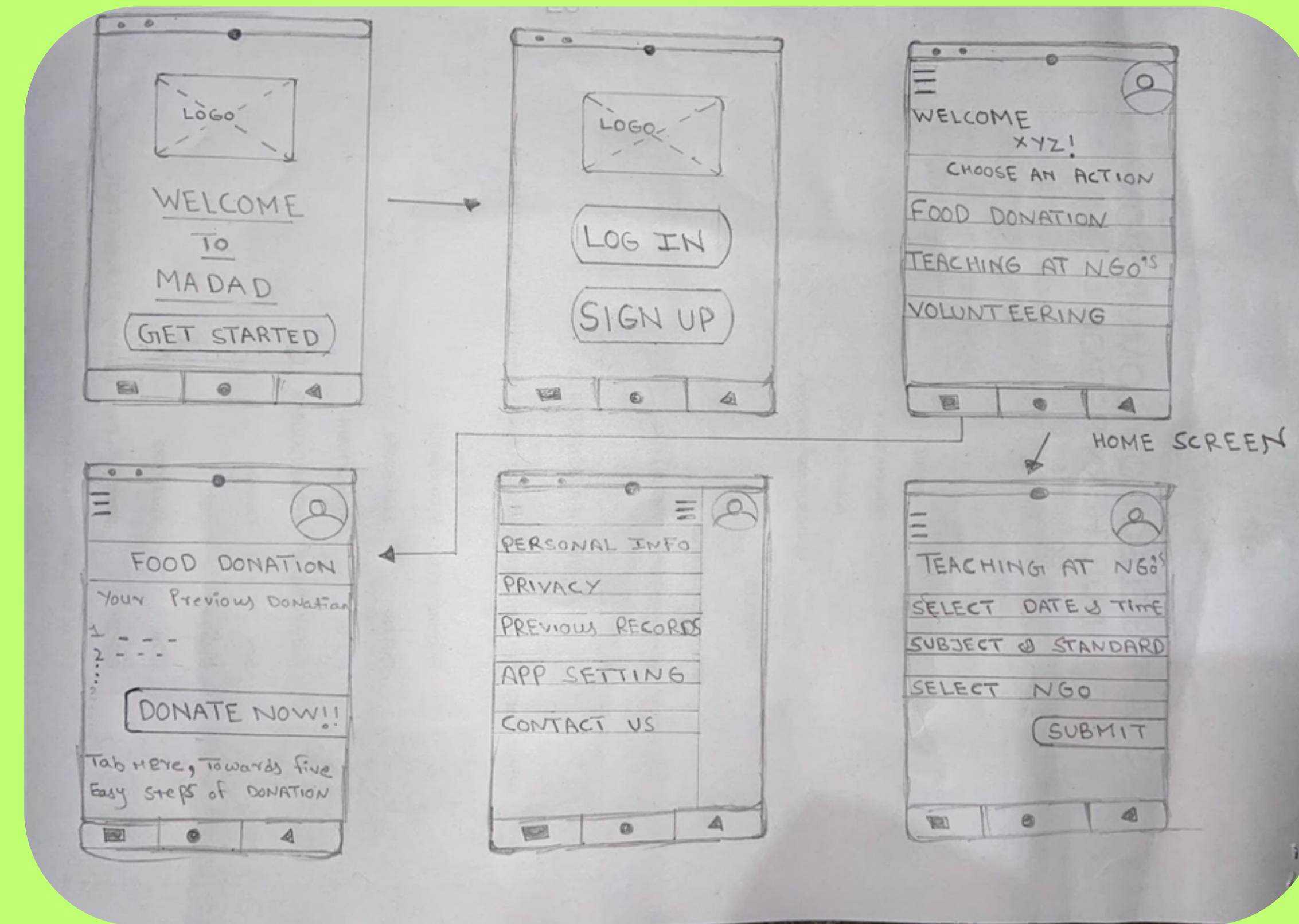
FOOD DONATION ✓
CHOOSE YOUR location ✓
CHOOSE NEAREST NGO
STEP-2
CHOOSE NEAREST NGO
STEP-3
Add Amount of Food
→ for 1 to 2 Person
→ for 2 to 5 Person
→ for more than 5
ENTER NO

THANKING YOU SCREEN

FOOD DONATION ✓
CHOOSE YOUR location ✓
CHOOSE NEAREST NGO ✓
Amount of Food ✓
STEP-4
TRACK NGO's Agent's
Live location
TRACK Location

FOOD DONATION ✓
Thank You for
DONATING US!
Agent will contact
You soon

Alternate Lo-fi Design (After user feedback)



Alternate Lo-fi Design - 2 (After user feedback)



The Simpler Way to Help

Logo

Login to Your Account

Email

Password

Don't Have Account? [Sign up](#)

Food Donation Volunteering

Food Monetery NGO

Food Monetery NGO

Name _____
Phone - no _____
Birth day _____
Email _____
Password

Food Donation

Over prepped for meal

Get Started with Donation

Select NGOs

Food for 5 to 10 People

Food for 10 to 15 People

More than 15 People

Select Number

Food Donation

Thank You! for Donating us

Delivery agent will contact you soon

Refined Lo-fi

The simpler way to help

LOGO

Login to your account

EMAIL

PASSWORD

Don't have account? SIGN IN

Sign up

NAME

EMAIL

PASSWORD

CONFIRM PASSWORD

Already have an account? Log in

Get started with donation

Food Donation

Overprepped for a meal? Have leftovers you don't know what to do with? Ordered too much at a restaurant? We've got you covered!

Start donating today!! with madad you select what you want to donate and the quantity. with doorstep collection donating food has never been easier

Select NGOs

Select Number

Select Amount of food

Food for 5 to 10 people

Food for 10 to 15 people

More than 15 people

Volunteer slot

Volunteering

Available slots:

Monday	8:00	12:00	18:00	
Tuesday	8:00	12:00	18:00	
Wednesday	8:00	12:00	18:00	
Thursday	8:00	12:00	18:00	
Friday	8:00	12:00	18:00	
Saturday	8:00	12:00	14:00	18:00
Sunday	8:00	12:00	14:00	18:00

Confirmation page

Thank you!

Your volunteer service summary

Please refer to your mail for full instructions

Date: 13/11/2023

Time: 8:00 am

Location: -----

NGOs contact no:+91XXXXXXXX

HELLO XYZ!!!

Domain Selection

Food Donation

Volunteering

Teaching at NGOs

NAME

EMAIL

DOB

PASSWORD

Personal Info

Privacy

Previous Records

App Setting

Contact us

Food Donation

Checkmark icon

Thank you! for donating us

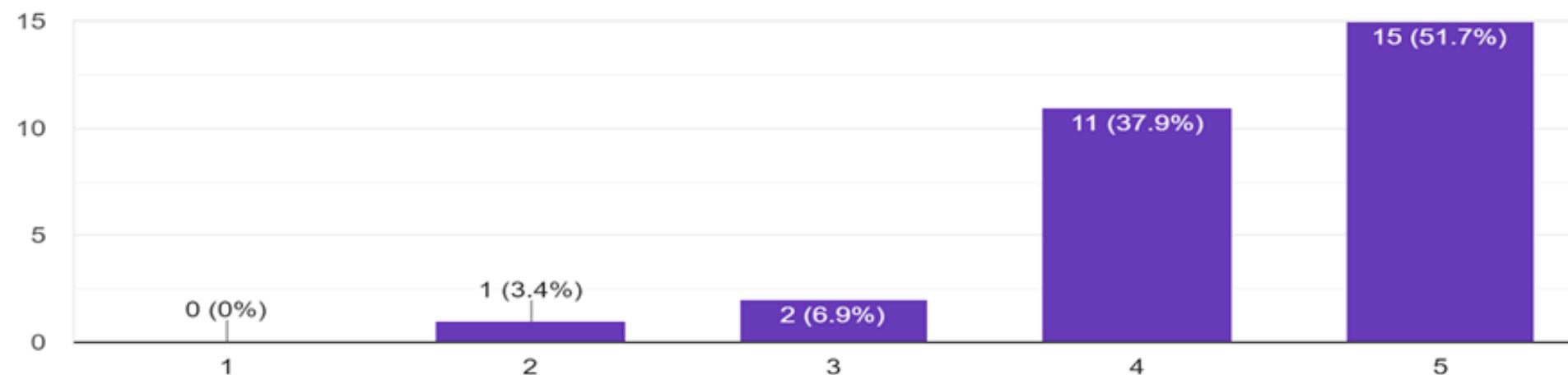
Organization's Delivery agent will contact you soon

Track agent's live location

Lo-fi Testing

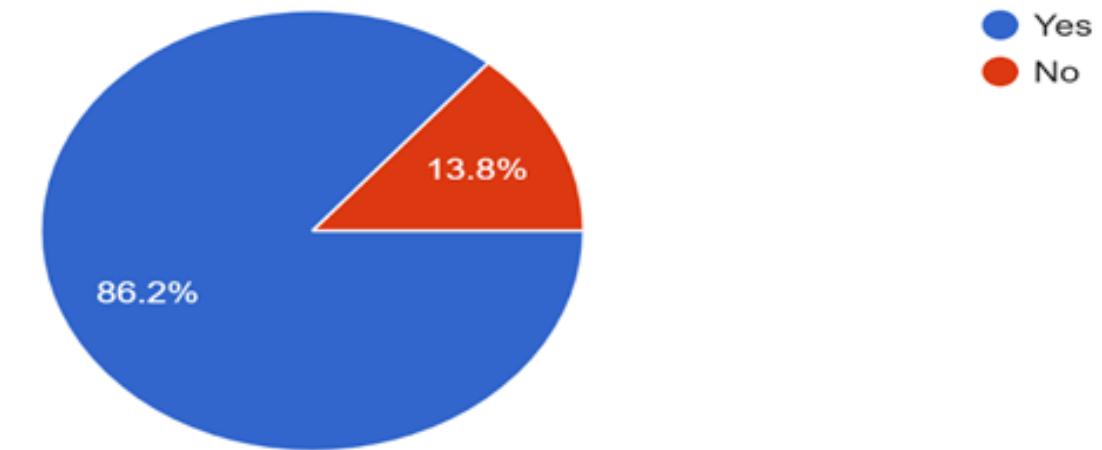
Rate the above user interface.

29 responses



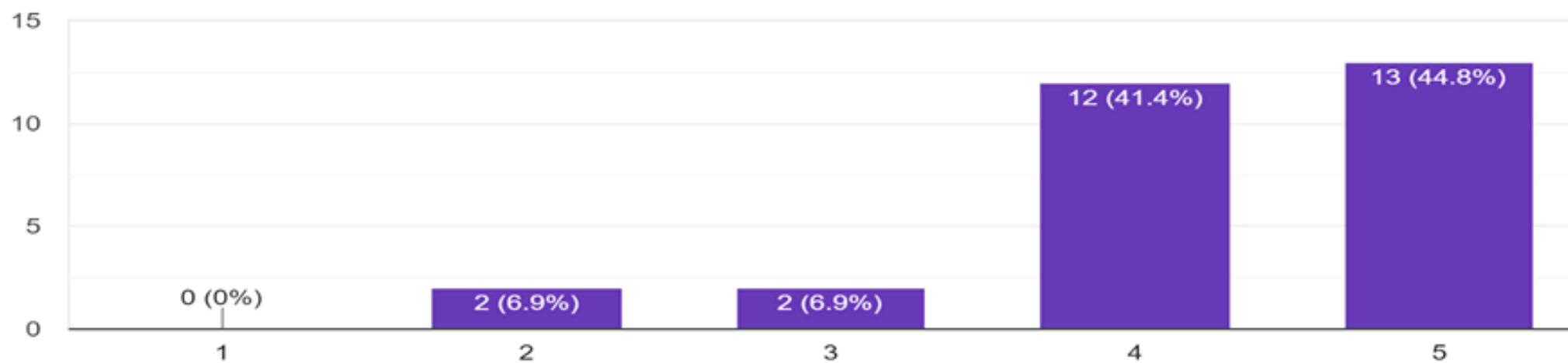
Is the low-fi design pleasing?

29 responses

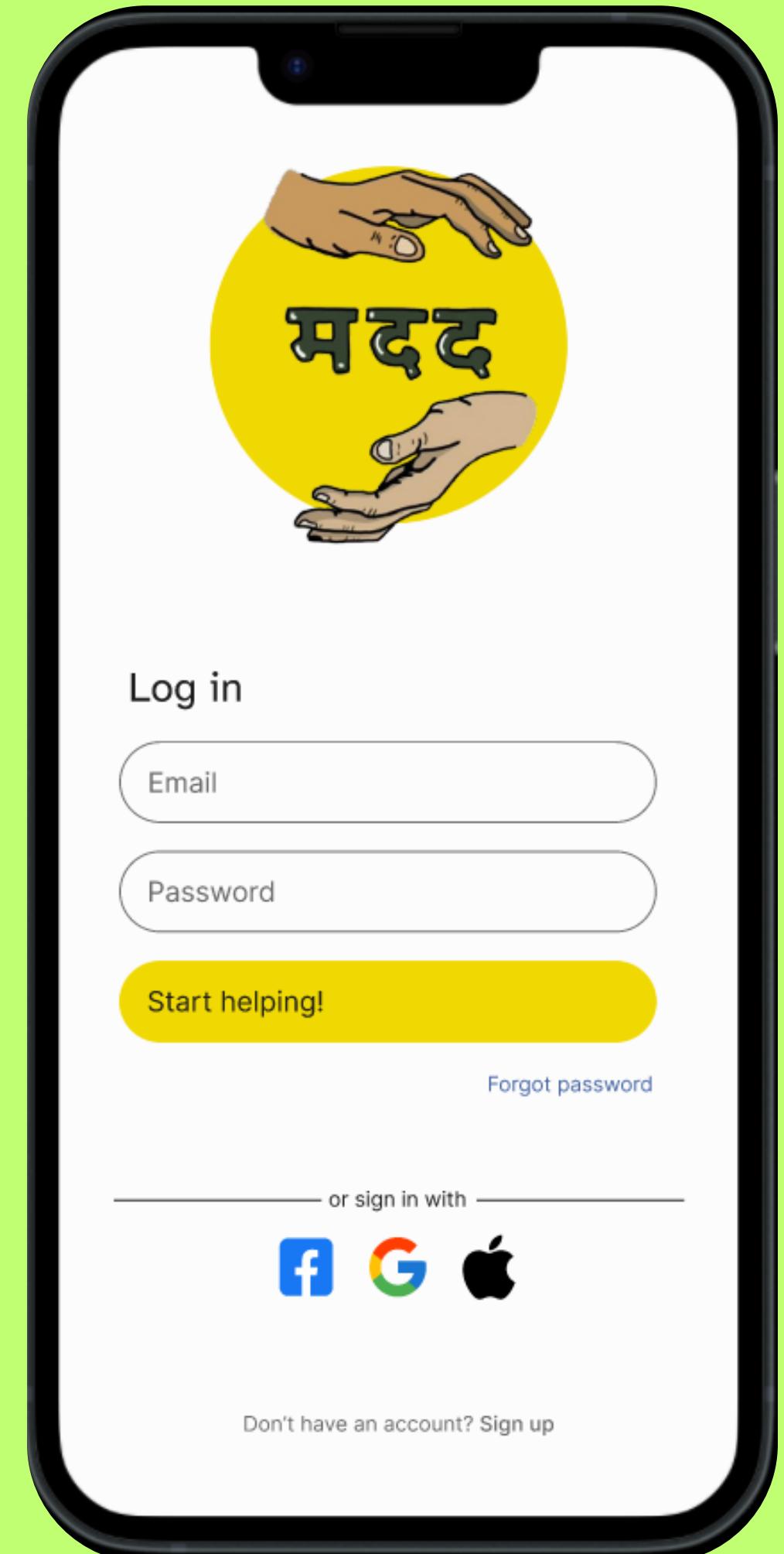
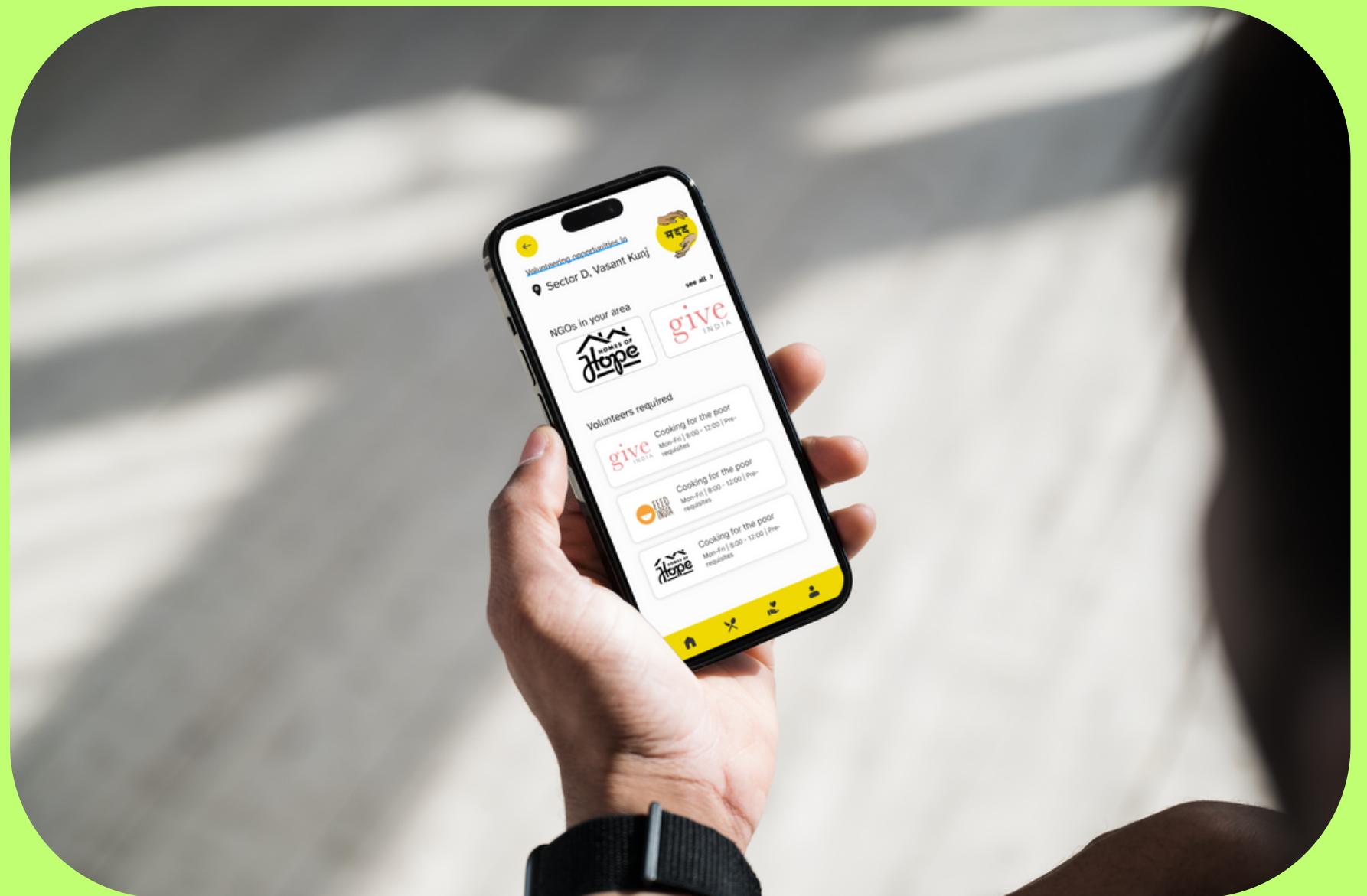


How often would you use the app?

29 responses



Hi - Fi Prototype

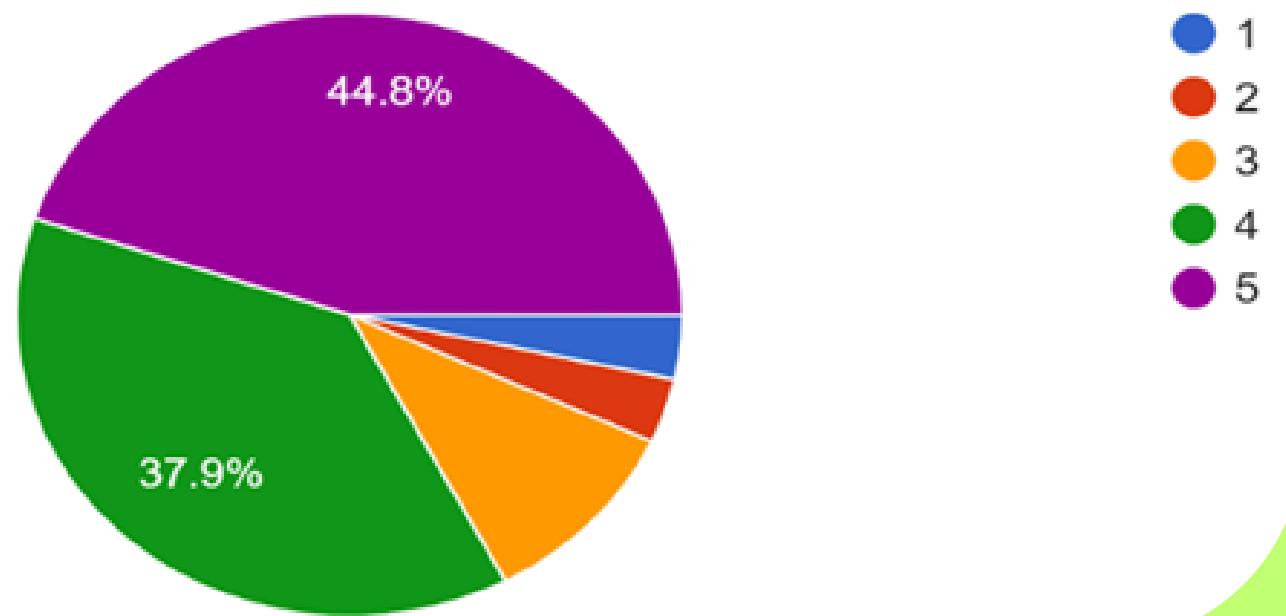


<https://www.figma.com/file/c3XpP2Ci7xhfw6q8FW9PxCHifi-prototype?type=design&node-id=10-41&mode=design&t=g6sIsnFUJ7Z1MPBJ-0>

User Evaluation (Survey)

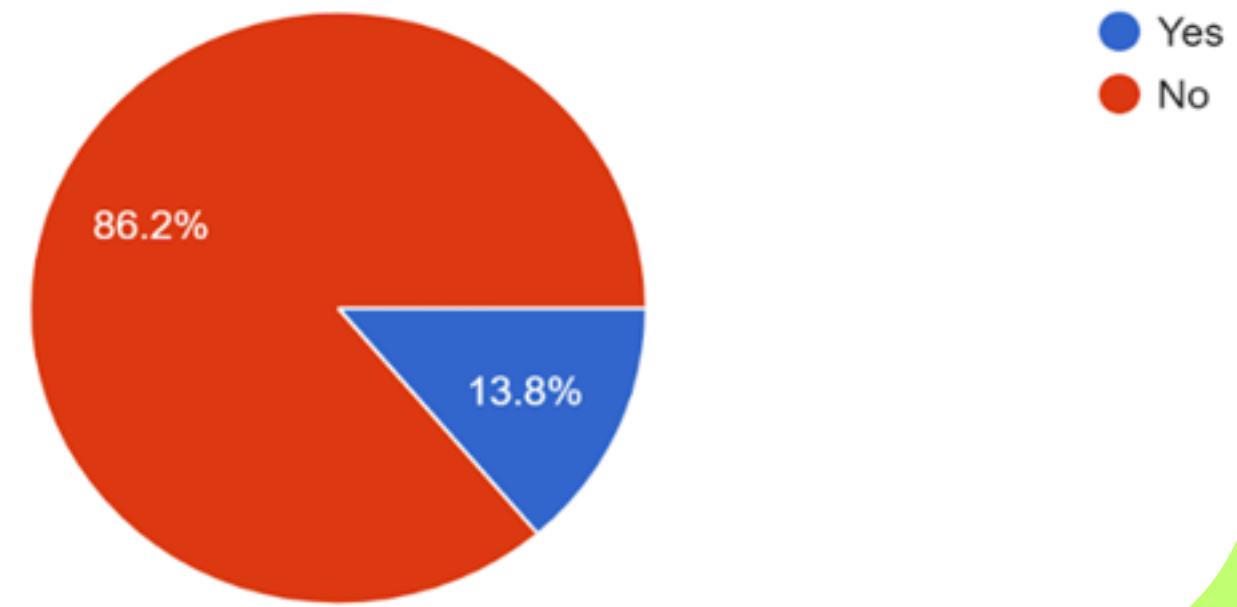
On a scale of 1-5, how much would like to rate our logo ?

29 responses



Do you think our prototype needs any kind of changes ?

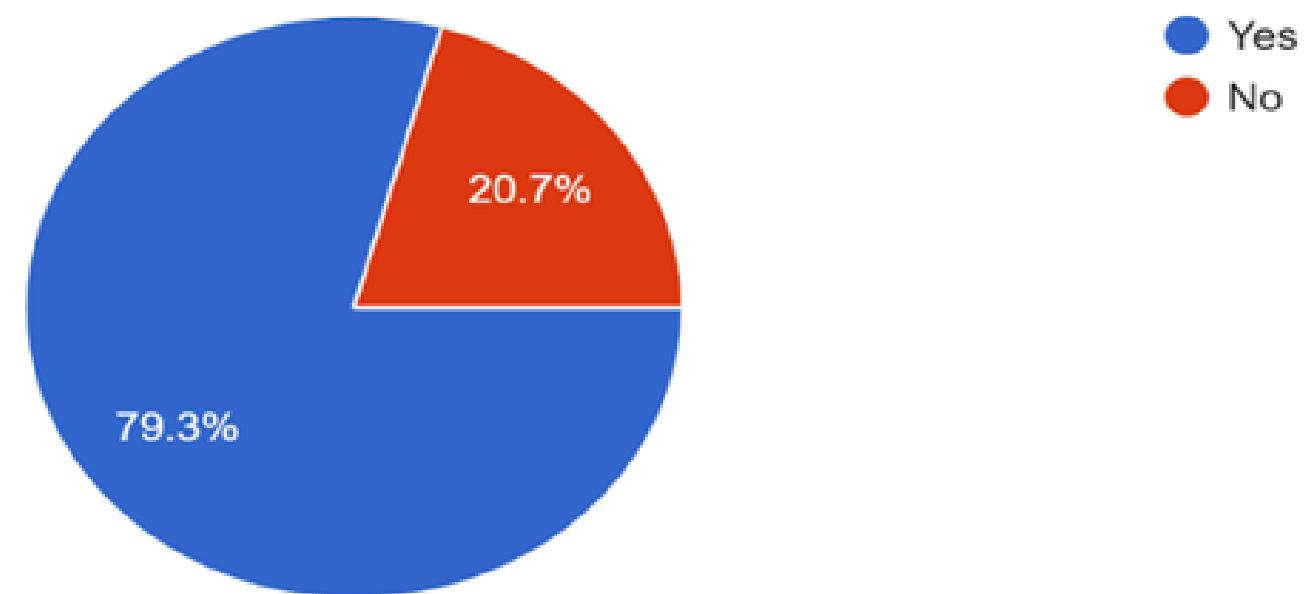
29 responses



User Evaluation (Survey)

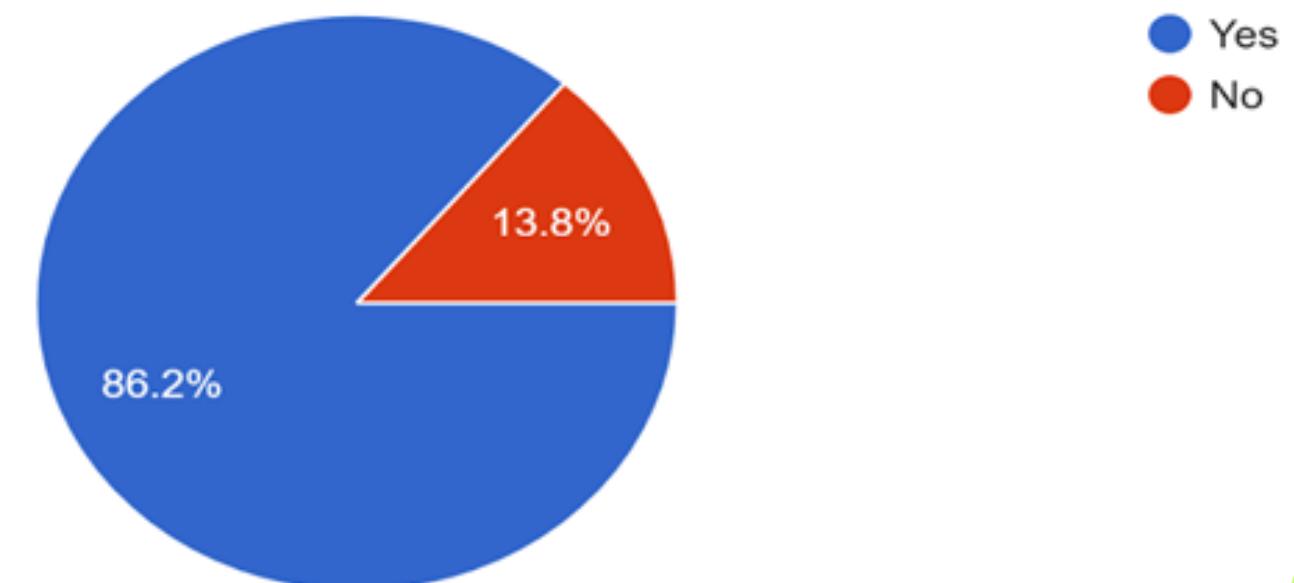
Do you think the colour scheme chosen for the app is consistent ?

29 responses



Do you think people will like to use our app for donation ?

29 responses



User Evaluation (Interview)



[https://drive.google.com/file/d/1H_2PL1SGyz2L7GxinalbAZHGV0MLC-sp/view?
usp=drive_link](https://drive.google.com/file/d/1H_2PL1SGyz2L7GxinalbAZHGV0MLC-sp/view?usp=drive_link)

Evaluation Summary (Our Evaluation Plan)



- Throughout the project, we carried out multiple evaluations to judge the efficiency and usability of our application.
- At the same time we also carried out heuristic analysis of our design and how these elements help reduce cognitive load and simplify the app. By using a sample pool of unbiased participants who were given surveys to do along with in person interviews, the hi-fi design was changed and accorded to the suggestions given.
- After designing the Hi-fi, interview was taken and another survey was floated to understand if the redesign was suitable to the users. They were given choices to assess the usability and accessibility of each design element employed. Using this positive feedback, final changes were made and we arrived at the current Hi-fi design for Madad.

Learnings & Reflections

- We applied various HCI concepts and design principles we learned in our tutorials in our project. Through the project we could apply HCI concepts in real life.
- We made changes in our Hi – Fi, Personas and Mind Map after the TA's feedback

Learnings & Reflections

- The project made us simulate the work of a UI/UX designer and a frontend engineer who designs the interface of an app.
- Working as a team and collaborating is a great practice for the future which we realised while working on the project.
- The project also made us realise the necessity of our app in reality to solve problems of so many people and help those in need.

Colour Scheme



We chosen yellow color scheme because it is a symbol of hope and happiness. Our app helps people in need and is a good step towards humanity

Typography

Atkinson
Hyperlegible

This font was specially created by Google with help of Braille Institute so that people with low vision can read legibly. This font has been used in our app aiding people with poor vision.