coin card

Encouraging people to take action with small amounts

Overview

Small change can make a big difference.

Often people think that their donations are too little to make a difference. But what happens when many people pile up small amounts of money together? This will be a small component to make a product/service and then flow to part of a system that builds a better community.

J. Chris Jones: Design Methods

How it works

When you go to a coffee shop, you only pay for the coffee price. If you can donate a very small amount of money when you pay for it, and also the coffee shop participates the same amount of money as you did, would you miss the opportunity?

Research

Nearly 2 out of 3 Americans donated in the past year

More than half (56%) of Americans have donated to charity in 2021. While similar to last year's 55%, it's still down from pre-pandemic levels in 2019, when about two-thirds (63%) made charitable contributions.

Why people hesitate?

- **43%** Financial constraints
- **20%** Volunteer instead of donation
- **17%** Donate goods or services
- **14%** Don't trust organization
- **6%** Support on family and friends

Debt is holding back charitable giving

Seventy-one percent of those surveyed said their debt prevented them from donating as much as they would like. And 56% of survey respondents cited a lack of cash as a barrier to charitable giving.

Donations by generation

Unexpectedly, Gen Xers are the least out of the giving age groups ($437) because this is a group likely feeling "sandwich generation" financial strains as they care for both children and parents at the same time.

Analysis

Competitive Analysis

	coin card	ROUNDUP	Transparent Hands	giveitly	gofundme	Charitable
Selective donation based on purchase	✓					
Donation Matching Program	✓					
Donation based on tracking purchase		✓				
One time donation		✓	✓	✓	✓	✓
Monthly donation		✓		✓	✓	✓

Most donation apps focus on either providing one-time with a minimum amount or a monthly donation. They fail to provide donors with an app that will aid them in giving freely from financial constraints. The app Coin Card can differentiate itself from competitors by reducing the financial pressure found in donation apps and be easy for people to reach giving in their daily lives.

User Persona

Michael Jordan
Age: 24
Occupation: College Student at UNT
Major: Nonprofit management
Location: Dallas, Texas

"It's hard to donate a lot of money in everyday life, but I want to send even a small amount of money to those who need it."

Design Drivers

- Give with a low budget but wish to makes a value for someone
- Likes to visit local orphanages for do volunteering
- Wants to help where you need it more easily in your daily life

Pain Points

- Budget is not enough to donate
- Don't know where to start
- Not sure donation will be used wisely

Project Goals

- ☑ Reduce financial pressure for donation
- ☑ Create an easy app to make donations in daily lives
- ☑ Encourage givings with a donation matching program

UX Design

User Journey Map

STAGE	PLAN	DONATION	REVIEW
TASK	• Searching nonprofits or charities • Looking for social medias • Finding local charity communities • Asking people	• Paying one-time donation • Setting up a monthly donation • Engaging to social media fundraising • Direct cash or deposit check	• Searching news and social medias • Receiving letters or emails • Visiting giving place or people
EMOTION			
CHALLENGE	• Feeling anxious about finances • Don't know where to start • Don't trust organization • Overload of apps to find	• Lack of donation options • Too high for minimum donation amount • Unsure payment processing • Not optimized for mobile use	• Not sure donations help the poeple who need the most aid • Donation page is not updated • Not sure donation will be used wisely
OPPORTUNITIE	• Provide a selective donation based on the user's purchase • Provide a filter option for accessible findings charities from local to foreign	• Provide small amounts of donation options like less than $1 • Provide a donation matching program to motivate user's donation	• Provide the fundraising progress bar to get involved in donation • Provide the sync social media posts to check the updated news

User Stories & User Epics

Michael wants a donation app that makes small donations and is easy to use at any time in his daily life.

Find offer cards nearby or category

He opens the app Coin Card to find offers near him and adds it to use in donations.

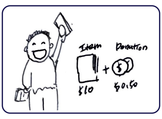
Filter through giving places

With the app, he can receive the giving list and use filters based on his interest area, and look over detailed info about the charity.

Select charity & Scan offer card

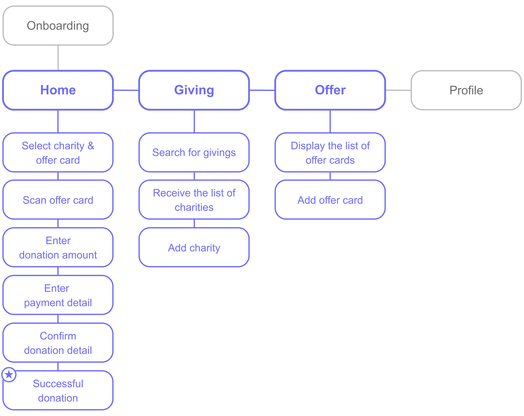
He scans the offer card to pay and donates a small amount of money with his purchasing item.

Make donation with matching program

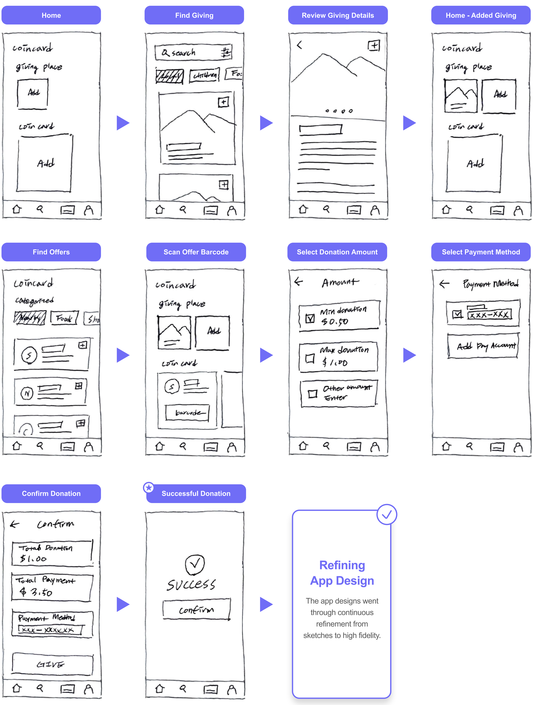


Michael finally has a tool he can donate to small amounts anytime without financial pressure and find easily where need aids.

User Workflow



Sketch Ideas



Coin Card Prototype

Quick Demo

Explore

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Next Steps

- [x] Usability Test & Survey Feedback
- [x] Refine Prototype Design
- [x] Set of Practices Development & Operations

THANK YOU!