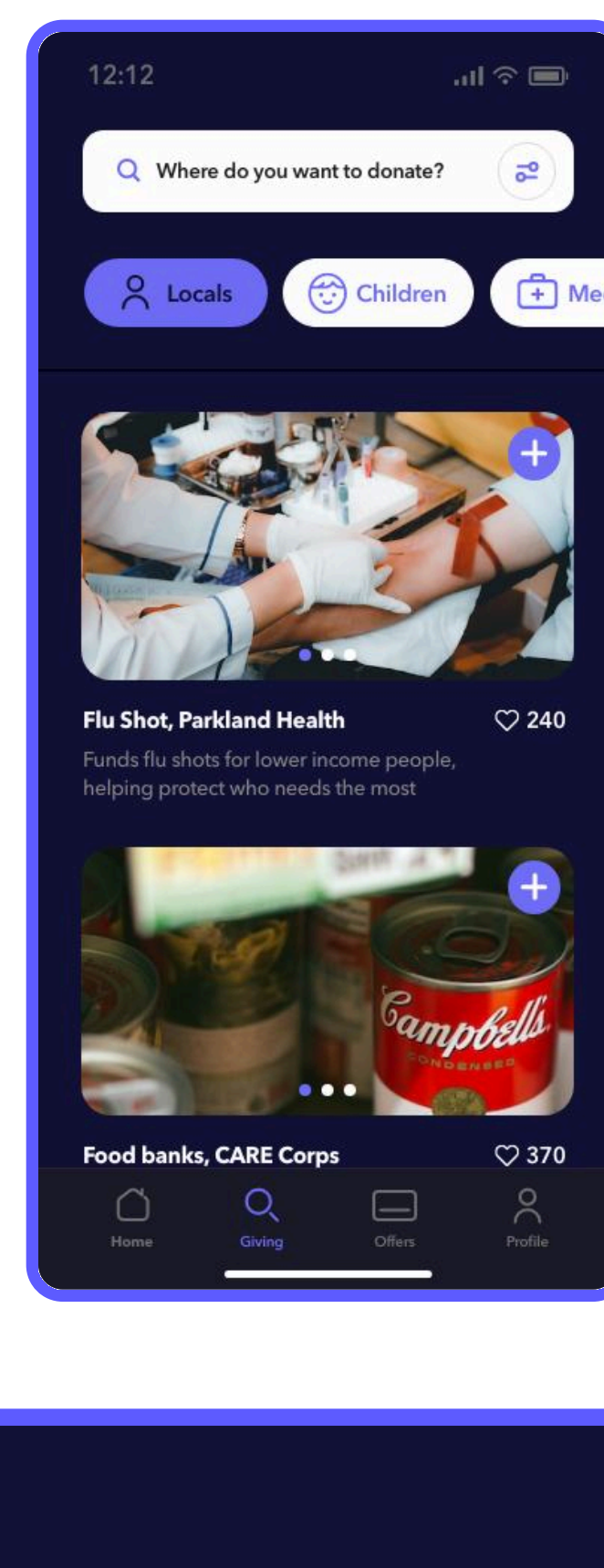
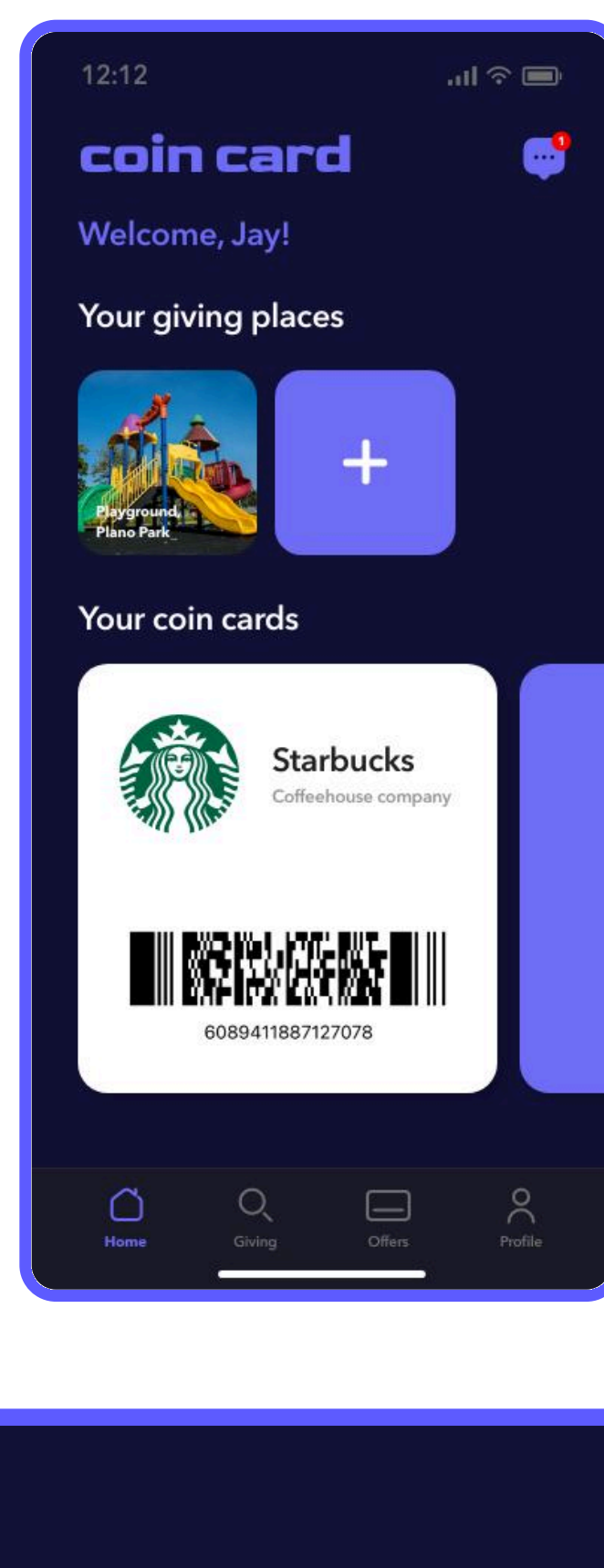




# coin card

Encouraging people to **take action** with **small amounts**

Explore Prototype



## Overview & Problem

### Small change can make a big difference

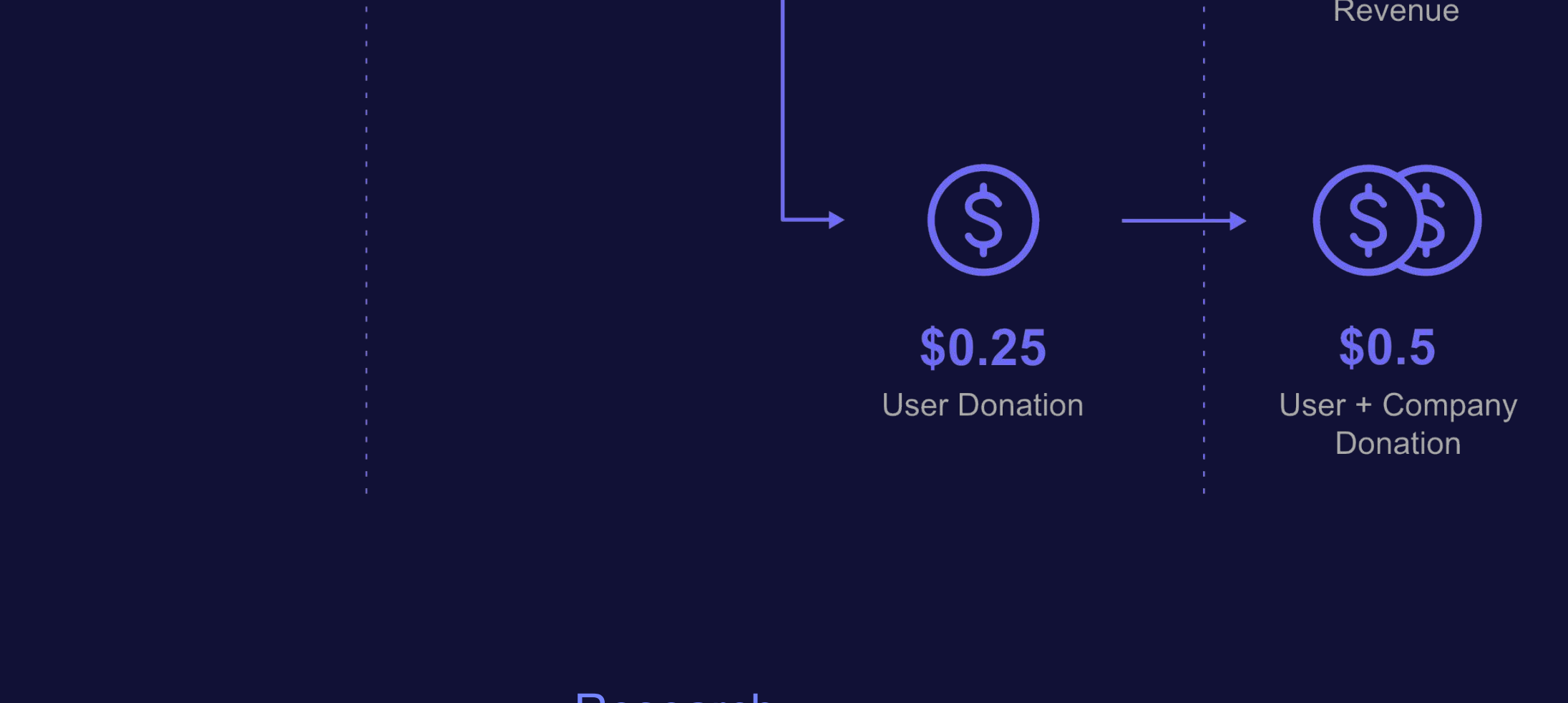
Often people think that their donations are too little to make a difference. But what happens when many people pile up small amounts of money together? This will be a small component to make a product/service and then flow to part of a system that builds a better community.



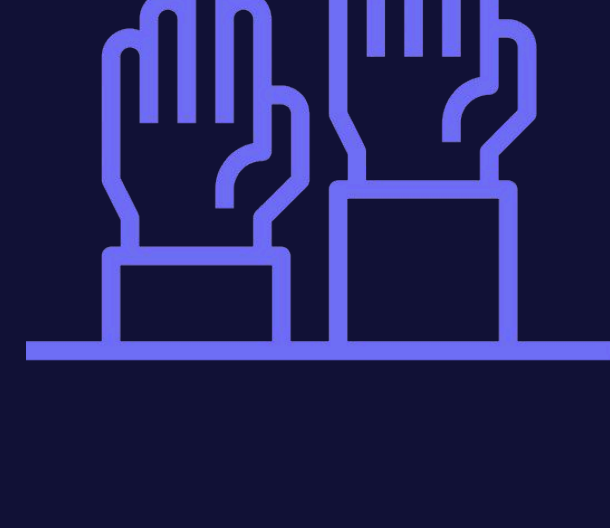
## Solution

### 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%

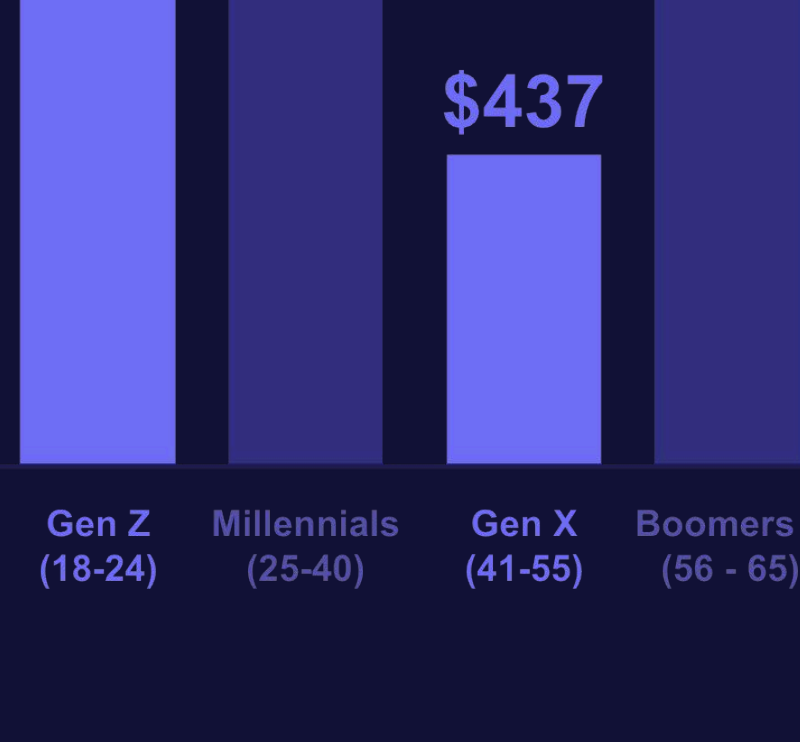
Support on family and friends

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

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.

Donated to charity in 2021



## Analysis

### Competitive Analysis

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.



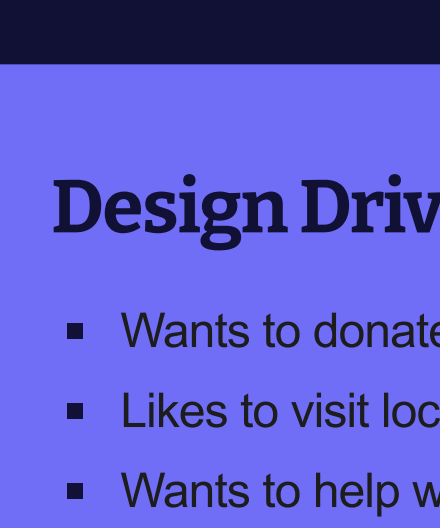
Feature	coin card	ROUNDUP	Transparent Hands	givelify	gofundme	Compassion
Selective donation based on purchase	★					
Donation Matching Program	★					
Donation based on tracking purchase		★				
One time donation		★	★	★	★	★
Monthly donation		★		★	★	★

### Project Goals

- ✓ Reduce financial pressure to donate
- ✓ Create a simple app to donate
- ✓ Make giving an ongoing part of user life

## UX Design

### User Persona



**Michael Jordan** 24 year old / College student

"It is not easy to donate a certain amount of money. But I want to help my neighbor whenever I can with my small budget."

#### Design Drivers

- Wants to donate on a low budget, but wants to make a value
- Likes to visit local orphanages to do volunteer work
- Wants to help where help is needed in his daily life

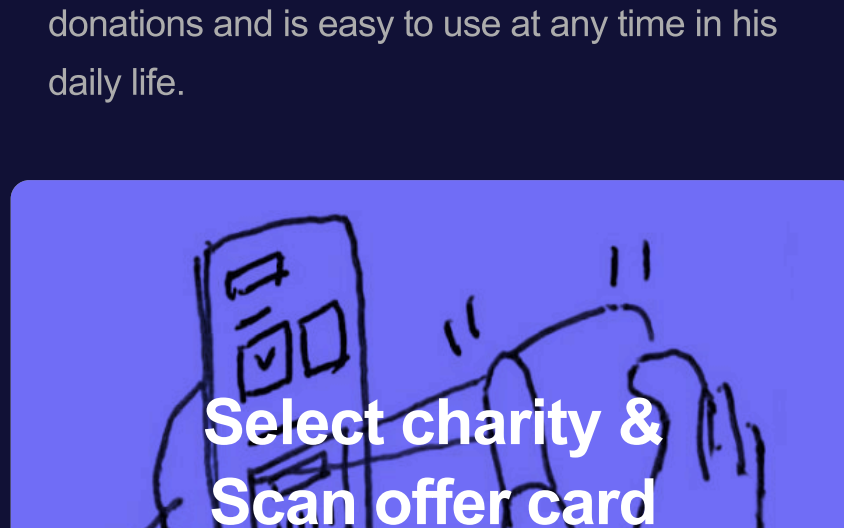
#### Pain Points

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

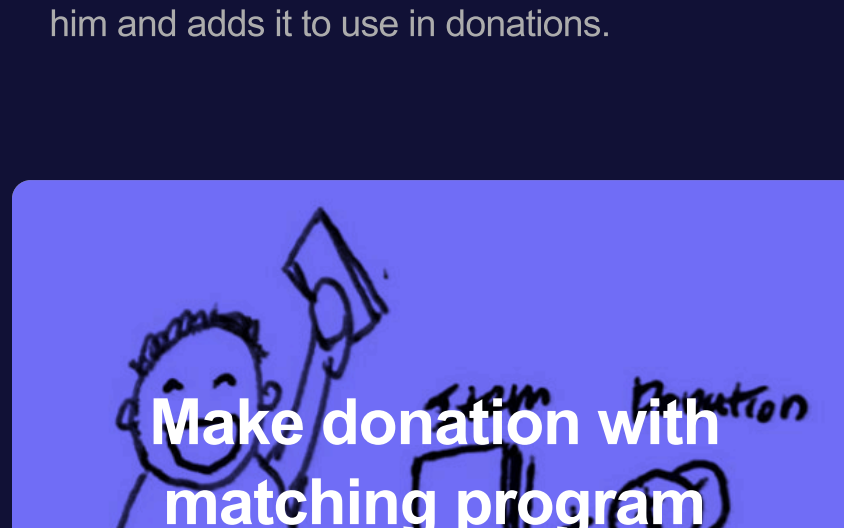
### User Journey Map

STAGES	PLAN	DONATION	REVIEW
TASKS	<ul style="list-style-type: none"><li>Searching nonprofits or charities</li><li>Looking for social medias</li><li>Finding local charity communities</li><li>Asking people</li></ul>	<ul style="list-style-type: none"><li>Paying one-time donation</li><li>Setting up a monthly donation</li><li>Engaging to social media fundraising</li><li>Direct cash or deposit check</li></ul>	<ul style="list-style-type: none"><li>Searching news and social medias</li><li>Receiving letters or emails</li><li>Visiting giving place or people</li></ul>
EMOTION			
CHALLENGES	<ul style="list-style-type: none"><li>Feeling anxious about finances</li><li>Don't know where to start</li><li>Don't trust organization</li><li>Overload of apps to find</li></ul>	<ul style="list-style-type: none"><li>Lack of donation options</li><li>Too high for minimum donation amount</li><li>Unsure payment processing</li><li>Not optimized for mobile use</li></ul>	<ul style="list-style-type: none"><li>Not sure donations help the people who need the most aid</li><li>Donation page is not updated</li><li>Not sure donation will be used wisely</li></ul>
OPPORTUNITIES	<ul style="list-style-type: none"><li>Provide a selective donation based on the user's purchase</li><li>Provide a filter option for accessible findings charities from local to foreign</li></ul>	<ul style="list-style-type: none"><li>Provide small amounts of donation options like less than \$1</li><li>Provide a donation matching program to motivate user's donation</li></ul>	<ul style="list-style-type: none"><li>Provide the fundraising progress bar to get involved in donation</li><li>Provide the sync social media posts to check the updated news</li></ul>

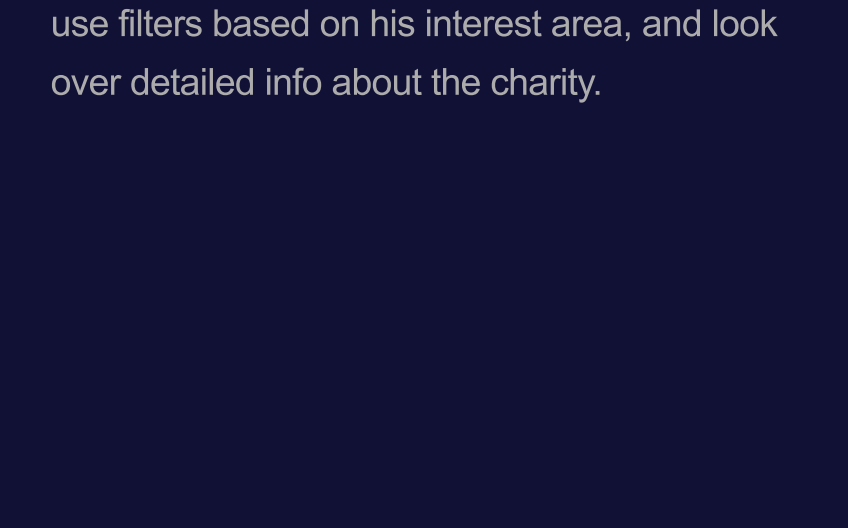
### User Stories & User Epics



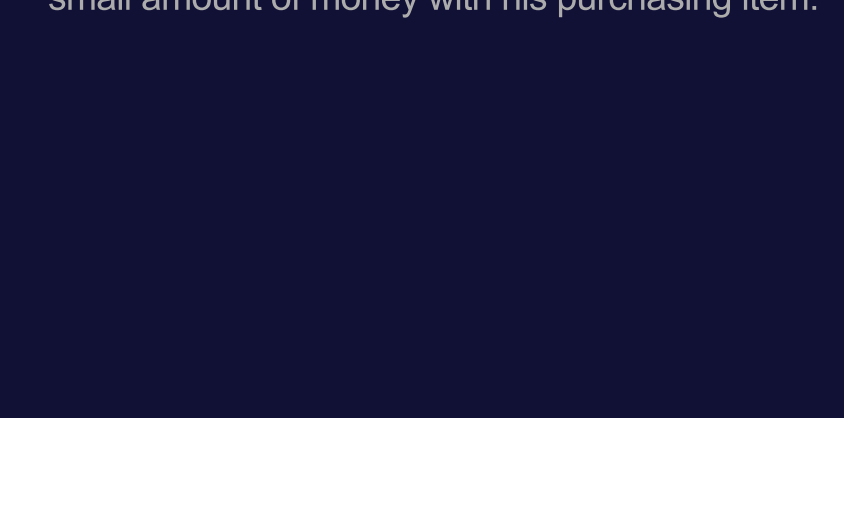
Michael wants a donation app that makes small donations and is easy to use at any time in his daily life.



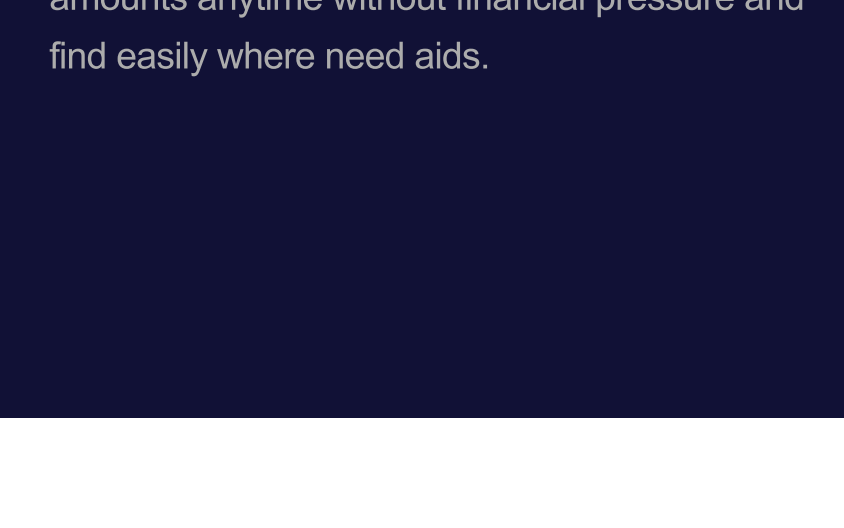
He opens the app Coin Card to find offers near him and adds it to use in donations.



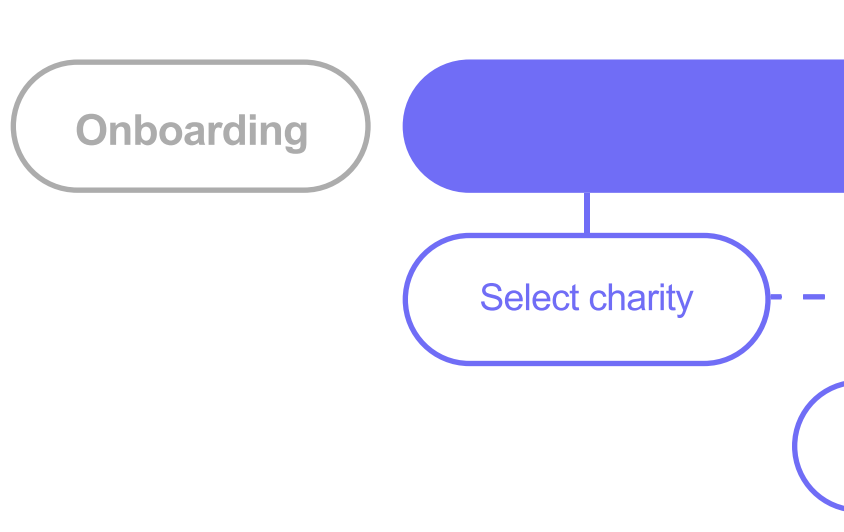
With the app, he can receive the giving list and use filters based on his interest area, and look over detailed info about the charity.



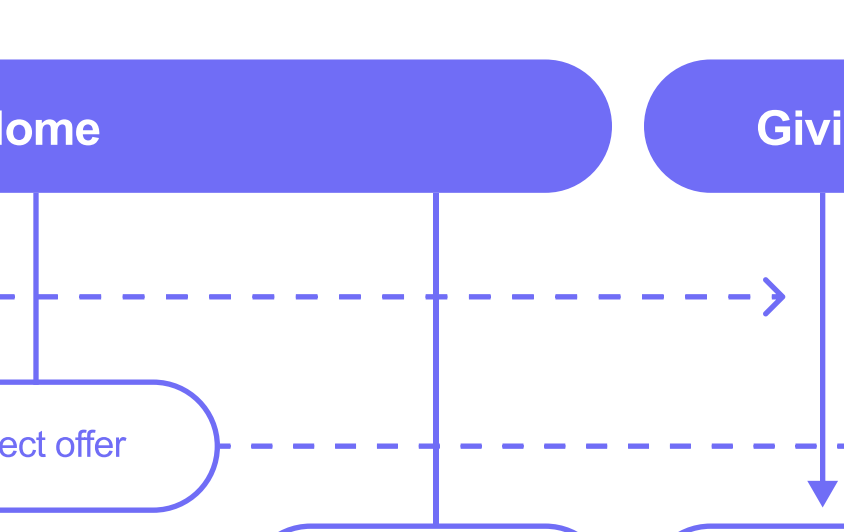
He scans the offer card to pay and donates a small amount of money with his purchasing item.



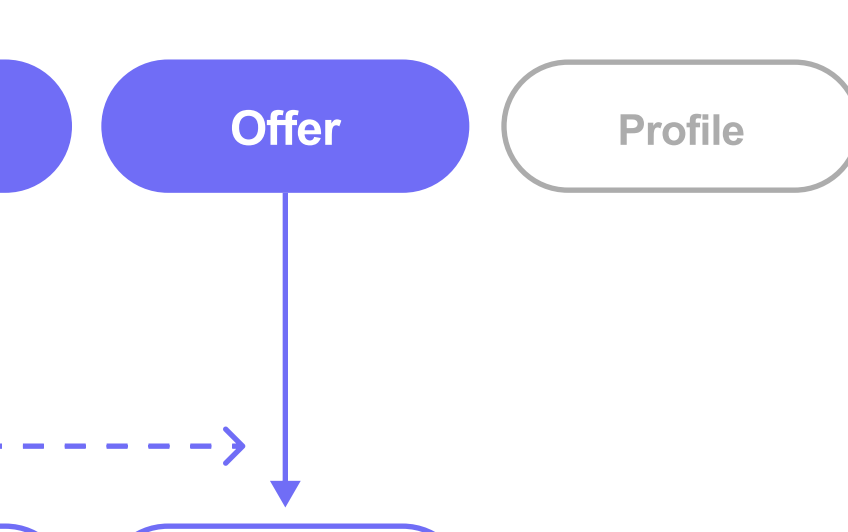
Michael finally has a tool he can donate to small amounts anytime without financial pressure and find easily where need aids.



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



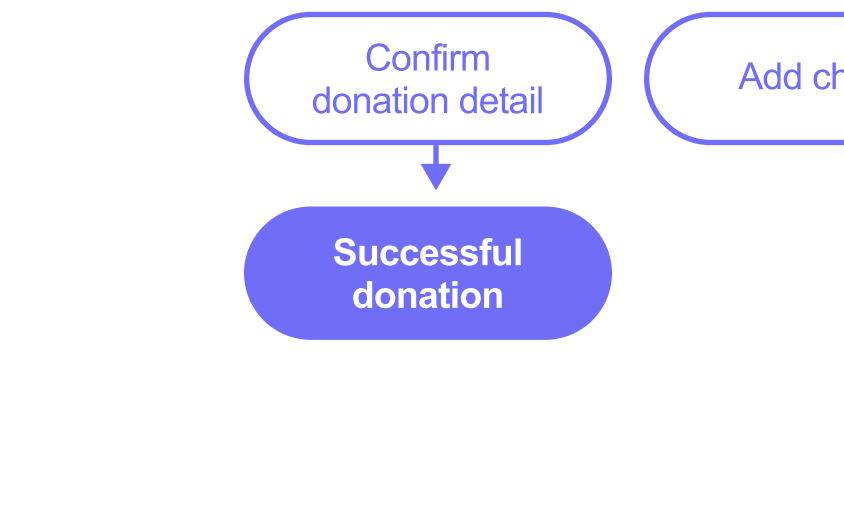
He selects the donation amount he wants to donate.



He selects the payment method he wants to use.



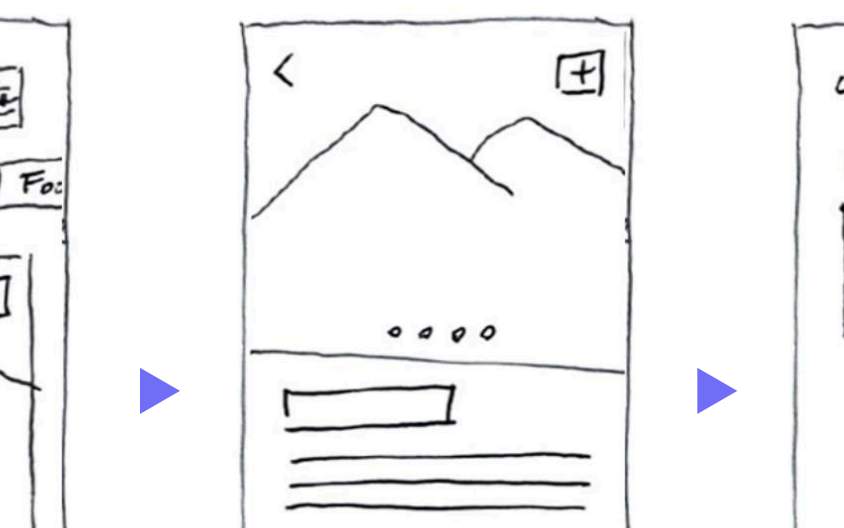
He confirms the donation and receives a receipt.



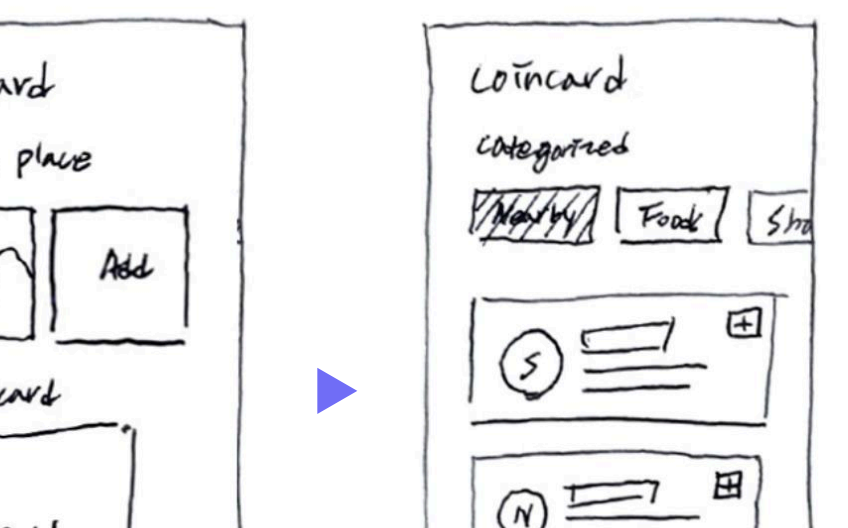
He receives a confirmation message and a receipt.



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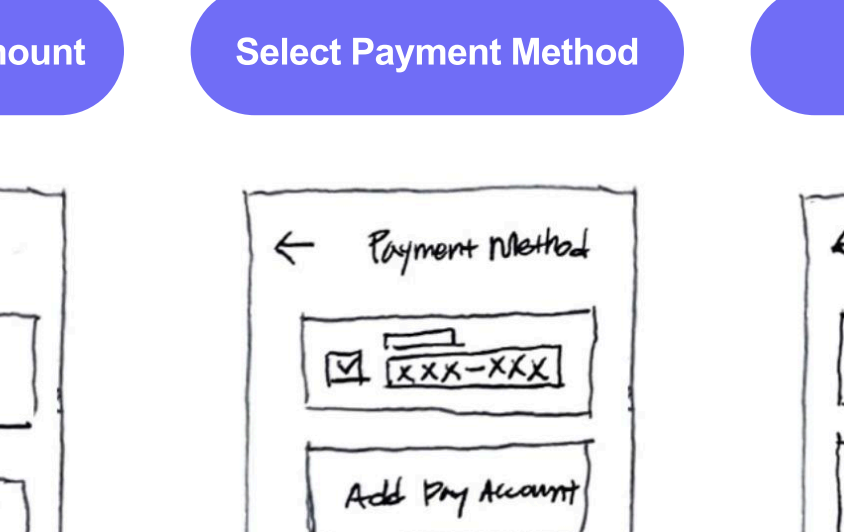
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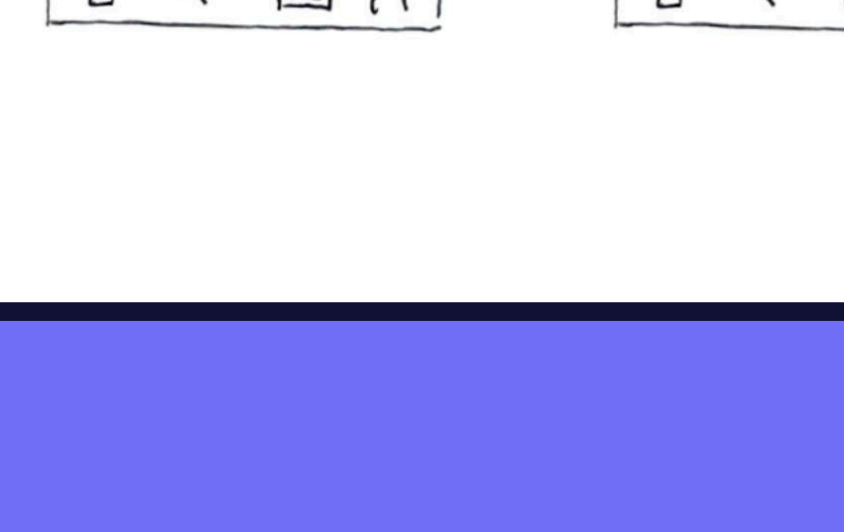
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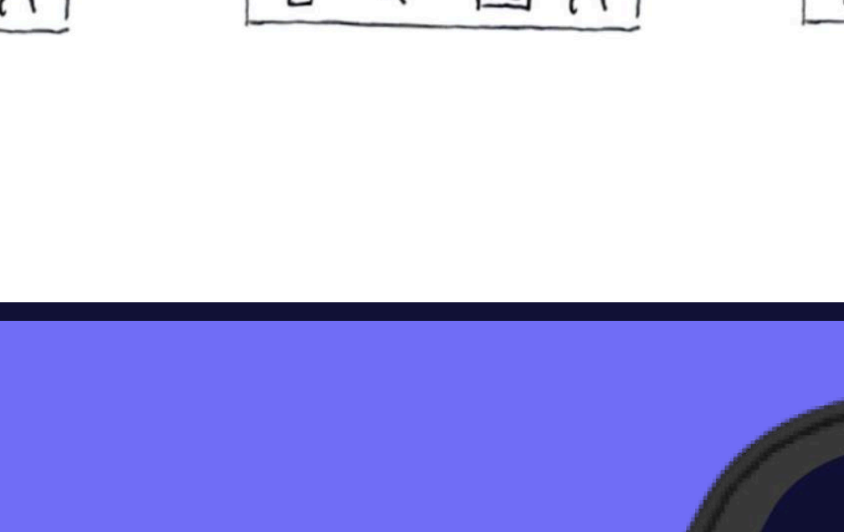
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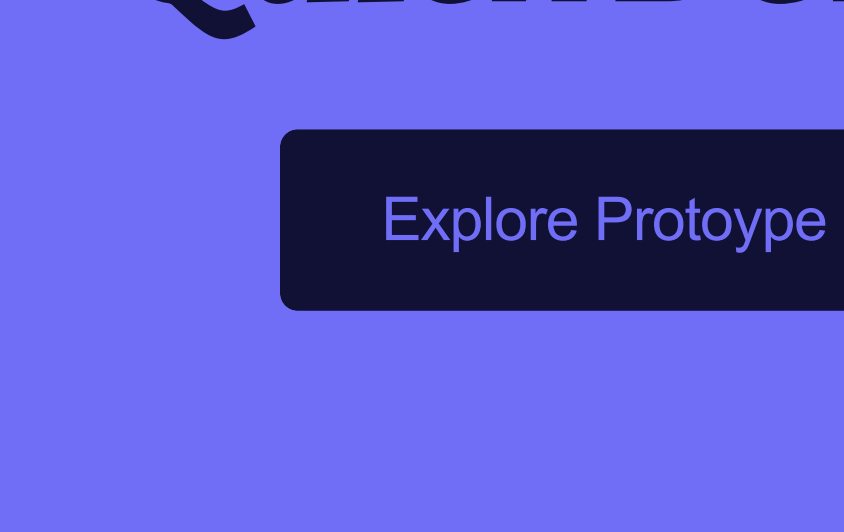
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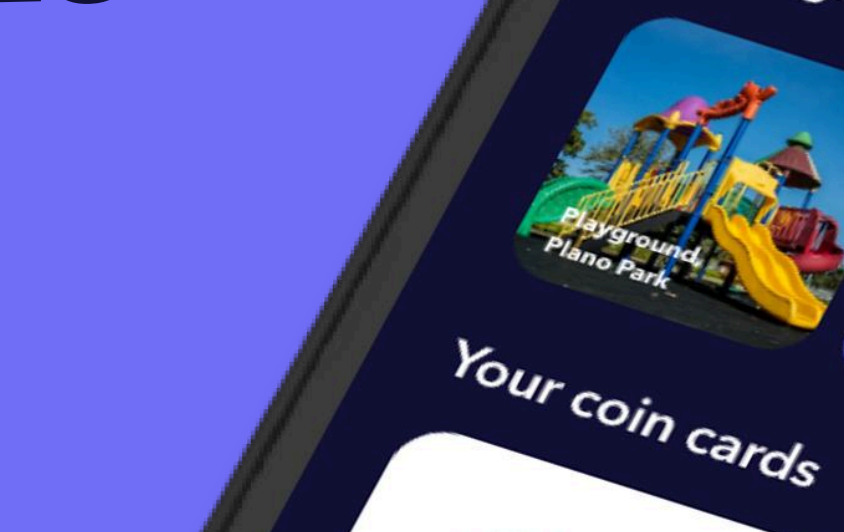
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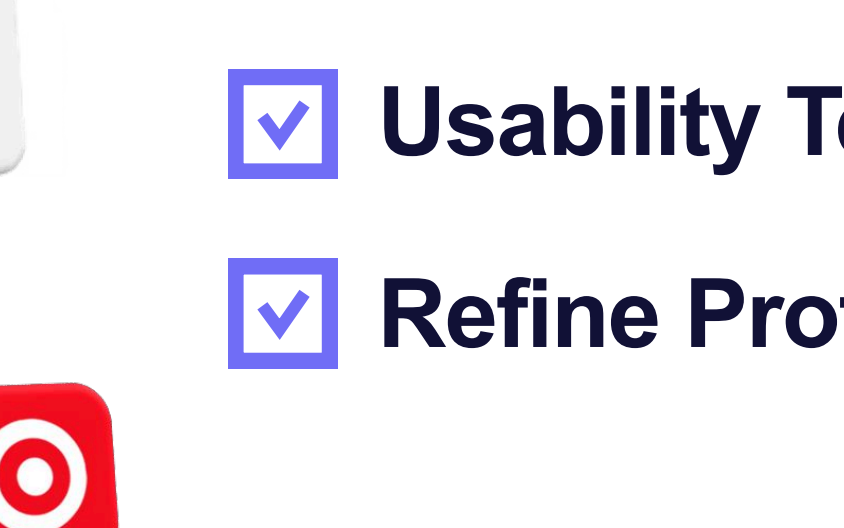
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