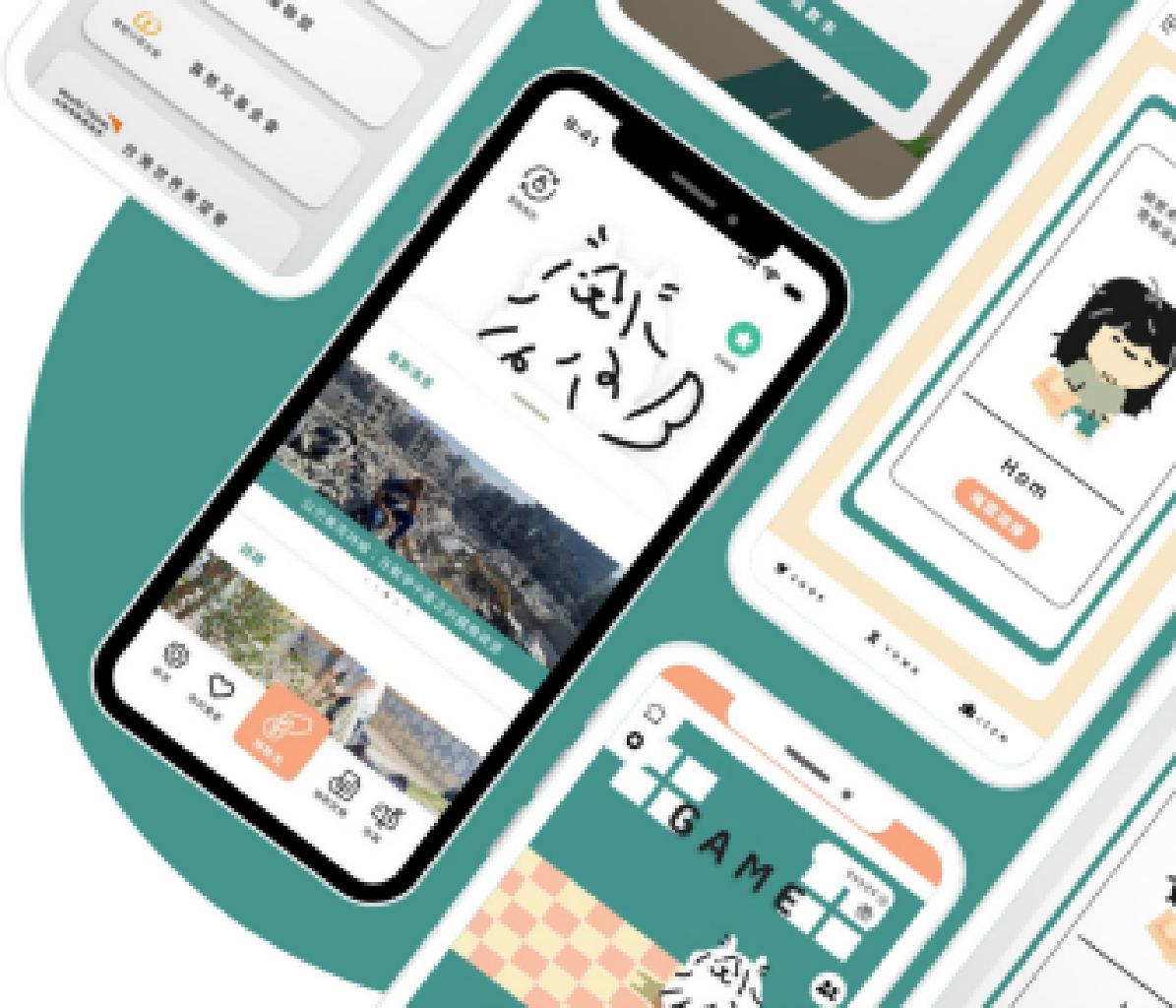


IPASS MONEY 公益行動 GAME & DONATION

Project Type	Group Project
Tools	
Contribution	• Resources • Personals • CDR • Field Research • Package • Document • Materials • Quality Testing
Date	September 2023 – December 2023



Background Research



Older Donors Dominate, Putting Charity Future at Risk

Most donations in Taiwan now come from people over 50, while younger generations are giving less. In 2022, total donations dropped sharply. To stay sustainable, charities must attract younger donors and update their fundraising methods.

Big Donations Pressure Youth — Small Gifts Preferred

Young people often feel stressed by large donation amounts and prefer giving smaller, flexible sums. To reach them, charities should offer low-commitment options and show how small gifts still make a big difference.



Low Donor Loyalty Puts Nonprofits at Risk

Many donors give only once, making it hard for nonprofits to raise funds consistently. To keep supporters engaged, they need clear updates, personal connections, and regular communication.

Persona



Wang Jiahao

- Age : 20
- Gender : Male
- Occupation : University Student (Sophomore)
- Location : Daan District, Taipei City

"Although my ability is limited, I hope it can help some people more or less."

Introduction

A college student from Taichung, now studying in Taipei. Busy with school and working part-time at the campus cafeteria, but lacks good money management. Spends free time on mobile games and trends, easily influenced by social media.

Feels compassion when seeing donation ads for stray animals or people with disabilities, but often gives up due to unclear fund usage, high donation minimums, or difficult interfaces. Occasionally donates spare change at store counters, but skips it when not carrying cash.

Pain Points

- Limited budget; donations often feel too expensive
- Not good at spotting false or unclear information
- Dislikes hassle and waiting

Motivations

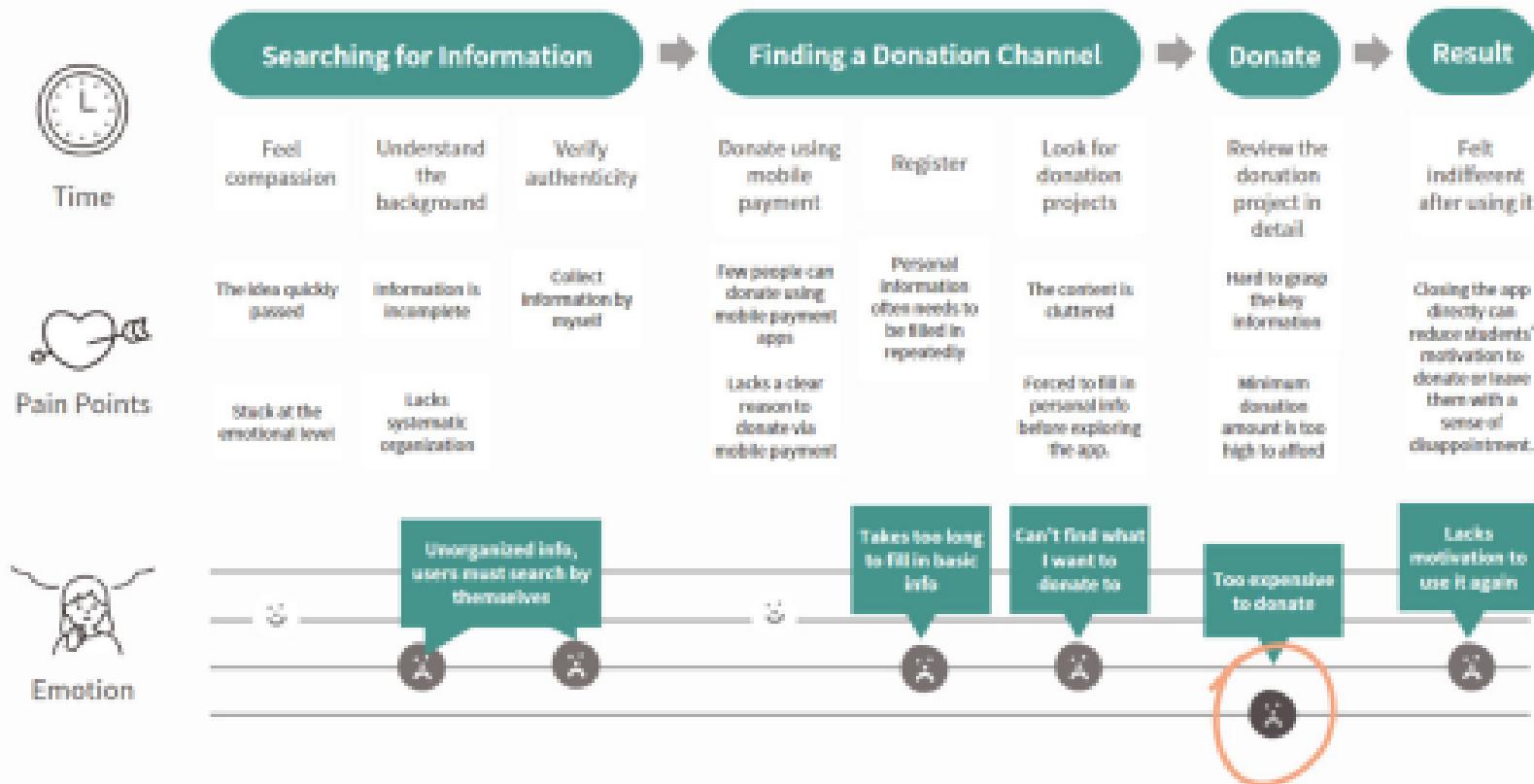
- Wants to help others and do good
- Believes in gaining good karma

Expectations

- Feels good being part of something meaningful
- Wants to learn about people in need
- Hopes to act quickly on social issues

Customer Journey Map: Mobile Donation Experience

The user journey for mobile payment donations is not simple or clear, and there are several barriers that prevent continued use.



Design Concept

Integrating micro-donations into gaming

Increasing donor engagement can also help expand the age range of donors.

Storyboard

Micro-donation



1. Saw a donation ad on the Phil Money app, sparking curiosity about donating



2. Visited the donation webpage to check the organization



3. Verified the organization's funding and financial transparency



4. Read details about the donation project

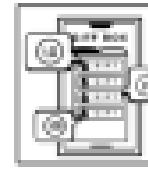
Game



1. Took a series of mini-games after completing the donation



2. Received a message from the organization along with some in-game points



3. Claimed the in-game points from the gift box



4. Used the in-game points to change the character's outfit



5. Received the donation amount manually



6. Scan-filled personal information with one click



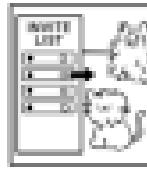
7. Received email confirmation about donation details



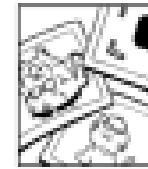
8. Felt a reply moved after receiving a thank you letter from the organization



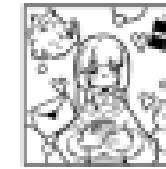
9. Chatted with the character in the game because no one who is in urgent need of help



10. Interacted with the person you helped to stay at your in-game hotel

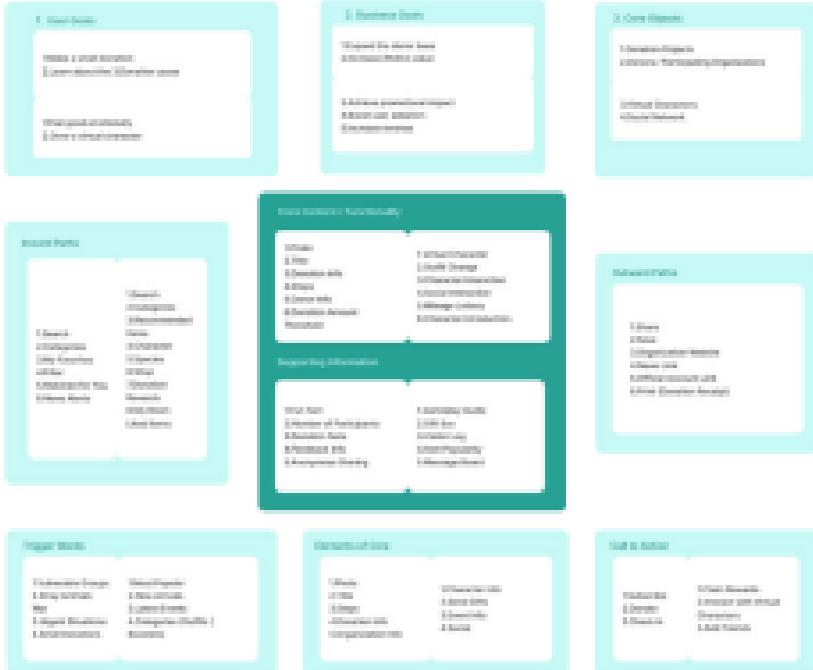


11. Took a group photo of your hotel to reward the people you've helped



12. Shared the screen of different after-donating support situations while enjoying the game

Core and Path



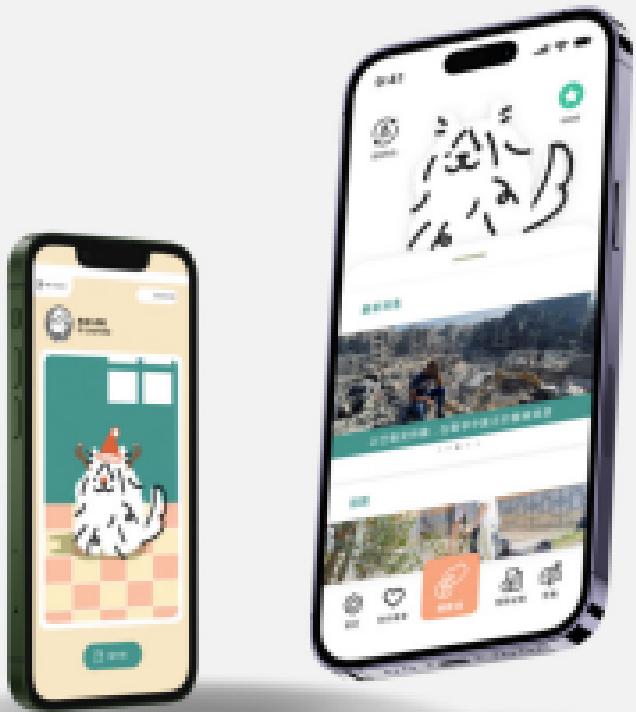
IA structure

Micro-donation



67

Mock up



Figma Prototype : <https://reurl.cc/NYBLWk>
App tutorial video link : <https://youtu.be/gNMlpesrzxA>

Usability Testing

Users



•Age : 19
•Gender : Female
•Occupation : University Student
•Introduction : Enjoy playing virtual pet games, has part-time work experience, and has donated in person before, but has no experience with online donations.



•Age : 24
•Gender : Male
•Occupation : Student
•Introduction : Experience playing virtual games and making in-person donations, who made an online donation to the Iraq War cause after thoughtful discussion.

Step 1: Make a small donation



Users click the game first and miss the thank-you letter. We added a mailbox so the letter can be read anytime.

Step 2: Explore organizations you like



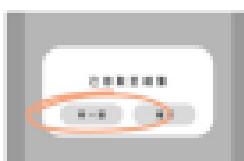
Users missed key info under "Learn More," so we moved it out for easier access.

Step 3: Buy gear with points



"Donate to Buy" was confusing, so we now show only point purchases with a donate button if needed. Added one-click auto-fill to avoid repeating info.

Step 4: Snap and share your game



UI was clear and easy to use. Tester A wanted camera angle control (not yet available) and liked the "Retake Photo" feature.

Step 5: Explore the game town



Added shortcut to charity page and changed trivia to videos. Also added a close button for users to explore before donating.