

My role: User Research, E

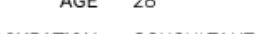
Create a crowdfunding web application for users able to manage their accounts with ease and don

SUPR

Fundraisers	Donors
Have you used an online application to fundraiser? Rate the convenience level of using the application on a scale of 1-5.	How often do you donate to fundraisers?? How do you donate? (online, in person, mail) What information do you want to know about the causes

Used the information gathered to produce personas which further helped to prioritize which features to work

ide free healthcare to underserved
n need. Currently he continues to
annual medical missions and hope

	<p>- Provide opportunity for more volunteers to get involved</p> <p>JACK</p>
FRUSTRATIONS	
<ul style="list-style-type: none">- Difficulty organizing donor list- Not too tech saavy, would like something- Needs a way to easily track progress	
BIO	
When not at work, Khanh tries to spend more time with his wife and son. Whether having a Sunday brunch or cheering on his son's soccer games, Khanh hopes to utilize his profession and knowledge to help others as much as possible and to also share these ideals with those in his community and making connections.	 <p>AGE 28</p> <p>OCCUPATION CONSULTANT</p> <p>LOCATION SANTA MONICA, CA</p> <p>GENDER MALE</p>

1

non-profit organizations as well as the process of finding sites, hard to filter through process. A method to make recommendations.

of his days working hard in his free time exploring new hobbies personally and professionally.

professional who is passionate about paying it forward. He's always offer a helping hand to those around him and seeks to contribute to those in need. He hopes to find organizations where he can donate to a cause with him.

CYNTHIA T.

AGE	27
OCCUPATION	ACCOUNTANT
LOCATION	27
GENDER	FEMALE



MOTIVATIONS
Cynthia has personally witnessed the power of crowdsource fundraising and hopes to contribute back to the community. She has a soft spot in her heart for pet-related campaigns and is always looking for ways to help animals. As a parent to multiple pets herself, she truly sympathizes with animals in need and donates regularly to organizations that fund shelter and food for said animals.

GOALS

- Contribute to pet-saving and pet-friendly organizations
- Learn more about fundraising opportunities or events
- Help spread the word on organizations she cares about

FRUSTRATIONS

issues. She frequently uses social media to connect with friends and family, and follows local news and social news. While she works a full time job during the weekdays, her free time is spent with her family, friends, and pups.

I then developed low-fidelity wireframes through Sketch to help determine the structure of the site.

The image displays three wireframes for a fundraising website, arranged horizontally. The first wireframe on the left shows the 'Account Details' section with fields for Name, E-mail, and Change Password, and a 'Active Fundraisers' section listing two fundraisers with progress bars and manage/post update buttons. The second wireframe in the middle shows a 'Help support' section with a placeholder profile picture, fields for donation amount, name, address, and credit card information, and a message input field. The third wireframe on the right shows a 'Fundraiser' creation section with fields for Title, Beneficiary, Organizer, Location, Description/Story, and upload options. It also includes sections for setting the fundraiser's visibility and status, and a 'Save Changes' button.

IDENTIFY WITH COMPASSION

The vision for Empower was to create an environment where communities could reciprocate support, extend compassion and kindness, and to strengthen and empower those overcoming adversities. Thus, I wanted to create a brand that communicated such an identity, opening up an approachable and trustworthy space.

A wireframe of the Empower homepage. It features a logo with a stylized hummingbird icon and the word 'empower'. The top navigation bar includes links for 'Create Fundraiser', 'Browse', 'Learn More', 'Register' (in a blue button), and 'Sign In' (in a purple button). Below the navigation is a large banner with the text 'RAISE A CAUSE' and 'Create, share, and collect support for'.

A hand-drawn mood board for the Empower brand. It includes a sketch of a hummingbird, several small 'empower' logos, and a list of positive words associated with the brand: 'fundraise', 'goals', 'achievement', 'giving', 'contribute', 'maximize potential', 'encourage', 'sharing', 'kindness', 'helping', 'positivity', 'life', 'compassion', 'building', 'cause', 'network', 'community', and 'team'.

A horizontal row of five blue circular icons, each containing a white outline of a service-related symbol: a hospital building, a paw print, a hand with a heart, an ambulance, and a gift box.

See all categories
Header 3
magna aliquam erat

The screenshot shows the Empower website's main landing page. At the top, there's a navigation bar with links for 'Create Fundraiser', 'Browse', 'Learn More', 'Register', and 'Sign In'. Below this is a dropdown menu with categories: Medical expenses, Family, Pets & Animals, Memorials & Funerals, Community, Education, Mission Trips, Volunteer & Service, Nonprofits, Emergencies & Disasters, Charity, and Other. The main content area features a large banner with the text 'RAISE FUNDS' and 'Create, share, and collect support for your campaign. Empower.' followed by a 'Start a Fundraiser' button. Below the banner is a search bar labeled 'Search for a fundraiser'. Underneath the search bar are five category icons: Medical (hospital), Pets (paw print), Volunteer (hand), Emergency (ambulance), and Charity (gift box). At the bottom of the page, there's a link 'See all categories'.

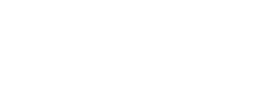
CHOOSE YOUR CAUSE

Because Empower hosts hundreds of causes, donors needed a simple way to browse ongoing fundraisers. They are provided with the option to browse specifically with a search bar if they had a cause in mind. The alternative is to browse more generally through a variety of categories offering an opportunity to learn about fundraisers within their realm of interest.

The screenshot shows the Empower website's main landing page. At the top, there's a navigation bar with links for 'Create Fundraiser', 'Browse', 'Learn More', 'Register', and 'Sign In'. Below this is a dropdown menu with categories: Medical expenses, Family, Pets & Animals, Memorials & Funerals, Community, Education, Mission Trips, Volunteer & Service, Nonprofits, Emergencies & Disasters, Charity, and Other. The main content area features a large banner with the text 'PETS & ANIMALS' and three circular images of animals: a tiger, a turtle, and a dog. At the bottom of the page, there's a link 'See more photos'.

The screenshot shows a specific fundraiser page for 'Pennies for Pups'. The page includes the Empower logo at the top. To the right, there's a section for the beneficiary: 'Animal Rescue & Shelter' located in 'Pasadena, California', organized by 'Irene L.'. Below this, there's a progress bar showing '\$ 3095' raised out of '\$15k' goal, with 243 donors. A large circular image of a brown dog is the central focus. Below the progress bar is a green 'DONATE NOW' button. At the bottom, there's a 'SHARE:' section with social media icons for Facebook, Twitter, Google+, and Email, along with a link 'See more photos'.

	Wild Tiger Foundation Los Angeles, CA		Save the Sea Turtles Pasadena, CA
\$ 1092 of \$5000 goal raised by 243 donors	\$ 523 of \$800k goal raised by 93 donors		

<p>Join us in our initiative to raise funds and promote awareness for conservation of these tigers...</p> 	<p>Many species of sea turtles are classified as endangered. They are taken for their meat, skin...</p> 	<p>"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim</p> 
<p>Read more...</p>	<p>See all updates (11)</p>	
<p>\$5 25 minutes ago</p>	<p>May 18, 2017</p>	<p>We're bringing the pups out on wheels! We are extending the boundaries of our organization by visiting events and places in the Los Angeles area. If you or anyone you know is looking to adopt, please join us at some of the upcoming events we'll be visiting!</p>
<p>\$250 1 hour ago</p>	<p>Vicky D.</p>	<p>Keep up the good work, save all the pups!</p>
<p>\$10 1 hour ago</p>	<p>Jack B.</p>	
<p>\$20 3 hours ago</p>	<p>Alicia H.</p>	

Help provide shelter for these newborn kittens as they wait to go to their foster homes. They were... Riley was rescued from our local animal shelter. Unfortunately he has suffered chronic ear infect... We need your help to keep bears safe and alive. Help spread compassion and raise awareness...

Great organization! Keep up the good work.

Reply

See more comments (23)

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empower

I kept the onboarding steps to a minimal, which was important to the surveyees, particularly those who have held fundraisers previously. Fundraiser hosts can quickly access their account details and easily edit each fundraiser, guided by the navigation bar.

The image contains four screenshots of the Empower platform:

- Create Account:** A step-by-step wizard starting with "CREATE ACCOUNT". It shows fields for First Name, Last Name, Email, and Password, along with social media sign-up options (Facebook, Twitter, Google+).
- Your Fundraiser:** A step showing a progress bar with three icons: a document, a share symbol, and a dollar sign. It includes fields for Category, Title, Beneficiary, Description, and Goal.
- Add The Word:** A step showing a progress bar with three icons: a share symbol, a dollar sign, and a person icon. It includes fields for Social Media Platform and Share with Friends.
- Withdrawal:** A step showing a progress bar with two icons: a share symbol and a dollar sign. It includes fields for Bank Account Number and Routing Number.

Account Details: Shows Irene L's profile, email (irene@bloc.io), and a "Change Password" link. It lists "Active Fundraisers" and the "Pennies for Pups" fundraiser.

Edit Your Fundraiser: Shows the "Pennies for Pups" fundraiser details: Animal Rescue & Shelter, \$15,000 goal, and a description about dogs in need. It includes sections for "Description/Story", "Upload Pictures/Videos", and "Manage Fundraiser" settings.

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The following sections provide a brief summary of the key findings from the study.

As an online crowdfunding web application, Empower enables users to create, share, and rally support for their cause. No hassle and no platform fees, fundraisers are able to collect the most money possible and donors can easily contribute to the community.