

Empower

My role: User Research, Branding, UX/UI Design,

GOAL

Create a crowdfunding web application for users to create and donate to humanitarian causes. Fundraisers should be able to manage their accounts with ease and donors should have a seamless transaction to contribute to the cause of their choice.

SUPPORTING THEIR NEEDS

Two groups to consider: fundraisers and donors. I sent out a survey to research what users expected out of a crowdfunding platform. Questions included:

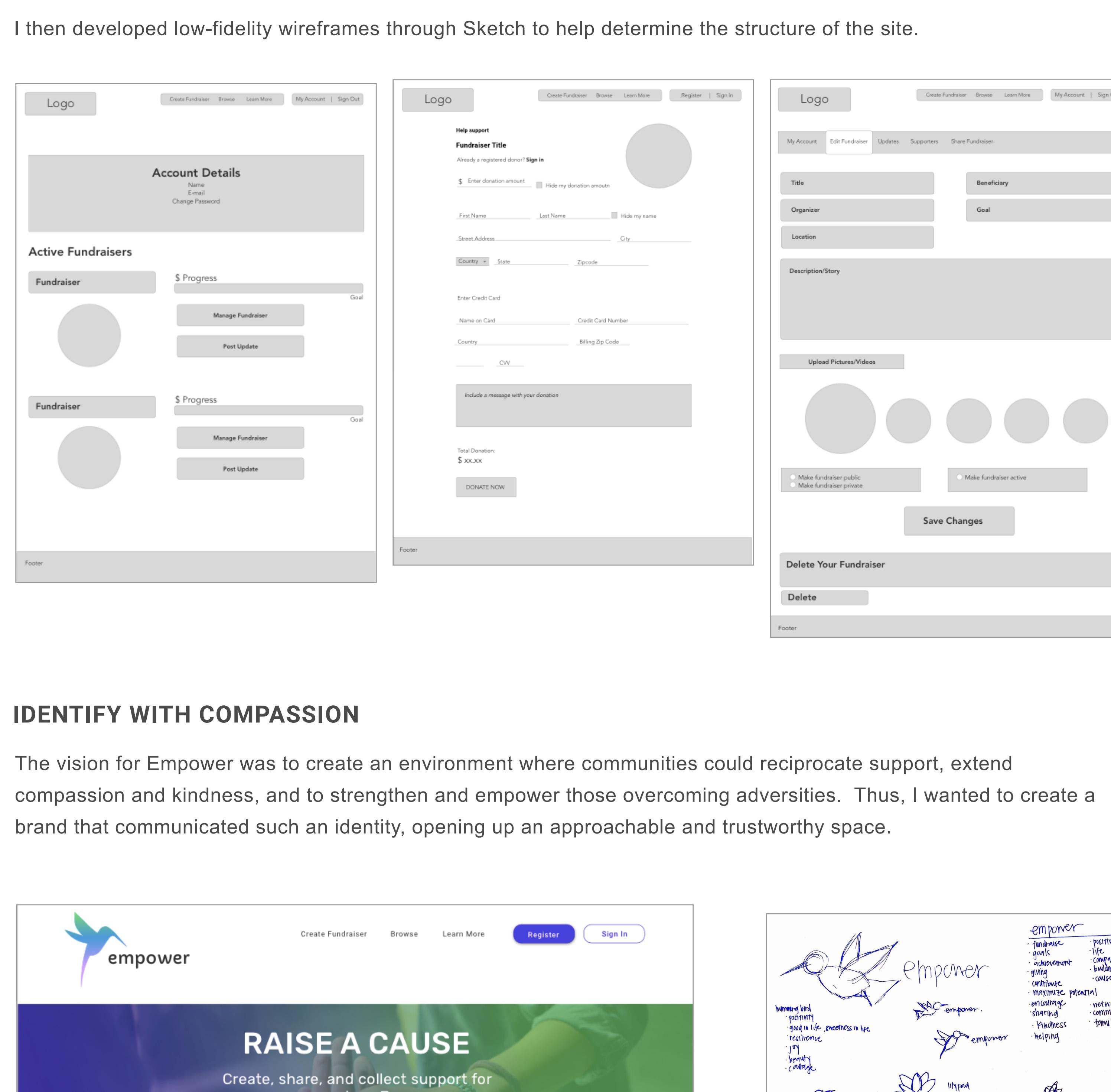
Fundraisers

Have you used an online application to fundraiser?
Rate the convenience level of using the application on a scale of 1-5.
Would you use the same platform again?
Why or why not?
What features were helpful for your fundraiser?
What other features (if any) did you wish there were?

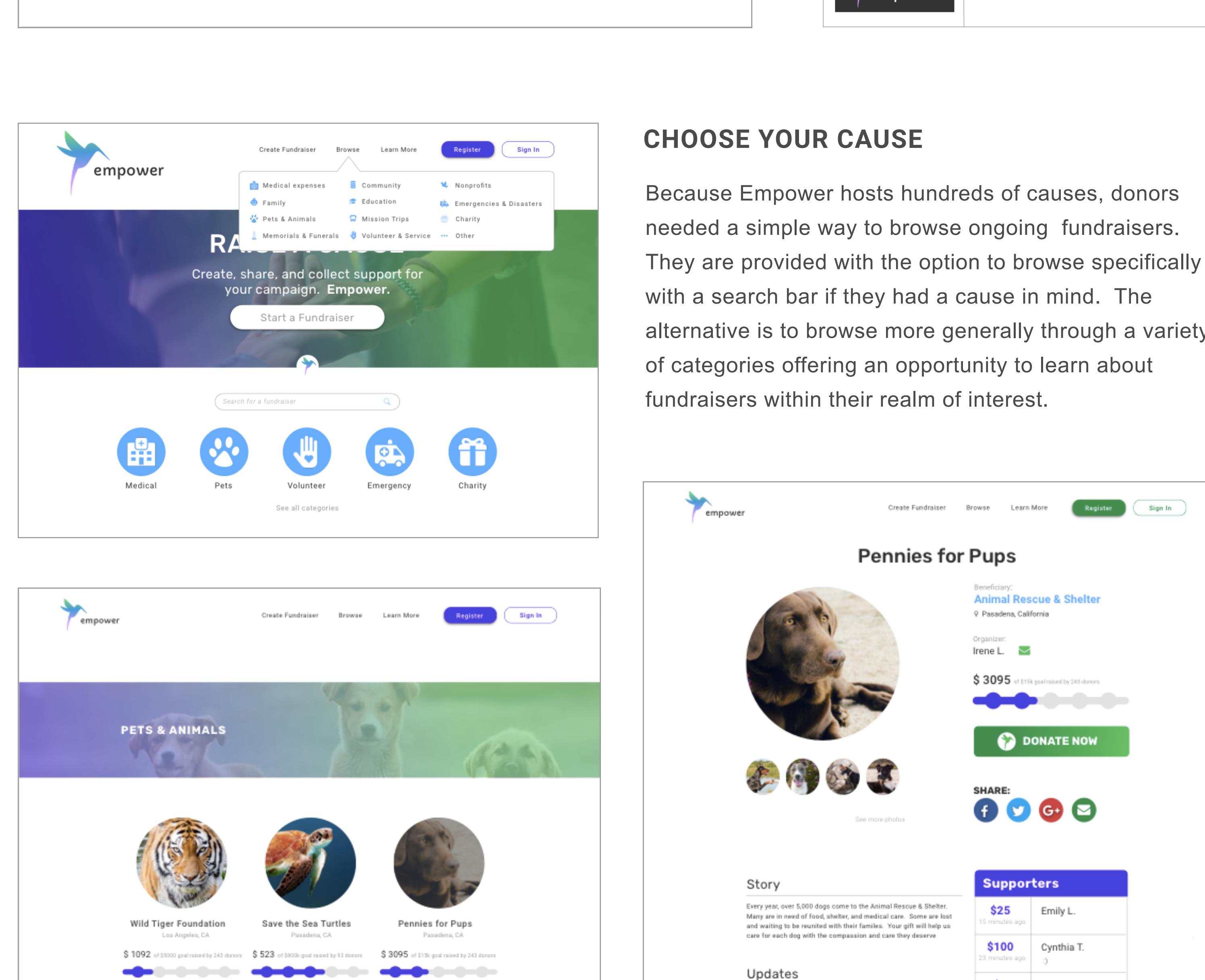
Donors

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 you donate to?
What barriers have you experienced when choosing to donate to a cause?
How often have you donated recurrently to a fundraiser?

I used the information gathered to produce personas which further helped to prioritize which features to include.

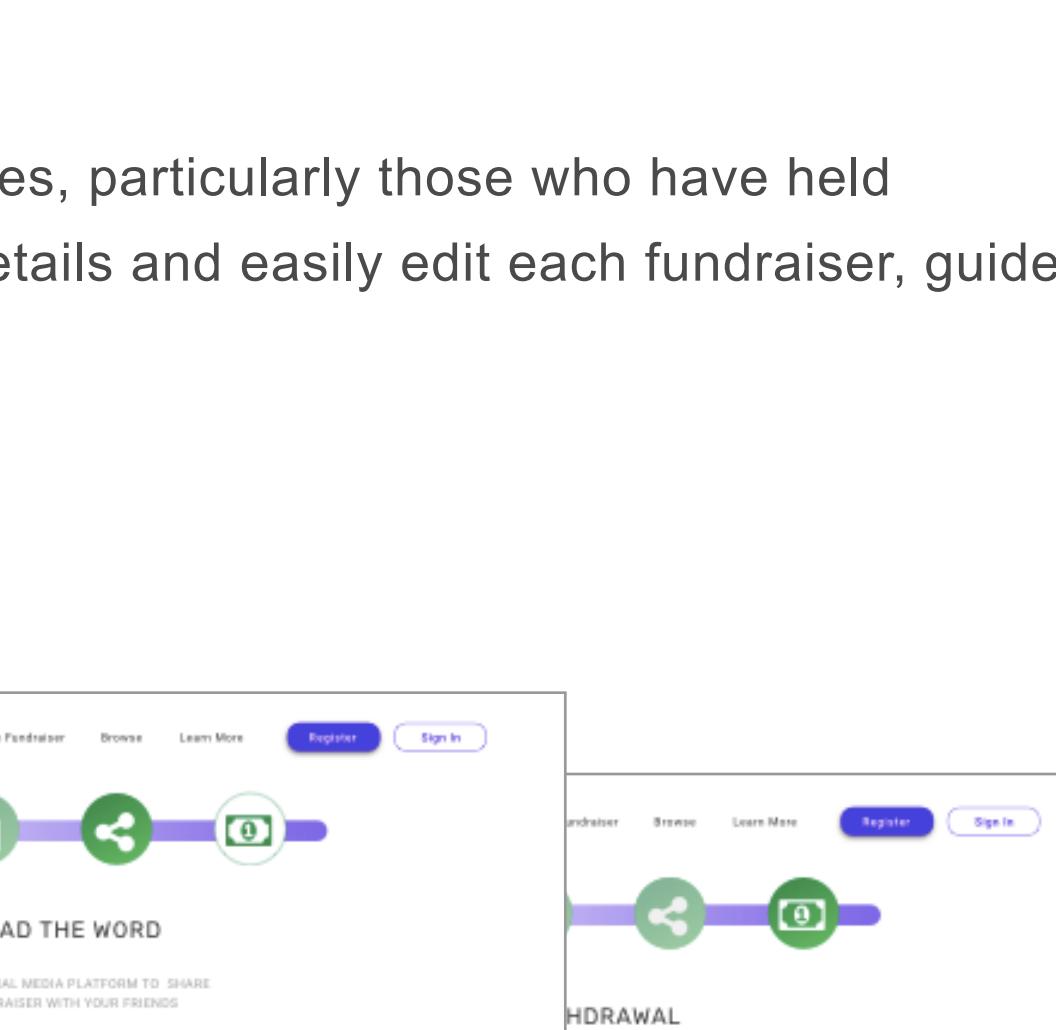
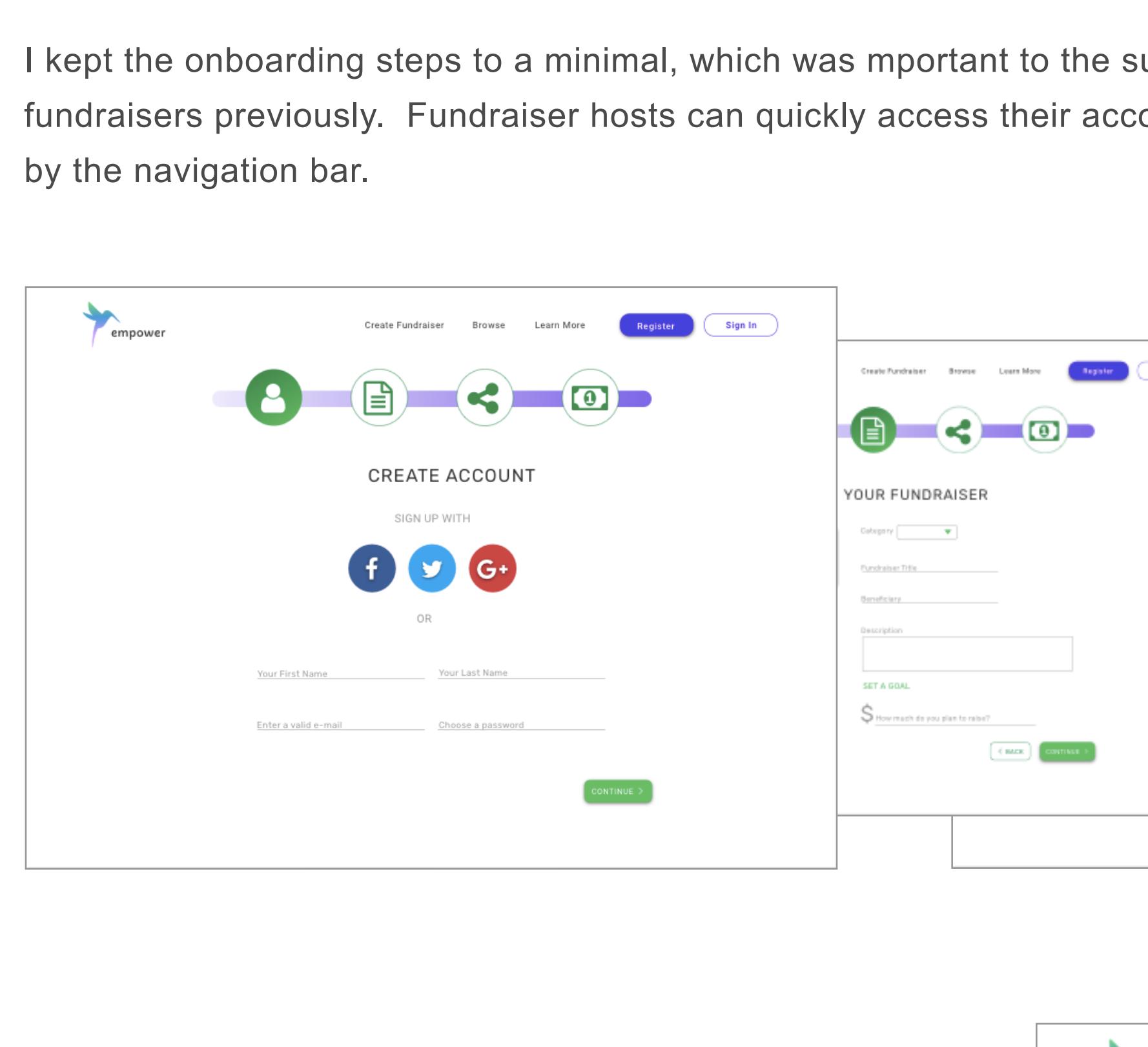


I then developed low-fidelity wireframes through Sketch to help determine the structure of the site.

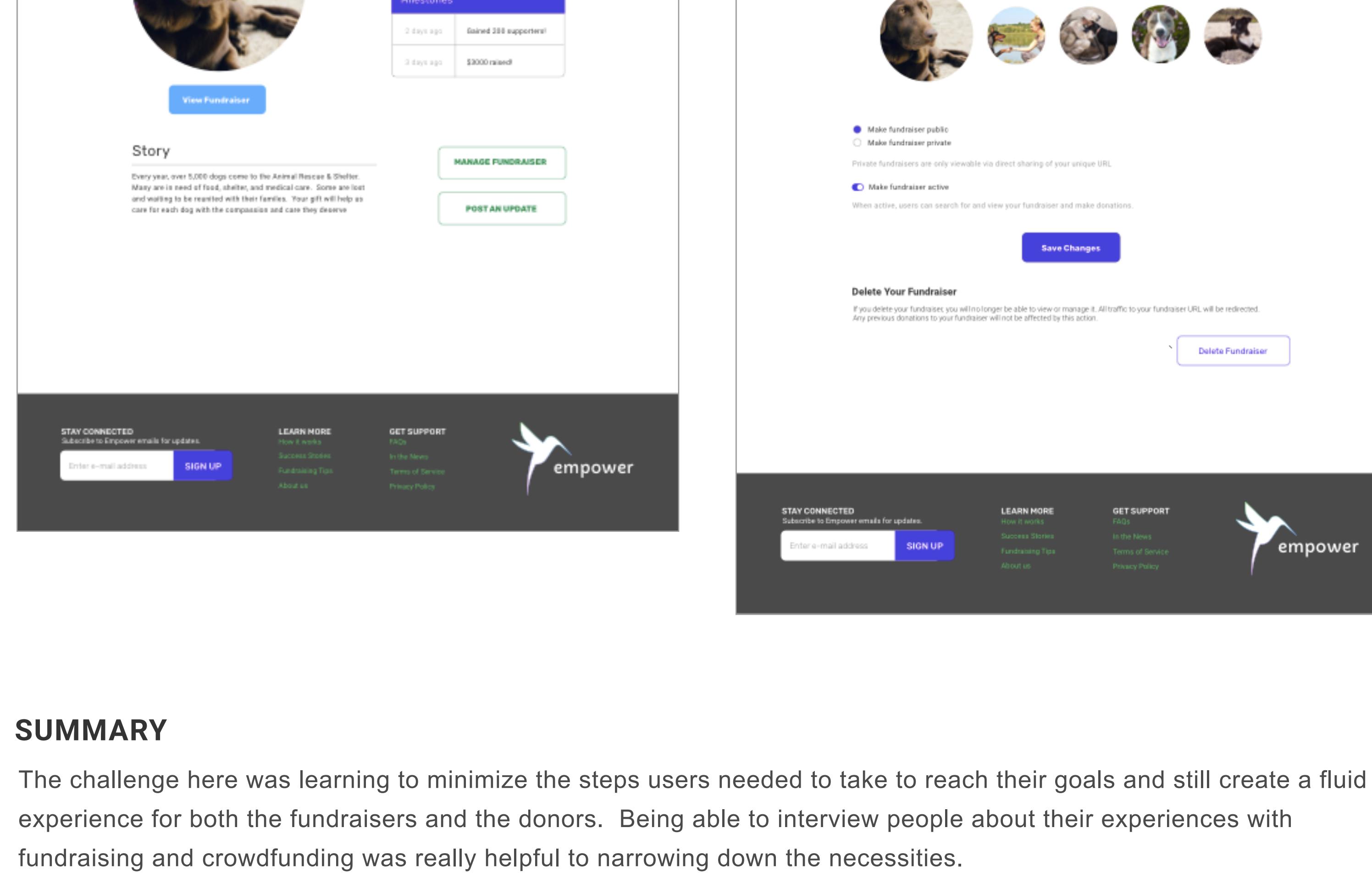


IDENTIFY WITH COMPASSION

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.



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.



SUMMARY

The challenge here was learning to minimize the steps users needed to take to reach their goals and still create a fluid experience for both the fundraisers and the donors. Being able to interview people about their experiences with fundraising and crowdfunding was really helpful to narrowing down the necessities.

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.