

Redesigning Charity Navigator

CS 247 Human-Computer Interaction Design Studio | Winter 2019

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Overview

“No one has ever become poor by giving.”

- Anne Frank

We chose the topic of charity-giving to redesign, as we wanted to understand what kind of design functionality could ease and incentivise charity-giving. Our target audience was fresh college grads looking to donate small amounts. Our target task is to help users find a charity that they find legitimate and trustworthy enough to donate to.

Since money contributed to charity-giving is not self-benefiting, there are different reward mechanisms and considerations that users take into account. In particular, we found that users who choose to donate their money tend to be more wary and wanted more details so that they could make judgement calls on whether their money was going to legitimate use. Based on these findings, we brainstormed redesigns on the apps and conducted rapid iteration and testings.

In this report, we present our process and findings for developing an app redesign that addresses our target audience and task. Our final app design filters charities by topic and location, minimizes information overload and underload on the charity page, provides measures of impact, uses social participation as a proxy for trustworthiness, and creates credibility for the charity.

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Comparators

Research Plan

To conduct our initial research, we identified our target audience and designed an interview guide to test three charity-giving apps for both usability and needfinding. The three apps tested were: Cauze, One Today, and Charity Navigator

Target Audience

We chose fresh college grads as our target audience. We specifically targeted first-time users (graduates who had never used charity-giving apps before) looking to donate small amounts between \$0-100. Our screener is attached in the [Appendix](#).

The purpose of our interview was to understand how college graduates would interact with the charity-giving apps and what kinds of functionalities on the apps were and weren't working for them. We also wanted to know what other apps they used in their daily lives.

Target Task

We decided to focus on the task of helping users find a charity they would like to donate to.

To explore usage patterns, we designed the hypothetical scenario:

"Your friend's birthday is coming up and instead of giving them a birthday present they want you to donate to a charitable cause of your choosing. They suggested using these apps for you to find a charity you would be interested in."

Since the practice of soliciting birthday donations has been recently popularized amongst college students through Facebook fundraiser¹

we believe that this was a relatable and plausible scenario for our target audience.

Background and Post-testing reflections

Before testing and after testing, we asked them a series of questions to understand their past experience with donation or charities, other apps they frequently used, and what key reflections they had after using the charity-giving apps.

Specifically, we wanted to know what they liked or felt was lacking about the charity-giving apps, so after testing, we asked them to give ratings on the 7-point Likert scale on the ease of using the apps (*Strongly disagree, Disagree, Somewhat Disagree, Neutral, Somewhat Agree, Agree, Strongly agree*):

- Do you trust this charity to effectively use your donation to help the cause you want to support?
- It was easy to find a charity you cared about.
- It was easy to get to know the different charities on the app.
- There was a lot of information regarding the charity.
- You quickly found what you wanted to know about the charity.

A full expanded interview guide is attached in the [Appendix](#).

¹ More details found here: [Facebook Fundraising Tools](#)

Experiment

We conducted hour-long interviews with 8 participants. The interview was structured into 3 sections: (1) Pre-task background, (2) Testing 2 Charity-Giving apps (3) Post-task reflection. We took notes on user's pain points, their emotional responses, and things that surprised, confused or pleased them about the apps. Full interview transcripts are attached in the [Appendix](#). After the interviews, we conducted a team session to understand the profile of our interviewees and synthesize their pain points on the three apps.

User Profile

Amongst the 8, 50% of them had donated online before through Facebook, while the other 50% preferred to donate only to charities that they had heard of through physical donation drives, family, or friends. Trust was a key issue identified, as all our interviewees raised the common concern, "How do I know what they will do with my money?"



Nit/Need Finding. Full version in Appendix

Nit+Needs Finding

	Nit	Need
Cauze	- Carousel too long for # of charities	- Displayed donations from strangers felt fake - Sparse information on charity page
One Today	- Clickbait titles - Limited choices of charities	- Lacks auditing/ reviews system for credibility - Anonymous donations system feels extra
Charity Navigator	- Color scheme too similar - 'About' looks like a button - Contact info not useful - Dashboard was empty	- Rating system unclear - Reduce amount of information: "none of this means anything to me" - Wants personalized information
General	- Liked charities with images but blurry logos are worse than no logos - No recognizable charities - Lofty mission statements don't mean much	- Credibility - Irrelevant/ insufficient/ info displayed, cannot evaluate if charity is doing "meaningful" work - - What impact is my money having? - Search filter broken, neither topic/ location filter worked - Size of charity & Number of operating years? - Topic tags would be useful - Easy access to charity website - Social aspect of who's donating to what is good if it's not just lists of random people - Would like to Google charity first for background

Needs Synthesis

We synthesize the observations from our users into 5 key need insights:

Filtering charities by Topic and Location

Our users filtered charities by either a topic that they cared about, or by the charity's location of impact. 2 users began their search by looking up charities in the vicinity ("within California"/ "around Stanford"), while another user tried to look up charities that operated around his hometown, as he "did not care" about the charities operating in "all these places I know nothing about". The other users opted to search by topic (Education, Poverty) or navigate to the Explore page to find the charities.

Since neither of these discovery functionalities worked on the apps we tested, we identified Topic and Location as the two key criteria to prioritize for a new discovery mechanism.

Minimize information under/overload

Overall, users felt that the amount of information displayed on the charity page of Cauze and One Today was too sparse, and the amount of information displayed in Charity Navigator was too much. Underloading information tended to make users mistrustful, while overloading caused users to be quickly fatigued of the app.

Provide ways to measure impact

Users were keen to understand the impact of their money. One user gave the feedback that "lofty goals say nothing" about what the charity intended to carry out with their money, and hence he was less likely to donate. Other users also commented that it would be nice to receive updates one or two months post donation about how their money has been used.

Social participation is a proxy for trustworthiness

We found that people tend to be more likely to donate if they know that others have donated to the same charity. This manifested both in real life where people donated with churches and families, and online where people donated when they saw a "number of friends donated to the same Facebook campaign".

We also observed this in our usability tests as we received feedback that people tended to like the "social aspect" where they could see that other people have donated to the same charity, although we received feedback that being able to see "lists of random strangers' donations" was excessive. We hypothesize that simply knowing the number of people who have donated, not exactly who has donated, was sufficient for creating trust.

Create credibility

Aside from social participation as a mechanism for credibility, we also found that Charity Navigator's rating system was a feature that many users commented on. Many of them were annoyed by the lack of information about the rating methodology. Users for One Today or Cauze however noted that it would be good to see some form of auditing or rating system, and overall they did not seem to find charities that they could trust especially on either of these apps. We thus identified a transparent rating methodology with details of how ratings were computed as a key change we wanted to implement.

Images also helped in establishing credibility as users felt that it would take more effort to creating a charity profile with images, so the barrier to entry was higher and these charities were less likely to have been faked.

Ideation

Brainstorm

We then conducted a brainstorming sessions to generate conceptual ideas on possible new functionalities and features to integrate into our app. First, we brainstormed app ideas individually. Then, we shared our ideas and grouped them. Original stickies are displayed in the [Appendix](#).

Our brainstormed ideas could be categorized into these groups. We also specifically conducted dark-horse brainstorming to find new ideas that might work for our redesign.



Concept sketches

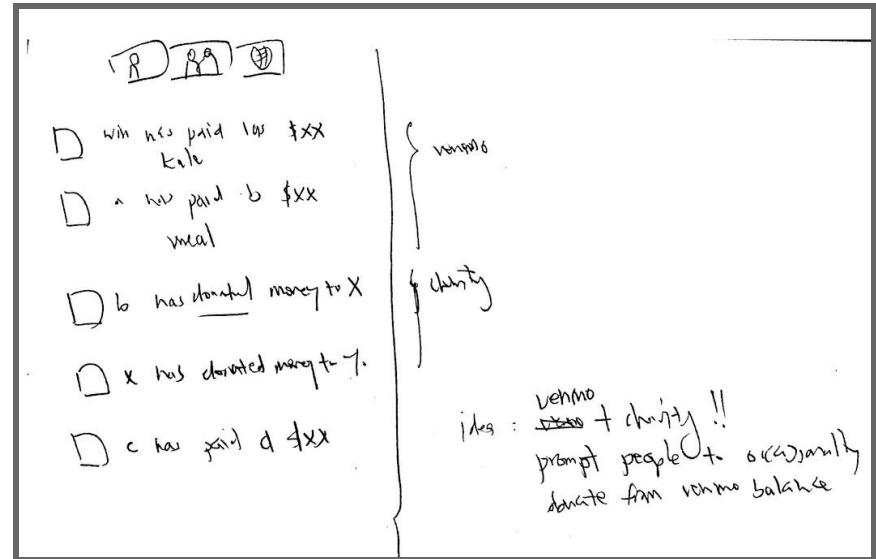
We then each took ideas we liked from the brainstorming session and came up with sketches of how the app could integrate this functionality. Some of our concept sketches are detailed below. More sketches and dark horse ideas can be found in the Appendix.



This redesign idea was aimed at creating an interactive and social experience around donating.

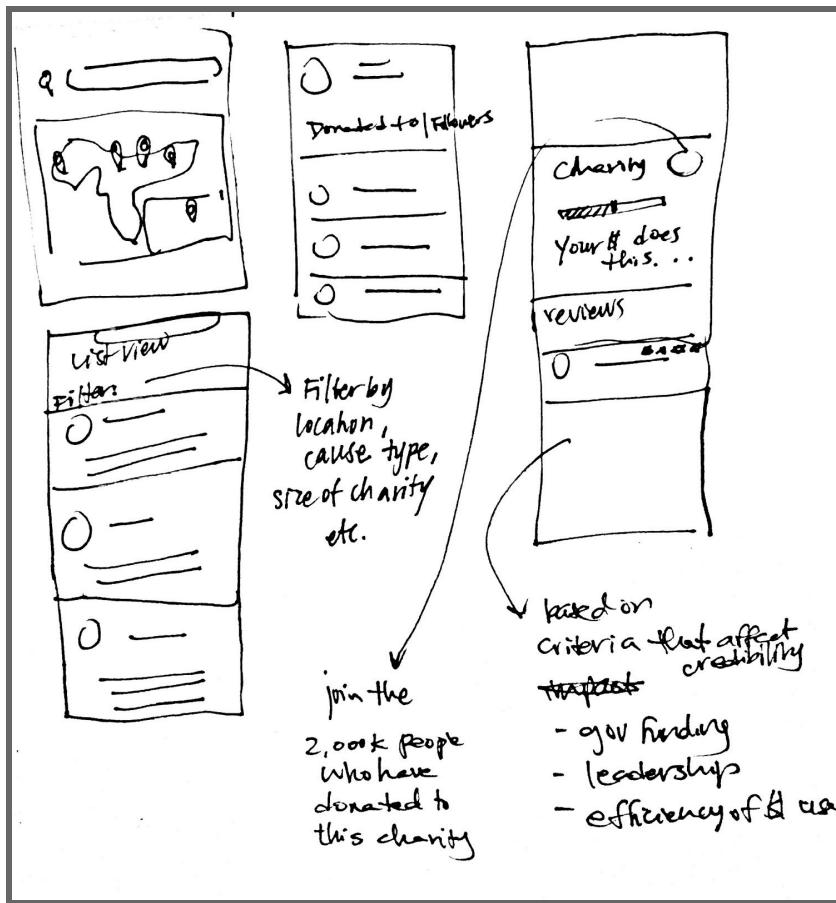
Since social interaction seemed to play a large factor in charitable donations, I thought it would be fun to create a garden of trees that would grow with each time somebody in the friend circle donated. This would facilitate an easy and fun way to incentivize people to donate with their friends.

One concern however whether the idea would foster a competitive spirit rather than a cooperative spirit.

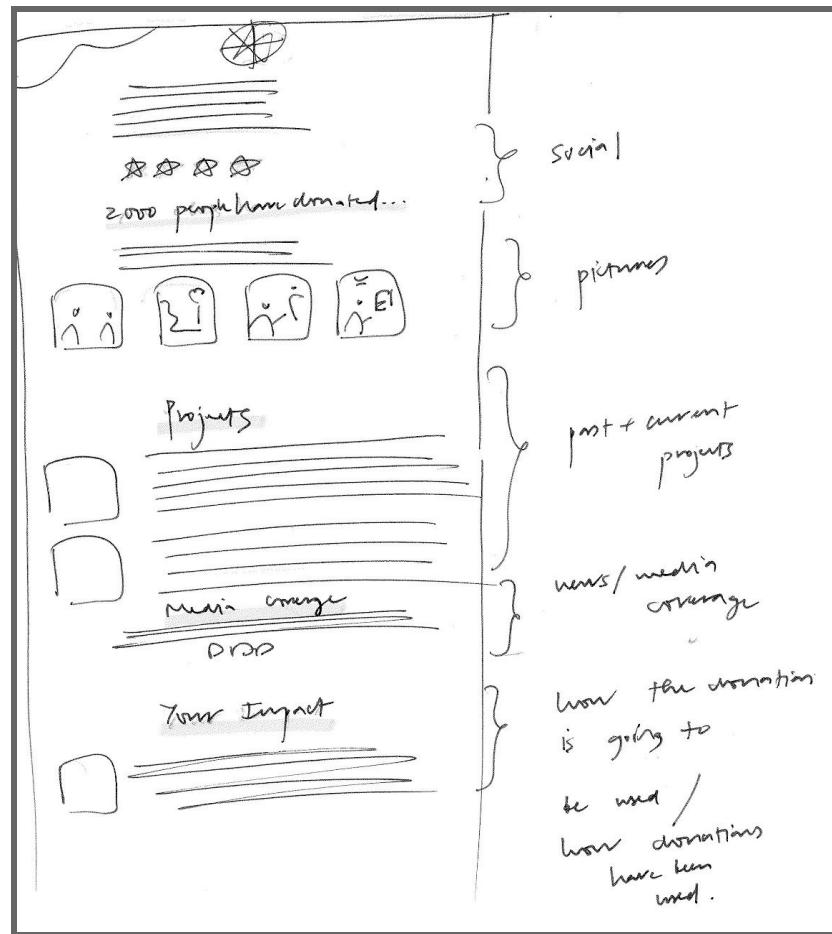


This redesign idea aimed to co-op Venmo for charity donations. Charities will form their own Venmo handle and page, with a detailed About Us and Projects profile. Users can choose to donate to these charities out of their Venmo balance, either through monthly opt-in prompts, or when they see their friends donating.

This was based on the success of a previous Venmo charity \$1 campaigns, where my friends and I raised money for a Ghanaian charity by asking all our friends for \$1 each for school supplies.



This redesign was focused on facilitating location- and filter-based search and establishing the credibility of the charity. It also addresses the need for users to understand their impact by providing a concrete example of how the donation contributes (Your \$ does this...). Reviews from others who have donated on the charity page establishes the charity's credibility.

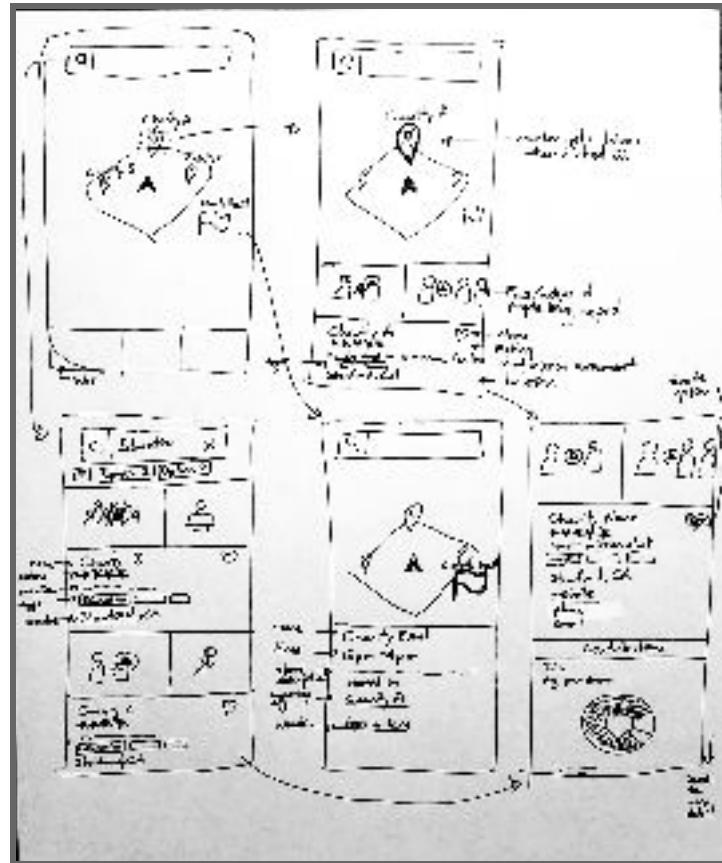


This redesign focuses on building the credibility of the charity. The information provided includes social feedback, images, projects, news, and impact. This information is intended to cover the key pieces of information that a user is looking for when they considering a charity to donate to.

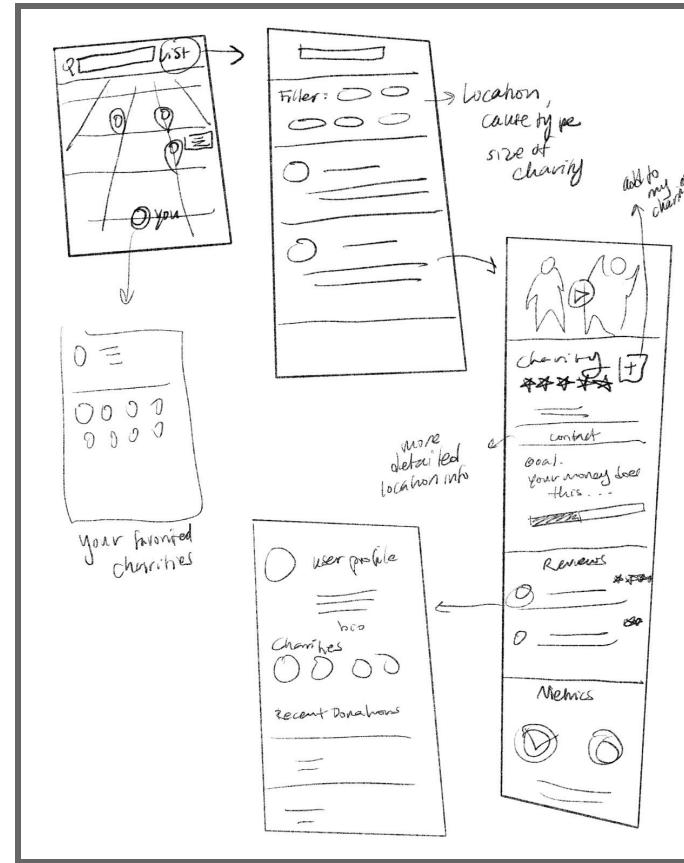
This layout is inspired by the Charity Navigator website.

Wireflows

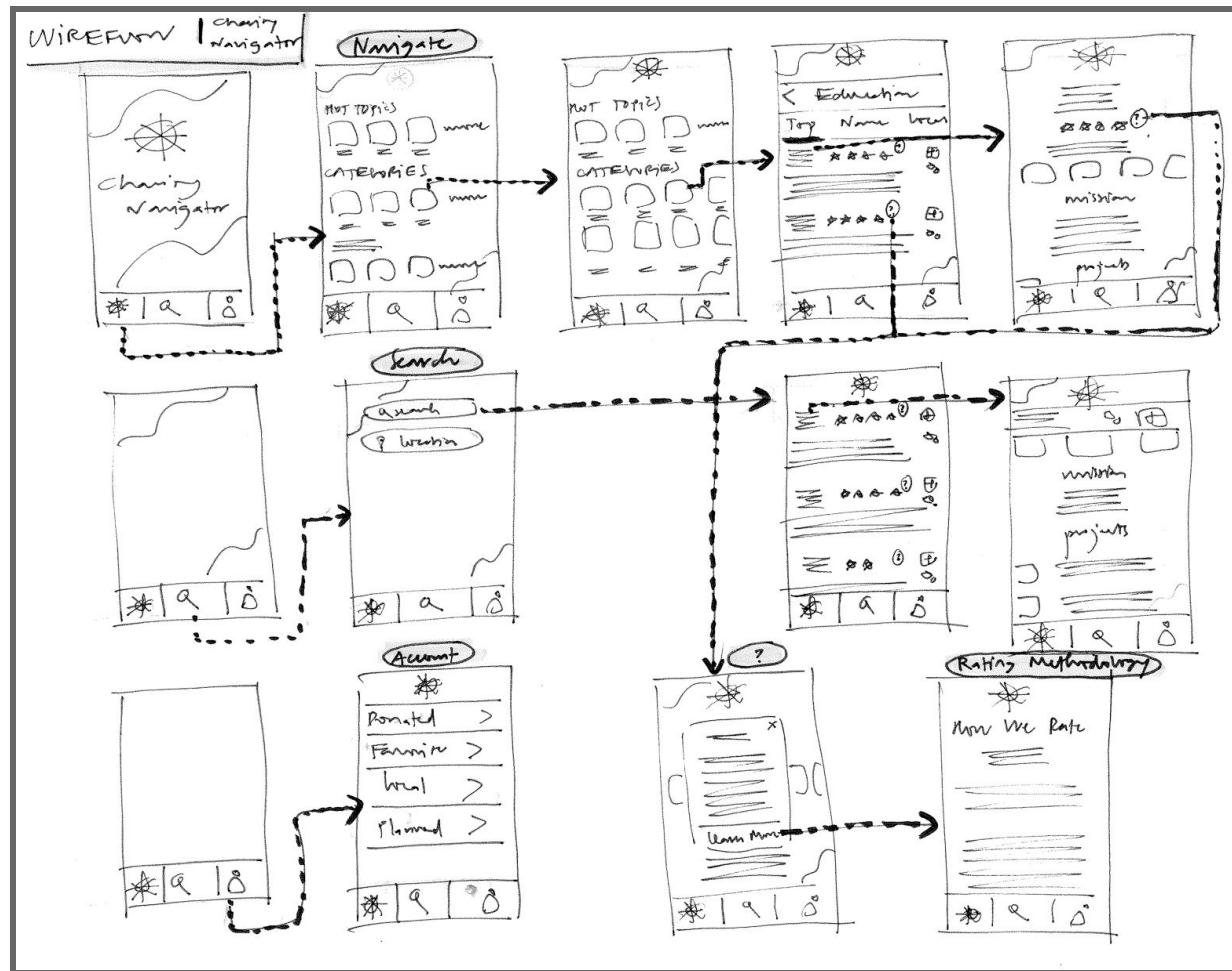
Based on our concept sketches, we fleshed out more detailed wireflows that utilize some of the concepts explored in a more detailed interface. Some of the key wireflows are detailed below, with more in the Appendix.



This wireflow focuses on the locality of charities and their impact and establishes credibility by prominently displaying pictures. It is heavily influenced in its map and search interface by Google Maps.



This wireflow focused on establishing credibility of the charity by neither overloading nor underloading the charity page. It uses a video, Charity Navigator's rating system, an impact statement, reviews, and metrics to achieve that goal.



This detailed wireflow illustrates the navigation from a home page to a search to a charity page and how information within that charity page can be accessed. It shows two flows for finding a charity: via search or via exploring categories. It also shows a Rating Modal that provides more information about Charity Navigator's rating system to clear up confusion about how the rating is generated.

Building up to Prototype

Out of the 3 charity-giving apps, we chose to redesign Charity Navigator as we felt that Charity Navigator had the best content amongst the 3 but lacked a good UI for discovering the content.

Based on the insights from the interview, we found that the key questions to ask were:

Discovery: How do users find charities they care about?

Impact: How do we convey impact per dollar?

Credibility: What information should we display to help users evaluate charities?

Hence all the ideas that we finally selected to move forward with were concepts that addressed any one or more of these three questions.

Discovery

Map: Location-based search since people are concerned with where their charities operate

Search/ filter: Helps users filter out charities based on criteria important to them

Explore Page: Suggestions of topics that are popular or require urgent donation

New charity disclaimer: Compensate for the quality/ lack of publicity materials for new charities by highlighting that they are new

Impact

Kickstarter: Campaign style, with specific project details and goal donation amount outlined so users are clear on what their money is used for

Local Charities only: (Hypothesis) Users will feel that their donation impact more if it helps the local community - close & tangible change

Credibility

Rating methodology modal: Helps users understand how Charity Navigator rates charities

Charity page video: Increases barrier to entry, less likely to have fake charity videos; makes charity more personable

Social participation: Infographics showing the average amounts that users donate, and progress bar for campaign that shows how much has been raised

No overloading/ underloading information

After brainstorming, creating concept sketches, and wireflows, we combined the concepts from our wireflows into a paper prototype and used this for RITE testing.

Ethical Considerations

Especially because we were working with non-profit organizations, the ethical considerations that arose as we discussed our different wireframes were especially pertinent. Some of the issues that we found relevant to highlight for teams continuing research in this direction are:

Displaying average donation

We found that showing social participation was a good way to establish credibility. Users liked knowing that other people had also donated to the same charities. Even if people don't know who these people were, knowing the rough amounts donated to these charities helps them to gauge if a charity is reliable.

However, one ethical concern is then possibly alienating people who want to donate but can't afford larger amounts, if the average donation shown on the app is higher than what they had planned to donate. This is why we adopted a histogram within our redesign to allow the average donation to appear as a range rather than a number. Other displays can be explored here.

Balancing new charities and established charities

Another concern we have is how do we evaluate and facilitate the discovery of newly-founded charities? During the usability tests, we found that some users preferred charities that had been operating for longer as opposed to new charities, because of the reputation, better designed mission statements and publicity content. However, we felt that it was also our ethical responsibility to help newer charities get discovered as well, and we wanted to test out various ways of balancing the discovery of new and established charities.

Quality of publicity material

Users liked charities that had clean sharp logos and images as charities with good publicity material seemed more credible (higher barrier to entry involved to create the material).

However, if the charity's images and logos were of poor quality, users were often more put off than if the charity had not put photos to begin with, hence this raises the risk of making well-funded charities more appealing to users at the expense of charities that lack money to produce publicity materials. We opted to feature new charities and charities without images more prominently on our Explore page, but leave this as an open research question.

Education or Encouragement: Poorly-rated Charities?

Charity Navigator has a rating methodology that takes into account the financial statements, expense breakdowns and how well the charity utilizes donation money to cause impact. Poorly-rated charities on the app are the charities that perform poorly on one or more of the metrics defined by Charity Navigator.

The most common question we had then was, "Why display charities with poor ratings?" The consensus we reached as a group was that our function was to first educate through being objective and transparent, rather than to simply push users to donate, hence we decided that poorly-rated charities should be displayed to facilitate making informed decisions.

Design

Patterns

We wanted to include location and topic based search, so we found design pattern inspiration from apps like Google Maps and Yelp. We also took inspiration from Pinterest's search tags, to allow for a more fluid search experience.

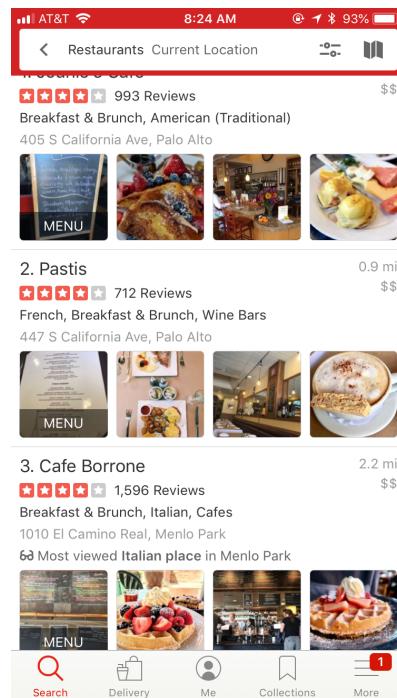
Pins

The Google map with pins pattern that points out areas of interest based on a search. We used this initially to inspire our location-based search, however we later received feedback that the pin pattern was provided location information that was too granular.



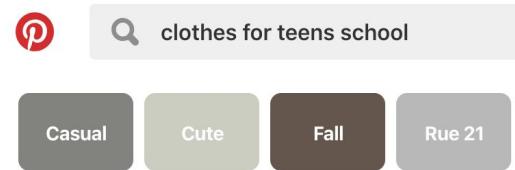
Carousels and Lists

Yelp's UI uses plenty of carousels to show many images related to a topic. We also utilized their pattern of having a "list view" with carousels showing searched options.



Search Tags

In the Pinterest search pattern, clicking on tags below adds that filtering to the search. We drew upon that as inspiration for how to combine location, topic and filter search.



Initial Moodboards and Style Tiles

In developing a cohesive visual style for our app, we focused on making the app appear trustworthy. To that end, we focused on adjectives such as trustworthy, calm, objective, and professional to create moodboards and style tiles.



Charity Navigator Redesign

Style Tile
version: 1

Possible Colors



Textures/Photos



This is an Example of a Header

H1 Font: Noto Sans Regular #000000

This is an Example of a Sub Head

H2 Font: Noto Sans Bold #757575

Charity Navigator is the largest and most-utilized charity evaluator in America. The organization helps guide informed giving by evaluating charities that help people in need. As of July 2015, Charity Navigator has evaluated over 9,000 charities and provides basic data on the rest of the 1.8 million U.S. nonprofits. Charity Navigator accepts no advertising or donations from the organizations it evaluates, ensuring unbiased evaluations, nor does it charge the public for this trusted data. As a result, Charity Navigator, a non-profit 501 (c)3 public charity, depends on support from individuals, corporations and foundations that believe it provides a much-needed service to America's charitable givers.

BODY Font: Open Sans #000000

This is an example of a text link »

Adjectives

Trustworthy Caring
Giving Objective



Charity Navigator

Style Tile
version: 1

Possible Colors



Textures/Photos



This is an Example of a Header

H1 Font: Avenir Next #000000

This is an Example of a Sub Head

H2 Font: Avenir Next #000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut labore dolore magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

BODY Font: Charter #000000

This is an example of a text link »

This is an example of a button

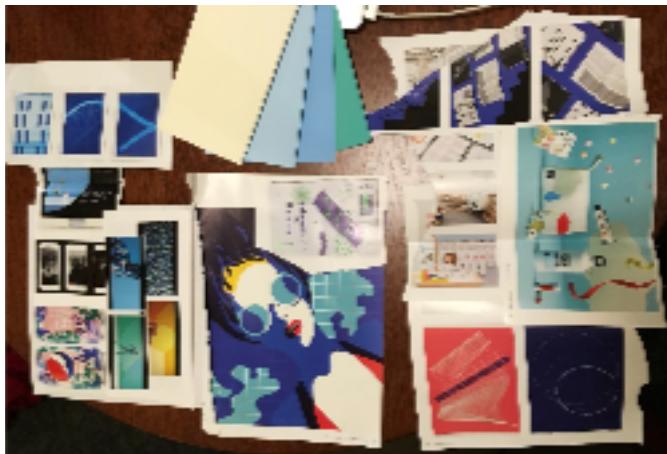
Submit button example here

Adjectives

Calm Reassuring
Supportive

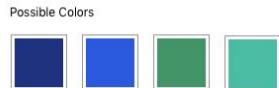
A warm-themed giving style tile

A cool-themed calming style tile



Charity Navigator Redesign

Style Tile version: 2



Possible Colors



Button

Tag

This is an Example of a Header

H1 Font: Helvetica Neue Regular #000000

This is an Example of a Sub Header

H2 Font: Helvetica Neue Medium #000000

Founded in 2001, Charity Navigator has become the nation's largest and most-utilized evaluator of charities. In our quest to help donors, our team of professional analysts has examined tens of thousands of non-profit financial documents. We've used this knowledge to develop an unbiased, objective, numbers-based rating system to assess over 9,000 of America's best-known and some lesser known, but worthy, charities.

Body Font: Avenir Next Regular #000000

[This is an example of a text link >>](#)

Adjectives

Unconditional	Trustworthy
Safe	Objective

A cool-themed safe style tile



Charity Name

The byline for charities will be shown in a clean easy to read font. We want this app to be young while being serious and professional. I'm adding a little more byline to demonstrate this byline so...

Heading
Roboto 28pt

Buttons, Subheadings
Roboto 22pt

Body Font
Oxygen Light 18pt

More
TAGS
Source Sans Pro 16pt

DONATE Our Rating:

EDUCATION POVERTY CHILDREN



Mood

YOUNG	SERIOUS
WARM	PROFESSIONAL

FFAE00 2C2E6 DDDDD 99999 4A4A4

Expenses



Navigation
 Map Explore Bookmarks

A professional-themed style tile that rethinks Charity Navigator's color scheme

Final Style Tile

After consolidating our mood boards, we decided to combine a refined and professional feel with youthful colors to create the feeling of a "youthful spa." We hoped that this mood would inspire our young audience to feel generous and trusting towards the charities shown in Charity Navigator. Hence, we picked a gentle pink for accents to match with shades of blue to balance both a sense of trustworthiness but also warmth.



Tags

Filter ▾

× Trustworthy

× Giving

× Caring

× Objective

This is a Header

Avenir Next - Demi bold

This is a Subheader

Avenir Next - Medium

This is body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Avenir Next - Regular



E4AAA9

8F8F8F

182F3D

889C95

B6D3C7

Buttons/Icons

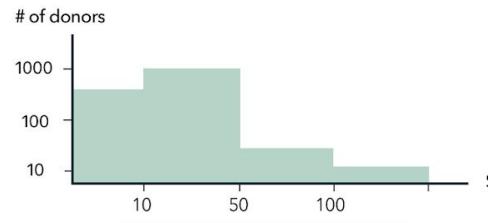


DONATE



1

Histogram



Comparison Chart

■ Programming ■ Administrative ■ Fundraising

70% 20% 10%

25% 60% 15%
(avg charity)

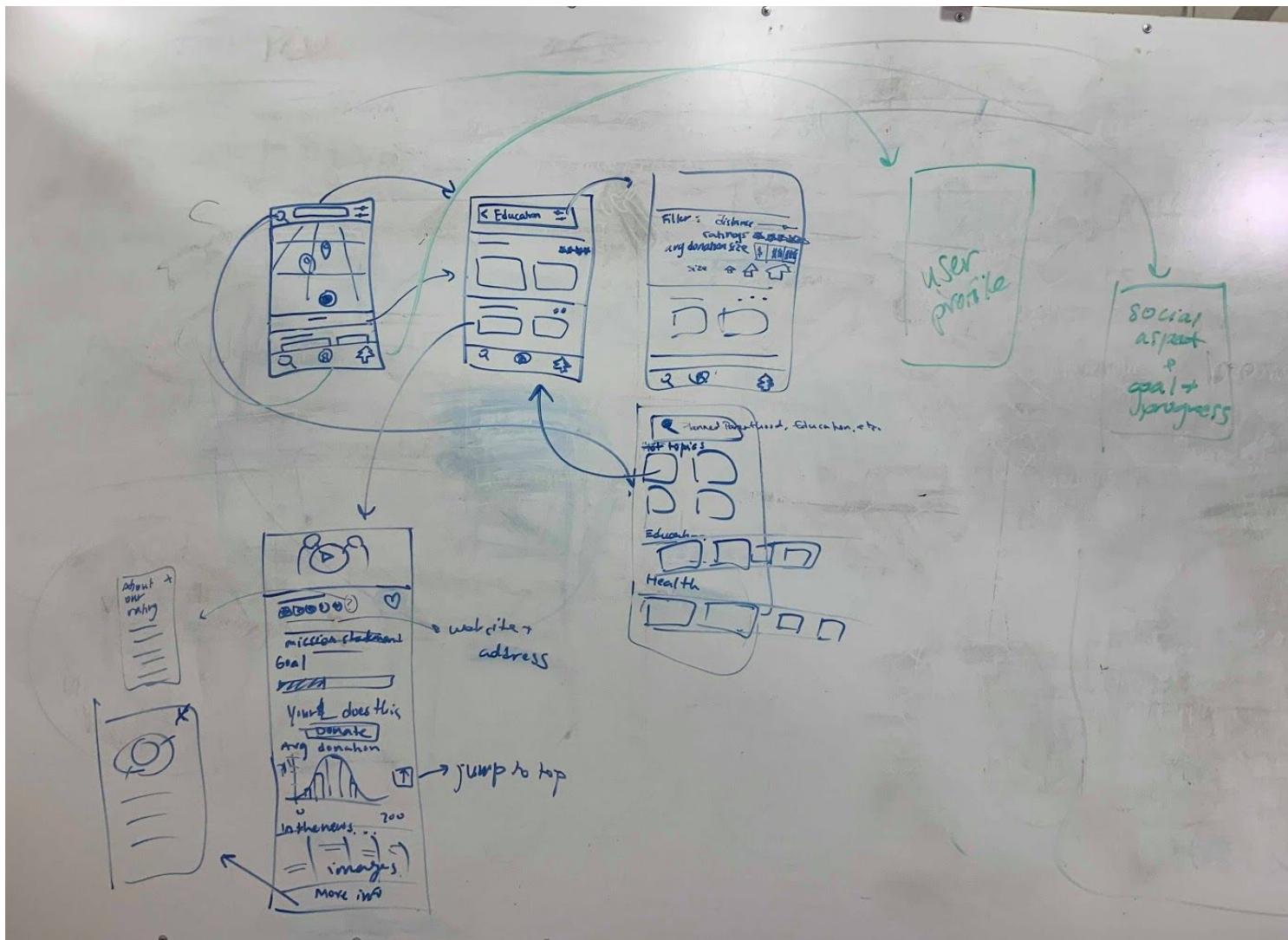
RITE

We went through 9 rounds of testing and 5 key iterations. Feedback from each round of testing is included in the Appendix.

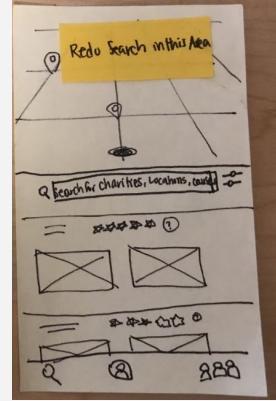
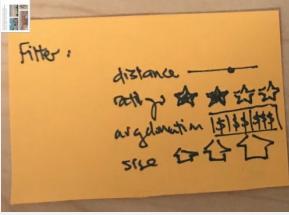
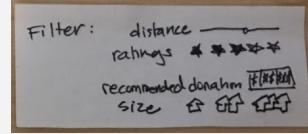
In each round of RITE testing, we started with a prototype and a few key questions we were looking to address. We then tested the prototype with 1-4 participants to address these questions. Feedback from each round of testing was incorporated into the following prototype.

Iteration 0

Prototype

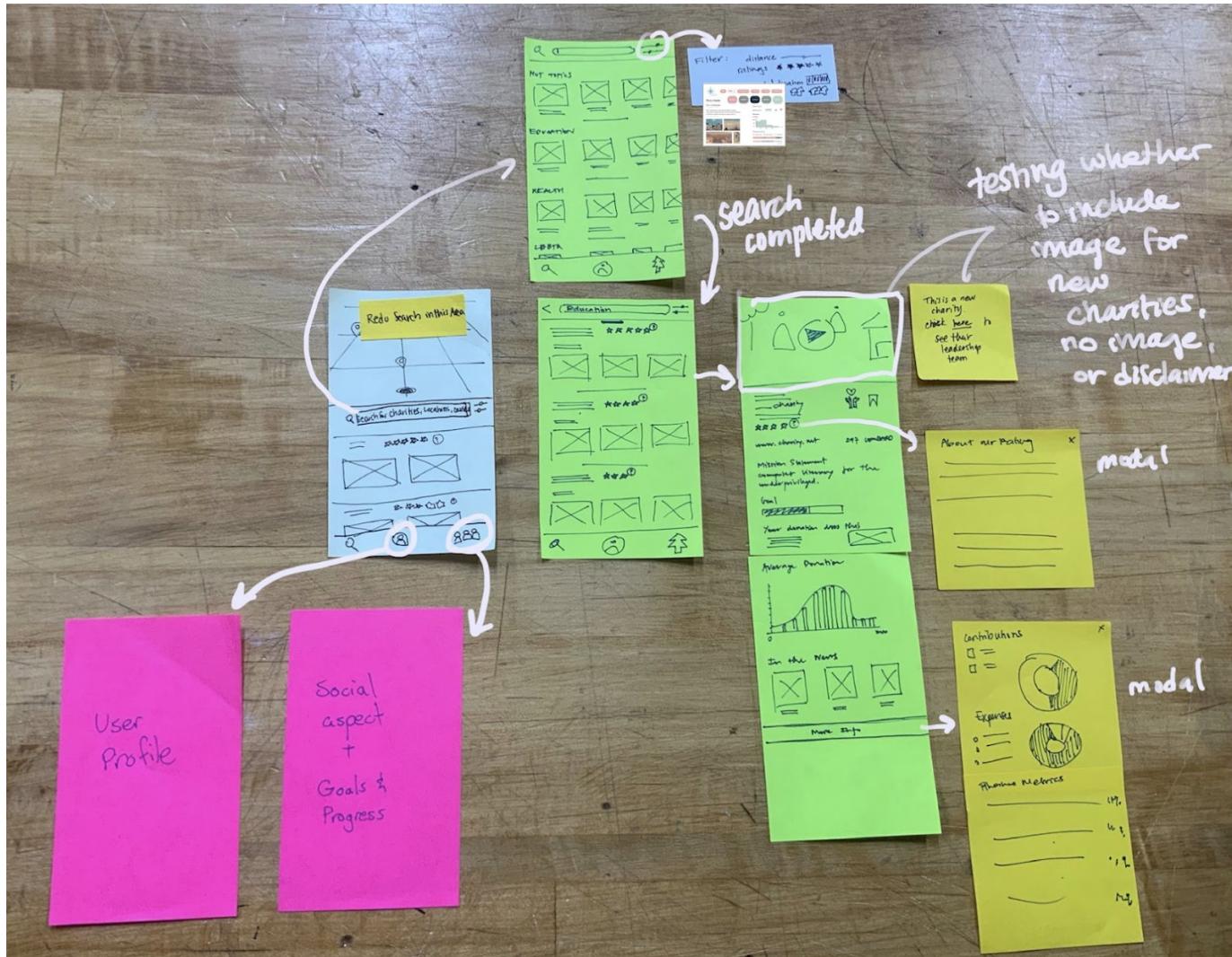


Feedback + Changes

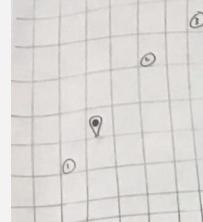
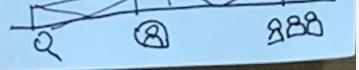
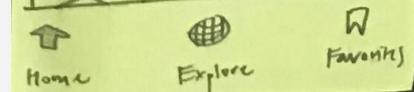
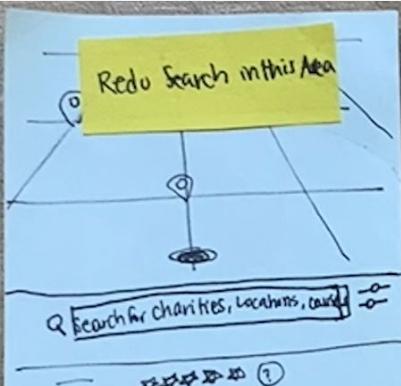
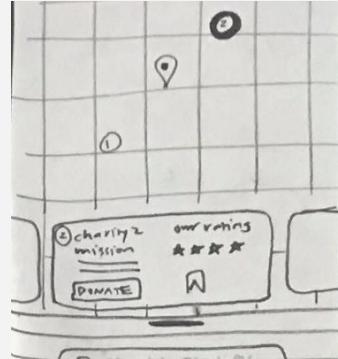
Item	Iteration 0	Feedback + Changes	Iteration 1
Map		<p>What if users want to search areas that aren't in their local area? Users didn't understand how the map, search, and list related to each other.</p> <p>>> (We went through many iterations to get this fix right) We connected the search to the list and added "redo search in this area" functionality.</p>	
Filter		<p>Average donation may make users feel peer pressure.</p> <p>>> Change "average donation" to "recommended donation"</p>	

Iteration 1

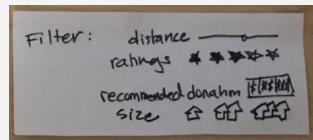
Prototype



Feedback + Changes

Item	Iteration 1	Feedback + Changes	Iteration 2
Map		<p>A map for viewing many search options seems unfit to be in perspective view. Many options may be out of sight.</p> <p>>> Changing perspective map to bird's eye view</p>	
Bottom Navigation Bar		<p>What does the social aspect of the app do (3rd icon) and how does it contribute to users' search for good charities?</p> <p>>> Bottom icons are now Home: map and search Explore: hot topics Favorites: saving charities</p>	
Cards		<p>Users want to see information about the pins while still on the map view.</p> <p>>> Adding a carousel of cards showing the map results. These cards have quick actions like donate and bookmark.</p>	

Filter



Users did not care about exact distances of charities.

>> change to distance ranges

Users thought ratings were user generated (versus generated by Charity navigator)

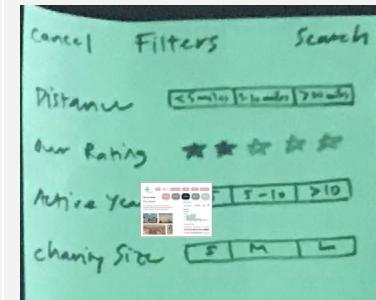
>> "ratings" to "our rating" text

People did not want to search by donation size. They generally looked at charities then decided how much to donate.

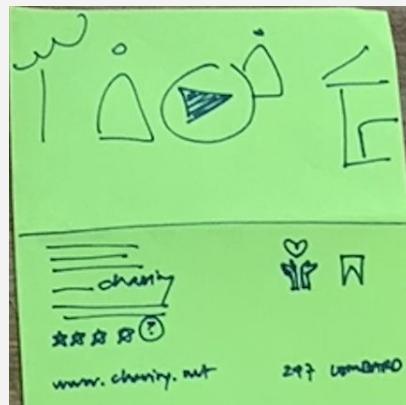
>> removing recommended donation and adding "active years" instead. We hope that adding an active years filter will benefit younger charities and help users who want to support these less developed charities.

Users were confused to what size referred to and the houses compounded that difficulty.

>> Clarify to "charity size" and added a simple SML for small, medium, large



Charity Page



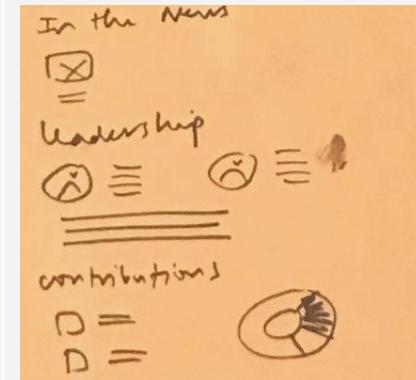
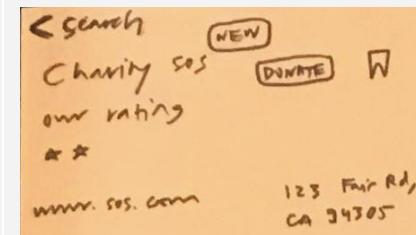
Ethically, because we want charities to show video, charities with more sensitive content or newer charities may be disadvantaged by our app.

>> adding a "New!" tag by new charities

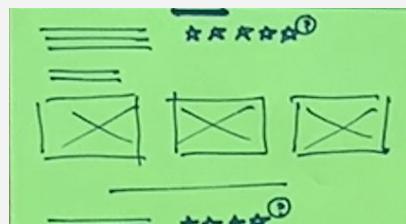
>> adding information about charity leadership so younger charities that may not have as much funding or lower ratings can impress with experienced leaders

Users were confused as to what the hand/heart icon meant

>> change to a simple text "DONATE" button

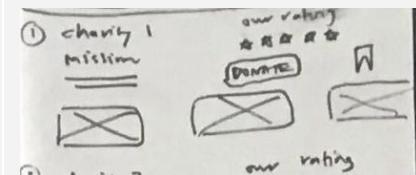


List View



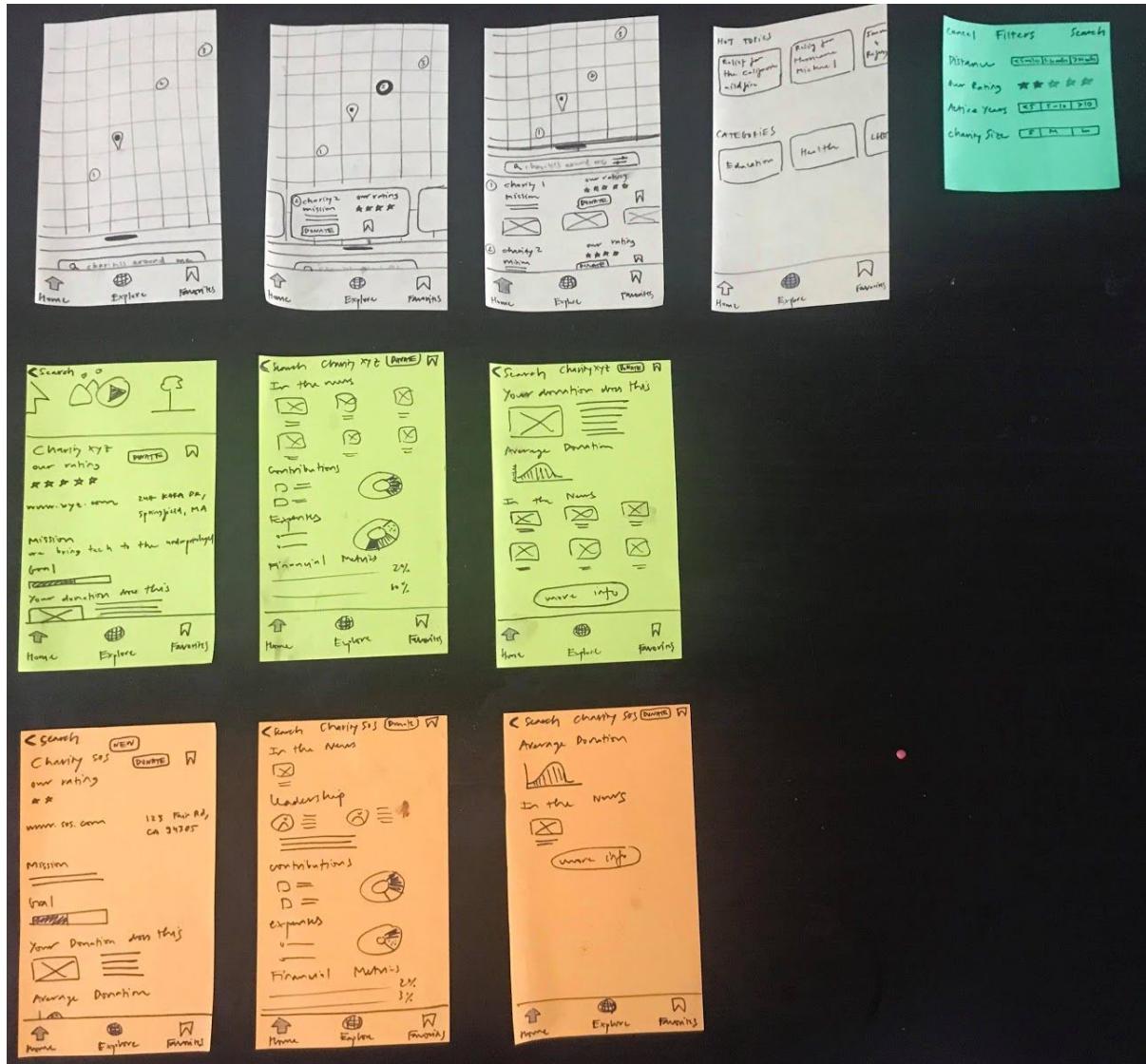
If users want to compare or save multiple charities it is a hassle to go into each card to bookmark or donate.

>> add bookmark and donate buttons in list view

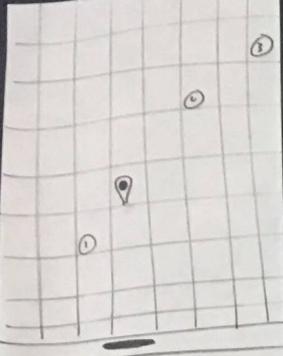
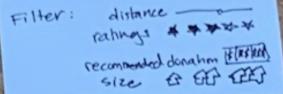


Iteration 2

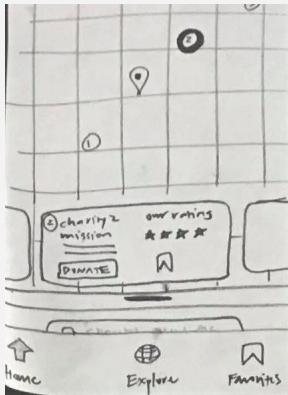
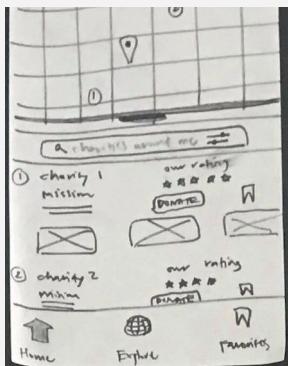
Prototype



Feedback + Changes

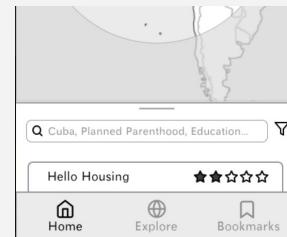
Item	Iteration 2	Feedback + Changes	Iteration 3						
Map		<p>What need is the map addressing? Users wanna know the location of the headquarters instead of the charity's area of impact.</p> <p>>> Instead of having pins that indicate a charity's headquarter, shade areas of impact on the map.</p>							
Filter		<p>What does "size" mean? (Filter)</p> <p>>> Change "size" to "Charity budget size"</p> <p>Do users want to know about distance the same way they want to know how far they are from restaurants?</p> <p>>> take out Distance filter.</p>	<p>Filters:</p> <table> <tr> <td>Our Rating</td> <td>★★☆☆☆</td> </tr> <tr> <td>Charity Budget Size</td> <td><10k 10-500k >500k</td> </tr> <tr> <td>Active Years</td> <td><5 5-10 >10</td> </tr> </table>	Our Rating	★★☆☆☆	Charity Budget Size	<10k 10-500k >500k	Active Years	<5 5-10 >10
Our Rating	★★☆☆☆								
Charity Budget Size	<10k 10-500k >500k								
Active Years	<5 5-10 >10								

Card



Do you need both swipe-up list
and card carousels? (Observation:
Yelp has both but their list shows
Sponsored Results first)

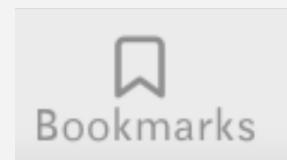
>> Get rid of carousels.

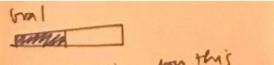
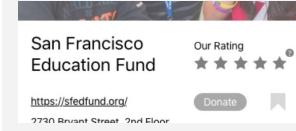
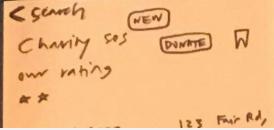
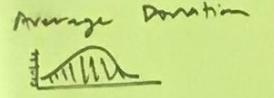
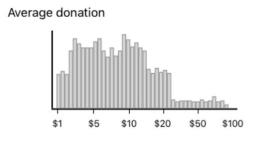


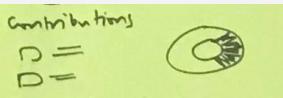
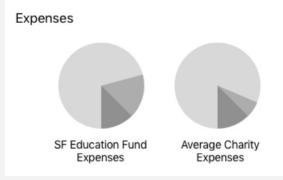
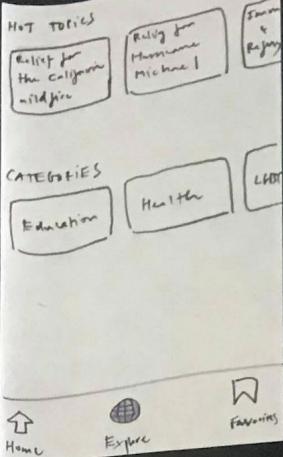
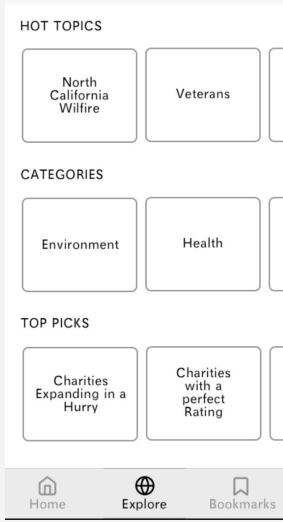
Charity Page in general

What if I want to compare
charities?

>> Add "compare" functionality
within "Bookmarks" page -- users
can compare charities they have
already bookmarked.



		<p>"New" seems like newly added charity instead of charities that have recently been established -- often think of charities as well-established organizations.</p> <p>>> Take out "New charity" -- out of scope.</p>	
Goal		<p>Is there anything in Goal besides just a bar?</p> <p>>> Add specific information about a project.</p>	<p>Project Help us build the new Arts & Humanities Library for Gordon J. Lau High School!</p> <p>\$120,000 out of \$300,000 needed</p> <p>Every \$20 you donate will help buy a library chair for students at Gordon J. Lau High!</p> <p>  </p>
Average Donation		<p>More details on the histogram - more details in general.</p> <p>>> Add axes to histogram.</p>	

Contributions		I don't understand Contributions. Is it supposed to be demographics of the contributors? >> Take out Contributions.	
Expense		How would I know if this charity's expense breakdown is ideal or not? How does it compare to the average charity? >> Add expense breakdown of an average charity next to the current expense breakdown (use pie charts).	
Explore Page		The explore page seems empty. >> Add another carousel of "Top picks" (Top 10..., Top 10...)	

Iteration 3

Prototype

1 World Animal Awareness Society ★★★☆☆ Animals DONATE

We are creating a film about Spaying/ Neutering to educate shelter workers.

2 Endangered Species International ★★★☆☆ Animals DONATE

Our project aims to plant 10k endemic fruiting trees in Panama Island to support the endangered wild population with adequate natural food supply.

Select Area of Impact

Filters:
Our Rating ★★★☆☆ Charity Budget Size <10k | 10-500k | >500k Active Years <5 | 5-10 | >10

Hello Housing ★★★☆☆ Animals DONATE

Our project aims to plant 10k endemic fruiting trees in Panama Island to support the endangered wild population with adequate natural food supply.

San Francisco Education Fund ★★★★★ Our Rating ★★★★★

<https://sfedfund.org/>
2730 Bryant Street, 2nd Floor
San Francisco, CA 94110

Mission
Collaborate. Innovate. Advocate.

Project
Help us build the new Arts & Humanities Library for Gordon J. Lau High School!

Average donation

\$120,000 out of \$300,000 needed

[back to top](#)

HOT TOPICS

- North California Wildfire
- Veterans

CATEGORIES

- Environment
- Health

TOP PICKS

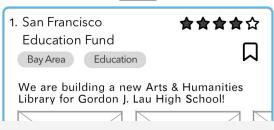
- Charities Expanding in a Hurry
- Charities with a perfect Rating

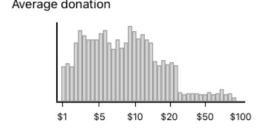
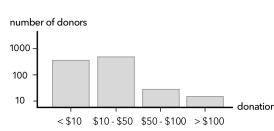
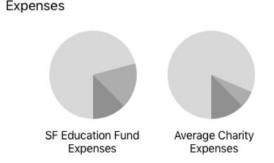
[back to top](#)

Label
 Label
 Label

Home
 Explore
 Bookmarks

Feedback + Changes

Item	Iteration 3	Feedback + Changes	Iteration 4
List		<p>User generally wanted tags on each card and didn't see the need for Donate button.</p> <p>>> Add tags >> Take out Donate button on card</p>	
Charity Page in general		<p>Users thought that there were too much information on the charity page.</p> <p>>> Take out Leadership</p>	
Rating	Our Rating ★★★☆☆	<p>Thought Ratings represented user ratings Instead of ratings, use badges eg high impact, highly trusting, impact score, point out the impact</p> <p>>> Change "Our rating" to "Impact Score"</p>	Impact Score 
Website + address + Donate & Bookmark buttons	https://sfedfund.org/ 2730 Bryant Street, 2nd Floor San Francisco, CA 94110	<p>Address is completely irrelevant, change url to a website button</p> <p>>> Add icon next to url.</p>	

Mission	Mission Collaborate. Innovate. Advocate.	Mission should be richer >> Add a simplified version of mission statements on Charity Navigator.	Mission The San Francisco Education Fund acts as a bridge between the community and the classroom in order to increase the availability and impact of resources for students and teachers throughout San Francisco public schools.
Avg Donation	Average donation 	Average donation needs to be simplified >> Have less vertical bars	Average donation 
Expenses	Expenses 	Too much PowerPoint for the charts part, comparison is not clear Expense bars confusing: not sure how to measure it just by looking at it Pie charts don't tell me anything - no labels >> Replace pie charts with horizontal charts	Expenses SF Education Fund  Programming Administrative Fundraising Average Charity  Programming Administrative Fundraising

EXPLORE PAGE

HOT TOPICS

North California Wildfire

Veterans

CATEGORIES

Environment

Health

TOP PICKS

Charities Expanding in a Hurry

Charities with a perfect Rating

Confused about distinction between Top Picks and Hot Topics

>> Change "Hot Topics" to "Pressing Issues" & change "Top Picks" to "Top Rated Charities"

PRESSING ISSUES



Relief for California Wildfires



Relief for Hurricane Michael

CATEGORIES



Animal Rights



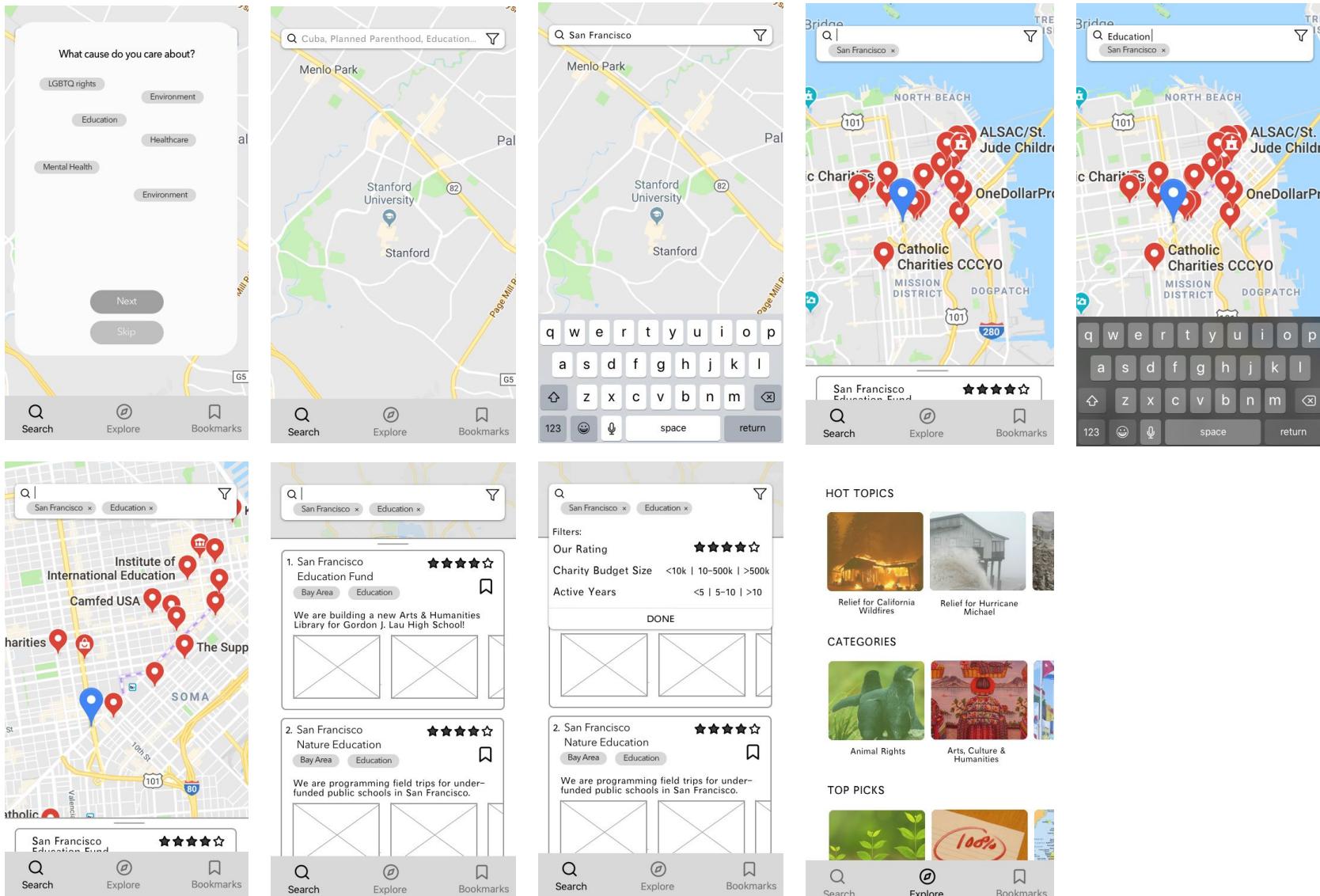
Arts, Culture & Humanities

TOP RATED CHARITIES



Iteration 4

Prototype



Search ...



San Francisco Education Fund

Donate Bookmark

Impact Score ★★★★★

Education **Bay Area**

<https://sfedfund.org/>

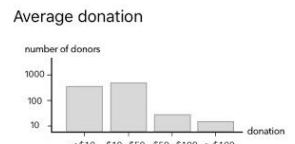
Mission
The San Francisco Education Fund acts as a bridge between the community and the classroom in order to increase the availability and impact of resources for students and teachers throughout San Francisco public schools.

Mission
The San Francisco Education Fund acts as a bridge between the community and the classroom in order to increase the availability and impact of resources for students and teachers throughout San Francisco public schools.

Project
Help us build the new Arts & Humanities Library for Gordon J. Lau High School!

\$120,000 out of \$300,000 needed

Every \$20 you donate will help buy a library chair for students at Gordon J. Lau High!



Expenses
SF Education Fund

Expenses

SF Education Fund



Average Charity



In the news



[back to top](#)

Q **Search** @ **Explore** Bookmark

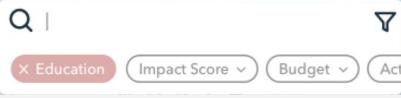
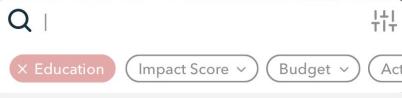
Note: This is one scrolling charity page

Feedback + Changes

Item	Iteration 4	Feedback + Changes	Iteration 5
Map		<p>Pins look too much like locations of HQ instead of areas of impact</p> <p>>> Visualize areas of impact to be clicked on in addition to pins within those areas</p>	

Iteration 5 (more holistic view can be seen in final prototype)

Feedback + Changes

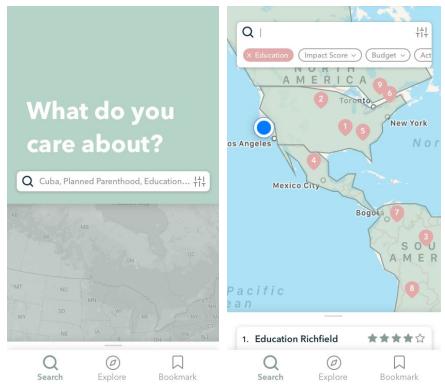
Item	Iteration 5	Feedback + Changes	Final
Filter Icon		<p>People did not see the filter button.</p> <p>>> Changing to a more widely used icon</p>	
Filter Options	<p>FILTERS: Impact Score</p> 	<p>Users may want to filter by a range of score values, rather than a single rating.</p> <p>>> Change to range of stars</p>	<p>FILTERS: Impact Score</p> 

Final product

Invision Prototype: <https://invis.io/75R1C9JWCZN>

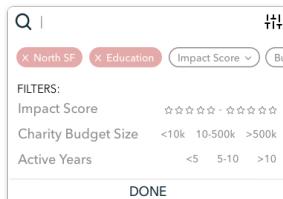
Topic and Location Search

Users first see a search bar prompting them to search for topics that they care about. They can then filter through these options. A scaling area-of-impact selection allows users to scale to the level of impact they care about and choose relevant regions to find the top charities in those regions.



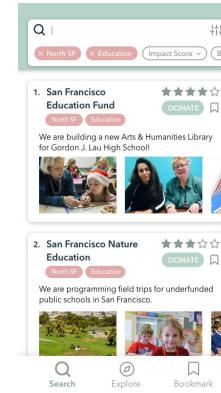
Search Filtering

Filter modal allows users to narrow their search by impact score, charity budget size, and number of active years.



List View

Users can see a list of charities that are relevant to their search. Information like project goals, images, and impact score allow users to make quick decisions about which charity they want to look into.



Explore Page

Users who have no idea of where to start their search, can see curated lists of charities based on high ratings, recently trending topics, and popular charity categories.



Charity Information Page

The screenshot shows a charity information page for the San Francisco Education Fund. At the top, there is a video player showing three people smiling. Below the video, the charity's name "San Francisco Education Fund" is displayed, along with a "DONATE" button and a bookmark icon. An "Impact Score" section shows a 4-star rating with a question mark icon, labeled "North SF Education". A link to the website "https://fedfund.org/" is provided. The "Mission" section describes the charity's role in bridging the community and classroom. The "Project" section details a campaign to build a new Arts & Humanities Library at Gordon J. Lau High School, with a goal of \$300,000 and a current total of \$120,000. It includes a bar chart showing the average donation amount and a pie chart of expenses: Programming (70%), Administrative (20%), and Fundraising (10%). The "In the news" section lists recent articles: "Michelle Obama visits SF Education Fund...", "SF Education Fund awarded...", and "The p Engler". A "BACK TO TOP" button is at the bottom.

Video provides a quick summary of what the charity is about while adding credibility.

Buttons high on the page allow users to quickly donate or bookmark a charity.

Impact score provided high level way to gauge a charity's effectiveness. A small question icon leads to more information on Charity Navigator's rating system.

The project section gives users a more tangible view of where their money is going. They can see how close the charity is to finishing this project as well as what exactly their contribution will do.

Average Donation allows users to see how many people have donated to a charity while also giving them context as to how much they want to donate.

Expenses show where the charity is spending their money. A comparison to the average charity is shown below to give users a point of reference.

News article headlines and links out are provided so users can see what third parties are saying about a charity, rather than just seeing information curated by the charity.

Conclusions & Future Directions

The feedback we have gotten so far has shown that the map-based discovery is a promising tool to encourage users to find projects. The following are future steps that can be taken to improve this app redesign.

Location matters to a degree - Not granular

The most recent RITE tests have shown that users care more about being able to find a location that they have specified than finding charities in their immediate area. This has influenced our design to adapt to the multiple scales that charities can operate (local, regional, and international, as specified by Charity Navigator). This new map design still needs further user testing, but we are hopeful that this is a step in the right direction to allow users to intuitively search charities across a variety of scales of impact.

Make the call to action clearer

We have focused a majority of our efforts into the design of the flow to find a charity, but the act of donating is underemphasized in our current design. Feedback from class shows that the Donate button on our charity page could be made more prominent to encourage users to follow-through to make a donation after finding a charity. This feature requires more user testing.

Expand the Explore Page

In our development of the app redesign, we focused on the flow from searching for a specific topic, to searching a location, to finding a specific charity and learning more about the charity. For users who do not know what topic they are interested in at first, the Explore Page provides information about trending topics, categories to choose from, and Charity Navigator's curated lists of reputable charities to choose from. The Explore Page was not the focus of our app redesign, and it can be more thoroughly fleshed out in future work for the user who is uncertain about what they're looking for.

Develop the Bookmark Page

The bookmark page is meant to help users customize their own lists of charities. However, since it did not fit into the scope of our task, we included minimal support and testing for it. Further work can test users who intend to donate to the same charity over a period of time and evaluate its usability.

Conclusion

Our final app design takes steps to address the user needs identified in the initial needfinding interviews we conducted. Over several rounds of RITE testing, we learned what patterns, flows, and visual design features were effective. Our app redesign now facilitates filtering charities by topic and location, minimizes information overload and underload on the charity page, provides measures of impact, uses social participation as a proxy for trustworthiness, and creates credibility for the charity. We believe the work done in this app redesign will help users find charities they care about.

Appendix

Screener

<https://goo.gl/forms/PSsorBnasxmY6wCs2>

Interview Guide

<https://drive.google.com/open?id=1-xdTZaC9QunSew1vBRBYmkMQrdxMXzibF30RG1mlP8Q>

Transcripts

Alex: <https://drive.google.com/open?id=11Sl-dqpjXm0TgAPIkfV00hoJqwRI0UIJeAEJVJxWZpA>

Connie: <https://drive.google.com/open?id=1Ysf43YUWnPDBCCoxC30CTTrACtzrbYrpqqFH1Elq>

Cuthbert: https://drive.google.com/open?id=15F40-lwOy_R3sTNmdxR2lEZBtCVdIHIOwk1SljBAW2k

Grace: https://drive.google.com/open?id=1cqx5ZQ7DN6b1wtXxTwlfFD2LfqSP7WhPi_YDQmOVig

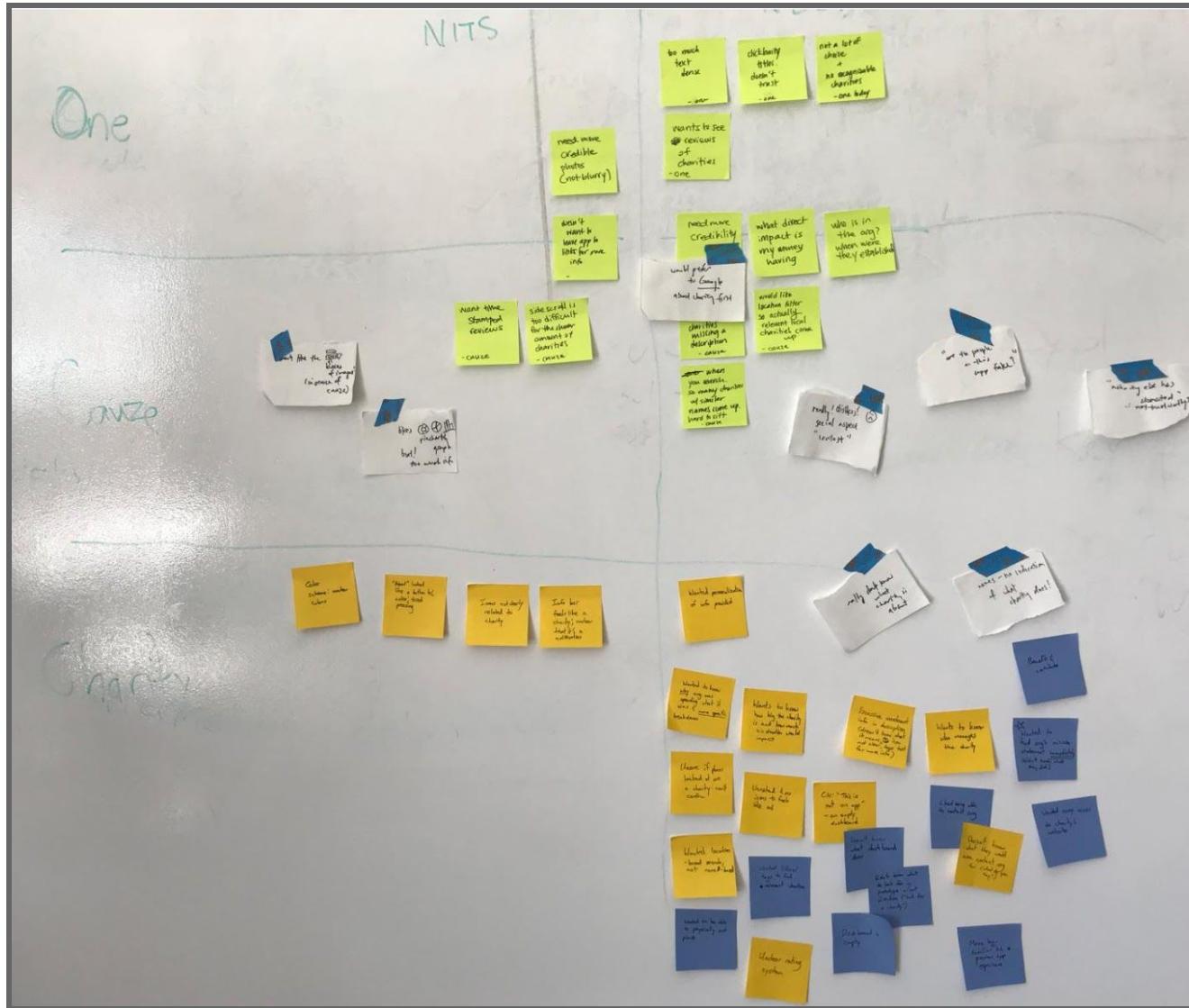
Homero: https://drive.google.com/open?id=1ORx5wy8iXvLDC_XfMogvcNRFdAOjNC03vn52OPW8k4

Jeff: <https://drive.google.com/open?id=1ytONKIXN7T2su31lfR04ngm8tJWNWWfBH22aLtZUmwo>

Sam: https://drive.google.com/open?id=1_yBerqadQi11FM4eyClrUAOCmKJWi97vUQV1e3DdWHg

William: <https://drive.google.com/open?id=1UgdIAguzOd-K21FrLvaS6AuZcDt-YpM1Wwqk9IvgQu4>

Nit/Need



Full Nit/Need Finding

Columns: Nits, Needs

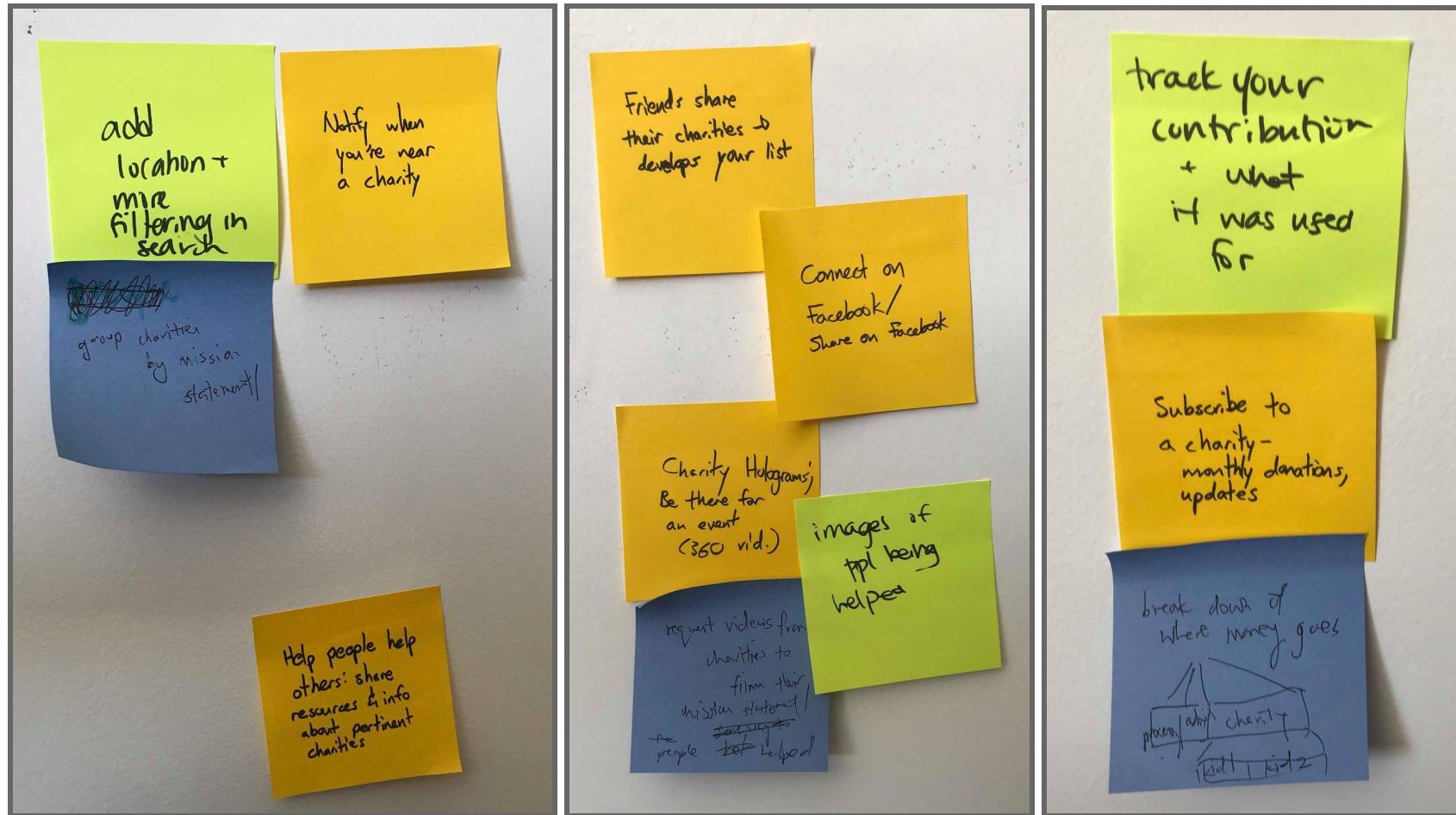
Rows:

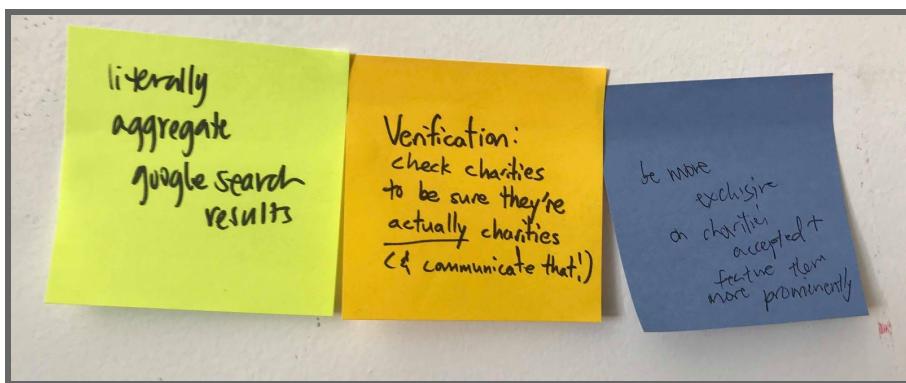
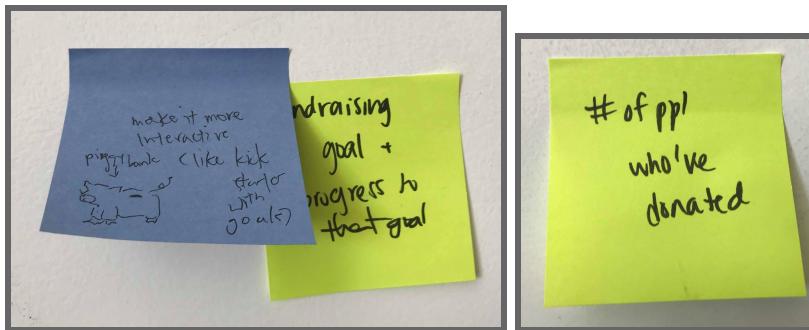
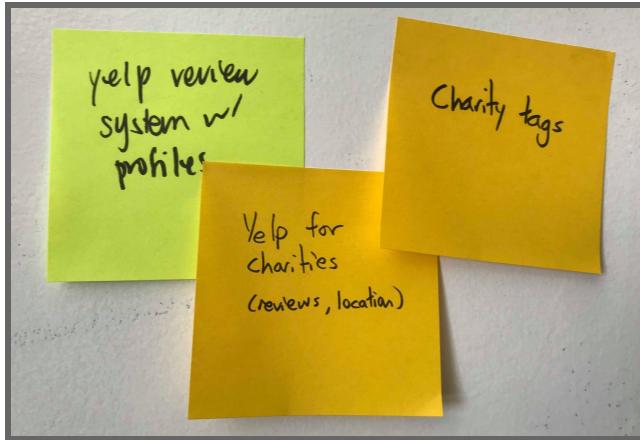
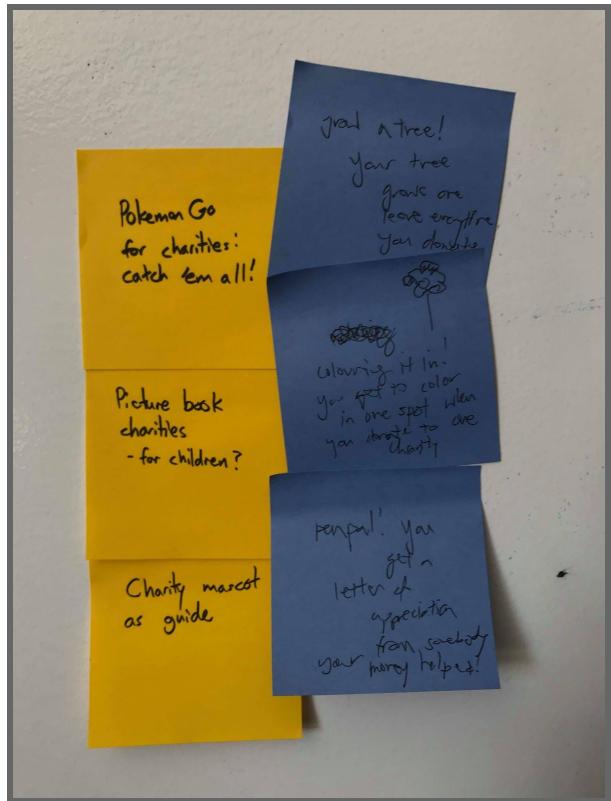
One Today,

Cauze,

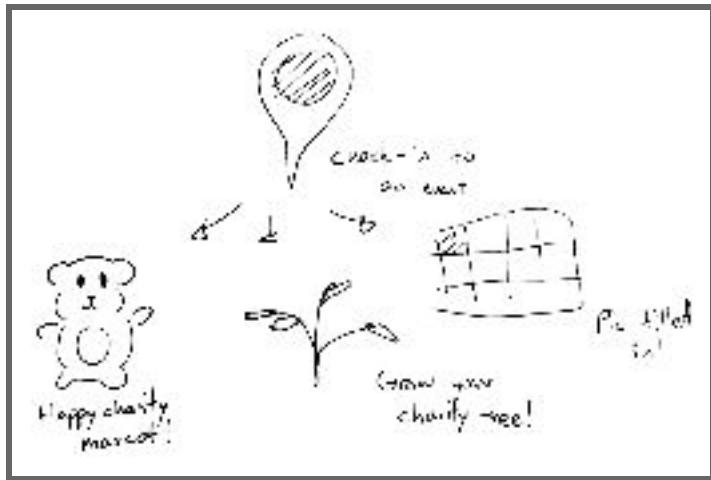
Charity Navigator

Brainstorming stickies

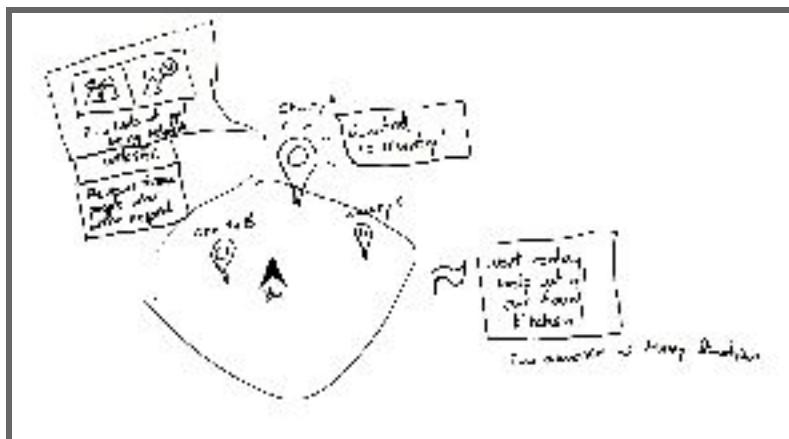




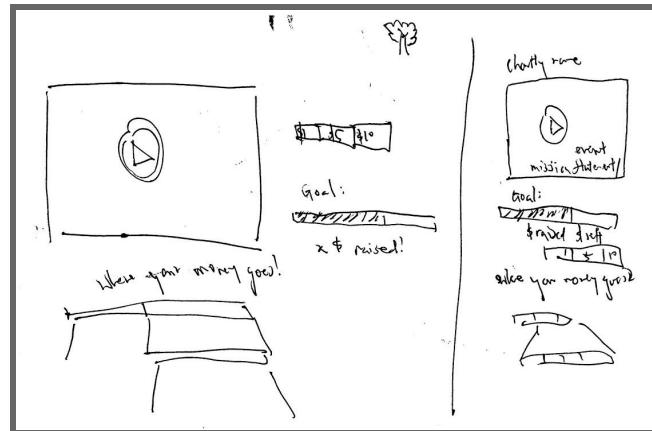
Concept sketches



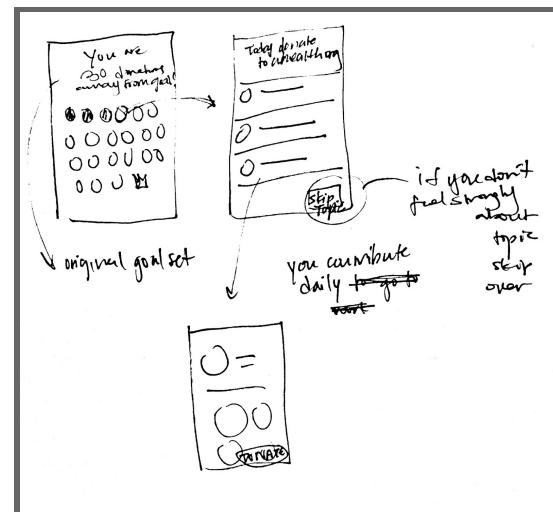
A gamification-focused redesign



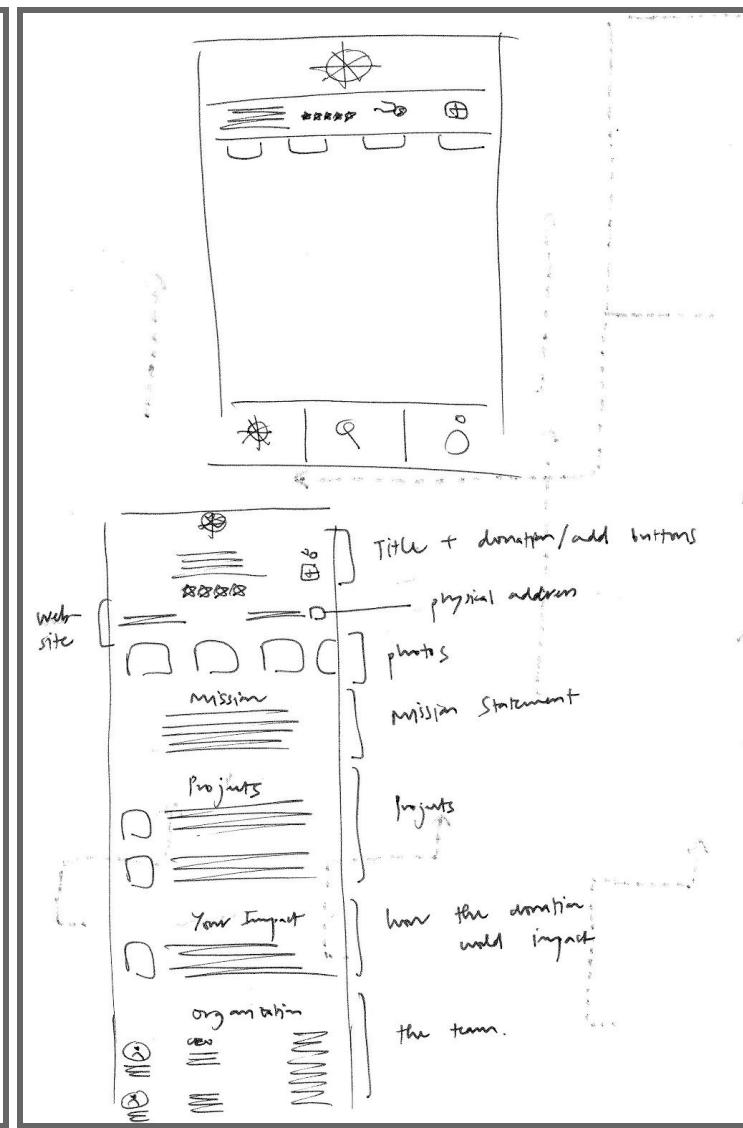
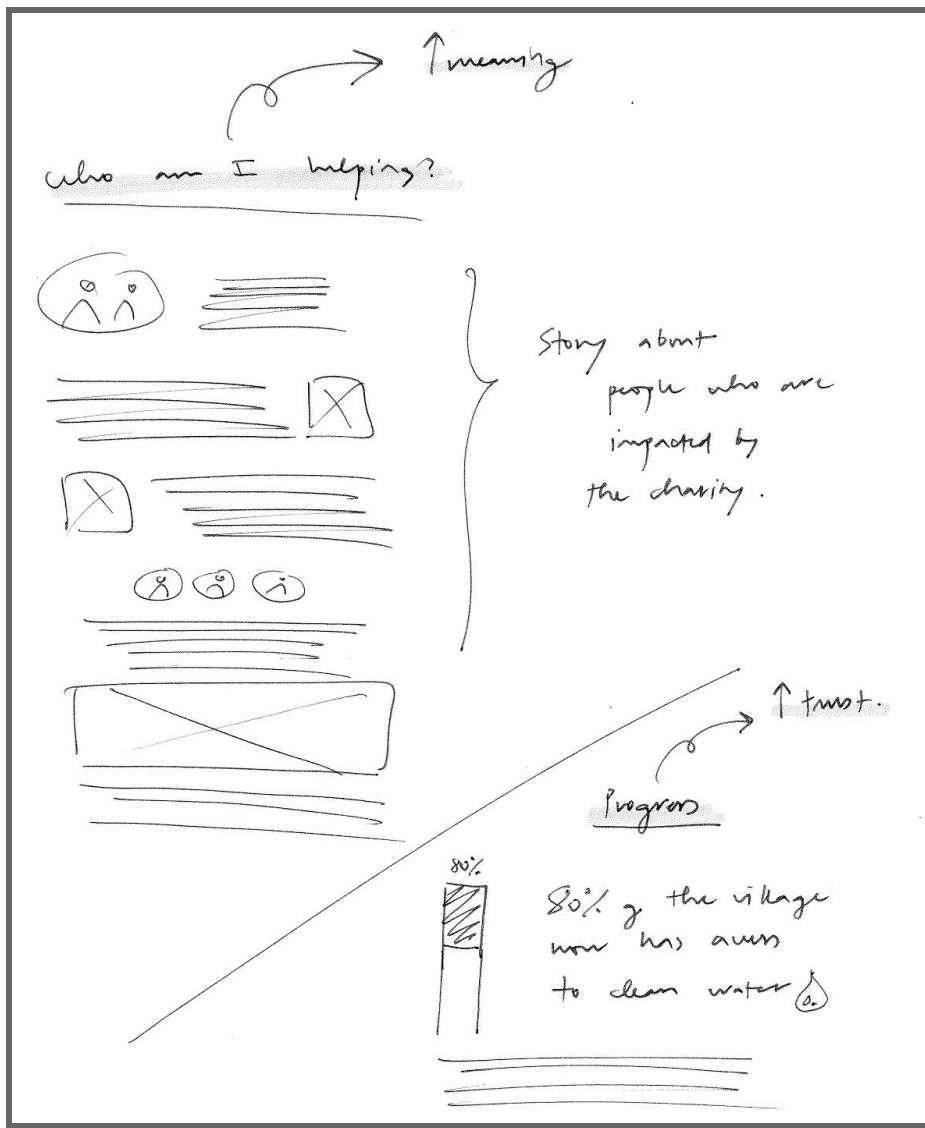
A local charity- and event-focused redesign



An impact-focused redesign

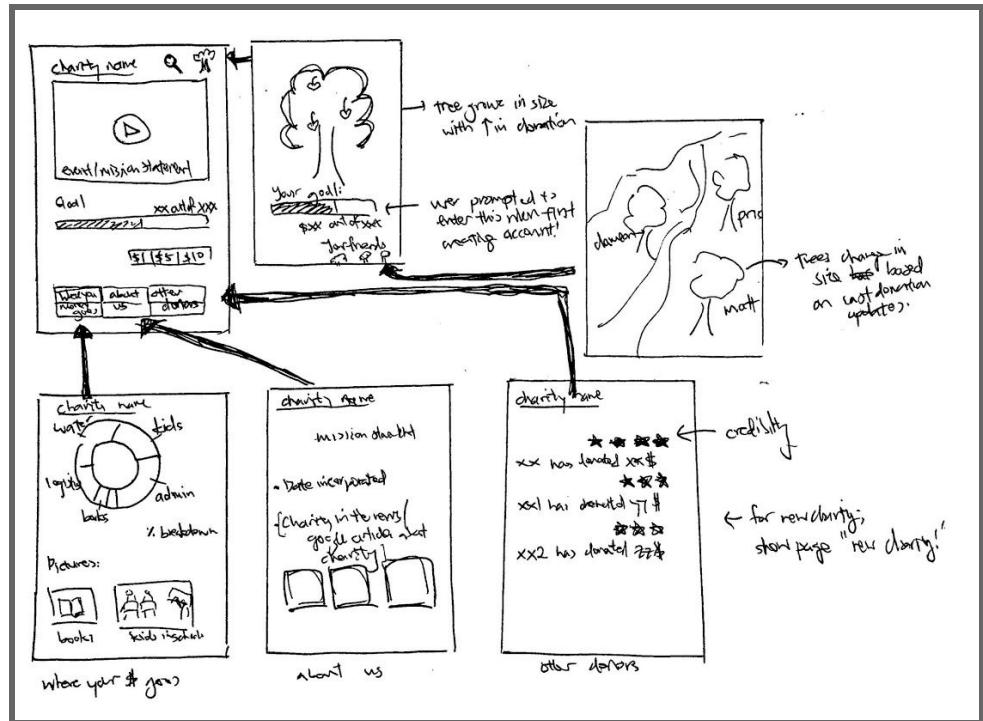


A donation goal-oriented redesign



More scrolling Charity Navigator website-based sketches

Wireflows



A social and donation goal-oriented wireflow

Your tree grows as you get closer to your donation goal. You can also see your friends' trees and how close they are to accomplishing their donation goals.

RITE

Iteration 0 Feedback

Class 1 Feedback: <https://drive.google.com/open?id=1v0-bi0aYw5BfXoG2ggUMqHpihGmY-oGu>

More Class 1 Feedback: https://drive.google.com/open?id=1vmMO1andJXp1NrrYNmfrC59gh_ULcQS

Iteration 1 Feedback

Class 2 Feedback: <https://drive.google.com/open?id=1sNKyFs041d5BdkbOubEzDwS-wsfzznO2>

Iteration 2 Feedback

Julie: https://drive.google.com/open?id=1NMe3X5fob1pS1UqWR5DmsWfnNg7qX38_FN8hyXeeaz8

Jessica: <https://drive.google.com/open?id=1BH0jyaUmJkSSbAnKzaxMjMXcJof3wo3F6sY15jHlyEs>

Philipp: <https://drive.google.com/open?id=1whqFD2E0Y0-e6wlkHNIK1zF1aRpcmrxedo1H4SKBjP8>

Iteration 3 Feedback

Nico: <https://drive.google.com/open?id=1V9VgrjKiXdXu1ivhQfiwJZvrBVDWdp4q7lbng6WC5A8>

Arturo: https://drive.google.com/open?id=1co_l88PEgmp7GR70rgjkHJ8zcM2J484dvaQP4QgGcYg

Sam: <https://drive.google.com/open?id=1KlsG3AtvU0lmpm4yzHdq4Ekaw9bs150naQTeTE3RQ14>

Homero: <https://drive.google.com/open?id=16NJQQbByTzu1ZVCDjpaAb0uOTiVmzu8pKW8n0tAKsQI>

Iteration 4 Feedback

In-Class Feedback: <https://drive.google.com/open?id=1OyOKN-JSDWgzQ5G1yhw3IWKhFY9MtIN>