

# iDonate website design

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Mirra Bernardo

# Project overview



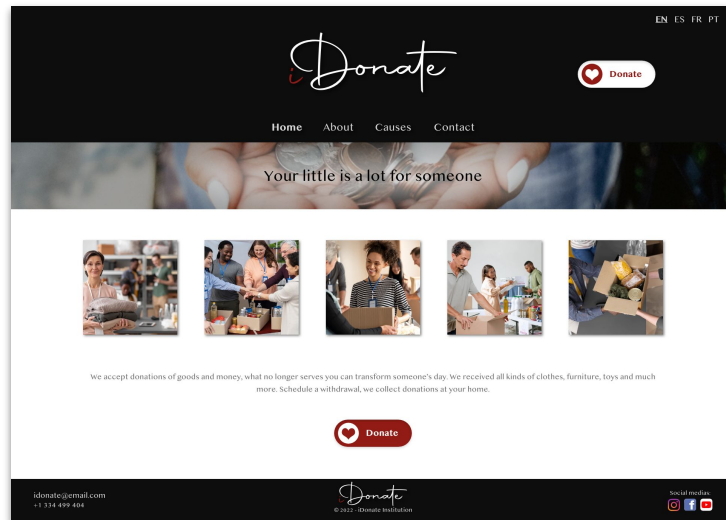
## The product:

iDonate is a website for donations to different causes, with the purpose of making it possible to donate goods without leaving home, by scheduling withdrawals.



## Project duration:

December 2022 to January 2023



# Project overview



## The problem:

Many people get frustrated when it comes to donating goods, because they don't know of a place that receives donations or don't have time to take their donations to that location.



## The goal:

A donation website that allows the collection of goods at the donor's home, in addition to allowing the cause to which it will be donated

# Project overview



## My role:

UX designer leading the iDonate website design.



## Responsibilities:

Realização de pesquisas, wireframes em papel e digitais, prototipagem de baixa e alta fidelidade, realização de estudos de usabilidade, contabilização de acessibilidade, iteração em design e design responsivo.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the target user and their needs. I discovered that many people like to donate items that no longer serve them, but there is a common difficulty related to the delivery of these items as most do not know of a place that receives donations. This situation frustrates donors who often give up donating and start accumulating goods that no longer serve them.

# User research: pain points

1

## Knowledge

donors are unaware of  
institutions that receive  
donations

2

## Time

donors don't have time  
to travel to the charities  
they know

3

## Distance

many live far from  
institutions that receive  
donations

# Persona: Name

## Problem statement:

Julia is a busy professional who needs an institution to collect donations because she doesn't have time to travel there.



**Julia**

**Age:** 27

**Education:** Graduate

**Hometown:** Brazil

**Family:** Alone

**Occupation:** Nutritionist

*"It is everyone's duty to help others."*

## Goals

- Collection point close to the user
- People who can pick up donations at the donor's residence
- Possibility to donate money to different causes

## Frustrations

- "It's disheartening not knowing where I can donate"
- "The biggest problem is delivering the donations, as there is no right place for this."

Julia is a nutritionist who lives alone. Julia usually buys clothes every two months, whenever she buys a new one she donates an old one. Júlia likes to help others, her biggest frustration is not having a place where she can constantly donate clothes and objects. She also doesn't have time to commute to charities present in urban centers.



# User journey map

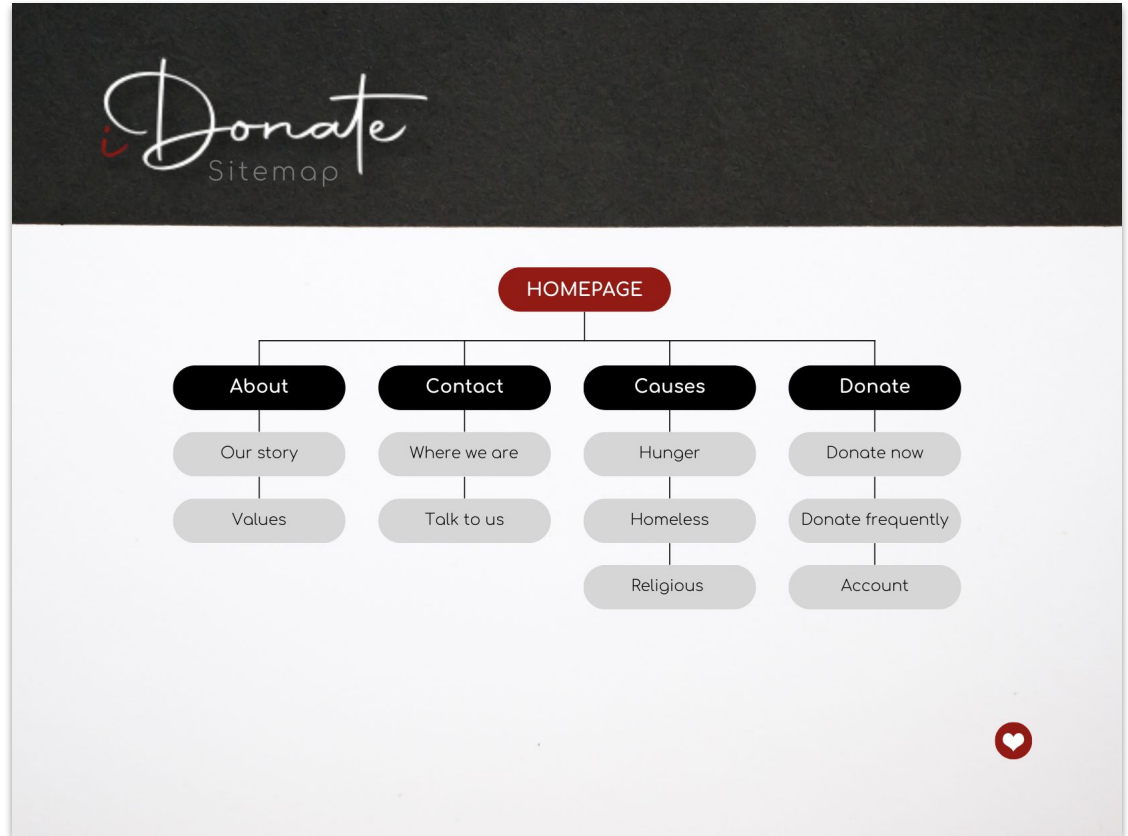
I created a user journey map of Julia's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Julia					
Goal: Find places that accept donations					
ACTION	Search institutions	Register at the institution	Specify the type of donation	Choose a time	Deliver the donation
TASK LIST	A. Search on google for donation institution B. Find the institution's website	A. Add personal data B. Specify whether you want to receive or make donations C. Finalize registration	A. Click on "donate now" B. Choose the type, whether money or object C. Check the conditions of the item to be donated.	A. Choose if you want to leave it at a collection point or if you want the donation to be picked up at your home by a collaborator.	A. Wait for the scheduled pick-up day B. Deliver the donation to the employee
FEELING ADJECTIVE	Excited to find an institution that receives donations	Doubt in donor and recipient specification	Nervousness about the state of the item to be donated	Excited to be able to donate without leaving home	Happiness and gratitude for donating
IMPROVEMENT OPPORTUNITIES		Specify that the donor-recipient option can be changed in the profile	Make a test available so that the person can check if the item is ready to be donated		



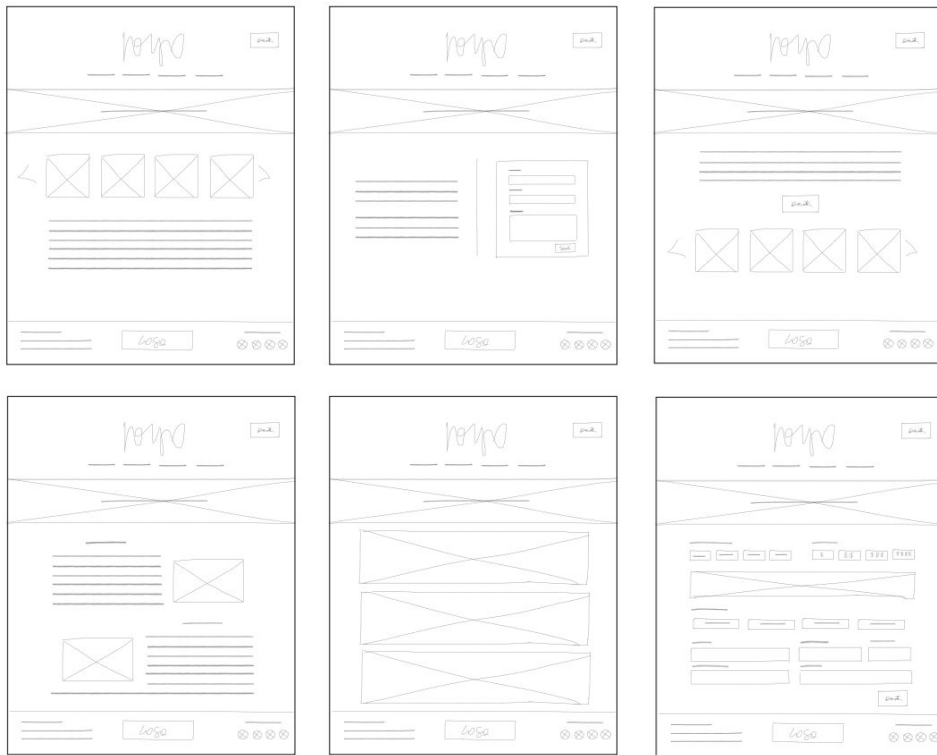
# Sitemap

Many of the donors do not have contact with online donations, so I created a sitemap to develop simple and easy navigation from it.



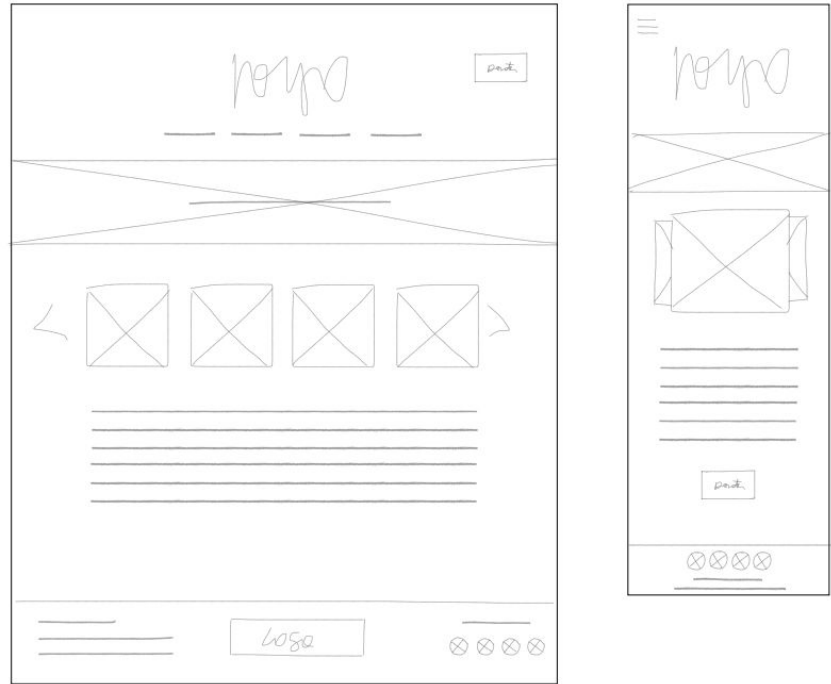
# Paper wireframes

Then I hand-drawn 4 wireframes for each tab on the site and then refined them, choosing the best variations for each tab on the site



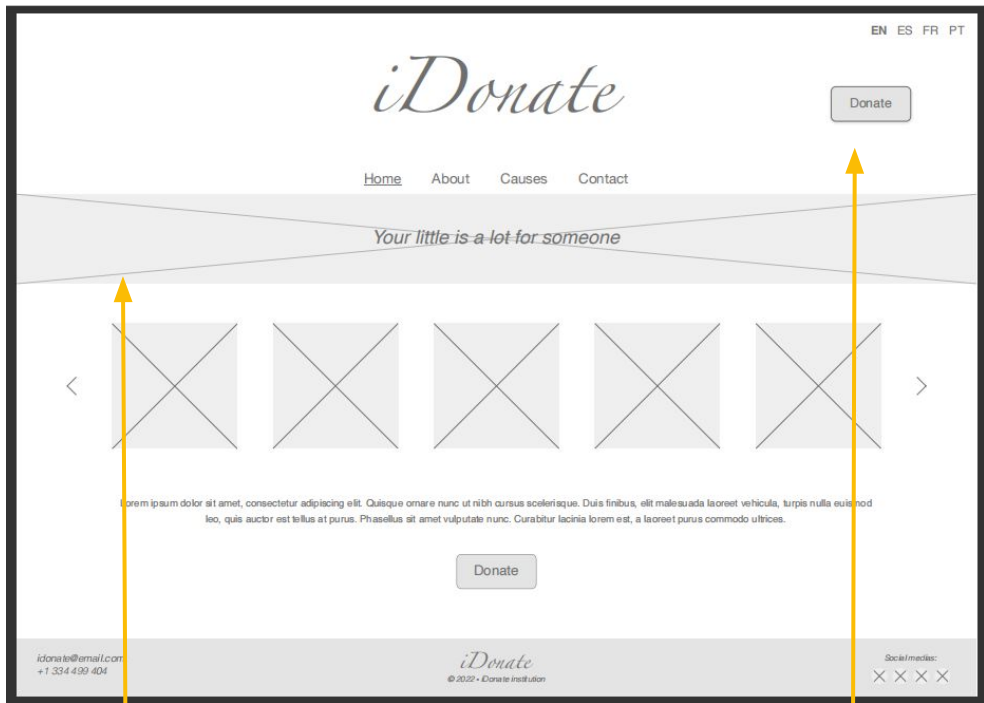
# Paper wireframe screen size variation(s)

Then I drew the wireframes  
of all the website tabs for a  
smaller screen size.



# Digital wireframes

moving to digital wireframes, it became easier to understand how simple the design is to be used by anyone



each tab of the site has a representative photo of the session to help users during navigation

the button for the donation tab is different from the other buttons so that users can find it more easily

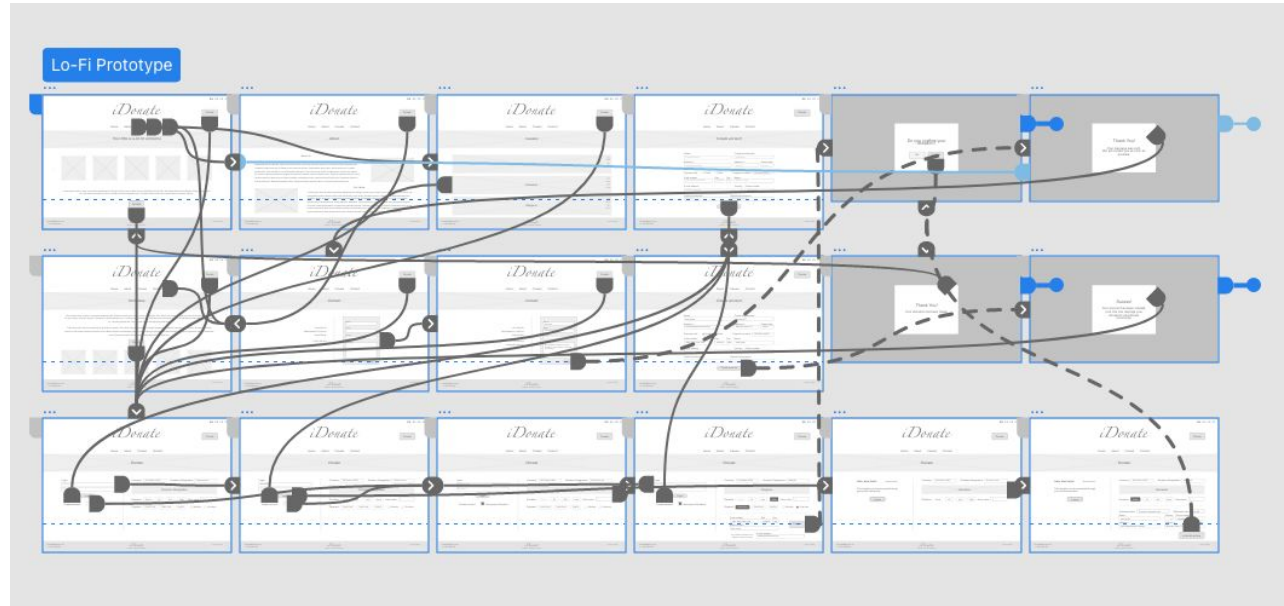
# Digital wireframe screen size variation(s)

Some design items have been changed to suit the smaller screen size. like the menu, which became a hamburger menu, and the gallery, which became a carousel.



# Low-fidelity prototype

To create the low-fidelity prototype, I connected the screens to the main functionalities of the site, such as making a donation and sending a message.





# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Brazil, remote



## Participants:

5 participants



## Length:

5-15 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Translator

we noticed that in the  
mobile version there was  
no translator

2

## Button

once on the donation  
screen the login button  
was not working

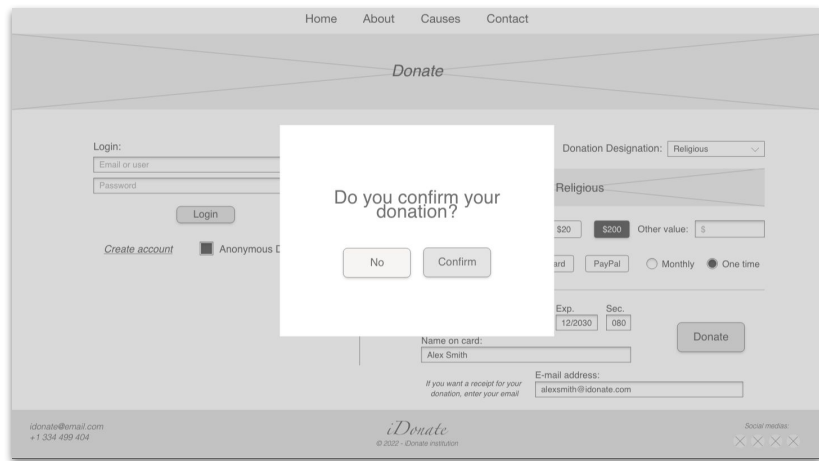
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

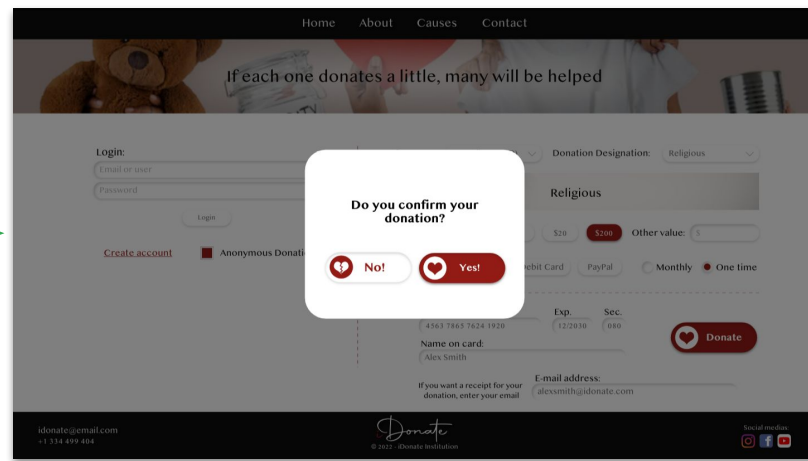
# Mockups

After the first usability study I noticed that the size of the alert boxes that appeared for the user was uncomfortable. I lowered it a bit to make it more pleasant.

Before usability study



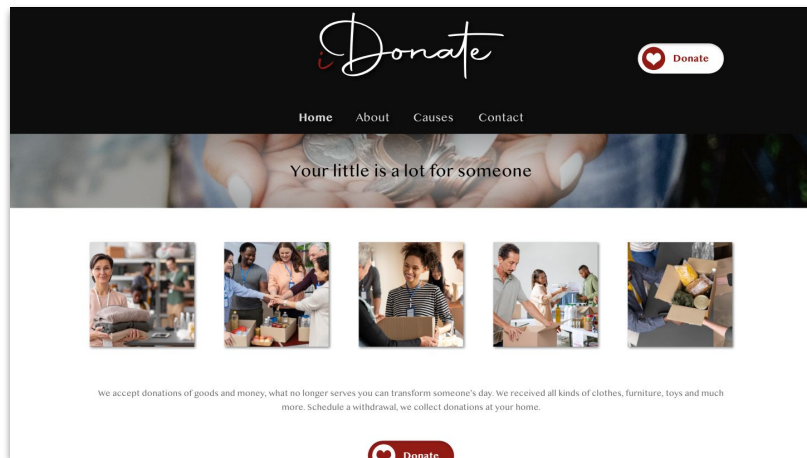
After usability study



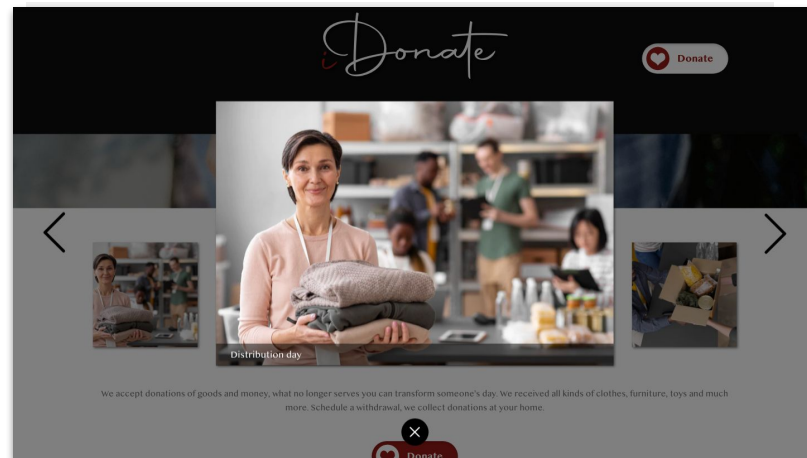
# Mockups

After the second usability study, some users were frustrated because they were unable to view the enlarged images on the site when they clicked on them. I added this functionality.

Before usability study



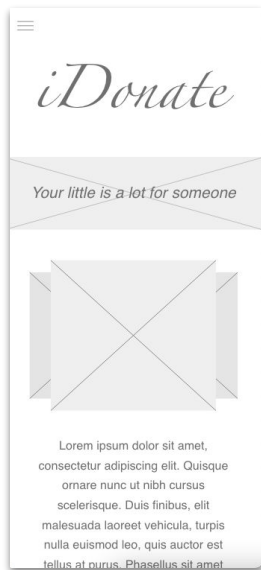
After usability study



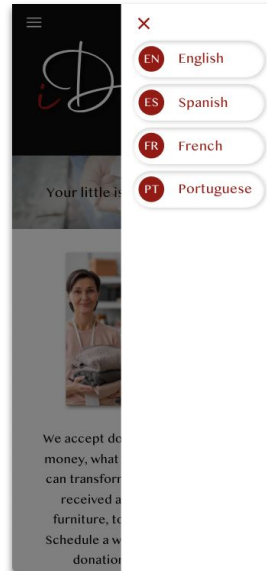
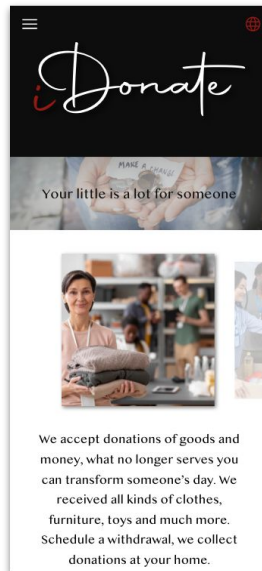
# Mockups

I noticed in the mobile version that the option to change the language was missing. Added the language icon in the top right area.

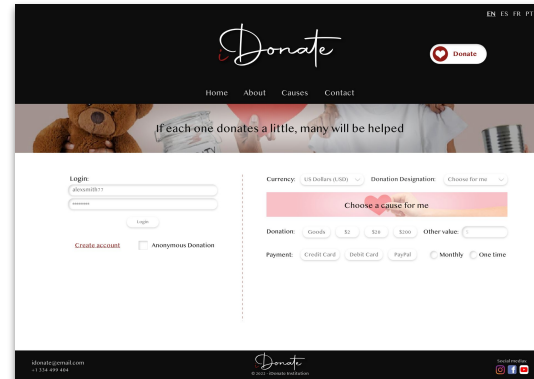
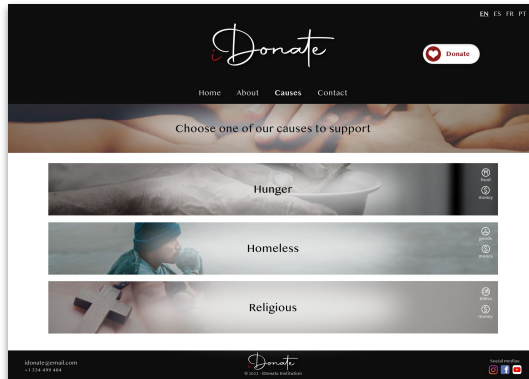
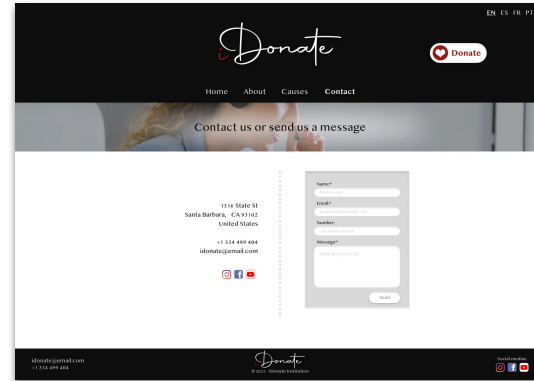
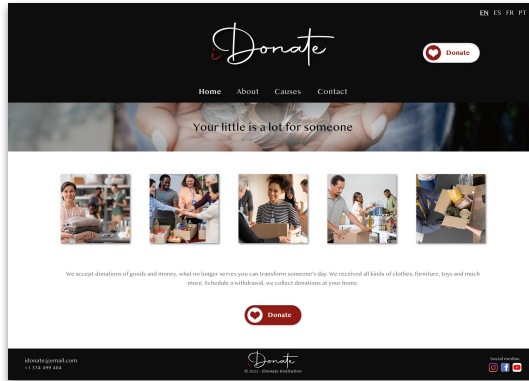
Before usability study



After usability study

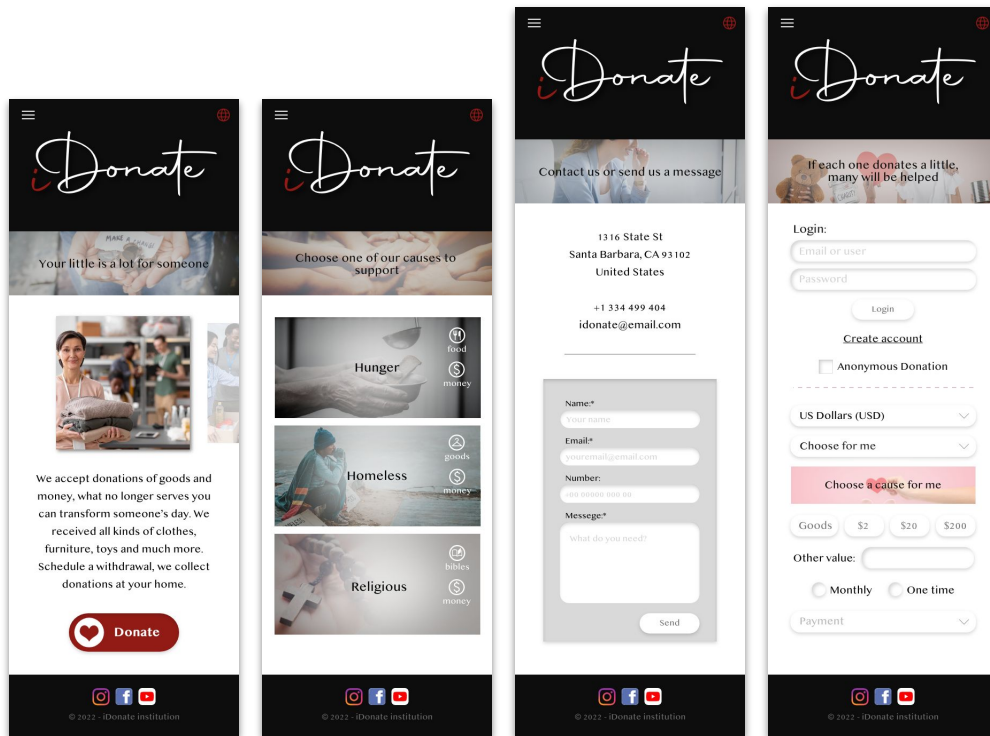


# Mockups: Original screen size



# Mockups: Screen size variations

I've included considerations for additional screen sizes in my templates based on my previous wireframes. As users use mobile devices a lot, I thought it was important to optimize the browsing experience for them to have the smoothest experience possible.

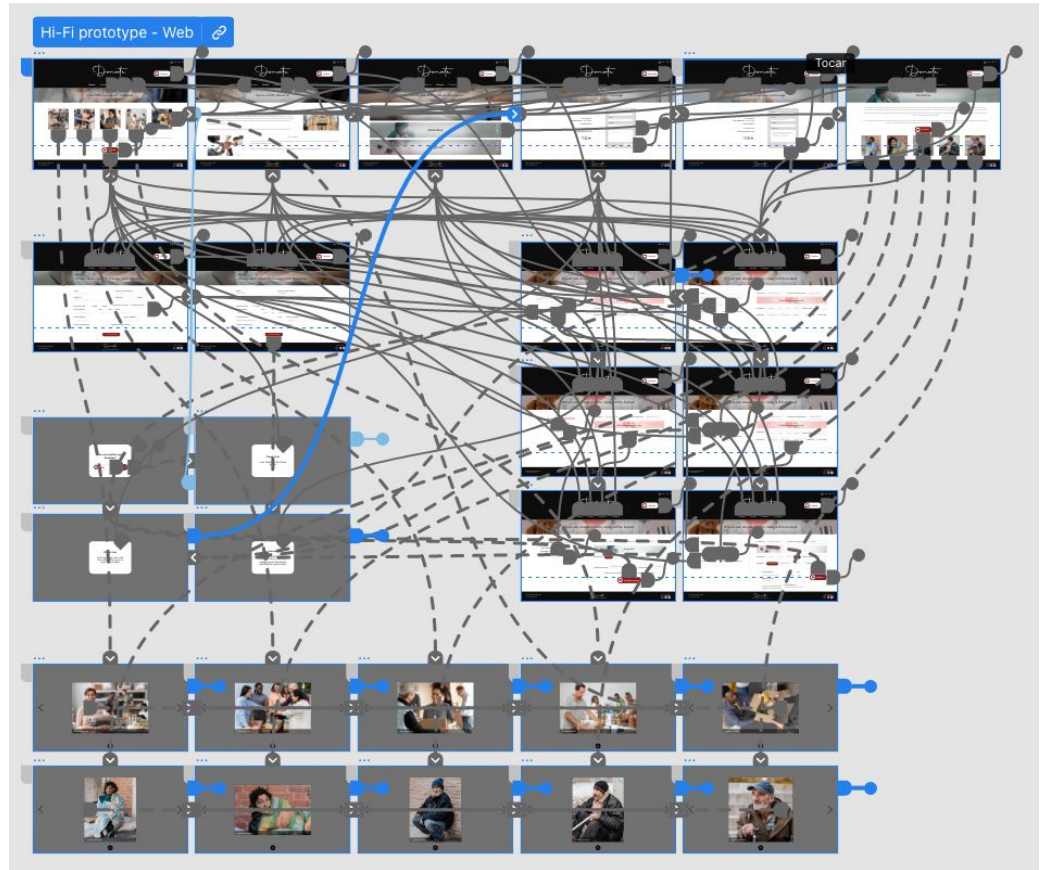




# High-fidelity prototype

The final high fidelity prototype features all the flows available on the website and the design changes made after the usability studies.

View the iDonate [high-fidelity prototype](#)



# Accessibility considerations

1

I added a translator to allow people of other nationalities to use the website more easily

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I used heading with different sized text for clear visual hierarchy

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The site encourages the donation of goods by facilitating donation deliveries.

## A quote from feedback:

*"With the ability to drop off my donations without leaving my home, I feel much more encouraged to donate."*



## What I learned:

I learned that small changes in design can facilitate and improve the experience of a certain group of users.

# Next steps

1

create the profile tab  
where it will be possible  
to check donations made

2

Add the volunteer tab for  
people to apply

3

implement prototypes  
and carry out new  
usability studies

# Let's connect!



Thank you for taking the time to review my work on the iDonate website. If you want see other works or contact me, my contact information is below.

Email: [mirrabernardo@outlook.com](mailto:mirrabernardo@outlook.com)

Website: <http://mirrabernardo.tech>