BlockPatron:
Product and Design Decisions

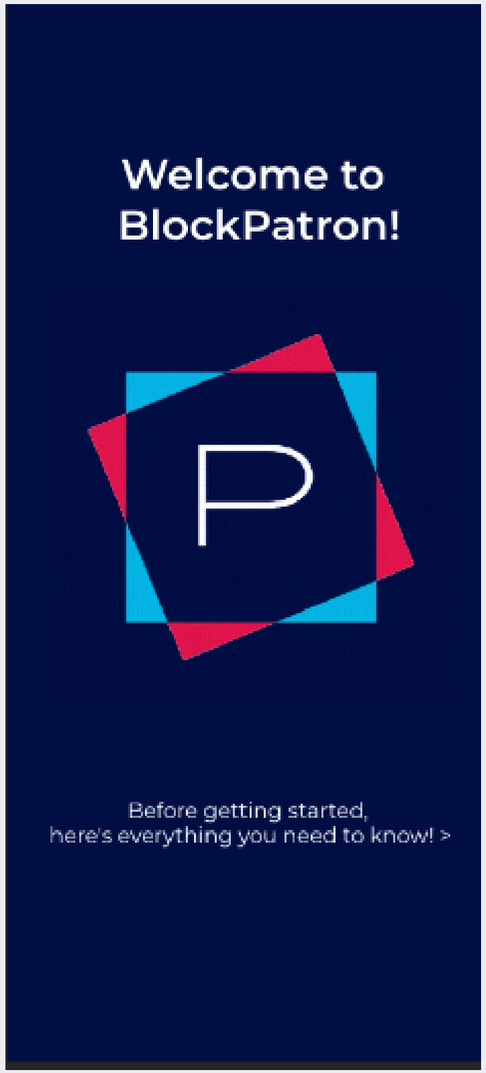
In this document, I have used some product wireframes to explain the thought process behind the product and design of Blockpatron.

Logo

This logo is animated.

It consists of two alternating and rotating blocks (see file Blockchain_logo.gif for more.)
These two blocks signify **two blocks in the blockchain, seamlessly connecting to one another.**

The P in the center represents the word '**Patron**', thus creating the name of the product, '**BlockPatron**'.



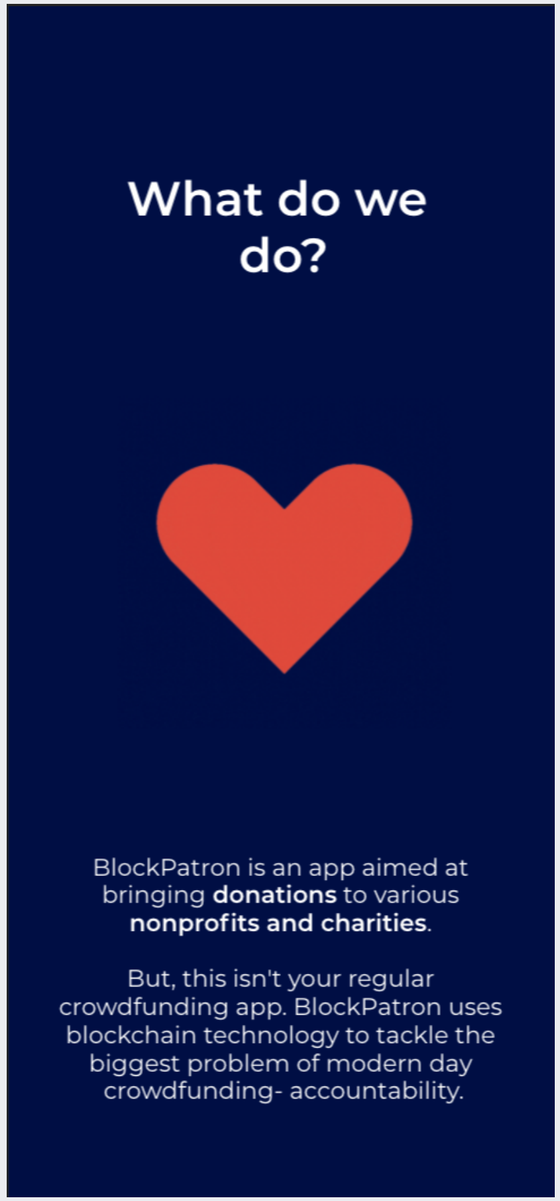
Onboarding

The onboarding process consists of animated **GIFs** on every slide, to make an otherwise stagnant onboarding process more **dynamic**.

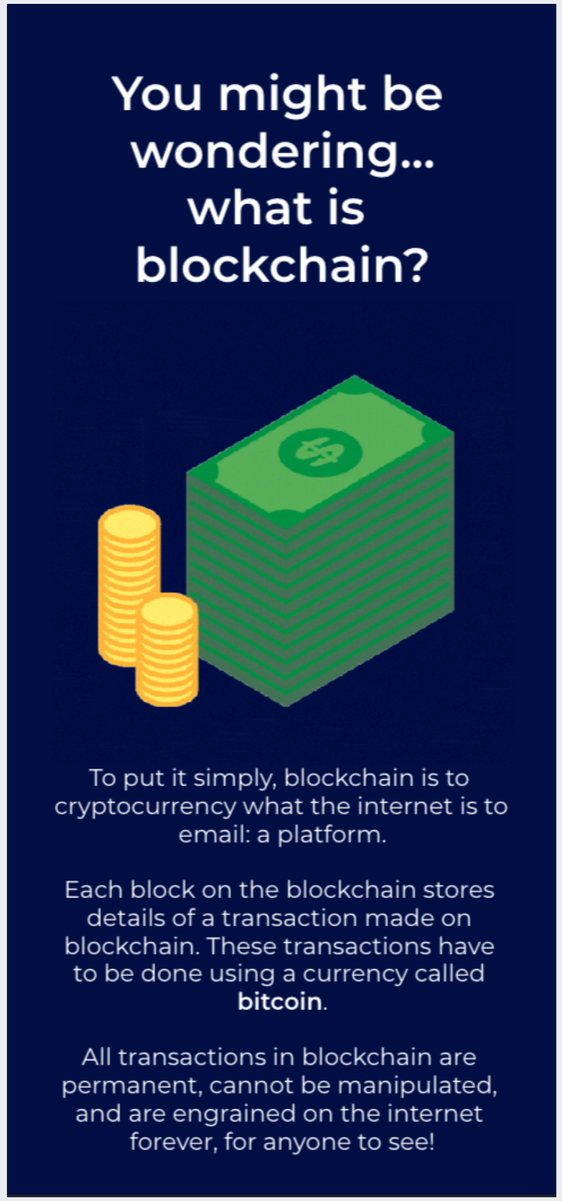
The purpose of the first screen is to introduce the user to the **concept** of the application. It also ensures that the user knows that this app is **unique**, and that it is **solving a common problem.**

It is also introducing the concept of **blockchain** being used to solve this problem.

page 1



page 2



This page explains blockchain in a very brief, yet interesting way. It essentially tells a novice user everything they need to know about blockchain in order to use this app- **which is not much!**

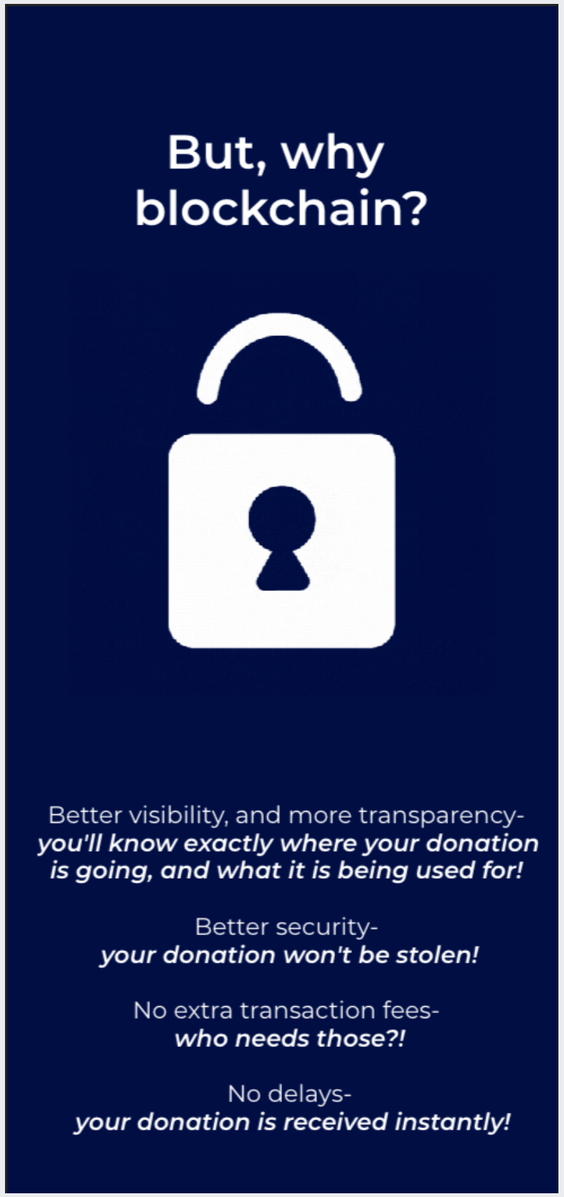
Onboarding

At this point, a novice user would be confused as to why this app is using blockchain technology. That question is answered here!

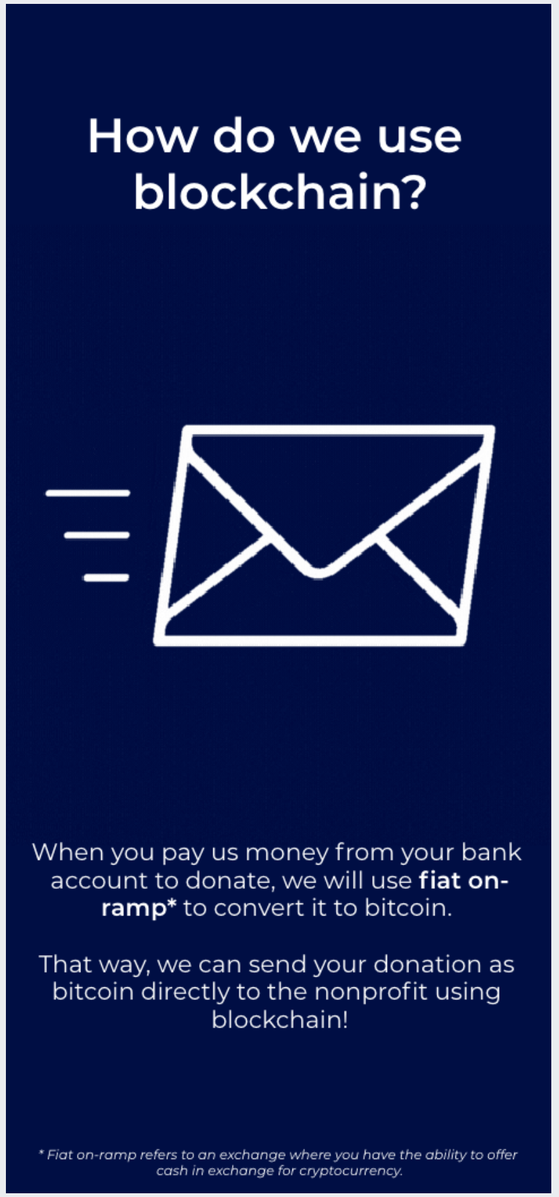
This slide explains what **benefits** the user, as a donor, will get through this app and its use of blockchain, in a very enticing manner.

This is done to **encourage** the user to use blockchain apart from the app as well, after seeing its benefits.

page 3



page 4

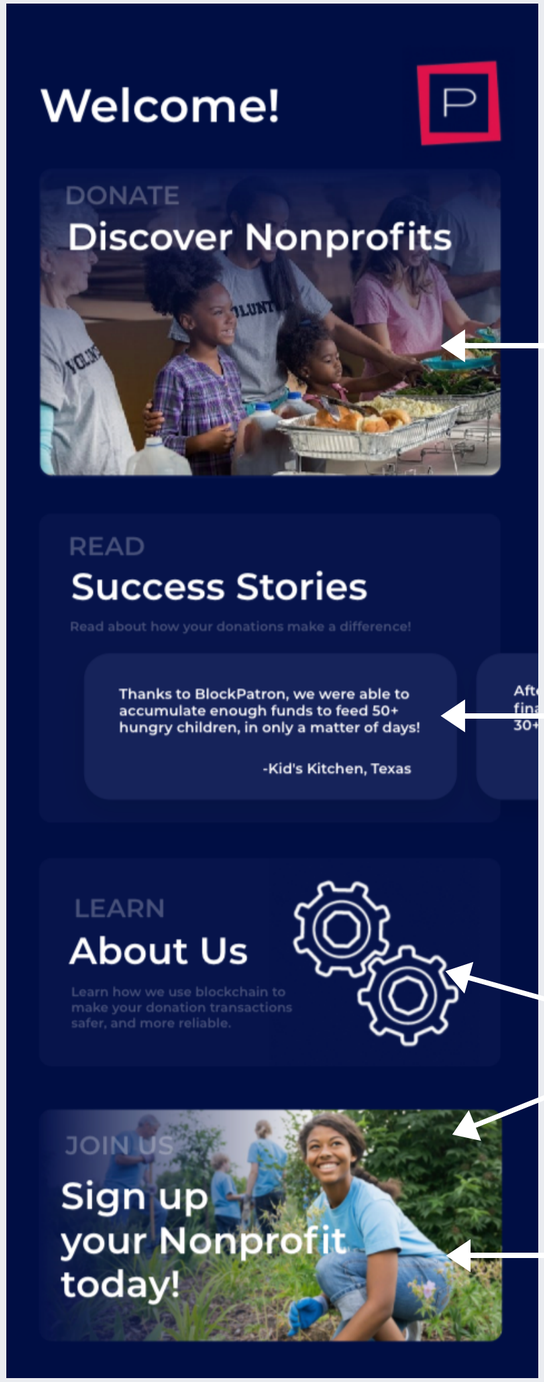


Finally, in order to give a novice user an even higher sense of **familiarity**, as they may not completely be comfortable with the concept of blockchain yet, it is explained to them exactly **how blockchain will be used** in the application.

This would address any concerns they might have, and ensure that they enter the application **without any doubts and worries**.

Giving the users full **transparency** into the process is important for them to trust the new and unfamiliar blockchain technology.

Home



The '**Donate**' section is given **multiple access points** in order to invite more users into that section. It can be accessed through the top of this homepage, as well as the tab menu on the bottom (not shown in this screenshot)

The '**Success Stories**' section (which is strategically placed right below the 'donate' section) gives the user a feeling of **positivity** and entices them to donate.
This section can be swiped through, thus making the page **interactive**.

A **uniformly dark** color scheme has been used. This allows us to **highlight the important images and areas** on the home screen using slightly lighter variations of the same color, without causing the eyes to dart in multiple directions due to a highly varied color scheme.

The home page is a combination of **images, dynamic gifs, and text**. This prevents the user from feeling **overloaded with information**, while at the same time highlighting all the **important aspects** of the application.

The user has an option to **sign up their own nonprofit** to receive donations. This facility has been included to help **expand reach as well as revenue** (see business plan for more.)

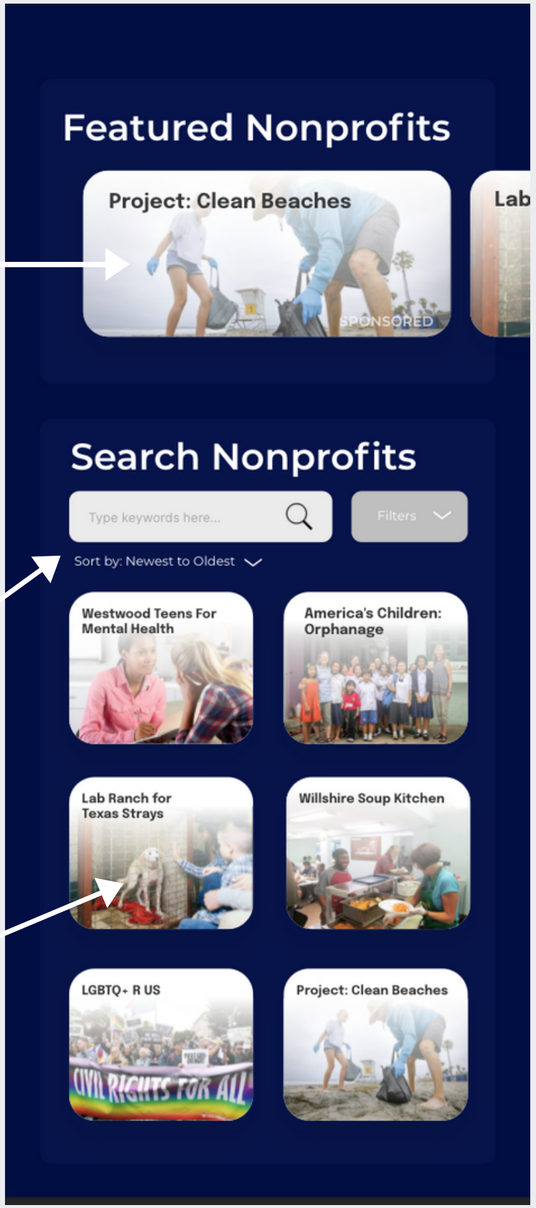
Nonprofits

On landing on the nonprofits page, the users eyes are **first** directed to the top of the screen, where they will see '**Featured**' nonprofits.
These are either nonprofits which have **sponsored** the app (see business plan for more), or nonprofits **recommended** based on the users passionate causes and past transactions.

The users are also able to search all nonprofits using **filters** (by cause) and **sort**.

The searching interface is quite dynamic, showing **images** of each nonprofit in order to entice the user and also give them an insight into the kind of work being done at the nonprofit.

search



selection

This page gives users all the **details** about their selected nonprofit, so that they can decide about whether they want to donate or not.

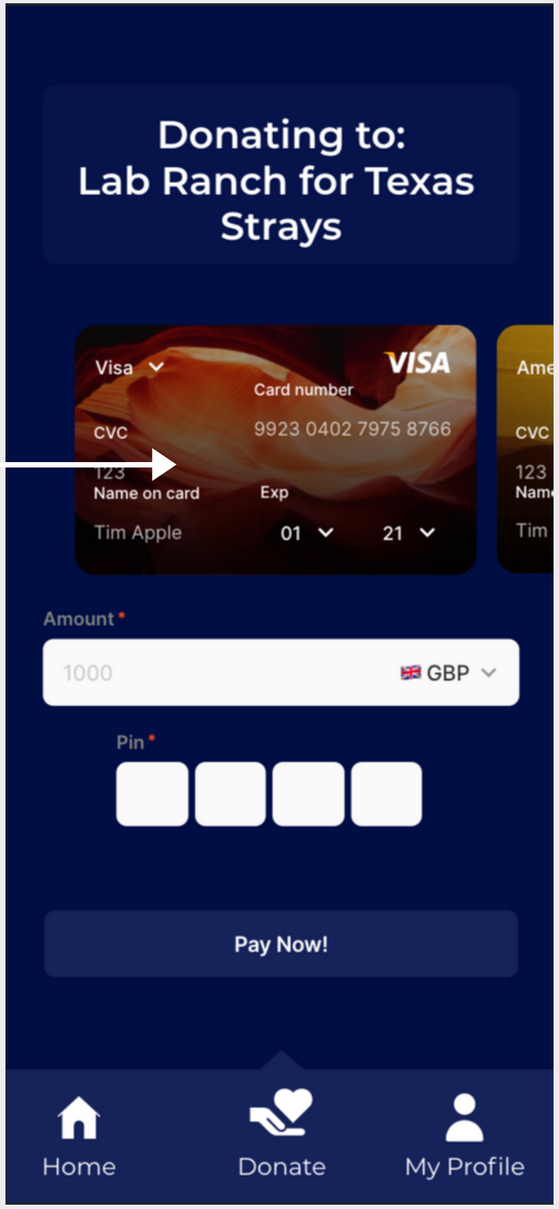
It also includes a **visual** depiction of how much money is required to complete the nonprofit's donation goal. This graphic can be used to **encourage** the user to donate.

Donation

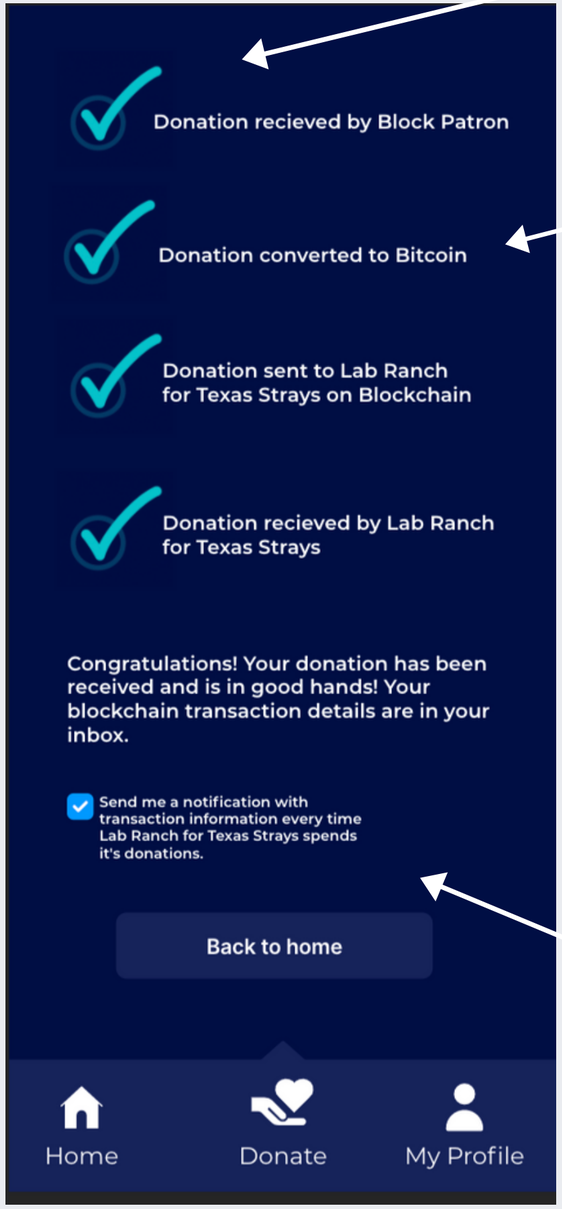
Once the user has decided which nonprofit to donate to, they will land on this page.

A simple yet elegant **graphic** of a card has been used to add a visual element to the page. This graphic can be swiped through to select a card, making the page **interactive**.

confirmation



success



These checkmarks are **animated**, one by one to show multiple steps of the transaction process being completed.

The blockchain **transaction procedure** is simplified and explained in 4 steps with novice language.

This is done to instil a sense of **honesty and transparency** with the user, so that they are aware of the steps taking place and are able to **trust** the blockchain process.

This also encourages users to **work more with blockchain** on seeing the benefits and ease at which it operates.

They also have the option to get notified every time the nonprofit **spends their donations**, providing further transparency.

My Profile

This circle around the profile picture is **animated** to add a **dynamic** element to an otherwise stagnant page.

This dot signifies a new **notification/update** in that section of the profile.

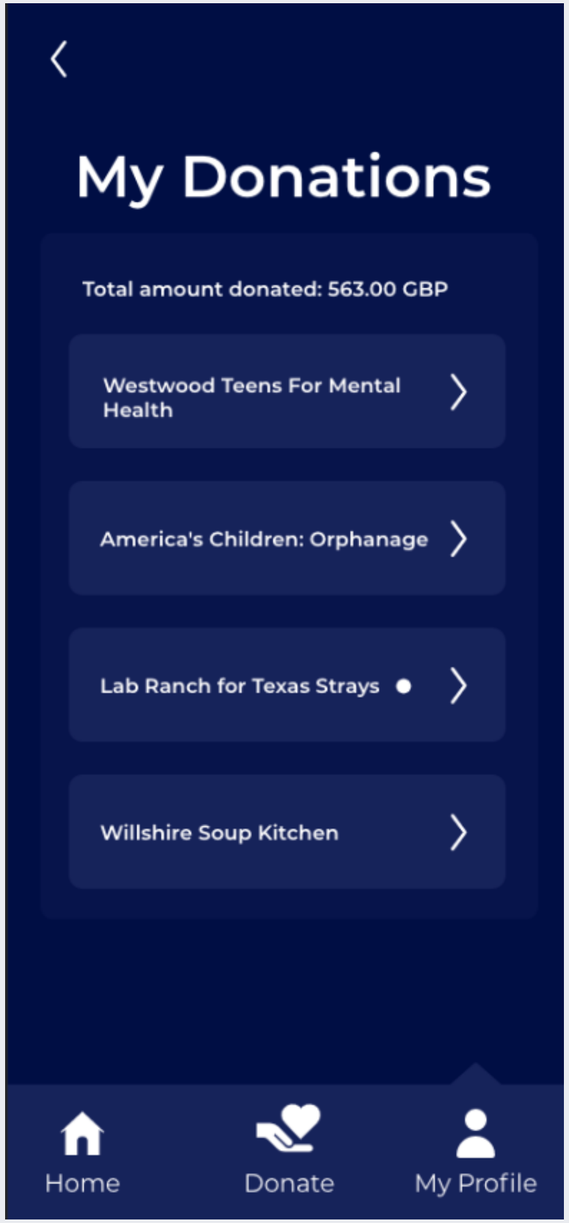
Users are able to select **causes** they are most passionate about here, to enhance their **recommendations**.

This section is only visible to users who have signed up **their own nonprofit** on the app to receive donations

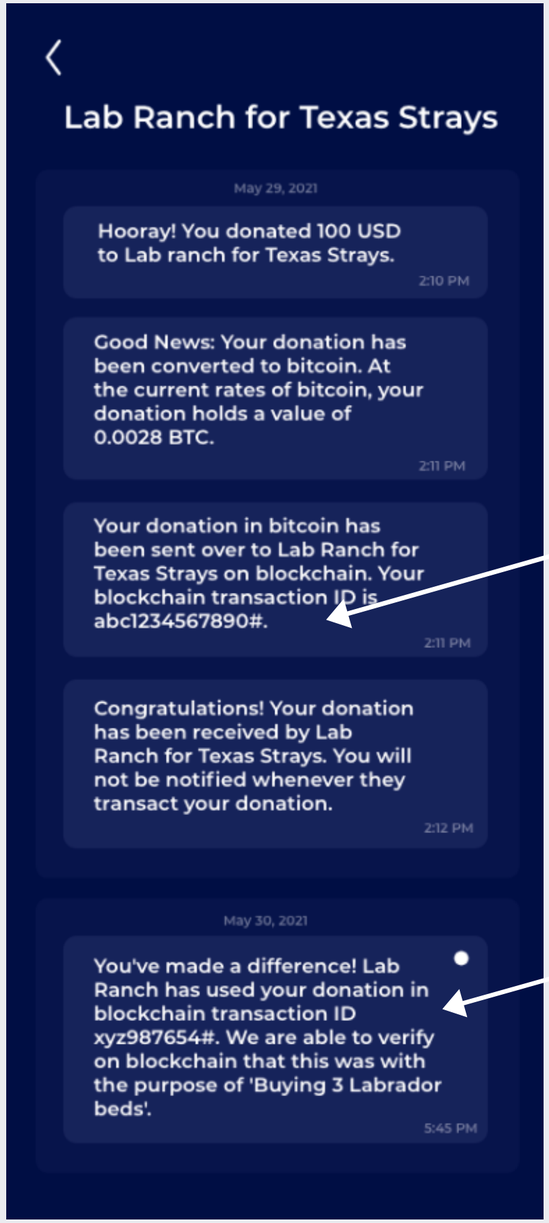
Past Donations

This page shows a list of **all nonprofits** which the user has donated to in the past, as well as the **total amount** donated.

All nonprofits



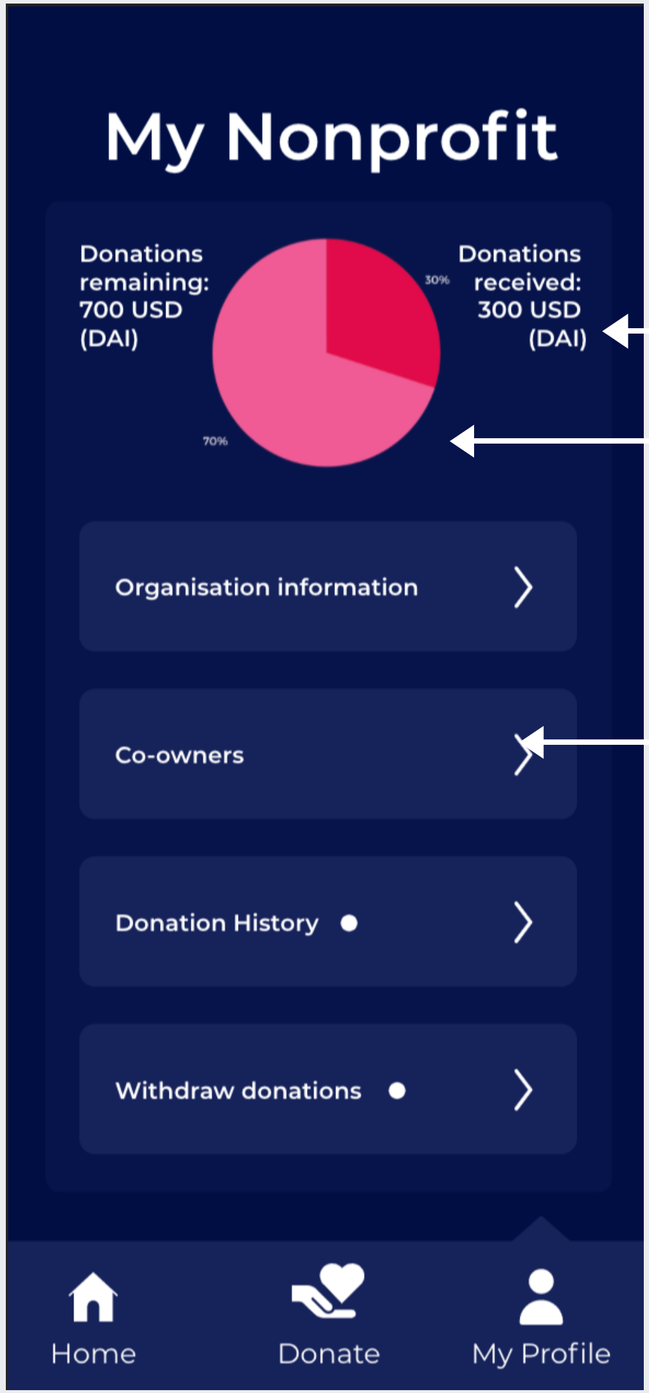
selected nonprofit



This page shows **all donation updates** for a specific nonprofit. This is done to give the user full insight into the **blockchain transaction process,** to increase **familiarity** with the concept, and also develop **trust** between the user and the product.

Verifiable **blockchain transaction IDs** have been included as well. This further lets the user do their own **personal verification** of the process, promoting **learning** about blockchain alongside.

The user gets this notification every time this nonprofit **uses their donations**. This instils a sense of **reliability** in the process, and gives the user a feeling of **reward**. This also encourages them to **donate even more.**



My Nonprofit

This page is only available if the user has registered **their own nonprofit** on the app.

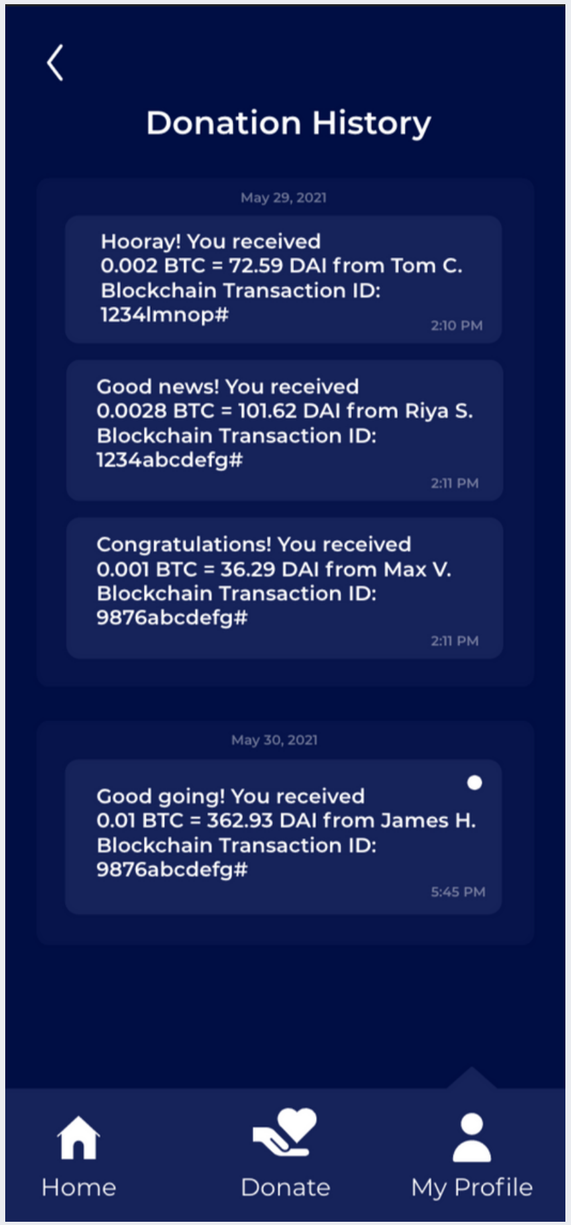
On receiving a BTC donation, it is converted to a stable coin (DAI) so that it can be stored in the user's wallet without losing value until the user withdraws it.

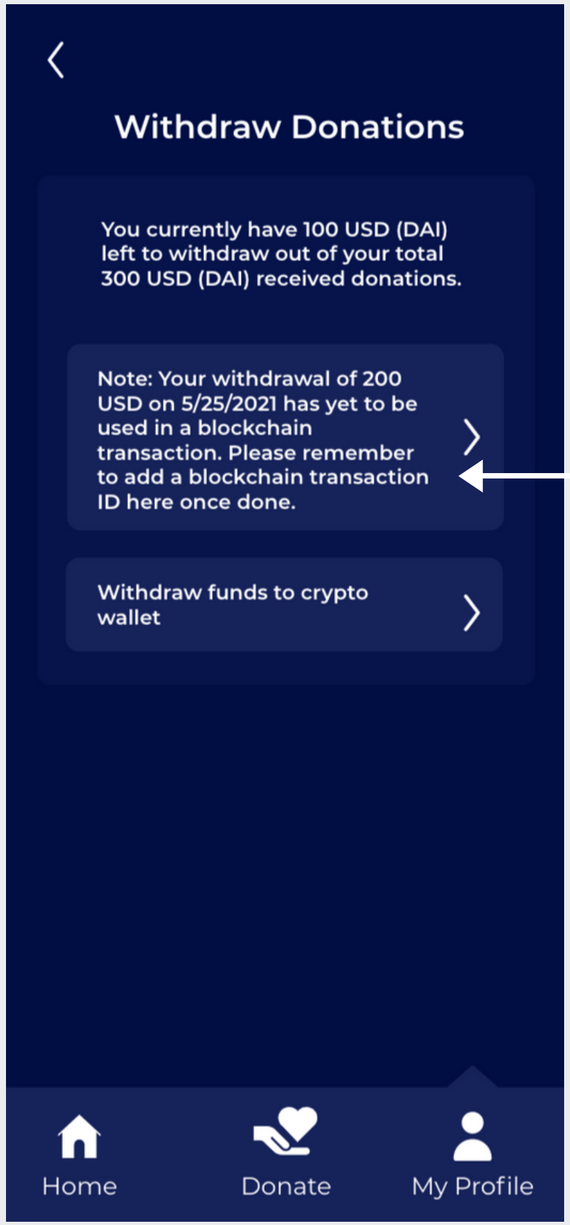
This visual representation provides the user with an easy and **visually appealing** way to track their received donations.

In this section, the user is able to add other accounts (through username) to **co-manage** the nonprofit on the app.

Nonprofit's Donation Details

This page shows a list of **all donations received**, along with their verifiable **blockchain transaction IDs**.





This page allows nonprofit owners to **withdraw** their received donations into their **cryptocurrency wallet**.

Every time an owner withdraws donations, they are required to enter a **valid bitcoin transaction ID** in which they used the withdrawn donations. This ID is then sent to the **donors** for increased transparency.