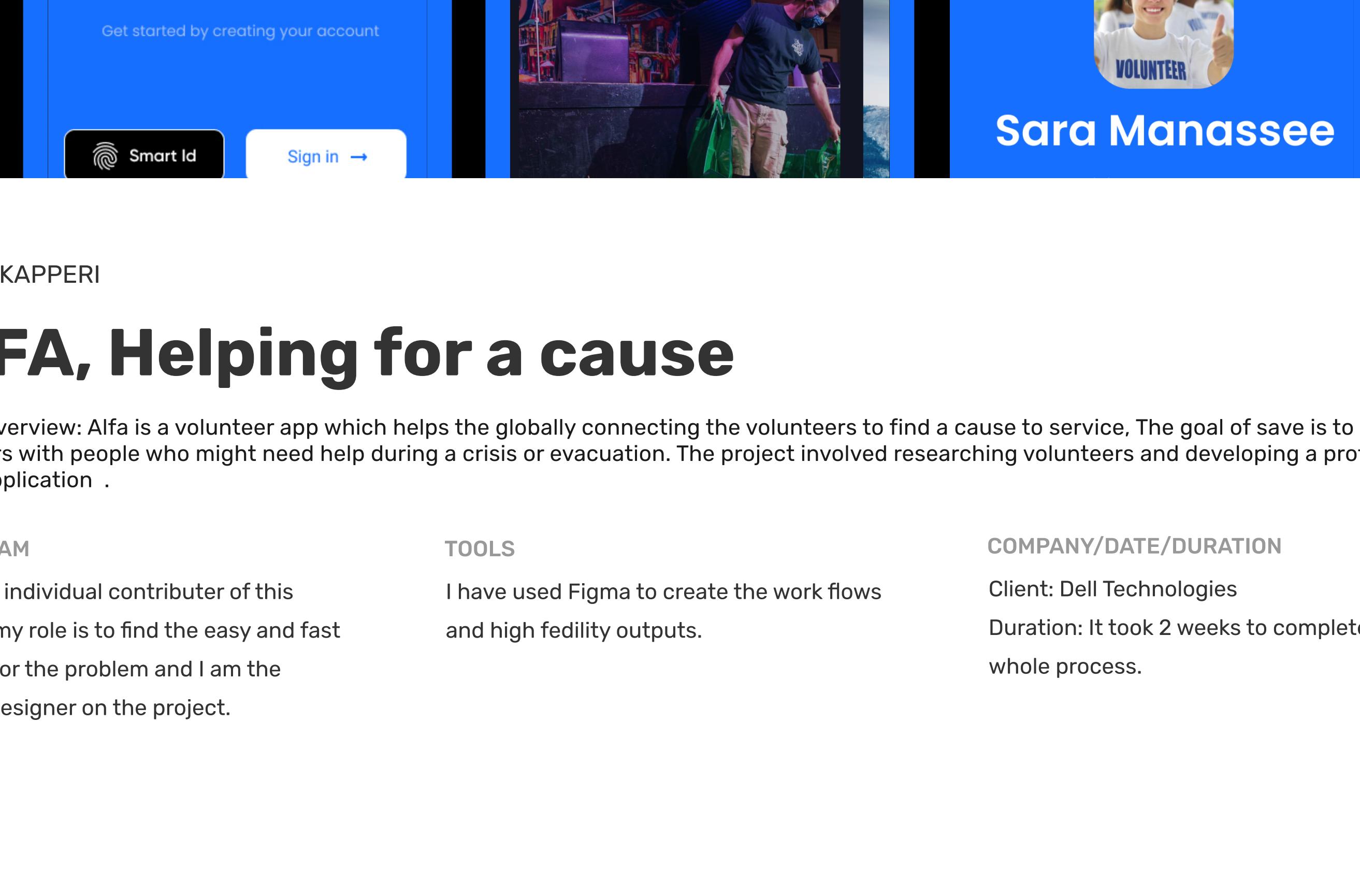


# HELPING FOR A CAUSE

LFA



SAIRAM.KAPPERI

## ALFA, Helping for a cause

Project overview: Alfa is a volunteer app which helps the globally connecting the volunteers to find a cause to service. The goal of save is to match community volunteers with people who might need help during a crisis or evacuation. The project involved researching volunteers and developing a prototype for mobile application .

### ROLE/TEAM

This is an individual contributor of this project. my role is to find the easy and fast solution for the problem and I am the primary designer on the project.

### TOOLS

I have used Figma to create the work flows and high fidelity outputs.

### COMPANY/DATE/DURATION

Client: Dell Technologies  
Duration: It took 2 weeks to complete the whole process.

## The Challenge or Problem Statement

### Problem:

1. With a rising in global interest in charity or services and goodwill, users are exploring for non-conventional ways of sharing their help or donations etc to those in need.
2. Users are also seeking for simplified form of the end to end process between interest and action and an easily accessible way to bridge the gap between volunteers.

How do you stay connected with other volunteers?

11 responses



## Goals

To create a new mobile experience which can be user to connect volunteers with people who needs help in case of any emergency.

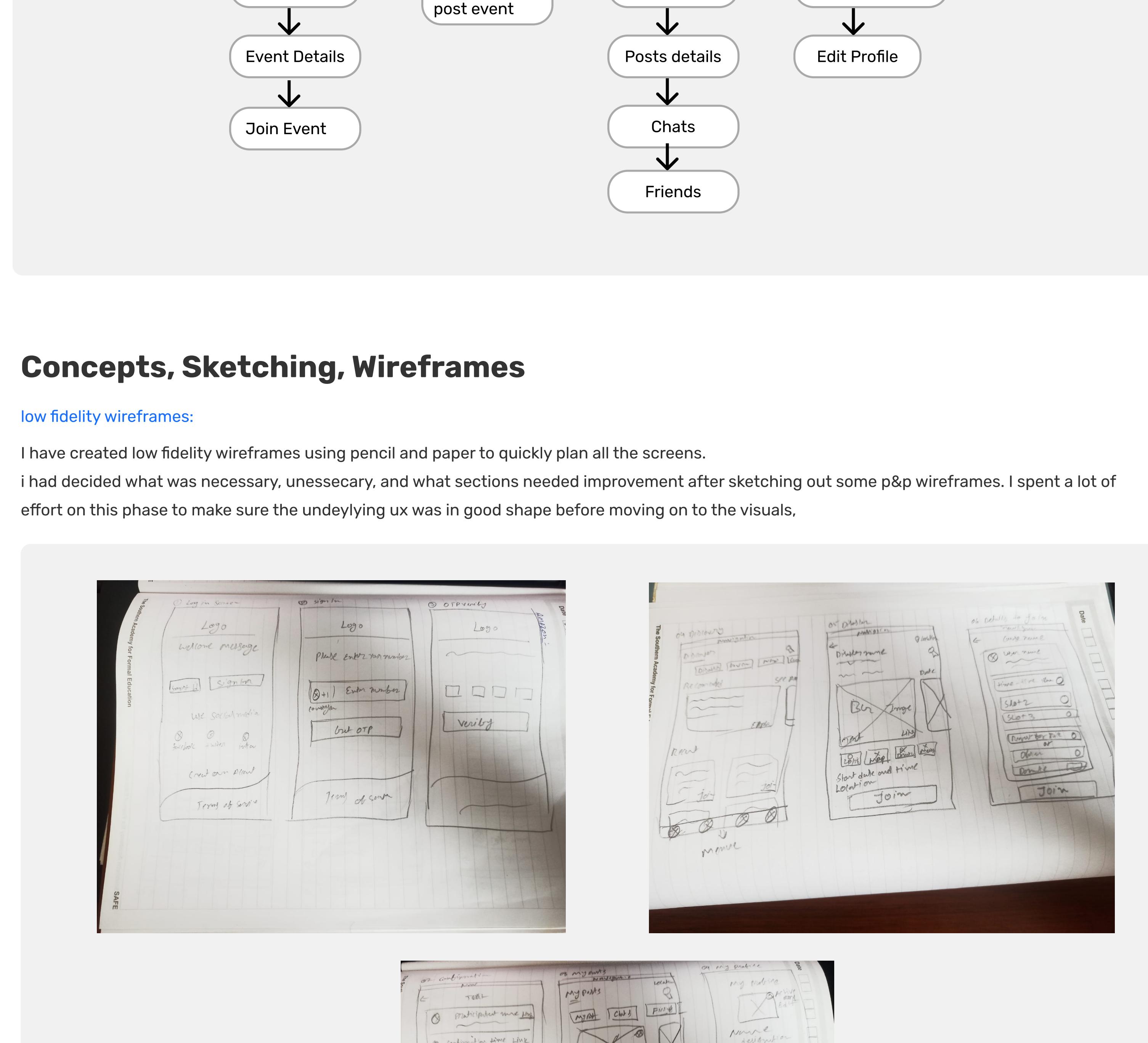
Goal : Location and Proximity

Goal : Ability to make a Visible impact

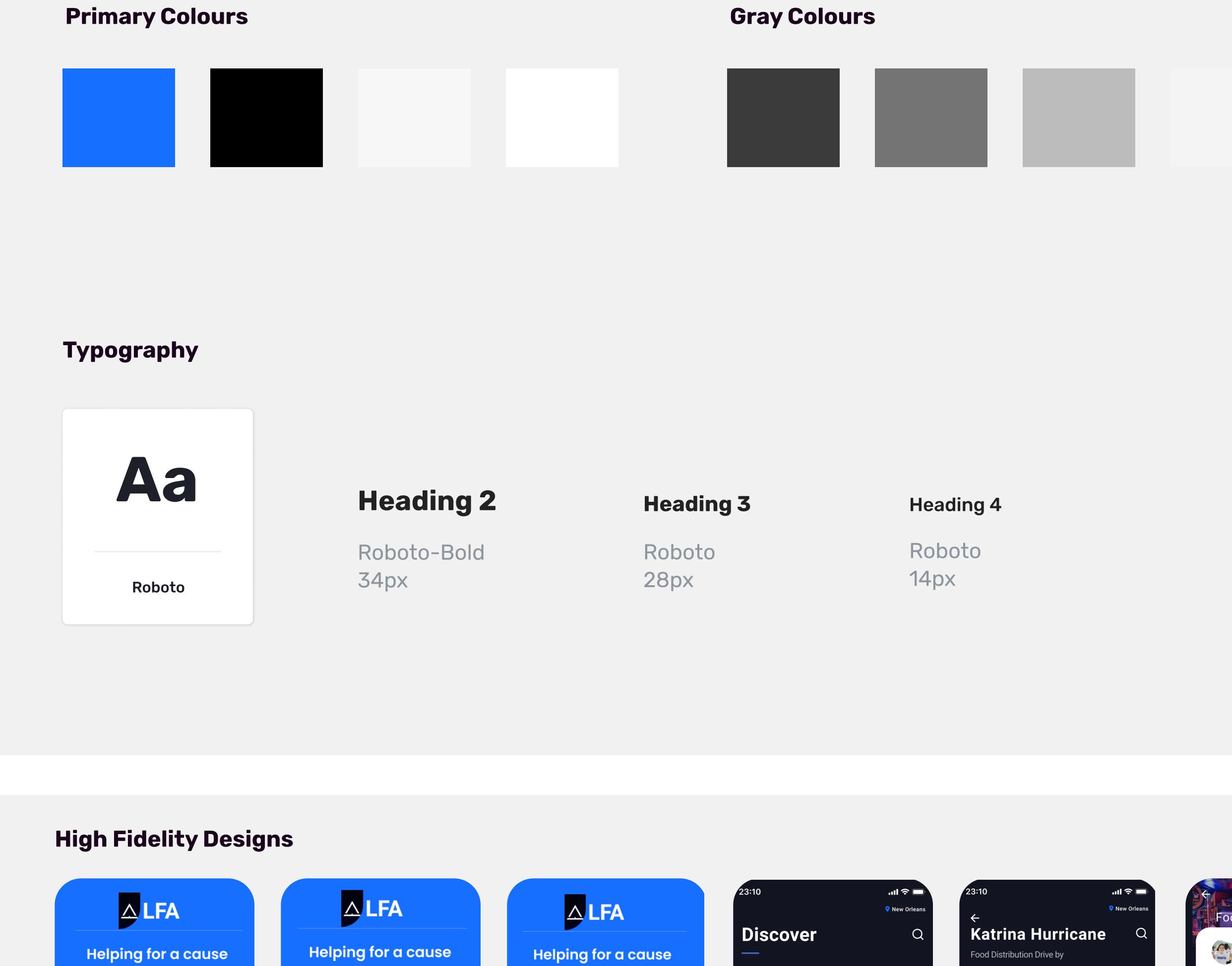
Goal : Social Networking

## Research & Analysis

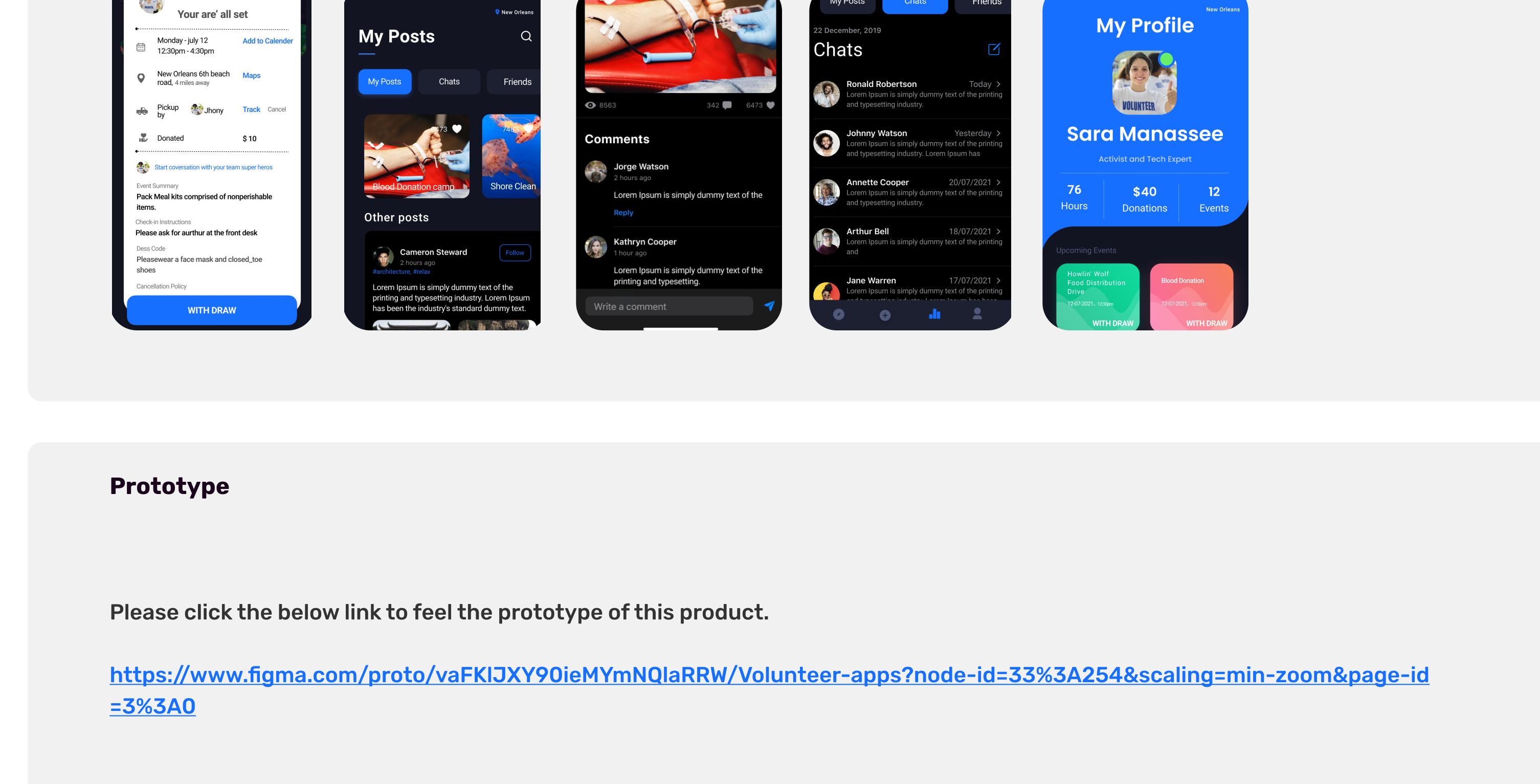
To build a clear and robust foundation for save, I look at what the most popular volunteer apps were currently doing and what user goals they weren't reaching. I looked at the numerous aspects that were regarded important by users and determined which ones save might address.



## User Persona



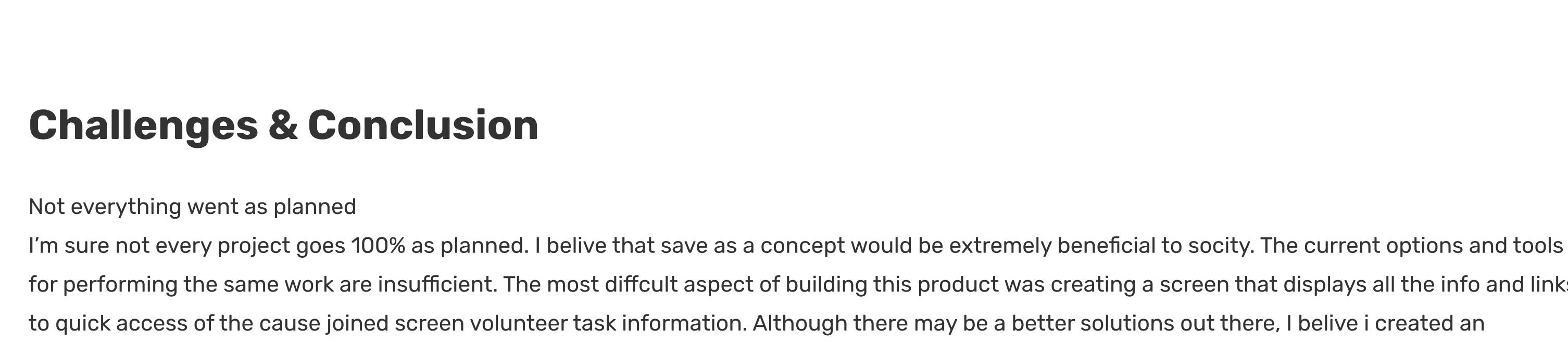
## User Flow



## Concepts, Sketching, Wireframes

### low fidelity wireframes:

I have created low fidelity wireframes using pencil and paper to quickly plan all the screens. I had decided what was necessary, unecessary, and what sections needed improvement after sketching out some p&p wireframes. I spent a lot of effort on this phase to make sure the underlying ux was in good shape before moving on to the visuals.



## Visual Design & Prototype

The next plan of action was to create colour palettes and typography that would help communicate the brand's identity and also give the product an exciting feel.

### Style guide

#### Primary Colours



#### Gray Colours



#### Typography

Aa

Heading 2

Heading 3

Heading 4

Roboto-Bold  
34px

Roboto  
28px

Roboto  
14px



### Prototype

Please click the below link to feel the prototype of this product.

[https://www.figma.com/proto/vAFKQJXY90ieYMnNqRRW/Volunteer-apps?node\\_id=33%3A254&scaling=min-zoom&page\\_id=3%3A0](https://www.figma.com/proto/vAFKQJXY90ieYMnNqRRW/Volunteer-apps?node_id=33%3A254&scaling=min-zoom&page_id=3%3A0)

\* We found that most users want to see the event location and transportation and can share this events in social media.

## Challenges & Conclusion

Not everything went as planned

I'm sure not every project goes 100% as planned. I believe that save as a concept would be extremely beneficial to society. The current options and tools for performing the same work are insufficient. The most difficult aspect of building this product was creating a screen that displays all the info and links to quick access of the cause joined screen volunteer task information. Although there may be a better solutions out there, I believe I created an experience that works well for the majority of the users