Donors Mobile App

The intended audience for the Mobile App are: RG donors and supporters of the cause.

Project Summary

Rare Genomics Institute Donors app connects rare disease patients with donors using user engagement-centric features. In order to increase reach and engagement, 'gamification' techniques are integrated.

Goals

Rare Genomics Institute had already created the bridge between the Patients, the Donors and the Research centers. We would like to strengthen this platform by building the new Mobile App.

My Role

- My role was to design a prototype for the donor user-type around the donor engagement and gamification concept.
- I collaborated with the donor profile design, gamification and also created donor persona.

Why develop the concept around the Donors engagement & gamification:

- Solve a real gap that RG has and at the same time bring features (gamification) used in other fields but not frequently used in ours.

- Create a seamless process "at hand": cover the Donor's need to GIVE and connect the Patient's need for their financial support from palm of their hand 1, 2, 3 easy to follow.
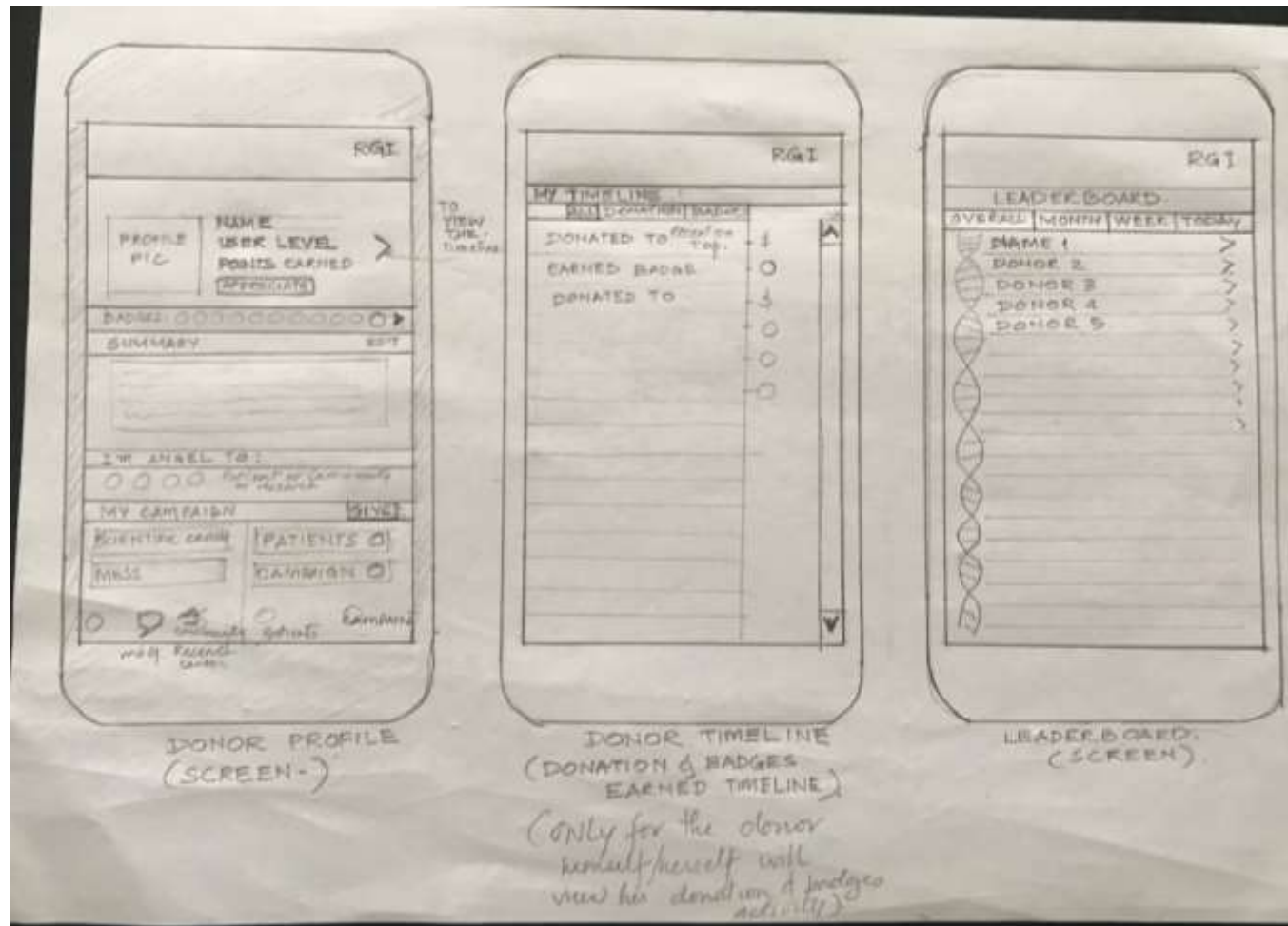
Low- Fidelity Prototype

After initial discussion with the project manager and understanding the objective of the donor-side component of the mobile app. I sketched my initial ideas with paper & pencil, it was fast and focused on concept rather than detail.

After receiving a thumbs -up on the initial low -fidelity prototypes for donor profile and leaderboard, I transitioned to Balsamiq to create the wireframes.

The prototypes on the following pages were created on Balsamiq.

Donor Profile

To elevate the role of the Donor, I designed the Donor Profile, so that:

o   all the achievements like the Avatar, Points gained and Badges earned are displayed on the profile.
o   the patients whom they have supported are connected to them by being displayed on their profile.

Other features on the profile:

⬜   The appreciate button is the interaction button via which the patients can express gratitude by activating an interaction badge like Send a hug, say thank you or Send love.

•   Donor summary is where the donors get to share their story about why they are supporting the cause or patients.

GAMIFICATION CONCEPT:

⬜   Praising their actions by unlocking an   AVATAR, identify themselves as Angel, Hero or a Champion.

⬜   Keep them motivated by earning POINTS.

⬜   Reward their giving nature by highlighting the BADGES earned.

⬜   Keep them ENGAGED by connecting them to the patients they support.

⬜   Lastly, RETAIN one-time "donors".

Leaderboard

For point allocation system results in a leaderboard, I designed the leaderboard with an intension to get the Donors highly involved, informed and non-financially rewarded by their contribution.
The monthly, weekly, daily leaderboard ranking is displayed so that new donors don't become discouraged, they still have the chance of being the top rankers on the leaderboard
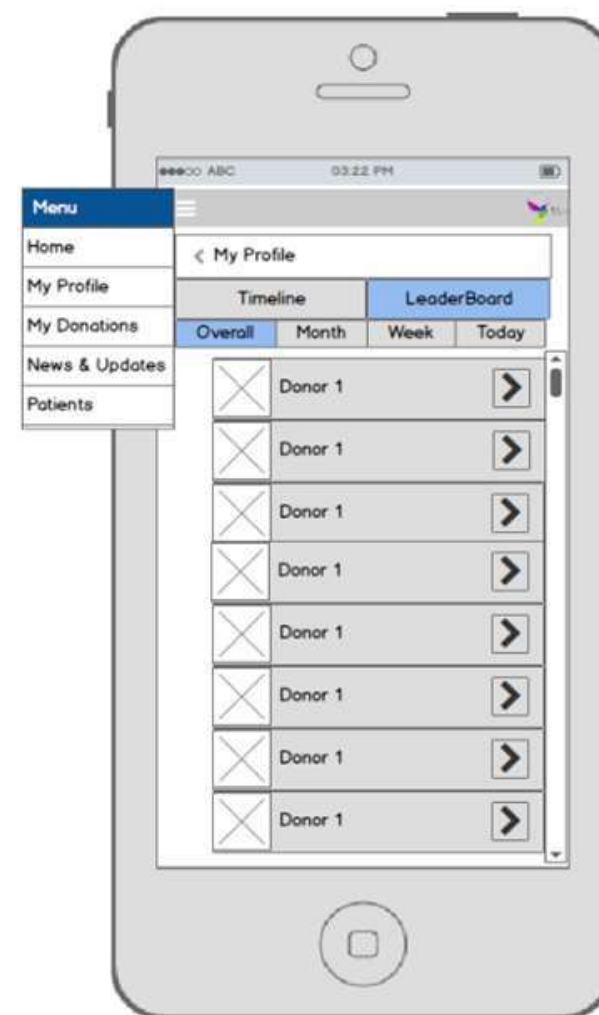
ENGAGEMENT METRICS FOR THE LEADERBOARD:

- It is where all the donors can see who has been making contributions.
- They see the profiles of people who resemble them, people who appeal to them.
- Who have common VALUES,
- They make friends and connect to other Donor's.

Avatar / Badges

HOW TO UNLOCK AVATAR

(points depending on the amount donated)
- Angel > 50$
- Hero > 100$
- Champion 800-1000$ + Campaign

Angel Badge

BADGES TO BE INTEGRATED

INTERACTION BADGES: (a patient or community gives a badge)

- ☐ Thank you
- ☐ Send love
- ☐ Send a hug

FUNDRAISER BADGES:

- ☐ Team leader
- ☐ Team member

TOP DONOR BADGES:

- ☐ Donor of the Day
- ☐ Donor of the Week
- ☐ Donor of the Month

OTHER INDIVIDUAL BADGES

- ☐ Early bird (whoever donates 1st to the individual patient, campaign, etc)
- ☐ Spread the word (on social media of any fundraiser, Individual patient
- ☐ Recurring/monthly gift

Hero Badge

Champion Badge

RG Donors and supporters of the cause.

They constitute of individuals or groups who financially support the patients directly. The support can be based on crowdfunding, or direct donations.

DONOR PERSONA:

During, user research not many donors were interested in participating in survey, hence the donor persona was created by.

- By analyzing the #GivingTuesday fundraising campaign.
- By studying, the google analytics

Learnings:

- I learned the gamification concept of how to integrate the points, badges & leaderboard features in a non-gaming app.

Challenges:

- During, user research not many donors were interested in participating in survey, hence the donor persona was created by analyzing the #Giving Tuesday fundraising campaign and the google analytics.
- Being a volunteer project, not all the team members are available at all remote meetings. Communication via other medium like emails & slack makes back & forth changes more fluid.
- Incorporating the gamification during the development is going to be complex & fun!

STATUS OF THE PROJECT:

- The Hi-fidelity prototype is being created on InVision, for alpha testing with the internal team.
- Also reviewing the UI with reference to the Apple Human Interface guidelines.
- The developers are also in the process of studying how the gamification can be integrated in the backend technology.