

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

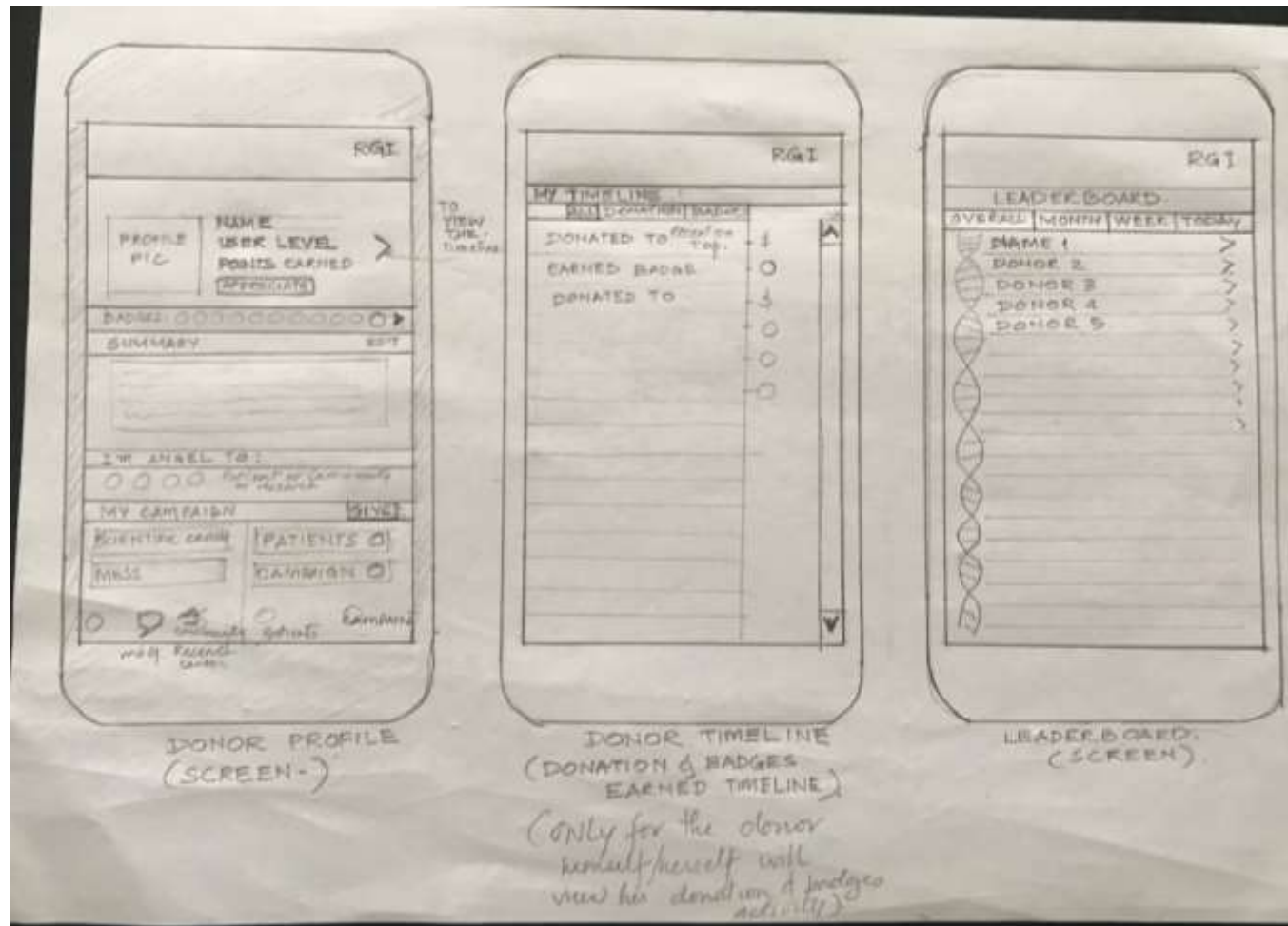
Rare Genomics Institute had already created the bridge between the Patients, the Donors and the Research centers. We would like to strengthen this platform by building the new Mobile App.

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:

- all the achievements like the Avatar, Points gained and Badges earned are displayed on the profile.
- 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.

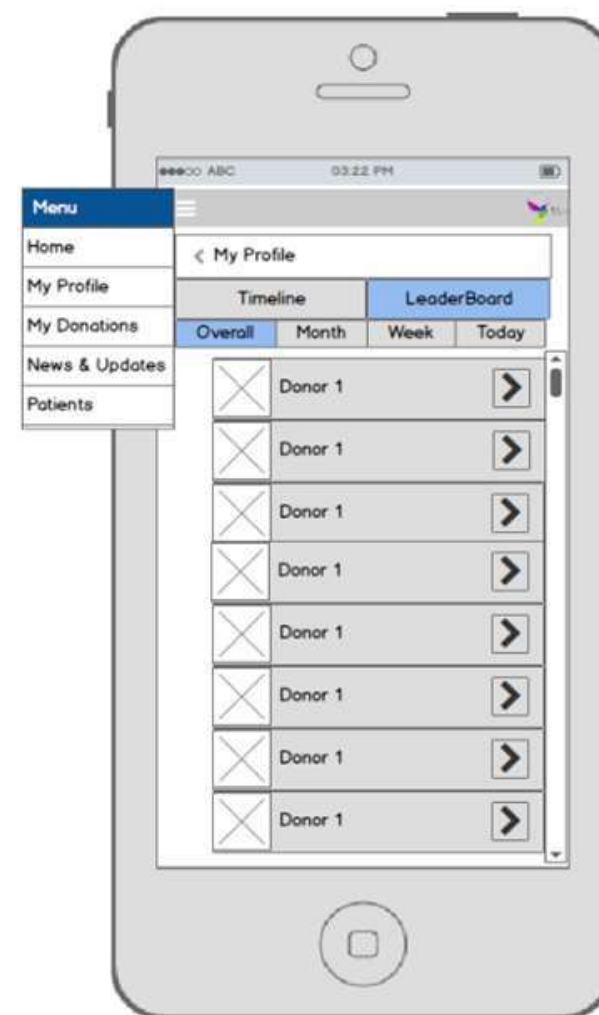
GAMIFICATION CONCEPT:

- 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



Hero Badge



Champion 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

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 - 2

BACKGROUND:
• Psychologist
• Professor - Medical college

DEMOGRAPHICS:
• Female
• Age 32-40
• Location: approx. Maryland
• Urban

IDENTIFIERS:
• Research interests
• Publications
• RG newsletter subscriber

GOALS:
• Understand how genetic technologies are used in the diagnosis of rare diseases and in translation.

CHALLENGES:
• Getting funding for rare disease research.
• Lack of scientific training in the methodology of research.

HOW RGI CAN HELP:
• By supporting ongoing rare disease research efforts.



REAL QUOTES:
"RG not only represents the actual DNA of the patient, but they also help with community fundraising efforts as well as providing links between patients and experts in the respective field of disease study."

COMMON OBJECTIONS:
• It's a great cause, but the timing is busy. My daughter was admitted to an expensive private college and my other daughter is getting married in the spring.

Donor Persona - 4

BACKGROUND:
• Business Analyst
• Baseball fan

DEMOGRAPHICS:
• Male
• Age 30-35
• Location: approx. southeast
• NV - CITY

IDENTIFIERS:
• RG Volunteer
• RG newsletter subscriber

GOALS:
• To connect people with the biggest medical and scientific ideas of the future.

CHALLENGES:
• Not much time to commit.

HOW RGI CAN HELP:
• Provides a platform to make a difference.



REAL QUOTES:
"I join RG's fight against invisible diseases. Uncertainty, confusion, physical and emotional pain are just some of the challenges that families battling rare disease have to deal daily. Supporting RG not only alleviates some of the pain and brings hope."

COMMON OBJECTIONS:
• My company does not match my rare disease donations.

Donor Persona - 1

BACKGROUND:
• Gender: Coordinator at Elementary school
• Female

DEMOGRAPHICS:
• Female
• Age 30-40
• Dual HHI Income: less than \$50,000
• CA - Urban

IDENTIFIERS:
• Lost son to an undiagnosed condition
• Social media savvy
• RG newsletter subscriber

GOALS:
• Help find the diagnosis of their lost son's disease
• Help other families. No child should ever suffer.

CHALLENGES:
• Not much money to donate annually.

HOW RGI CAN HELP:
• We strive to help families like YOURS.
• Connect you to families with similar stories.



REAL QUOTES:
• "RG is our hope for answers."
• "Our family believes strongly in supporting organizations willing to help where others cannot."

COMMON OBJECTIONS:
• My gift is too small to make a difference.
• Well we could do more...so many charities to give to!

Donor Persona - 3

BACKGROUND:
• Project Manager
• Lower income
• Baltimore Circle Bay

DEMOGRAPHICS:
• Male
• Age 20-30
• Income: less than \$50,000
• MD - City

IDENTIFIERS:
• Campaign team member
• Friend of RG Volunteers
• Likes RG Facebook posts

GOALS:
• Committed to finding more effective treatments and cures for his condition.

CHALLENGES:
• Increase support for that specific cause.

HOW RGI CAN HELP:
• Create Fundraiser for that specific cause.



REAL QUOTES:
"This donation is in honor of all volunteers. Thank you for your selfless dedication to the rare disease community. Many thanks to everyone at RG for your exemplary commitment and service. You do outstanding work and we are most grateful!"

COMMON OBJECTIONS:
• I need to discuss this with my spouse.
• It's not as useful as those folks who make those giant gifts you read about.

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.