



CHARITY MILES

Recreating the User Experience
by Shalyn, Gabi, and Fernando



The dots on the bottom left are color-assigned to the group members to make sure they keep their place.

Charity Miles is an iPhone/Android app that enables people to **earn money for charity** when they **walk, run or bike**. The money comes from **corporate sponsors** who pay to advertise in the app. The member is essentially sponsored for their activity, with their earnings going to their favourite causes.

*"My plan was to **form a community** with activists from reputable charities, corporate sponsors who would use portions of their advertising budgets for good, and **individuals** who were willing to exercise **for a cause**."*

Gene Gurkoff, CEO

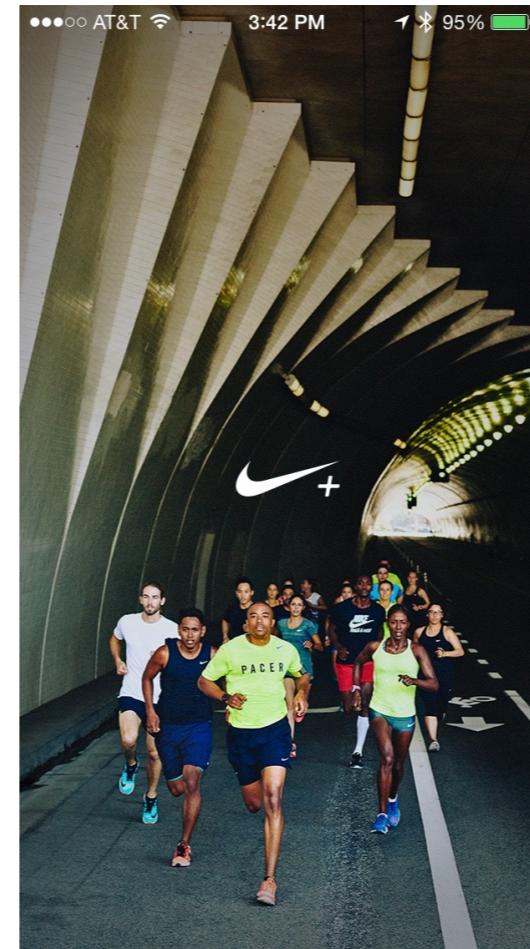


The Goal

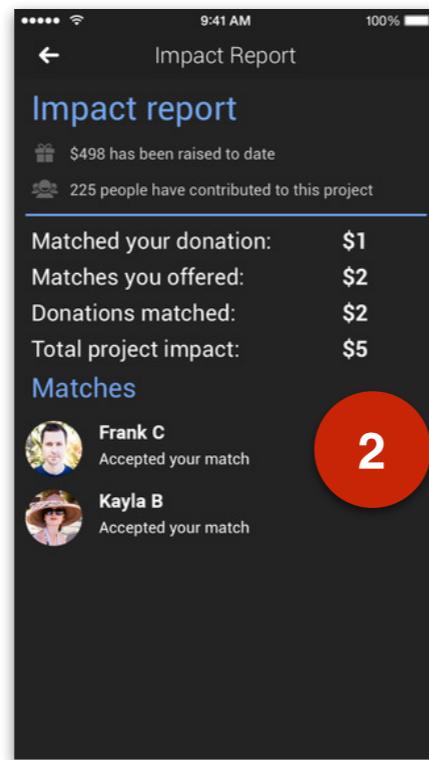
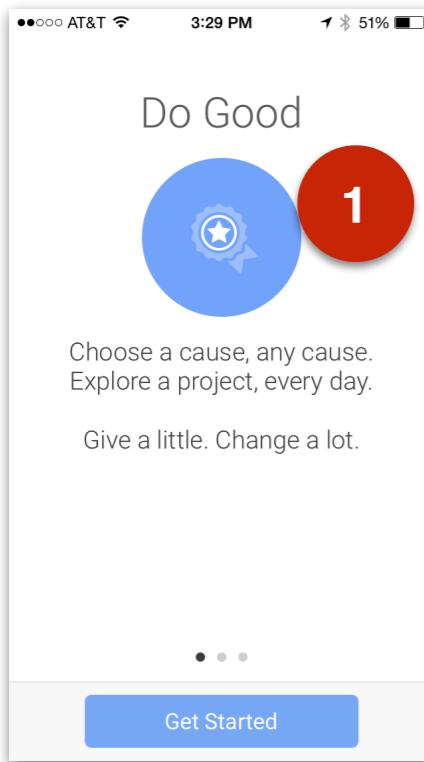
- Make the app **easier to understand/use for new members.**
 - Make **memorable and habit-forming for existing members** so that they'll want and remember to use it when they walk everyday.
 - Create an **onboarding process for new members** that gives them just enough information and enticement.
 - **Refine the walk/run/bike process** that makes the experience more seamless/automated without taking out all user engagement.
-
- What other ways can we make members more psychologically connected to the app so they will **engage with it more often?**



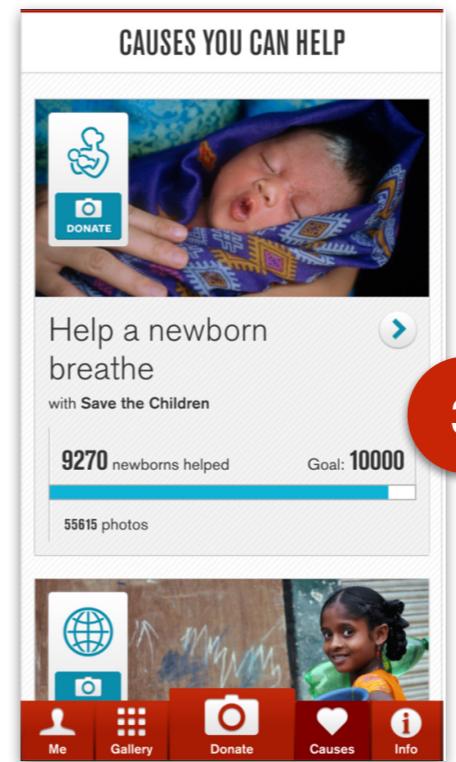
Researching the Competition



One Today by Google



Donate a Photo



1. Motivational title

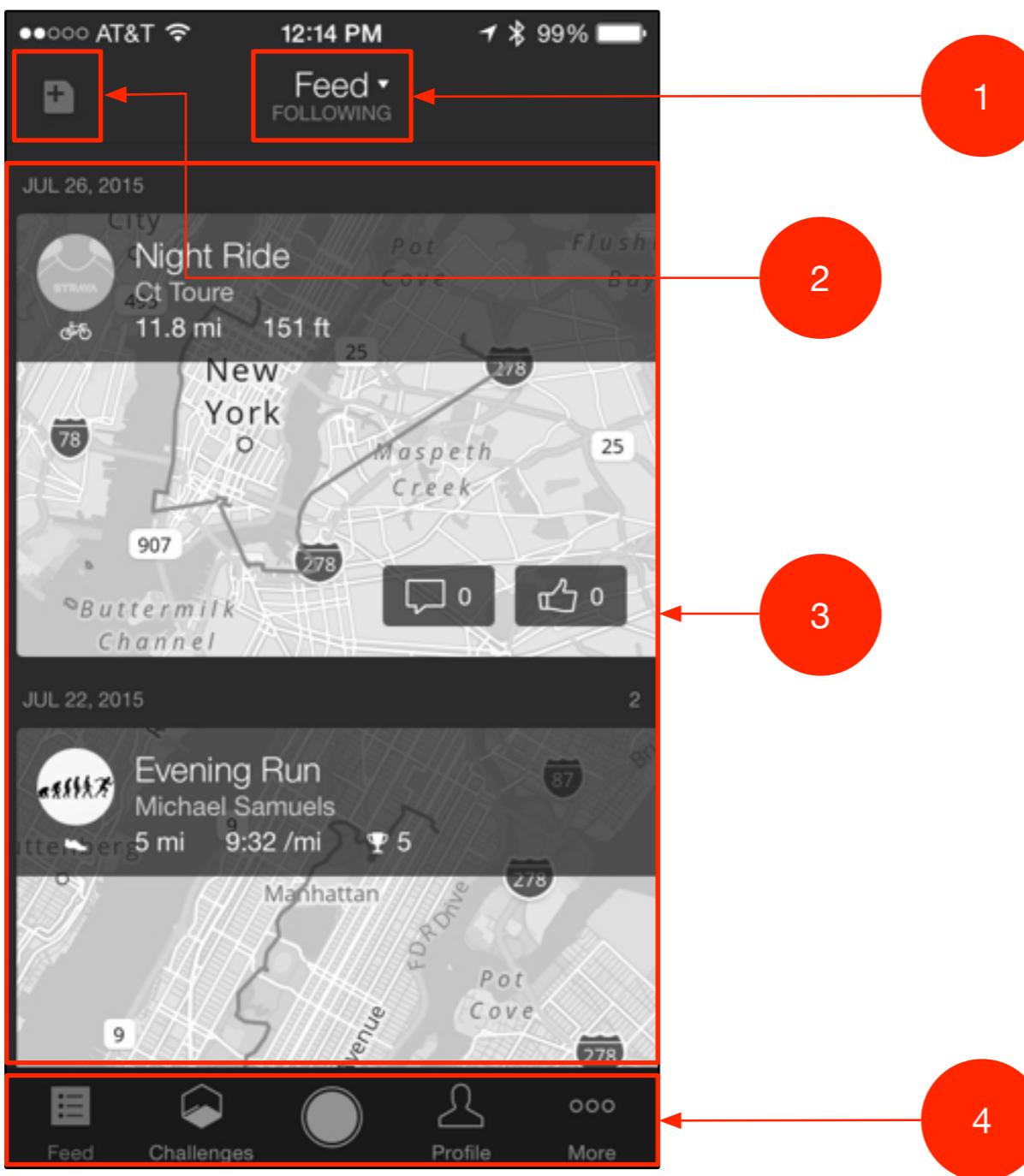
easy and clear to be viewed. **Inspires people** to do a good deed.

2. Good inspiration for showing member their **impact on charity**.

3. Inspiration and reference for goal **progress bar**. Clear and easy to see.



Feature Comparison: Strava App



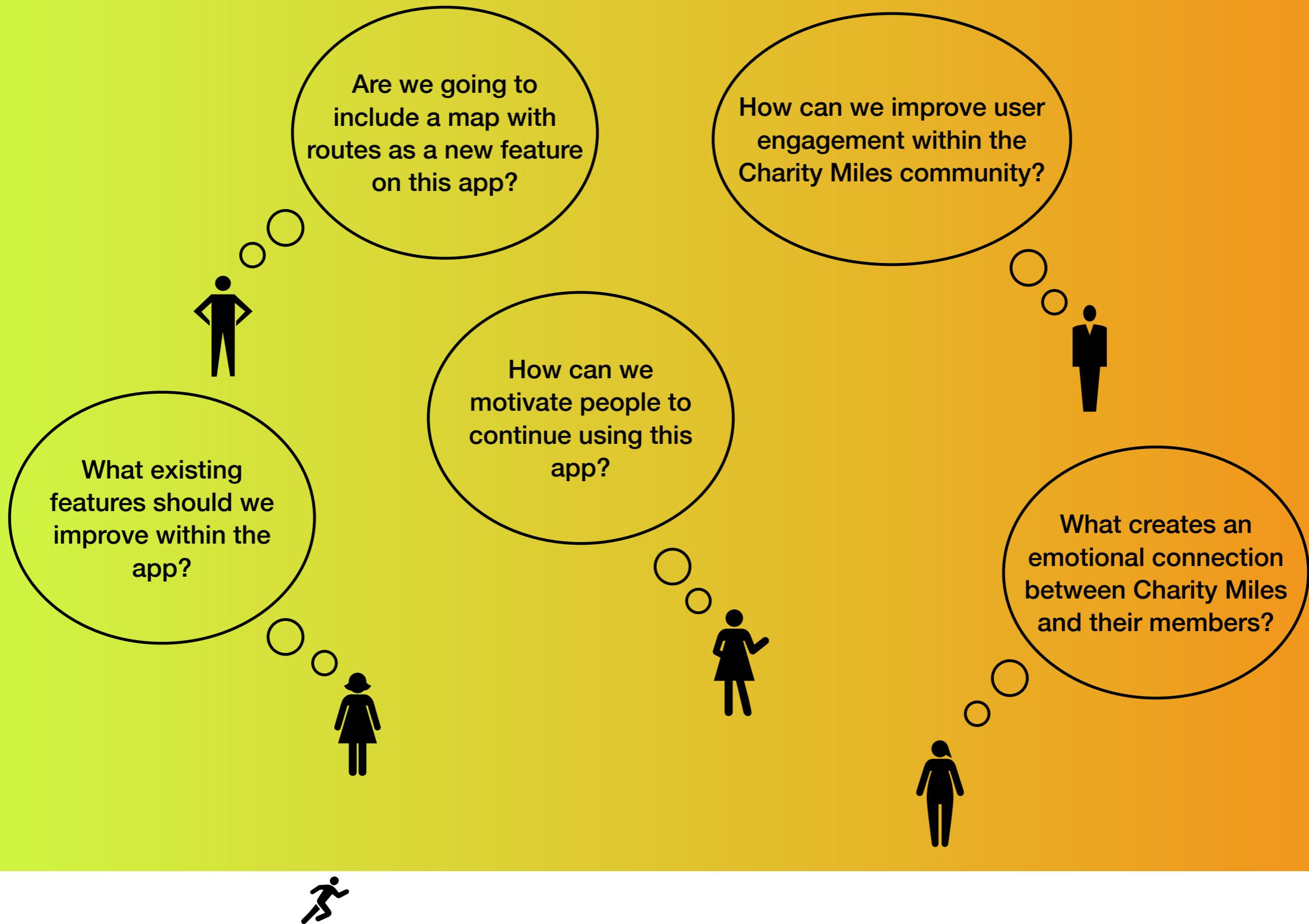
1. This is a dropdown menu that allows the user to alternate between their **friend's activity feed** and **personal feed**.

2. This button takes the user to the **activity** screen: the user can log their **time**, **distance** and **pace**. This section also allows the user to **add a photo**, **tag their workout**, and share activity data with **Health**.

3. This is the **feed** of people the user is **following**; the user can see the routes their friends have **ran**, or **biked**. The user can see the **distance**, **elevation gain**, **achievements**. The user can **comment** or **like** their friend's activity.

4. This is the **global navigation** of the app. The user can switch between **feed**, **challenges**, **start a workout**, **profile**, and **more options**.





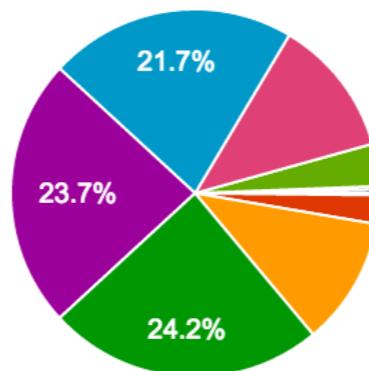


1781 responses

[View all responses](#)[Publish analytics](#)

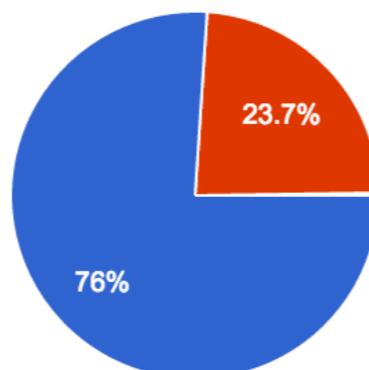
Summary

What is your age?



Under 12 years old	3	0.2%
12-17 years old	45	2.5%
18-24 years old	200	11.2%
25-34 years old	431	24.2%
35-44 years old	422	23.7%
45-54 years old	386	21.7%
55-64 years old	216	12.1%
65-74 years old	66	3.7%
75 years or older	5	0.3%
Prefer not to specify.	6	0.3%

What is your gender?



Female	1349	76%
Male	421	23.7%
Prefer not to specify.	4	0.2%



What motivates you to continue using this app?



Supporting a charity.

Would you like to know how much money the chosen charity has already raised?

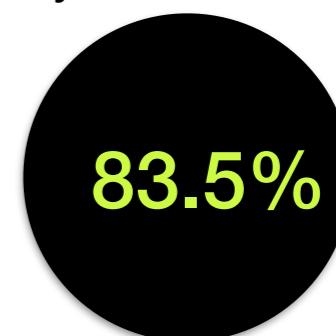


Yes, I would like to see the total from everyone.



Yes, I would like to see my own total.

When picking a charity, what ultimately determines your choice?



Familiarity with the charity.



Do you prefer to exercise with friends?

49.8%

Yes

Are you interested in knowing about the sponsors who are donating to charities on your behalf?

73.6%

Yes

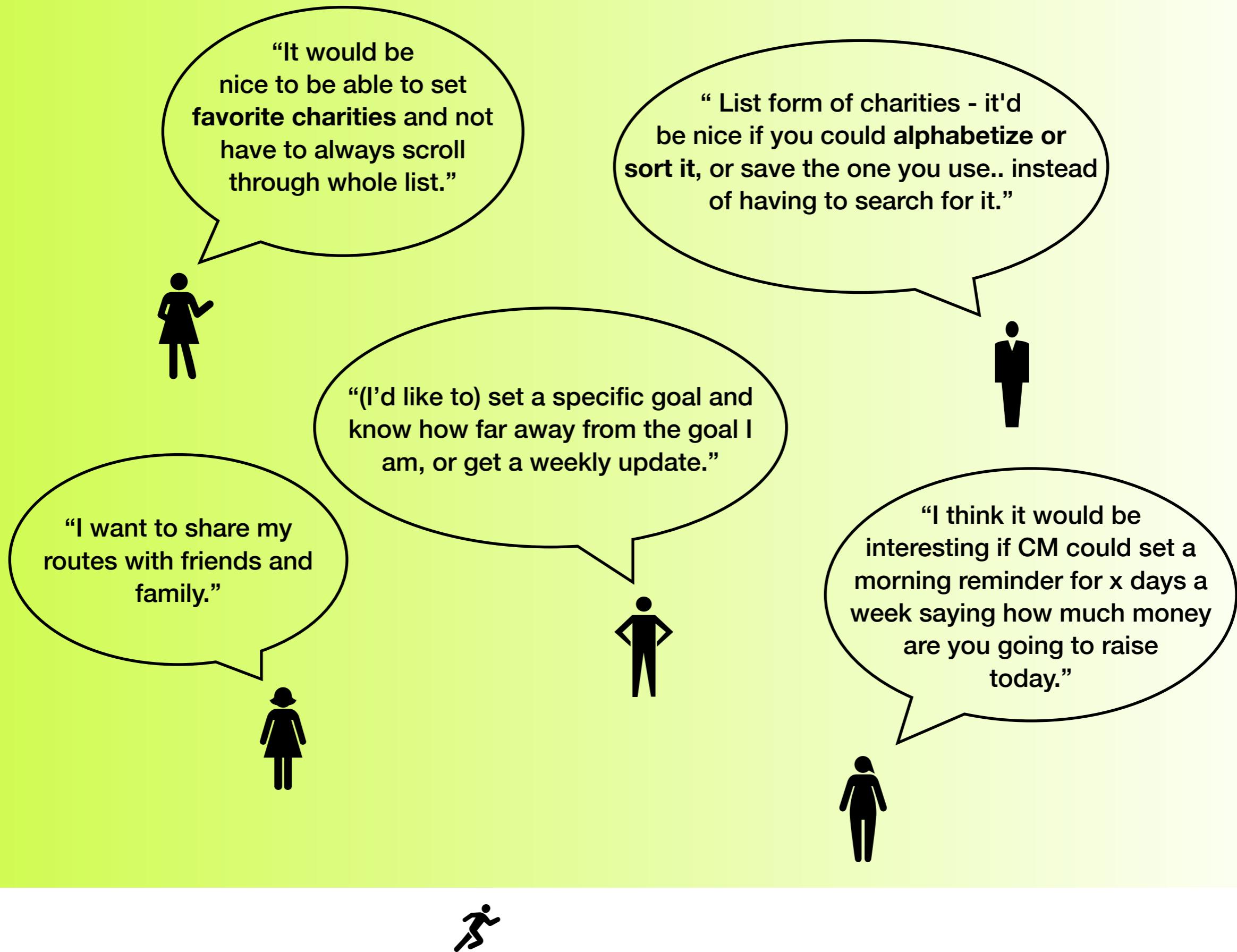
Have you ever used the team feature?

41.2%

Didn't know it existed.

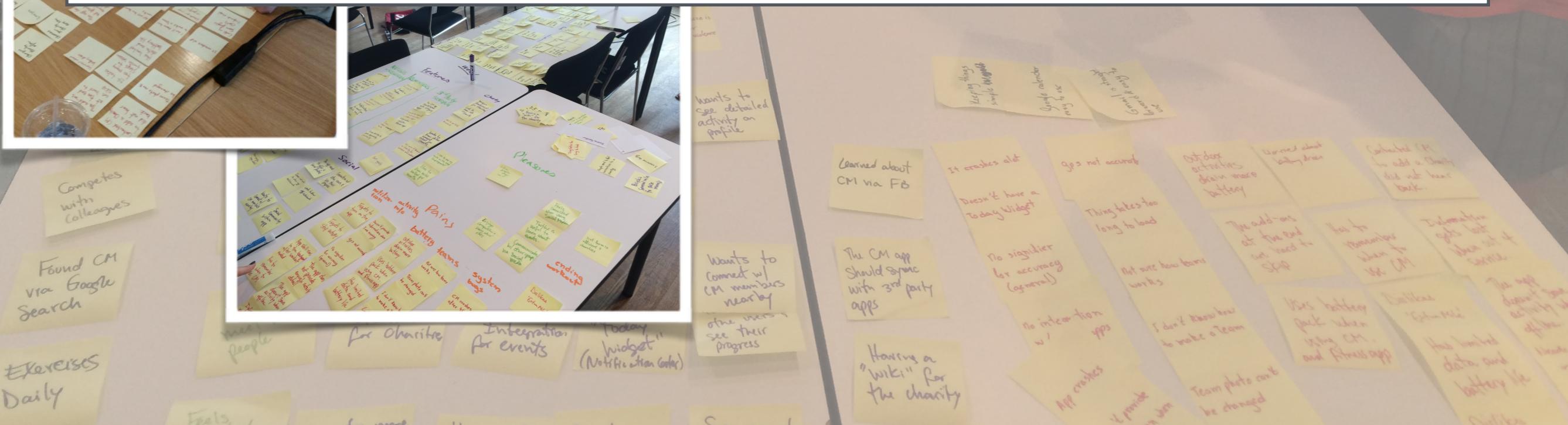






PERSONA CREATION

Synthesizing survey and interview information to create complex individuals who we consider when deciding on features and the layout of the app.



SARAH

"As a social person and avid bicyclist, I want to be able to join groups of like-minded cyclists so that I can meet new people and ride together for a good cause."

The 'City Cycler'

Age: 29

Job: Whole Foods Manager
Activity level: Medium High
Motivation: Charity Support, Exercise.

Home



Hobbies



Tech



Behavior

- Donates yearly
- Uses fitness-tracking apps
- Exercises Outdoors and Indoors
- Exercises daily w/commute on bike

Behavior with Charity Miles

- Uses the app almost daily.
- Prefers well-known charities
- Supports multiple charities, but chooses the same one most of the time.
- Walks and bikes with the app
- Doesn't like to share every walk
- Has joined a team
- Team feature is used to socialize
- Promotes Charity Miles through social media.



Sarah, an avid cyclist and animal lover, is always looking to meet new people. She uses Charity Miles during her daily bike commute to work, as well as during her weekend rides with her boyfriend. She has always wanted to join a cyclist group but never knew where to reliably find one that ran a path by her location. Sarah would love to be able to find and join a group of people to cycle with to get even more money donated on her behalf to the ASPCA.



- Likes to keep track of miles after cycling.
- Likes to see total amount raised.
- Raising money for charity.
- Loves to meet new people.
- Seeing other members' progress
- Setting and meeting goals.



- GPS doesn't seem accurate.
- No integration with other apps.
- Takes too many steps to finish a session.
- Large ad gets shared instead of personal achievements.
- Hard to find teams teams close to her location.

Needs

- Log of distance and total money contribution.
- Ability to connect to nearby Charity Miles members.
- Ability to find nearby cycling teams.
- Ability to set goals.
- Integration with other apps.
- Ability to see other members profiles.
- More features for teams.

Social

- Would join people based on proximity.
- Would join groups to walk/run.

Applications used:



DEBBIE

"As a marathon runner and supporter of the ASPCA, I want to be able to set goals and quickly see them so that I can focus on my training while feeling good that I am doing it for a good cause."

The 'Marathon Miler'

Age: 42

Job: Professor of Science

Activity level: Very High

Motivation: Supporting friends and family, Exercise.

Home



Hobbies



Tech



Behavior

- Donates to local and well-known charities.
- Connected to the charities to which she donates
- Uses fitness apps daily
- Exercises indoors and outdoors
- Exercises 5-6 days a week
- Not active on social media



- Likes to see summaries of her runs per month.
- Likes to see total amount raised.
- Enjoys competition and seeing others stats.
- Likes to meet people with similar interests.



- Has to go into the app to see current activity information.
- No integration with other apps.
- Not enough detail on profile/history.
- Too many steps to end a session.
- Doesn't know how the team feature works.

Behavior with Charity Miles

- Uses the app daily.
- Chooses the same charity most of the time.
- Runs and walks with the app
- Has never used the team feature.



Debbie, an active and busy mother of two children, fills her time with so many things that it's hard to keep track. Between taking care of her kids and training for marathons, she barely has time to give back to the community as much as she'd like. After hearing about Charity Miles she realized that she could do something for the charities that she loves while she is training, and would use that as extra motivation to push that last mile.

Needs

- "Today Widget" information on her current contribution/goal.
- Ability to set goals.
- Integration with other apps.
- Detailed log of activities on profile and in history.
- More clarity on the team feature.
- Ability to see other members profiles.

Social

- Would join people based on proximity.
- Would join groups to walk/run.

Applications used:



No signifier
for accuracy
(general)

The app does
not provide
enough action/
detail

105 use

Walks
W/app

Runs
W/app

use fit
apps daily

Exercise
Motivation

JOHN

"As a volunteer coach and supporter of local sports charities I really want to try to keep in shape for the kids so that I can do my best for them in both funding and physical activities."

The 'Casual Miler'

Age: 35

Job: Accountant
Activity level: Low to Middle
Motivation: Local Charity Support, Exercise.

Home



Hobbies



Tech



Behavior

- Donates yearly
- Donates randomly when prompted
- Prefers local charities
- Playing games that don't need internet
- Exercises Outdoors and Indoors

Behavior with Charity Miles

- Uses the app a few times a week.
- Found the app through a friend
- Uses when walking to work
- Doesn't like to share every walk
- Chooses charities at random
- Wants to help charities with less support



As an accountant who happens to love a good beer, John finds it difficult to keep in shape for the volunteer coaching position he enjoys. He uses Charity Miles whenever he remembers as he loves to be able to help out local charities, but, as he is quite busy, he tends to forget to turn it on, almost as much as he forgets to get some exercise in during the day. He wants to be able to be reminded to both turn on the app and to work out so that he can feel better, both inside and out!

Applications used:



AMANDA

"As a grandmother who's daughter was in the military, I want to be able to share what I'm doing on my social media so that I can show people what I'm doing and get them to join Charity Miles to help my cause/charity."

The 'Charity Walker'

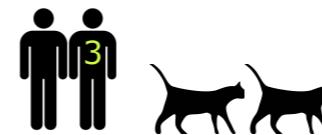
Age: 54

Job: Retired Nurse

Activity level: Middle

Motivation: Charity Support, Exercise for a good cause, Supporting Family.

Home



Hobbies



Tech



Behavior

- Donates monthly
- Personally connected to her charity
- Playing games on her phone
- Exercises Outdoors and Indoors

Behavior with Charity Miles

- Uses app daily
- Walks and hikes with app
- Found the app on Facebook
- Long time Charity Miles user
- Uses social media to promote CM
- Shares activity on Facebook
- Chooses the same charity every time.
- Created a team.



As her children are located far away, Amanda relies on social media to help her stay connected with them and their growing families. Having had one child go into the military, Amanda is very passionate about helping Wounded Warriors. She really loves the fact that she can contribute to their cause, even by walking, which has been helping herself and her husband lose a lot of weight and get healthy. But that isn't enough, she wants to be able to share both her project and cause with her family to show her support, and get others to join them in helping out these charities as much as possible.

Applications used:



Non User

ERIC

"As a socially aware and competitive guy, I want to be able to support charities in need of more funding while seeing others' contributions, so that I can feel good about helping while competing with my friends."

The 'Potential Miler'

Age: 23

Job: College Student

Activity level: High

Possible Motivation: Charity Support, Exercise.

Home



Hobbies



Tech



Behavior

- Donates (his time) monthly.
- Likes to support family and friends however he can.
- Uses fitness apps daily
- Competes with colleagues/ classmates
- Randomly donates when prompted
- Shares some activity on Facebook and Instagram
- Needs transparency to give to charities.



- App details on his "Today" widget.
- Enjoys competition and comparing stats.
- Likes working out with friends.
- Loves to meet new people.
- Feels connected when using social media.
- Setting goals
- Being notified about events.



- Worried about battery drain.
- Needs privacy in profiles.
- Inaccurate GPS.
- Cluttered interfaces.
- Complicated apps.
- Apps not working together well.

Needs

- Total contribution to charity (on profile and team page)
- Ability to set goals.
- Ability to see other members profiles.
- Log of distances and total raised.
- Social feature within the app.
- Ability to show off achievements.
- Details on charities.
- Integration with other apps.
- Find/Join teams based on proximity.
- Find/Join teams for running/activity.

Social

- Would join people based on proximity.
- Would join groups to walk/run.

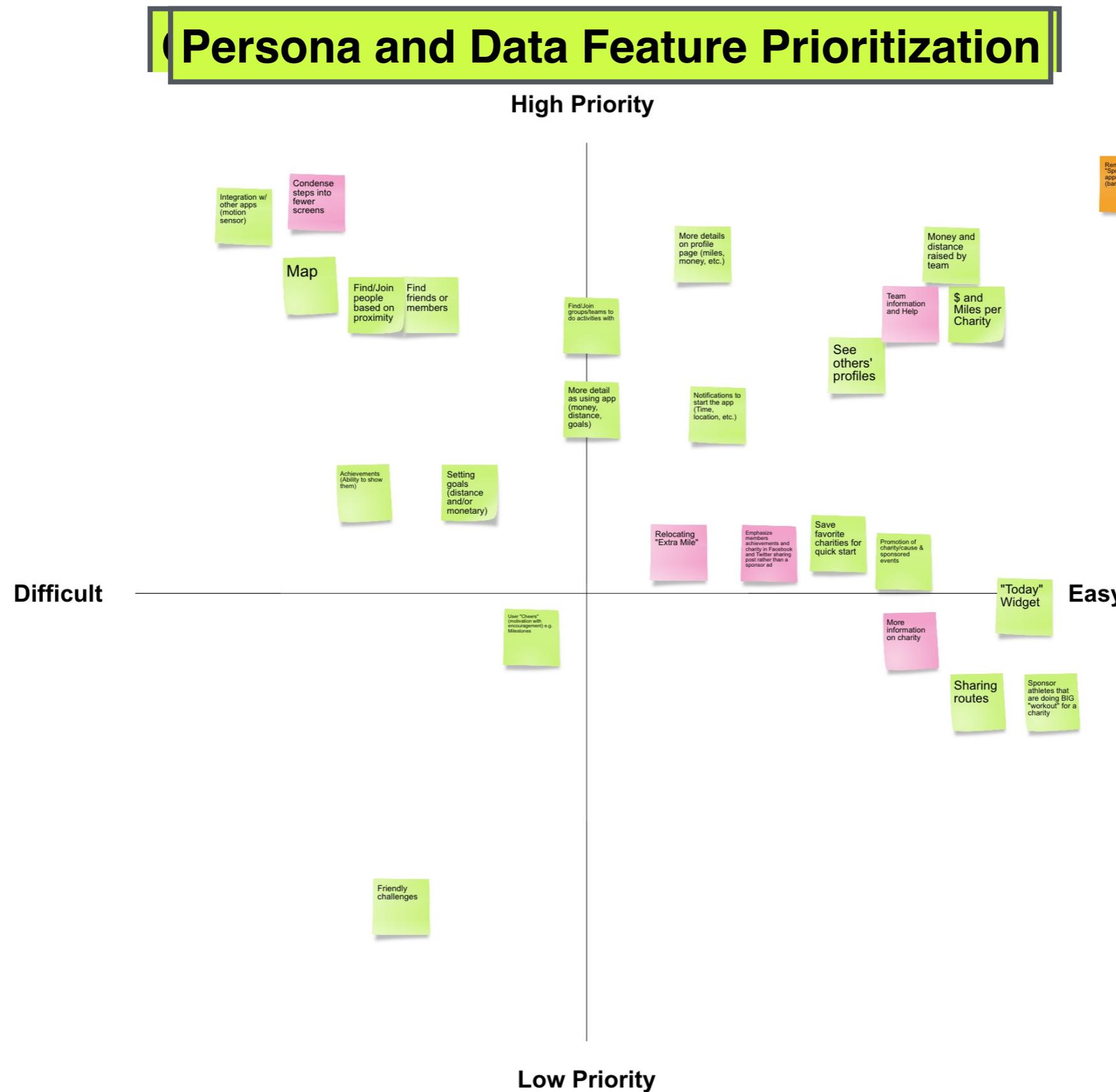
As a young and active guy, Eric moves around a lot. Although he doesn't have a lot of money, he is always trying to volunteer his time whenever he can, which he loves to do only slightly more than I he loves to be competitive. Charity Miles would give him the ability to be 'sponsored' so that he can help support the charities that need the most help, while being able to see what his friends have been up to and be able to one-up them in their miles and contribution.

Applications used:



Feature Prioritization





Charity Miles // Must Haves - Should Haves - Could Haves - Won't Have (yet)



Sarah



The 'City Cycler'

Debbie



The 'Marathon Miler'

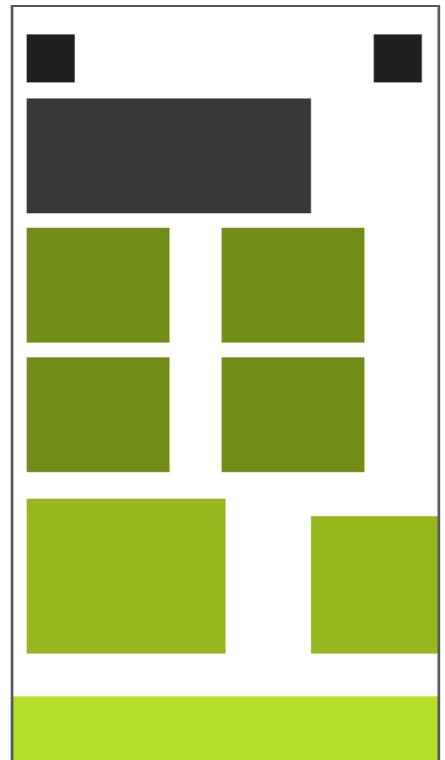
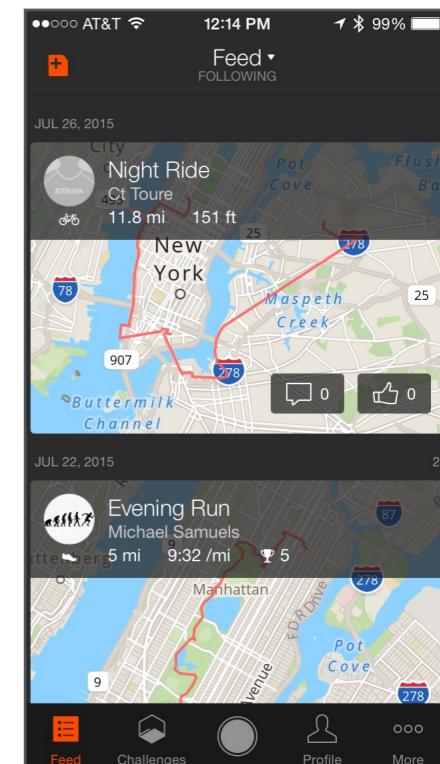
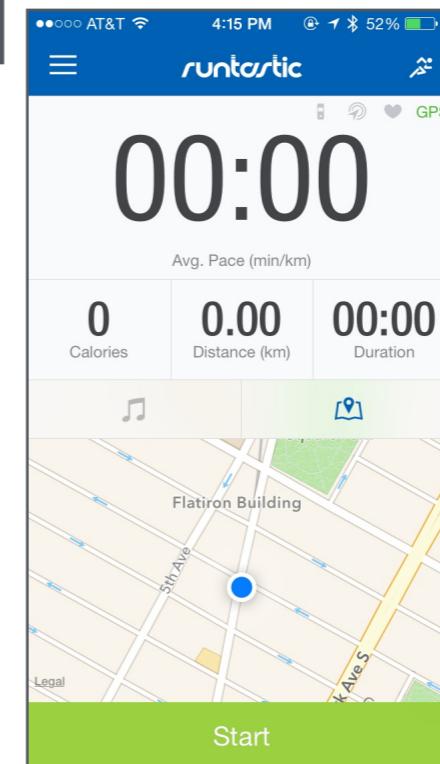
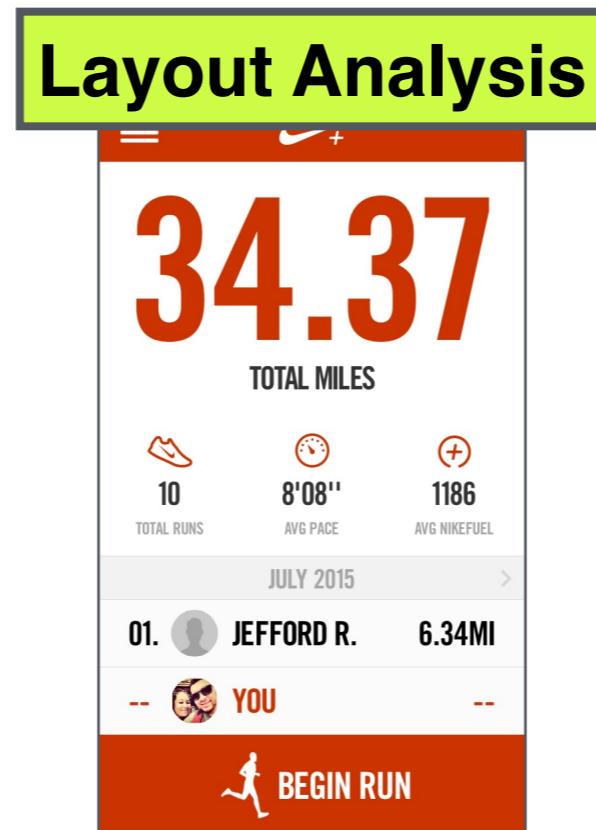
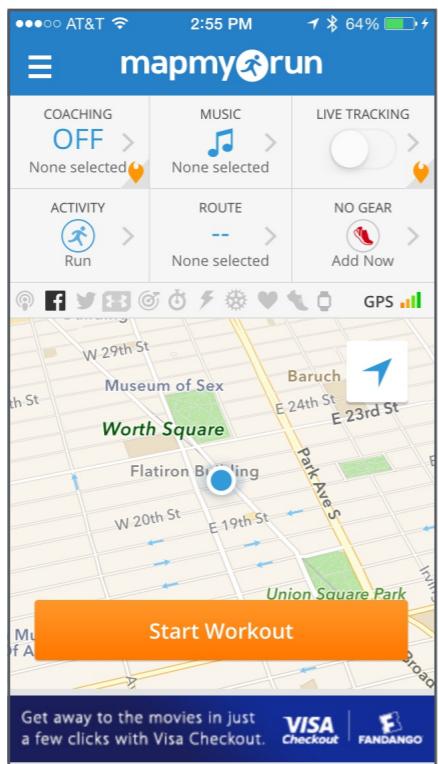
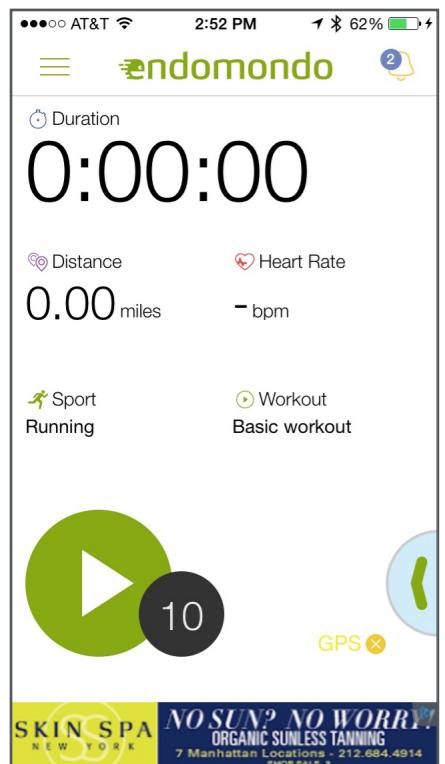
The Prototype



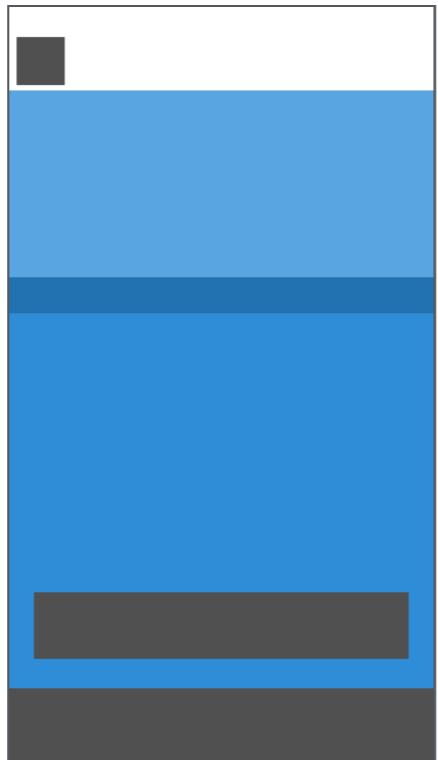
So how did we get to this design?



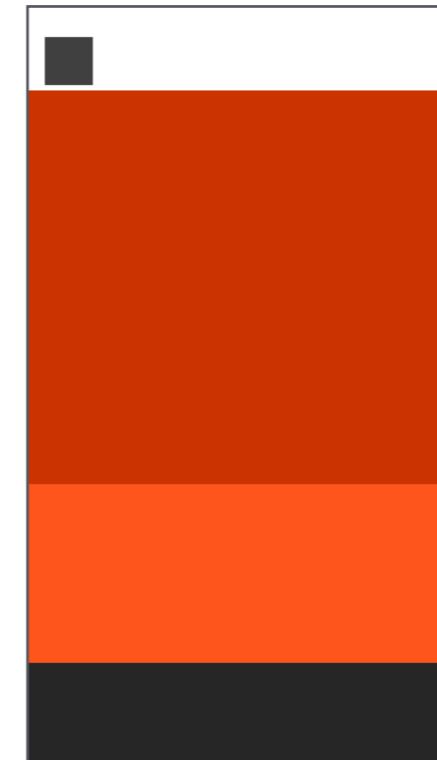
Charity Miles // Layout Analysis



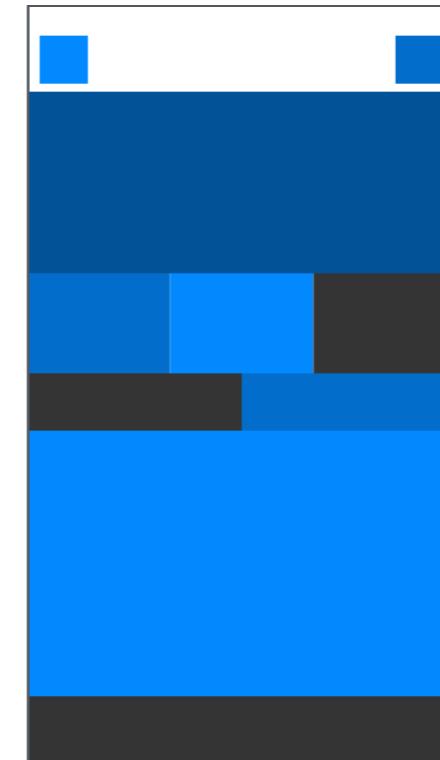
Endomondo



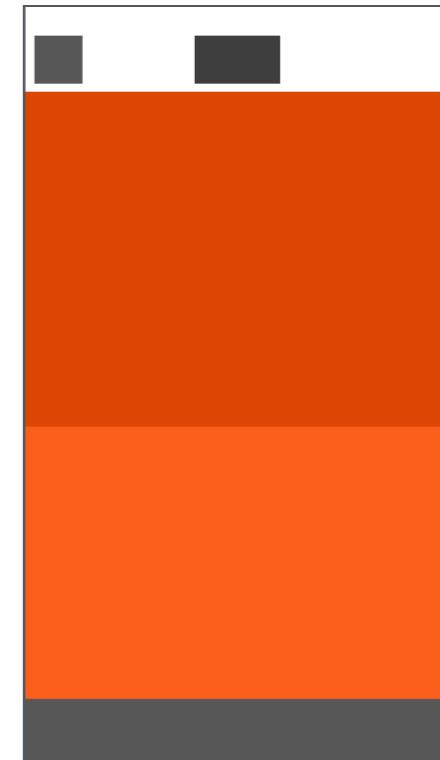
MapMyRun



Nike+ Running

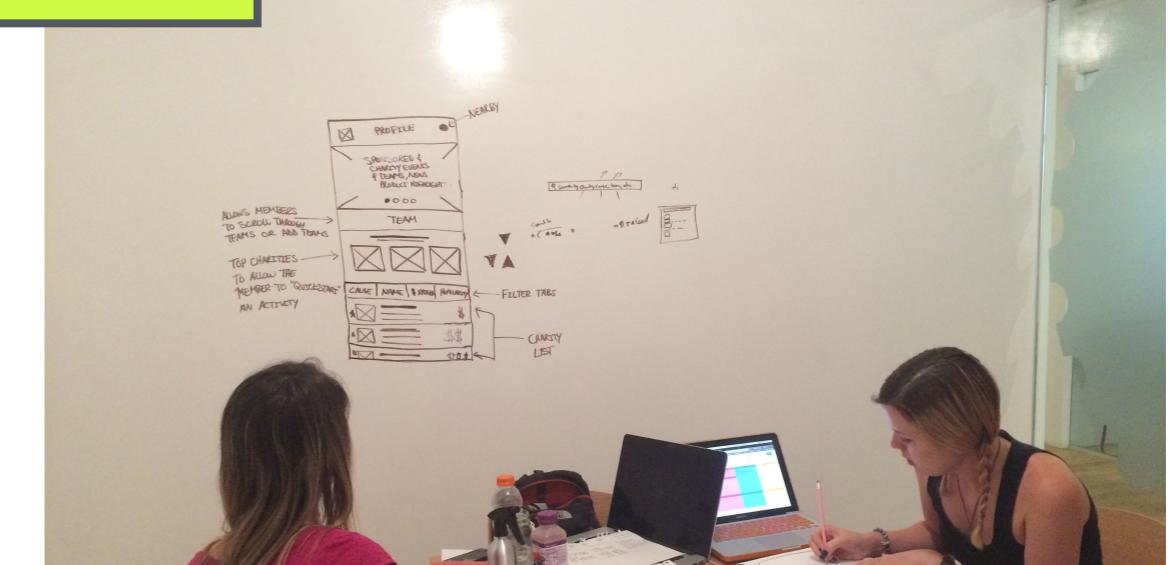


Runtastic

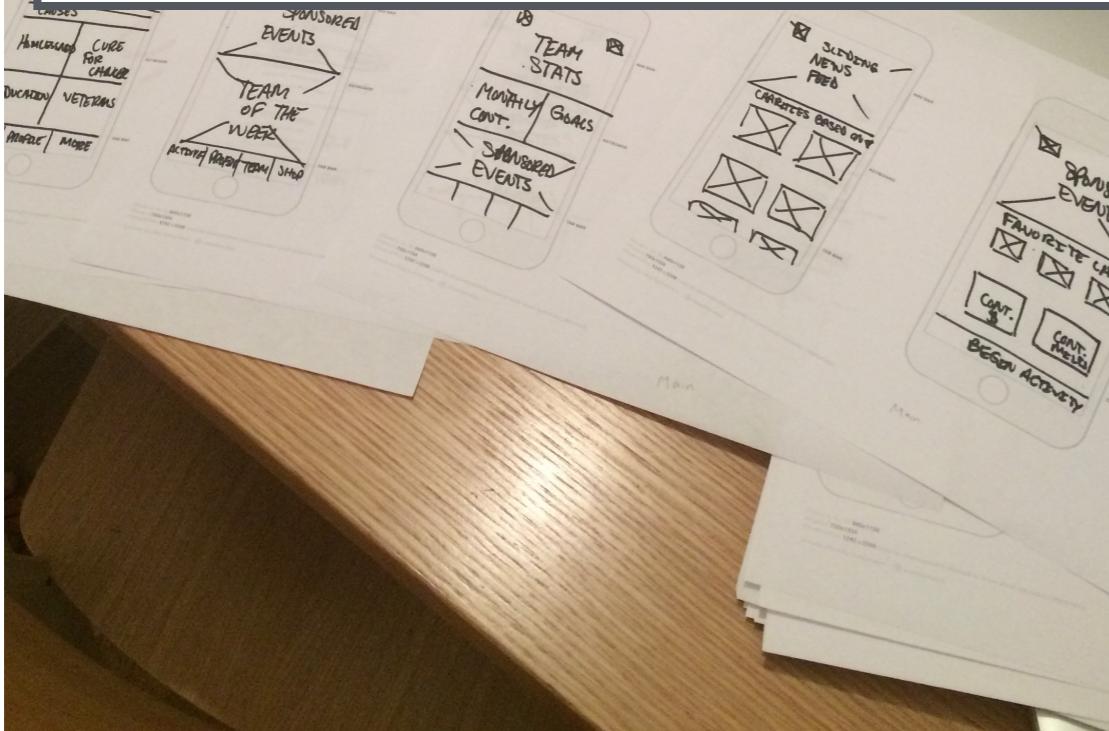


Strava

Design Studio

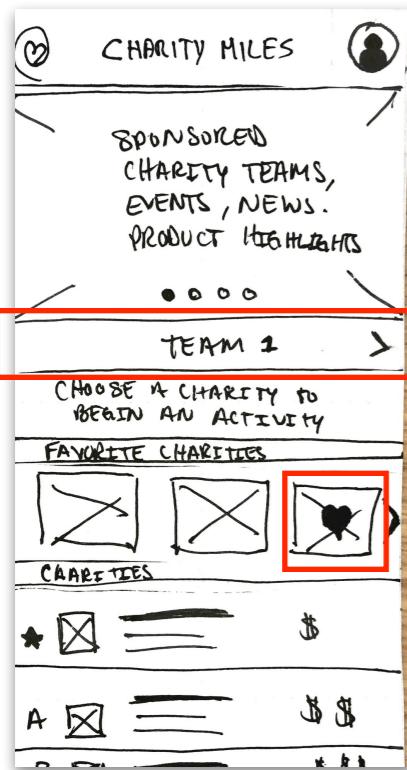


Time-boxing Designs individually and then iterating as we incorporate aspects of each others ideas to create a cohesive and comprehensive design.

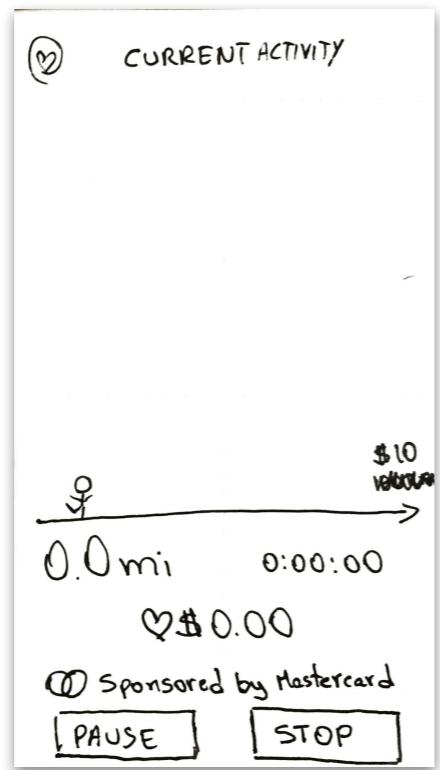


Designing a Paper Prototype to Test Usability

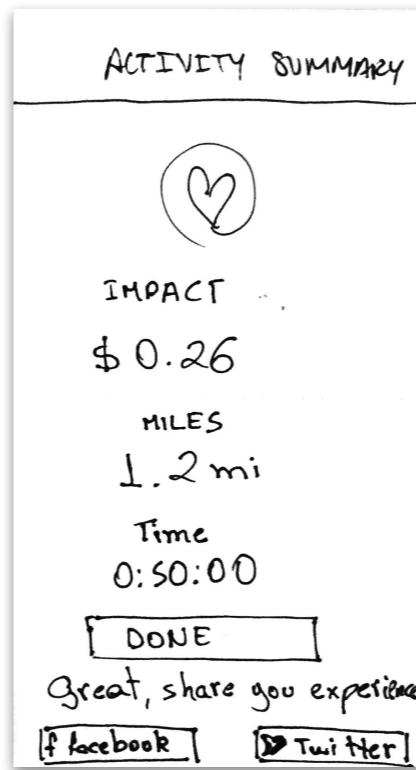
Main Screen



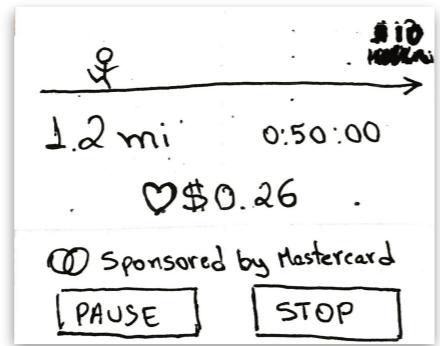
Activity



Activity Summary



1



2

3

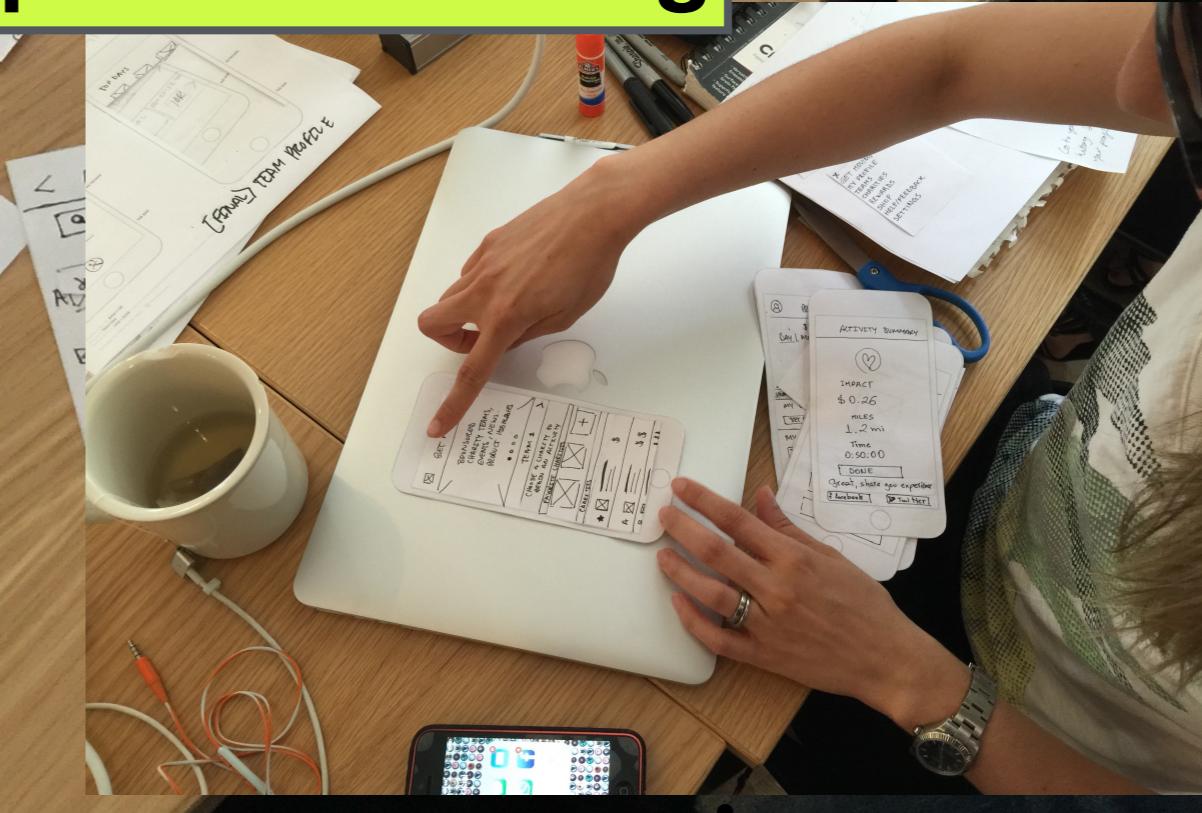
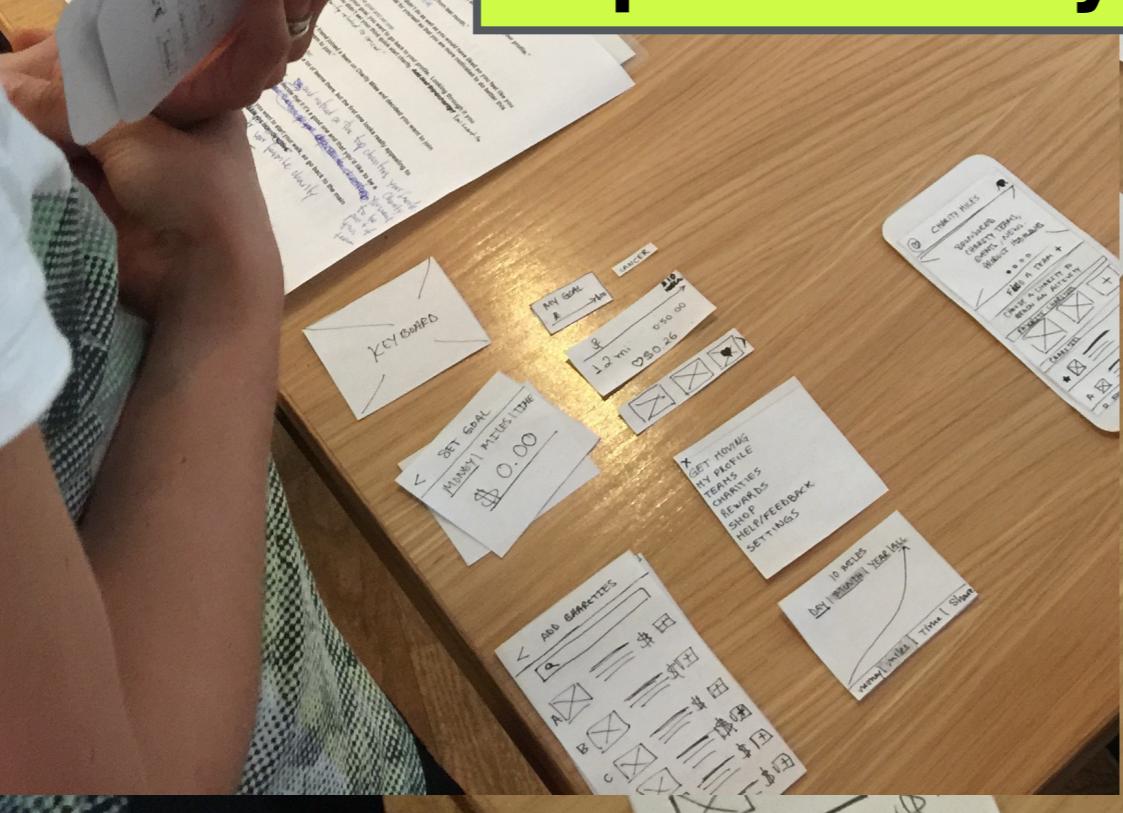
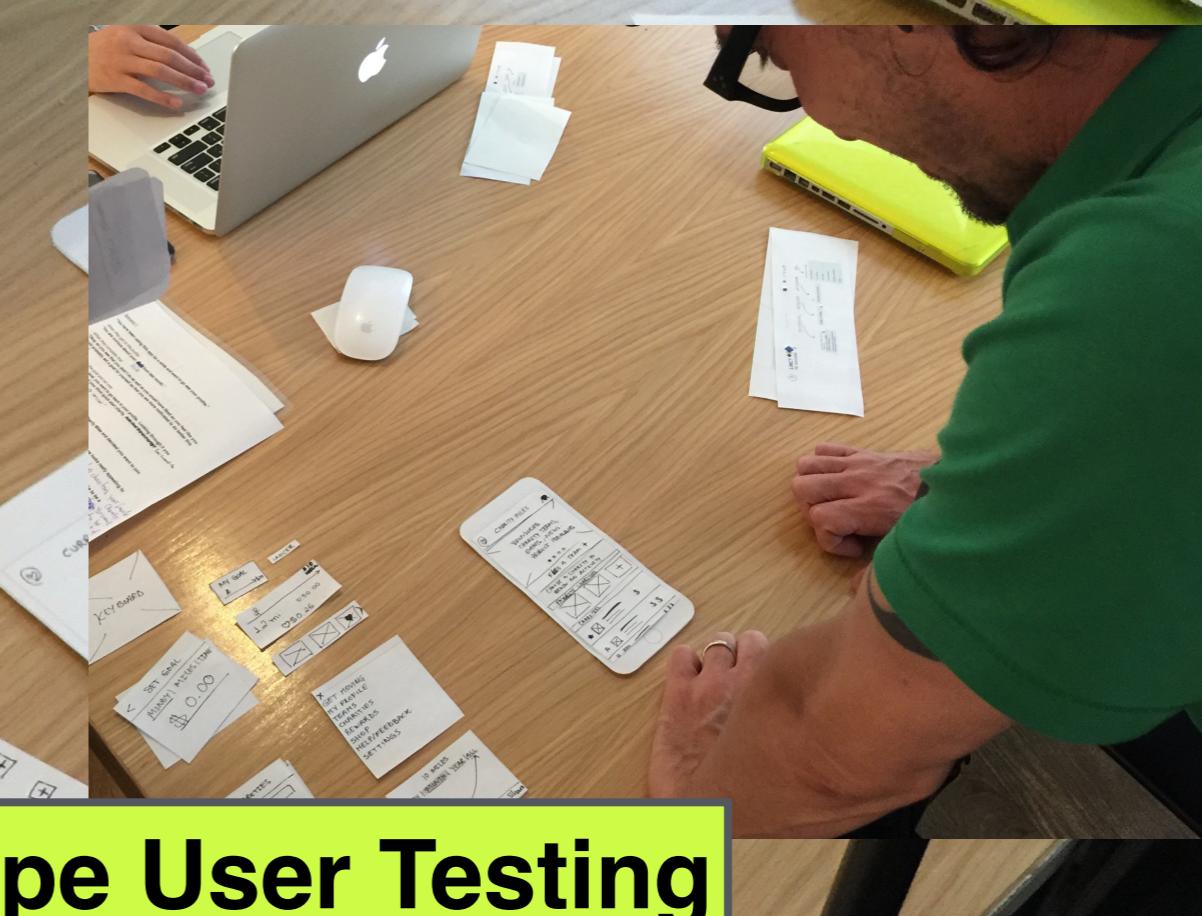
1. Member taps on **favorite charity** to quickly start an **activity** and can **easily join teams**.

2. The **activity screen** displays the **member's progress** with a sponsored ad as the background. The **sponsor's information** is also **displayed at the bottom** close to the pause and stop buttons. The **member can see their total impact** as they continue to walking or running.

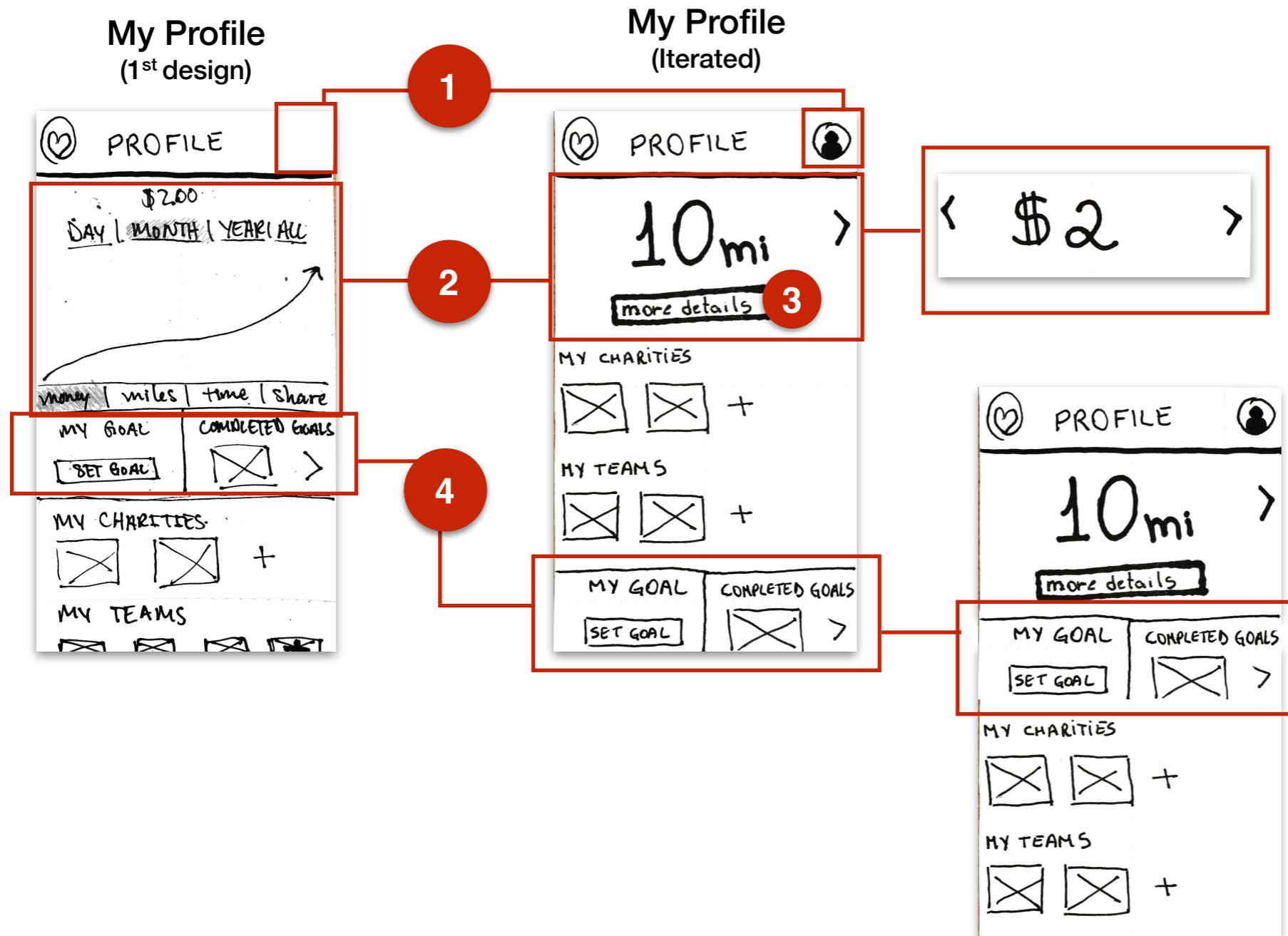
3. When the member ends their workout, they see a **summary of their activity**. They can share this activity on **Facebook** or **Twitter**.



Paper Prototype User Testing



Paper Prototype Iterations



- 1.** An **icon for profile settings** was added to make it easier for people to set their profile details, including privacy.
- 2.** We **highlighted** the **information people wanted to see**—the numbers.
- 3.** **'More details'** button was added since people wanted to **view more details of their activities**.
- 4.** We changed the '**set goal**' location to make it more clear and to **encourage people** to set a goal, which would help to **create a habit of using the app**.



High Fidelity Prototype Iterations

The image displays four high-fidelity prototypes arranged in a grid, showing the evolution of the application's interface:

- My Profile (Initial):** Shows a large '10mi' total distance, a 'Set Goal' button, and sections for 'My Charities' and 'My Teams'.
- My Profile Final:** Similar to the initial version but includes a red box around the 'My Goal' and 'Completed Goals' section, and a red circle labeled '1' near the top left of the box.
- My Profile History:** Shows a history section for August 2015 with two entries: 'Stand Up to Cancer' and 'Alzheimer's Association'. It also shows a July 2015 entry for 'Back On My Feet'.
- My Profile History Final:** Similar to the initial history screen but includes a red box around the share buttons and a red circle labeled '3' near the bottom left of the box.

1. More white space was included around the content to **make it more scannable** and to **differentiate** from the content that is above it.

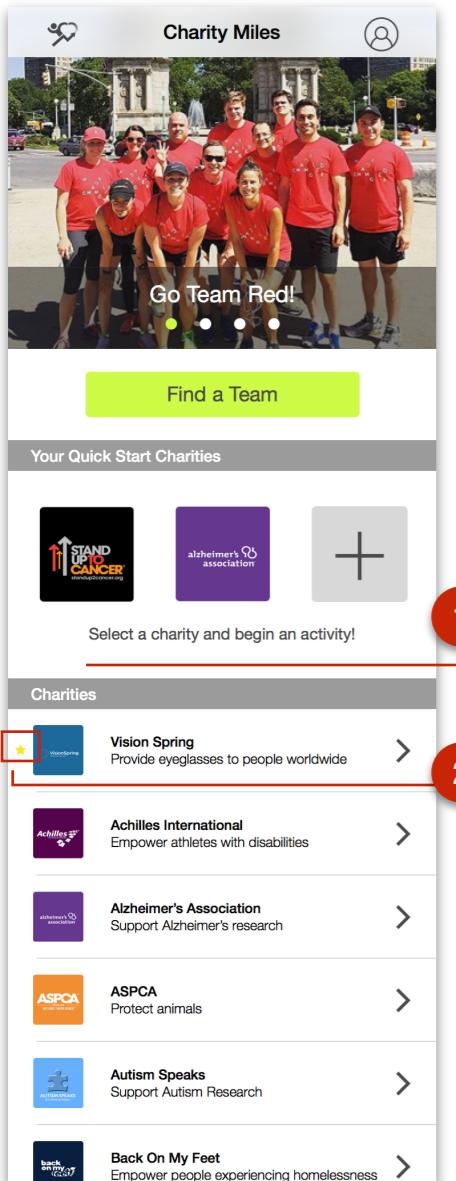
2. The **size of the words was decreased** to make content **more pleasing** to viewers eyes.

3. Share buttons were included to enable member to **share monthly achievements** to boost word of mouth.

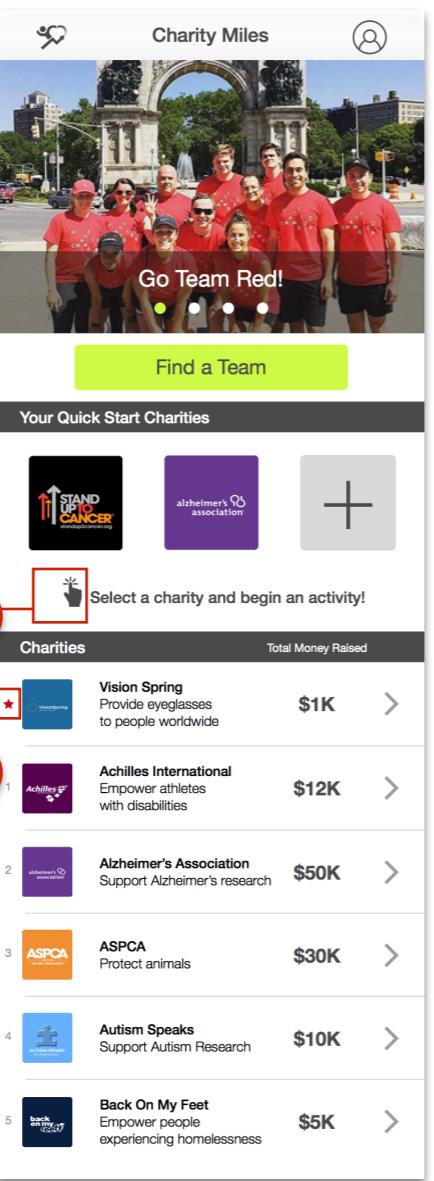


Charity Miles // High Fidelity Wireframes Iterations

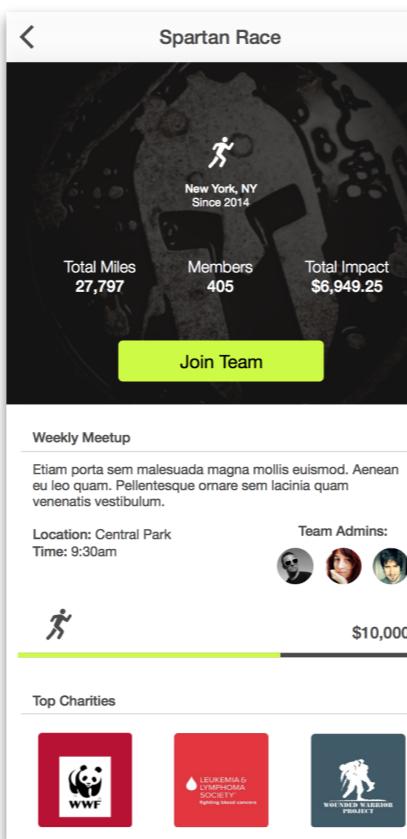
Main Screen



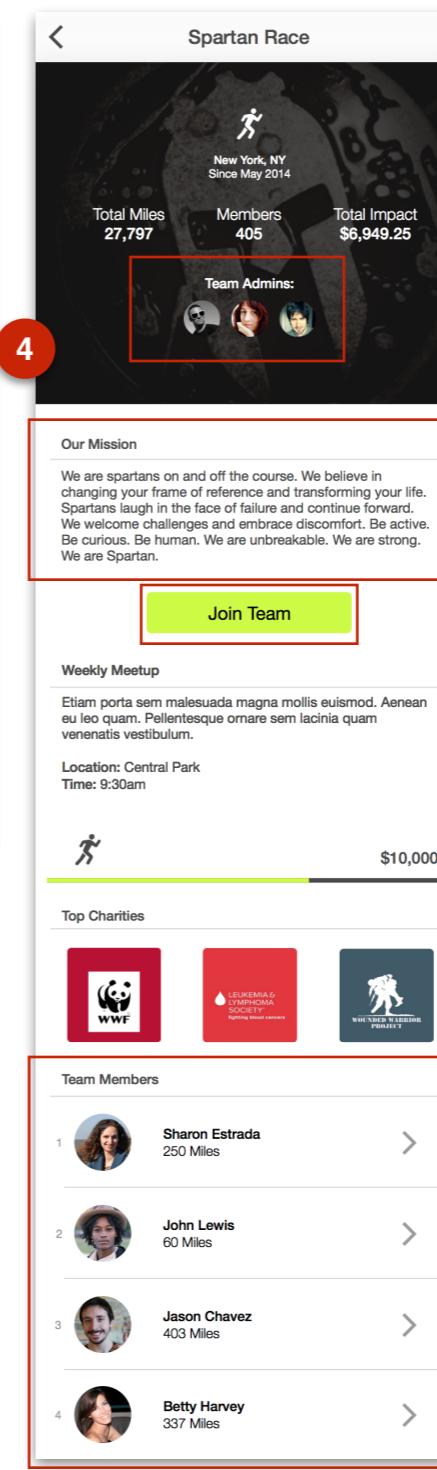
Main Screen Final



Team



Team Final



1

- An icon was included to make the **interaction more clear**

2

- The star color changed to red to increase contrast and make it **more visible** that it is a featured charity .

3

- 'Our Mission' was included to make the team feature **more appealing** to members.

- The join team was moved since the **members want to know** the mission of the team **before joining it**.

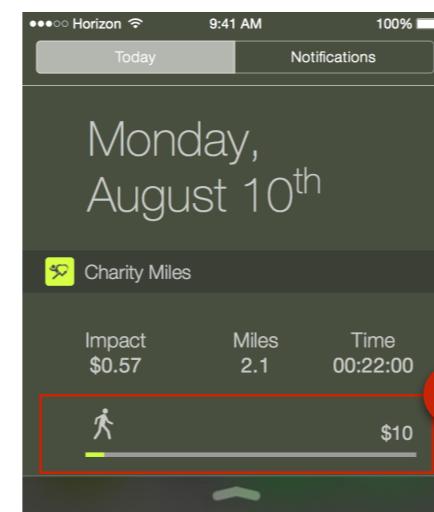
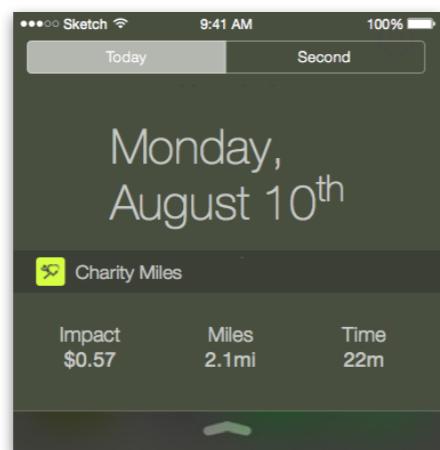
- The admins were moved to inside the image to make the team **information consistent and clear** to viewers.

- Team members were added to **enhance the 'sense of community'** between members.

4

- The goal progress bar was added to **boost motivation** and make the 'Today Widget' **more enjoyable** to look at.

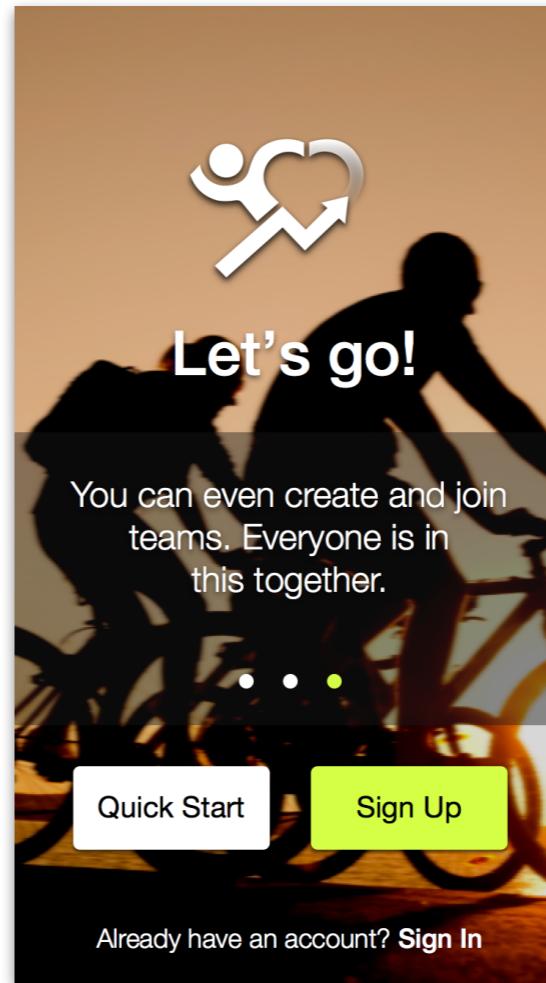
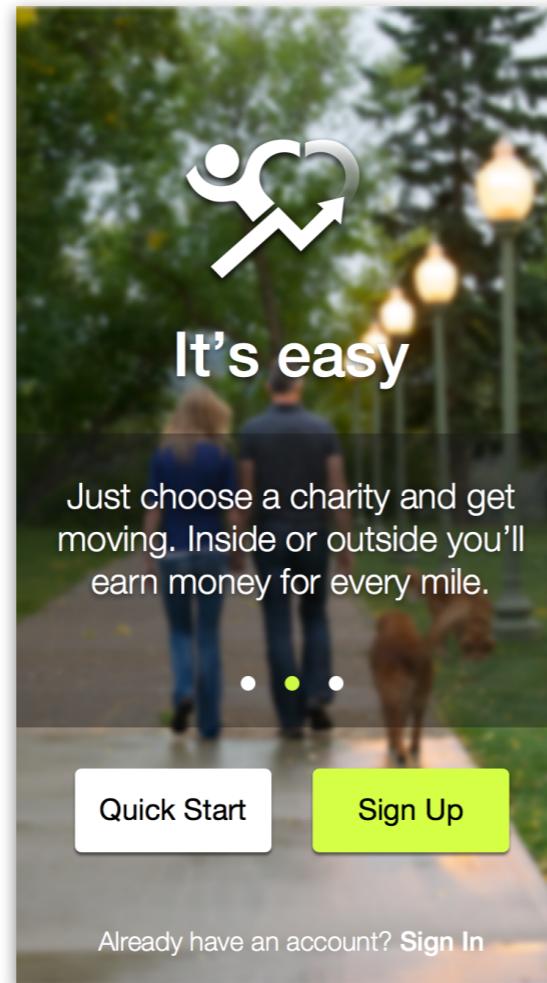
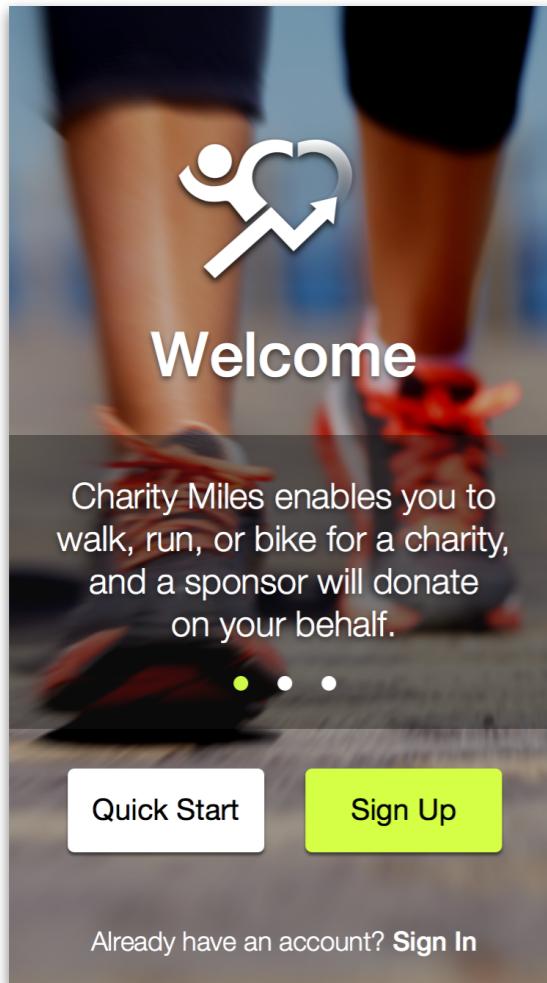
Today Widget



**So what can Charity Miles do
RIGHT NOW?**



Onboarding Screens



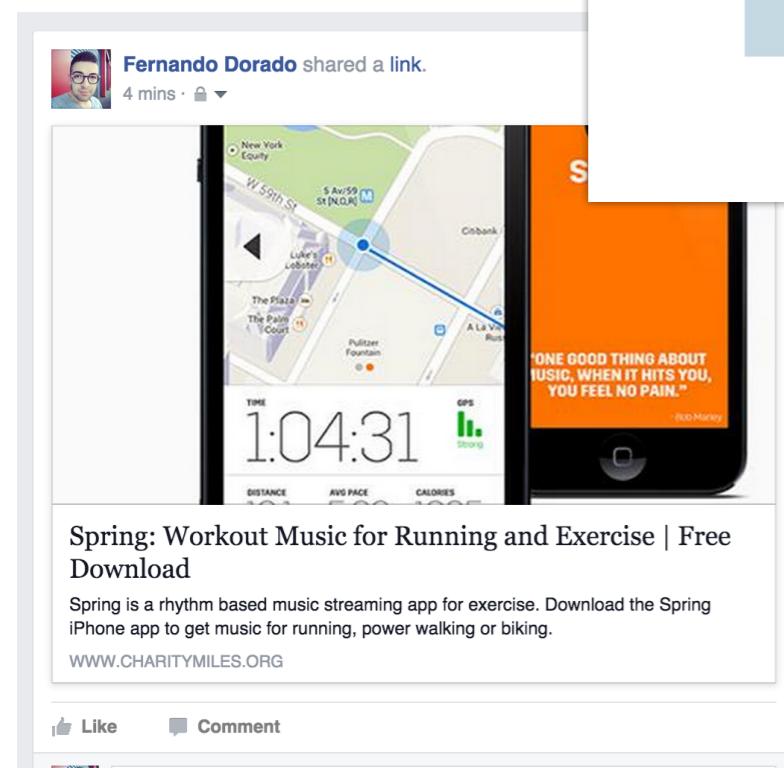
1. Big titles to pass the main and most important message for members:
"WELCOME, IT'S EASY, LET'S GO!"
2. On the first image we included the information of how the donation works to give viewers **a clear and complete information** about it.
3. On the second image the text informs members **how and where members can "earn" money for miles**.
4. Information about the **"team feature"** was added to **highlight** to viewers the **sense of community** that the app has.



Shared Social Media Ad w/ Member Activity



(proposed ad)



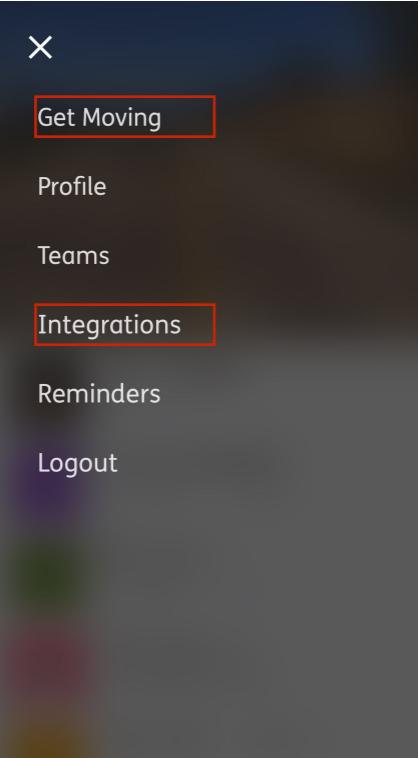
(current ad)

- Sharing an advertisement on social media, which shows that the sponsor donated to a charity on member's behalf, is **more appealing** to others and can **create a positive emotional impact** on people instead of being just an advertising on Facebook or Twitter.

- Creating a more appealing advertising **increases the likelihood of members sharing it.**

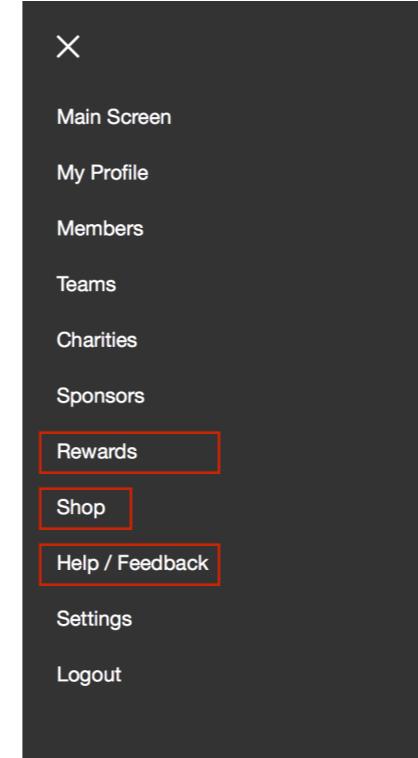


Navigation (current)



- Get Moving
- Profile
- Teams
- Integrations
- Reminders
- Logout

Navigation (New)

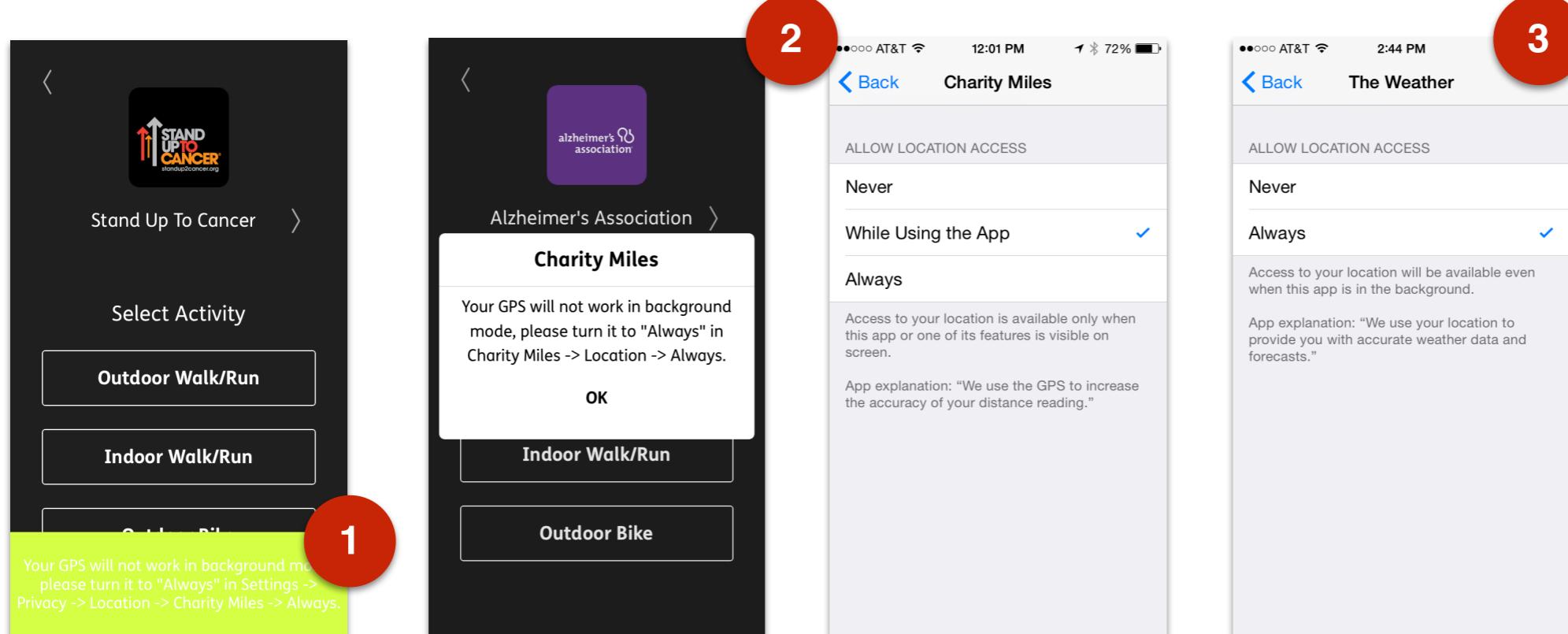


- Main Screen
- My Profile
- Members
- Teams
- Charities
- Sponsors
- Rewards
- Shop
- Help / Feedback
- Settings
- Logout

- The word '**Integration**' was changed to '**Rewards**' to make content easily **understandable** to members.
- We included and icon for **shop** to **make** it a **feature**.
- Included Help/ Feedback to make **costumer service** accessible **easier**.



Charity Miles // Minor Iterations to Current App



1. Change the text color to **black** to **improve readability**.
2. The notification confuses members since there is an **option for allowing location access "while using the app"**, but it **doesn't work**.
3. **For Reference—** The Weather Channel only allows two options.



NEXT STEPS



Next Steps

- **Integration with fitness apps**, as requested by many members.
- **Ability to set all notifications**, including the emails from the app about your recent activity. Consider making it weekly instead of directly after every walk.
- Add even more incentive to continue using the app by creating **badges, trophies, and/or achievements** to show off on your profile and to social media.
- Being in a **team** and reaching goals gives the top charities a **bonus**.
- Ability to see **how much each sponsor has given** to charities through the app - might create an even better rapport with the member.
- **Check feedback and analytics** and see what people are responding to and then **iterate**, possibly re-organizing feature and update priorities.
- **Continue being a great team of people who are helping to bring more awareness and funding to charities in need.**





CHARITY MILES

Recreating the User Experience
by Shalyn, Gabi, and Fernando

THANK YOU!

Q&A