

UPHAAR

Final Project presentation by Group 4.

1. Siddharth Bhaskar
2. Sidhartha Garg
3. Sirikaew
4. Sneha Agarwal
5. Sneha Nagpal



Contents

- 1. Requirement gathering**
- 2. Personas and Empathy/Scenario Mappings**
- 3. Problem Understanding**
- 4. Lo-Fi Design**
- 5. Hi-Fi Design**
- 6. User Testing and Evaluation**
- 7. Learnings and Reflections**



Problem Understanding

Problem Statement

Problem

We are unable to contribute to society or give away items that are no longer useful to us as we cannot reach those who truly need it due to a lack of a proper platform connecting the two. At the same time, non-governmental organisations (NGOs) and other similar organisations are unable to communicate their needs to the community.

UPHAAR

We seek to bridge the gap between the donor and the receiver by providing them with a suitable platform via our mobile application, Uphaar. It allows donors to communicate their donations and NGOs to voice their needs immediately. Uphaar serves as a go-between for the two and connects them.

Motivation

Explain why now is the time for your product or service to shine.

Out there in the world , there are many kids and senior citizens who have no one to look after them , or the physically challenged who require an extra hand. NGOs are organisations with the goal of assisting those in need, but who is there to assist them? Citizens who want to help but find it difficult to approach such organizations/people to whom they can lend a hand or provide resources to is the problem. Even as students, we struggle with lack of knowledge and communication when we want to volunteer. Therefore we came up with the idea to design a portal bridging this gap.

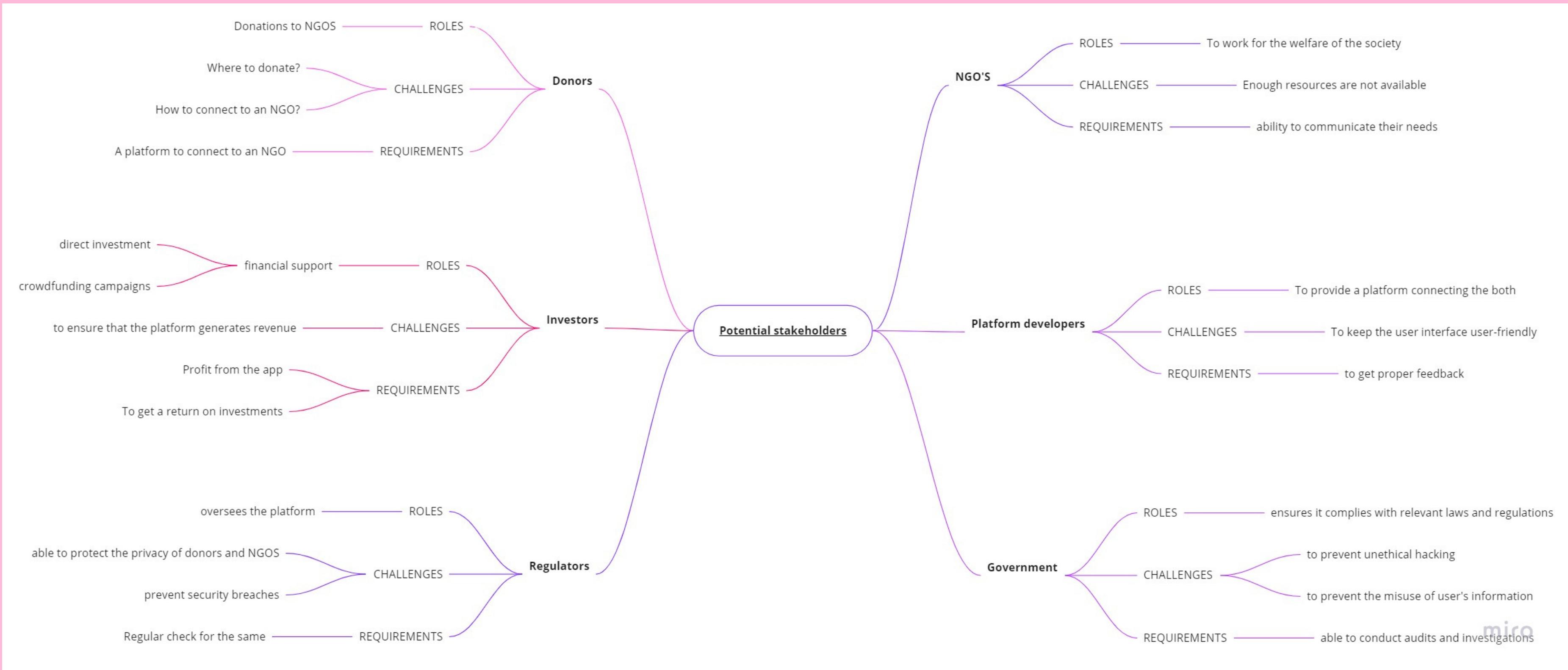


Requirement Gathering

Requirements The App Fulfils:

1. Easy access to genuine NGOs and other organizations in need
2. Fast and secure method to donate either in kind or cash as per requirement
3. Filtering out NGOs where your particular donation would make the greatest impact
4. Provides NGOs to raise social issues and voice their needs/acts as a crowdfunding platform
5. Provides access to online communities where like-minded people can think about the welfare of society in general.

MindMap



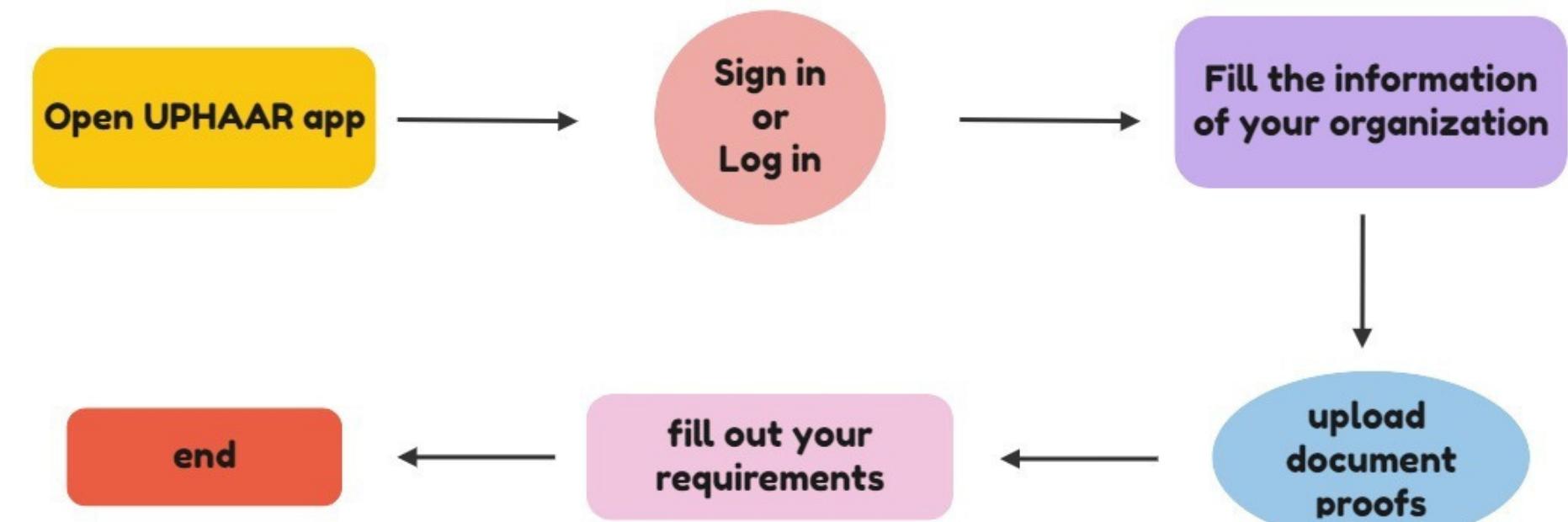
https://miro.com/app/board/uXjVP3R_0fM=?share_link_id=2459898450

TaskFlows

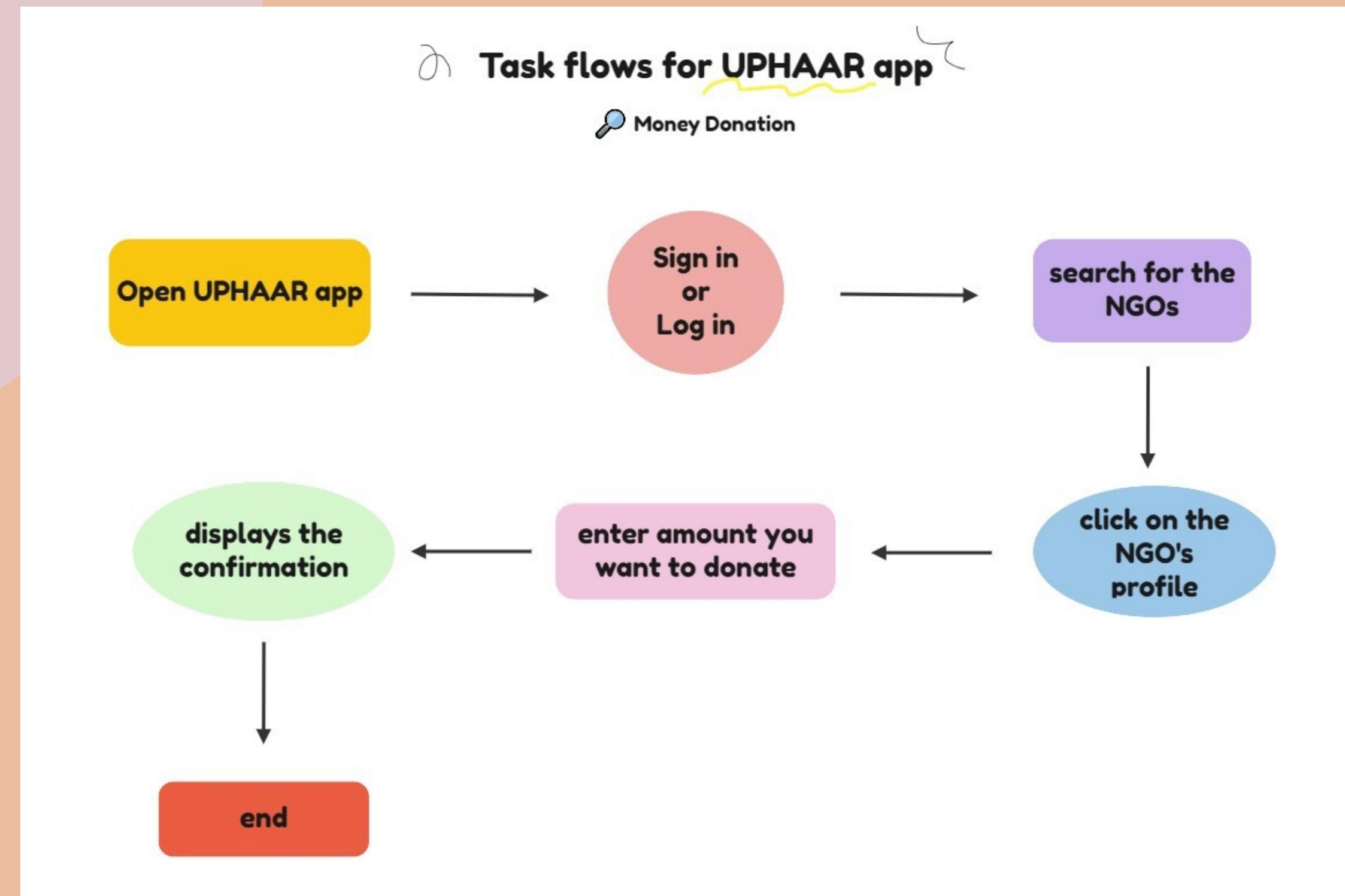
A task flow is the portion of a task definition that shows the flow of the task; that is, the diagram of the steps in a task. A task flow is similar to a workflow, as are their respective design tools. However, the task flow and workflow are used to perform different kinds of processes.

Task flows for UPHAAR app

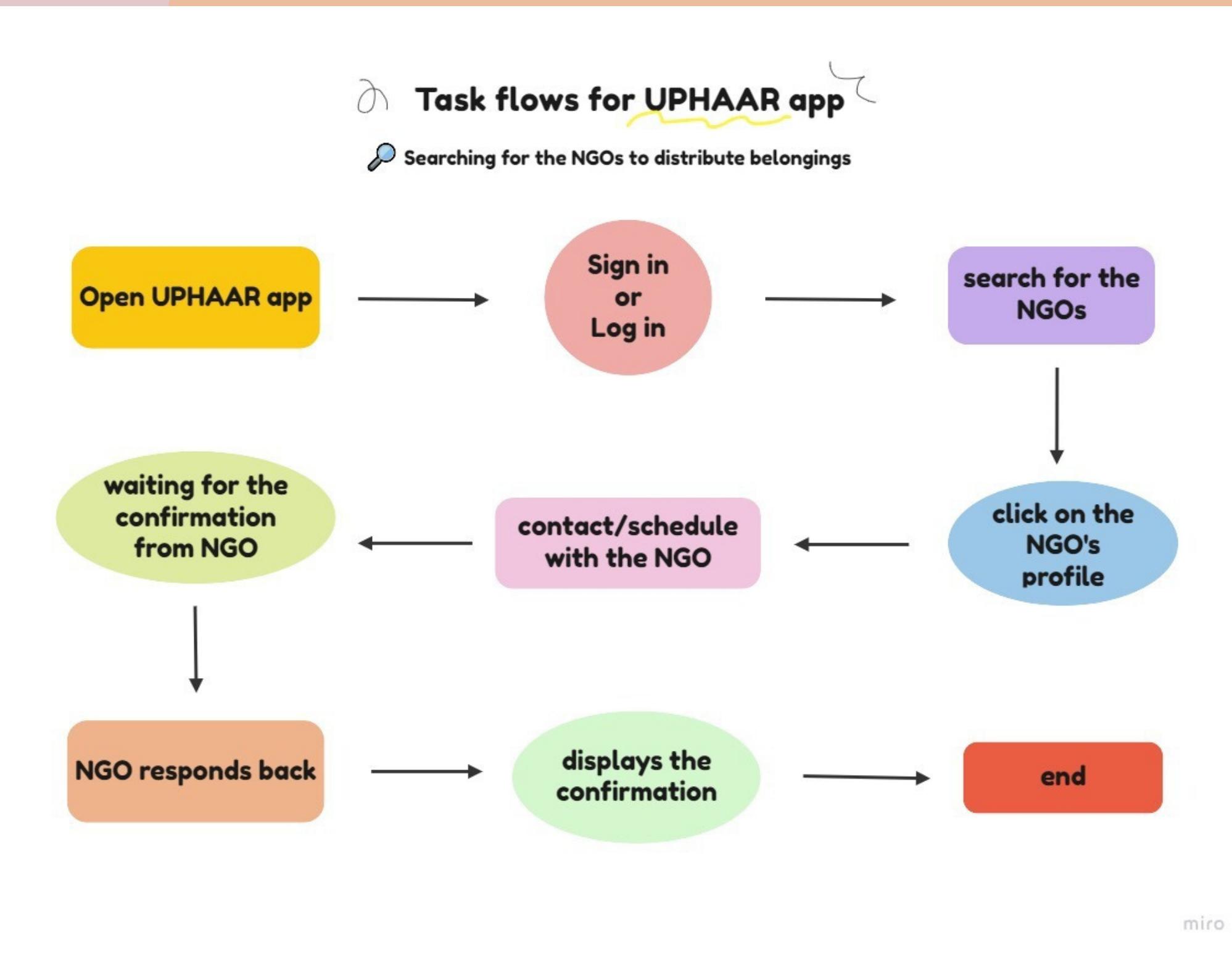
Receiver



TaskFLow



TaskFLow





Personas and Empathy /Scenario Mappings

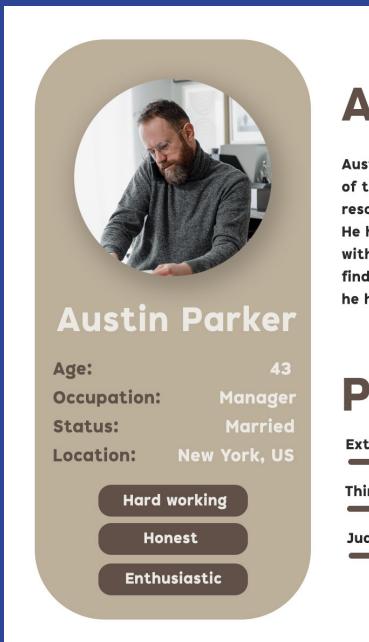
Personas

Karen Hunter



Group leader of environmental conservation
68 years old | married
retired | Canada

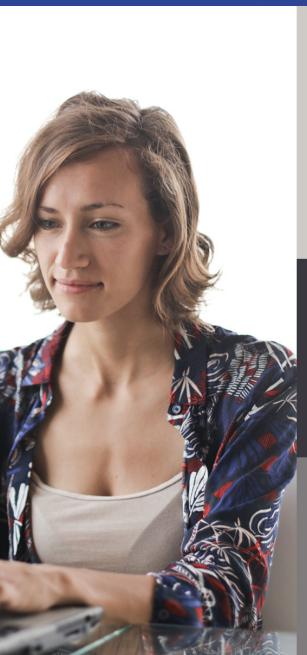
Austin Parker



Age: 43
Occupation: Manager
Status: Married
Location: New York, US

- Hard working
- Honest
- Enthusiastic

ABOUT



Sarah Jones, a working full-time job women who loves children but has no children and unmarried. She is looking for a convinient and simple way to connect with NGOs for donations for children.

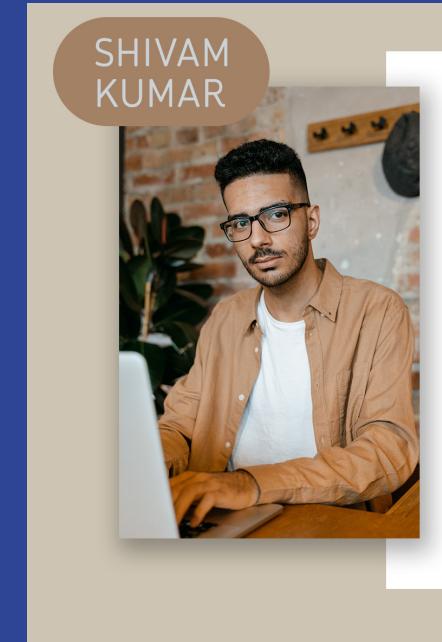
GOALS

- Convinient and simple way to connect with NGOS
- Supoorting children through donatations
- Trusted NGOs with verified documents

FRUSTRATIONS

- Afraid of frauds
- Does not have much time so she needs the simple way to connect with NGOS

SHIVAM KUMAR



BIO

Shivam kumar , a 20 year old youngster currently pursuing Btech at MIT who received a scholarship from a kind old man wants to do his part in helping other young passionate children who do not have the right resources in achieving their goals.

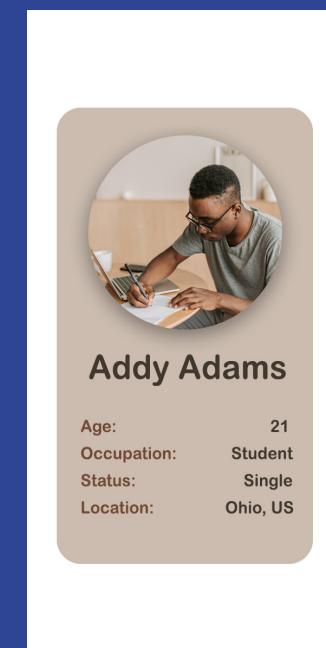
GOALS

- To find a way to connect with the right crowd
- To find suitable NGOs in close proximity looking for part time volunteer work
- Counselling students for getting into colleges and helping them through entrance exams

FRUST-STATIONS

- Needs flexible hours volunteering
- Near his campus
- Can't connect to students

Addy Adams



Bio:

Addy Adams, a college student who passionate about changing the world and helping people. He has also got a part time job on weekends and 4-5 assignments everyweek. He is looking for a platform that makes it easier for donations and gives away his unused belongings.

Goals:

- Platform that easy to access
- Platform that easy for donation and give away
- Help people by donating and giving away as much as he could

Personality:

Introvert	Extrovert
Passive	Active
Loyal	Fickle

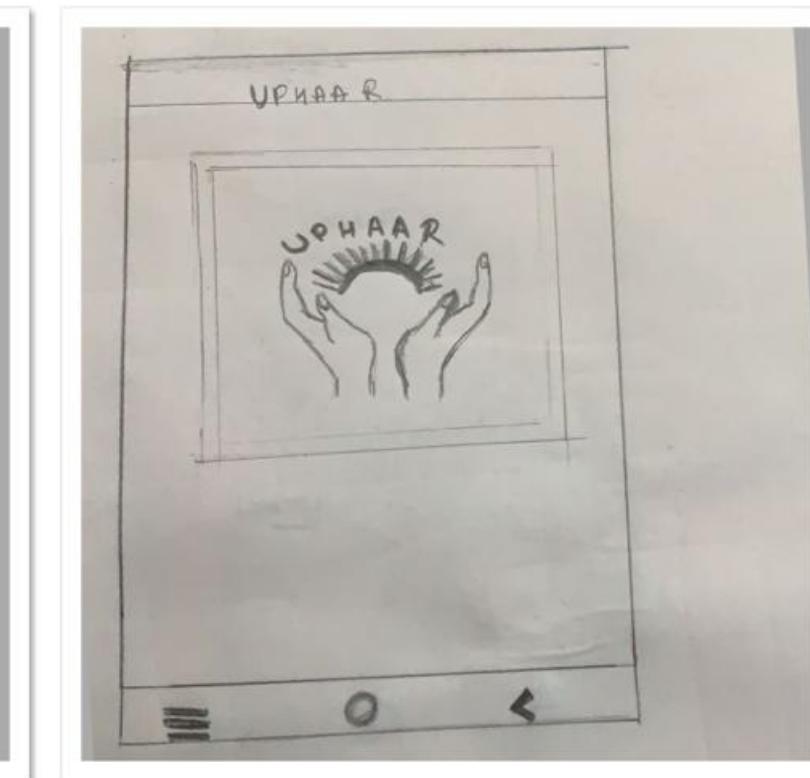
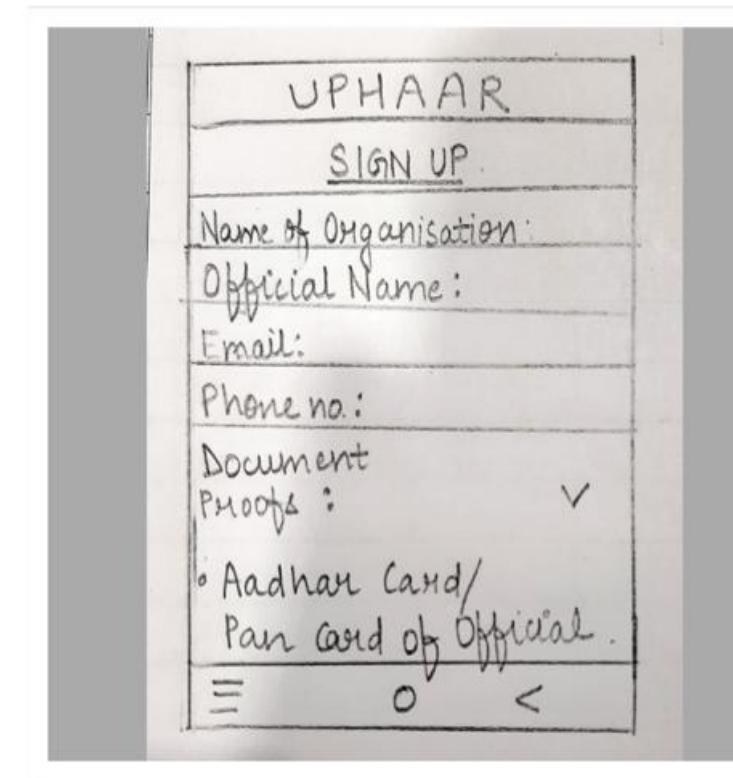
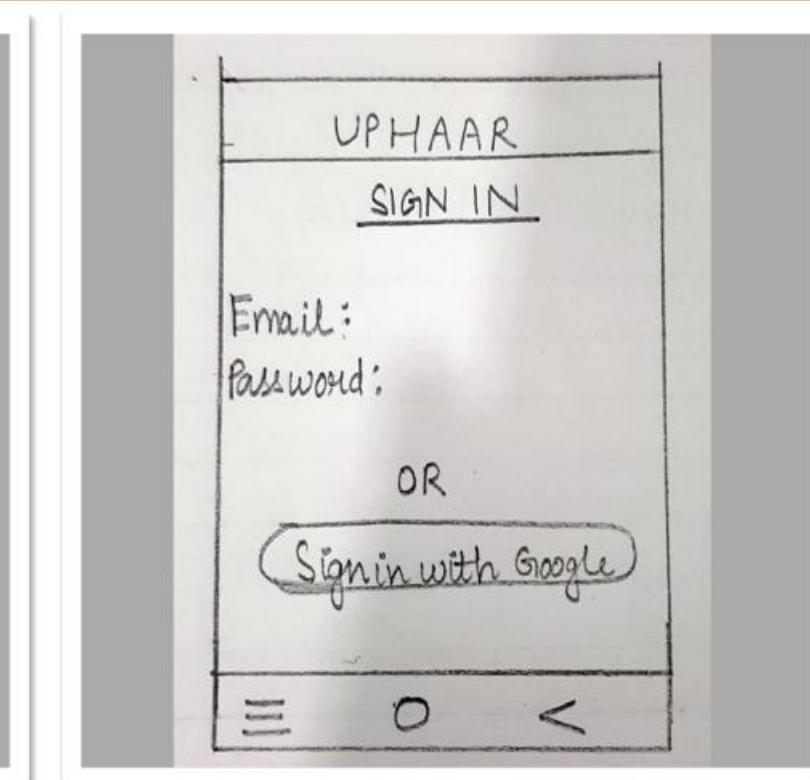
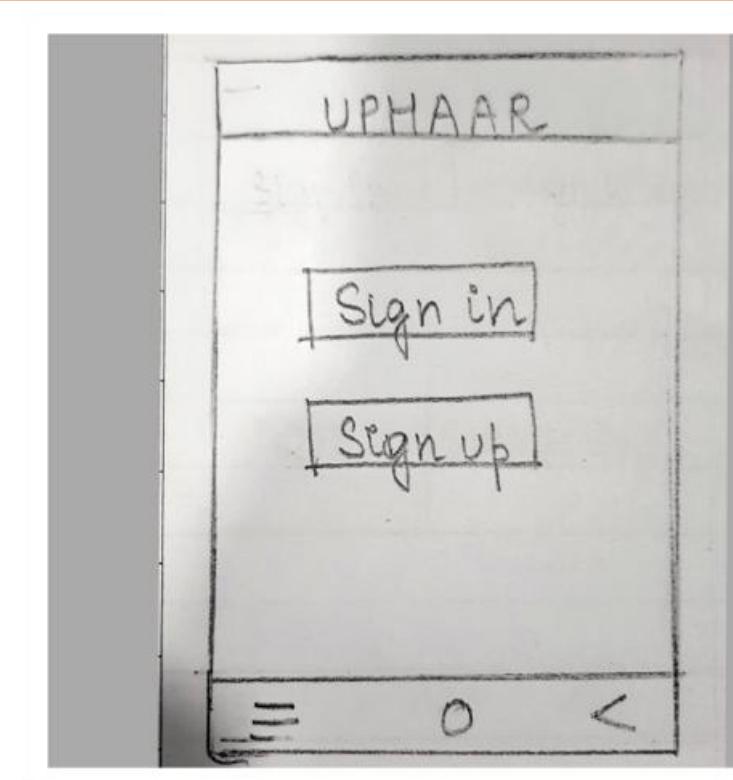
Frustations:

- Complicated platform
- Time management
- Receivers receive his belongings and able to use them

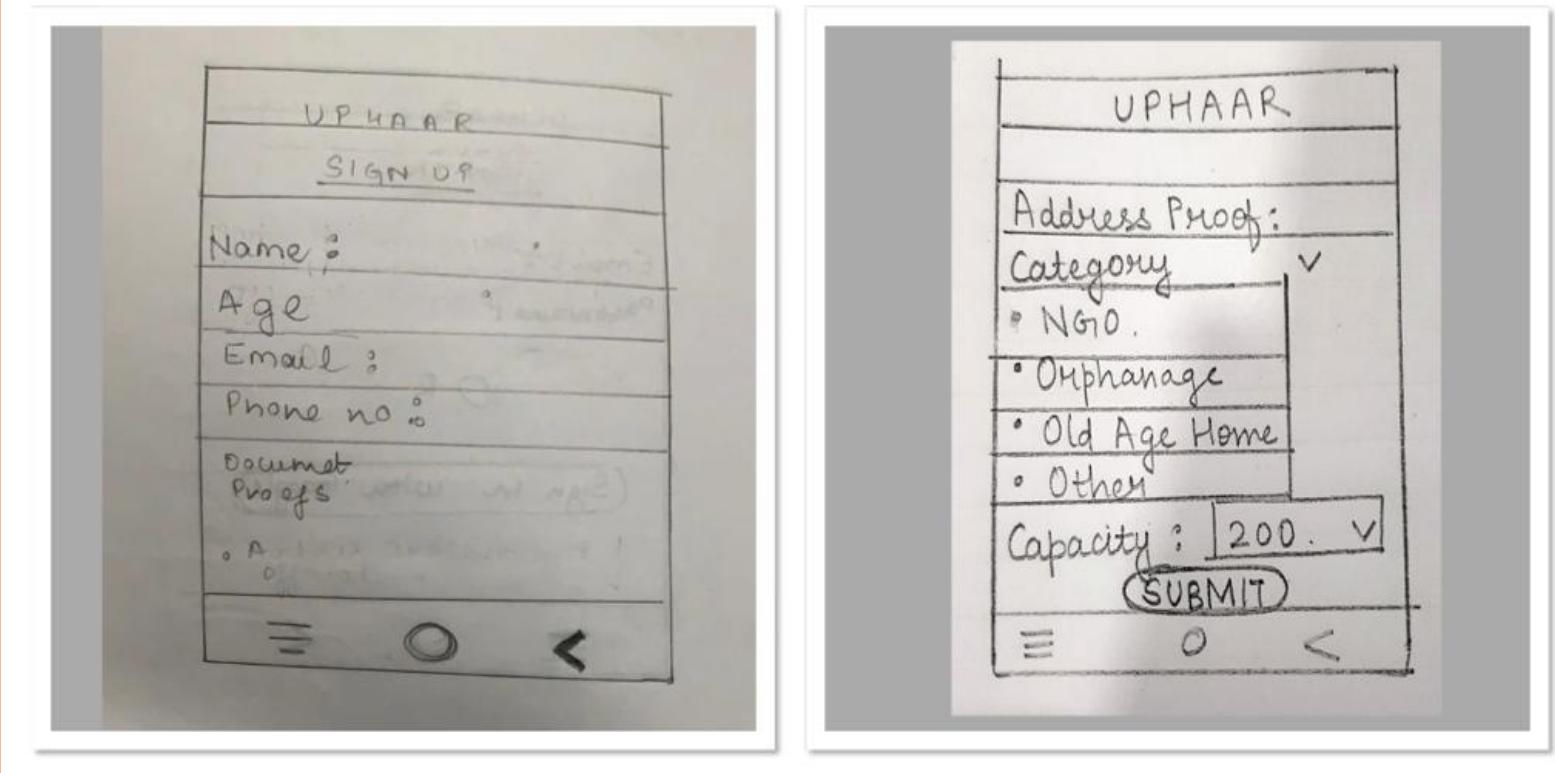
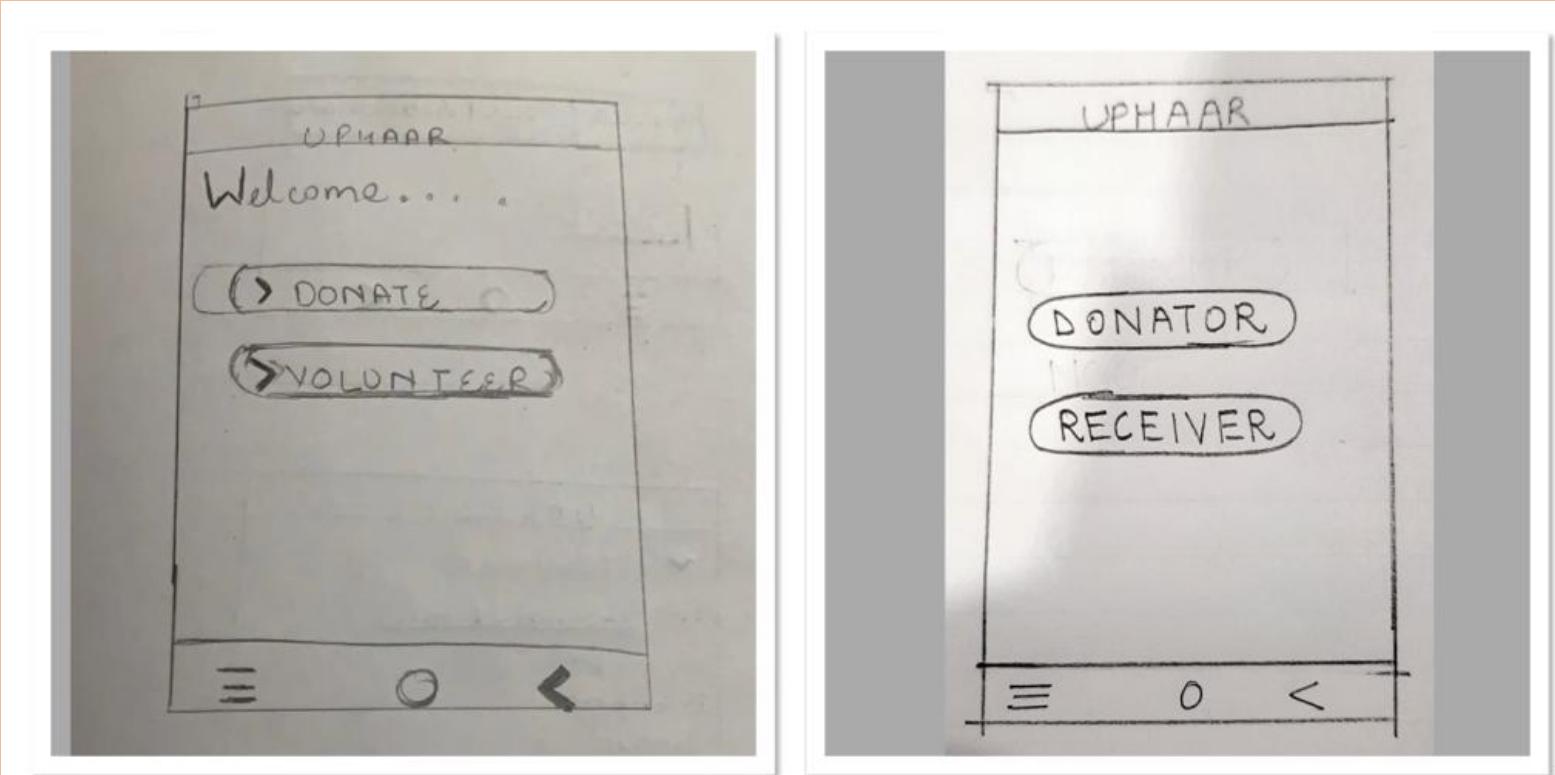


Lo-Fi Design

Low-Fidelity Design(lofi)



Low-Fidelity Design(lofi)



Low-Fidelity Design(lofi)

The image displays four hand-drawn wireframes for a mobile application, arranged in a 2x2 grid. Each wireframe is contained within a rectangular frame with a header bar at the top and a footer bar at the bottom, featuring three icons: a menu icon (three horizontal lines), a search icon (magnifying glass), and a back arrow icon.

- Top Left:** A volunteer registration form titled "UPHAAR VOLUNTEER". It includes fields for "Reason to volunteer", "Qualifications (if Any)", and "Special skills (if Any)".
- Top Right:** A personal details form titled "UPHAAR VOLUNTEER". It includes fields for "Personal details" (Name, Phone no., Email, Address, ID Proof) and "Number of hours you wish to dedicate each week".
- Bottom Left:** A "NEED" section titled "UPHAAR NEED". It features a large empty rectangular box for listing needs and a note: "(Place your needs in the box above to show the users)".
- Bottom Right:** A category selection screen titled "UPHAAR NEED". It shows a 2x2 grid of categories: FOOD, CLOTHES, TOYS, and STATIONARY.

Low-Fidelity Design(lofi)

UPHAAR

✓ VOLUNTEER

1. Personal details

Name: [REDACTED]
Phone no.: [REDACTED]
Email: [REDACTED]
Address: [REDACTED]
ID Proof: [REDACTED]

2. Number of hours you wish to dedicate each week?

≡ O <

UPHAAR ⑧

CLOTHES

Near you:
Arhaan wants to donate clothes.

- 10 Tshirts (Boys)
- 5 Jeans (Boys)
- 2 sweaters (Girls).

Accept

≡ O <

Reachable for receivers and givers.

UPHAAR®



Hi-Fi Design

HI-FI And User Evaluation

USER FLOW:

<https://www.figma.com/file/34SR9DPEB6UlEVTImQDkR7/UPHAAR?node-id=0%3A1&t=7IjjcQStJfdBmJ9S-1>

PROTOTYPE:

<https://www.figma.com/proto/34SR9DPEB6UlEVTImQDkR7/UPHAAR?node-id=65%3A65&scaling=scale-down&page-id=0%3A1&starting-point-node-id=34%3A44&showproto-sidebar=1>

USER EVALUATION AND SURVEYS:

We created a google form to conduct a survey based on our app's idea and whether its mechanism is useful.

Link to google form: <https://forms.gle/VxAYCfMhnBYpEfYN9>

Reachable for receivers and givers.

UPHAAR®



UPHAAR®

SIGN IN.

Email / Username

Password

OR

Sign In With Google

[Privacy](#)
[Read Terms & Conditions](#)



UPHAAR®

Reachable for receivers and givers.

Sign In

[Forgot password?](#)

Sign Up

[For New user](#)



[Read Terms & Conditions](#)

UPHAAR®

 SIGN UP.

Upload Document Files



Welcome
to

UPHAAR®



Donate

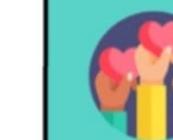
Volunteer

UPHAAR®



 NEEDS.

Type your needs ...



Place your needs
in the box above.
Your needs will appear
on the user's feed.

Help
Feed Back
Read Terms & Conditions



UPHAAR



CLOTHES.

**Arhaan**

1.3 km from your current place

Arhaan wants to donate clothes.

10 T-shirts (Boys)

5 Jeans (Boys)

2 Sweaters (Girls)

[Accept](#)[contact for more](#)**Anya**

2 km from your current place

Anya wants to donate stationary.

40 Blue Pens

25 Black Pens

30 Pencils

[Accept](#)[contact for more](#)

UPHAAR



Name of organization

Current needs



Needs

Previous Donations

About us

Log out

[Help](#)
[Feed Back](#)
[Read Terms & Conditions](#)

UPHAAR

CATEGORY.

Clothing Items**Food Items****Toys****Books****Stationary****Others**



Photos.

see all →

About us.

Our organization is located in Delhi and is established in the year 2019.

[click here for more details](#)

Document proofs.

Aadhar card
(image)



UPHAAR

SIGN UP.

Upload Address Proof

Category

- NGO
- Orphanage
- Old Age Home
- Others

Capacity 200

Submit

UPHAAR

SIGN UP.

Name of organization

Official Name

Email

Phone Number

Documents Proofs.

Upload Aadhar Card

Upload Pan Card



UPHAAR®



Donator

Receiver

Welcome
to

UPHAAR®

username
bio

Donation History

Volunteer History

Reviews posted

Help
Feed Back
Read Terms & Conditions

UPHAAR®

VOLUNTEER.

Following are the options available for you.

name of the organisation
1.3 km from your current place
[click here for more details](#)

[volunteer](#) [contact for more](#)

name of the organisation
2 km from your current place
[click here for more details](#)

[volunteer](#) [contact for more](#)

name of the organisation
2.4 km from your current place
[click here for more details](#)

[volunteer](#) [contact for more](#)

UPHAAR•



**2. Number of hours
you wish to dedicate
each week.**

hours ▾

3. Reason to Volunteer.

4. Qualifications. (if any)

5. Special Skills. (if any)

Submit



UPHAAR•



VOLUNTEER.

1. Personal Information.

Name

Age

Email

Address

Phone Number

Id Proof



UPHAAR•



DONATE.

Search In Category

Suggestions For You.





Refinement from feedback

LOGO

One of the most basic and common problems we identified from the feedback was the logo The Utopia. People found it too basic and unappealing; on further introspection, we changed the logo to a rising sun in between hands which was further modified to a bright rising sun from the lake.

USER INTERFACE

In our initial lo-fi design, we decided to go with slides represented on the second tab, giving options to proceed to further actions, acting according to popular feedback; we decided to add more tabs making it easier for the users to identify with our app and give them a better experience by making it more obvious and easy to understand.

Refined Problem Understan ding

ENABLING TWO WAY INTERACTION

Further modifying our design, we tried making a two-way interaction, that is asking user their purpose (donate, volunteer or receive) according to which the application further guides user showing features suitable for their needs.

CART/OFFERS TAB

Feedback suggested that we have a tab showing us our available options, e.g., a tab showing information about who wants to donate or what they want to donate to the NGO receiver.

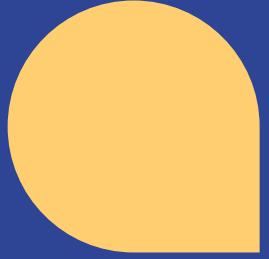


Learnings And Reflections

Learning

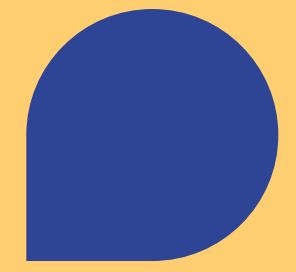
One of the most important lessons learned from this project was the value of user research in the design process.

We interviewed both NGOs and potential donors to better understand their needs and pain points. This assisted us in identifying key features that needed to be included in the app as well as designing an intuitive and user-friendly user interface.



Another important lesson learned was the value of iterative design. We began with a rough prototype and refined it in response to feedback from users and stakeholders.

Rather than trying to get everything perfect from the start, this allowed us to make changes and improvements to the app throughout the design process. Overall, the project was a fantastic learning opportunity that provided invaluable insights into the design process for developing a digital product. It taught us the value of user research, iterative design, and collaboration in developing a successful and user-friendly app.



One of the things that stood out in terms of reflections was the importance of collaboration and teamwork.

Several disciplines, including design, development, and research, were required to contribute to the project. We were able to produce a better end product by working together and sharing ideas than if we had worked separately.

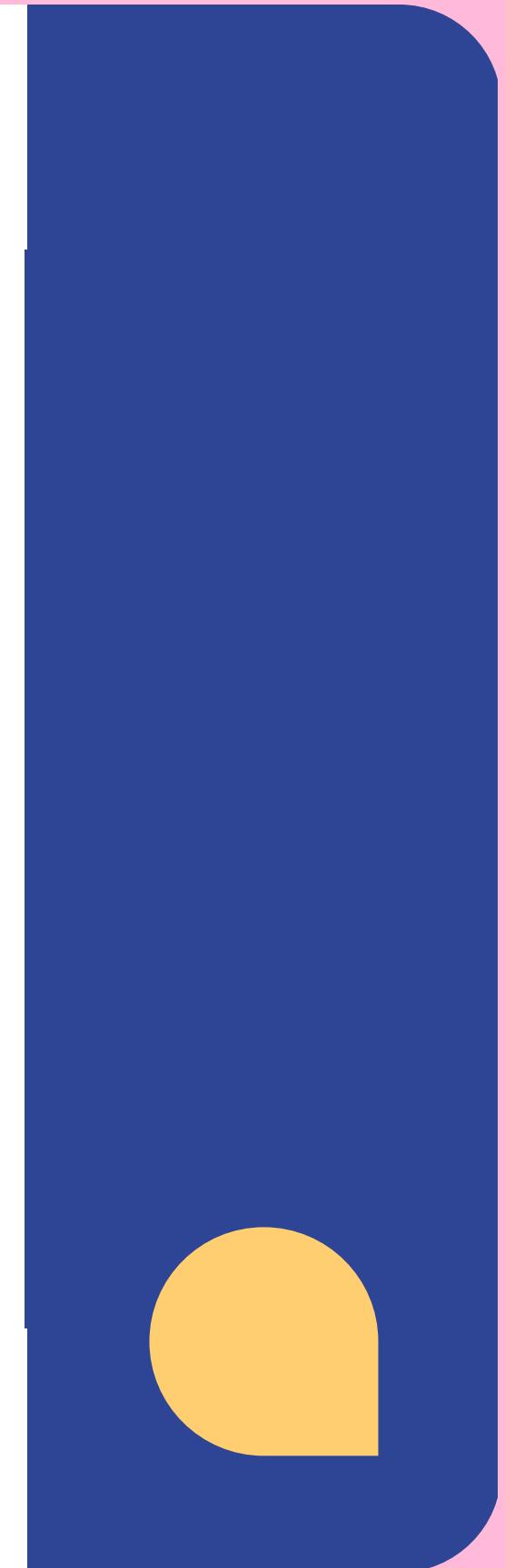
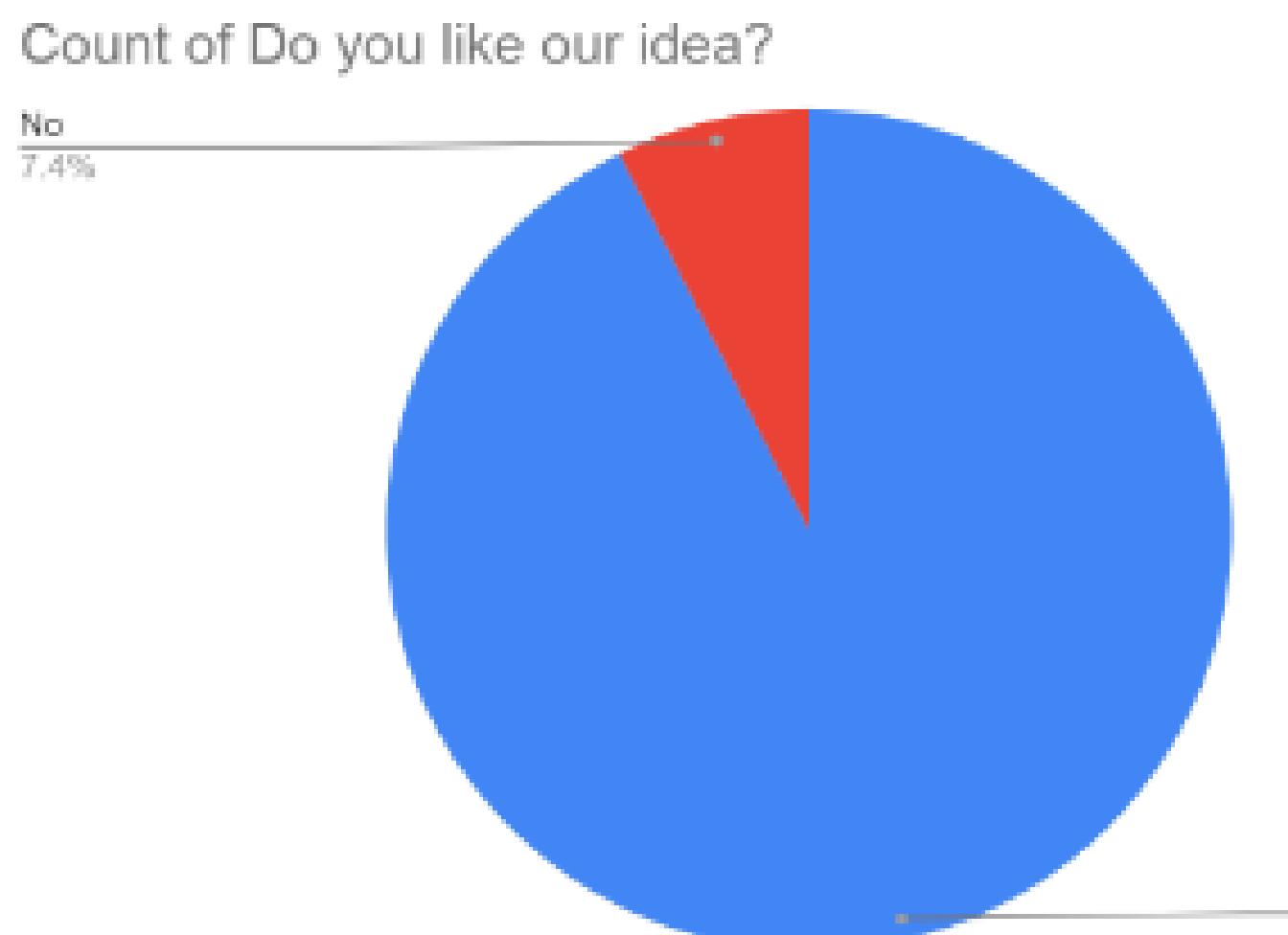
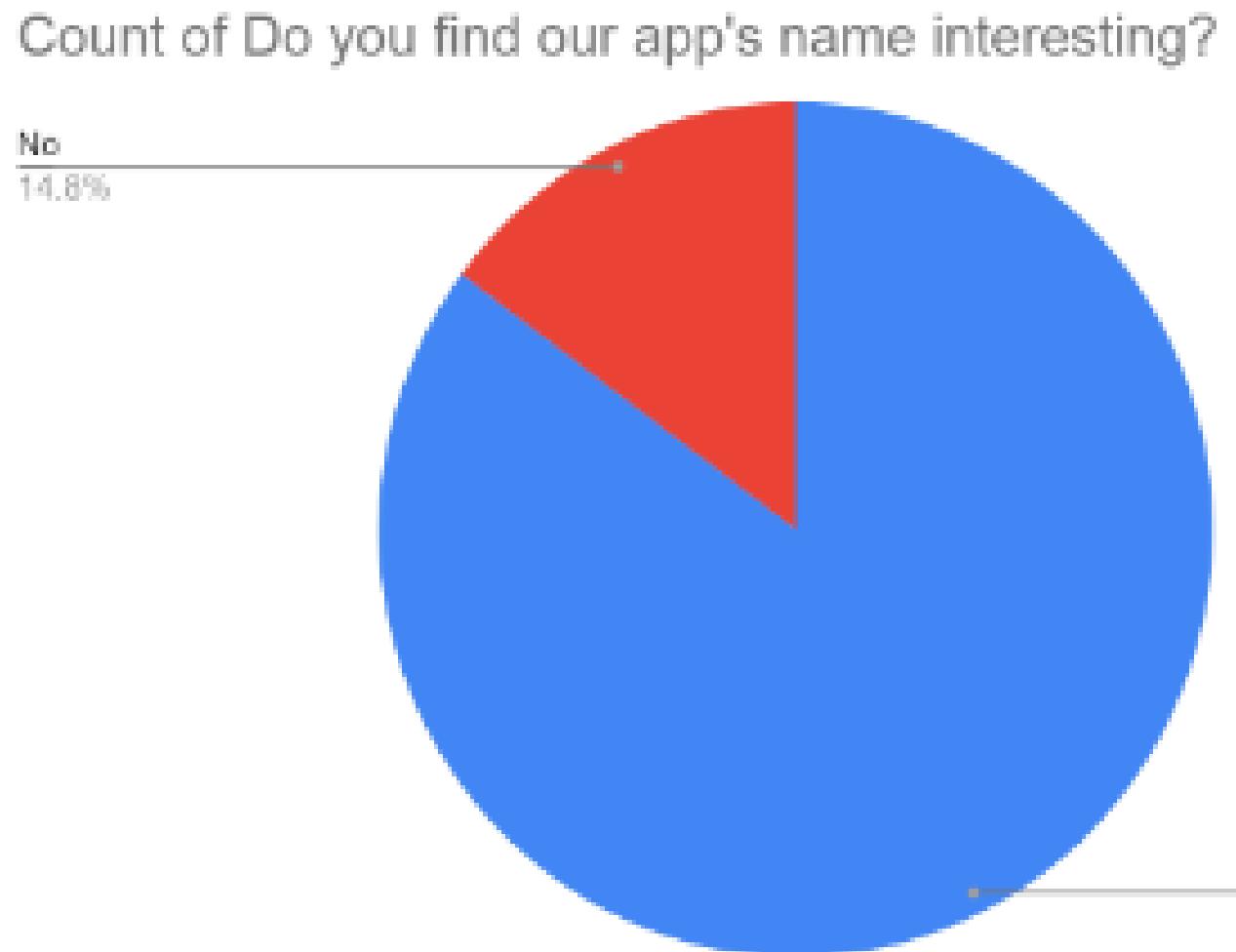
Reflections



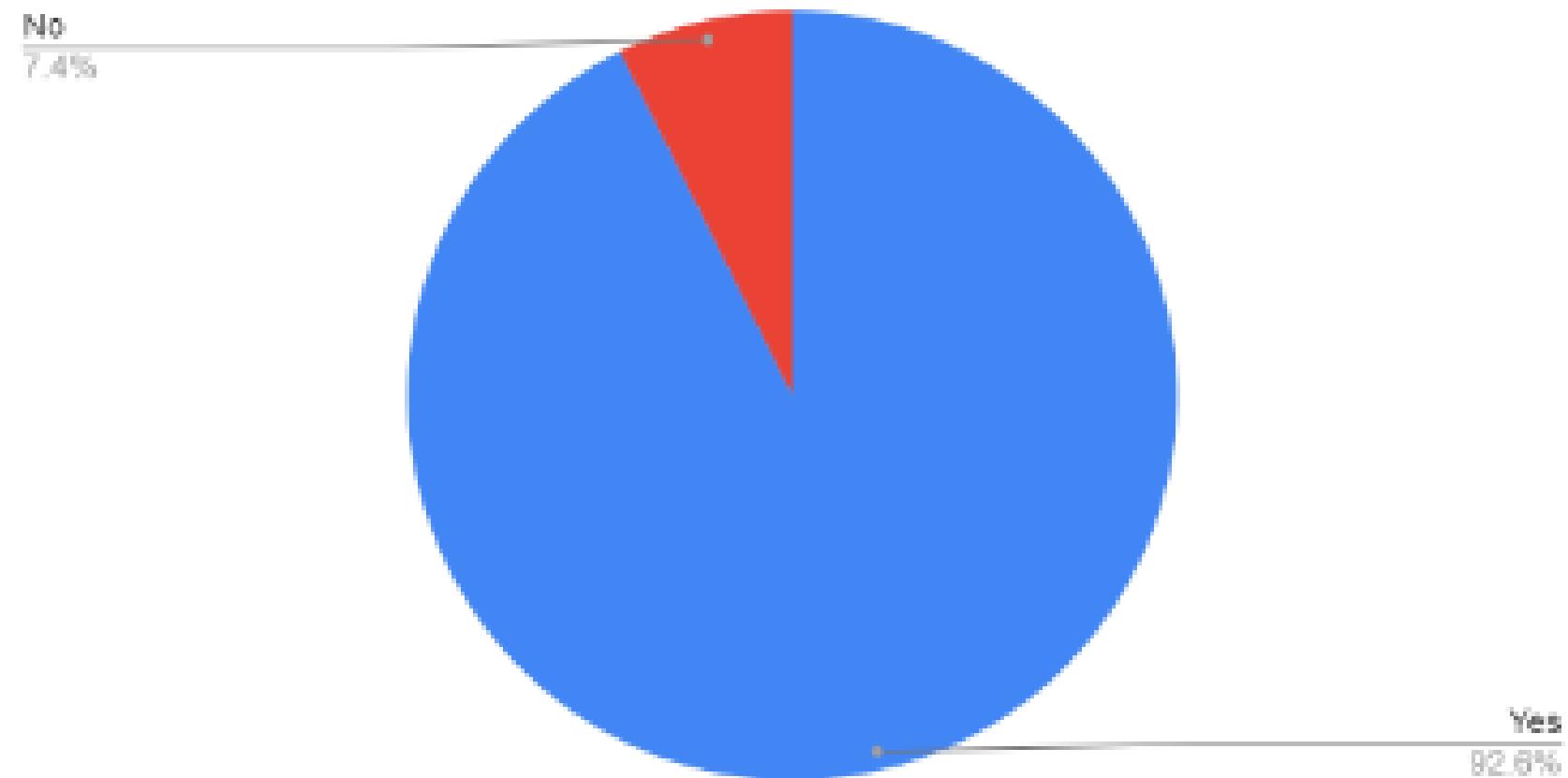
User Testing and Evaluation

User Evaluation

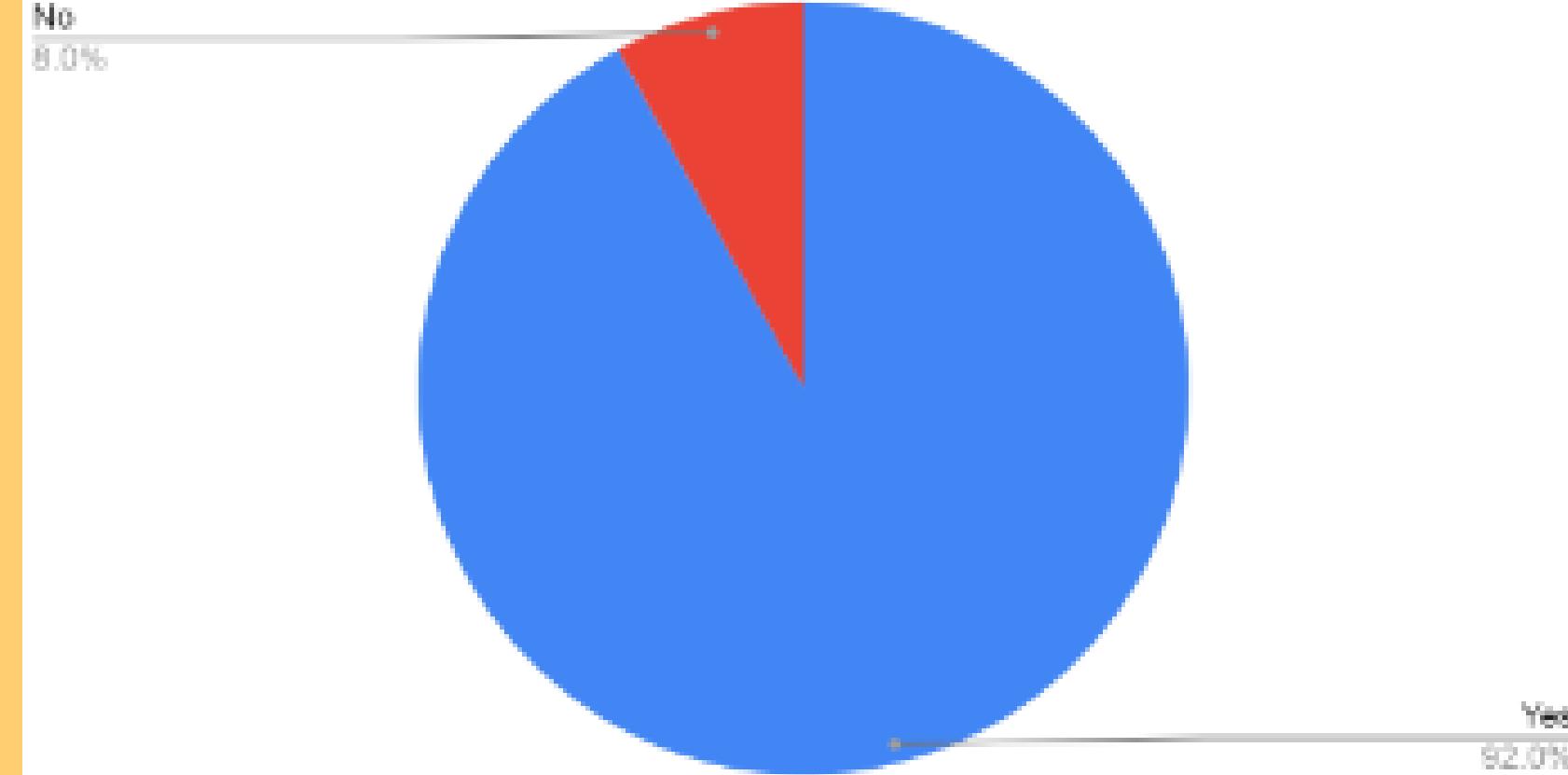
We received around 55 responses from which we can draw this analysis:



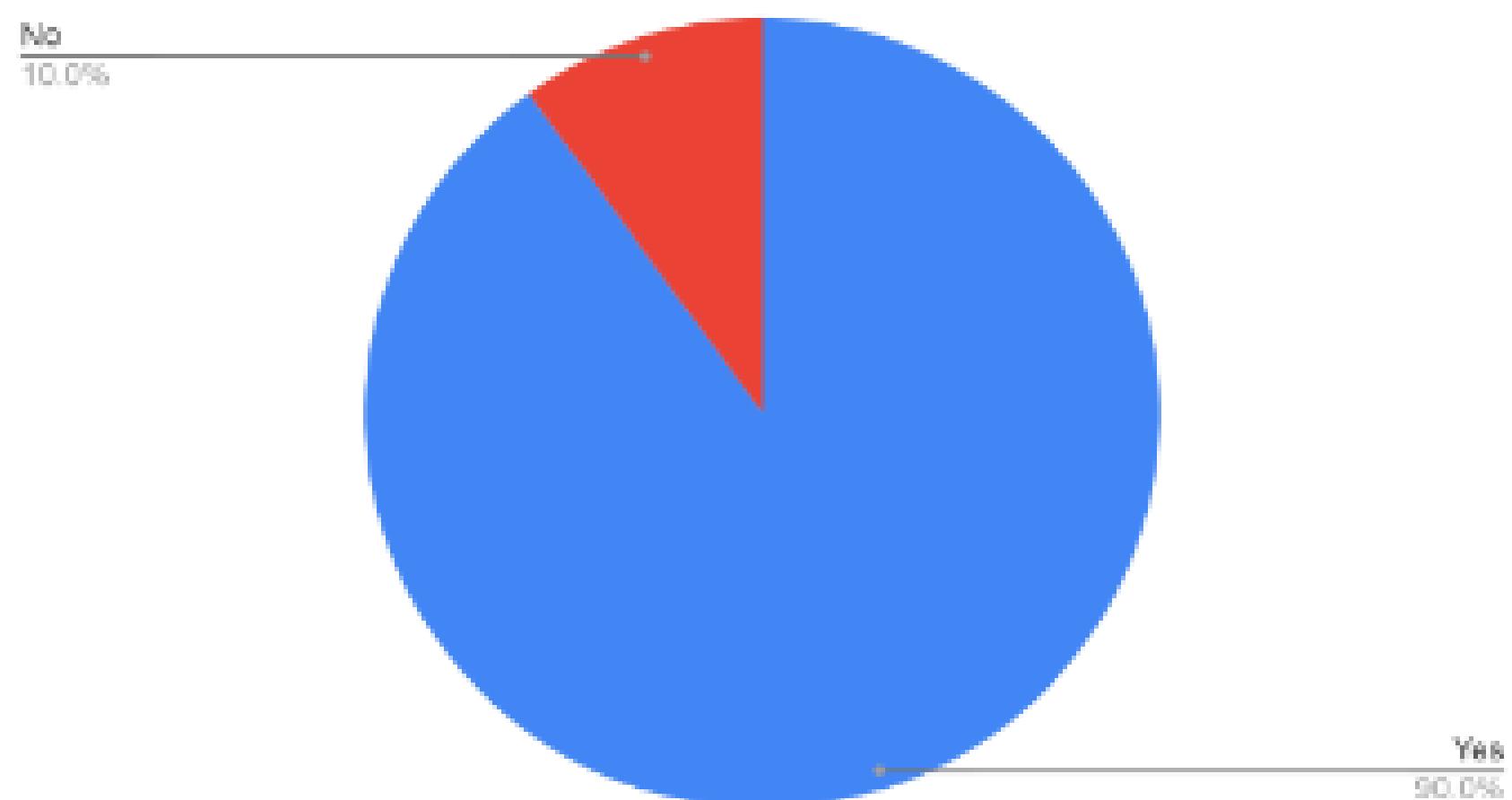
Count of Do you think consistency is maintained throughout our app?



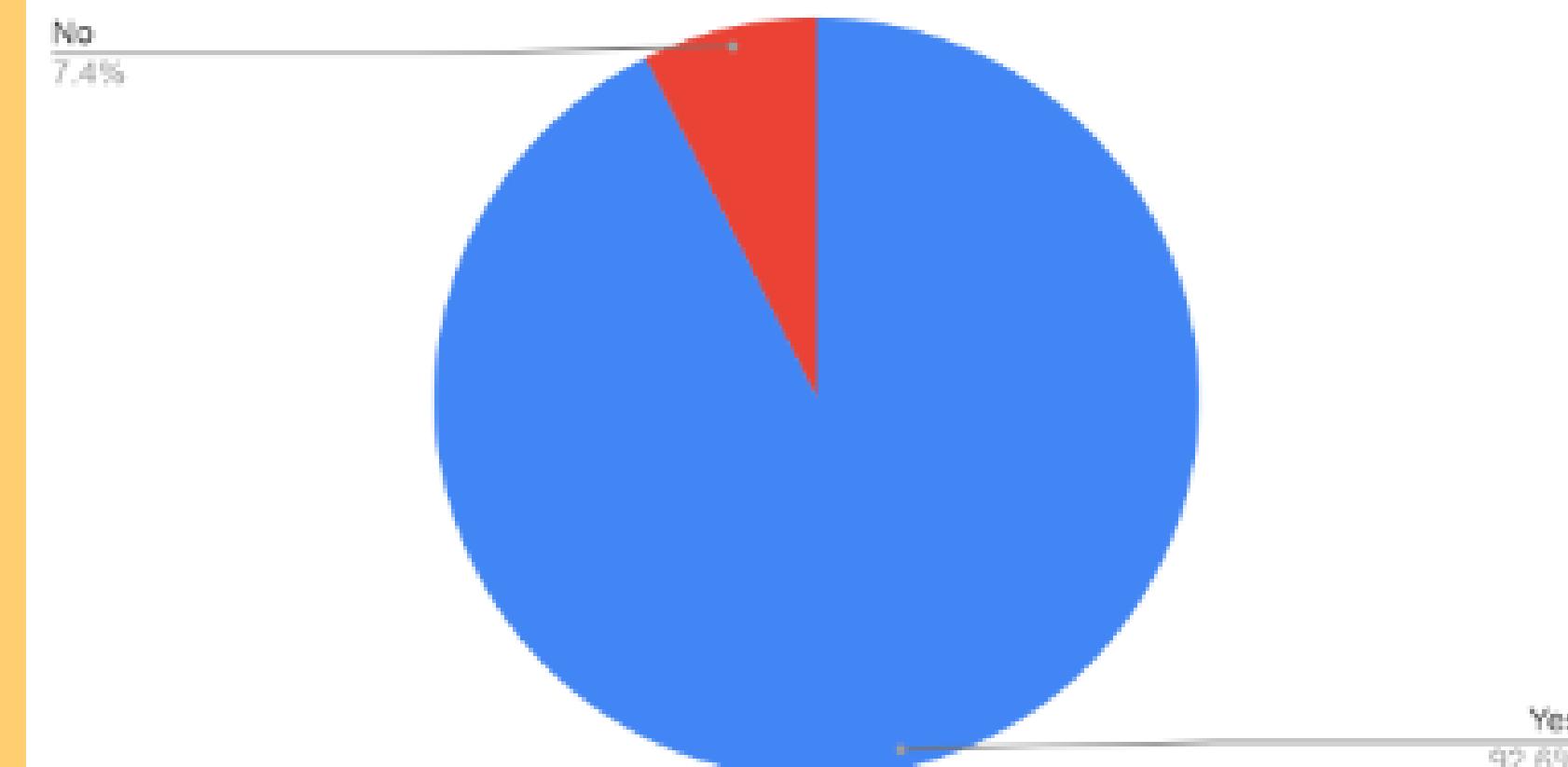
Count of When you use the app for the first time, would you find it affordable?



Count of Do you find the interface easy to learn and memorize?



Count of Do you think the profile page of the NGO provides enough information to the users before they donate items?





Low-Fidelity Testing and Testing Methodology

Developer: Hi, I'm interested in creating an app that connects NGOs with potential donors. Can you tell me what you think should be included in the design of the app?

Person 1: Sure, there are a few key things that I think should be included in the design of an app like this. First, the app should have a clean and intuitive user interface. It should be easy for users to navigate and find the information they need.

Second, the app should have a feature that allows NGOs to create profiles and post information about their organization, including their mission, the causes they support, and any current fundraising campaigns.

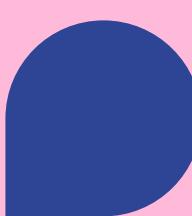
Third, the app should have a way for donors to search for and find NGOs that align with their values and interests. This could include filters for cause areas, location, and other criteria.

Fourth, the app should have a secure payment system for donors to make contributions to the NGOs they support.

Fifth, it would be helpful to have some kind of messaging or communication feature that allows NGOs and donors to connect and communicate with each other.

Overall, the key is to make the app easy to use and convenient for both NGOs and donors, while also ensuring that it is secure and reliable. Does that make sense?

Developer: Yes, that makes perfect sense. Thank you for the detailed explanation. I appreciate your insight and guidance.



Developer: Hi, I'm interested in building an app that connects NGOs with potential donors. Can you tell me what kind of design elements would be important to include in the app?

User: Hi, thanks for reaching out. There are a few key things to consider when designing an app like this. First, it's important to make the app easy to use and navigate. This means having a clear and intuitive layout, with simple and straightforward buttons and menus.

Developer: That's important. What about security and data protection?

User: Definitely. When dealing with sensitive information like personal and financial data, it's crucial to implement strong security measures to protect user privacy. This could include things like secure login systems and encrypted data storage.

Developer: That makes sense. How about the needs of both NGOs and donors?

User: It's important to consider the needs of both NGOs and donors when designing the app. NGOs will likely want to be able to easily create and manage profiles, as well as communicate with potential donors and share information about their work. Donors will want to be able to easily find and connect with NGOs that align with their interests, as well as track their donations and see the impact of their contributions.

Developer: Okay, that's important. What about features that encourage engagement and build a sense of community within the app?

User: Building a sense of community within the app is important for engagement and can help to foster a sense of connection and support among users. This could include features like social media integration, forums or discussion boards, or gamification elements that encourage users to engage with the app and support the work of NGOs.

Developer: That's really helpful, thanks. Is there anything else you think would be important to consider when designing this app?

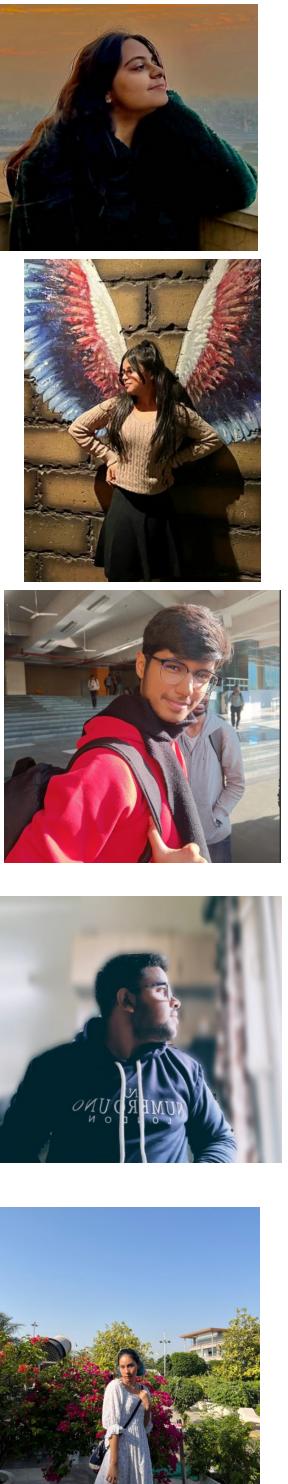
User: One other thing to consider is accessibility. It's important to make the app accessible to a wide range of users, including those with disabilities or other accessibility needs. This could include things like designing for different device sizes and resolutions, as well as implementing features like text-to-speech or high contrast mode.

Developer: Great, thanks for sharing your insights. I appreciate your help.

User: No problem, happy to help. Good luck with your app!

The Team

Introduce the people behind the product or service.



Sneha Nagpal

Sneha Agarwal

Sidhartha Garg

Siddharth Bhaskar

Sirikaew

Thank you!