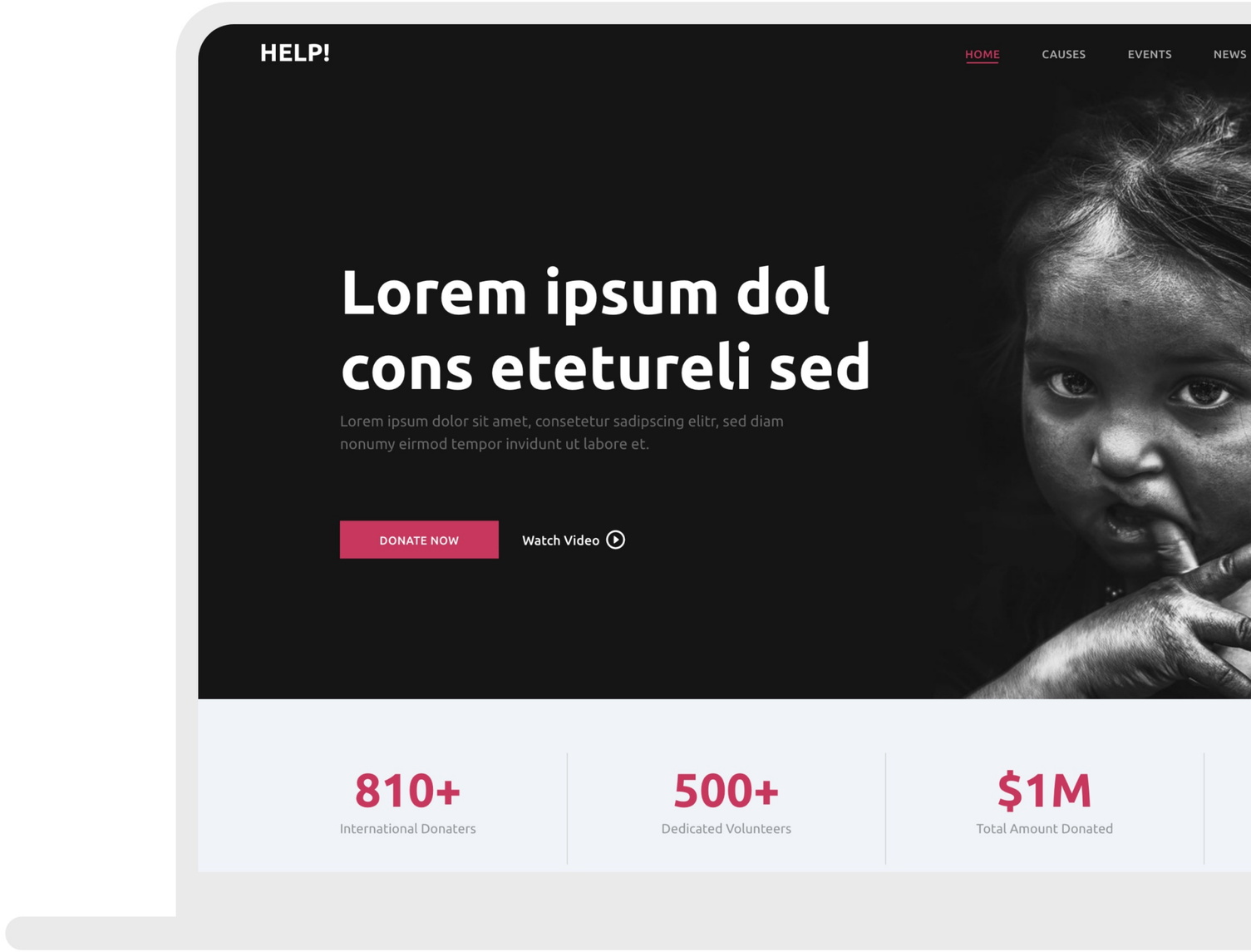
HELP!

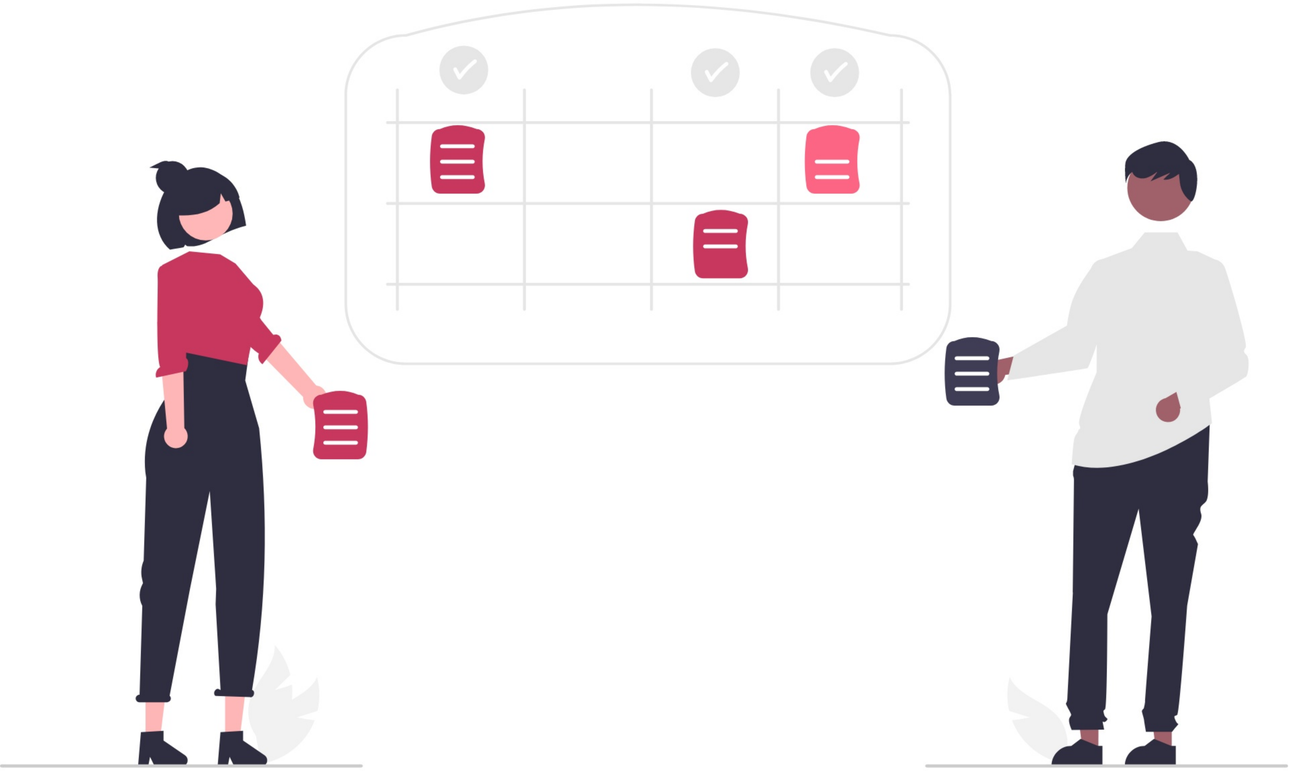
UX/ UI Case Study

"Help" is not-for-profit organisation that builds capacity of communities to ensure empowerment for marginalised society. This project is all about designing their online presence by making a website.



Problem Statement

Serious question remains about the ability of NGOs in Africa to meet long term transformative goals of education and food. Most NGOs remain poorly placed after the pandemic took a toll on their funding. They've face struggle to reach out to donors, there are fluctuations in funding. International donors face credibility issues regarding ligitimacy of NGOs.



Possible **Solution**

- Providing a website from which the user will know more about the NGO
- Help user to view the charity's supported by the NGO.
- 3 step donation process.
- Provide trustworthy gateway for international donors.
- Online presence will increase the reach of NGO
- User can also donate to a particular charity.
- Regular events and news updates.
- Detailed information about the charity and how they work.
- Volunteers feedback and motivating new volunteer to join.

Design **Process**

01
DISCOVER

- Qualitative Analysis
- Quantitative Analysis

02
DEFINE

- User Personas
- Empathy Mapping

03
IDEATE

- Card Sorting
- Information Architecture

04
DESIGN

- Hi-Fi Wireframing
- Style Guide
- Hi-Fi UI Design

05
TEST

- User Feedback
- Future Concepts

DISCOVER PHASE

Qualitative Analysis (User Interviews)

I interviewed some of my friends and some of my old clients from Africa who likes to donate and also do other social services. I interviewed them over call using various platform. I asked them a few open ended questions to better know their experience regarding donations. Given below are some questions I asked.

User Interview Questions

- What do you currently do?
- What's your annual income?
- How often do you donate in a year?
- Which method do you prefer to donate? and why?
- Are you a voluteer of any NGO?
- In which sector you prefer to donate? and why?
- Do you also motivate others to be a part of NGO?
- What is the one thing you like the most about the NGo's?
- Are there any challenges you faces while donating?

DEFINE PHASE

User **Personas**

I created user persona on the basis of user interviews. This character represent the target audience or ideal user of the website and to get a better understanding how to design the layout.

Kelly Santos

Persona 1

PROFILE

- Age	45
- Occupation	Government job
- Location	Lagos, Nigeria

MOTIVATIONS

- Helping others
- Society growth
- Taking part in various events
- Interacting with different people

FRUSTRATIONS

- Less awareness
- Lengthy donation process
- Not complete information
- No reviews

GOALS

- Various donation methods
- Global presence
- Clear vision and mission
- Notification of new events

PERSONALITY

Extrovert — Introvert

Thinking — Feeling

Empathy Mapping

In order to get deeper understanding of the user behaviour and decisions, I used empathy mapping method. A collaborative visualization used to articulate what we know about a particular type of user.

IDEATE PHASE

Card **Sorting**

Card sorting is a UX research technique for discovering for discovering how people understand and categorize information.

Homepage

Navbar- Home, Causes, Events, News, Contact, Donate now

Hero section- Tagline, Detail, Donate now, Video

Numbers- International Donators, Dedicated Volunteers, Total Amount Donated, Amiable Donaters

We help them- NGO Details, CTA(Learn More)

Latest cause- Showing atleast 3 sectors including raised, goal, sector name and detail

Volunteers- Join new volunteer banner & our volunteer section(Name, profile, details)

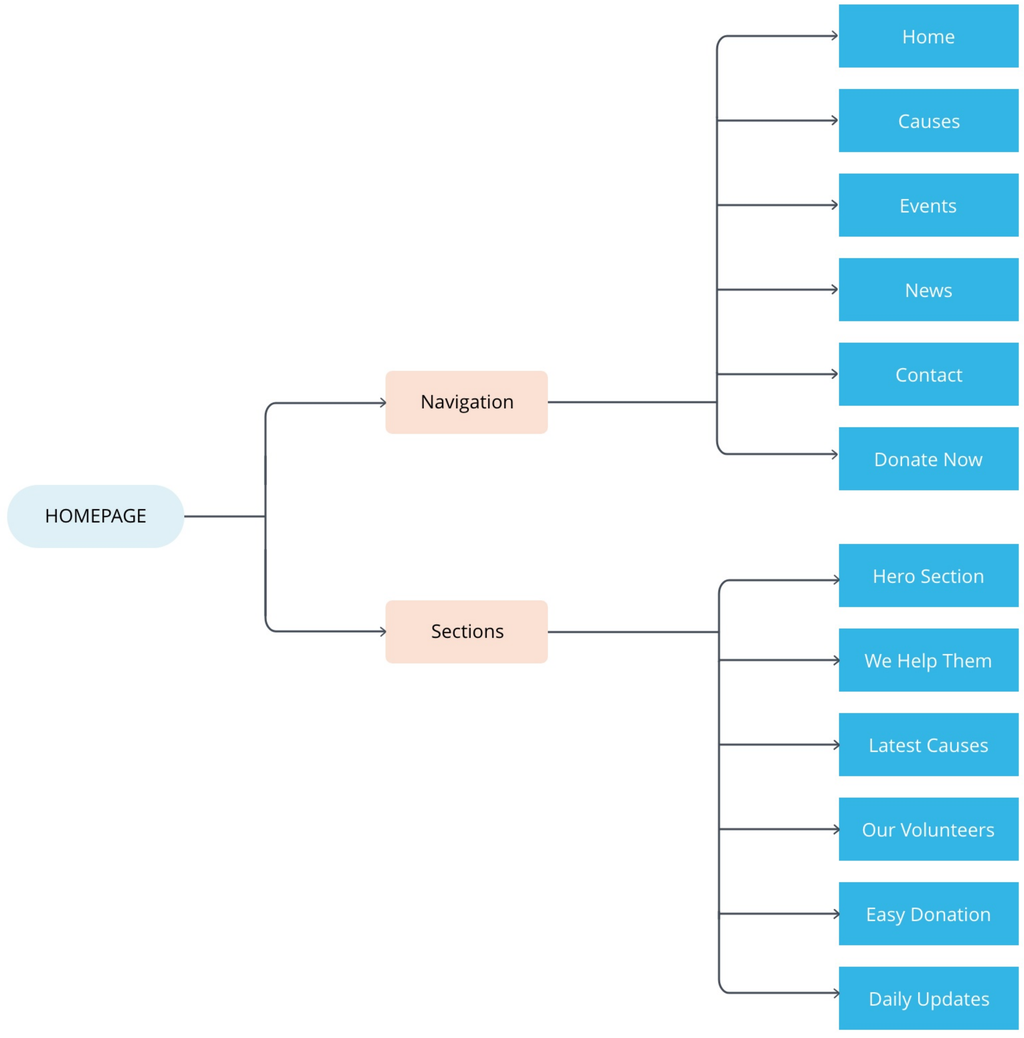
Easy Donation- Signup, select charity, donate

Daily updates- Atleast 2 event with details like date, name, timings, location

Banner- Join now

Information **Architecture**

Information Architecture is how content is structured and presented to a user at each touchpoint within the system, as experienced over time.

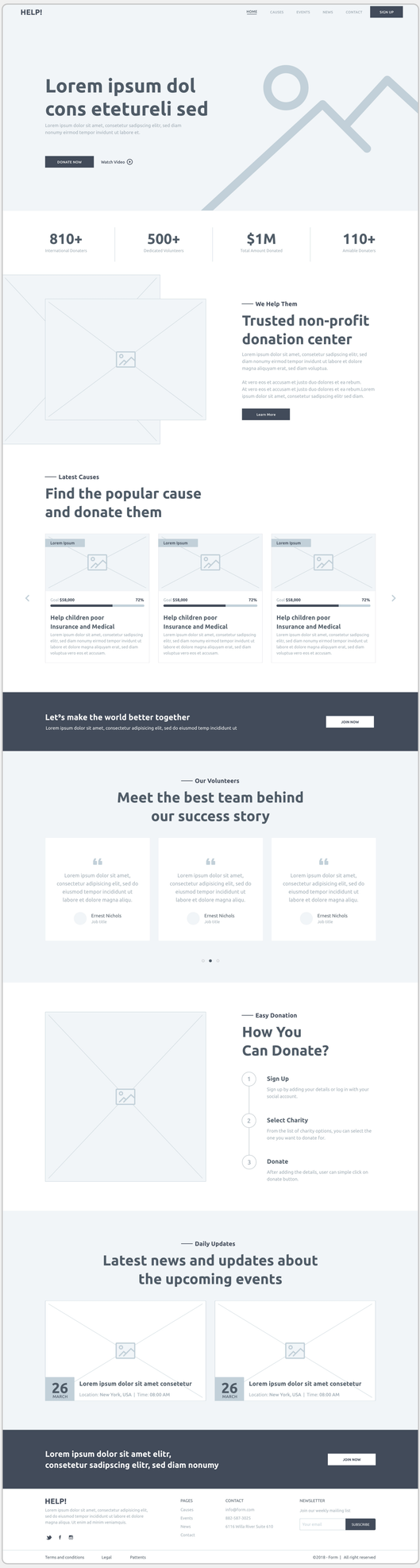


Hi-Fi **Wireframing**

Based on the feedback and personal insights, I designed wireframes using Adobe XD. I made sure to prioritise the feature that would best address the need of the user throughout the website.

Hero Section

Homepage



Style Guide

Style Guide is a resource that contains the necessary details related to the user interface, which ensures continuity throughout the design.

Colors

#C8385E

#F0F3F7

#202020

#909497

#C8385E

#FFFFFF

Typography

Aa

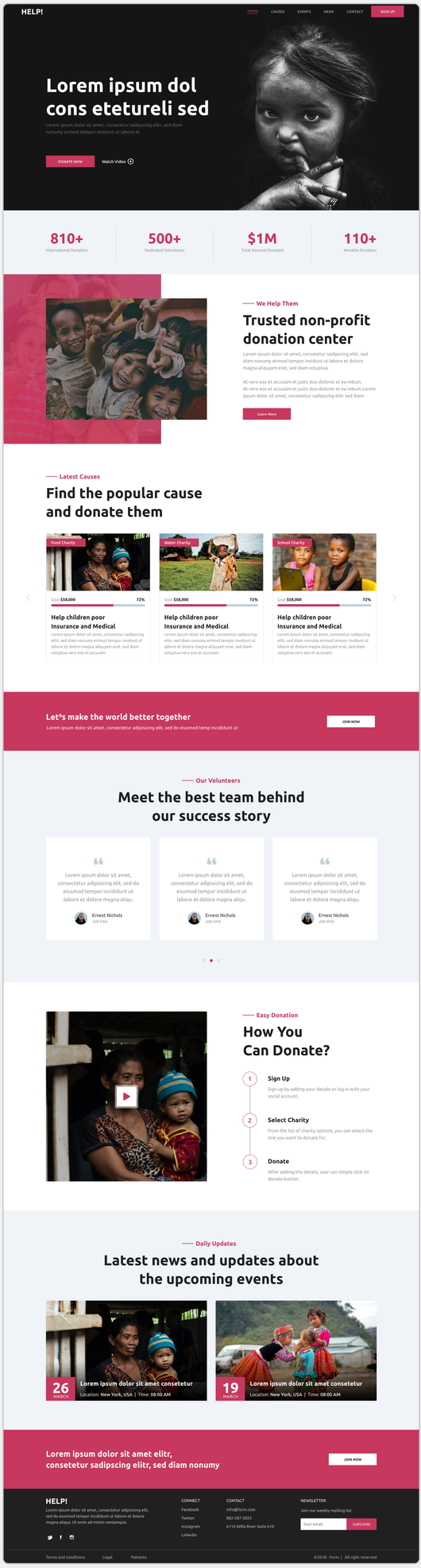
Ubuntu

Google Font

Name	Font weight	Font size
Heading 1	Bold	66
Heading 2	Bold	50
Heading 3	Bold	28
Heading 4	Bold	21
Body Large	Regular	18
Body Medium	Regular/ Medium	16
Body Normal	Regular/ Medium/ Bold	14
Body Small	Regular/ Medium	12

Hi-Fi **UI Design**

On the basis of all the User research and analysis, I created the Ui Design. Below you can find my initial exploration into how this visual style might look like.

Hero Section

Homepage