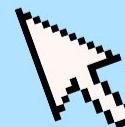


UXUI BOOTCAMP - UNIT 15 PROJECT

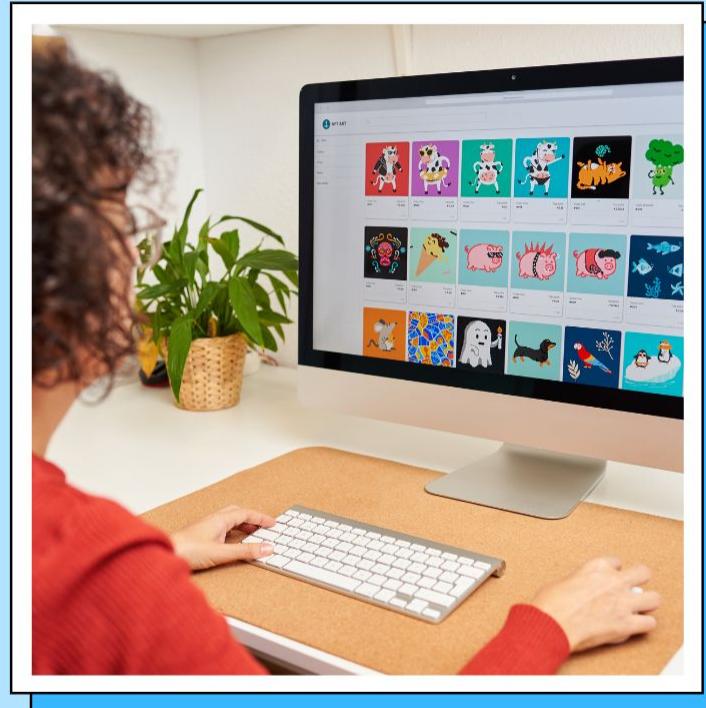
**B***I*U

Brag.Charity

RJ Ramos, Kay Murray,
Aspen Meek, Lance Tucker



Brag.Charity is a
Web3 marketplace
that *auction NFTs*
towards charity



STAKEHOLDER OBJECTIVES

1. CREATE BRAG

2. CREATE A PROTOTYPE FOR
THE BIDDING SYSTEM

3. CREATE AN INTERESTING
AND INVITING AESTHETIC



PROTOPERSONA :

Name: **Nash Tomlinson**, Age: 28

Occupation: **Software Developer**

Personality: **Innovative,
Motivated, Intelligent, Driven**

Hobbies: **Gaming, Reading,
Watching YouTube, Streaming**



NEEDS

- Needs a website that he can use to **donate to charities** of his choice with **virtual or digital currencies**

GOALS

- Support **artists**,
- **contribute to charities**,
- Help **give back**,
- seeking **tax deductions**
- **self interest**

PAIN POINTS

- Unsure of **how to best contribute to charities**
- Needs help **finding different charities** to donate/contribute to

AFFINITY MAP INSIGHTS

1. Those with **little to no experience**
2. Enjoy **risk/competitive** nature of NFTs
3. An opportunity to **gain profit**
4. Concerned with **legitimacy & logistics**
5. A way for non-profits to **Maintain relevency**





USERPERSONA :

Name: **Nash Tomlinson**, Age: 28

Occupation: **Software Developer**

Personality: **Innovative, Motivated, Intelligent, Driven**
Hobbies: **Gaming, Reading, Trading Stock, Streaming**



Nash, a 28 year old software developer enjoys **gaming, trading stock, and is an avid NFT collector**. He enjoys activities that involve **risk, strategy, and competition**. He stumbles across Brag.Charity, an **NFT auction site** and is immediately **intrigued in participating**.

PROBLEM STATEMENT



We believe **auctioning NFT's for donation based charities will achieve the interests of both NFT buyers and charities**, financially supporting both parties.

Brag.charity's purpose is to **create a space for crypto users to purchase NFTs and support charities**. We have observed that there are **limited services that auction NFT's for charity**, which is an **opportunity that could benefit everyone involved**. How might we create a **space that is fun and engaging** for our users so not only are they **successful but so are the nonprofits and charities?**





USER SCENARIO:

Nash is an avid NFT collector and wants to find other ways of obtaining assets. He learns about Brag.charity and how it auctions NFTs to benefit various charities. He then bids and wins an auction. He's happy to have won while also making a contribution to a worthy cause!

VALUE PROPOSITION



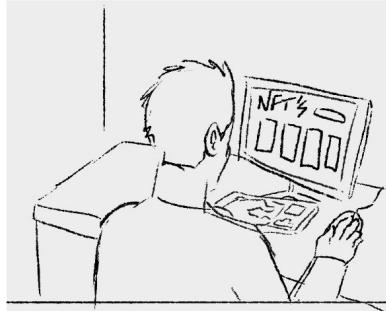
Brag.Charity is an **NFT auction site for charities** to help new and experienced NFT enthusiasts re-define charity based donation services.

We offer charities the opportunity to **expand their marketplace** and the chance of **supporting their unique cause in an entirely new and innovative way**.

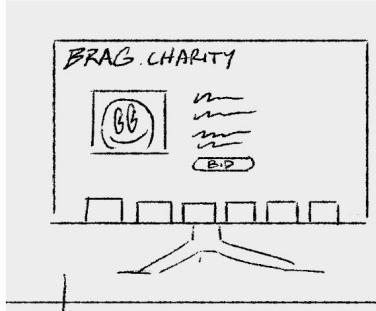
We're believable because **purchases are transparent** and **verified by the blockchain**.

STORYBOARD

Figma



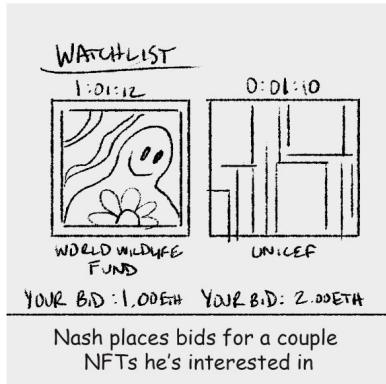
Nash Tomlinson is a avid NFT collector



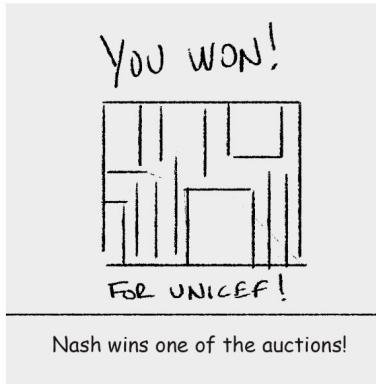
He finds out that there is a auction charity platform



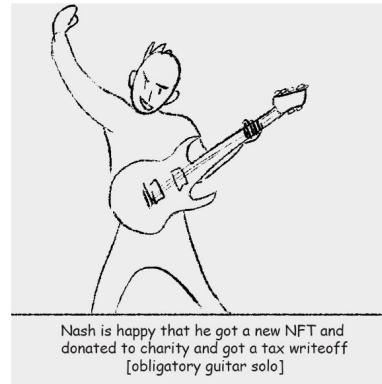
Nash signs up and is able to browse NFTs that will benefit various charities



Nash places bids for a couple NFTs he's interested in



Nash wins one of the auctions!



Nash is happy that he got a new NFT and donated to charity and got a tax writeoff [obligatory guitar solo]

CARD SORTING

ACCOUNT

- Link your socials
- Stats/bid history
- Settings
- Wallet
- Wins
- Home
- Search
- Token Exchange
- Donate

ABOUT

- Our Story
- FAQ
- Learn More
- Resources
- Getting Started
- Contact
- Partnerships

WATCHLIST

- Active Bids
- Auction Watchlist
- Following/Favorites
- Creators following
- Interests (creators tag work)

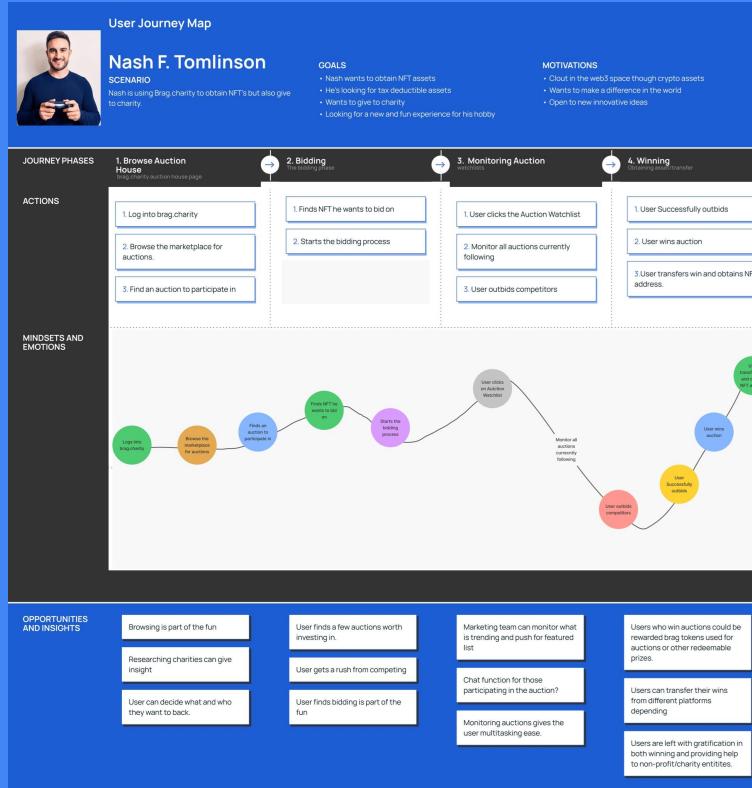
COMMUNITY

- Blog
- Updates
- Charity Leaderboard
- Campaigns

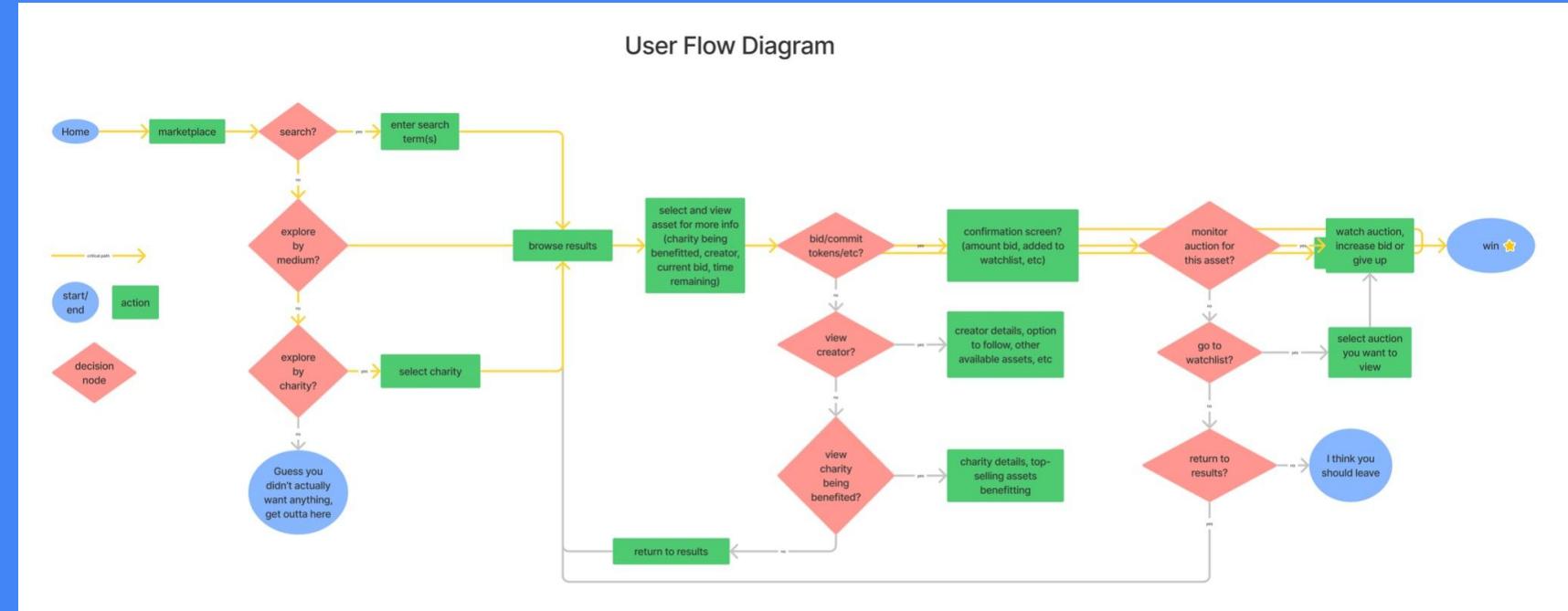
MARKETPLACE

- Collection
- What's Hot
- Explore by Medium
- Explore by Charities

User Journey



User Flow



Sitemap



Wireframes

Style Guide

Branding

Brand Colors

Primary	Secondary
#214399	#F5C842

State Colors

Info	Success	Warning	Error
#0F80ED	#27AE60	#E6A231	#E85772

Black Colors

Black 1	Black 2	Black 3	White
#000000	#101010	#2B2B2B	#111111

Grey Colors

Gray 1	Gray 2	Gray 3	Gray 4	Gray 5
#333333	#4F4F4F	#2B2B2B	#E0E0E0	#D9D9D9

Buttons Colors

Default	Hover	Active	Disable
#333333	#4F4F4F	#2B2B2B	#E0E0E0

Typography

Sora
Google Fonts

Name	Font size	Line Height
Heading 1	56 px	61.6 px
Heading 2	48 px	52.8 px
Heading 3	40 px	44 px
Heading 4	32 px	35.2 px
Heading 5	24 px	26.4 px
Heading 6	20 px	22 px
Large Text Bold	20 px	28 px
Large Text Regular		
Medium Text Bold	18 px	25.2 px
Medium Text Regular		
Normal Text Bold	16 px	22.4 px
Normal Text Regular		
Small Text Bold	14 px	19.6 px
Small Text Regular		

Input Fields

Placeholder
Placeholder

Placeholder

Label
Placeholder

Label

Status
Placeholder

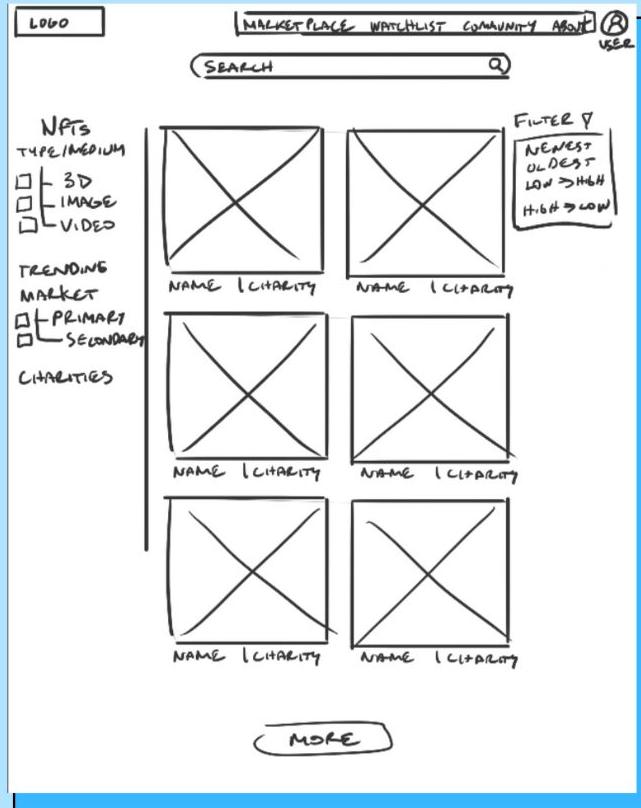
Status

Mobile App Screens

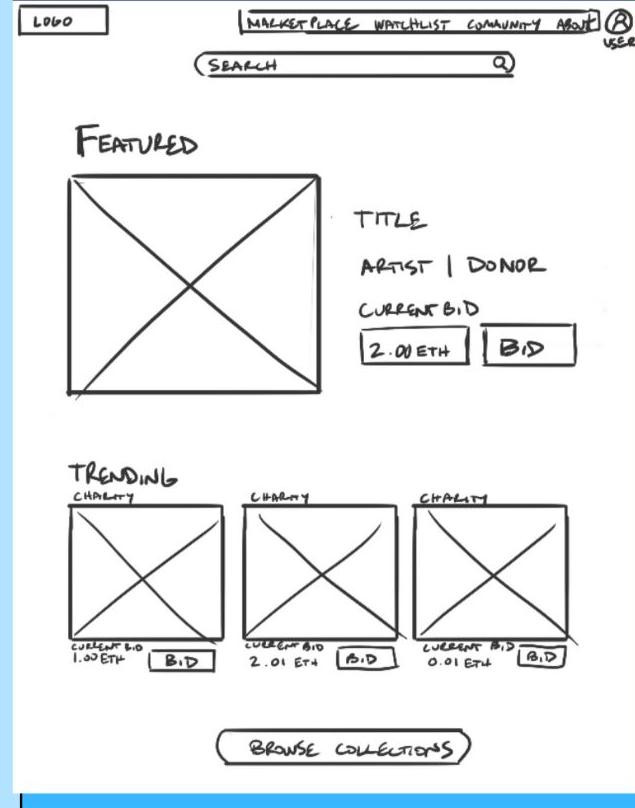
- See What's Hot!**
Such popular auctions
Check them out!
- March Charity Spotlight**
This charity deserves your attention
Learn About It!
- Latest from the Blog**
Look at these opinions
Go to Community Blog

SKETCHES

Figma

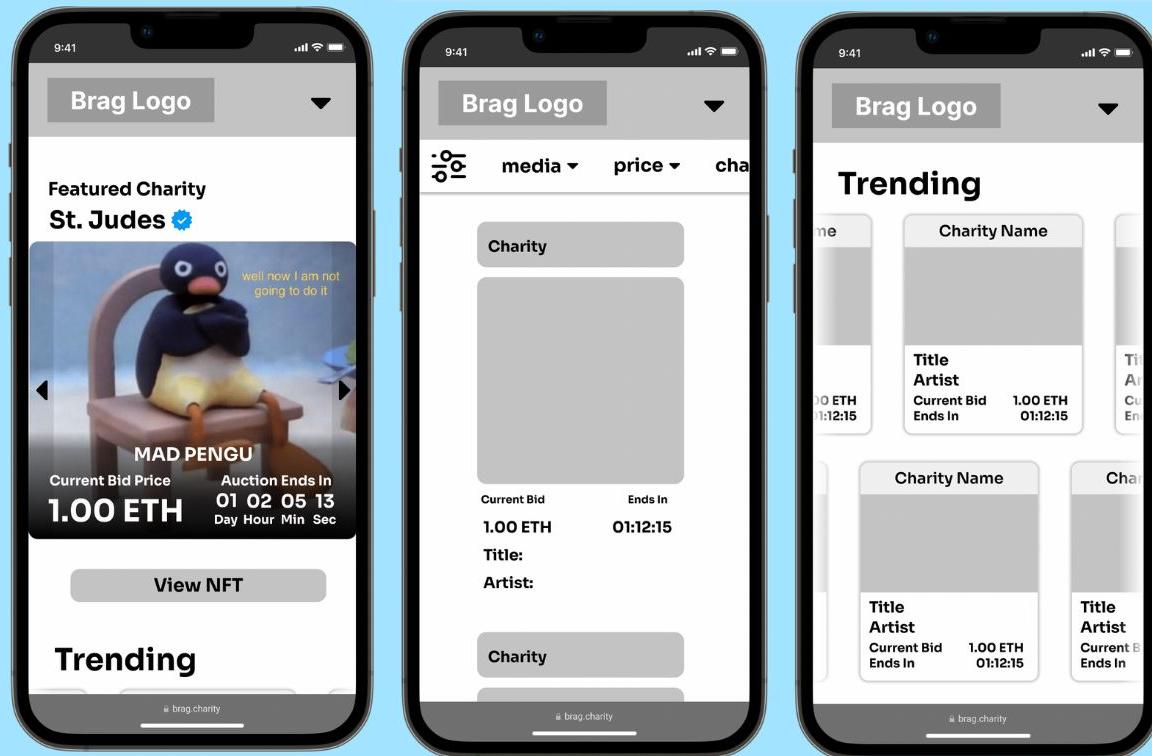


MARKETPLACE/SEARCH

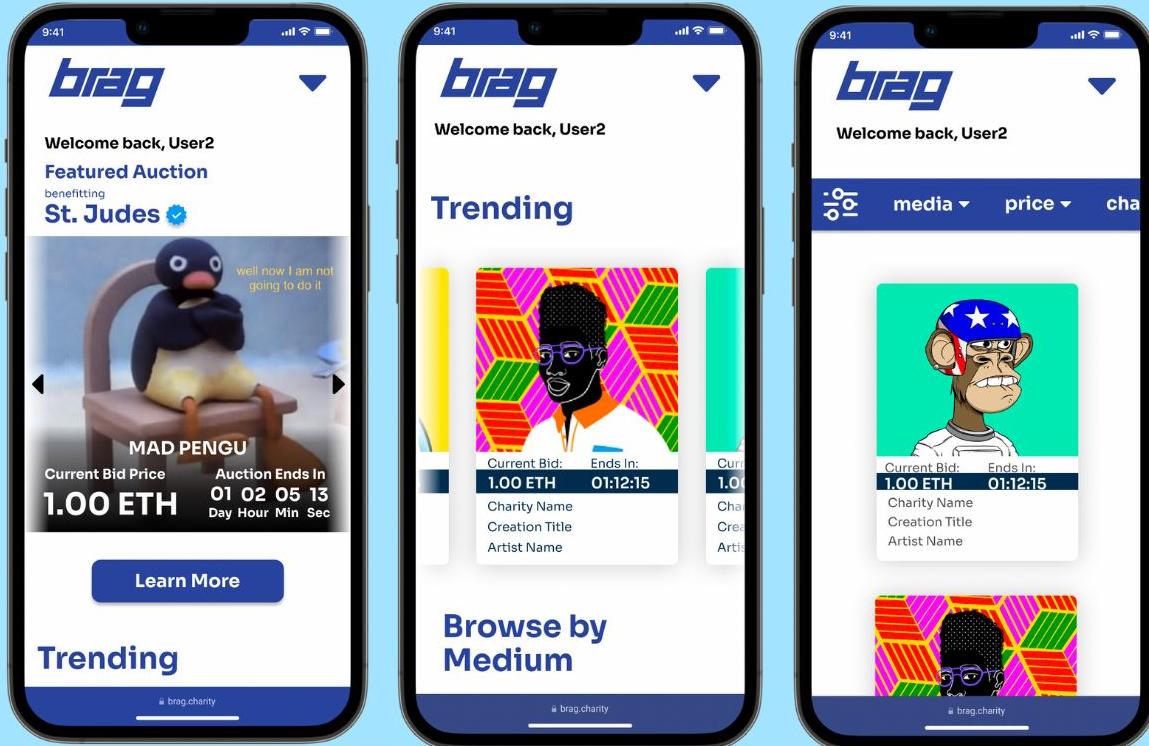


LANDING

LO-FI MOBILE MOCKUPS



HI-FI MOBILE MOCKUPS



LO-FI DESKTOP MOCKUPS

Marketplace-desktop

The mockup features a header with a logo placeholder ('Brag Logo'), a search bar ('artists, media, charities...'), and user icons for shopping cart, profile, and group. Below the header, a large bold title 'Trending' is centered. The main content area displays four charity items in a grid. Each item has a gray rounded rectangle placeholder for its image, followed by a 'Charity' label, a 'Current Bid' of '1.00 ETH', and an 'Ends In' timer of '01:12:15'. Below each item, there are three fields: 'Title:', 'Artist:', and another 'Artist:' field. A vertical blue sidebar on the right contains a three-line menu icon.

Charity	Charity	Charity	Charity
Current Bid 1.00 ETH	Current Bid 1.00 ETH	Current Bid 1.00 ETH	Current Bid 1.00 ETH
Ends In 01:12:15	Ends In 01:12:15	Ends In 01:12:15	Ends In 01:12:15
Title: Artist:	Title: Artist:	Title: Artist:	Title: Artist:

HI-FI DESKTOP MOCKUPS

Welcome back, User2

Featured Charity: St. Judes



MAD PENGU

Donator: RJ

Artist: Kay

Description:
'MAD PENGU' is a piece created by Kay of the PENGU series. Inspired by the reaction you get from when being told to do something Kay wants everyone to know you will NOT get what you want if you tell them to do something.

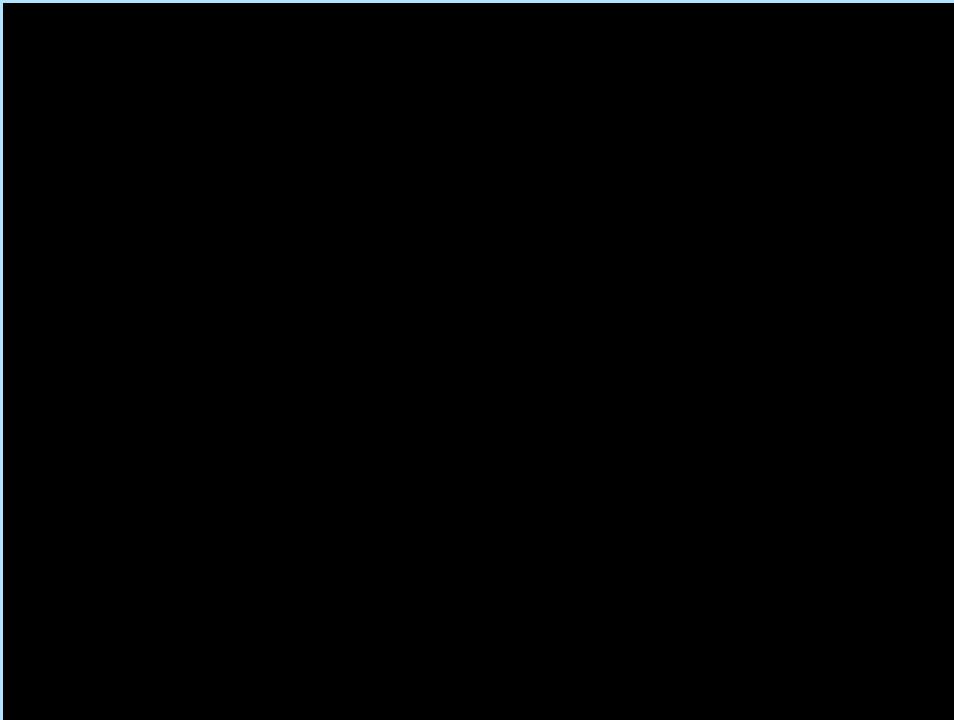
Current Bid Price
1.00 ETH

Auction Ends In
1 12 13
Hour Min Sec

View NFT

FINAL PROTOTYPE

[Figma](#)



FINAL PROTOTYPE

[Figma](#)

Welcome back, User2

Featured Charity



MAD PENGU

St. Judes 

Donator: RJ

Artist: Kay

Description:

'MAD PENGU' is a piece created by Kay of the PENGU series. Inspired by the reaction you get from when being told to do something Kay wants everyone to know you will NOT get what you want if you tell them to do something.

Current Bid Price
1.00 ETH

Auction Ends In
1 12 13
Hour Min Sec

View NFT

The image shows a desktop computer monitor and a smartphone displaying the brag website's charity auction interface. The desktop view features a dark blue header with the "brag" logo and the tagline "artists, media, charities...". A search bar and navigation links for Marketplace, Community, About Us, Watchlist, and Account are visible. The main content area displays a "Featured Charity" section for "St. Judes" (indicated by a blue verified badge). The charity's name is displayed in large bold letters, followed by the artist's name, Kay. Below this, a detailed description of the artwork "MAD PENGU" is provided, stating it is a piece created by Kay of the PENGU series, inspired by the reaction people get when being told to do something. The artist wants everyone to know they will NOT get what you want if you tell them to do something. To the left of the text is a photograph of a penguin figurine sitting on a wooden chair, with a speech bubble saying "well now I am not going to do it". Below the image, the current bid price is listed as "1.00 ETH" and the auction ends in "1 12 13". The smartphone view shows a simplified version of the same content, with the "Trending" section visible at the bottom.

Welcome back, User2

Featured Charity



St. Judes 

Donator: RJ

Artist: Kay

Description:

'MAD PENGU' is a piece created by Kay of the PENGU series. Inspired by the reaction you get from when being told to do something. Kay wants everyone to know you will NOT get what you want if you tell them to do something.

Current Bid Price
1.00 ETH

Auction Ends In
1 12 13

Hours Min Sec

Learn More

Trending

TESTING RESULTS

Figma

"I love the large headers on the pages. They act like **section breakers** and **content dividers**, while simultaneously giving you information on what content is below."

- CRYSTAL

"Some of the **wording on the featured auction section** could be **confusing** and make a user feel like they **didn't understand what they were reading.**"

- TOMMY

"Overall **everything looks and functions very well**. The **color palette chosen is just okay, could be better** but wasn't too bad, maybe **look at changing that somehow...**"

- NICO

A/B TESTING

brag artists, media, charities...

Welcome back, User2

Featured Charity: St. Judes



Donator: RJ
Artist: Kay

Description:
‘MAD PENGU’ is a piece created by Kay of the PENGU series. Inspired by the reaction you get from when being told to do something Kay wants everyone to know you will NOT get what you want if you tell them to do something.

Current Bid Price
1.00 ETH

Auction Ends In
1 12 13
Hour Min Sec

View NFT

A

brag artists, media, charities...

Welcome back, User2

Featured Charity: St. Judes



Donator: RJ
Artist: Kay

Description:
‘MAD PENGU’ is a piece created by Kay of the PENGU series. Inspired by the reaction you get from when being told to do something Kay wants everyone to know you will NOT get what you want if you tell them to do something.

Current Bid Price
1.00 ETH

Auction Ends In
1 12 13
Hour Min Sec

View NFT

B

CONCLUSIONS & NEXT STEPS

"We want to eventually expand past using this website for NFT auctions and donations to charities, possibly looking at different ways of donation. Web3 is ever-evolving so our platform is going to have to adapt depending on how it develops going forward.

We have learned a lot from the NFT auction concept and found that **it is viable and can be successful.**

An example is **The Giving Block, which is the leader in crypto donations**, and they recently announced that they have **surpassed 100 million in crypto donations last year and projected to raise more than a billion this year.**

Brag.Charity **hopes to become as successful as The Giving Block** in terms of charity donations and with the growing community in Web3 we have no doubts that this **concept/idea could and will benefit charities/nonprofits everywhere.**



Thank You!

