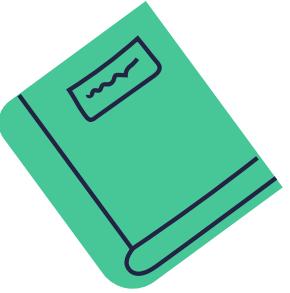
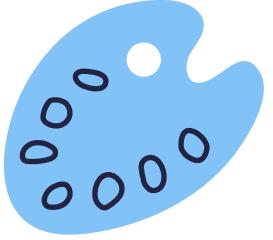
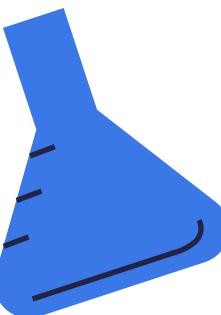
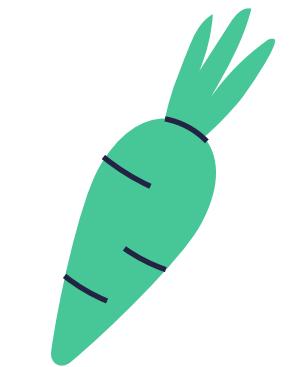
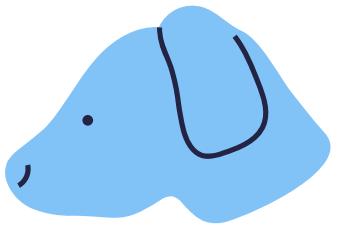


Be —Cause

Grace Young, Minji Koo, Jennifer Kong | Fall 2020



Contents

- 1 Introduction
- 2 Research
- 3 Design
- 4 Iteration
- 5 Conclusion

1. Introduction

- 1.1 Overview
- 1.2 Problem Statement
- 1.3 Roles and Responsibilities
- 1.4 Scope and Constraints

Why Was BeCause Made?



BeCause started out as a project for the OXFAM x Adobe Creative Jam that took place August 18 - 21, 2020. Afterwards, we continue to flesh out the concept from October through December 2020.

Despite COVID, our team of 3 want to continue our education with hands-on experience after graduation.

Adobe Creative Jam Prompt

For the Adobe Jam, we were given a prompt to:

- 1 Turn values into actions
- 2 Turn values into measurable benefit
- 3 Support causes so they are more than just a transactional experience using technology



Our Team

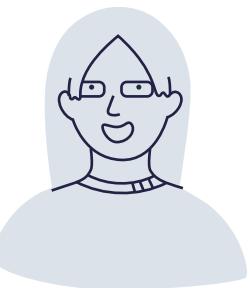
This project was a collaborative learning experience for everyone. We all contributed to the research, wireframes, mid-fi prototypes, and hi-fi prototypes for this project, but we also contributed more depending on our own specialties.



Minji, RISD alum

Strong foundation in visual design

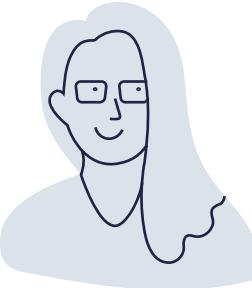
Role: Brand + Visual Design



Grace, RISD alum

Core UI/UX principles, strong foundation in visual design

Role: UI & Design System

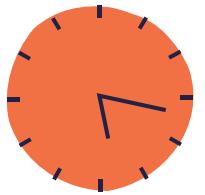


Jen, CMU alum

Core UI/UX principles + practices

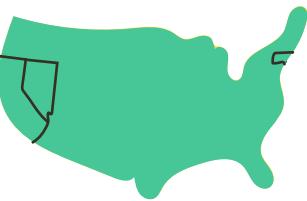
Role: UX Design

Scope & Constraints



Time Constraints

Due to the structure of the Creative Jam, our initial research, wireframes/lo-fi prototype, and ~20 screens of the mid-fi prototype were done in 4 days, alongside our full-time jobs.



Remote Team

We collaborated primarily on Figma and Adobe XD over video calls because of location differences. We had two people in the PT zone and one person working in the ET zone and had to adjust loads and schedules accordingly.



Research Limitations

Due to the short time frame of the Adobe Creative Jam, we had a limited pool of users from which to pull insights.

2. Research

- 2.1 User Interviews
- 2.2 Concept Development
- 2.3 Sketches
- 2.4 Wireframe

User Interviews

Before we started designing, we conducted qualitative user interviews on individual contributions to causes, the effect of social connections on said contributions, and the way technology relates to both.

We interviewed 8 users, all in or graduated from college and generally in their twenties.

These are the most common barriers to contributing to causes:

62.5%
money

62.5%
travel

62.5%
time

37.5%
mental load

Interviewees reported that they were motivated to stay active in a causes due to **internal motivation, social supporters, and seeing daily content about their causes.**

75%

Of interviewees uses **social media platforms** as their primary social impact platform.

87.5%

Of interviewees are **more likely to support a cause supported by peers, friends, and/or family.**



Our Findings

People are Socially Influenced

The causes people support are influenced by their social circles.

Social Media is a Passive Platform for Action

While social media is where people usually find information about the causes they care about, the large amount of irrelevant content and virtue signaling posts make it difficult to find ways to contribute in a meaningful way.

Awareness of Causes is Distributed Digitally

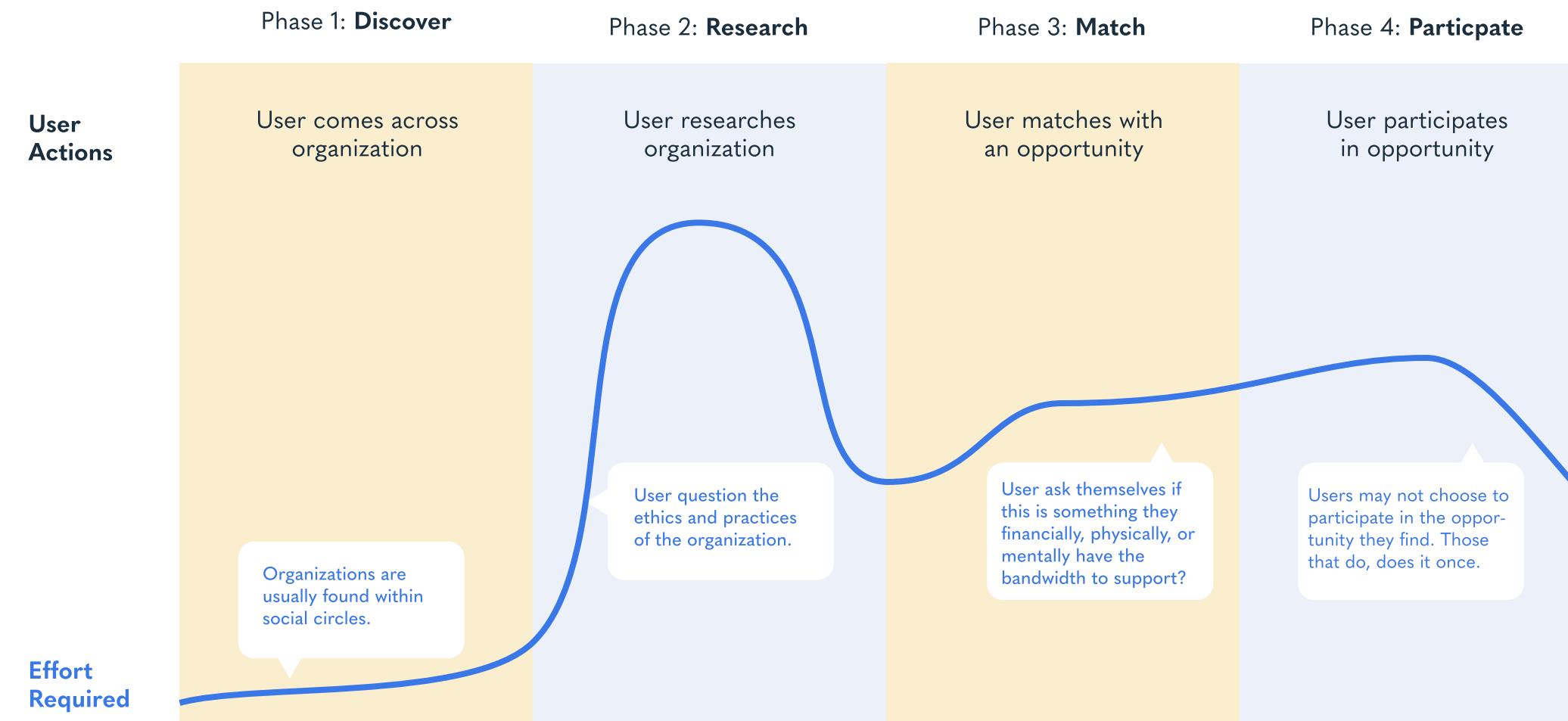
Visibility of causes through digital media help people stay engaged with the causes they support.

Inaccessibility is the Leading Reason for No Action

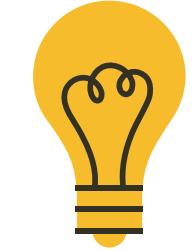
People need a way to engage and find opportunities that are easily accessible and don't necessarily require money and/or additional resources to participate.

Outlining the User Journey

From our interviews, we saw that a majority of our users underwent this journey when participating in an event.



4 Goals



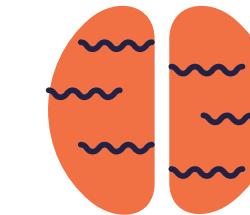
Connect Worlds & Spotlight Genuine Causes

Create a more transparent link between people and organizations. The link should be free from "talking heads" or "influencers" so that the connection is genuine and without virtual signaling.



Forge Habits through Social Connections

Utilize social connections to encourage and reinforce positive contributions to causes that are relevant to the user.



Reflect to Create Agency

Reinforce participation in charitable opportunities by providing a way to reflect on their past opportunities.



Embrace Diverse Contributions

Provide users with more options to contribute to whatever financial situation and physical location they are at. There are more ways to contribute than donating and/or protesting!

Translating the User Goals to Features

1

Organization Led Platform

Only organizations have the ability to share text in the form of "announcements." Flow directs users to find opportunities through organizations.

2

Social Features for Discovery

Implement a feed dedicated to social connections and their activities, allowing users to keep track of actions within their social group.

3

Metrics Page for Reflection

Allows users to sort through and reflect on past opportunities they participated in with real data.

4

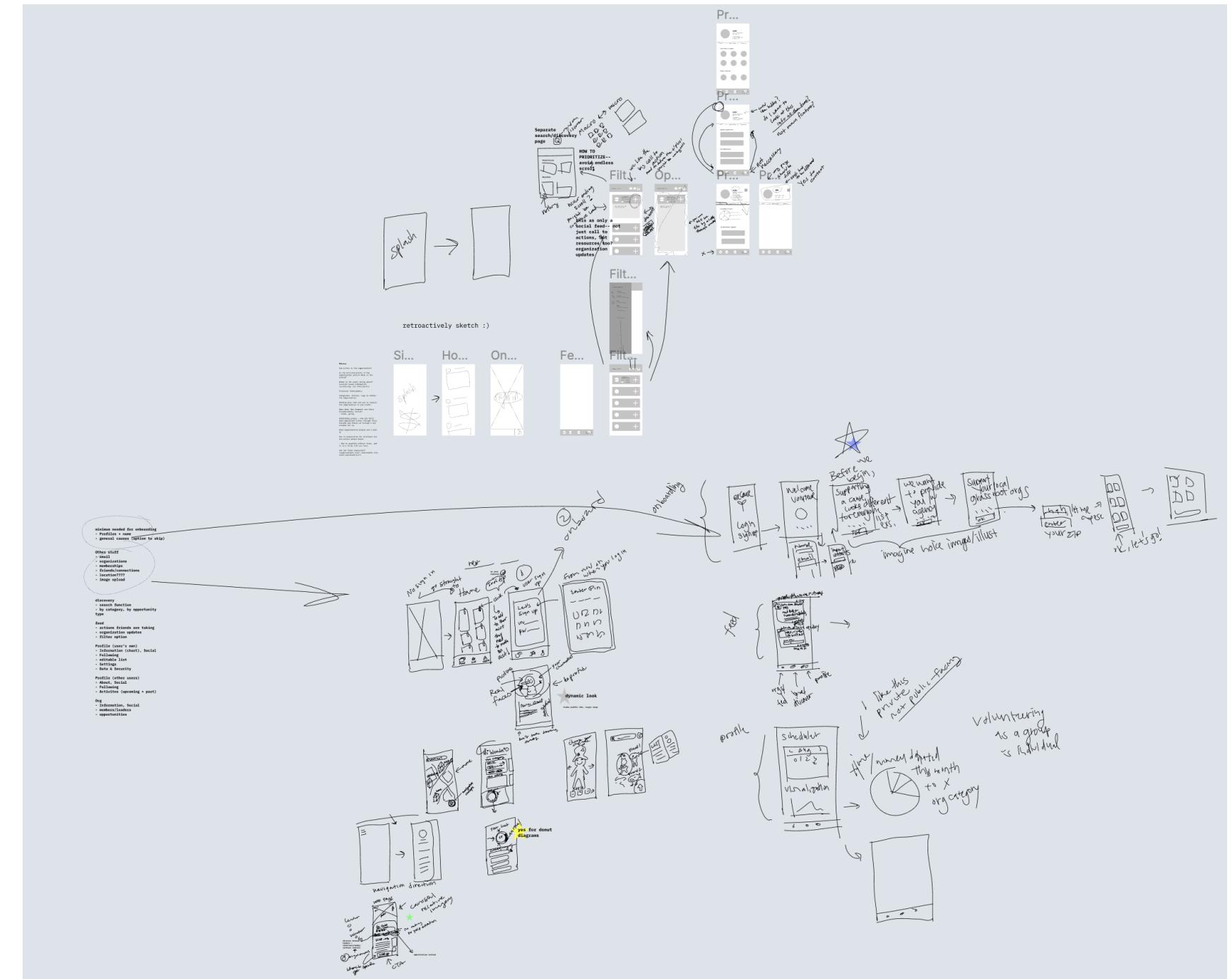
Sorted Opportunities

Provide a platform based around providing opportunities to contribute to causes in three different ways: donating, volunteering, and learning.

Ideation Method

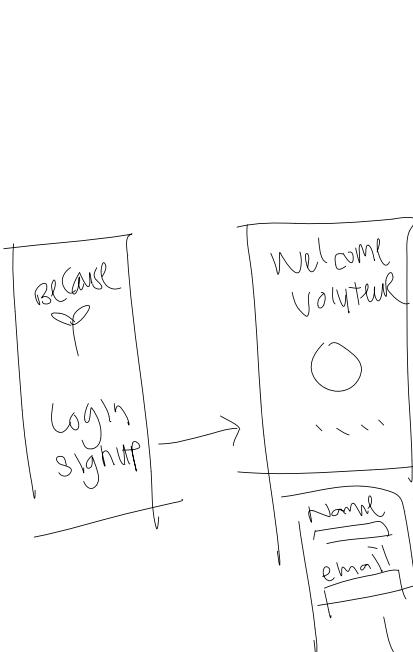
We separated to ideate on the entire flow individually. When we came back together, we compared our ideas and debated the pros and cons of each.

We decided that we needed to design screens for the onboarding flow, activity feed, user profile, discovery, and opportunity description that has a filter to properly tell the user's story when choosing their organizations and events.

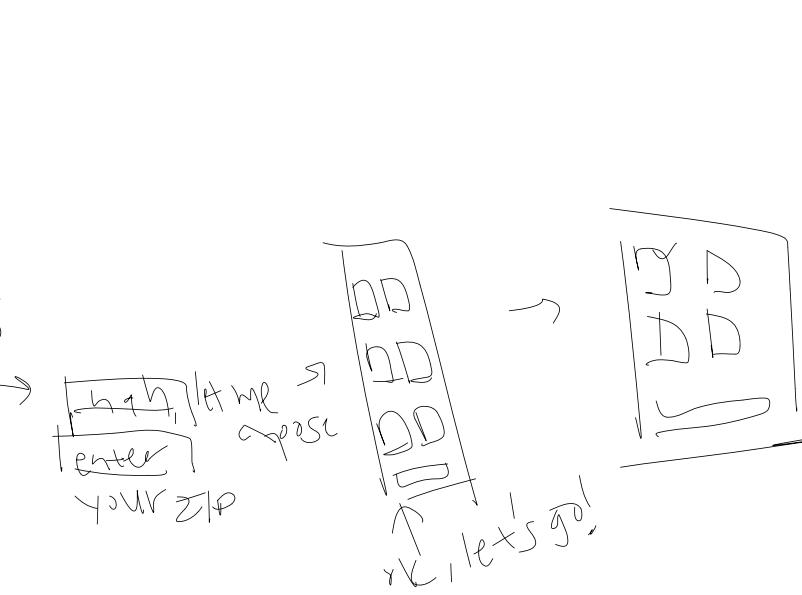
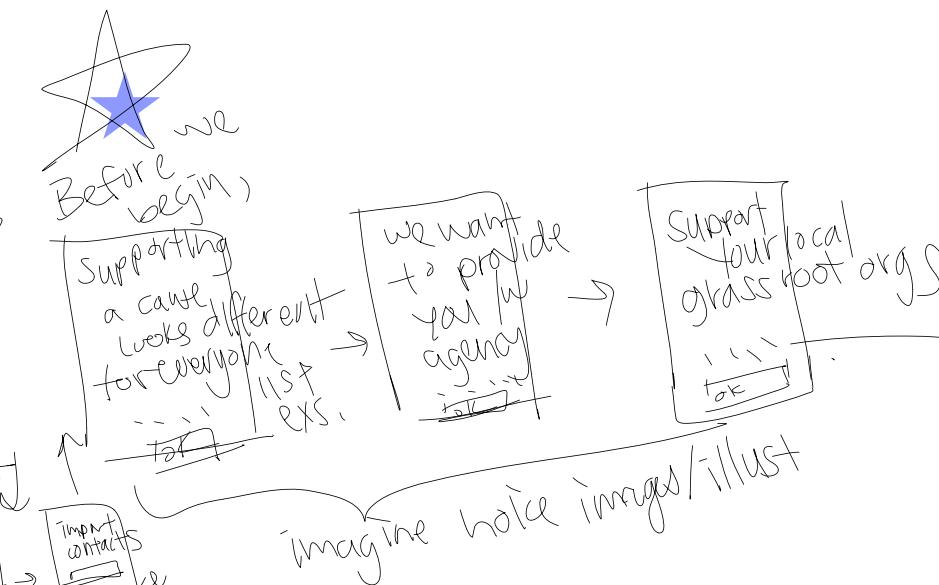


2.3 Sketches

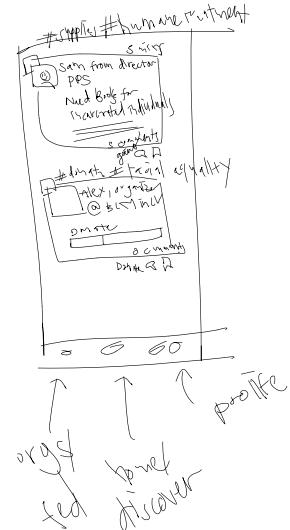
Sign-In



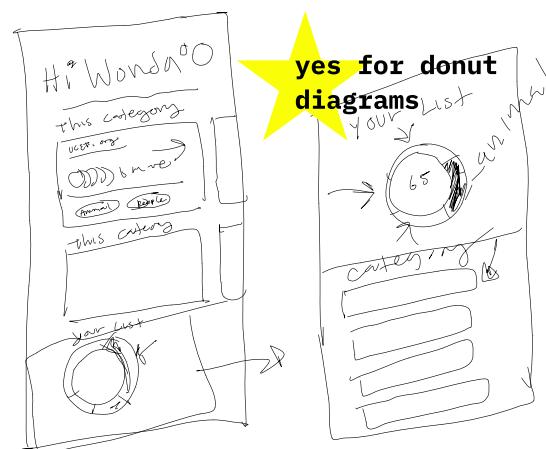
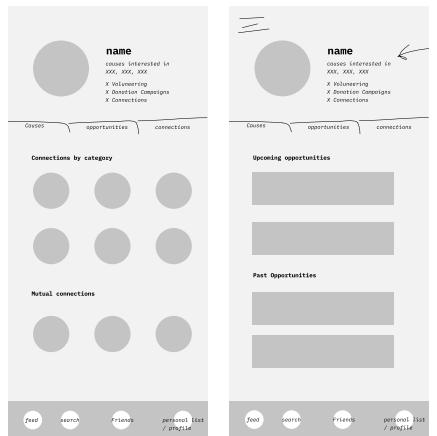
Onboarding



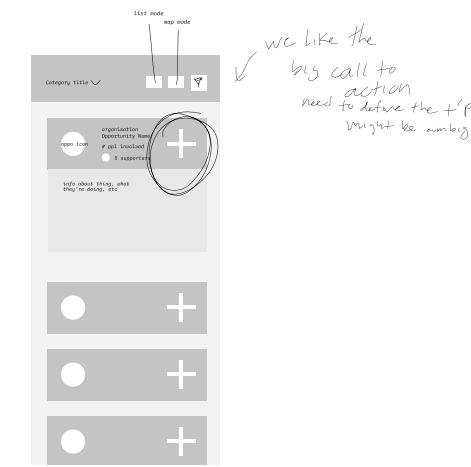
Activity Feed



Profile

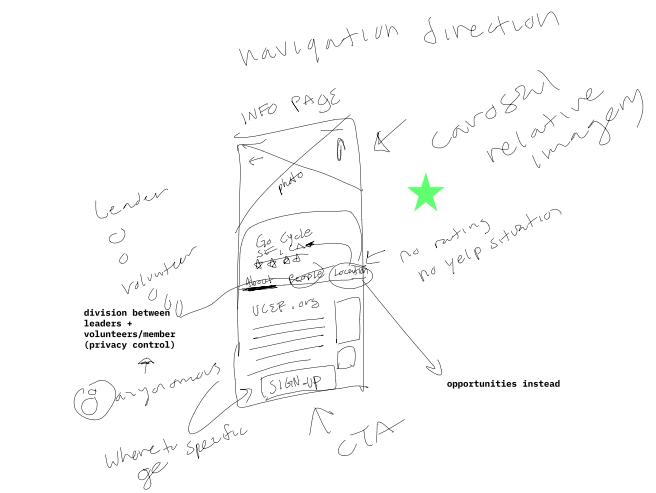


Discovery

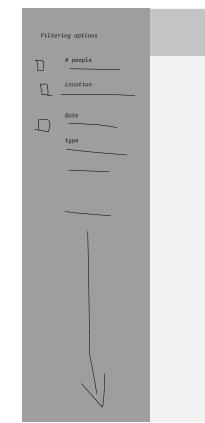


we like the big call to action
need to define the '+' plus!
might be ambiguous

Opportunity Description

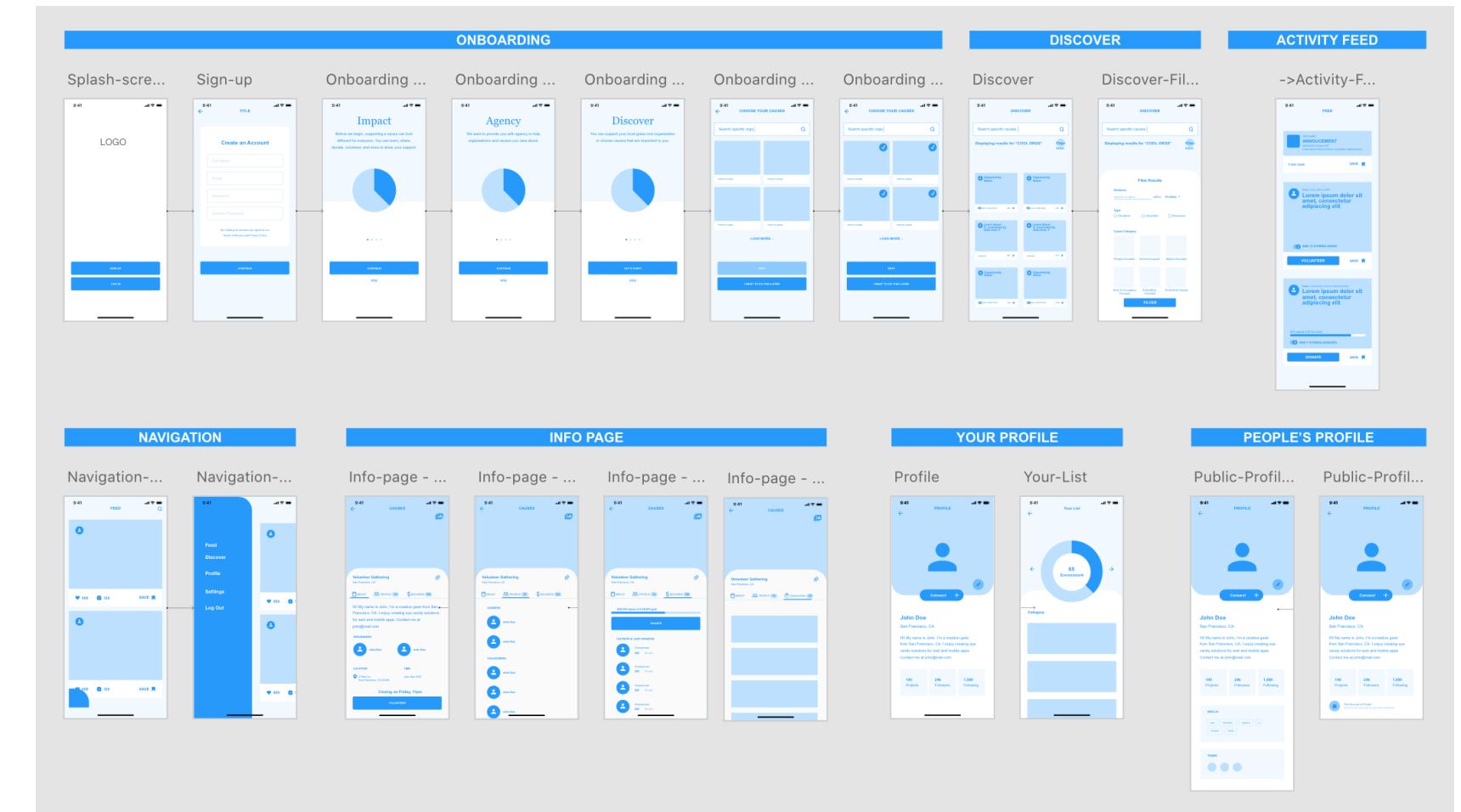


Filtering



Translating Sketches into Wireframes

After making and organizing our sketches, we created the wireframes for our app design. Wireframing helped us to organize the user flow before testing and designing.



Pinpointing Features in the Flow

1

Organization Led Platform

Only organizations have the ability to share text in the form of “announcements.” Flow directs users to find opportunities through organizations.

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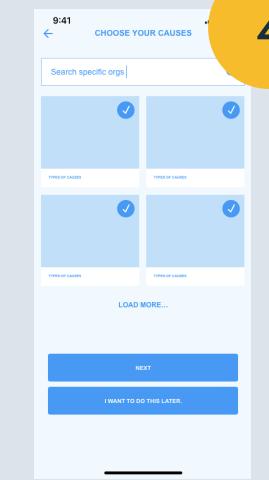
4

Sorted Opportunities

Provide a platform based around providing opportunities to contribute to causes in three different ways: donating, volunteering, and learning.

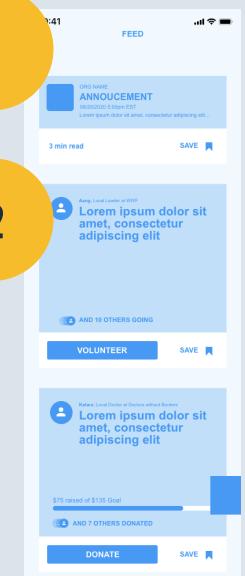
Onboarding

Onboarding



4

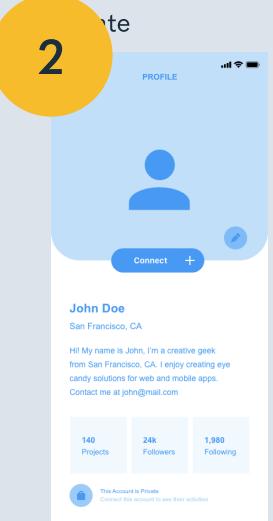
Activity Feed



1

2

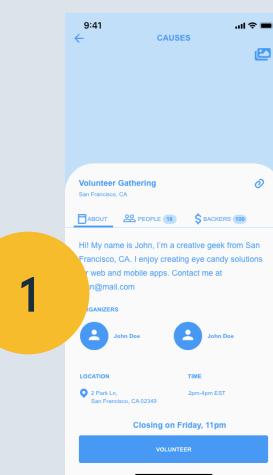
People's Profile



2

Info Page

About



1

Your Profile

List



3

3. Design

3.1 Visual Design

3.2 Mid-Fi Prototype

That's Right, Actions Speak Louder than Words

We aimed to make a cohesive and action-oriented visual design.

Brand Values

BeCause embodies these four following values:



Brand Tone

BeCause uses and frames language that are of the following:



Typography

For our typography, we chose to use different weights of Quasimoda, specifically Regular, Medium, and SemiBold.

Headline **SemiBold 30pt**

Title	SemiBold 18pt
Subheader	Regular 18pt
Body 2 / Menu	Medium 16pt
Body 1	Regular 16pt
Button	SemiBold 14pt
Caption	SemiBold 12pt

Colors

Selected are bright saturated colors to create a friendly and neutral feeling.

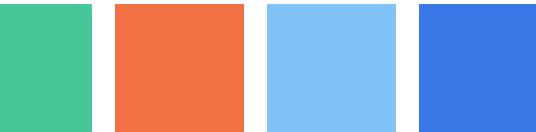
Primary

Yellow = Action

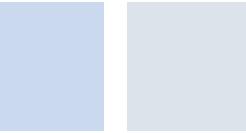


Secondary

High contrast colors for accessibility



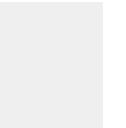
Background



Text



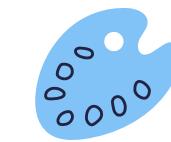
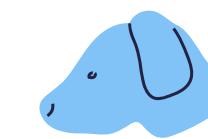
Buttons



Illustrations

Illustrations are solid shapes with simple black lines to fill in the details within the forms.

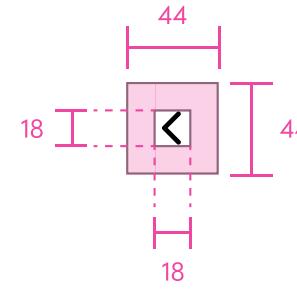
Illustrations used no transparency to convey the idea that the BeCause brand is direct, readily available, and easy to grasp.



3.1 Visual Design

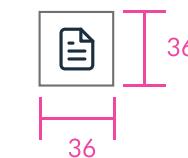
System Icons - Navigation

Nav Touch Targets



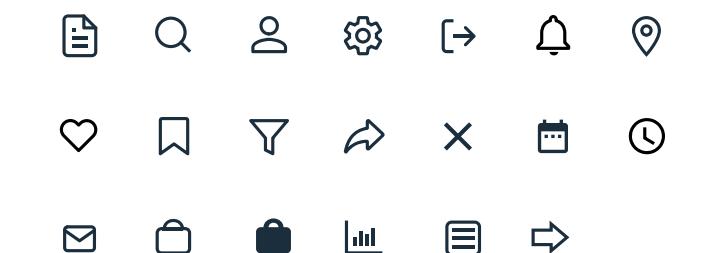
Bottom Nav Icons

Logo is centered within the rectangle



Icons

Rounded corners, sharp cap, 1.5px stroke size



Default



#7E888F
text

Active



#F7BC2B
primary

Dropdown

Closed Open

Copy ▼

▲

Cards ▼

▲

Tags

Filter



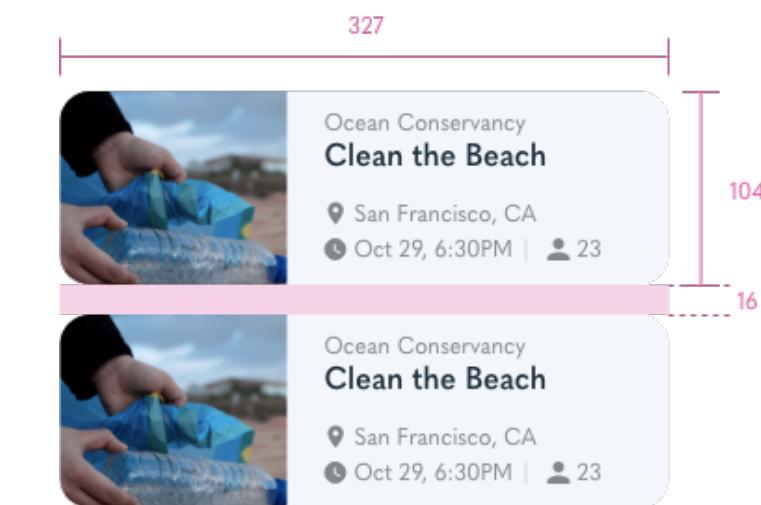
Opportunities

Color coding opportunity types helps users identify different ways they could contribute

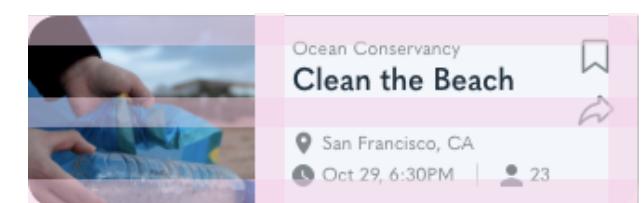


Cards

Cards itemize all actionable items. Cards are rounded rectangles, like the rest of the components, so it feels friendly but still serious.



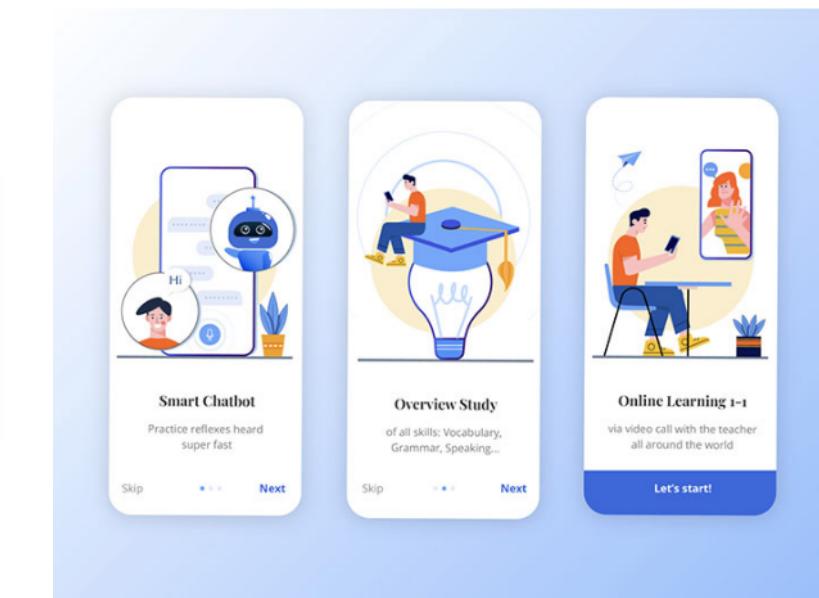
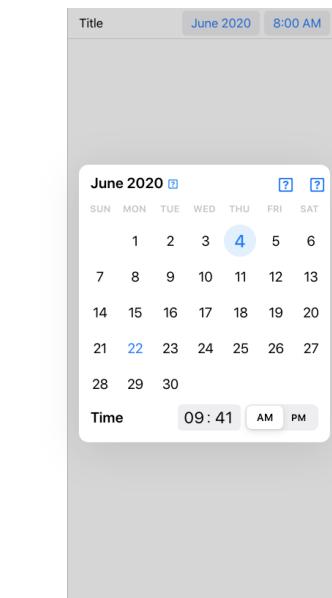
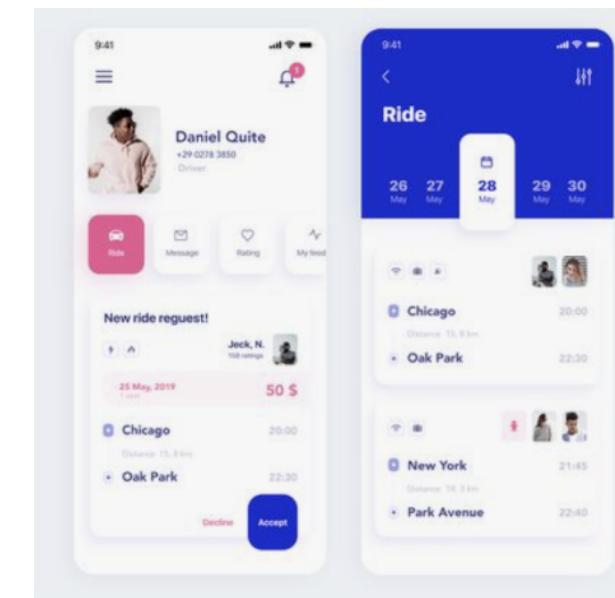
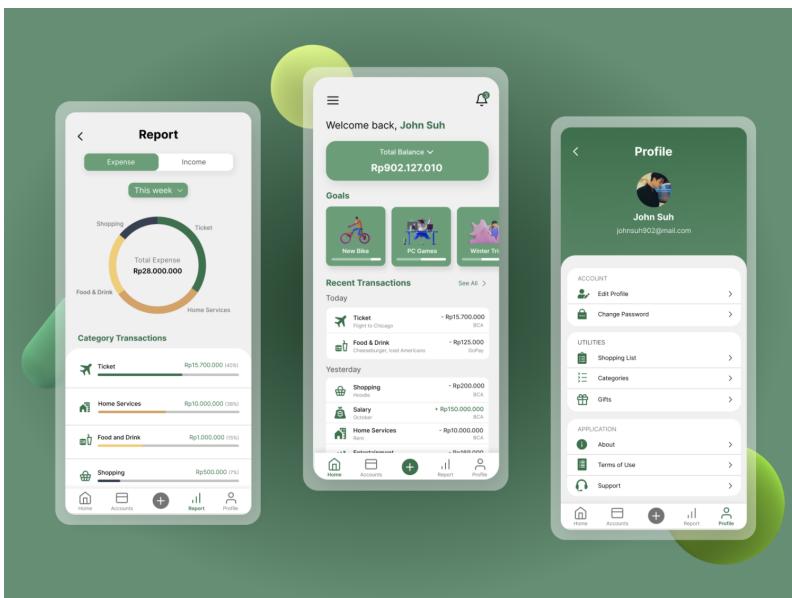
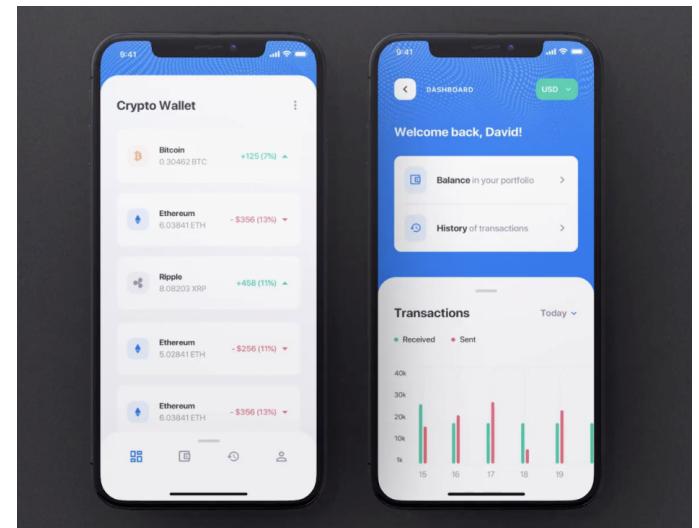
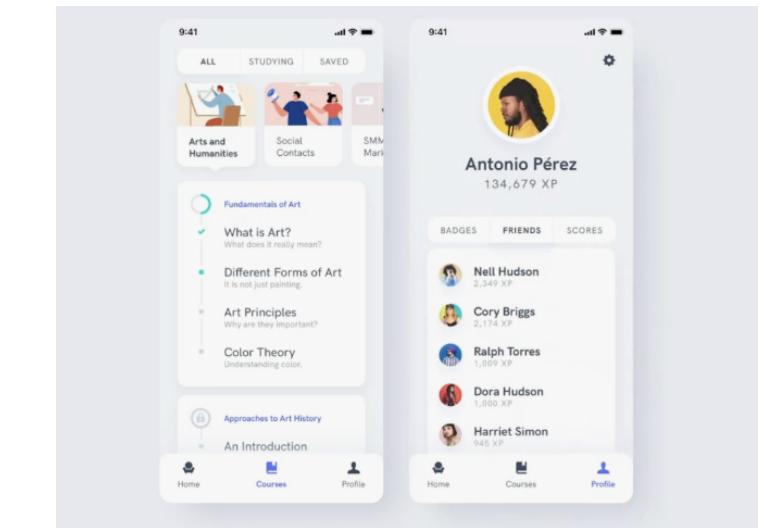
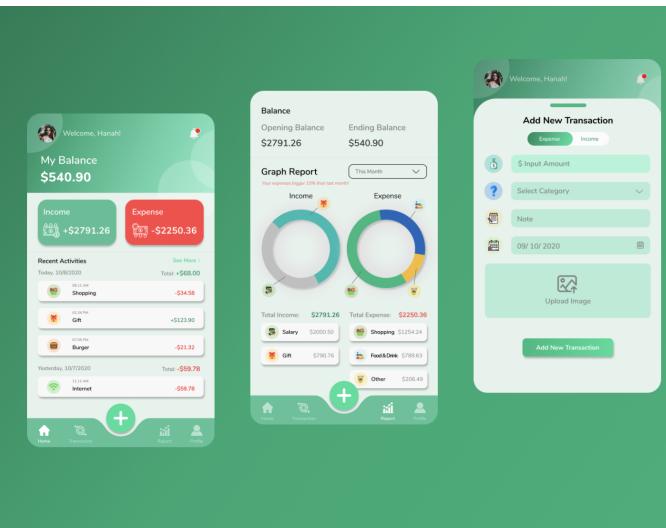
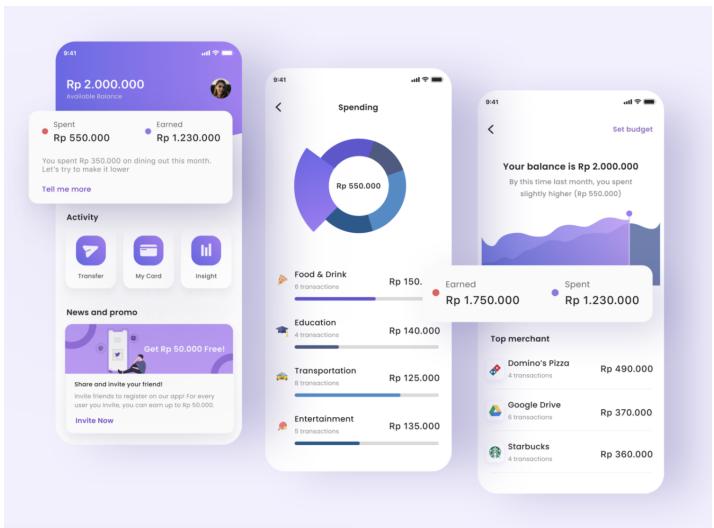
Card padding



3.1 Visual Design

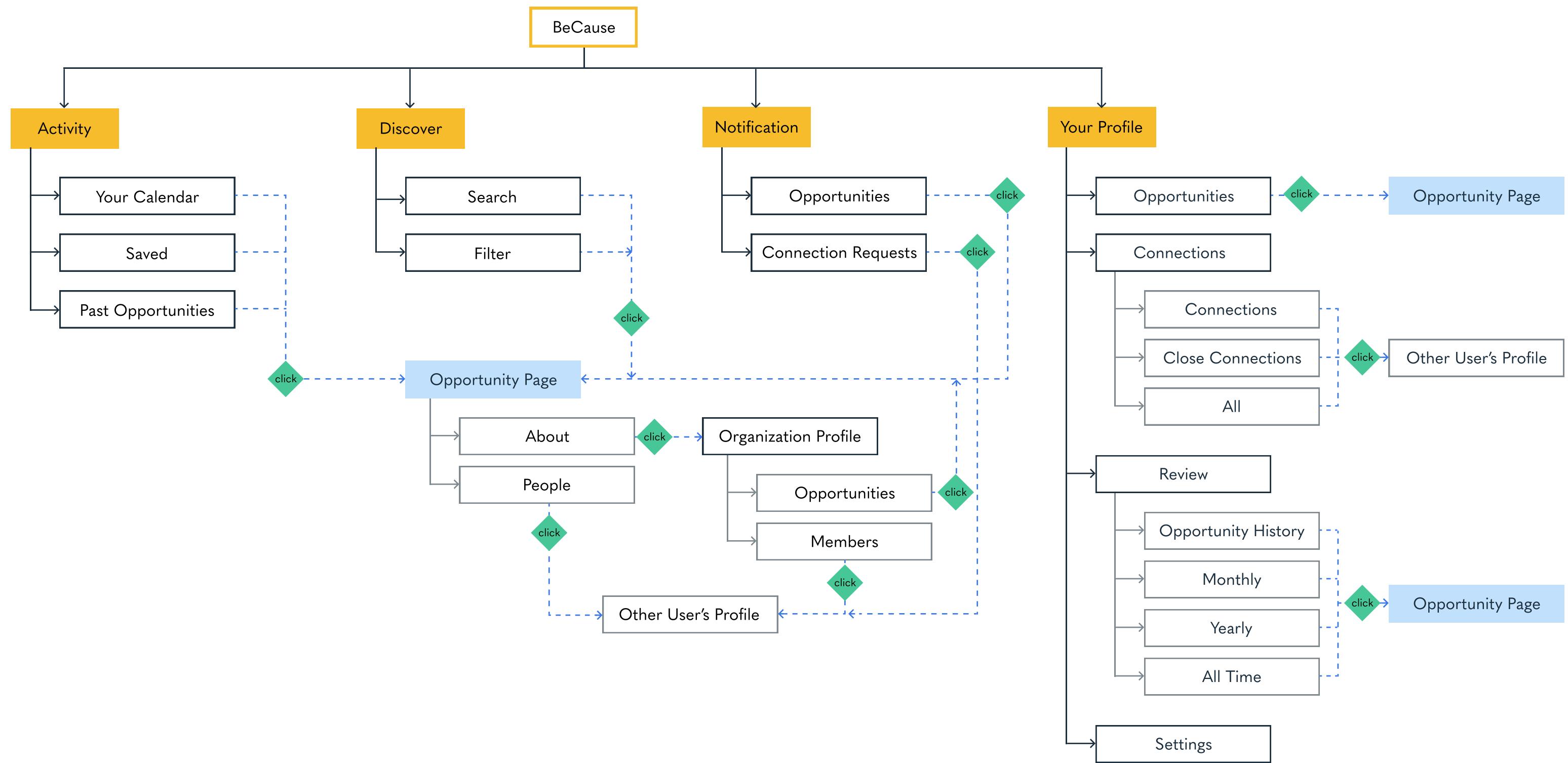
UI Inspirations

We looked to user interface inspirations for directions on creating a sensible and intuitive user experience.



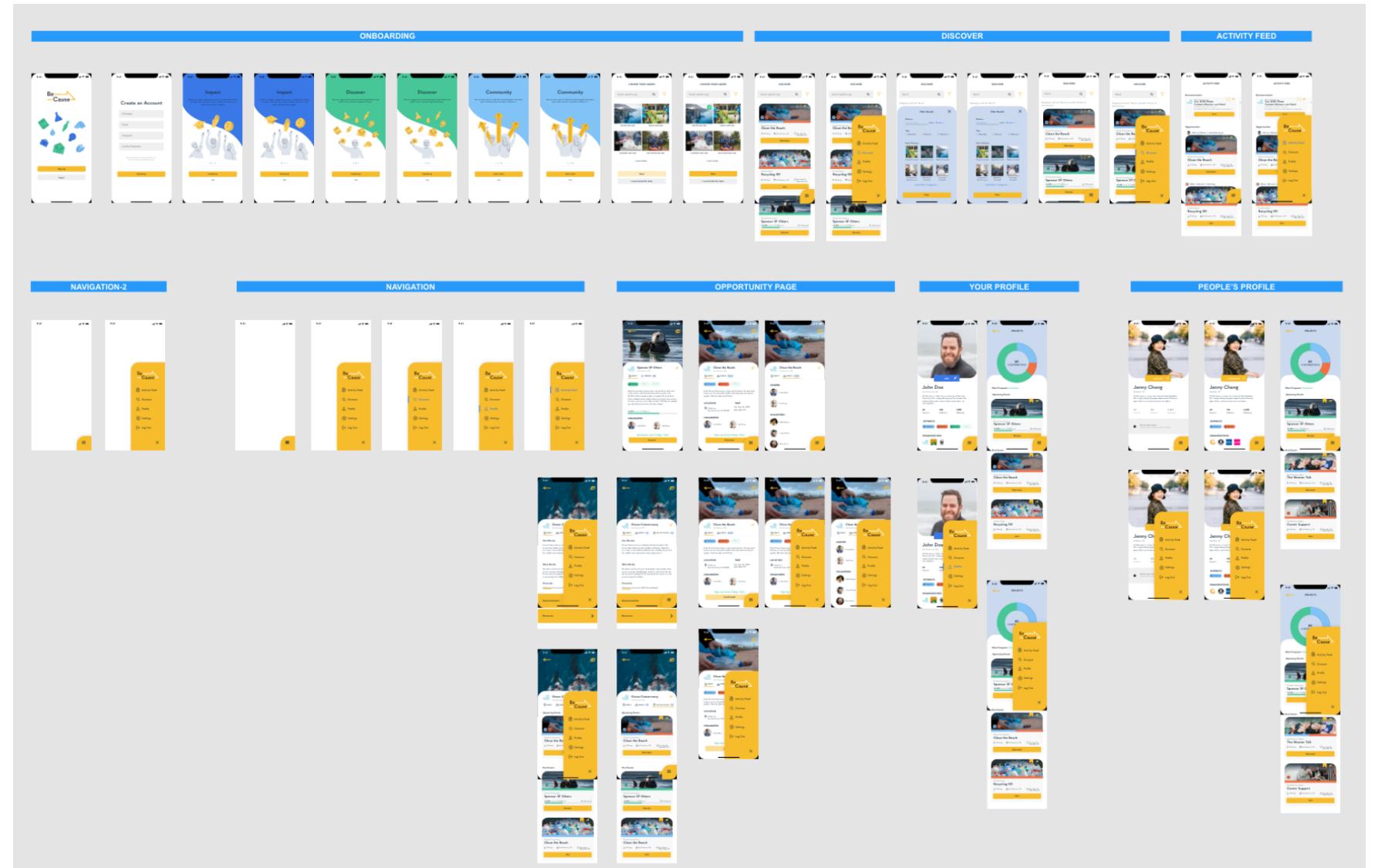
3.2 Mid-Fi Prototypes

Site Architecture



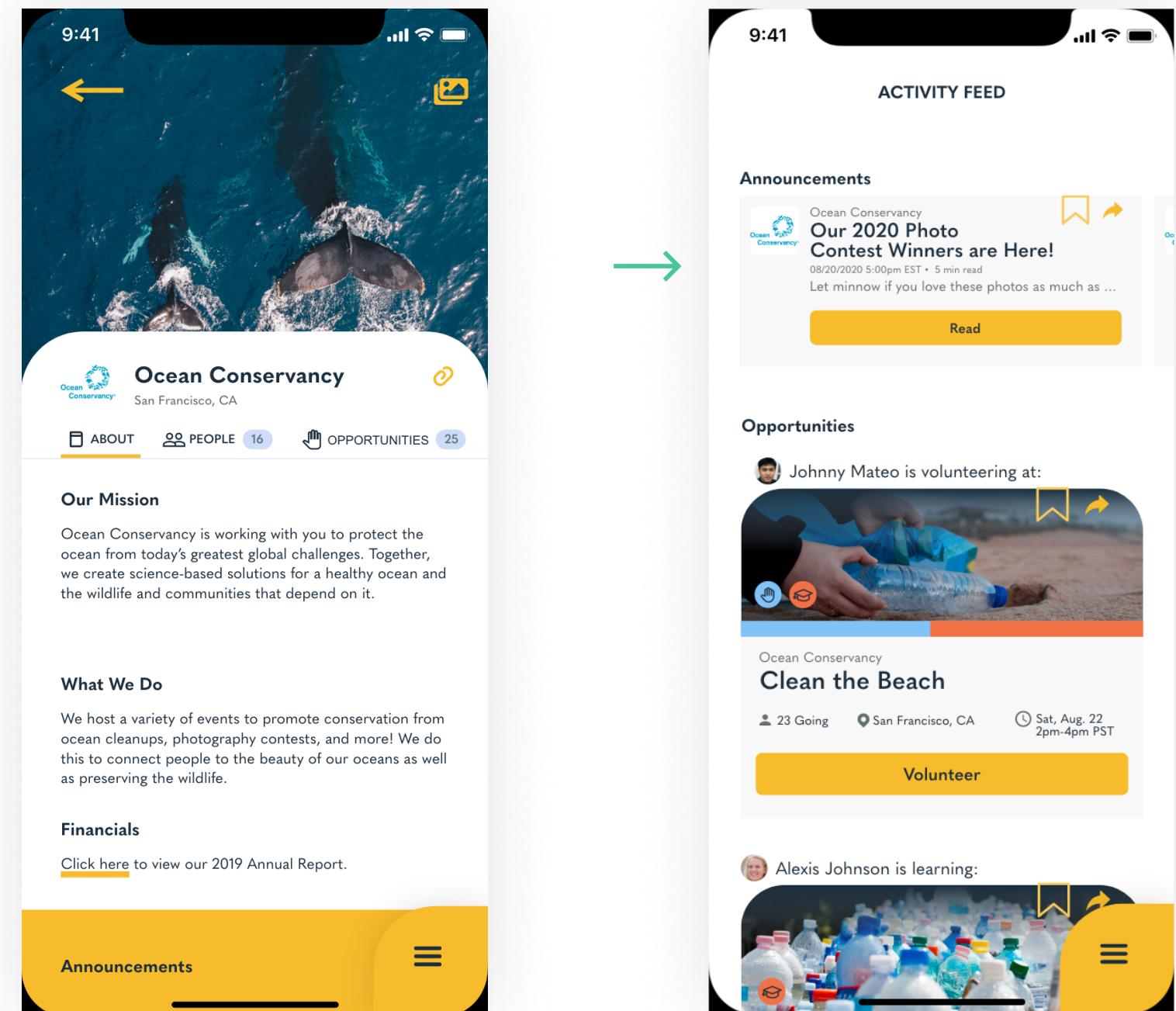
Mid-Fi Prototypes

After flushing out the visual design and the UI components, we translated the wireframes into mid-fi user interfaces within Adobe XD.



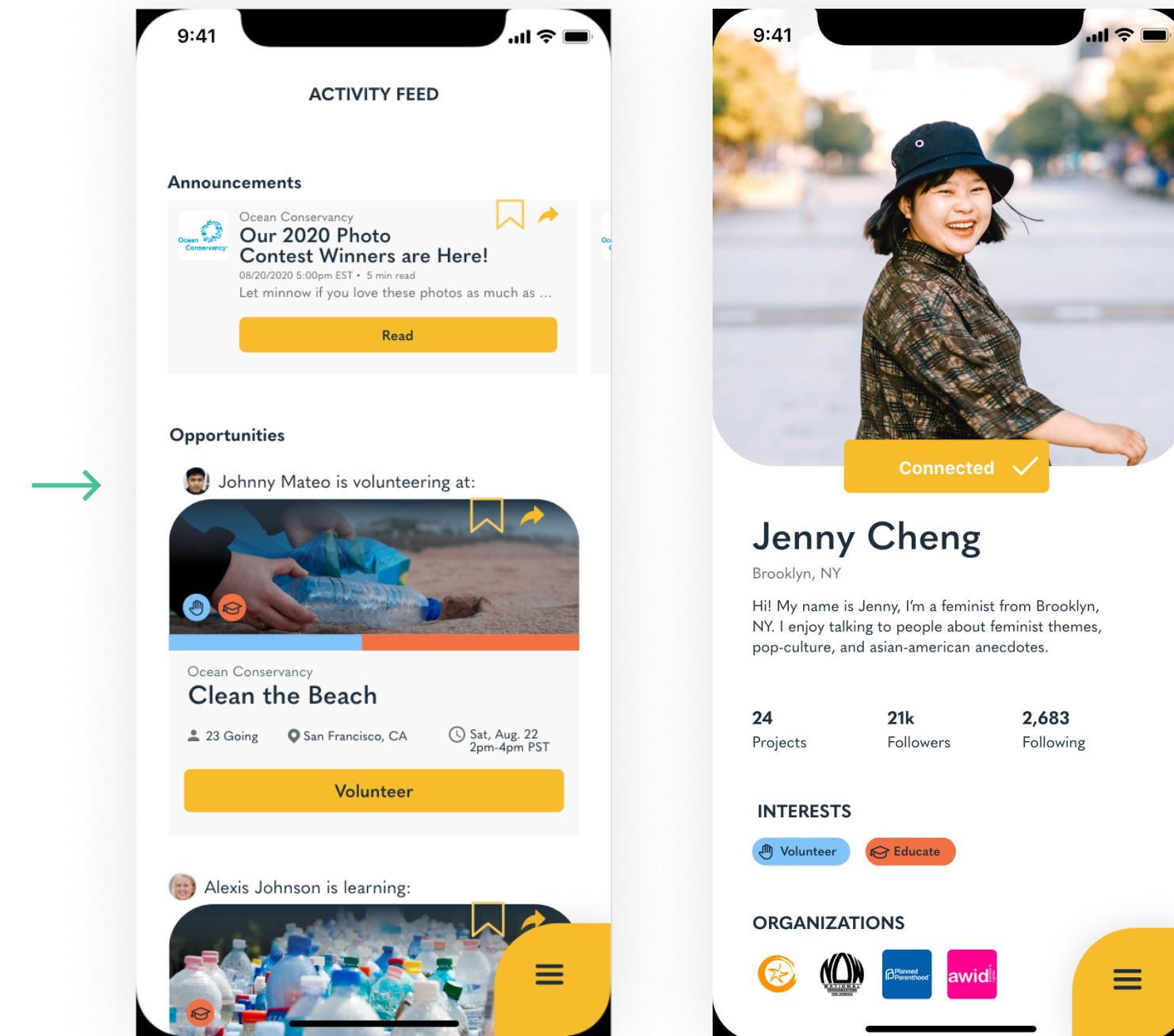
Organization Led Platform

Only **Organizations** have the ability to share text in the form of **Announcements**. The flow directs users to find opportunities through organizations.



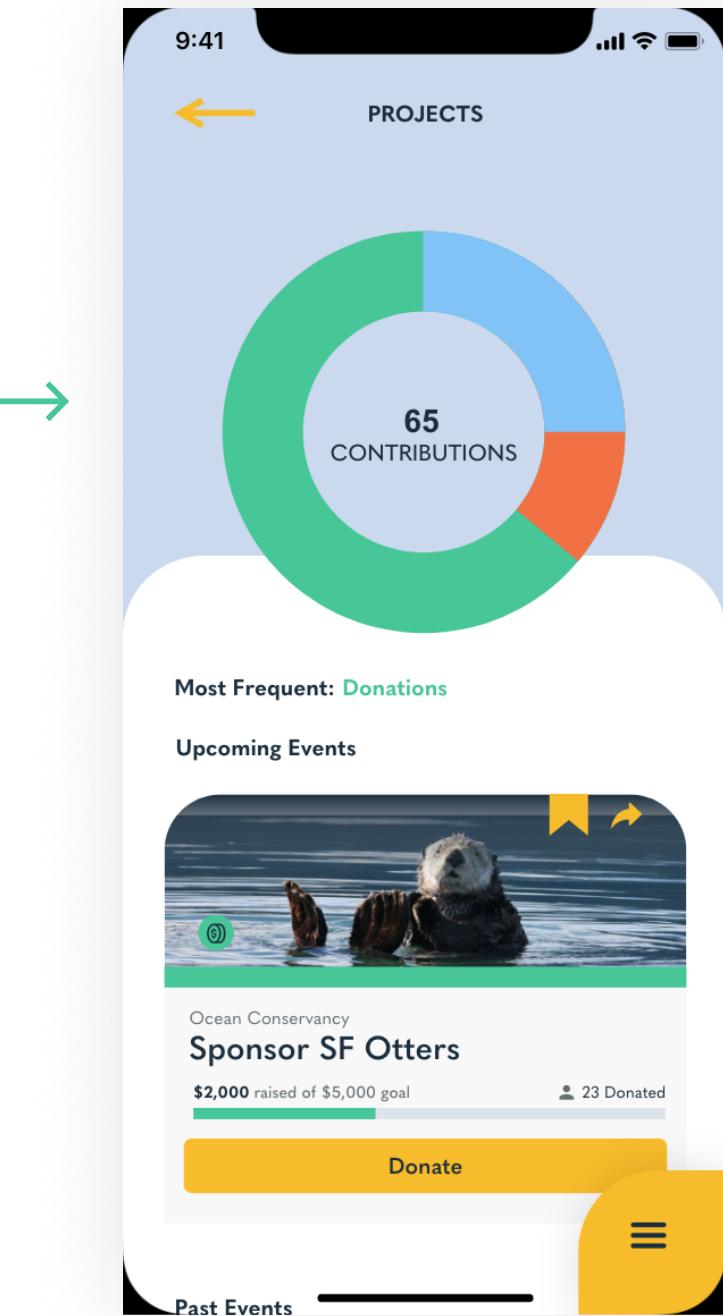
Activity Feed to Uncover Opportunities

Implement an **Activity Feed** dedicated to a user's **Connections** and their activities, allowing users to keep track of the activities and causes within one's social circle.



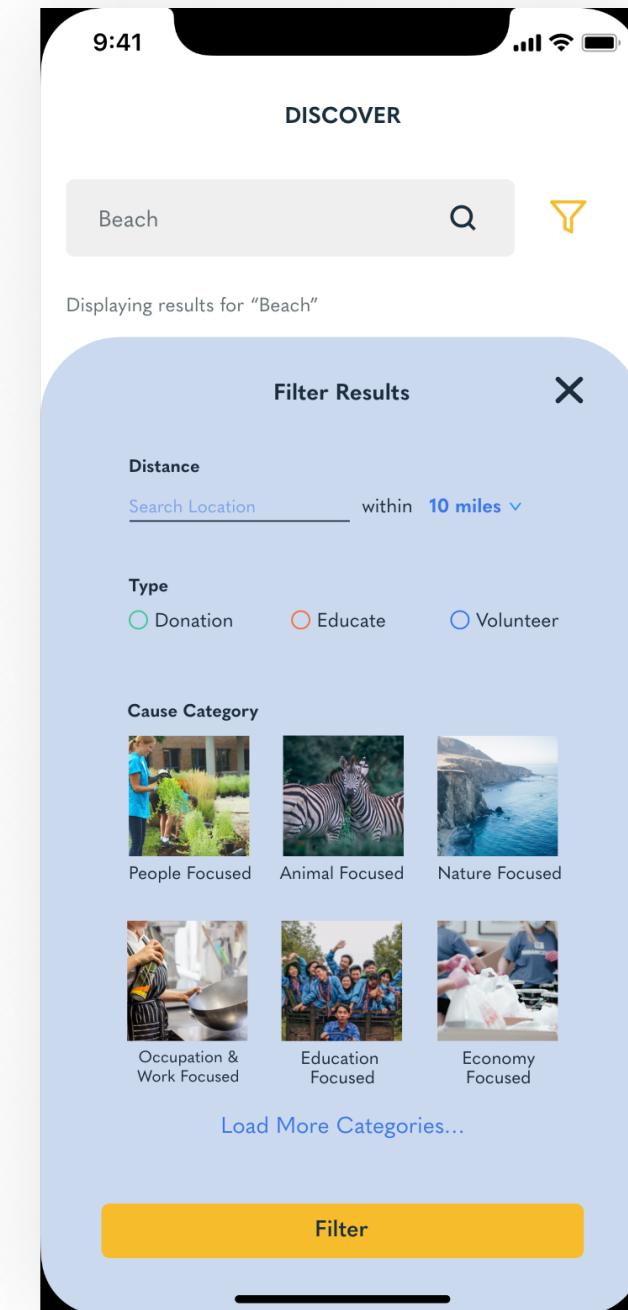
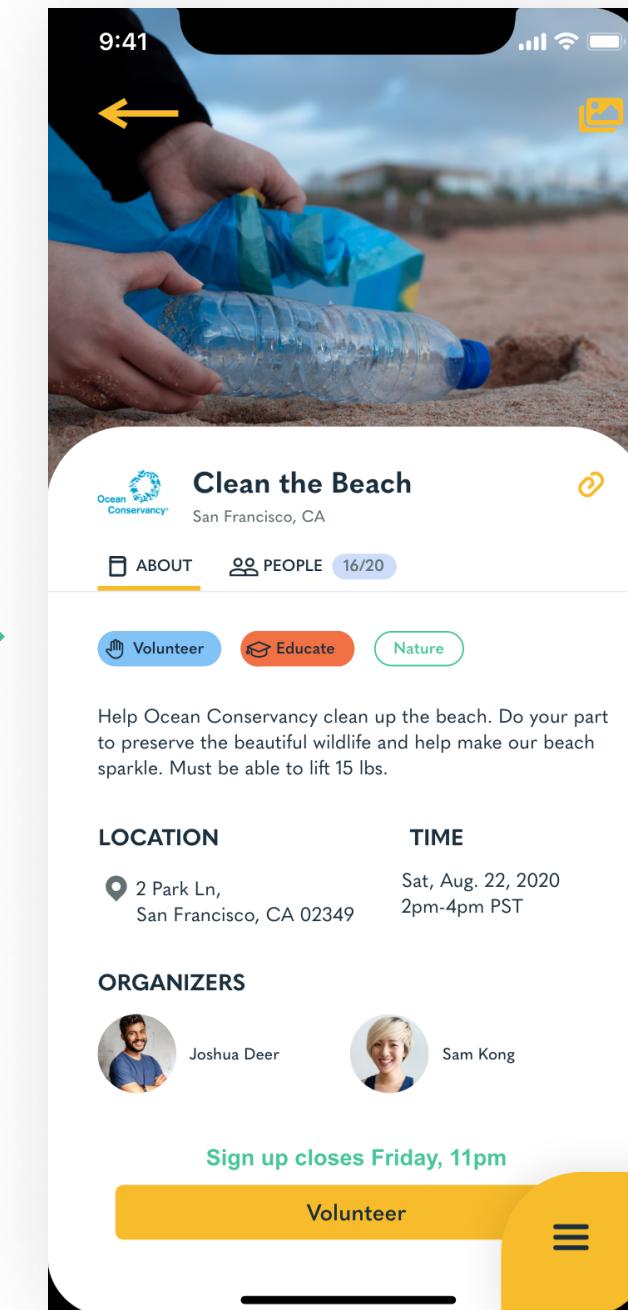
Metrics Page for Reflection

The Metrics page allows users to sort through and reflect on past opportunities they participated in.



Sorted Opportunities

We designed BeCause to host three types of opportunities that you can sort and filter by tags: **Donating**, **Volunteering**, and **Learning**.



4. Iteration

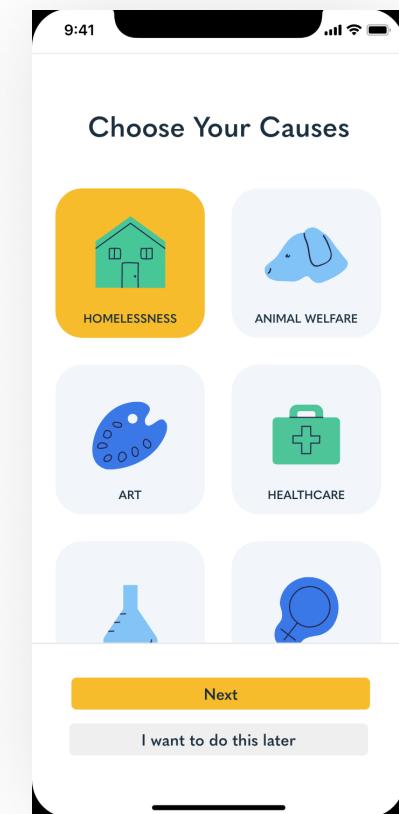
4.1 User Testing

4.2 Hi-Fi Prototype

Usability Testing Findings

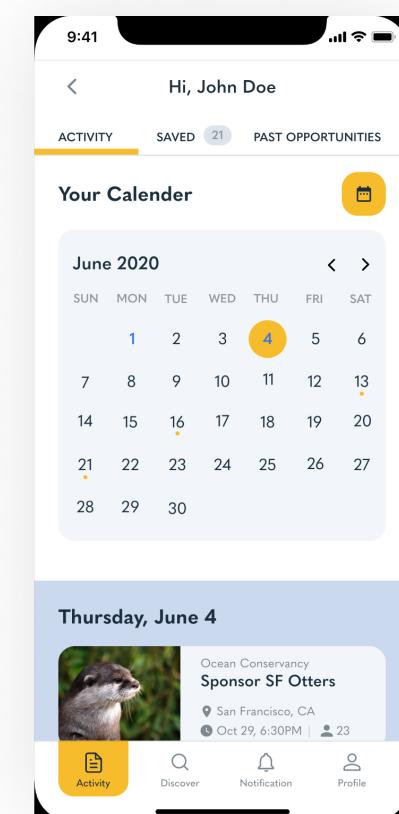
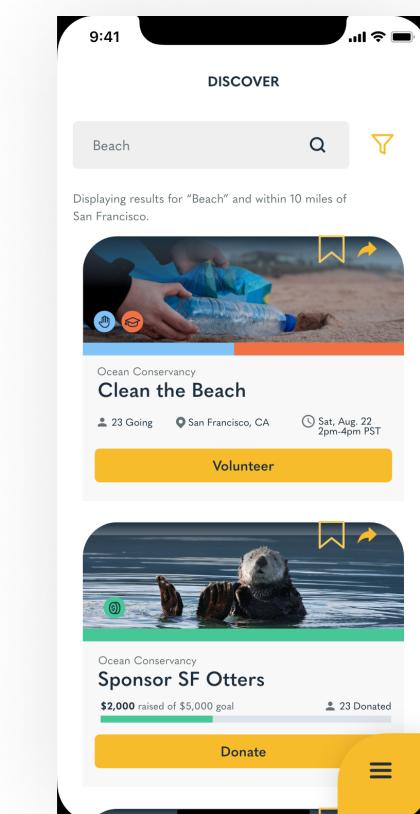
Lack of Illustrations is a Missed Opportunity

We incorporated illustrations into more spaces.



Bookmarks were Visually and Functionally Confusing

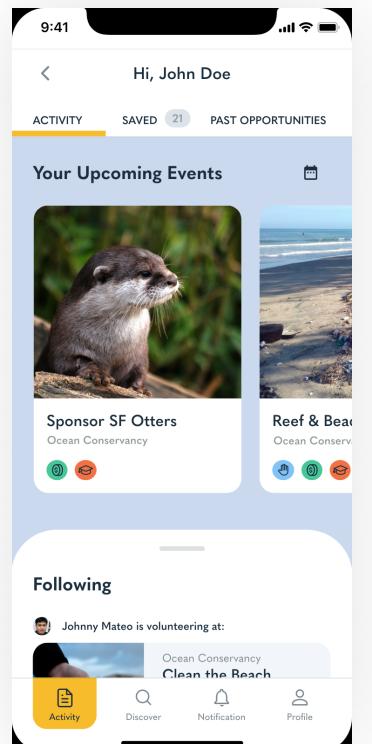
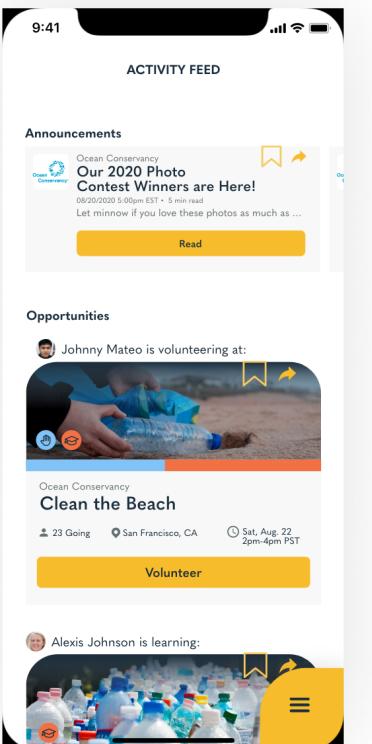
We got rid of the bookmarks because the calendar in the activity feed served the same purpose.



Usability Testing Findings

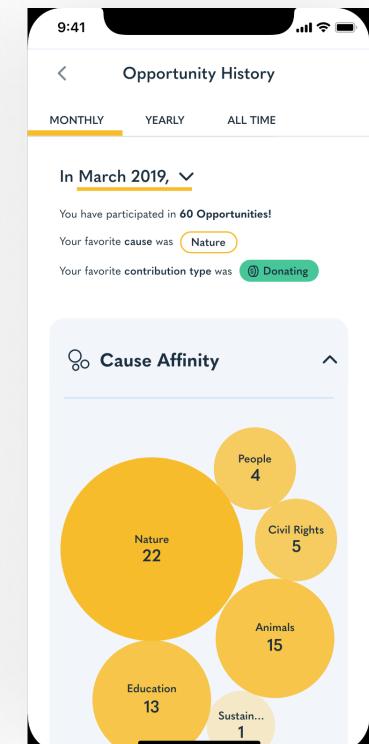
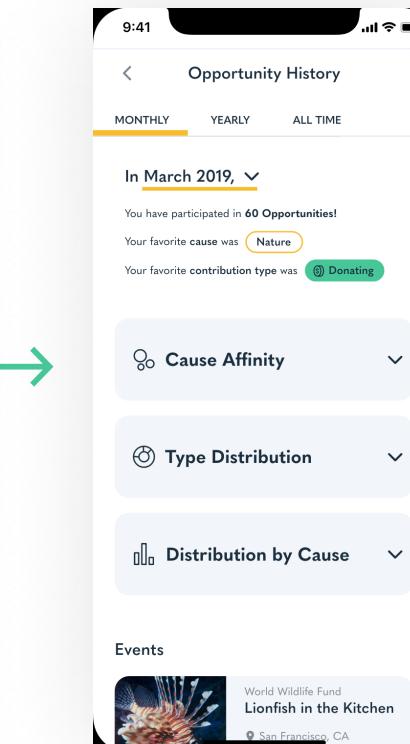
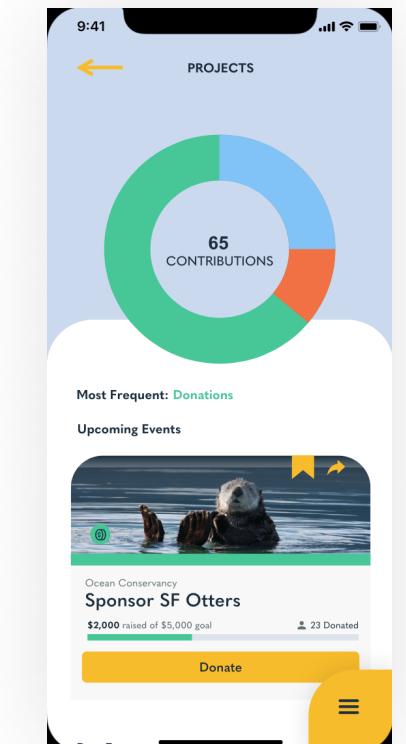
Opportunity Driven First, Socially Driven Second

We added a new calendar function to the activity feed to highlight the users' upcoming opportunities before their social circles' activities.



Volunteer History Needed Context

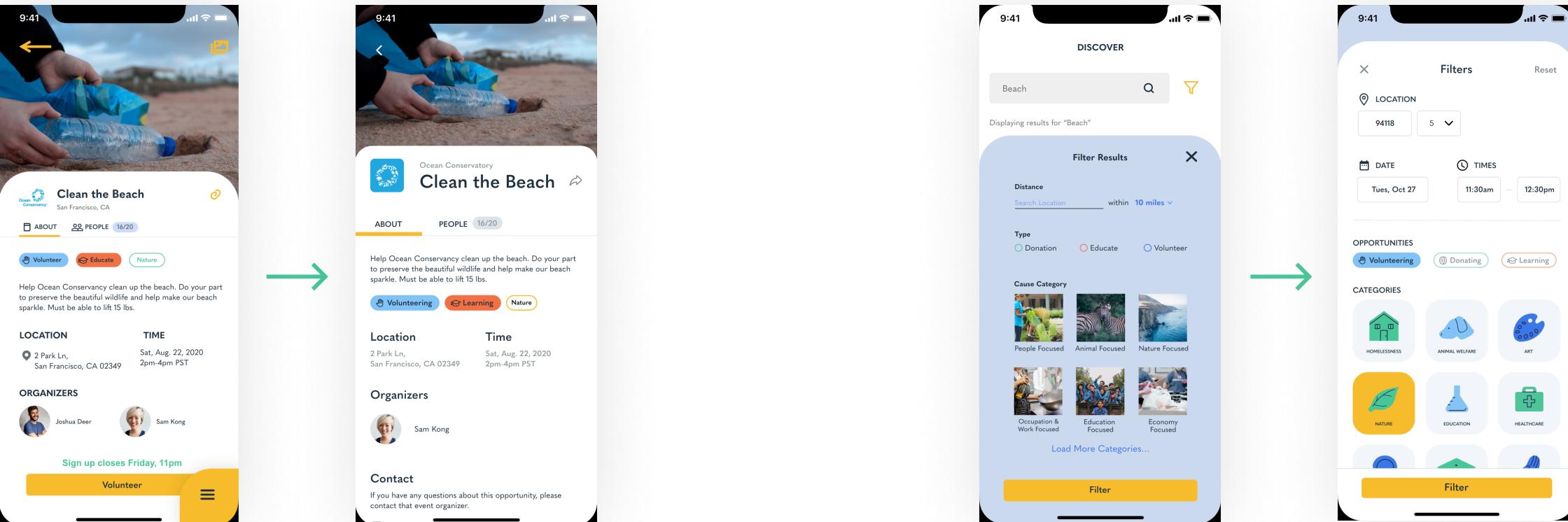
We added copy to give a quick verbal summary and expanded the metrics page into three infographics and a summary to further break down the data based on the type of opportunity and cause to contextualize it.



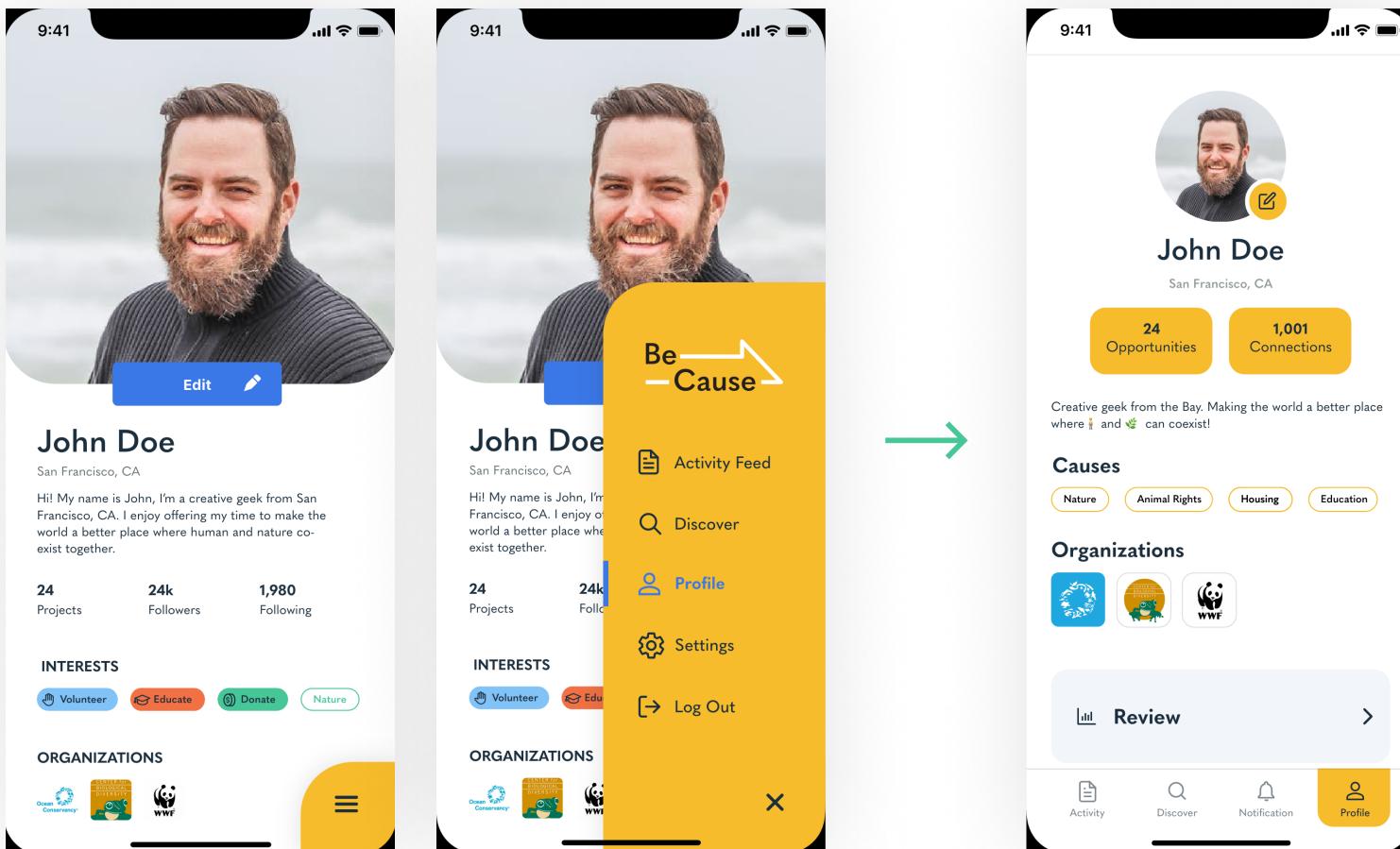
Usability Testing Findings

Tag System was Lacking Consistency

The difference between cause and opportunity types were confusing. Thus, we refined the system of tags for opportunity pages and the filter/search page by creating a stricter color coding of said tags.



Heuristic Evaluation



Consistency and Standards in Navigation

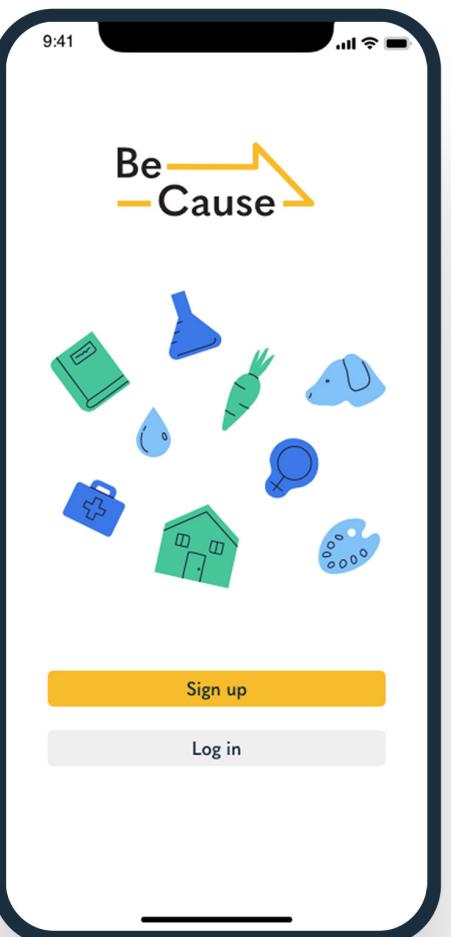
The interaction pattern was odd and unintuitive so we changed the navigation UI pattern. It was changed from an expanding list to bottom bar navigation.

Visibility of System Status & Consistency through Colors

Color usage wasn't consistent or well defined such as the active state of the buttons. Our initial iteration did not consider accessibility and did not pass AAA standards. These combined issues led us to revise how we used our colors.

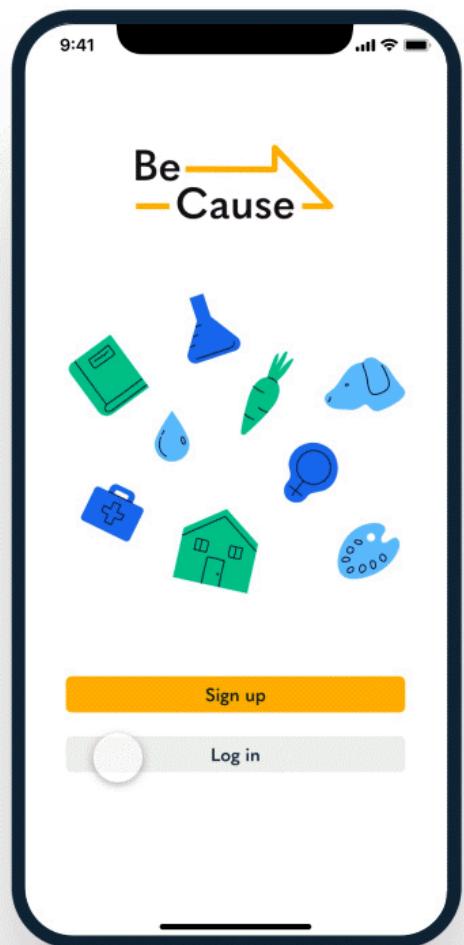
Hi-Fi Prototype

Take a look of our high fidelity prototype in action.



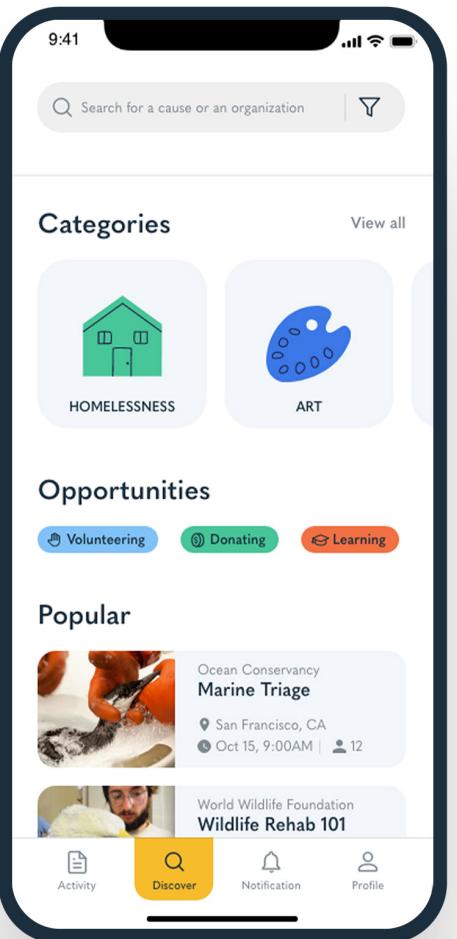
Onboarding

The BeCause onboarding sequence. Begins with an introduction to the themes of the app and ends with a short questionnaire about the causes they are passionate about supporting.

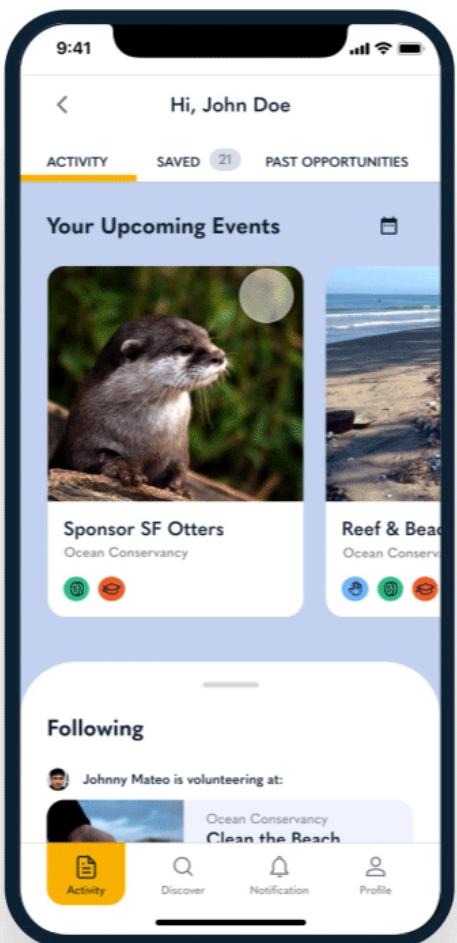


Discovery

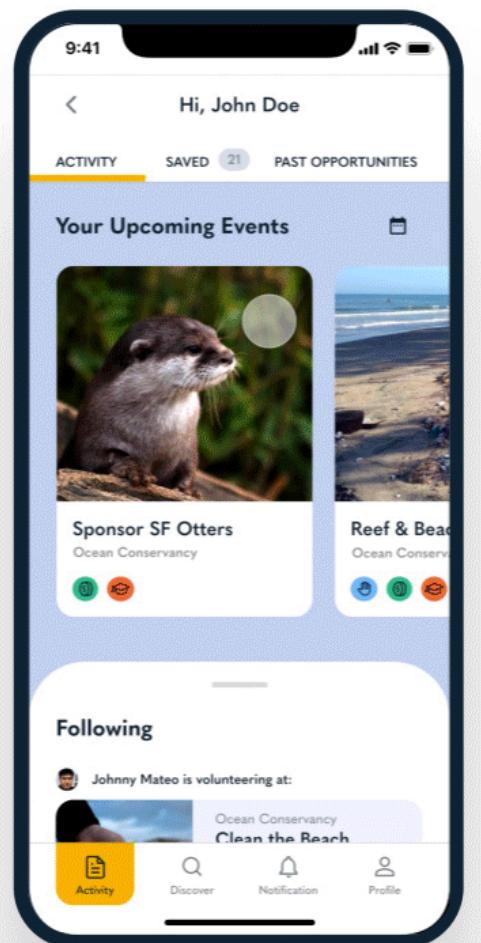
The Discovery section of BeCause allows users to find new Opportunities to further the causes they care about through browsing, keyword searching, and filtering.



Activity Feed

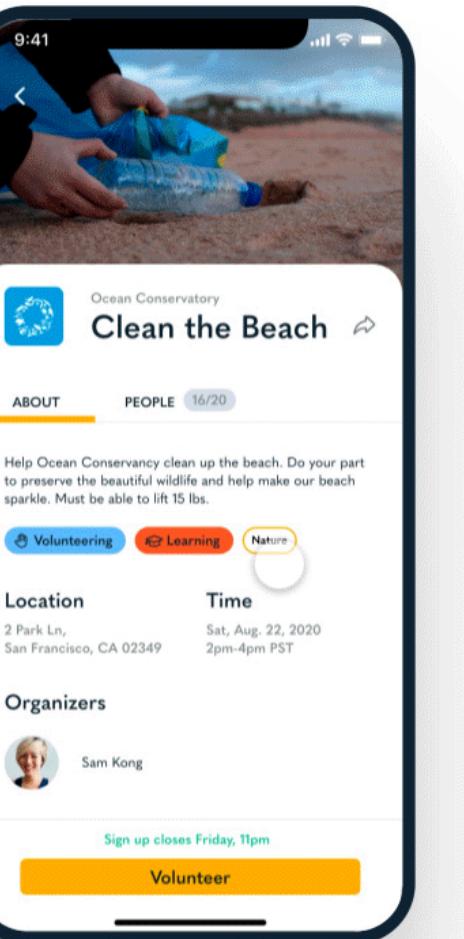


Main



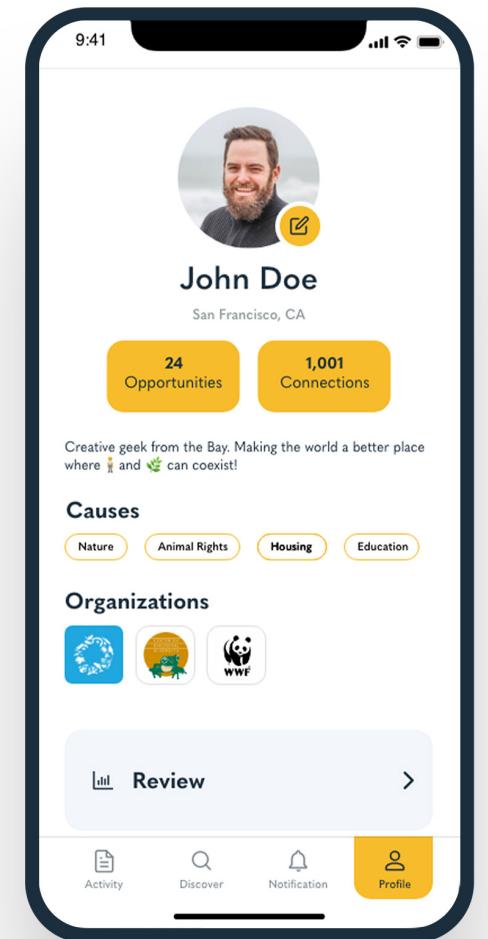
Calendar

Opportunities

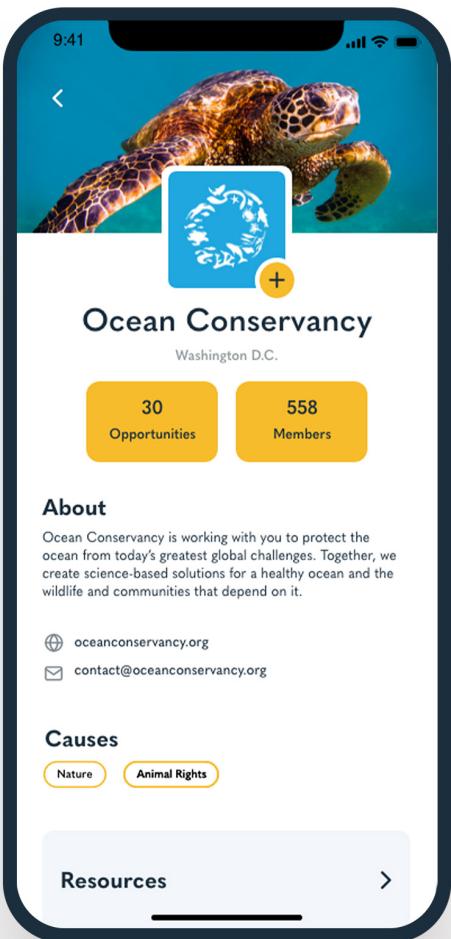


User Profiles

The two types of BeCause users: Individuals and Organizations.
As an individual user, you are able to review your past Opportunities through an analysis across three metrics.

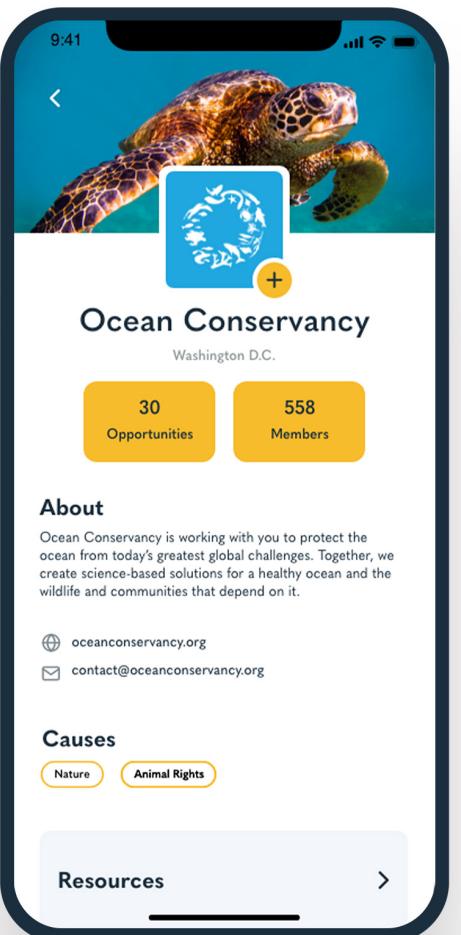


Individual

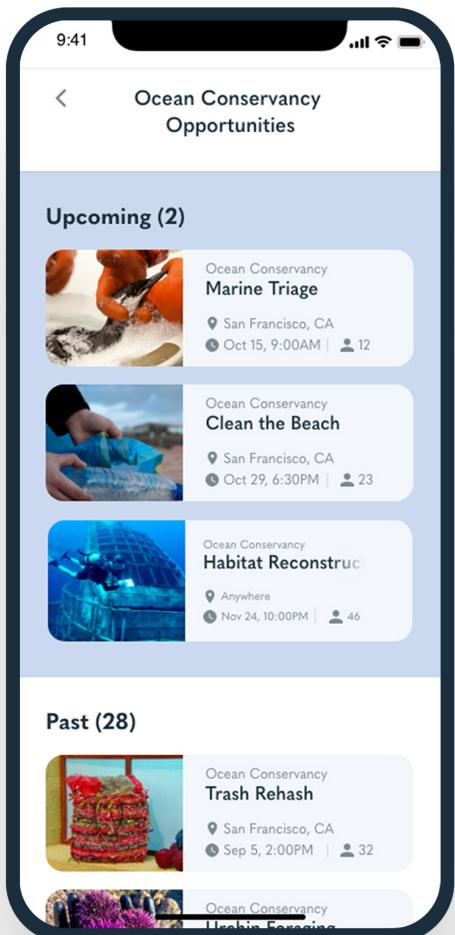


Organization

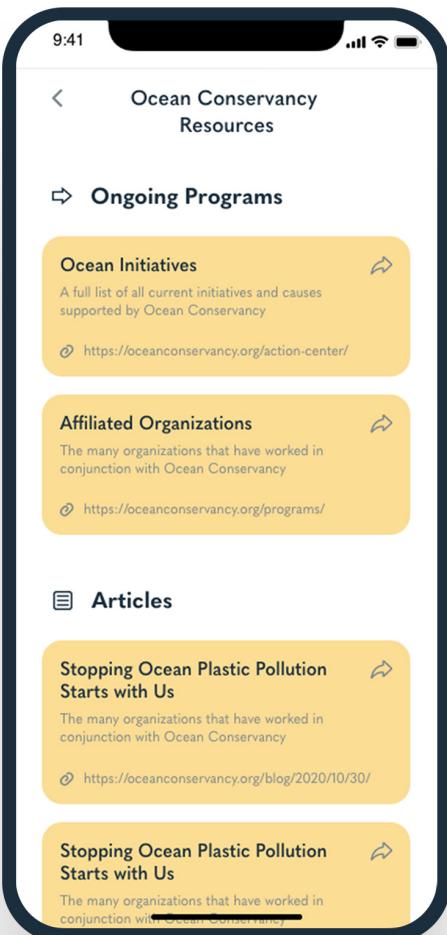
Organizations



Organization Profile

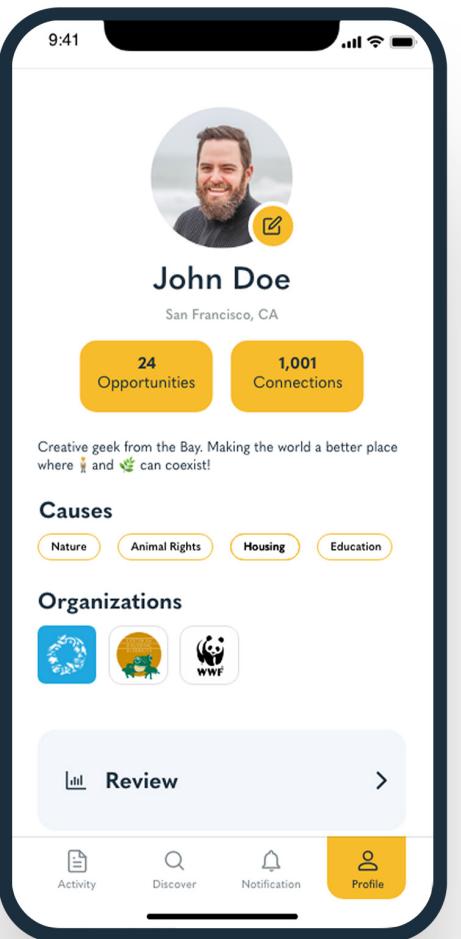


Opportunities

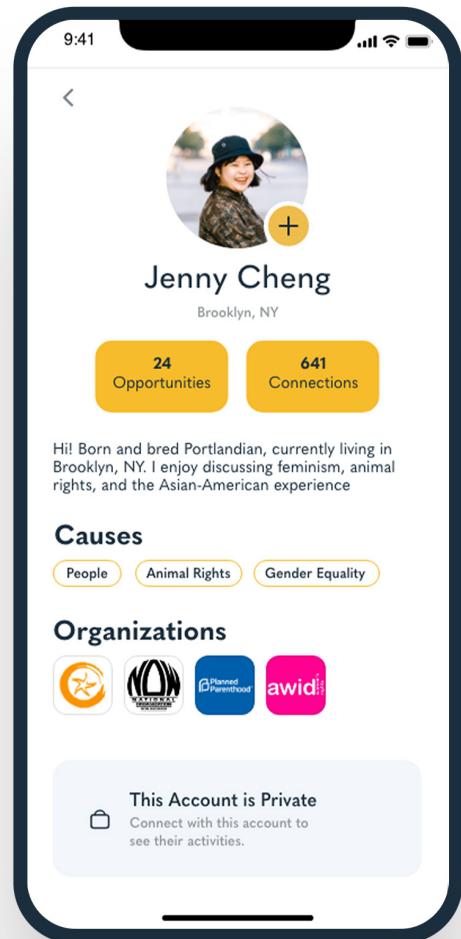


Resources

Individual Profiles

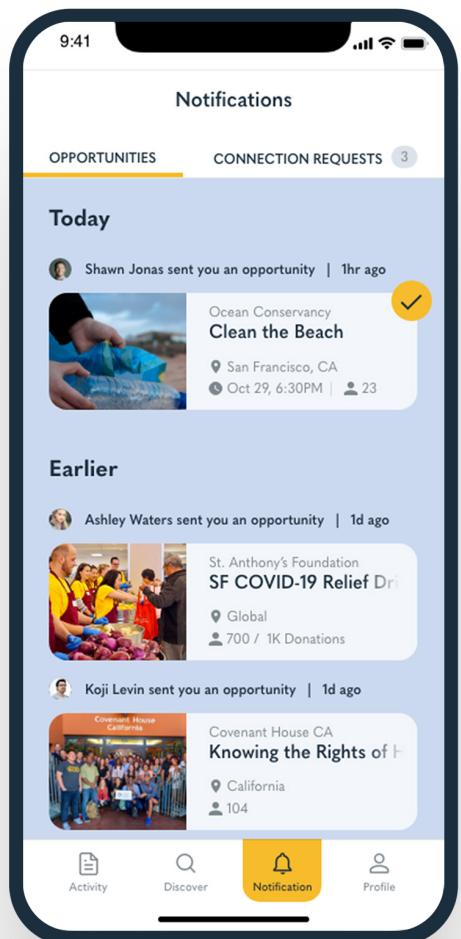


Your Profile

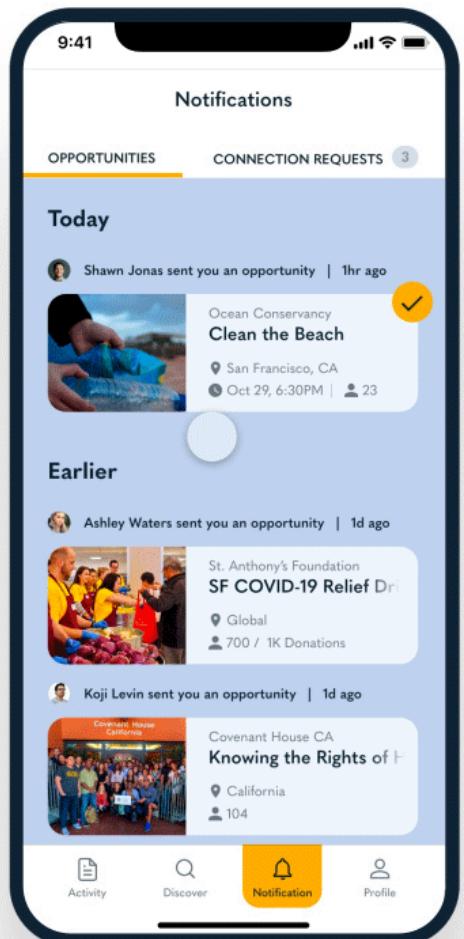


Other Profile

Notifications



Opportunities

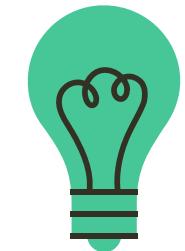


Connection Requests

5. Conclusion

5.1 Post Mortem

What did we learn



Designing Research to be More Directional

It was hard to make concrete decisions about the app concept that really felt like it was backed by research. We should have written questions that would have allowed us to observe real behavior rather than asking about their "dream self."



Taking More Time to Analyze Data

We really struggled to translate research into more tangible deliverables while defining the scope. Spending a little more time to analyze the data would help us bring out the user's emotional investment. The solution was modeled from existing solutions to other problems, while addressing the pain points we saw in our exploratory research phase.



Learning Experience in Project Management

Our determination to learn and finish this project on top of existing responsibilities taught us skills in project management.

We utilized each other's strengths and expertise while growing and learning from each other, thus encouraging each other to learn and grow from this experience. :)



Thank You!