

# Future Star donation app

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Bhawani

# Project overview



## The problem:

356 million children from all over the world live in extreme poverty. They are starving everyday not getting enough fresh foods, clothes, education and disability tools.



## The goal:

Design an app that will improve children sustainable daily life style by connecting those people who is able to donate some finance or goods.

# Project overview



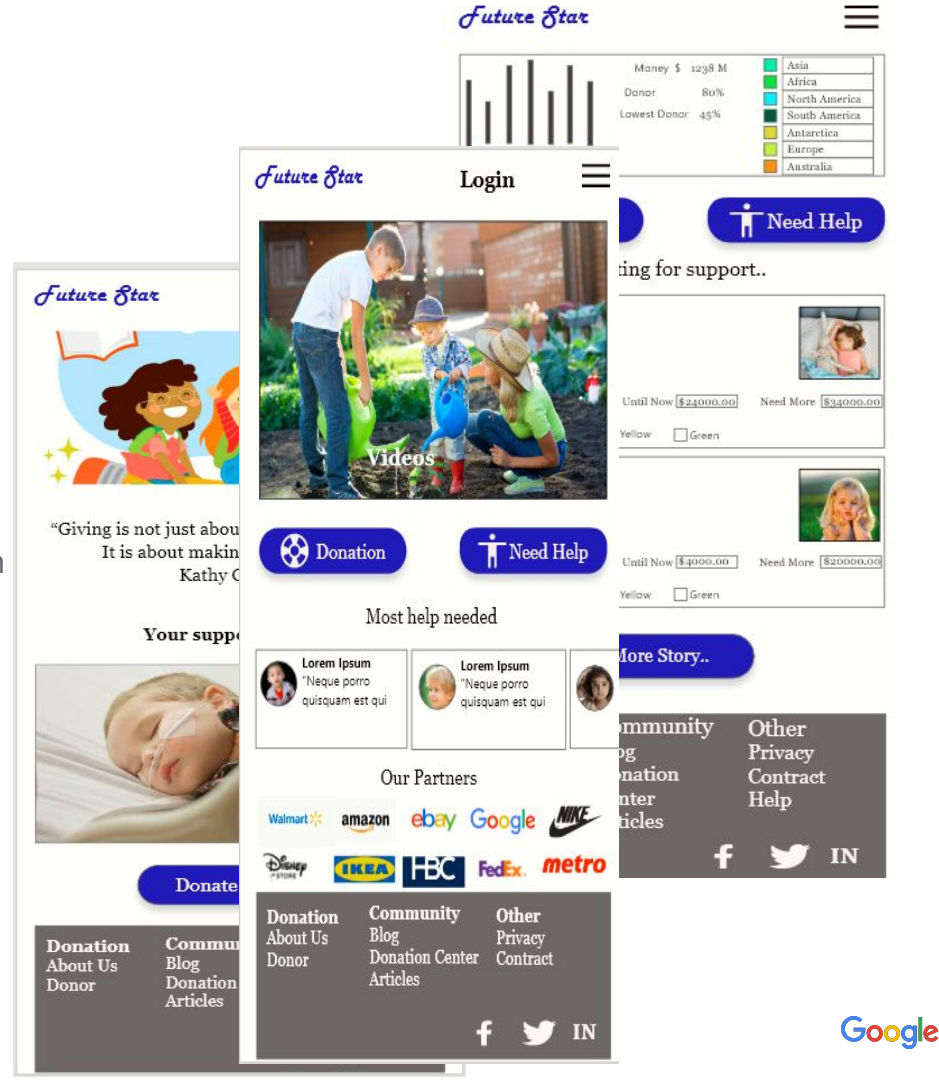
## The product:

The Future Star is a donation app and the organization wanted to develop a functionality to donate not only money but also foods, toys, clothes, cycle, wheelchair, stoler, books and so on to the kids who needed help. Our primary target users from all over the world sick, disable, poor and grade school kids who are struggling their life not having enough accessories.



## Project duration:

May 2022 to Sept 2022



# Project overview



## My role:

As an Junior UX designer I was developing the responsive user-centered donation app.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, determining information architecture, and responsive design.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



I had conducted usability study on group of six people from different background and most of the participants said that they are sorry for kids who doesn't have a sustainability life but they didn't doing anything to increase children good life.

I found that, users are willing to donate something like money, foods, clothes, books, toys for children but they were confused how to donate goods from one place to another..

# Persona 1: Jack

sustainable

## Problem statement:

Jack is a professional adult who need a donation site to donate foods, clothes, toys, wheelchair, stroller for sick, disability, poor children because he wanted to have a sustainable life for children.



Jack Thami

**Age:** 28  
**Education:** Master in Finance  
**Hometown:** USA  
**Family:** He and his wife  
**Occupation:** Finance Manager

*"Want to stay happy  
Helps other as many as"*

## Goals

- Want to donate books, foods and clothes for student
- Want to donate gift cards
- Want to connect with people who really needs help

## Frustrations

- Not finding reliable and trustable site
- Not able to donate goods in a small amount

Jack Thami is a professional worker and lives with his wife. He doesn't have own kids but he loves children. He believe that every kids deserve the sustainable life. He is also involved in the community program who support the poor kids. He is looking for trustable, easy to use site's where he can donate money and some goods for kids who needed.

## Persona 2: Renu

### Problem statement:

Renu is a professional Business Analysts single mom who needs exciting website for monthly basis donation because she wants to continuous support for kids who needed supports.



Renu

**Age:** 35  
**Education:** Diploma in Business Studies  
**Hometown:** Kathmandu, Nepal  
**Family:** Single mom for her daughter  
**Occupation:** Business Analysts

*"Donation is not just giving,  
It is also making a difference"*

### Goals

- Want to keep track of her past donation to determining how much more help needed for those individual
- Like to contribute some donation by monthly

### Frustrations

- Not tracking her report when she was donate last time
- Not being informed when she is near for next donation time

Renu is single mum for her daughter and she is well understood how hard to give good life for kids without being anyone support. She is a very busy and educated mom but she want to donate monthly basis for children who are struggling for their life.

She is looking for a website for donation which is reliable and secure to make a transaction in a monthly basis.



# Competitive audit

An audit of a few competitor's products provided insights into who they are, their strategy, and what your brand may be missing out on.

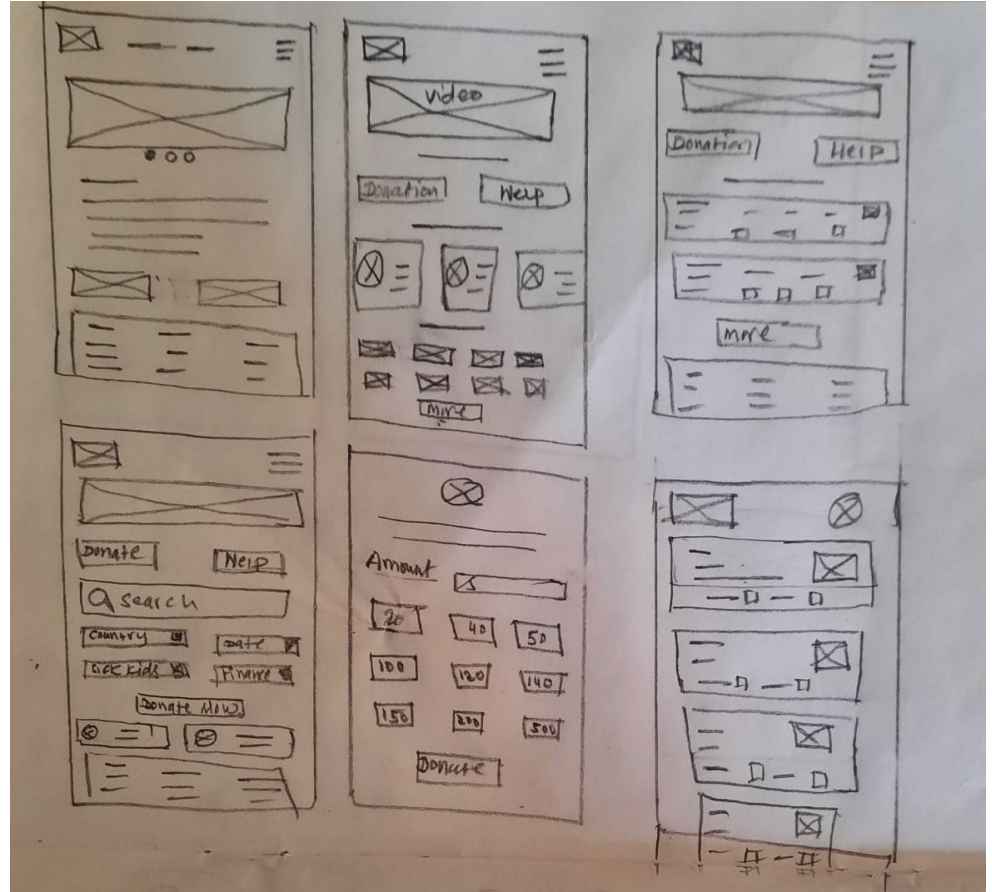
Competitive audit										
To compare the user experience of each competitor's website										
General Information									First Impressions	
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	
GlobalGiving	Direct	Washington DC and London	Redeem gift cards and offer courses for personal developments	\$ - \$\$\$	<a href="https://www.globalgiving.org/">https://www.globalgiving.org/</a>	Large	Young girl of sexual abuse, unemployment youth, Hunger	Choose for donation, simple to use	Outstanding + Website is well-designed and easy to use + Smooth design	Good + Website is well design and comfortable for opening from small devices + Simple and limited feature
Dougggy	Indirect	Online	online fundraising platform	\$ - \$\$\$	<a href="https://www.dougggy.com/fundraising-act/charity/">https://www.dougggy.com/fundraising-act/charity/</a>	Small	fundraising Company, non-profit org	To make easy to creat funds raise site for non-profit org.	Okay - More crowded, unnecessary words + Page design good	Need work + Look good in mobile but little more words - unnecessary information
Plan International Canada	Direct	Toronto, ON, Canada	Supporting children around the world	\$ - \$\$\$	<a href="https://theplan.ca/">https://theplan.ca/</a>	Large	children, families, communities	to speak about girls and boys discriminations	Outstanding + website opens well and smooth	Good + It is user friendly and well navigations option + Very clean

UK						
Interaction				Visual design		Content
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Need work - Feel little crowded but links navigate nicely + simple and nice page	need work - not a different language options and audio sound system + works in around the world	Good + Simple words, understandable and easy to use + Straight forward	Outstanding + Buttons and tabs works well + Clear indication sign for what is next process	Outstanding + Visual design added company value + Color, Font, styles, images all well	It described company value as well as users satisfaction	Good + little more description about product + Added all important information
Need work + need some focus button when to go first + Filter options work well	Outstanding + Any org from the world can use this platform to create found raising site + Online options available	Need work + need more focus on image then text - should be allow with out login for payment option	Need work + balancing things like some page have more text and image and some page have less	Good + Font style, color, images	Tone like they care users	Outstanding + Products are well descriptive + Informative
Good + all of the tab and link work good	Outstanding + Have a choice for which place want to donate + Not available different language options	Good + Functions works well but little focus needed on design parts	Outstanding + All the links and button works well	Good + Nice font style ,color, background	Informative, attractive event, gift cards and bags	Outstanding + Informative + Inspiring for donation

Click to view the full [Competitive audit and audit report](#)

# Ideation

I did competitive audit and had a quick ideation exercise, I come up with the ideas for donation site's to having functionality for donate gift cards, foods, clothes, toys, wheelchair, stroller for kids.



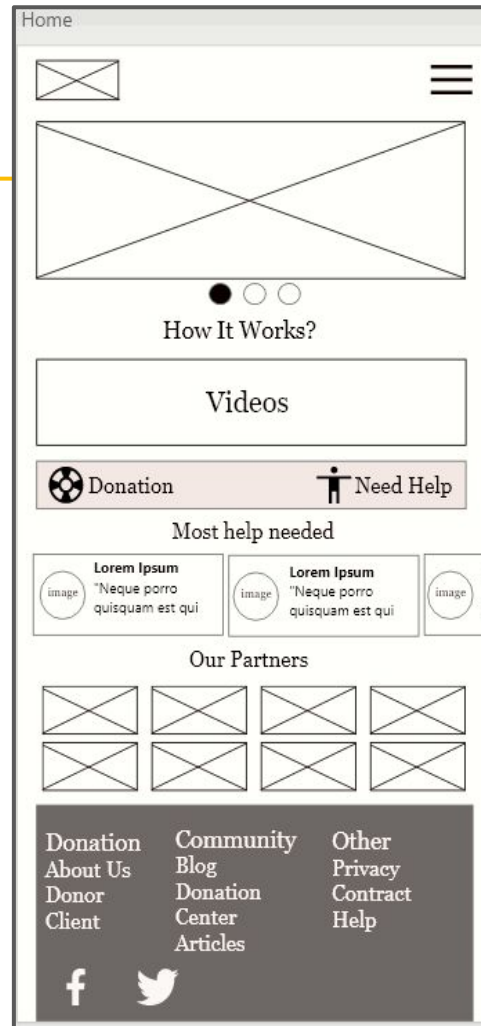
# Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the donation app. These designs focused on delivering personalized guidance to the users for donation.

The top hero image make users nicer, and give some ideas how this app going to helpful for users.

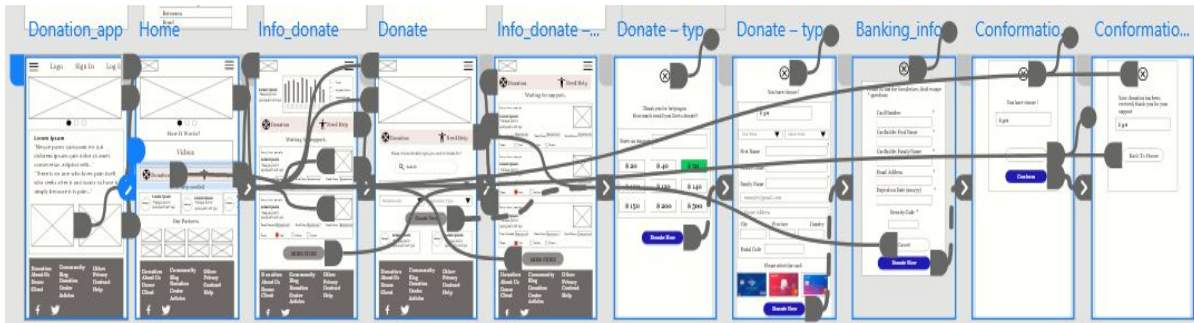


Easy access to app features threw the navigation

# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of my Future Star donation app.

View [Donation app low-fidelity prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

America, remote



## Participants:

Six participants



## Length:

30-60 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## donation type

Users want to donate not only money but they also like to donate foods, clothes, cycle, toys, wheelchair, stroller.

2

## Continuity

Users want to donate installment basic so, kids can be beneficial for a long time.

3

## Expiration dates

Users want to set a notification reminder in the email so that they could not forget next donate date.

## Refining the design

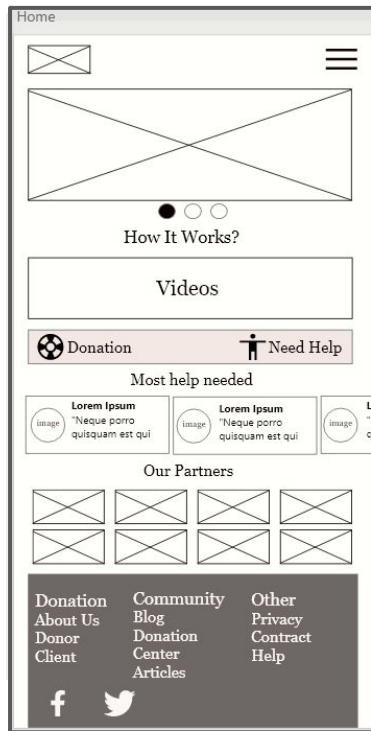
- Mockups
- High-fidelity prototype
- Accessibility



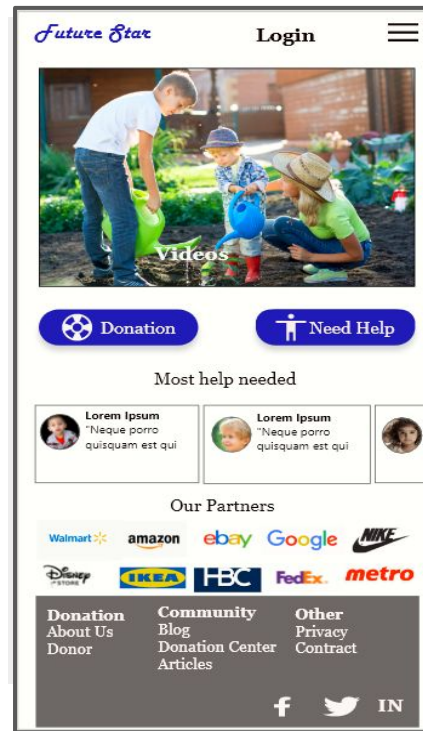
# Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to navigate donation page.

Before usability study

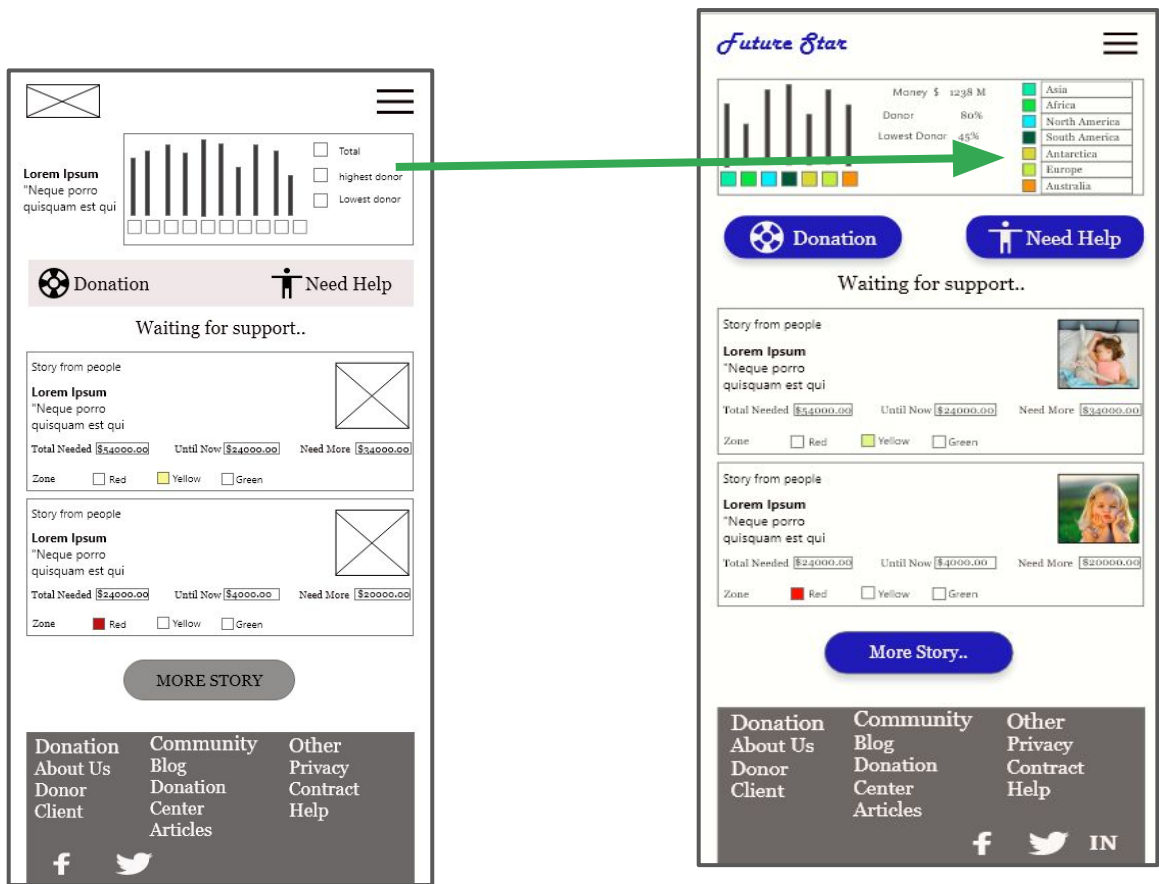


After usability study

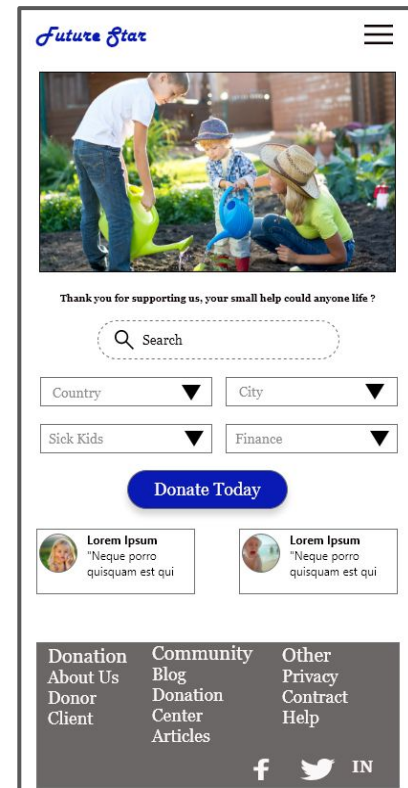
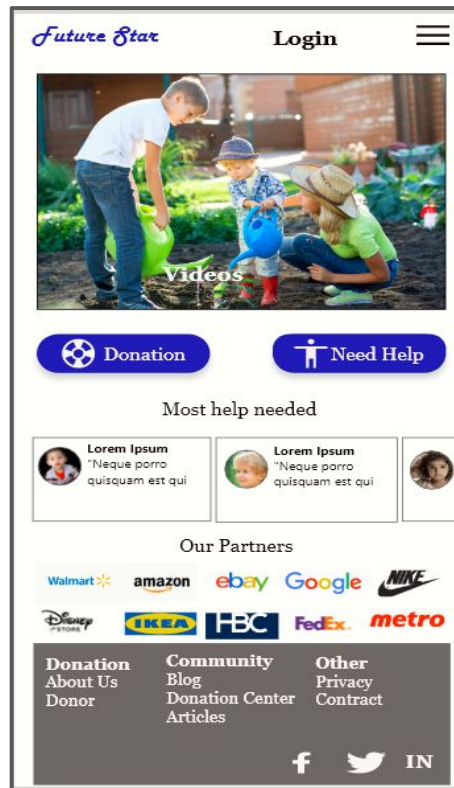
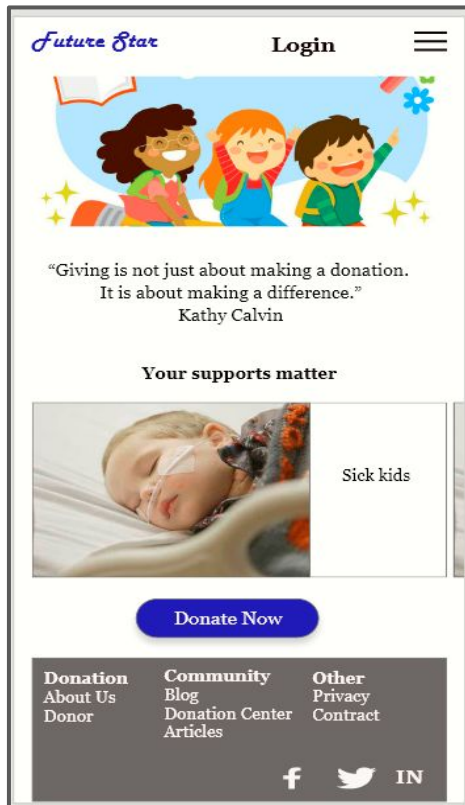


# Mockups

Based on the insights from the usability study, I concluded that users like to see total donation data in the real time. Those data also help to decide user to donate for and feel secure using the site.



# Mockups



# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

Here is my Future Star donation site high-fidelity prototype

[high-fidelity prototype](#)



# Accessibility considerations

1

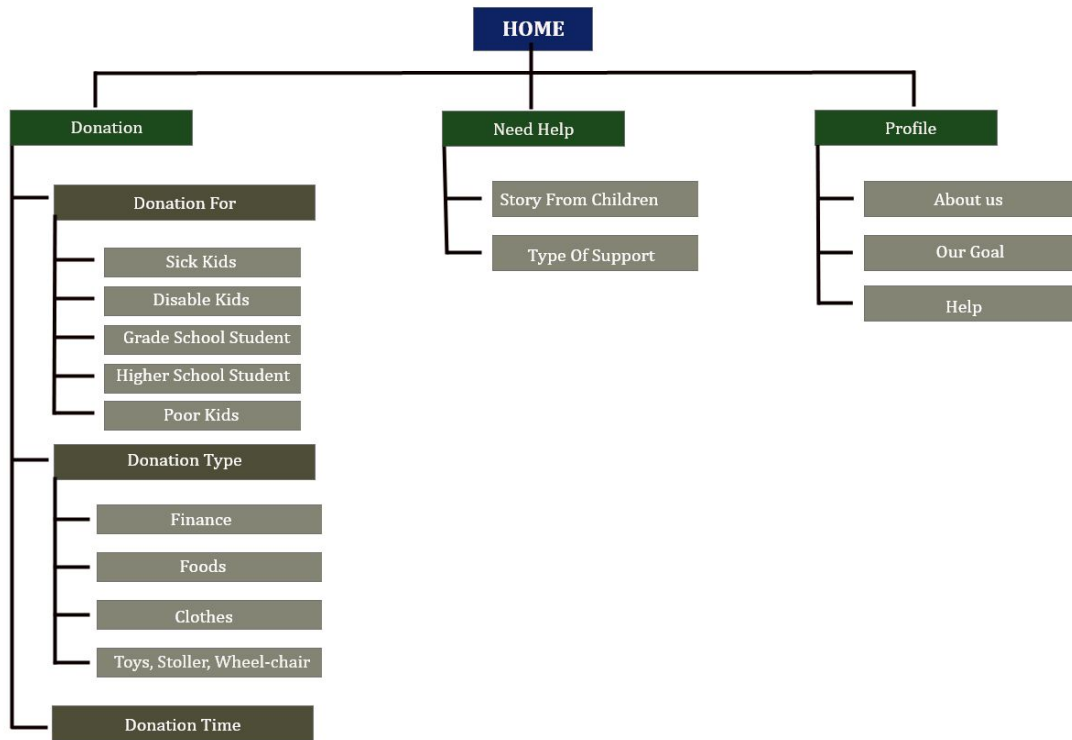
To make a clear visual hierarchy, I am using labels for different sized that can be clear for screen readers .

2

Using the icon for making user to navigate easier and understandable.

# Sitemap

My goal was to create a sitemap showing the relationship between pages, content and establishes a clear user journey. With the sitemap structured guidance, I started work on designing the “Future Star” responsive user-center donation app.



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The “Future Star” donation app helped to improved child sustainability life somehow by connection the child and donor who want to help them. The app also inspiring the people for donation by updating the story from kids who really needed help.



## What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.



# Next steps

1

Conduct usability study in timely manner, validate the users pain points and insight.

2

Add more inspiration resources for users to increase donation for kids who are waiting for helps.

3

To provide updated information how their donation change others life.

# Let's connect!



Thank you for your time reviewing my work on the Future Star donation app. If you'd like to see more or would like to get in touch, my contact information is provided below.

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