



All Good Charities | App & Responsive Website

Jenilee Cathcart

UX Designer & UX Researcher

Project Overview



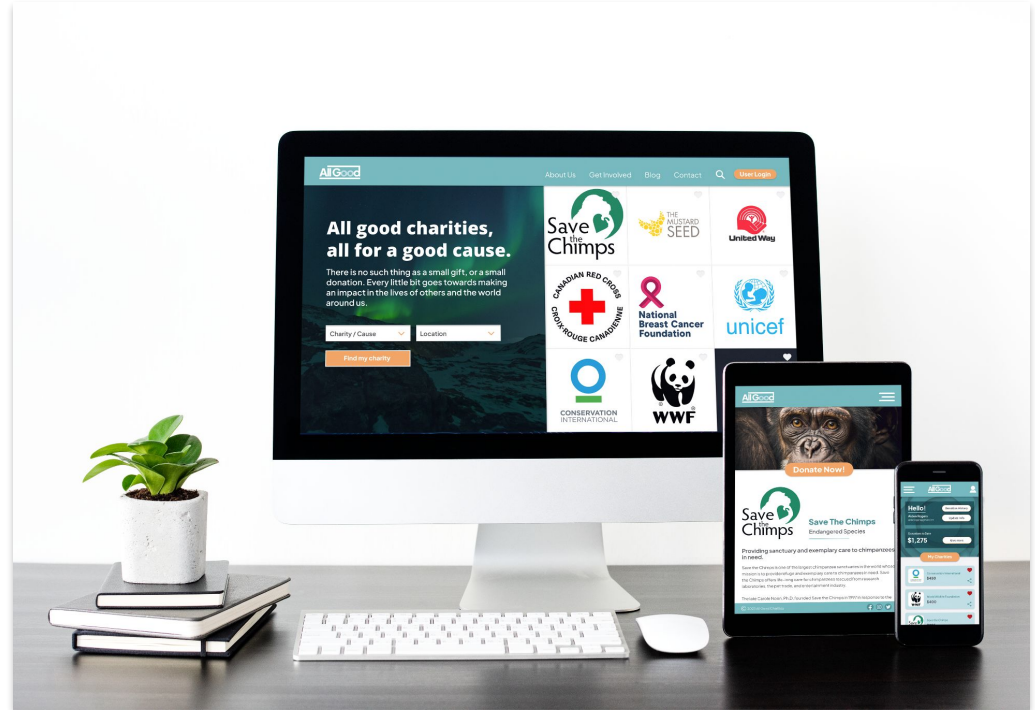
The Product:

All Good Charities is a one stop shop for users to come to and select from a vetted list of charities and organizations that they can donate to, mark their favorites, track their contributions and download tax receipts. They will also have access to charity pages to read up on each non-profit organization to learn more.



Project Duration:

September 2023 to October 2023



Project Overview



The Problem:

Most people when trying to decide on a charity or organization to donate to, have to first go through and do their research, checking out endless websites and then have to try to determine if the organization is legitimate if it's not an already well-established cause.



The Goal:

To create a mobile app and responsive website, that gives users one place to go to read up on charities of interest, make donations, track contributions, print tax receipts, and read up on how their contributions are making a difference.

Project Overview



My Role:

UX Designer & UX Researcher



Responsibilities:

- User Research & Usability Studies
- Wireframing & Sketching
- Low & High-Fidelity Design
- Digital Prototyping

Understanding The User

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

User Research: Summary



Throughout this process I conducted many types of research to end up at my final design. Following the design process, I conducted a competitive audit, created personas, identified potential pain points, and created user journey maps. For me, it was actually the user journey map that significantly altered the course of my app design and gave me the inspiration for my app and responsive website for social good - All Good Charities.

After designing both the low-fidelity and high-fidelity prototypes, I conducted usability studies. These were unmoderated, and participants followed prompts, identifying any issues they struggled with or did not enjoy. Using this feedback, I was able to further iterate on my designs, improving functionality and accessibility.

Persona 1: Aiden

Problem statement:

Aiden is a full-time university student who's passionate about the planet, who needs an app that allows him to donate on the fly and track his contributions, because he doesn't have much time between studies and volunteering to sort through all the "fluff".



Aiden

Age: 24

Education: University, Ongoing

Hometown: Calgary, AB, CA

Family: Lives Alone

Occupation: University Student

"Technology should make it easier to stay on top of what is happening globally and to give back where we can."

Goals

- To be able to support causes he is passionate about within his community and around the world quickly and with ease
- Wants to see how his contributions are making an impact
- Get current information on additional resources on how he can help

Frustrations

- Finds it frustrating when he is unable to see where his contributions are going
- Not being able to track his donations and how much he has given
- Too much "fluff", wants to donate quickly while on the go

Aiden is a full-time university student focused on getting a Masters in Environmental Sciences. Looking out for the safety and well-being of the planet and doing his part where he can is his primary focus. He is always looking to donate or volunteer where he can, locally and globally. In his free time, he likes to volunteer at the local wildlife rehabilitation center, but he also likes to show support by donating to global causes and preserving the lives of endangered species.

Persona 1: Sarah

Problem statement:

Sarah is a stay at home mother of 2 young children who needs a way to be able to give regularly to her charities and organizations of interest, because giving back and making a difference is important to her and her family.



Sarah

Age: 37

Education: College

Hometown: Vancouver, BC, CA

Family: Husband & 2 Children

Occupation: Stay at home mom

"Giving back fills me with a great sense of personal satisfaction, and if I can do it easily, all the better!"

Goals

- Wants to be able to give on a regular basis to the cause of her choice, without having to manually make a donation each time
- She would like some sort of regular update or newsletter on how her donations are making a difference

Frustrations

- Not being able easily download a tax receipt after making a donation
- Finds it disappointing there is no online community where she can connect with like-minded people
- Sarah finds it frustrating when she can't navigate through a website easily

As a stay at home mother of 2 young children, Sarah's primary focus is taking care of her family. She is always looking for ways to make life easier for them and spends a good amount of time on her laptop at home in her downtime doing just that. It's important to her to support causes that she is passionate about and that will make the world a better place as her children grow-up, and she hopes to instill these same values in them as they get older.

Competitive Audit

What I learned from my competitive audit and additional research is that most charities and non-profit organizations do not currently have mobile apps for their website, and that the creation of an app is often too costly in terms of return on investment.

The other big thing that I learned is that currently there are no charity specific apps currently out there that do what the “All Good” charity app proposes to do.

Competitive audit								
Goal: To compare what options users currently have out there to give to charities or other causes via website or dedicated mobile app								
General information								
Competitor type (direct or indirect)	Location	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	
World Wildlife Fund - Canada	Indirect	Canada	World Wildlife Fund Canada is the country's largest international conservation organization.	N/A	https://wwf.ca/	Large	Anyone who is looking to support a good cause	"Our future depends on the nature we restore today."
The United Way - Canada	Indirect	Canada	Delivering resources and support to the people who need it most. Main areas of focus include: Urgent Response, Children & Youth, Seniors, Poverty, Mental Health, and Food Security.	N/A	https://unw.ca	Large	Anyone who is looking to support a good cause	"Local giving. Local results."
Unicef	Indirect	Worldwide	Help to get life-saving essentials to vulnerable children and families. A donation from you today can provide children around the world with nutrition, safe water, healthcare and education.	N/A	https://www.unicef.org/	Large	Anyone who is looking to support a good cause	"Donate to help children around the world."
UX (rated needs work, okay, good, or outstanding)								
First Impressions		Interaction				Visual design	Content	
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
RATING: + Absolutely stunning, well thought and laid out website	RATING: + Mobile website experience nicely lines up with website and is highly responsive, - No mobile app available	RATING: + Outstanding	RATING: + Outstanding	RATING: + Outstanding	RATING: + Outstanding	RATING: + Well established brand, vis	Serious and engaging	RATING: + Gives users all the information they are looking for without being too much
RATING: + Well thought out website, well established organization	RATING: + Mobile experience is clean and simple - No mobile app available	RATING: + Outstanding	RATING: + Outstanding	RATING: + Outstanding	RATING: + Outstanding	RATING: + Well established brand, en	Serious	RATING: + Gives users all the information they are looking for without being too much
RATING: + Beautiful website	RATING: + Straight to the point - No mobile app available	RATING: + Outstanding	RATING: + Outstanding	RATING: + Outstanding	RATING: + Outstanding	RATING: + Well established brand - liked anything uniquely special or eye-catching in my opinion		RATING: + Gives users all the information they are looking for without being too much

Ideation

My goal as a sketched out potential app and website layouts, was to create something that was clean, simple and very straightforward. I also aimed to keep accessibility for all users at the forefront of my designs.



Starting The Design

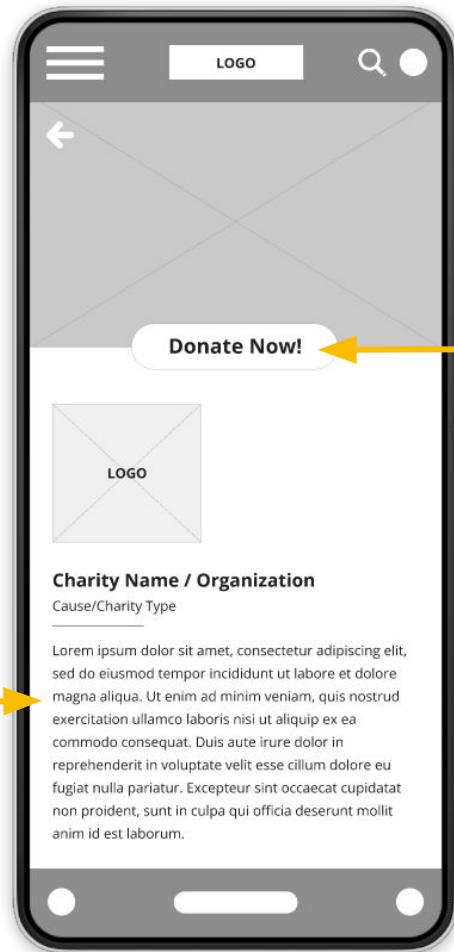
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital Wireframes

My goal in the process of creating the app was to create a user experience that was simple and straightforward, but also gives users all the the items they will come to need in an app such as this. Here for example, they can read up on the charity they are interested and from there go straight to making a donation to their charity of choice.

This theme continues in the responsive website as well.

Information on the charity so users can read about what the organization's focus is on.



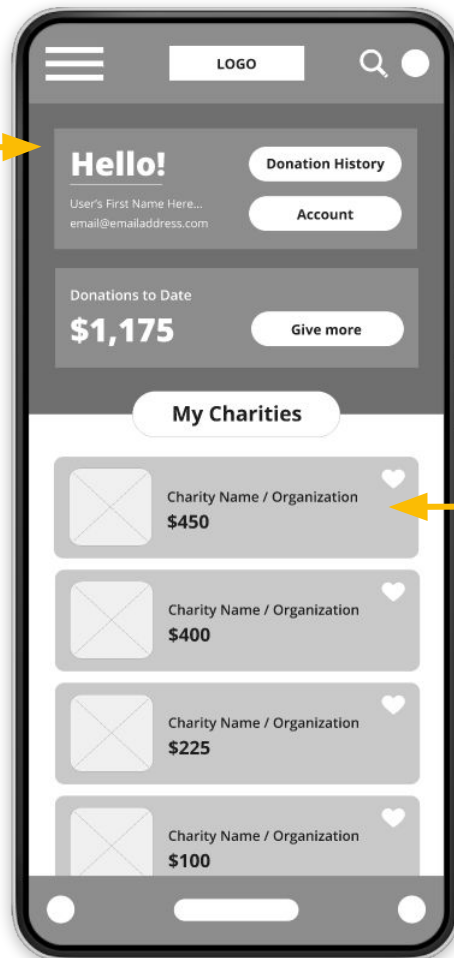
To make things simple and quick for users, I wanted to add a "Donate" button for users to make a donation to a charity of interest straight away.

Digital Wireframes

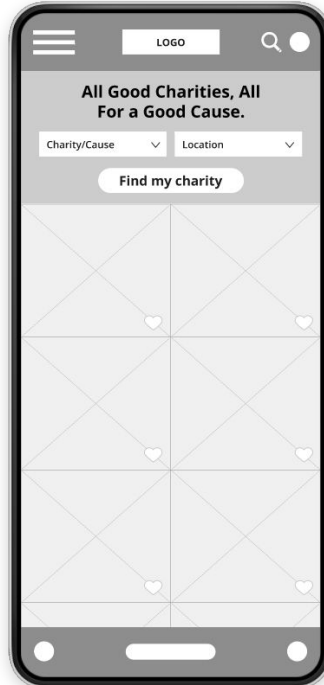
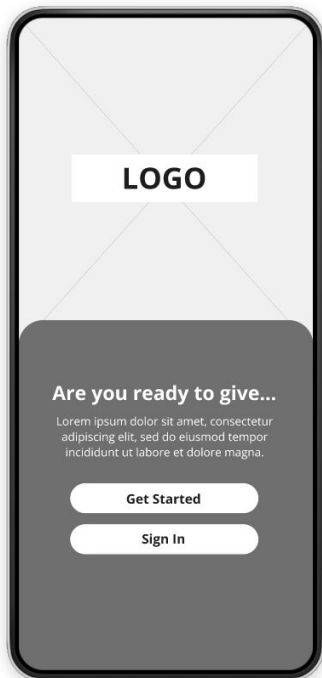
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This theme continues in the responsive website as well.

Here users can update their information, get a breakdown of their donation history and see how much they have donated to date.



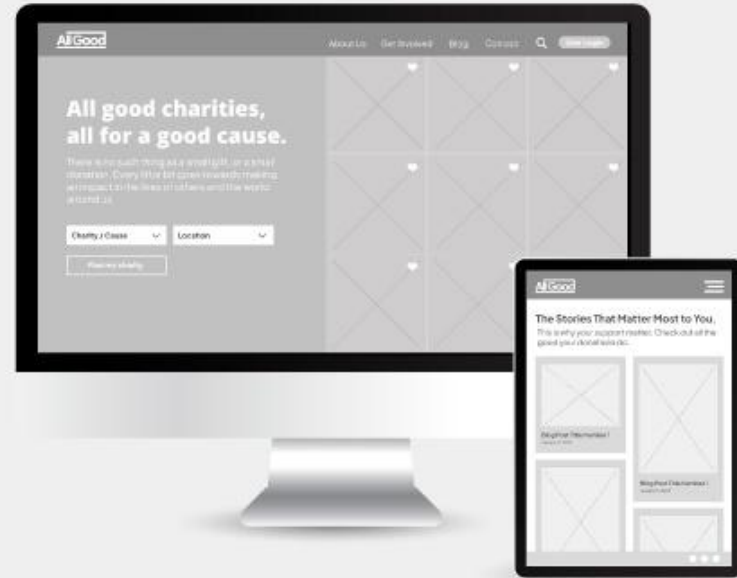
Digital Wireframes



Some additional wireframe screens for mobile app.

Digital Wireframes

Here are just a couple of images to depict the digital wireframes for the responsive website. More can be viewed when viewing the low-fidelity prototype links on the following page.

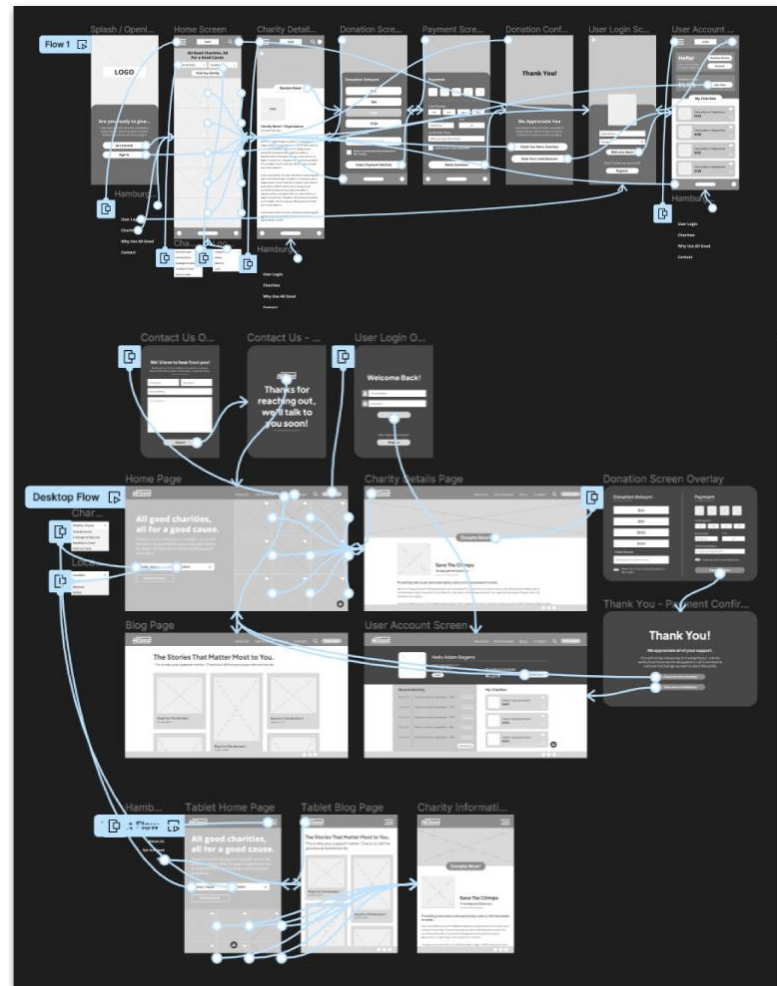


Some additional wireframe screens for responsive website.

Low-Fidelity Prototype

Mobile App Low-Fidelity Prototype

Responsive Website Low-Fidelity Prototype



Usability Study: Parameters



Study type:

Unmoderated usability study



Location:

Canada, remote



Participants:

5 participants



Length:

30-40 minutes

Usability Study: Findings

After conducting my usability study, I discovered a few items that needed to be adjusted to improve the overall user experience. However, I was grateful to discover that the participant found the overall experience and layout very pleasing.

1. Navigation

Although, users found that the flow was easy to follow, they were confused that there was no back button on the charity details page on the mobile app. They also suggested being able to login to their account from the splash page.

2. Share Charity with Others

Users thought that it would be a great idea to have the ability to share your favorite charities with others to increase donations to the cause.

3. Visual Design

Users were happy with the overall ease of their experience with the layout of the design. Easily get from point A to B.

Refining The Design



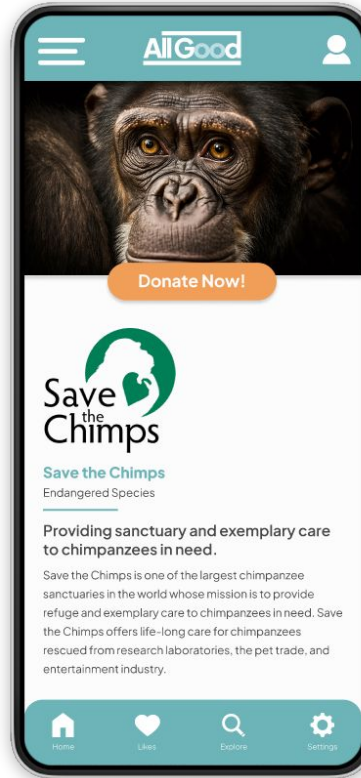
- Mock-ups
- High-fidelity prototype
- Accessibility

Mockups

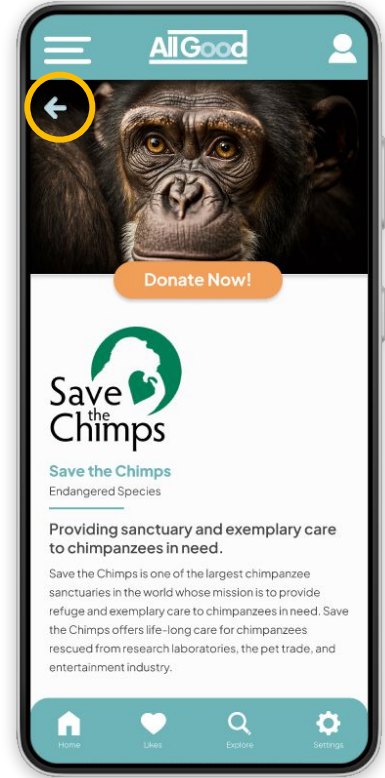
My goal in the process of creating the app was to create a user experience that was simple and straightforward, but also gives users all the items they will come to need in an app such as this. Here for example, they can read up on the charity they are interested in and from there go straight to making a donation to their charity of choice.

Here you will note I added a back button to the design as users were confused there was not one included.

Before usability study



After usability study

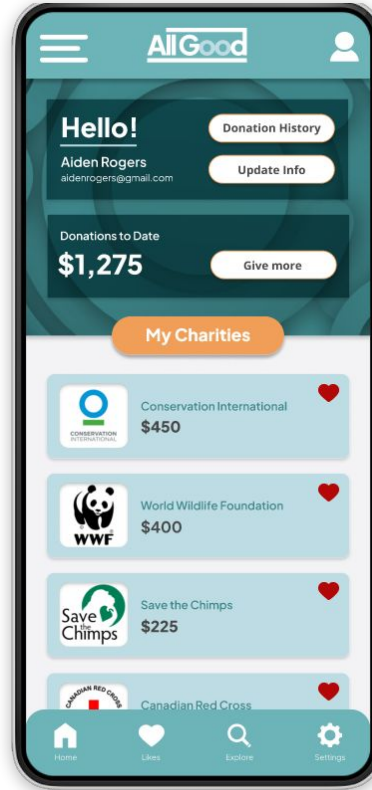


Mockups

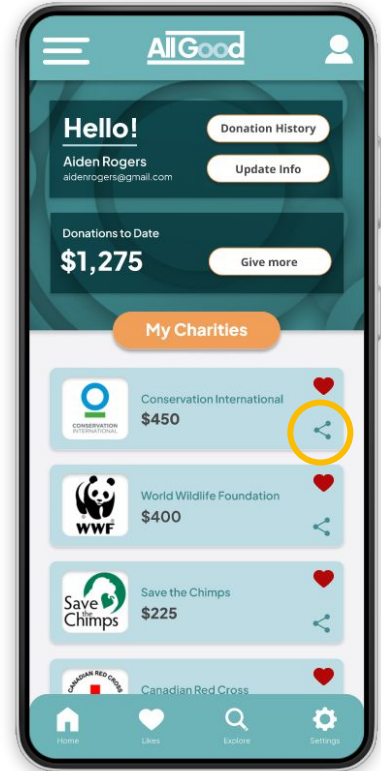
My goal in the process of creating the app was to create a user experience that was simple and straightforward, but also gives users all the items they will come to need in an app such as this. Here for example, they can read up on the charity they are interested and from there go straight to making a donation to their charity of choice.

Here you will note I added the ability to share your favorite charities on social media, text and via email.

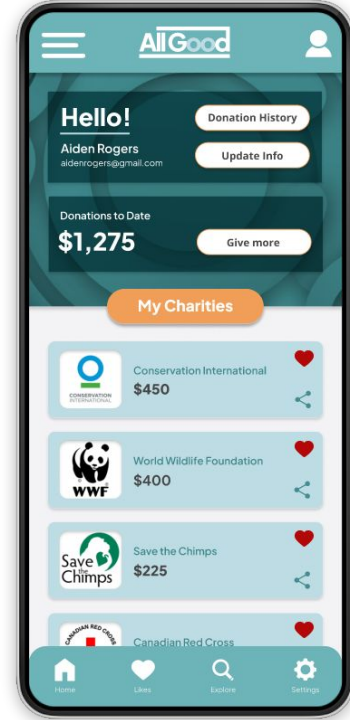
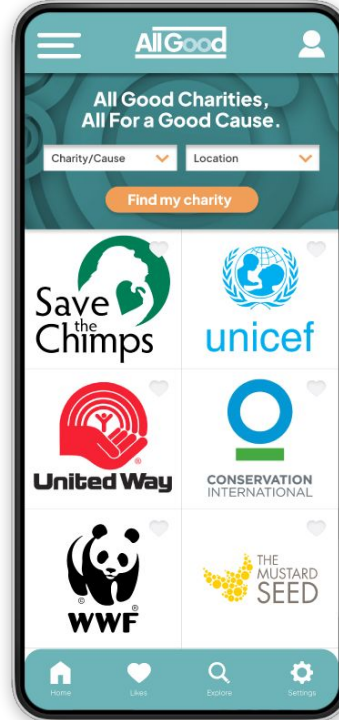
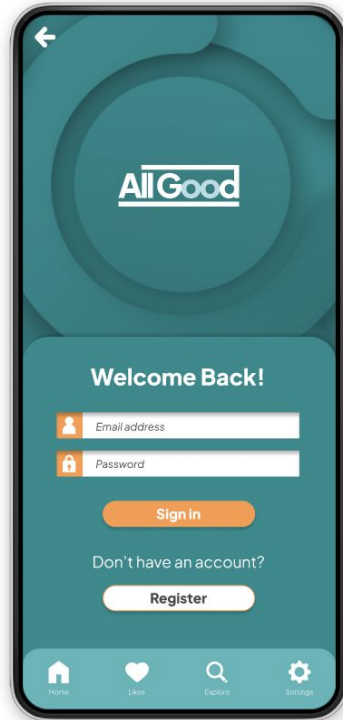
Before usability study



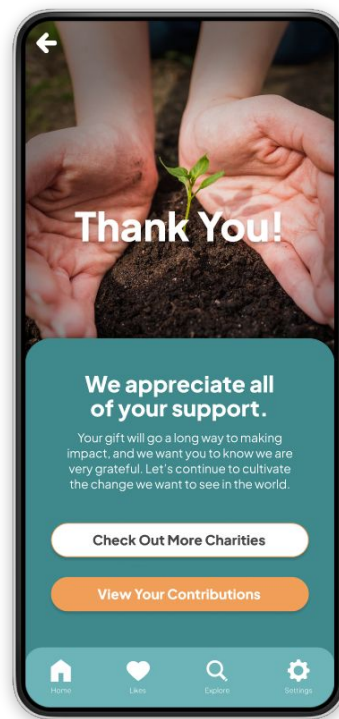
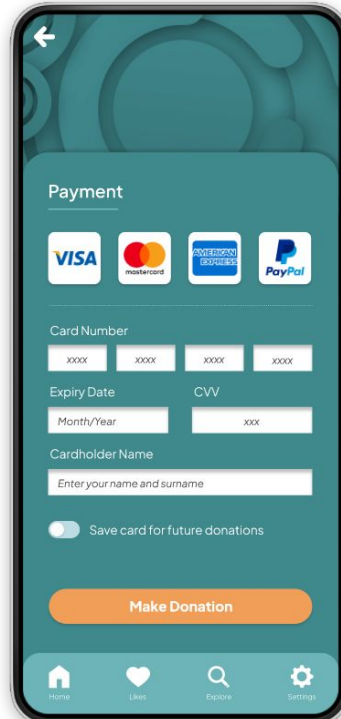
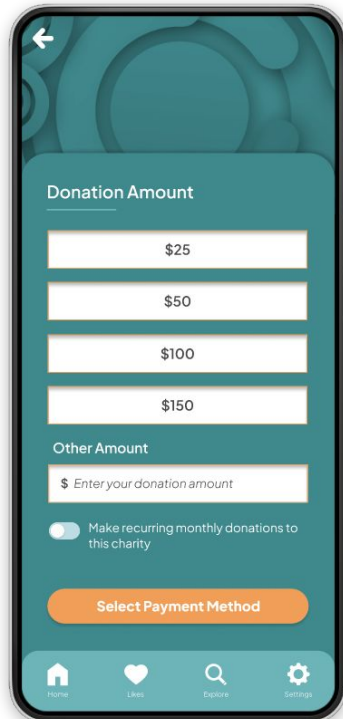
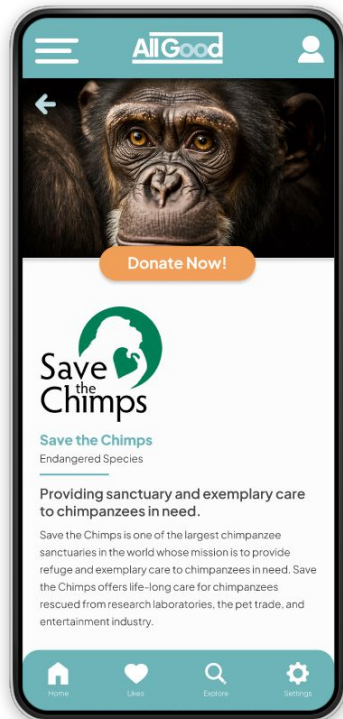
After usability study



Mockups



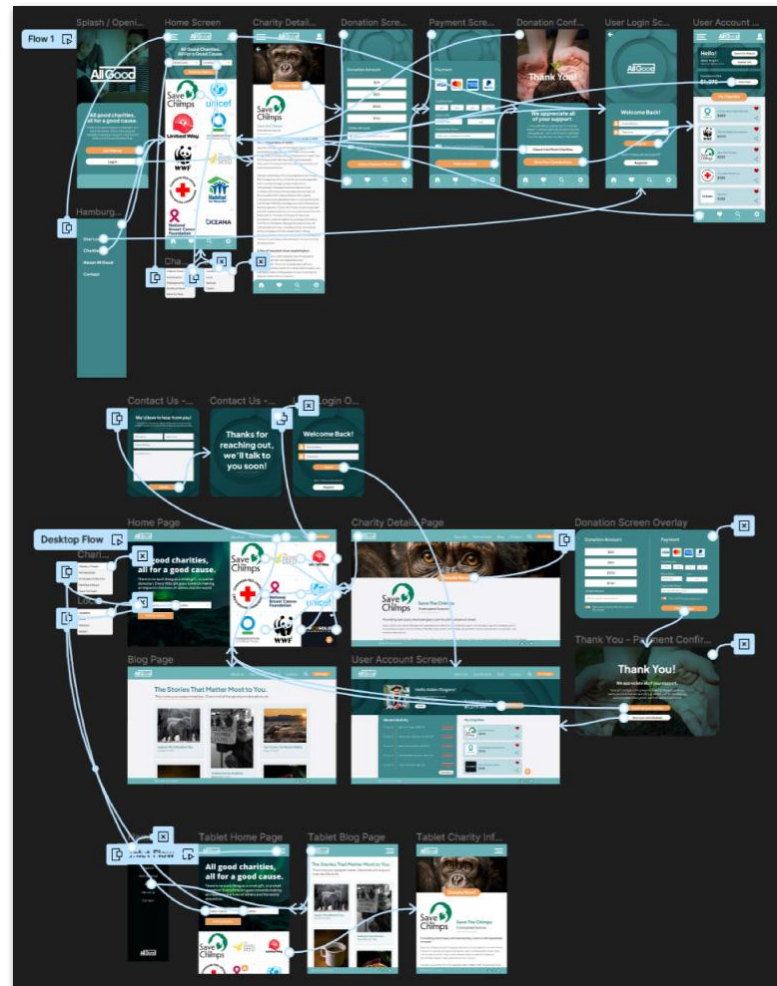
Mockups



High-Fidelity Prototype

Mobile App High-Fidelity Prototype

Responsive Website High-Fidelity Prototype



Accessibility Considerations

1

The goal was to keep the layout simple with minimal pages to shuffle through. Making the experience easy for users to be able to find what they are looking for and accomplish the goal of using the app/website

2

Large buttons and large fonts. Clean simple esthetic, making the design easy on the eyes and easy to explore.

3

Colors chosen with accessibility in mind. As well as making sure there was enough contract between text and it's background

Responsive Design



- Information Architecture
- Responsive Design

Sitemap

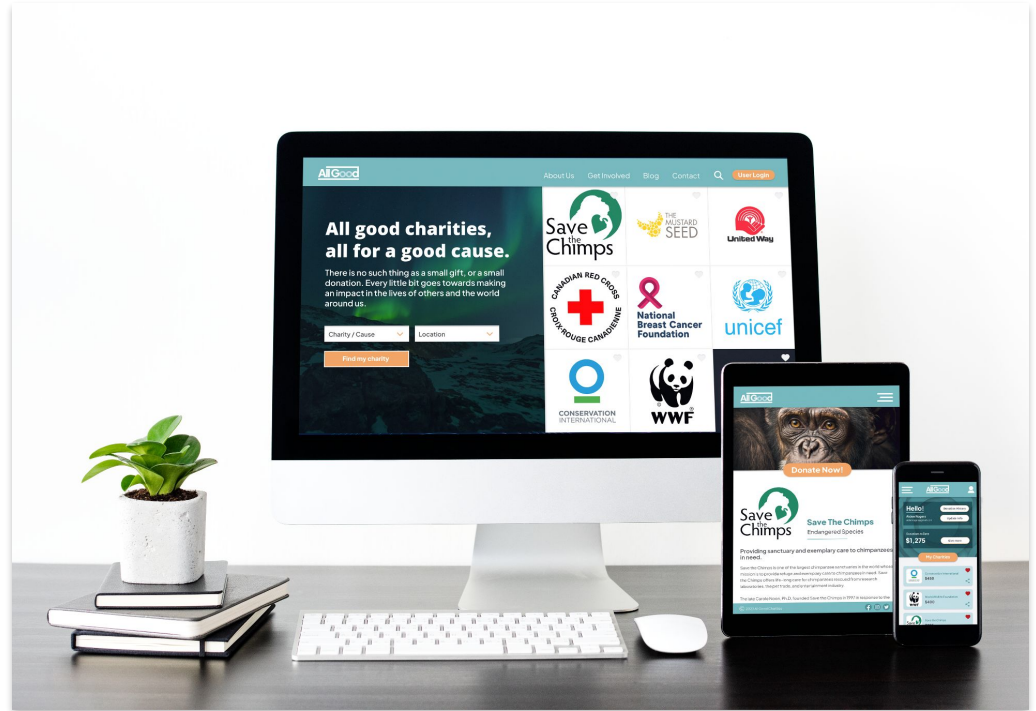


This was the original plan for the website. The idea still remains however, to keep the site simple and straightforward for the most enjoyable user experience.

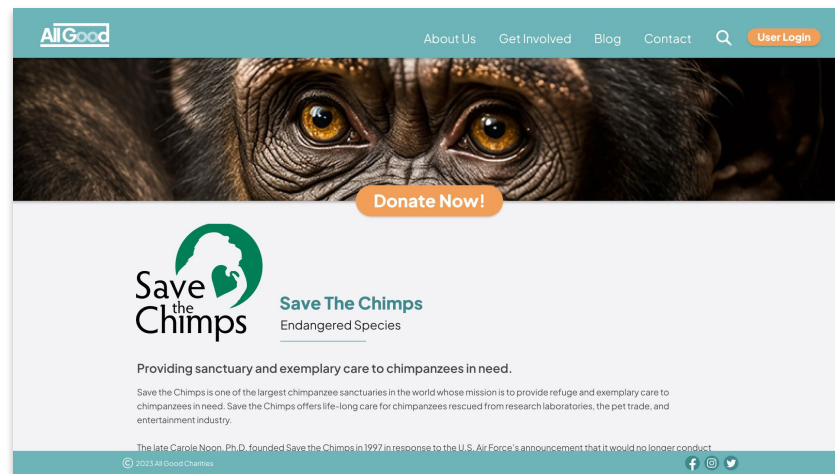
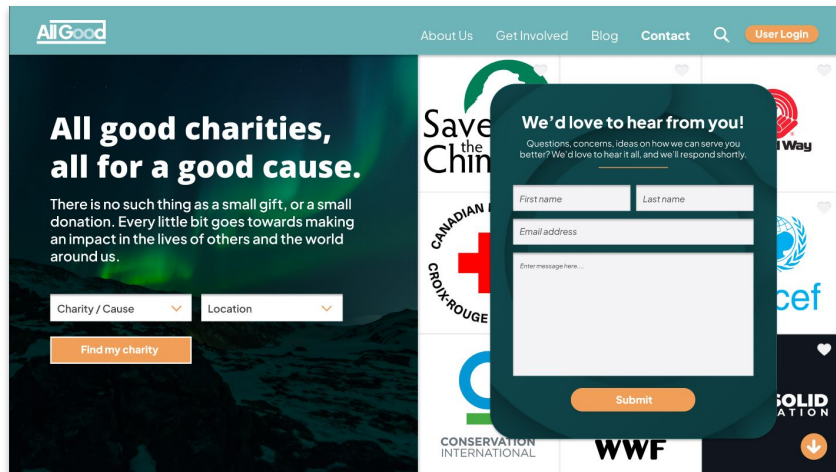
Responsive Designs

My goal in the process of creating the responsive website was to create a user experience that was simple and straightforward, similar to the mobile app design.

Some of the pages were an easy transition from app to website, whereas others like the User Account page that definitely took some thought to layout. I also added a Blog page to the website, giving users a place to go to read up on how their contributions are making a difference.




Responsive Designs



Responsive Designs

AllGood

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Providing sanctuary and

Save the Chimps is one of the largest chimpanzees in need. Save the Chimps is a 501(c)(3) non-profit organization that provides sanctuary and exemplary care to chimpanzees, the pet trade, and

The late Carolin Noon, Ph.D. founded Save the Chimps in 1997 in response to the U.S. Air Force's announcement that it would no longer conduct

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Welcome Back!

Email address

Password

Sign In

Don't have an account?

Register

AllGood

[About Us](#) [Get Involved](#) [Blog](#) [Contact](#) [User Login](#)

Donation Amount

\$25

\$50

\$100

\$150

Other Amount

\$ Enter your donation amount

☐ Make recurring monthly donations to this charity

Payment

VISA

MasterCard

AMERICAN EXPRESS

PayPal

Card Number

XXXX XXXX XXXX XXXX

Expiry Date

Month/year

CVV

xxx

Cardholder Name

Enter your name and surname

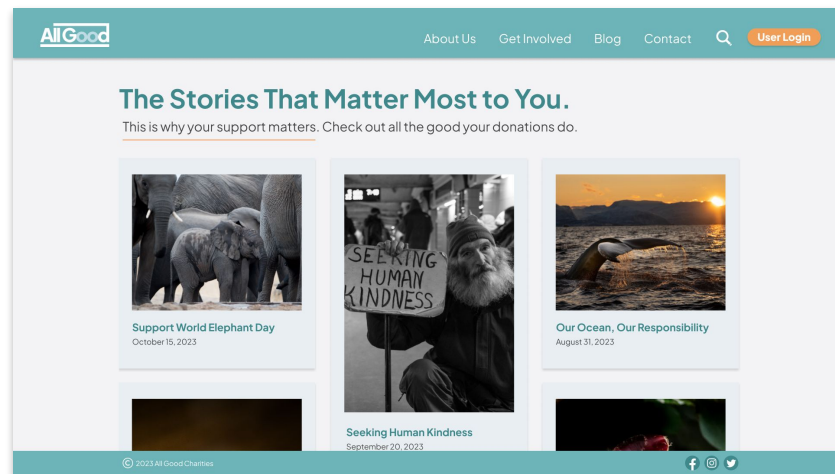
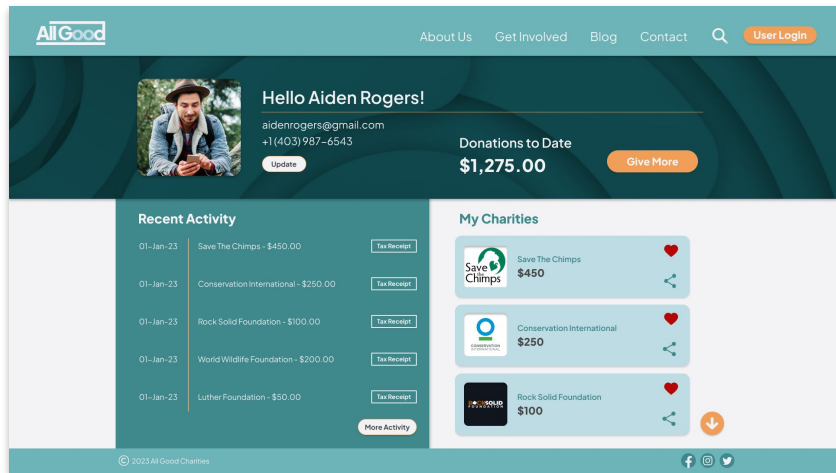
☐ Save card for future donations

Make Donation

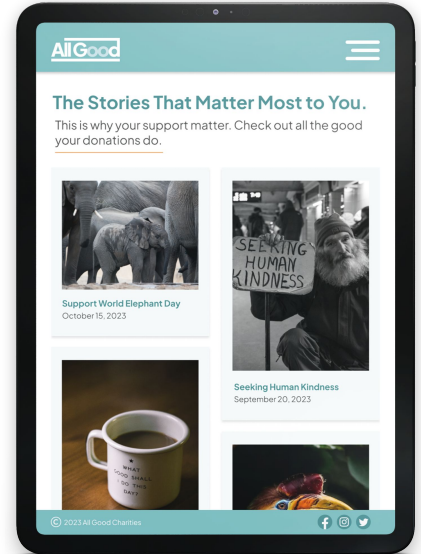
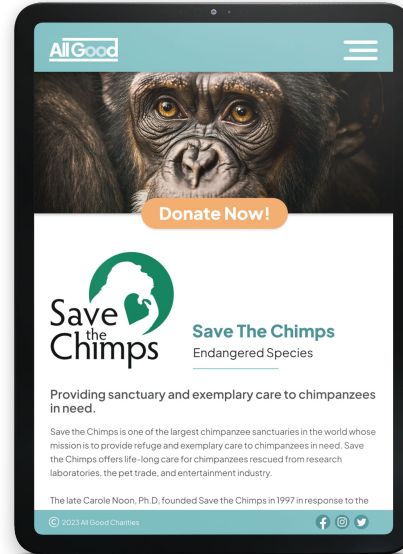
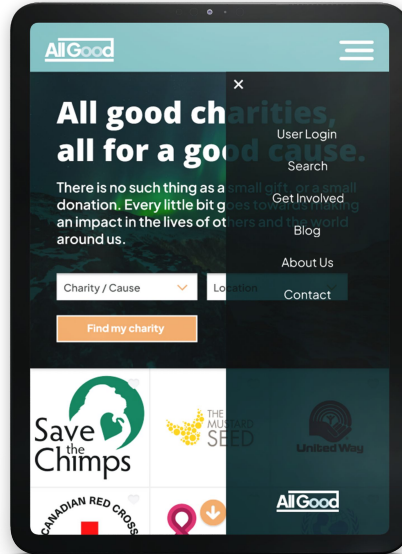
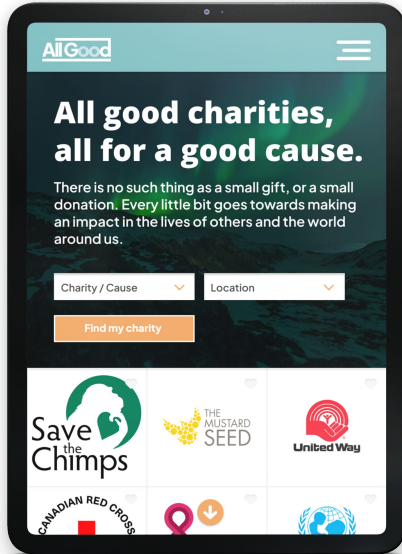
The late Carolin Noon, Ph.D. founded Save the Chimps in 1997 in response to the U.S. Air Force's announcement that it would no longer conduct

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Responsive Designs



Responsive Designs



Going Forward

- Takeaways
- Next Steps

Takeaways



Impact:

The impact of an mobile app / responsive website like “All Good” charities is quite substantial. From sharing this idea with others, and from participant feedback in the usability studies, everyone seemed to really be on board and enjoyed the idea of being able to utilize a user experience like this is the real world.



What I learned:

What I learned from this project, is that design inspiration can come when you least expect it. What started as one design project, took a giant turn and I was hit with a great idea. One that if possible, I would love to continue to explore and further work on.

Next steps

1

Further develop additional screens for the mobile app and responsive website for items such as donation history, tax receipts, and how organizations can partner with “All Good” charities.

2

Conduct an additional usability study once the additional screens are created to get participant feedback and gain more insights on making this app and website into something that users will enjoy using.

3

Research options for bringing this app into reality. How I can go about getting this app developed, investors, and approaching charities and organizations to see if there would be serious interest in this idea.

Let's connect!



Interested in connecting or working together? I'd love to hear from you!

Jenilee Cathcart

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www.rareimpact.ca