Goodwill Foundation Donation Flow

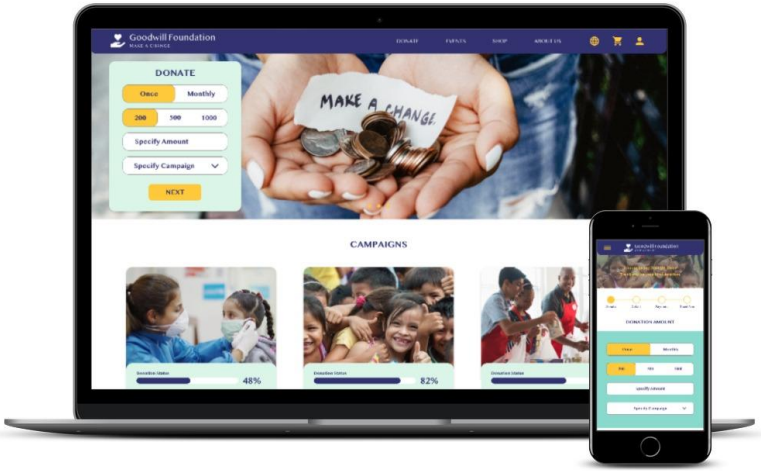
Sasrin Tanopajaisit

Google

Project overview

The product:

Goodwill Foundation site is a responsive site that aims to gather the donations to help fulfill the society- supporting projects which targets people at all ages that are willing to donate online but needs an easy but trustable system.



Project duration:

Jan-Mar 2022 (3 months)

Project overview

The problem:

People would like to donate online nowadays but they’re afraid that their donation won’t reach the charity due to the untrustable interface. As well, the complicated process of online donation makes them still prefer donating offline.

The goal:

Our goal is to create a friendly-user responsive site for making donation as well as making the donation process to be trustable for the donors.

Google

Project overview

My role:

UX designer leading the Goodwill Foundation website design.

Responsibilities:

User Research

Conducting Interviews

Wireframing (Paper and Digital)

Prototype (Lo-Fi and Hi-Fi)

Usability Studies

Design Iteration (Responsive)

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted user interviews, which I turned into empathy maps to better understand their goals and pain points. There’re many people willing to donate online but the main things that they’re worry about are the complicated donating process and the trustability of the site. This cause anxiety for the donors instead of feeling relieved and happy after making donation.

Google

User research: pain points

1

Reliability

Donors don't trust that the donation will reach the receivers which results in hesitation of making online donation.

2

Complicated Process

Many foundation websites' donation process is complicated which makes donors prefer donating offline.

3

Experience

By donating online, donors can't see the follow up results which makes them feel anxious and curious instead of feeling happy after making donation.

Google

Persona: **John**

Problem statement:

John is an online donator who needs to donate to a trustable charity because he wants to make sure that the donation really reach and help the recipients.

John

Age: 49
Education: Master's Degree
Hometown: Chiangmai, Thailand
Family: Wife and daughter
Occupation: Coffee Shop Owner

"Giving back to social is nice and but giving to the right one is a better choice."

Goals

- Donate to a trustable charity on a monthly basis
- Find other potential and trustable charity to help

Frustrations

- Wants to see if the donations really help the receiver
- Can't check the charity information that he wants to help

John is a 49-year-old coffee shop owner in Chiangmai. He lives with his wife and little daughter. He has worked for his whole life and is willing to give back to social. John is tech-savvy and kind in deep. He likes to help others but he doesn't trust people easily. Once he has trust in the charity or organization, he is willing to help them to his most. Currently, he donates online only through a reputable charity by deducting his credit card on a monthly basis. He knows that there are many charities that need help out there but he can't check the reliability so he can't decide.

Google

User journey map

I created a user journey map of John's experience going through the donation flow to help identify possible pain points and areas of improvement.

Persona: John

Goal: Donate to a trustable charity online.

ACTION	Browse the campaign	Choose the campaign	Select Payment Method	Fill in info.	Complete the donation
TASK LIST	A. Browse the campaign list B. Search for campaign	A. Scroll through campaign B. Select a campaign to donate C. Click to payment process	A. Select ways to make payment	A. Fill payment info. B. Fill certificate info. C. Click confirm	A. Receive payment confirm notice B. Receive certificate info. notice
FEELING ADJECTIVE	Eager Optimistic	Careful Consider Willing to help	Curious Trusting	Trusting Wondering	Relieved Feel good
IMPROVEMENT OPPORTUNITIES	Ability to see the possible results of helping the campaign	Can donate many campaigns at once	Can choose to make continuous or one time payment	Remember payment info.	Notice the campaign results from donation

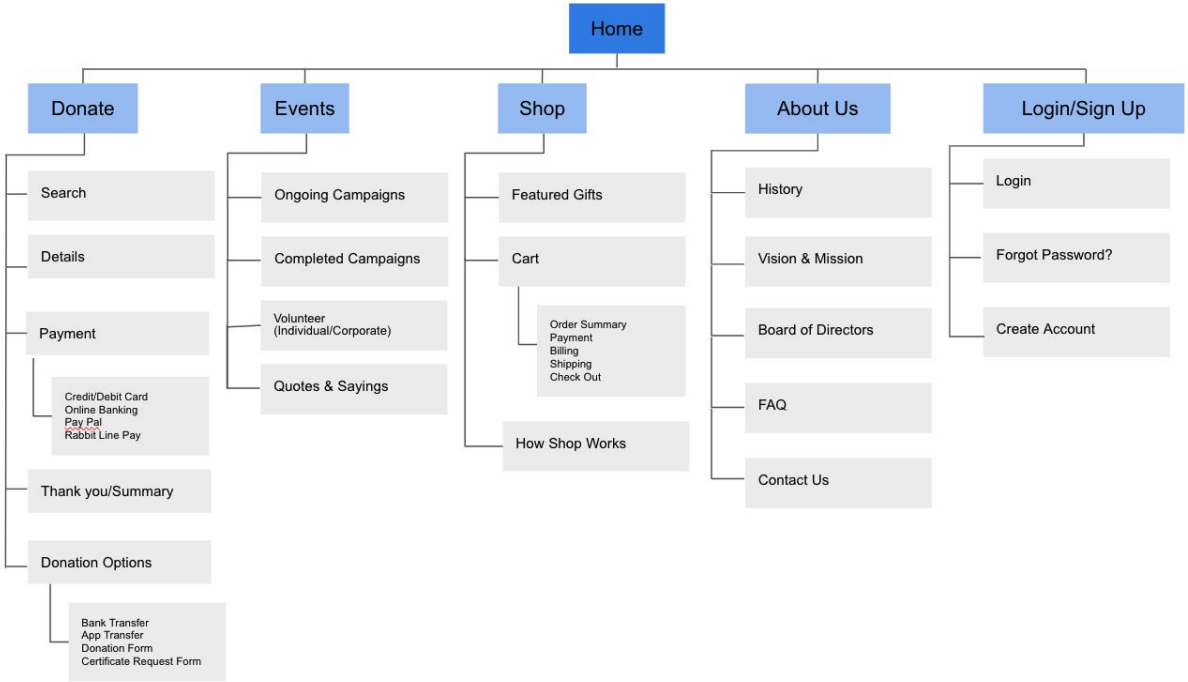
Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

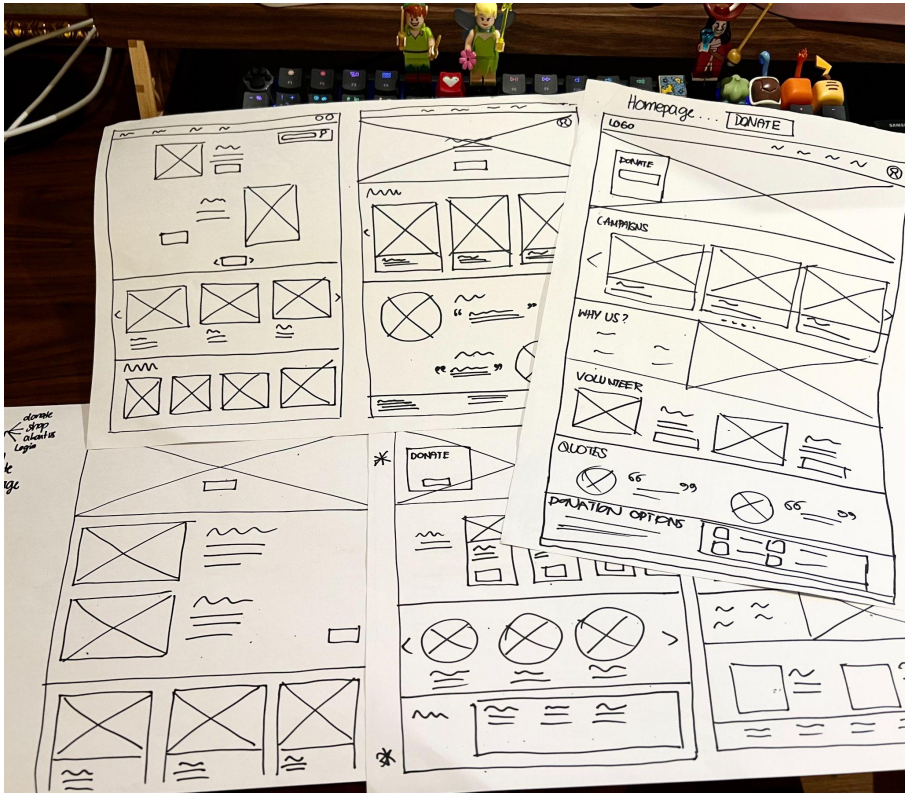
Sitemap

My goal is to design the website structure to have simple navigation and donation flow process to make it easy for donors to make an online donation. As well as providing relevant information for users to understand and build trust towards the foundation.



Paper wireframes

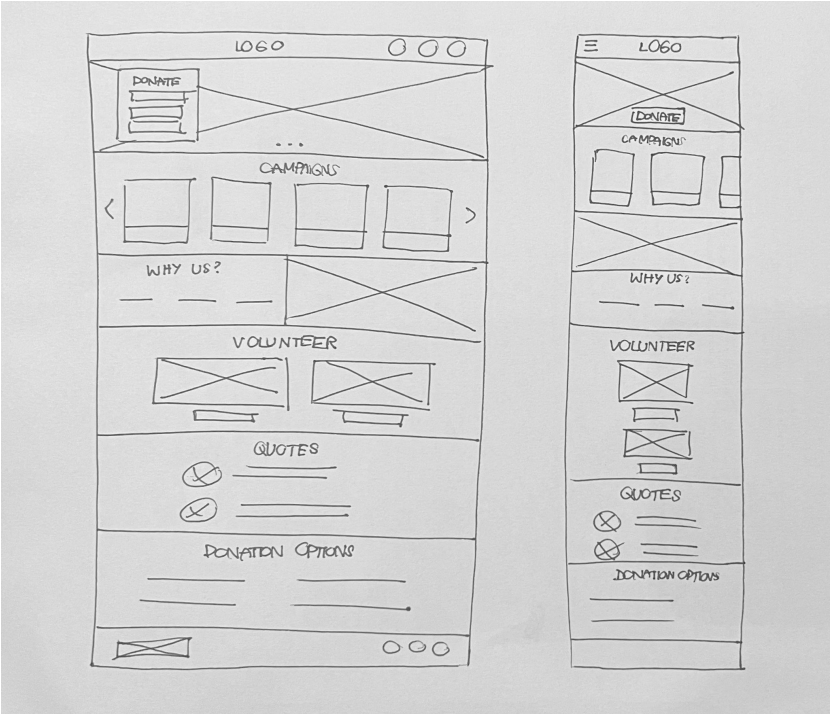
Next, I sketched out paper wireframes for each screen on my website, keeping the user pain points about the concept of simple but reliable donation flow in mind.



Google

Paper wireframe screen size variations

As this is the responsive design project, I started to work on designs for additional screen sizes so that users can access the site on variety of different devices.

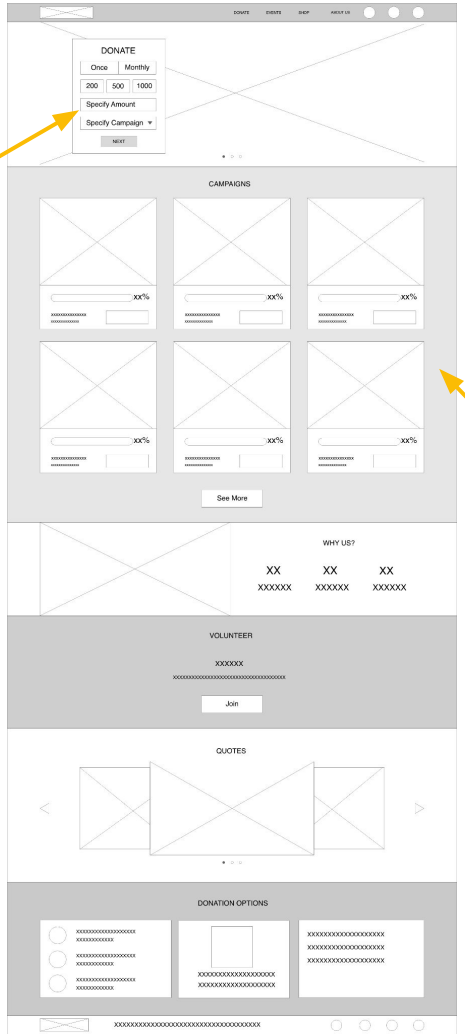


Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points to improve user experience.

Prioritizing the function and essential contents on the homepage was a key part of my strategy.

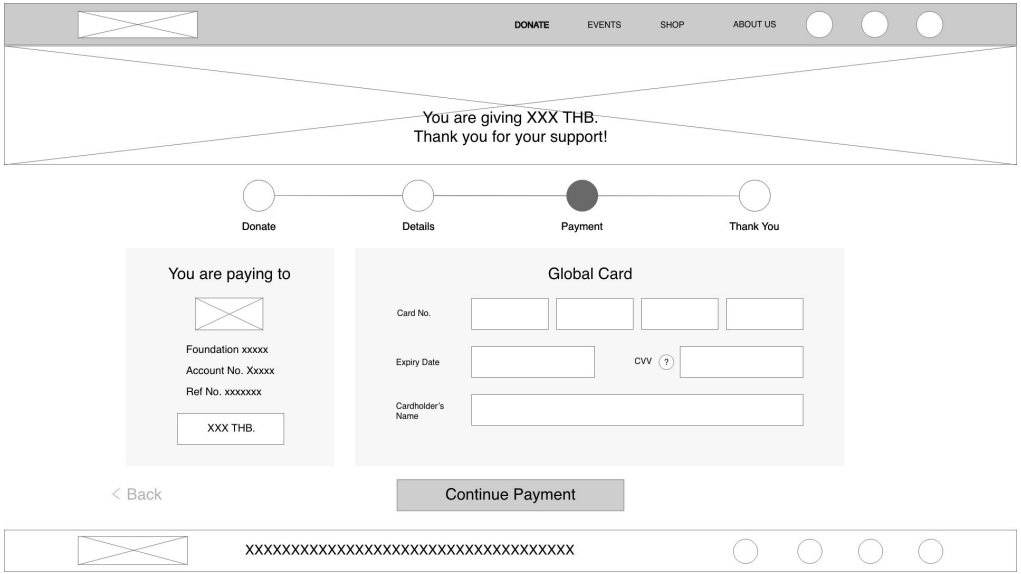
The donate function is easy to find

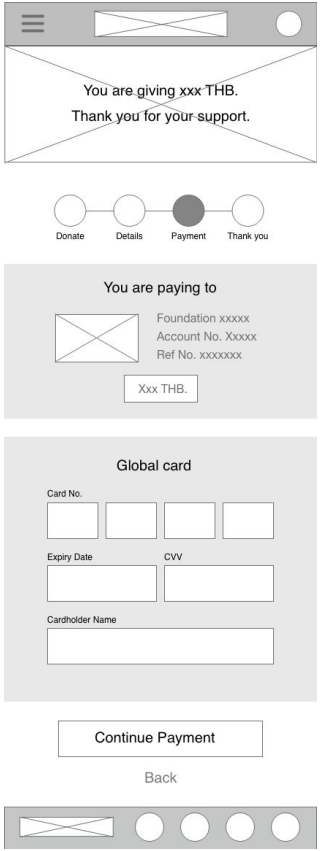


The campaigns and its status shown gives user a quick glance to decide for a donation

Google

Digital wireframe screen size variations

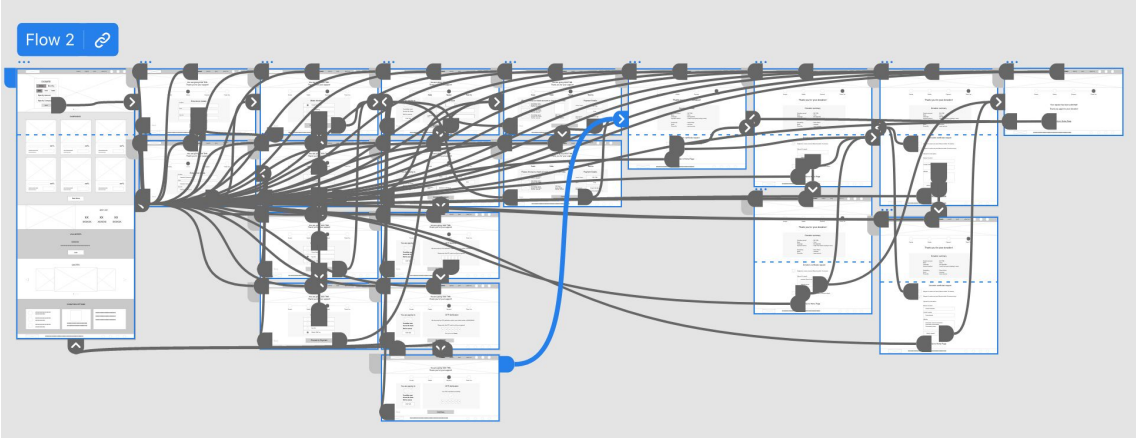




Low-fidelity prototype

To create a low-fidelity prototype, all screens are connected for a donation flow starting from filling the donation amount to requesting the donation certificate.

I applied the feedbacks from the users to make sure that it will address the user pain points.



Link to Low-Fidelity Prototype

Google

Usability study: parameters

Study type:

Moderated usability study

Location:

Bangkok

Participants:

5 participants with wide range of ages and different backgrounds

Length:

20-30 minutes

Google

Usability study: findings

These were the main findings uncovered by the usability study:

1

Payment Confirmation

The lack of payment confirmation page via credit card method makes the user feel worry

2

Long Page Scroll

Users feel annoyed when they have to scroll the page often while filling the information

3

Limited Donation Option

Users concerned about inconvenience of limited choice of making donation

Refining the design

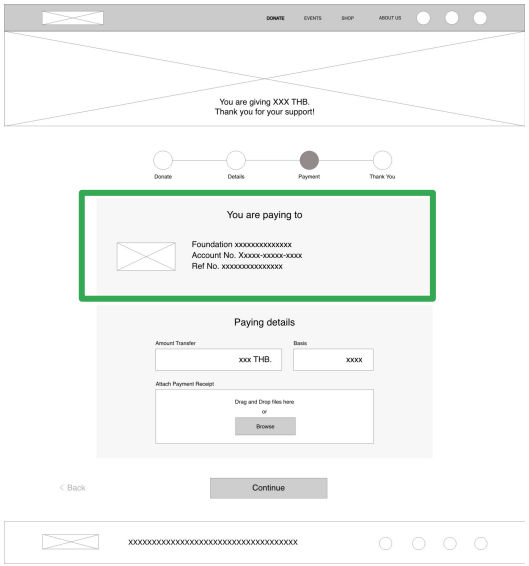
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

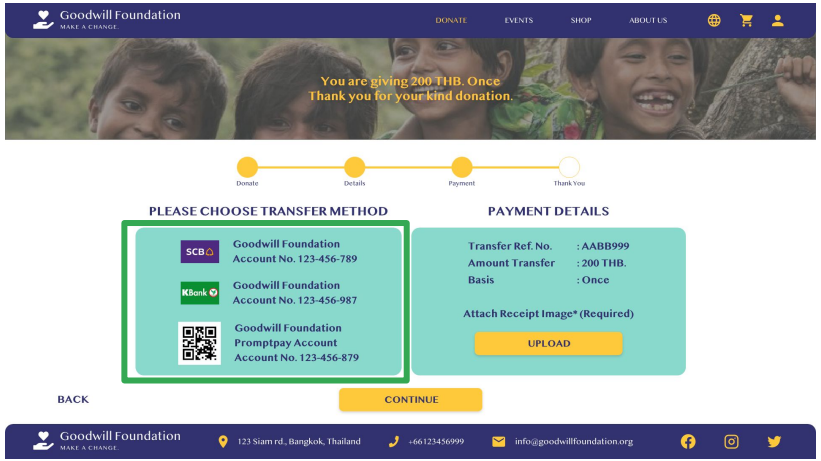
Based on insights from usability study, I made changes to improve the donation flow.

The changes I made is providing more transfer method choices for users to choose as well as fitting the page to prevent the long scrolling.

Before usability study



After usability study

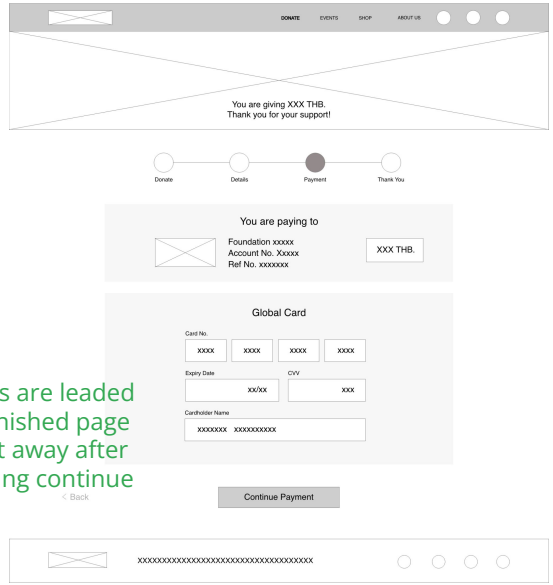


Google

Mockups

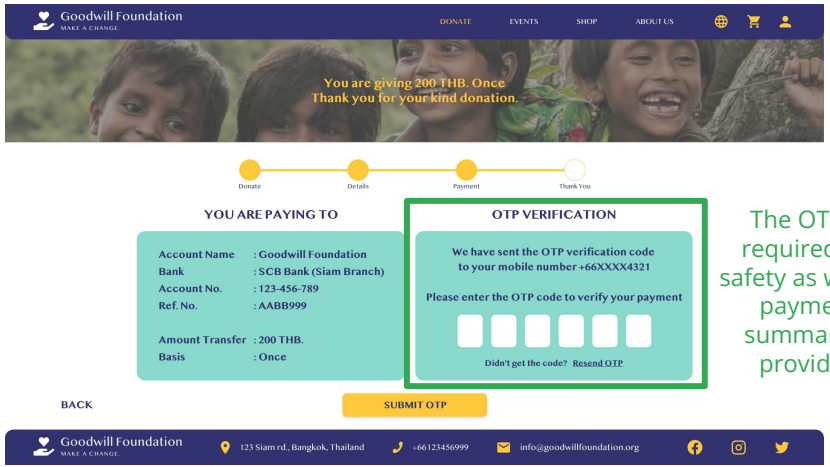
To make users feel secure of making donation payment via credit card, I added OTP verifying process to let users make payment with confident.

Before usability study



Users are leaded to finished page right away after clicking continue

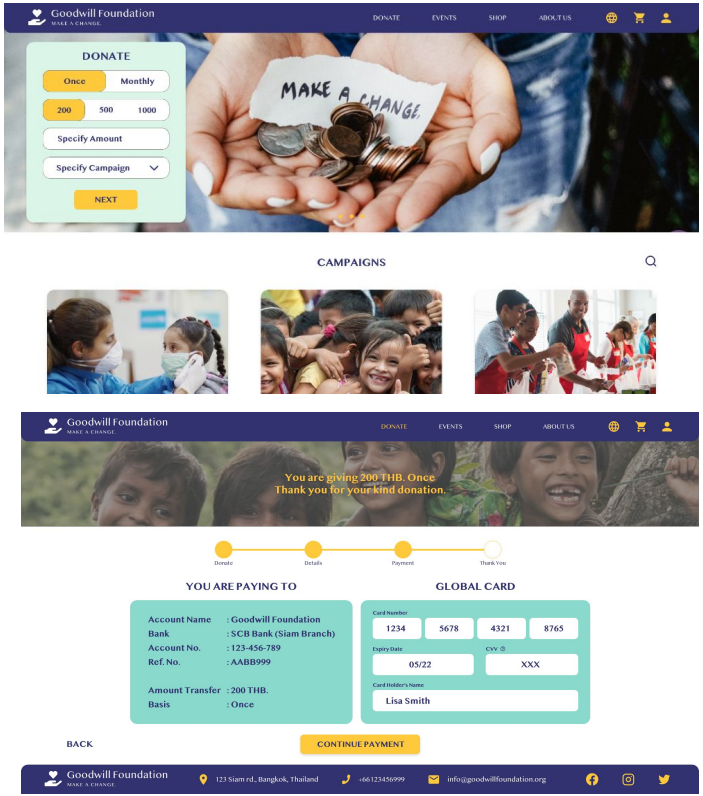
After usability study

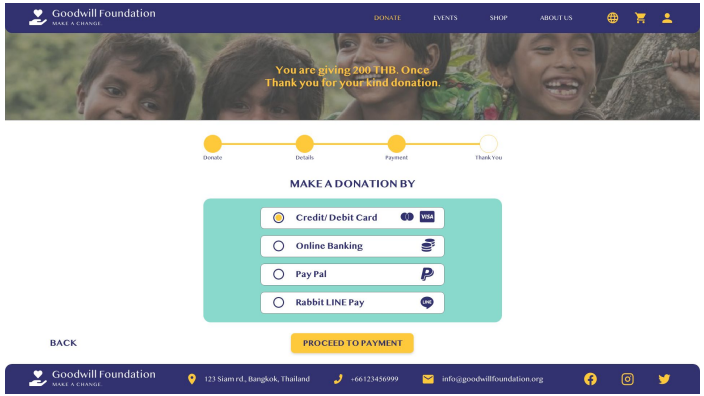


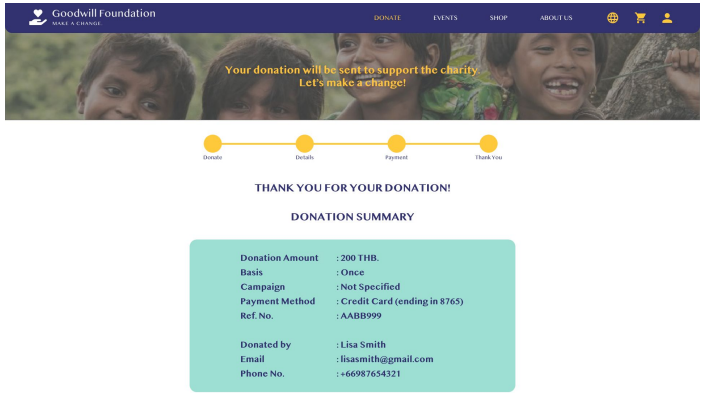
The OTP is required for safety as well as payment summary is provided

Google

Mockups: Original screen size

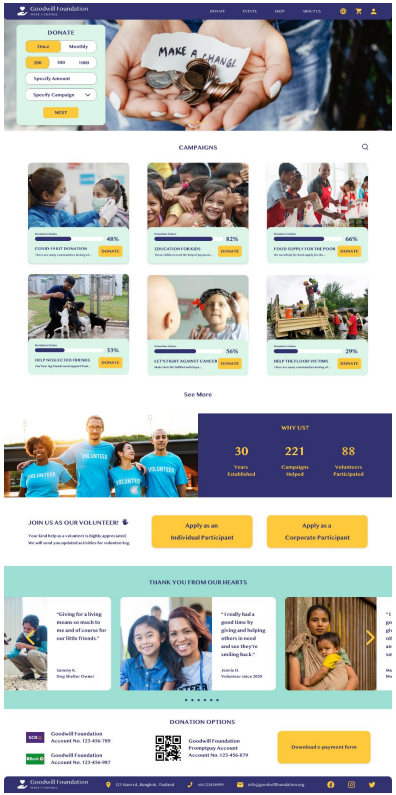






Mockups: Screen size variations

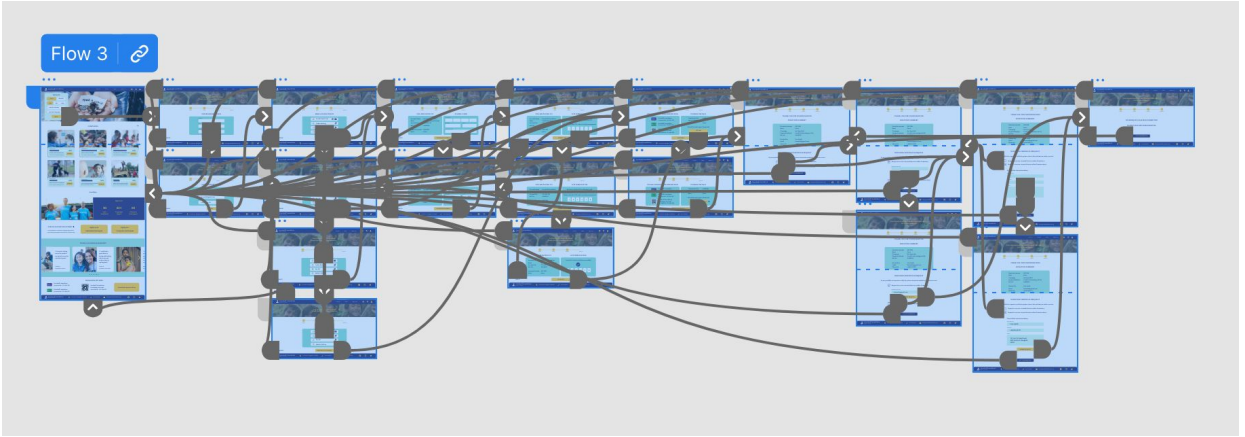
To enhance better UX, I included considerations for additional screen sizes due to the fact that users access the site from varieties of devices. The responsive design will let the users have the smoothest experience possible.



Google

High-fidelity prototype

The hi-fi prototype followed the similar user flow as the lo-fi prototype including the design changes made after the usability test.



Link to High-Fidelity Prototype

Google

Accessibility considerations

1

The colors in the app are tested by the contrast checker from WebAIM to ensure enough contrast between the text and the background

2

The choice of choosing the app language is provided in the user profile for language preference users

3

Make responsive websites accessible which is adaptable to different screen sizes.

Google

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Most participants found the app easy to navigate making them feel more open to make an online donation. As well, the improved features regarding their feedback make them feel more confident for making a donation to the foundation.

What I learned:

The user needs and feedbacks are the most important things to consider. These will not only make the users achieve their goal but also make the foundation fulfill its goal for gaining trust and donations form donors. A continuous feedback is important to make the app even more better for both the users and the foundation.

Google

Next steps

1

Continue follow-up the usability testing on the new website to find areas of improvement

2

Develop the tablet design version to enhance a fully responsive site

3

Develop other flows or functions of the app to enhance a better UX

Google

Let’s connect!

Thank you for viewing my project of Donation flow design of the Goodwill Foundation!

Get in touch or ask any questions from the profile below:

Sasirin Tanopajaisit (Nice)
Email: tanopajaisit.sasirin@gmail.com
Portfolio Website: www.nicesasirin.com

Google