

KindDonation

AKINLEYE MUHYDEEN

Dec 2022 - Jan 2023

What is KindDonation?

KindDonation is a donation app that allows people to donate to various charitable causes. The goal of KindDonation is to make donations easy and without stress.

- a. Kickoff
- b. Competitive Analysis

a. Kickoff



Starting out on this journey, I asked myself a few initial questions. What sets KindDonation apart from other platforms for donating to various causes? What makes it unique? It became clear that the goals users want to accomplish are the same — they all want to support meaningful causes and make a difference in the world.

a. Competitive Analysis

Feature/Aspect	KindDonation	GoFundMe	JustGiving
Color Scheme	Green and White	Varies by campaign	Blue and White
Typography	Roboto Serif and Montserrat	Varies by campaign	Varies, but often uses sans-serif
Homepage Features	Search bar	Featured campaigns	Featured charities and campaigns
	Causes Selection (Education, Food, Health etc.).	Trending campaigns	Donor stories and updates
	Emergency Support	Donate button	Monthly giving options
Explore Page	"Stories for you" Section	Campaigns stories	Charities and fundraising events
	"Donate and Make a Difference" section	Share options	Donation tracking
	Trending Fundraisers	Donations and contributions	Charitable events
Chart Page	Transaction history (Aid collected and Money Donated)	Fundraiser progress tracking	Donation history and insights
Profile Page	Personal details management	User profile and settings	Personal dashboard
	Donation history	Donation history	Fundraising history
	Access to Help Centre	Help and support resources	FAQs and support
Unique Selling Points	Clean, user-friendly design	Large user base and visibility	Trusted charity partnerships
	Focus on immediate and emergency support	Extensive campaign variety	Features for recurring donations
	Personal connection through storytelling	User-friendly sharing options	Community-focused fundraising
Summary <ul style="list-style-type: none">❖ KindDonation stands out with its focus on emergency support and an intuitive user interface, making it easy for users to navigate and find causes they care about.❖ GoFundMe benefits from its large user base and variety of campaigns, making it a popular choice for general fundraising.❖ JustGiving excels in its partnerships with trusted charities and offers features for recurring donations, appealing to those looking to contribute regularly.			

Research & Observation

This section examines how users engage with comparable applications in their daily routine, and with this information, I can advance my design process.

a. Creating Personas

Personas

"I believe that we all have a responsibility to give back to our communities and help those who are less fortunate. By supporting educational causes, I hope to create opportunities for others and make a lasting, positive impact on their lives."



Jessica

Age: 35

Education: University Graduate

Home City: New York

Family: Living with Partner

Occupation: Nurse

Goals

- ❖ She wants to contribute to educational causes, especially for underprivileged children, as she believes education is the key to a better future.
- ❖ She aims to see the direct impact of her donations and prefers to support causes where she can track progress and outcomes.
- ❖ She hopes to encourage her friends and colleagues to donate by sharing her experiences and impact of her contributions.

Frustrations

- ❖ She is often frustrated by the lack of clear information on how her donations are used and impact they make.
- ❖ She is disappointed when she doesn't receive updates or feedback about the outcomes of her donations.
- ❖ She wants to be able to effortlessly share her donation experiences and the impact of her contributions with her friends and colleagues but often finds the process cumbersome or unavailable.

Sarah is a dedicated nurse working in a busy hospital in New York City. She is passionate about helping others and believes in giving back to the community. Sarah lives with her partner in a cozy apartment and enjoys exploring the city's diverse cultural offerings in her free time. She is tech-savvy and uses various apps to manage her personal and professional life.

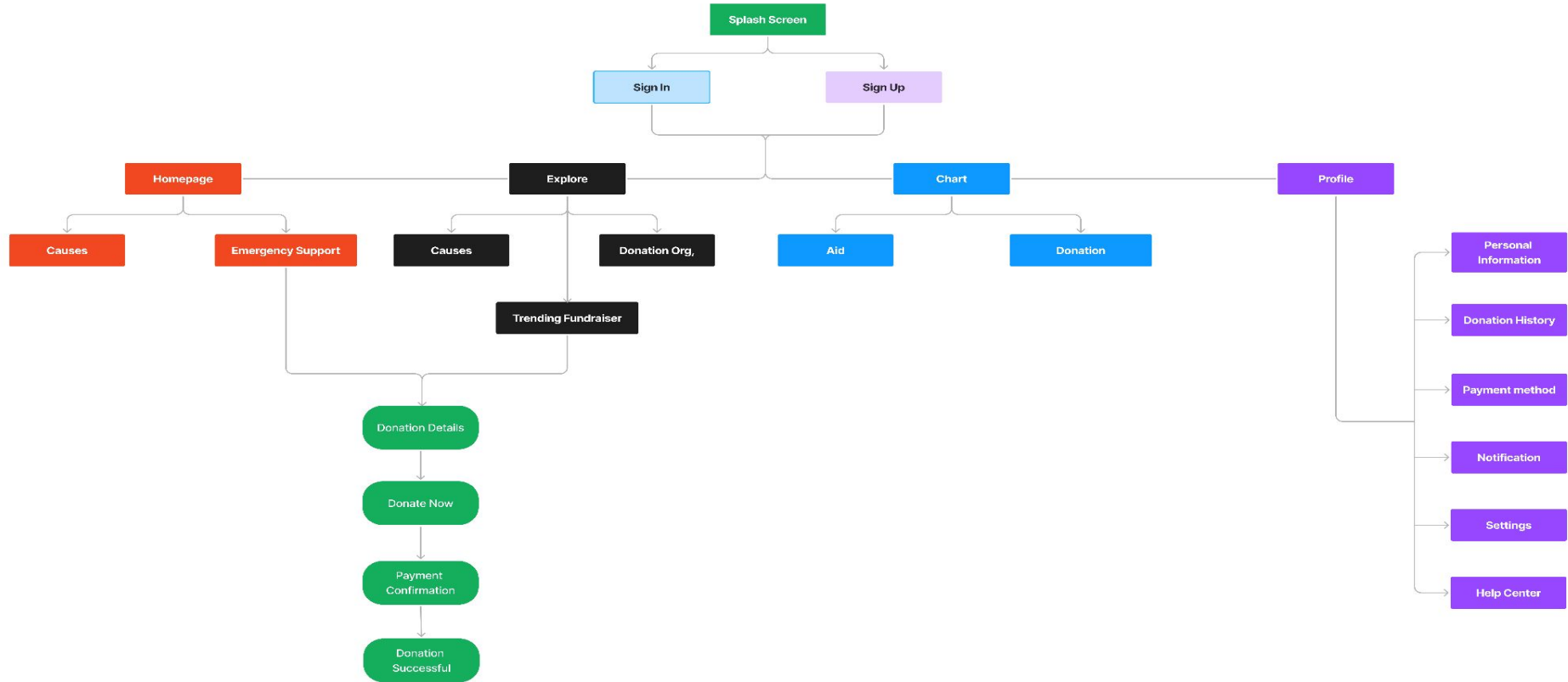
Preliminary Design

This is where the application really starts to take off. This section include preliminary Information architecture and Wireframes.

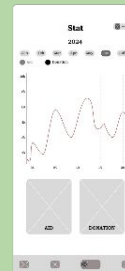
a. Information Architecture

b. Wireframes

KindDonation Information Architecture



b. Lo-fi Wireframes



Final Design

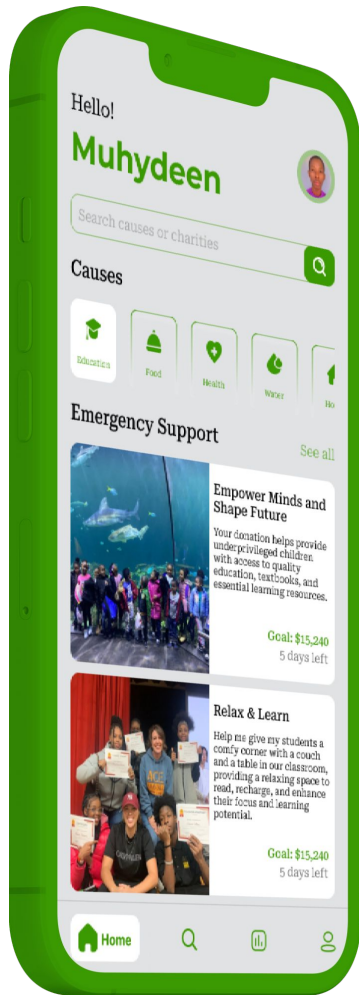


I will continue to iterate on KindDonation UX in the foreseeable future, but given my time allotted, these are my final designs.



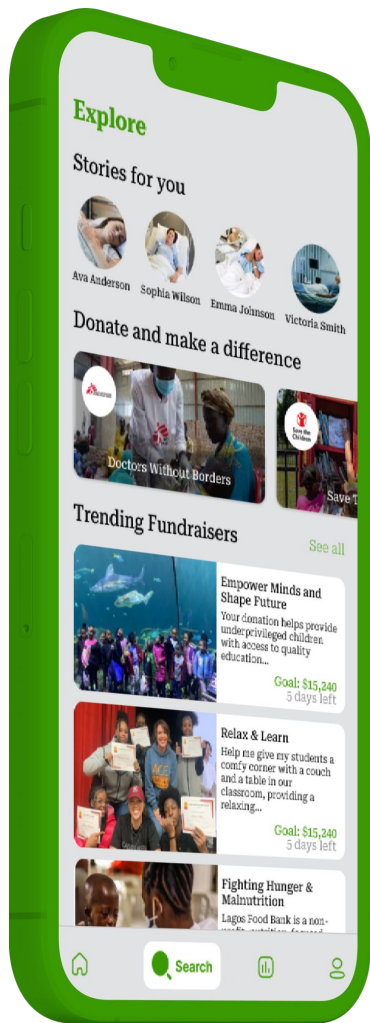
1. Splash Screen

Upon launching KindDonation, you are welcomed with a vibrant splash screen featuring green and white hues, presenting a key option: “Get Started” to start your donation journey.



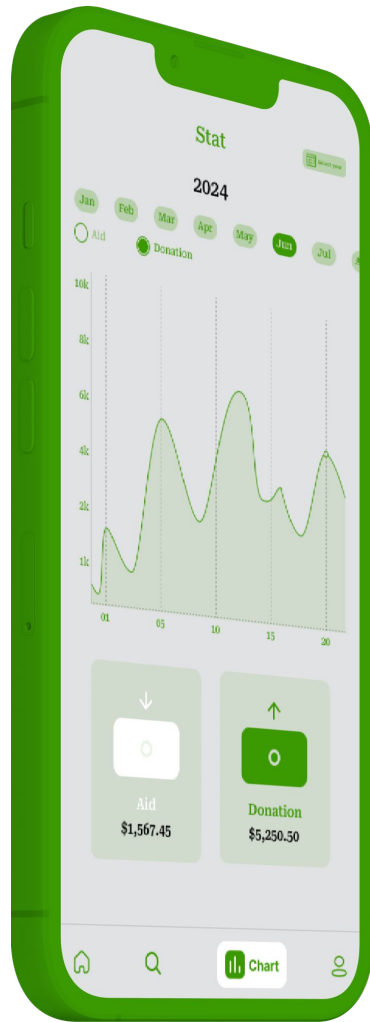
2. Homepage

Upon arriving at the KindDonation homepage, you're welcomed by a clean and intuitive design. At the top is a prominent search bar to help you find specific causes. Below, you'll find the "Causes Selection" section, showcasing options like Education, Food, and Health.



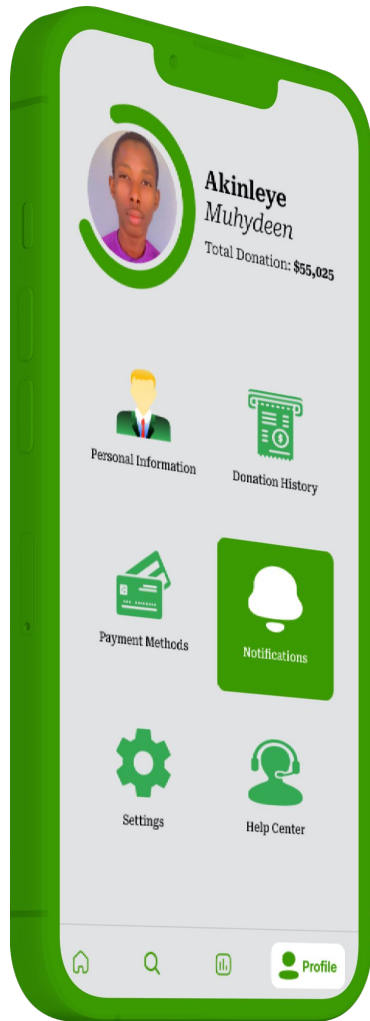
3. Explore Screen

On the Explore page, you'll first encounter the "Stories for you" section, where you can easily browse and click on specific individuals in need by sliding right. Next is the "Donate and Make a Difference" section, where you can contribute directly to various fundraiser companies. Lastly, the page features a section showcasing all the Trending Fundraisers, allowing users to stay updated on popular causes.



4. Chart Screen

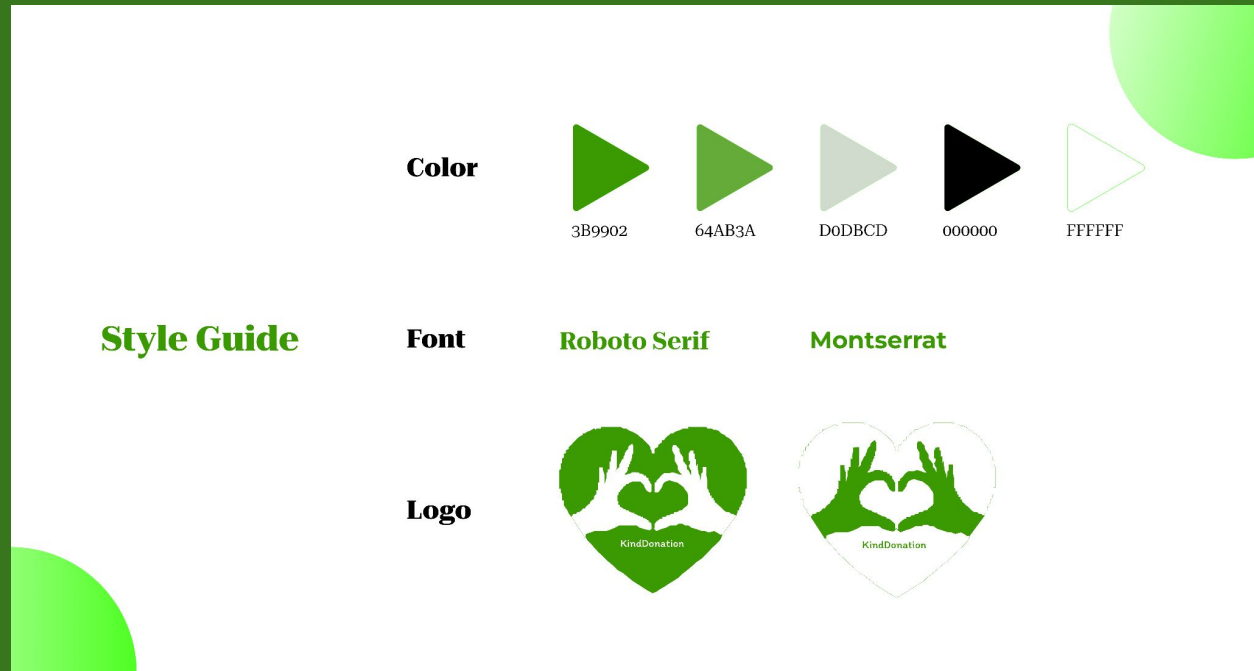
On the Chart page, you can view detailed transaction data, including the Aid collected and Money Donated. This page provides a clear visual representation of the impact your contributions have made.



5. Profile Screen

On Profile page, users can manage their personal details, track their donation history, and customize notification preferences. This page also allows users to view and edit their saved payment methods, making future donations smoother and more efficient. Additionally, it provides access to the Help Centre for any support or assistance needed.

Style Guide



Conclusion

I have thrown a lot at you, so here's a summary of what I have set out to accomplish.

Summary



KindDonation's intuitive interface and thoughtfully designed features ensure that users can easily navigate the platform and make impactful contributions at their own pace. The app facilitates various donation options, enabling users to support causes they are passionate about, whether through monetary gifts or in-kind contributions. With a focus on transparency, KindDonation provides detailed information about each project, allowing users to see the direct impact of their generosity.

Overall, KindDonation's commitment to accessibility, transparency, and community engagement makes it a powerful tool for anyone looking to make a difference. Whether you're a seasoned donor or new to charitable giving, the app's user-friendly design and strong community connections provide an excellent platform to contribute and connect with like-minded individuals dedicated to creating positive change.