

Happy Giving

Alka Dalmia

Project overview



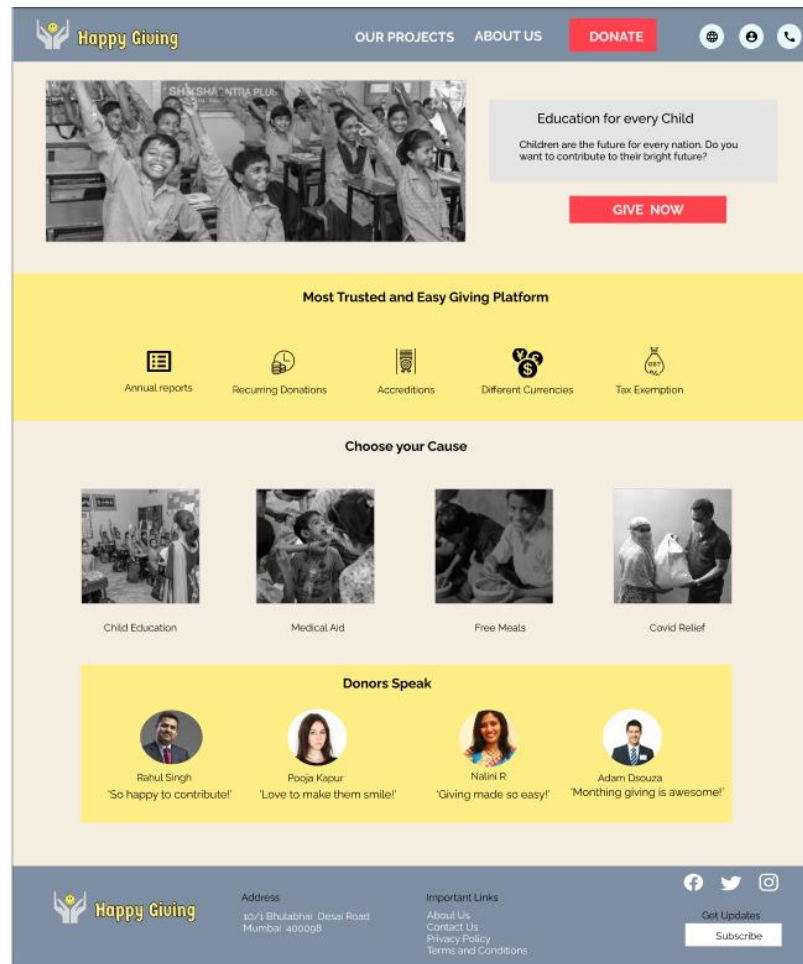
The product:

"Happy Giving" is an efficient online donation portal with recurring monthly donation option and summarized reports for Donors to give easily, joyfully, consciously and frequently.



Project duration:

Oct 2021 to March 2022



Project overview



The problem:

Busy but compassionate Donors lacked the time to repeatedly fill same donation details every month and also were unable to organize their donation data to give consciously.



The goal:

Design a responsive website which will help with recurring monthly donation option and summarized reports for Donors to save time and effort and help them donate happily and peacefully.

Project overview



My role:

Owner and UX Designer for Happy Giving
responsive website from conception to
delivery



Responsibilities:

Conducting Interviews, paper and digital
wireframing, low and high fidelity prototyping,
conducting usability studies, accounting for
accessibility and iterating for designs

Understanding the user

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

User research: summary



I conducted user interviews, empathy maps and did user research study to understand my users and their needs and desires better. Two primary user groups identified through research were the busy professionals who wanted to donate quickly and easily and the other Donor group who wanted to contribute consciously where donations were most required.

The user groups confirmed initial assumptions of Happy Giving that time, efficiency and data were major factors for easy and joyful donations. I also discovered additional challenges like authenticity, security and trust which were equally or more important for Donors.

User research: pain points

1

Pain point

Busy Donors did not want to spend precious time and effort in filling up same details for recurring donations

2

Pain point

Very few Donation portals provide customized donation details or reports

3

Pain point

Very few platforms with assistive technologies for better accesibility like different languages, screen reader, big icons

4

Pain point

No platform with monthly reminders or help with tax exemptions for donations

Persona: Ritika

Problem statement:

Ritika is a financial consultant who needs an efficient online donation system with recurring monthly donation option and summarized reports as she does not want to spend time and effort for repetitive donations.



Ritika Biswas

Age: 36

Education: MBA Finance

Hometown: Kolkata, India

Family: Married

Occupation: Financial Consultant

"Gives me so much peace and joy to be able to contribute to someone's happiness"

Goals

- An efficient online donation system with option for easy recurring monthly donations
- A report to summarize my donations for different causes
- A monthly reminder so that I don't miss this important event and feel guilty later

Frustrations

- "The details have to be filled again for the ditto same donation every month"
- "No clue how much I have donated for any cause, this is important for my tax purpose"
- "Have to put donation reminders on my phone notes so that I don't miss"
- "No details on who was specifically benefitted by my donations"

Ritika, a busy financial Consultant, From Kolkata, India, is a compassionate online donor and regularly makes donations for any cause which touches her heart. Though most of the donation portals are pretty efficient, she rues the time and effort it takes to fill up the details everytime and to remember how much she has donated for a particular cause. She would be very happy if she was able to save her preferences for easy repetitive monthly donations and get a summarized report of her donations. This would save her time and effort and would give her a feeling of contentment and peace, to be able to contribute more to the society.

User journey map

Mapping Ritika's user journey revealed how helpful it would be for users to have access to an efficient donation platform like Happy Giving.

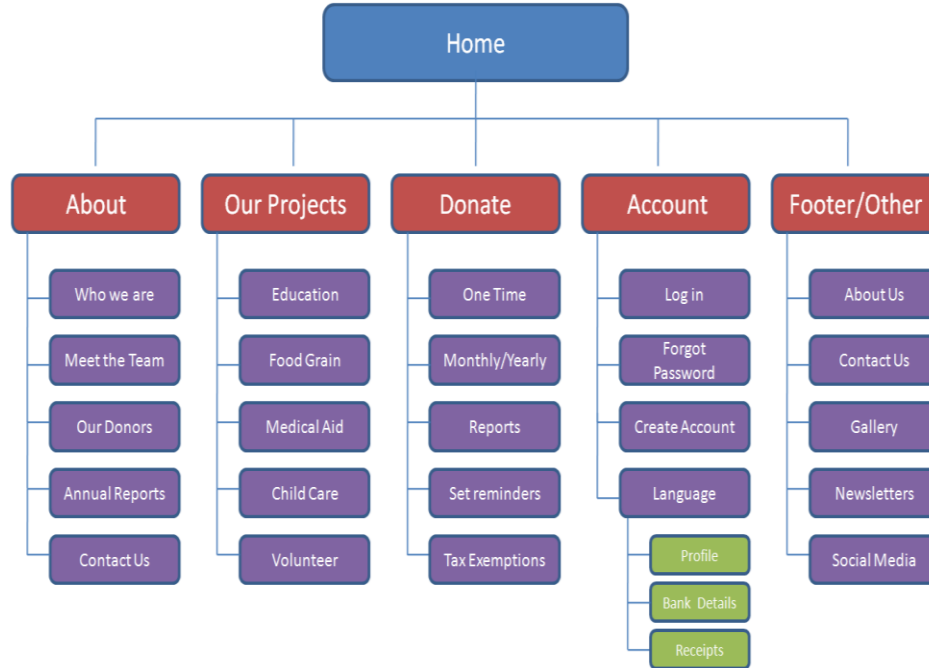
Persona: Ritika

Goal: Do recurring monthly donations and get reports to donate joyfully, consciously and easily!

ACTION	Make an account	Do one time or recurring donations	Get reminders by email and sms	Avail summarized donation reports	Know where the donation was used	Feel Joyful and Happy
TASK LIST	A. Sign up with details like name, email, phone B. Add bank details for recurring payments C. Choose language D. Contact us and chat option for any queries	A. Auto fill form from profile B. Give option for one time, monthly, yearly donation C. Give option for default cause D. Set date for recurring on calender E. Big icons for each cause for greater accessibility F. Contact us and chat option for any queries G. Voice Recorder	A. Choose to get reminder before the set date B. Send email and sms alerts	A. Get summarized donation Reports B. Download option C. Get online Receipts and also on mail D. Tax exemptions are explained E. Speak to our tax specialist	A. Get thank you mail and letter with details of where the donation was used B. Get a token gift for regular yearly donation will be happy to C. Get newsletters with events and donation recipients photos	A. Donations are done regularly B. Donor knows where he is donating C. Donor is happy to receive gratitude mails and gifts D. Donor is able to donate joyfully, consciously and easily
FEELING ADJECTIVE	<ul style="list-style-type: none"> Apprehensive Stressed Not Sure Distrust 	<ul style="list-style-type: none"> Frustrated Irritated Relieved Happy Peaceful 	<ul style="list-style-type: none"> Thankful Relieved Happy 	<ul style="list-style-type: none"> Glad Focused Practical 	<ul style="list-style-type: none"> Joyful Overwhelmed Tearful Blissful 	<ul style="list-style-type: none"> Joyful Thrilled Content Moved Happy
IMPROVEMENT OPPORTUNITIES	A website to donate easily to various authentic causes It should have different language options especially Indian languages.	Recurring payment option with all payment methods and smooth payment platform.	Reminders for donations in case of one time	Elaborate donation reports with all details like date, amount, cause which can be downloaded	Gratitude to the Donors will inspire more donations	The Surprise token of gratitude every year end inspires the Donors for more charity.

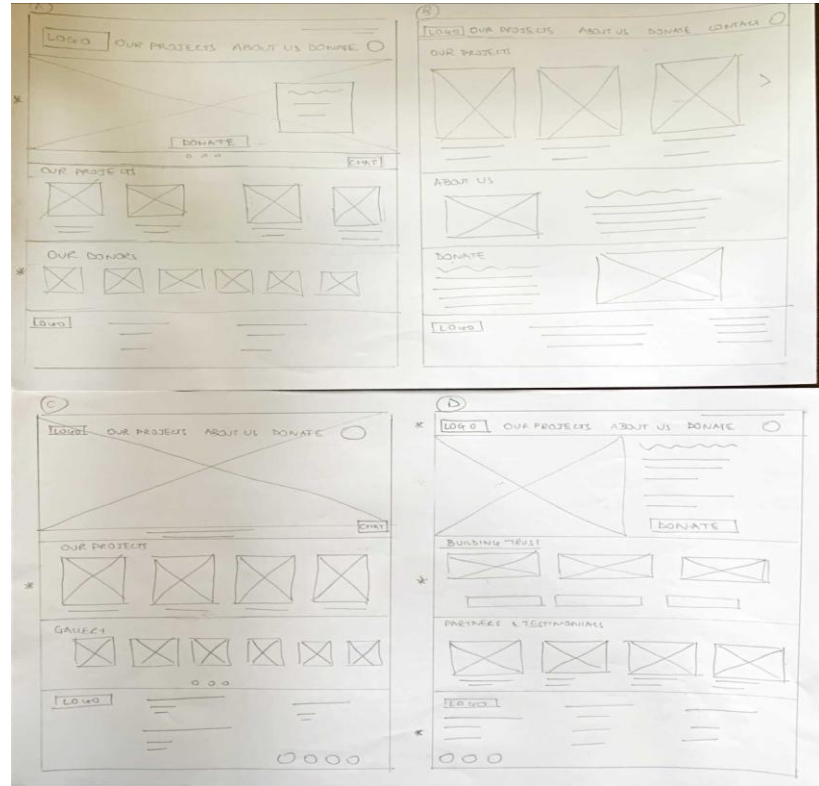
Sitemap

Happy Donate Sitemap



Paper wireframes

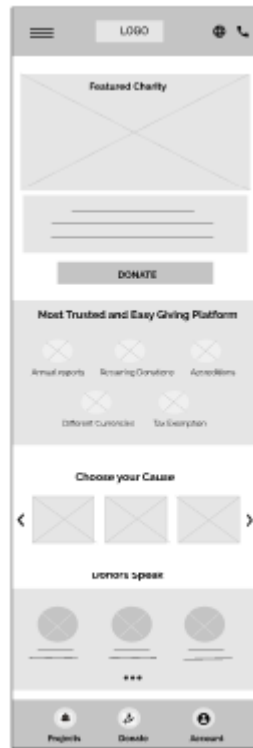
Iterating these paper sketches made it very easy for me to choose the important and relevant elements for the initial digital wireframe. Keeping the home page simple, uncluttered, highlighting the Vendors and planners was my major focus. Also keeping the navigation easy.



Stars were used in each sketch to mark the elements to be used in the initial digital wireframe

Digital wireframes

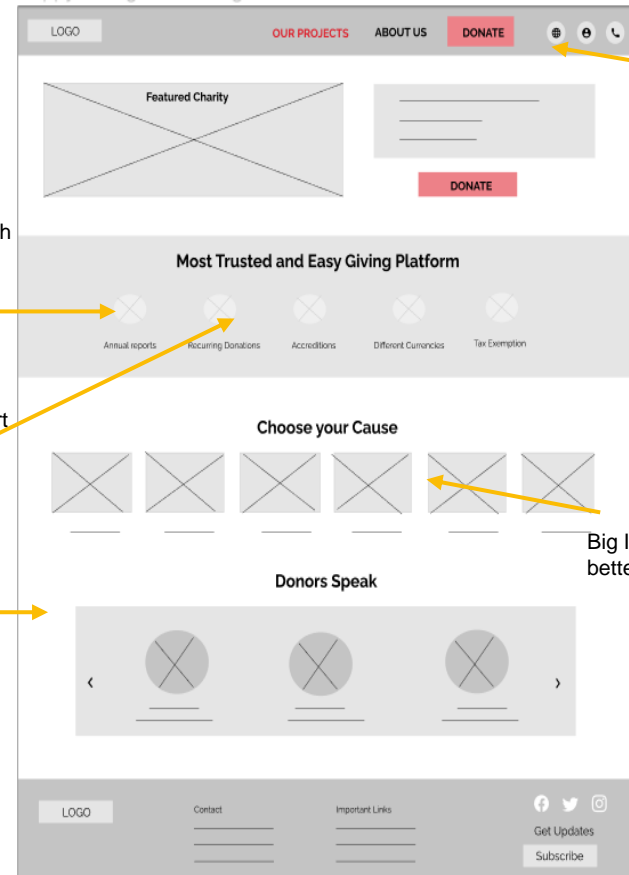
As the initial Design phase continues, all my screen designs are based on the user research and findings. Accessibility feature was an important feedback along with making responsive designs for the website to fit all screen size.



Annual reports of all charity done with Donations for authenticity

Facility to set recurring donations to save time and effort

Testimonials from Donors to generate trust

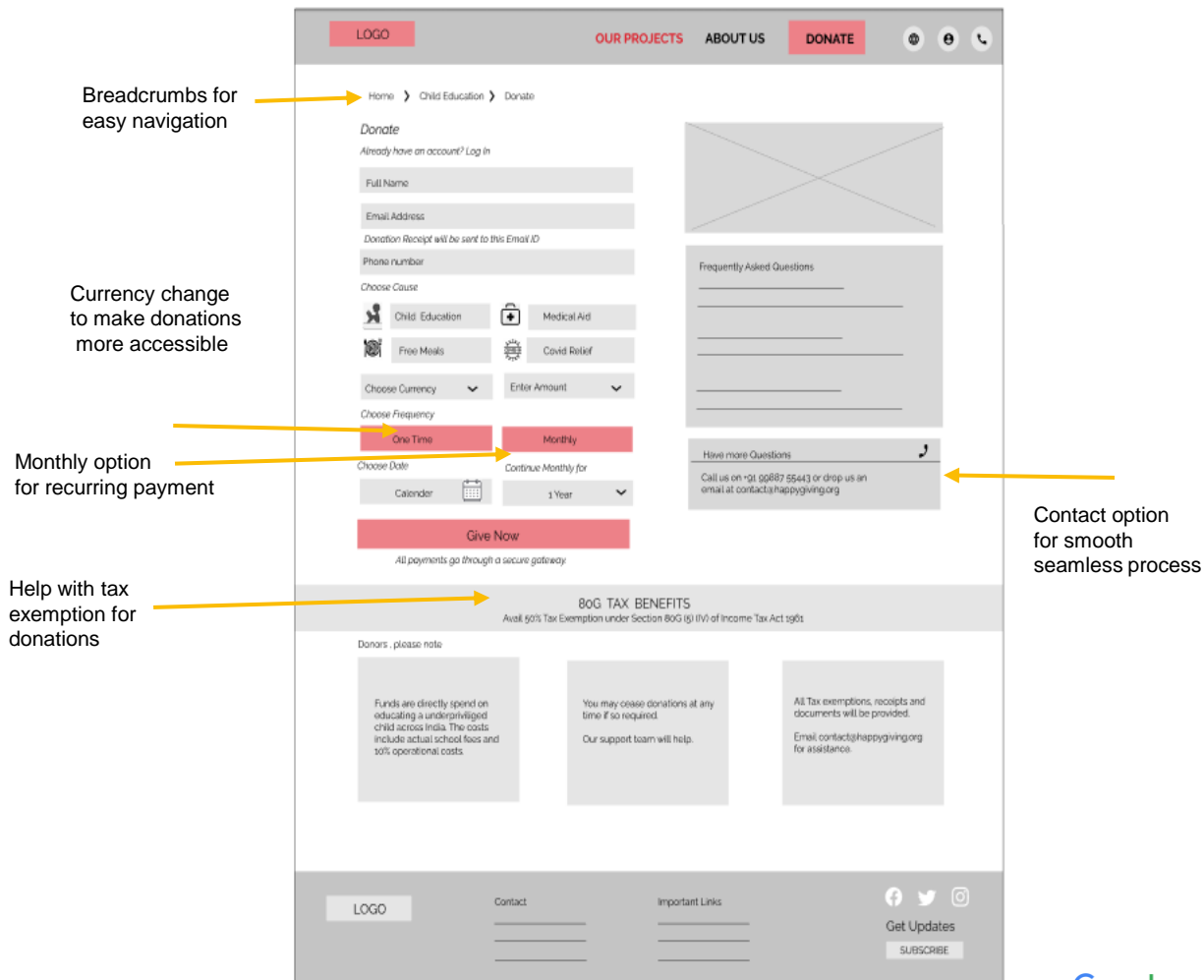


Language change for better accessibility

Big Icons for better accessibility

Digital wireframes

Recurring monthly donations, currency change and showing contact details upfront was also important user feedback. Easy navigation from each screen was crucial for better usability.

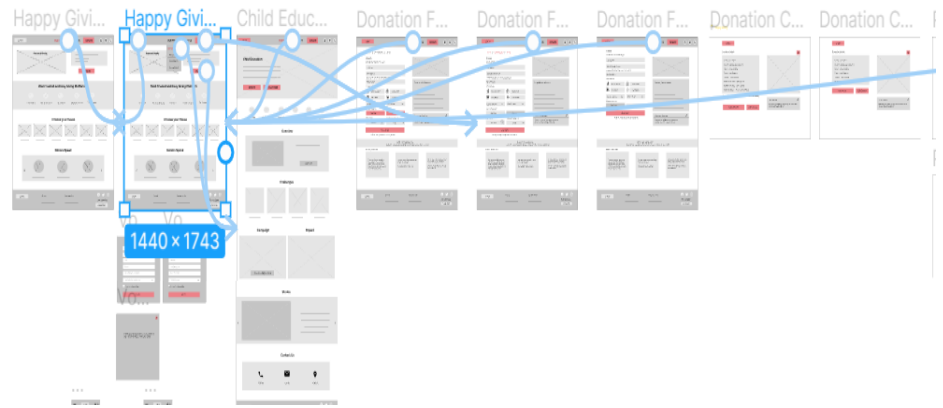


Low-fidelity prototype

The low fidelity prototype connects the primary user to choosing a planner according to their preferences, communicating with the planner, paying to book their services, making checklist and all set for the big day.

View Happy Giving's

Low Fidelity Prototype



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users wanted a recurring monthly donation option
- 2 They wanted customized donation reports
- 3 Notifications for donation reminders

Round 2 findings

- 1 Users wanted help with Tax exemption for donations
- 2 Wanted option to donate in different currencies
- 3 Needed to see testimonials to generate trust

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The early wireframe did not have the **currency option**, the usability study helped in refining the designs exactly as per the user needs. This helped in adding the much needed **option to donate in different currencies**

Before usability study

This wireframe shows a donation page with a header containing a logo, navigation links (OUR PROJECTS, ABOUT US, DONATE), and social media icons. The main content area is divided into two columns. The left column contains a 'Donate' section with a breadcrumb trail (Home > Child Education > Donate), a login link, and form fields for Full Name, Email Address, and Phone number. Below these are icons for 'Choose Cause' (Child Education, Medical Aid, Free Meals, Covid Relief) and a 'Choose Frequency' section with 'One Time' and 'Monthly' options. A 'Give Now' button is at the bottom of this column. The right column features a 'Frequently Asked Questions' section with a placeholder image and a 'Have more Questions' link. The footer includes a logo, contact information, important links, and a 'Get Updates' button with a 'SUBSCRIBE' input field.

After usability study

This refined mockup incorporates several changes based on the usability study. The 'Choose Cause' section now includes a 'Choose Currency' dropdown menu. The 'Choose Frequency' section has been expanded to include a 'Choose Date' section with a calendar icon and a 'Continue Monthly for' dropdown set to '1 Year'. A prominent red 'GIVE NOW' button is added, with a note below it stating 'All payments go through a secure gateway'. The 'Frequently Asked Questions' section now includes a placeholder image of a group of people. The footer has been updated with the 'Happy Giving' logo, address (10/7 Bhulshani, Desai Road, Mumbai, 400098), and a 'Get Updates' button with a 'Subscribe' input field. A green arrow points from the 'GIVE NOW' button in the refined mockup to the 'GIVE NOW' button in the wireframe mockup, highlighting the addition of this feature.

Mockups

The second usability study revealed the importance of **tax exemption** for Donors which was subsequently added in the final prototype.

Before usability study

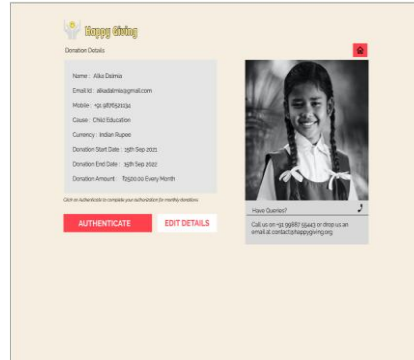
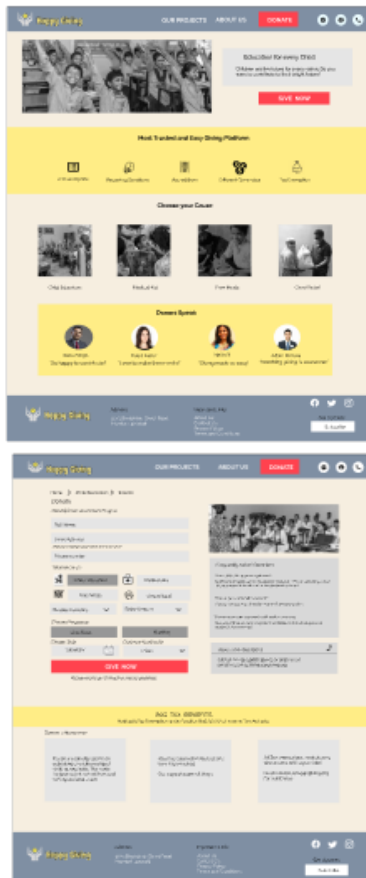
This mockup shows a donation form with a grey header containing 'LOGO', 'OUR PROJECTS', 'ABOUT US', and 'DONATE'. The main content area has a left sidebar with fields for 'Full Name', 'Email Address', 'Phone number', and 'Choose Cause' (with icons for Child Education, Medical Aid, Free Meals, and Covid Relief). Below these are 'Choose Frequency' (One Time, Monthly) and 'Choose Date' (Calendar, 1 Year). A red 'Give Now' button is at the bottom of the sidebar. The right side features a 'Frequently Asked Questions' section with a placeholder image and a 'Have more Questions' link. The footer includes 'LOGO', 'Contact', 'Important Links', and 'Get Updates' with a 'SUBSCRIBE' button.

After usability study

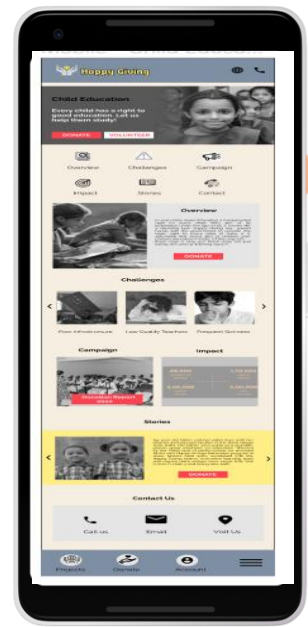
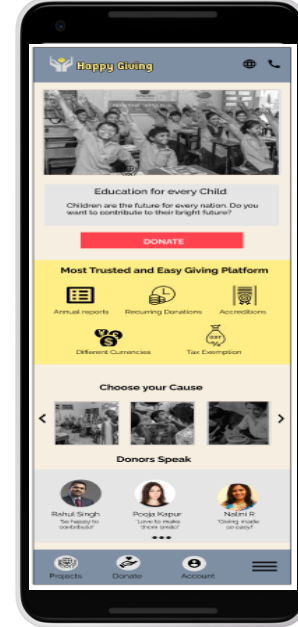
This mockup shows the updated donation form. The header is blue with the 'Happy Giving' logo. The sidebar now includes a 'Choose Cause' section with icons for Child Education, Medical Aid, Free Meals, and Covid Relief. Below this are 'Choose Frequency' (One Time, Monthly) and 'Choose Date' (Calendar, 1 Year). A red 'GIVE NOW' button is at the bottom of the sidebar. The right side features a 'Frequently Asked Questions' section with a placeholder image and a 'Have more Questions' link. A new yellow section titled '80G TAX BENEFITS' is added, stating 'Avail 50% Tax Exemption under Section 80G (g) (iv) of Income Tax Act 1961'. The footer includes the 'Happy Giving' logo, 'Address' (10/3 Bhulabhai, Debra Road, Mumbai - 400008), 'Important Links' (About Us, Contact Us, Privacy Policy, Terms and Conditions), and 'Get Updates' with a 'Subscribe' button. A green arrow points to the new tax benefits section.

Mockups for a responsive Happy Giving website

DESKTOP



MOBILE

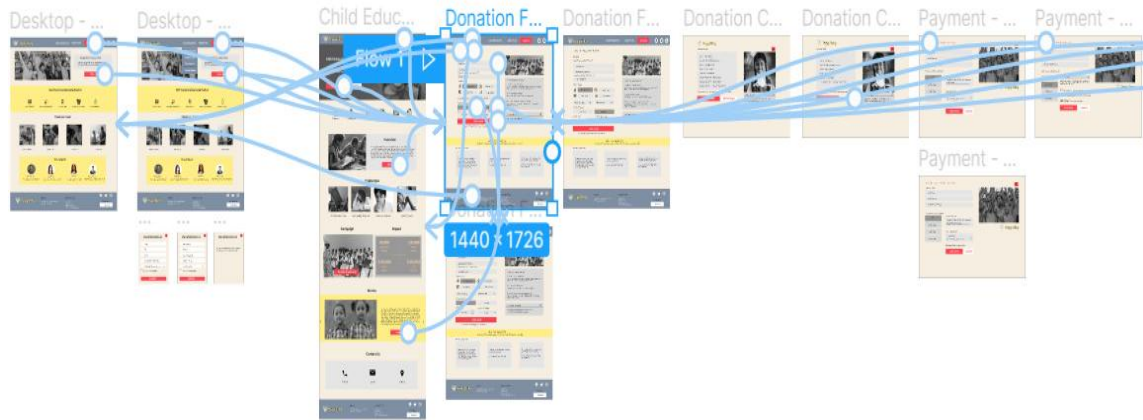


High-fidelity prototype

The final High Fidelity Prototype had a much better, simpler, more efficient userflow for making donations easily and joyfully. It also incorporated user needs of a recurring monthly donations, customized reports and many more.

View Happy Giving's

[High Fidelity Prototype](#)



Accessibility considerations

1

Provided access to a large base of Donors with choice of languages

2

Used universal and big icons to make navigation easier

3

Provided currency option to make it easier for international Donors

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website makes the donor very happy to donate with minimum time and effort and fulfill their need to give to society with compassion and love.

One quote from a user:

“Happy Giving” is a fantastic website for donation which has addressed all my needs. The key features like donation logs and accreditations are really helpful!!!”



What I learned:

While designing the website, I learnt how even giving donations can be made so simple and efficient. It was mostly the user research and study which formed the basis of what the current prototype looks like. Without these and the peer feedback, it would not have been so usable, efficient and simple.

Next steps

1

Conduct another round of usability studies to ensure that all the changes done are as per the user feedback

2

Get more user feedback to add any new or important feature

3

Iterate over all the feedbacks received till date and make changes if necessary to make the responsive website ready for handover to the engineering team.

Let's connect!



Thank you so much for reviewing my work on the Happy Giving website.

If you want to check my portfolio or connect with me, my contact information is provided below.

Email: alkadalmia@gmail.com

Website: alkadalmia.com