trueDonate

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Initial Research

Our team chose emergency response as the business domain to examine for this project. We began our ideation process by conducting stakeholder interviews with 11 participants who have donated either money or supplies at least once in the past 12 months to a charitable organization. We also examined media interviews of people who have spent time volunteering at disaster sites to gain their perspective. The goal of this research was to determine what needs, motivations and biases potential donors and volunteers have in order to build a solution that creates value for both parties.

From these interviews we learned that donors find it difficult to identify supplies that would be useful in a disaster situation, and they are inhibited from donating if they do not trust an organization. We learned that donors are more trusting of charitable organizations – and thus more inclined to donate – if they see their friends donating to that organization. On the volunteer's side, we learned that there is a lot of time and energy spent sorting and distributing goods at the relief sites, and the biggest challenge volunteers face is when they need to figure out how to dispose of useless goods that uninformed donors have sent to them.

Zeeshan conducting a user interview with an individual who has donated money to several charities in the last 12 months

User Personas

After our initial research, we created user personas to help build a qualitative representation of our main stakeholders. Our platform has been designed primarily for individuals who donate to charitable organizations on a frequent (once a year or more) basis and volunteers from NGOs who are in charge of managing the relief efforts for specific causes.

Our donor persona is exemplified by Taylor Anderson, a 28 year old Product Manager at Snapchat. Taylor is cognisant about the importance of charitable giving and philanthropy in society, and they try to contribute regularly to help those in need. They admit that it is inconvenient to donate goods to charities because they are unsure about what specifically charities need, and so they prefer to donate money. They also want to be sure of the credibility of the charity they donate too and will usually trust an organization that their friends and family donate too.

On the volunteer's side, we have Marie who is a working for refugee support in Greece. Marie has a very very busy schedule managing the relief camp because of which she cannot find time to communicate regularly with her donors. She realizes the importance of keeping her donors informed about the latest updates at the refugee camp, but wishes there was an easier way to send messages and motive them to donate regularly.

Taylor

Marie

Selected Scenarios
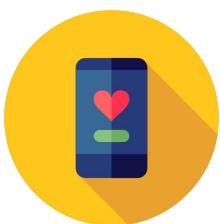
Our next step involved created user scenarios to predict some of the situations and circumstances under which our users would interact with our possible solution. The goal of these scenarios was to identify potentail problems that may occur through the use of our application and figure our ways to mitigate any adverse effects that may arise. Below are some selected scenarios from the perspective of both donors & volunteers. More can be found in the appendix on pages 28 - 30.

Taylor cares about philanthropy and wants to make a constant contribution to the causes they care about. They to the website, filter out the organizations that work on the causes appealing to them. They choose the top 3 organizations with the best reviews and adjust how much they want to contribute to each organization on a monthly basis. Their card will be charged automatically, and they receive the updates from these organizations on a monthly basis, including how their money has been used. On the other end, Marie can easily manage the donations and build long-term relationship with the donors.

Recently, Rebecca's house burned to the ground. She and her family have lost almost everything they own. She opens trueDonate, and sends in a request for donations. One of the application moderators approve of her request, and she begins requesting certain amounts of items she needs to help put her life back together. Her neighbors within a 50 mile radius can now see her requests. Georgine, a friend of Rebecca's, immediately drives a basket of clothes to where Rebecca is as soon as Rebecca's cause appeared on her feed.

Jamie recently made a donation to Amnesty International to help refugees in Greece. She wants to know where that money was spent and what impact it made. She logs into the application and opens the track feature. She sees that the donation coordinator, Talia, has been posting regular updates of a family that has received Jamie's donation. That family has been provided basic necessities and has been given shelter in a refugee camp thanks to Jamie's donation. This feature allows Jamie to view the tangible difference she has made, and it benefits Talia because people like Jamie are more likely to make follow up donations.

Jay wants to donate some clothing to people in the recent earthquake as he moves out. He packs his clothes up, goes to the website and prints out the pre-paid shipping label. He knows a UPS store near his workplace, so he just drops his package on his way to work. Lisa, a volunteer working with people in the earthquake area, receives the package in time, and sends Jay a thank you note, as well as a picture of people wearing his clothes.

Storyboards
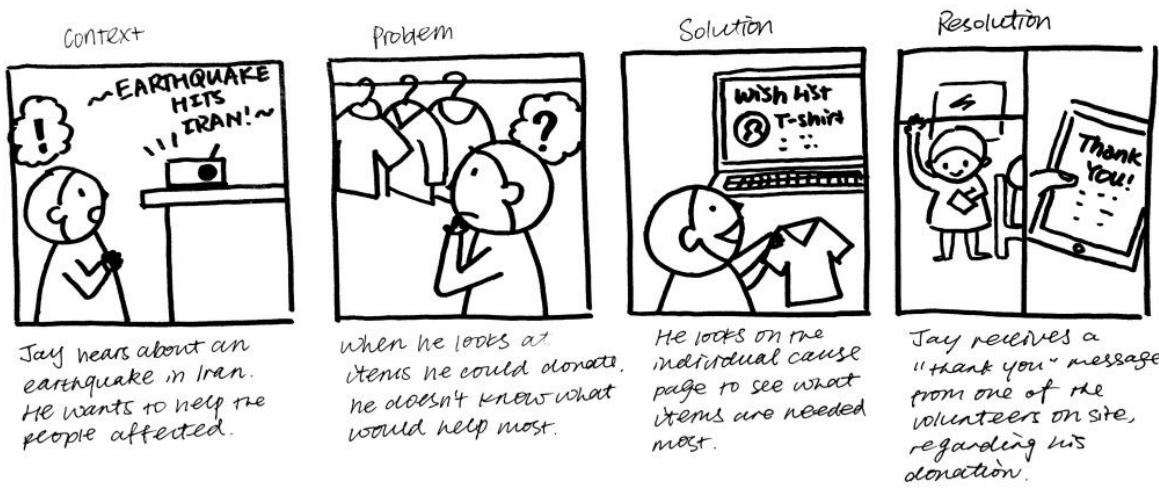
After we had completed our personas of Taylor and Marie as well as our scenarios, we decided to make 4 storyboards of different interactions that we wanted to showcase our product with. We knew that these would be used for testing later, so we provided context where we knew users would need it, without adding too much detail (leading to unnecessary critique, non-productive critique).
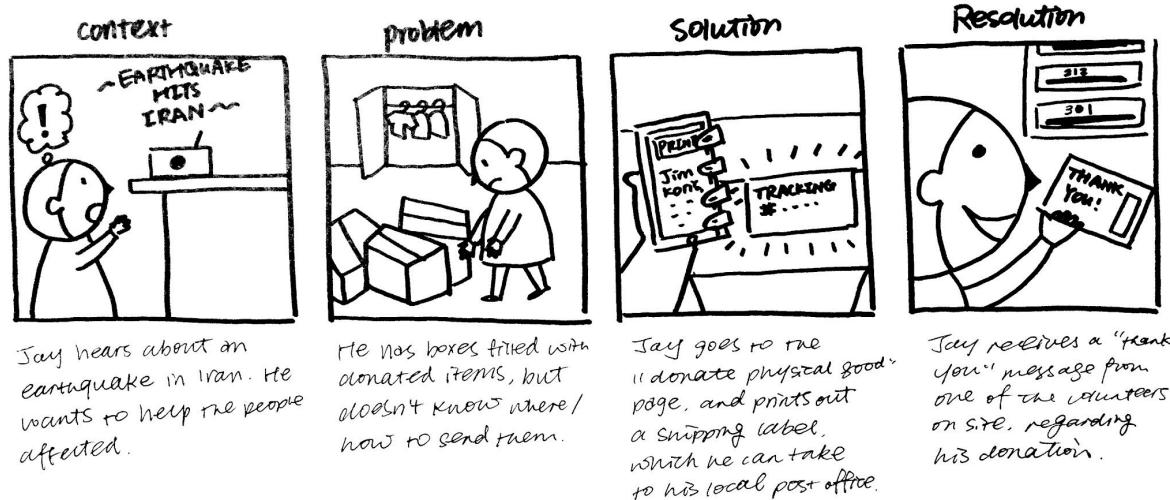
Donating Physical Goods Storyboards

We created 4 of these storyboards, with the context-problem-solution-resolution format.

Items Needed List

Context	Problem	Solution	Resolution

Jay hears about an earthquake in Iran. He wants to help the people affected.

When he looks at items he could donate, he doesn't know what would help most.

He looks on the individual cause page to see what items are needed most.

Jay receives a "thank you" message from one of the volunteers on site, regarding his donation.

Shipping Label

context	problem	Solution	Resolution

Jay hears about an earthquake in Iran. He wants to help the people affected.

He has boxes filled with donated items, but doesn't know where/how to send them.

Jay goes to the "donate physical good" page, and prints out a shipping label, which he can take to his local post office.

Jay receives a "thank you" message from one of the volunteers on site, regarding his donation.

Storyboards

For the first two, we created the storyboard in the perspective of the donor who is donating goods. We wanted to show the convenience and the communication that our product allows for.
- showing list of goods that need to be donated
- printing out shipping label of physical goods
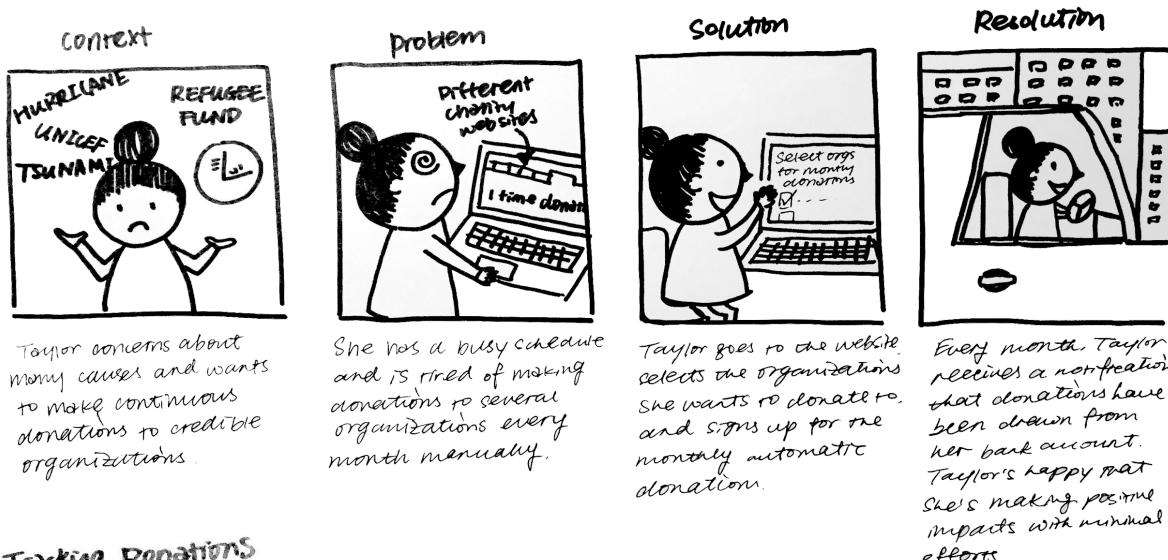
In both cases, the resolution was shown through the donor receiving a thank you message from a volunteer, signifying the resolution of the problem, or the conclusion of the interaction. This was also a show of how value was exchanged:
- volunteers received donated goods or money
- donors received a thank you for their efforts
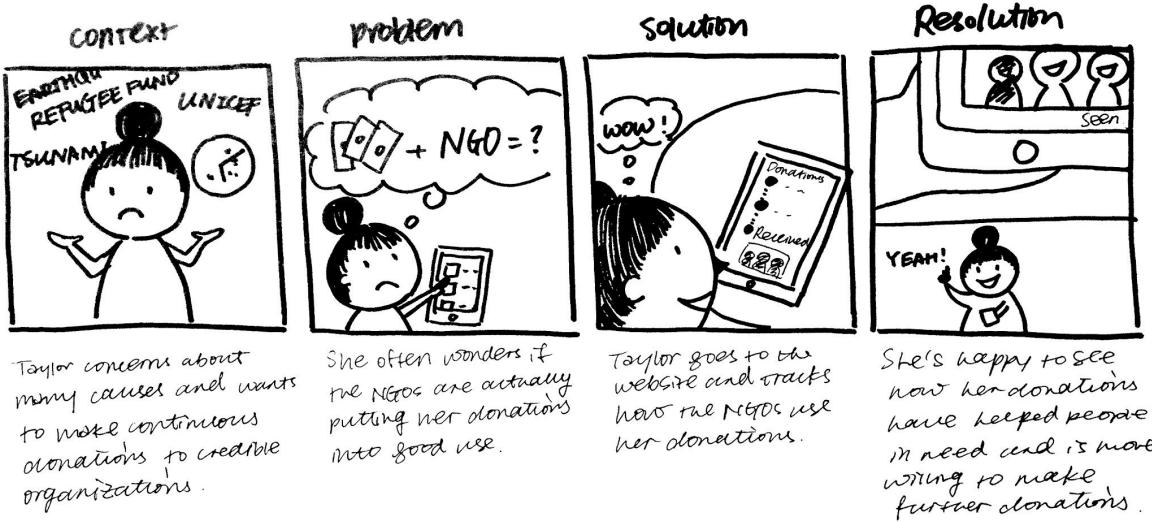
Donating Money Storyboards

Automatic Donations

Context — Problem — Solution — Resolution

Taylor concerns about many causes and wants to make continuous donations to credible organizations.

She has a busy schedule and is tired of making donations to several organizations every month manually.

Taylor goes to the website, selects the organizations she wants to donate to, and signs up for the monthly automatic donation.

Every month, Taylor receives a notification that donations have been drawn from her bank account. Taylor's happy that she's making positive impacts with minimal efforts.

Tracking Donations

Context — Problem — Solution — Resolution

Taylor concerns about many causes and wants to make continuous donations to credible organizations.

She often wonders if the NGOs are actually putting her donations into good use.

Taylor goes to the website and tracks how the NGOs use her donations.

She's happy to see how her donations have helped people in need and is more willing to make further donations.

Screen Maps

After we created our storyboards, we decided to create a map of how users would navigate our service. We prioritized things such as a display of causes that would be interesting to the user, and an ease of navigation from many causes to one cause in particular. Users can traverse from high level information to specific details fairly quickly, without much friction in between.

We made these maps for both the donor and volunteer side of our application. We worked these out in our own team, and critiqued within our own team given the guerilla research we conducted previously.

Donor View
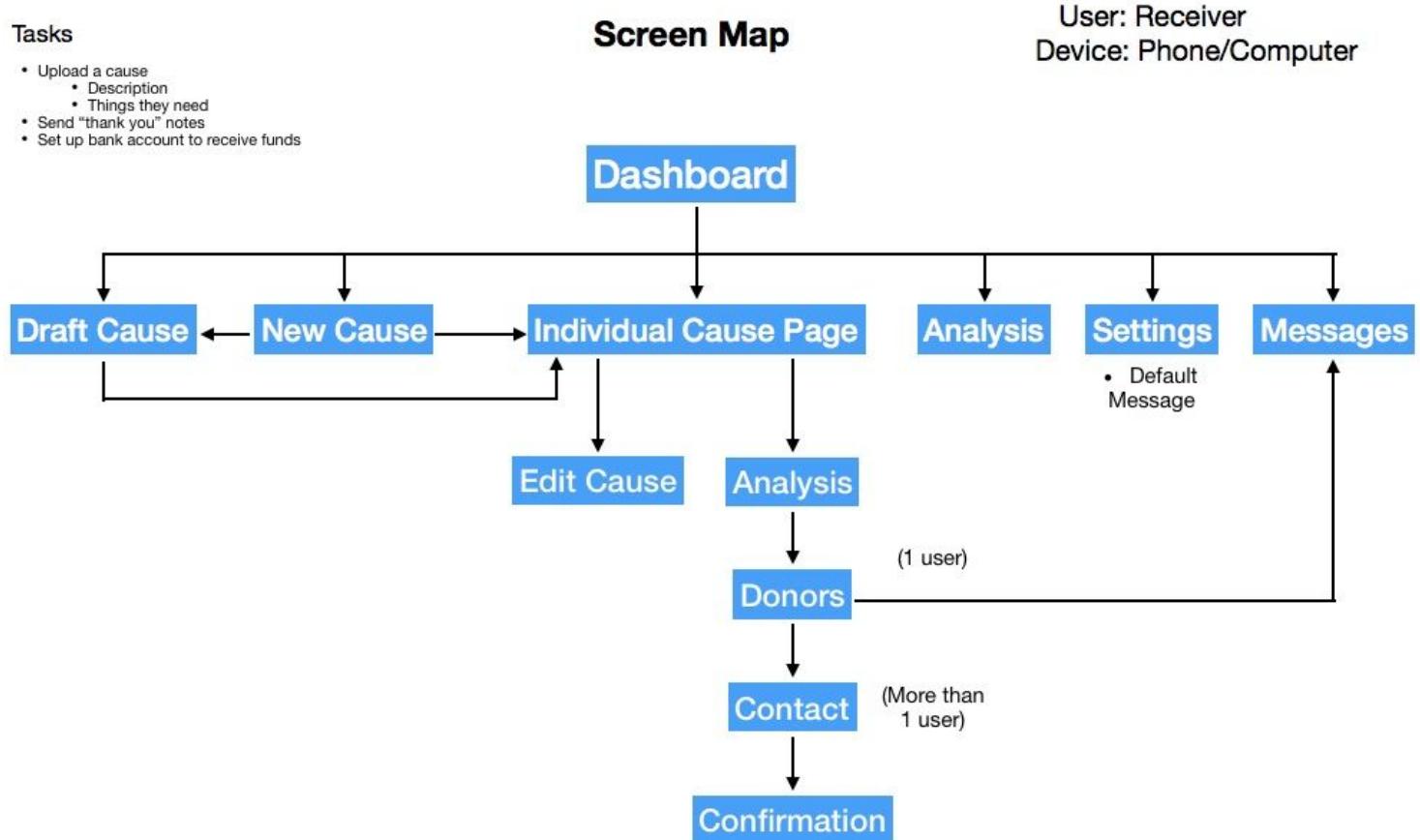
In our donor screen map, we wanted to prioritize individual causes, and the ways in which they could donate. One of our goals was to motivate donations, so this focus on individual causes and the convenience of reaching donation pages helped us achieve these goals. We also included easy access to a user profile (now a "Your Donations") page, where users can see their past donations and how they are being put to use through volunteer communication.

Screen Maps

Volunteer View

In our volunteer screen map, our primary goal was to help volunteers motivate donors to donate either money or goods. We prioritized the editing of individual causes, as those allow donors to donate. In addition, we created a messaging page, which allowed volunteers communication with donors (either personal or towards groups of donors). Additionally, we added an analysis page (in which volunteers could see overall statistics of their donations) In later iterations, we decided to delete this page, as it did not provide enough value to the volunteer.

Storyboards

For the final two, we created the storyboards in the perspective of a donor attempting to donate money. This time, we wanted to show the convenience and transparency our product allows for by:
- showing the user selecting which charities they donate to in a single page
- showing the user communicating with a volunteer about what their money is doing
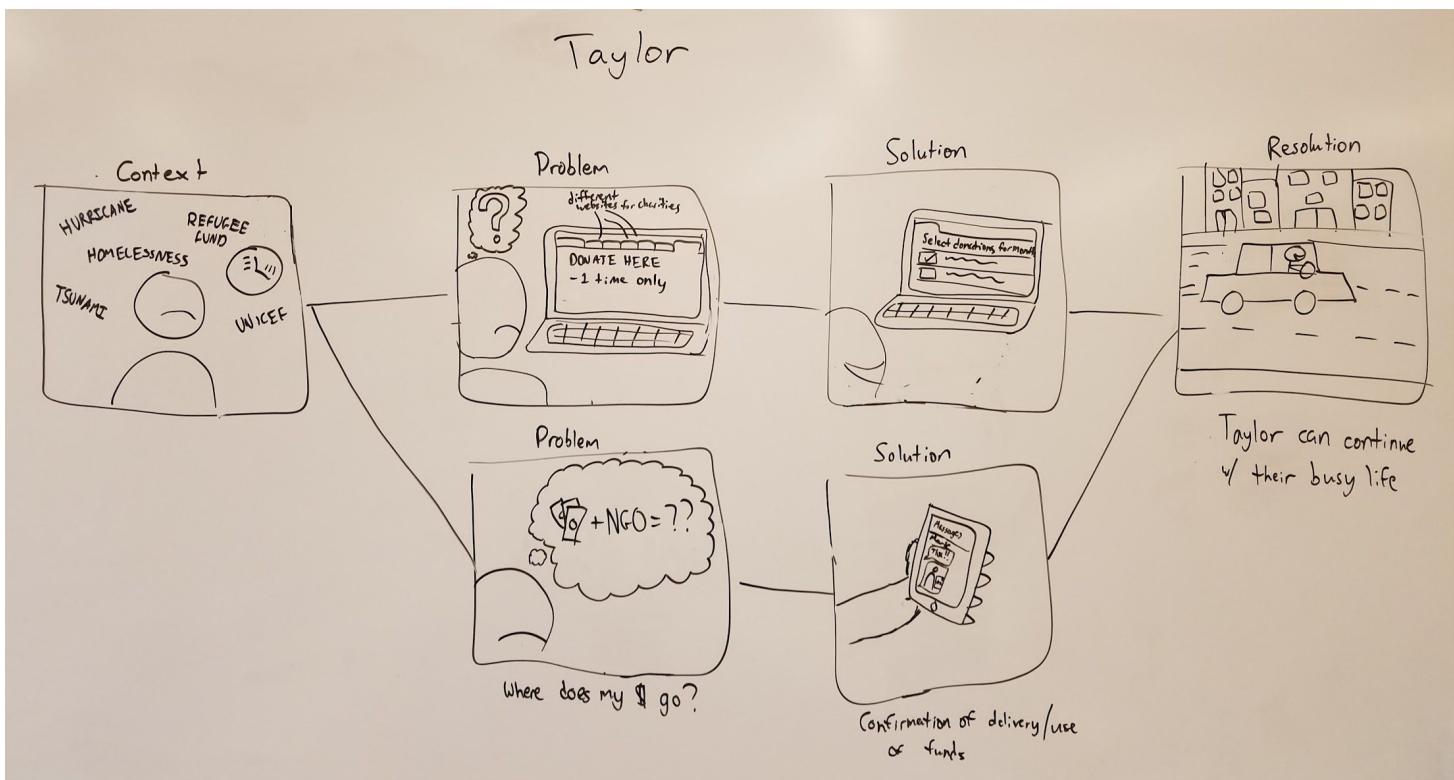
For our first case, our resolution is when the donor's donations are made automatically each month. The user is allowed to continue with their busy life, while feeling good about the causes they care about.

For our other storyboard, the resolution we provide shows the user seeing their money go to good use when a volunteer shows how their money is being used.

Storyboard in the perspective of a donor trying to send money to a cause online

In conclusion, these storyboards were essential to our process of creating our product. It was another step in realizing our solution. .

Speed Dating

After we had created our storyboards, we wanted to receive critique from sources other than in our own group. Thus, we used the technique of speed dating in order to get the user research that we needed. We conducted these sessions with fellow classmates, and gained a few key insights about how our product should shape.

Date One:
From this interview, we received critique on the convenience of our product. Our user believed that finding boxes was a hassle, and that our service should provide boxes to donors. Also, we heard that donors would be more likely to go to the store and buy things that are on a list rather than search their homes for the things that volunteers ask for.

Our Adaptations:
With this critique in mind, we decided to format the things that volunteers like a list, with a user checking off boxes of things they can provide.

Notes from our speed dating session

Speed Dating

Date Two:
From this interview, we received several pieces of critique about convenience and transparency.

In terms of convenience, our interviewer thought that donating money was the only way they would ever donate. Unless our service would be able to deliver their clothing or goods, they would just stick to sending money. They did think that other people would take advantage and like the shipping label idea.

Additionally, this user thought that the only way that our system could build trust between the user and donor is if a personalized email was sent to them.

Our Adaptations:
Unfortunately, we did not consider delivering items from donors to volunteers, for we wanted to keep our scope fairly focused.

Other than that, we decided to give the option for volunteers to both send personalized emails or generic emails in order to give flexibility to the volunteer. We didn't want to have personalized messages for every person because that could take a lot of their time

Conclusion:
We were able to take some of the quality ideas that our testers gave, and reconsider some aspects of our project. We were ready to move on to the next stage with this new information.

Wireframes
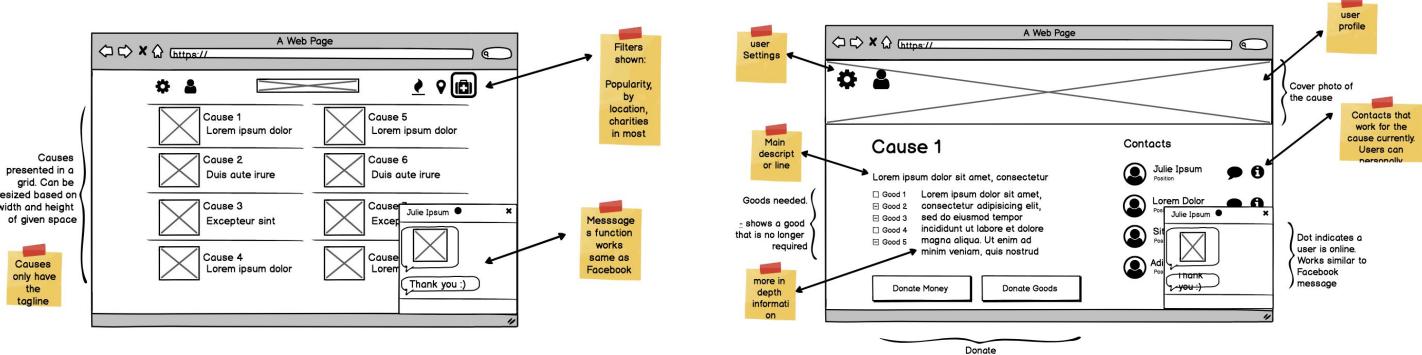
Based on the needs we validated from the speed dating, we started creating wireframes for our website. We collected feedbacks from both internal and group critique to help us further refine the design. Our key takeaways are:

1) Since donation is often a decision that is triggered by the visceral feelings, how can we design the website in a way that triggers people's emotions and feelings?
2) As one of the problems that volunteers encounter now is the trust issue, how can we increase the trust between donors and volunteers?
3) For the donor's home page, we need to surface the most relevant information to each donor. We should consider adding filters for different types of causes, locations, popularity and charity in most need.
4) The original message functionality we designed was rather misleading and distracting. The chatbot message window gives people an impression that their messages will be responded immediately. However, due to the busy schedule of volunteers, it is impossible for them to respond instantly. Thus, we should give donors ability to email the volunteers instead of instant message.
5) On the volunteer side, instead of showing the slider of data visualizations, we need to rethink about what are the most valuable information that volunteers want to see during their busy schedules.

Sample wireframes
Left: Donor's home page
Right: Individual cause page
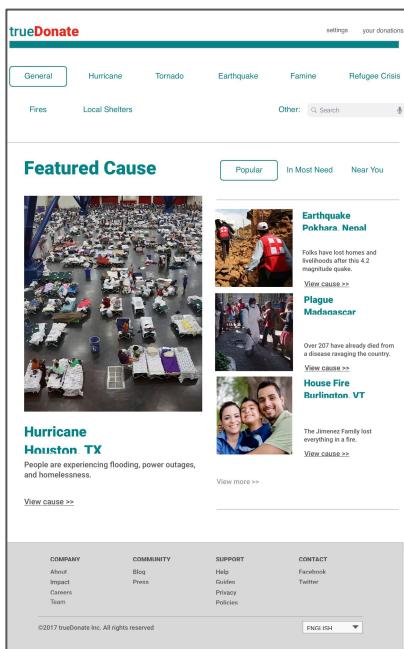
Hi-fi Prototype: First Iteration

We selected the six screens to proceed to the hi-fi prototype due to their importance in demonstrating our solutions. The following are the initial hi-fi design of the screens we selected.

Donor's Home Screen - Desktop

Design Challenge: How can we present the most relevant information on the homepage while giving donors opportunities to explore if they desire to?

Solution: To help donors easily discover the causes they care about, the home page should be tailored based on individual donor's interests. However, without depriving the donors from the opportunities to explore, we should also segment all the causes by the emergency types, popularity, location, and emergency level.

Suggestions for Improvement:

1) Make all the cause category to be positioned in the same line.
2) Instead of using boxes to indicate which section is being selected, use underlines.
3) Reconsider the functionality of search field: are users going to search for category of cause or the key word in the cause itself?

Donor's Home Screen - Mobile

Design Challenge: How can we select the contents from the desktop version and present the most relevant information on the mobile home page for donors?
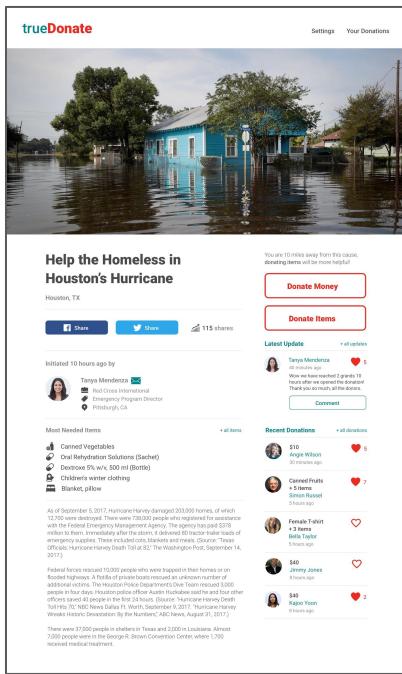
Solution: We presented the contents in a news feed format, allowing potential donors to browse quickly in a smaller screen.

Suggestions for Improvement:
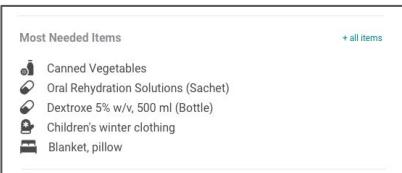
1) Remove the bottom icons. Move the user profile and setting icons to the top of page.
2) Make it more clear how donors can navigate through different pages.

Hi-fi Prototype: First Iteration

Solution (1)

Most Needed Items   + all items

- Canned Vegetables
- Oral Rehydration Solutions (Sachet)
- Dextroxe 5% w/v, 500 ml (Bottle)
- Children's winter clothing
- Blanket, pillow

Solution (2)

You are 10 miles away from this cause,
donating items will be more helpful!

Donate Money

Solution (3)

Latest Update   + all updates

Tanya Mendenza   ❤ 5
40 minutes ago

Wow we have reached 2 grands 10 hours after we opened the donation! Thank you so much, all the donors.

Comment
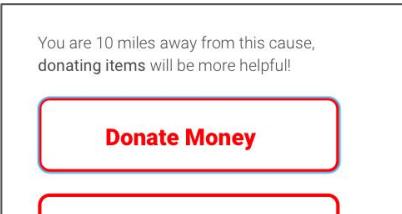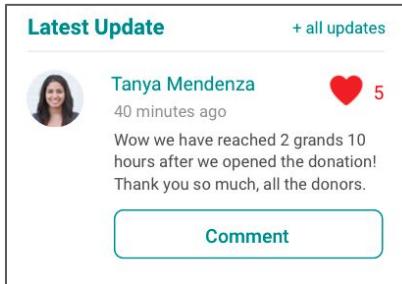
Individual Cause Page - Desktop

Design Challenge:

1) How can we help volunteers to communicate how and what to donate will be the most helpful?
2) How can we nudge people to donate through social influence?

Solution:
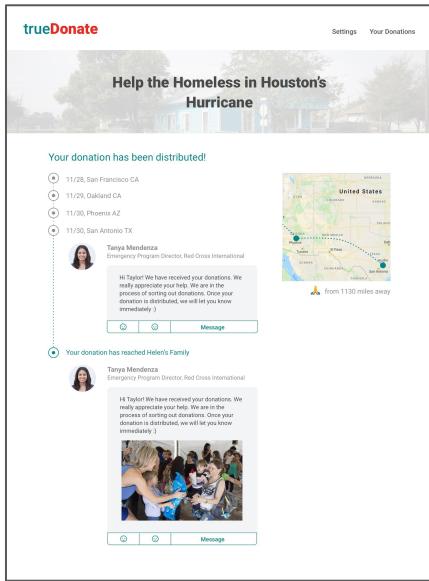
1) To facilitate volunteers to communicate the actual needs, we allow them to show the top five most needed items on the cause page so that potential donors will have a more clear idea of what is needed. When donors click on the "+view all" link or the "donate items" button, they will be able see a full list of wanted items.
2) Based on the donor's location, we also give recommendation on whether it is better to donate money or items. The recommendation is shown above the major CTAs on this page.
3) Volunteers are also able to show the most recent update on the cause and broadcast to the donors. In this way, they can keep donors engaged even after their donations have been complete.
4) To nudge people to donate, we presented the possible social recognitions they could gain through the "Recent Donations" section, in which they can see who have donated and how others have responded by giving upvotes. It should be noted that users can also choose to be anonymous donors if they feel uncomfortable displaying their donations in this section.
5) Furthermore, we also encourage potential donors to spread the word by making the social media share buttons stand out and showing that other people are actively sharing this cause.

Suggestions for Improvement:

1) Consider showing the progress of donation of each wanted item so that donors won't over-donate. (Later we decide to show this feature after donors click on the "+view all" link or the "donate items" button to reduce noises on the individual cause page)
2) Change the "Recent Donations" section to "Friend's Donations" since people are more likely to be influenced by their friends' actions rather than strangers'.

Hi-fi Prototype: First Iteration

Donation Tracking Page - Desktop
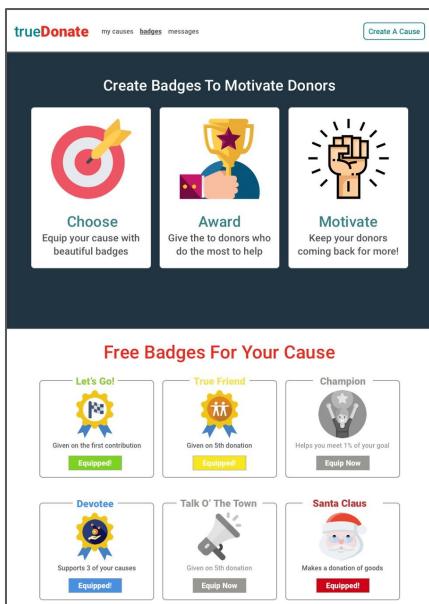
Design Challenge: How can we show the transparency of donation process by helping donors track down the usage of their donations?
Solution: We designed the donation tracking page so that once the organization has received the donations, the volunteer will send the donor a notification message. Donors will also receive a message specifying how their donations have been used once their donations are being distributed. The map on the right-hand side was intended to trigger people's excitement when they see how their physical donations have travelled across multiple cities and finally arrived at the hands of people in need.

Suggestions for Improvement:
1) Remove the map view since it is not directly serving the goal of this page.
2) Consider moving the last status of donation to the top since that's what people are most interested in knowing.

(Instead of the donation tracking page, we later decided to use the screen of volunteer's profile page with rating and reviews to show how we enhance the trust between donors and volunteers)

Volunteer's Badge Page - Desktop

Design Challenge: How can we help volunteers increase the donor retention rate by providing rewards to donors?
Solution: We reward badges to donors who help causes meet certain goals. Volunteers log on to the "badges" page and choose which badges a donor can earn by donating to a certain cause. We hypothesise that these badges help generate donor interest, and keep donors coming back for more

Suggestions for Improvement:
1) Change the icons for badges to keep a consistent style.
2) Enable volunteers to select different badges for different causes.

Hi-fi Prototype: First Iteration

Volunteer Messaging Page - Desktop

Design Challenge: How can we automate the communication between volunteers and donors so that volunteers can ensure that valuable information reaches their target audience without putting in too much efforts?
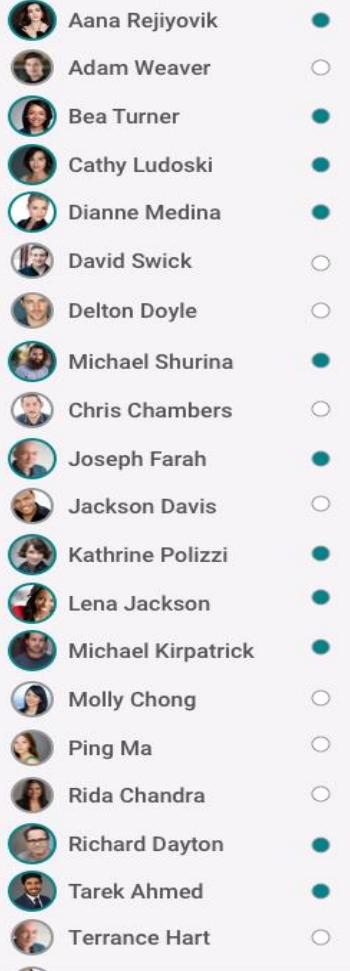
Solution: By using our messaging feature, volunteers are able to craft a general message to donors that is periodically sent to them, or they can create beautifully formatted notes for donors that have gone above and beyond to serve their cause.

Suggestions for Improvement:

The dots next to the donors are confusing. Consider changing it to the checkbox.

Hi-fi Prototype: Style Guide

trueDonate Style Guide

Primary Color

Use to indicate the most important Call-to-action button on the page
Add delight on the page

Color 1
#EC2C22
rgba(236, 44, 34, 1)

Secondary button on the page
Indicate the link

Color 2
#008489
rgba(0, 132, 137, 1)

Text Color

Color name
#E6E9EC
rgba(230, 233, 236, 1)

Color name
#8F8E94
rgba(143, 142, 148, 1)

Color name
#4A4A4A
rgba(74, 74, 74, 1)

Hi-fi Prototype: Style Guide

Text Styles

H1
Help the Homeless in Houston's
Roboto-Black / 36 px / 48 px Leading / #4A4A4A

H2
H2
Roboto-Medium / 36 px / 48 px Leading / #008489

H3
Your donation has been distributed!
Roboto-Bold / 24 px / 32 px Leading / #4A4A4A

Tag Text
Houston, TX
Roboto-Bold / 16 px / 21 px Leading / #8F8E94

Large body of text
As of September 5, 2017, Hurricane Harvey damaged 203,000 homes, of which 12,700 were
Roboto-Light / 14 px / 19 px Leading / #4A4A4A

Small body of text
Hi Taylor! We have received your donations. We really appreciate your help. We are in the process
Roboto-Regular / 14 px / 19 px Leading / #4A4A4A

Text Link
Angie Wilson
Roboto-Regular / 14 px / 19 px Leading / #008489

Button and link styles

Primary CTA

Donate Money
Roboto-Black / 20 px / 26 px Leading / #EC2C22

width: 260px
height: 65px
color:#EC2C22
border-radius: 10px

Secondary CTA

Comment
Roboto-Medium / 14 px / 19 px Leading / #008489

width: 197px
height: 20px
color:#008489
border-radius: 7px

+ see all link
Roboto-Regular / 12 px / 16 px Leading / #008489

Header

trueDonate   🔍 Search for a cause/category   🎤   Settings   Your Donations

Hi-fi Prototype: Final Version

[Donor] Home Page - Desktop

trueDonate

🔍 Search for a cause/category 🎤

Settings   Your Donations

Local Shelters   General   Fires   Hurricane   Tornado   Earthquake   Famine   Refugees

FEATURED CAUSE

POPULAR   IN MOST NEEDED   NEAR YOU

Help the Homeless in Houston's Hurricane
Houston, TX

People are experiencing flooding, power outages, and homelessness.

View cause >>

Big Earthquake Hits Nepal
Pokhara, Nepal

Folks have lost homes and livelihoods after this 4.2 magnitude quake.

View cause >>

Plague Recovery Fund
Madagascar

Folks have lost homes and livelihoods after this 4.2 magnitude quake.

View cause >>

Help the Jimenez Family Recover
Burlington, VT

The Jimenez Family lost everything in a fire.

View cause >>

VIEW ALL

COMPANY
About
Impact
Careers
Team

COMMUNITY
Blog
Press

SUPPORT
Help
Guides
Privacy
Policies

CONTACT
Facebook
Twitter

ENGLISH ▼

Hi-fi Prototype: Final Version

[Donor] Home Page - Mobile

Hi-fi Prototype: Final Version

trueDonate

[Donor] Individual Cause Page - Desktop

trueDonate

Search for a cause/category

Settings   Your Donations

Help the Homeless in Houston's Hurricane

Houston, TX

f Share   🐦 Share   📊 115 shares

Initiated 5 days ago by   + all team members

Tanya Mendenza ✉
💼 Red Cross International
🏷 Emergency Program Director
📍 Pittsburgh, CA

Most Needed Items   + all items

🥫 Canned Vegetables
💊 Oral Rehydration Solutions (Sachet)
💊 Dextroxe 5% w/v, 500 ml (Bottle)
👕 Children's winter clothing
🛏 Blanket, pillow

As of September 5, 2017, Hurricane Harvey damaged 203,000 homes, of which 12,700 were destroyed. There were 738,000 people who registered for assistance with the Federal Emergency Management Agency. The agency has paid $378 million to them. Immediately after the storm, it delivered 80 tractor-trailer loads of emergency supplies. These included cots, blankets and meals. (Source: "Texas Officials: Hurricane Harvey Death Toll at 82," The Washington Post, September 14, 2017.)

Federal forces rescued 10,000 people who were trapped in their homes or on flooded highways. A flotilla of private boats rescued an unknown number of additional victims. The Houston Police Department's Dive Team rescued 3,000 people in four days. Houston police officer Austin Huckabee said he and four other officers saved 40 people in the first 24 hours. (Source: "Hurricane Harvey Death Toll Hits 70," NBC News Dallas Ft. Worth, September 9, 2017. "Hurricane Harvey Wreaks Historic Devastation: By the Numbers," ABC News, August 31, 2017.)

There were 37,000 people in shelters in Texas and 2,000 in Louisiana. Almost 7,000 people were in the George R. Brown Convention Center, where 1,700 received medical treatment.

You are 10 miles away from this cause, **donating items** will be more helpful!

Donate Money

Donate Items

Latest Update   + all updates

Tanya Mendenza   ❤ 5
4 days ago
Wow we have reached 8 grands 10 hours after we opened the donation! Thank you so much, all the donors.

Comment

Friend's Donations   + all donations

$10   ❤ 5
Angie Wilson
30 minutes ago

Canned Fruits + 5 items   ❤ 7
Simon Russel
5 hours ago

Female T-shirt + 3 items   ♡
Bella Taylor
5 hours ago

$40   ♡
Jimmy Jones
8 hours ago

$40   ❤ 2
Kajoo Yoon
8 hours ago

COMPANY
About
Impact
Careers
Team

COMMUNITY
Blog
Press

SUPPORT
Help
Guides
Privacy
Policies

CONTACT
Facebook
Twitter

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ENGLISH ▼

Hi-fi Prototype: Final Version

[Donor] Volunteer Profile Page - Mobile

Hi-fi Prototype: Final Version

[Volunteer] Badge Page - Desktop

true**Donate**   Messages   **Badges**   My Causes   [Create A Cause]

Create Badges To Motivate Donors

Choose
Equip your cause with beautiful badges

Award
Give the to donors who do the most to help

Motivate
Keep your donors coming back for more!

[Iran Earthquake ▼]

Let's Go!
Given on the first contribution
[Equipped!]

True Friend
Given on 5th donation
[Equipped!]

Champion
Helps you meet 1% of your goal
[Equip Now]

Devotee
Supports 3 of your causes
[Equipped!]

Talk O' The Town
Given on 5th donation
[Equip Now]

Santa Claus
Makes a donation of goods
[Equipped!]

Exclusive Badges

Our Anchor
Pushes you over your goal
Buy Now: **$1.99**

Savior
Contributes 10% of your goal
Buy Now: **$1.99**

Saint
Helps you meet 1% of your goal
Buy Now: **$1.99**

‹   ›

Hi-fi Prototype: Final Version

[Volunteer] Messaging Page - Desktop

trueDonate

Messages   **Badges**   My Causes | Create A Cause |

Search Cause 🔍

Harvey Relief Effort
HOUSTON, TX
350 Donors

Monsoon Floods
MUMBAI, INDIA
10,095 Donors

Iran/Iraq Earthquake
TEHRAN, IRAN
10,095 Donors

California Wildfire
NAPA VALLEY, CA
10,095 Donors

Default Message   + Compose New

Help Provide Relief After Harvey

Hurricane Harvey has caused widespread, catastrophic flooding and damage in Texas and along the Gulf Coast. This fund will provide relief to survivors in the form of emergency supplies like food, water, and medicine in addition to longer-term recovery assistance to help residents recover and rebuild. All donations to this fund will exclusively support relief and recovery efforts from this storm.

CHALLENGE
Record-breaking flooding is occurring in Houston and the surrounding areas. Torrential rainfall continues to threaten homes and lives along the Gulf Coast. Several of GlobalGiving's local nonprofit partners are responding to survivors' immediate needs and have asked us to help fund their relief and recovery efforts on the ground.

SOLUTION
All donations to this fund will support recovery and relief efforts for Hurricane Harvey. Initially, the fund will help first responders meet survivors' immediate needs for food, fuel, clean water, hygiene products, and shelter. Once initial relief work is complete, this fund will transition to support longer-term recovery efforts run by local, vetted organizations in the

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Aana Rejiyovik   ■
Adam Weaver   ☐
Bea Turner   ■
Cathy Ludoski   ■
Dianne Medina   ■
David Swick   ☐
Delton Doyle   ☐
Michael Shurina   ■
Chris Chambers   ☐
Joseph Farah   ■
Jackson Davis   ☐
Kathrine Polizzi   ■
Lena Jackson   ■
Michael Kirpatrick   ■
Molly Chong   ☐
Ping Ma   ☐
Rida Chandra   ☐
Richard Dayton   ■
Tarek Ahmed   ■
Terrance Hart   ☐

Appendix

Appendix: Persona (Donor)

Taylor Anderson

"I typically choose to send money so the people on the ground can decide how best to use it."

AGE 28

OCCUPATION Product Mangr

YEARS WORKED 2

LOCATION California

ARCHETYPE Quick Learner

CATEGORY Provider

Bio

Taylor is a 28 year old product manager that works at Snapchat. They live with their partner and two dogs in Venice, California. They get their knowledge of current events through Facebook as well as various media outlets (CNN, CBS, etc.). They opted to donate percentage of their salary to Red Cross annually in their companies, until they found out that the Red Cross takes large amounts of money for administrative costs. They believe in the importance of philanthropy and civic engagement, and are especially concerned about animal rights and refugees and victims of conflict.

Needs

The first priority for Taylor is to know that the organization they donate to is reliable and trustworthy. They need to make sure that their donations are actually valuable for those in need, instead of benefiting some "CEOs or swindlers". They think by donating they are doing good for others, which makes them feel better about themselves. When donating physical goods, they first look for information about the organization logistics, including donation locations, hours and contact. They need the donation process to be convenient and transparent.

Wants

When donating physical goods, they want to know what people in need are actually looking for. They want to donate things to places within the walking distance. Since they donate at all times and via various venues, they want to be easier to make follow-up donations. They also want to receive proof to see how their donations have made an impact.

Constraints

For emergencies that happen far from their location, they usually choose to donate money as they believe it will be most efficient. They often donate physical goods around their cleaning schedules. Sometimes, they think it's too physically taxing to lift things, put in cars and take to the donation center. However, when given a list of specific items to donate, they would be more willing to search for items in their storage to see if they have any matched items. They only feel comfortable donating to charities that their families, friends, or coworkers think are credible. They also have a busy work schedule.

Taylor at a glance

Philanthropic and Civic Engagement

Convenience is necessary

Requires transparency and reliability

Works a tight schedule

Appendix: Persona (Volunteer)

Marie Weaver

"Helping others has been a
lifelong endeavor of mine"

AGE 55

OCCUPATION Retired Firefighter

YEARS WORKED 15

LOCATION Greece

ARCHETYPE Selfless

CATEGORY Receiver

Bio

Marie is a 55 year old retired firefighter working for the Refugee Support. She is currently working in Syrian refugee camps in Greece. She has been working for Refugee Support for 15 years, and loves her work. She is the manager of the camp she works at, which means that she coordinates volunteers to complete tasks, run activities, and is responsible for the overall care of refugees. She has always been informed about the world around her, and has always wanted to make a difference when tragedy arose.

Needs

Marie needs to be able to soothe and provide relief to the refugees. She needs to provide the emotional support that is crucial for refugees that have undergone serious trauma. Therefore, she can't make her personal stress, that comes from managing the camp, apparent to the refugees. She needs a positive team that can help her manage the camp in the most supportive way possible. Currently, she is preparing the camp for the winter, so she needs to have around 400 coats to distribute. She is also planning a Christmas event for which she needs children's toys.

Wants

Marie wants to make sure that the needs of the refugees at her camp are taken care of. To ensure this, she needs donations that are of good quality, and can be put to good use. She wants a way to communicate to her donors, so their contributions meet these requirements. She also wants to expand the donor base of the organization by inspiring others to either volunteer their time at camps or donate goods, which requires educating people about the refugee crisis. She also wants equitable distribution of goods to the refugees so that no one individual is better off than anyone else at her camp.

Constraints

Marie's camp is usually understaffed thus, she is very busy coordinating and working with both refugees and her colleagues. She also has a very limited budget, and cannot pay for advertising. She is in a remote area of Greece, which has limited access to the internet. She also has difficulty communicating with refugees because she can only speak English.

Marie at a glance

Selfless and caring

Avoids stressful
situations

Trying to build
awareness about crisis

Limited access to
the internet

Appendix: Scenarios (1 - 6)

1. Joseph works as a stock person in Target. He stocks shelves with items such as soap, toilet paper, etc. He likes to donate the surpluses that Target sees to people in need. Joseph pulls out his phone, and finds that a refugee camp in Jordan needs razors, and he drops the razors off at a local donation center that will deliver the razors to the specific area. Joseph receives a notification that the razors were delivered to Jordan 2 weeks later, and he receives an email from one the camp organizers thanking him for his donation.

2. Isabel owns a truck. She uses her truck to help deliver immobilized people's donated goods to collection centers. John, a wheelchair-bound retired person, sends in a pickup request for goods he has. She opens her app, and sees that there are 3 people (including John) with goods that need to be donated to a center near her. She travels to each of the homes, and helps to lift and move all of the goods into her truck. Isabel gets to visit each person, and they each thank Isabel for her services. After, she delivers the goods to the collection center, and the donations continue on their route to people in need.

3. Jiachen is a volunteer working at a Red Cross distribution center in Houston, TX. She interacts with people affected by the hurricane every day, and distributes toiletries and food to them. She hears that people are in need of toilet paper, and desperately. She goes on her application, and writes that she is need of 500 rolls of toilet paper. Her request is published, and she starts to see that one person has already donated $50 for toilet paper. She messages this person, Sally, that there gift is much appreciated, and will be put to use soon.

4. In the La Pluma township, officials have seen an influx of homeless people in the city's shelter. Unfortunately, the leaders of the shelter do not think that they will have enough food to serve these people (because of the increase in population). Thus, one of the leaders, Manuel, asks on trueDonate for more non-perishable food items, giving examples such as black beans, canned corn, instant mashed potatoes. Don, an active, charitable resident of the La Pluma community, sees this request. On his weekly shopping trip, he picks up a few extra canned items, according to the request. He drops it off at the local shelter, making sure that people are fed for the week. The shelter leaders send him an email thanking him for his service.

5. Shelly has donated through trueDonate multiple times in the past. She is wondering how some of the people in the Rohingya Muslim refugee camp she recently donated to are doing. She goes to her news feed, and sees several selfies of two of the children she donated some toys to. One of them is holding the doll she donated, and she comments a thumbs up, and shares the photo with her daughter, Jean (who was the original owner of the doll).

6. Recently, Rebecca's house burned to the ground. She and her family have lost almost everything they own. She opens trueDonate, and sends in a request for donations. One of the application moderators approve of her request, and she begins requesting certain amounts of items she needs to help put her life back together. Her neighbors within a 50 mile radius can now see her requests. Georgine, a friend of Rebecca's, immediately drives a basket of clothes to where Rebecca is as soon as Rebecca's cause appeared on her feed.

Appendix: Scenarios (7 - 13)

7. Keith works in a local community garden in Tulsa. He sees that the garden will produce a surplus of butternut squash. After asking for consent among the community to donate the extras, Keith opens his trueDonate, and searches the "nearby" feature on his application. Recently, Johanna, the soup kitchen manager of a town nearby, put in a request for fresh produce. Keith sees Johanna's request, and delivers the squash to Johanna, who makes a butternut squash soup for the kitchen's guests.

8. Jay wants to donate some clothing to people in the recent earthquake as he moves out. He packs his clothes up, goes to the website and prints out the pre-paid shipping label. He knows a UPS store near his workplace, so he just drops his package on his way to work. Lisa, a volunteer working with people in the earthquake area, receives the package in time, and sends Jay a thank you note, as well as a picture of people wearing his clothes.

9. Pittsburgh Buddhist Center is planning on building a new temple near the Shadyside area. As they are a non-profit, they rely on volunteers to help with construction. Jade, the vice president of the center opens the apps and begins a campaign for supplies needed. She asks for 5 volunteers who can donate 10 hours each week, Construction supplies such as nails, paint, etc.. and Power tools. Individuals across the community see her request on the app and donate whatever is most convenient for them. The temple is built and provides a new spiritual space for the community to benefit from.

10. After Taylor donated items to an emergency response NGO, he goes to the website to track how his items have been transferred and received. When the items are received by people in need, Marie send a mass email to all the donors, explaining how their donations have helped the local people and appreciating their generosity. She also posted pictures of people receiving the items. Taylor receives the email and is happy that his donation actually helped others. He thinks he's be more willing to donate to the same organization in the future.

11. Hearing about the Sonoma County Fire in the news, Taylor feels sad and wants to help people recover from the fire. However, he doesn't know which NGOs to trust. He goes to the website and sorts the organization looking for donations by their ratings and reviews. Taylor donates the things that the top organization is specifically looking for. Marie receives the donations in time. She personally thanks Taylor via message and soon gets another five star review.

12. When donating through the website, Taylor agrees to receive updates on what happens to Puerto Rican residents after the Hurricane. He receives a newsletter every week from the website to keep him informed. One day, he receives an email from Marie, a volunteer coordinator from the organization he donated to right after the Hurricane happened, with a list of items in need. Since he has been engaged along the way, Taylor responded quickly and collected the matched items. Marie is also pleased that she could maintain a long-term relationship with the donators.

13. Taylor cares about philanthropy and wants to make a constant contribution to the causes they care about. They to the website, filter out the organizations that work on the causes appealing to them. They choose the top 3 organizations with the best reviews and adjust how much they want to contribute to each organization on a monthly basis. Their card will be charged automatically, and they receive the updates from these organizations on a monthly basis, including how their money has been used. On the other end, Marie can easily manage the donations and build long-term relationship with the donors.

Appendix: Scenarios (14 - 19)

14. Taylor wants to donate some clothes to people who suffered from the Sonoma County Fire, but the donation center is located too far from his house. He posted his shipment on the website with item specifications. Bringers contact Taylor with offers when they can deliver his item. Taylor picks one bringer and contacts him to set up an appointment. Since this is a delivery for the good cause, 25% of the delivery fee will automatically go to the NGO. Marie is happy to receive both physical and monetary donations.

15. Marie, looking for local volunteers to organize a fundraising event for residents in Puerto Rico, makes a post on the website detailing the purpose of events and specifies that she's looking for someone who knows how to cook Puerto Rican food. Jessie, a registered user of website, was raised in Puerto Rico and knows by heart how to cook Puerto Rican food. She responded the post and joined the fundraising event. Marie is glad that she found volunteers with special expertise, and Jessie is happy that she can contribute to the cause she cares about.

16. Jamie recently made a donation to Amnesty International to help refugees in Greece. She wants to know where that money was spent and what impact it made. She logs into the application and opens the track feature. She sees that the donation coordinator, Talia, has been posting regular updates of a family that has received Jamie's donation. That family has been provided basic necessities and has been given shelter in a refugee camp thanks to Jamie's donation. This feature allows Jamie to view the tangible difference she has made, and it benefits Talia because people like Jamie are more likely to make follow up donations.
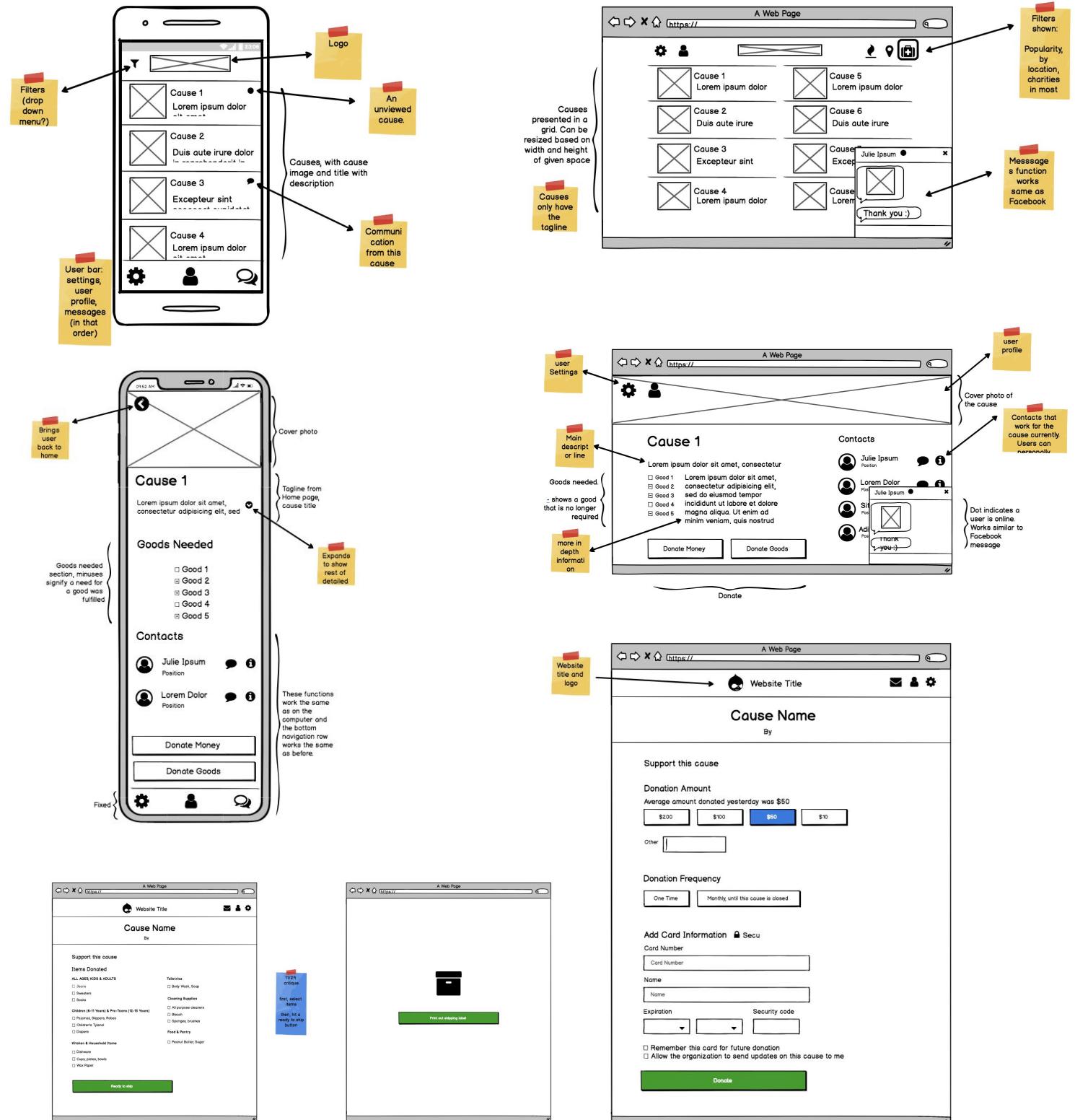
17. Jonathan is trying to find reliable organizations to donate to. He opens the app and sees a list of causes currently accepting donations. Jonathan can see that a number of his friends have donated to a charity called "Bridges" which he is unfamiliar with. He trusts his friends judgement and decides to donate to Bridges. This helps Jonathan save time on doing due diligence on the charities he will donate to, and also helps promote lesser known charitable organizations.

18. Matthew is trying to raise funds to help his fraternity achieve its philanthropic goal for the semester. The fraternity supports the Huntsman Cancer Institute, and it relies on alumni and family donations to help it meet its goal. Through our app, Matthew sets up a funding page for the fraternity that has the Huntsman Cancer Institute as the beneficiary. Any donations made through that page will both benefit the HCI, and will also count as a direct donation from the fraternity.

19. Sarah has perishable goods which she wants to donate to Earthquake victims in Iraq/Iran. Shipping through FedEX/ UPS is too expensive and well known charities such as red cross are not accepting donations for that region. She opens our app and searches for individuals who are planning independant trips to help provide relief. She finds a volunteer who is chartering a plane in the next town over. She drives over and donates her supplies to the volunteer. The volunteer benefits as he doesn't need to find supplies and Sarah manages to donate her goods before they expire.

Appendix: Lo-fi Wireframes

trueDonate

Appendix: Lo-fi Wireframes

Appendix: Acknowledgements

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