

# Givas App

---

Mayur Chopra

# Project overview



## The product:

Givas is an app/website that provides a great way to get involved in your community, find volunteer opportunities, and support local organizations and causes. In addition to all these features, the user will be able to directly purchase gifts for less privileged children within the community.



## Project duration:

August 2023 - September



# Project overview



## The problem:

There is a lack of an efficient and convenient platform for connecting volunteers and community organizations, making it difficult for people to find and participate in meaningful community service opportunities.



## The goal:

This product should be user-friendly, intuitive, and accessible to people of all ages and backgrounds. It should provide clear instructions, easy-to-use tools, and a positive user experience that encourages people to use it regularly.

# Project overview



## My role:

UX designer leading the app and responsive website design from start to finish.



## Responsibilities:

I will be conducting research to understand user needs, design wireframes and prototypes, and work closely with developers to ensure that the final product meets the user's needs. Ultimately, my goal is to create a positive user experience that fosters engagement and drives the product's success.

# Understanding the user

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

# User research: summary



I conducted surveys and interviews to gather information about users' experiences and expectations with community service apps. I also analyzed data from similar apps and websites to identify best practices and areas of improvement. By incorporating user research into the design process, the goal was to ensure that the app meets the needs of its target audience and provides a positive user experience that fosters engagement and encourages ongoing use.

# Persona 1: Austine

## Problem statement:

Austine is an entrepreneur who needs a way to easily volunteer in his community because he is always on the move and would like a more accessible way to do it..



## Austine

**Age:** 37  
**Education:** University graduate  
**Hometown:** Johannesburg  
**Family:** Married  
**Occupation:** Entrepreneur

*“Growing up as an orphan myself I relate to the struggle of having a dream and not knowing how it will come to fruition ”*

## Goals

- Share his creative knowledge with the less privileged of his community.
- Be able to plan using a calendar based on his availability.
- Will like to access the tool on his mobile devices.

## Frustrations

- Spend a lot of time at work, so there is not much time to visit the art gallery.
- Most online art platforms are oversaturated with images; Do not know where to start most of the time.

Austine is a successful artist who grew up in an orphanage. He has first hand experience of how it feels to not have the tools to fulfil his dreams. He lives in the arty part of Johannesburg. He will like a tool that will help him volunteer teaching the less privileged of his community arts and crafts. He will like to be able to schedule times when he will be available.

# Persona 2: Eunice

## Problem statement:

Eunice is an accountant who needs to give back to the community because it



**Eunice**

**Age:** 47

**Education:** University graduate

**Hometown:** Durban

**Family:** Single

**Occupation:** Accountant

*“I want to be a part of something bigger than me”*

## Goals

- Find ways to donate to low income families in her community.
- I want to volunteer to teach kids in my spare time.
- She will like a platform that is available in a website format.

## Frustrations

- Not sure which NGO to donate to.
- Not really tech savvy.
- May have issues navigating the app

Eunice is an accountant looking for a way to become a better human by contributing to one way or another to her community. She lives in an area surrounded by a lot of low income families. She will like a tool that can help her find the best way to serve her community.



# Competitive audit

I conducted an audit of both direct and indirect competitors to draw some inspiration and ideas to use for this product.

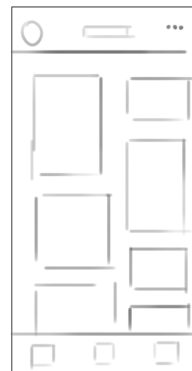
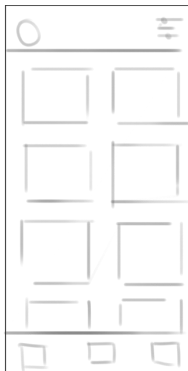
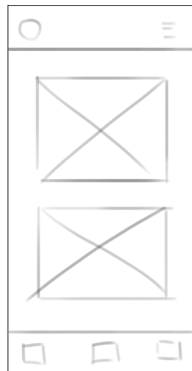
Link: [Competitive audit](#)

Competitive audit									
Competitive audit goal									
General information								First Impressions	
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
Golden Volunteer Opport	Los Angeles	Volunteer management		<a href="https://www.goldenvolunteer.com">https://www.goldenvolunteer.com</a>	Large	Higher-income clientele	It matches people with volunteer opportunities based on things they like to do for fun.	<b>OKAY</b> <ul style="list-style-type: none"> <li>The website has a basic hierarchical structure</li> <li>There is room for improvement in regards to the way cards were used in the layout.</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Fully responsive</li> <li>small screen limitations while viewin art</li> </ul>
Community Hours	South Africa	Community service		<a href="https://communityhours.co.za">https://communityhours.co.za</a>	Small	Working adults	We create sustainable relationships between volunteers and accredited non-profit organisations by offering out of the box volunteering opportunities which truly engage volunteers and NGOs in meaningful collaboration	<b>OKAY</b> <ul style="list-style-type: none"> <li>The layout of the site is simple and effective</li> <li>I like the way cards were used in the layout.</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Fully responsive</li> <li>Feels a little oversaturated with images</li> </ul>
Wahing well	Singapore	NGO		<a href="https://www.wahingwell.org.sg/">https://www.wahingwell.org.sg/</a>	Small	Working class	Our services support disadvantaged children's educational and daily living needs.	<b>OKAY</b> <ul style="list-style-type: none"> <li>Minimalist and easy to use</li> <li>visually unappealing</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Mobile site is fully responsive</li> <li>no app available for my Apple device</li> </ul>

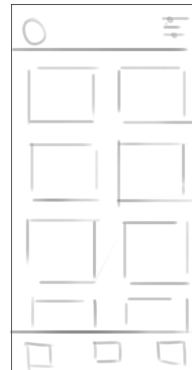
Competitive audit						
UX (rated needs work, okay, good, or outstanding)						
Interaction			Visual design		Content	
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
<b>GOOD</b> <ul style="list-style-type: none"> <li>The features are very useful and well thought</li> <li>Images are relatively clear and legible</li> <li>little the user in mind</li> <li>A lot of information been displayed.</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Images are relatively clear and legible</li> <li>No option for other languages</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Easy and useful order and payment processes</li> <li>Straightforward user flow</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Easy basic navigation</li> <li>Clear indication of clickable elements</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>not memorable</li> <li>visual design doesn't communicate much</li> </ul>	Minimalist and useful	<b>GOOD</b> <ul style="list-style-type: none"> <li>All key info is present</li> </ul>
<b>GOOD</b> <ul style="list-style-type: none"> <li>Ability to create user profile</li> <li>Ability to purchase affordable digital printable art</li> </ul>	<b>OKAY</b> <ul style="list-style-type: none"> <li>Offers 11 different languages</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Easy and useful order and payment processes</li> <li>Straightforward user flow</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Easy basic navigation</li> <li>Clear indication of clickable elements</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>not memorable</li> <li>visual design doesn't communicate much</li> </ul>	Inspirational and creative	<b>GOOD</b> <ul style="list-style-type: none"> <li>All key info is present</li> </ul>
<b>OKAY</b> <ul style="list-style-type: none"> <li>Ability to filter art according to multiple options (Color, price, style etc.)</li> <li>Not doesn't show if some art work has been sold</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Website only available in english</li> <li>Drawbacks</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>Issues with the logging in process</li> </ul>	<b>GOOD</b> <ul style="list-style-type: none"> <li>Easy basic navigation</li> <li>Clear indication of clickable elements</li> </ul>	<b>NEEDS WORK</b> <ul style="list-style-type: none"> <li>not memorable</li> <li>visual design doesn't communicate much</li> </ul>	Niche and abstract	<b>OUTSTANDING</b> <ul style="list-style-type: none"> <li>Short</li> <li>Focused on info relevant to target audience</li> </ul>

# Ideation

I made quick sketches to come up with ideas that will fill in the gap identified in the competitive audit. I added a way users can directly purchase gifts requested by children from orphanages around.



PLANNER DIME	
AVAILABILITY	
SUNDAY	✓ 0 0
MONDAY	0 0 0
TUESDAY	0 0 0
WEDNESDAY	0 0 0
THURSDAY	0 0 0
FRIDAY	0 0 0

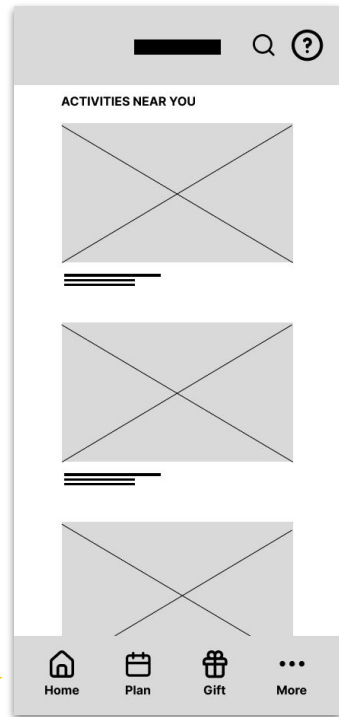




# Digital wireframes

After ideating, I created the first draft of the low-fidelity digital wireframe and adjusted it till I got something that was closer to the initial idea.

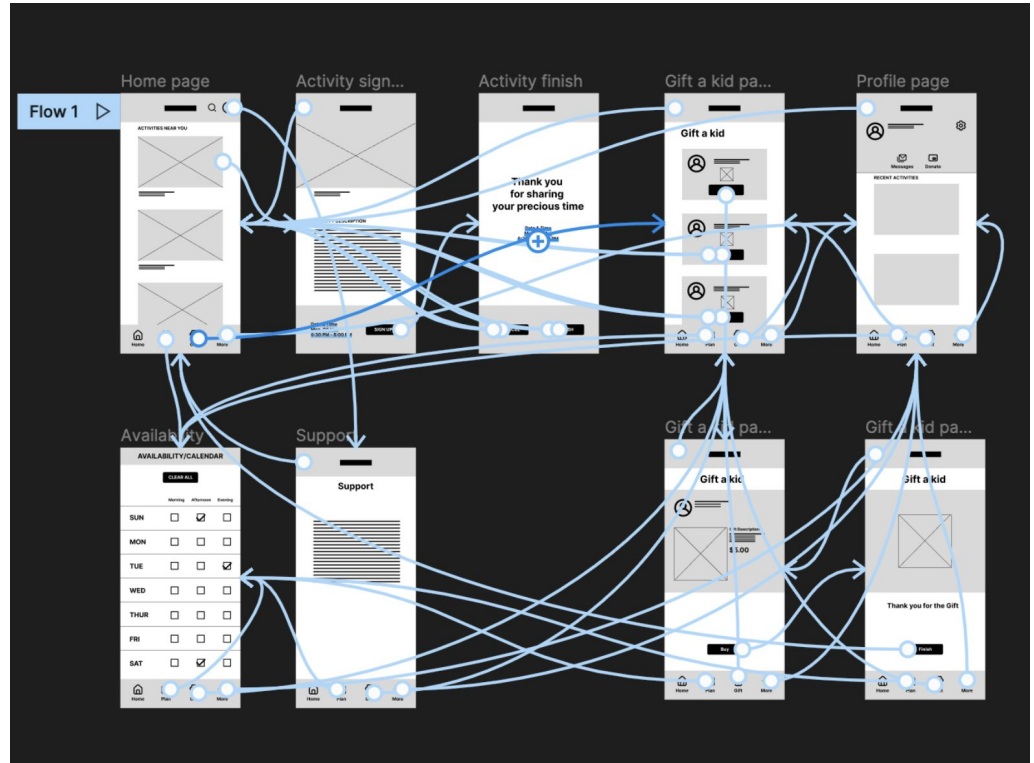
Quick access to global features



To bar has a search and help icon to help users learn how the app works.

# Low-fidelity prototype

I created a low-fidelity version of the app by focusing on the core functionalities. This helped clarify the purpose and value proposition of the app, which would help inform later development efforts.



View: [Low-Fidelity Prototype](#)

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

South Africa, remote



## Participants:

5 participants



## Length:

30-60 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Gift a Kid feature

Users will need better cues on how to purchase gifts.

2

## Navigation

users need more descriptive icons to show them where to navigate to their profiles

3

## Help feature

Users would need some sort of feature to help them understand how the app works

# Refining the design

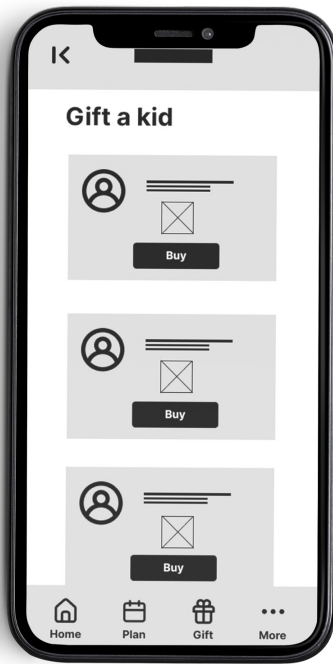
- Mockups
- High-fidelity prototype
- Accessibility



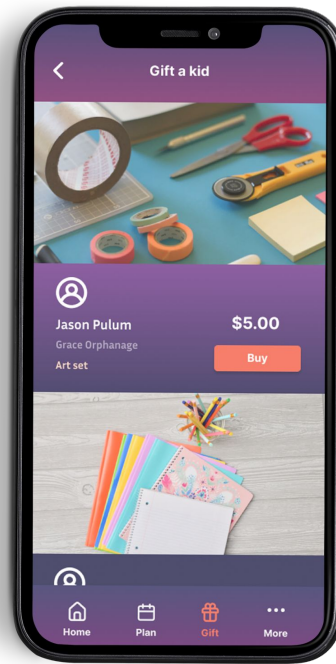
# Mockups

Based on the insights, I changed the color of the 'buy' button to a bright orange like color to make it obvious to the user.

Before usability study



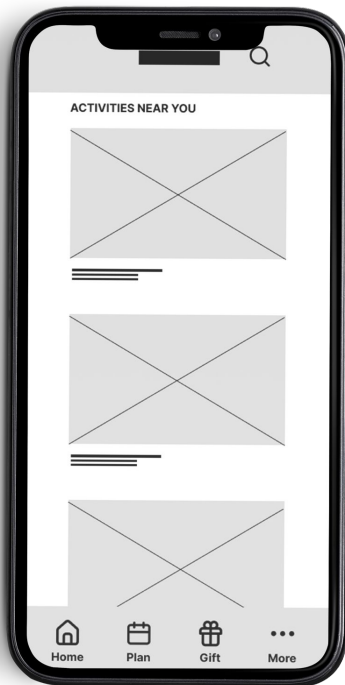
After usability study



# Mockups

A question mark icon was added to lead users to a support page, where they can learn how to use the app.

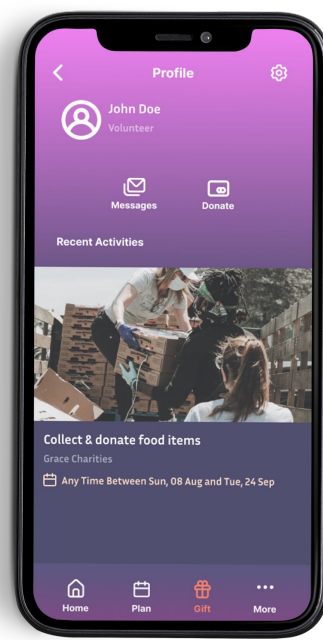
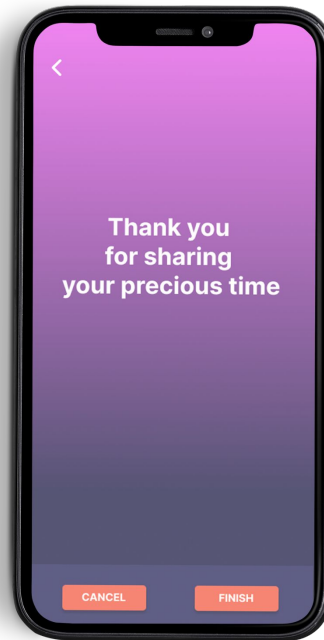
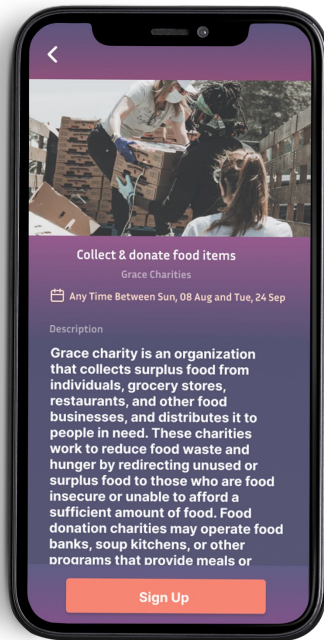
Before usability study



After usability study



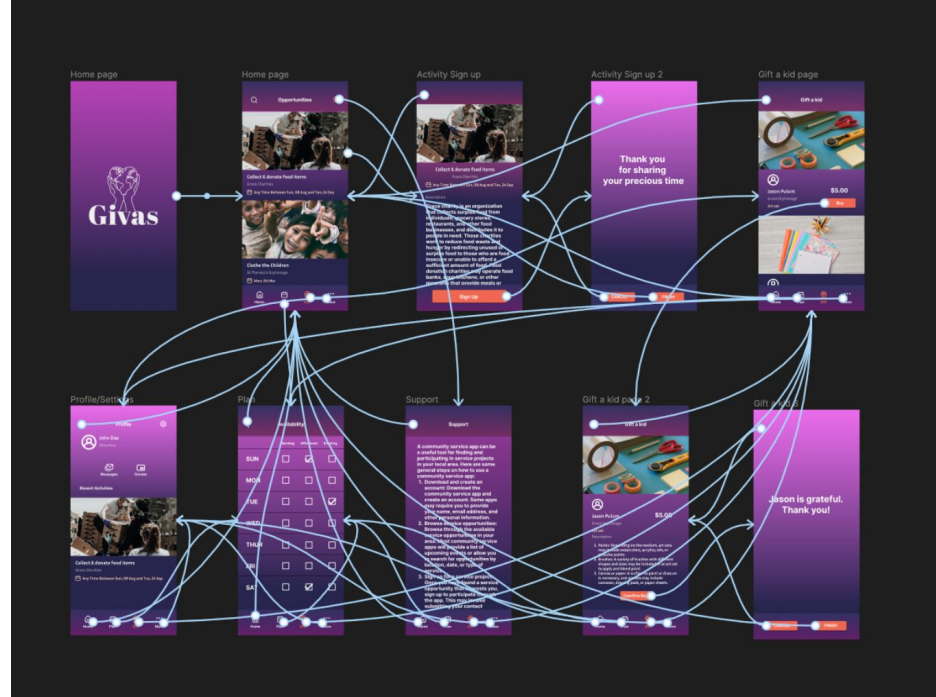
# Mockups



# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype.

View: [Givers low-fidelity prototype](#)



# Accessibility considerations

1

Alternative text (alt text) should be used to describe images, so that users with visual impairments can understand what the image is conveying.

2

keyboard accessibility to Ensure that all features of the app can be accessed using a keyboard, as some users may have difficulty using a mouse or touch screen.

3

Clear and easy-to-read fonts were chosen to make it easy to read and accessible to people with visual impairments.

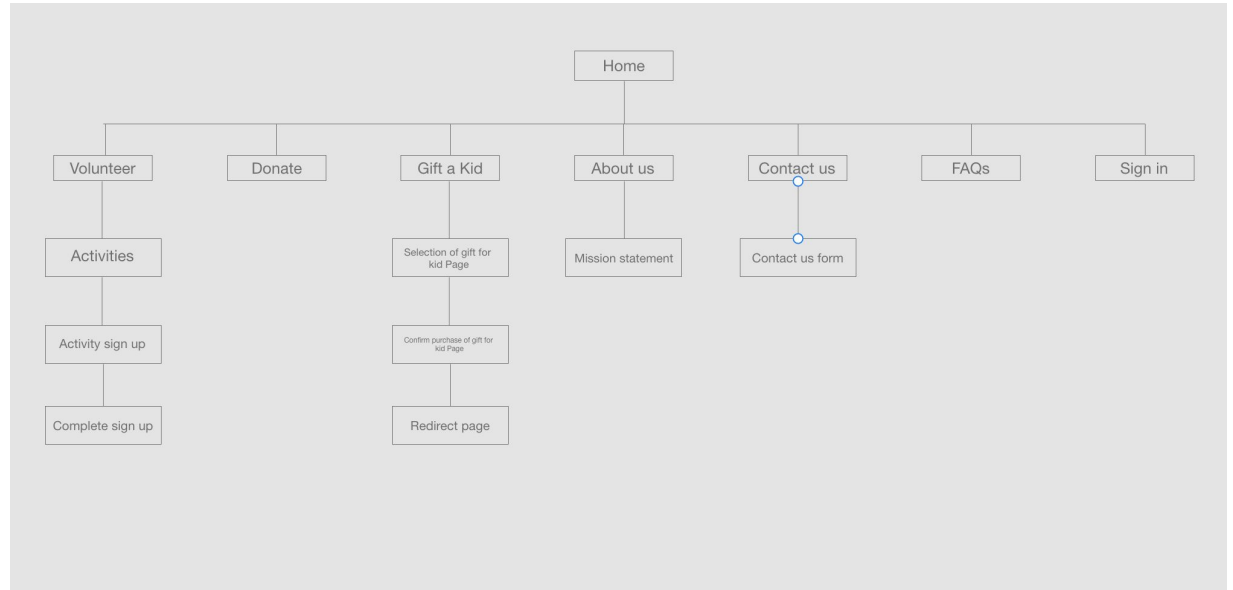
# Responsive Design

---

- Information architecture
- Responsive design

# Sitemap

With the app completed, I proceeded to start the design of a responsive website with a site map. A hierarchical structure was used to organize the information that will be displayed on the website.



# Responsive designs

I designed for three major screen sizes: Phones, tablets and desktops. The design was optimized to improve the user experience, leading to increased engagement and satisfaction with the website.

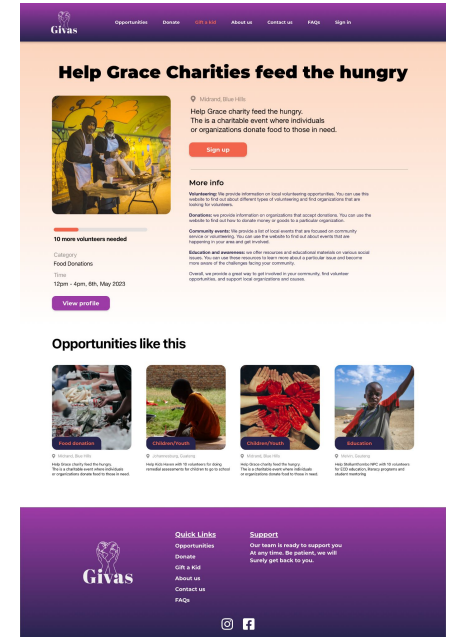
## Mobile



## Tablet



## Desktop





# Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

In the process of designing this app, I understood better the importance of prioritizing user experience by focusing on usability, accessibility, and engagement.



## What I learned:

I learned that by listening to user feedback and continuously iterating on the design, the app can be optimized for maximum impact and benefit to the community it serves.

# Next steps

1

I will like to conduct more research on the success of the app.

2

I will like to make improvements on the “gift a kid” feature. I will like users to be able to complete purchases on the platform without the need of been redirected to another site.

3

Think of more unique ideas to create awareness of the app.

# Let's connect!



Thanks for your time and reviewing my work, let's connect!

Email: [mayur5chopra@gmail.com](mailto:mayur5chopra@gmail.com)

Website: [www.mayurchopra.in](http://www.mayurchopra.in)