

Avinar App

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Project overview



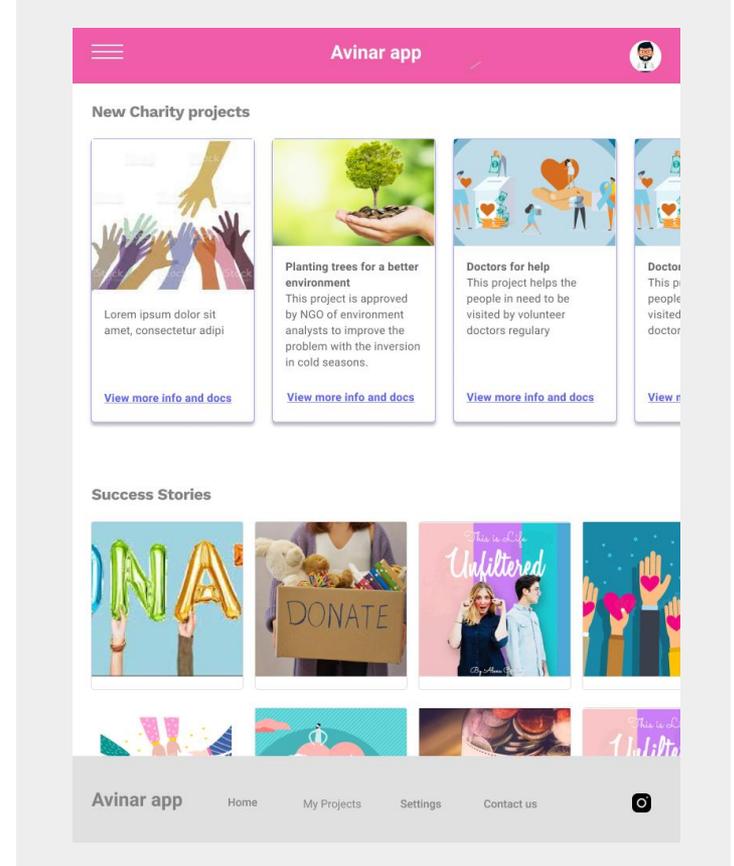
The product:

Avinar system provides a blockchain based platform through which the charities and NGOs can present philanthropic projects and start the crowdfunding process. The whole process will be done in a transparent manner.



Project duration:

Oct. 2021- Nov. 2021



Project overview



The problem:

A great number of philanthropic projects are done without any systematic means of evaluating the efforts of the project audits



The goal:

Our proposed system is an audit ranking system. It is a transparent platform based on the Blockchain technology that uses the decentralized tamper-proof nature of this technology to reflect the good efforts in a fair crystal-clear manner.

Project overview



My role:

Lead UX Designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

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

User research: summary



I interviewed several charities in order to clarify the problem they have with the funding the philanthropic projects. Most interview participant reported feeling badly about not being able to provide enough fund for conducting NGO projects because a few number of people invested in the projects and that was not enough budget.

Persona 1: Zahra

Problem statement:

Zahra is a charity manager who needs a way get in touch with more people because she needs to perform crowdfunding to fund the charity projects.



Name

Age: 67

Education: MS Anthropology

Hometown: Lebanon

Family: Lives alone, single

Occupation: Charity Manager

“I would like to perfectly manage my charity and ”

Goals

- Inform the mass public about the charity project specifications to start the crowd funding process
- Reach more people

Frustrations

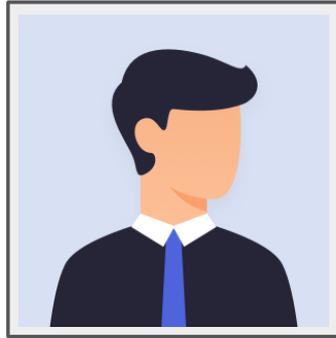
- We cannot perform so many projects because of low budget
- I really need a way to reach more people

Zahra is a busy charity manager who needs a way to announce and introduce charity projects and reach more people in order to reach the needed budget.

Persona 2: Sharif

Problem statement:

Sharif is an active university professor who needs a solution to be able to fund more NGO projects so that he can make a better impact in the society



Name

Age: 42

Education: PHD Sociology

Hometown: Iran

Family: Lives with his spouse

Occupation: University prof, NGO manager

“The more NGO projects, the better future for our communities ”

Goals

- Inform the public about the projects and have their trust
- Perform many social good projects

Frustrations

- Not having enough money to do NGO's projects

Sharif is a very determined university professor who runs an NGO and has a keen interest to run social good projects

Competitive audit

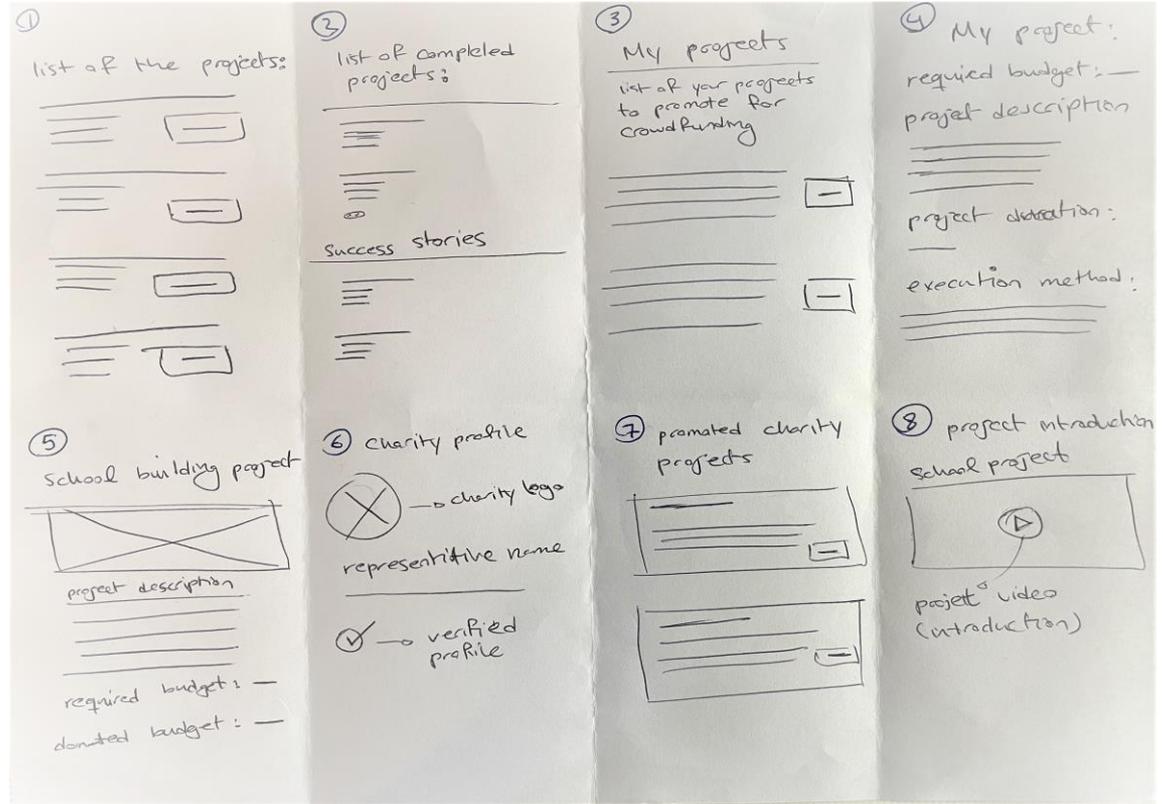
An audit of a few products regarded as competitors to find the market gaps and find the opportunities.

Compare selecting a cause to donate							First impressions	
General information								
Competitor type (direct or indirect)	Location(s)	Product offering	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
Rad Charity	Mashhad, Tehran, Isfahan, Arak, Yazd, Shiraz	2500 young adults get financial aid for education from their service	https://raadcharity.com/	large	Local Millennials and residents of Tehran, Isfahan, Arak, Yazd, Shiraz	fast and easy access to their website, good payment flow	Outstanding + Easy navigation to read about the cause and make a donation + Well designed website	Outstanding + App is well designed and consistent with website design + Great Navigation
Seda NGO	Tehran	185 doctors actively visit people in need for free and they need fund to cover more people	https://www.sedango.com/	medium/large	mostly doctors who can offer help and philanthropist all over the country	they cover insufficient service of the health system	Good + Modern easy to use design - Limited use of brand identity in presentation of graphics	OK + Easy to use design - Not appealing
Hamyar Charity	Tehran, Isfahan, Shiraz	construction of small buildings to be used as school and clinics	https://www.hamyarcharity.com/	large	philanthropists all over the country and overseas as well	Monthly reports of their achievement for donors who have subscribed to their newsletter	OK + good graphic design - hard to find the project description and location	OK + good choice of colors and CTA - hard navigation

UX						
Interaction				Visual design		Content
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Good - Some steps could be omitted to make the user journey more straight forward	Good + Integrated with voice control software	Good + Fast and easy user flow - Payment process could be shorter	Good + Good navigation	Outstanding + Strong brand identity including colors, fonts, style, and imagery	Informative and clear	Good + Everything is well-defined
Outstanding + finger print recognition for easy login and access to previous search information	Outstanding + Audio options for menu for people with visual disabilities + Audio option for search of the doctor	Good + Fun and easy to use for registered users + Clear CTA	Good + Easy clear navigation	Good + Visual design communicates company ethos	Sophisticated and professional	Outstanding + Clear and to the point + more info. Is available as needed
Needs Work - Some features do not work	Needs Work + Integrated with voice control software - Some features do not work	Ok + Easy user flow - some errors happen during the process	OK + good controls for navigation - Some icons are not clear	Needs Work - Visual design needs work	Friendly and engaging	Good + All key info is present

Ideation

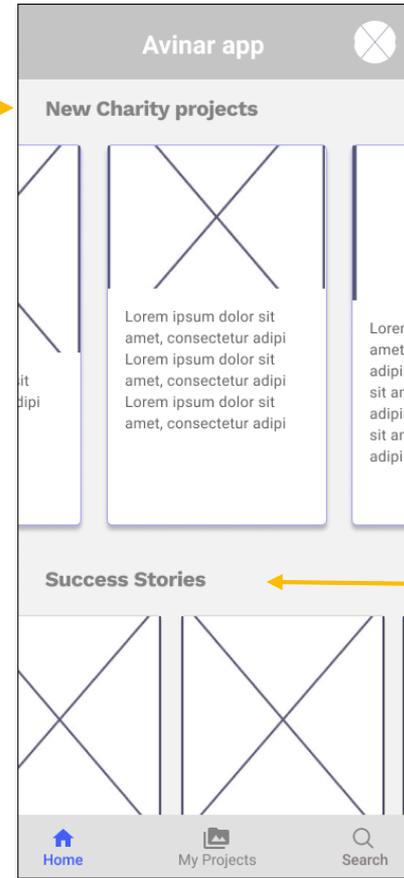
I depicted my ideas using this simple sketch in order to address the gaps identified in the competitive audit. My main focus was on charity projects **transparency** and **crowdfunding** feature.



Digital wireframes

After the ideation phase and creating some paper wireframes, I created the initial lo-fi designs for Avinar Charity app. The design focus is to provide enough information for users to build trust and persuade them to donate more.

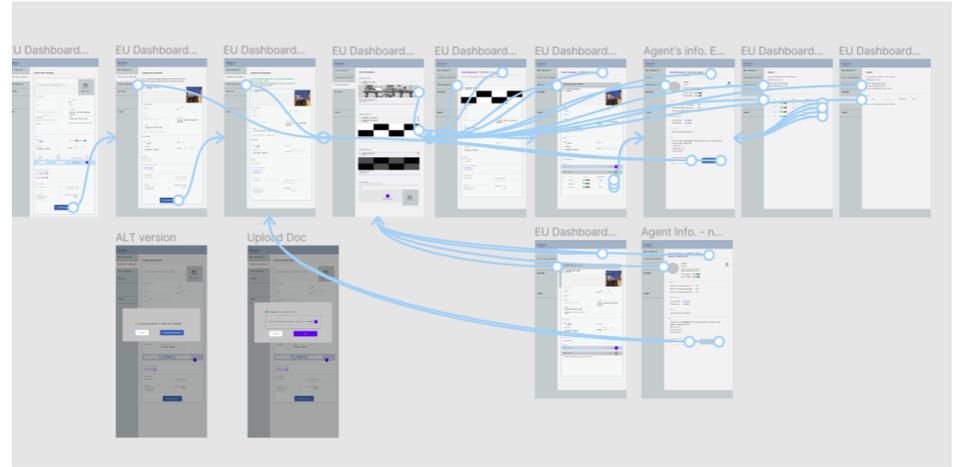
This is the home page of Avinar App in which all charity projects are demonstrated along with their detailed info in order to help the user to choose and donate to a philanthropic project



In this section, the user can view the previous charity projects that have been successfully funded using this platform and the documents and story of how they have helped those in need

Low-fidelity prototype

In order to perform a usability testing, I created a low-fidelity prototype that connected the user flow of viewing the list of the philanthropic projects and choose one between them.



Usability study: parameters



Study type:
Moderated usability study.



Location:
Tehran, remote



Participants:
7 participants



Length:
30-60 minutes

Usability study: findings

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

1

Finding

We need to have some awareness campaigns for our feature of transparency and benefits of using the blockchain technology.

2

Finding

People need to trust the charity in order to make more donations.

3

Finding

People tend to make more donations when they know more about the cause and they get a chance to empathize with those in need.

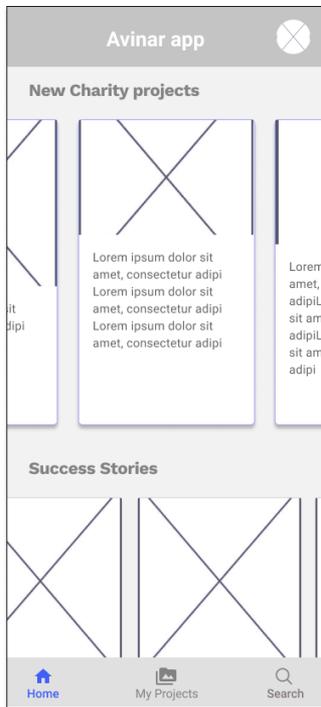
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

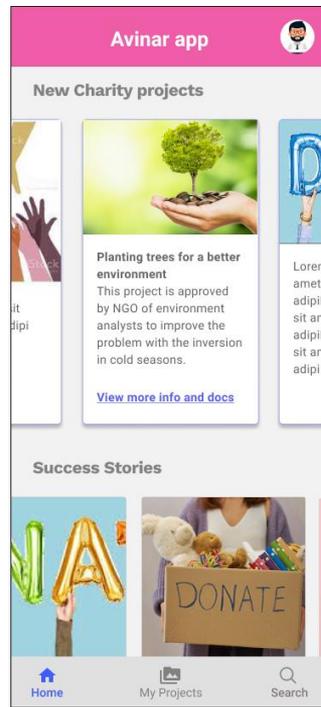
Mockups

Based on the insights from the usability studies, I applied design changes like providing enough information and evidence for the user to donate confidently on a charitable project.

Before usability study



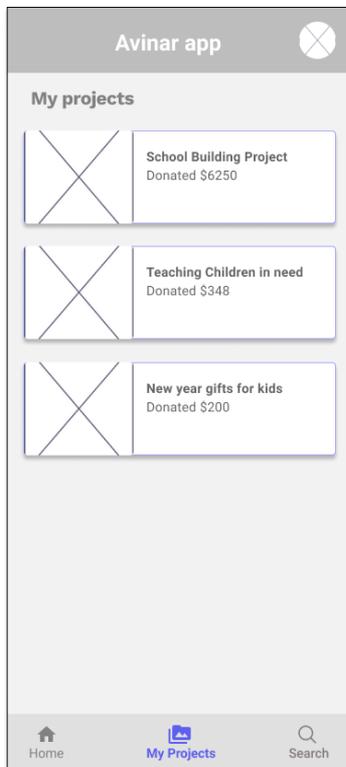
After usability study



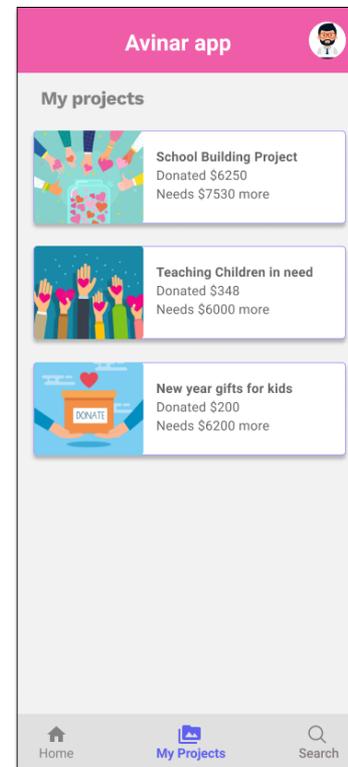
Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

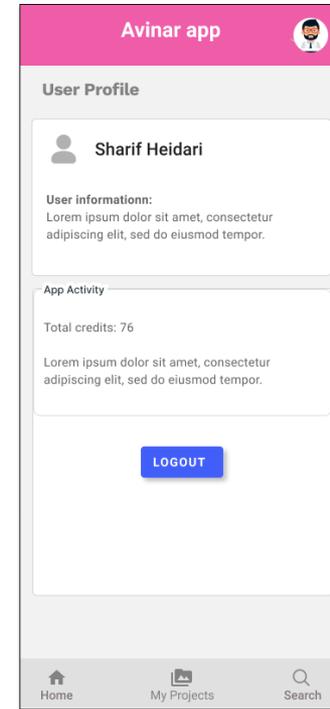
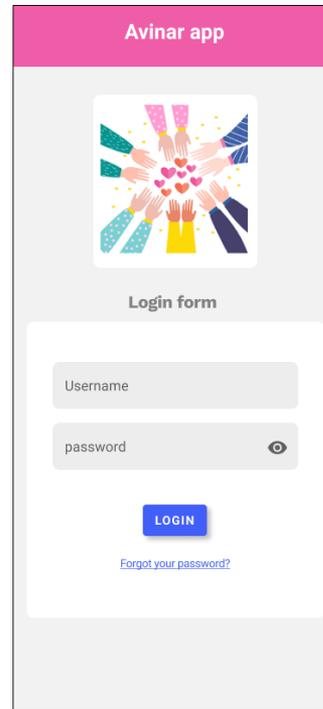
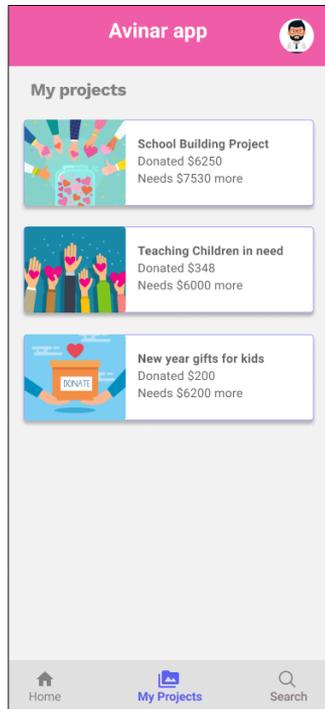
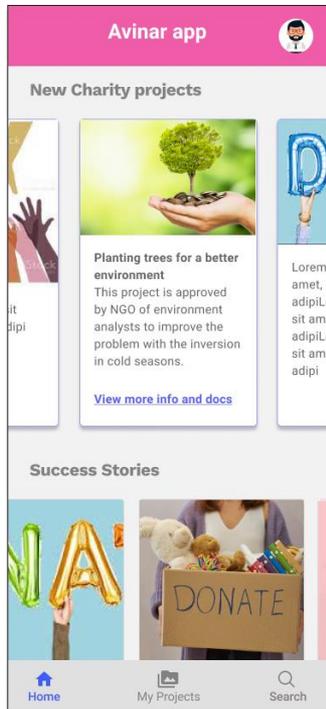
Before usability study



After usability study

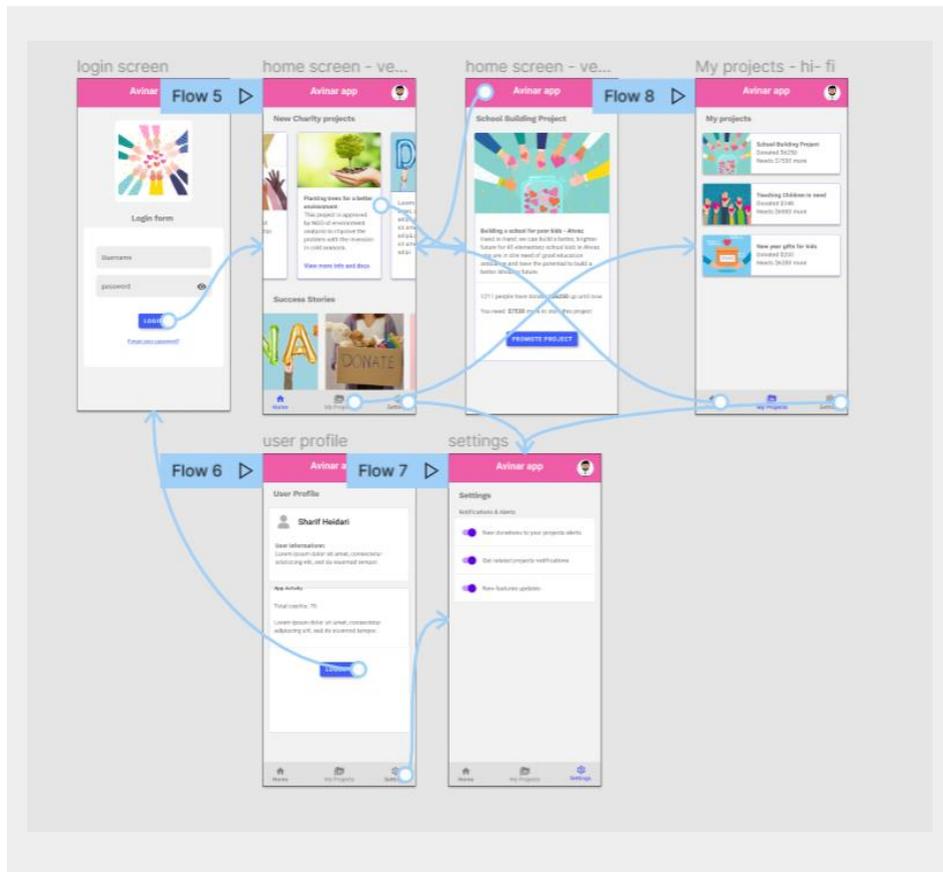


Mockups



High-fidelity prototype

[Links to low-fidelity prototypes of different screen variants and brief description of the user flow + how you responded to and implemented peer feedback]



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers

2

Testing the final mock-ups for accessibility for colorblind people

3

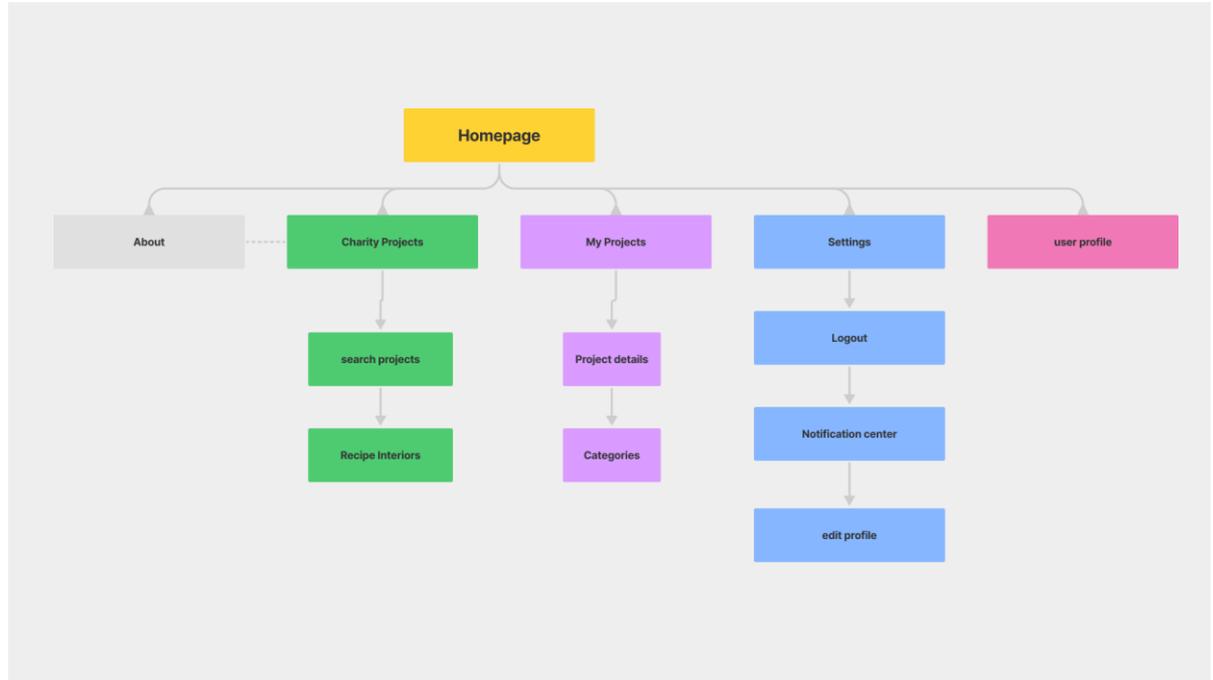
Considering the old users as one of the main personas

Responsive Design

- Information architecture
- Responsive design

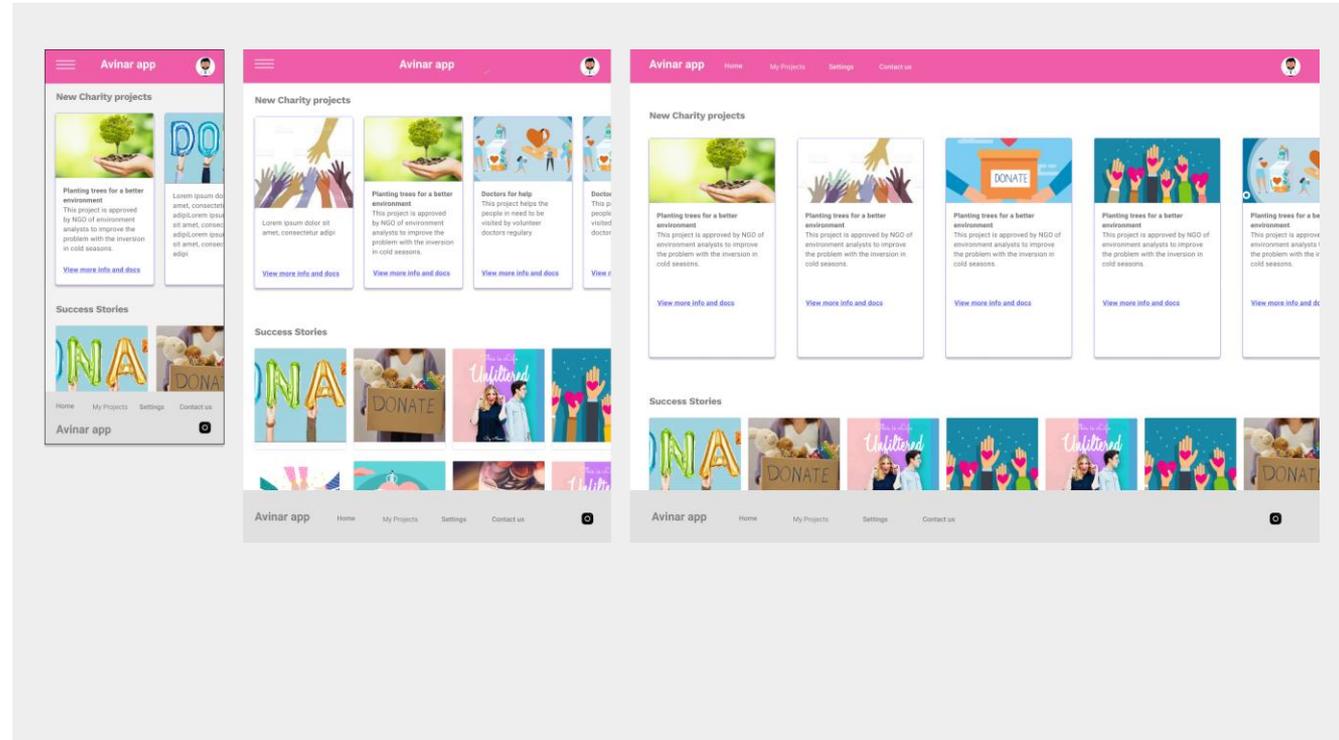
Sitemap

After designing the app, I started designing the responsive website.



Responsive designs

The designs for screen size variations included mobile, tablet and desktop. As you can see the design for each screen size is tailored to specific user needs of each device and screen size.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

There are two main categories of users

1) the charity owners who can define the project for crowdfunding: they are really excited about the crowdfunding feature 2) people who make donations: they appreciate the way they can trust the charity project using Avinar app



What I learned:

I learned that testing the design and prototypes with the users can be a game changer for the design process.

Next steps

1

Conduct research on how successful the app is regarding crowdfunding the charitable projects successfully.

2

Add more educational resources about reliability of the blockchain technology in order to build trust.

3

Provide notifications and reports to users who have donated to a project in order to let them know about the project progress and keep them posted

Let's connect!



Thank you for your time reviewing my work on the Avinar Crowdfunding app. If you'd like to get in touch, my contact information is provided below.

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