

TheGivingTree

Low-fi Prototyping & Pilot Usability Testing

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CS 147

Systemic Justice and Equity



TheGivingTree

Team Mission Statement

Our mission is to help donors donate easily and effectively to the causes they care about and track their donations over time.

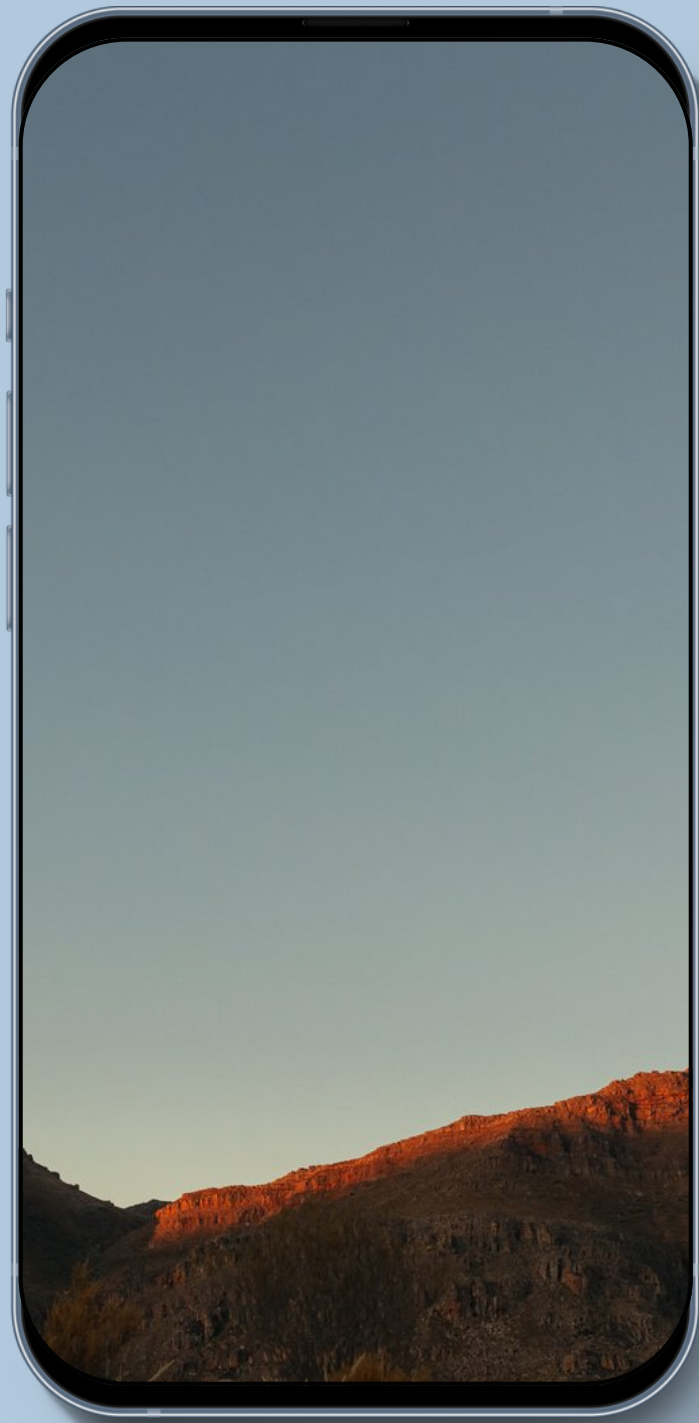
TheGivingTree

Value Proposition

Make your donations go further.

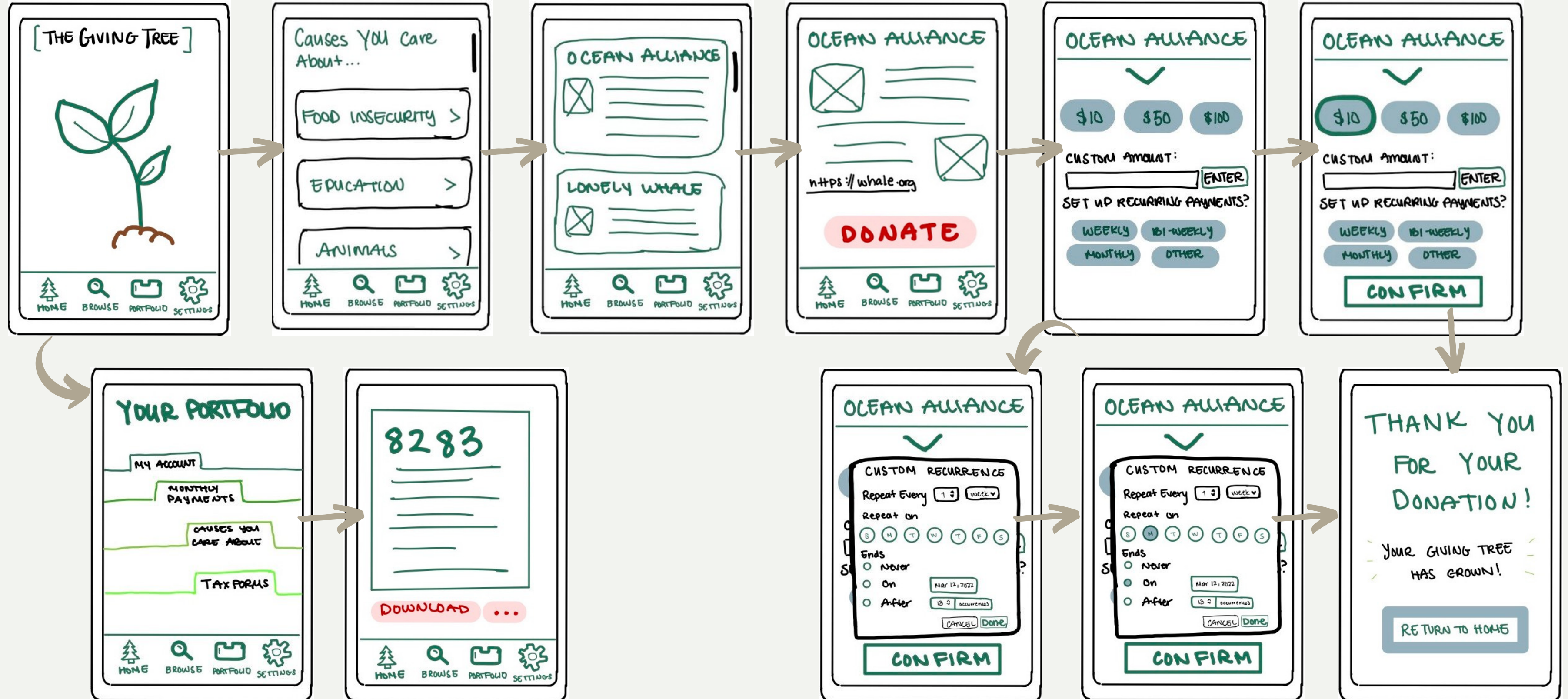
Selected Interface

- 01** Balances display size for functionality & allowing users to donate on-the-go.
- 02** Familiar visual interface
- 03** Broader reach and increased accessibility

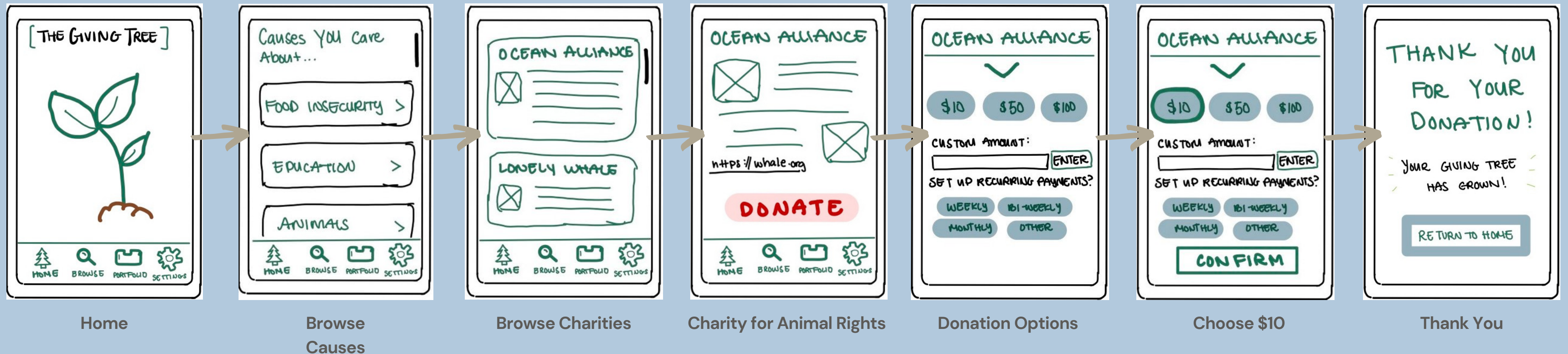


Low-Fi Prototype Structure

MARVEL APP

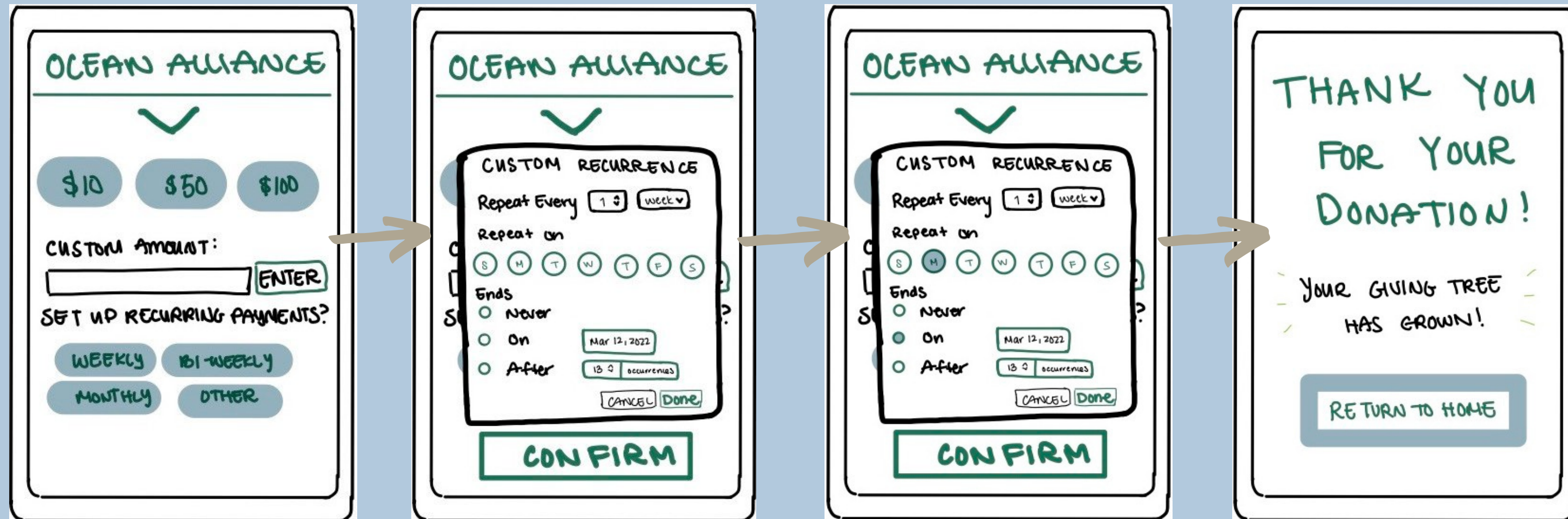


Simple Task: Donate to a charity



"Can you show me how you would go about donating \$10 dollars to Ocean Alliance, an Animal Rights organization?"

Medium Task: Set Up Recurring Donations



Donation Options

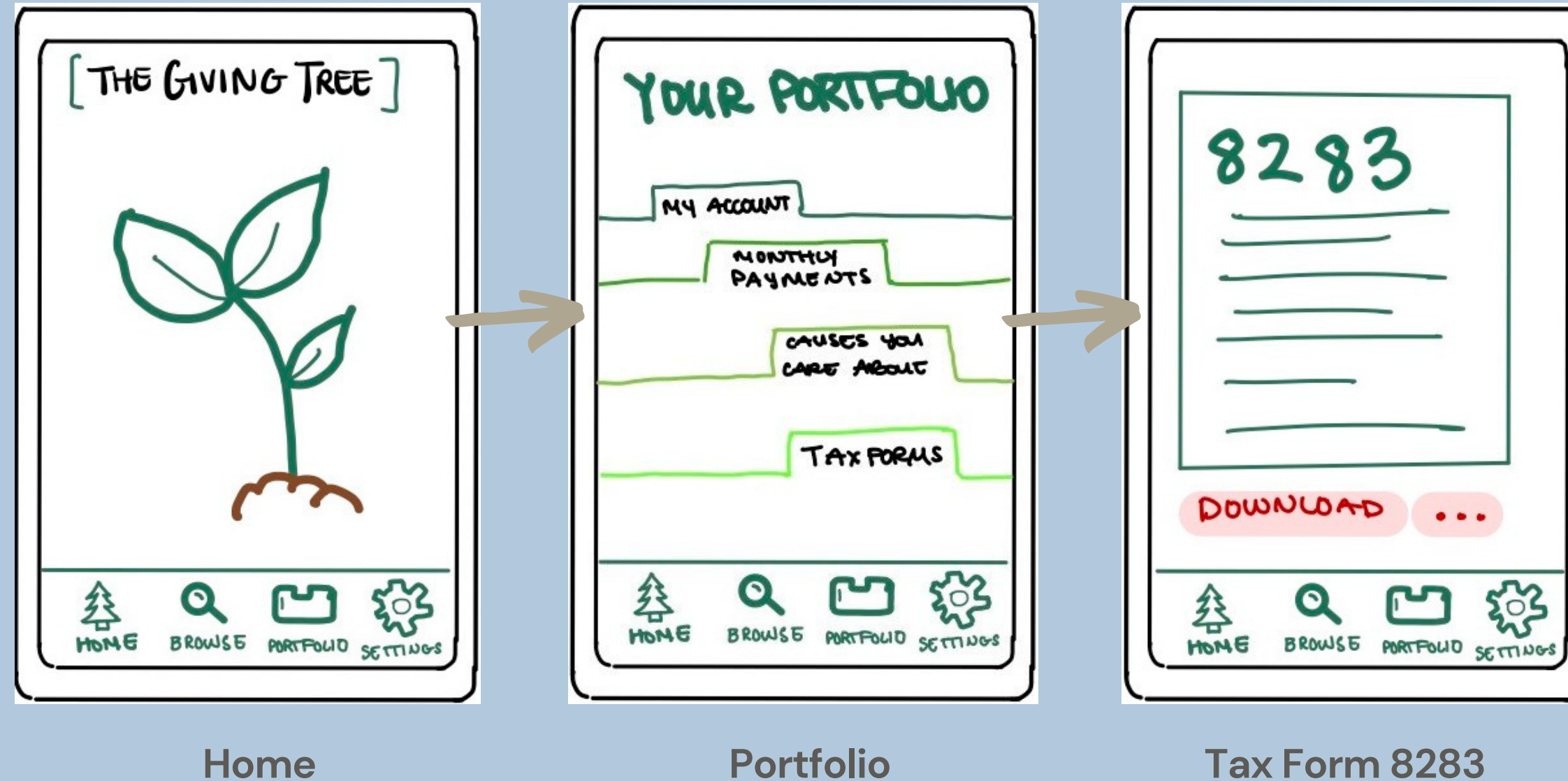
Choose Donation
Frequency

Confirm Choice

Thank You

"Can you show me how you would set up recurring donations to Ocean Alliance for every Monday up to and including March 12th?"

Complex Task: Download Tax Form 8283



"Can you show me how you would go about finding and downloading the Tax Form 8283 for Charitable Donations?"

Experimental Method

PARTICIPANTS



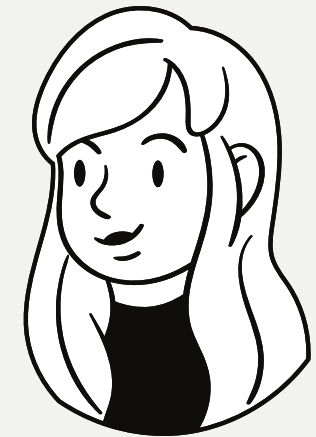
P1

50s, East-Asian male
Geo-engineer
Less familiar with technology
Does not donate very often



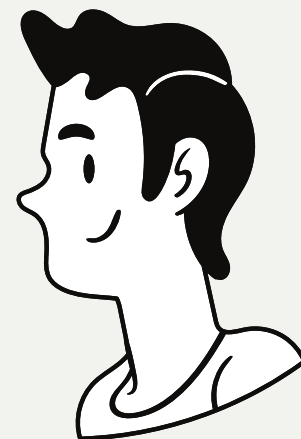
P3

Early 20s, White male
Stanford student
Very familiar with technology
Does not donate very often



P5

20s, East-Asian female
College Student
Very familiar with technology
Does not donate very often



P2

Late 20s, Latino male
Bartender
Very familiar with technology
Does not donate very often



P4

40s, White female
Social worker
Medium familiarity with technology
Donates very often

Experimental Method

USABILITY GOALS

KEY METRICS

Efficiency: minimal task completion time



Time to complete each task

Robustness: minimal error rates and users can recover from errors



Number of times per task the participant presses the wrong button or a non-button

Experimental Method

PROCEDURE

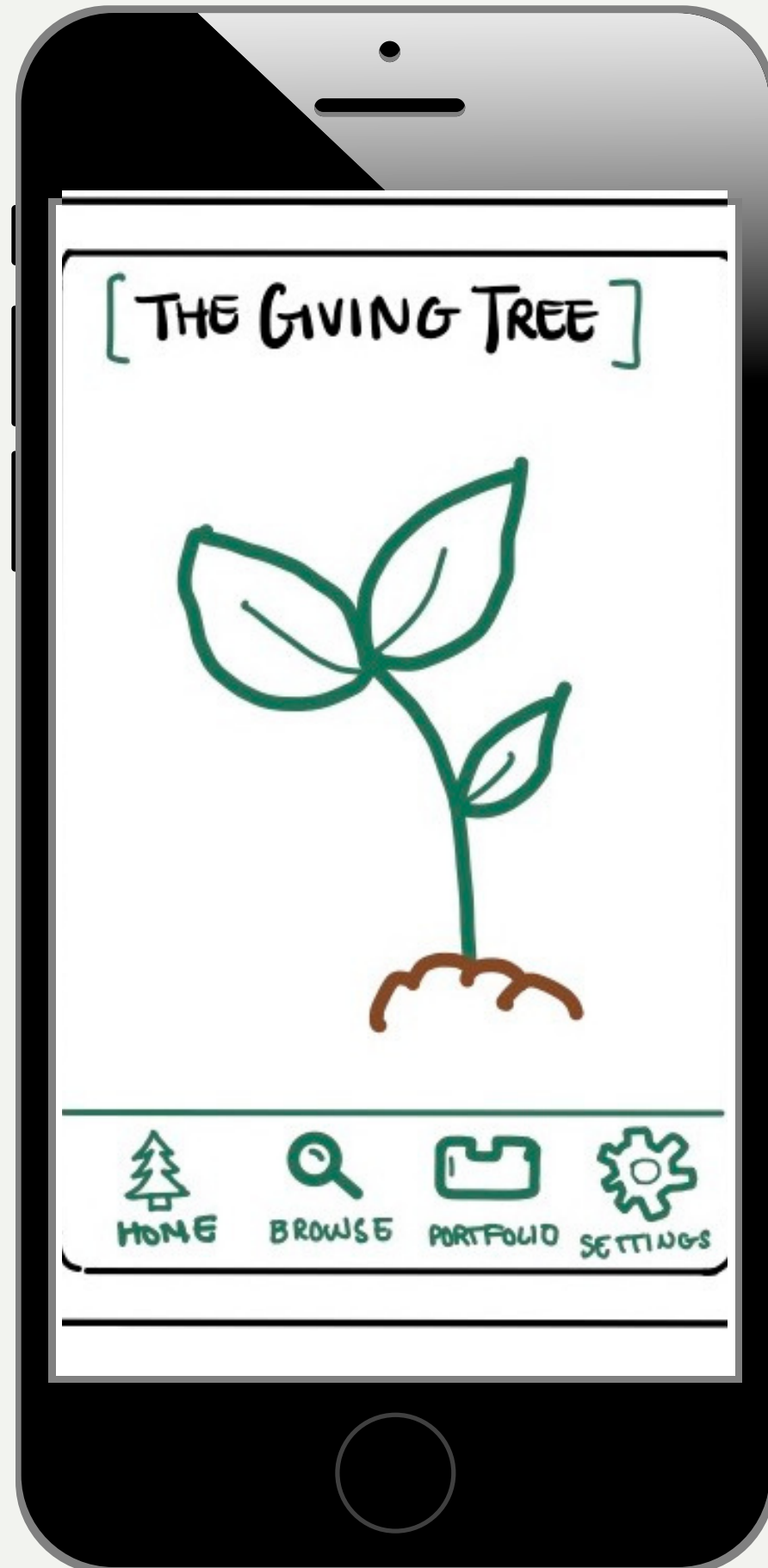


- 01** Explain the scenario for the app, share and demo the prototype
- 02** Ask the participant to open the prototype link on their phone and to hug their laptop (so the camera is recording the phone) so we can see what happens
- 03** Give participants one task at a time, and ask them to think aloud as they accomplish the tasks. Time participants for each task and observe for critical log
- 04** After all tasks are completed, give participant a short exit interview

Results

	P1	P2	P3	P4	P5
Simple Task: donate	Time: 0:35 Errors: 2	Time: 0:14 Errors: 0	Time: 0:24 Errors: 1	Time: 4:33 Errors: 5	Time: 0:30 Errors: 0
Medium Task: recurring donation	Time: 0:40 Errors: 0	Time: 0:27 Errors: 1	Time: 1:19 Errors: 2	Time: 1:15 Errors: 1	Time: 0:58 Errors: 1
Complex Task: tax forms	Time: 0:15 Errors: 0	Time: 0:08 Errors: 1	Time: 0:09 Errors: 0	Time: 0:12 Errors: 0	Time: 0:08 Errors: 0

Overall, efficiency and robustness was lowest for the medium task: setting up recurring donations.



RESULTS

Feedback

Home Screen

Some were confused about the relationship between the sprout and donations.

One wanted to be able to find causes directly from the home screen

Navigation Bar

Some were confused about Portfolio icon functionality.

All correctly identified intended functionality of Home, Browse, and Settings icons.

Some appreciated the familiarity in organization.

RESULTS

Feedback

Finding and Donating to an Organization

Some liked the straightforwardness and simplicity of finding organization to donate to.

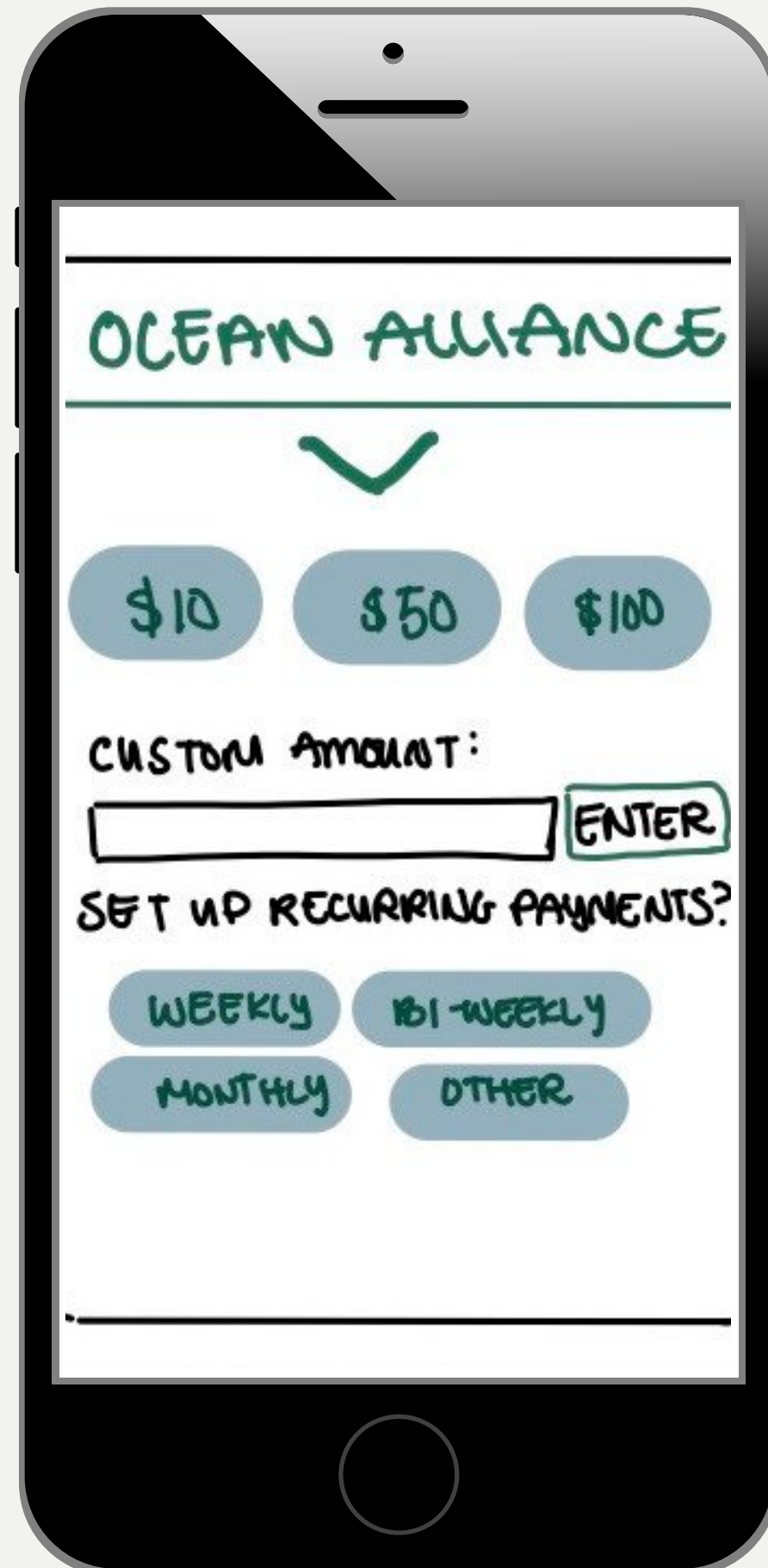
Some wanted a search bar to quickly find a specific organization.

All found making a one-time donation intuitive.

Recurring Donations

All struggled picking between using the weekly vs custom calendar options.

All found setting up recurring donations unintuitive.



RESULTS

Feedback

Portfolio

Most liked the filing system layout.

One user expected the Tax Form to be in Settings instead.

Other

One user wanted back buttons and the ability to swipe between screens.

One user wondered where they would input bank information.



Suggested UI Changes

01

Visual Design

Add more visual cues to make the functionality of the tree and portfolio clear.

02

Content Design

Add a search bar in the Browse section to look up a cause or organization.

03

Interaction Design

Remove the ability to customize donations beyond weekly, bi-weekly, and monthly payments.

Add back buttons + ability to swipe between screens.

Summary

01

Mission Statement

To help donors donate easily and effectively to the causes they care about and track their donations over time.

02

Mobile Interface

Chosen for familiarity, balance between screen size and functionality, and increased reach and accessibility.

03

Three Tasks

Simple: Donate to a charity

Medium: Recurring donations

Complex: Download Tax Form

04

Feedback

Users enjoyed the simplicity of the design.

Most of the app was intuitive.

Users struggled with setting up recurring donations, and found the task unintuitive.

05

UI Changes

Clarity for the Home Screen Tree and Portfolio icon.

Search bar in Browse.

Remove recurring donations.

Thank You

<https://hci.stanford.edu/courses/cs147/2022/wi/projects/SystemicJusticeAndEquity/theGivingTree>