The Giving Tree

Interactive Medium-Fi Prototype

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Value Prop

Make your donations go further.

Problem

From finding where to donate, to which charities are most in need, and then keeping track of these donations until tax season rolls around, giving is filled with pitfalls for the average donor.

Solution Overview

Identify high-impact organizations

Allow users to look at and donate to charities based on the cause they care about

Identify donation patterns and access financial statements and forms long-term

Values Encoded

Values

Design Features

Conflicts

1 **Equity**

We value financial equity, wealth redistribution, and sharing knowledge for all.

→

- Automatically filled tax forms
  - All users are able to benefit from donation benefits
- Information about each charity is easily visible and comprehendable

To balance Education and Efficiency, tradeoffs are required: Incorporating too much information to Educate can cause decrease in Efficiency

2 **Efficiency**

We want to minimize the complexity of donating by suggesting charities that are in need/effectively using donations.

→

- Nav bar and back buttons = quick navigation
- Visible and intuitive buttons to find organizations and set up a donation
- Filters and sorting to quickly find impactful organizations

3 **Education**

We want to share knowledge about the financial benefits of donating as well as informing users of legitmate organizations.

→

- Filters to educate on legit organizations
  - Ex: sort by "Most in Need" and "Most Impact Per Dollar"
- About the organization and their work screens

Three Task Flows

Simple

Identify a high-impact organization for a particular cause and donate

Medium

Set up reoccurring donations to an organization you are interested in

Difficult

Identify donation patterns and access financial statements and forms

Usability Goals

Efficient

We want users to accomplish tasks as quickly as possible

Robustness

Minimal error rates and users can recover from errors

Key Measurements

Testing Efficiency

Time to complete each task

Testing Robustness

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

Progress

Efficiency

- Easier navigation: Back buttons
- Usability: Search bar added to search for a cause and organization
- Efficiency:"Donate" button to each organization in "Organizations"

Robustness

- Intuitive functionality: "Portfolio" button to "Profile"
- Simplicity: Removed customize payments
- Interpretation: "See your tree grow!" to make growing tree on home screen more intuitive

Feedback from Lo-Fi

" confused about the home screen tree, not sure what it's for

" not sure what Portfolio means. What does it do?

" the custom calendar options were super confusing

" I don't want to scroll, I want a search bar
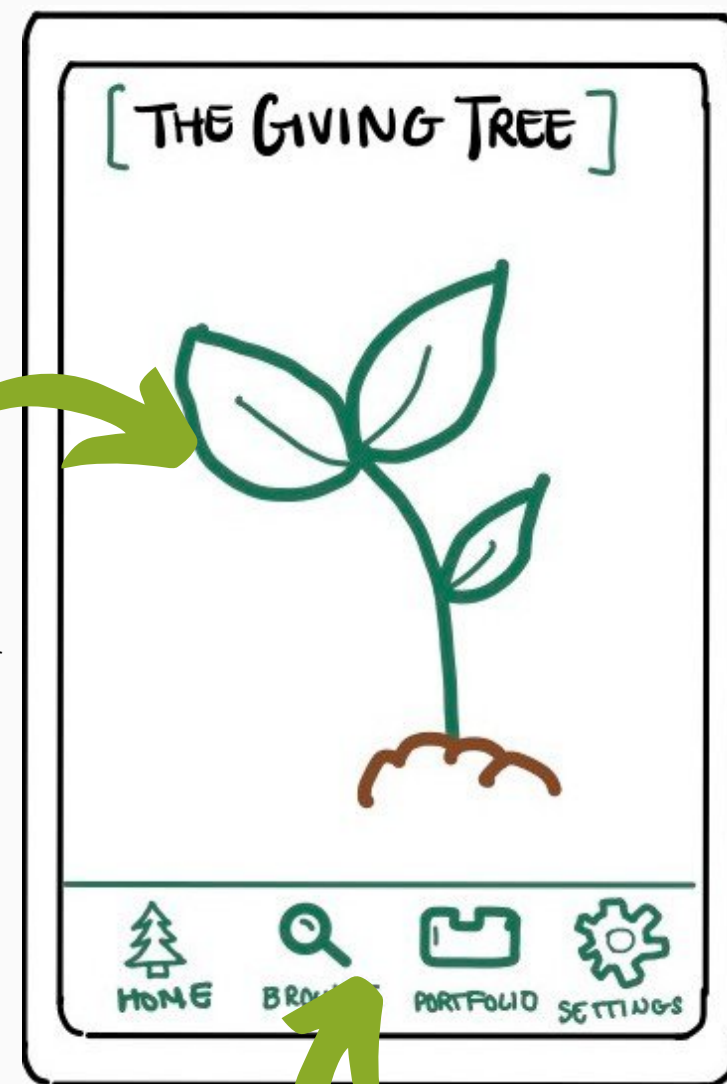
" i don't know where to find tax forms

" i'm used to using back buttons to navigate
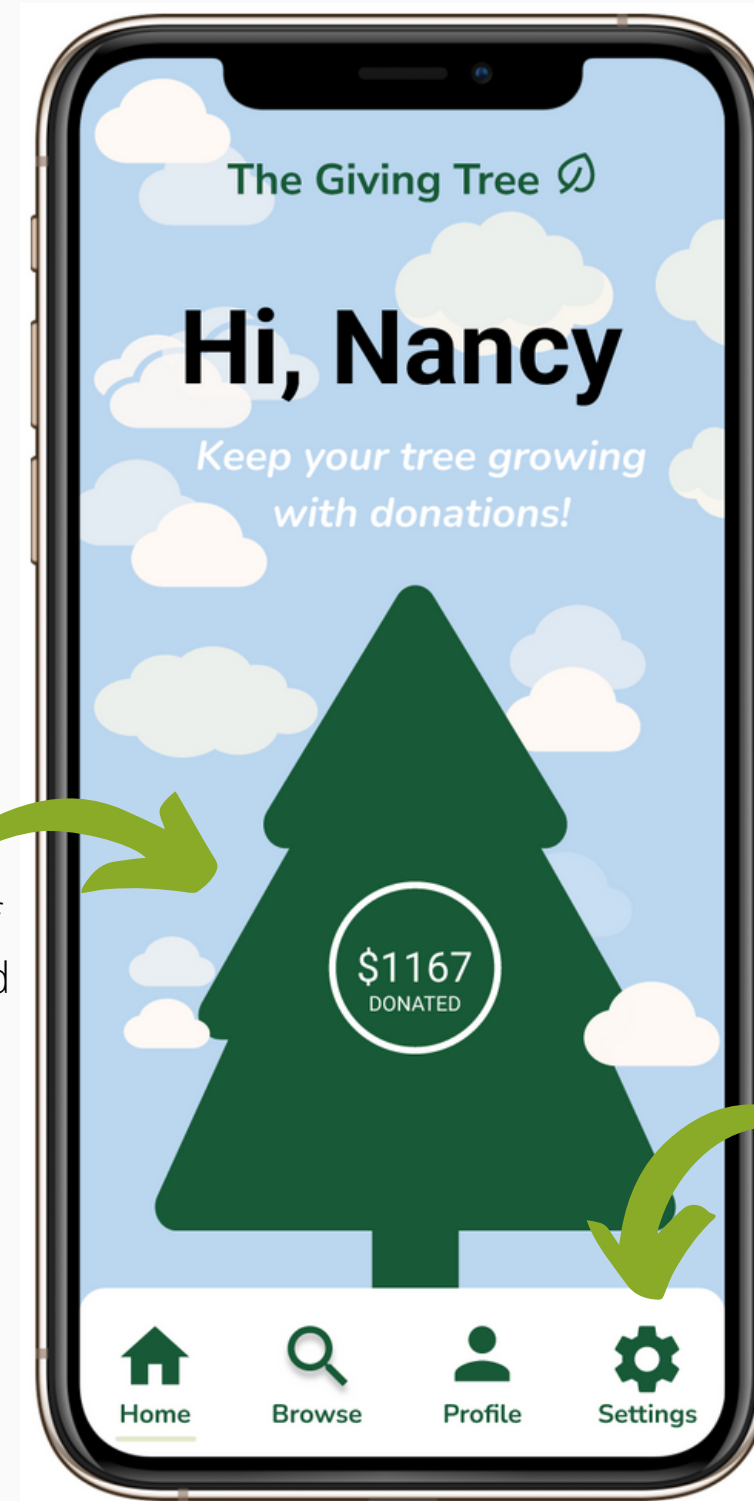
Revised Interface Design

Change 1:

BEFORE

THE GIVING TREE

Lack of clarity in term of the purpose of the tree

HOME   BROWSE   PORTFOLIO   SETTINGS

Portfolio is not intuitive when it comes to identifying functionality

AFTER

The Giving Tree

Hi, Nancy

Keep your tree growing with donations!

$1167
DONATED

Total amount of money displayed for clarity of the tree exists

New navigation bar for improved user navigation

Home   Browse   Profile   Settings

RATIONALE

The total amount of money displayed on the tree will increase as the tree grows, showing the user that more donations will stimulate the giving tree's growth. Additionally, when the user donates, there are little animations to show the tree's growth.

The new navigation bar includes a new "Profile" icon instead of the original "Portfolio" icon. The "Profile" icon is more intuitive and familiar for users.
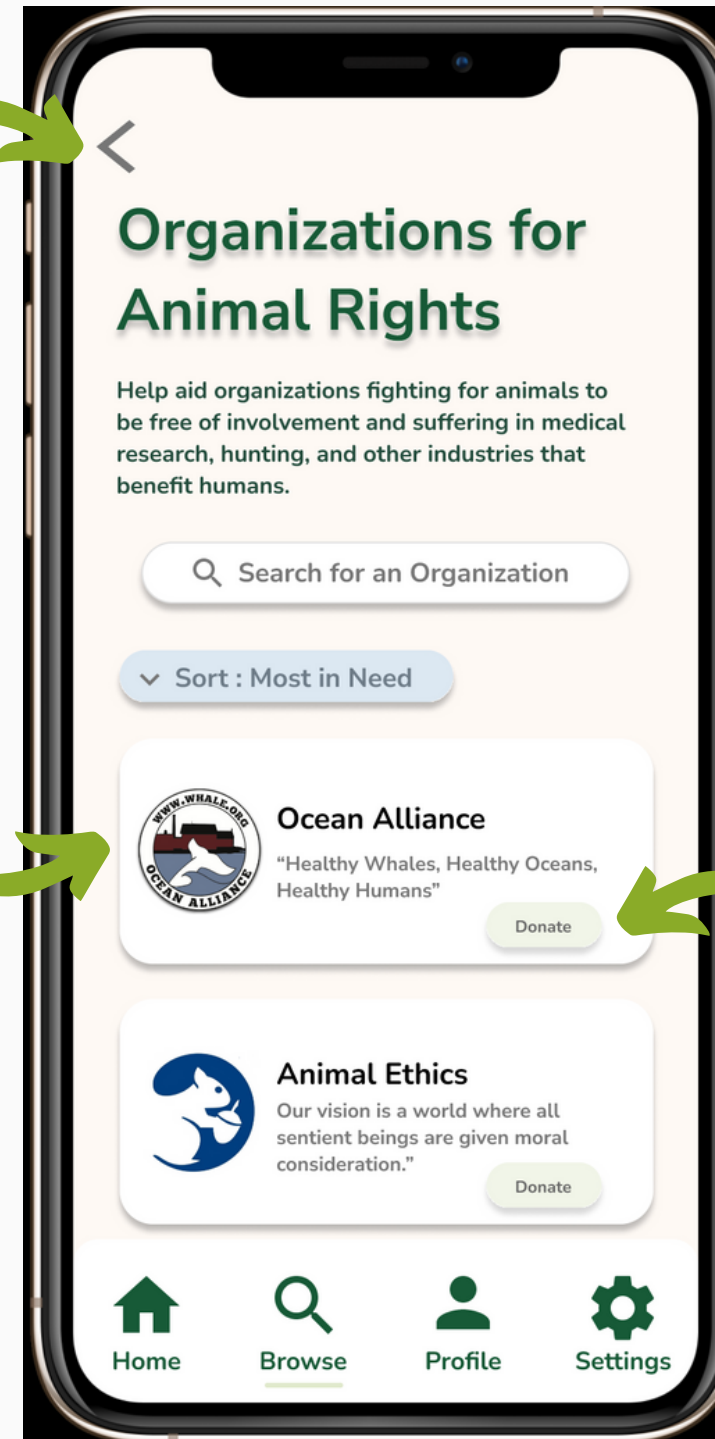
Change 2:

No search bar makes finding orgs hard

No way to get back to Causes page without Browsing from start

OCEAN ALLIANCE

LONELY WHALE

No sorting to help users find charities

HOME   BROWSE   PORTFOLIO   SETTINGS

Back button for easy navigation

Sort function to target user need

Organizations for Animal Rights

Help aid organizations fighting for animals to be free of involvement and suffering in medical research, hunting, and other industries that benefit humans.

🔍 Search for an Organization

⌄ Sort : Most in Need

Ocean Alliance
"Healthy Whales, Healthy Oceans, Healthy Humans"
Donate

Animal Ethics
Our vision is a world where all sentient beings are given moral consideration."
Donate

Home   Browse   Profile   Settings

Upfront donate button in case users want to make a quick donation

The back button allows the user to easily navigate to the previous page, which is more intuitive than clicking on the navigation bar.

The sort function helps us reach our Education and Efficiency value, which presents organizations that are legitimate and worthwhile of the user's money.

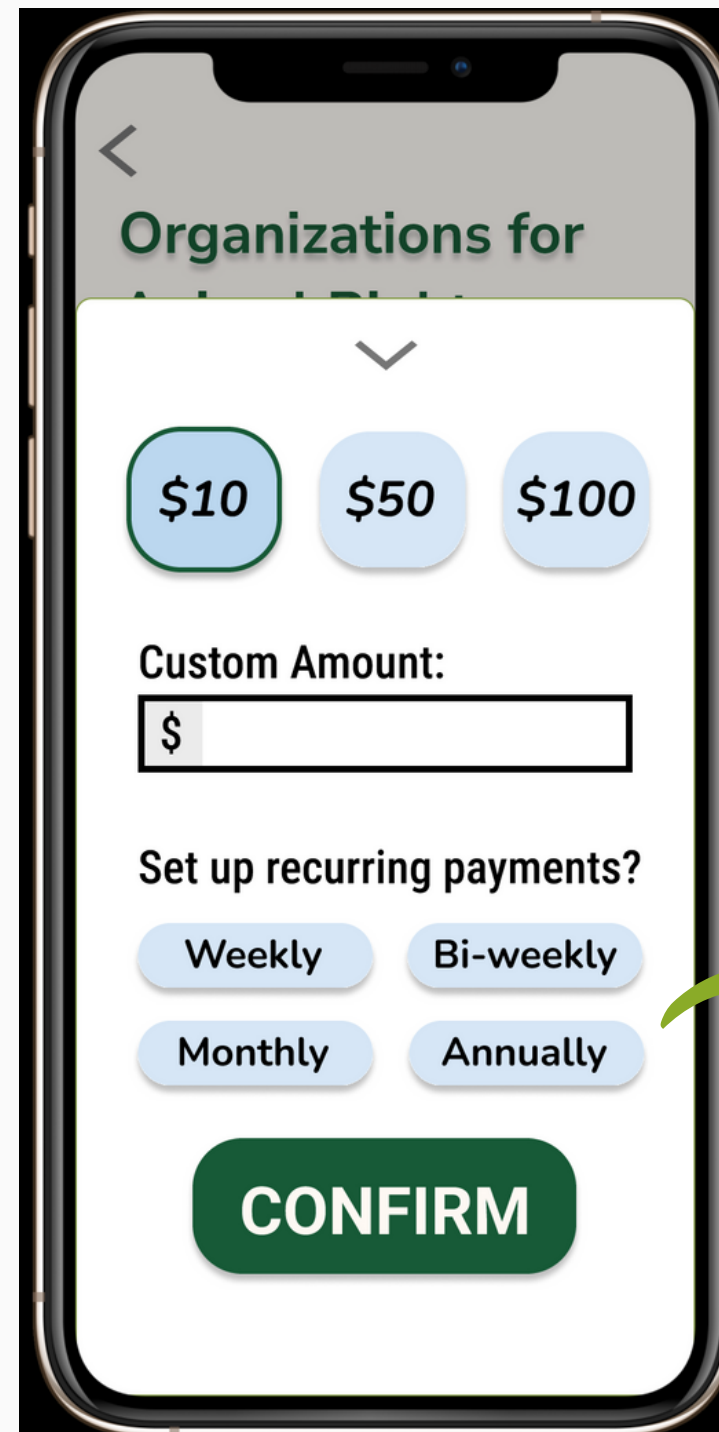Upfront donate button allows users to Efficiently donate if they do not want to read excess information.
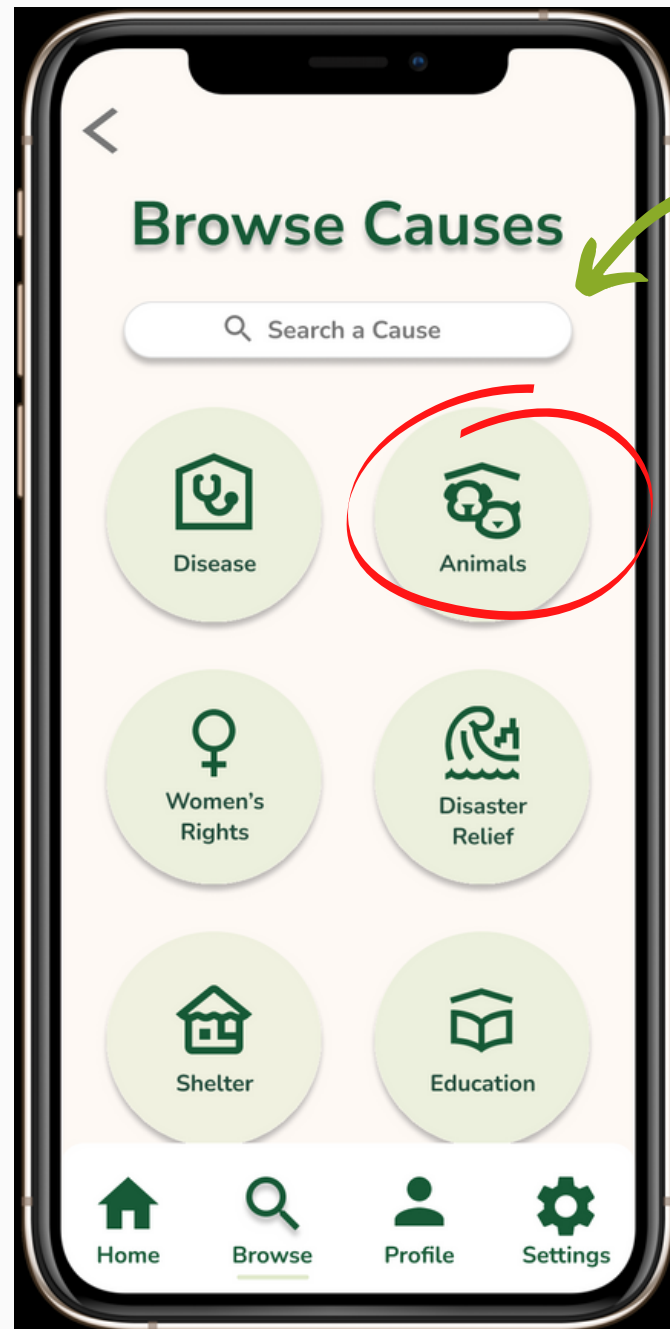
Change 3:
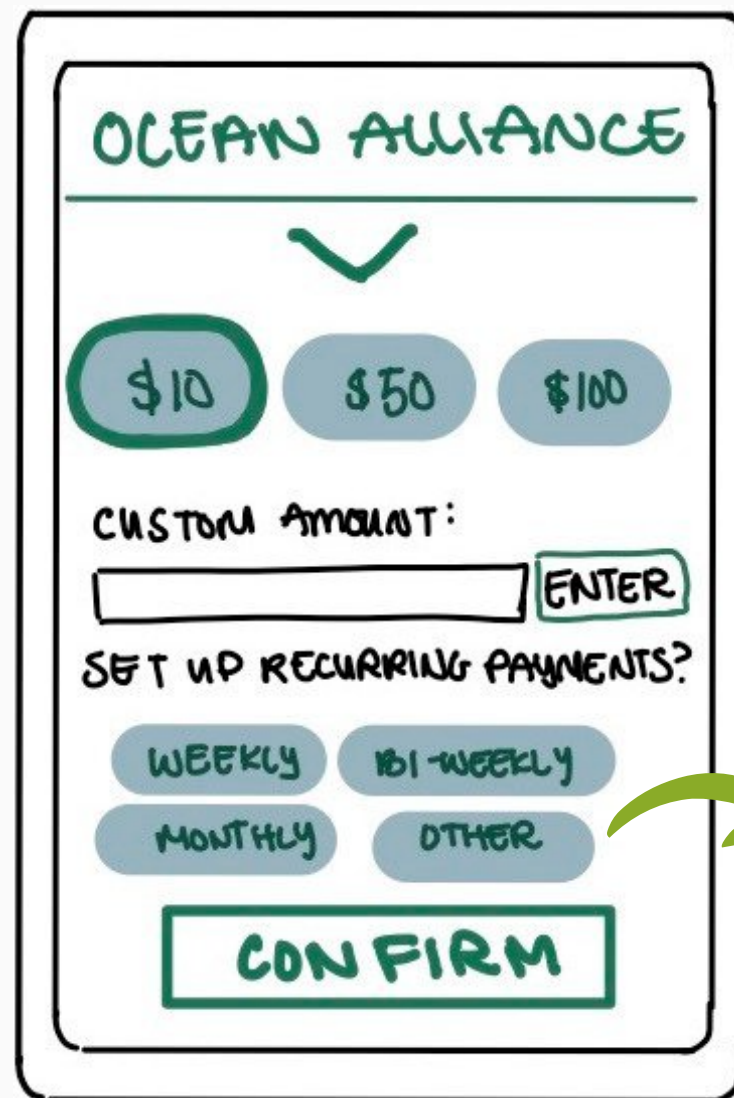
Confused users - overly customizable and complicated

"Other" button replaced with "Annually" to remove user confusion with customized payments
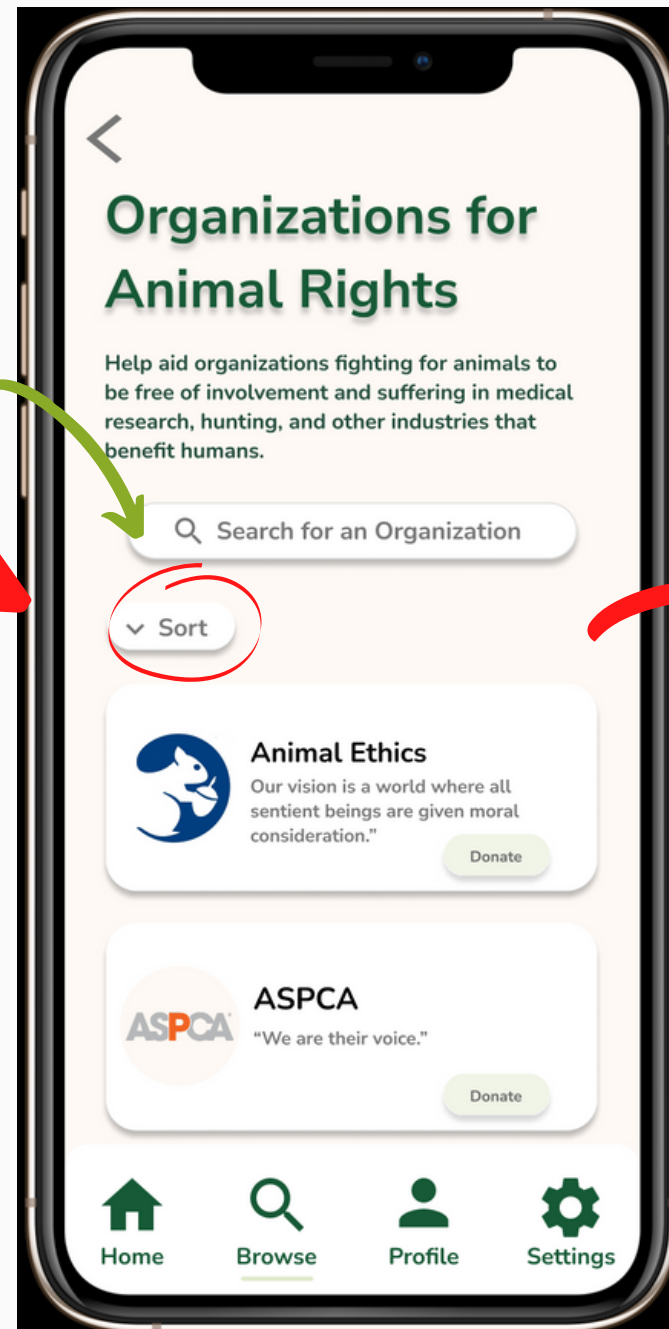
The "Other" option to set up recurring donations was overly customizable and complicated, which confused users. We replaced this button with another recurring option, "Annually," in order to establish simplicity.
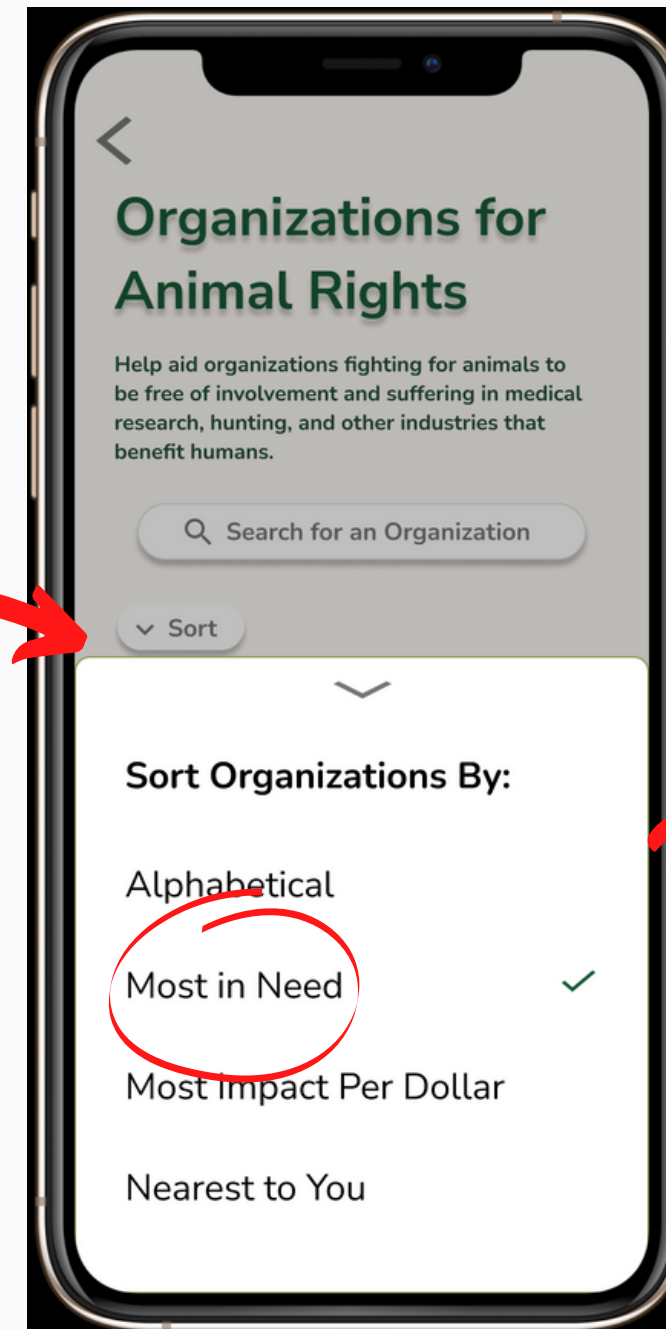
Task 1:

Screen 1 — Browse Causes

Browse Causes

Search a Cause

Disease · Animals · Women's Rights · Disaster Relief · Shelter · Education

Home · Browse · Profile · Settings

options for
possible causes
to donate to

Screen 2 — Organizations for Animal Rights

Organizations for Animal Rights

Help aid organizations fighting for animals to be free of involvement and suffering in medical research, hunting, and other industries that benefit humans.

Search for an Organization

Sort

Animal Ethics
Our vision is a world where all sentient beings are given moral consideration."
Donate

ASPCA
"We are their voice."
Donate

Home · Browse · Profile · Settings

options for
animal rights
organizations

Screen 3 — pop-up filter

Organizations for Animal Rights

Help aid organizations fighting for animals to be free of involvement and suffering in medical research, hunting, and other industries that benefit humans.

Search for an Organization

Sort

Sort Organizations By:

Alphabetical

Most in Need ✓

Most Impact Per Dollar

Nearest to You

pop-up with
options to filter
results

Screen 4 — filtered results

Organizations for Animal Rights

Help aid organizations fighting for animals to be free of involvement and suffering in medical research, hunting, and other industries that benefit humans.

Search for an Organization

Sort : Most in Need

Ocean Alliance
"Healthy Whales, Healthy Oceans, Healthy Humans"
Donate

Animal Ethics
Our vision is a world where all sentient beings are given moral consideration."
Donate

Home · Browse · Profile · Settings

filtered results

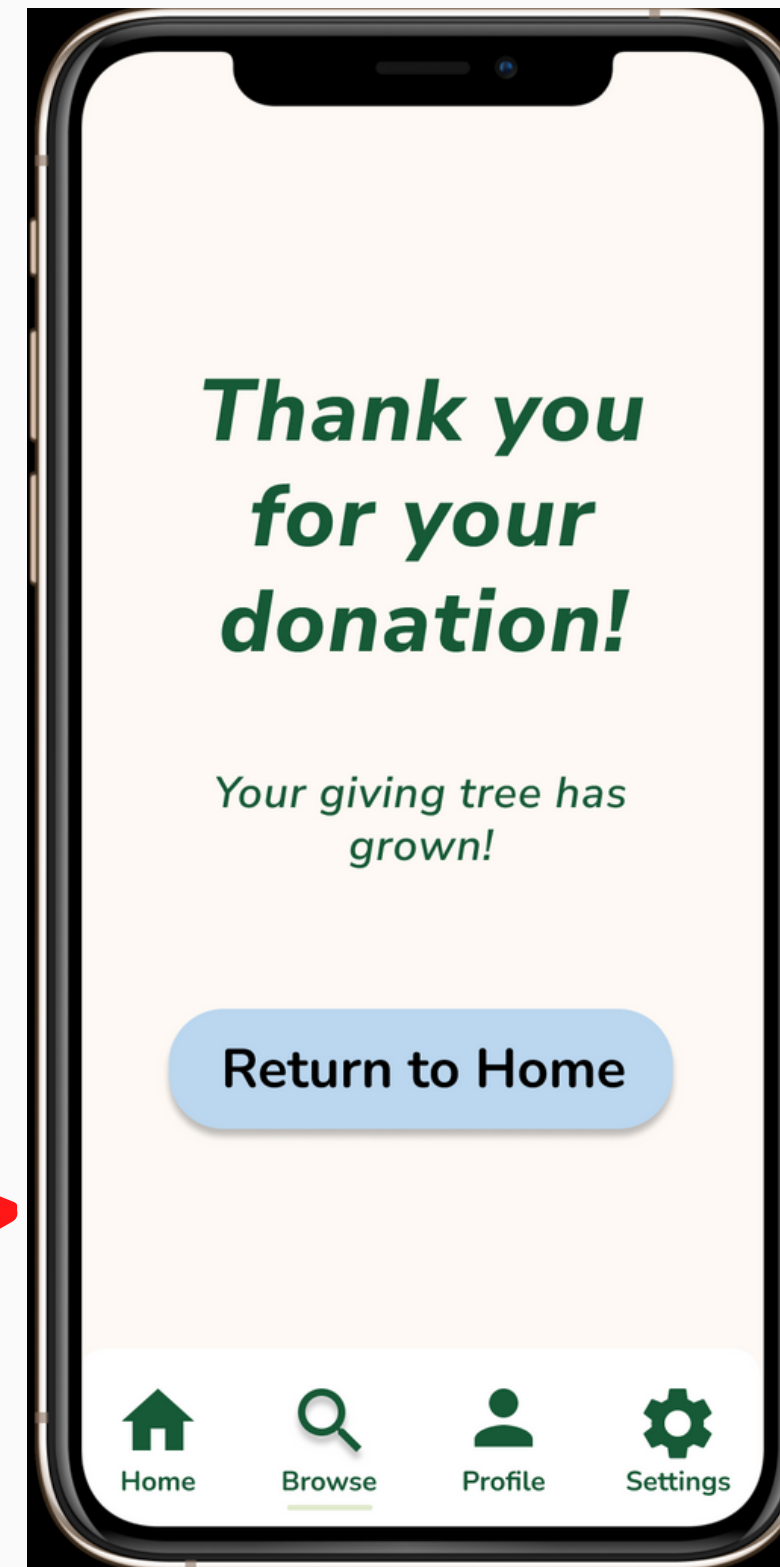*Annotations:* search bars allowing users to find their own causes /organizations · updated filter
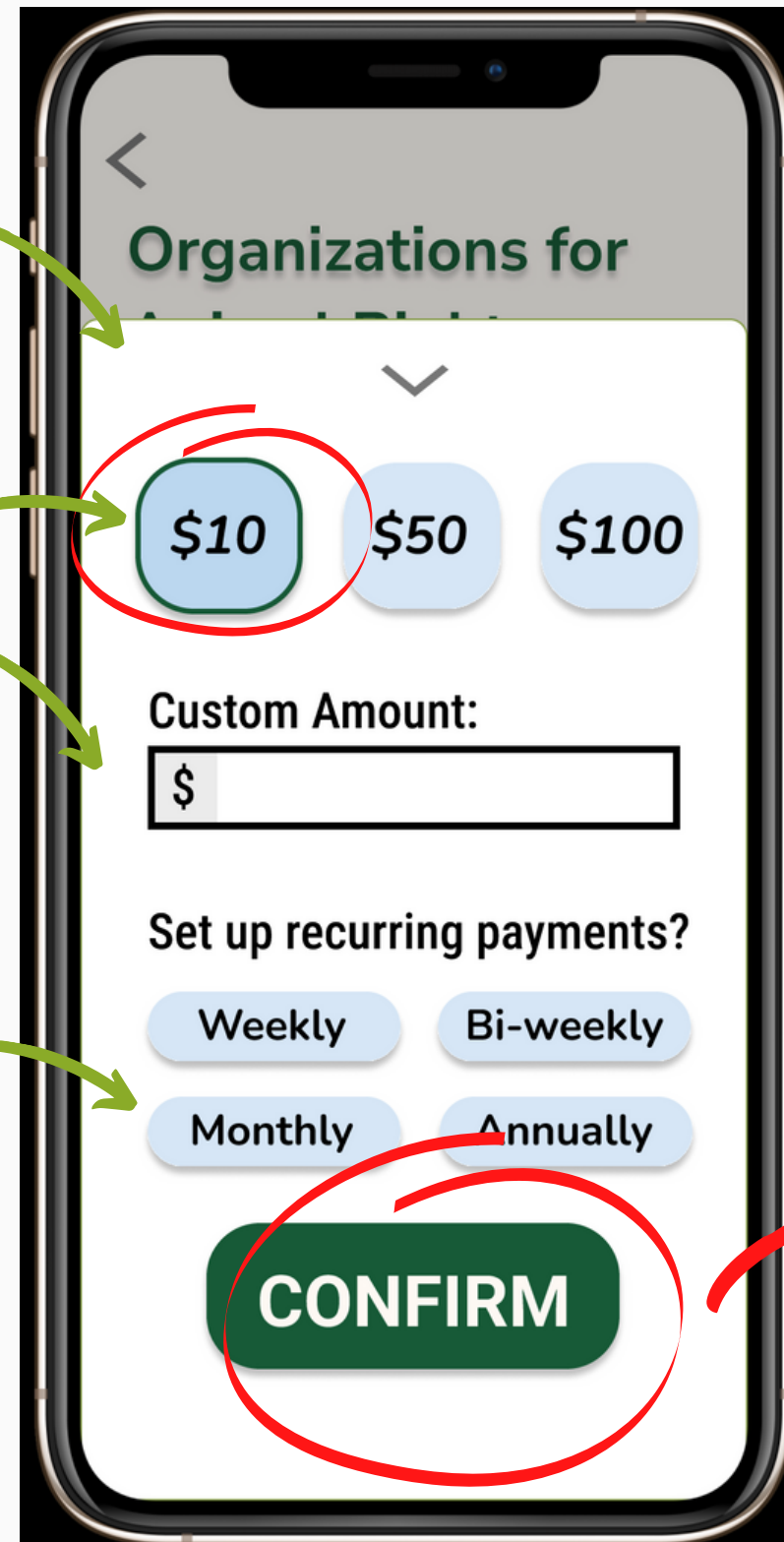
Task 2:

pop-up window that is easy to close

pre-set or custom amounts

multiple options for recurring payments

Organizations for Animal Rights
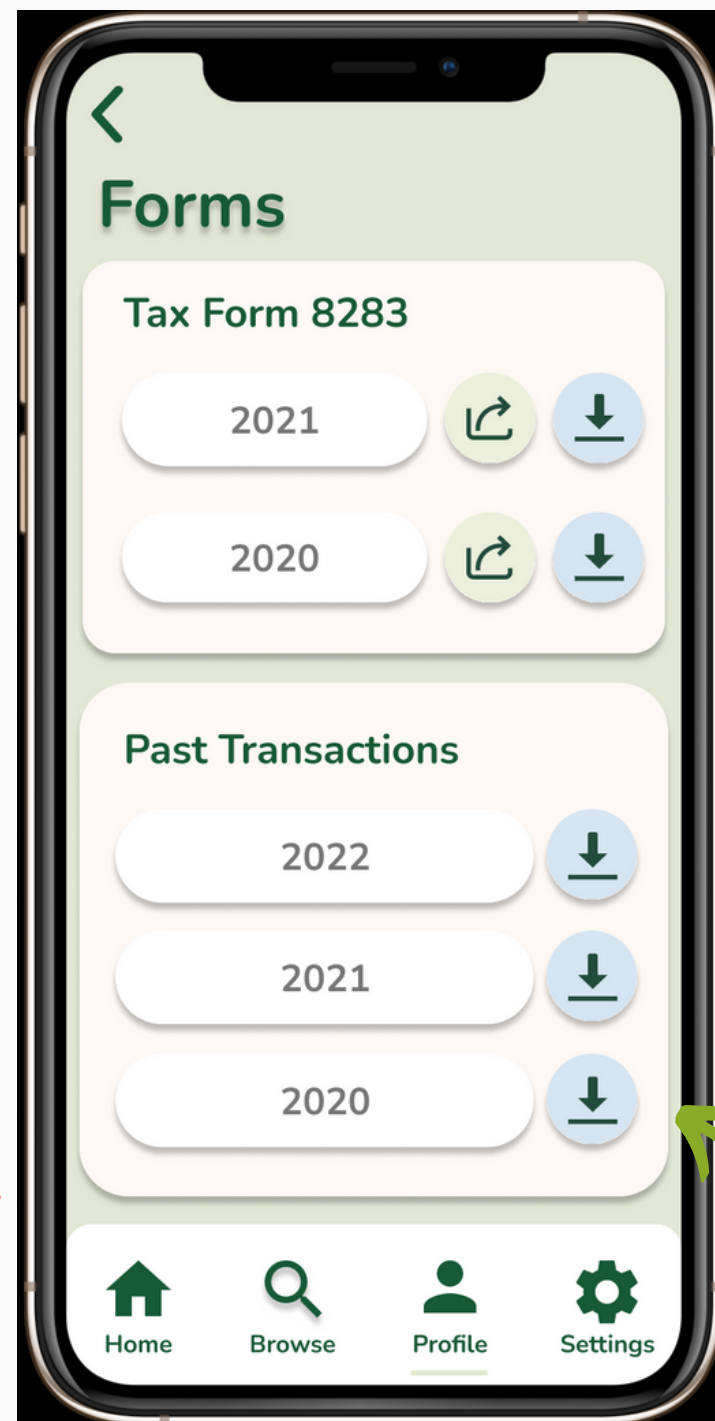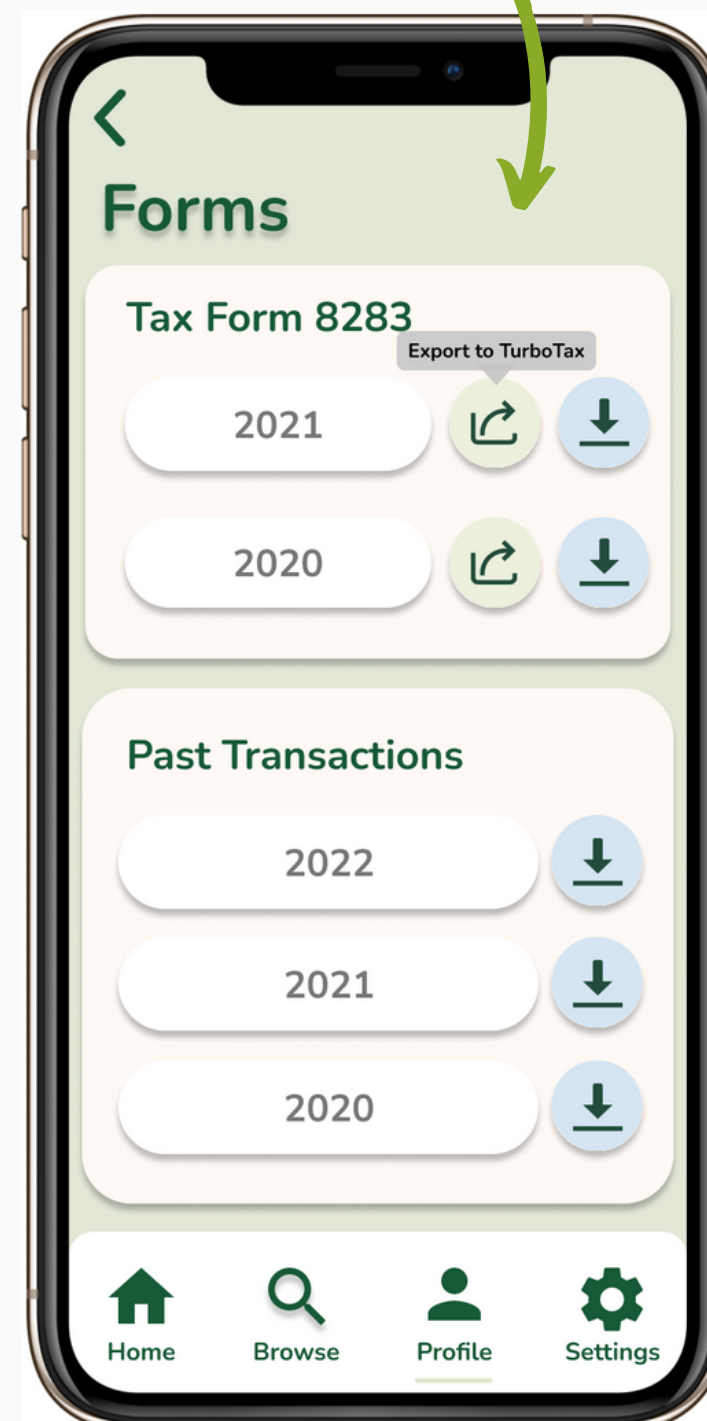
$10 $50 $100

Custom Amount:

$

Set up recurring payments?

Weekly   Bi-weekly

Monthly   Annually

CONFIRM

Thank you for your donation!

Your giving tree has grown!

Return to Home

Home   Browse   Profile   Settings

Task 3:

Your Profile

YOUR CAUSES

Education · Disaster Relief · Animal Rights

BADGES

Animal Lover

FORMS

YOUR CHARITIES

Home · Browse · Profile · Settings
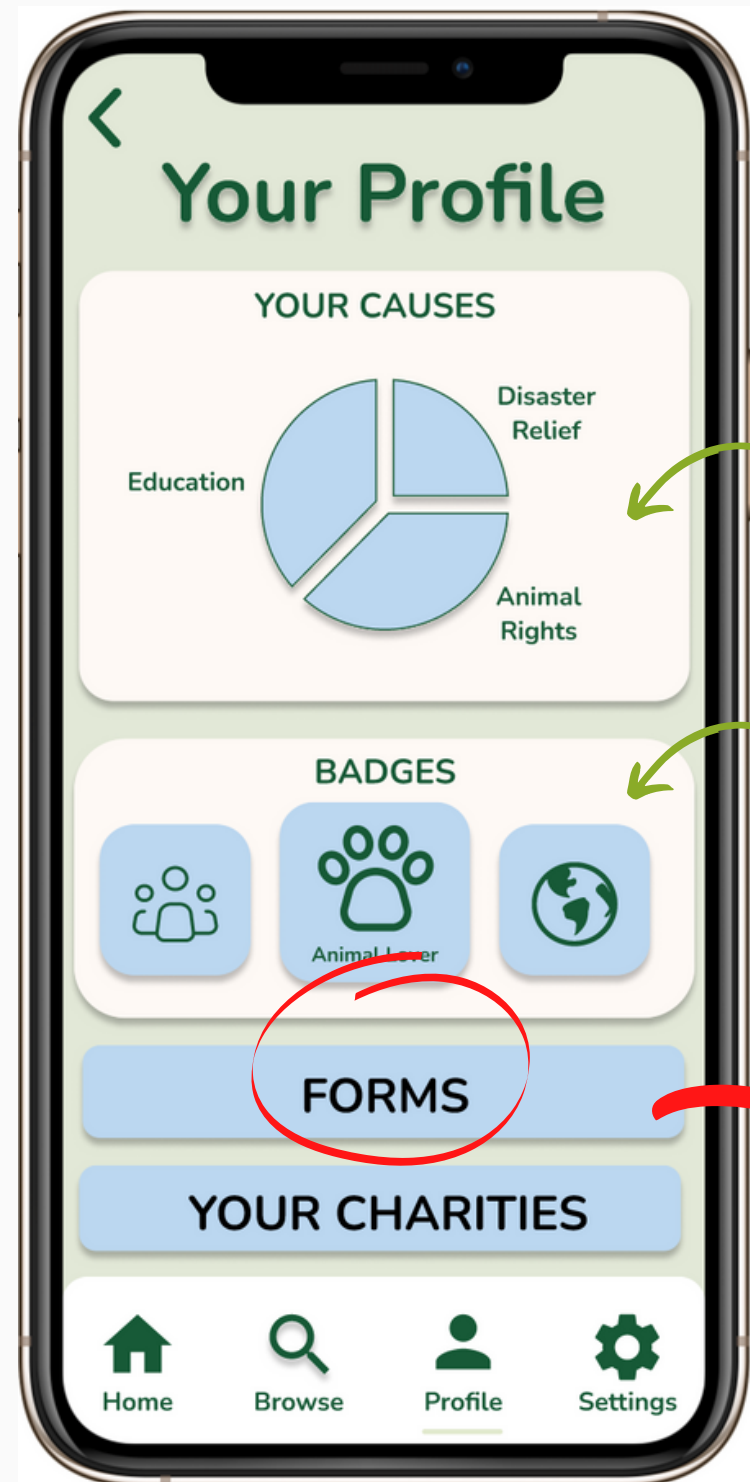
causes users has donated to

user earns badges as incentives for donating

charities users has donated to

Forms

Tax Form 8283
2021
2020

Past Transactions
2022
2021
2020

Home · Browse · Profile · Settings

yearly transaction historty

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option to directly export to TurboTax

Forms

Tax Form 8283
Export to TurboTax
2021
2020

Past Transactions
2022
2021
2020

Home · Browse · Profile · Settings

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option to download as a file

Forms

Tax Form 8283
Download
2021
2020

Past Transactions
2022
2021
2020

Home · Browse · Profile · Settings

Prototype Overview

We used Figma to make our prototypes

What made it easy:

- Group members have prior familiarity with Figma, both with prototyping and design
- Figma makes consistent design easy (i.e. reusable components, color palettes, grids, etc.)
- Optimized for group collaboration

What made it hard:

- Individual screens made prototyping even simple interactions very tedious and time-consuming
- Some overlay features we wanted were not supported, leading to hacky solutions

Prototype Overview

Limitations / Tradeoffs of Med-Fi Prototype

- Cannot implement serialized overlays - made the "Sort By" feature useless because sorting by "Most In Need" does not make it clear that the organization order changed
  - Figma does not allow changing the background card of the overlay and closing it at the same time
- No animations to really show growing Tree
- Limited gestural navigation:
  - For example, when the sorting overlay appears, we would want users to be able to close the overlay by tapping outside of it, but we can't do "Close Overlay" and navigate to a new screen in one interaction in Figma
- Only included the screens necessary for the tasks to be completed
  - Not all organizations are clickable, and the settings page is still not set up, because there are so many possible permutations of screens in Figma
  - The only filter that "works" (is also hard-coded) is "Most in Need"

Prototype Overview

Wizard of Oz Techniques / Hard-Coded Features

Hard-Coded Features:

- All interactions are fairly hard-coded, because otherwise the number of permutations needed would be extremely time-consuming
- Causes and organizations listed to donate to
    - We would need a database of organizations and causes to donate to
- Tree growth
- Badges and Pie Chart representing user's donations
- Tax forms
- Sorting features do not actually perform calculations and instead are hard-coded

Wizard of Oz:

- We assume that user account and payment information is already inputted and saved when donating because we don't want users putting sensitive information into a Figma prototype
- We fake the sorting by "Most in Need" function because the actual calculation would be data-intensive