

# theGivingTree

Make your donations go further.



# Team



Lainey Wang



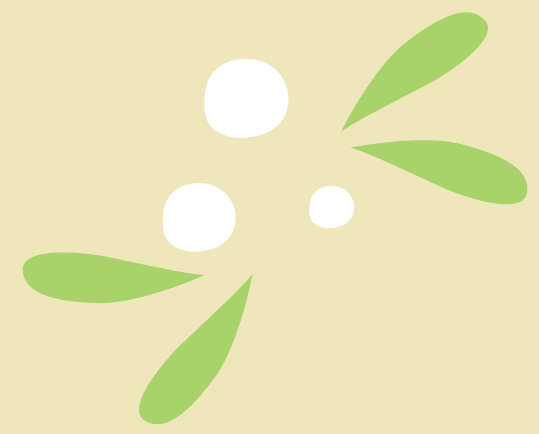
Nancy Hoang



Fernanda Kramer



Britney Tran



The background is a light beige color with decorative elements. On the left, there are green leaves and a yellow dot. On the right, there are more green leaves. In the bottom left, there are faint, stylized leaf patterns. In the bottom right, there are large, light beige rounded shapes.

# 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

We want to create a platform that takes the guesswork out of donating by automatically identifying high-impact nonprofits that users can donate to, letting them set up recurring donations, and managing donations long-term.



# Overview

1

Revised Design

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2

Prototype Status

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3

Demonstration



# Heuristic Evaluations

## Severity 4

**H2 - Match Between System & World** - unclear what "Most in Need" means

**H3 - User Control & Freedom** - no way to revert donation

- Decided not to address, because it is uncommon to revert (confirmation instead)

**H13 - Value Alignment** - no way to view how app makes decisions about research



# Revised Design



Sort Organizations By:

- Alphabetical ✓
- Most Unferfunded →
- Nearest to You



H13. View more information about methodology



H2. Changed wording to most underfunded



# Heuristic Evaluations

## Severity 3

**H2/12 – Match Between System & World** - tree has no progress bar, encourages wealth of donation rather than other metrics like frequency

**H5 – Error Prevention** - unclear if recurring payment is required

**H10 – Help and Documentation** - what is tax form 8283?

**H12 – Fairness and Inclusion** - common donation amounts assumes wealth





# Revised Design

H3. Added progress bar for system status updates



H8. Changed background color for aesthetic and accessibility purposes.

H12. Growth by donation to encourage longevity and promote financial equality

# Revised Design

**Select Amount**

\$10 \$25 \$50

\$100 \$250 \$500

or

\$20.00

**Frequency**

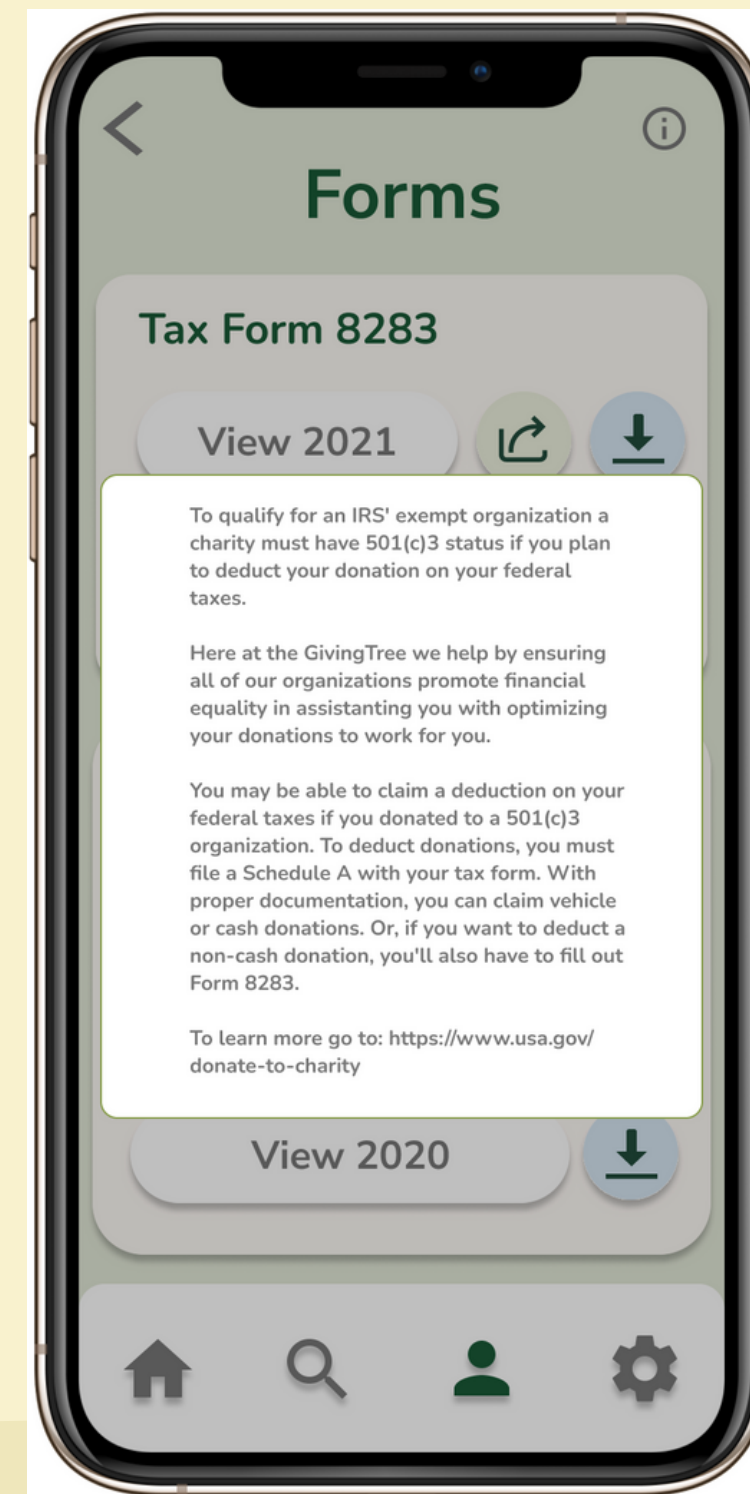
One Time Weekly

Monthly Annually

**DONATE**

H10. Info about tax form 8283 for educational equity

H5. Recurring payments not required



H4. Rename to frequency

# Prototype Status:

## Framework/Tools:

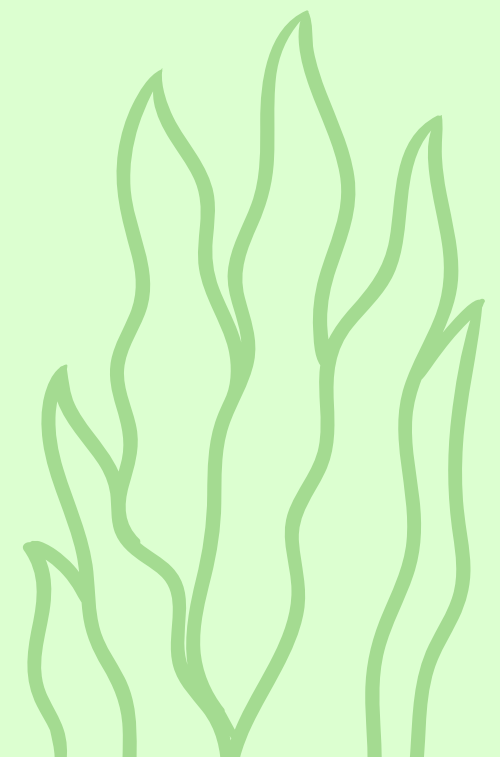
- React Native, Expo, VS Code

## Wizard of Oz Techniques:

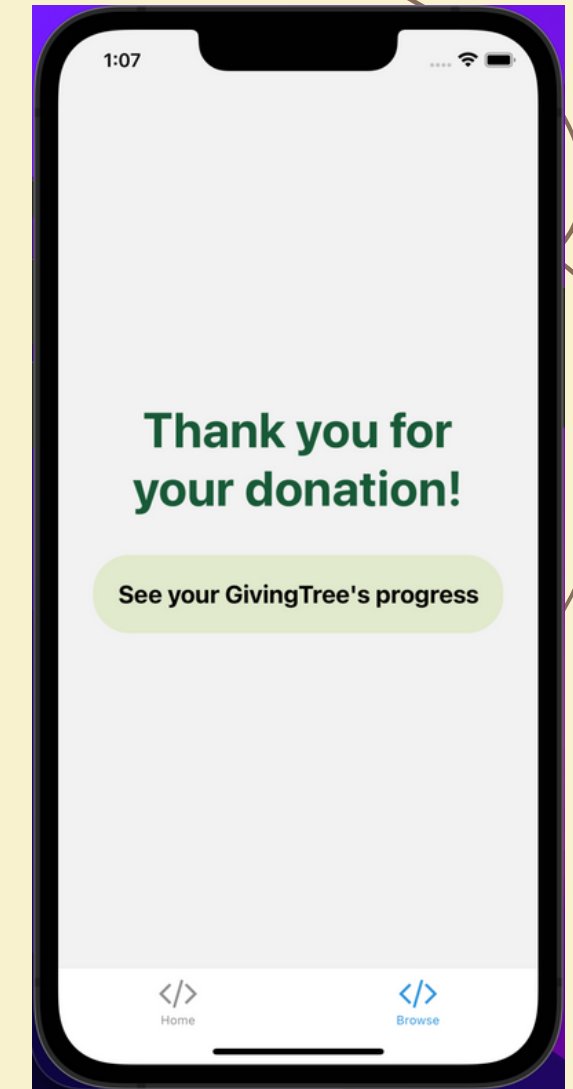
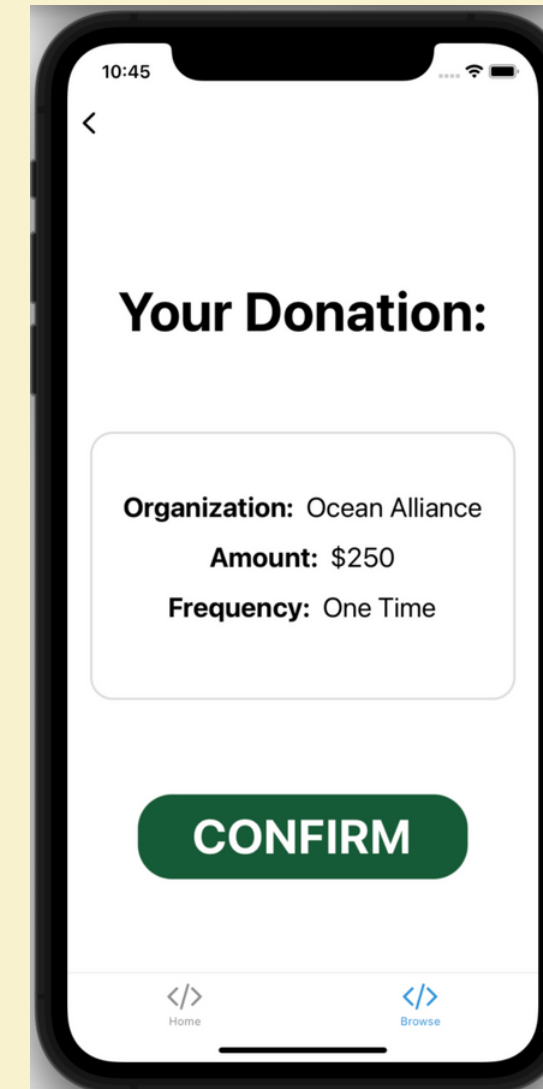
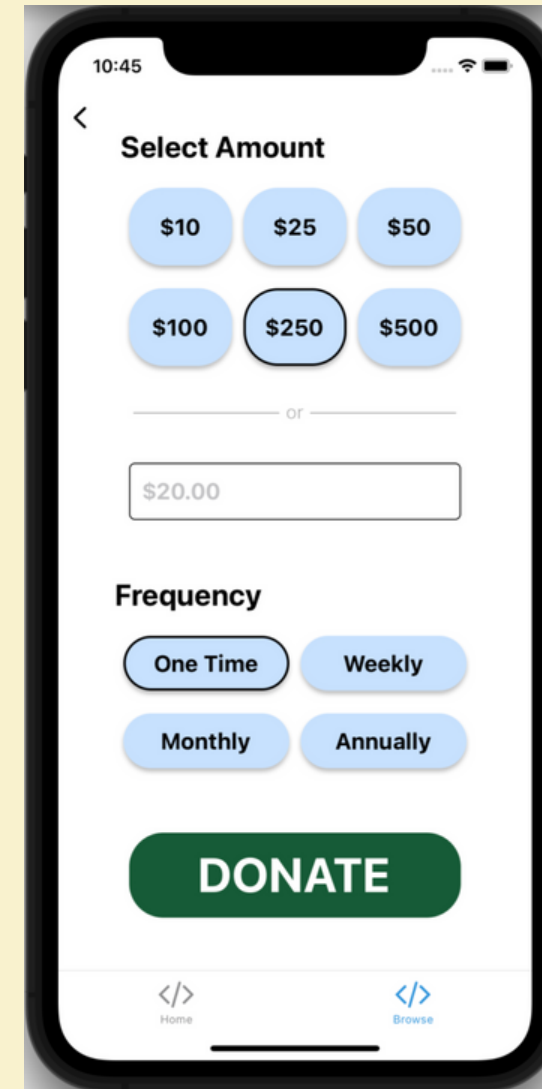
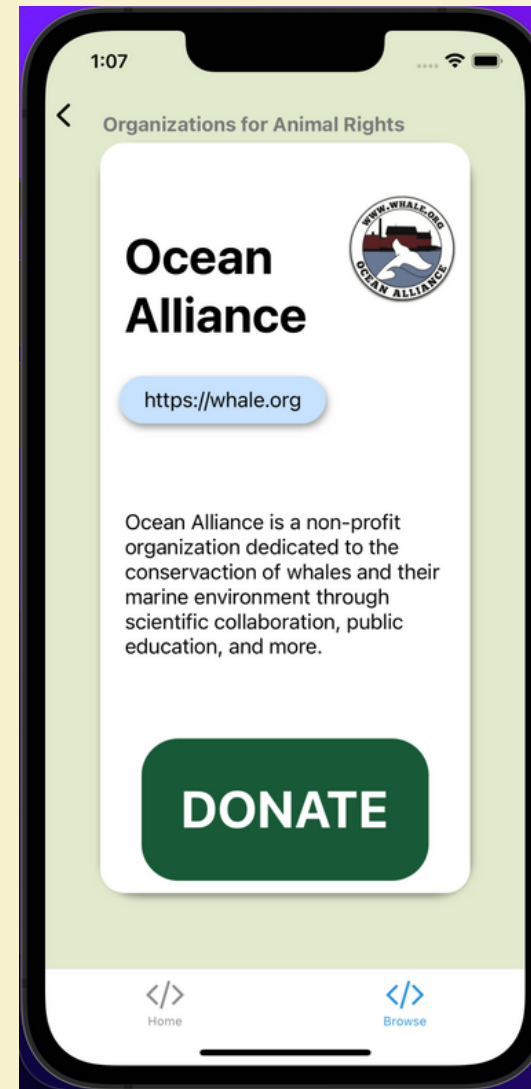
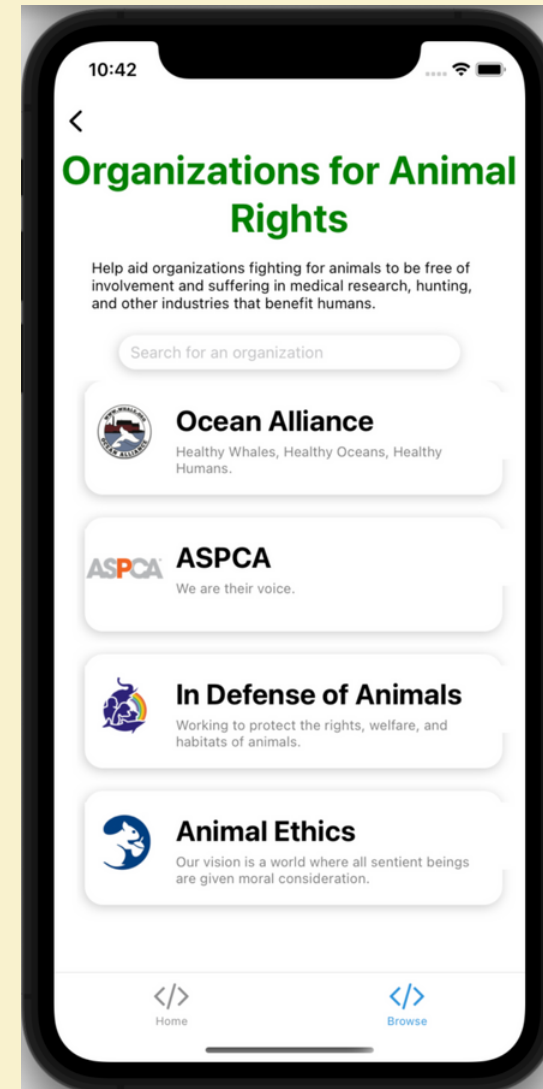
- Sorting values are falsely stimulated ie. we are not actually checking the impact levels, etc.

## Hard-coded data:

- Organizations
- Potential tree growth and system status



# Implemented Features



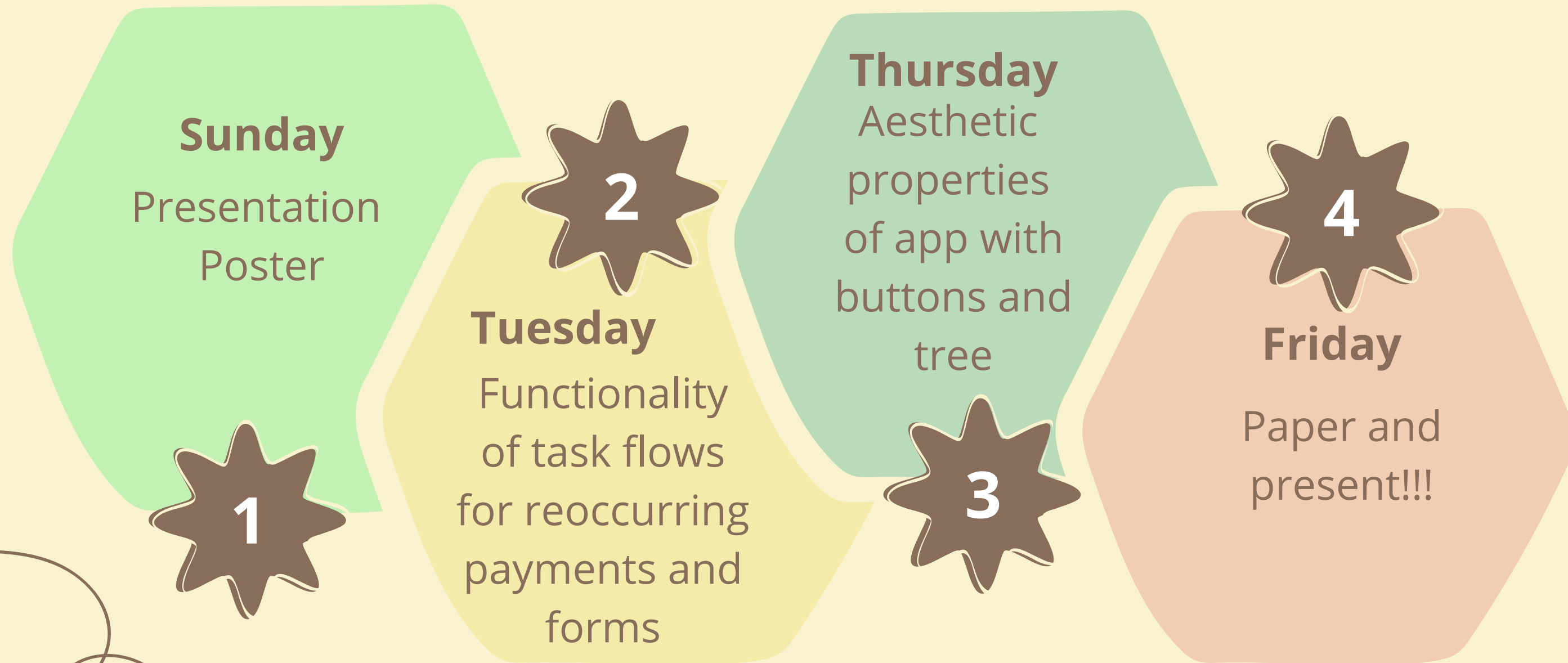
## Task Flow 1: Make a donation

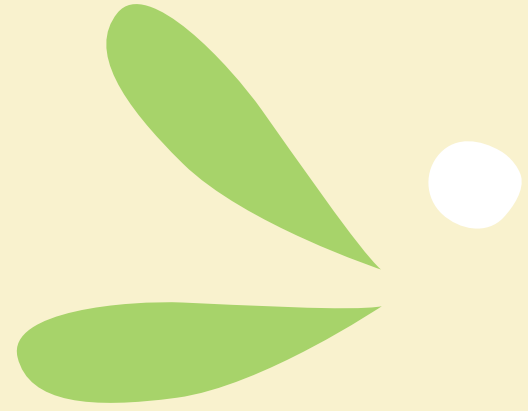


# Current Issues

- Width/height styling for different phone sizes
- Organization data still needs to be imported
- App still feels a bit flat
- Screens vs. Modals
- Styling in general still needs work

# Unimplemented features & plan





# Demonstration

# Summary

- Have several aesthetic changes to be made in terms of color and icons
- Need to add more explanation for accessibility and user understanding
- Donation task flow is completed
- Work to be done in styling





Questions?