TheGivingTree

Make your donations go further.
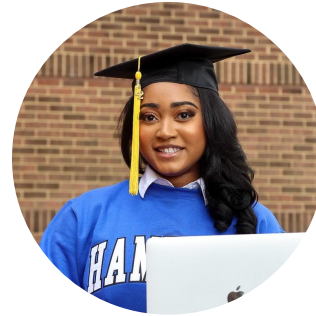
1 Our Team

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2 Overview

Problem

From finding where to donate, to which charities are most in need, giving is filled with pitfalls for the average donor.

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Solution

Our mission is to help donors donate easily and effectively to the causes they care about and track their donations over time.
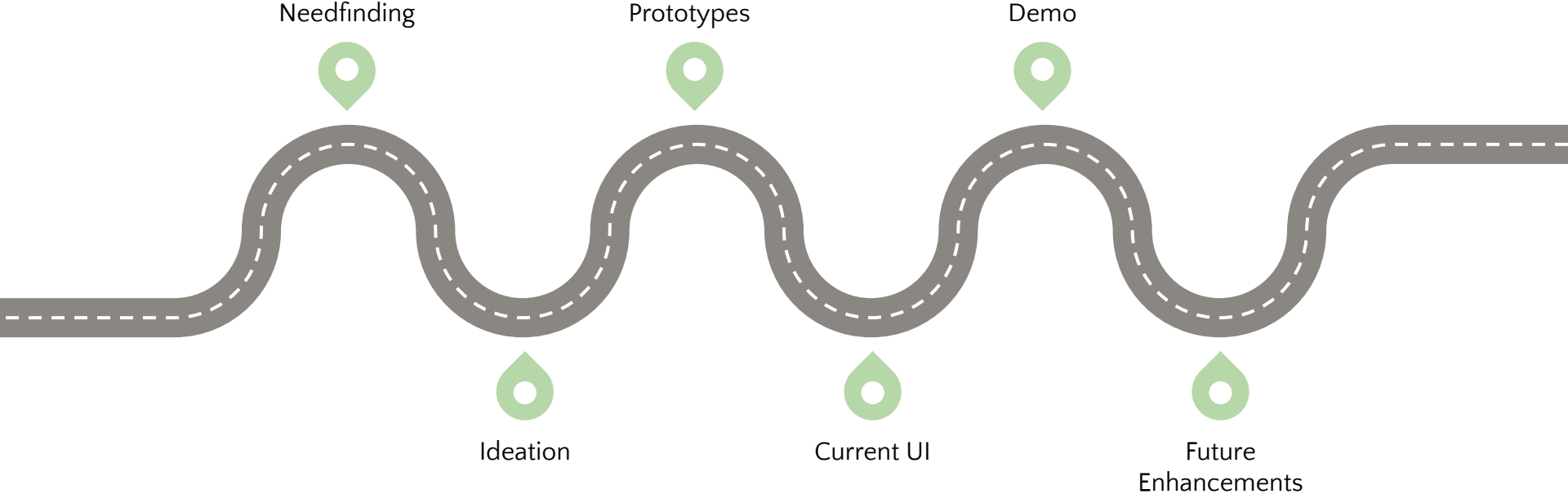
We want to create a platform that takes the guesswork out of donating by automatically identifying high-impact nonprofits that users can donate to, letting them set up recurring donations, and managing donations long-term.

Values

1. **Equity**: financial equity, wealth redistribution, sharing knowledge

2. **Efficiency**: minimizing complexity of donating and help charities that are effectively using donations or are in need of money

3. **Education**: Learning about which organizations are legitimate, and financial benefits of donating
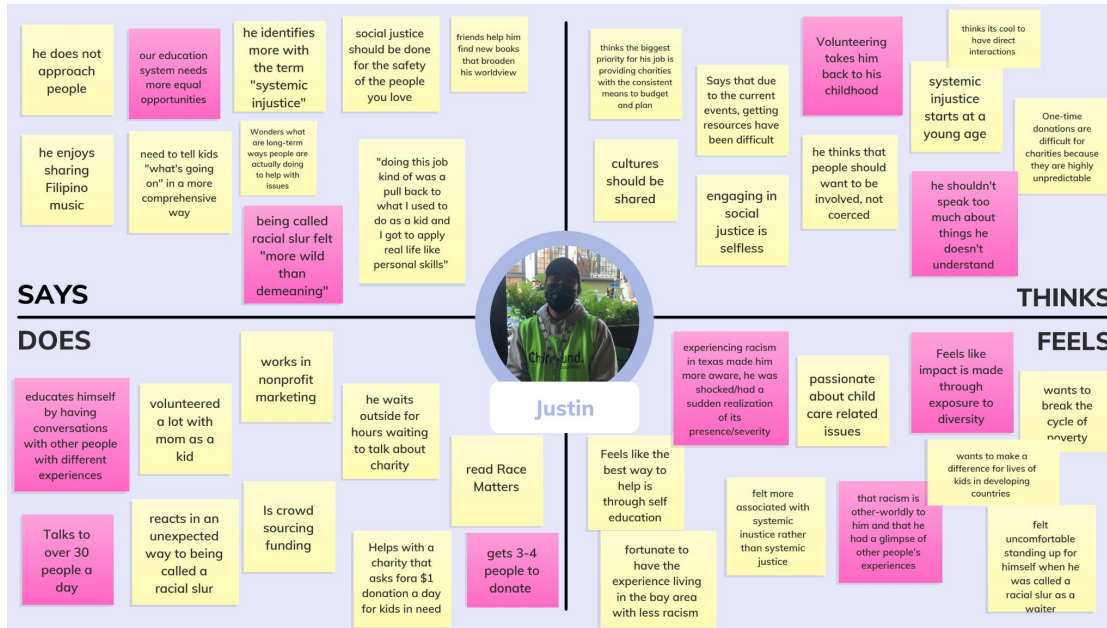
Outline

Needfinding

Prototypes

Demo

Ideation

Current UI

Future
Enhancements

3 Needfinding

Needfinding

SAYS

he does not approach people

our education system needs more equal opportunities

he identifies more with the term "systemic injustice"

social justice should be done for the safety of the people you love

friends help him find new books that broaden his worldview

he enjoys sharing Filipino music

need to tell kids "what's going on" in a more comprehensive way

Wonders what are long-term ways people are actually doing to help with issues

"doing this job kind of was a pull back to what I used to do as a kid and I got to apply real life like personal skills"

being called racial slur felt "more wild than demeaning"

THINKS

thinks the biggest priority for his job is providing charities with the consistent means to budget and plan

Says that due to the current events, getting resources have been difficult

Volunteering takes him back to his childhood

thinks its cool to have direct interactions

systemic injustice starts at a young age

One-time donations are difficult for charities because they are highly unpredictable

cultures should be shared

he thinks that people should want to be involved, not coerced

engaging in social justice is selfless

he shouldn't speak too much about things he doesn't understand

DOES

works in nonprofit marketing

educates himself by having conversations with other people with different experiences

volunteered a lot with mom as a kid

he waits outside for hours waiting to talk about charity

read Race Matters

Talks to over 30 people a day

reacts in an unexpected way to being called a racial slur

Is crowd sourcing funding

Helps with a charity that asks for a $1 donation a day for kids in need

gets 3-4 people to donate

Justin

FEELS

experiencing racism in texas made him more aware, he was shocked/had a sudden realization of its presence/severity

passionate about child care related issues

Feels like impact is made through exposure to diversity

wants to break the cycle of poverty

Feels like the best way to help is through self education

wants to make a difference for lives of kids in developing countries

felt more associated with systemic injustice rather than systemic justice

that racism is other-worldly to him and that he had a glimpse of other people's experiences

felt uncomfortable standing up for himself when he was called a racial slur as a waiter

fortunate to have the experience living in the bay area with less racism

- Direct marketer for nonprofit in Bay Area
- Explained challenge: donor consistency
- Many donors give in lump sums
- Involvement in youth organizations → stressed importance of consistent food, shelter, education
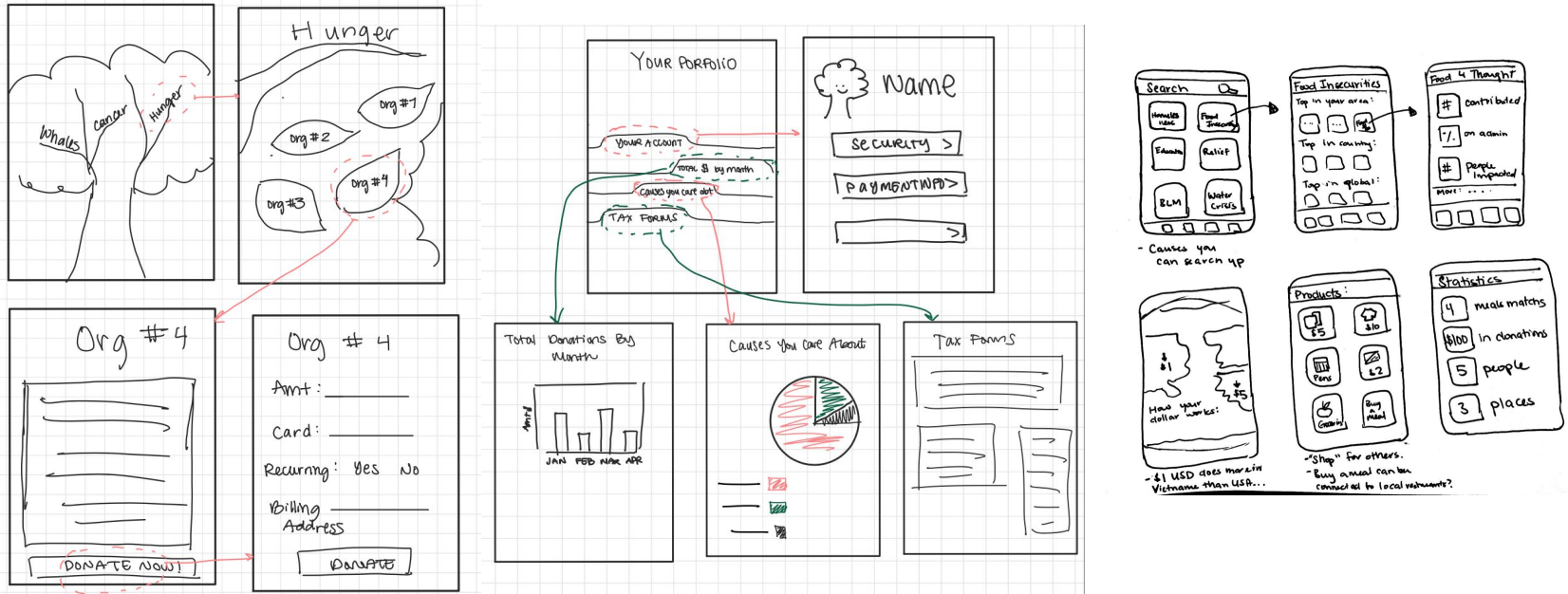
Needfinding

Donors know causes they want to donate towards, struggled towards finding organization

- Overfunding

- Improper use of donations
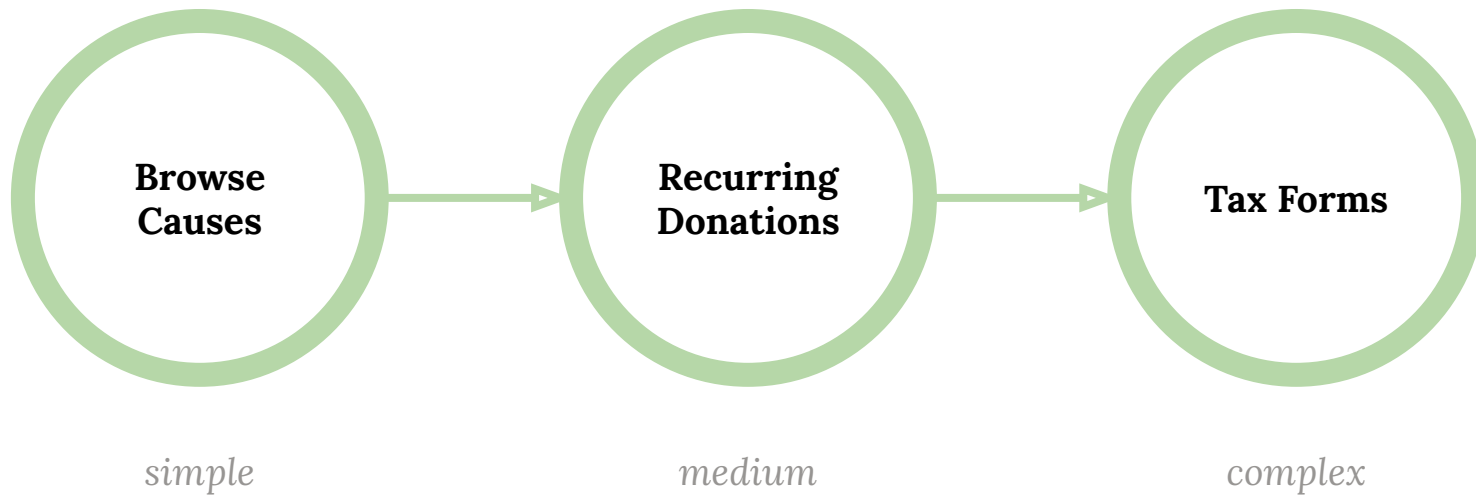
- Finding legitimacy of organization
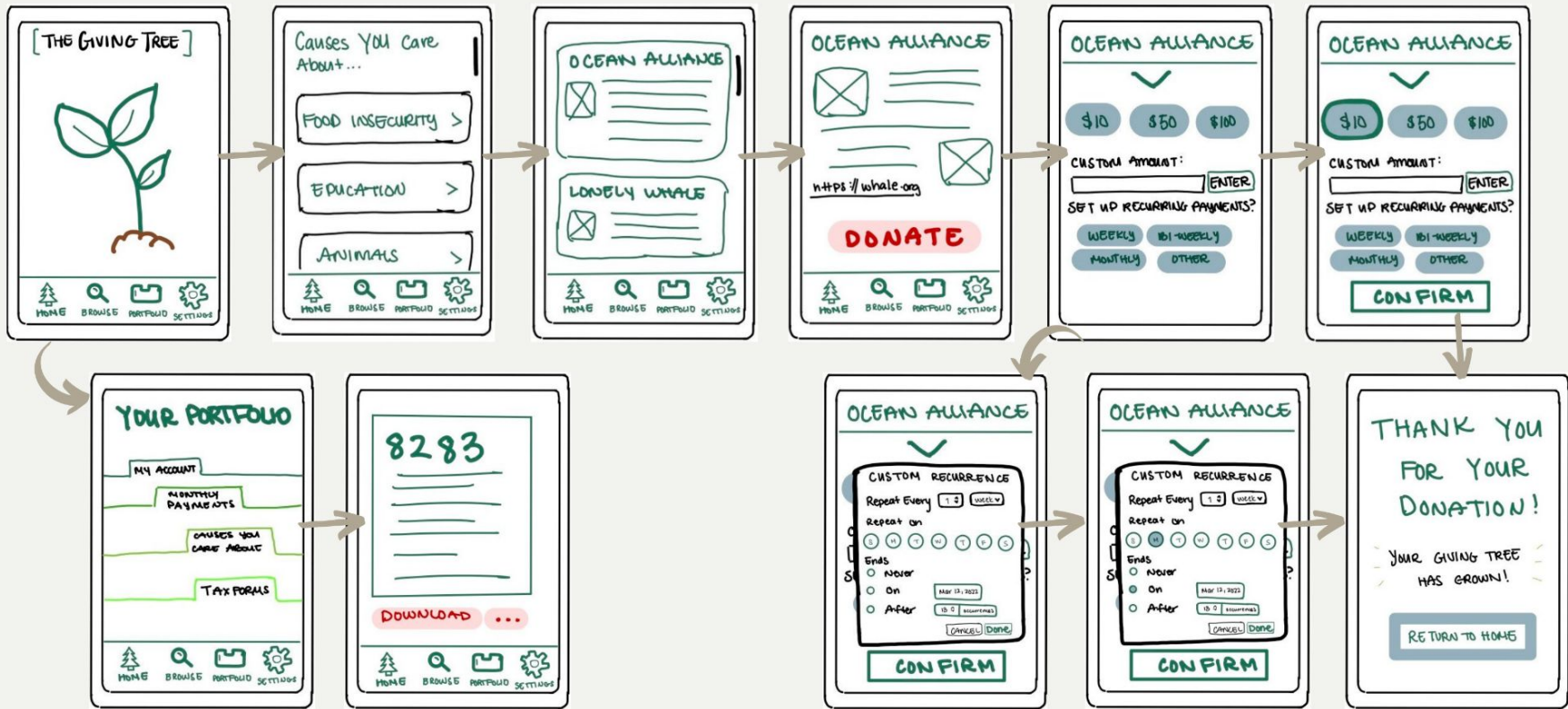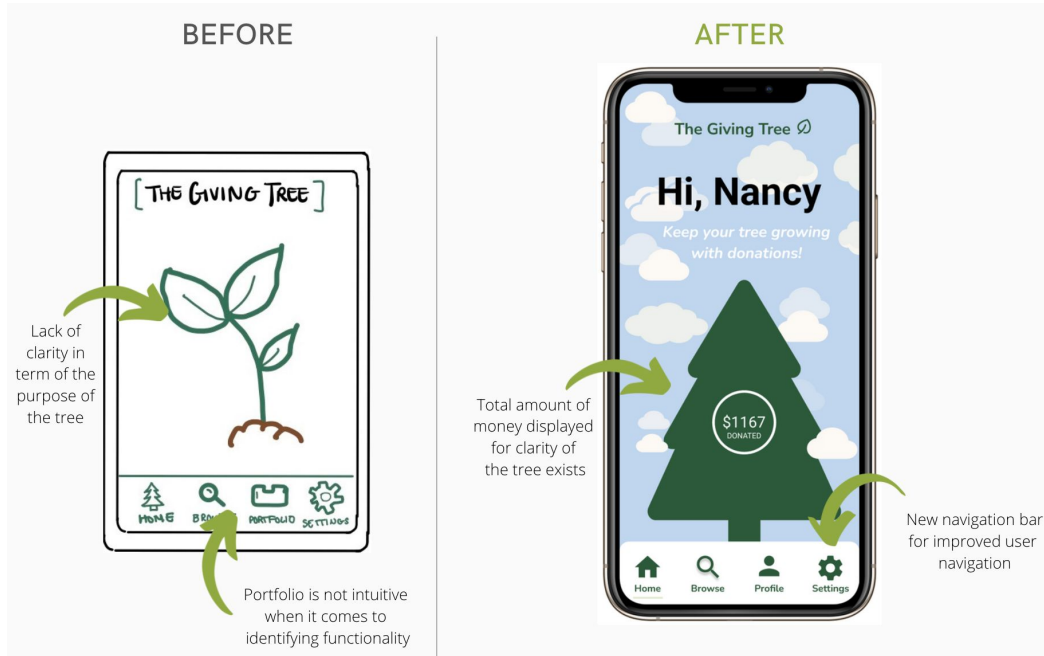
4 Ideation

Sketches

Key Tasks

Browse Causes → **Recurring Donations** → **Tax Forms**

simple   *medium*   *complex*

5 Low-Fi Prototype

Changes Made: Home Page

BEFORE

AFTER

[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

The Giving Tree

Hi, Nancy

Keep your tree growing with donations!

$1167
DONATED

Home   Browse   Profile   Settings

Total amount of money displayed for clarity of the tree exists

New navigation bar for improved user navigation

- Donations that stimulate tree's growth

- Navigation bar's "Profile" icon instead of "Portfolio" icon

Changes Made: Organizations Page

BEFORE

No search bar makes finding orgs hard

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

No sorting to help users find charities

OCEAN ALLIANCE

LONELY WHALE

HOME   BROWSE   PORTFOLIO   SETTINGS

AFTER

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

- ◉ Back button

- ◉ Sort function for 'Education and Efficiency'

- ◉ Upfront donate button

Changes Made: Donations Page

BEFORE

AFTER

Confused users - overly customizable and complicated

"Other" button replaced with "Annually" to remove user confusion with customized payments
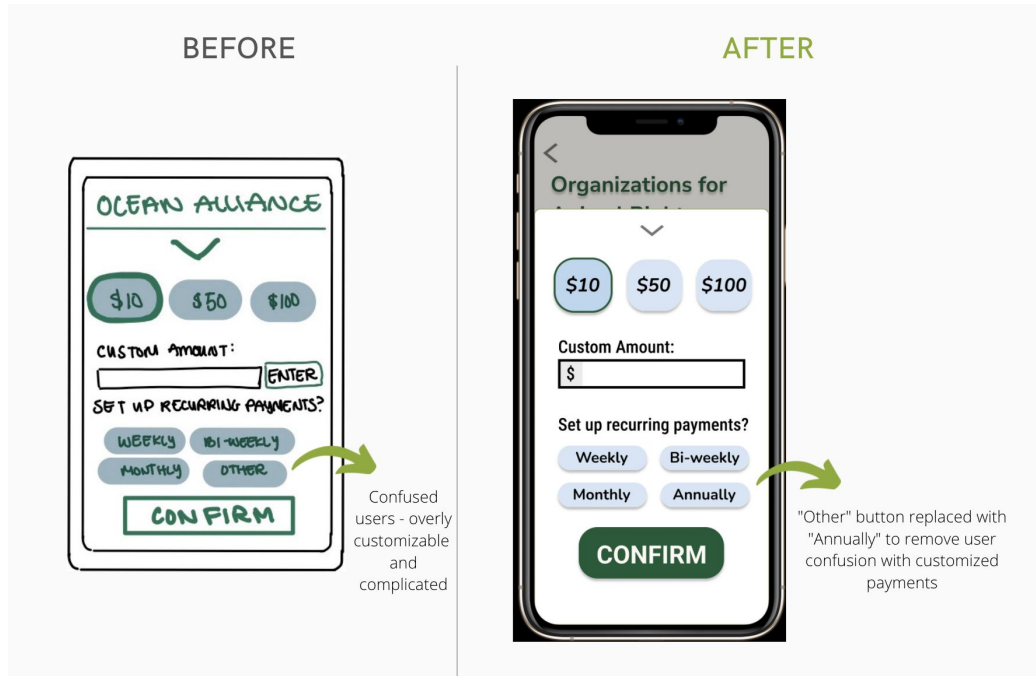
- Prioritized simplicity over customization

6 Medium-Fi Prototype

Simple Task: Browse Causes

search bars allowing users to find their own causes /organizations

updated filter
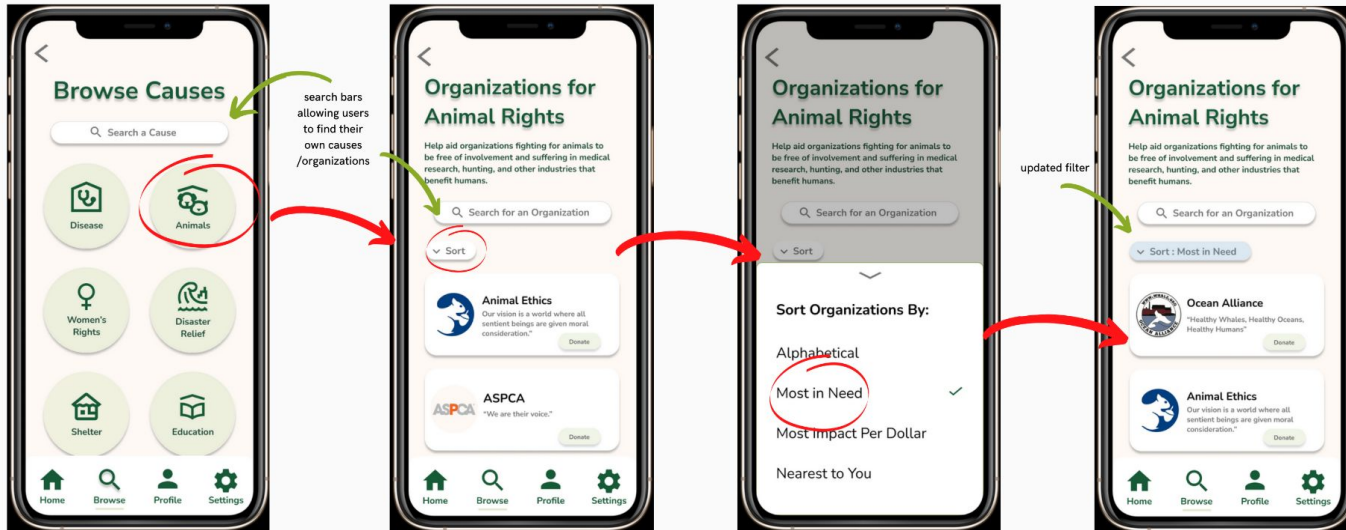
options for
possible causes
to donate to

options for
animal rights
organizations

pop-up with
options to filter
results

filtered results

Medium Task: Donate

pop-up window that is easy to close

pre-set or custom amounts

multiple options for recurring payments

Complex Task: Generate Tax Forms

option to directly export to TurboTax

option to download as a file

causes users has donated to

user earns badges as incentives for donating

charities users has donated to

yearly transaction historty
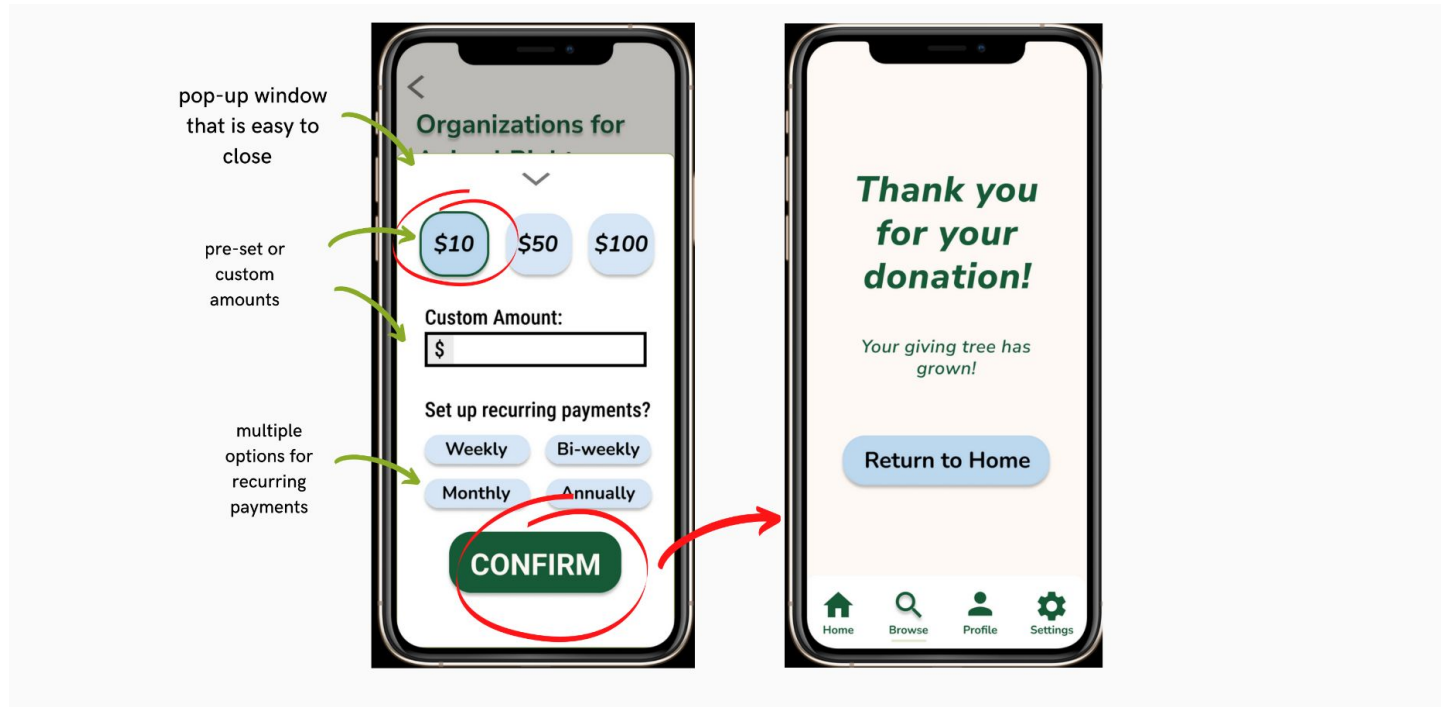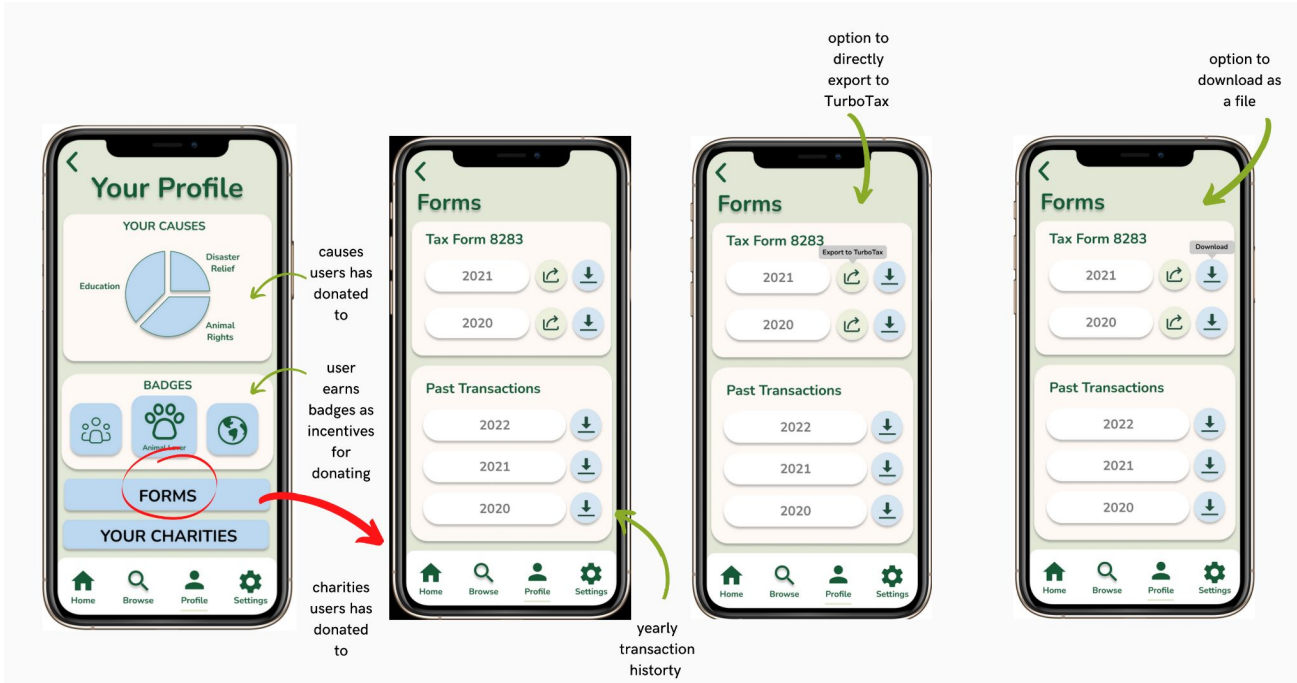
7　High-Fi Prototype

Simple Task: Browse Causes
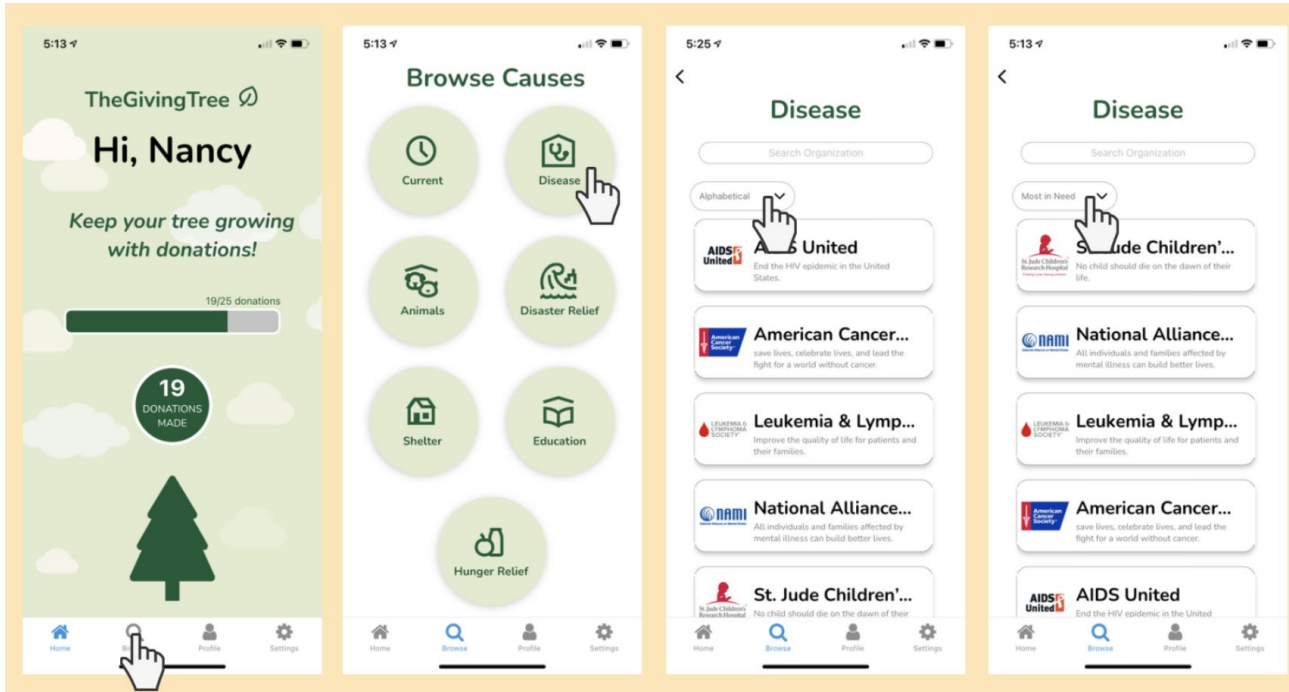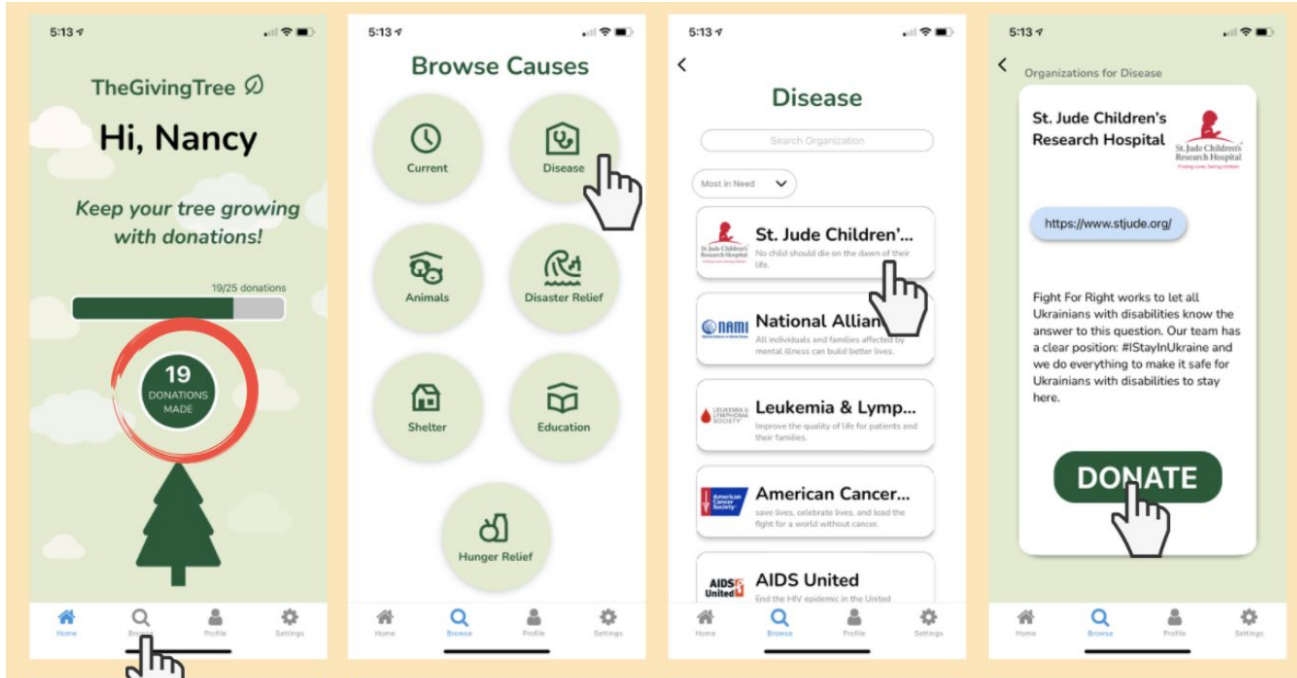
Medium Task: Donate

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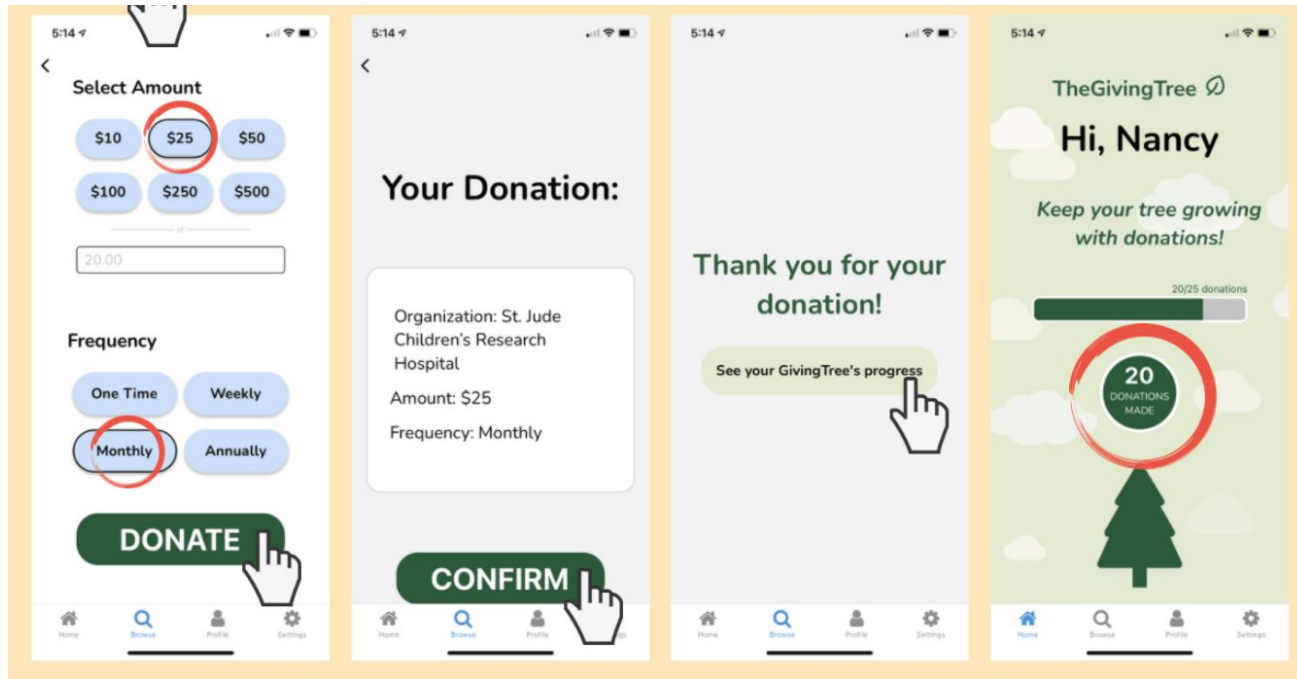
Complex Task: Generate Tax Forms
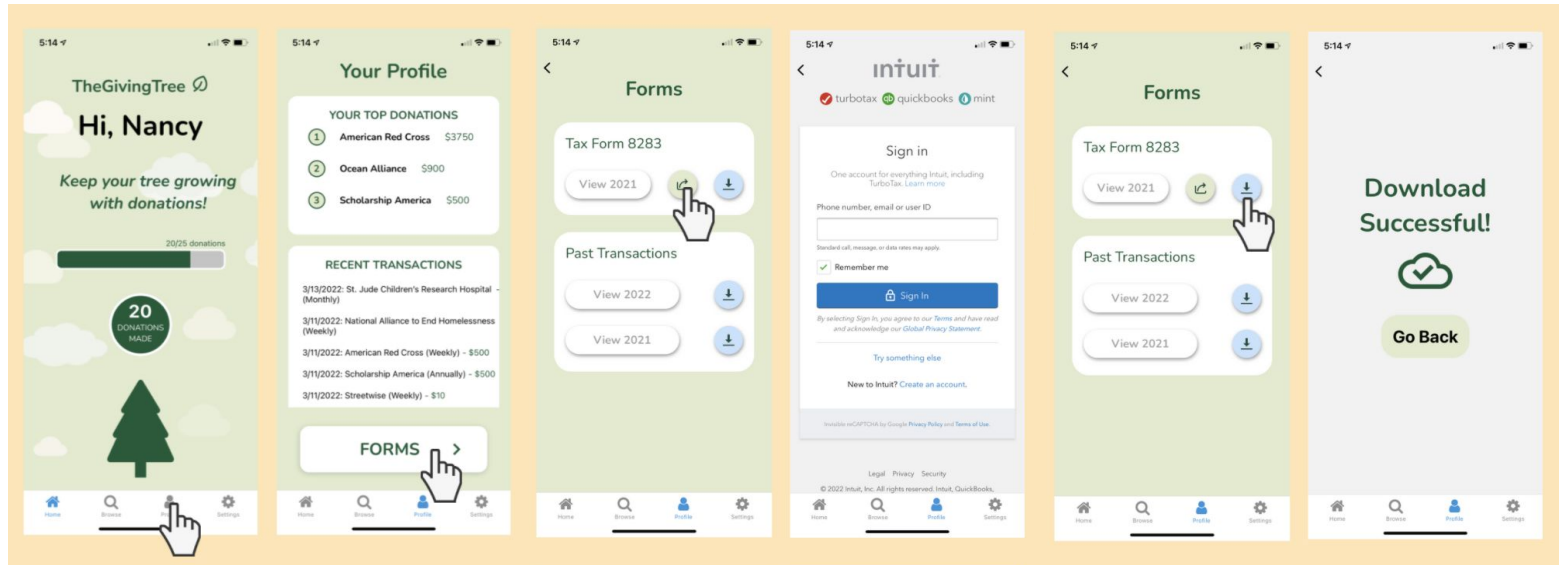
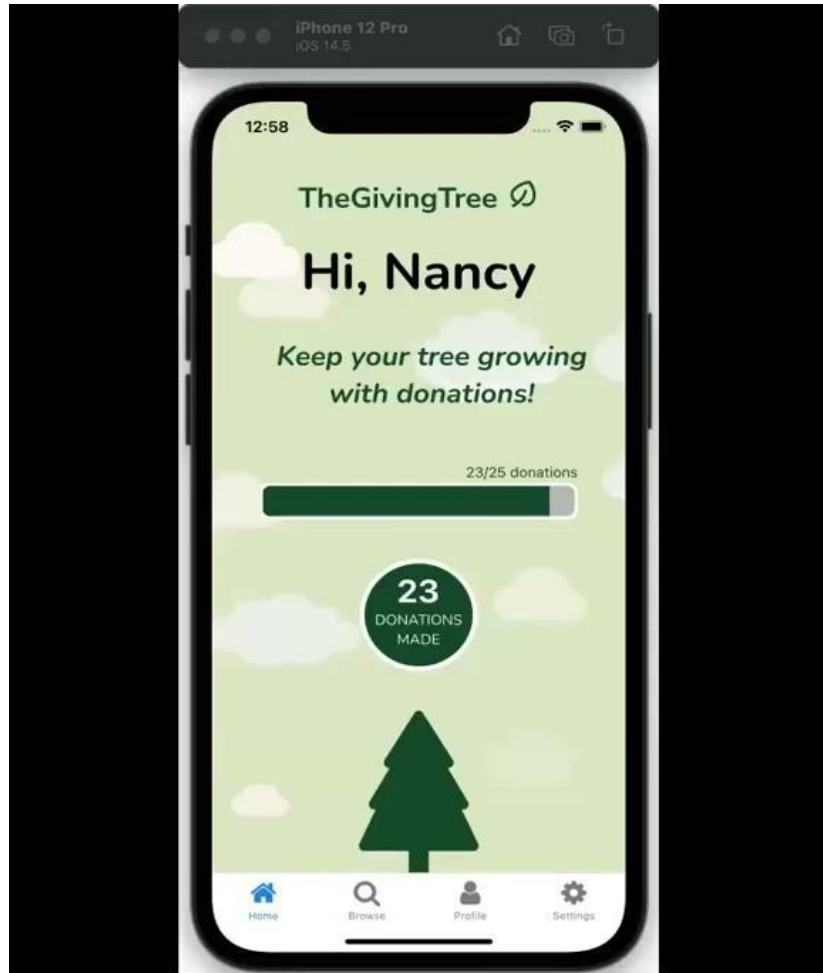# 4 Current UI

Simple Task: Browse Causes
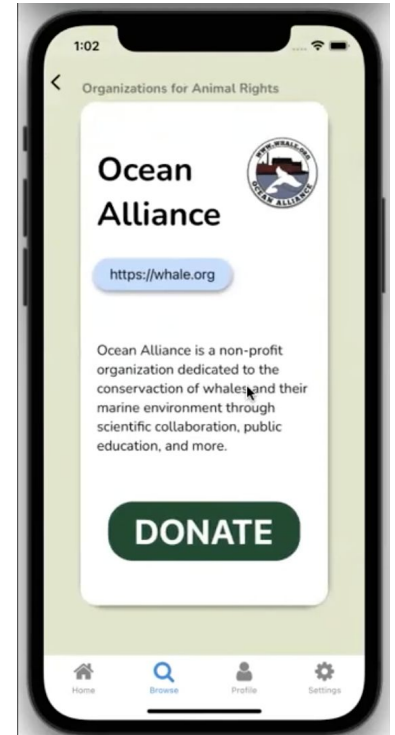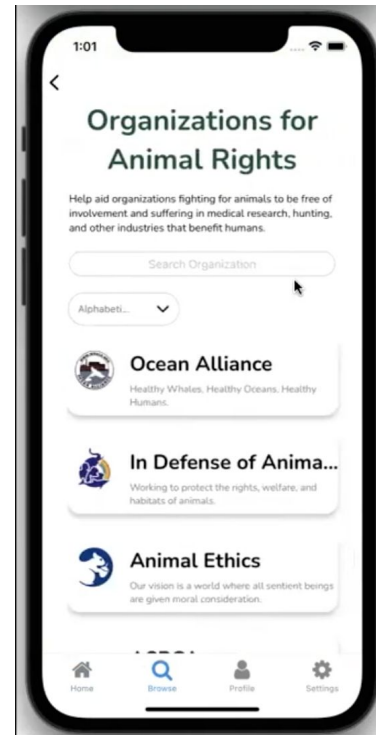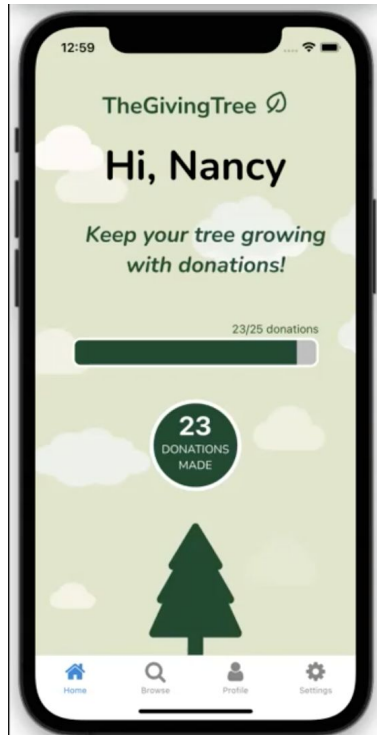
Medium Task: Donate
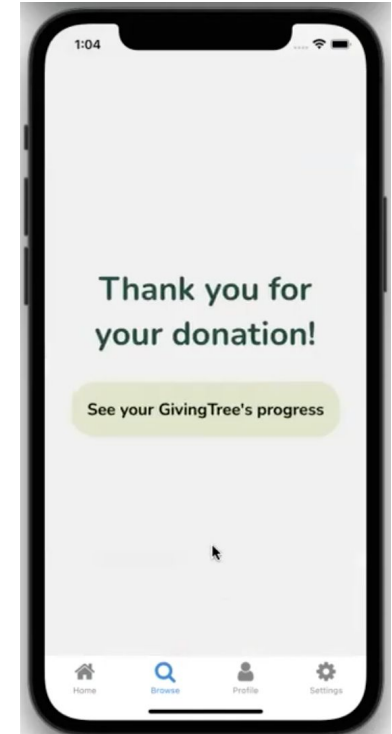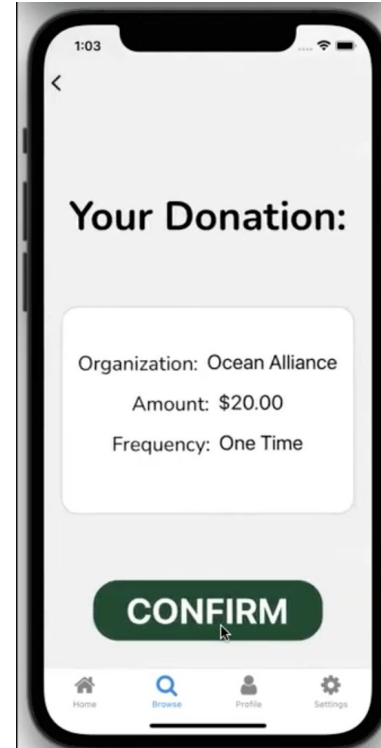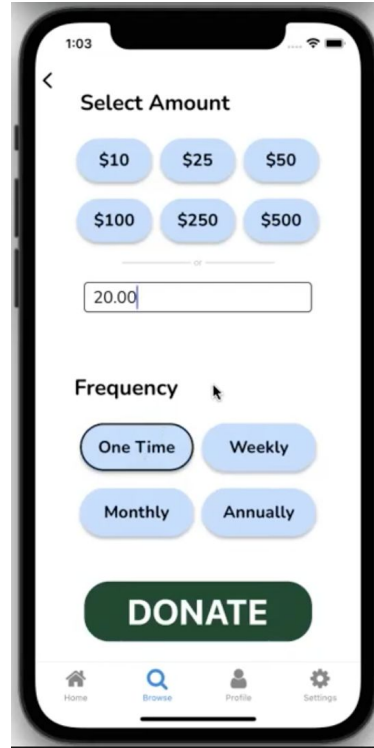
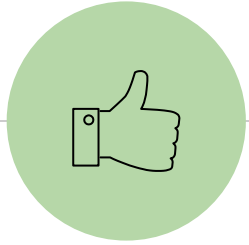# Complex Task: Generate Tax Forms
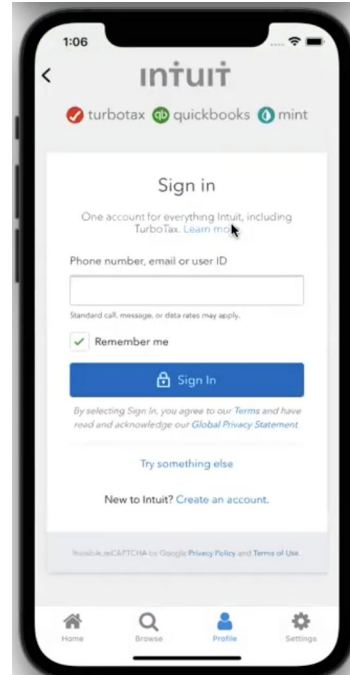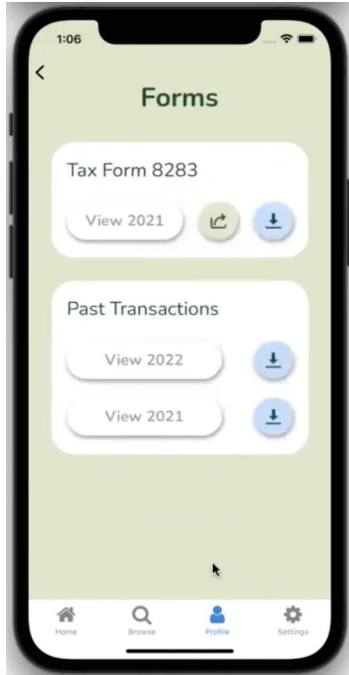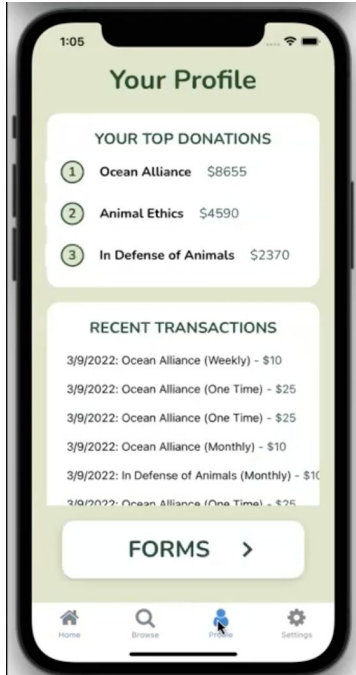
6 Future Enhancements

What is missing?

- Wizard of Oz: recommended organizations, sorting feature, growth of tree

- Hardcoded: Organization titles/descriptions/logos

- Hardcoded: Tax forms

- User login

- Inputting payment information → transaction pipeline

- Reward system has fixed limit

What will we add?

- ◉ Tutorial
- ◉ Notification System

Thanks!

Any ***questions*** *?*