

OVERVIEW

PROJECT OVERVIEW

PROJECT DETAILS

Project Name: The Elephaid Foundation App Redesign

Background: One year ago, The Elephaid Foundation launched a mobile app to connect with its supporters and sponsors on the go. Through this app, the organization publishes educational and informational content regularly. It also allows its users to donate and register to sponsor elephants needing medical care or assistance. While user engagement with the content is very high, the organization is struggling to get donations through the app. Elephaid discovered through user research that the Donation page design has critical functionality issues.

Objectives: Optimize the current mobile app, with a special focus on improving the Donation page's user experience. Improve the ease of the donation process.

Deliverables: A high-fidelity mock-up that includes the following app pages:
Home - About - Support - Donation - Volunteer

USER JOURNEY MAPS

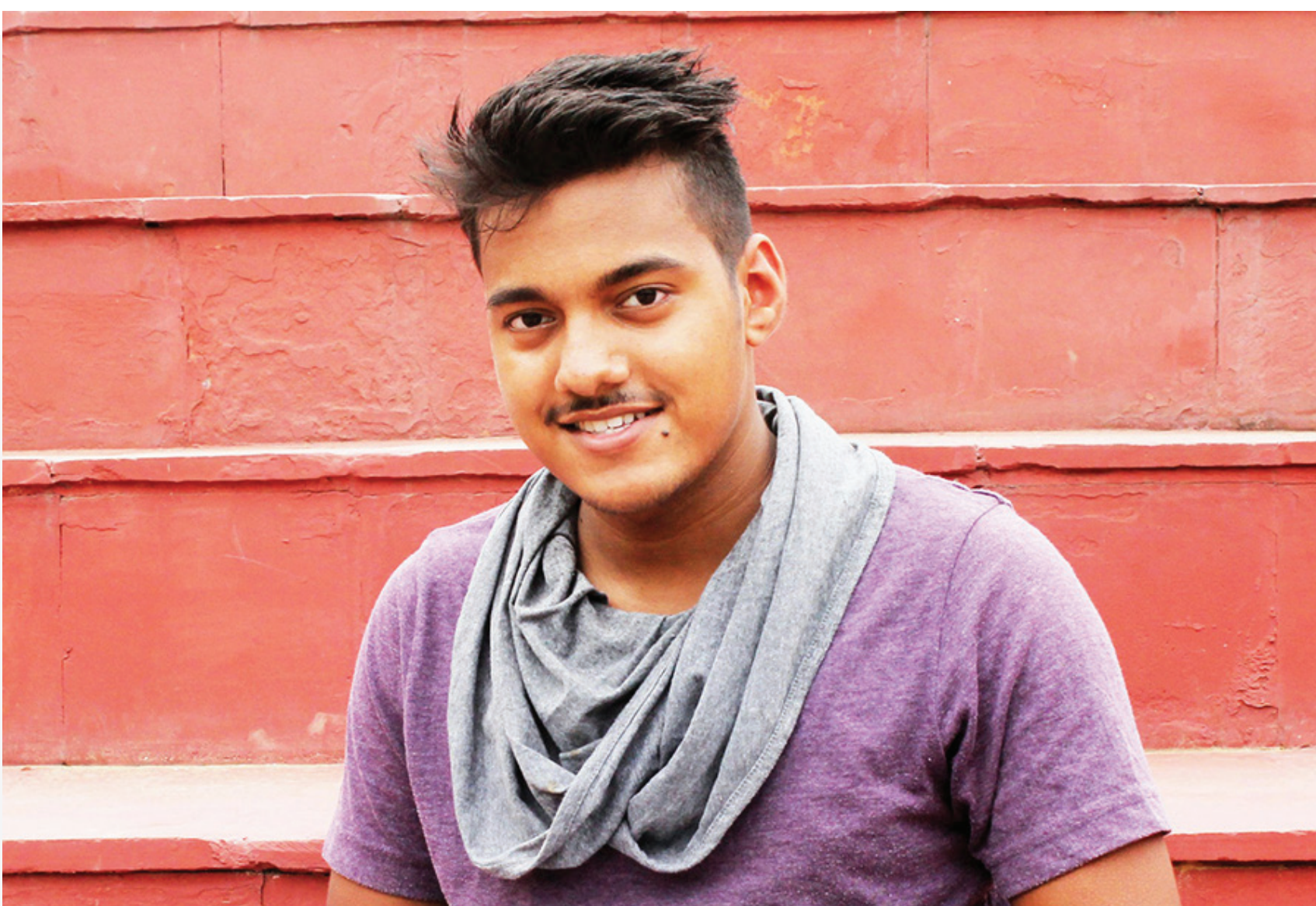
User Journey 1



User Journey 2



Attaf Khan



Amit Ranjan. Portrait of a young man sitting outside with a laptop. He's looking at the camera. 31 October 2020.
<https://unsplash.com/photos/woman-in-purple-shirt-and-blue-denim-jeans-sitting-on-concrete-bench-3S0Ucv4BDCK>, Free to use the Unsplash License

Demographic Information

Age: 21

Gender: male

Location: Vancouver, BC

Family status: single with no children

Ethnicity: Pakistani-Canadian

Tech literacy/experience: Raised with tech/ very savvy

Education: 2.5 years of college

Occupation: Server

Quote:

"In Pakistani my name means protector of the weak and oppressed."

Biography

My field of study in college is environmental science. I grew up with a Pakistani mother and Canadian father. I was touched by a story my mother told me about the loneliest elephant in Pakistan and have felt a connection with elephants since seeing them at my local zoo. My education has a focus on natural resource management, and I am concerned about the disappearing habitats of elephants.

Core Needs

I need to feel my personal and financial information is secure when using an app. I wish for my values to align with those of the companies I support and volunteer my time. I would like to easily share information with my friends and classmates.

Frustrations

He does not understand the options of how to support the foundation. He completes the volunteer and donation forms but there is no submit button on either page. He does not share his experience with others.

Attaf Khan Problem Statement

Attaf Khan is a 21-year-old student and new supporter of the Elephaid Foundation who needs a secure and easy mobile donation process because they value convenience and have concerns about the safety of their personal and financial information.

Amber Jackson

Etty Fidele. Mrs Grace. 14 July 2019. <https://unsplash.com/photos/woman-in-orange-blazer-standing-AzVexpHvuKY>, Free to use under the Unsplash License



“
Quote:
“Life is like
troubleshooting code.
Sometimes it’s messy,
sometimes it crashes, but
when you get it right, it’s
worth celebrating.”

Biography

Amber is described by friends as intelligent, compassionate, and determined. She married to her college sweetheart, Marcus, and is a proud mother to their 8-year-old son. She balances her career with her lifelong passion for wildlife conservation. A devoted advocate for elephant rescue, she spends her weekends organizing fundraisers and raising awareness for their plight. Amber inspires those around her to embrace their passions and make a difference.

Demographic Information

Age: 36

Gender: Female

Location: Dallas, Texas

Family status: Married with one child

Ethnicity: Black American

Tech literacy/experience: Extremely Tech Literate

Education: Masters of IT

Occupation: IT Specialist

Core Needs

A dependable mobile app that provides accurate, up-to-date information about the organization’s activities, programs, and donation options. Event notifications, volunteer opportunities, and personalized donation suggestions. I want to feel confident that my support is driving meaningful change.

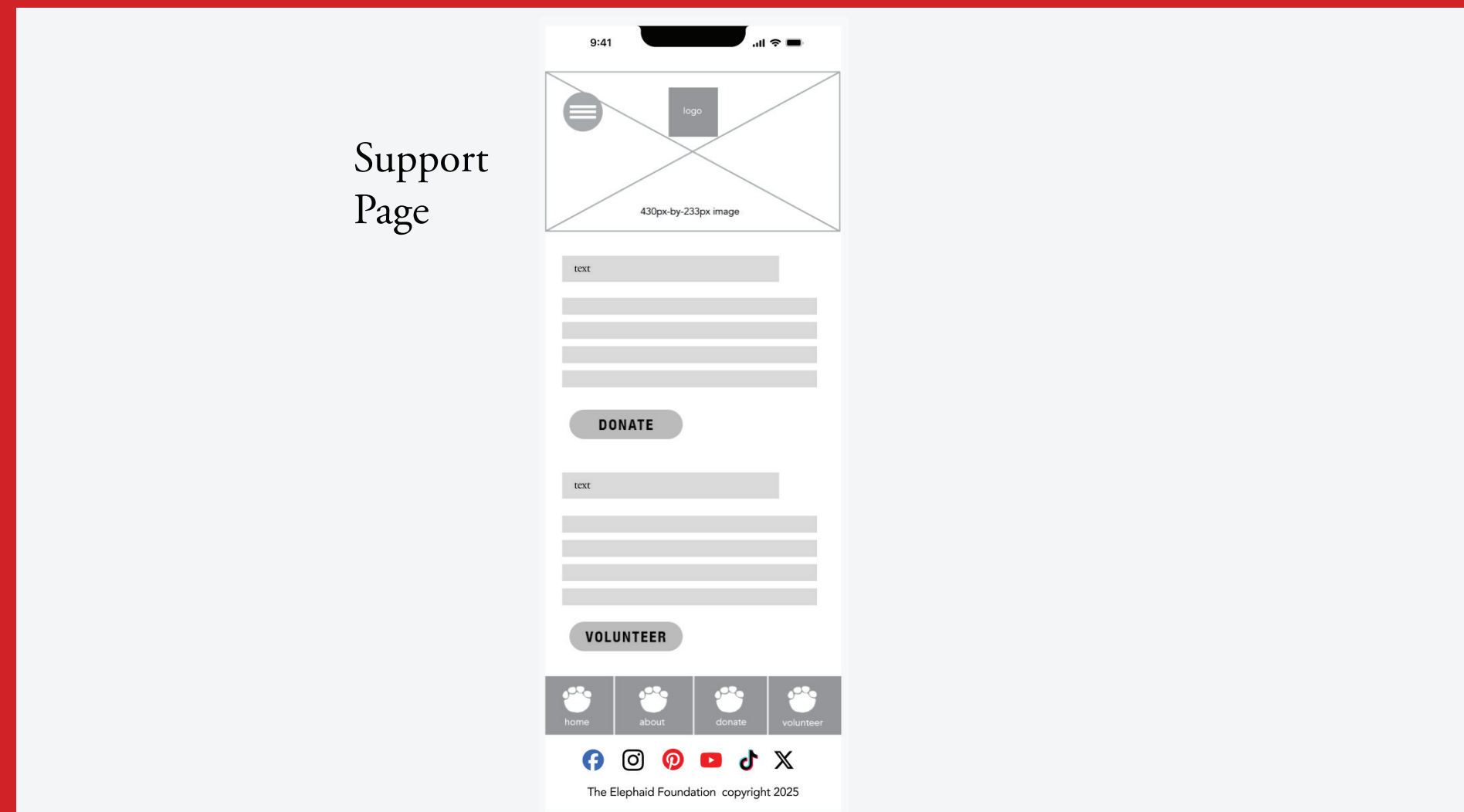
Frustrations

Can not learn more about the organization due to missing information. Would like to avoid roadblocks or obstacles to making a donation. Wants to easily navigate through the app with a bottom navigation.

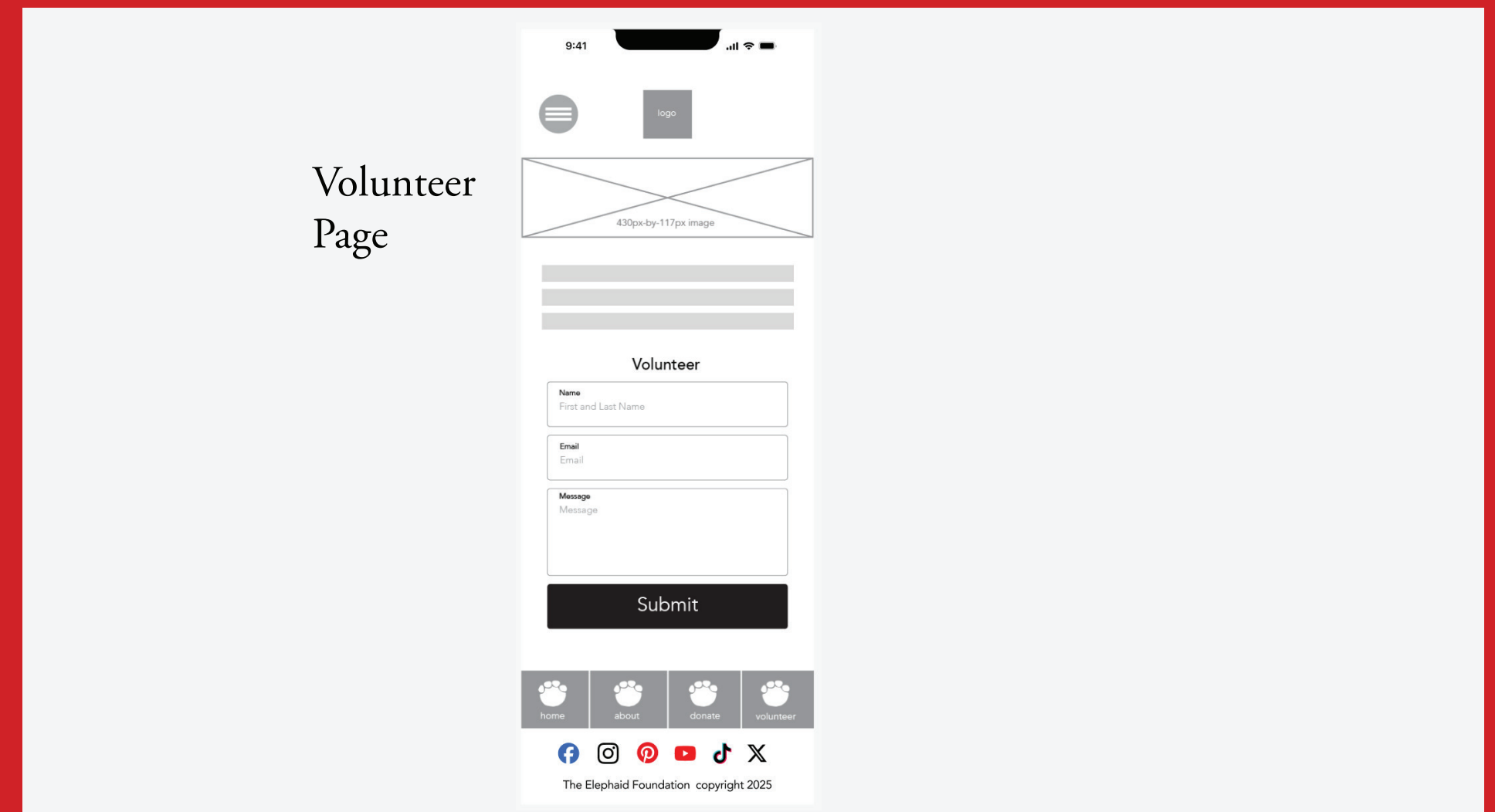
Amber Jackson Problem Statement

Amber Jackson is a 36-year-old business owner and long-time supporter of the Elephaid Foundation. They need a visually appealing and reliable mobile app with accurate information about the organization's activities and donation capabilities because they value staying informed and engaged with the supported cause and want to ensure their contributions have a positive impact.

SOLUTIONS

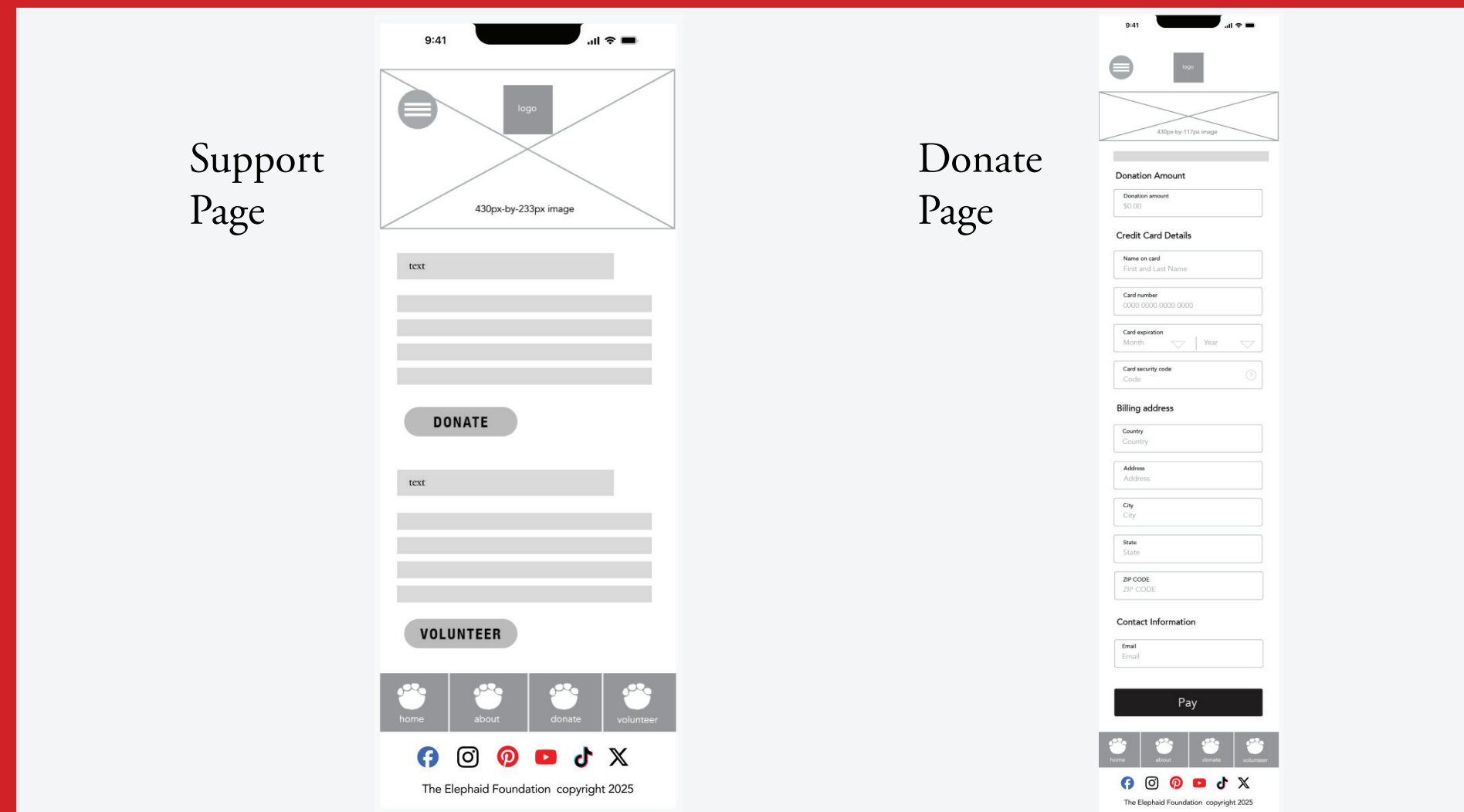


From the “Support” page the user can choose to either donate or volunteer. Each button is linked to a secure form.



User can complete a secure “Volunteer” form which includes a submit form button at the bottom.

SOLUTIONS



The “Support” page located within the hamburger menu offers additional information on how to donate and volunteer. There is also navigation at the bottom of the page that is linked directly to the credit card form to donate.



On the “About” page the user can learn more about the foundation including their next event. Icons at the bottom of the page allow the user to connect and share information on social media.