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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

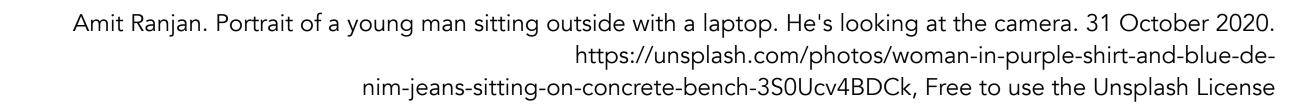
User Journey 1

Journey Steps Which step of the experience are you describing?	Discovery Why does User 1 even start the journey?	Registration Why would User 1 trust us?	Onboarding and First Use How can User 1 feel successful?	Sharing Why would User 1 invite others?
Actions What does the user do? What information do they look for? What is their context?	Discovers the Elophaid information about foundation and how to denote wain to make a dismation through their mobile app	The user is a clear and personal februaries to entering their clear and personal information to center their denate on the website.	Opens the app and navigates but consider the Support to the Support Submit Duting and Day Submit Duting and Submit Duting available Submit Duting	Does not share their experience with others
Needs and Pains What does the user want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	I like an easy and cuck process to the downton make a donation process soft as to support the concessing from the Bephald Foundation confusion and processing from the confusion from the confusion of the confusi	I want a seamless and secure way to providing any confusion on the advance of must act of the fleshad personal information the donation of the fleshad personal information the donation	I want to know my options to waste my time to donate or support the completing a broken Foundation Volunteer form I do not want to to donate or guess if the payment went volunteer through or not	I am confused as to why the payment did not work I want to give while avoiding not work I contact an error message
Fouchpoint What part of the service do they interact with?	They interact with the homepage, the donations page, and the contact form	Support Donate page page	Support Volunteer Support Donate page page page page	Donate Volunteer Donate page page page
User Feeling What is the user feeling? Tip: Use the emoji app to express The importance emotions			<u></u>	miro

User Journey 2

Journey Steps Which step of the experience are you describing?	Discovery Why does User 2 even start the journey?	Registration Why would User 2 trust us?	Onboarding and First Use How can User 2 feel successful?	Sharing Why would User 2 invite others?
Actions What does the user do? What information do they look for? What is their context?	To stay Looking for informed about information about the activities of the Glephaid process through Foundation the app	Connect Provide with the information Elephaid to make a Foundation donation	Opens the Give button but the page does not load properly Selects the Giving icon Selects the Give button but the page does not load properly Explores to the About Volunteer page	Share with others in online community
Needs and Pains What does the user want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	I like a smooth and reliable inaccurate or unreliable process for information about the organization or its activities	I want to avoid any readbloks or faving to spend more about obstacles that the Elephald prevent me from searching for reading a donation read on the app	I want to easily navges through encounter an avoid misleading about the technique the bettom the bettom trying to access the organization the Consider page.	I need to inform others about more about the my reputation organization due to the more about the challenges I to the missing of stard while information on using the app the app the app
Touchpoint What part of the service do they interact with?	Interacts with the Home page, the Denate page, and the Volunteer form	About Donate page page	Home Donate About Volunteer page page page page	Donate About page page
User Feeling What is the user feeling? Tip: Use the emoji app to express more emotions	<u></u>			miro

Attaf Khan





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."

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 class mates.

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.

Frustrations

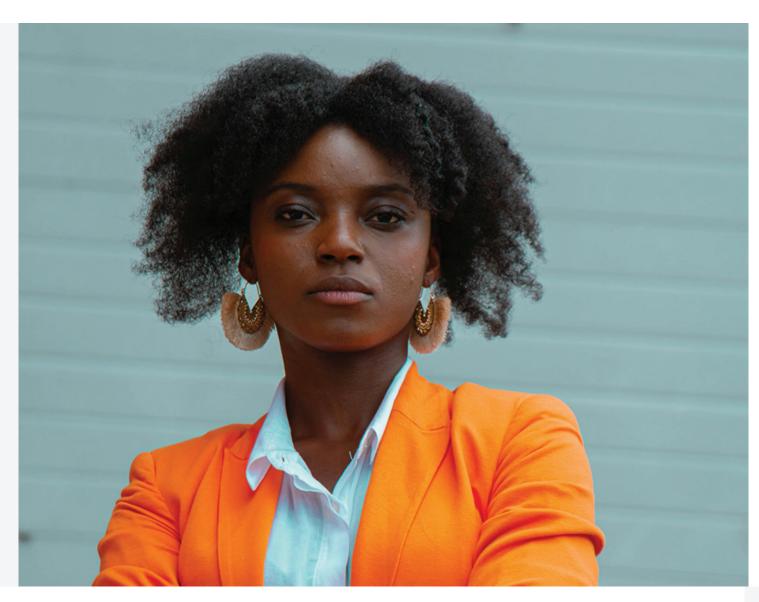
He does not understand the options of how to support the founation. He completes the volunteer and donation forms but there is no submit button on either page. He does not share his experience with others.

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.

— PROBLEM STATEMENTS

Amber Jackson



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

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Quote:

"Life is like troubleshooting code. Sometimes it's messy, sometimes it crashes, but when you get it right, it's worth celebrating."

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.

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

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.

Frustrations

Can not learn more about the orginization 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

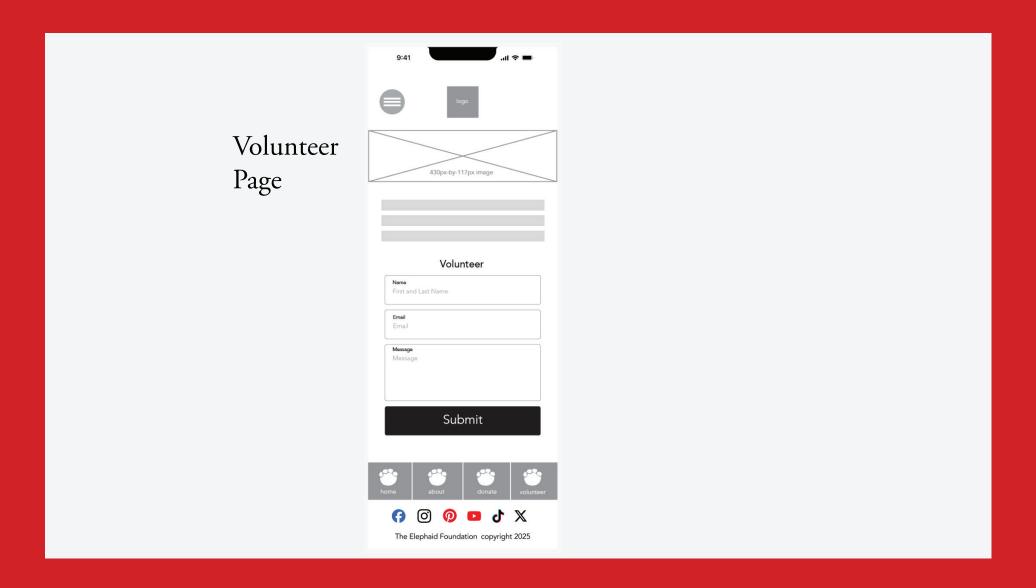
Amber Jackson is a 36-year-old business owner and long-time supporter of the Elephaid Foundation. They need a visually appealing and reliable mobile app with accurate information about the organization's activities and donation capabilities because they value staying informed and engaged with the supported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

— PROBLEM STATEMENTS

SOLUTIONS



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

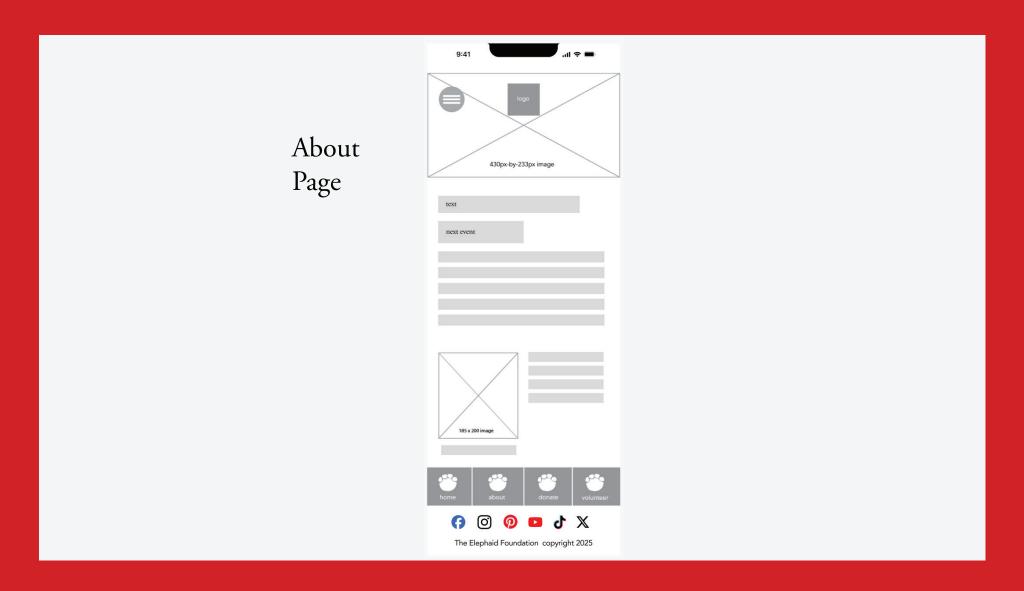


User can complete a secure "Volunteer" form which includes a submit form button at the bottom.

SOLUTIONS

Support Page	9:41 S S S S S S S S S	Donate Page	9:41 Indication Amount
	DONATE		Billing address Country Country
	text		Address Address City
			State State ZP CODE ZP CODE
	VOLUNTEER		Contact Information Email Ernal
	home about donate volunteer		Pay
			From the control of t

The "Support" page located within the hamburger menu offers additional information on how to donate and volunteer. There is also navigation at the botton 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.