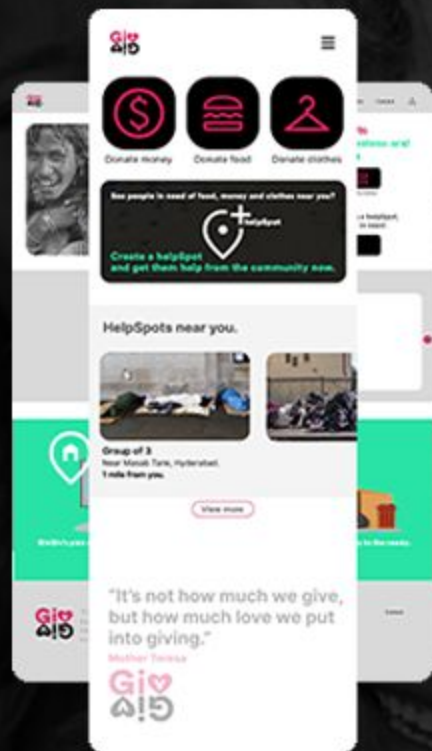




GivGiv - An App which helps you donate easily to real people in need.

Yamin Mohsin



Project overview



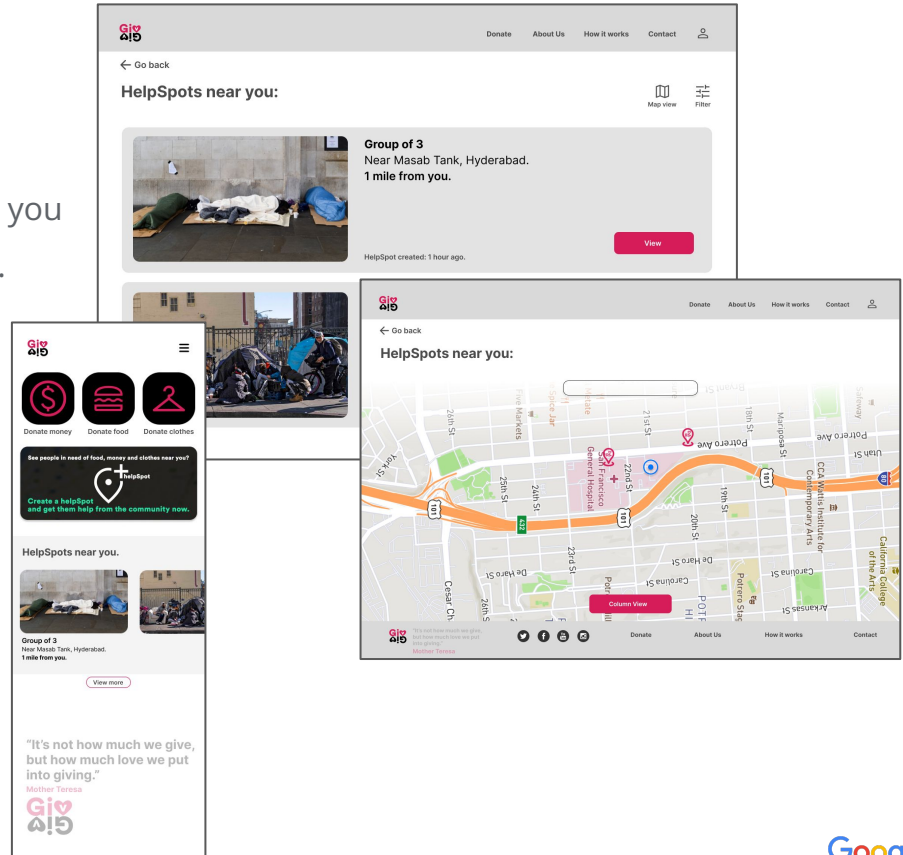
The product:

GivGiv is a community driven app which helps you donate and help real people in need near you.



Project duration:

March 2023 to March 2023



Project overview



The problem:

Available donation apps and websites seem inorganic and lack transparency.



The goal:

Design a donation app which is transparent and community driven and helps actual people in need round the clock.

Project overview



My role:

UX designer leading the GivGiv app and website design.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users use rental home finding websites just to browse and get the idea of prices. However, many of these available websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of finding their desired home.

User research: pain points

1

Navigation

Donation apps are super donation and money driven, everyone wants to help but not everyone has the money to do so.

2

Interaction

Donation websites lack transparency and cannot track result of donation.

3

Experience

Donation websites cannot cater to all people on the streets in need.

Persona: Kareem

Problem statement:

Kareem is a 27 year old freelancer who needs to easily find good rental homes because he is having trouble finding a good home of his choice, taste & budget on other websites.



Kareem

Age: 27
Education: High School
Hometown: Dubai, UAE
Family: None
Occupation: Freelancer

"I want to find a good house to stay easily without any fuss"

Goals

- To enjoy his youth by having fun, throwing parties at his home
- To maintain an active and social lifestyle,
- To have a good lifestyle.

Frustrations

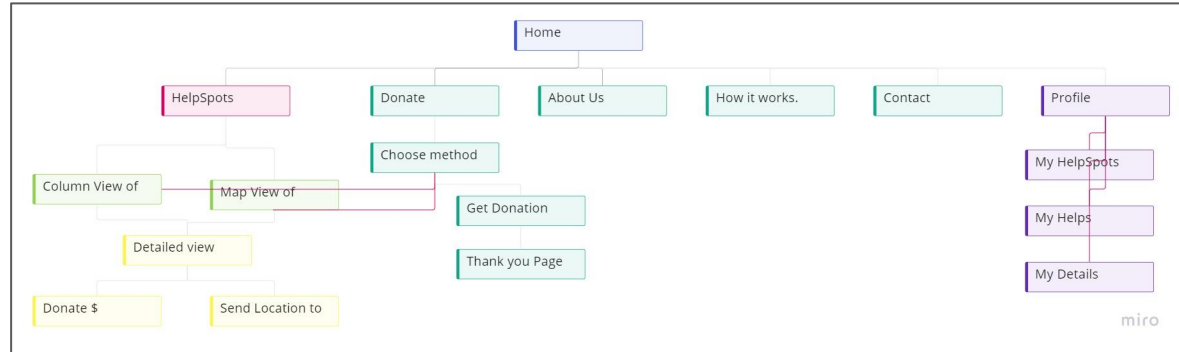
- Difficulty in finding homes.
- Feeling uncertain about the accessibility of a place he might end up moving into.
- Inconvenience of not being able to find a good website or agency to find a home in affordable price.

Kareem is a 27 year old freelancer from dubai who likes to enjoy life by socialising and having fun with his friends alot. As he does not have an own home as the prices are too expensive, he wants to find a rental home. But he could'nt find any good websites which are simple , free and easy to use.

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

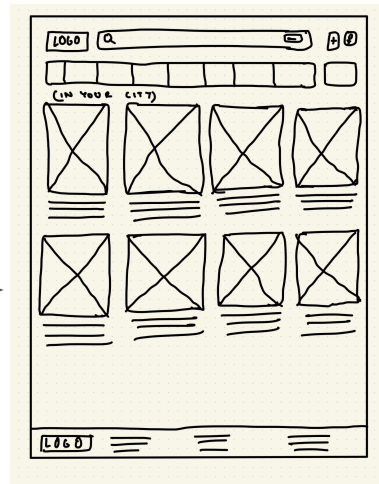
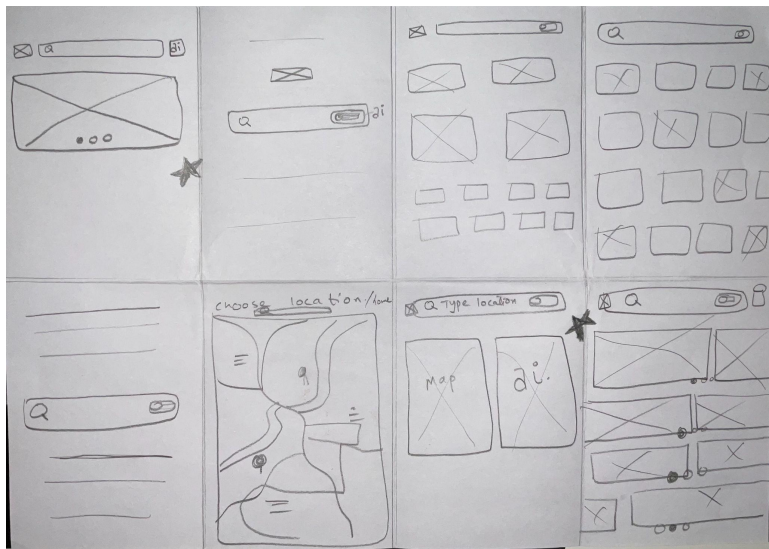
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

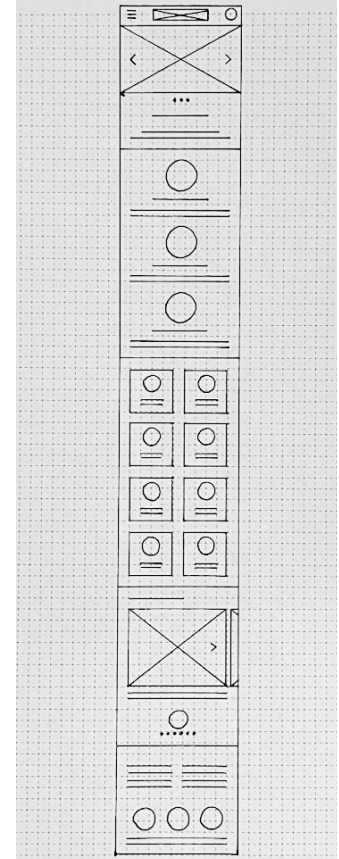
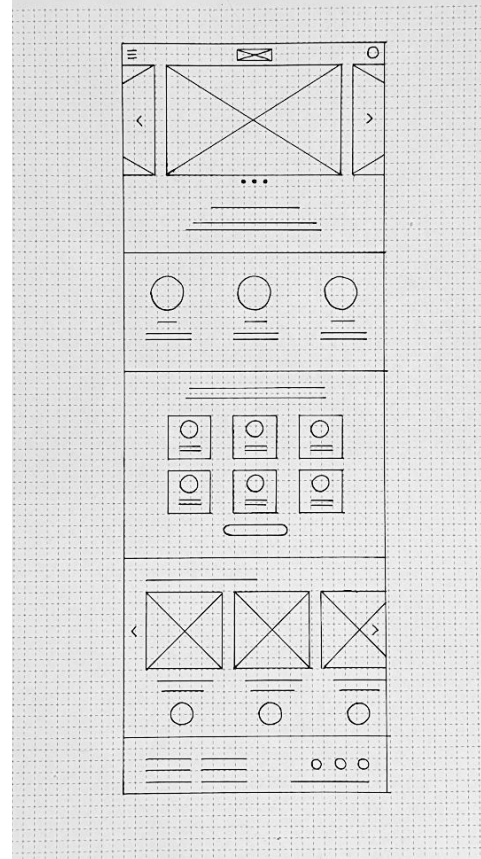


Refined paper wireframe

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Paper wireframe screen size variations

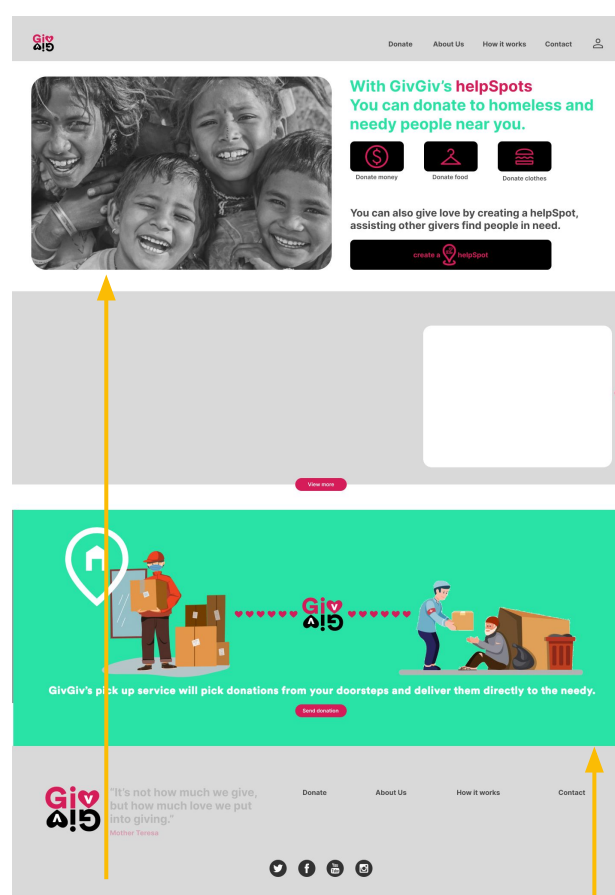
Because Tee's Shirts' customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

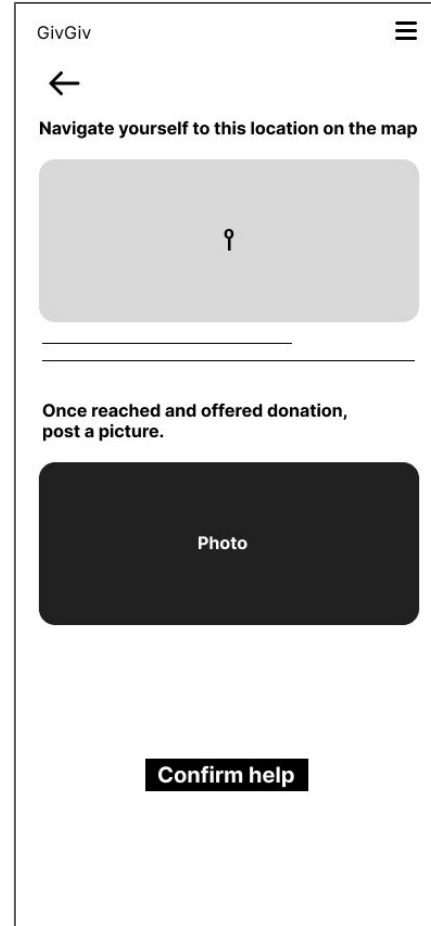
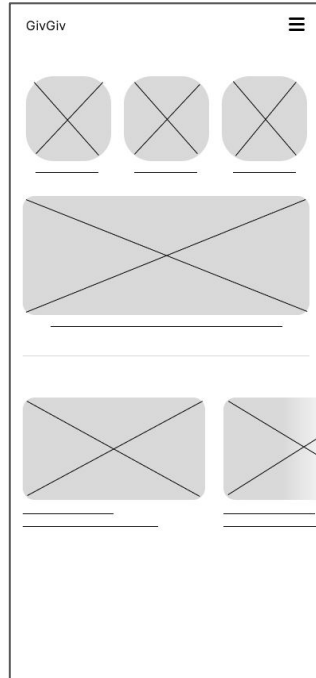
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to button

Homepage is optimized for easy browsing through the layout of images and nav menu options

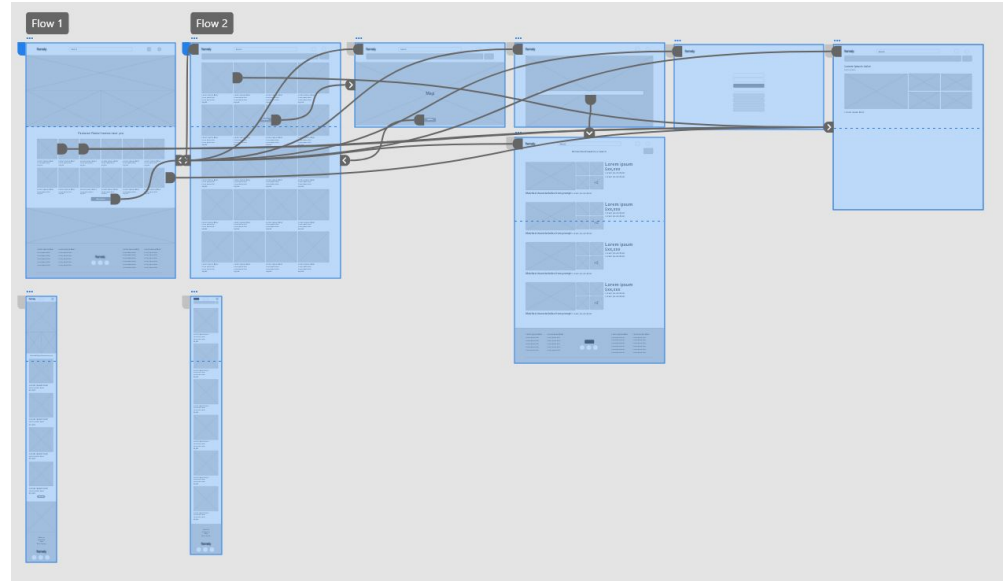
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [Homely's lo-fi prototype](#).

Usability study: parameters



Study type:

Unmoderated usability study



Location:

UAE, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Finding a home

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Listing a home

Users weren't able to easily copy the shipping address information into the billing info field

3

Optimized search

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

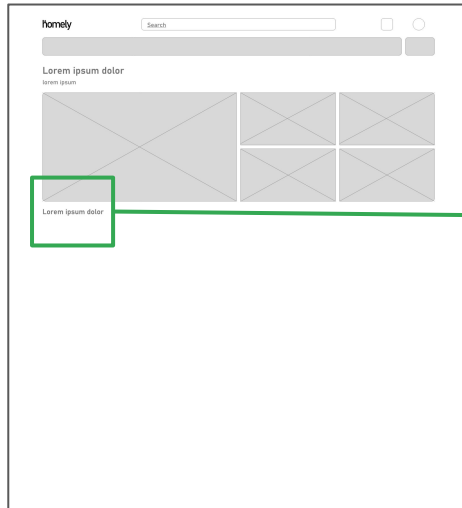
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

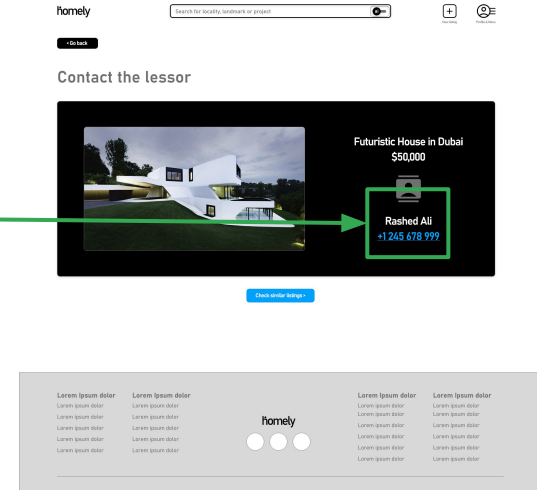
Mockups

Based on the insights from the usability study, I made changes to improve the site's contact the lessor flow. One of the changes I made was showcasing the contact details in card format. This allowed users more immersive accomplishing experience.

Before usability study



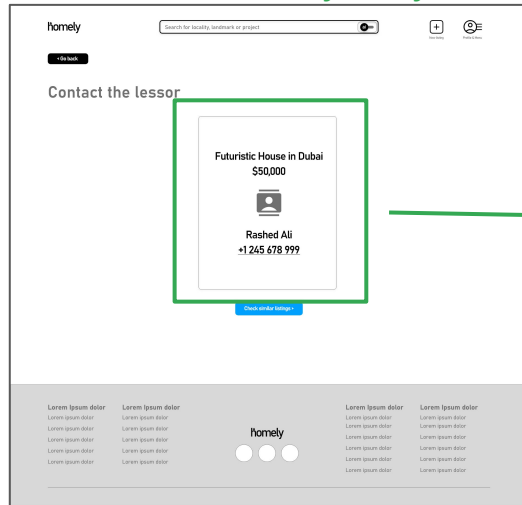
After usability study



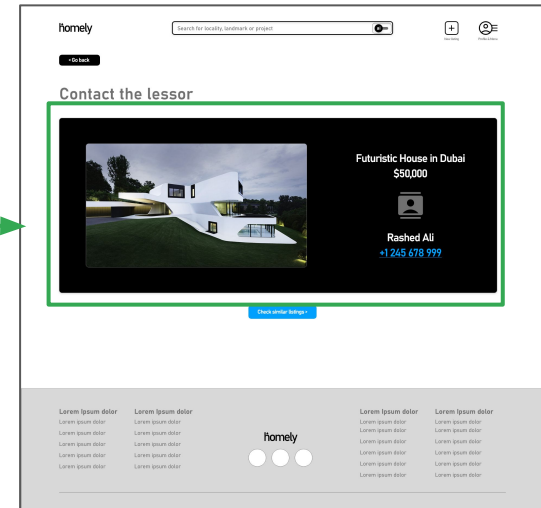
Mockups

To make the flow even immersive for users, I added an image & dark card box that allowed users to reach the final step with style and also have an idea of the property they are looking the contact of.

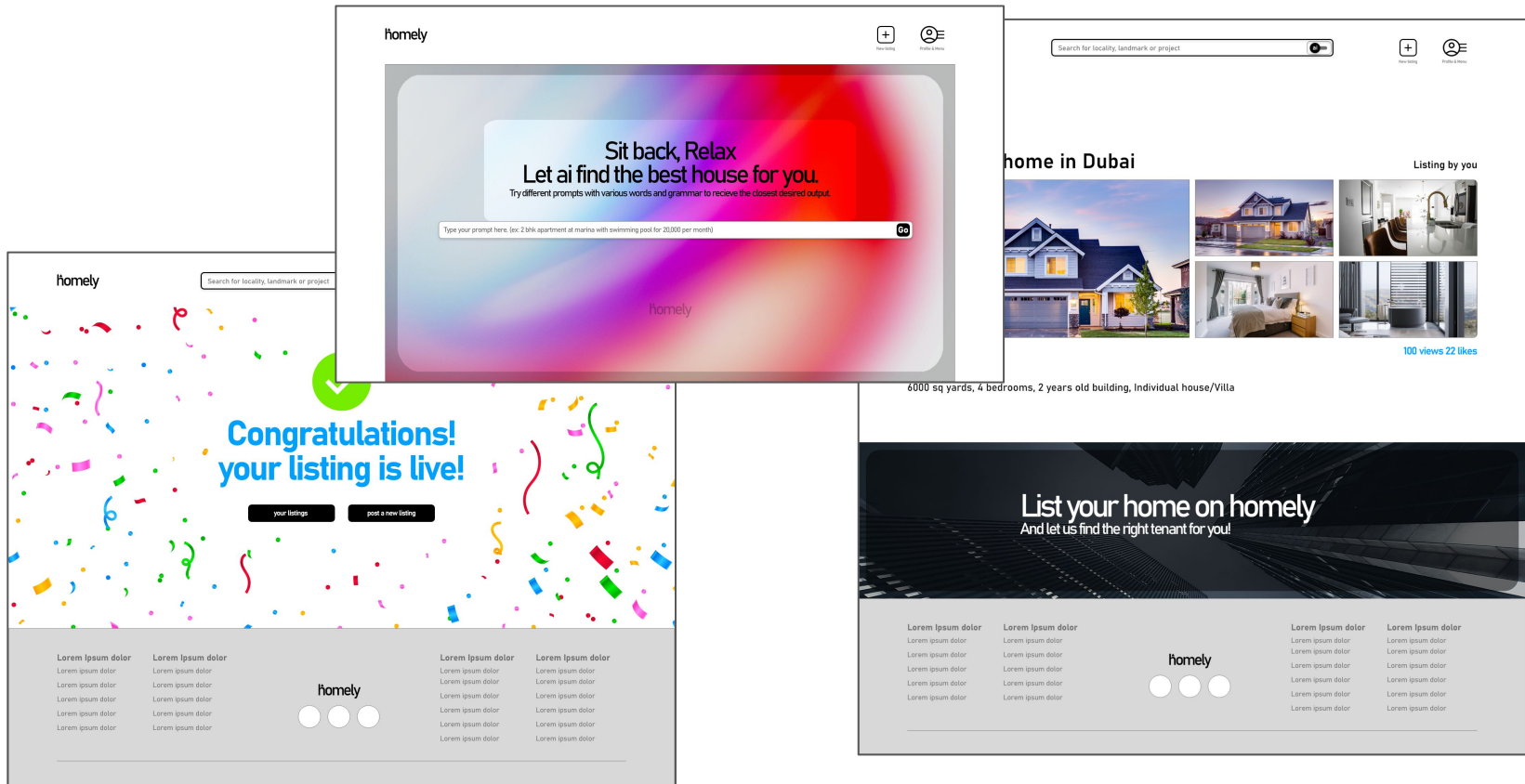
Before usability study



After usability study

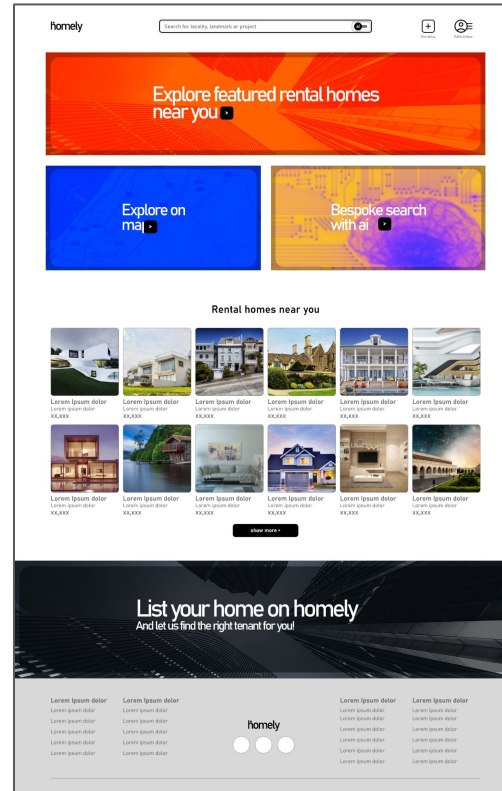


Mockups: Original screen size



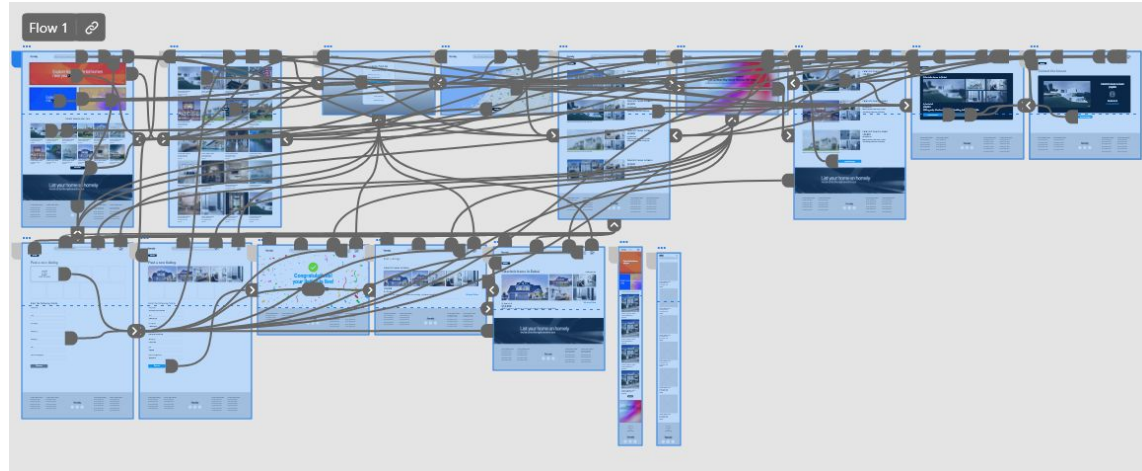
Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.



View the [homely's hi-fi prototype](#).

Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on homely's app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

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Website: <https://www.yaminmohsin.com/>