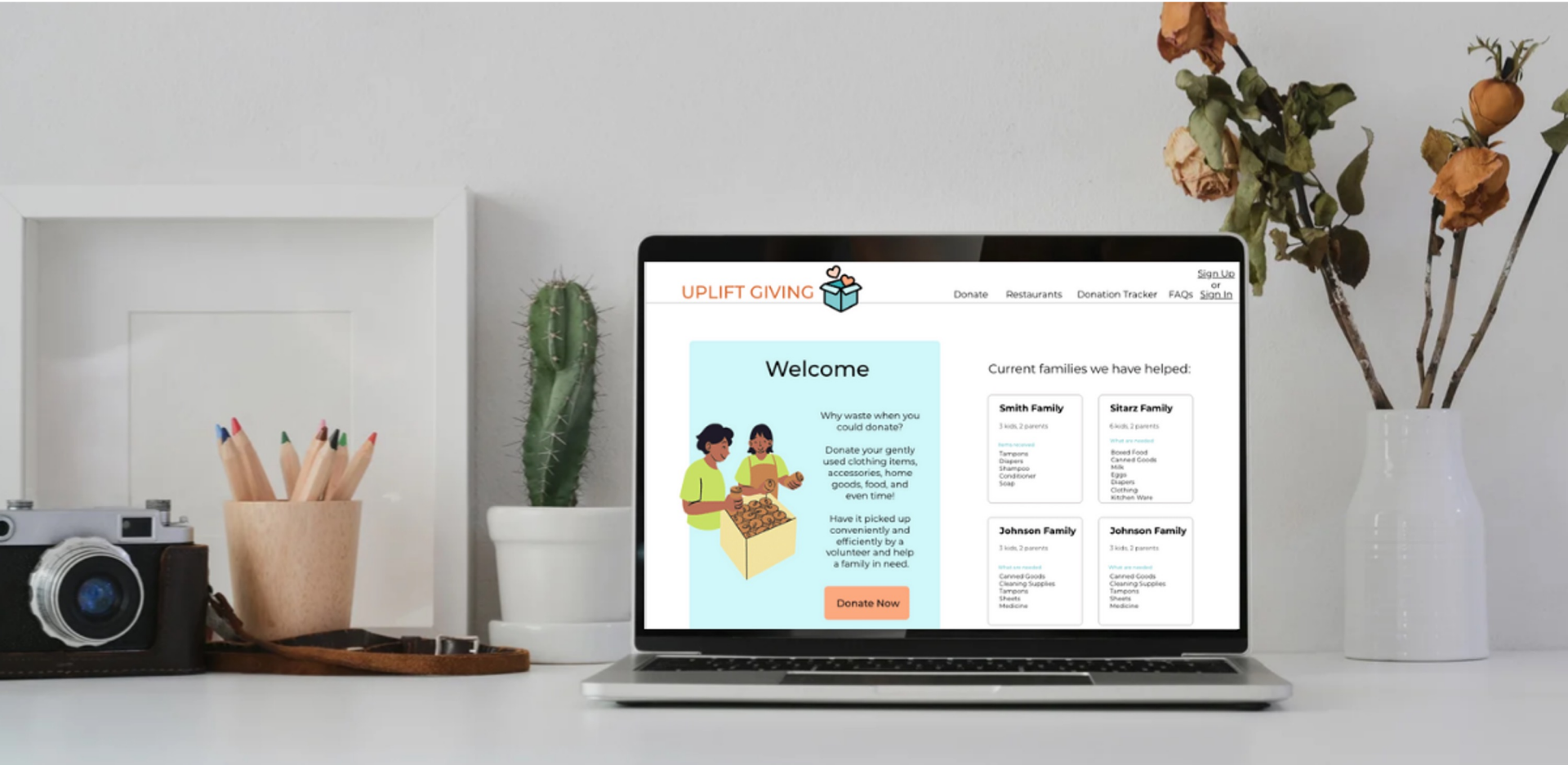
UPLIFT GIVING

Designed by Madison Ahlgren + Rachel Jacobsen


UPLIFT GIVING
Donate
Restaurants
Donation Tracker
FAQs
Sign Up
or
Sign In
Welcome
Why waste when you could donate?
Donate your gently used clothing items, accessories, home goods, food, and even time!
Have it picked up conveniently and efficiently by a volunteer and help a family in need.
Donate Now
Current families we have helped:
Smith Family
3 kids, 2 parents
Tampons
Diapers
Shampoo
Conditioner
Soap
Sitarz Family
6 kids, 2 parents
Boxed Food
Canned Goods
Milk
Eggs
Diapers
Clothing
Kitchen Ware
Johnson Family
3 kids, 2 parents
Canned Goods
Cleaning Supplies
Tampons
Sheets
Medicine
Johnson Family
3 kids, 2 parents
Canned Goods
Cleaning Supplies
Tampons
Sheets
Medicine

USER RESEARCH

User Interview

Interview Goal: Find out why or why not people donate or throw items out and if there is a solution to this. Find out if the creation of Uplift Giving could contribute to less waste and more direct donations to people in need.

Target Participants: Anyone of any age that is interested in donating their time or food, clothing, or furniture items to people in need.

Intro:
Who you are: NDSU students in UI/UX Design designing a Web Application to help connect donations with people in need of these donations. Both minoring in art with an emphasis to Graphic Design. Involved in SoDAA.
Goal of Interview: Find out why or why not people donate or throw items out and if there is a solution to this. Find out if the creation of Uplift Giving could contribute to less waste and more direct donations to people in need.
Interview Length: 5-10 minutes
Confidentiality: We won't share any personal information, just your opinions said in the interview.
Voluntary Nature: We will only be interviewing those who volunteer to be interviewed, no recordings will be conducted without their permission.

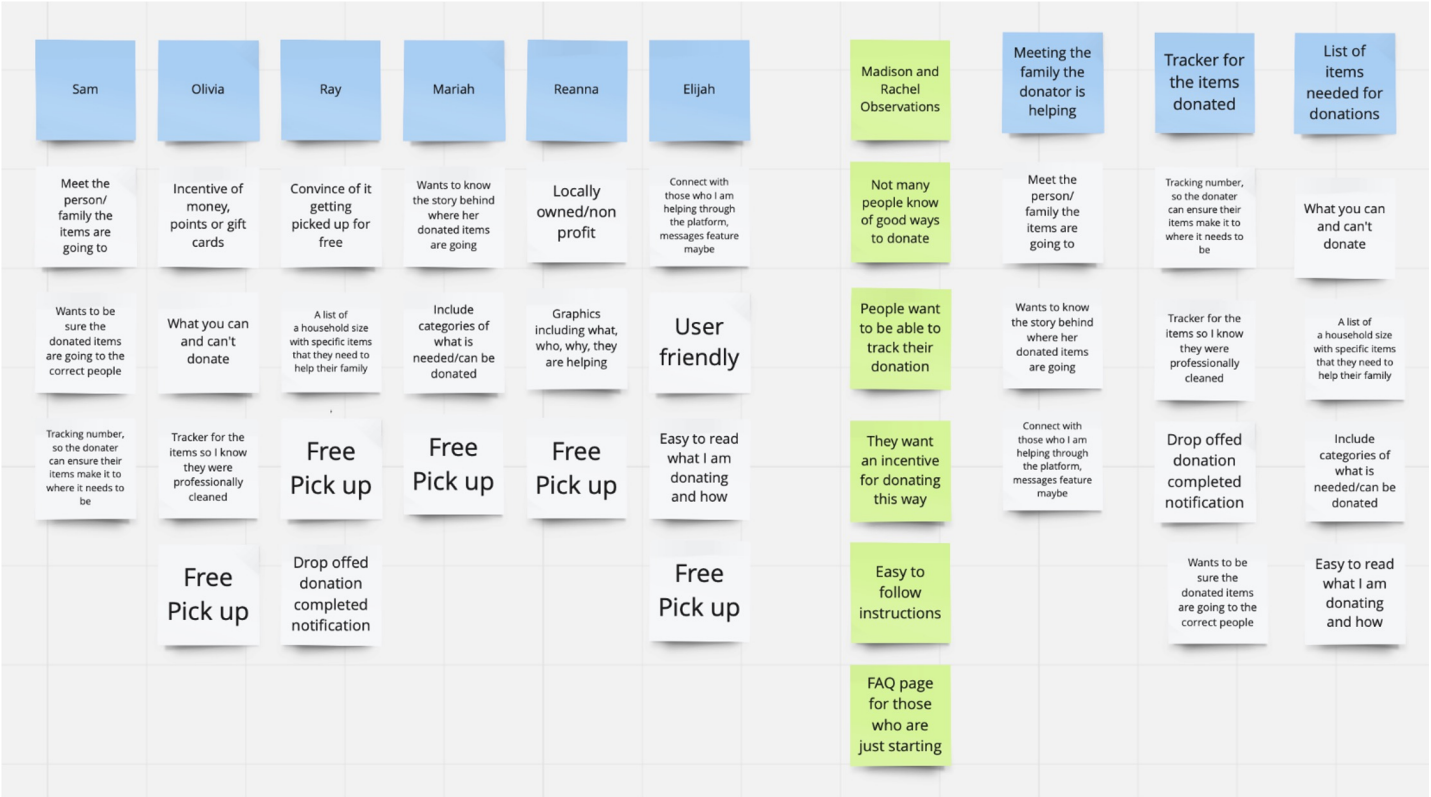
Warm Up: Do you regularly donate food items, clothing, or furniture to food pantries, thrift stores, or shelters?
Why or why not?
If you do donate, how do you donate?

Core Questions:
Do you view yourself as someone who enjoys helping those in need? Why?
What would be an incentive to use Uplift Giving instead of donating or not donating the way you currently do?
How do you feel about your experiences with donating in the past? Was this easy or difficult?
When you think about your previous experience donating, what functionalities would you expect to use on this website?
Would you see yourself donating more if someone would pick up the donation for free?
Have you ever tried a different platform similar to this for donating?

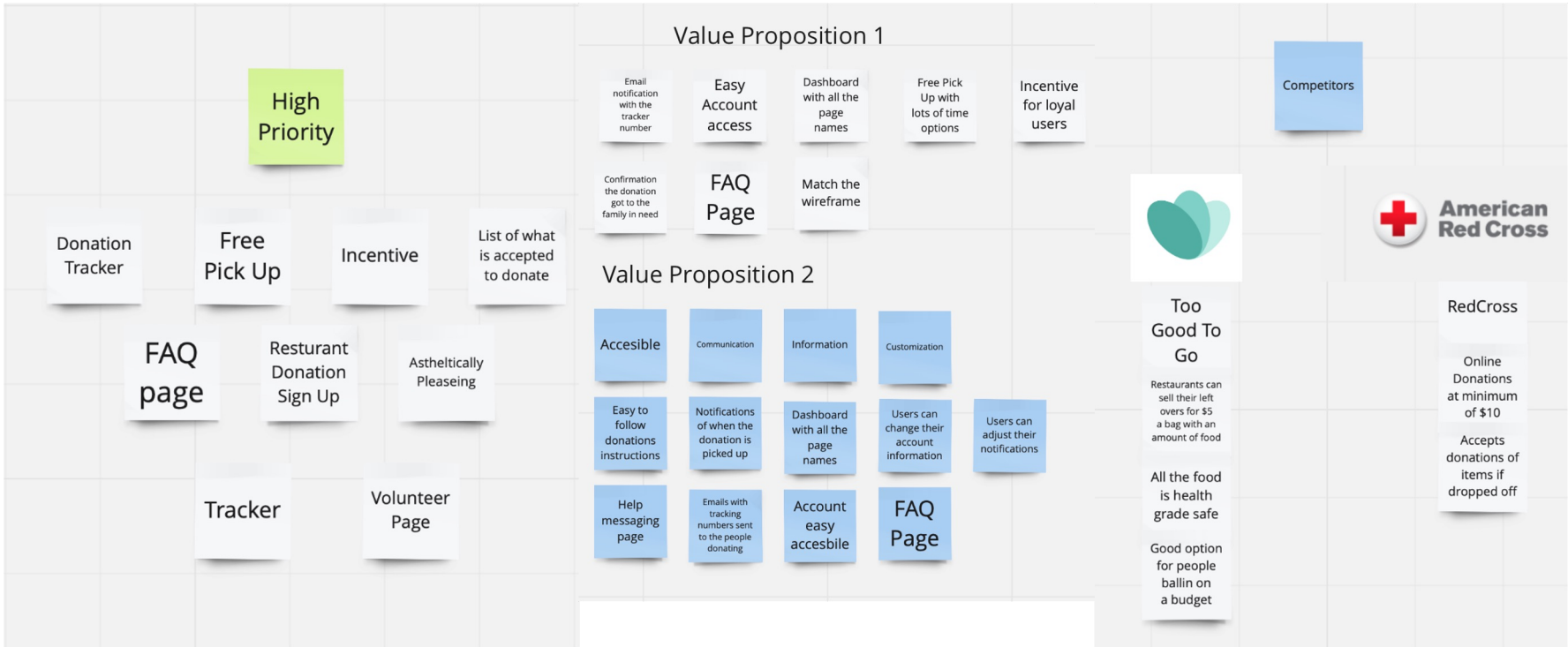
Conclusion:
Thank you for your time! We look forward to implementing your ideas!

Affinity Diagram

Overall, from our research we learned that our users would want the free pick up option when using Uplift Giving. They also wanted to know who their donations were helping.



High Priority, Value Proposition, Competitors



PERSONAS

OLIVIA JOHNSON

PROFILE

Gender	:	Female
Age	:	20
Education	:	NDSU Student, Sophomore,
Occupation	:	Criminal Justice Major Student but works at a boutique
Address	:	Fargo,ND

"I wish there was some type of payment I receive back for donating through this platform."

BIOGRAPHY

Sophomore attending NDSU and pursuing a degree in criminal justice. Growing up she donated a lot for school functions, but never independently. She is interested in this website as it can help her better help others.

MOTIVATIONS

Wants to clean out her closet, but also wants to be sustainable and not throw away clothes. She loves helping others so she would love if she could be connected in some way with those in need.

GOALS

- Find an easier way to donate gently used clothing items.
- Track the items I donate.
- Knowing I helped a family in need.

FRUSTRATIONS

- Dropping donations off.
- Donations not going to a person in need.

PERSONALITY

Introvert — Extrovert

Thinking — Feeling

Judging — Perceiving

Sensing — Intuition

PREFERRED CHANNELS

- Apple iPhone
- VSCO
- Twitter

DONATION TYPE

Clothing
Furniture
Accessories

MARC KOUBAS

PROFILE

Gender	:	Male
Age	:	23
Education	:	Graduated NDSU Student, Accounting, studying for CPA
Occupation	:	Works at Beans Coffee Shop
Address	:	West Fargo,ND

"I feel so guilty throwing out all of the extra food and bakery items at the end of my shift at the coffee shop every night".

BIOGRAPHY

Marc loves working at a coffee shop and getting to know people's stories. Because of his accounting background, he also finds the business side of the coffee shop interesting.

MOTIVATIONS

From a business perspective, he doesn't want food at his coffee shop to go to waste each night so he wants to donate it. From a personal perspective, he would love knowing the food is helping someone who needs it.

GOALS

- He wants food and drinks that would otherwise be wasted to be donated.
- He wants to help others and get to know them personally.
- He wants enough time to donate, work, and study for his CPA exams.

FRUSTRATIONS

- He hates seeing food and drinks going to waste.
- He needs managerial permission for Health and Safety reasons to simply take the food home.
- He does not have the time to personally connect all of the food with those in need.

PERSONALITY

Introvert	Extrovert
Thinking	Feeling
Judging	Perceiving
Sensing	Intuition

MOTIVATIONS

- Convenience
- Beauty
- Speed

DONATION TYPE

Food
Drinks
Bakery Items

RAYA MILLER

PROFILE

Gender	:	Female
Age	:	24
Education	:	NDSU Agriculture Graduate Student
Occupation	:	Works at NDSU
Address	:	Park Rapids, MN

> “I wish there was an easy way for me to volunteer to help others because I really care about people.”

BIOGRAPHY

Raya enjoys spending time with other people and helping them reach their goals. She is interested in volunteering for those in need.

MOTIVATIONS

Loves meeting and helping people. Doesn't have money or items to donate but has plenty of time to give to others. She wants to give back in any way that she can.

GOALS

- Easy way for me to sign up to volunteer when it is convenient for me
- Wants to spend more time helping others
- Wants to meet new people who enjoy the same things as her

FRUSTRATIONS

- She is pretty busy and wants to make sure that it fits with her schedule
- She doesn’t want to get turned down for volunteering because they are full

PERSONALITY

Introvert — Extrovert

Thinking — Feeling

Judging — Perceiving

Sensing — Intuition

PREFERRED CHANNELS

Web Browser

Facebook

Samsung

DONATION TYPE

Time
Care for Others

USER STORY + JOURNEY MAPS

Olivia

Goal: Being a busy student, on a budget, I wish there were a way for me to receive some type of incentive for donating my gently used items, or purchased items for families in need.

Hypothesis: We believe that by using the Uplift Giving web app, Olivia will become more passionate about donating her clothing and accessory items.

Action	She has items she wants to donate.	Find out what items are currently needed by those in need.	With the needed items, select a pick up time for the donation.	Prepare the items and place them on the doorstep at pick up time.	Receive tracking number for the items once they have been picked up.	Receive points for the donated items once they have been delivered.
Task List	Tasks A) Go through items and see what you would want to donate. B) Open the website to see the list of items needed/accepted.	Tasks A) Locate the list of families in need, posting specific items they need. B) Go out and buy the items.	Tasks A) Create a profile to then select and date and time for someone to come pick it up. B) Place the items in a secure bag based on the pick up instructions.	Tasks A) Place outside the door at a selected time. B) Open the order tracker, to ensure your items get picked up.	Tasks A) Confirm the tracking number once you receive the picked up notification. B) Track the order as it gets driven to the drop off location.	Tasks A) Once the order has been completed, in 24 hrs wait for your points to. appear B) Keep building up your points the more you donate.
Feeling Adjective	Focused Empowered	Learning Hopeful	Excited Hopeful	Full Completed	Hopeful Happy	Empowered Happy
Improvement Opportunities	Easy to read website so anyone would be able to see items allowed and needed for donation.	Messages feature so families could post about why they need these items.	Make setting up the profile easy and manageable for anyone.	Make a good tracker that the delivery driver needs to interact with.	Determine how the donor would receive their notifications, text or email?	What are the points good for? Make sure the donor understands the terms of use.

Marc

Goal: As a barista studying for his CPA exams, I want to donate extra food, bakery items, and beverages from the coffee shop I am employed at in a timely manner so that I have enough time to study for and pass my upcoming CPA exams.

Hypothesis: We believe that by using the Uplift Giving web app, Marc will waste less food from the coffee shop and feel good giving to others.

Action	Marc finds out what food and bakery items as well as beverages need to be thrown out by the end of day at the coffee shop.	Marc logs into Uplift Giving, specifies how much he has to donate and indicates the time it should be picked up.	Marc receives confirmation that his items can be picked up at the time designated. Receives instructions on how donations should be split up and packaged.	Marc and his co-workers box and bag up portions for one to two people.	Marc hands off the items to delivery drivers that connect his donations with people in need.	Marc's business receives points on their account and an impact message.
Task List	Tasks A.Marc has extra food and he looks on the internet for how to connect this food with people in need. B. He finds Uplift Giving and thinks it is a good option for him. C. He goes to the website and creates a "Donator" profile.	Tasks A.Now that Marc has a profile he picks what he is able to donate. B. Marc specifically says the amount and items he is able to donate and what time it has to be picked up by.	Tasks A. Marc receives either text or e-mail confirmation that his items can get picked up. B. He receives in another meal how to split up the items..	Tasks A. Marc and whoever wants to help bag things up the way Uplift Giving specifies. B. Marc confirms (via text/email/app) that items are ready for pickup	Tasks A. Marc receives a notification that the pick up driver is 5 minutes away. B. Marc hands off the donated items to the driver.	Tasks A. Marc receives a confirmation text or email that confirms his order was picked up. B. Marc receives an impact message and points on his Uplift Giving Profile.
Feeling Adjective	Overwhelmed Hopeful	Stressed Excited	Nervous Generous	Hopeful Overwhelmed	Determined Excited	Happy Confident
Improvement Opportunities	Be able to pick whether you are a Donator, a Volunteer, or In Need.	Make this feature similar to ordering food from a website and a specific pick up time.	App could either email or text this information and you specify this in preferences.	Marc replies READY to the text message to tell Uplift	Have a code the driver needs to say in order to take the items from Marc.	Web app has an option to share a user's impact statement.

Raya

Goal: Raya enjoys spending time with other people and helping them reach their goals. She is interested in volunteering for those in need.

Hypothesis: We believe that by using the Uplift Giving web app, Raya will find time to fit volunteering into her schedule even on a daily basis.

Action	Find a family in need	Select a Family in Need	Go to the store to get the items/donate	Select a Pick Up time for the items	Receive Tracking number	Earn points for each family you help
Task List	Tasks A. Open Uplift Giving B. After creating account, locate the "Families in Need" page	Tasks A. Select the family you want to help B. You then have the opportunity to message them to see if they need anything else	Tasks A. Read the approved list for donating items	Tasks A. Once you have the items, select a pick up date and time B. Read the pick up instructions so the items can be picked up	Tasks A. Once the items have been picked up you will be emailed a tracking number B. This is so you can know that your items got to the family in need	Tasks A. Track your points in your account B. Can redeem the points later for gift cards
Feeling Adjective	Excited Overwhelmed	Happy Motivated	Hopeful Stressed	Excited	Excited Determined	Satisfied Happy
Improvement Opportunities	Let people know they can donate just 1 item if that's all they can do	They don't have to do a whole family, make sure all users understand that	Help messaging center for those who are donating and need assistance	Need a lot of clear directions for this platform	Make sure they know its an email	Include the rules for the points on the account page

USER FLOW

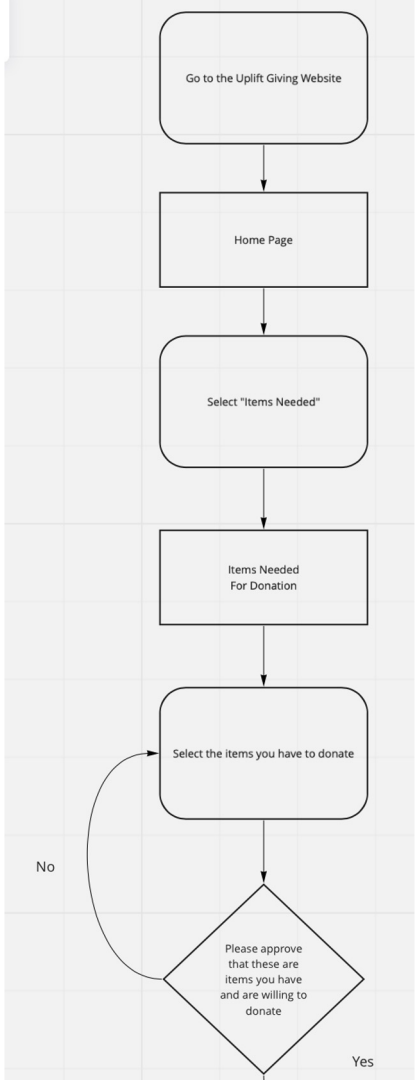
Olivia

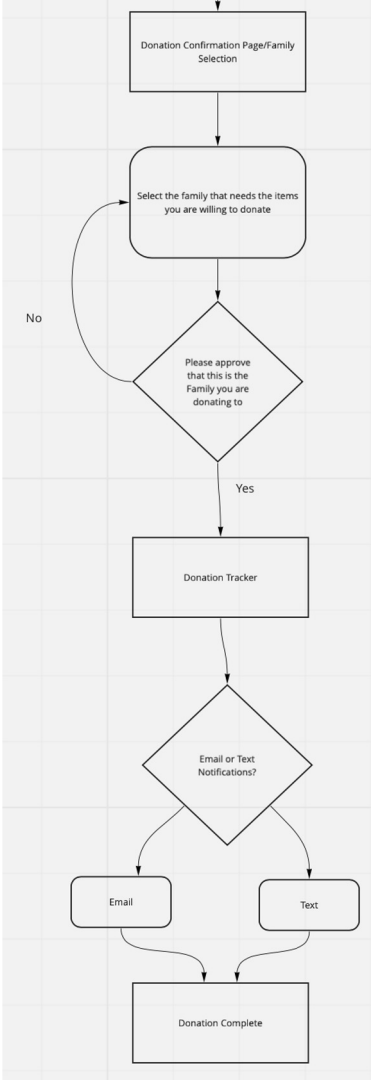
Problem Statement #1

Olivia is a student with a love of fashion and she needs a quick and easy way to make donations of her clothing and accessories. She wants to make sure they actually go to people in need instead of getting thrown away.

Goal Statement #1

Uplift Giving will allow users to connect their donations of clothing and accessories to people in need in a convenient way for both donator, volunteer, and those in need. We will measure effectiveness by analyzing how many people use this function of the app.





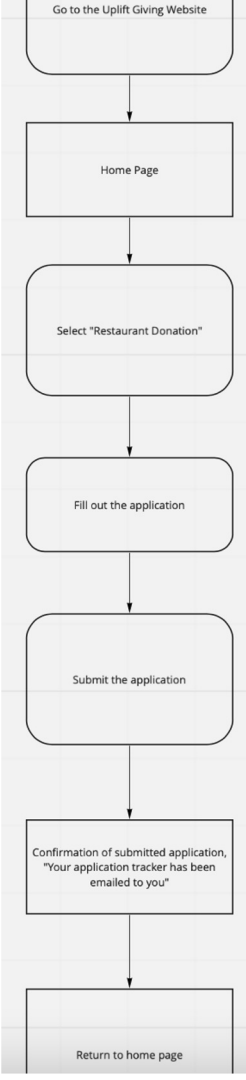
Marc

Problem Statement #2

Marc is a barista at a local coffee shop who is tired of seeing so much food go to waste. He wants to donate it, but doesn't have a lot of time to do this. He knows the food could be going to someone in need.

Goal Statement #2

Uplift Giving will allow users to connect their donations of clothing and accessories to people in need in a convenient way for both donator, volunteer, and those in need. We will measure effectiveness by analyzing how many people use this function of the app.



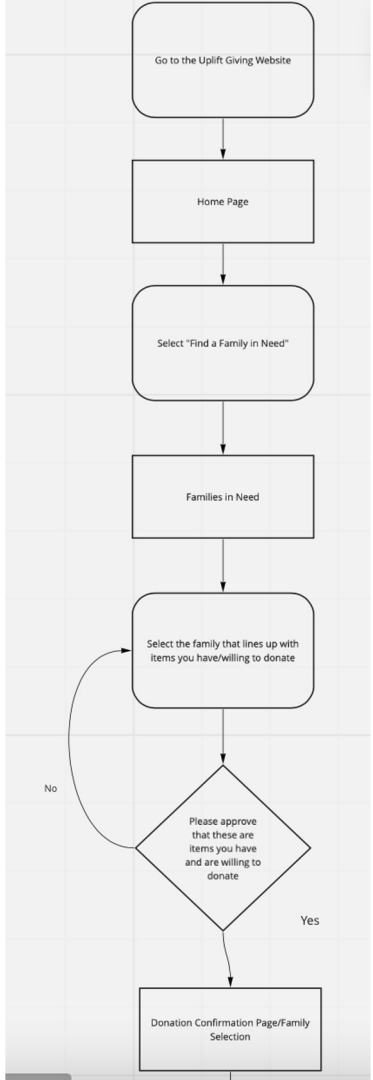
Raya

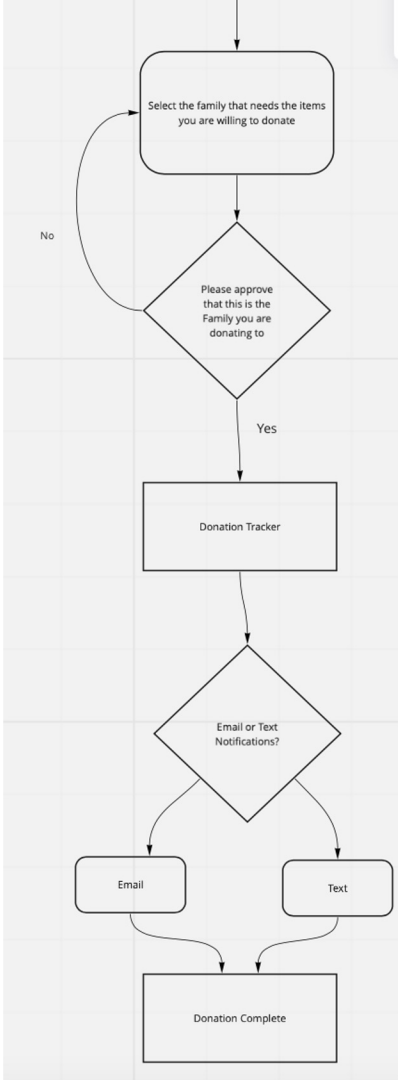
Problem Statement #3

Raya does not have a lot of physical resources to donate, but she has time she is willing to donate and is having a difficult time finding a way to volunteer on a weekly or daily basis.

Goal Statement #3

Uplift Giving will allow users to connect their donations of clothing and accessories to people in need in a convenient way for both donator, volunteer, and those in need. We will measure effectiveness by analyzing how many people use this function of the app.



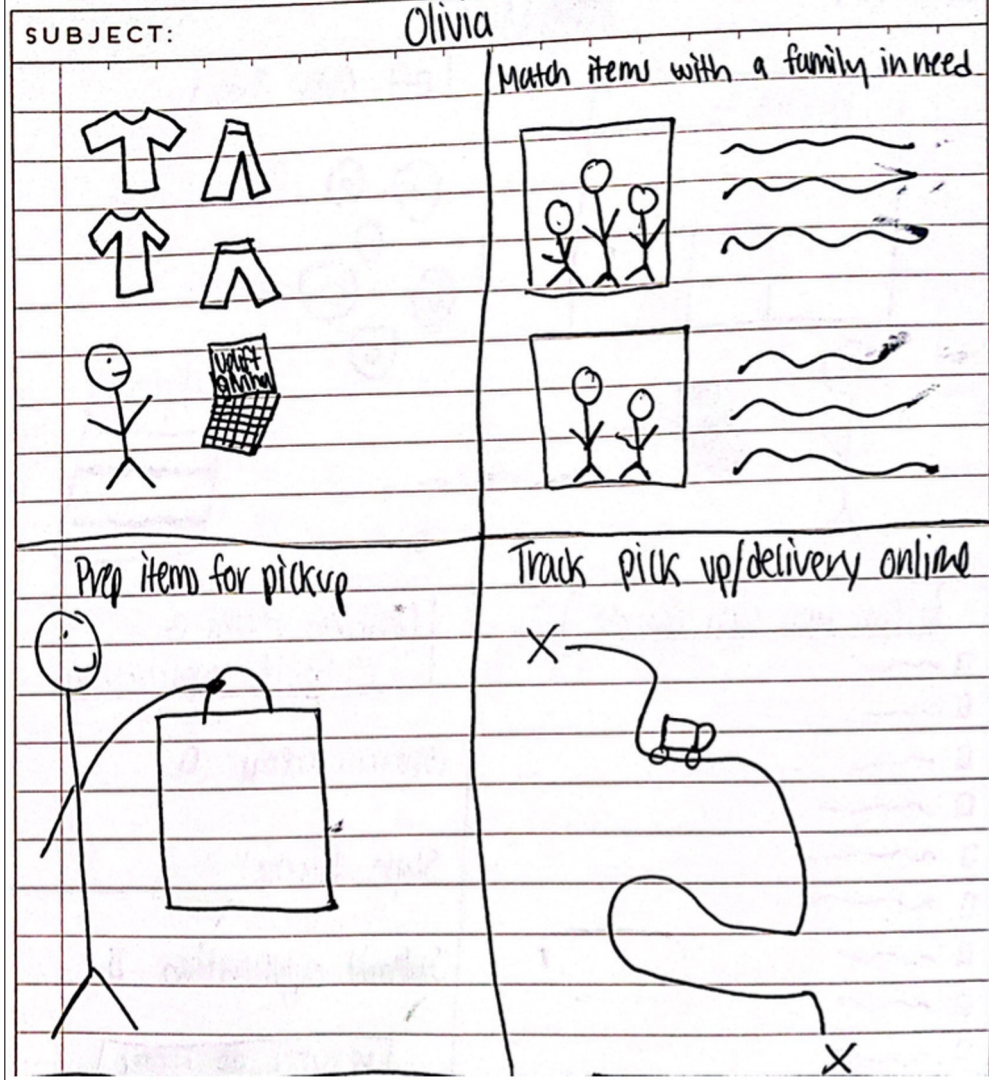


STORYBOARDS

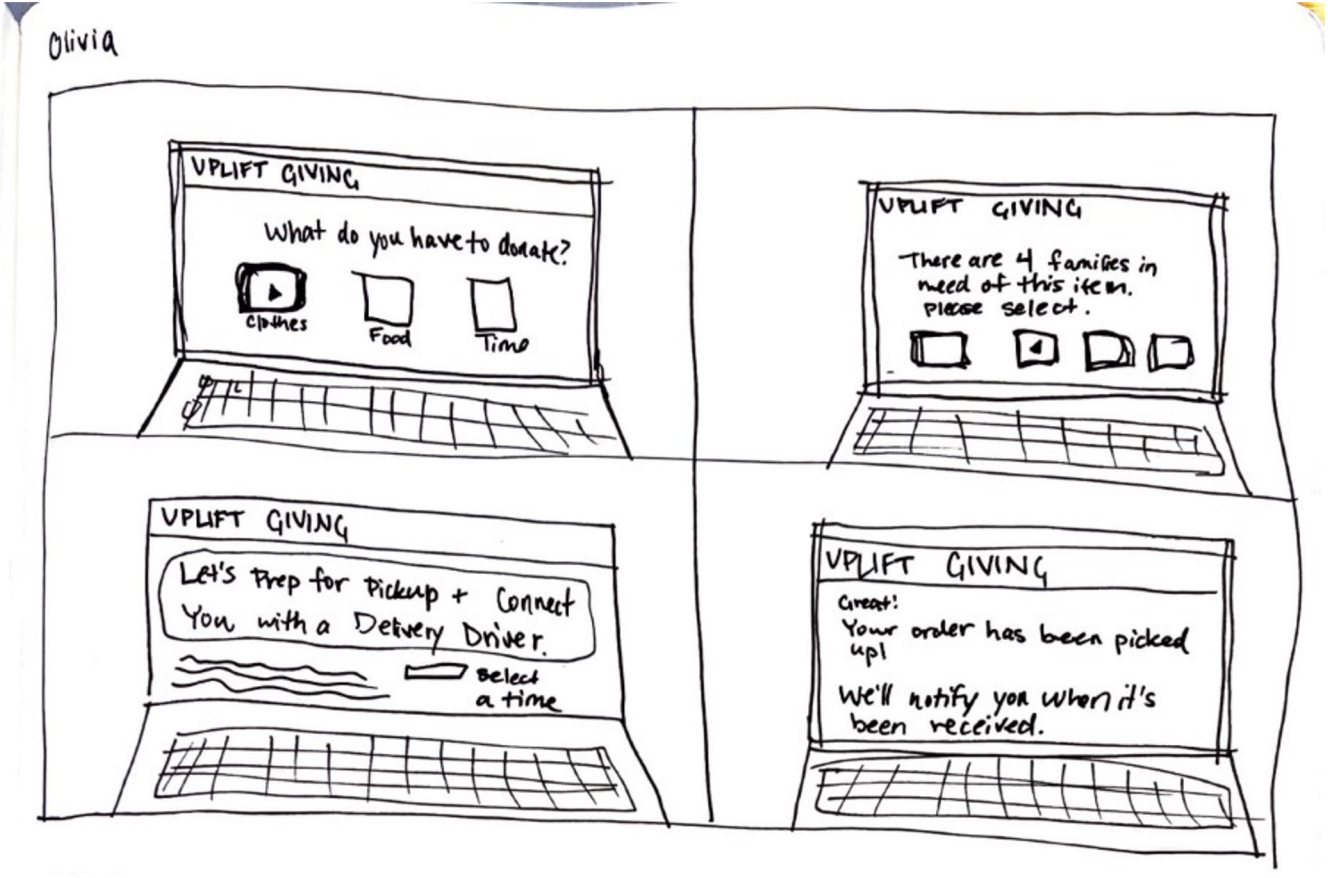
Olivia

Big Picture Storyboard

Olivia uses Uplift Giving to connect her clothes that she wants to donate with a family in need. She preps the item according to Uplift Giving's instructions. Her donation gets picked up, and she is able to track and see that it has been delivered.



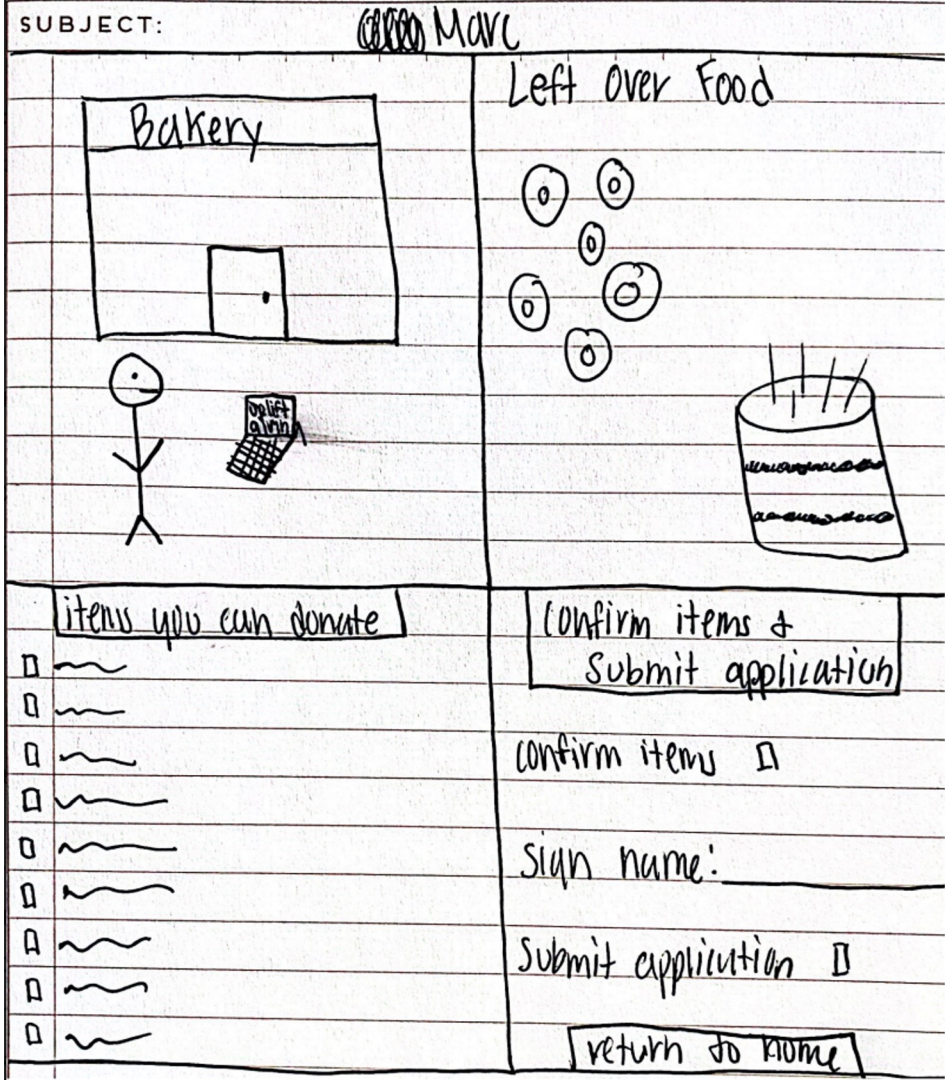
Olivia Close Up Storyboard



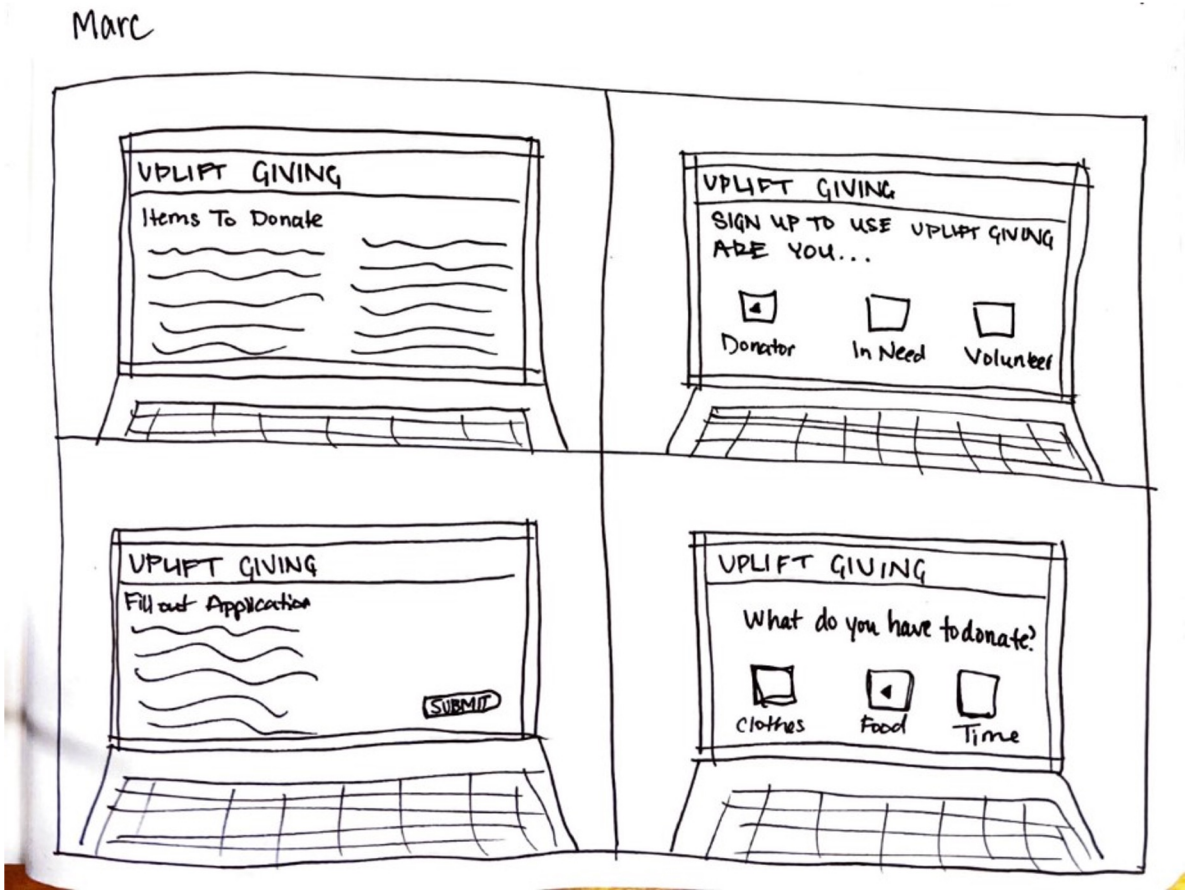
Marc

Big Picture Storyboard

Marc uses Uplift Giving and the donate food feature to donate leftover food from the coffee shop he works at. He is able to sign up for Uplift Giving to donate food easily and feels good about wasting less and helping others.

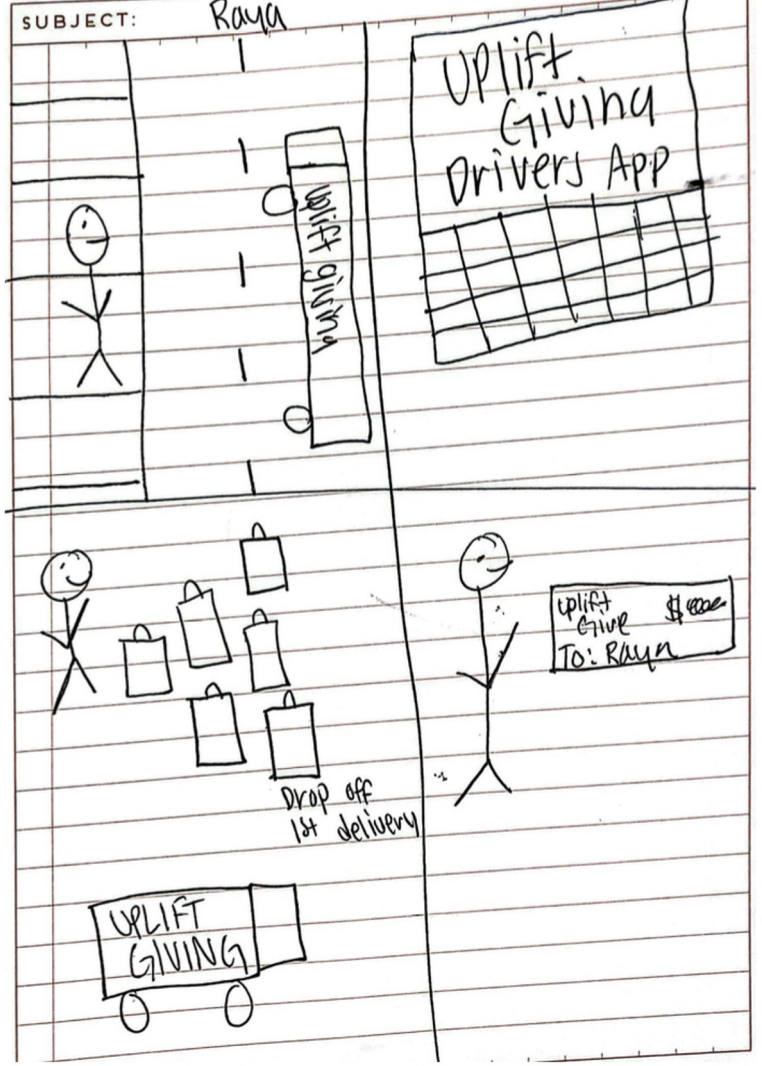


Marc Close Up Storyboard

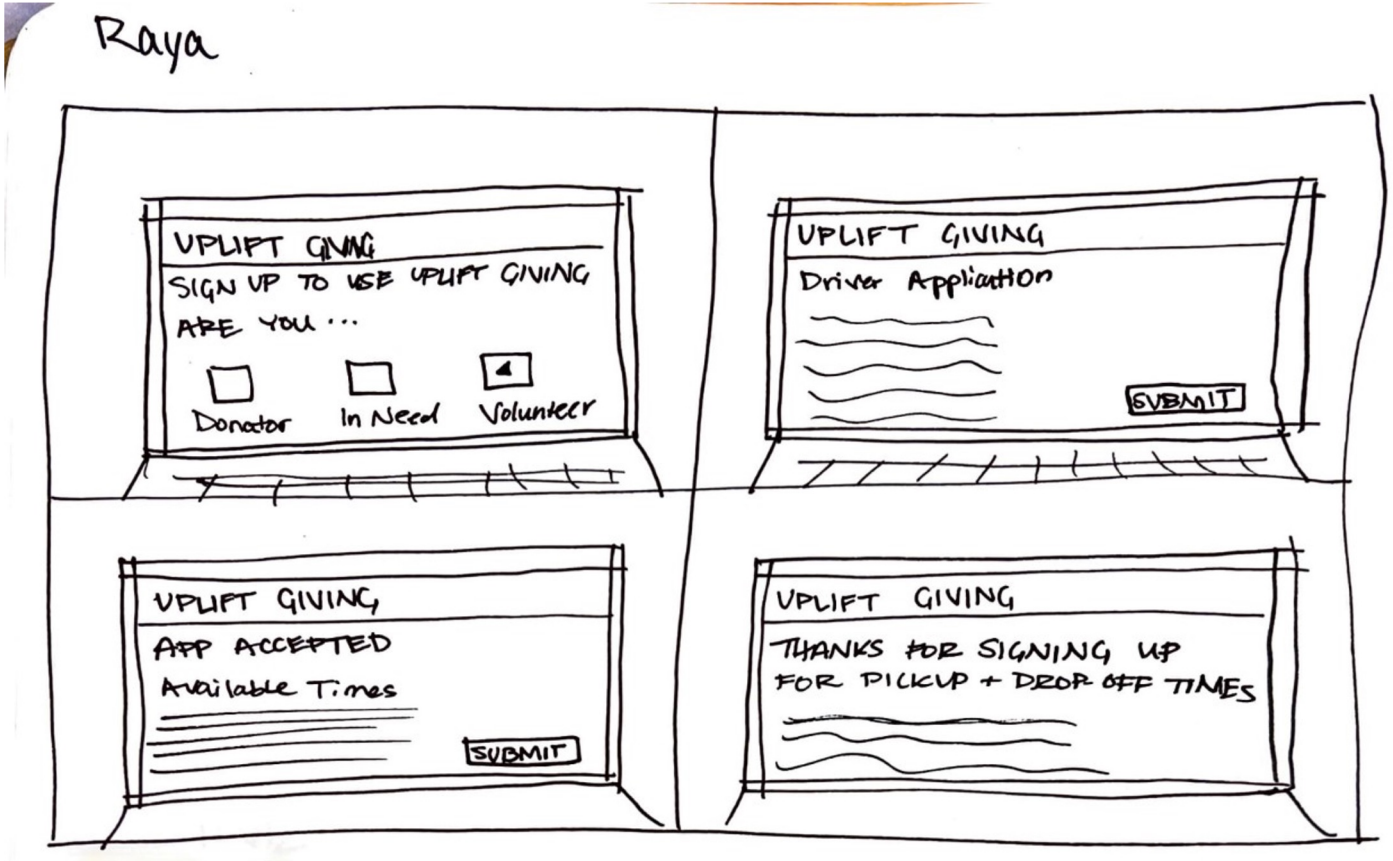


Raya

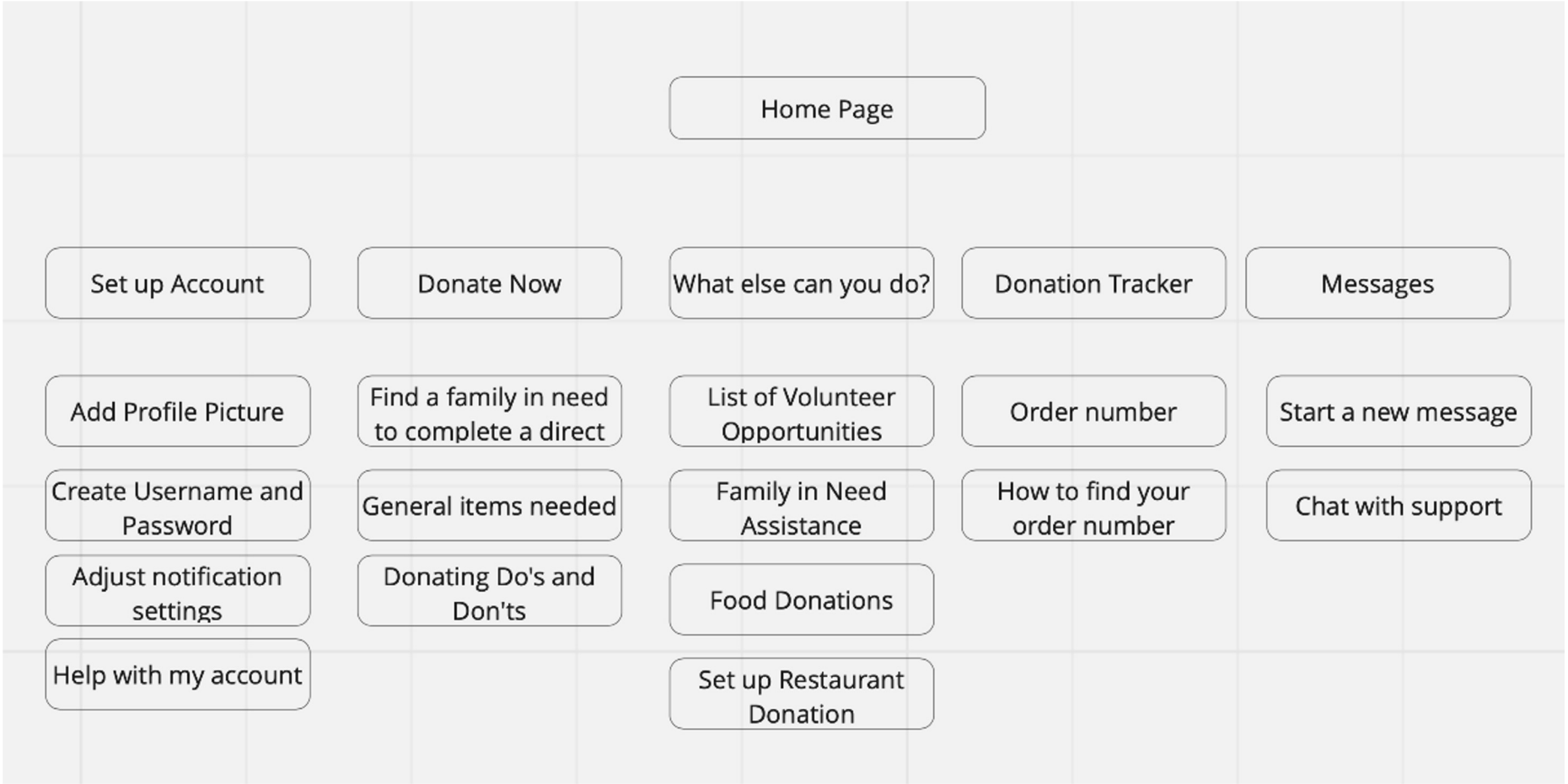
Big Picture Storyboard
Raya uses the Uplift Giving web app to find times to pick up and drop off donations to donate her time as a volunteer.



Raya Close Up Storyboard



INFORMATION ARCHITECTURE


Home Page
Set up Account
Donate Now
What else can you do?
Donation Tracker
Messages
Add Profile Picture
Find a family in need to complete a direct
List of Volunteer Opportunities
Order number
Start a new message
Create Username and Password
General items needed
Family in Need Assistance
How to find your order number
Chat with support
Adjust notification settings
Donating Do's and Don'ts
Food Donations
Help with my account
Set up Restaurant Donation

WIREFRAMES

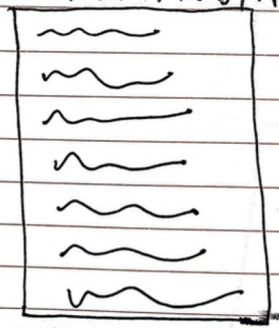
Donatation List

items in nigh need

- [ ] socks
- [ ] tooth brushes
- [ ]

Donation rules

Donation Rules / Procedures



I agree to rules ☐

Submit

SUBJECT: wireframes

Uplift Giving

profile

volunteer | donate | resturant application

Current items needed

- ~~~
- ~~~
- ~~~
- ~~~
- ~~~
- ~~~
- ~~~
- ~~~

FAQ's

application

resturant name _____

food type _____

list of foods _____

dates + pick up times _____

manager _____

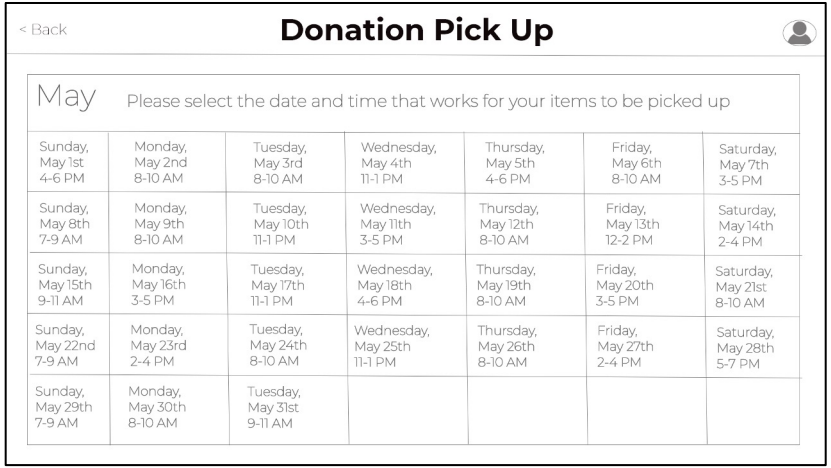
phone # _____

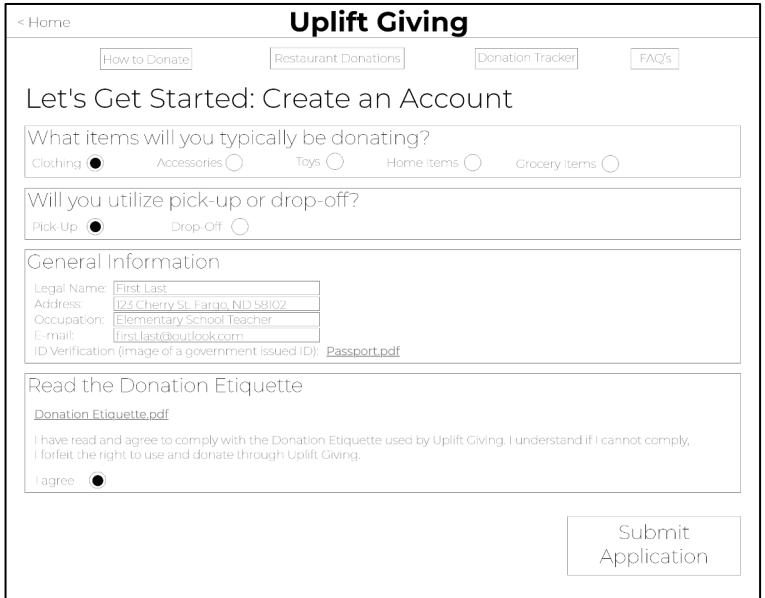
PROTOTYPE

Prototype

Demonstrate your prototype.

Link to prototype: https://xd.adobe.com/view/981c2f90-a037-457b-b518-fadbfa1a8979-cd4f/





Prototype Testing

User testing could have gone better for us. The prompts given were very clear and easy for participants to understand. There were a couple issues with usability, some functions were missing that are typically included, and the prototype needed a fair amount of fixing.

Overall, our feedback was very good. People said they would want to use this website.

Tasks:

- Please Sign Up for Uplift Giving as a Donator
- Change your profile photo on your account.
- Sign In to Uplift Giving and then return to the Home Page.
- Make a donation selecting items in this order: tooth brush, tooth paste, twin sheets, canned goods, and tampons.
- Once you have selected the items to donate, match your donations with the Melinda family.
- Select that your donation will be ready for pickup on May 9th from 8-10 AM and track the donation.
- Find how to create an account for a restaurant in the FAQ page.

Questions:

- After each task, we will ask if anything was easy or difficult, how the user felt, and if they had any additional thoughts?
- (Assuming the user took a long time to find the information) I noticed that you searched on the home page for a long time. Could you let us know what you were thinking?
- First, from 1 to 7, how do you rate the ease of use for our website/mobile app?
- Last, do you have any recommendations for our website/mobile app?

VISUAL DESIGN

High-Fidelity Design

Demonstrate your high-fidelity design.

Link to design: https://xd.adobe.com/view/3a4d3aa8-a648-4f8b-bf53-de8d609bc5d4-6f1e/

UPLIFT GIVING
Who you are...
Donator
Volunteer
In Need

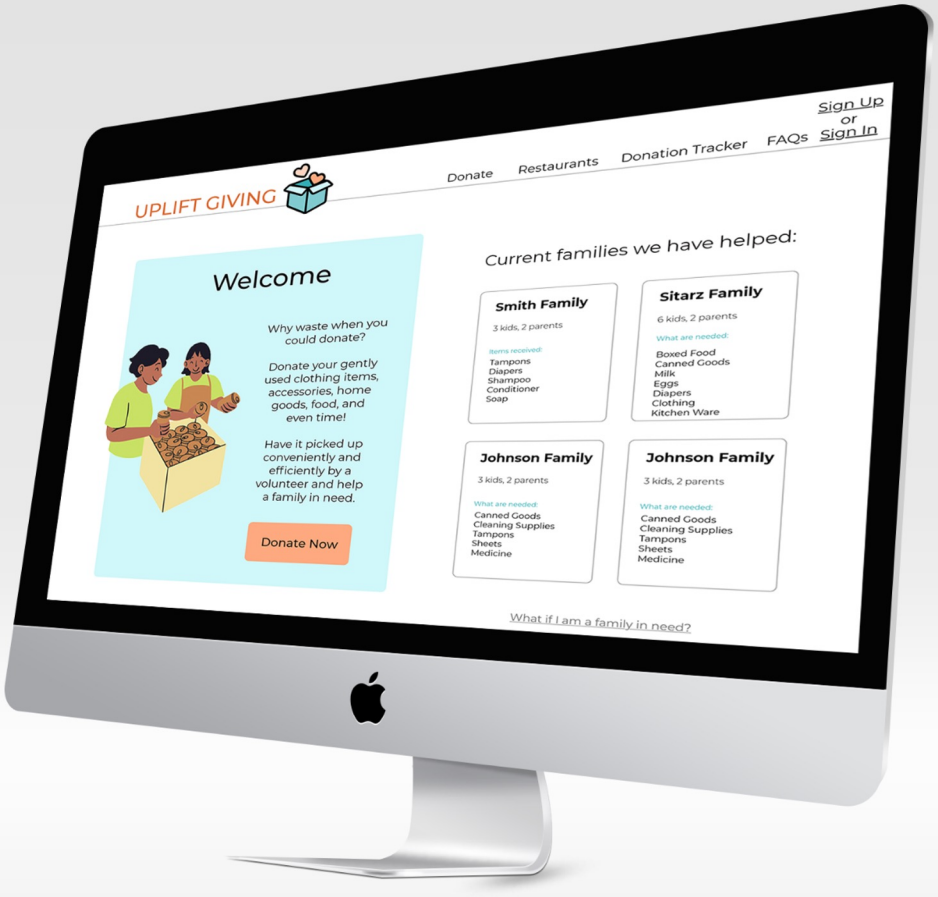
UPLIFT GIVING
Search with Tracking Number
My Account
I need help finding my Tracking Number
Customer Support

UPLIFT GIVING
Welcome!
20%

UPLIFT GIVING
Restaurant Donations
Fill out the contact form to get started!
Restaurant Name:
Owner:
Address:
Phone Number:
Submit

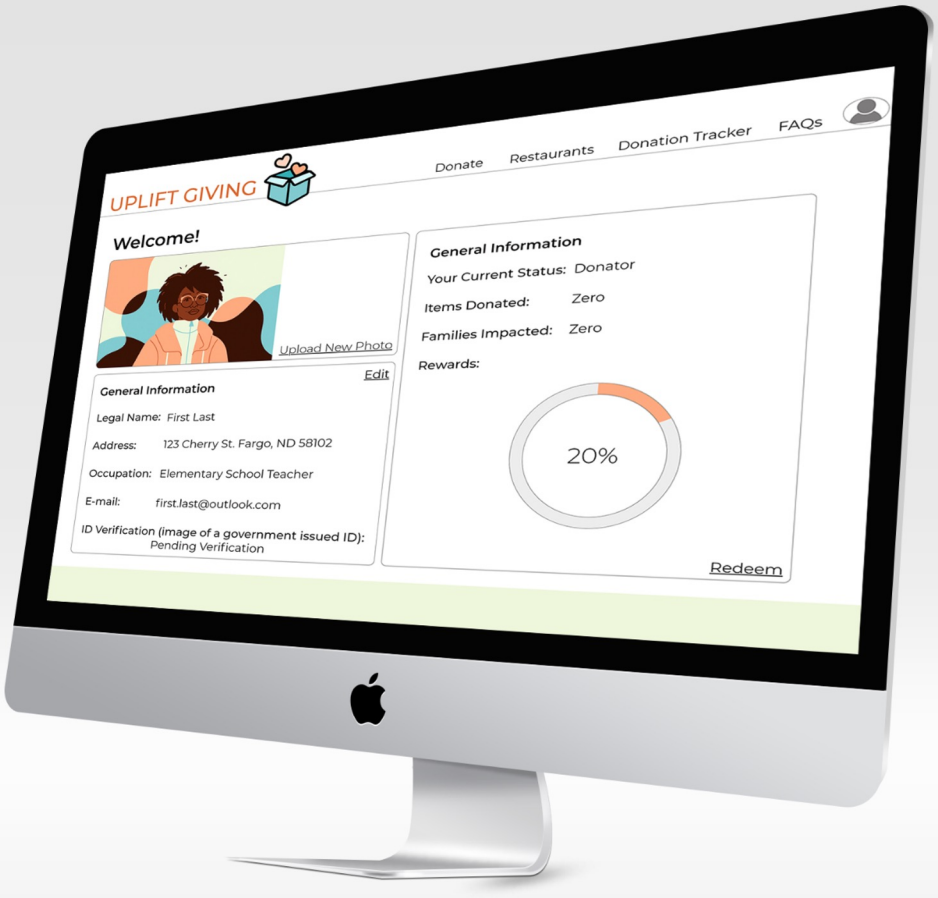
UPLIFT GIVING
Congratulations!

UPLIFT GIVING
Search with Tracking Number
My Account
I need help finding my Tracking Number
Customer Support



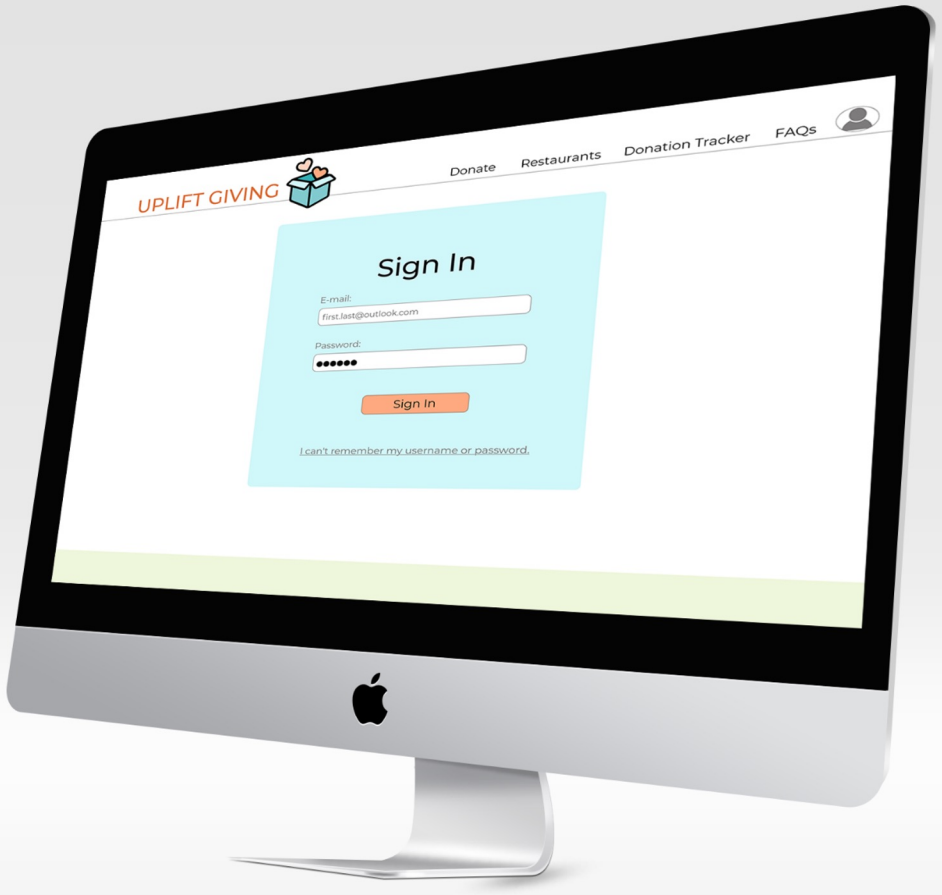
HOME PAGE

USER SCENARIO



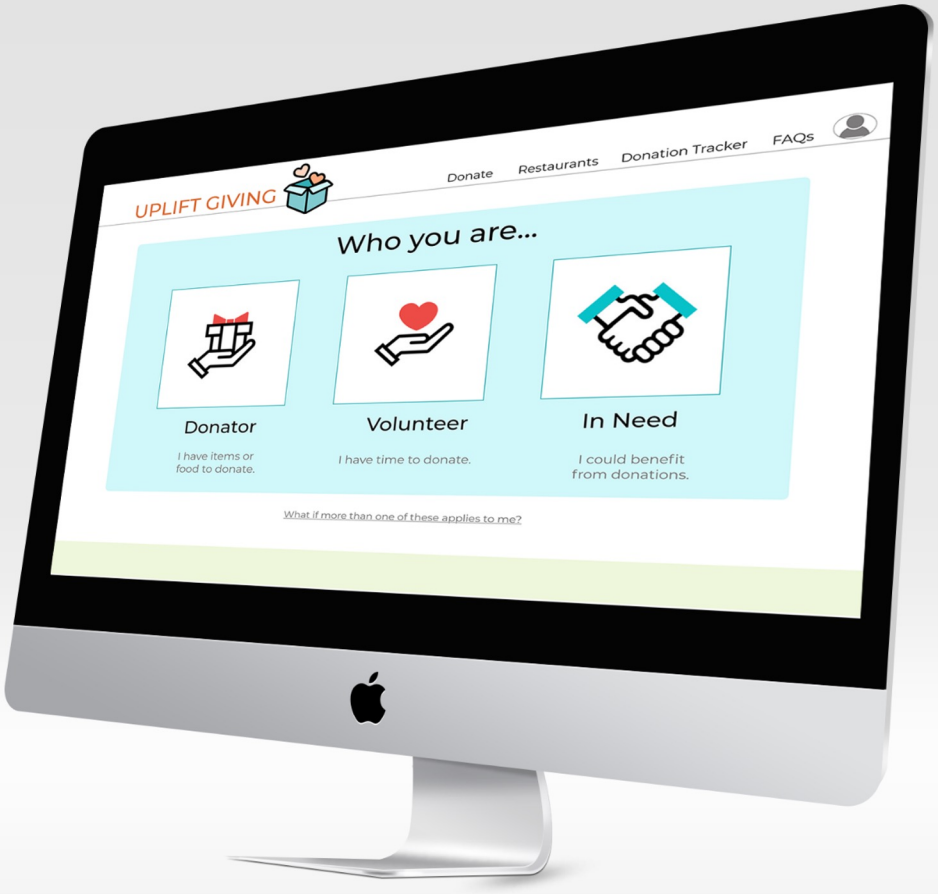
PROFILE PAGE

USER SCENARIO



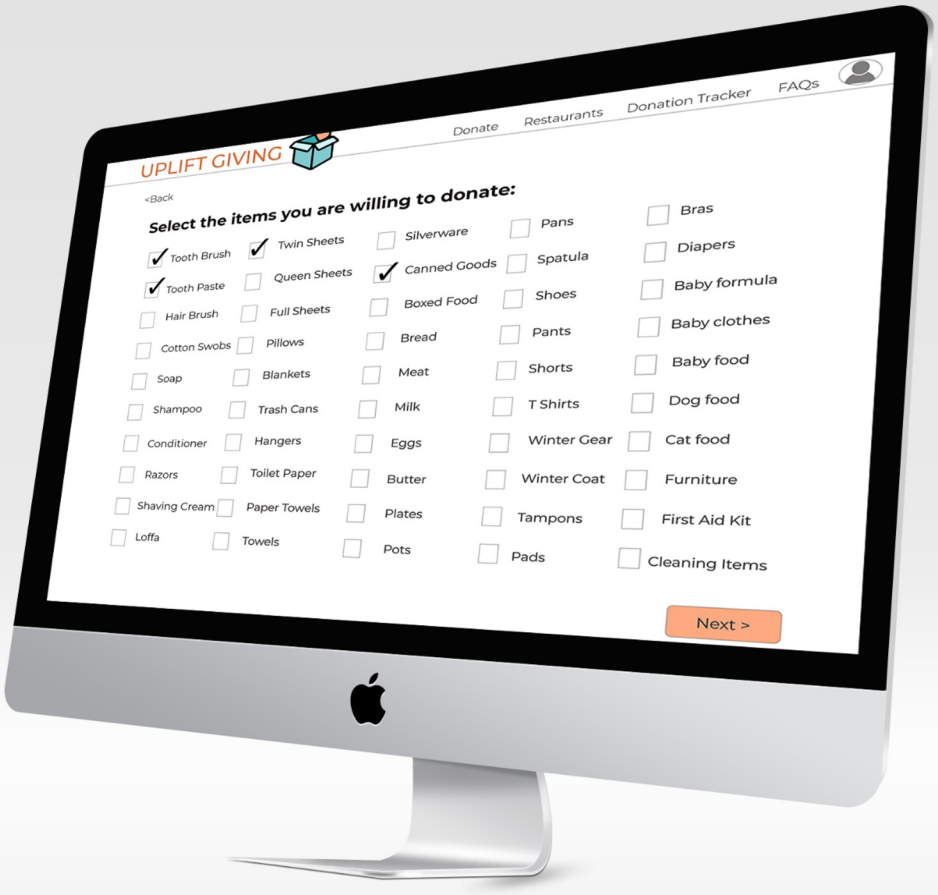
SIGN IN PAGE

USER SCENARIO



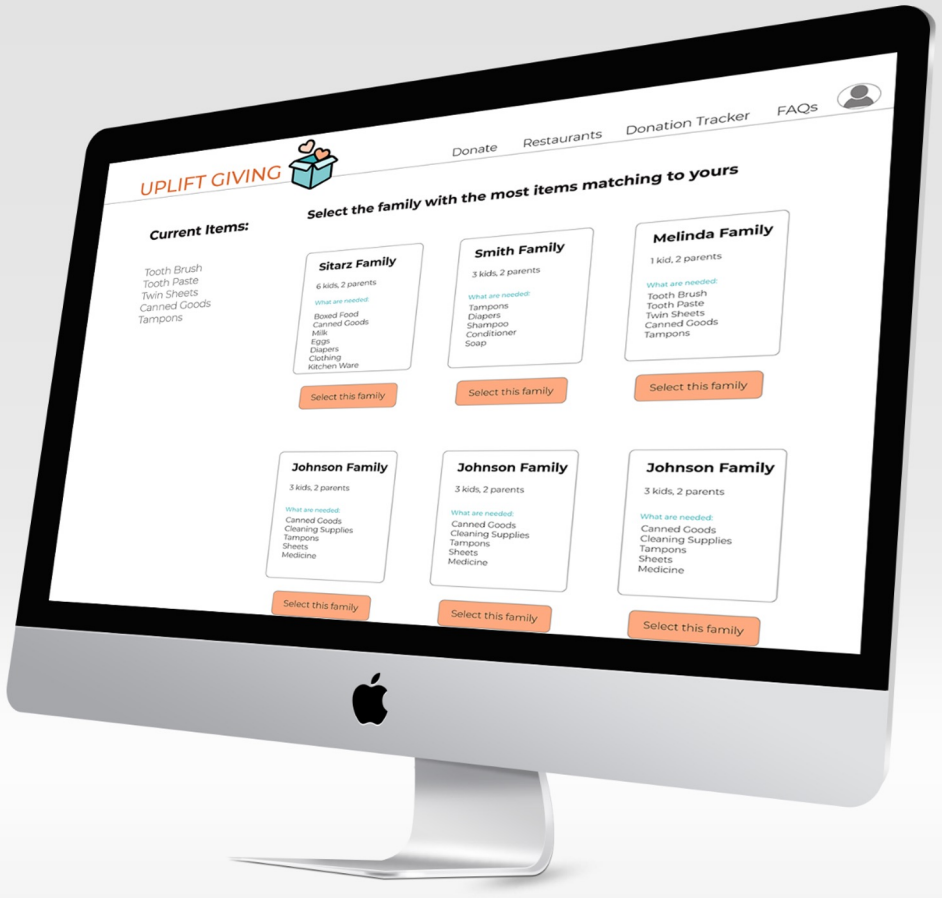
SIGN UP PAGE

USER SCENARIO



DONATION PAGE

USER SCENARIO



SELECTION PAGE

USER SCENARIO

THANK YOU