

Protect Endangered Dolphins

Savanna Carney

Project overview



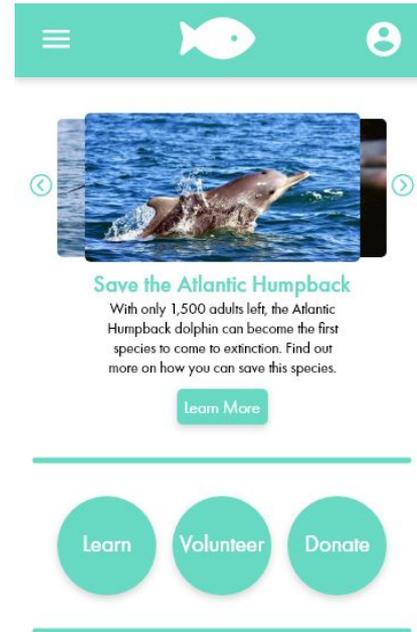
The product:

A mobile app and website that allows users to participate in protecting dolphins by learning, volunteering, and donating to the cause.

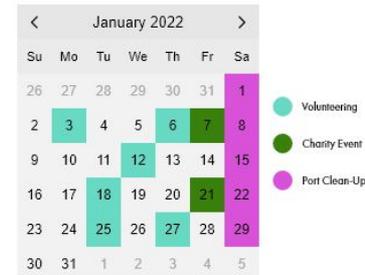


Project duration:

January 2022 - February 2022



Events Calendar



Project overview



The problem:

Users with financial hardships can't donate money to charities they want to help.



The goal:

Users should have other options so that they don't have to donate money. They should be able to learn and volunteer so they can help, too.

Project overview



My role:

UX Researcher, Designer



Responsibilities:

UX Research, wireframing, prototyping, designing, finalizations.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I interviewed a small group of people remotely to understand their problems and needs.

I have experience of financial hardship and not being able to donate money to causes I believe in so I thought that others would also want a way to help a charity without giving monetary donations. Some users were wary of where their monetary donations were going towards in charities so they would like a way to learn about how that works.

Persona 1: Name

Problem statement:

Sheela is a park ranger who needs a way to help endangered dolphin projects because she is in financial hardship.



Sheela

Age: 24

Education: Enviro. Science

Hometown: Fort Lauderdale, FL

Family: Single

Occupation: Park Ranger

"I want to help endangered dolphins but I don't have any money to give to the charities I believe in."

Goals

- Save endangered dolphins
- Participate in events that help the dolphins
- Learn more about endangered dolphins

Frustrations

- Some charities don't give a large amount of money to the actual project
- Some charities only want monetary donations, not volunteer aid.

Sheela is a park ranger that lives in Fort Lauderdale, FL. Sheela is a recent college graduate and is experiencing financial hardship. She wants to participate in projects that help endangered dolphins but she doesn't have the finances to donate to charities she believes in.

Persona 2: Drew

Problem statement:

Drew is a Marine Biologist who needs a new way to help endangered dolphin projects because he doesn't want to give only monetary donations.



Drew

Age: 30

Education: Marine Science

Hometown: Orlando, FL

Family: Married

Occupation: Marine Biologist

"I want to be able to participate with projects that help save endangered dolphins by either giving donations or using other methods."

Goals

- Save endangered dolphins
- Participate in events that help the dolphins
- Donate money

Frustrations

- Some charities don't give a large amount of money to the actual project
- Some charities only want monetary donations, not volunteer aid.

Drew is a marine biologist that lives in Orlando, FL. Drew grew up with financial hardship so he understands the feeling of not being able to donate to endangered specie charities. He wishes to be able to join a charity that allows for monetary donations and volunteer work opportunities to help save dolphins.

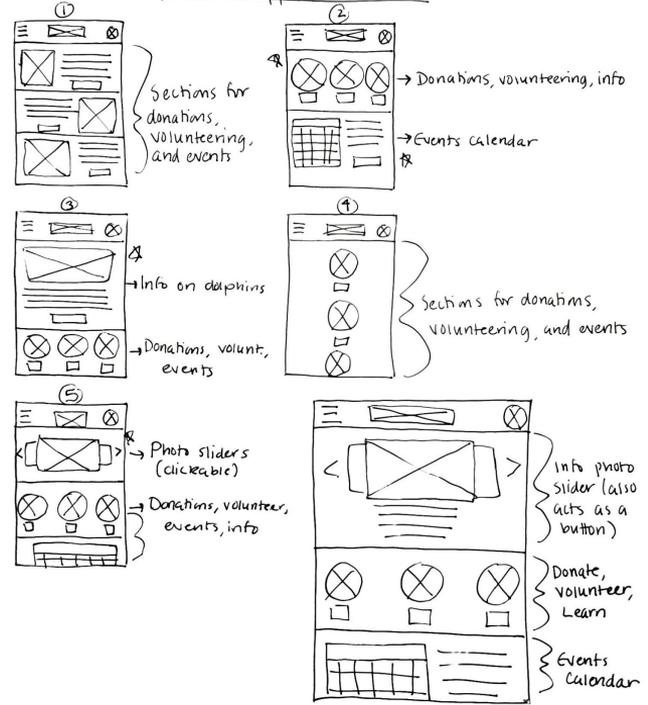
Ideation

I wanted users to have some sort of image carousel that had links to informative articles. They would also have quick access to a learning page, volunteer sign-up's, and donations.

Endangered Dolphins Charity Wireframes

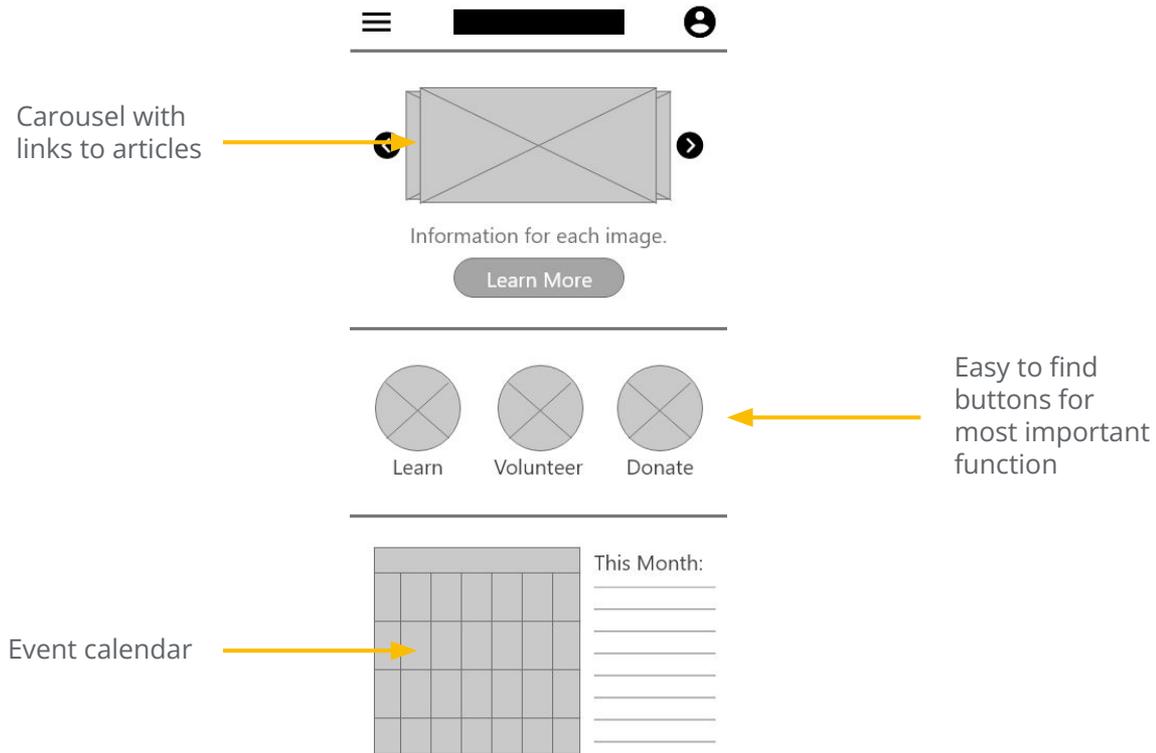
profile, menu, logo

Mobile App Wireframes



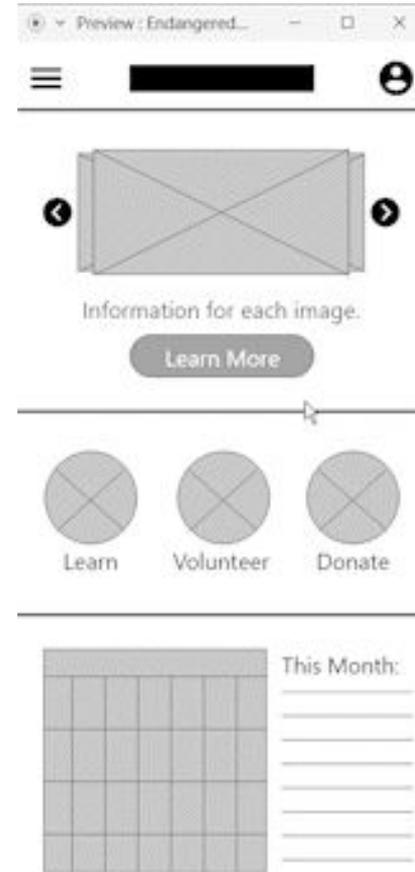
Digital wireframes

Before user testing, I had the buttons ordered as “Donate, Volunteer, Learn”. Users felt that was the wrong order because it makes them feel like they should donate. With this in mind, I changed the order as it is to the right.



Low-fidelity prototype

<https://xd.adobe.com/view/c8998f31-edb3-435d-a3ae-080d7cc84c4a-9dca/>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

1

Finding

Order of Donate, Volunteer, and Learn buttons should be in a different order.

2

Finding

Change the wording of “No thanks” in the recurring donation section. Makes the user feel guilty.

3

Finding

After confirming donation, the okay button should take you somewhere else.

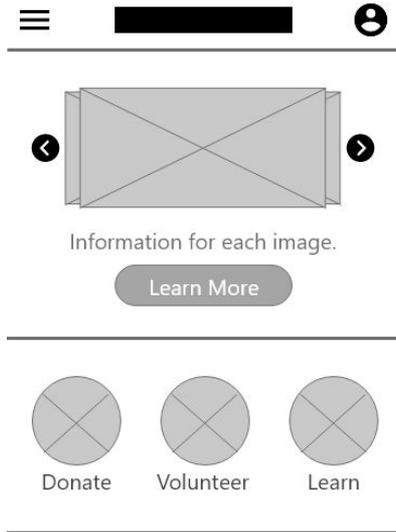
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I changed the order of the buttons and added a key for the event calendar.

Before usability study



After usability study



Mockups

I changed the wording and ordered of the recurring donation section so that users wouldn't feel guilty.

Before usability study

The mockup shows a top navigation bar with a hamburger menu icon, a black redaction box, and a user profile icon. Below the bar is a back arrow and the title 'Donate'. The form includes an 'Enter amount:' label with an empty input field, a 'Payment Method:' label with icons for VISA, Mastercard, and PayPal, and a 'Recurring Donation:' section with radio buttons for 'Weekly', 'Monthly' (selected), 'Annually', and 'No thanks'. A 'Confirm' button is at the bottom.

After usability study

The mockup features a teal header with a hamburger menu, a fish icon, and a user profile icon. Below the header is a back arrow and the title 'Donate'. The form includes an 'Amount you would like to give:' label with an input field containing '25.00', a 'Recurring Donation:' section with radio buttons for 'Single Donation' (checked), 'Weekly Donation', 'Monthly Donation', and 'Annually Donation', and a 'Payment Method:' label with icons for VISA, Mastercard, and PayPal. 'Continue' and 'Cancel' buttons are at the bottom.

Mockups



Save the Atlantic Humpback

With only 1,500 adults left, the Atlantic Humpback dolphin can become the first species to come to extinction. Find out more on how you can save this species.

[Learn More](#)



Events Calendar

January 2022						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

- Volunteering
- Charity Event
- Port Clean-Up



Home

Learn

Volunteer

Donate

Events

Settings



Donate

With your donations, you're helping us save endangered species of dolphins. All proceeds go to various projects to support our volunteering events, port clean-ups, and research.



Help



Clean



Learn

[Donate](#)



Donate

Amount you would like to give:

25.00

Recurring Donation:

- Single Donation
- Weekly Donation
- Monthly Donation
- Annually Donation

Payment Method:

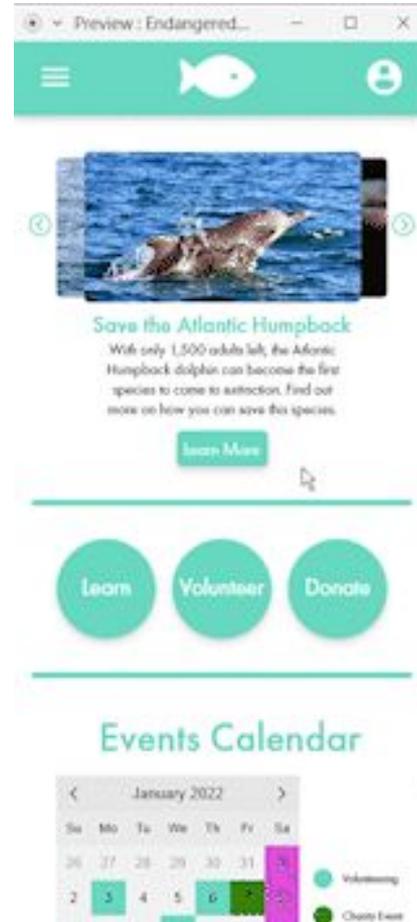
VISA PayPal

[Continue](#)

[Cancel](#)

High-fidelity prototype

<https://xd.adobe.com/view/22a794a0-ef32-4acc-87e1-2e3ec7e448a1-77f4/>



Accessibility considerations

1

Color contrast for easy readability.

2

Volunteering for users with financial hardship.

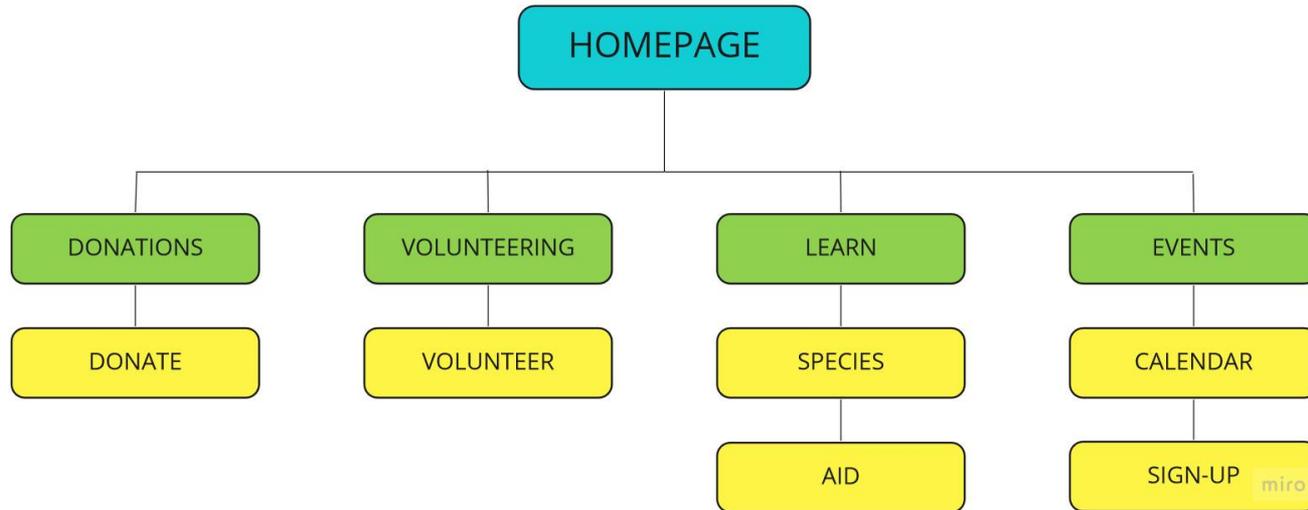
3

Clearly labeled buttons for reader devices.

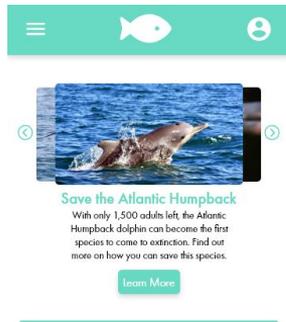
Responsive Design

- Information architecture
- Responsive design

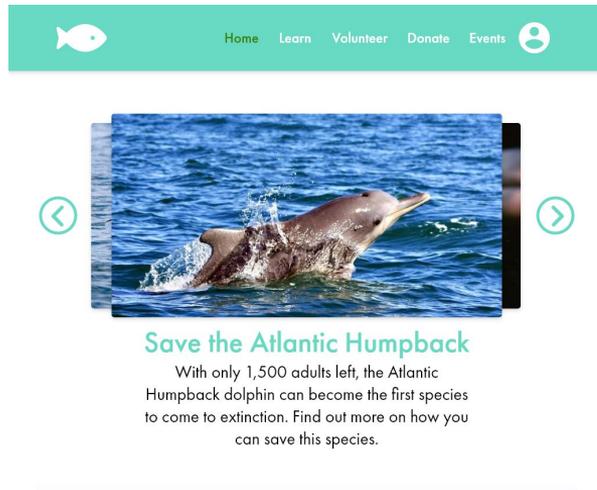
Sitemap



Responsive designs: Websites



Mobile



Tablet



Desktop

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I like how this app/website allows users to help a project in other ways that is not donating. However, if they do donate, they have the option of a recurring donation.



What I learned:

There are a lot of components that can go into a charity app.

Next steps

1

Create paths for other journeys.

2

Design the other pages to create a complete app.

3

Do more user research and testing.

Let's connect!



Thank you for attention. You can find me here:

<https://www.savannacarney.com/>