Online Donation Flow for Thyroid Cancer Charity Responsive Website

Jennifer Lycke

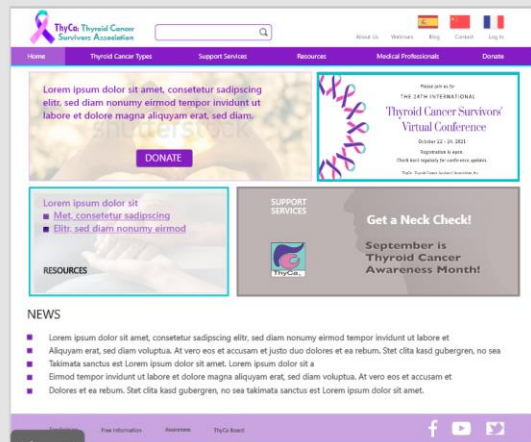# Project overview

The product:

The ThyCa Thyroid Cancer charity is an existing website meant to provide support services for Thyroid Cancer patients and their families and caregivers. The online donation flow was redesigned for this project to make it easier for donators to make monetary contributions from the website or a mobile device
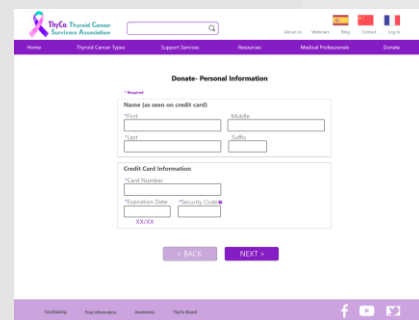
Project duration:

August – September 2021

Project overview

The problem:

The online donation flow on the website was not accessible or mobile-friendly. This made it difficult for many users to make monetary contributions on the website or, especially, on a mobile device

The goal:

To improve the user interface of the donation process on the website and make it more responsive on mobile devices in order to increase donations to the ThyCa cancer charity

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Project overview

My role:

UX researcher and UI designer

Responsibilities:

- User research

- Wireframing (low fidelity and high fidelity)

- Prototyping (low fidelity and high fidelity)

- User testing and analysis

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Understanding the user

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

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User research: summary

I performed a Moderated Usability Study with 5 testers each in 2 rounds of user testing. In the 1st round of testing, users were asked to interact with a low-fidelity prototype presented on a smartphone and were verbally asked a series of prompts and prompt follow-up questions. In the 2nd round, users were asked to perform additional tasks with a high-fidelity prototype. Assumptions going into user testing were that the app would be helpful to people donating money and that the app was easily to navigate. Overall, the testers confirmed these assumptions and were pleased with the donation flow. However, there were a couple issues raised when it came to filling out the donation form. Based upon this feedback, these issues were corrected with iterations of design updates..

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User research: pain points

1

2

3

4

Frustrating form

Inaccessible labels

Difficulty on mobile

Home too busy

Too many form fields all at once discouraged some users from filling it all out.

Labels for form fields were not accessible.

Form was not mobile-friendly. It was difficult to read and select the appropriate options.

Home screen was too cluttered and users did not know where to go next

- Split the form screen into 2 main screens
- Pre-fill in any information that is already known
- Allow all entered information to be stored in profile for future donations

Create labels outside of fields according to best practices

Make options and fields larger and more easily selectable

Streamline home page content to the most important goals of the organization

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Persona: **Celia**

Problem statement:

Celia is a busy mother, sister, and member of society who needs to easily donate to ThyCa on her phone because the charity needs money and she wants to teach generosity to her daughter.

"It's important to donate to charities- they need all the help they can get."

Goals
- Use her smartphone for tasks as often as possible
- Contribute to charities
- Take care of her daughter
- Show her daughter that it's important to be generous

Frustrations
- It is hard to make donations on ThyCa's phone website.
- Guilty that she doesn't contribute to charities more often, because she believes it's important for society and wants to show this to her daughter.

Celia

Age:	35
Education:	Associates Degree
Hometown:	Kingston, NY
Family:	Single- 1 Daughter; Sister was a Thyroid Cancer Patient
Occupation:	Office Manager

Celia occasionally donates to the ThyCa organization, which is a valuable charity for her because her sister used to have thyroid cancer. She thinks she would donate more often if it was easier while on-the-go. She uses her phone quite often, both at home and on-the-go, doing things with her 10-year-old daughter. She wants her daughter to learn that it's important to be generous and contribute to charity.

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User journey map

I listed out the detailed tasks in chronological order that our personas need to perform, in order to understand the process and empathize with pain points. This helped determine how the app should work and how it can resolve these pain points.

ACTION	Decide on ThyCa charity contribution	Go to ThyCa website	Find the Donate page	Fill in Donation options	Confirm Donation
TASK LIST	Tasks A. Decide on charity B. Decide on contribution amount C. Decide which account to donate from D. Talk about the decision with her daughter	Tasks A. Get out her smartphone B. Go to ThyCa site	Tasks A. On site, find the Donate option B. Click the button	Tasks A. Enter full name B. Enter full address C. Enter donation amount D. Enter payment account options E. Enter any options, such as who the donation honors F. Enter phone number G. Enter email address	Tasks A. Double-check all information is accurate B. Click the submit button to make the donation C. Receive verification that submission has been received D. Print the confirmation for tax purposes E. Grab the printout from the nearest printer when available
FEELING ADJECTIVE	Proud Eager Generous Happy	Eager Happy	Eager Happy	Eager Focused Impatient Frustrated with all the options, some of them hard to see on phone because they're too small to tap or cut off from screen	Satisfied Relieved Proud Accomplished that she finally was able to make the donation
IMPROVEMENT OPPORTUNITIES	Explain why ThyCa donations are important and where $ goes Show pic of ThyCa patient	Use good SEO	Make Donate button prominent and easy to find	Pre-Fill in as much information as possible for user Make fields easy to use and accessible on mobile Use big prominent buttons where possible	Make fields easy to review Provide overview of info before submitting Provide on-screen and email verification of donation, with as much details as possible

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Sitemap

I thought through the logical order of the donation flow. This helped determine the necessary screens to get the task performed easily and without confusion.
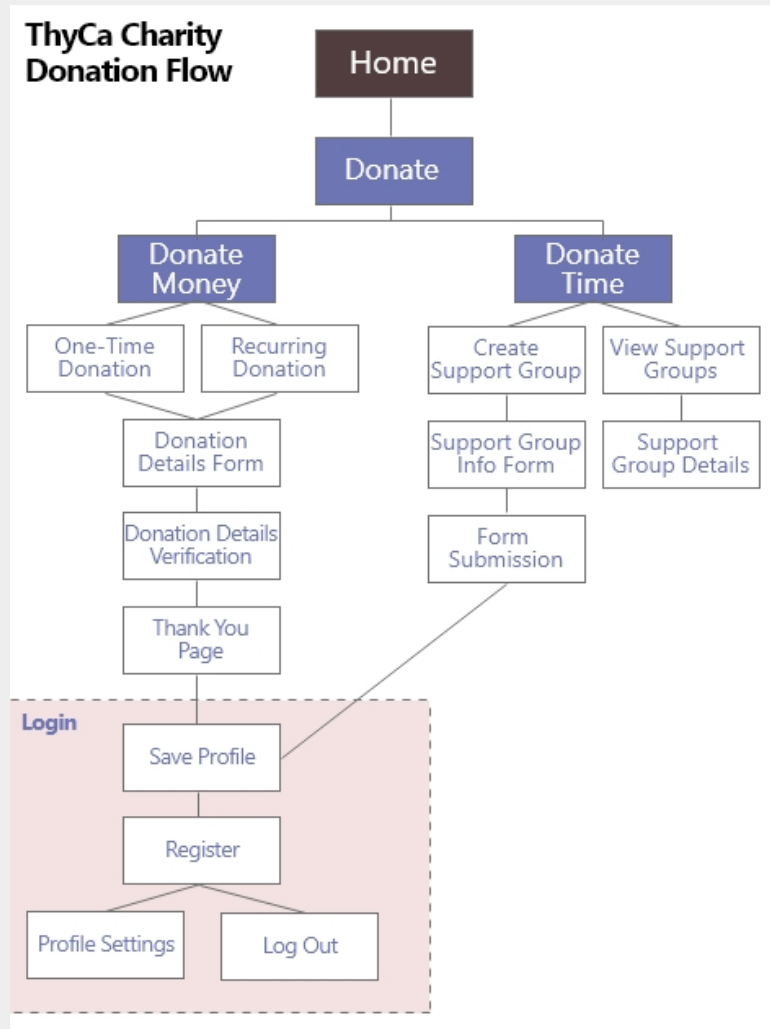
Paper wireframes

As I sketched design ideas for the donation screens, I thought about each step the user takes when making an online donation. The screen designs need to make filling out the form easy for users.
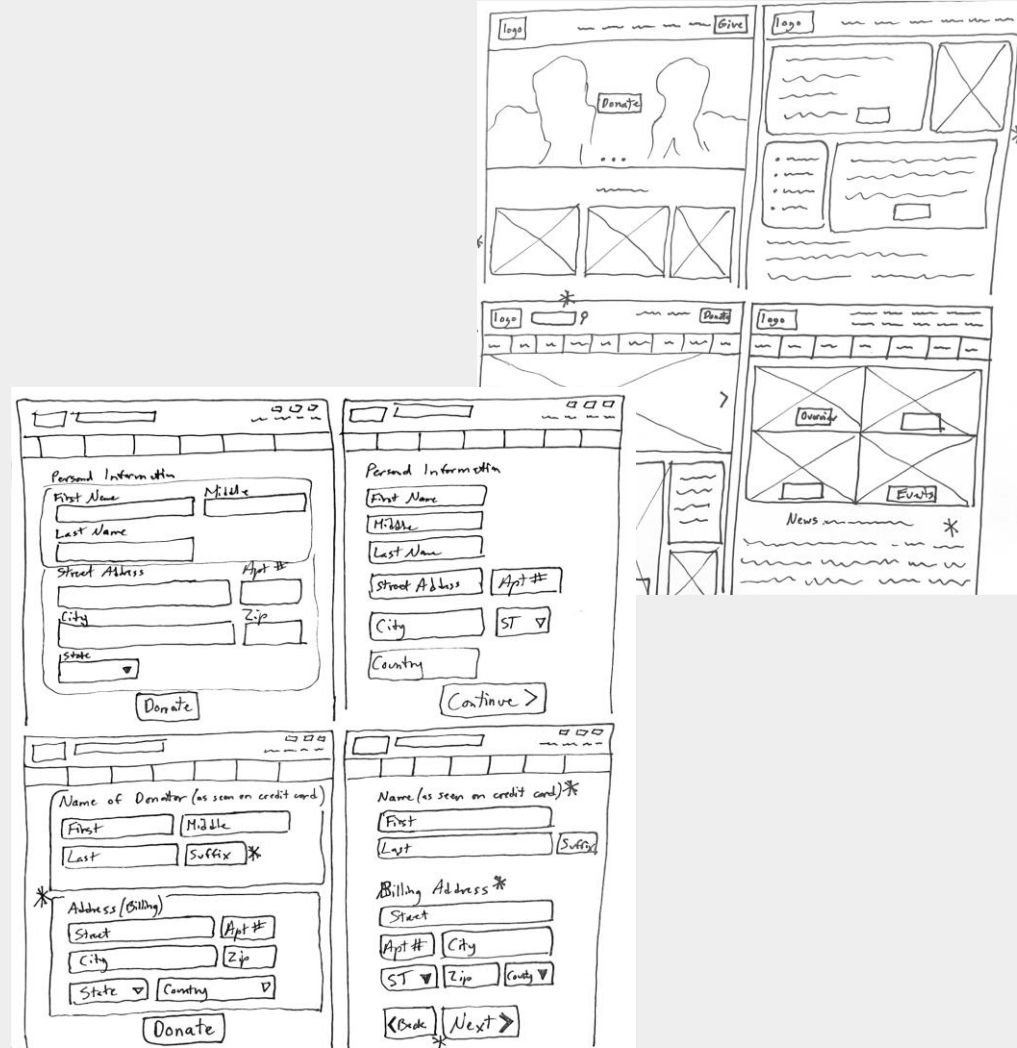
Paper wireframe screen size variation(s)

To make the website responsive on other devices, such as smartphones, I sketched layouts for mobile as well, keeping in mind accessibility and best practices.
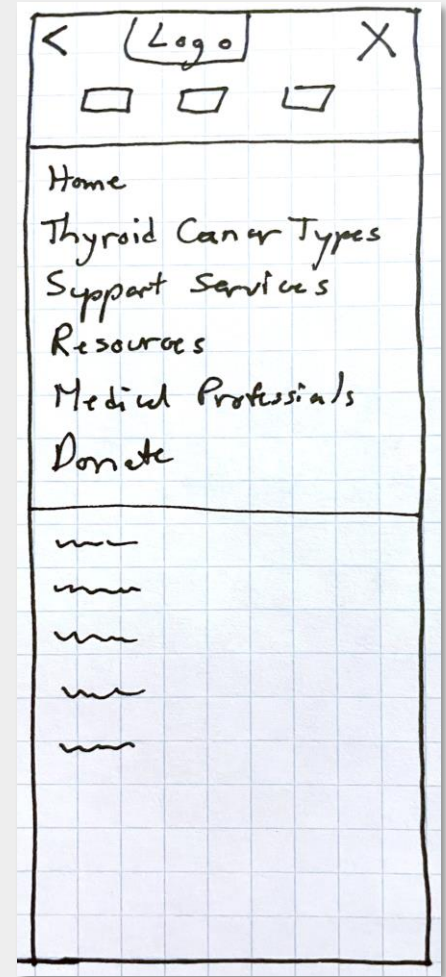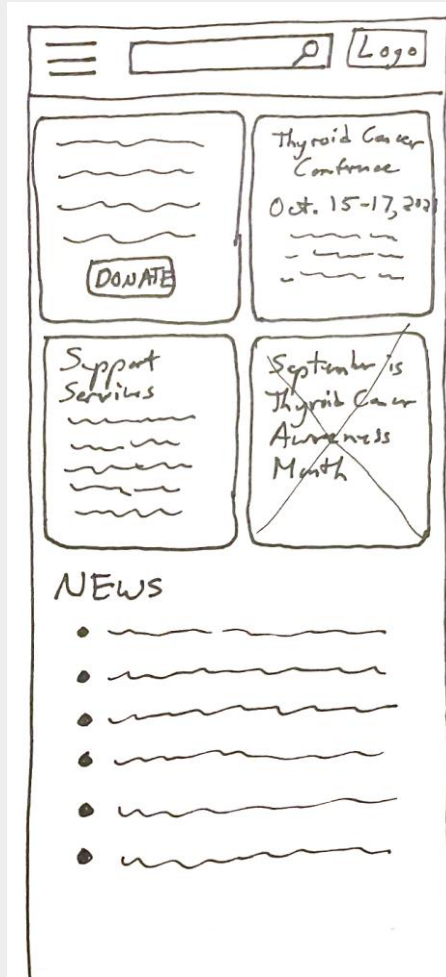
Digital wireframes

User feedback and pain points informed design decisions in order to increase usability.

Page headers keep users aware of where they are in the site

Large clear buttons on all devices make it easy to read and select options

Most common preferences are selected by default to make the process faster

Large clear call to action shows the primary purpose of the screen

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Digital wireframe screen size variations

Based upon paper wireframes, I created digital wireframes for the website and mobile device donation screens.
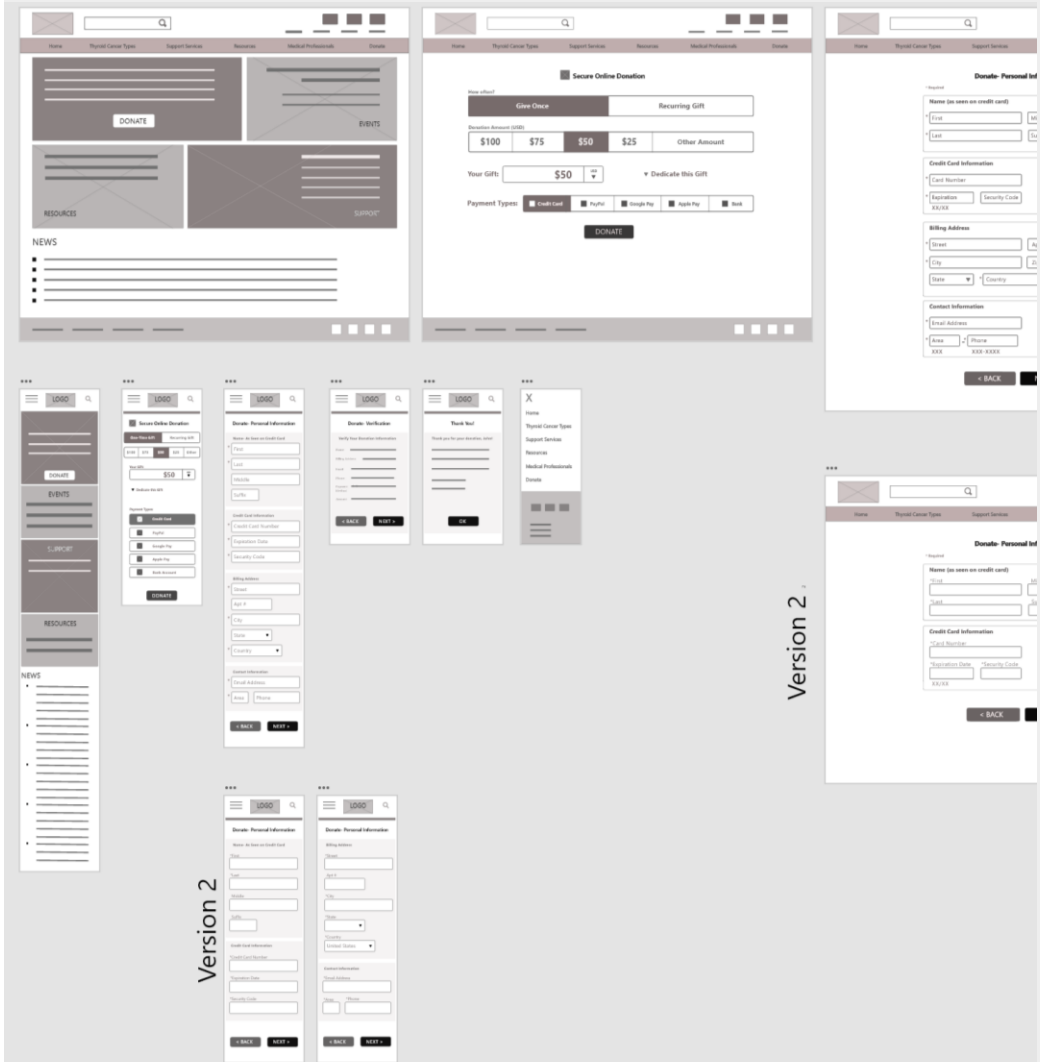
Low-fidelity prototype

I made design decisions based upon the user journey and paint points. Based upon ongoing user feedback, I continued to update the designs for the website for both desktop and mobile.
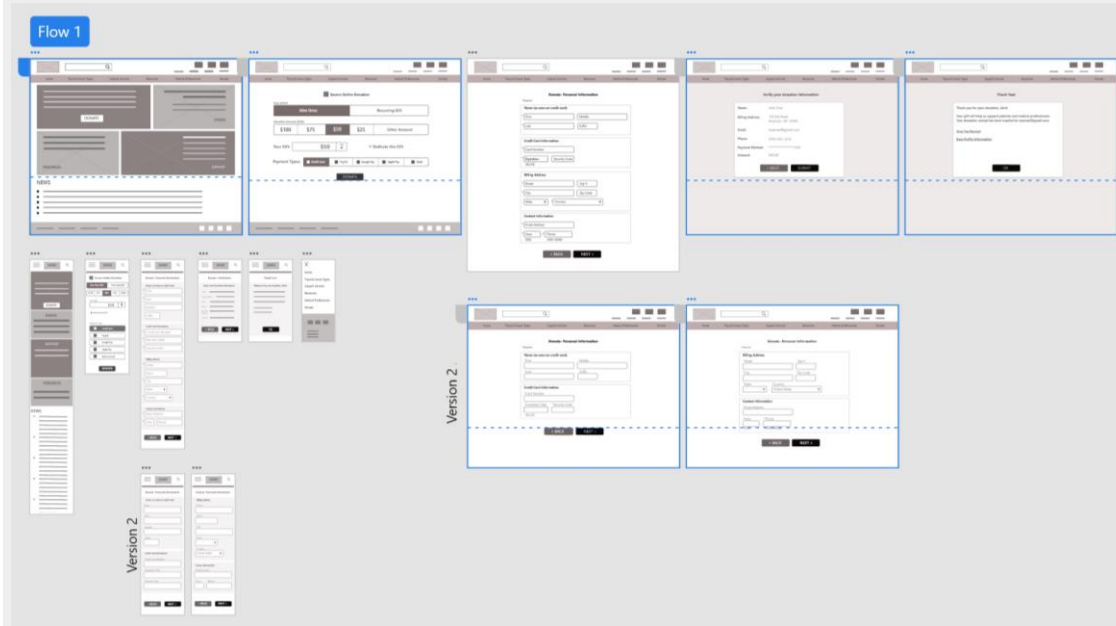
Usability study: parameters

Study type:

Moderated usability study

Location:

Carrollton, Virginia

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Too many form fields on one screen is frustrating

It's overwhelming to see too many fields all at once.

2

Asterisk placement is important

Indicating required fields should not be confusing.

3

Labels should be outside of form fields

This improves accessibility of the form, particularly for those using screen readers.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Some users expressed frustration when they saw all of the form fields at once. It seemed less overwhelming to them when only some fields were presented on the same screen.

Before usability study

After usability study

Mockups

Mockups: Original screen size

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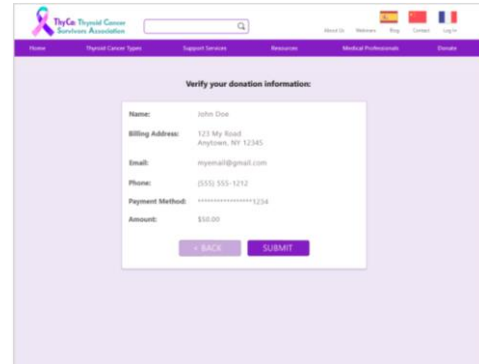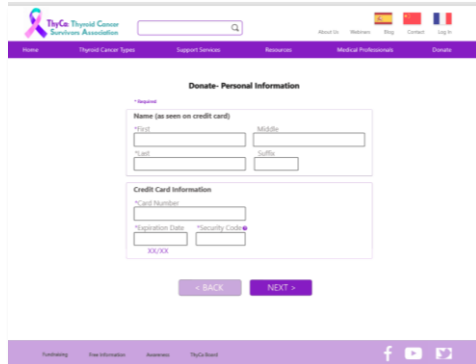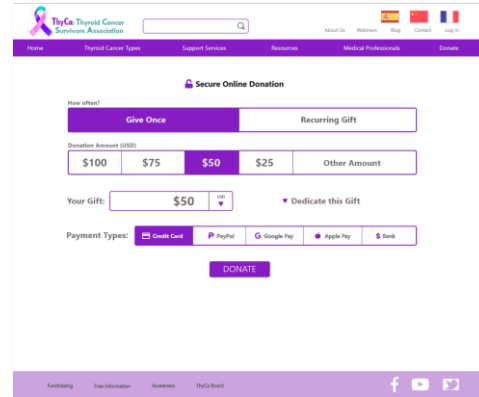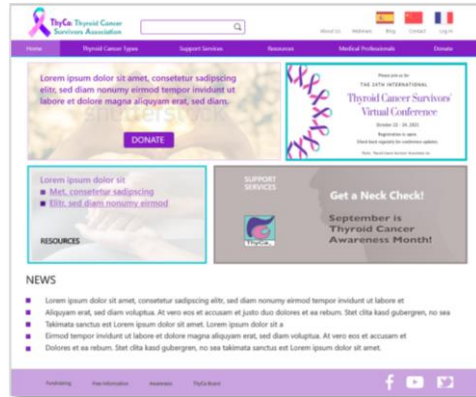
Mockups: Screen size variations

Version 2

High-fidelity prototype

LINK:

https://xd.adobe.com/view/6fd8e767-e6a2-4330-a3dd-daa70abb79c6-3a8b/
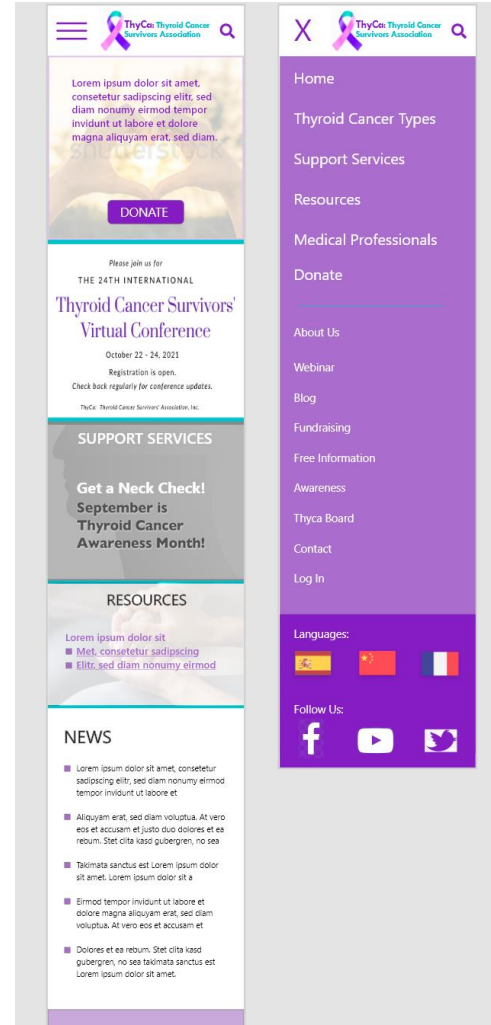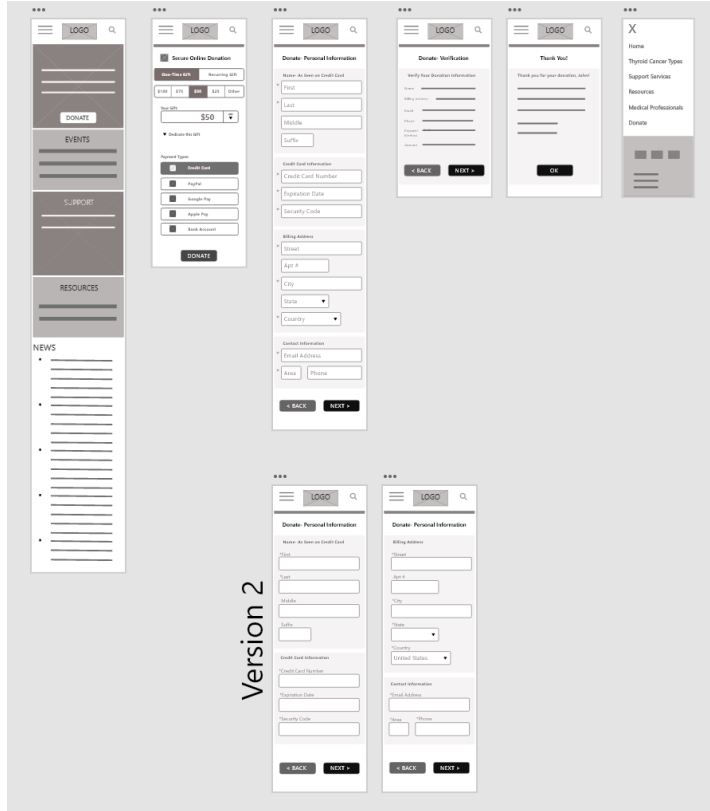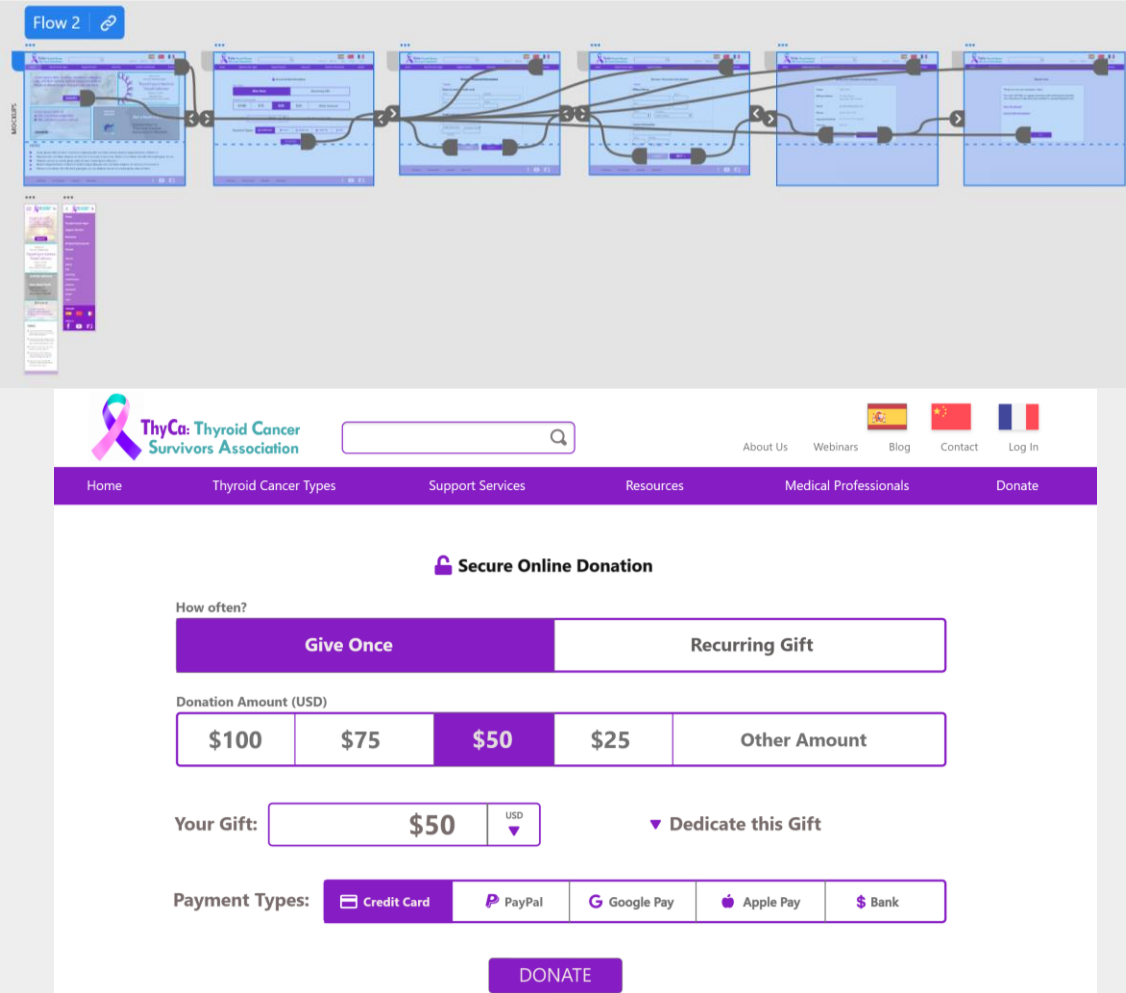
The hi-fi prototype includes updates made to improve form usability based upon the user feedback.

Accessibility considerations

1

I used form labels outside of the form fields, because this improves the experience for those using screen readers by attaching a Label with each fied. It also improves user understanding of the purpose of each field.

2

I increased the form field size and made the options large enough so that they are easy to use and select on phones.

3

I grouped related fields together to help organize the flow and aid user understanding of how the fields are related.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Users can now make an online donation more quickly, including while on-the-go with their mobile phones. Users with screen readers are also now able to make donations to the ThyCa charity. It is expected that donation amounts will increase to the improved user interface.

What I learned:

I learned that improving accessibility and responsive design can directly improve ROI of a website and lead to more user engagement.

Next steps

1

Next, I will add micro-interactions to increase the usability and enjoyment of performing the donation task.

2

I will then run another user test to determine if the interactivity can be improved.

3

Next, I will expand the flow to include screens for ways users can donate their time to the ThyCa charity.

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Let's connect!

Please contact me if you would like to review additional design work.

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