

# iHelp! Donation app

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Kerstin Kolvenbach

# Project overview



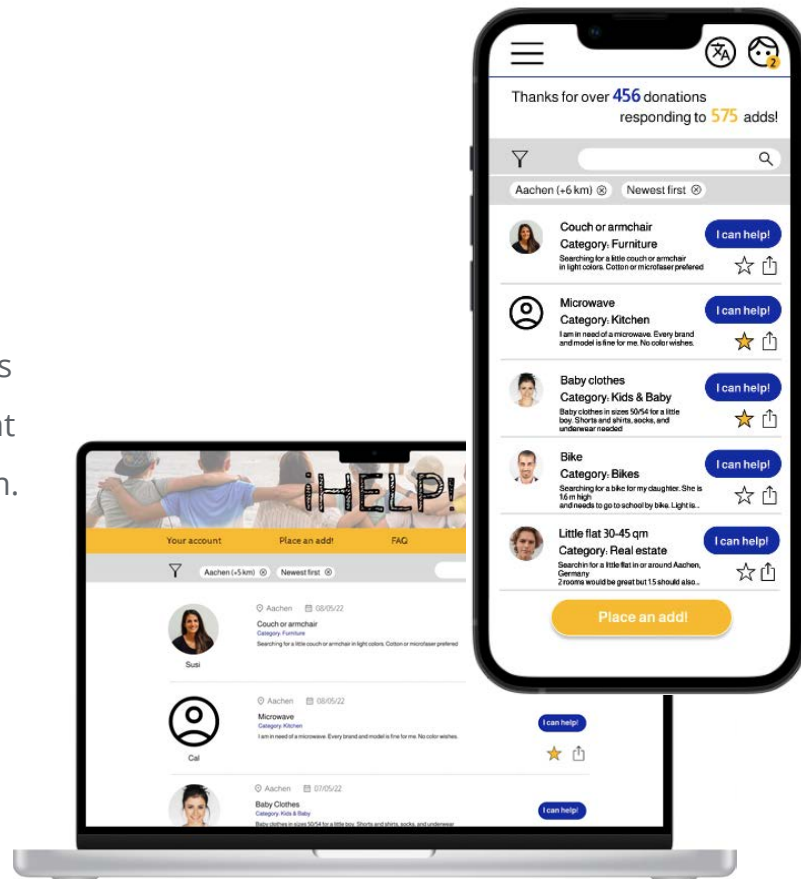
## The product:

The product is a platform that allows private persons to create adds for things they need. People that want to donate can browse the adds and respond to them.



## Project duration:

01. July - 05. August 2022



# Project overview



## The problem:

No local source where destitute refugees and people without income can find donations of stuff they need like furniture and household items.



## The goal:

Create an app for private persons that need help to get items or for private people that want to donate exactly what is needed at the moment.

# Project overview



## My role:

As a student of the Google UX professional certificate I did the whole design process from empathizing, defining and ideation to wireframing, prototyping and testing.



## Responsibilities:

- User research and problem statement
- Wireframing
- Case Studies
- Competitive Audits
- Testing
- Prototyping

# Understanding the user

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

# User research: summary



In my first user research I contacted refugees and people that are willed to donate.

I started my user research with interviewing different people like refugees, people without income and people who want to donate. My secondary sources where internet research in blogs and interviews to understand the processes that are already established in bigger NGOs and social working companies.

# Persona 1: Yulia

## Problem statement:

Yulia is a refugee from Ukraine who needs to find cheap or free furniture because she is setting up her new flat where she lives in Germany now and is short on money.



Yulia

**Age:** 30

**Education:** Masters Degree

**Hometown:** Kyiv, Ukraine

**Family:** Married and 1 son

**Occupation:** Teacher

*"I left everything behind. I need to start a new life in Germany now but I am short on money"*

## Goals

- I want to build a new home and life for my family
- I want to settle and raise my son in a peaceful environment

## Frustrations

- Hard to find help
- Nobody speaks ukrainian language
- A lot of bureaucracy
- No money

Yulia had to flee with her little son from the Ukrainian war to Germany. She lost all her belongings and is short on money. She got the permit to stay long term in Germany.. Now she can move in a rented flat. She needs furniture and stuff for her household but is dependent on donations.

## Persona 2: Marion

### Problem statement:

Marion is a retired clerk who wants to help refugees with donating furniture because she feels like she can do something good with giving this people a better start in her country.



**Marion**

**Age:** 60

**Education:** Former clerk

**Hometown:** Köln, Germany

**Family:** Single, 2 grown up kids

**Occupation:** Retired

*"I want to donate my old nice furniture but it's hard to get in contact with refugees. The local organizations' warehouse is full with stuff that nobody needs."*

### Goals

- Wants to help refugees and people in need
- Has too much unused stuff and wants to get rid of it

### Frustrations

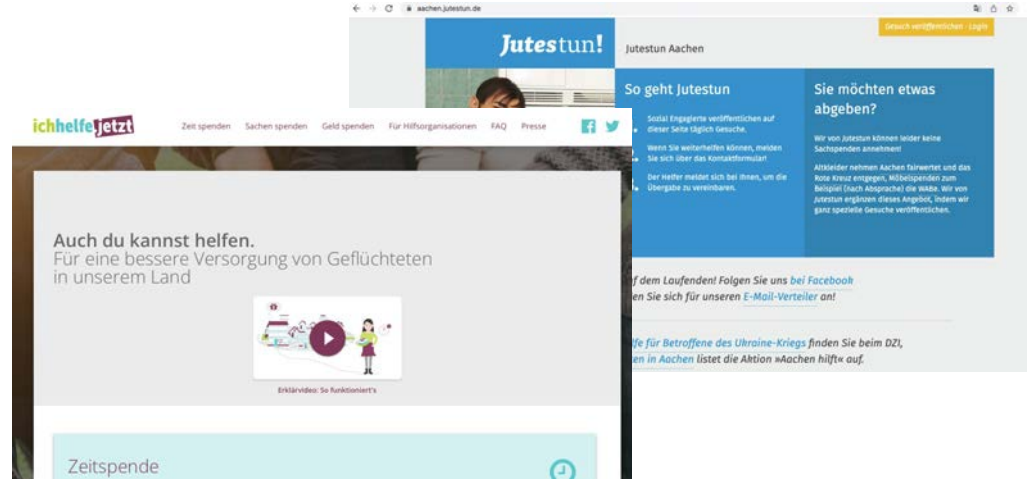
- Red cross and other organizations are not taking furniture anymore
- Hard to find out what refugees really need

Marion renovated her flat last year and got new furniture. She wanted to donate her old but nice sofa, wardrobe, shelves and some household items. The local organization refused to take it because of a full warehouse. Now Marion wants to find a way to donate exactly the stuff the refugees are in need of.



# Competitive audit

Find out which features the users really need. Keep the app as simple as possible



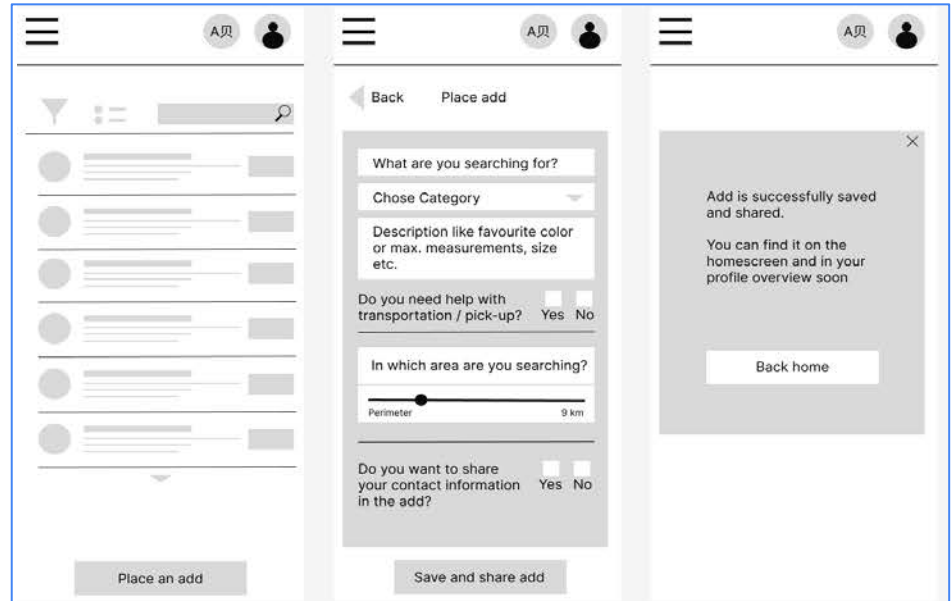
Competitive audit	Competitive audit goal: Find out which features the users really need. Keep the app as simple as possible								
	General information								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experien
jutestun.de	direct	Aachen	donations of time, items and help. You can answer posts from the organization	free	<a href="http://www.jutestun.de">www.jutestun.de</a>	small	organizations, people that want to donate	Focused on the stuff that is needed	+ very simple page - oldschool design
ichhelfe.jetzt	direct	Germany	donations of time, items and money. You can offer stuff to organizations	free	<a href="http://www.ichhelfe.jetzt">www.ichhelfe.jetzt</a>	small	organizations, people that want to donate	Countrywide	- popup with register just w - faq page - nice design
									<b>RATING:</b>



# Digital wireframes

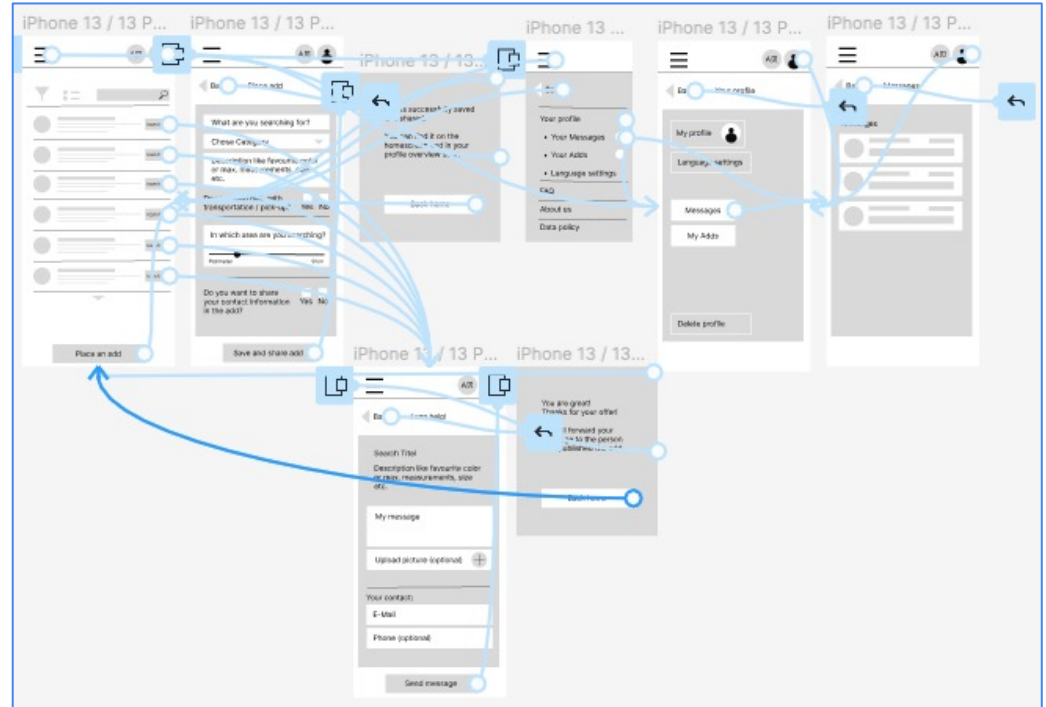
With creating the first wireframes I had the goal to make the app as simple as possible and as accessible as possible.

Always had in mind that people are communicating in different languages.



# Low-fidelity prototype

There are two main user flows.  
On the first hand there is the flow to create an app and on the other hand there is the flow to respond to an add with offering a donation.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Germany, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

In my project I did two usability studies. The first one in an early stage with a low-fidelity prototype and wireframes. The second usability study was conducted after a redesign and the creation of a high-fidelity prototype and mockups.

1

## Language

A live translation is a very important function for the app

2

## Location

The location is one of the main components in the search and in the add flow.

3

## Sharing

A sharing function is nice because people that are can draw attention by friends and family

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

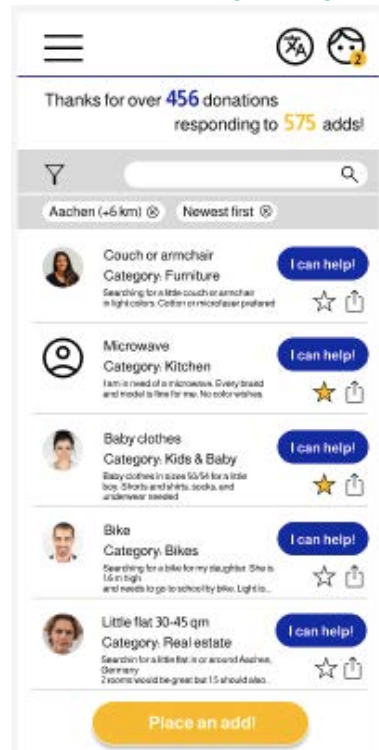
# Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study



After usability study

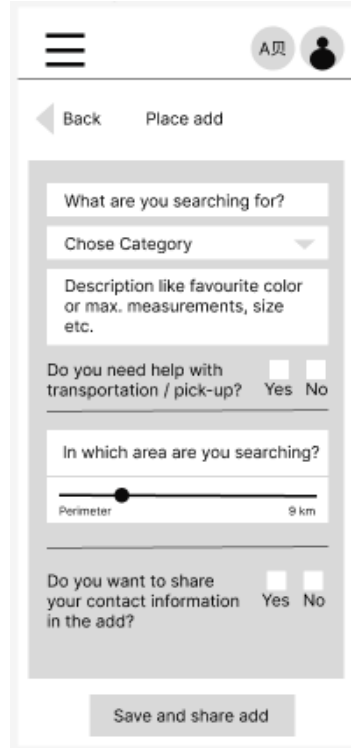




# Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

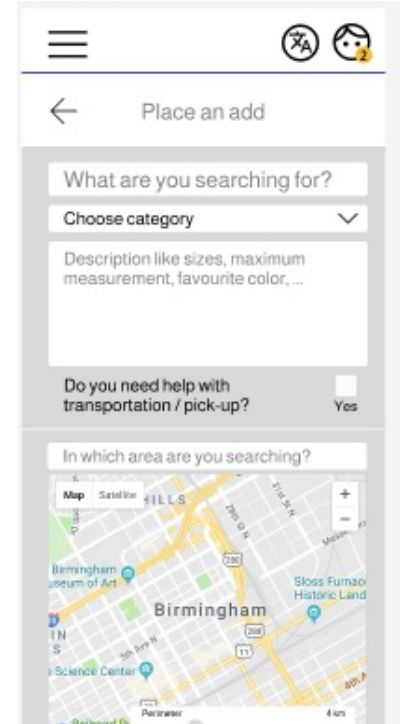
Before usability study



A mobile app mockup for creating an add. The interface includes a hamburger menu, a user profile icon labeled 'A贝', and a 'Place add' title. Below the title is a 'Back' button. The main form contains a search input field, a 'Chose Category' dropdown menu, a text area for description with the placeholder 'Description like favourite color or max. measurements, size etc.', a question 'Do you need help with transportation / pick-up?' with 'Yes' and 'No' radio buttons, a map area with a 'Perimeter' slider set to 9 km, and another question 'Do you want to share your contact information in the add?' with 'Yes' and 'No' radio buttons. A 'Save and share add' button is at the bottom.

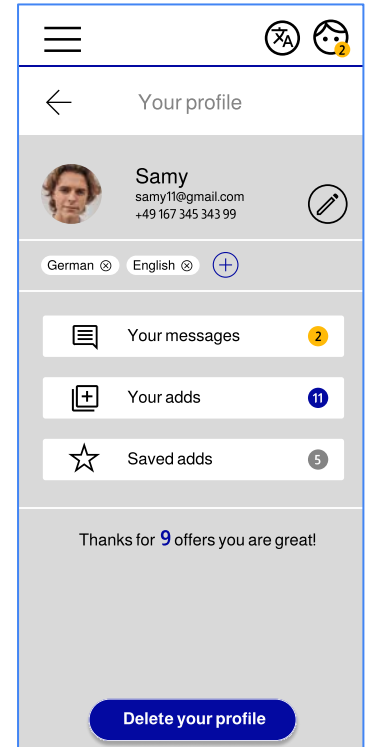
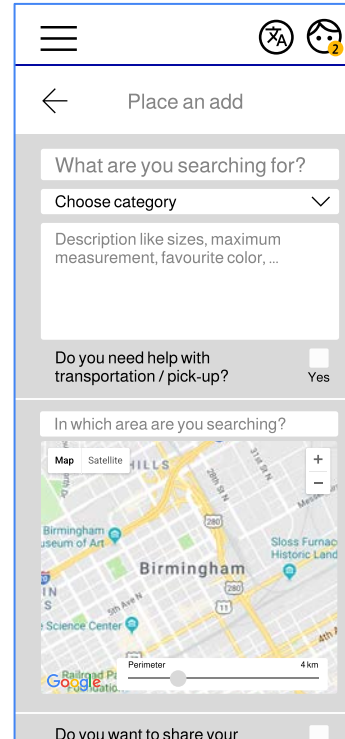
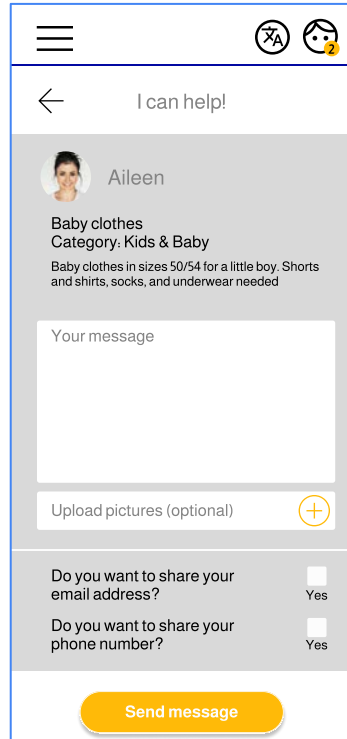
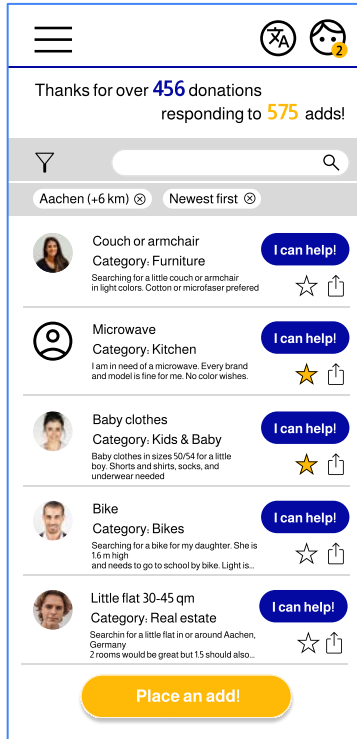


After usability study



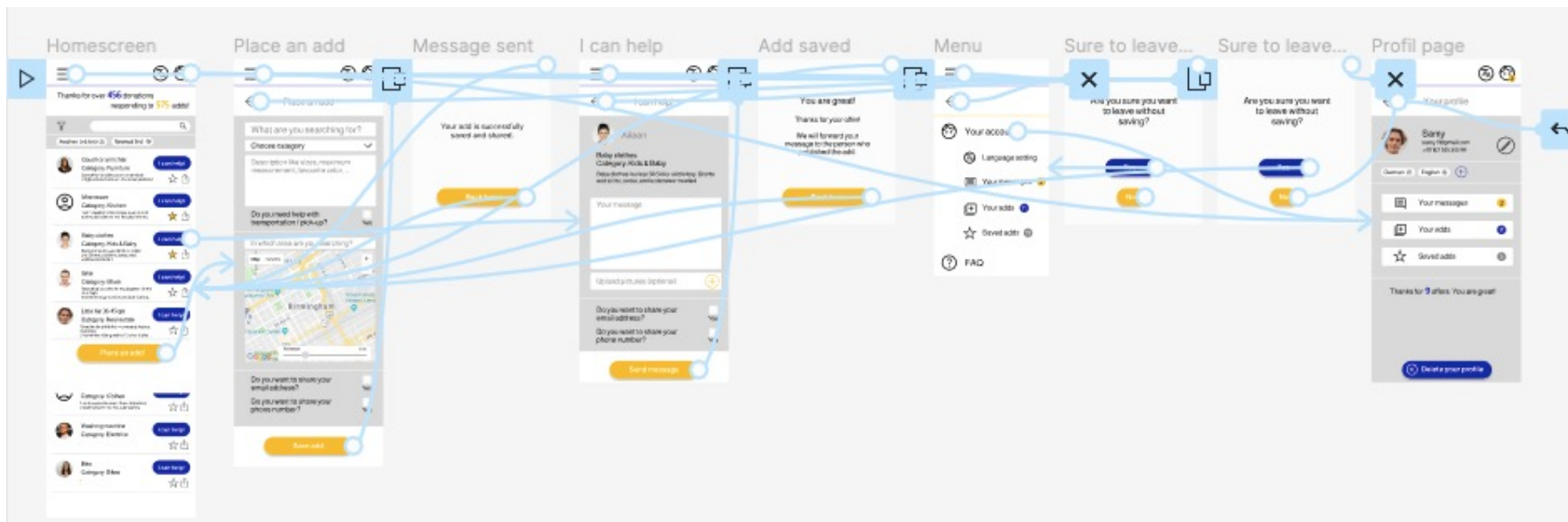
A revised mobile app mockup for creating an add. The interface includes a hamburger menu, a search icon, and a user profile icon with a notification badge. The title is 'Place an add' with a 'Back' button. The form now features a 'Choose category' dropdown menu, a text area for description with the placeholder 'Description like sizes, maximum measurement, favourite color, ...', a question 'Do you need help with transportation / pick-up?' with a 'Yes' radio button, and a map area with a 'Perimeter' slider set to 4 km. A 'Save and share add' button is at the bottom.

# Mockups



# High-fidelity prototype

Figma: [Link](#)



# Accessibility considerations

1

One of the first and major accessible consideration was the language barrier. I decided to implement a live translation and a language preference setting in the app.

2

For better accessible I also used as many common icons as possible and simple language.

3

My last consideration was to create a desktop version of the mobile app to make the platform accessible from different devices.

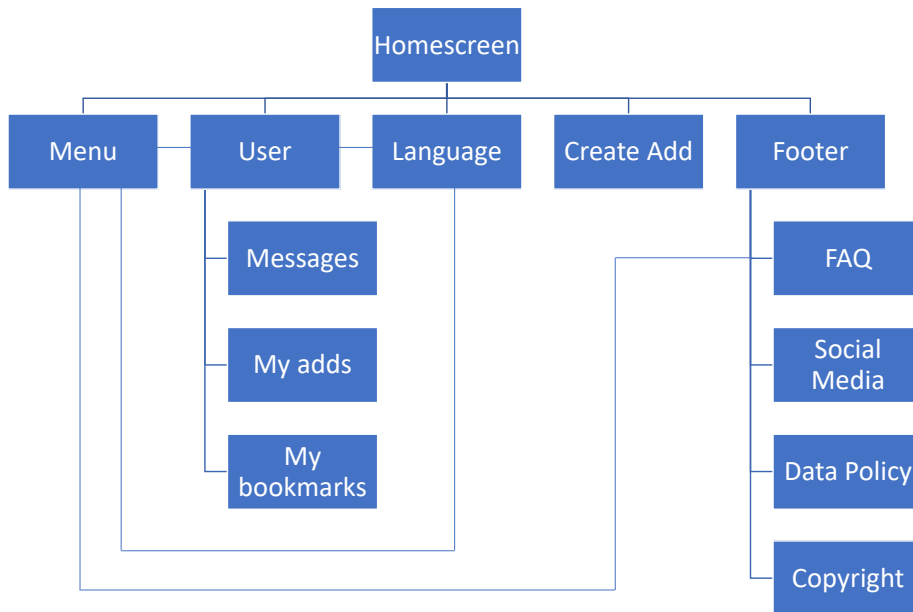
# Responsive Design

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- Information architecture
- Responsive design

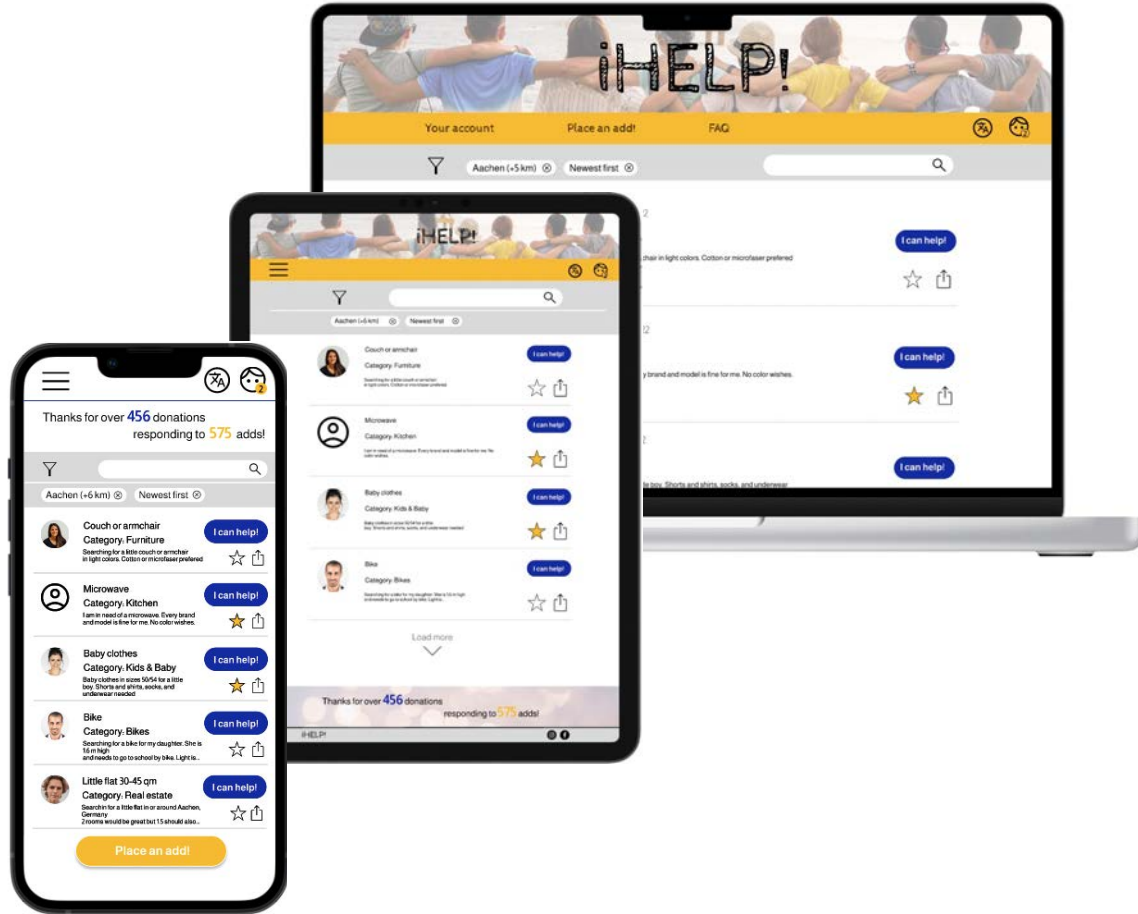
# Sitemap

I tried to create a simple information architecture to keep the focus on the adds and donation opportunities.



# Responsive designs

My personal goal was to create the app for as many devices as possible so it is accessible for everyone. I tried to create a simple interface to guarantee a consistent user experience.



# Going forward

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- Takeaways
- Next steps



# Takeaways



## Impact:

"I think it is a nice experience to donate exactly what someone needs. The app brings people together and creates a bond between the local people and refugees in the same area. A very positive effect is that the app supports integration."



## What I learned:

I learned that the language barrier is one of the hardest part to connect people and that it is still a lot of work to make google translate usable in real time.

I would love to find someone who is willed to develop the app as a social project.

# Next steps

1

Create the rest of the wireframes and convert them to mockups and prototypes.

2

Find a person who is willed to develop the app as a social project without payment.

3

Do marketing and advertisements / reach out to organizations and private persons to make the app public.  
Help the first users to get the app to live and conduct more feedback.

# Let's connect!



Hi! I'm Kerstin.

I am an UX Designer, Graphic Designer and Marketing Manager from Germany and always searching for new challenges and connections to like-minded people.

I am open for remote work opportunities and freelance-projects all around the world.

Say hi!

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