

Save the African Penguins

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Project overview



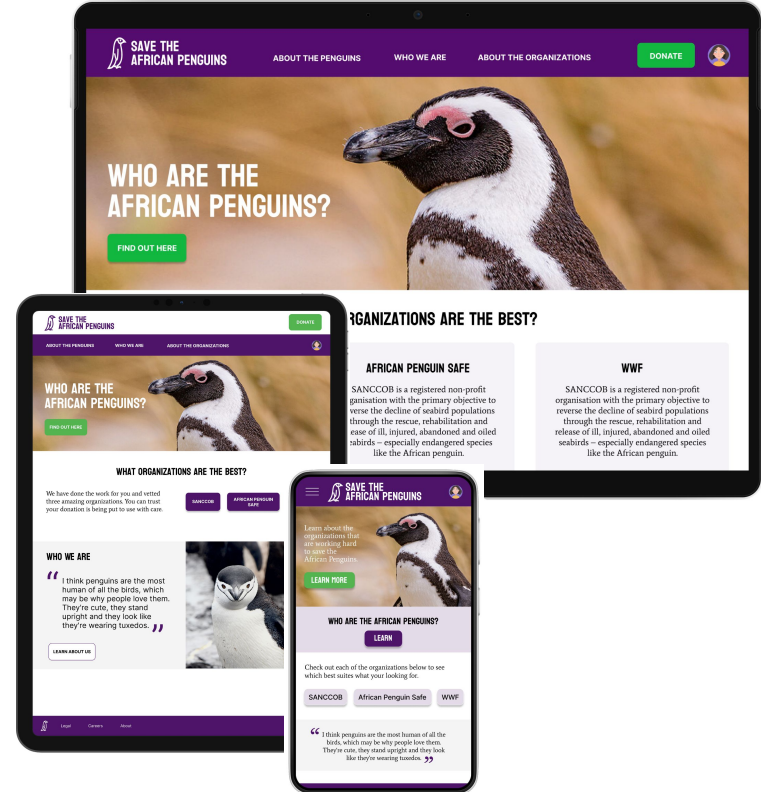
The product:

Safe the African Penguins is an organization that has pre-vetted charity organization for donating to to save the African penguins. Primary target includes those wanting to help and learn.



Project duration:

2 months



Project overview



The problem:

People want to help but don't know where to start. They don't know who to trust will use their donation for good.



The goal:

Design an app that will showcase pre-vetted organizations that users know will use their money for good. Allow them to easily donate and learn about the African penguin.

Project overview



My role:

Lead UX designer leading the project from conception to completion



Responsibilities:

User research, wireframing, low-and high-fidelity prototyping, iterating on designs, determining information architecture, responsive design

Understanding the user

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

User research: summary



I researched non-profit organization sites to determine what information was provided and where there might be gaps to improve upon. I also studied the design and user flow of these sites.

Persona 1: Jan

Problem statement:

Jan is a retired grandmother who needs help learning about and donating to penguins because she doesn't know where to start and wants to help.



Name

Age: 70
Education: High school
Hometown: CA
Family: Married with kids
Occupation: Retired

"Interested in saving penguins but just not sure where to even start."

Goals

- Successfully contribute to saving endangered penguins

Frustrations

- Not sure where to start, would just google it

Wants to help endangered animals but is just not sure of where to start or how to help. More comfortable using a desktop computer.

Persona 2: Joe

Problem statement:

Joe is a married professional who needs to be told the best ways to save penguins because he's busy and is unsure where to look and which to trust.



Name

Age: 39
Education: College
Hometown: CA
Family: Married with kids
Occupation: IT professional

"Want to find the quickest way to help penguins"

Goals

- Successfully contribute to saving endangered penguins

Frustrations

- Just wants to quickly know what to do or how to donate

Not that interested in general but wants to help and would like to contribute in honor of someone else. Would likely search on their phone.

Competitive audit

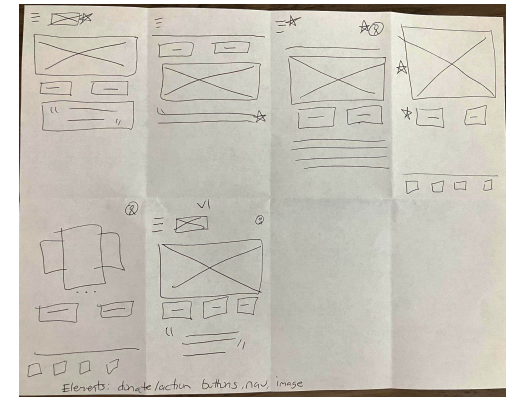
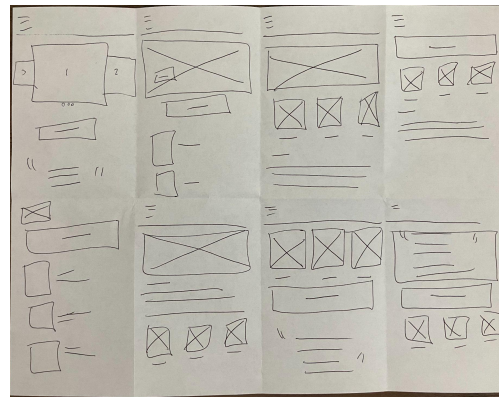
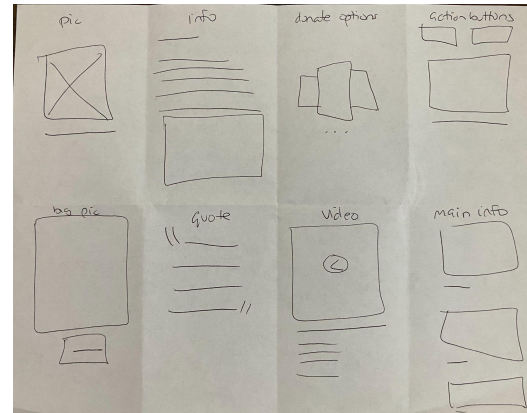
An audit revealed there are many non-profits but nothing gathering non-profits together on one topic.

General Information								First Impressions		
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	
WWF	Indirect	Remote	education, donating opportunities, fundraise	all	https://www.worldwildlife.org/	large	WWF works to help local communities conserve the natural resources they depend upon; transform markets and policies toward sustainability; and protect and restore species and their habitats. Our efforts ensure that the value of nature is reflected in decision-making from a local to a global scale.	RATING + Clean branding - So much information	RATING + Clean mobile site - No app but website has all content from desktop which is alot to scroll through	
The National Wildlife Federation	Indirect	Remote	climate, habits, conservation, products	all	https://www.nwf.org/	large	The National Wildlife Federation, America's largest and most trusted conservation organization, works across the country to unite Americans from all walks of life in giving wildlife a voice. We've been on the front lines for wildlife since 1936, fighting for the conservation values that are woven into the fabric of our nation's collective heritage.	RATING + Clean branding + Lots of ways to donate + Lots of content	RATING + Clean mobile site + Has a mobile app wildlife guide (for purchase) - Long home page scroll	
Defenders of Wildlife	Direct	Remote	specific animals, but all of them	all	https://defenders.org/?_gl=1*1wh8me1*_ga*MTSMT14N1UxNv4NkjcY0TE4MTUx*_ga_GV067X8Y4E*M1T5MjMxODE3MS4JEU0MTY5MjMxODE3N4yNS4w4wJA	large	All those wanting to give	Defenders of Wildlife is dedicated to the protection of all native animals and plants in their natural communities.	RATING + Clean branding - So many animals! - Sometimes hard to read content	RATING + Clean mobile site - No mobile app
David Sheldrick Wildlife Trust	Direct	Remote	elephants, black and wh all	all	https://www.sheldrickwildlifetrust.org	medium	All those wanting to give	As one of Africa's oldest wildlife charities and a leading conservation organisation, the Sheldrick Wildlife Trust (SWT) emphasises all measures that complement the conservation, preservation and protection of wildlife.	RATING + Great photography of elephants - Hard to read text on image on main desktop page	RATING + Has mobile site - No mobile app

UX (rated: needs work, okay, good, or outstanding)						
Features	Interaction			Visual design	Content	
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
RATING + Two CTA options + Fun UX on mobile site to see stats - Does two CTAs affect outcome? - Huge footer on mobile	RATING + Clean site, easy to read + Good sized buttons	RATING + Successes - Unclear the desired flow	RATING + Succint nag bar, top level - Huge menu	RATING + Clean - No punch of color going o	Informative	RATING + Succint in sections - Lots of sections
RATING + Easy to find donate button + Sticky donate button on app	RATING + Easy to read - Text a bit small on desktop	RATING + Successes - Easy to get lost on mobile	RATING + Successes - Very large footer on mobile site	RATING + Clean	Informative	RATING + Successes - Wordy, long scroll on mobile site
RATING + Clear donate button	RATING + Has Spanish translation toggle on desktop and mobile websites - Sometimes hard to read content	RATING + Straight forward - Donate opens new window	RATING + Successes - Huge menu - Drop down menus have to options, confusing to where to click	RATING + Clean	Informative	RATING + Consistent - Every page is lengthy
RATING + Options to donate	RATING + Had ability to change region to match where you live - Hard to read text on image on main desktop page	RATING + Successes - Lots of directions to go	RATING + Sticky nav bar	RATING + Changes to layouts by page keeps user engaged - Sometimes the text is hard to read	Informative	RATING + Consistent

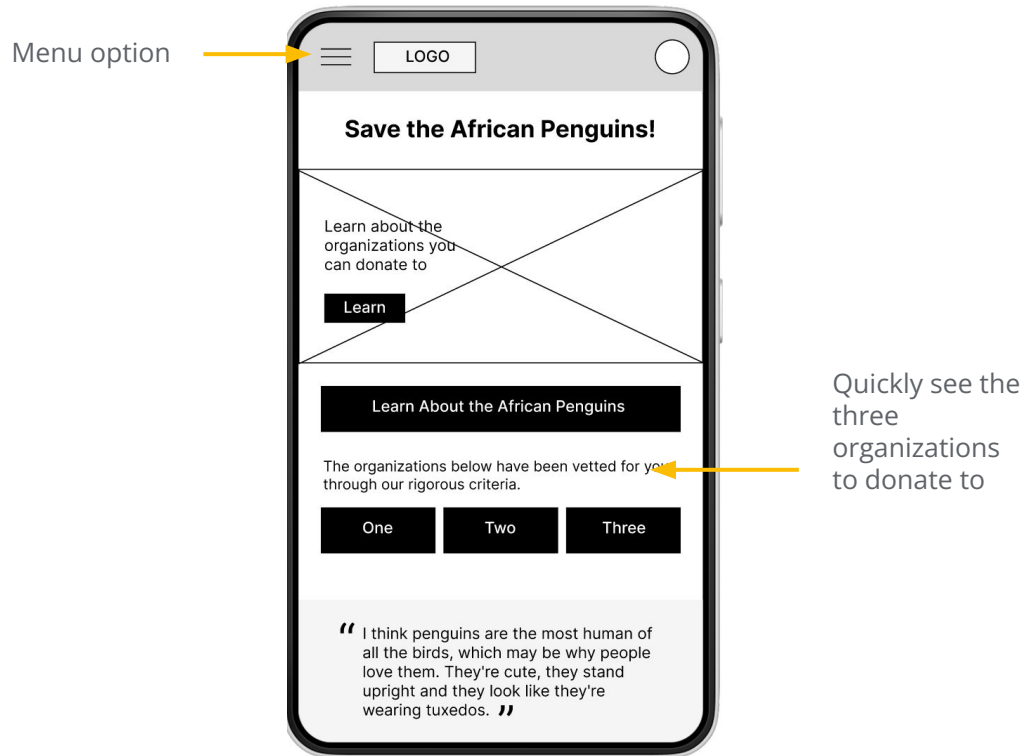
Ideation

I turned to paper sketches several times in the beginning of this process. One in a crazy 8s fashion and one to determine key pieces to use in the app, and in what order on the screen they should be in.



Digital wireframes

After drafting some paper wireframes, I created digital wireframes. These are focused on guiding the user to pick the best organization to donate to.



Low-fidelity prototype

I built a low-fidelity prototype to prepare for user testing. The flow was to learn about penguins and the organizations and then donate.

Link [here](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

6 participants



Length:

10 minutes

Usability study: findings

1

Finding

Confusion on how to actually donate, where to go.

2

Finding

Getting lost on about page, not sure where to continue to donate.

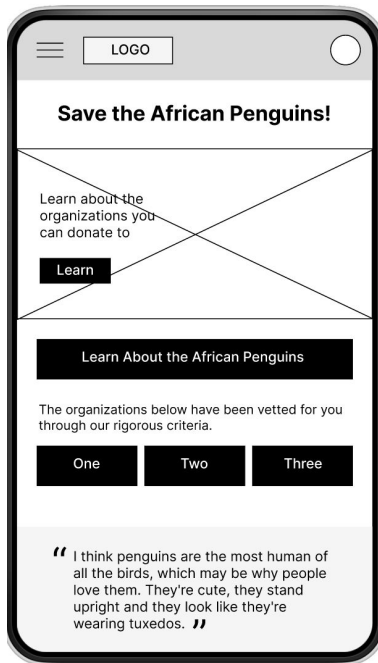
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

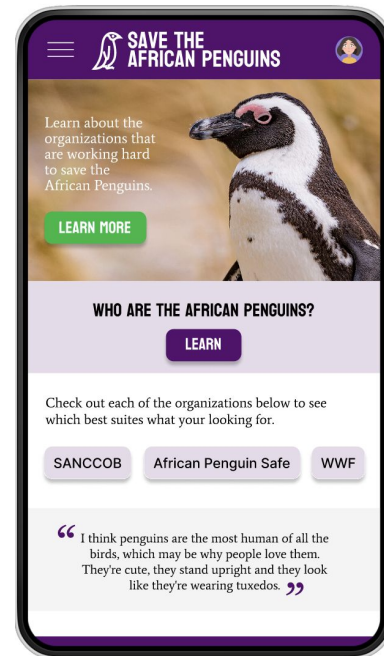
Mockups

Based on feedback, I better delineated each section with additional text and clear CTAs.

Before usability study



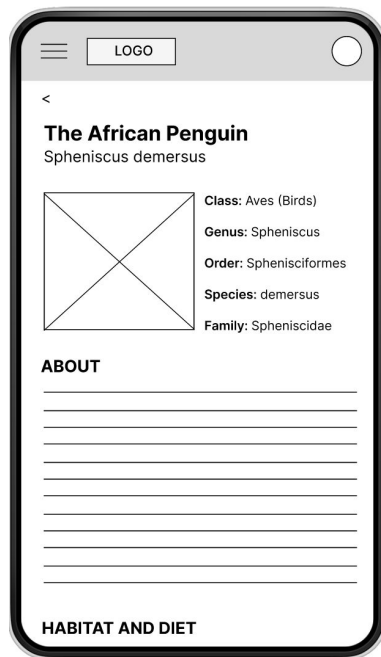
After usability study



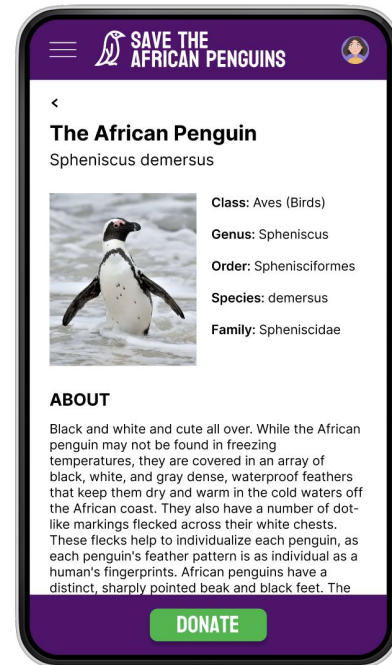
Mockups

Based on feedback, I added a sticky Donate button on the bottom of the About page. Users were unclear what to do when visiting this page.

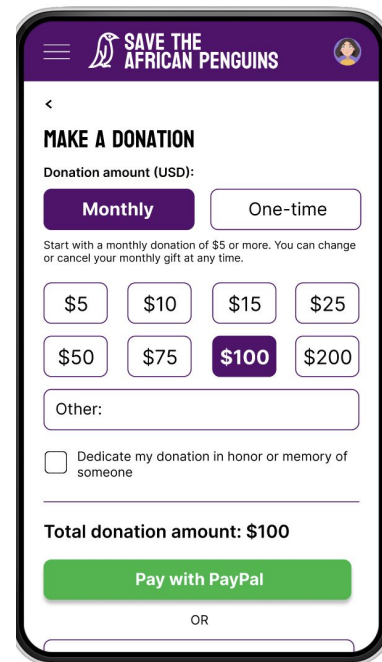
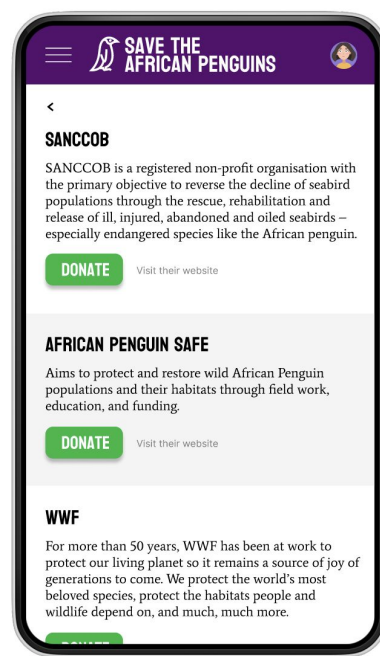
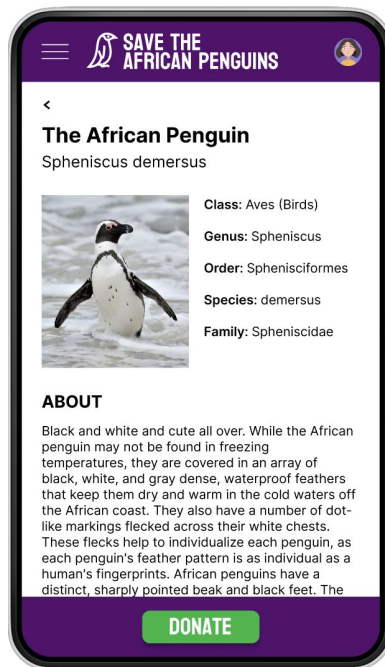
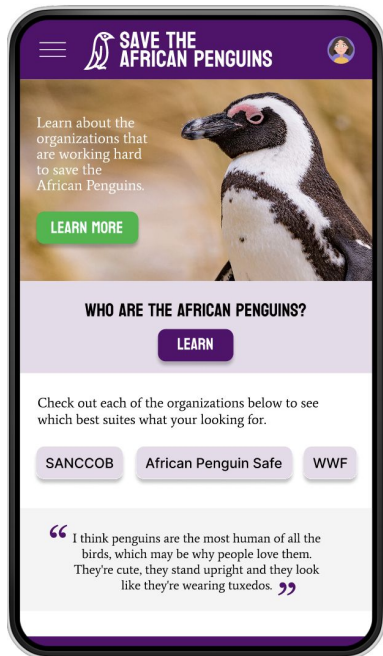
Before usability study



After usability study



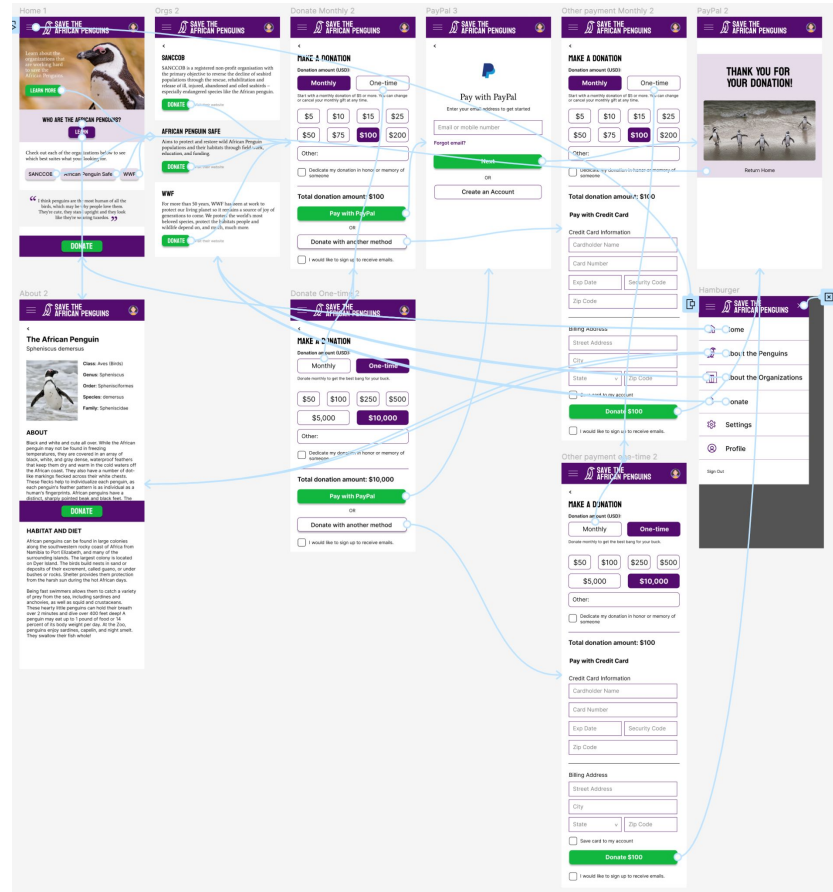
Mockups



High-fidelity prototype

These followed the same basic user flow, but I added more pages and views.

Link [here](#)



Accessibility considerations

1

Clear buttons for action
which large type size.

2

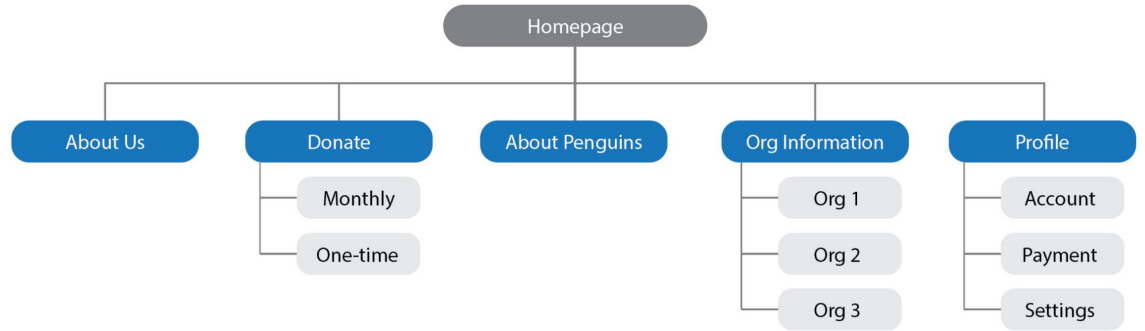
Specific information
presented upfront for
ease of the user when
arriving on the site.

Responsive Design

- Information architecture
- Responsive design

Sitemap

After the app was designed, I started working on the responsive website. I started with this basic sitemap to build it out.

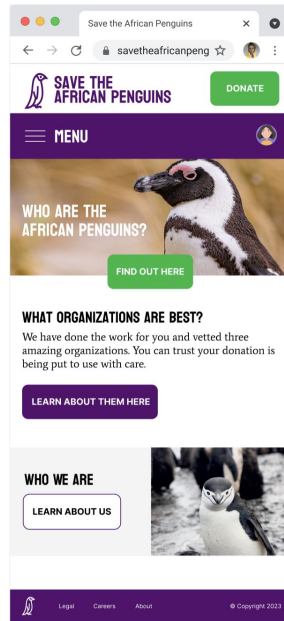


Responsive designs

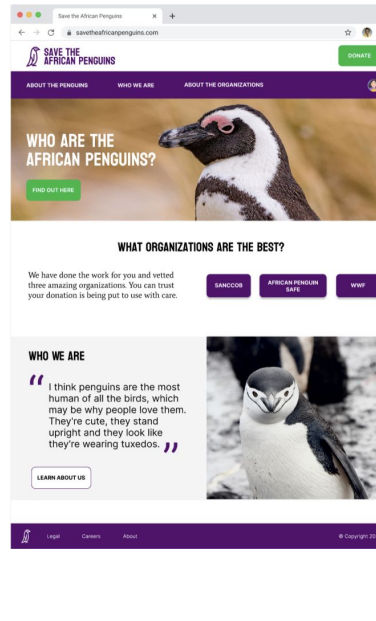
The designs include mobile, tablet and desktop. There is a clear, strong visual connection between them; with a similar user experience and CTA.

High-fidelity links can be found above each image.

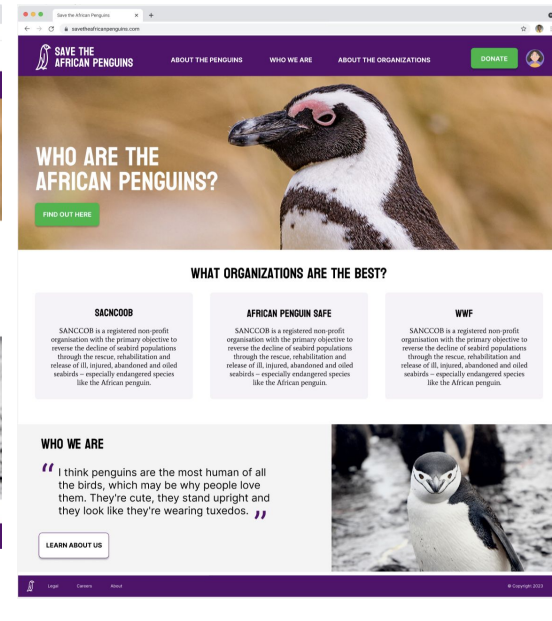
Mobile



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Next steps

1

Conduct research with a heat map to better understand where users are clicking and how they are getting there.

2

Build out more pages to more robust.

3

Create a shop to add another way to users to donate.

Takeaways



Impact:

“This looks really clean and is easy to navigate.”

User A



What I learned:

I learned this is a lot of work. Often I would find a solution while working on one version and need to go back to the other versions to adjust for it.

Let's connect!



Thank you for taking the time to review the app, responsive website and this case study.

You can reach me via email at jessicamarieburgess@gmail.com
and view my work at jessicaburgessdesign.com