Reignite - a nonprofit for all nonprofits

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Introduction - what is Reignite?

When was the last time you were passionate about a social issue? Did you go out of your way to address that issue? When was the last time you donated to a non-profit organization (NPO)? Did you ever hear about the impact of your contribution? Can you name at least three different NPOs that address the social issues you care about?

Don't feel bad if you can't answer these questions the way you would like to. The reality is that most of us can't. We care about social issues, but we often feel like we can't do much about them because they seem too big or too far away. We need to figure out where to start.

When we donate to an organization, we should be able to hold NPOs accountable by being informed about the impact of our contributions. Many existing NPOs in our community address some of the social issues we care about, but we are often unaware of them and their work.

Reignite is a non-profit organization that aims to amplify the impact of small NPOs by making it easier for community members to identify and learn about NPOs. By improving transparency and community building, we can help NPOs develop more meaningful relationships with their supporters and make it easier for donors to make informed decisions when donating.

Problem Space - why supporting NPOs help communities thrive

When Institutions Fail, Ordinary People Step Up

[1]On June 1, 2011, an EF3 tornado ripped through western and central Massachusetts, traveling 38 miles and leaving three people dead and 200 injured. Monson, Massachusetts, was one of the hardest-hit towns, with over 230 buildings damaged and 51 buildings destroyed.

In the midst of this devastation, two ordinary people stepped up to help: Morgan and Caitria O'Neill. The sisters went from typical millennials to disaster recovery experts overnight, mobilizing their community to provide food, shelter, and other essential supplies.

Figure 1. Photo Source: NWS Damage Survey

After the tornado, Morgan and Caitria realized that existing systems were not equipped to quickly and effectively respond to disasters. They founded Recovers.org, a nonprofit that helps communities organize disaster relief.

[1] NWS Boston, MA. "June 1, 2011 Springfield, Ma Tornado - A Look Back." ArcGIS StoryMaps, Esri, 9 May 2021, https://storymaps.arcgis.com/stories/272ead74dfe348a4a0f10b3b619c9003

Recovers.org has helped over 50 communities worldwide, including Texas, Alabama, Canada, and Australia.

What do we do when institutions that are supposed to serve us fail to do so?

Every community has existing systems in place to maintain order. However, these systems are imperfect and can sometimes reinforce biases and neglect those on the margins of society. In the case of Monson, Massachusetts, the existing systems - crisis response and emergency services - could not meet the community's needs in a timely manner.

When institutions fail to serve us, ordinary people like Morgan and Caitria O'Neill step up to the challenge. Nonprofits like Recovers.org play a vital role in advocating for and providing hope to communities in need.

Donating or volunteering to a nonprofit has a rippling effect.
Each donation or hour of volunteer service spreads outwards, impacting one person, then another, and ultimately an entire community. Even a small contribution can have a significant impact.

Reignite’s goal is to make it easier to help your community.

Reignite's main goal is to improve access to lesser known, local and international nonprofits by making it easier for people to find nonprofits that share similar values.

Value Matching - A user is asked to complete a brief questionnaire during the onboarding process. After the user has completed the questionnaire, they will receive recommendations for nonprofits based on their responses. Users will have the opportunity to "follow" a nonprofit that resonates with them.

Transparency - By "following" a nonprofit, the NPO will be populated on the user's newsfeed. The purpose of a newsfeed is to enhance communication between NPOs and their followers. Nonprofits will routinely post updates about the impact of their work and how a donor's contribution has helped make a difference.

Reignite believes that we can't fix all the existing broken institutional systems. However, we can make it easier for people to find organizations that aim to improve some of these broken systems. Displaying information about nonprofits' mission, goals, and achievements within the app helps NPOs build trust and credibility with their followers.

Wealth Inequality and the Giving Gap

The number of American households donating to nonprofits has decreased in recent years; while the amount of money given to nonprofits has increased. This trend is due to several factors, including wealth inequality, the 2008 housing crisis, and the COVID-19 pandemic.

In 2000, 66% of American households donated to nonprofits. By 2018, that number had dropped to 50%. This decline is likely due to many factors, including the rising cost of living, student loan debt, and economic instability. The middle and working class have less disposable income than they did in the past and are, therefore, less likely to donate to charity.

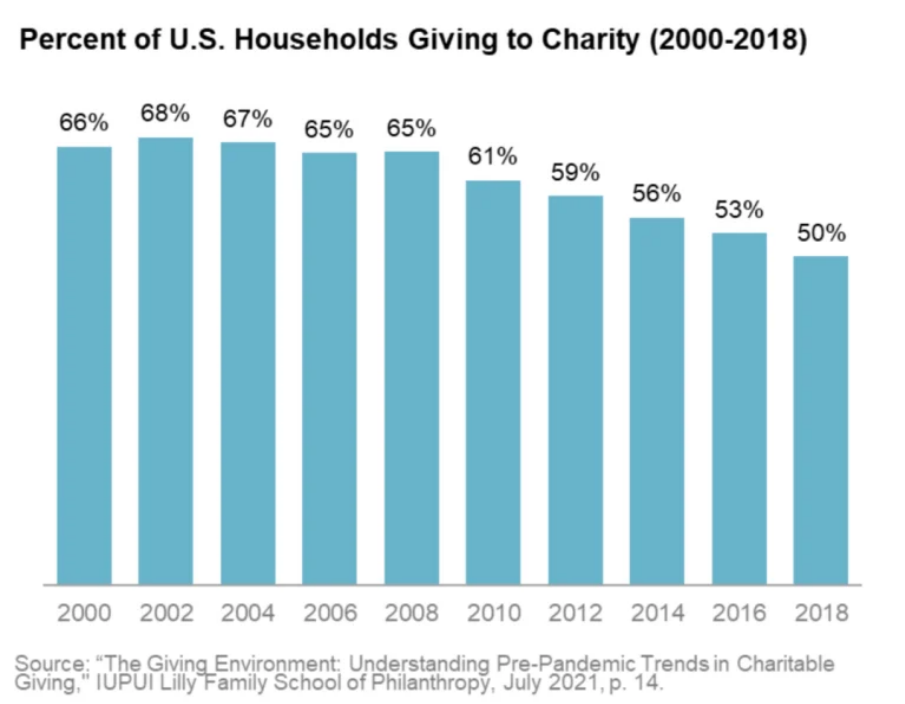

Figure 2.

Interestingly, the amount of money given to nonprofits has increased. In 2021, charitable giving exceeded $480 billion. This increase is due to several factors, including the rise of mega-giving by wealthy individuals.

"Wealth gap is becoming a giving gap." - Michael Moody, Ph.D from Frey Foundation Chair for Family Philanthropy

Mega-giving is the practice of donating large sums of money to charity. In recent years, there has been a trend of wealthy individuals giving away billions of dollars to nonprofits. For example, MacKenzie Scott has given away over $12 billion in the past few years, Bill Gates and Melinda French Gates gifted $15 billion to their foundation in 2021, and Elon Musk gave away over $5 billion in late 2021.

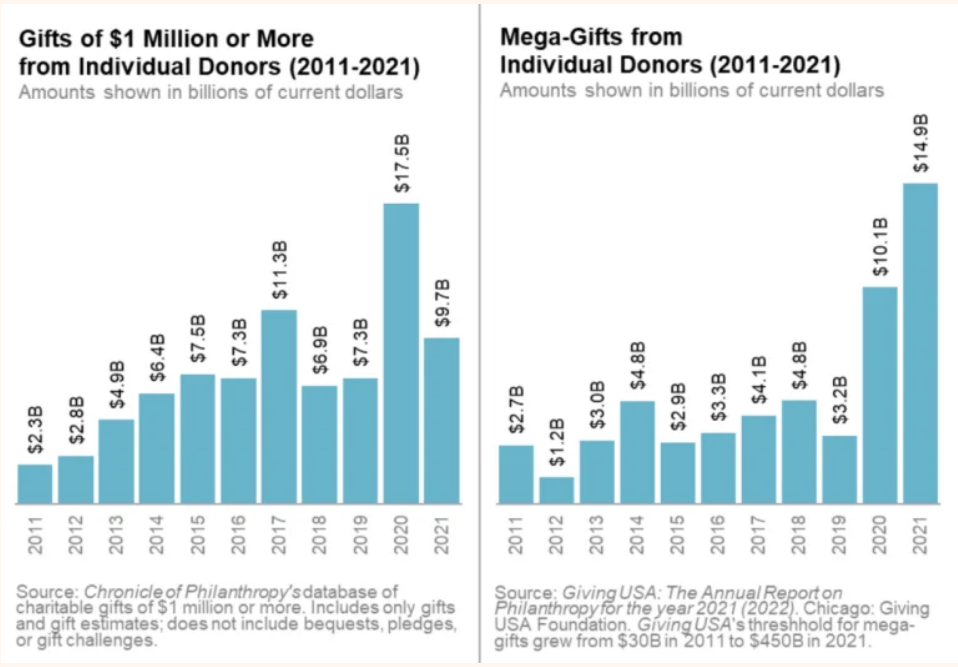

Figure 3.

The changing landscape of charitable giving has several implications.
First, it is important to consider the **power dynamic** between wealthy donors and nonprofits. If funding continues to be dominated by wealthy donors, nonprofits will become dependent on donations from extremely wealthy individuals. This could lead to a situation where nonprofits are less responsive to the needs of the community and more responsive to the interests of wealthy donors.

The Foundation for Newark's Future is an example of a failed philanthropic endeavor. Funded by entrepreneurs, politicians, and other philanthropists, the foundation raised $200 million to reform Newark Public Schools. However, the foundation spent the money on buying out contracts of underperforming teachers, funneling money into charter schools, and paying consultants. Instead, the funds raised would have had a more significant impact if the foundation had donated directly to the city, schools, or existing organizations actively working on education.

Mega-giving often benefits the wealthy more than the poor.
This is because wealthy individuals often donate to their private foundations or donor-advised funds (DAFs), which are not required to pay out all their donations to charity immediately. As a result, some wealthy individuals may use mega-giving to avoid paying taxes. For example, according to a 1937 article from The New York Times, John Rockefeller donated $530 million to his foundations[2] which were not required to pay out all of the money to charity immediately. This practice has become more popular recently, with billionaires like Bezos, Gates, Zuckerberg, and Musk all creating their foundations. While mega-giving can positively impact society, it is crucial to be aware of the potential for abuse.

The changing landscape of charitable giving is a complex issue.
Considering the potential risks and ethical concerns associated with this trend is imperative. Some of these risks include a decrease in smaller nonprofit organizations directly involved in their communities. Smaller nonprofits are seeing a decline in small-gift donations, meaning that these smaller charities are becoming increasingly reliant on wealthy donors.

Mega-giving is not necessarily bad, but the lack of transparency and regulations behind mega-giving can harm our democracy[3] if this trend continues. Mega-giving can have a significant impact when its goal is for the greater good rather than power or political gain.

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[2] Rockefeller Institute for Medical Research, the Rockefeller Foundation, the Laura Spelman Rockefeller Memorial, and the General Education Board
[3] Barkan, Joanne. "Plutocrats at Work: How Big Philanthropy Undermines Democracy." Dissent, 1 Oct. 2013, www.dissentmagazine.org/article/plutocrats-at-work-how-big-philanthropy-undermines-democracy. Accessed 4 May 2023.

Reignite can't close the wealth gap, but we can close the giving gap.

Reignite aims to amplify the impact smaller and lesser-known NPOs have in their community. By highlighting their work, we believe users will be more willing to contribute their time or money to support these NPOs. Ultimately, we are getting one step closer to closing the giving gap.

Simplify giving - one way to simplify giving is to offer users peace of mind when donating. We aim to provide a secure and convenient way to pay online, including using credit cards, PayPal, or other digital payment methods that our users feel comfortable with.

Give how you want, where you want - a critical aspect of our product is allowing donors to donate to specific projects organized by an NPO. On the NPO profile page, donors can see the specific types of projects NPOs need help funding. In-app features allow for various donation options, like small recurring contributions, and emphasize that every contribution, regardless of size, is crucial in making an impact.

Mega-giving isn't bad; however, it ultimately benefits wealthy people, and often their mega-contributions are for their gains. After speaking to several NPOs, they shared that they occasionally prefer smaller donations over time instead of one large donation because they want to become reliant on one large donation. The more people donate to their organization, the more they know about their work.

Empathize - understanding our user's needs

Survey results

Based on the survey we administered, our sole aim is to understand the patterns of how people donate to nonprofits and their overall perceptions, with the aim of using this information to improve social capital for nonprofits. We received a total of 74 responses and here's a summary of the key findings:

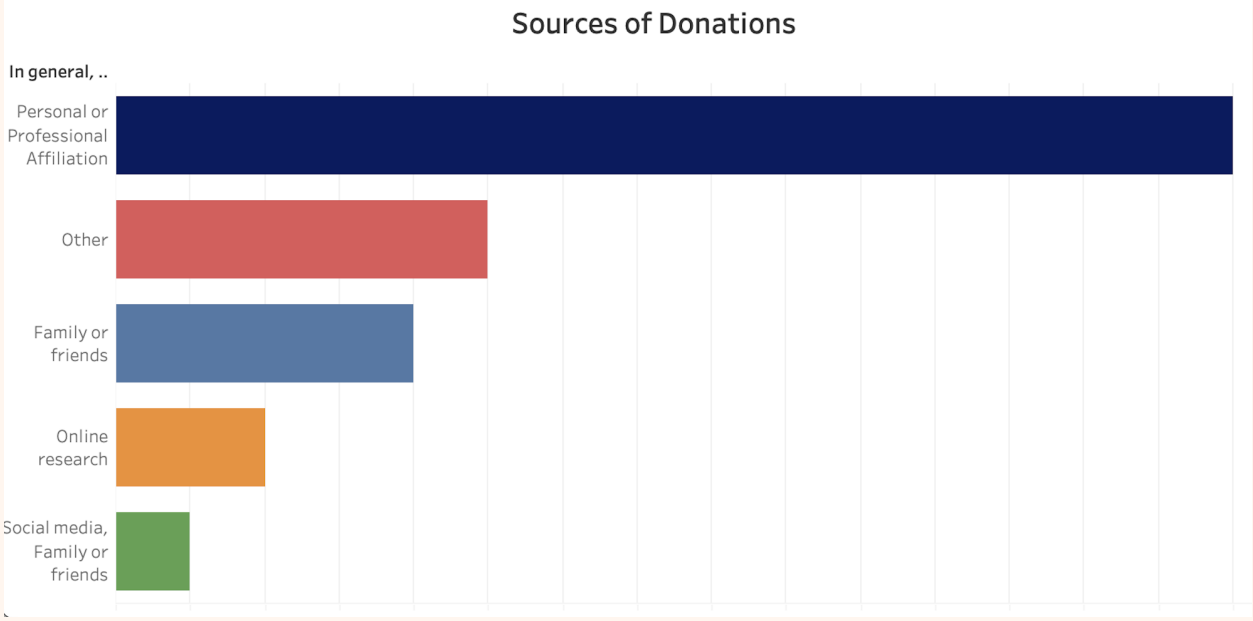


Figure 4.

Donation behavior in the past 6 months:

- 70.3% of respondents have donated to a non-profit.
- 29.7% have not donated.

Reasons for not donating:

- Financial constraints (e.g., being a student, not having disposable income)
- Lack of trust in non-profits or their credibility
- Not finding a non-profit that resonates with the respondents

Selection of organizations to donate to:

- 21.2% rely on social media

- 40.4% rely on family or friends
- 28.2% conduct online research
- 67.3% choose organizations based on personal or professional affiliations

Expectations when donating to nonprofits:

- Transparency, efficient use of funds, and evidence of impact (e.g., regular reports, social media updates)

Barriers faced when donating time, money, or resources to non-profits:

- Difficulty in transferring funds
- Lack of clarity on how funds are used
- Limited time due to busy schedules
- Technological issues (e.g., outdated donation methods or issues setting up recurring payments)

Based on the key findings, we've come up with the following recommendations to incorporate into our app, which aims to help non-profits boost their social capital:

Enhance communication features: Integrate in-app features that allow nonprofits to share updates on the impact of donations through various channels such as social media, email newsletters, and annual reports.

Streamline the donation process: Offer a seamless and secure in-app donation experience by adopting user-friendly online payment methods, such as credit card payments, PayPal, and other digital options.

Build trust and credibility: Display transparent information about each nonprofit's mission, goals, and achievements within the app. Include features that enable organizations to upload external audit reports and provide clear financial reporting to users.

Encourage social sharing: Incorporate easy sharing options that enable staff, volunteers, and supporters to spread the word about their chosen non-profits within their personal networks, increasing reach and potential donations.

Offer flexible giving options: Include in-app features that allow for a variety of donation options, like small recurring contributions, and emphasize that every contribution, regardless of size, plays a crucial role in making an impact.

By implementing these recommendations into our app, we aim to create a platform that not only simplifies the donation process but also fosters trust and transparency between nonprofits and their donors.

Interviews with NPOs

We began this project without any first hand experience on how non-profit organizations function. In order to avoid creating a product based off of our preconceived notions, we wanted to speak to a diverse group of NPO's across different sectors. We were specifically interested in understanding how these NPOs garner and maintain support, what their donor journeys look like, and what motivates their donors to contribute.

We conducted 5 semi-structured interviews with NPOs in education, politics, tech, and accessibility. These distinct groups allowed us to identify issues that are common across all types of NPO's. This was especially important to our team, as we wanted to create a product that could be used by all types of non-profits, rather than a niche solution that would only be useful to a small subset.

Participants were recruited through convenience sampling. We reached out to professors who had connections with NPOs and asked them to make an initial introduction. We would like to acknowledge that this may have introduced some self-selection bias, as these NPO's already had a strong relationship with our university and thus could have been more willing to participate in our research.

Each interview ranged from 40-50 minutes. After receiving participant consent, these interviews were recorded and placed in a private folder that could only be accessed by team members and our advisor. Once interviews were completed, we created an affinity diagram using FigJam; this allowed us to extract common themes across interviews. These insights were used to create our NPO recommendations.

Through these interviews, we learned that the majority of NPOs prefer volunteers who are experts or have specialized skills that overlap with their sector. These types of volunteers allow NPOs to increase the quality of the service they provide, while allowing them to stay within their limited budgets. For monetary donations, we found that each NPO had their own preference regarding the type of donors they tried to reach: individual or corporate. Regardless of the type, they all described the process as time consuming and requiring a lot of effort. Additionally, the majority of NPO's reported that donors and volunteers that interact with them, do so because they have a mutual interest in the cause the NPO focuses on. This highlights the importance of an NPO's mission when attempting to increase engagement or donations.

Along with these findings, we found common pain points across the NPO's interviewed. These will be discussed later on in the "NPO's pain points" section.

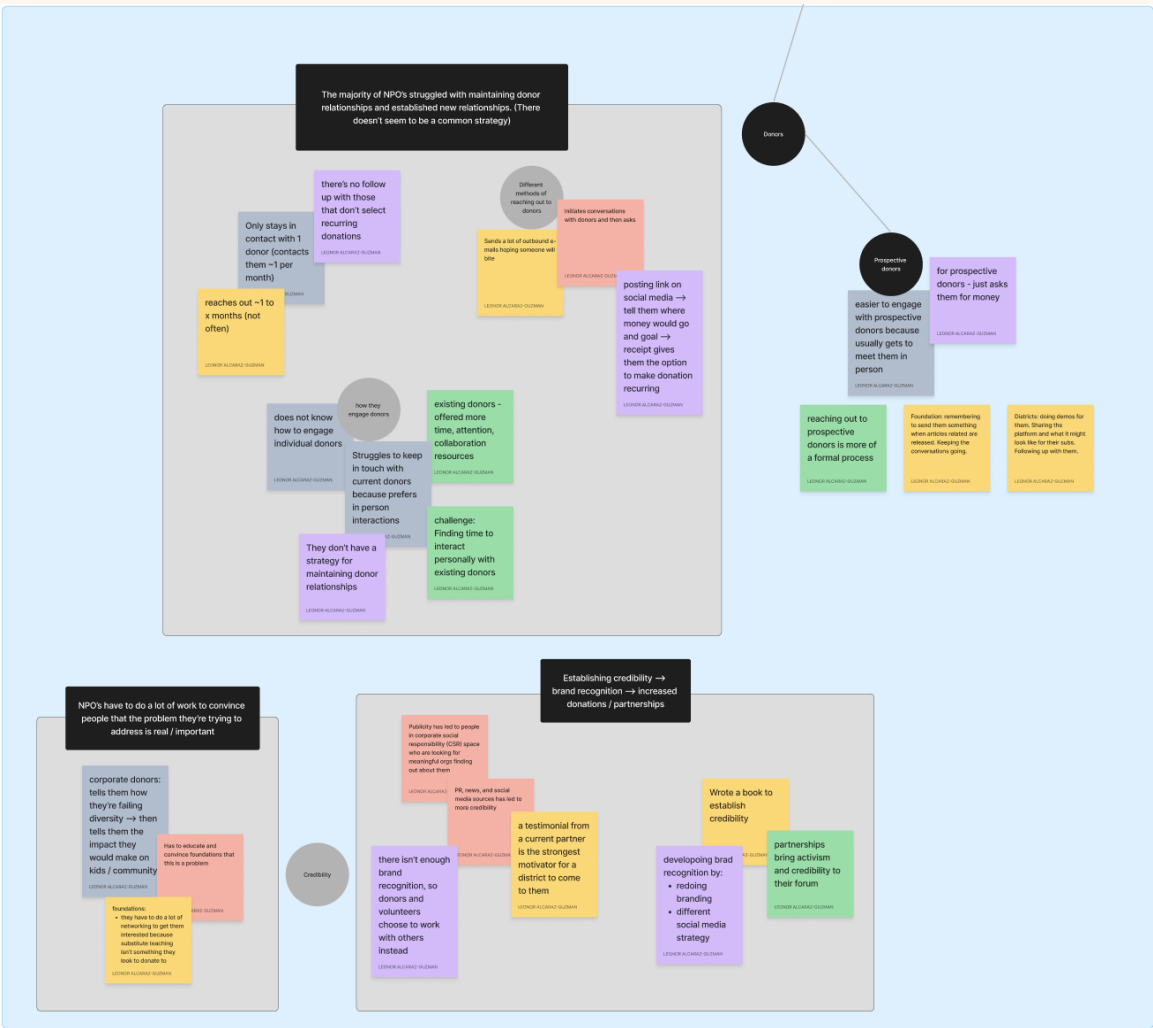


Figure 4. A section of our Figma Jam board that shows NPO pain points.

Interviews with community members

As the people working on this project, we considered ourselves to be members of the community, but we knew that our perspective was not representative of the larger community of donors and non-donors. In lieu of this, we reached out to several of our survey participants who indicated that they would be interested in being interviewed for further information. Our goal in conducting these interviews was to understand the barriers that prevented people from donating, why people donate, how people find NPOs, and what things (if any) do people expect after they donate.

To answer these questions, we conducted 8 interviews with people of varying ages, backgrounds, and income levels. Diversifying our interview pool in this way was extremely important because it allowed us to get a full picture of the themes that all donors and non-donors experience. The diversity of our interviewees also helped with the ideation of our product and development of user personas later on in the project, because we wanted to create something that could be used by anyone regardless of their level of existing knowledge about donating.

After receiving participant consent, these interviews were recorded and placed in a private folder that could only be accessed by team members and our advisor. Each interview ranged from 30-40 minutes, and once interviews were completed, we created an affinity diagram using Mural which allowed us to extract common themes across interviews. These insights were used to create the search page, user profile, and newsfeed portions of our product.

During these interviews we found that people want to donate to a cause more than they do an organization. We also found that people prefer to donate their money over their time, as they view their time to be valuable and something they cannot

get back if it is wasted. Most community members live busy lives and carving out time to volunteer can often be difficult. Additionally, many community members donate because of their intrinsic motivation and the validation they receive from doing so. Donating anything makes people feel good about themselves and once they get hooked on that feeling, they don't want to stop.

Along with these findings, we found common pain points across the community members interviewed. These will be discussed later on in the "Community member's pain points" section.

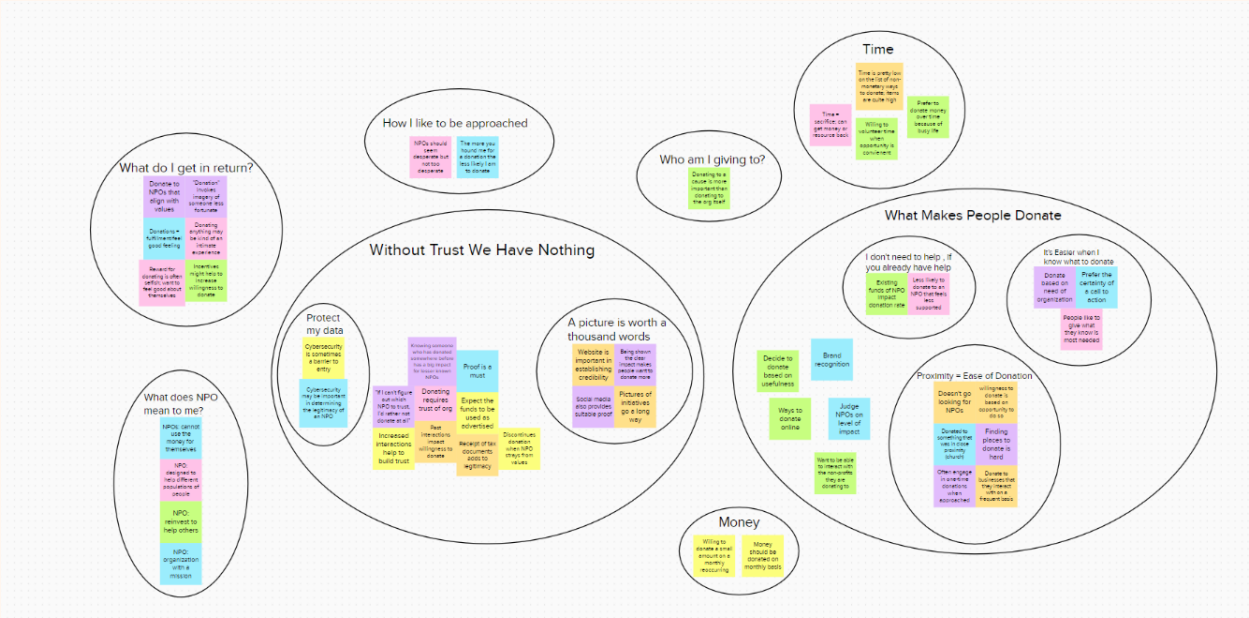


Figure 5. Affinity Diagram of Themes from Community Member Interviews: Made with Mural

Define - narrowing in our scope

NPO's pain points

After synthesizing our interviews with non-profits, we found several key insights that we used to develop our product. The most critical being that the majority of NPOs reported struggling with maintaining donor relationships and forming new relationships. There were two main reasons for this: establishing credibility and developing a strategy.

In the first case, NPO's need to convince people that the problem they're trying to solve is real and important. For example, if an organization focuses on education within the United States, individual and corporate donors may view this NPO's mission as less impactful because a public school system already exists. In this case, the NPO is burdened with the task of proving the problem is real. This is a common issue among smaller NPOs as there is very little brand recognition. In these cases, the NPOs interviewed reported that establishing their credibility was a necessary step towards increasing their brand recognition and increasing the number of donations and partnerships made.

A big issue within the NPOs interviewed was developing a strategy for staying in touch with donors and reaching out to new donors. Due to their small team sizes, many founders have to choose between focusing on day-to-day operations or on outreach. Aside from hiring a bigger team, NPOs did not have a direct solution to this issue; but they agreed that the solution would need to be scalable, straightforward and time saving.

Community members' pain points

We heard that many community members experience several barriers to entry when trying to formulate relationships (donating, volunteering, etc.) with NPOs that they care about. Community members reported that their biggest barriers are the varying levels of transparency from NPOs and existing knowledge about what, where, and how to donate.

When donating to NPOs, community members want to rest assured that their funds are being used properly. They don't want their money to line the pockets of the executives and want to receive proof that their donated funds are being used for their intended purpose. Additionally, many members want to ensure that their personal data is being protected and is not being abused. Those who donate monetarily want to know that their information is not being sold or given to unauthorized organizations. If a non-profit doesn't have easily accessible information about the transparency of their business practices, community members are far less likely to donate.

Additionally, community members reported that they struggled with what, where, and how to donate. People want to help in the most efficient way possible; this means giving NPOs the resources they actually need to be successful. For many people, terms such as "anything helps" can be confusing and most people would rather have a clear-cut definition of the kind of help (time, food, clothes, etc.) that is needed the most so that they feel as though they are having a meaningful impact.

Subsequently, donors and non-donors alike struggle with where and how to donate. Several members stated that they most often donate to organizations with whom they are in close proximity to or have an ongoing relationship with. However, those who do not share these experiences find it extremely difficult to locate NPOs that share similar values and are well established. Many people also complained it is not often clear how to donate to any given cause. Each organization is different and therefore it can be difficult to give when some organizations only accept cash, others only accept checks, and some require a minimum amount of money to even donate in the first place.

Ideate - thinking outside the box

Identifying solutions

The first step in identifying a solution was first narrowing down the problem space. We started this by analyzing the results we obtained from the surveys and interviews. From our analysis we identified various pain points and barriers to engaging with NPOs that people face. We identified a few key issues which include value matching, credibility/transparency, meaningful engagement, and usability. With these key issues in mind, we asked "How Might We build a community amongst people and NPOs to increase resources (money, time, material goods, etc.) NPOs receive."

With this question in mind, we generated some ideas we believed would help ameliorate some of the issues identified. One such issue was the complexity in donating to NPOs. A solution we considered for this was to set up a service that would donate spare change on a purchase to NPOs of a user's choice. Another issue we identified was people having trouble finding NPOs to engage with either as donors or volunteers. For this issue, we contemplated an app focused solely on searching for NPOs. A major issue discussed was lack of trust between people and NPOs. One of the recurring themes was not knowing how the NPOs actually used the money they were given. A solution posited for this was creating a plug-and-play dashboard that NPOs could use to quickly share how their donations have been used and how much they've made.

The next key decision in identifying a solution was determining the audience we would focus on in whatever product we created. We were deciding between creating an app that was NPO-focused, people-focused, or both. Given the constraints of our project, we decided to focus on a people-centered design as we would not have the direct access to NPOs we would need to develop the best product possible. Instead, we chose a product that would focus on the people but be just as beneficial to the NPOS.

In the end, we chose to build an application which will serve as a hub for people to connect with NPOs in various ways. We chose this solution because a major theme

in our problem statement as well as in the analysis was the need to build community between people and NPOs. We believe this will have the added effect of building trust with them as well. Our application will allow people to search for NPOs, recommend NPOs based on their specified values, and give NPOs a quick and easy way to relay updates to their donors and volunteers.

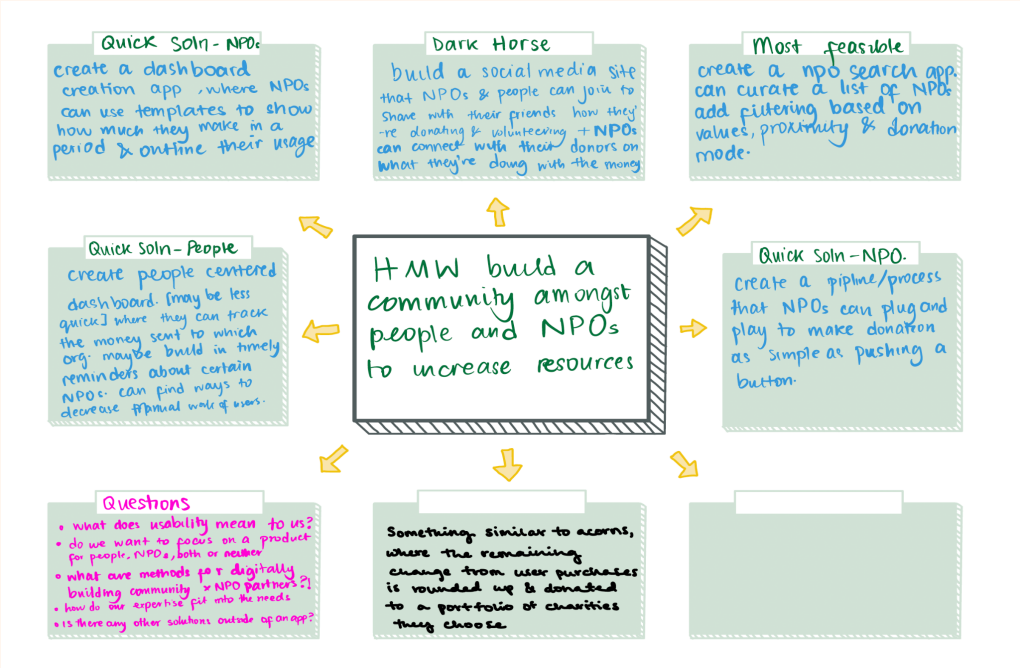
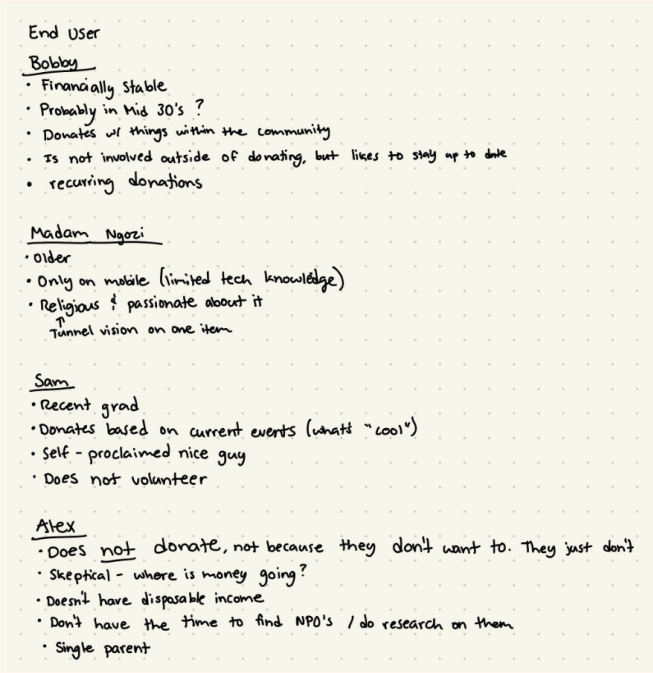


Figure 6. Initial Brainstorm Ideas.



End User

Bobby
- Financially Stable
- Probably in Mid 30's ?
- Donates w/ things within the community
- Is not involved outside of donating, but likes to stay up to date
- recurring donations

Madam Ngozi
- Older
- Only on mobile (limited tech knowledge)
- Religious & passionate about it
  Tunnel vision on one item

Sam
- Recent grad
- Donates based on current events (what "cool")
- Self - proclaimed nice guy
- Does not volunteer

Alex
- Does not donate, not because they don't want to. They just don't
- Skeptical - where is money going?
- Doesn't have disposable income
- Don't have the time to find NPO's / do research on them
- Single parent

Figure 7. User Personas Considered.

Prototype - designing solutions

Design decisions

Based on our research, we chose to create Reignite, a mobile app that exposes donors to lesser known non-profit organizations and gives them the opportunity to explore. Not only does this decrease the amount of effort necessary to find a NPO to donate to, but it also creates a convenient method of communication for NPO's.

In order to cater to donors, we created an onboarding questionnaire that matches donors to NPOs that best meet their needs. For example, we take into account the type of donation they would like to make (monetary, time, resources), the issues they are passionate about, and the type of communities they would like to support (local, national, international). Our algorithm would use these responses to curate their search results page, displaying the NPOs they would most connect to. Additionally, we provide users with a dashboard that tracks how much they have donated and where. Our goal is to encourage users to continue donating by showing them the impact they've made thus far. For those users who don't donate as often, we make donations an easy next step.

Within our application we help NPOs establish credibility through a variety of methods. First we expose donors to their existence through the search page, which contains several categories of suggestions: the questionnaire, who their friends donate to, and current events. We then allow NPO's to break down their work by projects; this shows donors how their money would be used and allows them to decide what would be most impactful. Through this we hope to make it easier for NPO's to demonstrate that their mission is a real problem.

Finally, our platform is a convenient way for NPOs to stay in touch with both existing and potential donors. Rather than having to send out emails, make calls, write newsletters or post blogs, NPOs can provide users with all of this information through their personal profile pages. Users can view these updates through our newsfeed or by visiting an NPO's profile. This decreases the amount of work on the

NPO’s end and allows donors to choose the amount of time they would like to engage with an NPO’s content.

Through Reignite, we hope to help NPOs increase their donations and partnerships by making the discovery process easier and more reliable. Additionally, we provide a streamlined platform that allows NPOs to spend less time on outreach.

Test - feedback from users

Heuristic Evaluations

As part of user testing, we conducted both heuristic evaluation and usability testing to get feedback on information architecture, aesthetics, and usability. The heuristic evaluation aimed to identify potential usability problems throughout the product UI (user interface).

Examining the UI and judging its compliance with recognized usability principles (the "heuristics") allows us to make our product more user-friendly. We chose to investigate the following heuristics principles: 1, 3, 4, and 6 to evaluate how user-friendly our user interface is. We chose these heuristics because we value transparency, user autonomy, and ease of use, and we also want to make sure our product is close enough to what users are used to.

Heuristic evaluation is not a substitute for user testing; therefore, we also decided to do usability testing with six participants.

Heuristic scores:

0 = not a usability problem	1 = cosmetic problem	2 = minor usability problem	3 = major usability problem	4 = usability catastrophe

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Heuristics	Description	Feature(s)	Score	Feedback
Visibility of System Status (#1)	Keep users informed of their progress and provide timely feedback.	1. Onboarding Screens	0	The “tiny circles” on the questionnaire screen helps indicate how far along a user is with the assessment.

User Control and Freedom (#3)	Users make mistakes. Provide an easy way to undo actions.	1. Onboarding Screens 2. User Profile	2	Onboarding Screens - the left and right arrows help users change their choices. The design should be more explicit so that users can choose multiple options. User Profile - giver users the option to not show the exact amount they've donated and also have the choice to make their donation goals private
Consistency and Standards (#4)	Be consistent in your language and actions. Follow platform and industry conventions.	1. Newsfeed	3	The information presented on the newsfeed is valuable; however, the screen could be more organized. Adding a timestamp for each post and categorizing what type of content each post is could be an excellent way to start.
Recognition Rather than Recall (#6)	Reduce users' memory load by making information visible and accessible.	All screens	1	The social issue icons are helpful and intuitive. However, a little more effort could be put into informing users what each icon stands for. Lastly, making the icons bigger on pages with lots of info can help them stand out.

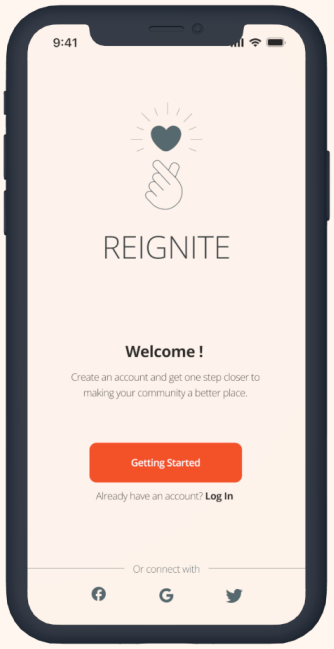
Usability Testing

As part of usability testing, we invited six participants. One of which was a NPO founder and the other five had no affiliations with any nonprofits. During usability testing we gave users tasks and asked them the following questions:

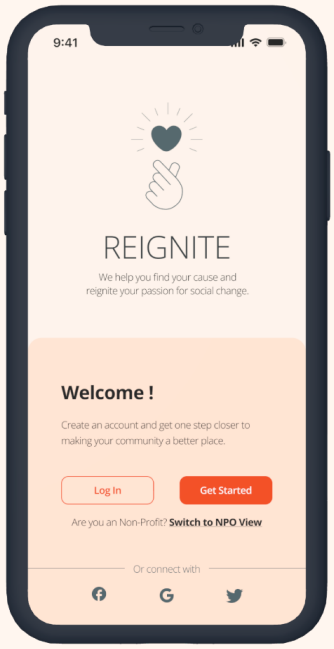
- What did they like?
- What could they improve?
- How was their experience interacting with the product?

In addition to testing usability, we wanted to know if participants found the value-matching, discovery, and transparency features valuable. Lastly, doing both user testing allowed us to test any assumptions we may have had about our users. For example, we assumed all of our participants knew what NPO (nonprofit organization) stood for; however, that wasn't the case.

First Iteration



Final Iteration



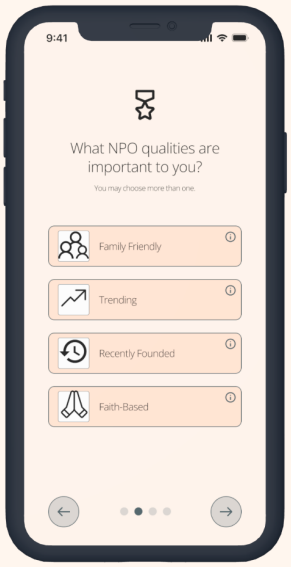
Onboarding Screens

Goal	Determine whether or not the onboarding assessment is overwhelming
Task	Users should navigate from the log-in/sign-up screens to the quiz result

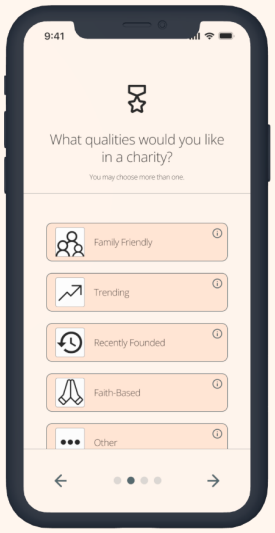
<u>Feedback:</u>

Like	Improvements	Overall experience
All of the users (6/6) shared that the assessment was straightforward and it felt personalized. One participant shared, “I like how the questionnaire made me reflect on social issues I care about.”	4/6 participants found the question order confusing and recommended changing it. 3/6 participants also wanted an "Other" option for some questions, and "Trending" was confusing for half of the participants.	Our design decisions helped us achieve our goal. A participant raised was not to assume that everyone knows what NPO stands for, and also, to establish trust with users, it’s important to point out what Reignite is at the beginning of the onboarding process.

First Iteration



Final Iteration



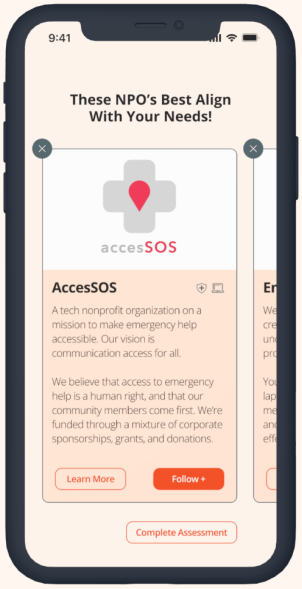
Quiz Result

Goal	Reduce information overload by providing users limited options
Task	Users should scroll through options and complete assessment

Feedback:

Like	Improvements	Overall experience
All of the users (6/6) shared that the number of options they were provided were enough. As well as the amount of information shared about the NPO was enough to get interested in the NPO. 4/6 participants liked the horizontal scrolling feature.	Half of the participants (3/6) shared that they would have liked an explanation for why they received NPO results. 2/6 participants recommended making the social issues icon a little bigger so they stand out more. The "X" icon was unnecessary.	Our design decisions helped us achieve our goal. Several participants (3/6) shared that the term "following" comes off as too cliche. Although four options is enough, having a "wildcard" for users to input an NPO they already support will be helpful.

First Iteration



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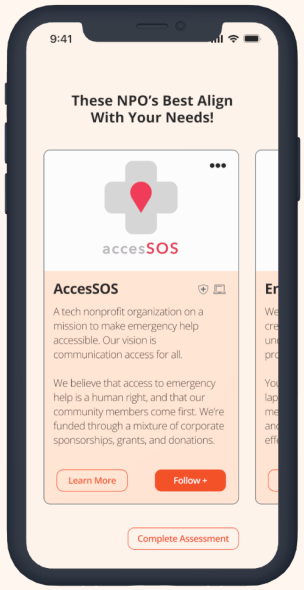


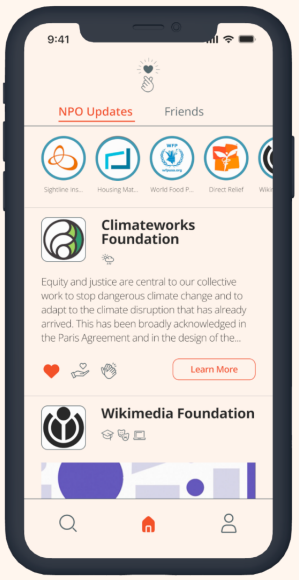
Newsfeed

Goal	Identify what types of information users find useful
Task	Users should scroll through the newsfeed and share feedback

Feedback:

Like	Improvements	Overall experience
All of the users (6/6) shared the newsfeed is consistent with what they're familiar with. A key feedback a participant shared was that this feature is a useful tool to help NPO founders easily communicate with their supporters.	6/6 of participants mentioned that they would like to see a timestamp of when a post was shared. 4/6 recommended to accentuate what's important: impact, the type of post, and to consider organizing the newsfeed so that information is easy to digest.	There's still much work that needs to be done to organize the newsfeed in a way that it adds value to our users and also improves community building. All of our participants shared that the newsfeed has lots of potential and impact, but it's important to design the screen in a way that's not overwhelming.

First Iteration



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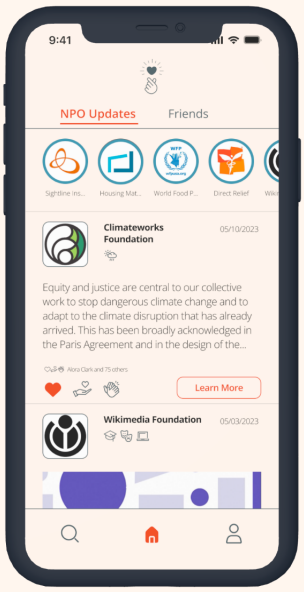


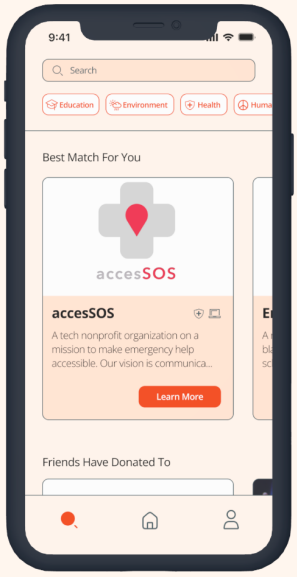
Search Page

Goal	Understand what information users find helpful on the Search Page
Task	Users should scroll through the Search Page and share feedback

Feedback:

Like	Improvements	Overall experience
All of the participants (6/6) liked how they are able to see what types of NPOs their friends are supporting. They all mentioned they appreciate the consistency in icons, it helps them get used to them,	Most of the participants (5/6) shared they would like to be able to filter for an NPO by locations or NPO code. Half of participants (3/6) expressed wanting to see "quick facts" about each NPO (projects, reviews, etc)	With some minor improvements the Search page can be more user-friendly and engaging. Overall, participants want more transparency on what "trending" means, and also more information about NPOs on the search page.

First Iteration



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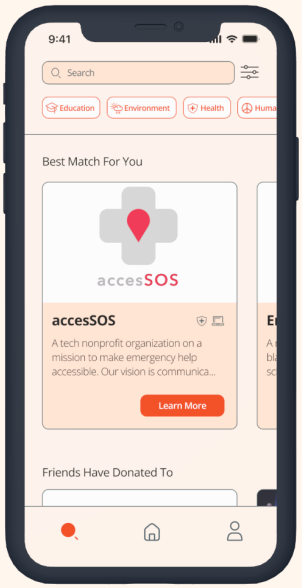


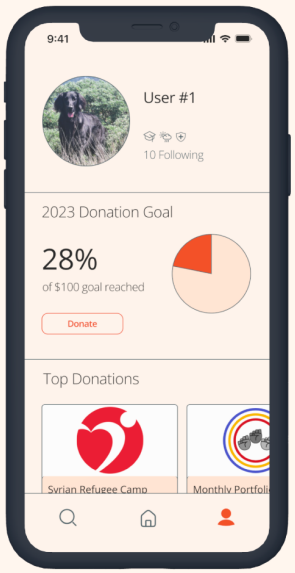
User Profile

Goal	Understand whether not the page makes users motivated
Task	Users should scroll through the User Profile page and share feedback

<u>Feedback</u>:

Like	Improvements	Overall experience
All of the participants (6/6) like seeing the pie chart, and the idea that the user can set their own goals.	All of the participants (6/6) had privacy concerns. They shared they would like the option of hiding the amount they donated.	Most of the participants were not very impressed with the Profile Page. They were confused on what type of information people can see about them.

First Iteration



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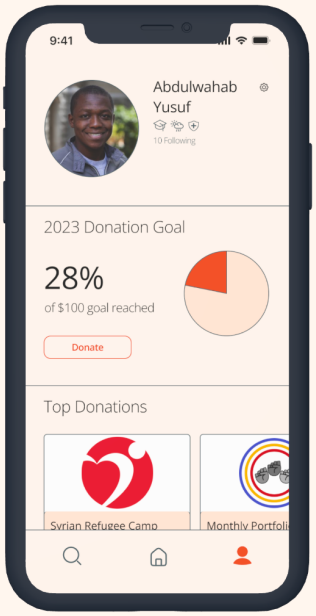


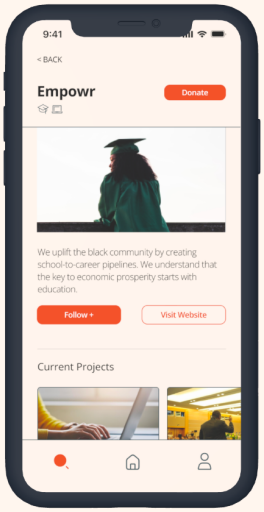
NPO Profile

Goal	Understand whether or not users find the information valuable
Task	Users should navigate from Search Page to NPO Profile

Feedback:

Like	Improvements	Overall experience
All of the participants (6/6) shared that they like the way the information was organized because they're able to get a summary of the NPO they have clicked on. "It's just the right amount of information." shared one of the participants.	Some users (2/6) mentioned they would have liked to see more personalized information about the NPO. A participant pointed out that one way to make following the NPO easier is to move the "Follow" button up.	The information presented is well organized; however, more work could be put into adding more valuable information. Information such as: NPO achievements, location, and reviews section can add a more personalized touch for the NPO profile.

First Iteration



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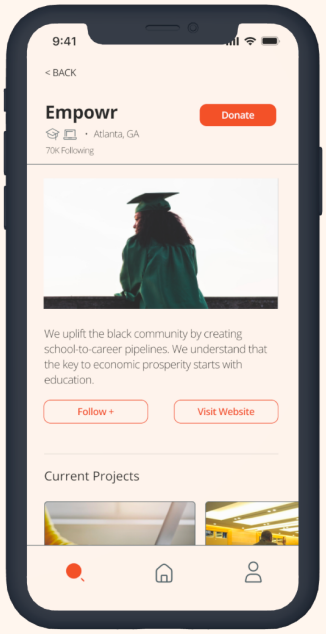

Next Steps

After completing our heuristic evaluations, there were a few insights that we would like to implement into future iterations of our product.

- Following the concept of sunk-cost fallacy, we would like to test whether users would be more willing to create an account if they have already spent time going through our questionnaire. If this is the case, we may be able to onboard more users if we require them to make an account before letting them view their results. On the other hand, it could also cause some negative emotions. It's possible that the proper usage may differ based on the type of onboarding (mobile vs. website).

- When presenting NPO recommendations, we would like to add an explanation for why / how these specific NPOs were selected for the user. Before doing this, we would need to determine the level of interest on behalf of the user. This would allow us to provide enough details so that users are satisfied with our approach, rather than overwhelmed by our process.

- We would like to give NPOs more control over their profile page. This requires speaking to more NPOs to determine what types of information they would like to include. For example, the one NPO we spoke to mentioned including an achievements section.

- Add volunteering features. For our MVP we focused on monetary donations, but streamlining the volunteering process is something we would like to further explore within our product.

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Appendix

- Nonprofits Interview Script
- Community Member Interview Script