

NPO CONNECT



UX Case Study

Project Overview

PROBLEM

Nonprofit organizations struggle with efficiently managing their operations, fundraising efforts, and internal communication due to lack of centralized tools.

ROLE

Design Strategy
Prototyping
Wireframe
High Fidelity Design

SOLUTION

To design a user-friendly product for nonprofit organizations to effectively manage their operations, fundraising, and impact measurement. The target users for this product are non-profit staff and volunteers.

Design Process

We followed an user centered design approach to understand the user's needs with multiple rounds of user feedback to refine the product.



User Research

Qualitative Research

We have decided to use user interviews as our primary research methods on 3 volunteers for non profit organization to understand difficulties they come across when completing tasks.



VS



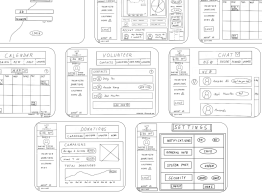
Questions asked in the interview

- Can you describe your role within the nonprofit organization?
- How do you currently manage your nonprofit's operations, fundraising, and communication?
- What are the most common tasks you perform when managing your nonprofit organization?
- How easy or difficult do you find managing your fundraising efforts through the platform?
- What features or improvements would make this platform easier or more efficient for you to use?
- What is your experience using the calendar and messaging features to schedule events and communicate with volunteers?
- Would you recommend this platform to others in your network? Why or why not?

Interview Results

- Mix of tasks used
- Tendency to track everything, tasks are often forgotten
- Cluttered dashboard, wish it were easier to filter between different campaigns
- Would be great if everything was more streamlined
- Errors updating and managing website
- Not accessible and user friendly

Low Fidelity Design



Usability Test 1

Metrics To Be Tested

- Time: how long does our user take to complete these tasks?
- Rate of success: how many of these tasks were executed fully?
- Rate of failure: how many of these tasks were unsuccessfully executed?

Scenarios

1. Attempt to log-in
2. Find where to read the news for updates
3. Message other volunteers
4. Find upcoming events in calendar

Participant 1 Results



- Had no difficulty with the page
- Most of the comments were "I think this is the right button"
- Was confused about which news icon to click, because there was one on the side dashboard and one on the middle
- Clicked on both the icons to test out, and both led to the same screen
- Clicked on the chat button on first try to message staff
- Easily found the calendar tab with no confusion

Participant 2 Results



- Followed the correct order of steps without any confusion or hesitation
- First clicked the news at the top of the dashboard
- Was confused about why there was 2 news tabs
- Had no trouble finding the chat button
- Clicked on the calendar button in the side dashboard
- Felt like calendar should be more visual for staffs to see upcoming events

Participant 3 Results



- Had no difficulty finding where to log in
- Successful log in process
- Noticed that there was 2 news button
- Hesitant on which is the right button
- Looked around the screen the first message icon or button
- Took a few seconds to find the right button
- Had no trouble finding the calendar button

High Fidelity Design

