

SDQ Application Design

Fadhlan Zakiri

Project overview



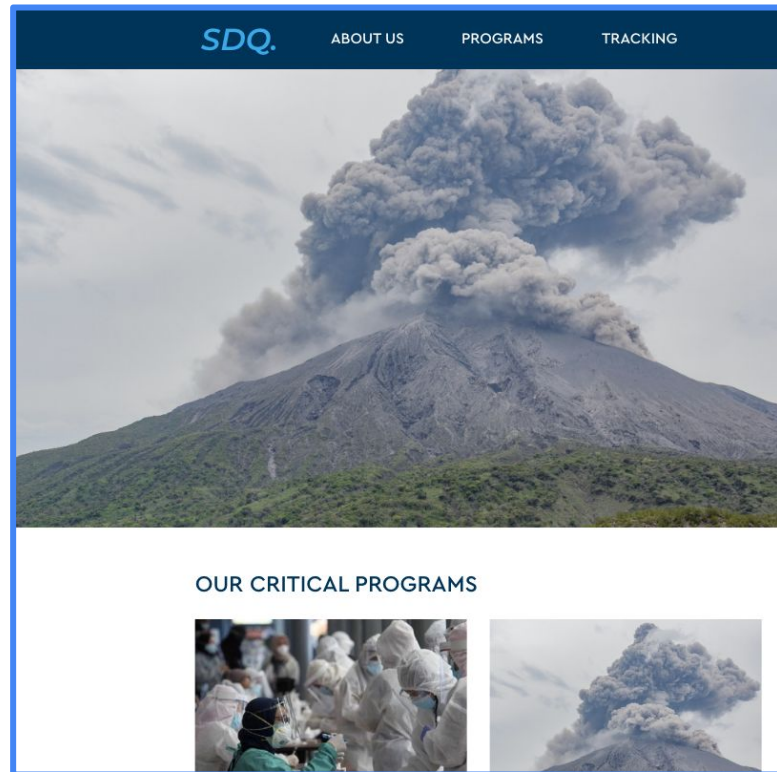
The product:

SDQ is an application that enables the users to donate to certain charity programs. It aims to simplify users' donation process, as well as recommending programs to users based on their preferences. SDQ targets anyone, especially who's tech-savvy and aware of what is happening in their lives.



Project duration:

January - February 2022



Project overview



The problem:

Young adult who still find hassle to donate



The goal:

Simplify donation process so that users can donate to their programs of concern without hassle

Project overview



My role:

UX designer designing SDQ from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I had a casual conversation with people about online donation and understand their pain points and needs. The problem is identified during the conversation (indirect interview)

But problems identified during the interview is not limited to some hassles while donating to the programs or organizations. Problems like issue preference, payment problem, and others were identified after the interview as well.

User research: pain points

1

Accessibility

With existing applications, some young adults still have hassles to donate because of payment system, accessibility, preferences, etc.

2

Time

The hassles that was experienced by some people is time-consuming and hinders them to donate

Persona: Reza

Problem statement:

Reza is a faithful and agile software engineer who needs a responsive and simple charity website because he intends to donate his monthly income to a program that covers his issue of concern



Reza Salim

Age: 24

Education: Comp. Science

Hometown: Bandung, Indonesia

Family: 3 (incl. parents)

Occupation: Software Engineer

"I believe the accuracy of data will subsequently lead me to make the right decision."

Goals

- To help people in needs, especially people affected by natural disasters, epidemics, or any other incidents related to humanity
- To seamlessly process his donation with any platform

Frustrations

- "When I accidentally fill the data with a wrong information, the website showed me an error message and immediately exit."
- "The website is good, but I think the categorization feature will make it better."

Reza is a computer science graduate from a university in Jakarta. He's originally from Bandung, West Java, which he lives with his parents. Based on his belief, he wants to and should donate some of his income to the one who needs it. As a computer science graduate, he directly checks some internet-based solutions. There are a lot of websites and apps that provides online donation facility. However, he still finds some flaws inside of those platform that frustrates him, like problems when completing the data form, categorization, and so on. As he's working a full-time job now, a little flaw to do his goal frustrates him.

User journey map

The map reveals how helpful the SDQ app will be for people like Reza, since he wants to donate without hassles.

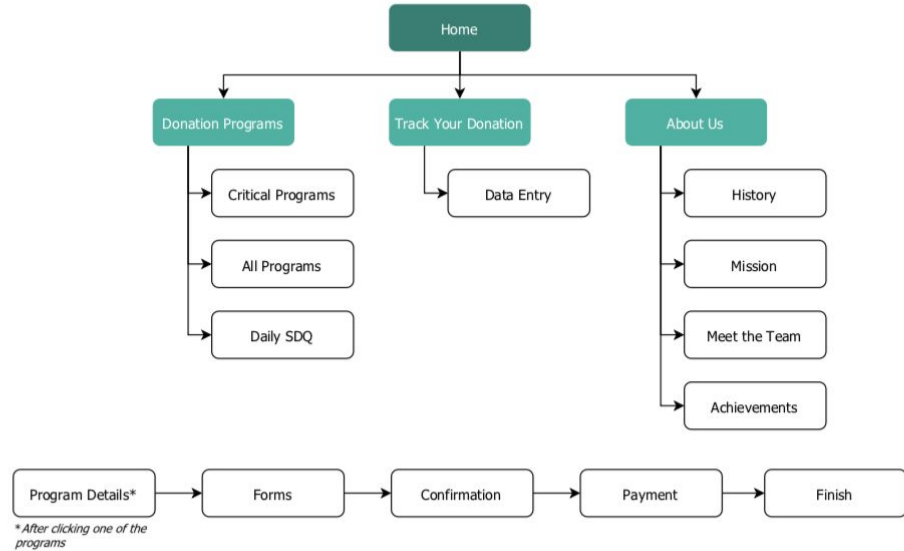
Persona: Reza Salim

Goal: To find interesting charity program

ACTION	Registering to the website	Finding the program	Selecting the program	Finishing the donation	Tracking the donation
TASK LIST	Tasks A. Open the website B. Check the register page C. Fill the form	Tasks A. Search the program B. Choose the desired program to donate	Tasks A. Identify the program detail B. Proceed to donate	Tasks A. Fill the form B. Finish the donation payment process	Tasks A. Check the tracking page B. Pick the ongoing/past donation program that had been donated before
FEELING ADJECTIVE	<ul style="list-style-type: none">Confused with the location of page registrationOverwhelmed with the form details	<ul style="list-style-type: none">Overwhelmed with the program list	<ul style="list-style-type: none">Confused with the program detailBaffled that the page don't respond	<ul style="list-style-type: none">Alerted while filling the formHappy that the process can be finished	<ul style="list-style-type: none">Happy to know that the donation is successWonder why the user shall fill some forms again to trackEager to know the program update
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Simplify the formBetter place to locate the registration icon/page	<ul style="list-style-type: none">List program based on the user preferences or the critical program	<ul style="list-style-type: none">Simplify the detailEnhance website responsiveness	<ul style="list-style-type: none">Enabling anonymous donation to simplify the form detail	<ul style="list-style-type: none">Add reminder or notificationKeep the donation record in the account

Sitemap

From the beginning of creating this project, I want to make the website's structure as simple as possible so that users don't really have to have longer time to adapt.



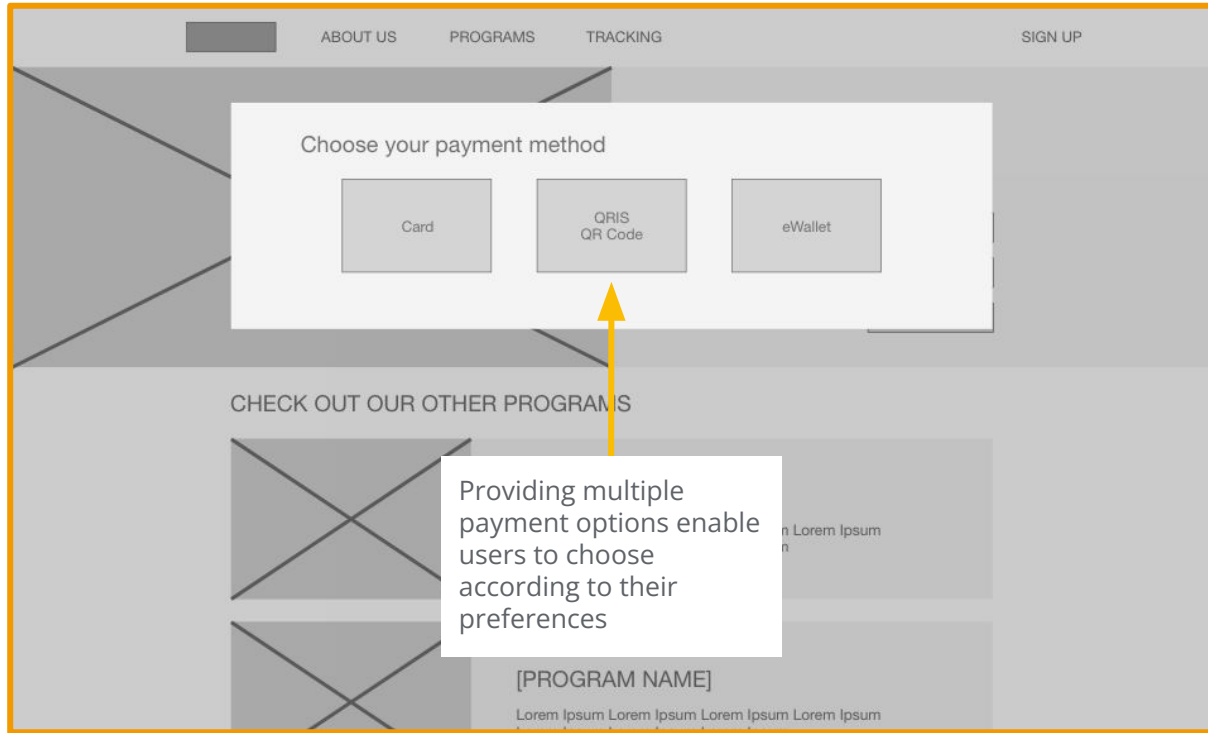
Digital wireframes

The wireframing process was done entirely at the Adobe XD to design website pages.



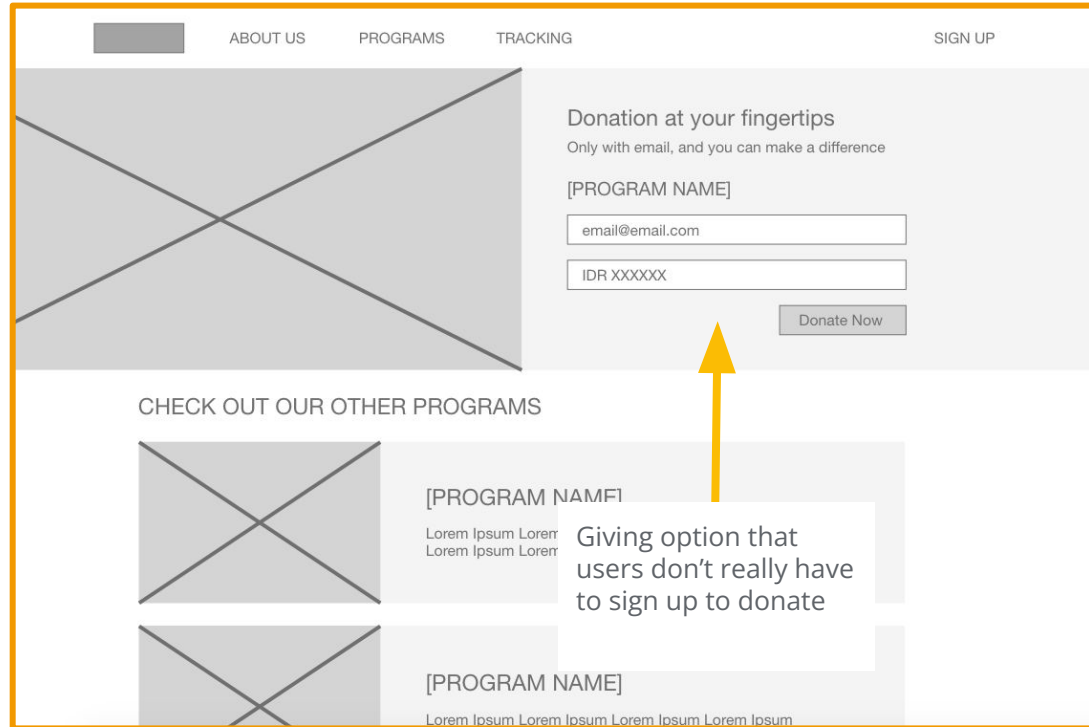
Digital wireframes

The first thing I consider in making the wireframes is to provide greater user's freedom of control in the application.



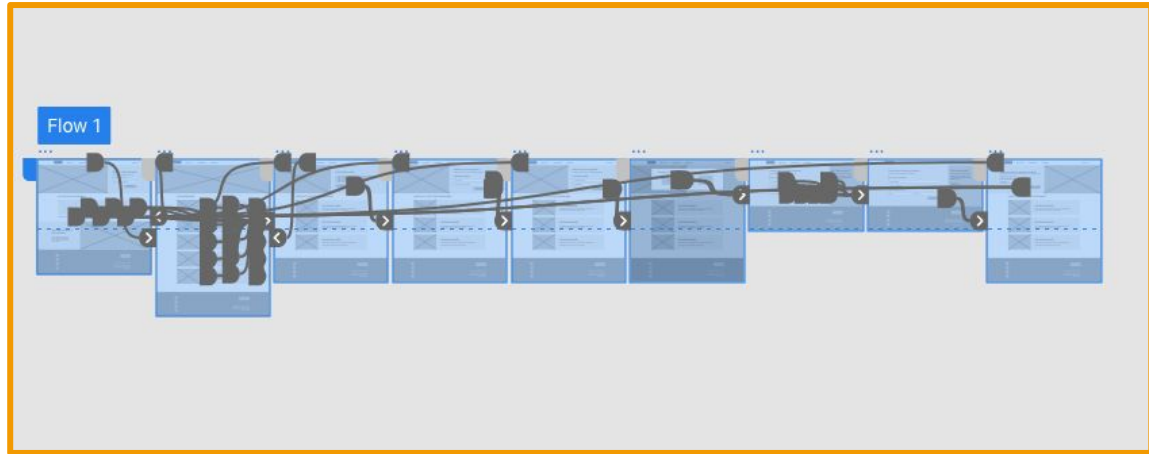
Digital wireframes

Additionally, some features might be needed to enhance the experience of the user while using the application



Low-fidelity prototype

As the digital wireframes is completed, I connect all wireframes to resemble the donation process so it can forms a prototype to be used in the first usability study



Link to the prototype:

[SDQ Wireframe](#)

Usability study: parameters



Study type:

Moderated usability study



Location:

Indonesia



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

The usability study was conducted in two rounds. The first round was for the low-fidelity prototype, while the second one was for the high-fidelity prototype. The first study showed few critical aspects to solve and to be implemented on the high-fidelity prototype

Round 1 findings

- 1 User's freedom of control
- 2 Information clarity
- 3 Supporting feature

Round 2 findings

- 1 Feature enhancement such as enhanced suggestion based on preferences and critical issues

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

From the first usability study, some users were asking about how to go back to the previous process. To enhance the user's freedom, I put back and exit button in every related screen.

Before usability study

ABOUT US PROGRAMS TRACKING

Finalize your kindness movement
We ensure that your data is secure with us

Enter your card details

Your Name

Your Address

Your Card Number

CVV Number Card Expiry Date

Donate Now

After usability study

< GO BACK SDQ.

FINALIZE YOUR KINDNESS MOVEMENT
We ensure that your data is secure with us

Enter your card details

Your Name

Your Address

Your Card Number

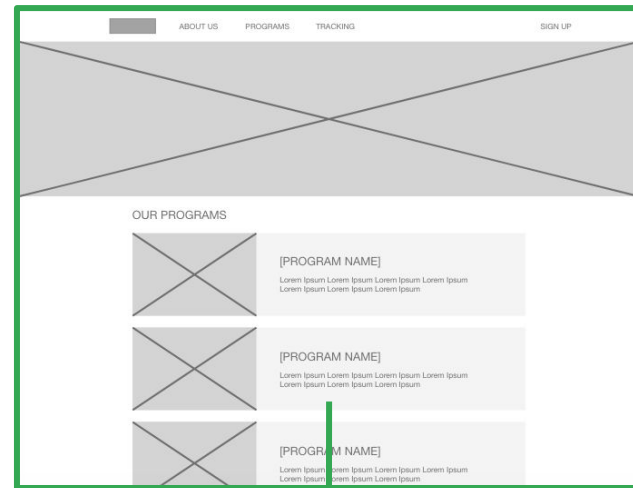
CVV Number Card Expiry Date

Finalize

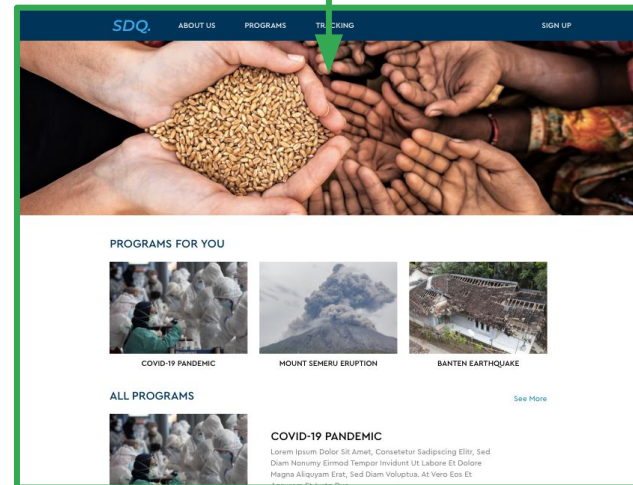
Mockups

In the early design, there was no feature to show programs based on users' preference. On the second usability study, I decided to show it among all programs to enhance the experience.

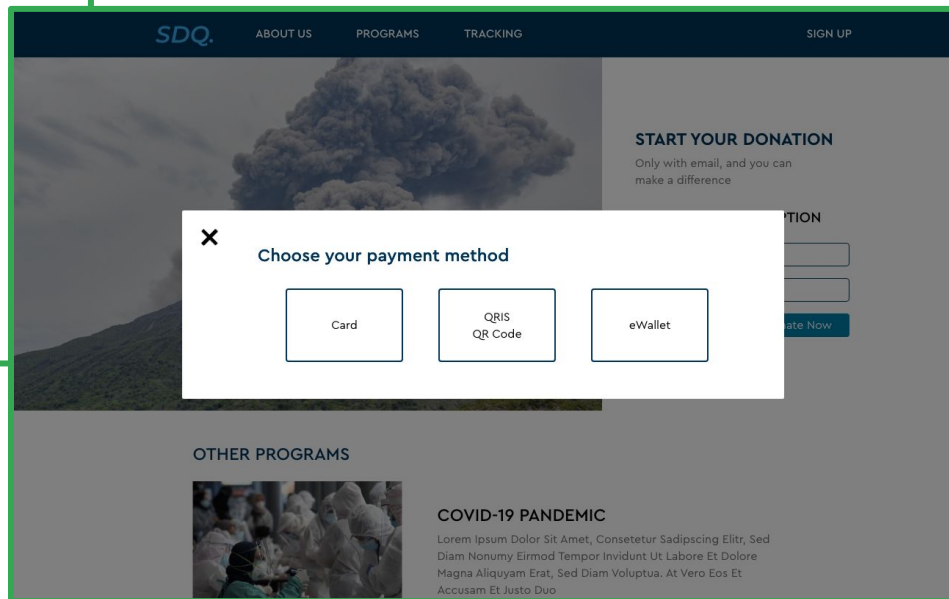
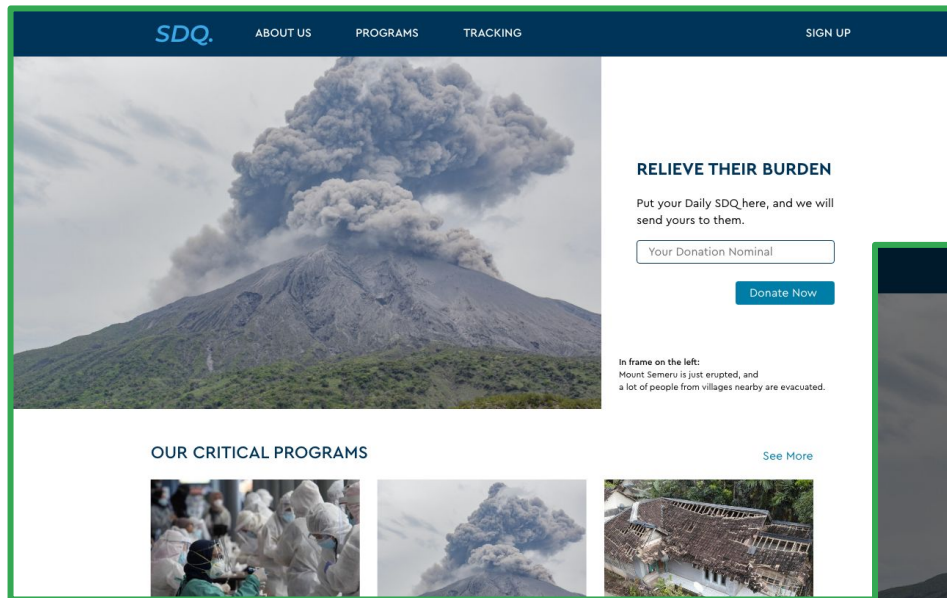
Before usability study



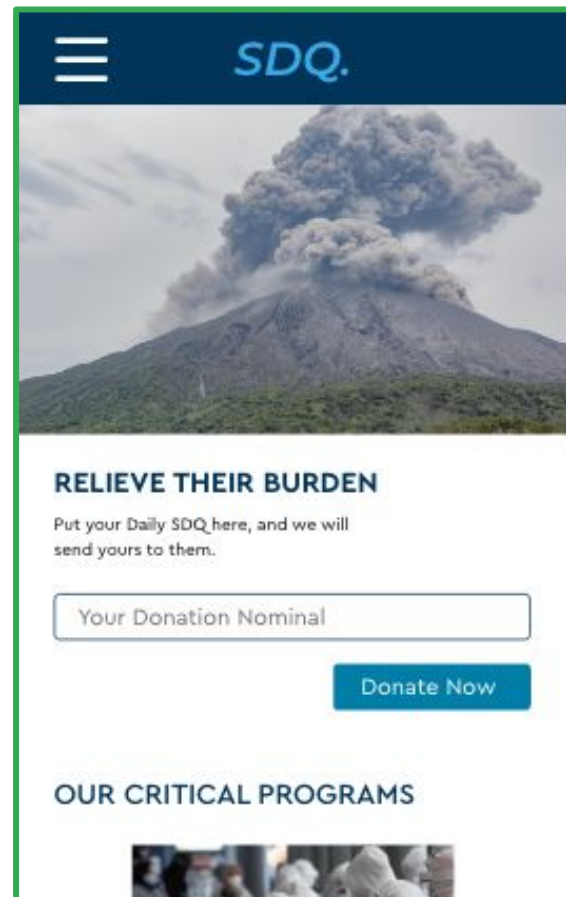
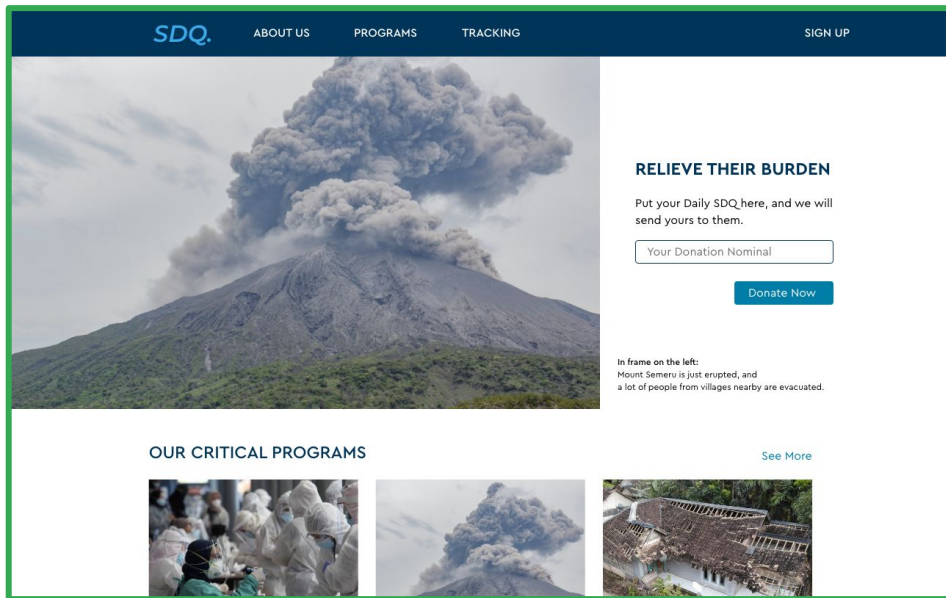
After usability study



Key Mockups



Mockup Variations



High-fidelity prototype

The current high-fidelity prototype shows the enhanced, cleaner flow of the donation process.

View the SDQ prototype [here](#).



Accessibility considerations

1

Considering User's Freedom of Control in every flow in the application.

2

Using proper size of clickable objects, such as program thumbnails, icons, and other similar objects, to make those easy for users to reach their goals

3

*Considering other features like screen reader, color adjustment, and others for **future enhancement***

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The SDQ website, in general, eases user's goal to donate.

"With its current feature, this website really eases me to donate, especially with its Daily SDQ feature."



What I learned:

As there's no significant difference between the low-fidelity prototype and the high-fidelity prototype, the idea of making this app is already on point. And the usability study, feedbacks, critics, and suggestions, are definitely needed to enhance the application feature by doing some iterations.

Next steps

1

Implementing and enhancing some features based on the second usability study, like suggestions based on users preference (only if they are logged in).

2

Conducting more studies to address another need and features

Let's connect!



Thank you for viewing and reviewing my work about MovieGo Movie Theater Ticket Booking Application! Have a nice day ahead!

For more information, reach me at:

<https://www.linkedin.com/in/zakirifadhlan/>