JEKATERINA URMET

UX CASE STUDY
Art for Change

MA USER EXPERIENCE

FALMOUTH UNIVERSITY

01. Summary

Introduction

The aim of the project is to reinforce the culture of generosity by creating charitable giving solutions that are more accessible, inclusive, and effective.
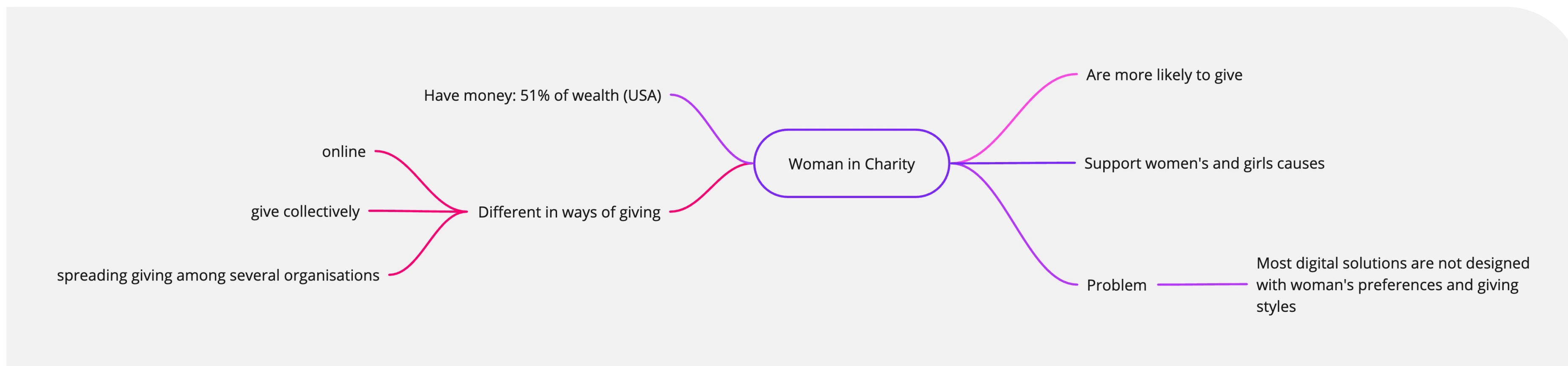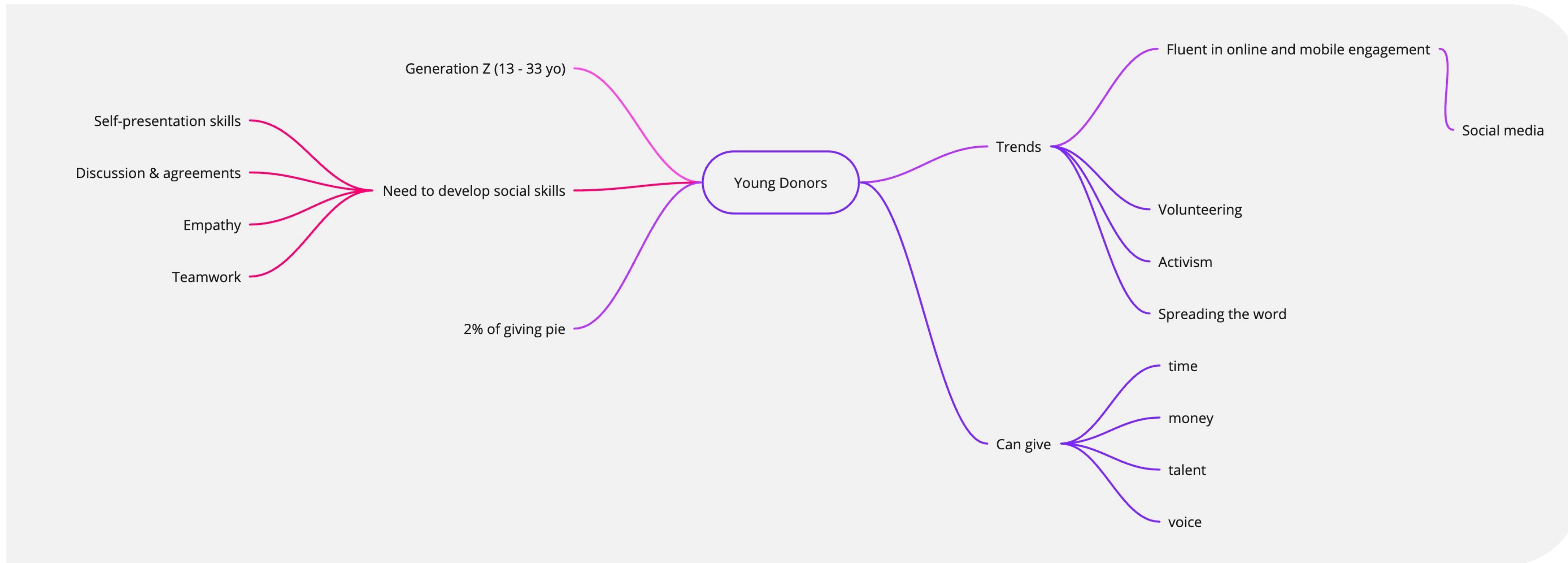
Project timeline: 12 weeks

Key deliverables: High-fidelity prototype

Target user-base: everyday givers - of all races, genders, socio-economic statuses, and perspectives

02. Introduction

The two main focus areas that awakened the most
of my interest - Young Donors and Women Donors, I
decided to focus on the Women Donors brief. I worked
closely with both groups, so both topics had good
potential. However, I have already included young
adults in my previous projects, and I felt that focusing
on women in creative industries would open new
perspectives and allow me to explore a new group of
users.

Fig 1: Urmet 2024. A mind-map on two possible topics

Young Donors
- Generation Z (13 - 33 yo)
- Need to develop social skills
  - Self-presentation skills
  - Discussion & agreements
  - Empathy
  - Teamwork
- 2% of giving pie
- Trends
  - Fluent in online and mobile engagement
    - Social media
  - Volunteering
  - Activism
  - Spreading the word
- Can give
  - time
  - money
  - talent
  - voice

Woman in Charity
- Have money: 51% of wealth (USA)
- Different in ways of giving
  - online
  - give collectively
  - spreading giving among several organisations
- Are more likely to give
- Support women's and girls causes
- Problem
  - Most digital solutions are not designed with woman's preferences and giving styles

The Problem Statement

The brief: Women Donors

Initial problem statement:

How might solutions specifically empower female-identifying donors, inspiring gender equity across the giving ecosystem in the UK?

Stakeholders:

Charities, female-identifying donors, government, local community, ones in need.

Initial hypothesis:

Women are more likely to take part in charitable activities when digital solutions are designed with women's preferences and giving styles in mind.

03. Research

Research methods

- Desk Research
- Ethnographic study – user interview
- Competitive and comparative analysis
- User journey test

DESK RESEARCH

"To successfully serve women donors beyond 2020, tech platforms must: take a comprehensive view of philanthropy; meet donors where they are no matter how spontaneous or intentional their giving; and cultivate trust and a sense of community online."

(Mesch 2020, p 4)

Debra Mesch (2020) explored gender differences in how women and men use the Internet and social networks and how they give. Women donors are often drawn to philanthropy via collective giving and the sense of community they build when giving together. Women are inclined to combine charitable donations with volunteer service or informal giving and helping. They are also more likely to donate to causes they feel personally related to.

"...said that there is a need for "an online scheme where it makes it easy for volunteers to add their volunteer experience to their CV at the click of a button, or an online scheme where volunteers and orgs are encouraged to provide feedback and evidence of their volunteer experience, all online.""

(Cravens 2014, p 55)

There is a need to make the volunteering process a part of the professional journey when volunteering is a bite-size one-time project that can be added to a CV (Cravens 2014).

Middle adulterers are volunteering more and are more likely to volunteer for education and training organisations, sports or recreation groups (Ackermann and Manatschal 2012).

(Pactor et al. 2020) identified that women are more active than men in mobile donations and are more likely to give via Facebook. Women are also more likely to be inspired to donate via social media.

3 Key Insights

1.

Women donors find the social aspect of giving or volunteering influential and are more active in donating via mobile and social media.

2.

People prefer to see their volunteering process as a professional journey and wish to reflect that on their CV.

3.

Women are more likely to donate to / volunteer for causes that they feel related to personally.

USER INTERVIEWS

Objectives:

• Learn at what times users interact with charity.

• Understand motivation - why users return/or not to charity activity.

• Discover what charity products/services users are using.

• Uncover any pain points or challenges users find when navigating within the charity process.

• Measure user interest in charity and identify potential new features.

Participants: female-identifying donors aged 20-50 located in the UK

Sample size: 3 participants

Recording method: notes and audio recording

AFFINITY MAPPING & PROCESSING THE QUALITATIVE DATA

The study identified:

• reasons for donation/volunteering

• pain points from previous experience

• the best way for users to donate/take part in volunteering

• Would the user repeat the donation

• How the process of volunteering/donation is beneficial for the user

Fig 2: Urmet 2024. Affinity Mapping of data collected from the interviews

3 Key Insights

1. Problem statement:

Transparency and trust.

The user needs to know that the donation reaches the aimed group - they can see the direct impact of the donation.

How might we increase transparency in the online donation process?

2. Problem statement:

Communication and direct impact.

The user needs to receive a direct visual or verbal reward so that they feel countable.

How might we create a platform where donors will receive such feedback?

3. Problem statement:

Autonomy.

The user needs to have more autonomy in decision-making when volunteering so that they can fit it into a busy schedule.

How might we create an experience where donors can be in charge of the decision-making process and have needed flexibility in ways and times of donation?

USER PERSONA

User persona is developed from the data collected during interviews while analysing what was common about these women - areas of interest, ways they donate, frustrations and behaviour patterns.

Sarah
Creative professional

Image by Firefly, Adobe.

" The most valuable donation experience I have is when I see the impact that I make both to the charities and achieving my personal goals. As an artist, I love to share my knowledge and promote my artwork and skillset. I am a busy person, so I appreciate well-organised and flexible volunteering experience.

Background	Motivations	Preferences
Sarah is passionate about giving back to her community and making a positive impact on the world. She actively seeks out opportunities to engage in charitable activities and is always looking for new ways to contribute. Sarah believes that charity work not only benefits those in need but also brings personal fulfilment and growth.	Personal Growth Making a Difference Connection & Community Self-promotion	Volunteering Online Solutions

Frustrations	Behaviours	
Not able to dedicate long-term commitments to volunteering. She does not want to feel her creative activity being undervalued.	Volunteering by offering her time, skills and products. Likes the socialising aspect of charity.	Mobile consumer: Computer consumer: Socially active:

USER JOURNEY

Fig 4: Urmet 2024. Jobs to be Done

Jobs to be Done

Main Job:

Sara wants to spend her spare time volunteering, without long-term commitment and feeling that her input is undervalued.

Functional Aspect:

She wants to teach/inspire/ entertain, and to raise money without a huzzle

Emotional Aspect:

She wants to make a positive impact on the world and be acknowledged.

Personal Dimension:

to bring personal fulfilment and promote herself as an artist

Social Dimension:

to share the positive experience with friends/family

Related Job:

Sara registers for the volunteering possibilities in her area, without dreadful paper work and uncertany

Functional Aspect:

She wants to be able to choose from the available options

Emotional Aspect:

She wants trusted and confident volunteering experience

Personal Dimension:

to be in charge of own timetable and keep the expenses under control

Social Dimension:

to get involved without unpleasant surprises

Further research

The Jobs to be Done description is developed from the qualitative research data. Persona and Jobs to be Done are a starting point for further design processes and research:

- design concepts.

- scenario and screen flows,

- user journey test,

- usability test.

The screen Flow presented in Figure 5 is developed from the Jobs to be Done framework, and the scenario sounds as follows:

'Sarah wants to spend her spare time volunteering. She downloads the app and registers for the volunteering possibility in her area. She wishes to share the news about a successful application via social media that she hopes will help her to collect money for the cause.

Testing

User tests showed that the journey is clearly understood by the user and feels natural. They were not sure if they were interested in 'Photos' and would prefer to have a social communication possibility.
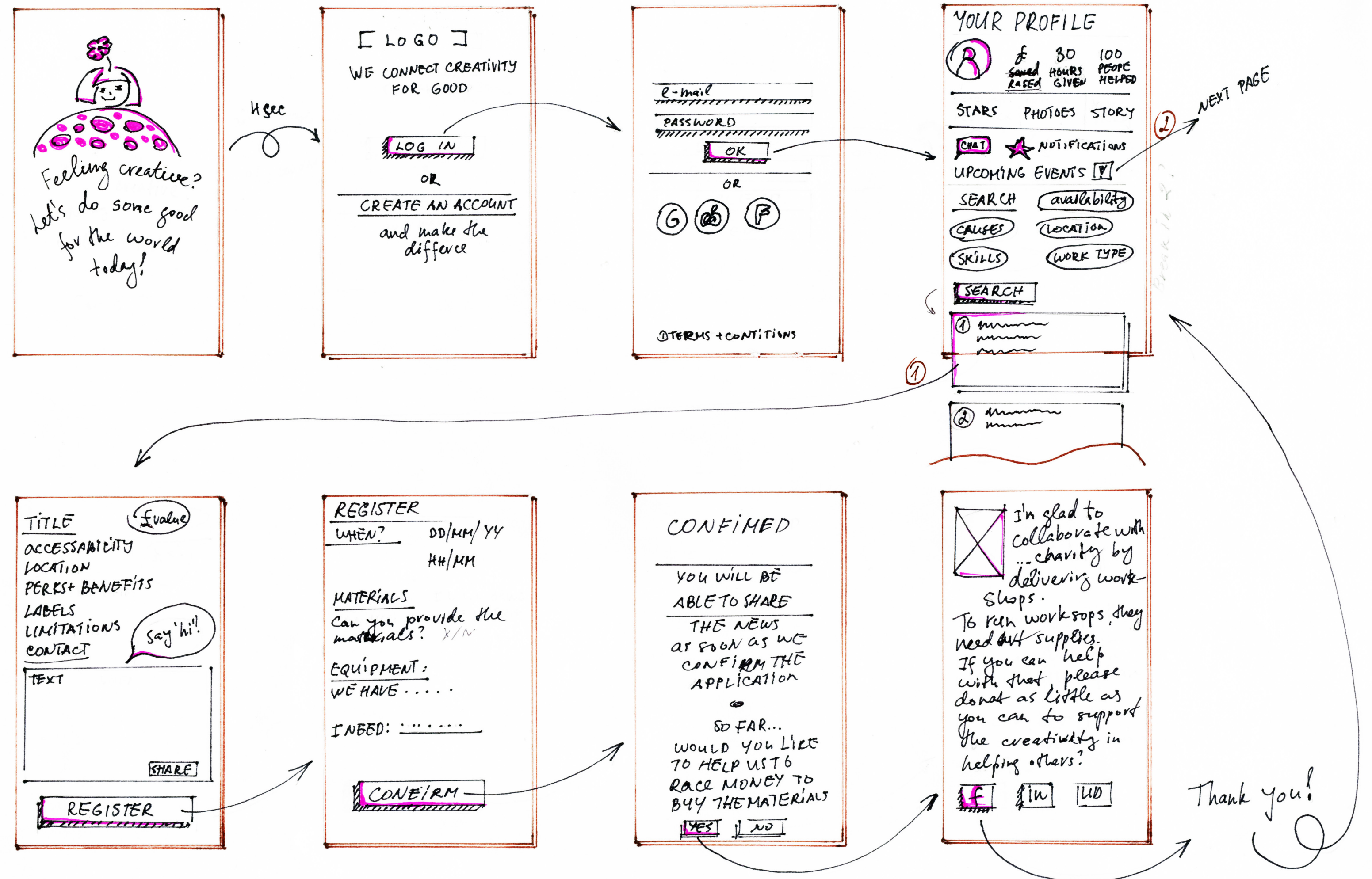
Fig 5: Urmet 2024. Screen Flow sketch

COMPARATIVE ANALYSIS

The Feature Inventory of Indirect Competitors demonstrated that these volunteering-focused solutions have online sign-up options but do not have features for socialising, time management, or personal progress tracking. The most of app features are hidden behind the sign-up wall.
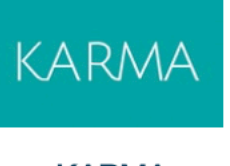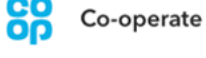
	VOLUNTEERC AMBS.ORG.UK	THEBIGHELPO UT.ORG.UK	VOLUNTEERO	KARMA VOLUNTEERING	QOMON	CO-OPERATE.COO P.CO.UK	BECOLLECTIV E.COM
SEARCH BY ADDRESS	✓	✗	✓	✓	✓	✓	✓
REGISTRATION	✓ Create an account to sign-up for activities / see details	✗	✓ Create an account to sign-up for activities / see details	✓ Landing page is sign up. Cannot access the app without	✓ Landing page is sign up. Cannot access the app without	✗	✓ Sign up and create a profile
TASK DESCRIPTION	✓	✗	✓	✓	✓	✓	✓
OPPORTUNITY TO CONTACT ORGANISER	✓/✗	✗	✗			✗	✓
LINK TO CHARITY WEBSITE	✓	✗	✗			✓	✓
ONLINE SIGN-UP	✓/✗	✓ Digital sign-up form	✓	✓	✓	✓ Digital sign-up form	✓
TIMESLOT SELLECTION		✗	✗	✗	✓	✗	✗
ACTIVITY FILTER	✓	✗	✓	✓	✓	✓	✓
GAMIFICATION	✗	✗	✓ Volunteer Hero	✗	✓ Achievement board	✗	✗
A WEBSITE	✓	✗	✗	✗	✗	✓	✓
AN APP	✗	✗	✓	✓	✓	✗	✗
VOLUNTEER MANAGEMENT	✗	✗	✓	✓	✓	✗	✓
VOLUNTEER SUPPORT	✓	✗	✓	✗	✗	✗	✗
SUPPORT FOR ORGANISATIONS	✓	✗	✓	✗	✓	✗	✓ Depends on subscription

Fig 6: Urmet 2024. Feature Inventory on volunteering-focused features of Indirect Competitors

COMPETITIVE ANALYSIS

The Feature Inventory of Direct Competitors (creative volunteering opportunities) demonstrated that these are not user-focused and rather are a database of volunteering possibilities in the area.

	Creative Lives — CREATIVE-LIVES.ORG	Volunteer Centre Dorset — VOLUNTEERCENTREDORSET.TEAMKINETIC.CO.UK
SEARCH BY LOCATION	✓ not specific	✓
REGISTRATION	✗	✓ Create an account to sign-up for activities / see details
TASK DESCRIPTION	✓	✓
OPPORTUNITY TO CONTACT ORGANISER	✓	✓
LINK TO CHARITY WEBSITE	✓	✓
ONLINE SIGN-UP	✗	✓
SHARE THE PAGE	✓	✓
TIMESLOT SELLECTION	✗	✗
ACTIVITY FILTER	✗	✓
GAMIFICATION	✗	✗
A WEBSITE	✓	✓
AN APP	✗	✗
VOLUNTEER MANAGEMENT	✗	✗
VOLUNTEER SUPPORT	✗	✗
SUPPORT FOR ORGANISATIONS	✗	✗

Fig 7: Urmet 2024. Feature Inventory on volunteering-focused features of Direct Competitors

04. Design

[Link to Prototype](#)

Branding

Taking into account the women-focused user base of the creative industries, and with the support of the received feedback from the user scope, this branding visually represents a reliable, friendly and professional environment.

The rather bright but calm colour scheme is inspired by the Pantone of Year 'Peach Fuzz' that presents a nurturing, cosy and safe environment. An addition of purple and green colours brings brightness to a design solution.

The typeface complements the theme and supports consistency. The font pairing was chosen as it provides high contrast between titles and main texts and is available across Adobe software and Figma.

Colours for texts are more contrast to meet accessibility standards for texts used in the design solution and support readability.

Logo:

Art for Change

Art for Change

Icons:

Fonts: DM Serif Regular Title

DM Sans Regular
DM Sans Bold

Paragraph
Button

Tone of Voice:

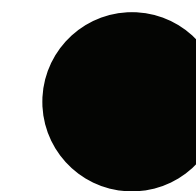Friendly and reliable, supportive and encouraging.
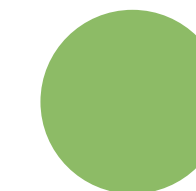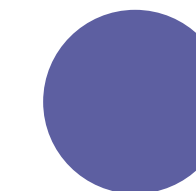
Colours:

Main colours

2B2A16   F8BA9B

Texts

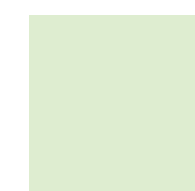000000   8FBA65   5F60A0

Alert colour

EF7265

Additional colours

9C99CB   B6D993
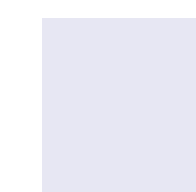
Shades
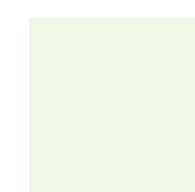
D2D0E8   DFEED1
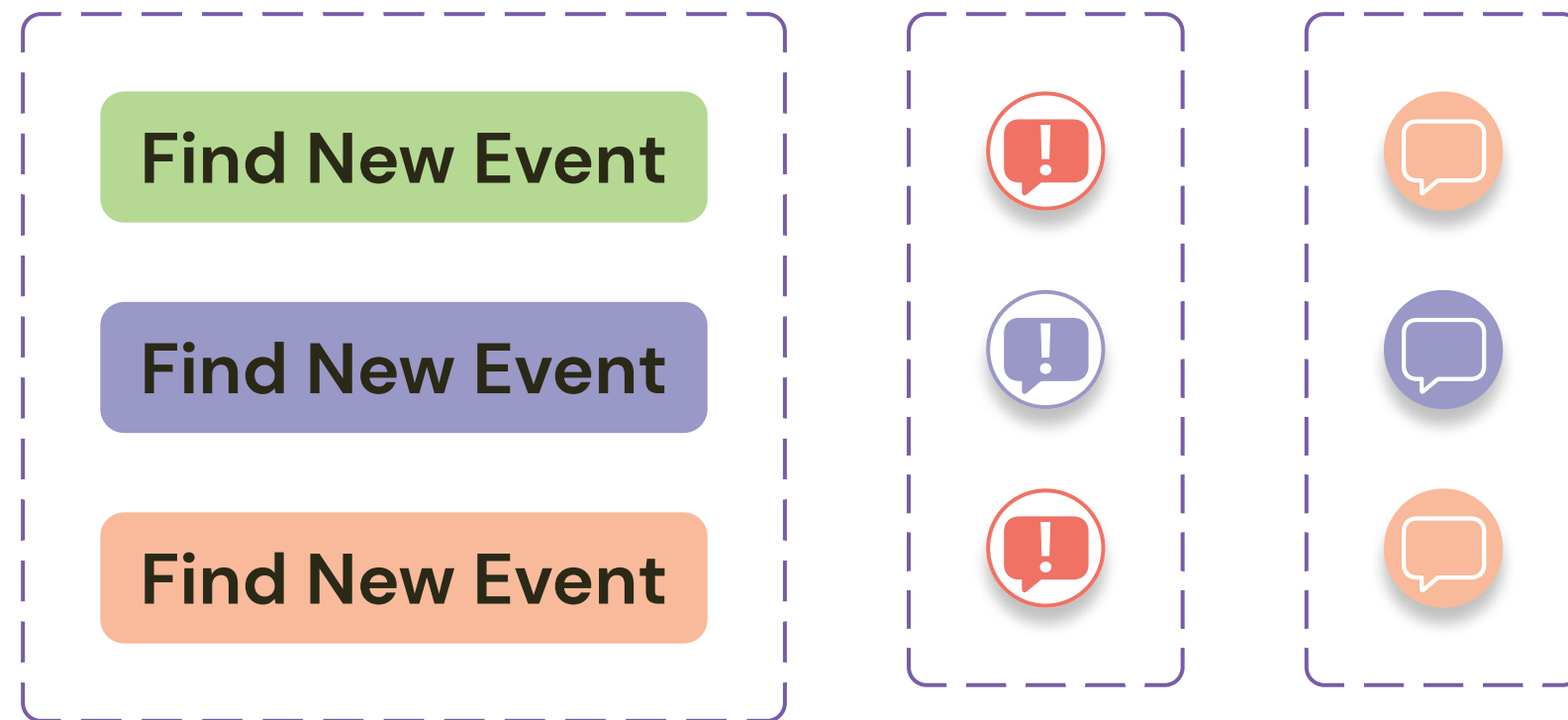
E6E5F3   EDF6E6

Visual elements:

Buttons have 'hoover over' and 'selection' properties to bring attention to possible actions.

The alert colour is brighter but not too 'aggressive' and aims to bring attention to notifications and a sense of urgency.
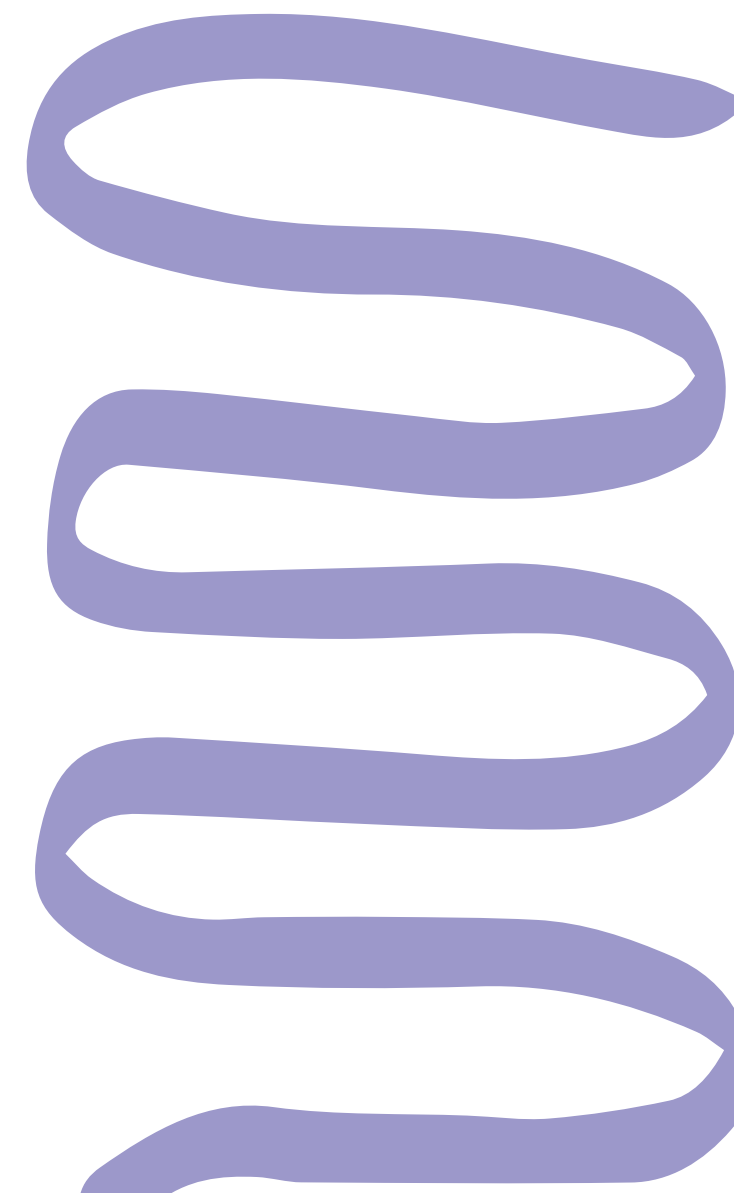
Buttons

Find New Event

Find New Event

Find New Event

Icons

Highlighed:

Background visual element

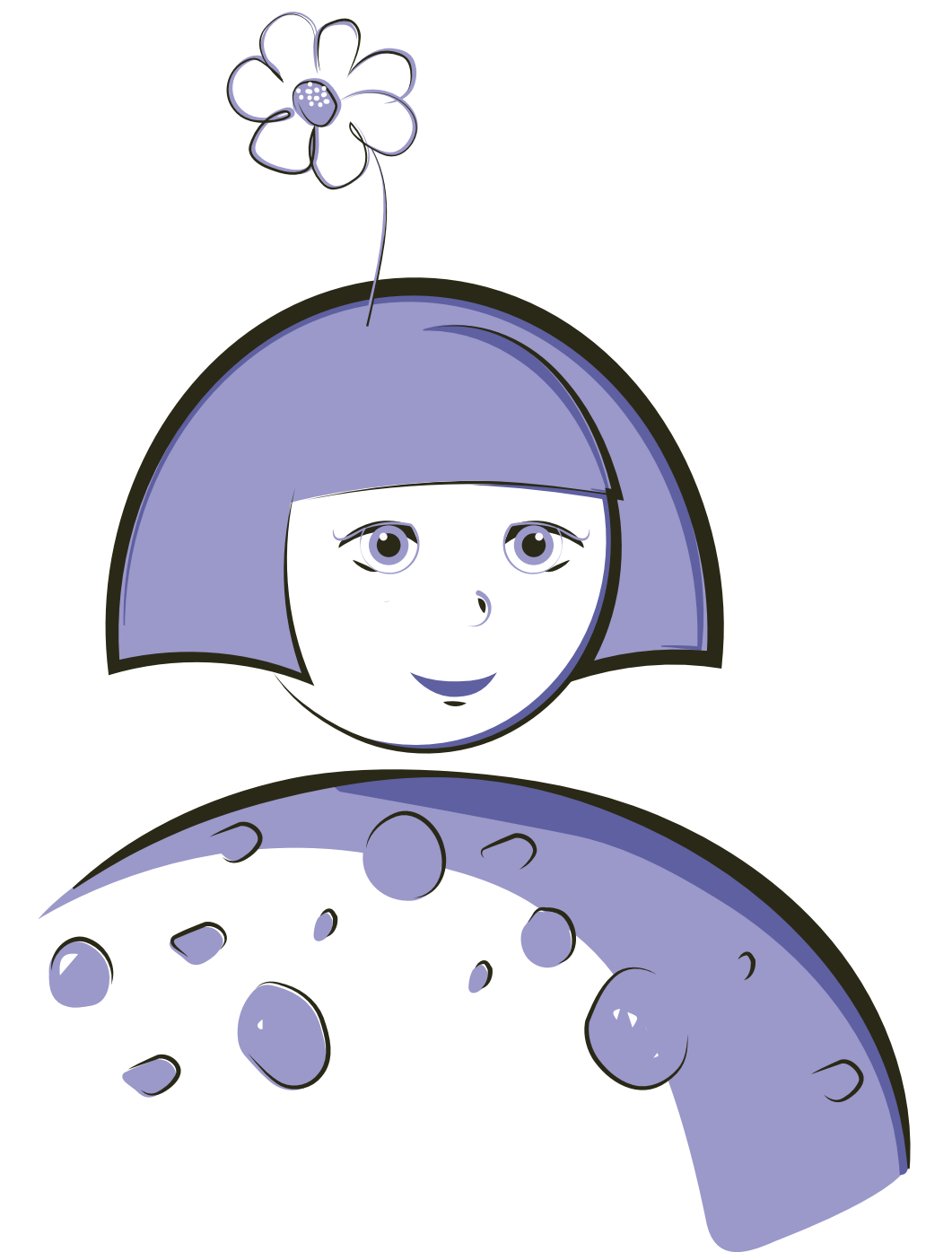### Illustration

UX Writing Strategy

As Brand Guidelines provide general information on the Tone of Voice strategy, to tailor the user experience to different stages of the journey, UX Writing Strategy identifies more specific applications of language.

Excite & amuse

1st impression

onboarding

share

User journey

search

message

application

Reassure & respect

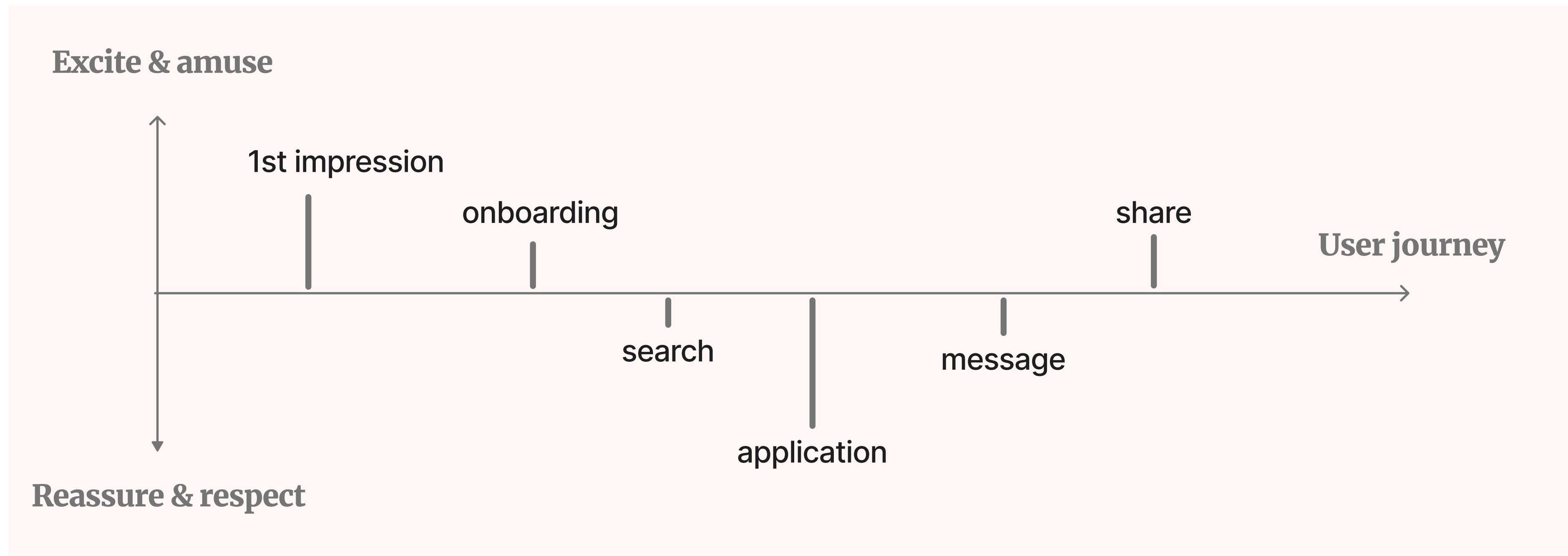Fig 10: Urmet 2024. UX Writing Strategy

User Flow

The final User Flow is a result of ideation and user testing. It is built on the insights from the research findings, Jobs to be Done framework and proposed scenario. User tests helped to identify unnecessary screens and journey gaps. Reflection on key research insights and problem statements helped to identify needed elements for the user journey.
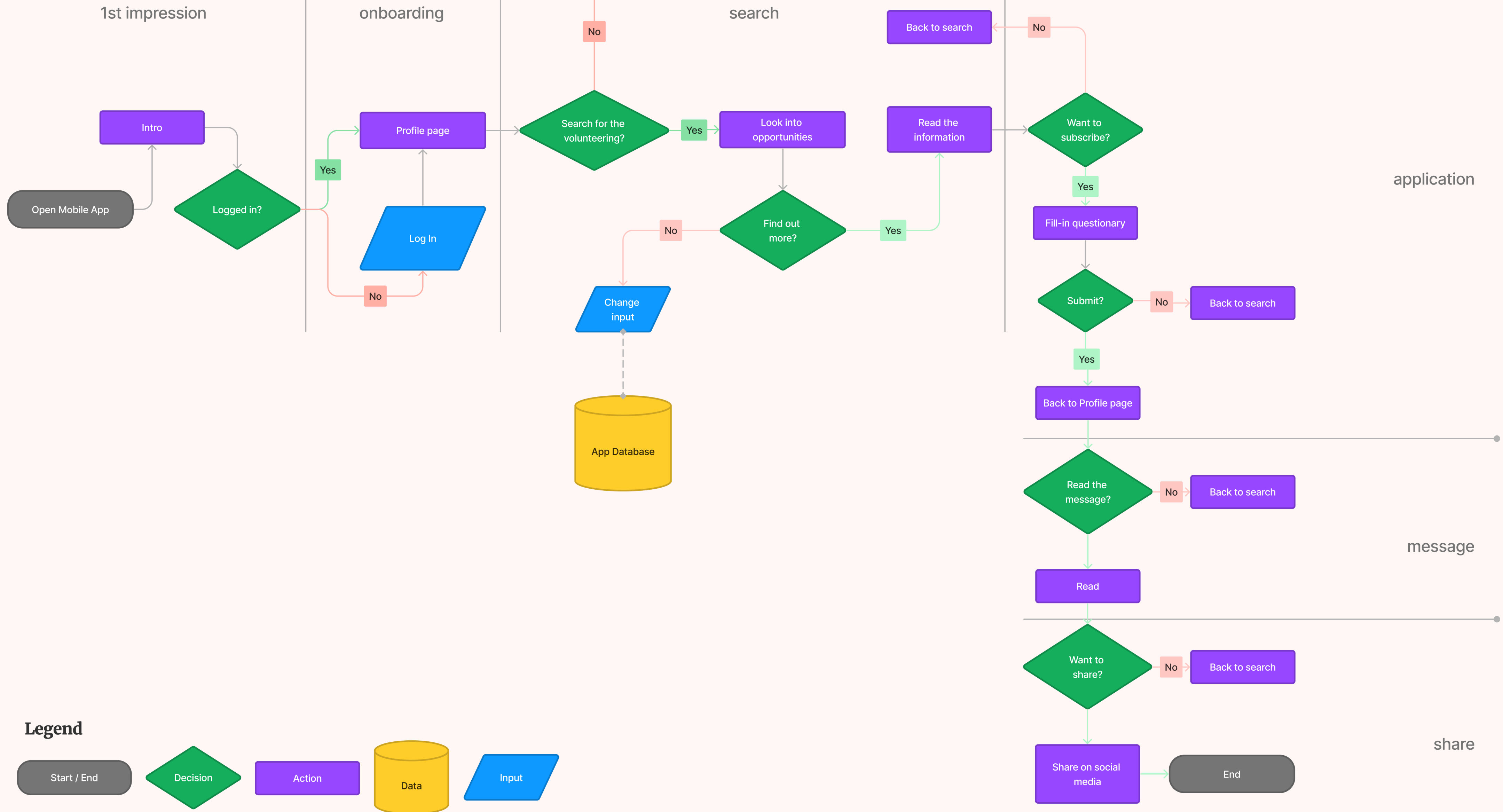
Fig 11: Urmet 2024. User Flow

1st impression

onboarding

search

application

message

share

Open Mobile App

Intro

Logged in?

Yes — Profile page

No — Log In

Change input

App Database

Search for the volunteering?

Yes — Look into opportunities

Find out more?

No — Change input

Yes — Read the information

Explore the rest of the app

No

Want to subscribe?

No — Back to search

Yes — Fill-in questionary

Submit?

No — Back to search

Yes — Back to Profile page

Read the message?

No — Back to search

Read

Want to share?

No — Back to search

Share on social media — End

Legend

Start / End

Decision

Action

Data

Input

Wire-frames

The final design solution is an app
application as research shows that
 women donors prefer to donate via
mobile. UI design is calm and friendly,
supporting communication. UX design
solutions are driven from the problem
statements and visualised via Volunteerin
level and specific impact demonstrated
in numbers. Positive feedback and a link
to chat are on the home screen to cover
the communication and self-worth needs
of the user.

Fig 12: Urmet 2024. App design visualisation

The prototype was created in Figma, as it allows to animate interactive elements of the app, such as buttons and transmissions. It also has a feature to present a mock-up on a big screen when presenting the prototype, which gives the user a close-to-reality feeling when testing the design via Maze.
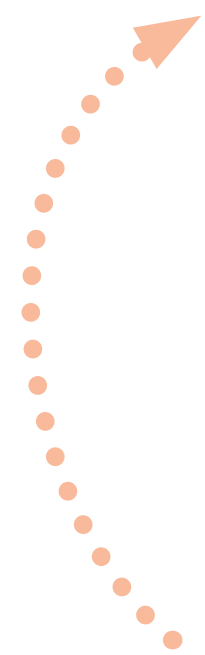
05. Iteration

The design solution was in constant change and was built as a result of personal reflection against project aims, problem statements, design professional standards, response to a tutor's feedback, and testing.

Jobs to be Done

Job description texts were improved on after the tutor's feedback that pointed out weak areas of the first versions, as these did not include pain points identified during the research.

Jobs to be Done

Main Job:
Sara wants to spend her spare time volunteering, without long-term commitment and feeling that her input is undervalued.

Functional Aspect:
She wants to teach/inspire/ entertain, and to raise money without a huzzle

Emotional Aspect:
She wants to make a positive impact on the world and be acknowledged.

Personal Dimension:
to bring personal fulfilment and promote herself as an artist

Social Dimension:
to share the positive experience with friends/family

Related Job:
Sara registers for the volunteering possibilities in her area, without dreadful paper work and uncertany

Functional Aspect:
She wants to be able to choose from the available options

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She wants trusted and confident volunteering experience

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Related Job:
Sara registers for the volunteering possibilities in her area,

Functional Aspect:
She wants to be able to choose from the available positions

Emotional Aspect:
She wants to be able to fit the volunteering with her busy schedule

Personal Dimension:
to be in charge of own timetable

Social Dimension:
to get involved

Fig 14: Urmet 2024. Jobs to be Done development

Branding

During the logotype design development, the vote helped to find the solution that the user would find more appealing and better linked to volunteering activity within the creative industry.

Fig 15: Urmet 2024. Initial logotype development
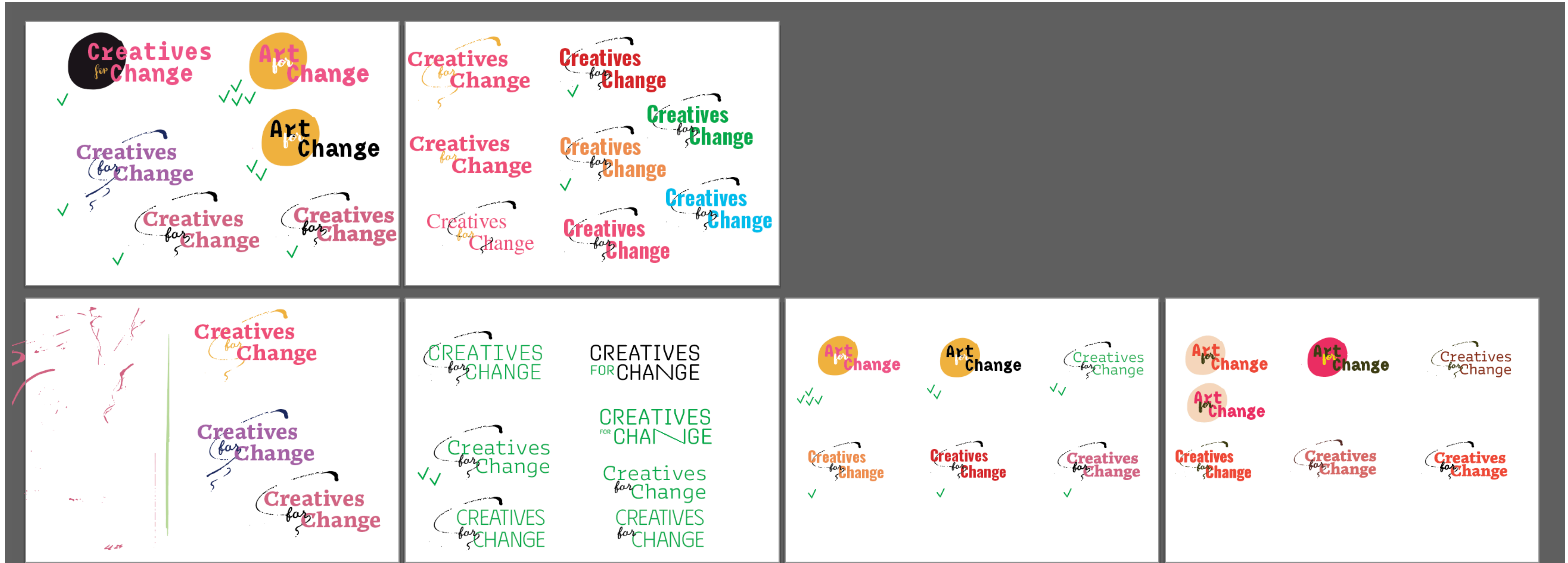
Usability test

Figure 16 demontrates the development of Screen Flow as result of User test and chain of design decicions.

During the research stage, the first sketch of Screen Flow was created (1). Problem Statements and key insights identified during the initial research influenced further improvement of the Screen Flow sketch. After the first user test, the Screen Flow changed again to meet users' needs better(2), as the main focus of the design solution was not the registration process but the process of signing up for a volunteering solution. After completing and analysing the Persona and Jobs to be Done framework against the Screen FLow sketch, the sketch was improved again by adding the feature of sharing the volunteering news on social media and taking away the sign-in option (3).
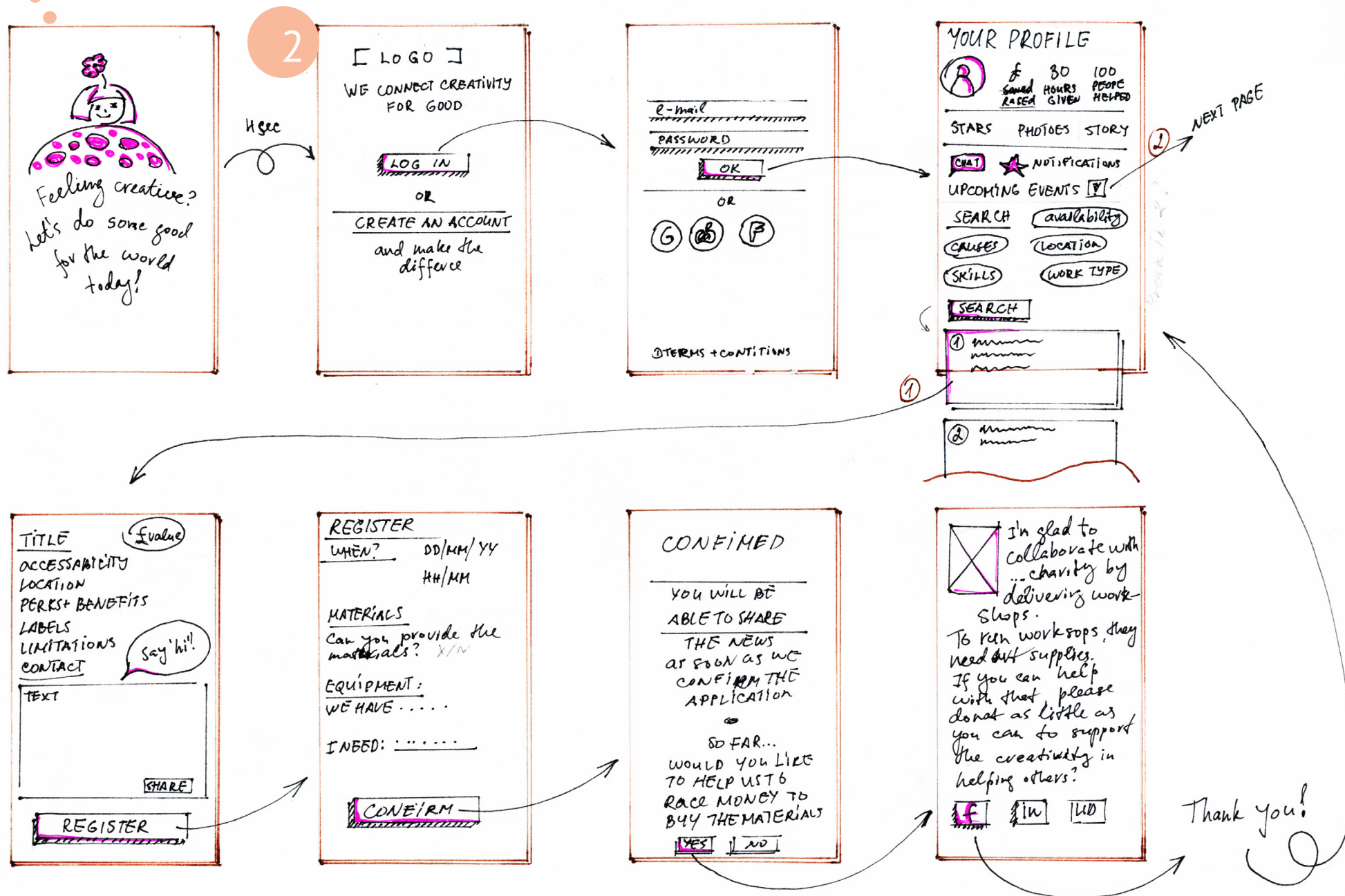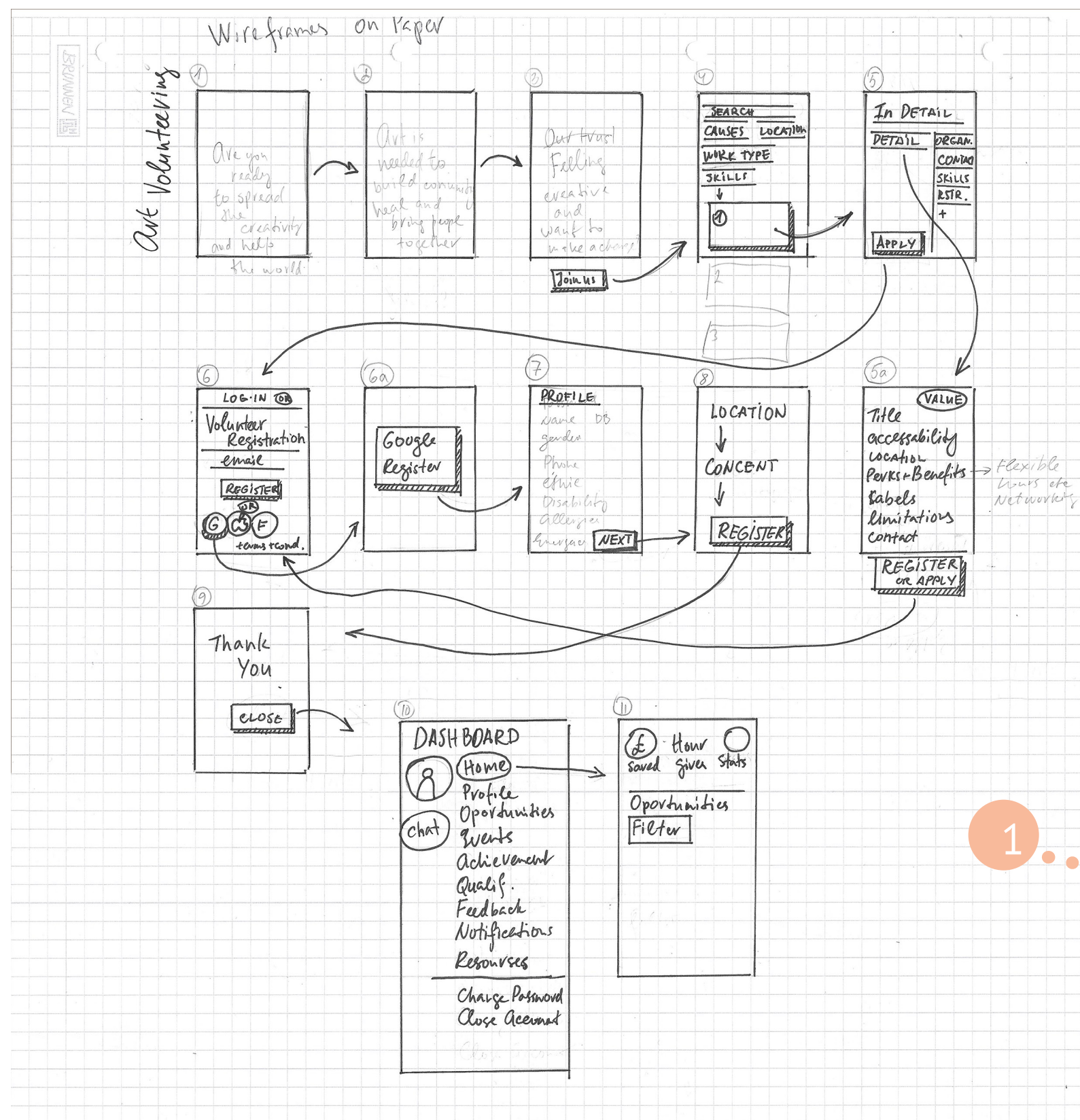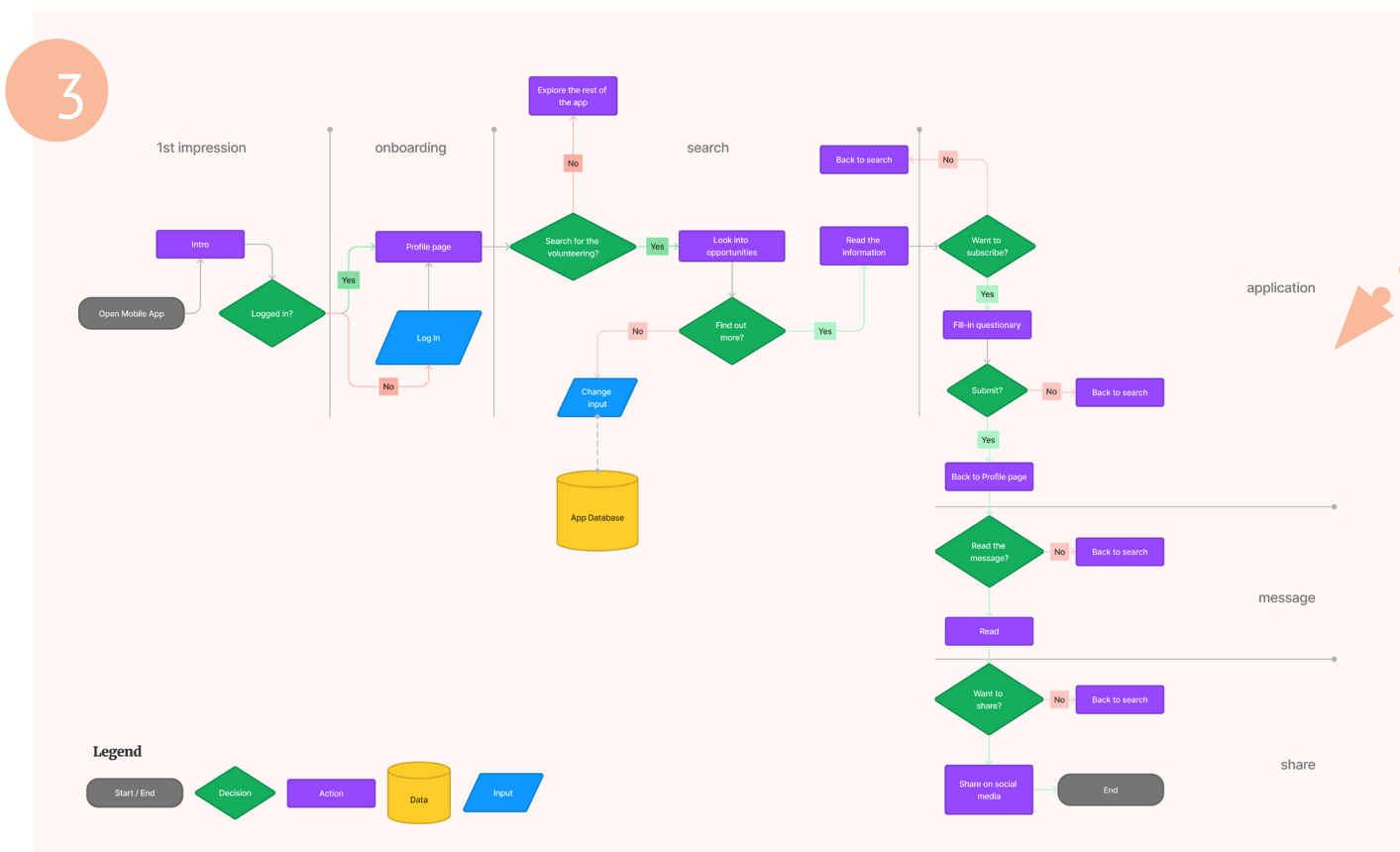
Fig 16: Urmet 2024. User Flow development

Usability test via Maze:

As Figures 17-20 demonstrate, user test via Maze high-light usability and design issues. Here is a list of issues and changes made in a response:

- Add text animation on landing page - without animation looks a bit dull.
- To make user journey more clear, bringing relevant volunteering up on screen 3 (Figure 17).
- Make buttons clickable on screen 4 (Figure 18).
- Improve the messaging screen – take away the app logo and add buttons that are more relevant (Figure 19).
- On screen 11 – The 'Share' button more clear (Figure 20).

UX Writing:

- Reword greeting to 'Sarah, you're making it different'
- Add 'I' and short instructions on form.

Fig 17: Urmet 2024. User test feedback. Screen 3
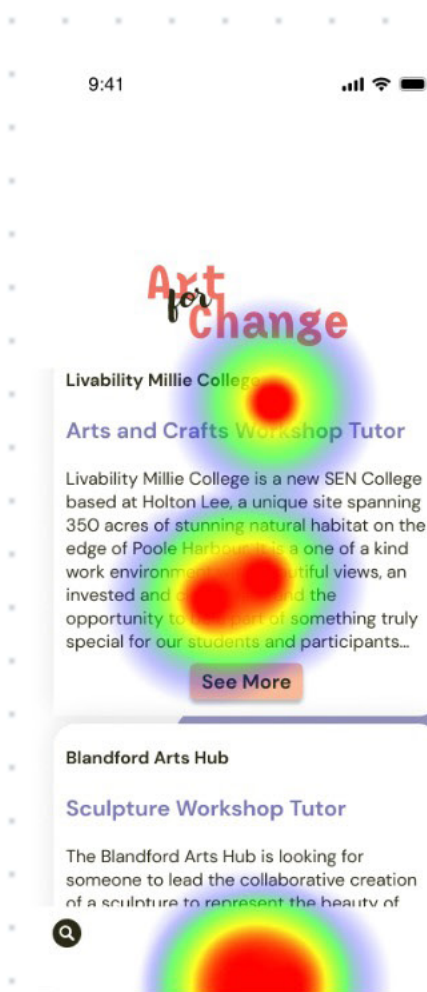
67%

The average rate of users who misclicked on this screen is high: **3** testers misclicked and could have got lost! In a finished product this can lead to lost users. Bring back users by improving this screen.

15.8s

The average time spent by testers on this screen is good — but there's always room for improvement. 😉

100%

The average rate of users who misclicked on this screen is high: **2** testers misclicked and could have got lost! In a finished product this can lead to lost users. Bring back users by improving this screen.

18.8s

The average time spent by testers on this screen is good — but there's always room for improvement. 😉

Fig 18: Urmet 2024. User test feedback. Screen 4

⏰

28.6s

The **average time** spent by testers on this screen is long. In a live product, this can translate to lost testers and a high bounce rate. Improve your screen design for discovery and findability.

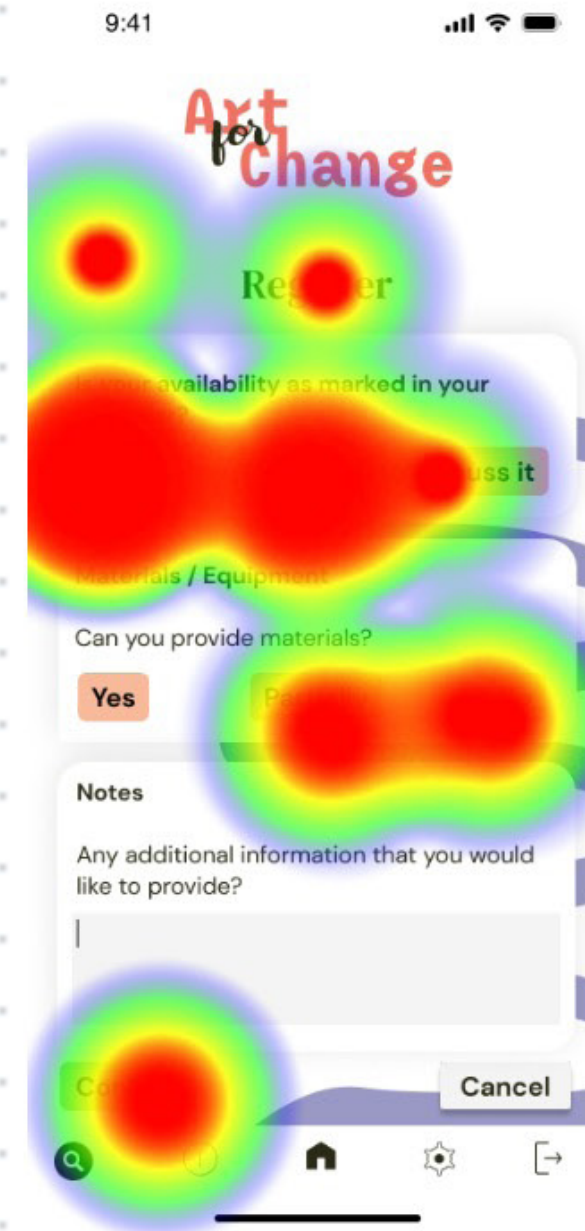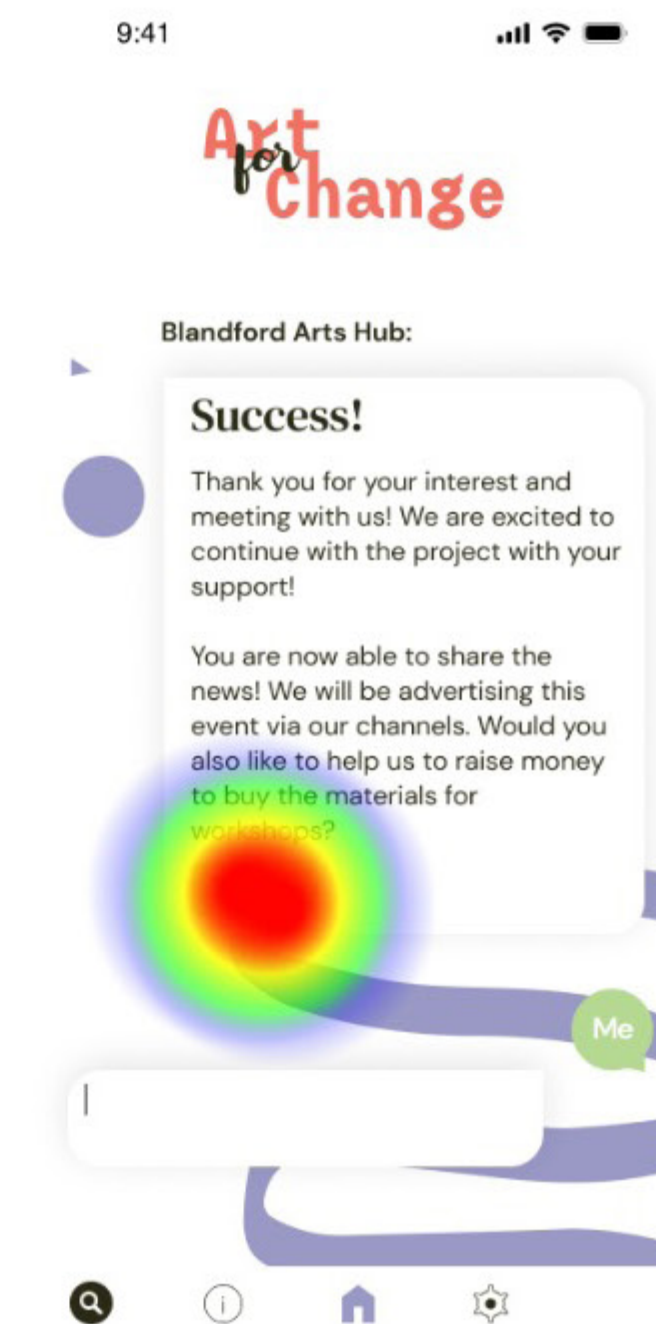Fig 19: Urmet 2024. User test feedback. Chat screen
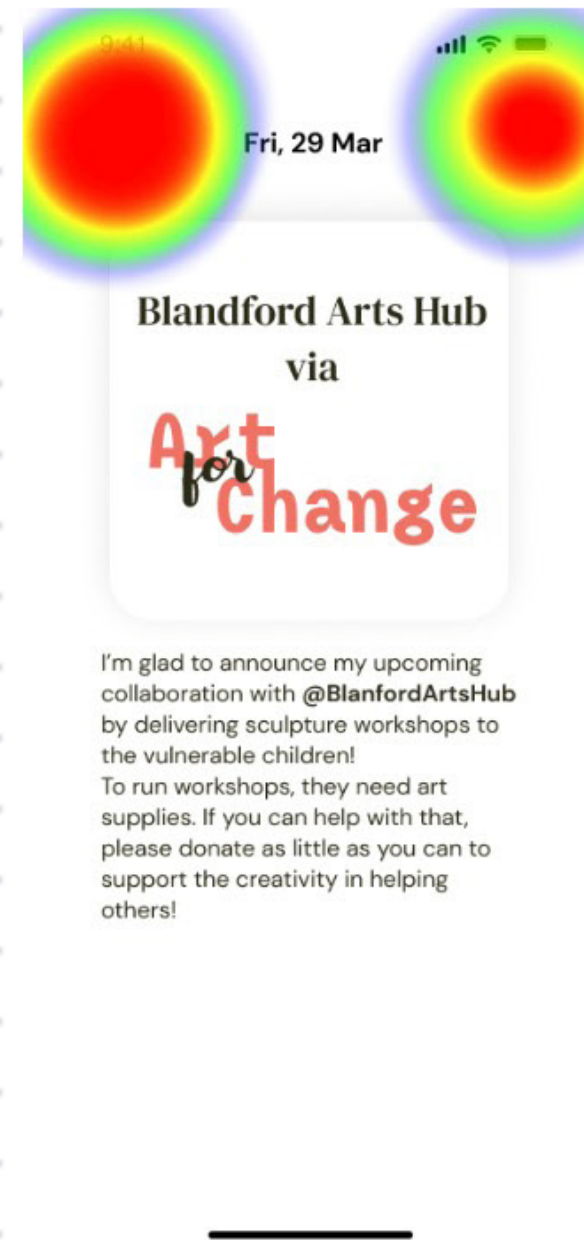
50%

The average rate of users who misclicked on this screen is high: **1** tester misclicked and could have got lost! In a finished product this can lead to lost users. Bring back users by improving this screen.

17.4s

The average time spent by testers on this screen is good — but there's always room for improvement. 😉

Fig 20: Urmet 2024. User test feedback. Screen 11

Interface and layout

Design development of the interface aimed to meet the accessibility, usability and visual industry standards.

Main changes made:

Colours - the first versions were not well visually balanced had a poor hierarchy, and looked overcrowded.

The typography - was changed to increase the contrast between the title and the body texts - the size was increased, and darker shades of black, purple and green were applied to improve readability.

Background - the visual element on the background is made more pale so as not to distract the user from the information.

Bottom panel - icons changed as user testing, and the analysis of possible app functions has shown that the first version was not very relevant, and users were a bit confused.

Buttons - changes made to make these more visible and improve the call to action function, as user test results showed that this required an improvement.

Layout - to achieve better visual balance, changes were made through the application of column grids.

Visual language - design for chat and experience identifiers was changed, as first user testing showed that these were not clear.

The development of the interface design has influenced the further development of the branding.
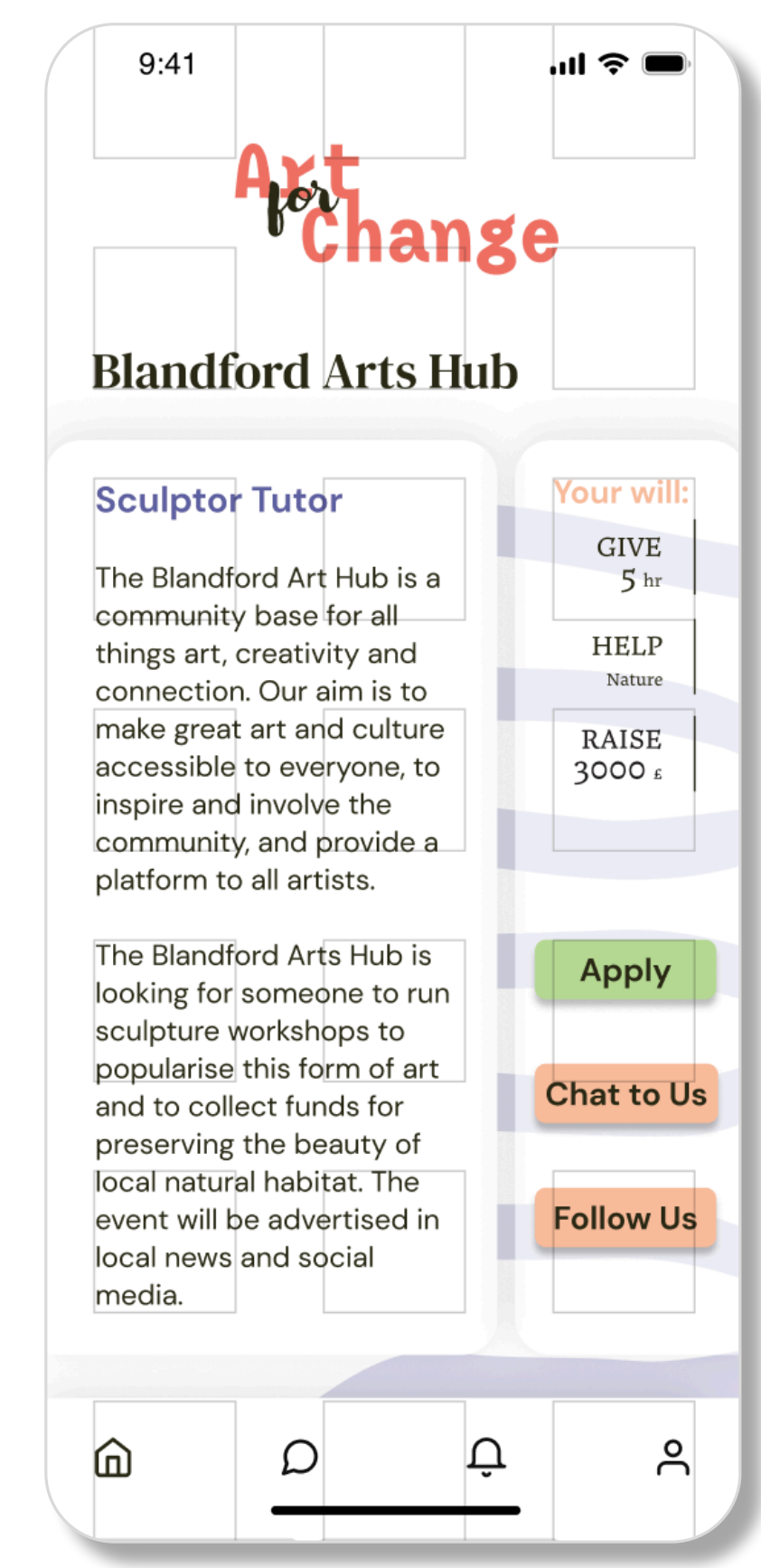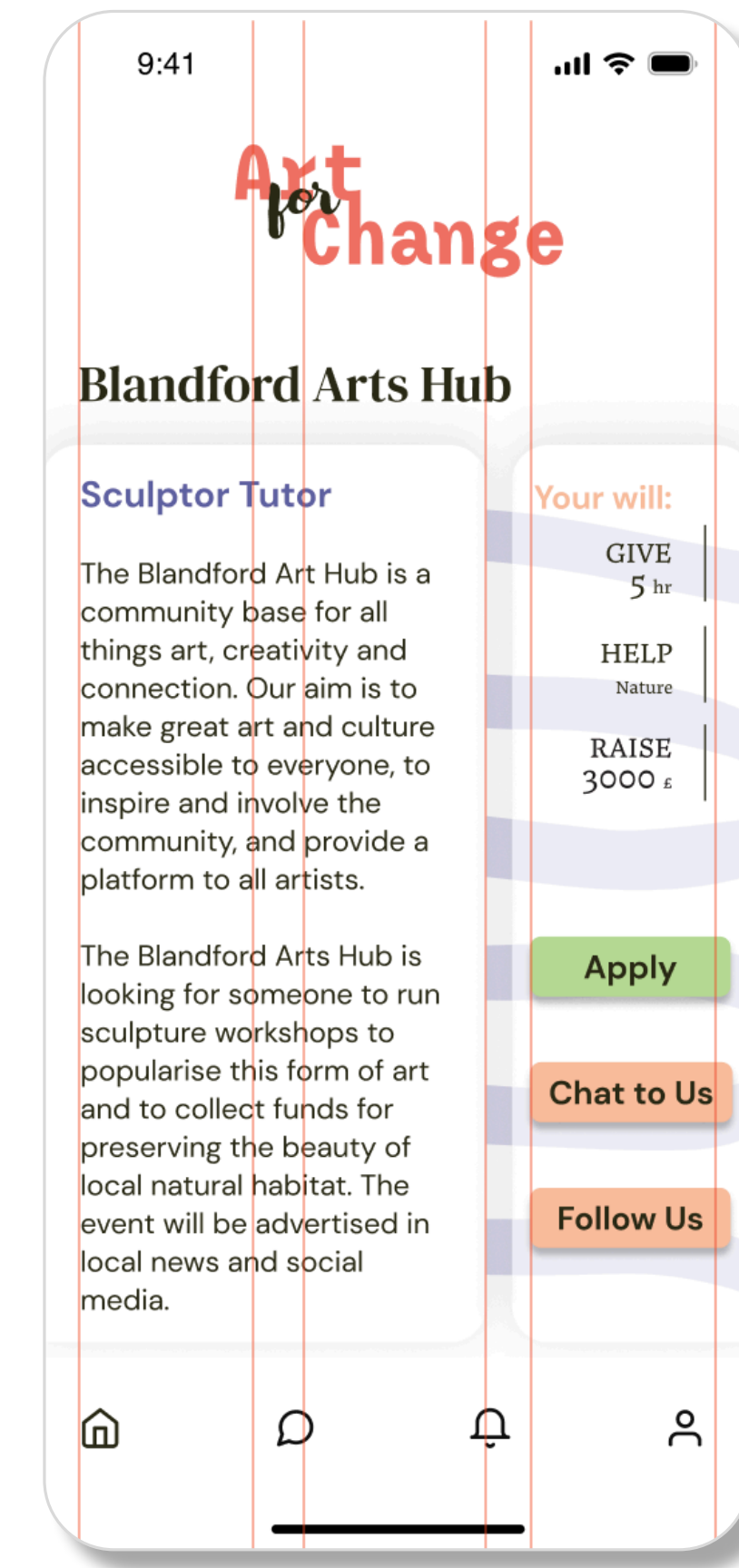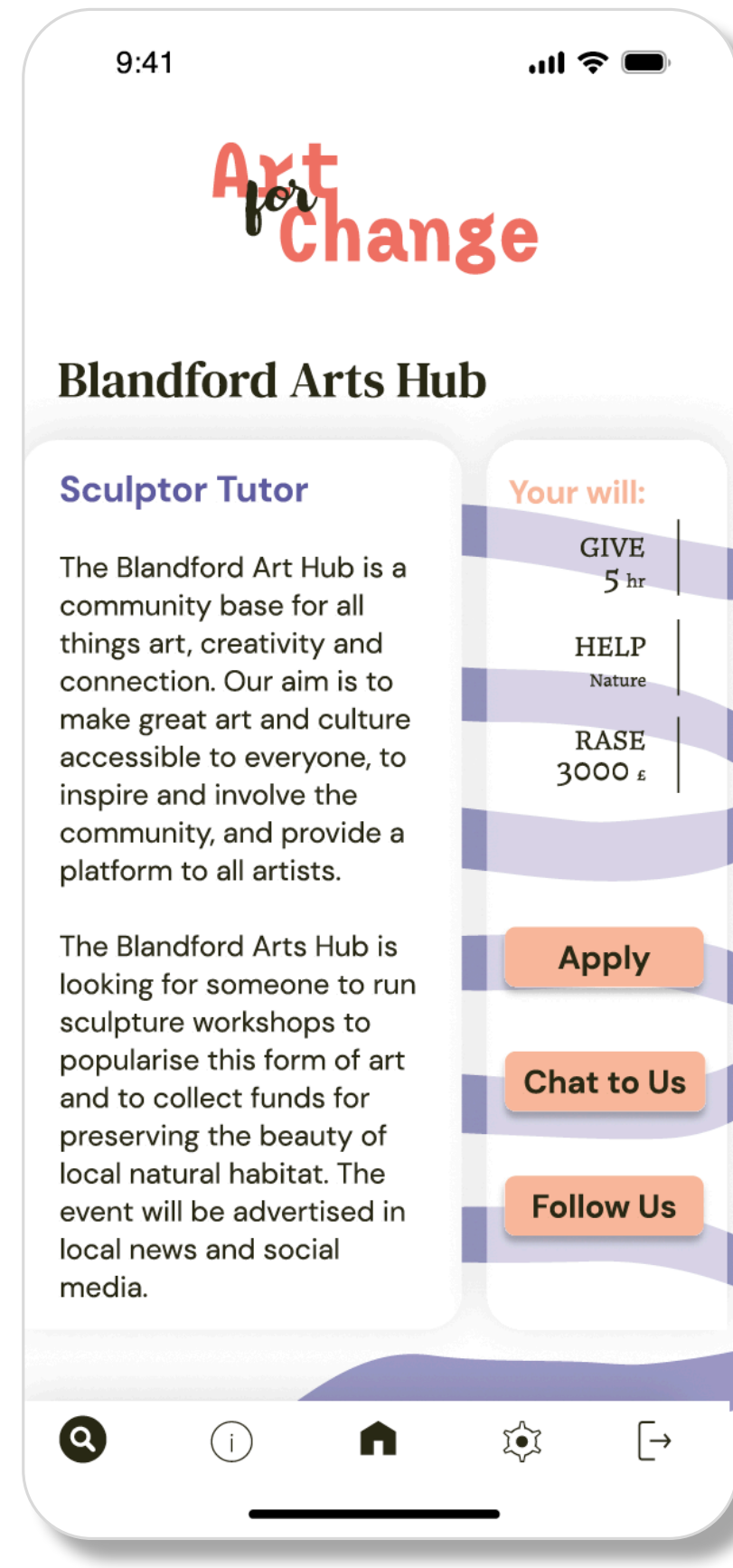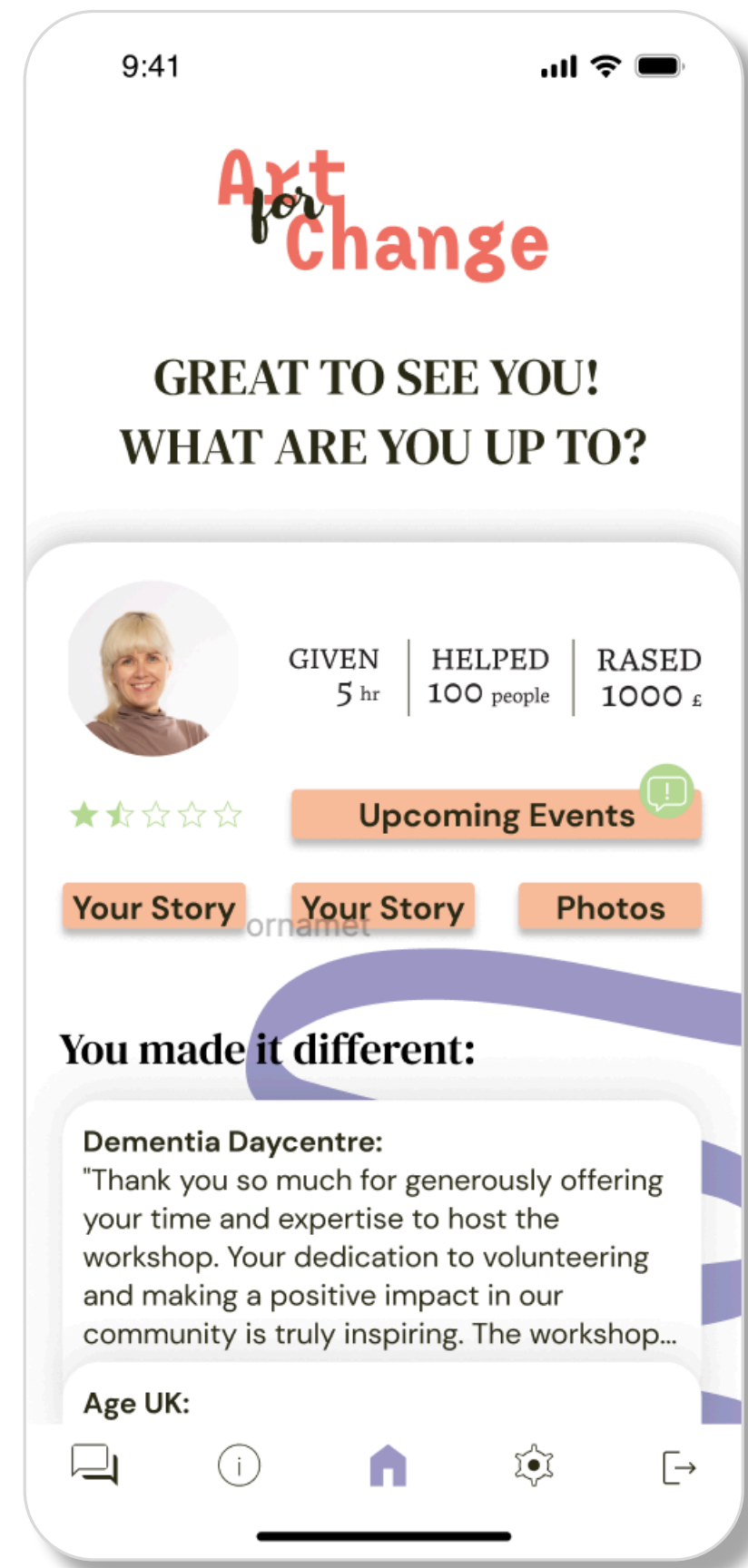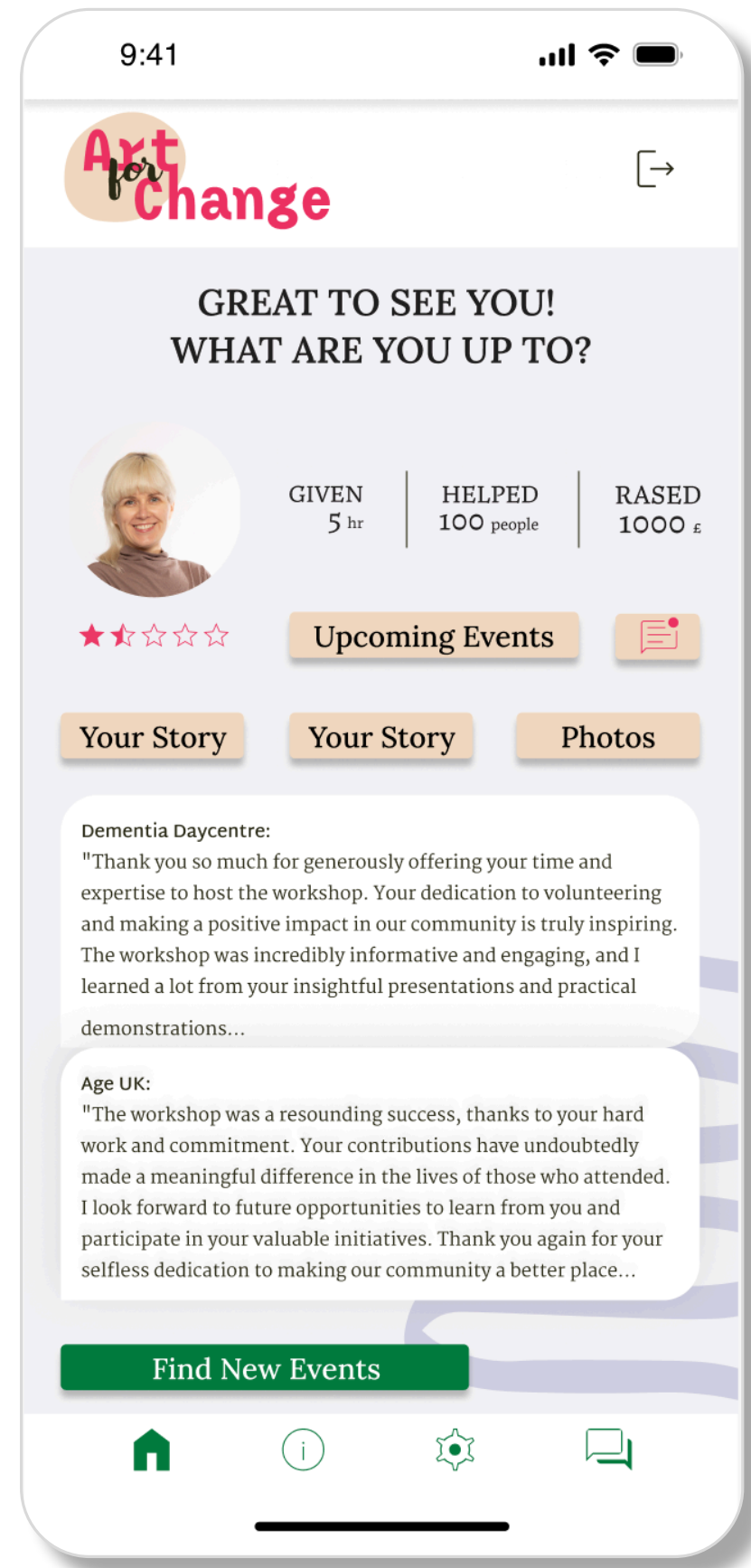
Fig 21: Urmet 2024. App interface development

06. Conclusion

I am happy with:

- The proposed design solution meets the main aim of the project - to reinforce the culture of generosity by creating charitable giving solutions that are more accessible, inclusive and effective.

- The design solution builds on Problem Statements and is driven by the research: Communication and Direct Impact via visualised input data, feedback and sharing via social media features; Flexibility of

volunteering experience via bite-size projects that are aligned with personal availability; Transparency via direct communication with organisations and visualised personal input data.

- Usability research directly influenced the final design solution. Desk research supports user interview results.

Next time, I would focus more on:

- Improving the UX Writing.

- Documenting interview notes and initial Screen Flow test in a more professional manner.

If I had more time:

- Develop an additional journey, that explores a socialising aspect of the volunteering experience - a social interaction function within the app.

- Explore prototyping platforms that support animation solutions better.

I have learned:

- A wide range of UX Design frameworks and methods.

- UX Writing basics.

- UI interface rules.

- Digital user testing.

I struggled with:

- In the beginning, to identify the problem.

- To structure newly learned into my previous knowledge. In many cases, I felt confused with the amount of information coming my way from the lecture content. I was not always clear where these skills should be applied, and when a particular method is correct and when not.

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List of Figures

Figure 18: Jekaterina URMET. 2024. *User test feedback. Screen 4.* Private collection: Jekaterina Urmet.

Figure 19: Jekaterina URMET. 2024. *User test feedback. Chat screen.* Private collection: Jekaterina Urmet.

Figure 20: Jekaterina URMET. 2024. *User test feedback. Screen 11.* Private collection: Jekaterina Urmet.

Figure 21: Jekaterina URMET. 2024. *App interface development.* Private collection: Jekaterina Urmet.

Appendices

Appendix 1. Participant Concent Form

FALMOUTH
UNIVERSITY

PARTICIPANT CONSENT FORM
_____

Title of Project: Empowering female-identifying donors and inspiring gender equity across the giving ecosystem in the UK.
Name of Researcher: Katerina Urmet

1. I confirm that I have read and understand the information provided through the information sheet dated 11/02/2024 for the research study. I have had the opportunity to consider the information, ask questions and I have had these answered satisfactorily.
☐ Yes
☐ No

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason, without my legal rights being affected.
☐ Yes
☐ No

3. I agree to be video/audio recorded and photographed and these materials be used to collect and store relevant data for research purposes only, and without publishing recorded images in open sources.
☐ Yes
☐ No

3. I agree to take part in the above study.

Name of Participant:

Date:

_____

Signature

Name of Researcher: Katerina Urmet

Date:

_____

Signature

If you wish to withdraw from the research, just email to: ju291991@falmouth.ac.uk and you will be withdrawn from the research.

In case you have any questions about this research project or your participation, please contact:
Research & Knowledge Exchange Team
e: research@falmouth.ac.uk
t: 01326 259247

Appendix 2. Participant Information Sheet

FALMOUTH
UNIVERSITY

PARTICIPANT INFORMATION

Empowering female-identifying donors and inspiring gender equity across the giving ecosystem in the UK

I would like to invite you to take part in my research. Before you decide I would like you to understand why the research is being carried out and what it would involve for you. I will go through the information sheet with you and answer any questions you have.

Purpose of the research
I would like you to take part in this research as I believe that you can make a valuable contribution to the development of a prototype that will help to enhance services within charity activities aimed to meet women's needs and interests.

Taking part in this research is optional
It is up to you to decide to join the research. If you agree to take part, I will then ask you to sign a consent form. You are free to withdraw at any time, without giving a reason.

What you will be asked to do
The research part that involves you will be from 12/02/2024 to 25/03/2024. I ask you to take part in a focus group interview that will help me gain information about your previous experience with charity activity. The second part of the research will include a user test that will help to understand how well the proposed design solution works and identify further improvement areas. Each meeting will take place at agreed place and time, and will last approximately 30 minutes.

This study may involve video/audiotaping or photography. This material will be used to observe and record the qualitative results of the research, and material that identifies a participant will not be published.

What are the possible disadvantages and risks of taking part?
There are no identified risks during the research, but please let me know if you have any concerns about risks, discomfort or inconvenience that you should outline.

What are the possible benefits of taking part?
By taking part in this research, you support the development of a digital solution that is aimed to enhance services aimed to meet women's needs and interests in charity activity.

I will not collect any personal data. All collected responses during the research will be confidential. All collected data will be stored on Falmouth University servers and deleted at the end of the study. This research is for educational purposes only and will not be published.

In case you have any questions about this research project or your participation, please contact:
Research & Knowledge Exchange Team
e: research@falmouth.ac.uk
t: 01326 259247

Appendix 3. Ethics Review Form

FALMOUTH
UNIVERSITY
Ethics Review Form

Project title	Empowering female-identifying donors and inspiring gender equity across the giving ecosystem in the UK.
Start date	22/01/2024
End date	25/04/2024
Applicant name	Katerina Urmet
Module name	UX Design
Module code	UXO720
Email	Ju291991@falmouth.ac.uk

Checklist Part 1: HIGH RISK CATEGORIES

Will your project involve clinical trials?	No
Will your project involve the use of human blood or other human tissue?	No
Will your project involve administering any drugs, placebos, food stuffs or drink to participants?	No
Will your project involve the participation of NHS and/or Social Services staff, patients, equipment and/or facilities?	No

Will your project involve participants who are particularly vulnerable? (e.g., refugees, prisoners, victims of violence)	No
Will your project involve participants who are unable to give informed consent? (e.g., children, people with learning disabilities)	No
Will your project risk cause psychological stress or anxiety or other harm or negative consequences beyond that normally encountered by the participants in their life outside research?	No
Will your project involve actively deceiving the participants? (e.g., will participants be deliberately falsely informed, will information be withheld from them, or will they be misled in such a way that they are likely to object or show unease when debriefed about the study)	No
Will your project involve accessing and/or storing data that comes under the Official Secrets Act and/or poses a risk to National security?	No
Is there potential for your project to have unintended harmful consequences (e.g., military use of technology / 'weaponisation' of artificial intelligence)?	No

Checklist Part 2: MEDIUM RISK CATEGORIES

Will your project involve participants?	Yes
Will it be necessary for participants to take part in the study without their knowledge and consent at the time? (e.g., covert observation of people in non-public places)	No
Will financial inducements (other than reasonable expenses and compensation for time) be offered to participants?	No
Will your project involve collecting participant data (e.g., personal and/or sensitive data referring to a living individual)?	No
Will your project involve accessing secondary data that is not in the public domain (e.g., personal data collected by another user)?	No
Will your project involve accessing commercially sensitive information?	No

Could your project have negative environmental impacts (e.g., disturbance of natural habitats; damage to, or contamination of, buildings/artefacts/wildlife)	No

Details

Other Researchers/ Co-Investigators (please indicate whether internal or external and where external, please identify partner company/ institution):	N/A
Please provide a lay summary of the proposed research, outlining the project's main aims, methods, and primary outputs:	Aims: How might solutions specifically empower female-identifying donors, inspiring gender equity across the giving ecosystem in the UK? Qualitative and quantitative research methods: • Ethnographic study – user interview • Contextual enquiry – observation • Competitive analysis • User journey test • Usability test Output: Prototype to enhance participation in charity experience.
Primary locations of research (Country, place):	UK, Dorset, Bournemouth
Are you able to provide an age range of participants?	Between 22 – 55 years old
Are any of the participants you are working with likely to come from vulnerable groups such as refugees, those with a physical or intellectual impairment or learning difficulty, victims of crime or abuse or members of marginalised communities?	No

Research Methods, please tick all that apply:
√ Interviews
√ Observation

☐ Controlled Trial

☐ Focus Groups

☐ Physiological Data

√ (Artistic) Practice Research

☐ Questionnaires

☐ Literature Review

☐ Site Survey

☐ Action Research

☐ Use of Personal Records

☐ Other (please describe in the summary box below)

Please briefly summarise proposed methods:

Answer: Qualitative and quantitative research methods including user interview, contextual enquiry and usability test.

How and by whom will potential participants or personal records be identified?

Answer: By myself with a use of screening questions..

Will personal information be gathered as part of the research process?

Answer: No.

Please outline criteria for inclusion/ exclusion of participants:

Answer: 22 – 55 years old women who have a previous experience in charity activity.

Have you planned for participants to opt out of taking part in the research before, during or after the research takes place?

Answer: Participants will be informed via Informed Consent and Participant Info Sheet prior to study and may opt out.

How long will each participant be in the study in total, from when they give informed consent to their last contact with the research team?

Answer: Participants will be involved to research during six weeks.

What are the potential risks and burdens for research participants, and how will you minimise them? Describe what steps would be taken to minimise risks and burdens:

Answer: To minimise risks for participants, the research activity will be taking place in the environment that they are familiar and comfortable with. Usability test will not include any other actions than they are already familiar with and will involve use of their own smart phones/computer devices. No software download to their private devices will be required.

Describe the measures you have in place in the event of any unexpected outcomes or adverse effects to participants arising from involvement in the project:

Answer: Participants can opt out from the research when they need to do so.

Will any aspect of the research include topics that might be sensitive, embarrassing or upsetting, or is it possible that criminal or other disclosures could occur during the study?

Answer: No

Please describe the procedures in place to deal with these issues:

Answer: N/A

What are the potential benefits to research participants?

Answer: reflect on own experience and take an active part in designing solutions to improve services aimed to meet women's needs and interests.

What are the potential risks to the research team?

Answer: No risks.

What are the potential risks to the University? Risks might include damage to reputation, loss or damage of property or negative impact on other University activities:

Answer: No risks.

Will research participants receive any payments, reimbursement of expenses, or any other benefits or incentives, for taking part in this research?

Answer: No

Who will data be collected from?

Answer: Participants only.

Please provide details of the type of personal data to be collected:

Answer: N/A.

Please provide details on how and where the data will be stored (Note that all personal data should be stored on a 256-bit encrypted, password-protected device):

Answer: Data will be stored on Falmouth University servers and deleted at the end of the study

Have you undertaken University-approved training in compliance with GDPR legislation?

Answer: No.

Will the results of your research be embargoed for any reason?

Answer: No

How do you intend to disseminate the results of your work?

Answer: No this is a university assignment, and it will not be published.

Please outline arrangements you have made to share the findings of your work with research participants:

Answer: meeting in person / via Teams.

Attachments

Please ensure that you have included the following (where relevant), if you are working with participants, including the participant information sheet and consent forms is essential:

√ Participant Information Sheet

√ Participant Consent Form

☐ Covering Letter (where relevant)

☐ Examples of Interview questions etc.

☐ Advertising materials or other publicity including URLs

☐ Health and Safety Risk Assessment

☐ Confirmation that project is covered by University Insurance Policy

Researcher Declaration

To be signed by the Main Researcher/ Principal Investigator:

√ I agree to comply and will ensure that all researchers involved with the study comply with all relevant legislation, accepted ethical practice, Falmouth University policies and guidelines, and appropriate professional ethical guidelines during the conduct of this research project.

√ If any significant changes are made to the design of the research, I will notify the Research Integrity & Ethics Committee and understand that further review may be required before changes can be implemented.

√ I agree to notify the Research Integrity & Ethics Committee of any unexpected adverse events that may occur during my research.

√ I agree to notify the Research Integrity & Ethics Committee of any complaints I receive in connection with this research project.

Appendix A. Focus Group Discussion Questions.

1. Screening interview question:
    - Will you agree to participate in a named study that aims to measure and identify motivation and possible bias in the process of donation?
    - How old are you?
    - Have you ever been taking part in a charity activity?
    - What kind
    - How often
    - Why?

2. Ethnographic study questions:
    - When was the last time you interacted with a donation process?
    - What was the reason for that? / Why did you choose this charity?
    - Tell me about your experience: in which way did you donate? how long did it take you? what did you have to do to donate?
    - How often did you donate during the past year?
    - When you donated before that, was it the same type of donation or you had a different experience?
    - What is the best way for you to donate?
    - Would you repeat the donation the way it was done before and why?
    - How often do you feel the urge to donate?
    - How the donation process is normally initiated (by you, by an advert, etc)
    - How easy and how satisfying was the donation process for you?
    - What do you get out of the donation experience, how is it beneficial for you personally?
    - If you look back, what did you feel was missing in your experience, if anything?
    - Do you see any other ways to donate that would meet your interests and needs better?

3. Contextual enquiry questions:
    - What are you doing now? How easy is it to follow?
    - What will be the next step?
    - How do you feel?

    - How satisfied you are with the process of donation? / How did the process of donation work for you today?
    - How this could be organised better for you?
    - How motivated do you feel and why?

4. Usability test questions:
    - What are you doing now?
    - How easy is it to follow?
    - What will be the next step?
    - How satisfied you are with the process of donation? / How did the process of donation work for you today?
    - How this could be organised better for you?
    - How motivated do you feel and why?

Last saved by Katerina Urmet   11/02/2024   **9**
Last edited 21/06/22
Liz Coulter-Smith
UXD Module Leader

Last saved by Katerina Urmet   11/02/2024   **10**
Last edited 21/06/22
Liz Coulter-Smith
UXD Module Leader

Appendix 4. UX Research Plan

UX Research Plan

UXO720 UX Design / Katerina Urmet

Project topic: Women in Charity Activity

Problem statement: How might solutions specifically empower female-identifying donors, inspiring gender equity across the giving ecosystem in the UK?

Stakeholders: charities, female-identifying donors, government, local community, ones in need.

Objectives:
- Learn at what times users interact with charity.
- Understand motivation - why users return/or not to charity activity.
- Discover what charity products/services users are using.
- Uncover any pain points or challenges users find when navigating within the charity process.
- Measure user interest in charity and identify potential new features.

Research methods:
- Ethnographic study – user interview
- Contextual enquiry – observation
- Competitive analysis
- User journey test
- Usability test

Participants: female-identifying donors, age 20-26, located in the UK, Bournemouth.

Sample size: 5 participants

Presentation of findings: via video presentation and CRJ

Deliverables:
- A persona,
- Competitive analysis,
- User flow / Wire flow,,
- Storyboard

- Experience map,
- A case study,
- A high-fidelity user experience solution prototype.

Deadlines (see the planning document below):
- User interview (ethnographic study) – 15/02/2024
- Persona – 16/02/2024
- Competitive analysis – 17/02/2024
- User journey test (Contextual enquiry) – 30/02/2024
- Low-fidelity prototype – 11/03/2024
- Usability test – 15/03/2024
- A case study – 25/03/2024
- High-fidelity prototype – 8/04/2024
- Video presentation – 19/04/2024

Results presentation by 19/04/2024:
- High-fidelity prototype
- A case study

<u>**Scenarios:**</u>
1. Screening questions and signing the consent form.
   Aim: to find the right candidate
   Duration: 5 minutes
   Screening interview question:
   - Will you agree to participate in a named study that aims to measure and identify motivation and possible bias in the process of donation?
   - How old are you?
   - Have you ever been taking part in a charity activity?
   - What kind
   - How often
   - Why?

2. Ethnographic study questions:
   - When was the last time you interacted with a donation process?
   - What was the reason for that? / Why did you choose this charity?

- Tell me about your experience: in which way did you donate? how long did it take you? what did you have to do to donate?
- How often did you donate during the past year?
- When you donated before that, was it the same type of donation or you had a different experience?
- What is the best way for you to donate?
- Would you repeat the donation the way it was done before and why?
- How often do you feel the urge to donate?
- How the donation process is normally initiated (by you, by an advert, etc)
- How easy and how satisfying was the donation process for you?
- What do you get out of the donation experience, how is it beneficial for you personally?
- If you look back, what did you feel was missing in your experience, if anything?
- Do you see any other ways to donate that would meet your interests and needs better?

   Possible further exploration with the Five Whys method.

3. 1-1 contextual enquiry – (later, after understanding the concept and creating user flow) a workflow or interface – an observation of the process of donation in a natural setting. Duration 20-35 minutes.
   Contextual enquiry questions:
   - What are you doing now? How easy is it to follow?
   - What will be the next step?
   - How do you feel?
   - How satisfied you are with the process of donation? / How did the process of donation work for you today?
   - How this could be organised better for you?
   - How motivated do you feel and why?
     Possible further exploration with the Five Why method.

4. Usability test questions:
   - What are you doing now?
   - How easy is it to follow?
   - What will be the next step?
   - How satisfied you are with the process of donation? / How did the process of donation work for you today?
   - How this could be organised better for you?
   - How motivated do you feel and why?

TASK	Week 1 22-01 Orientation	Week 2 29-01 User Research	Week 3 5-02 Who are our users?	Week 4 12-02 HT Sketching & Wireframing	Week 5 19-02 Information Architecture (IA)	Week 6 26-02 Reading Week	Week 7 4-03 Prototyping & Usability	Week 8 11-03 Visual Design	Week 9 18-03 Web Design	Week 10 25-03 Content	Week 0 1-04	Week 0 8-04	Week 11 15-04 Deliver Case study	Week 12 22-04 Reflection week
					Discovery			Define			Design			Delivery
UXO720 ARTEFACT (70%) Case study PP Video PP Prototype	Understand the brief Planning	Research plan Questions Ethics form	Research plan Questions Ethics form	Ethnographic work- User interviews Synthesise: Identify the problem Hypothesis statement Create persona Competitive analysis	Define problem Assumption mapping Plan AI Sketching	Sketching User journey mapping Contextual enquiry- User observation Wireframes Tasks Scenario	Prototyping UI elements	UI elements Prototyping Run usability testing Define problems	Case Study Prototyping Finalise prototype	Feedback loop User observation User interview			Video delivery Check submission	19 Apr by 16:00
UXO720 CRITICAL EVALUATION (30%) CRJ	Journal entry	Journal entry	Journal entry	Journal entry	Journal entry	Journal entry	Journal entry	Journal entry	Journal entry	Journal entry			Check journal	26 Apr by 16:00

Appendix 5. Interview Notes

| Niamh 25 ya | 150 k/month

Charity: { Running Down Dimentia
          { Race for Life   5k /day
          Photographers for a Car Show (volunteer orgs)
Rf.L website   connections.
Go fund me account (RDD)

| Charity: Charity shops |

Running Down Dimentia — accountable — motivation
                          target 150km/mount
digital experience
online, self paced, account.

Girls who runs —online community.
            more reading.
               sense of community))

Collecting money: links on Facebook
money was given by anyone.

→ does not feel — it's more for
              wonder around
Hart   linked with Zara (most
Foundation (Wimborn) shop.   discounts more
            (Ringwood)   it feels selfish

Minuses: 2 dif Graces 2 charitys
(photography) it was confusig for
              audinece

Online shopping.
           Motivate more not
           and do not know what?

How Often did you donate: 2/month
           Tescos round out to 50p.
not planned
planner (car show) — 5 times charity shop.

Running feels bigger — do more

all of them would repeat. wold
        makes you feel that
           you did something good
        + personal goal.
Group charity — wold bi nice.

| 25 mins |

Laura   (32)

in houses
Cinnamon Trust is not easy
normal town + 5m up

Charity donations
Providing time (volunteering)
Family activity (tradition)

Cinnamon trust (dogs walks)
Foster a dog / time consuming
                          not ideal anymore

Charity shop volunteering

Always remember the Cinnamon Trust
                    felt lovely things to
                              do
Felling doing good for people

wildness
OCD's mismatch of things
just best not organist

Year from now.
Charity shop. 3 week ago (regularly)

Elizabeth Hospice / Heart foundation

easier / more accesable

• Furniture (some times) on a hunt
                  (hot wondering in the
                                        shop)
Rounding-up (not always) *donate to charity*

to bring - is it going to charity?
transparency electrical

Any other way for donations

How regularly • doing more
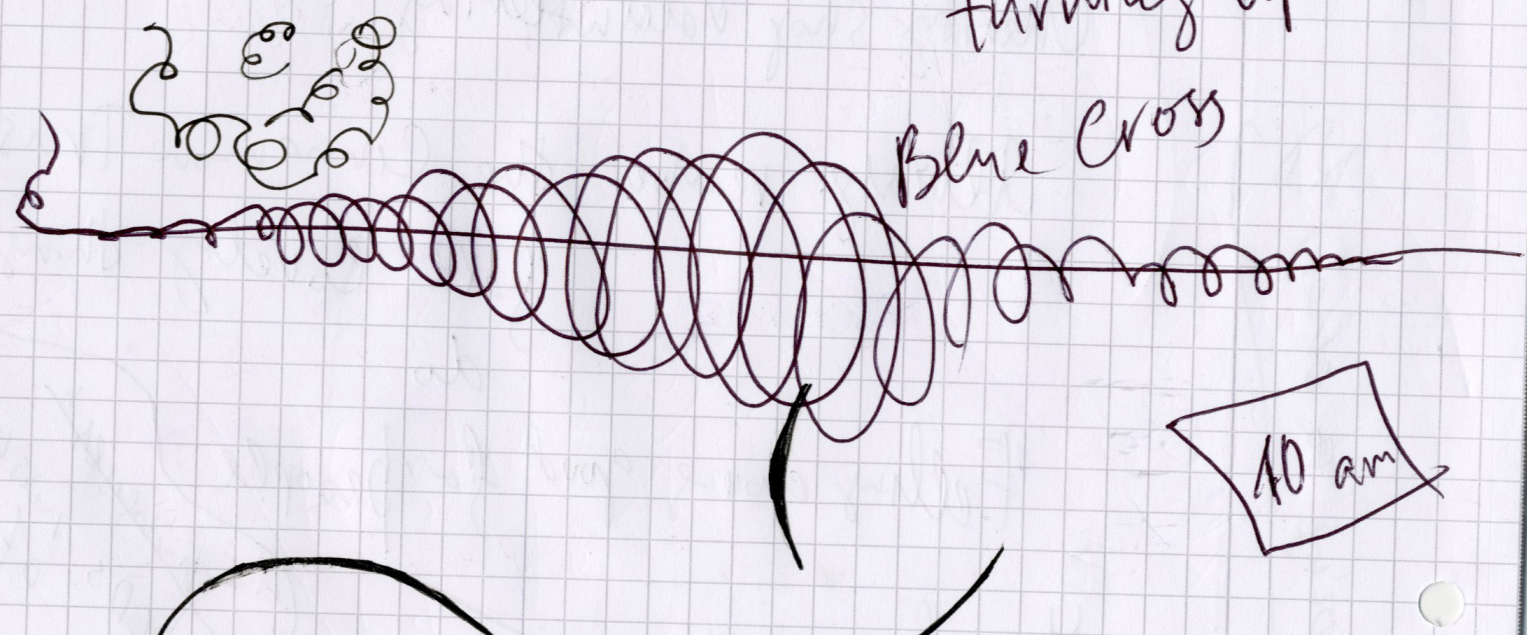   randomly

            app needed

                  Sign-up.

            $0 the problem of not
                  turning up.

                  Blue Cross

10 am

Craft council (well advert)
literature
Offer ceramics activity
Passion for / incourage people
            to use clay
(National Event) local

44 2x covid too   / people you
    online only   know / feed-
    positive   - back of positive
    spent money   *arounder*

      • Voluntiving at school
        old people's home
        to serve lunches

45 → Old men misbehave

managing staff (work
    shy)
not during ap. clerass.

salaried. volunteers (elderly)
                              (lonely
Under payed → career (not
                              driven)
Don't know...

Children schools
giving   Reading with
helping   children
Alicia   Sewing with
                children
              Final leaving
              event

Bye time-to-time
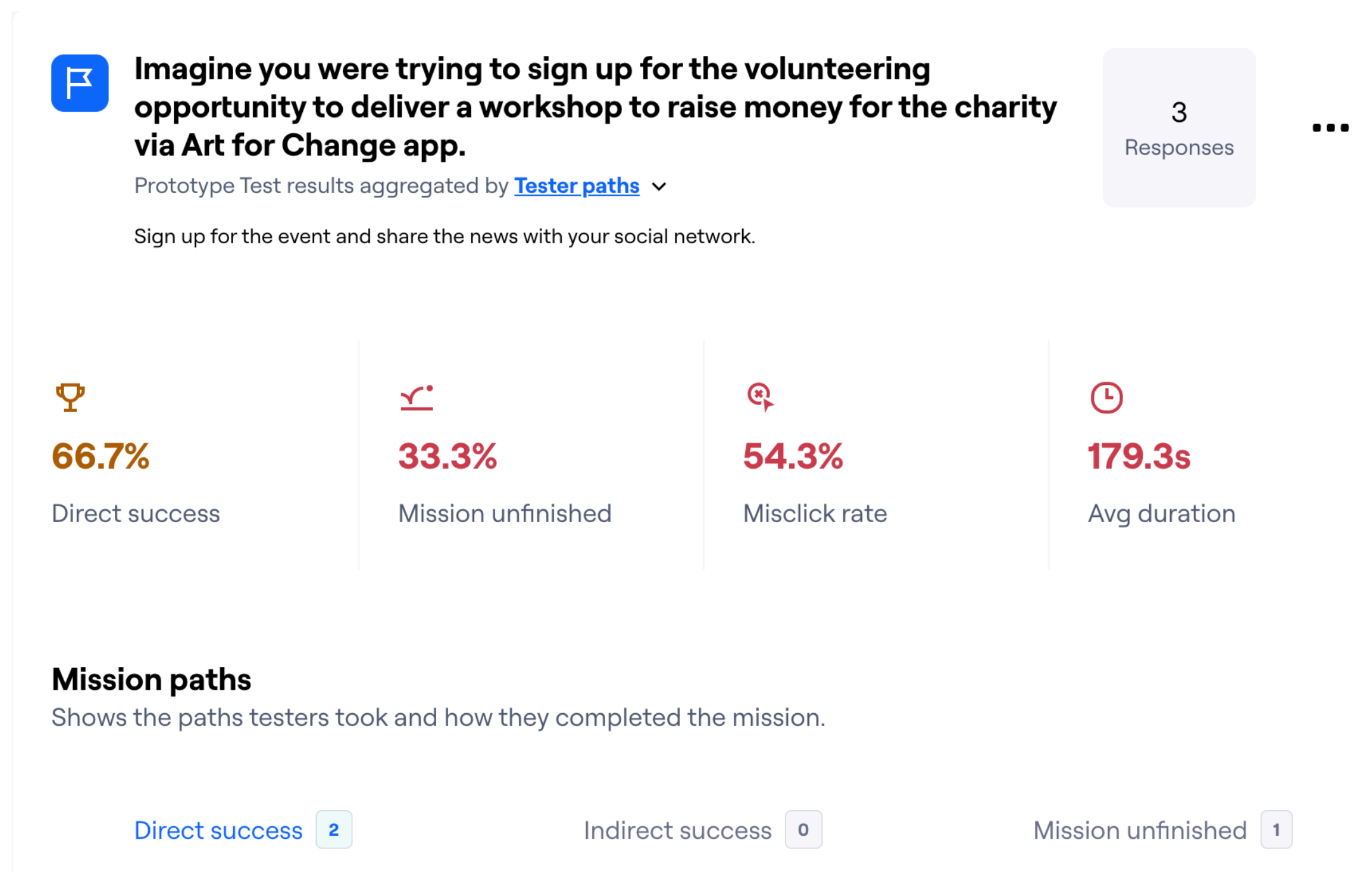   glassware, kitchen
    cleaned / to be able

Asking if needed
    (communication)
manager (sister Paula):
(Get a slot from passed away)

change accounting
transfer the cash regular consignment
registration

Appendix 6. Usability Tests

Test 1 on 30 March 2024

🏳 **Imagine you were trying to sign up for the volunteering opportunity to deliver a workshop to raise money for the charity via Art for Change app.**

Prototype Test results aggregated by **Tester paths** ⌄

Sign up for the event and share the news with your social network.

3	
Responses	•••

🏆 **66.7%**
Direct success

📈 **33.3%**
Mission unfinished

🎯 **54.3%**
Misclick rate

🕐 **179.3s**
Avg duration

Mission paths
Shows the paths testers took and how they completed the mission.

Direct success **2**	Indirect success **0**	Mission unfinished **1**

Test 2 on 11 April 2024

🏳 **Imagine you were signing up for a volunteering opportunity in your area.**

Prototype Test results aggregated by **Tester paths** ⌄

Please could you show what you would do to get there?

3	
Responses	•••

🏆 **100%**
Direct success

📈 **0%**
Mission unfinished

🎯 **20%**
Misclick rate

🕐 **9.6s**
Avg duration

Mission paths
Shows the paths testers took and how they completed the mission.

Direct success **3**	Indirect success **0**	Mission unfinished **0**

Notes:

Positive:

"Tone of voice is professional but positive and encouraging."

"All seems very straight forward and we'll set out. Lots of white space which makes it easy to read."

"It's very interesting to explore and gives a wish to get to know available charity events in your area! The app is comfortable to use and it's great to see your progress."

To improve on:

"More clear description of the task for testing."

Appendix 7. Link to prototype

https://www.figma.com/proto/pIEHXNKBUFblH3J3LmpXuU/ART-for-CHANGE?page-id=0%3A1&type=design&node-id=0-1&viewport=-25%2C367%2C0.24&t=AEfYCeNaOCL6ghon-1&scaling=scale-down&starting-point-node-id=62%3A3289&show-proto-sidebar=1&mode=design