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# Effective Giving

A platform for informed, impactful philanthropy

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# Problems

**We want to help others and do good—BUT**

- Lack of knowledge (how to give effectively)
- Lack of awareness (what impact donations have)
- Lack of accessibility (immediate, creative, effective resources)

# Goal of Design and Tasks to Design For

## **Learning about effective charities**

*How should we guide the exploration and decision making process?*

## **Giving effectively and conveniently**

*Can we make thoughtful, deliberate giving convenient?*

# Initial Paper Prototype

Payment

Billing Address

Credit Card

what's this?

Donation Amount:

☐ Make monthly recurring payments

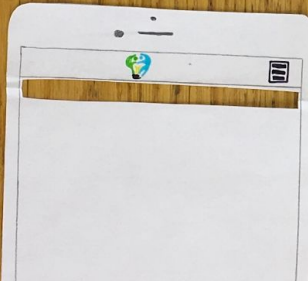
⏮ 88 ? ⚙



Thank you for your donation!

☒

Your card has been processed for a payment of \$



Top Charities

Featured Charity

My Causes


My Donations

🔔 2 new notifications

Search Charities

🔍

Red Cross Charity Profile






Summary: ~~~~~

Past Achievements/Milestones: ~~~~~


Current Goals & Objectives: ~~~~~

Performance & Metrics ~~~~~

Contact/Learn More: [www.redcross.org/](http://www.redcross.org/)

Habitat for Humanity Charity Profile






Summary: ~~~~~

Past Achievements/Milestones: ~~~~~

Current Goals & Objectives: ~~~~~

Performance & Metrics: ~~~~~

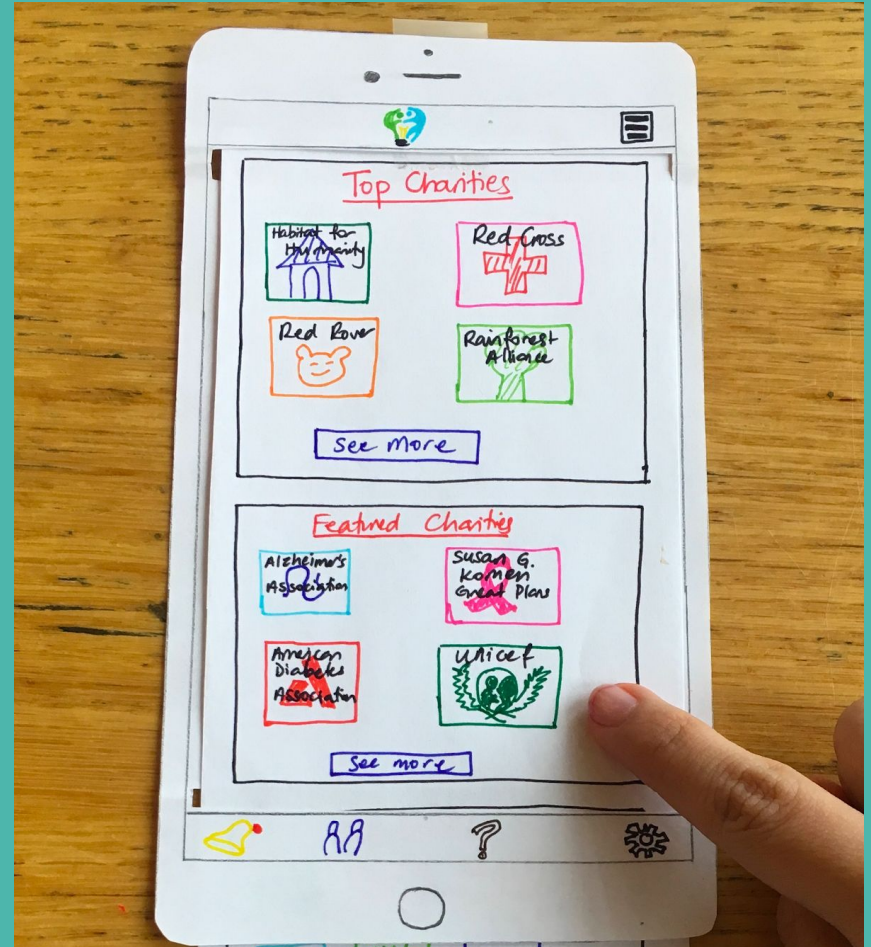
Contact/Learn More: [www.habitat.org/](http://www.habitat.org/)



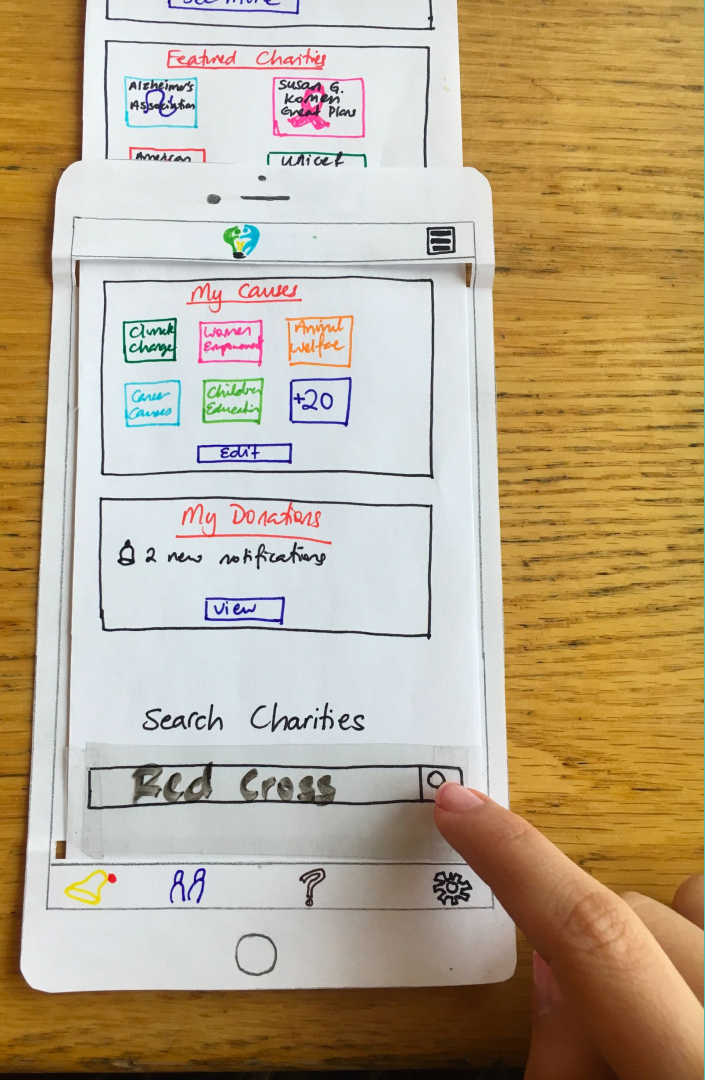
# Learning About Effective Charities

Home page



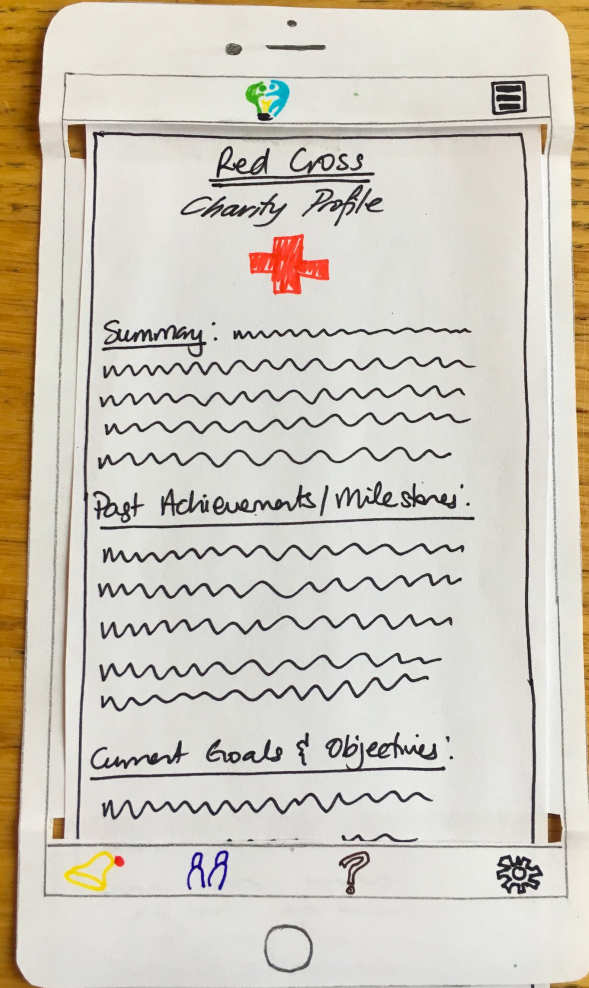
# Learning About Effective Charities

Search Charities



# Learning About Effective Charities

## Charity Profiles





# Giving Effectively and Conveniently

Monthly Recurring Payments

A hand-drawn mockup of a mobile app payment screen. The screen is titled "Payment" and features a header with a globe icon and a menu icon. The main content area contains several form fields and a checkbox. The "Billing Address" section includes fields for "3018 Paresky", "Williamstown", "MA", "01267", and "United States". The "Credit Card" section includes fields for "Tiffany Zheng", "1234 5678 9123 4567", "08/20", and "12/18". A "Donation Amount" field is set to "\$10" with a "what's this?" link. A checkbox labeled "Make monthly recurring payments" is checked. At the bottom are "Continue" and "Cancel" buttons. The screen is framed by a teal border, and a home button is visible at the bottom.

Payment

Billing Address

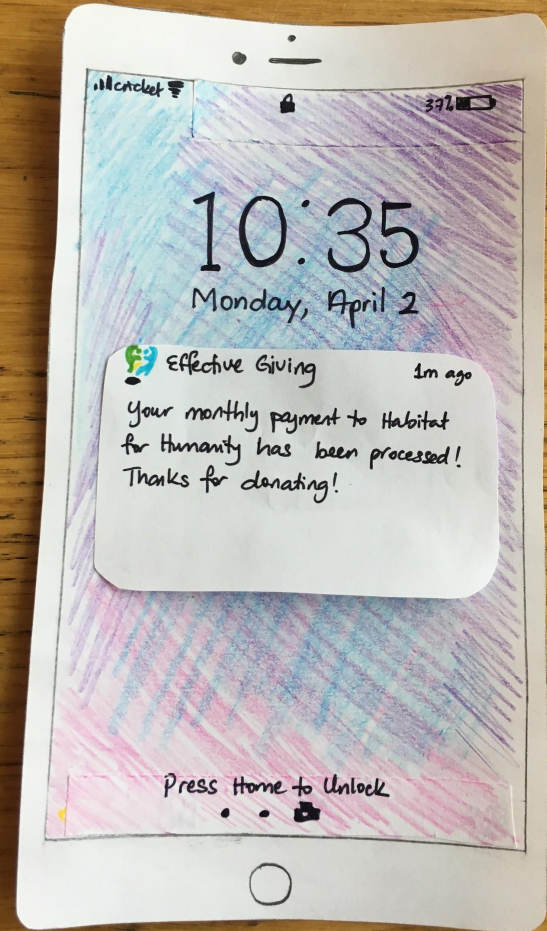
Credit Card   
  
   
 [what's this?](#)

Donation Amount:

☒ Make monthly recurring payments

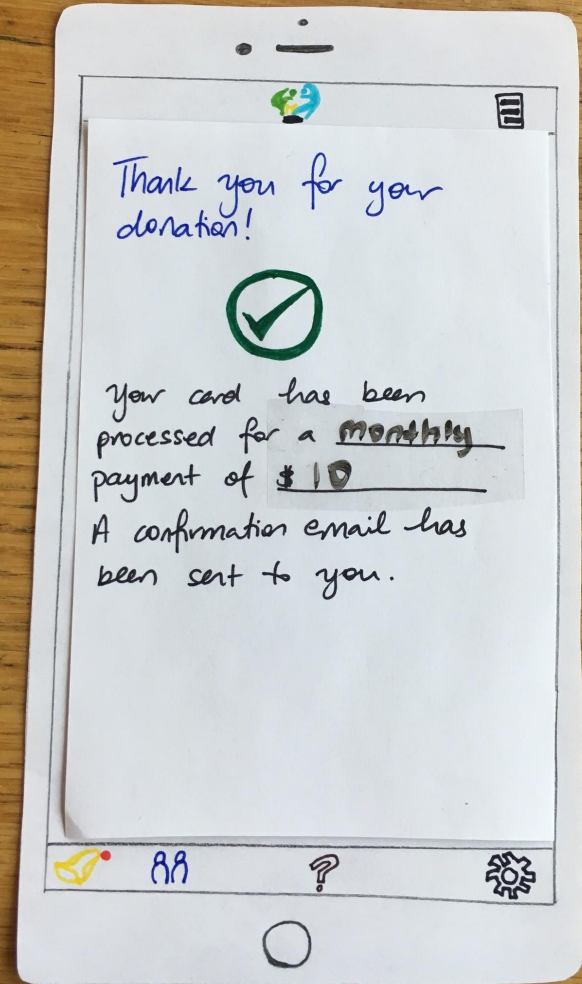
# Giving Effectively and Conveniently

Notifications



# Giving Effectively and Conveniently

Viewing Payment Details





# Heuristic Evaluations

Project Title (not your own): Effective Giving Heuristic Evaluation

Heuristic Broken	Description	Severity
recover from errors	Being able to retroactively change donation patterns for charities	3
consistency + standards	Search bar at the bottom of page	1
User Control	Link to 'Effective Giving'	1

Project Title (not your own): Effective Giving Heuristic Evaluation

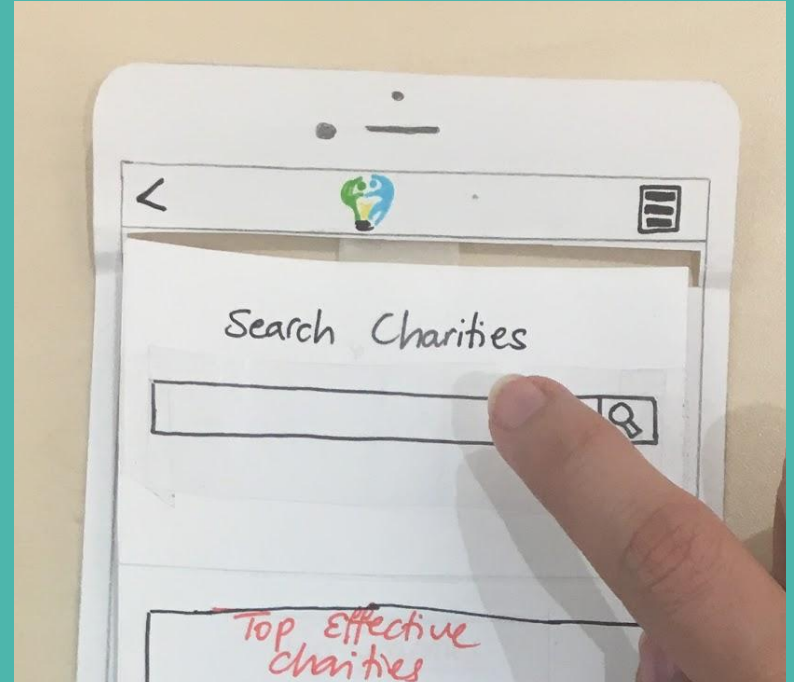
Heuristic Broken	Description	Severity
efficiency of use	Donate button at bottom of charity page, forcing user to scroll through information	2
efficiency of use	No credit card saving feature	3

Project Title (not your own): Effective Giving Heuristic Evaluation

Heuristic Broken	Description	Severity
confirmation	Perhaps a 'done' button after payment + confirmation screen to give <del>user</del> feeling of safe exit without resubmitting forms?	1-2? (not very)?
recognition	fun idea (but totally optional): <del>have</del> store card information for <del>convenience</del> of users using same card all the time?	0-1

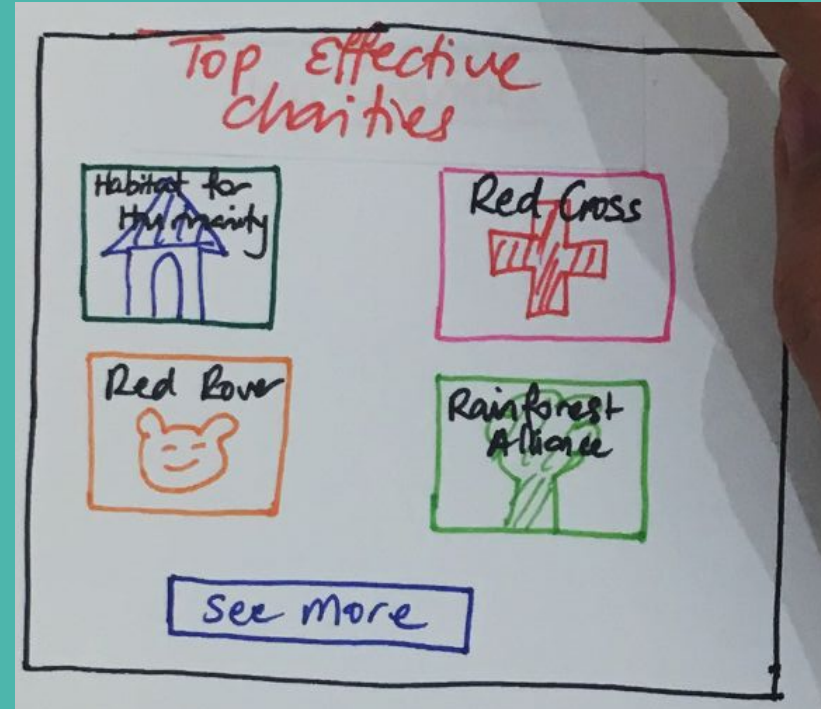
# Heuristic Evaluation

Added a distinct back button



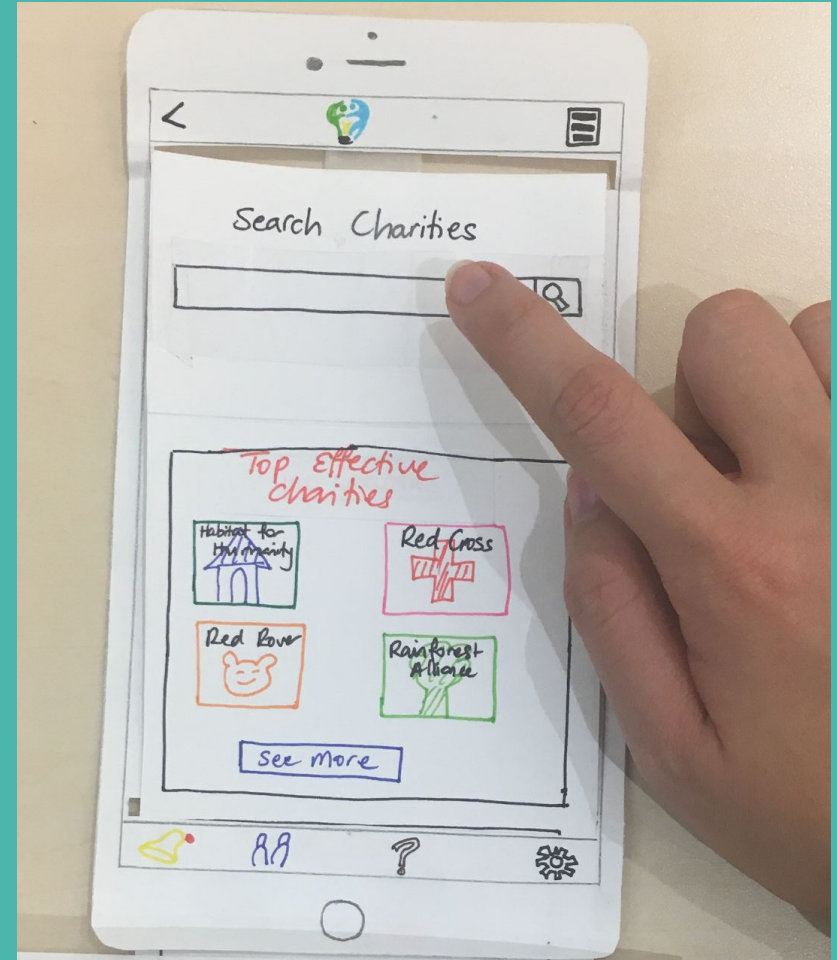
# Heuristic Evaluation

"Top Charities" changed to  
"Top Effective" Charities



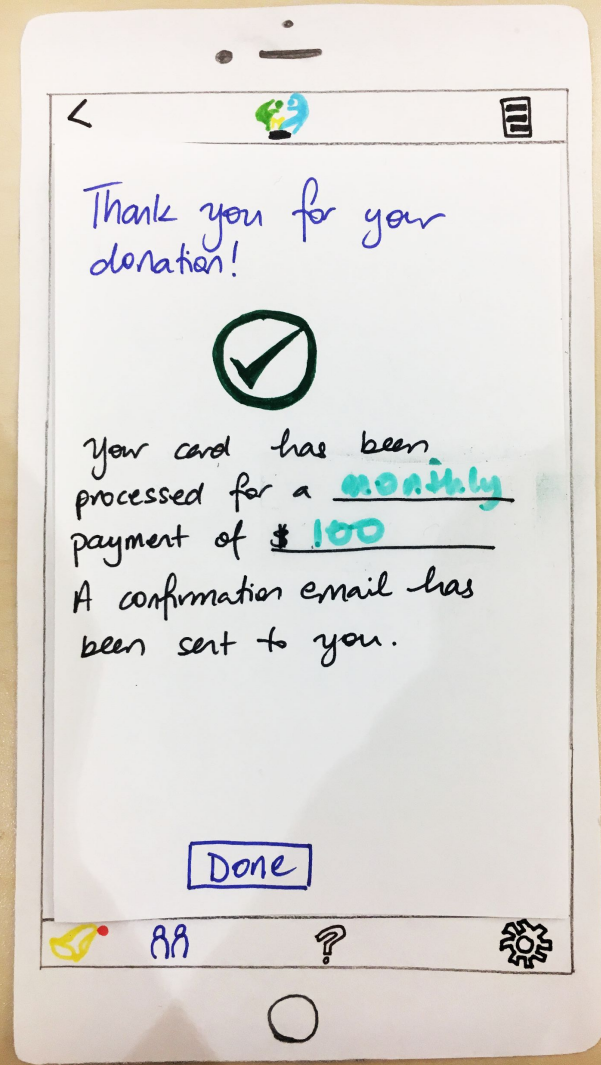
# Heuristic Evaluation

Search bar moved to top



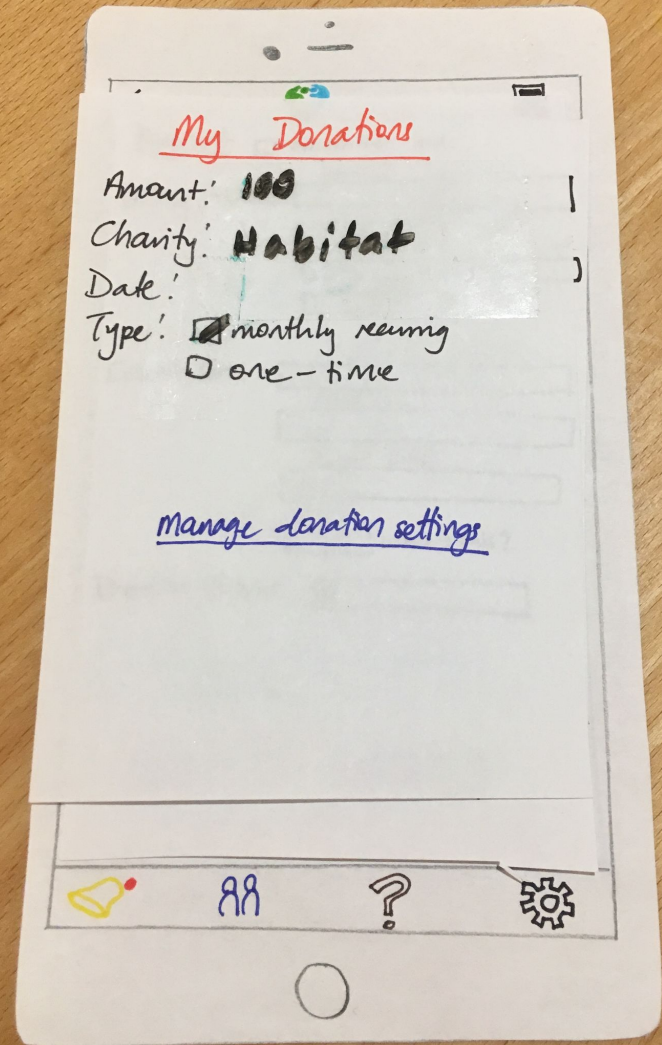
# Heuristic Evaluation

Adding a Done Button to  
Confirmation Screen



# Heuristic Evaluation

Managing and editing  
donation settings





# Heuristic Evaluation

Remembering Payment  
Information

The sketch shows a payment form on a notepad. At the top, there is a back arrow, a logo, and a hamburger menu icon. Below the logo is the word "Payment" and a checkbox labeled "remember me". The form is divided into two main sections: "Billing Address" and "Credit Card".

**Billing Address:**

- 1117 Paresky
- Williamstown
- MA
- 01267
- USA

**Credit Card:**

- Card #
- 4789 1234 5678 9010
- Exp. date
- 01/12 - 12/12

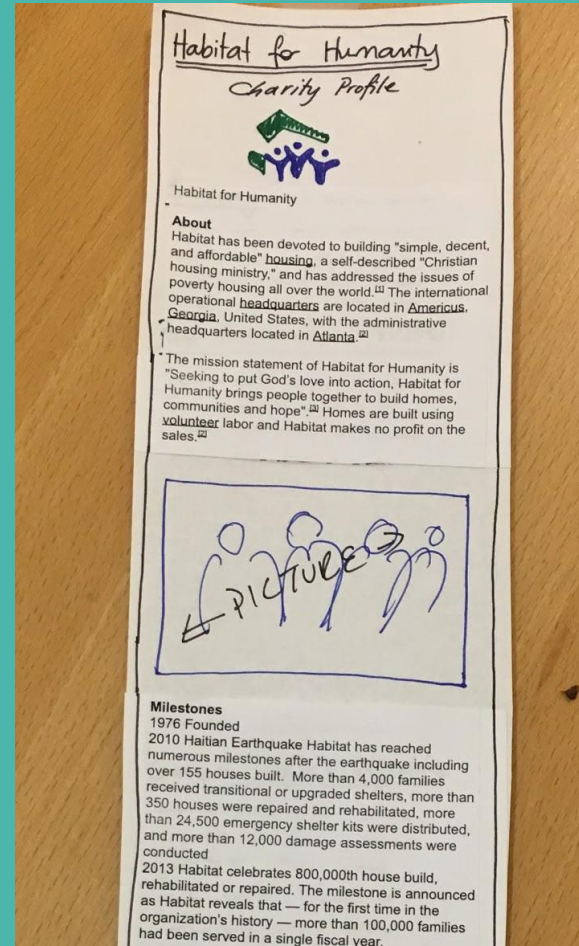
# Usability Testing

# Usability Test Process

- Participants: 3 Williams students (churchgoer, quantitative background, worked with CLIA)
  - Method: presented our two tasks generally: use our app to learn about effective charities and choose one to donate to
-

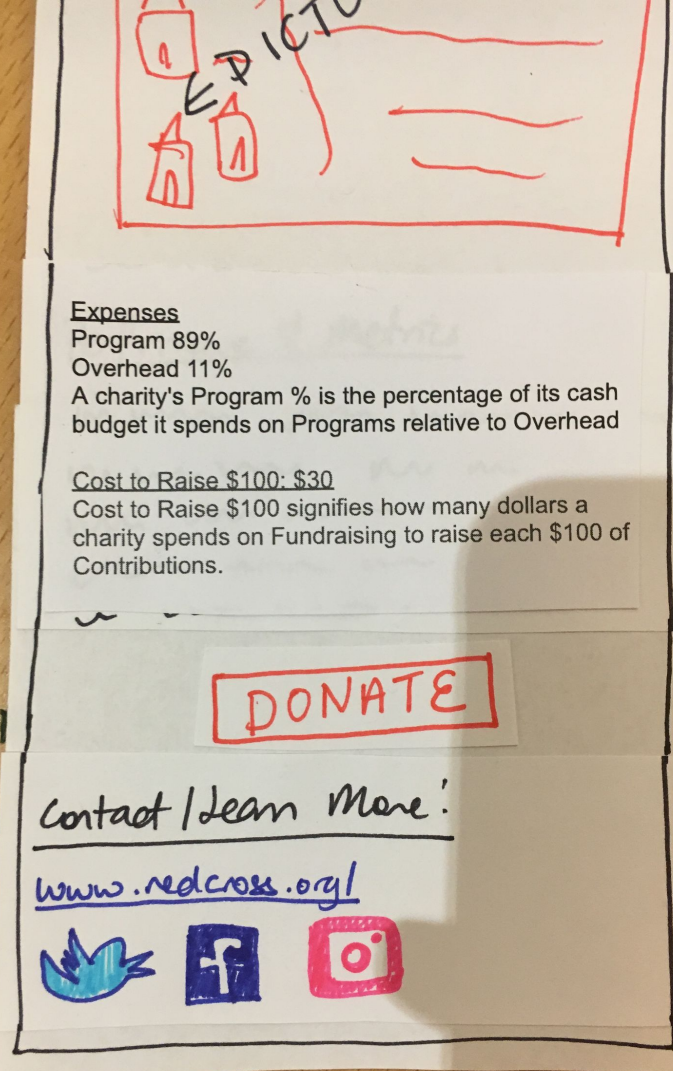
# Usability Tests Results

Added actual content to  
charity profiles rather than  
squiggly lines



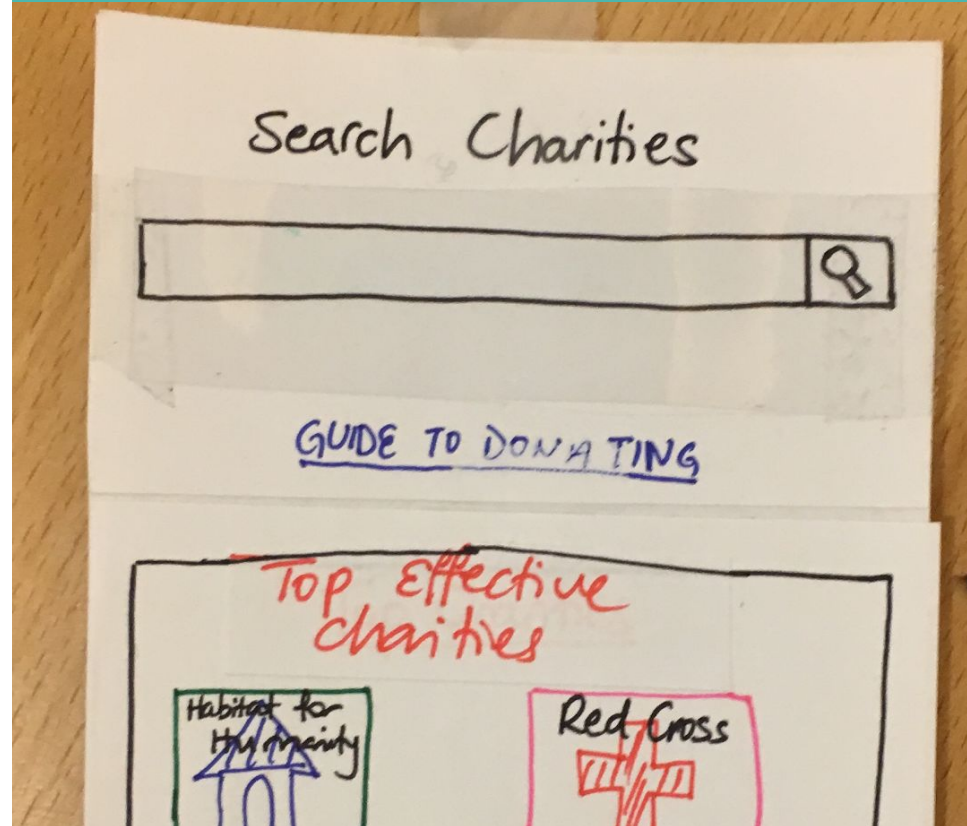
# Usability Tests Results

Moving donation button above  
contact information



# Usability Tests Results

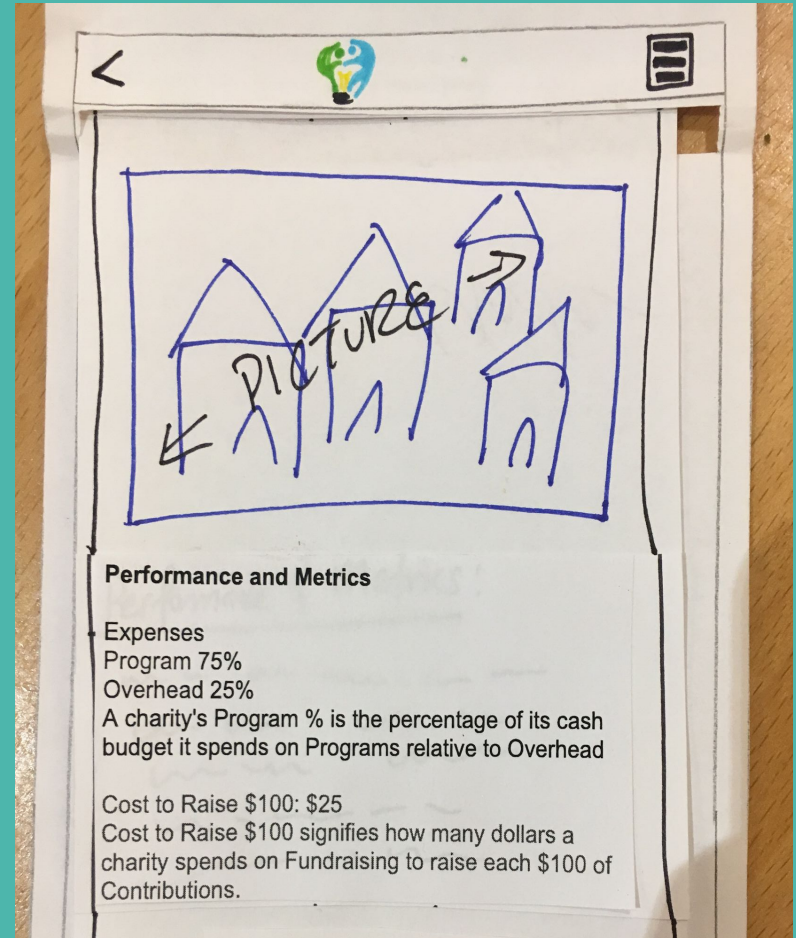
Link to structured guide to  
effective donating






# Usability Tests Results

Adding pictures to charity  
profiles



# Final Paper Prototype

Red Cross  
Charity Profile



**About**  
The American Red Cross (ARC), also known as the American National Red Cross, is a humanitarian organization that provides emergency assistance, disaster relief and education in the United States.

**Milestones**  
2005 Hurricanes According to ARC, during and after hurricanes Katrina, Wilma and Rita, they opened 1,470 shelters and registered 3.8 million overnight stays. 300,000 Red Cross workers (82% unpaid) provided sheltering, casework, communication and assessment services throughout these events.  
2011 As of March 2011, ARC announced it had allocated \$314 million for Haiti earthquake relief and recovery. ARC funded recovery projects to provide transitional homes, health services, disaster preparedness, water and sanitation improvements and livelihoods development. It provided funds for school fees for affected families. As of June 2011, ARC had raised approximately \$484 million for Haiti relief and recovery efforts.

A series of blistering reports by NPR and ProPublica however, found that much of the money Americans donated never made it to help people in Haiti and promises to rebuild neighborhoods were never met.


**Expenses**  
Program 89%  
Overhead 11%  
A charity's Program % is the percentage of its cash budget it spends on Programs relative to Overhead

**Cost to Raise \$100: \$30**  
Cost to Raise \$100 signifies how many dollars a charity spends on Fundraising to raise each \$100 of Contributions.

**DONATE**

Contact/learn More:

Habitat for Humanity  
Charity Profile



**About**  
Habitat has been devoted to building "simple, decent, and affordable" housing, a self-described "Christian housing ministry", and has addressed the issues of poverty housing all over the world. The international operational headquarters are located in Accra, Ghana, United States, with the administrative headquarters located in Atlanta.

The mission statement of Habitat for Humanity is "Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope." Homes are built using volunteer labor and Habitat makes no profit on the sales.

**Milestones**  
1976 Founded  
2010 Haitian Earthquake Habitat has reached numerous milestones after the earthquake including over 155 houses built. More than 4,000 families received transitional or upgraded shelter, more than 350 houses were repaired and rehabilitated, more than 24,500 emergency shelter kits were distributed, and more than 12,000 damage assessments were conducted.  
2013 Habitat celebrates 800,000 houses built, rehabilitated or repaired. The milestone is announced as Habitat reveals that — for the first time in the organization's history — more than 100,000 families had been served in a single fiscal year.

**Performance and Metrics**  
**Expenses**  
Program 79%  
Overhead 25%  
A charity's Program % is the percentage of its cash budget it spends on Programs relative to Overhead





**Cost to Raise \$100: \$25**  
Cost to Raise \$100 signifies how many dollars a charity spends on Fundraising to raise each \$100 of Contributions.

**DONATE**

Search Charities





GUIDE TO DONATING

**Top effective charities**






[See more](#)

**Featured Charity**

[See more](#)

**My Causes**

[+20](#)

[Edit](#)

**My Donations**

2 new notifications

[View](#)

**Payment** ☐ remember me

Billing Address

Credit Card

Donation Amount: \$


☐ Make monthly recurring payments


[Continue](#) [Cancel](#)

10:35  
Monday, April 2


**Effective Giving** In app

Your monthly payment to Habitat for Humanity has been processed!  
Thanks for donating!





Thank you for your donation!



Your card has been processed for a payment of \$

A confirmation email has been sent to you.

[Done](#)

**My Donations**

Amount:

Charity:

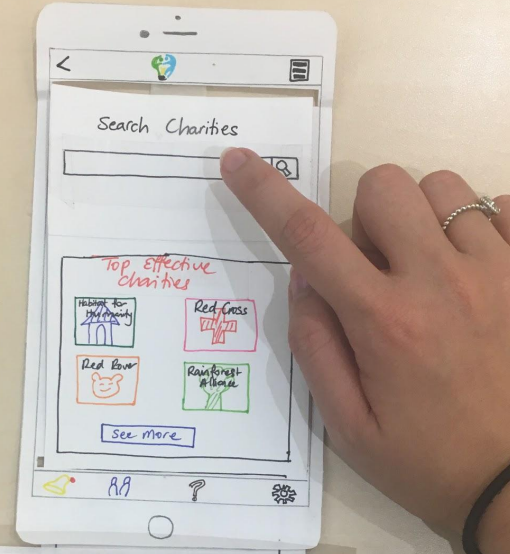
Date:

Type: ☐ monthly recurring ☐ one-time

[Manage donation settings](#)

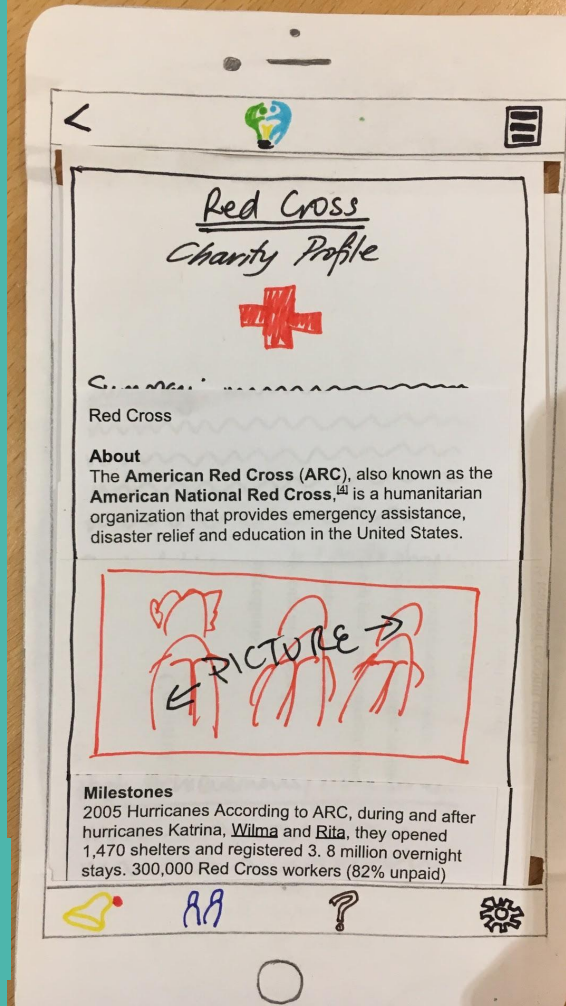
# Learning About Effective Charities

Homepage and Search Bar



# Learning About Effective Charities

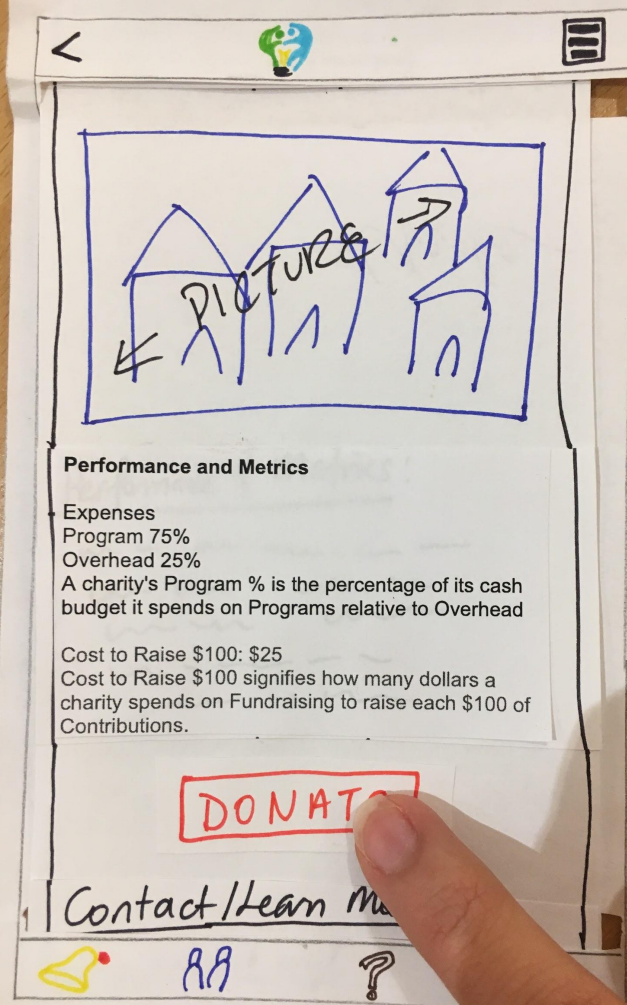
## Charity Profile





# Learning About Effective Charities

Charity Profile with Donation  
Button



# Giving Effectively and Conveniently

Monthly Recurring Payments

The sketch shows a mobile app interface for making a payment. At the top, there's a status bar with a globe icon and a hamburger menu icon. The title 'Payment' is underlined. Below it, the 'Billing Address' section includes input fields for 'Street Address', 'City', 'State/Province', 'Postal Code', and 'Country'. The 'Credit Card' section has fields for 'Cardholder's Name', 'Card Number', 'Expiry Date MM/YY', and 'CVV' (with a note 'What's this?'). The 'Donation Amount' section features a dollar sign followed by an input field. A checkbox labeled 'Make monthly recurring payments' is present. At the bottom of the form are 'Continue' and 'Cancel' buttons. The app's bottom navigation bar contains icons for a bell, two people, a question mark, and a gear.

Payment

Billing Address

Street Address

City

State/Province

Postal Code

Country

Credit Card

Cardholder's Name

Card Number

Expiry Date MM/YY

CVV What's this?

Donation Amount: \$

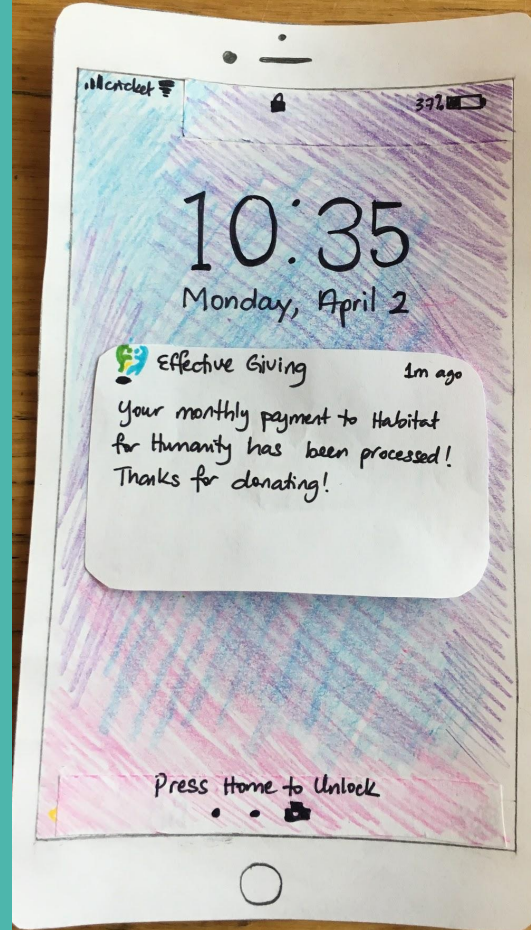
☐ Make monthly recurring payments

Continue Cancel

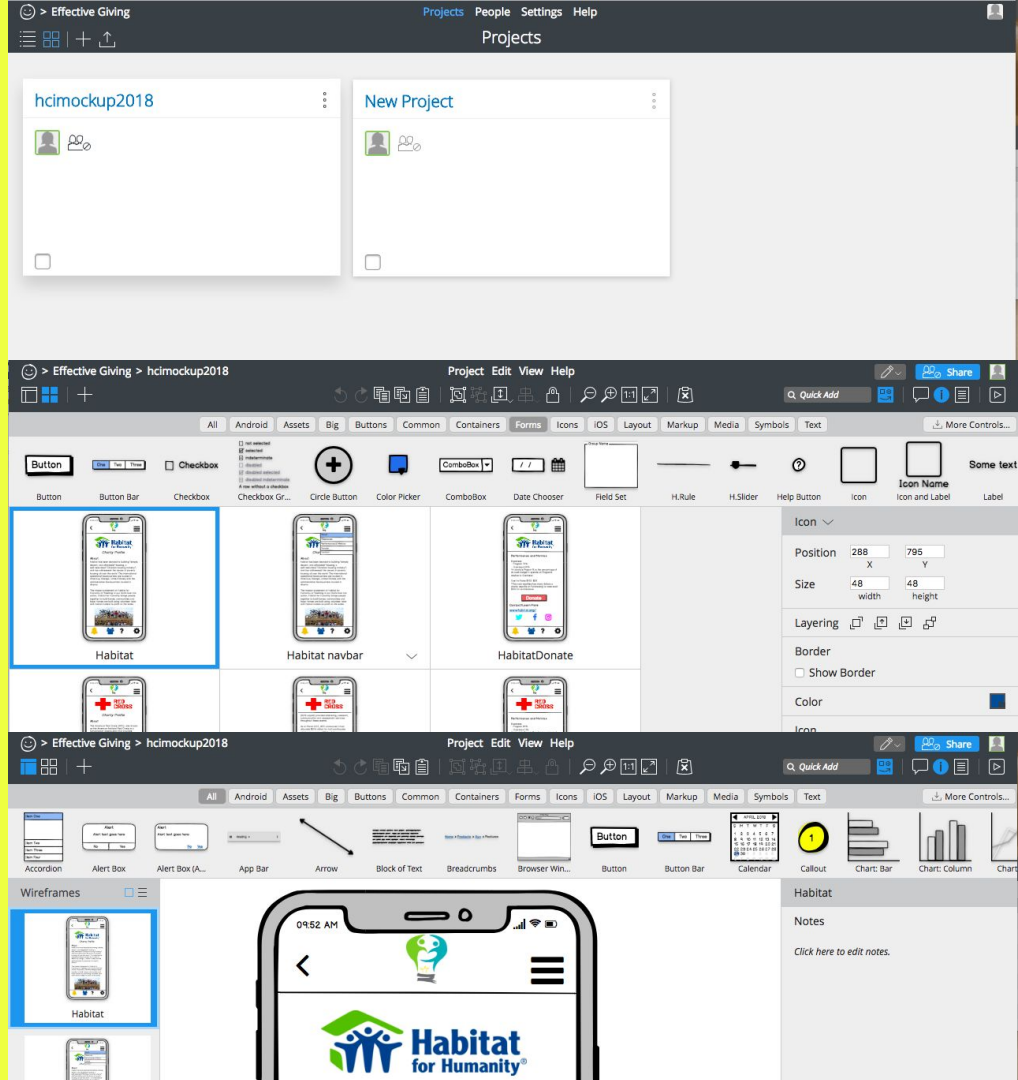


# Giving Effectively and Conveniently

Notification

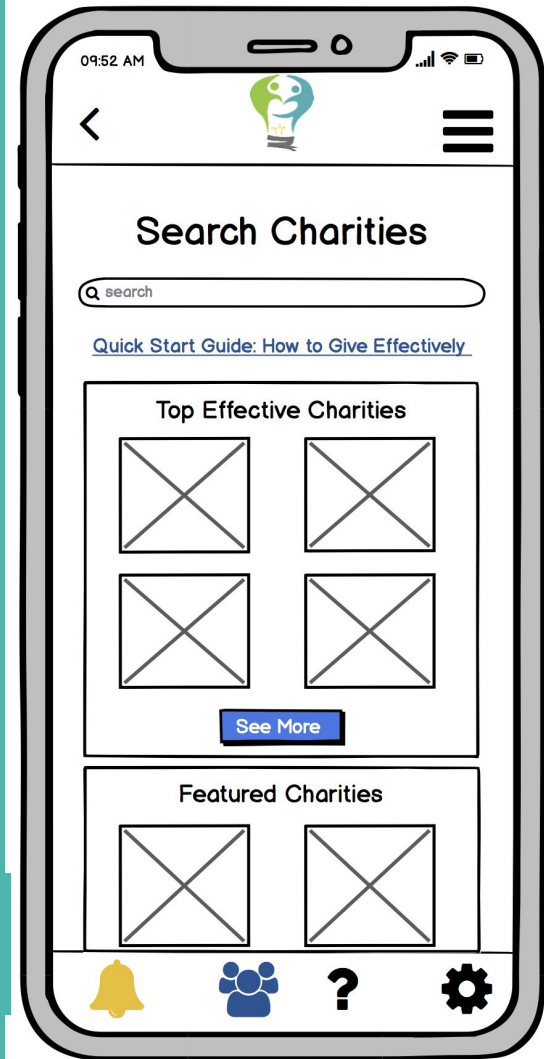


# Digital Mockups



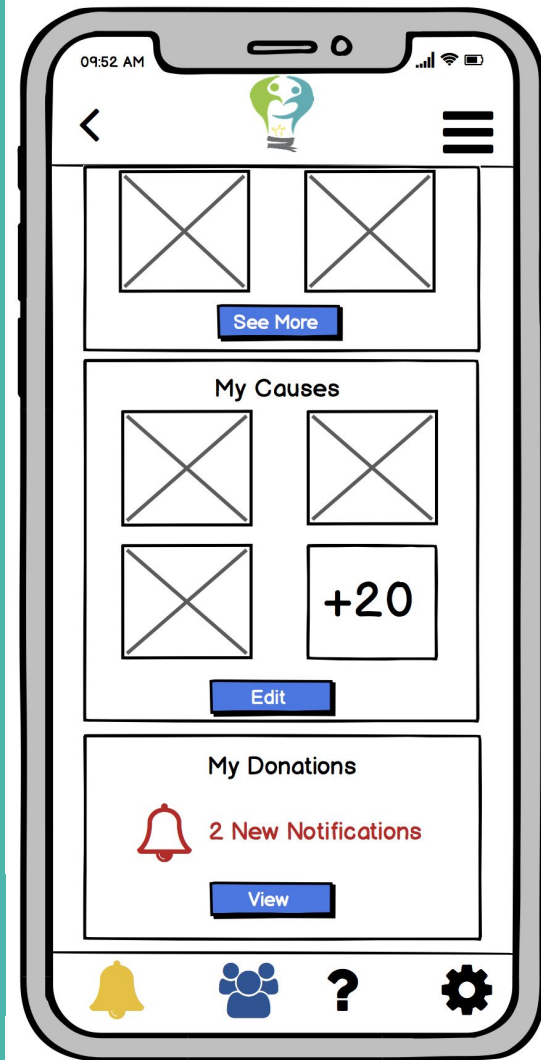
# Learning About Effective Charities

Homepage and Search Bar



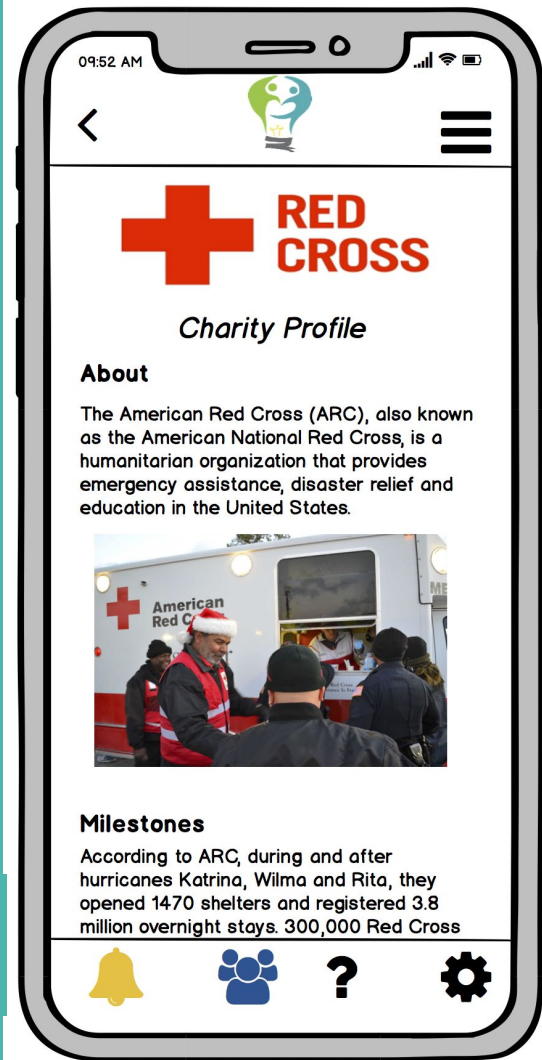
# Learning About Effective Charities

Homepage and Search Bar



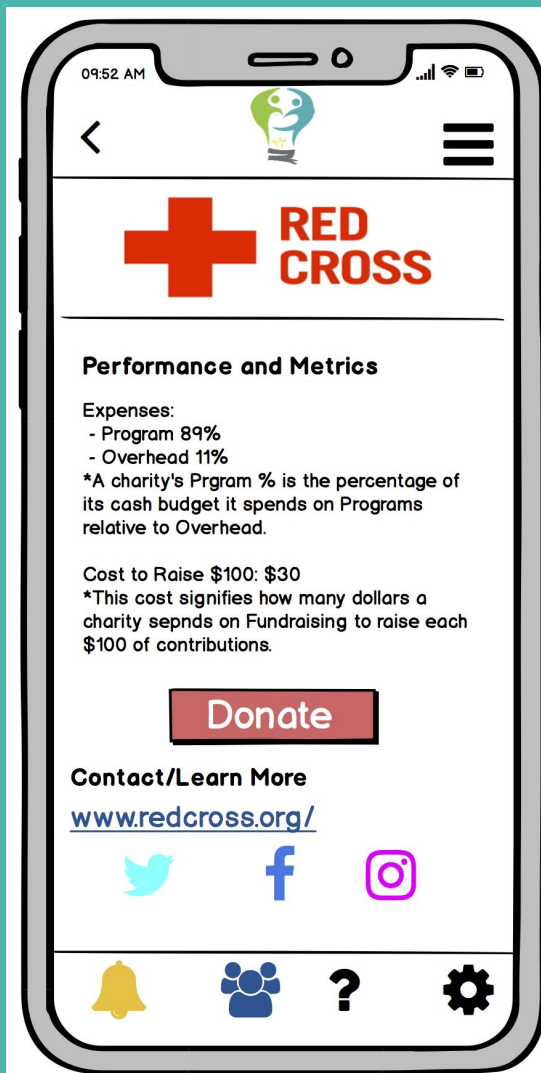
# Learning About Effective Charities

## Charity Profile



# Learning About Effective Charities

Charity Profile with Donation  
Button






# Giving Effectively and Conveniently

Monthly Recurring Payments

11:39 PM

<  

Payment ☐ Remember Payment Method

Billing Address

Street Line 1

Street Line 2

City State Zip Code

Credit Card

Cardholder Name

Card Number



CVV ? Exp Date

Donation Amount

☐ Make Monthly Recurring ?

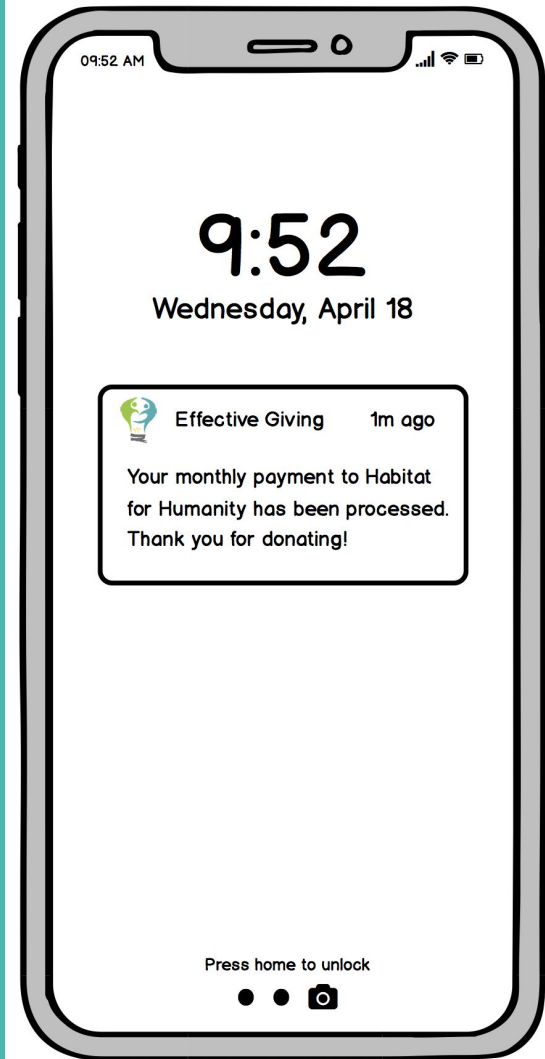
Continue

Cancel

  ? 

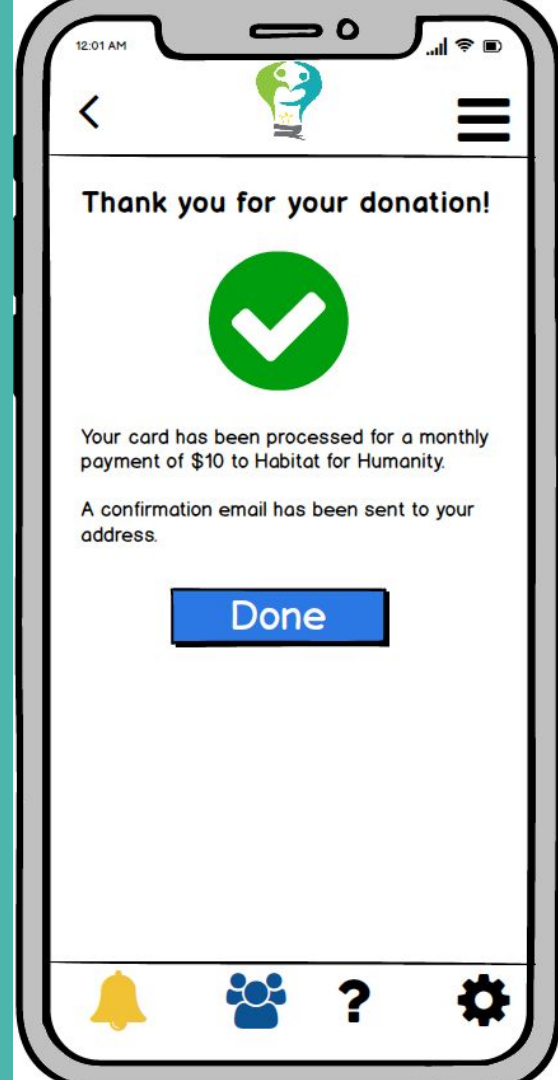
# Giving Effectively and Conveniently

Notification



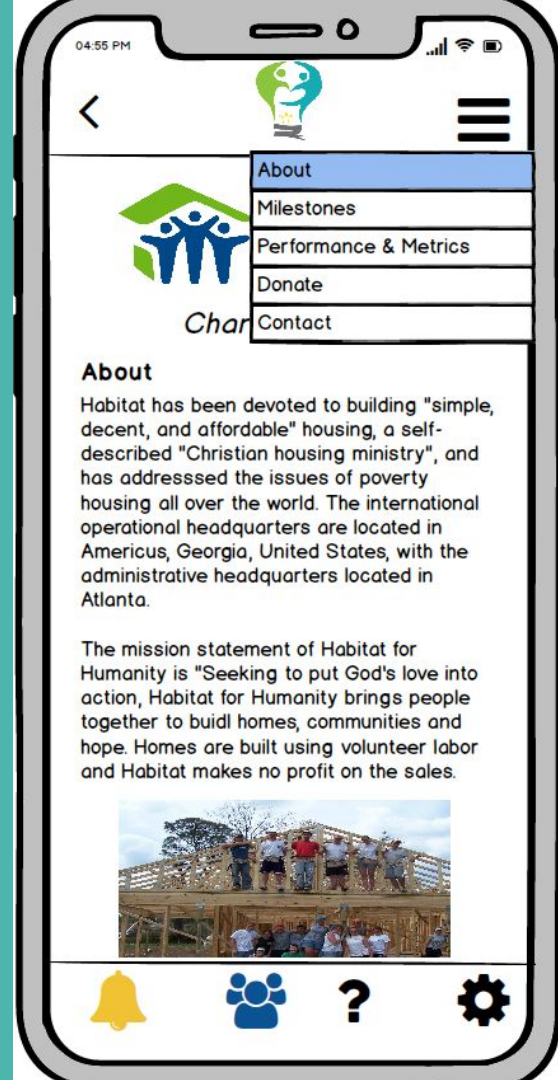
# Giving Effectively and Conveniently

Payment Details



# Shortcuts for Expert Users

Navbar jump to sections



# Lessons Learned

- Structuring donation decision-making process
- More tests with digital mockups and added content
- Conducted tests with non-student participants