

PEACE WORLD

A NON-PROFIT CHARITY RESPONSIVE DESIGN



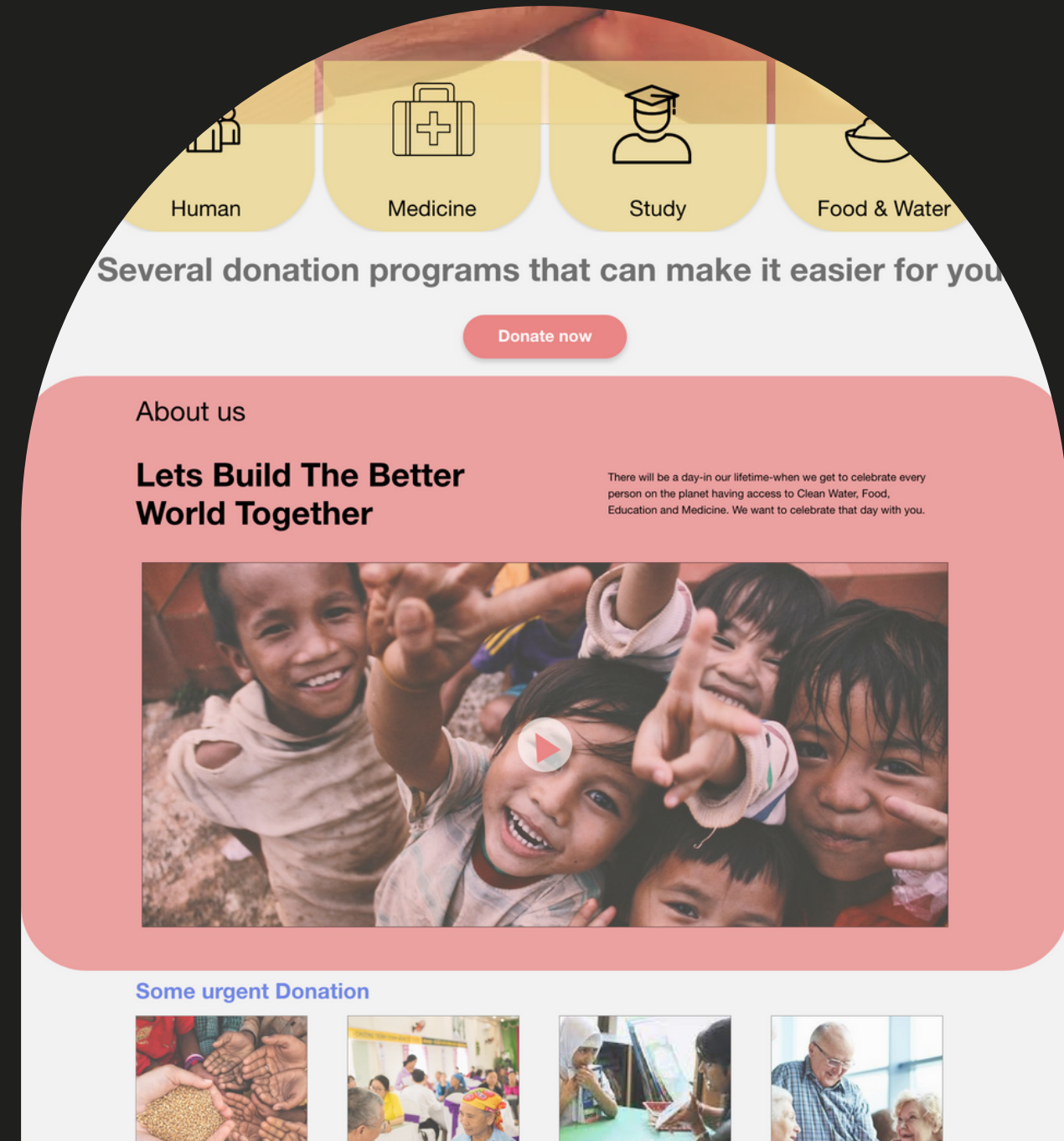
GET TO KNOW
MY CASE
STUDY

PRESENTED BY: DOLLY MODI
UI/UX DESIGNER

PROJECT OVERVIEWS

"Helping others is the purest
form of Humanity"

I have always believed in giving back
to the community and help
everyone. To fulfil this goal I have
decided to create Peace World – a
donation and a charity platform
where user can give donations for a
particular cause.

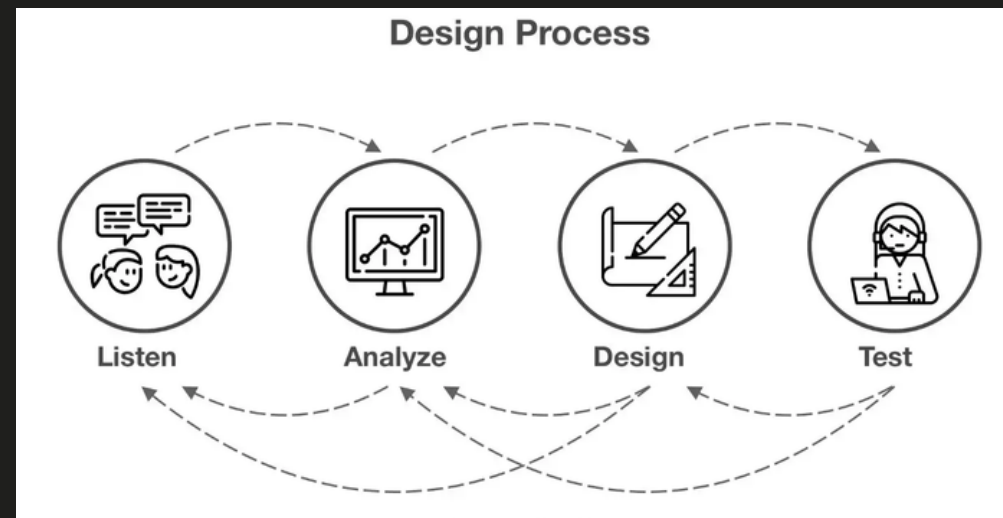


Role: UX Researcher & UI Designer

Duration: 1 Month (December 2022)

Tools: AdobeXD, Adobe Photoshop, Miro, Google Slides, Canva

Responsibilities: Conducting interviews, preparing the user flow, paper and digital wire-framing, low and high-fidelity prototyping, conducting usability studies, and iterating on designs.



PERSONA

A user persona is a representation of the aims and behaviour of a predicted set of users. In most cases, personas are synthesised using data acquired via interviews, feedback and questionnaire with users.



Name

Age: Harshit
Education: Information Technology
Hometown: Canada
Family: Married
Occupation: Software Engineer

"I hope we can inspire more individuals to donate to charities."

Goals

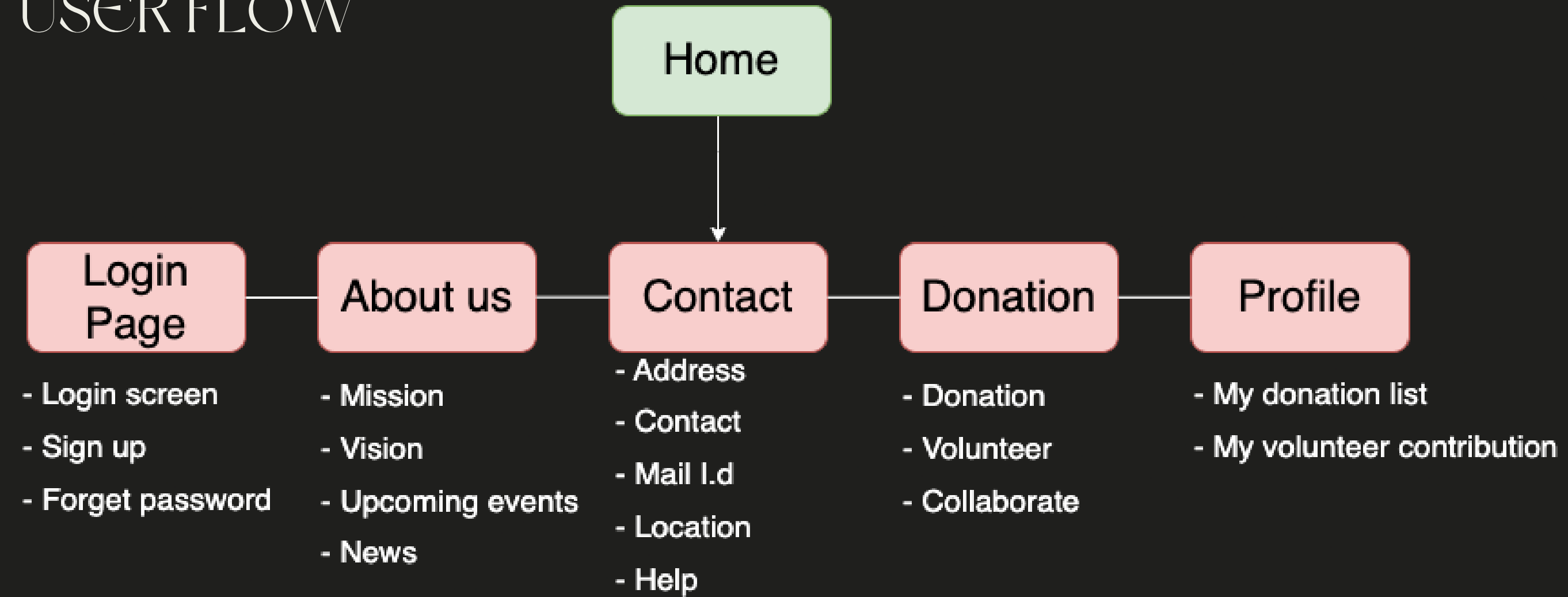
- Be active socially for charity
- Change the positive life of needy people
- He what to gather more people for Voluntary work in charity

Frustrations

- He is frustrated as no one comes for help in charity and people who are interested for voluntary work, its very hard to reached them.
He has a limited time as he has full-time jo

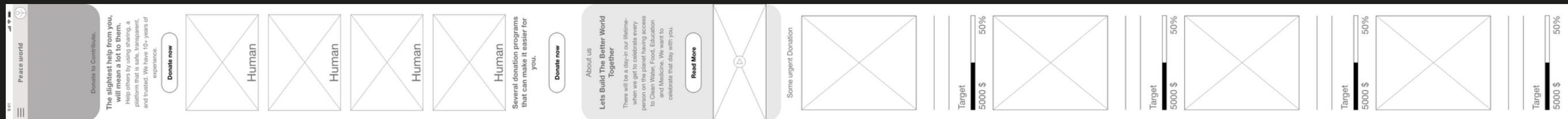
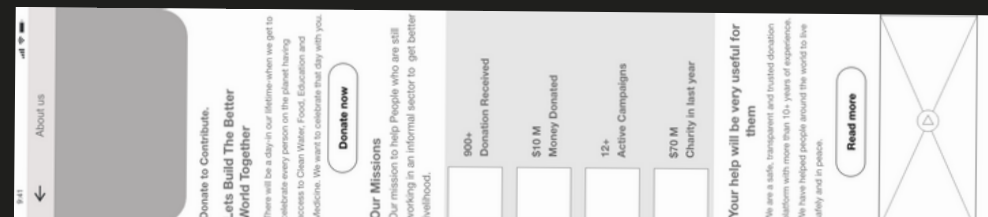
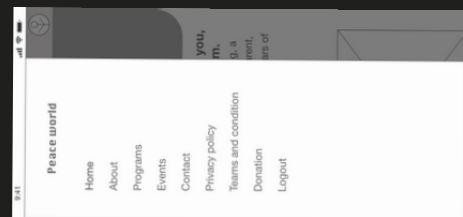
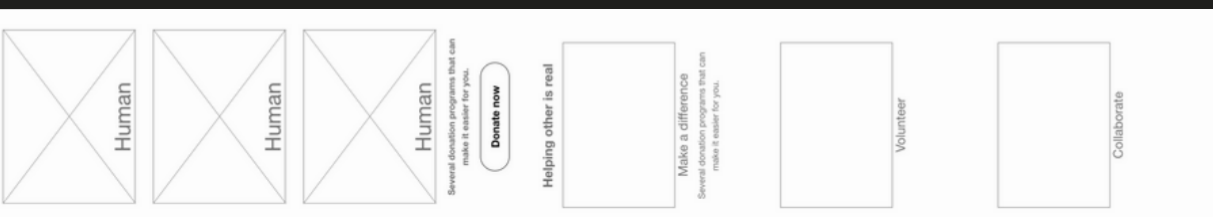
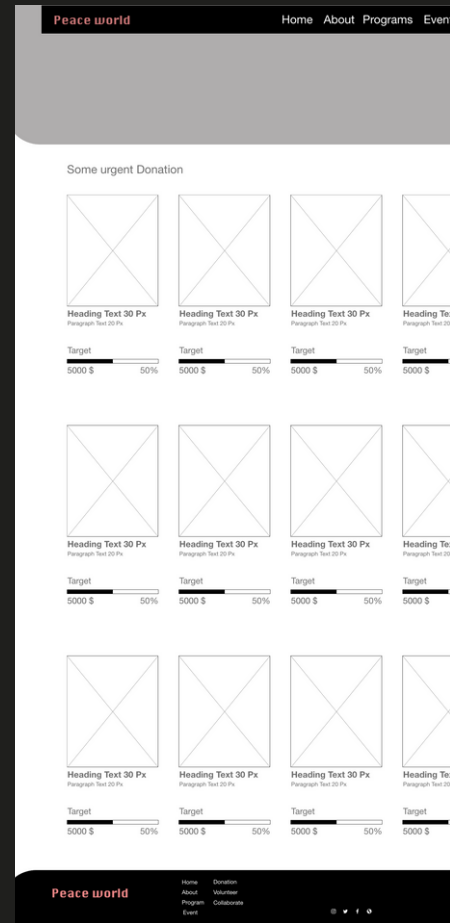
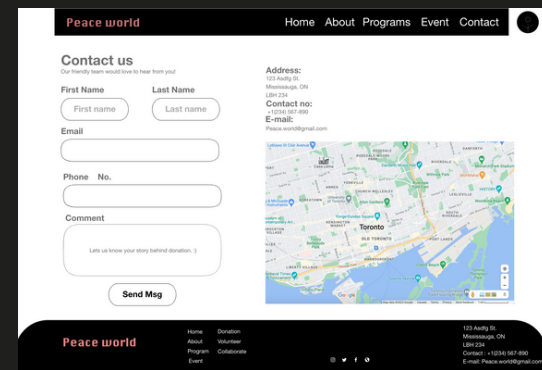
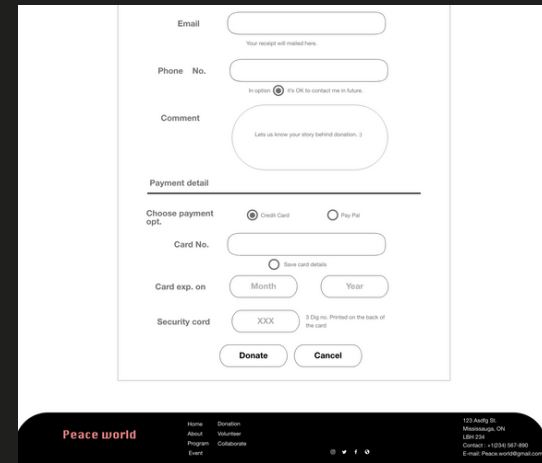
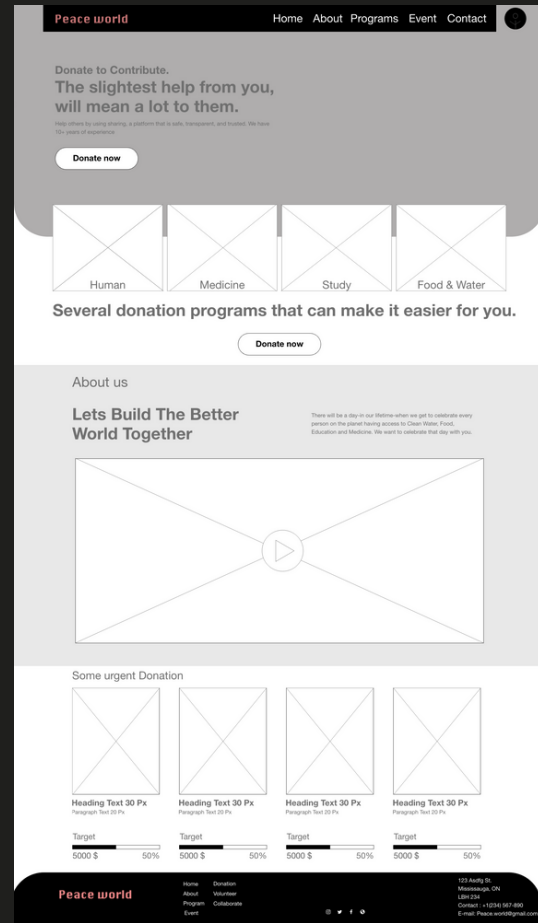
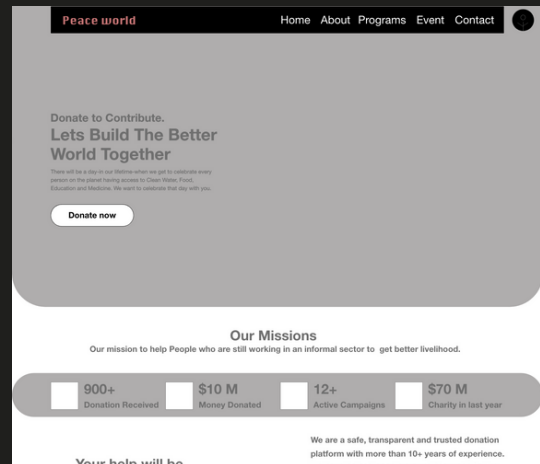
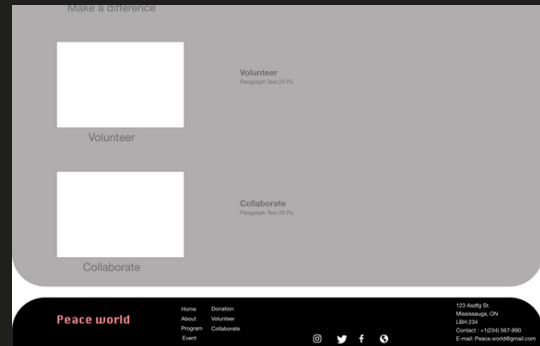
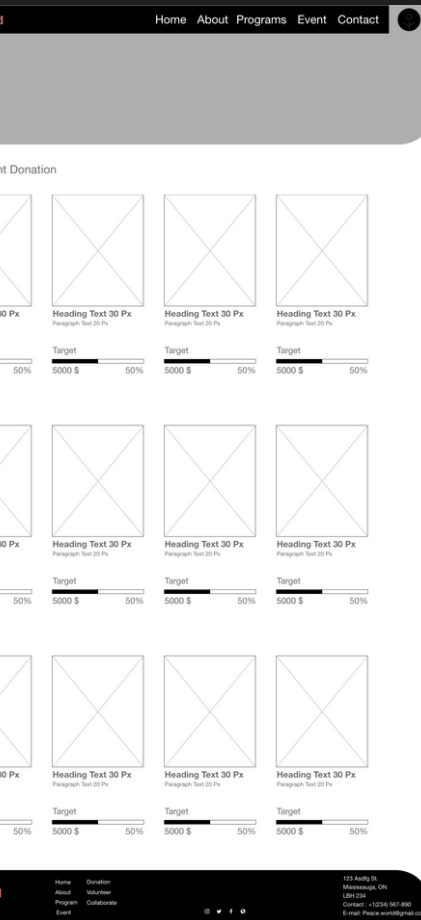
Harshit is an software engineer who want to help the community to do charity work but he has very limited time to do voluntary work because of his busy schedule. He is frustrated as he is not aware of charity events going on around him.

USER FLOW



The following user flow demonstrates the path an individual would take on the website and mobile as a first-time user. Although this is an example of the journey that user might follow before donating, we wanted to make sure that the user could easily access the donation page on every screen.

LO-FI OF WEB AND MOBILE



VISUAL IDENTITY

FORNT STYLE: HELVETICA NEUE

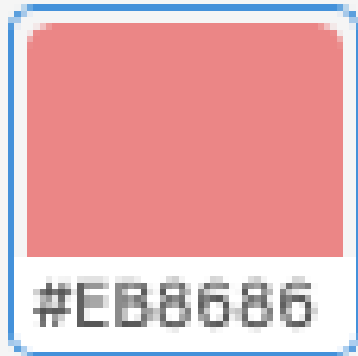
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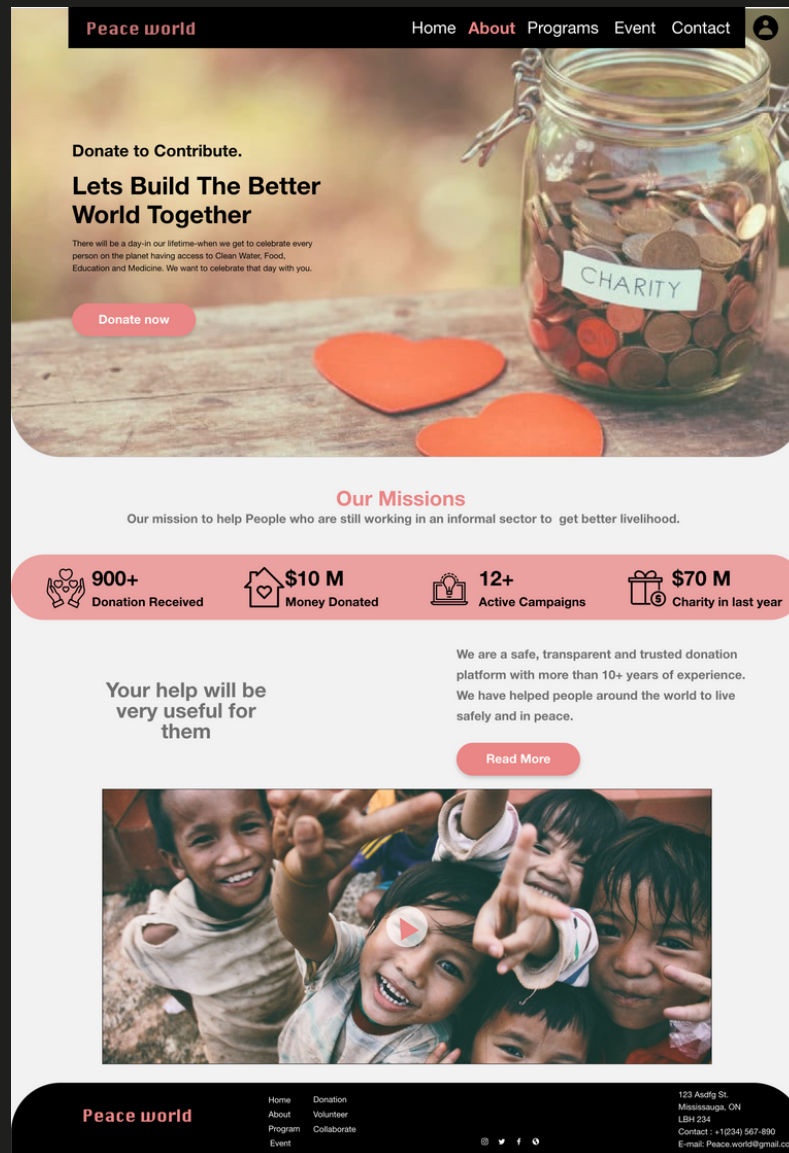
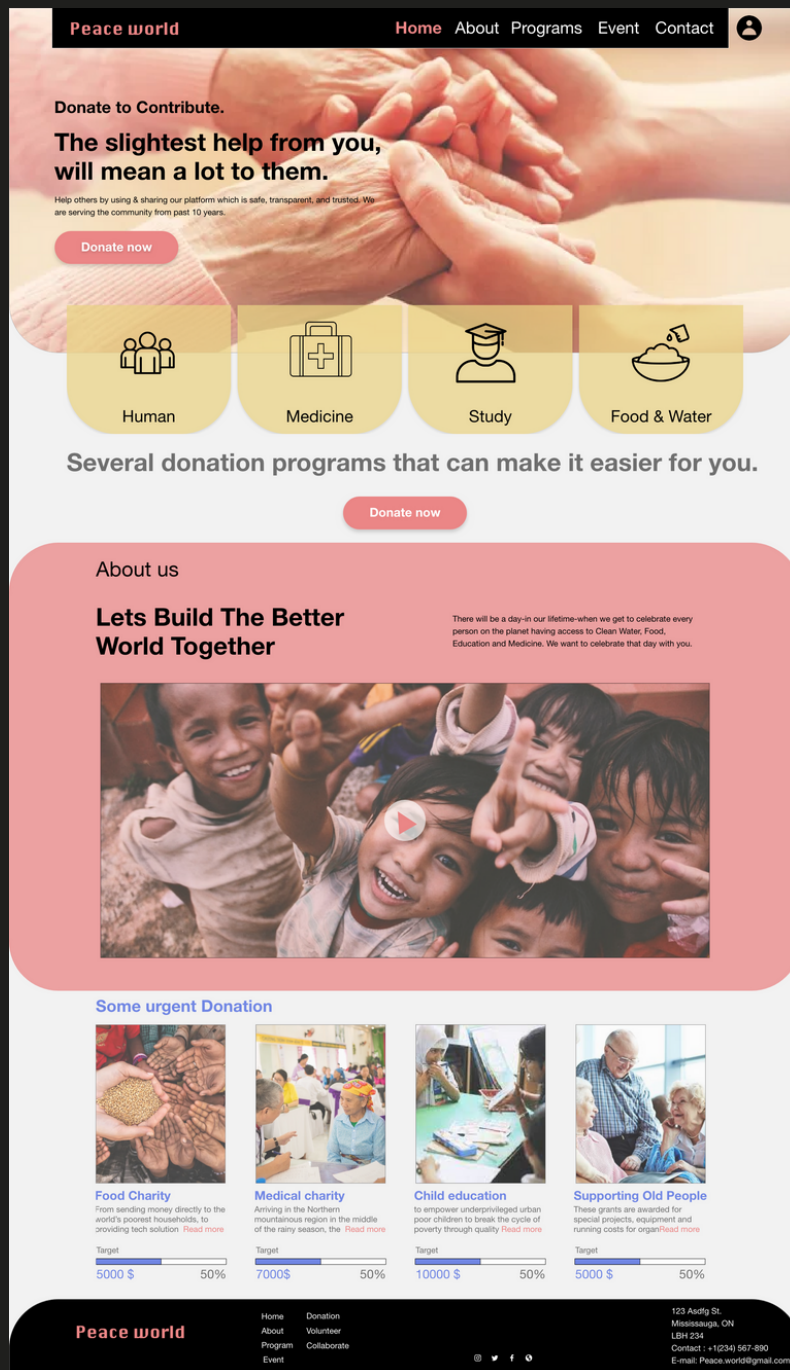
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Paragraph Text 20 Px

Label

Label





Peace world
Home About Programs Event Contact

Some Urgent Donation

Food Charity
From sending money directly to the world's poorest households, to providing tech solution [Read more](#)

Target
 5000 \$ 50%

Medical charity
Arriving in the Northern mountainous region in the middle of the rainy season, the [Read more](#)

Target
 7000\$ 50%

Child education
to empower underprivileged urban poor children to break the cycle of poverty through quality [Read more](#)

Target
 10000 \$ 50%

Supporting Old People
These grants are awarded for special projects, equipment and running costs for organ~~is~~[Read more](#)

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Peace world
Home About Program Volunteer Collaborate
Contact : +1(234) 567-890
E-mail: Peace.world@gmail.com

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Home About Programs Event Contact

Donate

Select the Amount

10 \$
25 \$
50 \$
Others

Your Donation *

Amount
In CAD (min 10\$)
☒ One time
☐ Monthly

☐ deduct my donation in honour of the memory of someone.

Donor's Informations

Name

First name
Last name

☐ Make donation anonymous

Email

Your receipt will mailed here.

Phone No.

In option ☒ it's OK to contact me in future.

Comment

Lets us more about the reason behind your donation. :)

Payment detail

Choose payment opt.

☒ Credit Card
☐ Pay Pal

☐ Save card details

Card No.

Card exp. on

Month
Year

Security cord/ CVV

XXX
3 Dig no. Printed on the back of the card

Donate
Cancel

Peace world
Home About Program Volunteer Collaborate
Contact : +1(234) 567-890
E-mail: Peace.world@gmail.com

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Thank you for your Kind and Generous Donation! :)

Home
Back to Home Page.

Event
Explore other similar events.

Name
First name
Last name

Peace world
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Contact us

Our friendly team would love to hear from you!

First Name
Last Name

Email

Phone No.

Comment

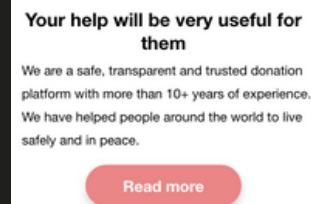
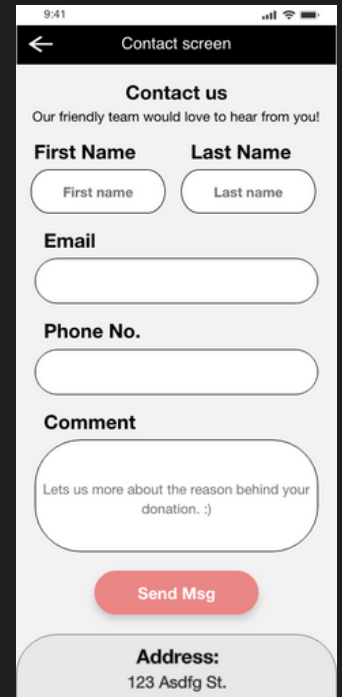
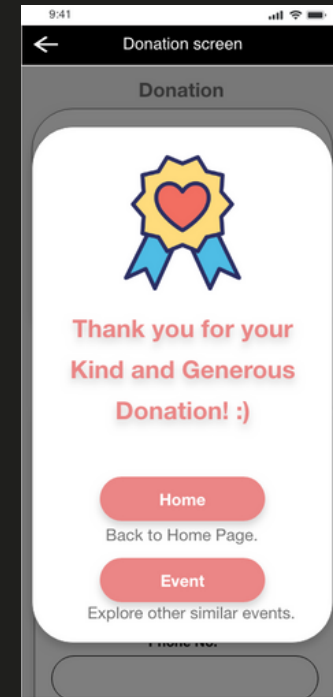
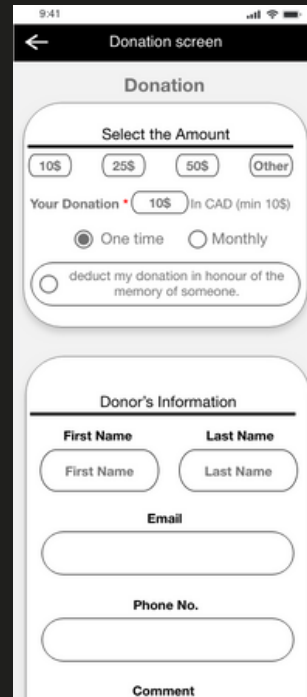
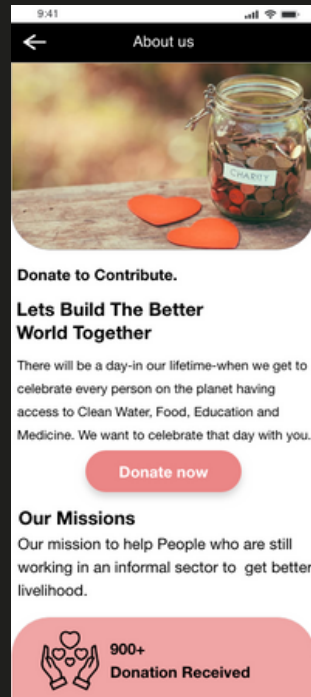
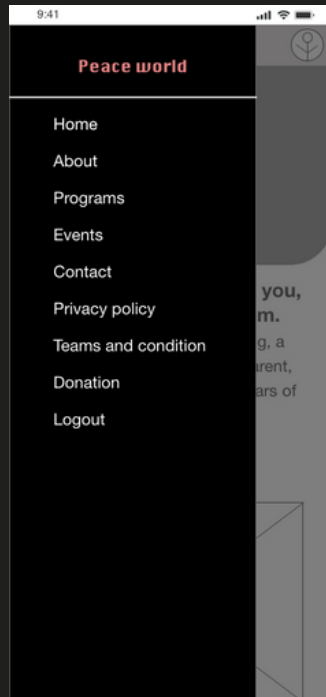
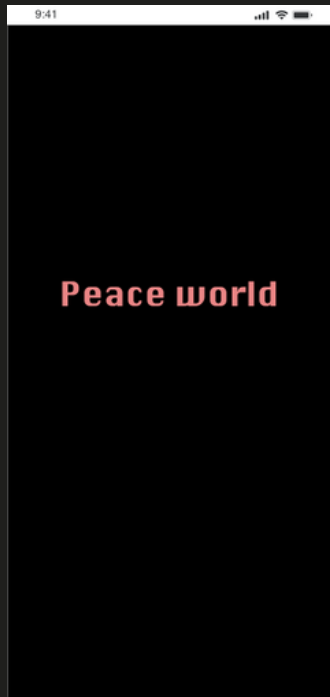
Lets us more about the reason behind your donation. :)

Send Msg

Address:
123 Acdfg St,
Mississauga, ON
L8H 234
Contact no:
+1(234) 567-890
E-mail:
Peace.world@gmail.com

Peace world
Home About Program Volunteer Collaborate
Contact : +1(234) 567-890
E-mail: Peace.world@gmail.com

HO-FI MOBILE



TAKEAWAYS

Impact – By giving information at the press of a button and improving user connection to Help people by Donation, the app.

What I learned — The first app concepts are simply the start of the process, I discovered when designing the Non-profitable charity website and mobile app. Usability tests and user feedback were taken into account during each design iteration of the app.

NEXT STEP

I want to keep designing the site's other pages and test this with more users. I want to try out the donation user flow in particular to make sure it is simple and clear. I would then be improve the designs further to make a clickable prototype, for the complete site.

THANK YOU!

for reading this far

Any comments or suggestions are always welcome.

Lets connect : E-Mail Id : vda.dollyp@gmail.com