Design of an Onboarding for a Donation App
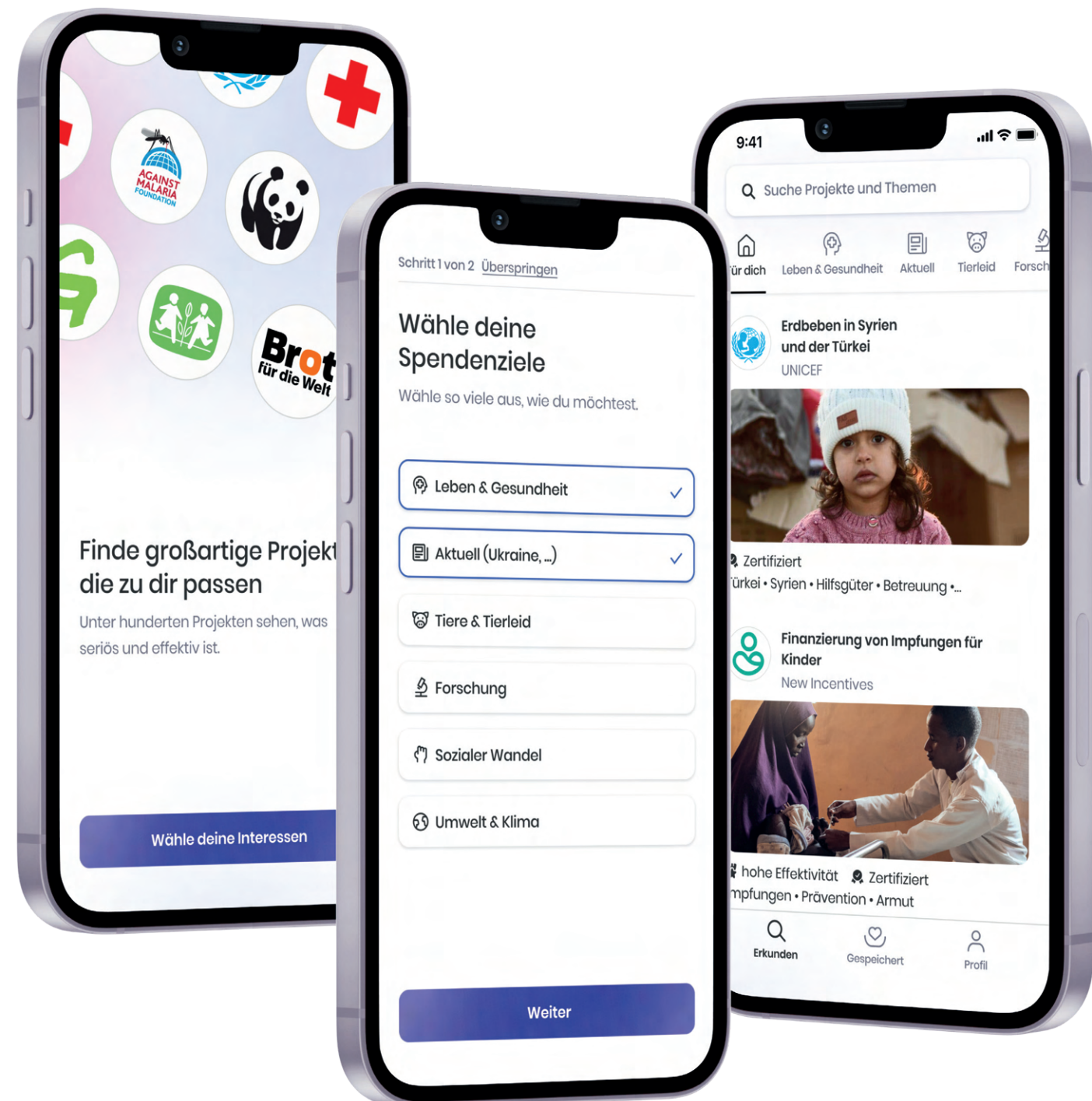
Design of the app prototype

Abstract

Donations have experienced an upward trend in recent years, but there has been a decrease in the number of individuals, particularly in Germany, who are able to contribute to charitable causes through traditional church channels. These circumstances highlight the significance and usefulness of a donation app, which are further emphasized by the growing interest in obtaining comprehensive information about charitable organizations.

Through an iterative design approach, an onboarding process for a donation app was developed. The research aimed to address how users can be effectively informed to gain a wide-ranging overview of donation options. Additionally, the thesis examined how different iterations in the onboarding process design impact its effectiveness and the willingness to donate. Based on literature research and design methods such as the User Journey Map (depicted below), two prototypes of the onboarding were created and tested as part of a comprehensive design process.

Special Focus

Initially, sketches and wireframes were used to establish a basic structure for the onboarding process of the app. These initial designs were later used as the foundation for developing a functional prototype.
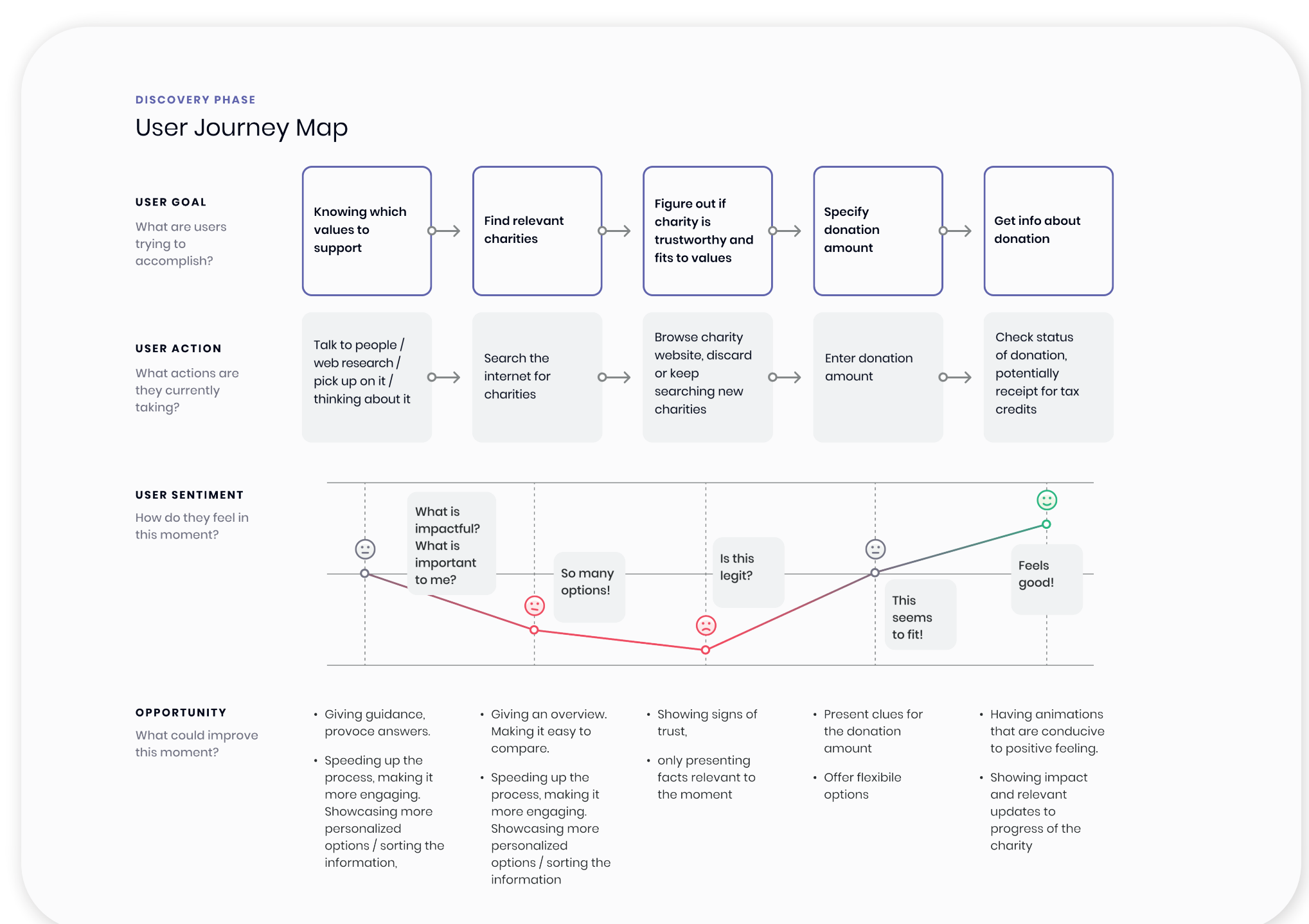
During the first usability test, participants were presented with a swipe-based selection of preferences, offering them an overview of various options for donating to charitable organizations. However, not all participants fully grasped the concept of a donation basket for recurring donations. To instill confidence in users, an introductory screen was implemented to assure them that the subsequent onboarding process aligned with their needs. This allowed new users to quickly define their preferences from a concise selection of relevant cause areas.

A scrollable tab bar was tested and proved successful in facilitating exploration of different options without causing any usability issues. Additionally, participants responded positively to graphs that transparently presented significant characteristics of charitable organizations, making it easier for them to compare different charities.

A User Journey Map clarified design opportunities

Result and Future Work

The influence of design decisions on users' willingness to donate is somewhat restricted within the scope of a usability test, mainly because of possible psychological effects like the social desirability bias. However, it is possible to address some of these artifacts and mitigate biases during the usability testing process. To obtain more accurate and realistic outcomes, conducting A/B testing on the live version of the application is recommended.

In future design iterations, there is potential to enhance the app experience and foster donor loyalty by implementing features such as providing users with real-time updates on a charity's progress. This could have the added benefit of increasing user engagement and their overall satisfaction with the application.

Overview of app screens

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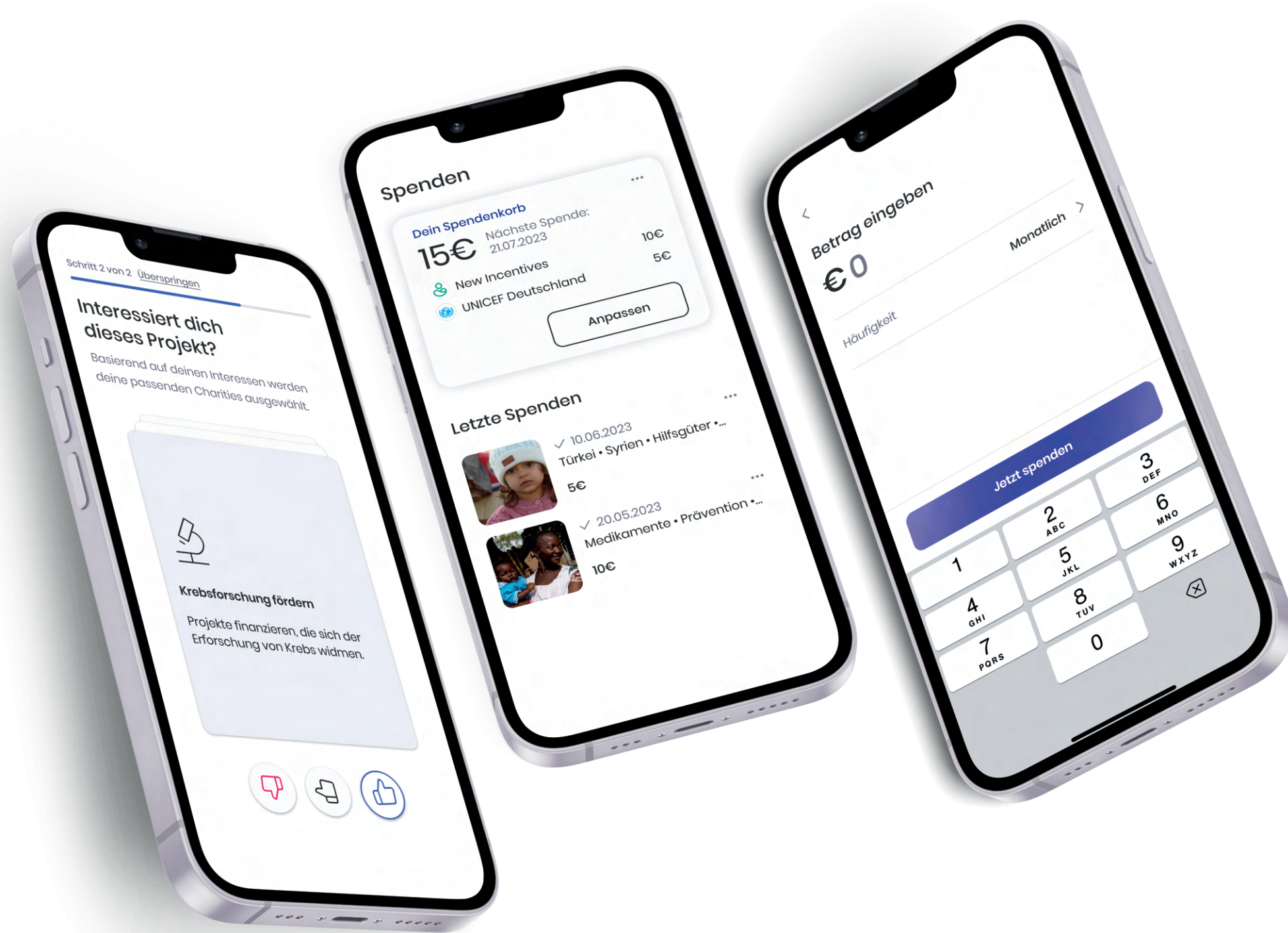
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