

# SMI Foundation App & Responsive Website

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# Project overview



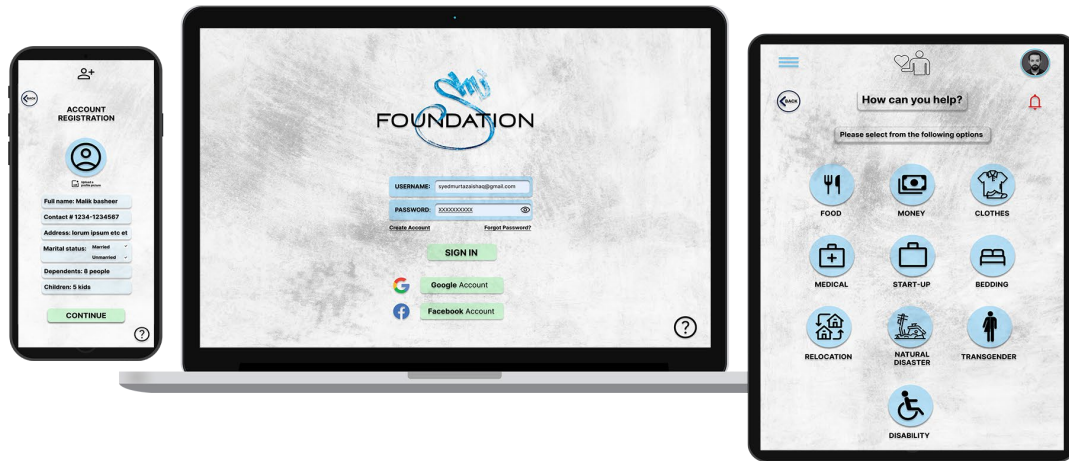
## The product:

SMI Foundation Mobile app + Responsive website is a product that aims to register Underprivileged people on-to-go and provide multiple platforms for philanthropists to contribute in any way possible and together make a positive impact in the society.



## Project duration:

February 2023 till March 2023



# Project overview



## The problem:

Lack of a product which would help register under privileged people on-the-go and provide information for philanthropists to help them as they see fit.



## The goal:

Design a mobile app + responsive website to register underprivileged people and list down their needs and provide a wholesome platform for Philanthropists to be able to contribute to deserving people in need.

# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

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

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



I used SMI Foudnation's data on helping the underprivedged and philanthropists to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling positive about the app, but had some concerns regarding the app not requesting permissions to access their device and whether their donation would actually be used where they want it to be utilized. The feedback received through research were converted into valuable insights and it was clear that the app would help achieve our goal and make a positive impact in the society on-the-go.

# Persona 1: Awais

## Problem statement:

Awais is a Volunteer philanthropist who loves to help those in need, he organizes food drives and wishes to help underprivileged people setup a start-up to be able to become self sufficient and with a busy schedule he would love to have an app through which he can register underprivileged people on the go.



Awais

**Age:** 32  
**Education:** Masters Degree  
**Hometown:** Islamabad  
**Family:** Wife & 1 child  
**Occupation:** Freelancer

*"An app which would help me register underprivileged individuals on the go and help them through a fund pool system."*

## Goals

- To help underprivileged people with a start-up
- To register people in need
- To help underprivileged people with their basic needs

## Frustrations

- Currently only able to help a limited number of people
- Difficulty finding enough funds to help underprivileged people.
- Wants a mobile app that is user-friendly and easy to navigate

Awais is a Volunteer philanthropist who loves to help those in need, he organizes food drives and wishes to help underprivileged people setup a start-up to be able to become self sufficient and with a busy schedule he would love to have an app through which he can register underprivileged people on the go.

## Persona 2: Ali

### Problem statement:

Ali is an active philanthropist who helps fund people who cannot afford to pay for their treatments and people with disabilities. He would love to see a website which brings together like minded people and pool their funds to help those in need and see the fruit of their labor.



Ali

**Age:** 38  
**Education:** Bachelors  
**Hometown:** Islamabad  
**Family:** Wife & 2 children  
**Occupation:** Business man

*"A website that would keep my identity anonymous and I could contribute to help those in need."*

### Goals

- A website which keeps everything transparent and utilizes the funds to help those in need.
- Multiple options to help.
- To be able to see the impact of helping those in need.

### Frustrations

- Lack of trust with existing NGOs
- No website/app which provides up-to-date information.
- Lack of a dynamic vision.

Ali is an active philanthropist who helps fund people who cannot afford to pay for their treatments and people with disabilities. He would love to see a website which brings together like minded people and pool their funds to help those in need and see the fruit of their labour.



# Competitive audit

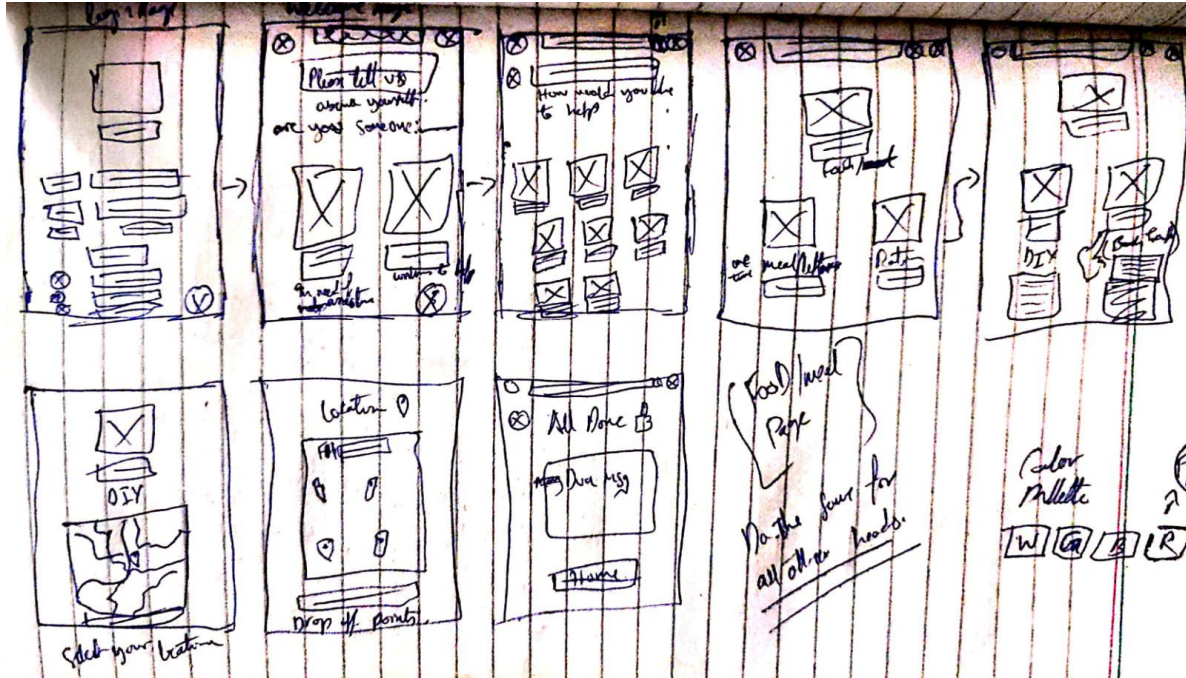
An audit of a few competitor's products provided direction on gaps and opportunities to address with SMI Foundation App.

Competitive audit	Competitive audit goal: Compare the user experience of our competitors Apps									
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (PKR) (\$-£€€)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions	
Competitor #1 GoFundMe	Direct	Unknown	crowdfunding platform	0	<a href="#">GoFundMe: #1 Fundraising Platform for Crowdfund</a>  <a href="#">Make a loan, change a life   Kiva</a>  <a href="#">ScholarMatch</a>  <a href="#">GradSnapp for College Completion: Cloud-based Stu</a>  <a href="#">Educational Fundraising Technology   GiveCampus</a>	Small	Teenager and adults	allows users to create fundraising campaigns and share them with their network	<b>Good</b> + Successes: Visually appealing - Drawbacks: none	<b>Good</b> + Successes: Visually appealing and to the point - Drawbacks: No customer service. Users are left to explore the app by themselves  <b>Needs work</b> + Successes: None - Drawbacks: No app
Competitor #2 Kiva	Direct	Unknown	nonprofit organization	0		Small	Teenager and adults	connects individuals in need of financial assistance with lenders who can provide microloans	<b>Good</b> + Successes: Visually appealing - Drawbacks: None	<b>Needs Work</b> + Successes: None - Drawbacks: No app
Competitor #3 ScholarMatch	Indirect	Unknown	nonprofit organization	0		Small	Teenage/students	connects underprivileged students with donors who can provide financial assistance for their educational goals	<b>Outstanding</b> + Successes: Visually appealing - Drawbacks: None	<b>Needs Work</b> + Successes: None - Drawbacks: No mobile app
Competitor #4 GradSnapp	Indirect	Unknown	software tool	0		Small	Teenager and adults	helps students and educators track student progress towards academic and career goals	<b>Good</b> + Successes: Visually appealing - Drawbacks: None	<b>Needs work</b> + Successes: None - Drawbacks: No mobile app
Competitor #5 GiveCampus	Indirect	Unknown	fundraising platform	0		Small	Teenager and adults	specifically designed for educational institutions to connect with alumni and other donors	<b>Good</b> + Successes: Visually appealing - Drawbacks: None	<b>Needs Work</b> + Successes: None - Drawbacks: No mobile app
Competitive audit	UX (rated needs work, okay, good or outstanding)									
	Features	Accessibility	Interaction		Navigation	Visual design		Tone	Content	
			User flow			Brand identity			Descriptiveness	
Competitor #1 GoFundMe	<b>Good</b> + Successes: To the point features, Specific to one item, Create account feature - Drawbacks: Limited usability	<b>Needs work</b> + Successes: None - Drawbacks: No language options or audio input/output	<b>Good</b> + Successes: too the point - Drawbacks: No clear hierarchy	<b>Good</b> + Successes: Easy basic navigation, Clear indication of clickable elements	<b>Good</b> + Successes: Appealing Minimalist Design - Drawbacks: Minimal information		Minimalist style and to the point	<b>Good</b> + Successes: Too the point - Drawbacks: Too concise		
Competitor #2 Kiva	<b>Outstanding</b> + Successes: Create account feature, Storages and storage area locator feature, Online tracking feature - Drawbacks: No in app guide	<b>Needs work</b> + Successes: light/dark mode, - Drawbacks: No multiple language support	<b>Outstanding</b> + Successes: fun to navigate, clear hierarchy - Drawbacks: No in app guide	<b>Outstanding</b> + Successes: Easy to navigate, Clear indication of clickable elements - Drawbacks:	<b>Outstanding</b> + Successes: Strong brand identity including colors, fonts, style, and imagery - Drawbacks: Informal guidelines		Engaging, concise, and informative	<b>Outstanding</b> + Successes: Short, Focused on info relevant to target audience - Drawbacks: Too Brief at times		
Competitor #3 ScholarMatch	<b>Needs work</b> + Successes: Create account feature, Storages and storage area locator feature, Online tracking feature - Drawbacks: Considers the users as shipping companies	<b>Good</b> + Successes: App theme available for light or dark contrast, Multiple language support - Drawbacks: No audio input/output	<b>Good</b> + Successes: Easy to find the menu - Drawbacks: No in app guide	<b>Good</b> + Successes: Easy basic navigation, Clear indication of clickable elements - Drawbacks:	<b>Needs work</b> + Successes: Very professional - Drawbacks: Text oriented and dull		Informative, to the point and cramped up	<b>Good</b> + Successes: All key info is present - Drawbacks: Too descriptive		
Competitor #4 GradSnapp	<b>Good</b> + Successes: Create account feature, Excellent POS system for a shop - Drawbacks: takes Inventory into consideration as a shop only	<b>Good</b> + Successes: Multiple language support - Drawbacks: No audio input/output	<b>Needs Work</b> + Successes: Key info icons displayed on home page - Drawbacks: No clear hierarchy	<b>Good</b> + Successes: Easy basic navigation, Clear indication of clickable elements - Drawbacks:	<b>Good</b> + Successes: Visually appealing - Drawbacks: Doesn't follow a proper brand theme		Concise and informative	<b>Good</b> + Successes: All key info is present - Drawbacks: Missing guidelines		
Competitor #5 GiveCampus	<b>Good</b> + Successes: Create account feature, Storage locator - Drawbacks: No in app guide	<b>Outstanding</b> + Successes: multiple language support, password protected - Drawbacks: No audio input/output	<b>Needs Work</b> + Successes: Key info icons displayed on home page - Drawbacks: No clear hierarchy	<b>Good</b> + Successes: Easy basic navigation, Clear indication of clickable elements - Drawbacks:	<b>Needs work</b> + Successes: Iconographic design and followed through the whole app - Drawbacks: the colors are dull and		Informative, to the point and cramped up	<b>Good</b> + Successes: Short and to the point - Drawbacks: Too descriptive		

Click to view the full [competitive audit](#) and [audit report](#)

# Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically **to segregate user experience for those who are registering for help and those who are philanthropists and wish to contribute.**

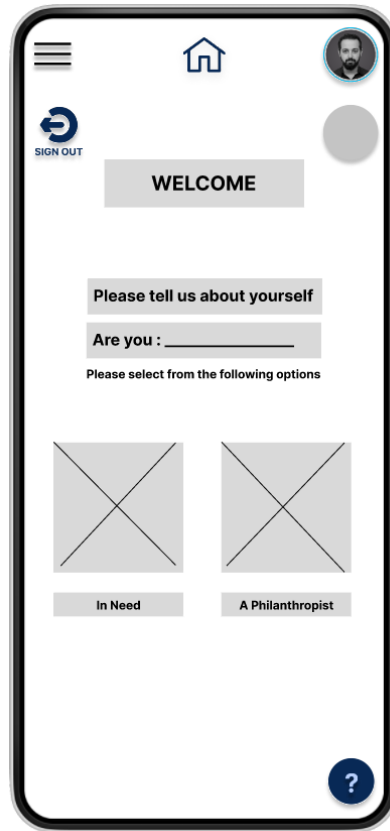




# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the SMI Foundation app. These designs focused on delivering personalized guidance to users to help manage their contributions and to be able to register on the platform.

Quick Navigation menu



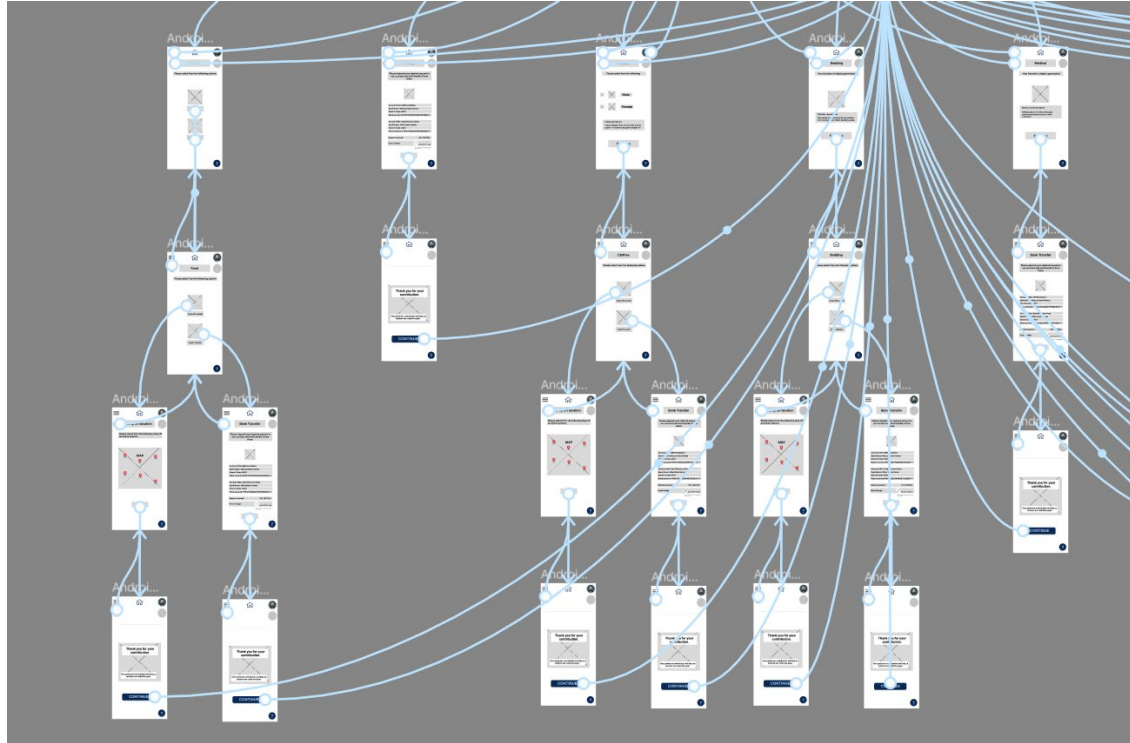
Easy access to Segregated options for ease of access



# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing the flow and interactivity of the complete app.

View [SMI Foundation's low-fidelity prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Islamabad, Pk, remote.



## Participants:

5 participants



## Length:

30-60 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Effectiveness

People acknowledged the use of this app and its positive impact in the society.

2

## Permissions

People objected to the app not requesting permissions to access location.

3

## Donation expenditure

People Felt unsure whether their contributions would actually be utilized under that specific category.

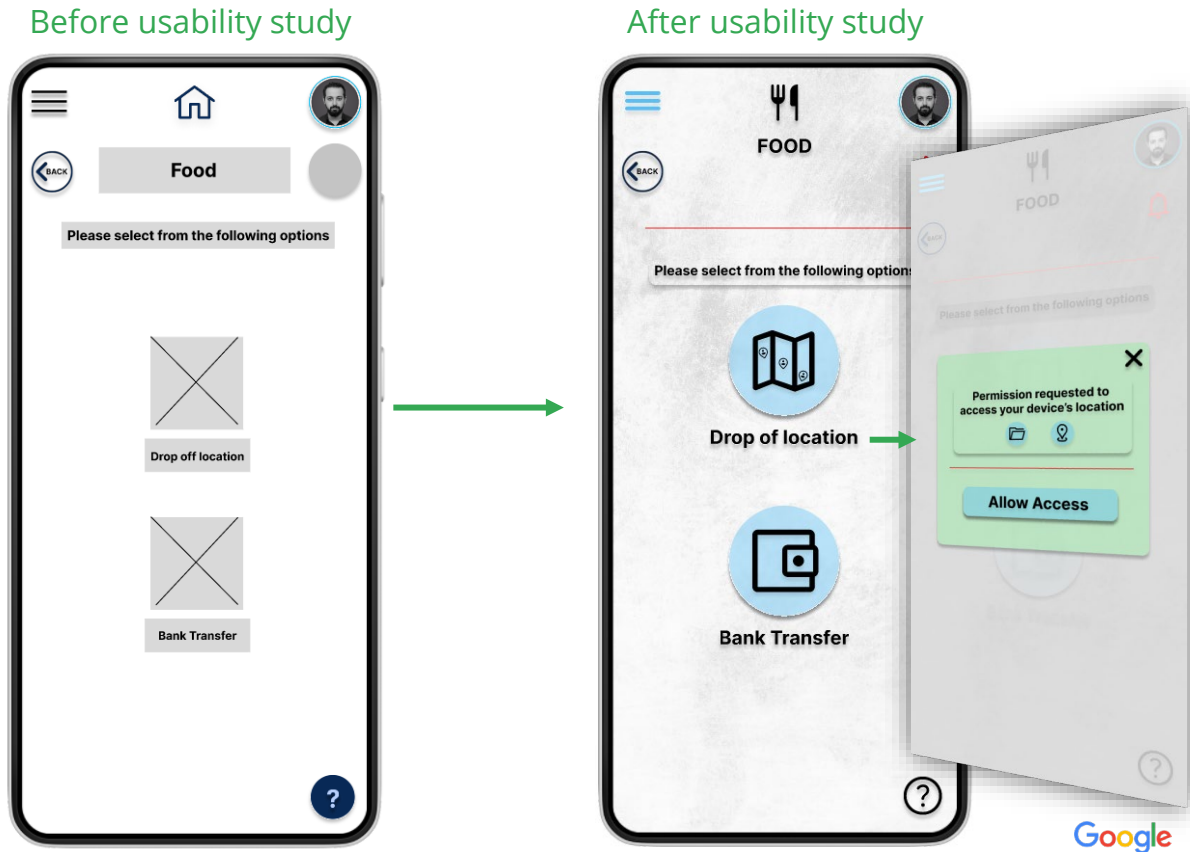
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility



# Mockups

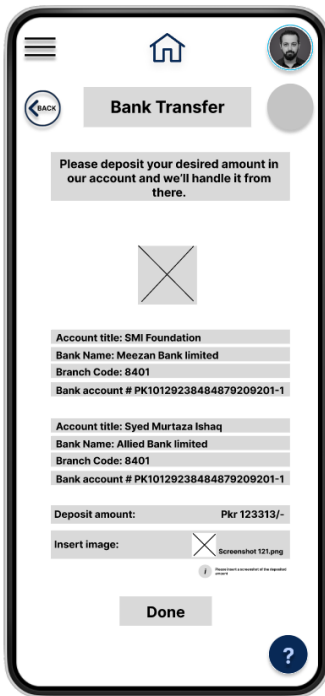
Based on the insights from the usability studies, I applied design changes like providing a pop up message requesting permission to access location when a contributor wishes to opt for the “Drop off location.”



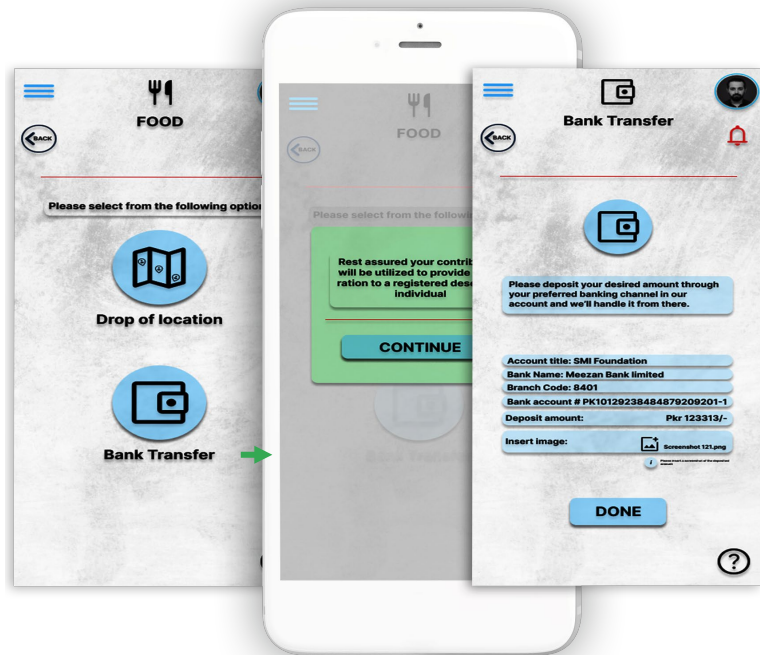
# Mockups

Additional design changes included adding a pop up message to “Bank transfer” option on all the category sub pages, and providing a clearer to the contributor that their donation will be utilized under the category they are donating.

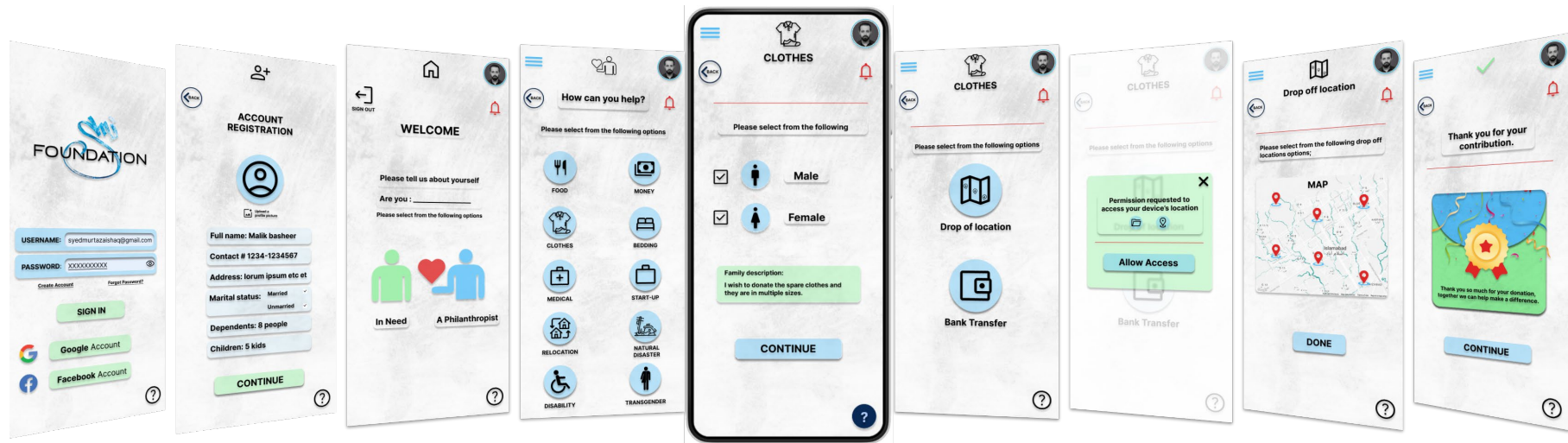
Before usability study



After usability study



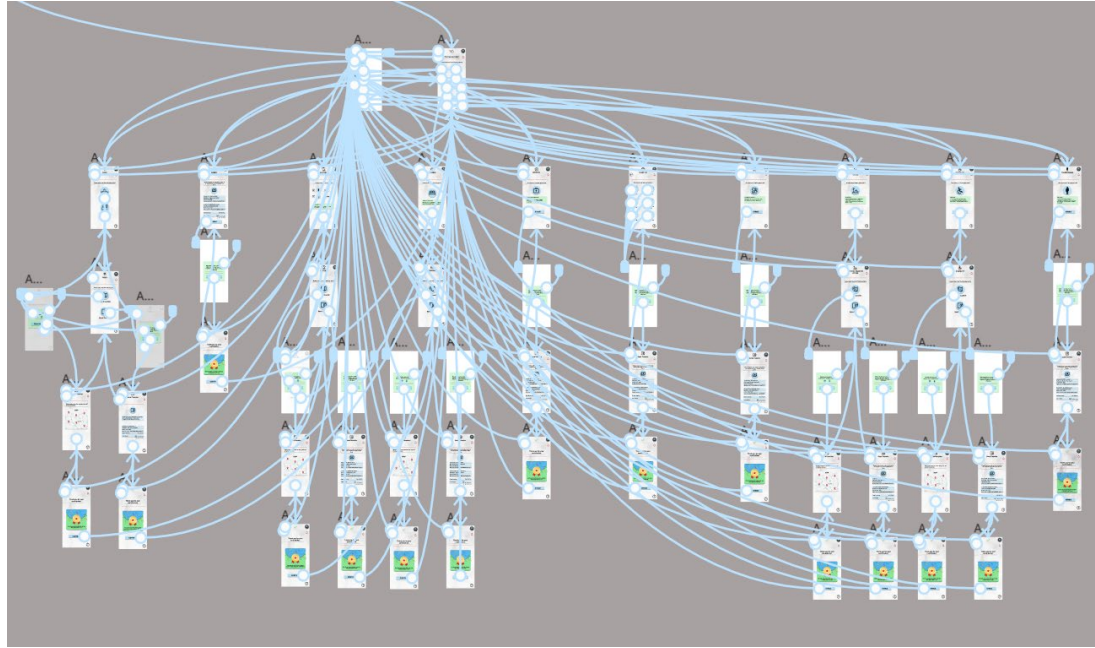
# Mockups



# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

[View the SMI Foundation high-fidelity prototype](#)



# Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

3

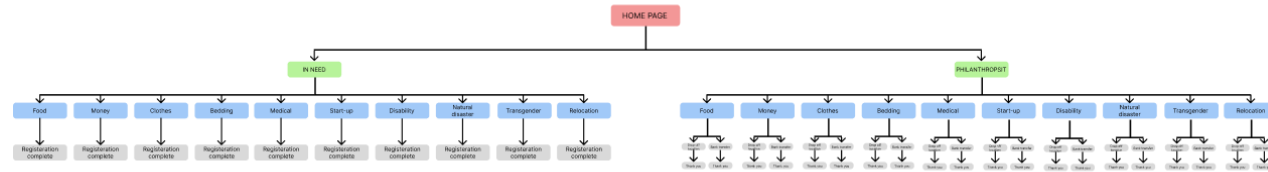
Headings and texts are placed in heirarchical order.

# Responsive Design

- Information architecture
- Responsive design

# Sitemap

With the app designs completed, I started work on designing the responsive website. I used the SMI Foundation sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



# Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.





# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app would really help make an impact in the society and even help on a global scale. One quote from peer feedback was that “SMI Foundation app would help me register any underprivileged person I would come across and by even doing so I would be able to play my part in the betterment of the society.”



## What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

# Next steps

1

Conduct research on how successful the app is in reaching the goal to help the underprivileged.

2

Add articles and share success stories that our app helped in achieving with the help of our volunteers and philanthropists.

3

Daily updates would be sent as Push notifications to all the users to keep them motivated.

# Let's connect!



Thank you for your time reviewing my work on the SMI Foundation app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: [syedmurtazaishaq@gmail.com](mailto:syedmurtazaishaq@gmail.com)

Website: [syed murtaza ishaq on Behance](#)