



# DAAN

UI/UX project on  
donation app.

# about the project.

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I will be designing an online web application using UX which will allow people to donate unwanted things easily without even going to any nearby Donation Centre.

This application will also have the following features;

- At your door pickup - Don't worry if you are too lazy to drive for donation, we will pick it up for you.
- Transparency - Keep a track of all your donations.
- Donate Anything - From clothes and books to big furniture, anything can be donated.
- Rewards - Yes, Donate anything and earn exiting rewards and discount vouchers.
- And many more!!



# project details.

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**Name of the app will be 'DAAN'.**

**DAAN is basically a Hindi/Marathi word which simply means donate.**



# about the logo.

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**Name of the app will be 'DAAN'.**

**DAAN is basically a Hindi/Marathi word which simply means donate.**

**The logo of DAAN has a hand which shows the sign of charity and help and the heart above the hand shows that we are sharing love when we are donating something. This whole thing is combined on 'D' shape which simply denotes the first letter of our app name 'DAAN'.**

**I have used Adobe Illustrator for the creation of logo.**



# our goal.

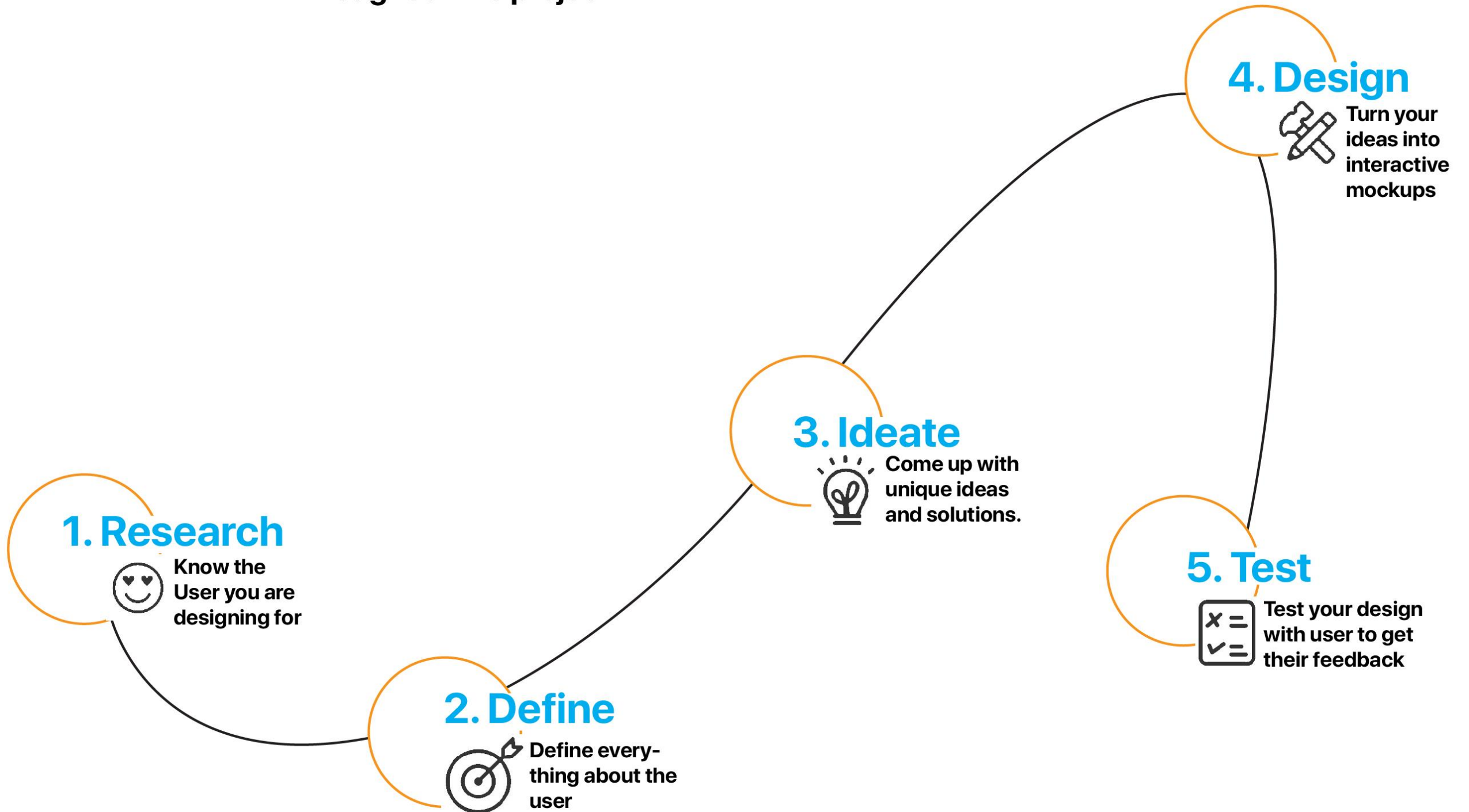
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- **To make donations easy.**
- **To avoid getting usable things into waste and make their best use.**
- **To help NGOs, Orphanages, Old age homes, Donation centres, etc.**
- **Increase Donations and Charity.**



# My Design Process

Throughout the project



# research.

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## 1. Qualitative Research(User Interviews).

**I have conducted five face to face user interviews to understand their way of thinking and managing their day to day life. The questions I asked them were;**

- 1. Please tell me about yourself.**
- 2. What kind of work do you do, job/business?**
- 3. What do you do in your spare time?**
- 4. What do you do when you find some useless things at your home which you don't need?**
- 5. You ever thought of donating such things?**
- 6. If yes, how do you donate?**
- 7. Have you tried donating these things online? If yes, do you find it difficult to donate things online? Why?**
- 8. If you could donate these kind of stuff through an online mobile application, would you donate?**
- 9. If yes, What special features would you like to see in the app?**
- 10. What haven't I asked you today that you think could be valuable for us to know?**



# research.

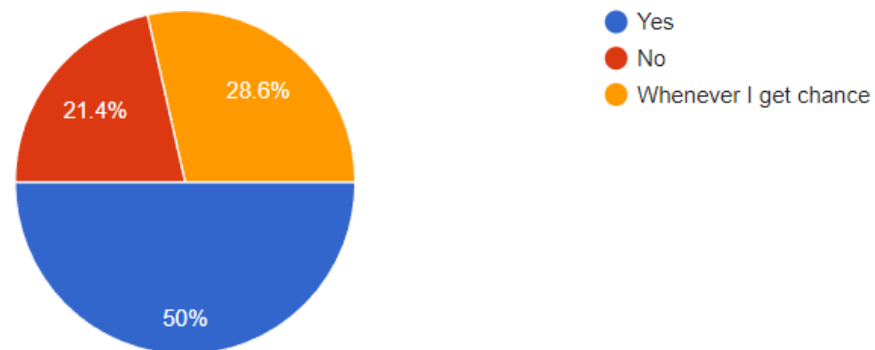
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## 1. Quantitative Research.

I created an online survey form and asked people to record their responses through it. 15 people responded with the survey honestly. The results are as follows;

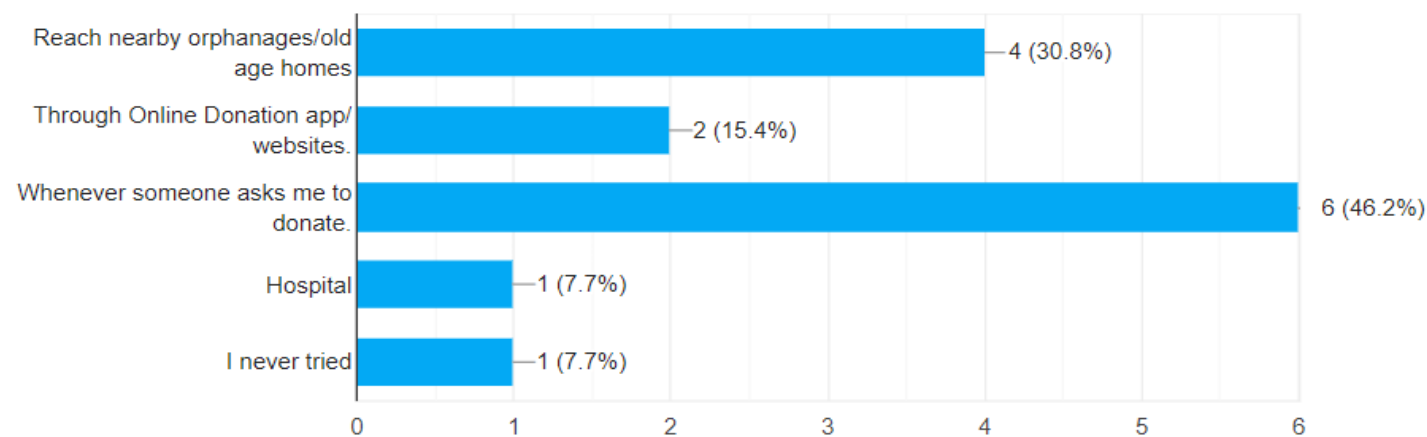
Do you donate?

14 responses



If yes, how do you donate?

13 responses

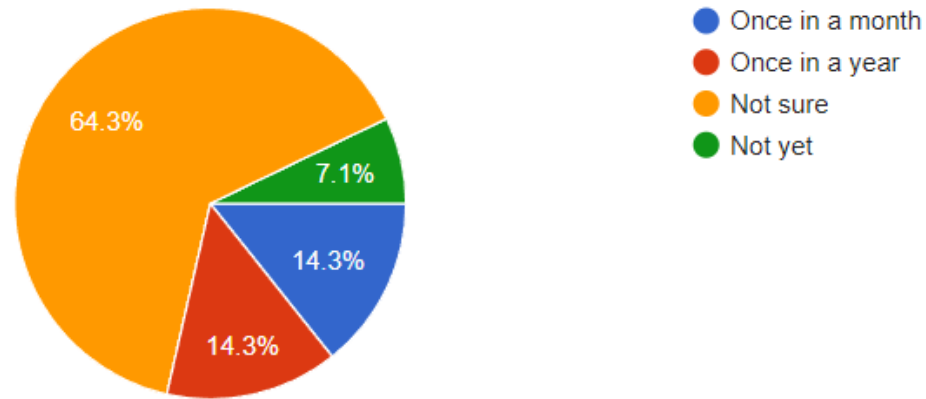




# research.

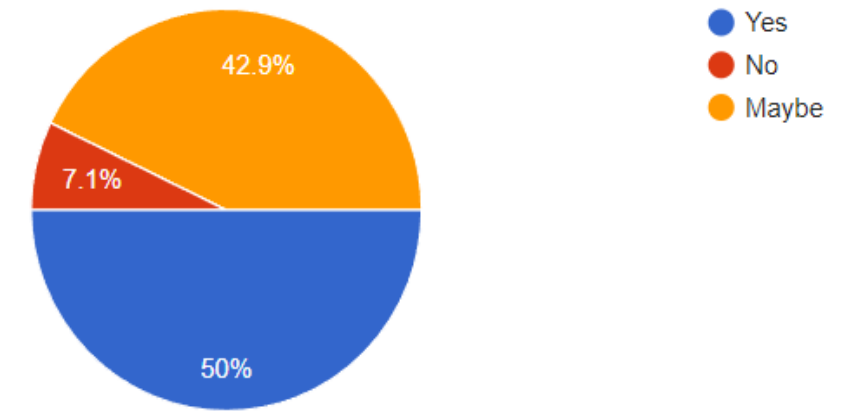
How frequently do you donate?

14 responses



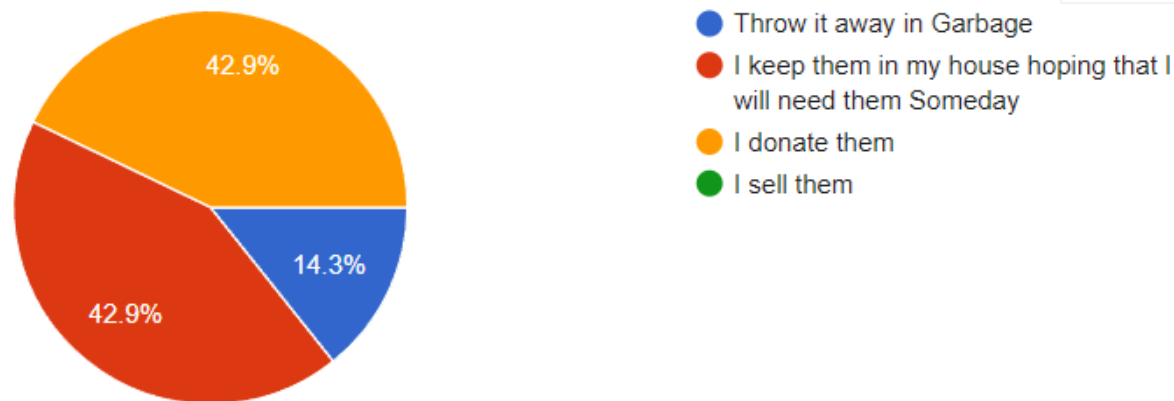
If you can donate such things through an App, will you donate?

14 responses



What do you do when you find some useless items at your home?

14 responses














If no, Please give atleast one reason.

1 response

I don't have anything to donate



# competitor analysis.

Competitor Analysis	At your door pickup	Transparency	Rewards	User friendly Interface	Quick response from the org.	Scheduled pick up	Pick up for small donations	Charges for pickup service
SADS India								
Vibgyor Foundation								
Swachcoop								
Goodwillindia								

# empathy map.

## Think and feel.

1. Feel like donating unwanted stuff.
2. Doesn't feel like throwing them away.
3. Think to help more to poor people.



## Hear

1. Negative reviews will influence me.
2. If I say that an organisation gives rewards on donating, I will influence others to donate.
3. Positive Reviews will be supportive.

## See.

1. If the organisation is verified and trusted.
2. Distance of the organisation from my house.
3. Pickup charges should be affordable.
4. Transparency.

## Say and do.

1. Can go to the nearest NGO to donate.

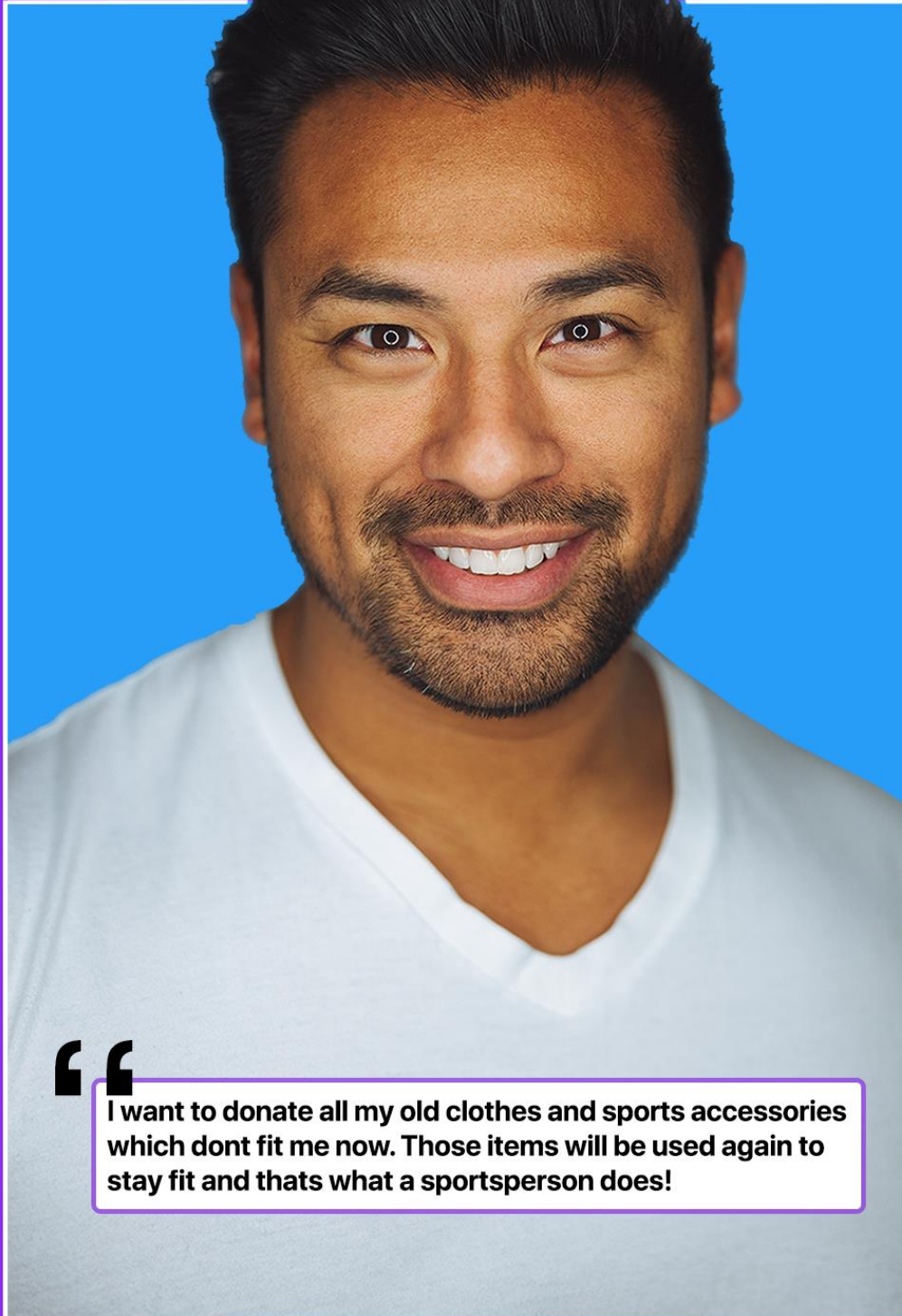
## Pain.

1. Useless stuff at home.
2. NGOs are closed sometimes.
3. Lazy to drive to NGOs.
4. Finding NGOs which are genuine.

## Gain.

1. Useless stuff gets cleaned.
2. Satisfaction of doing good.
3. Rewards.

# user persona.



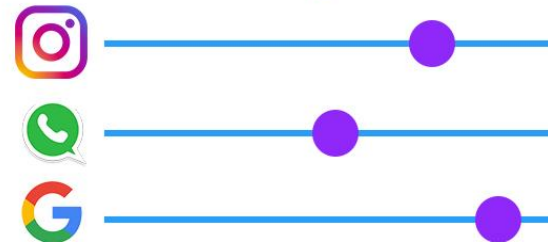
## Harshal Nikam

21, Badminton Coach

### Bio and Core needs

Harshal, Born in a middle class family, always wanted to do something for charity. As a sports trainer, he has a lots of sports clothing and other sports accessories which he wanted to donate, but knew only one nearby orphanage. He wants to donatethese things to almost every possible orphanage/NGO through any relevant and transparent source.

### Tech Familiarity



### Goals

1. Easy Donations.
2. Make the best use of waste things.
3. Cleanliness without waste.

### Frustrations

1. No transparency in the app.
2. Need to drive to orphanages.
3. Improper pickup timings even if scheduled.



I want to donate all my old clothes and sports accessories which dont fit me now. Those items will be used again to stay fit and thats what a sportsperson does!

# key findings.

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- **Pain points/ problems;**

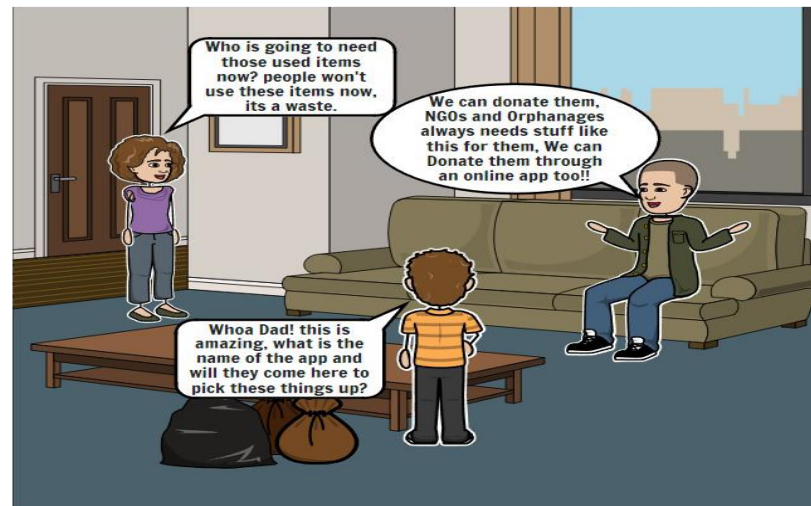
1. NGOs are closed when we want to donate(no fix timings).
2. Finding genuine NGOs is difficult these days.
3. Users can't afford to pay for sending big donations(furniture, etc).
4. Transparency.
5. Can't donate due to uneven day schedule(jobs, business, etc).

- **Solutions for the pain points/problems;**

1. Pickup date and time will be an option donating through DAAN.
2. NGOs which sign up to involve in DAAN as a 'RECIEVER' will be completely verified and genuine.
3. Pickup charges will be applied as per the distance between DAAN centre and user's house.
4. Users can get to know about their earlier donations (Transparency).

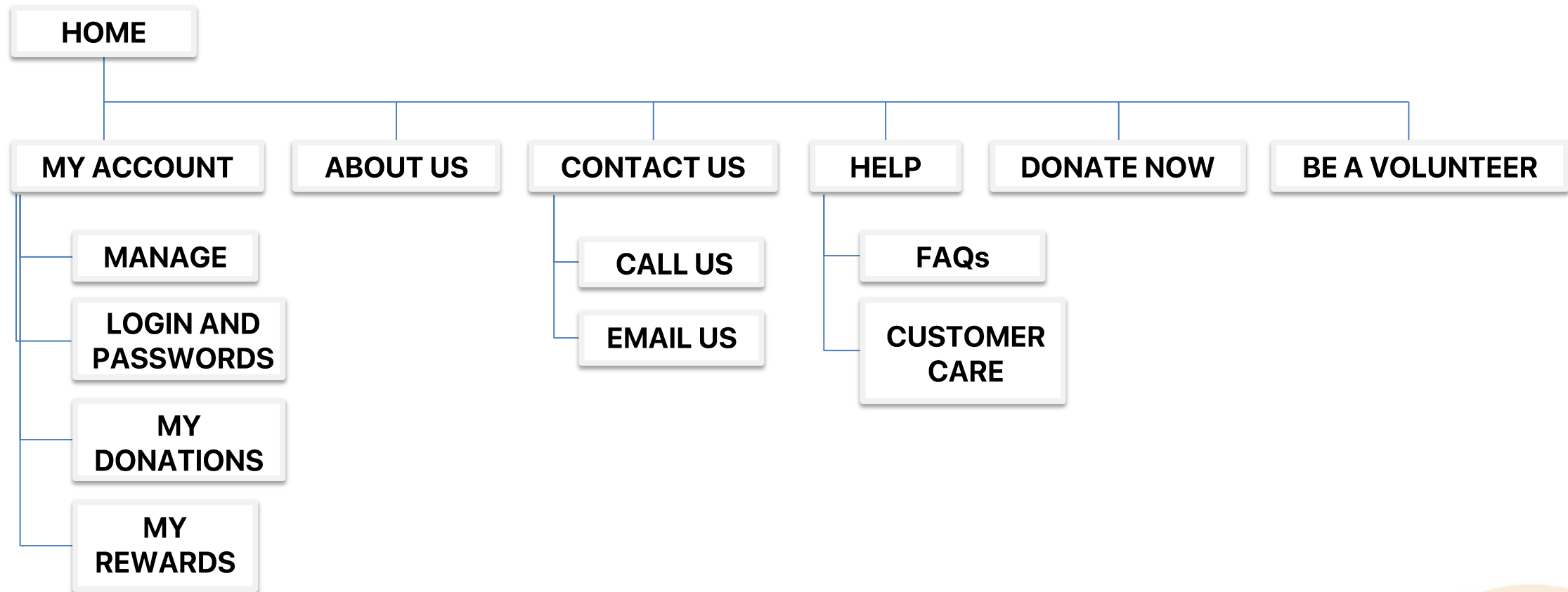


# storyboard



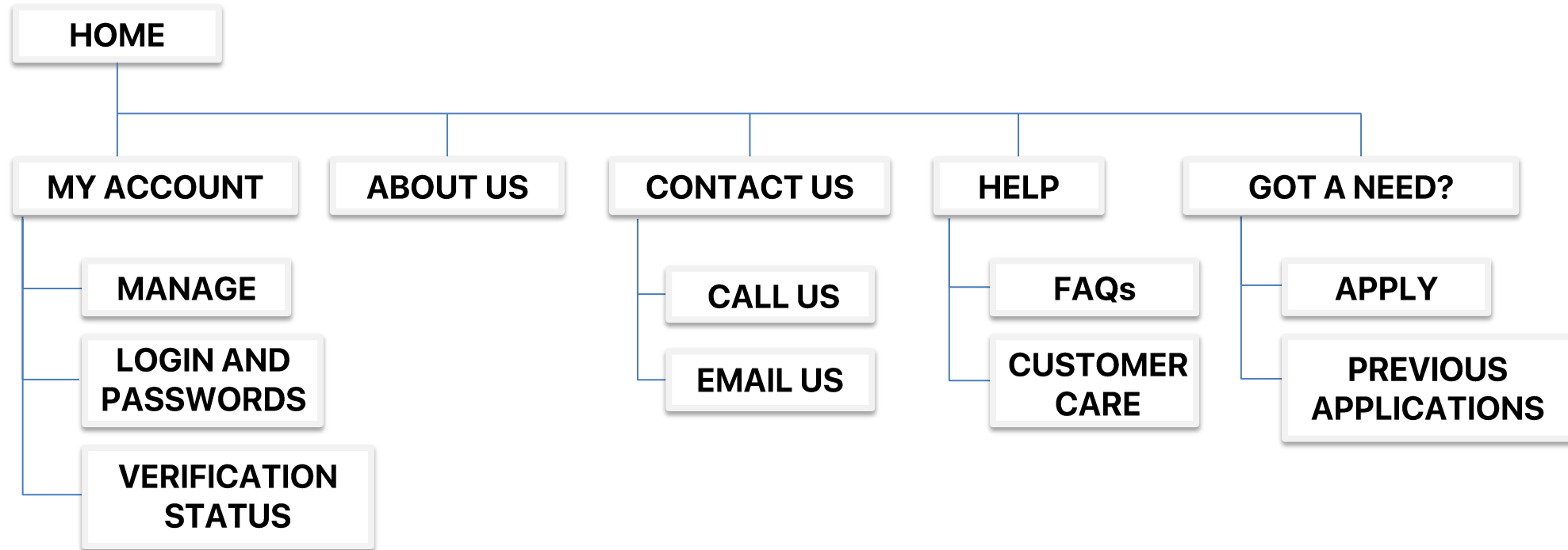
# information architecture.

- Information Architecture for donor.



# information architecture.

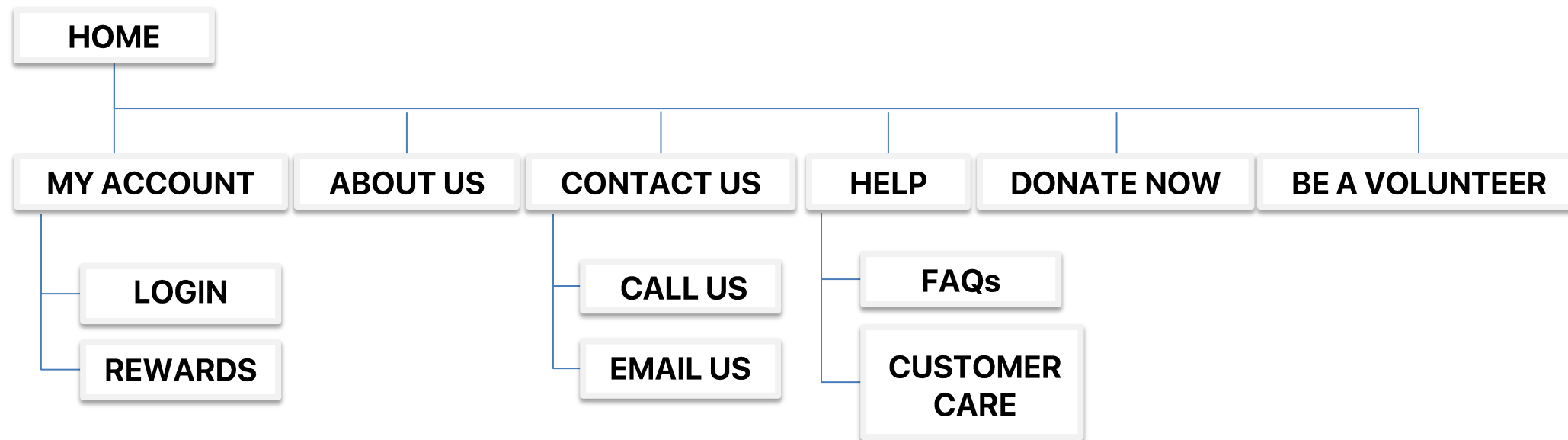
- Information Architecture for reciever.





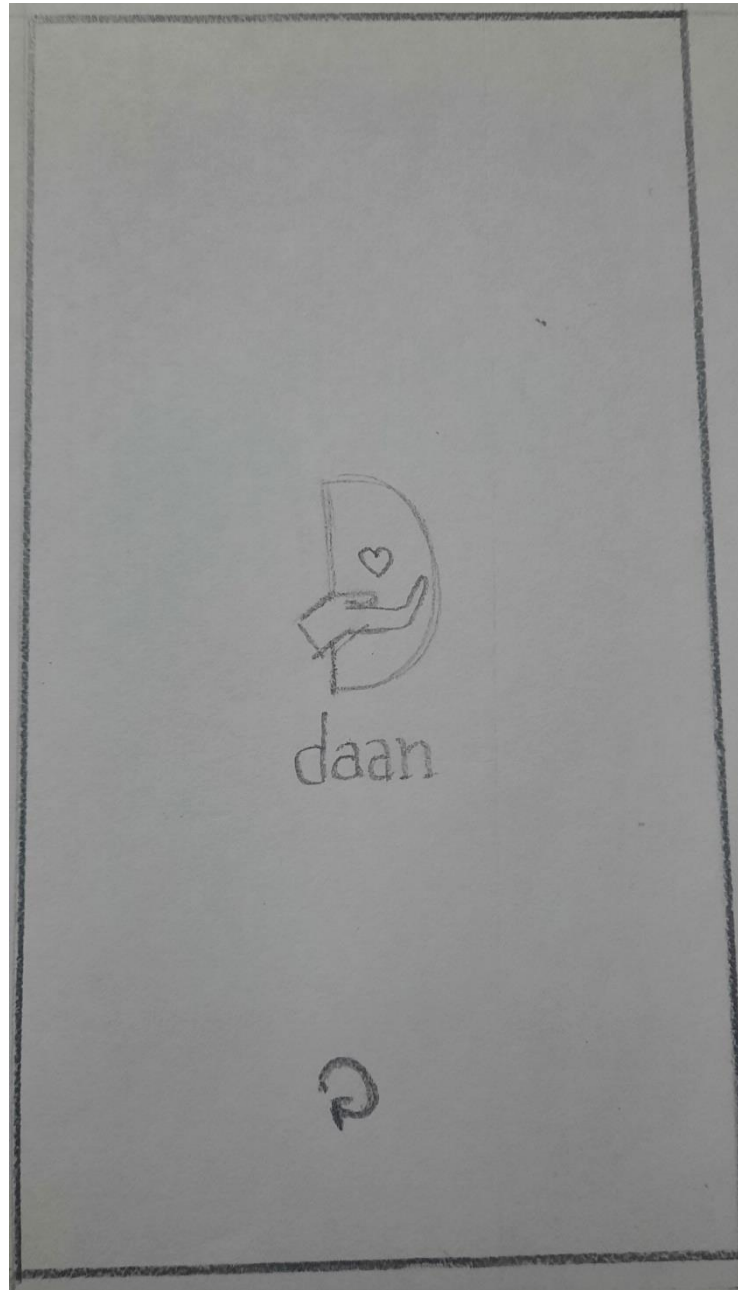
# information architecture.

- Information Architecture for guest(who doesn't want to sign in).



# design.

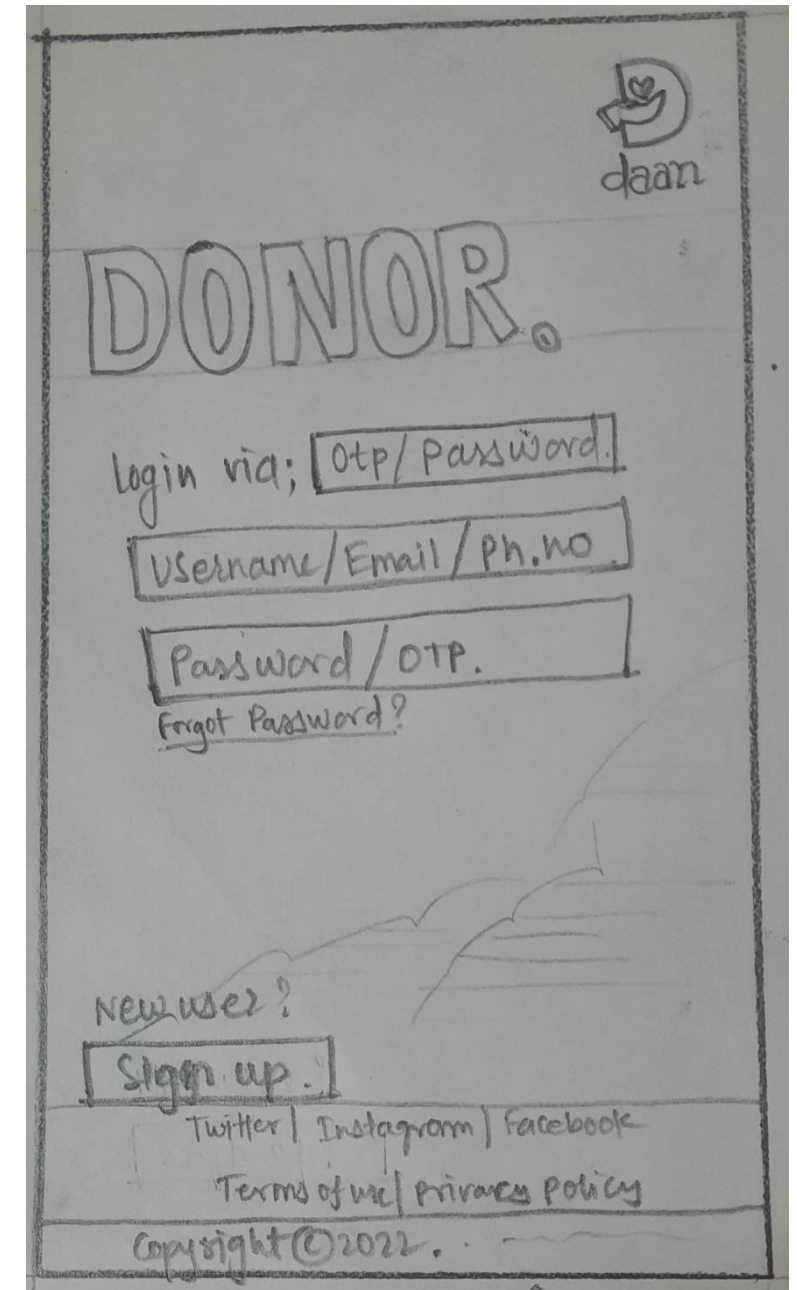
- LOW FIDELITY WIREFRAMES.



FIRST OPENING SCREEN



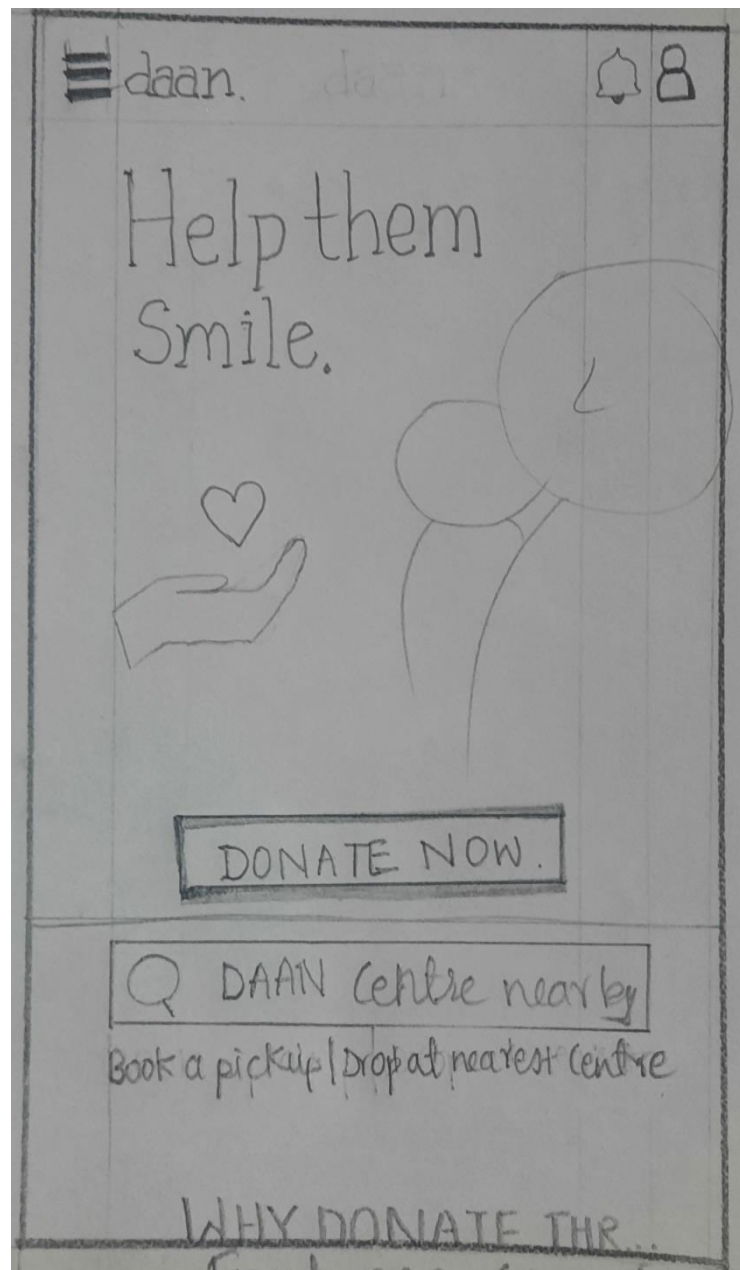
START PAGE



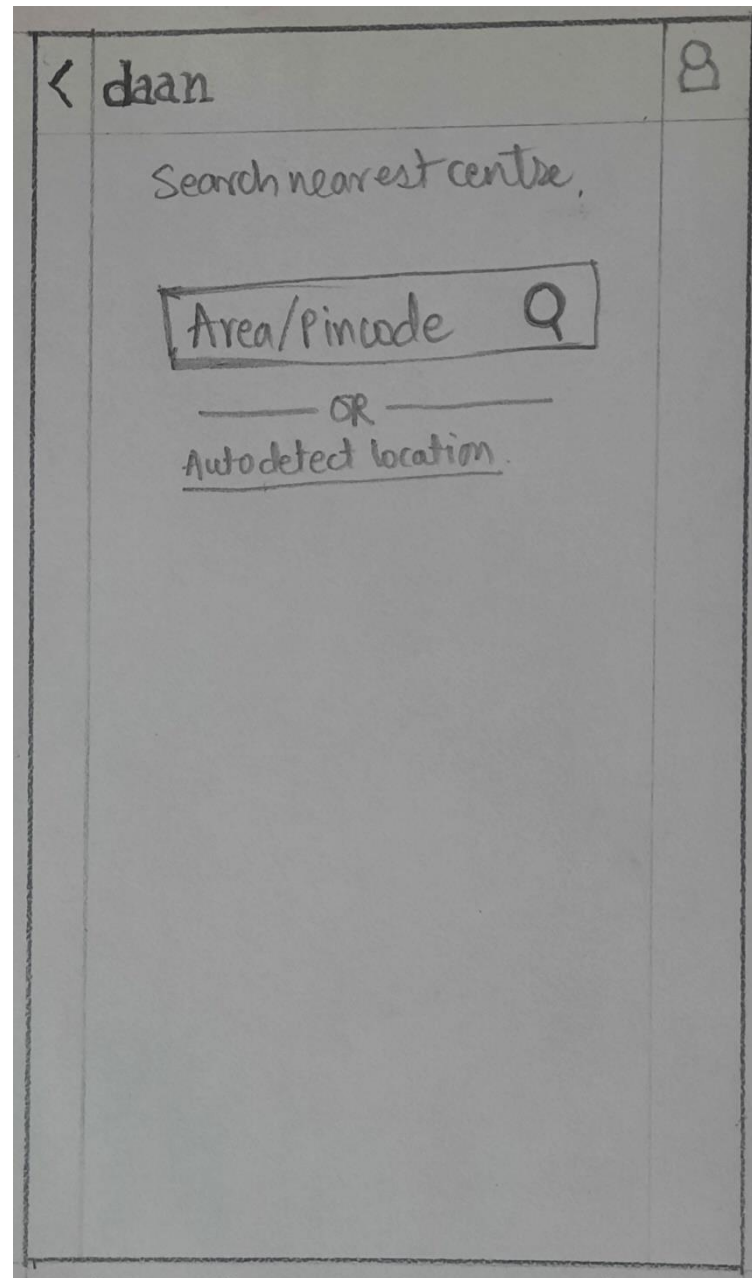
DONOR LOGIN

# design.

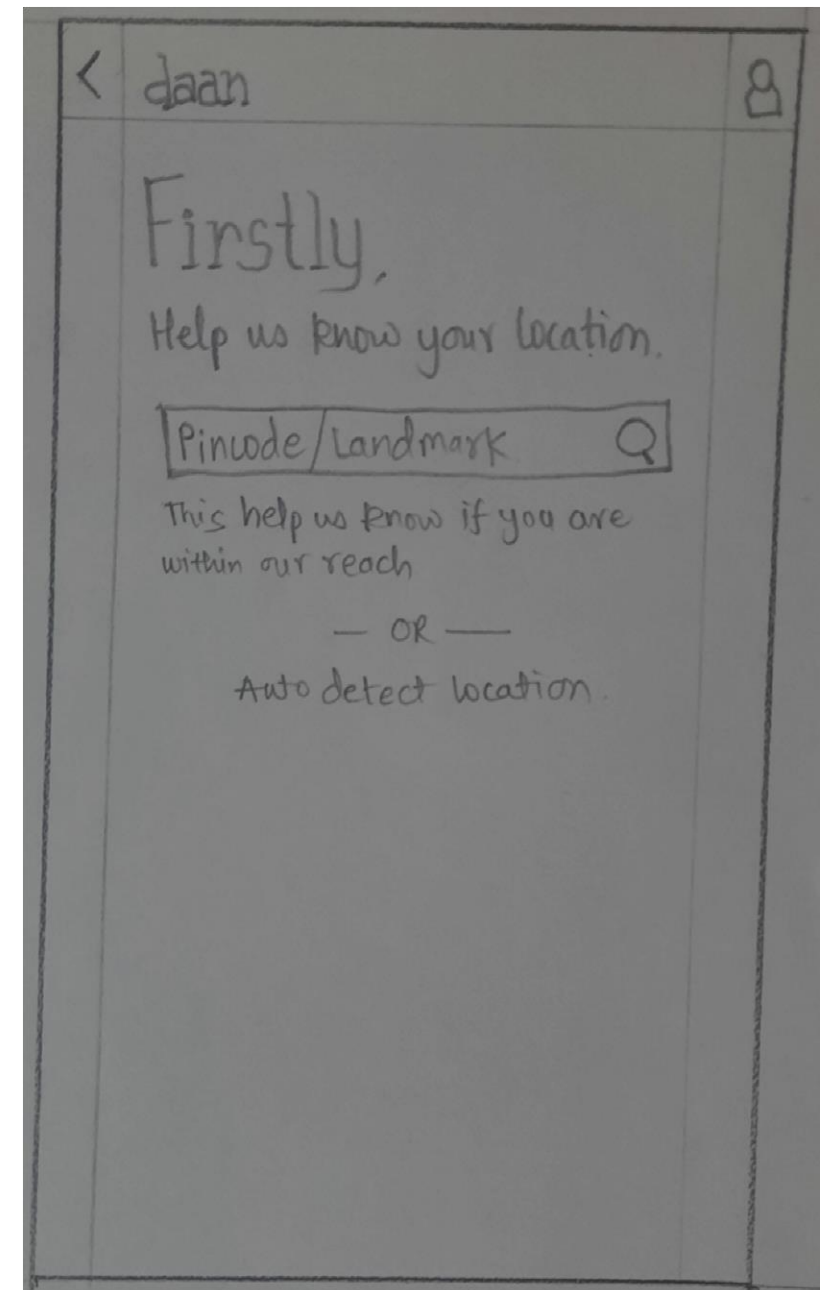
- LOW FIDELITY WIREFRAMES (PT.2).



DONOR LOGGED IN



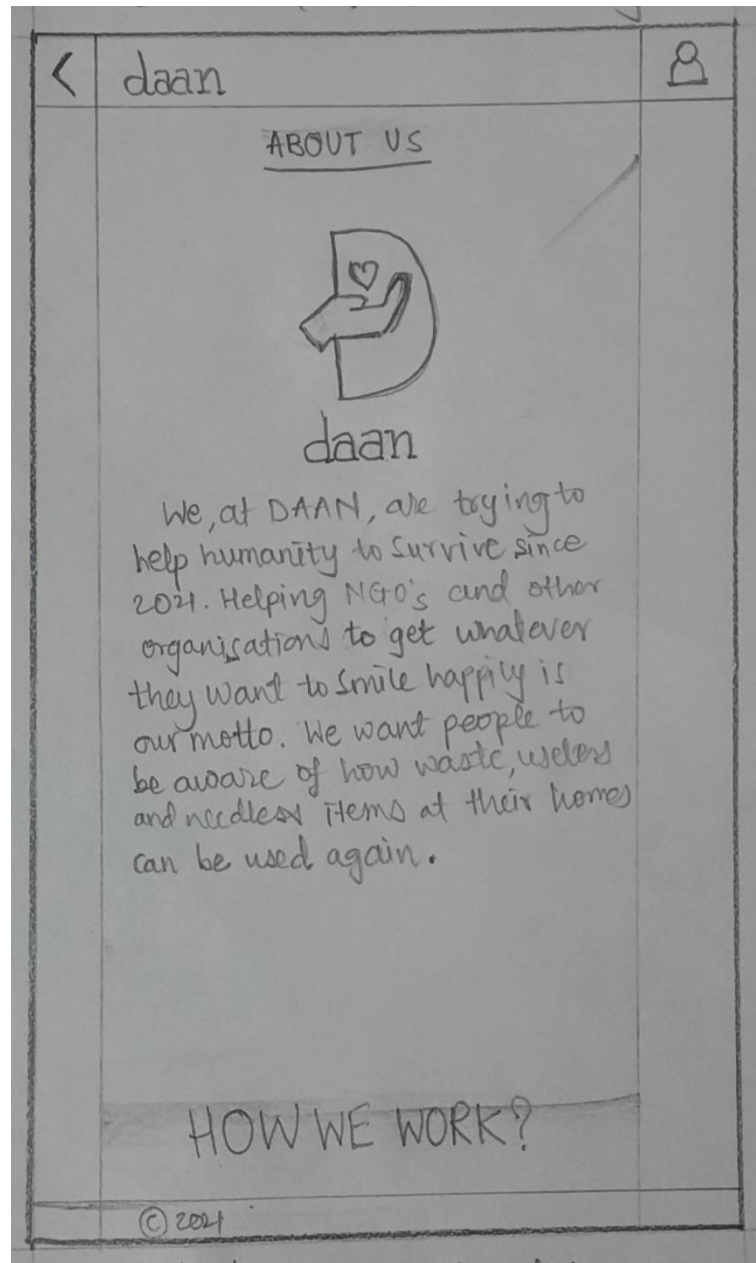
SEARCH DAAN CENTRE



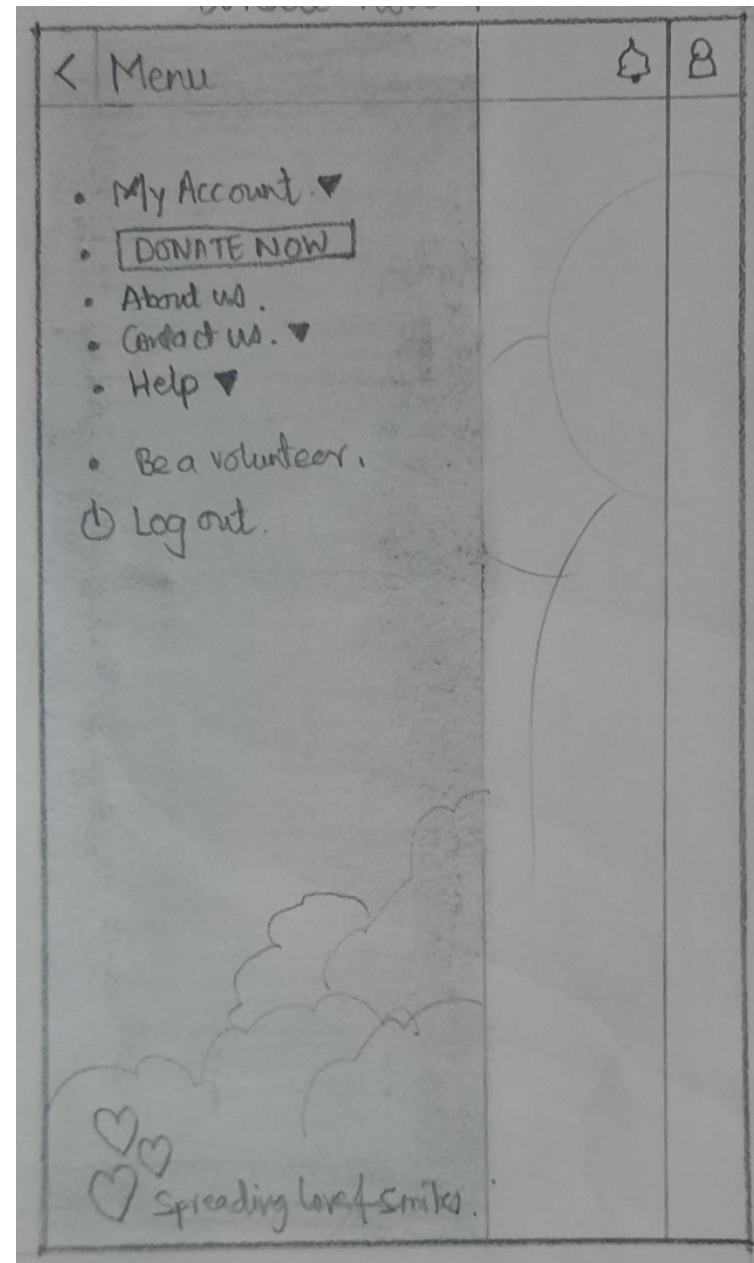
DONATE NOW PAGE

# design.

- **LOW FIDELITY WIREFRAMES (PT.3).**



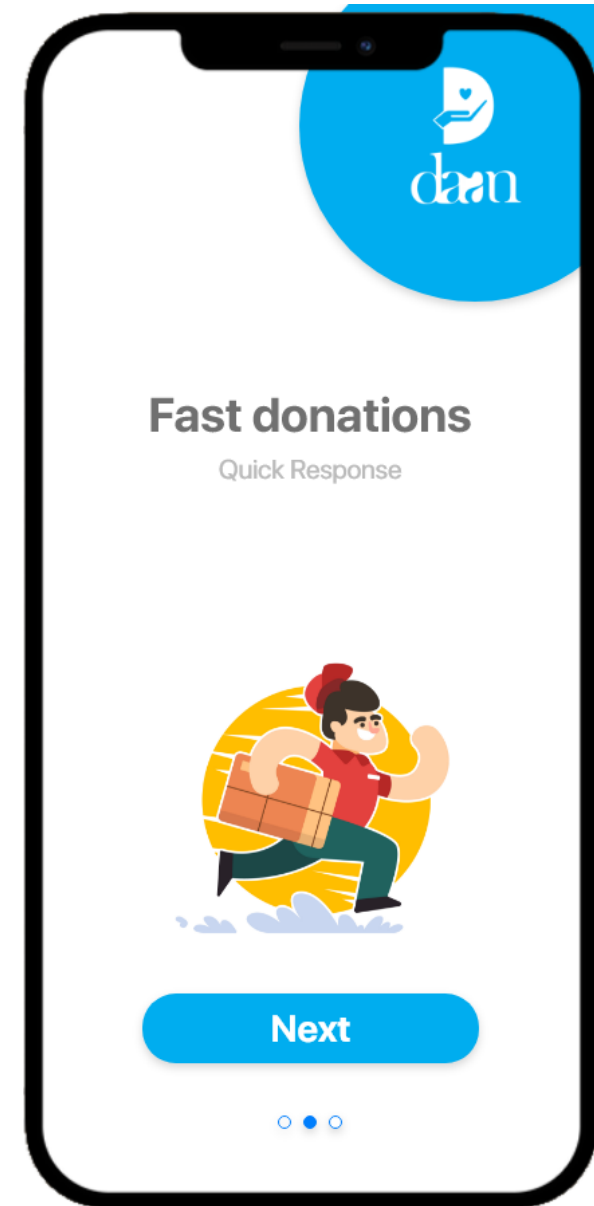
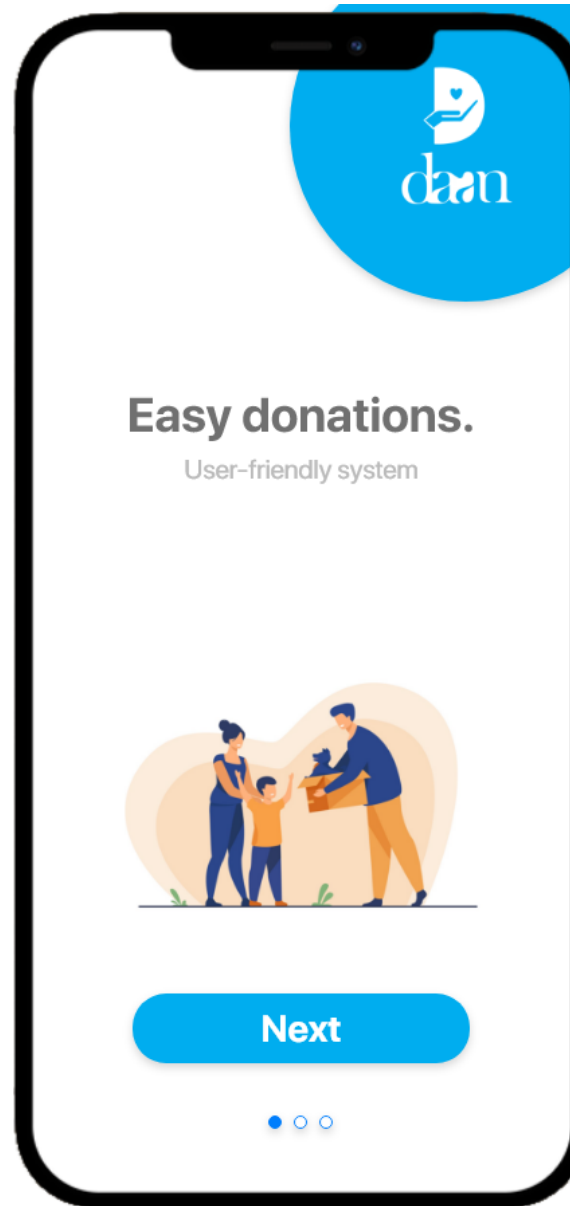
**ABOUT US PAGE**



**DONOR'S MENU BAR**

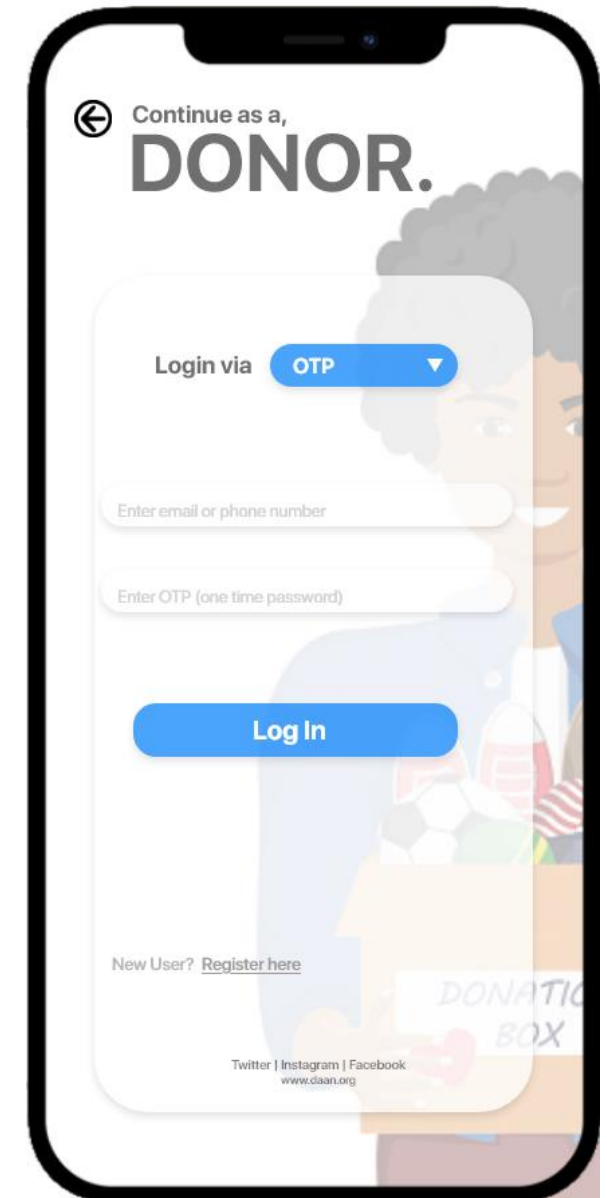
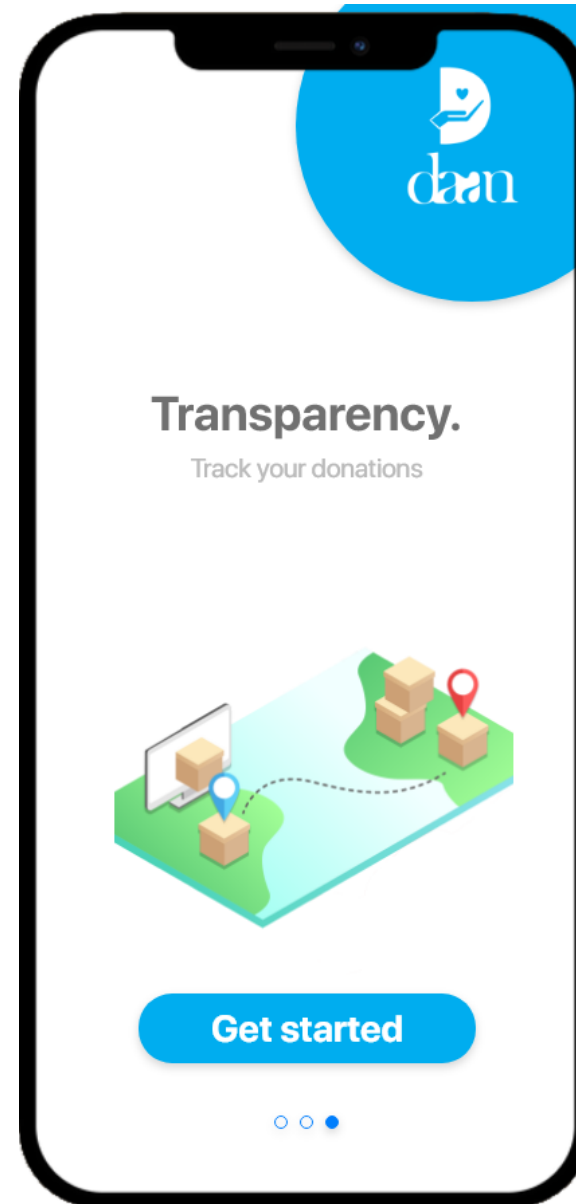
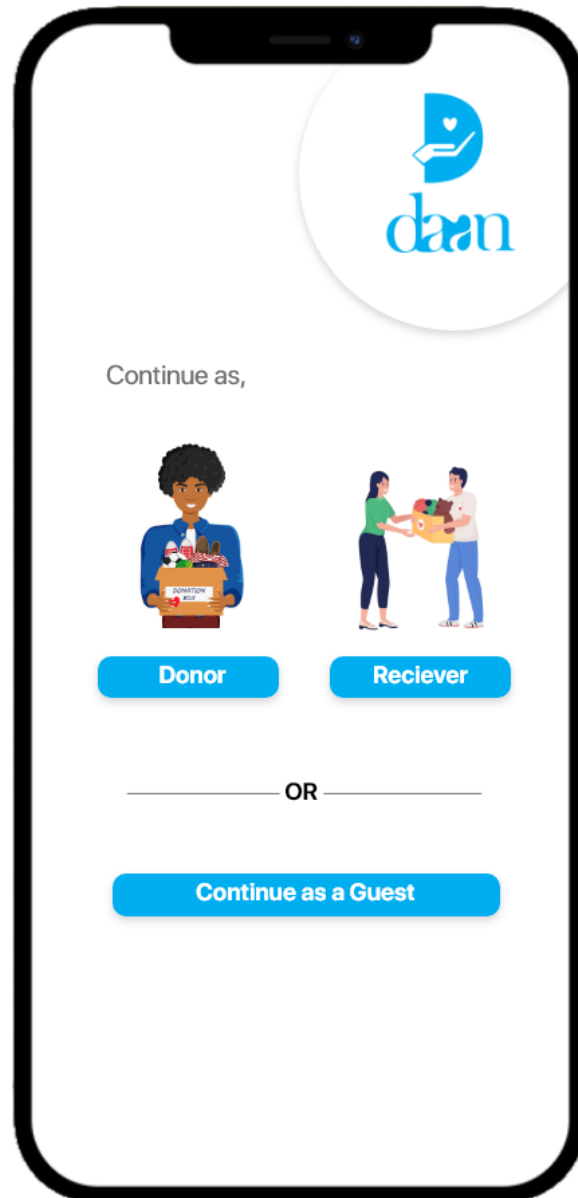
# design.

- UI Screens.



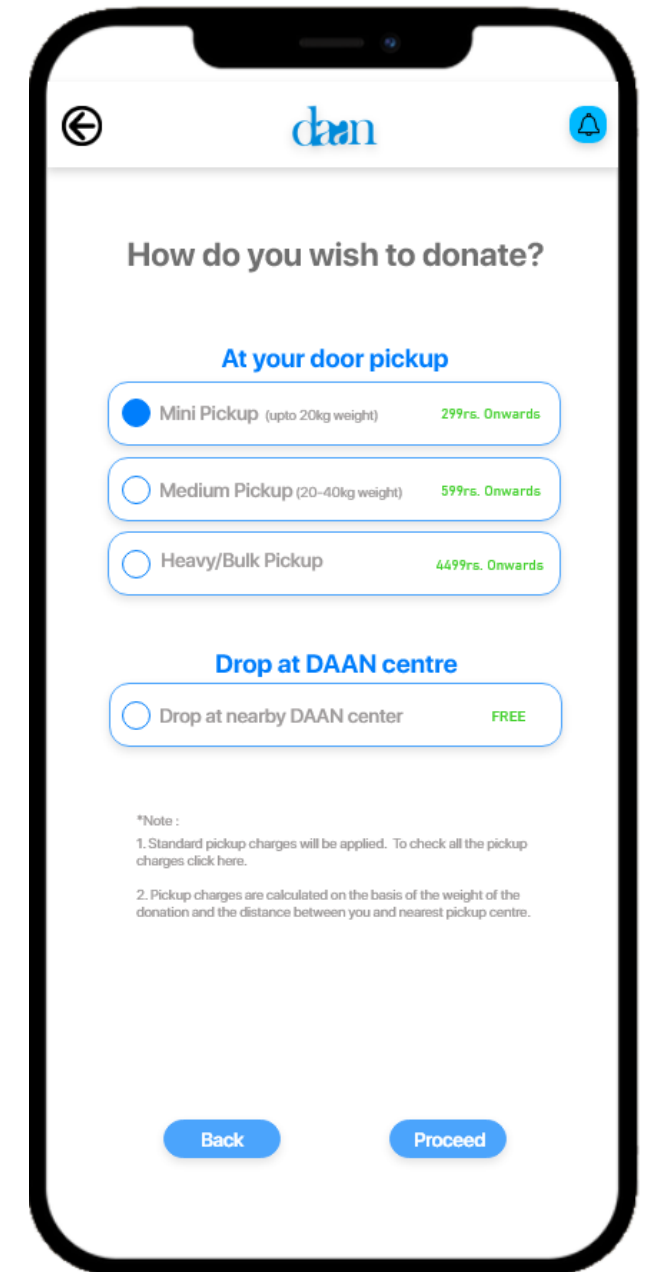
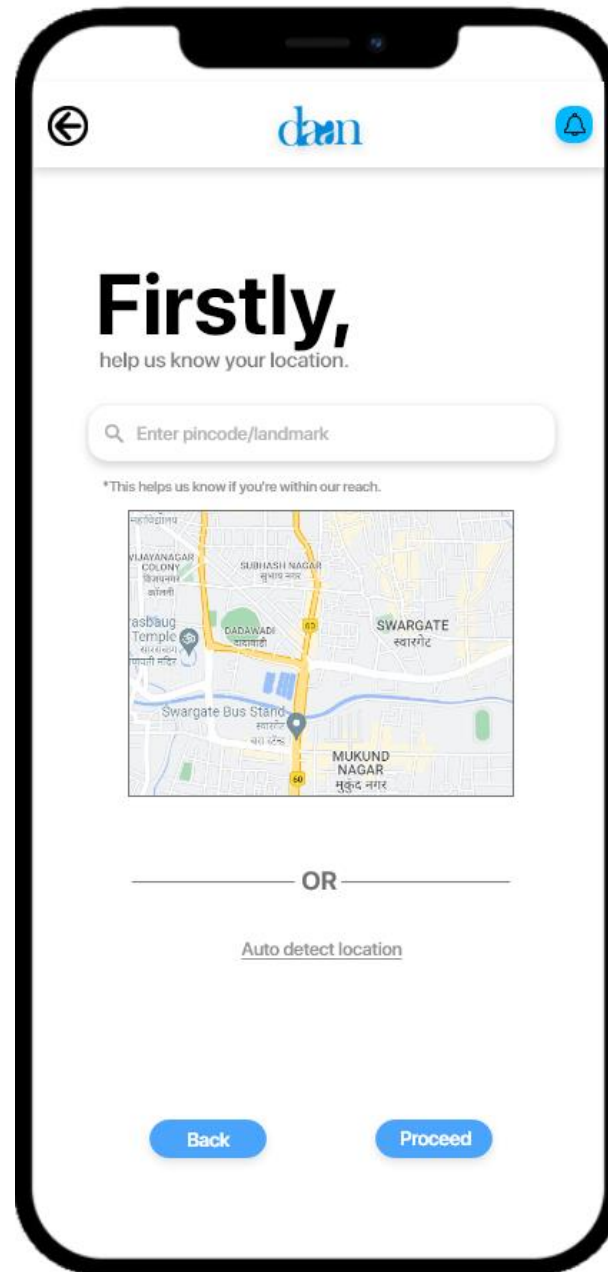
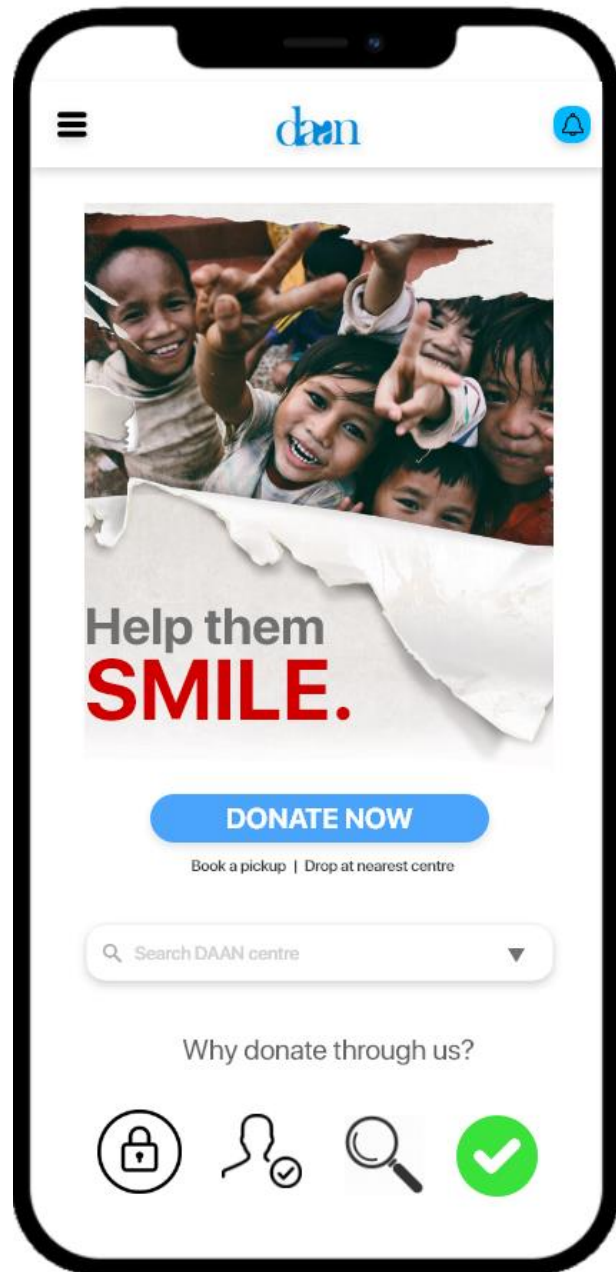
# design.

- UI Screens.



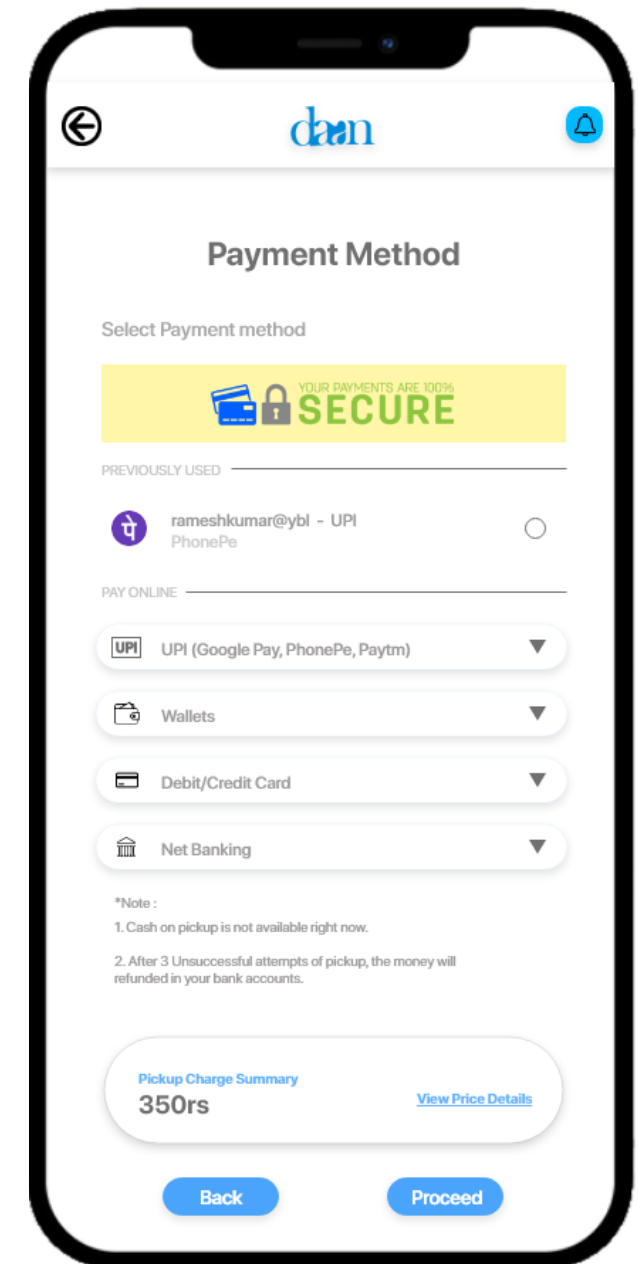
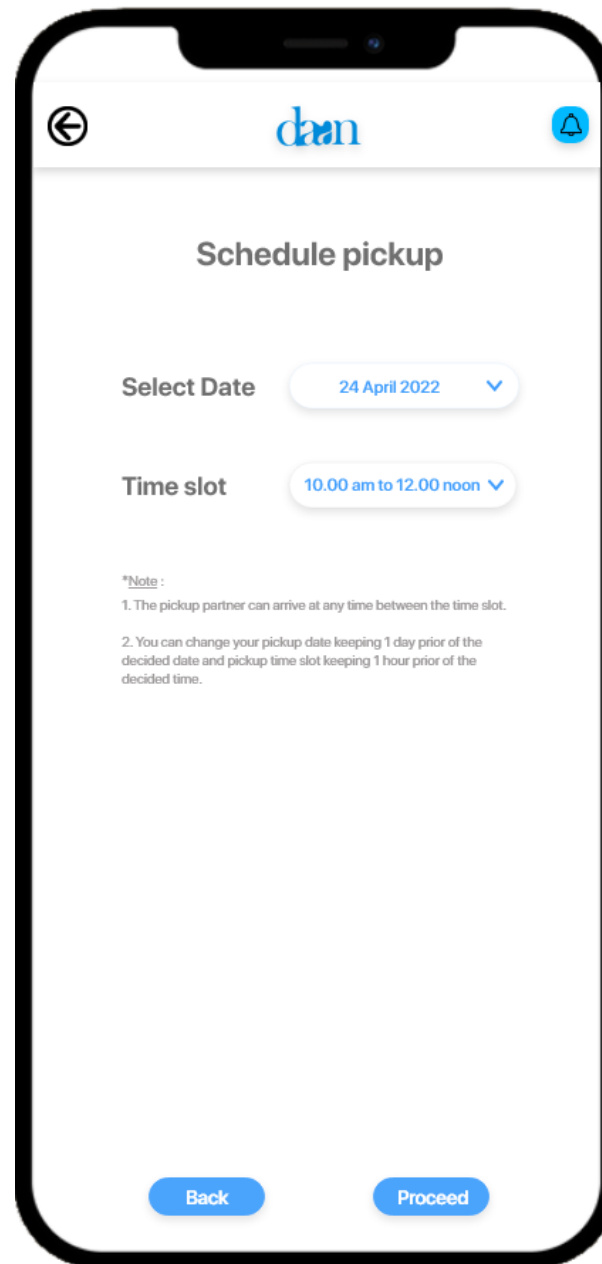
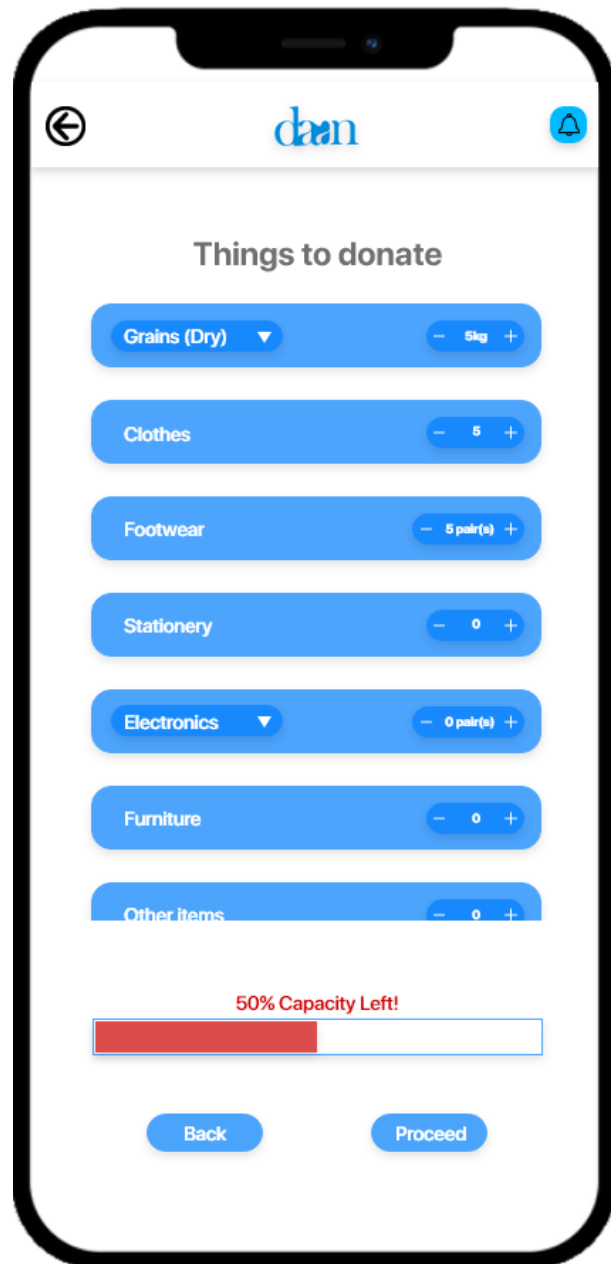
# design.

- UI Screens.



# design.

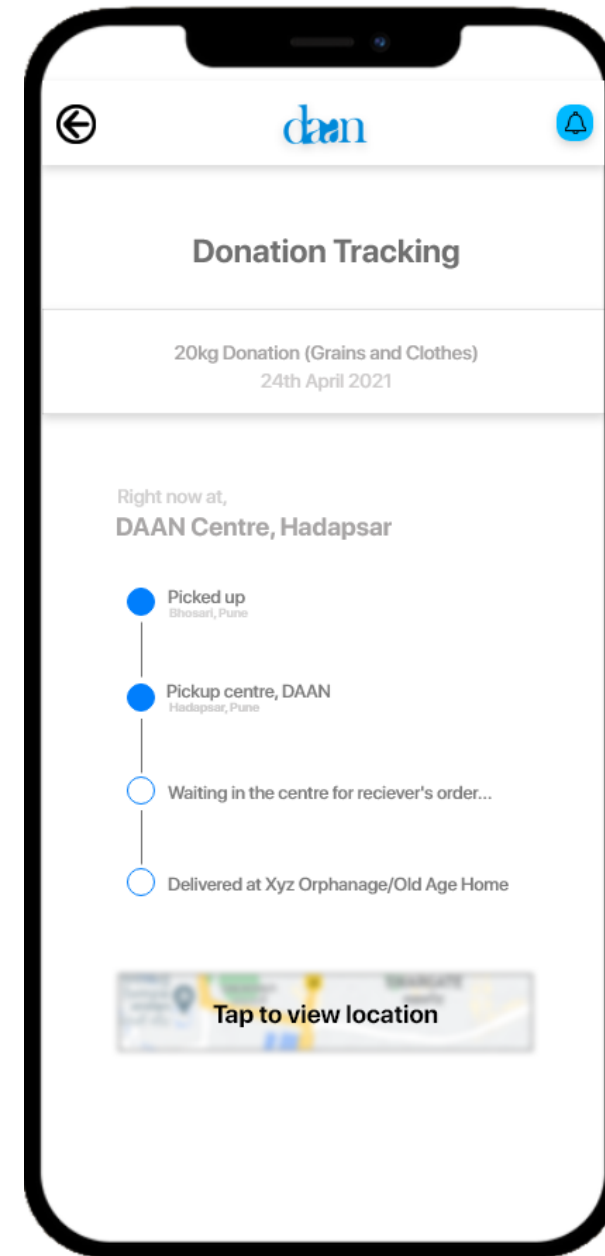
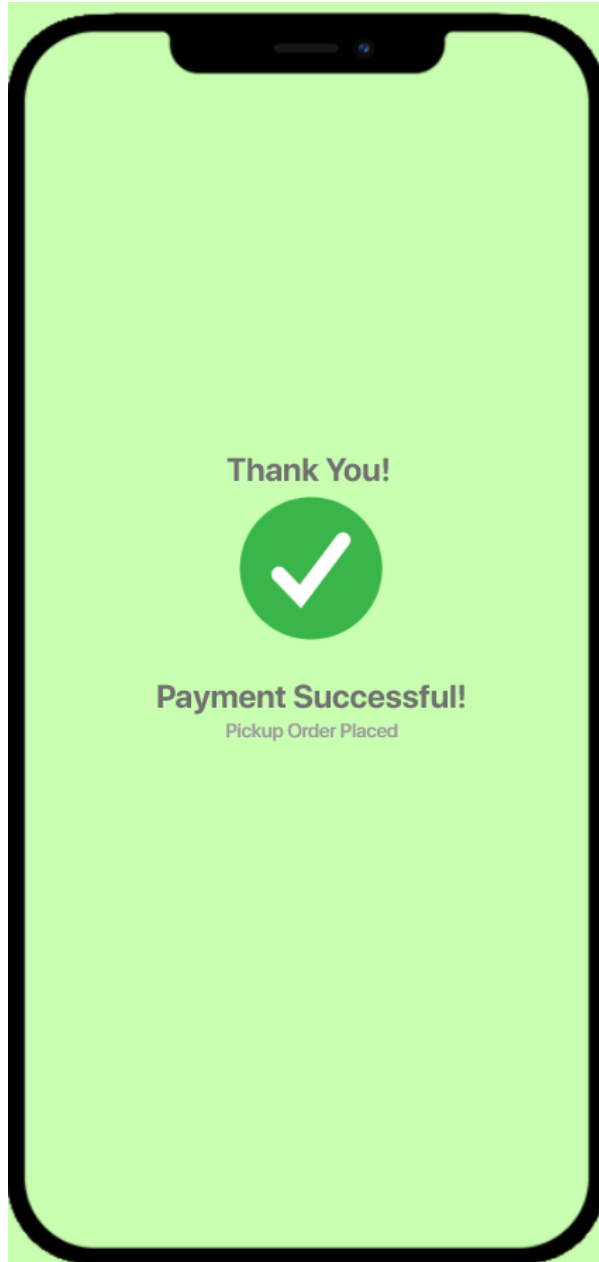
- UI Screens.





# design.

- UI Screens.



# Thank you.

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**Mangesh Dete**

Professional Diploma in UI/UX Design

INSD, Pune

# Nike Website Re-Design with Responsive Resize

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# NIKE WEBSITE RE-DESIGN

☰ Nike 🌐 🔍 Search Nike or products


## WEAR THE NEW CONFIDENCE.

WITH NIKE AIR


lorem ipsum dolor sit amet, ut rerum vero est perferendis possimus in quae itaque qui dolorem eius ut quasi aliquam et corporis debitis? qui sequi enim id placet rerum qui quae asperiores sed distinctio assumenda cum voluptatem quidem, sit nulla internos in optio omnis aut rociendis enim et aliquam esse ut unde debitis qui inventore dolorum?




### Latest Trends



Men




Women




Kids

### Newest Styles



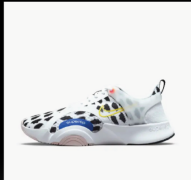
Nike Air Zoom SuperRep 3  
Women's HIT Class Shoes

10.225/-




Nike SuperRep Go 2  
Men's Training Shoes

10.225/-



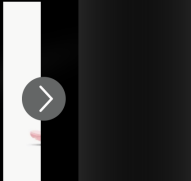
Nike SuperRep Go 2  
Women's Training Shoes

10.225/-



Nike Heritage86  
Older's Kids Hat


10.225/-



Nike Air  
Women's


10.225/-

### Have a look here



Nike Low Top Sneakers

Shop now



Nike Air High

Shop now

<b>FIND A STORE</b>	<b>ABOUT NIKE</b>	<b>HELP</b>
<b>BECOME A MEMBER</b>	News	Sign Up/Sign In Issues
<b>SIGN UP</b>	Motto	Delivery Status
<b>DISCOUNTS</b>	Careers	Returns
<b>FEEDBACK</b>	Investors	Payment Options
		Inquiries

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Desktop View


☰ Nike 🌐 🔍

## WEAR THE NEW CONFIDENCE.


WITH NIKE AIR

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### Latest Trends




Men




Women

### Newest Styles




Nike Air Zoom SuperRep 3  
Women's HIT Class Shoes

10.225/-




Nike SuperRep  
Men's Training Sho

### Have a look here



Nike Low Top Sneakers

Shop now



Nike Air High

Shop now

<b>FIND A STORE</b>	<b>BECOME A MEMBER</b>
<b>SIGN UP</b>	<b>DISCOUNTS</b>
<b>FEEDBACK</b>	<b>ABOUT NIKE</b>
	<b>HELP</b>

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