START GIVING LOCAL

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01 | **Start Line**

Who is Start Giving Local?

Competition Can Be Tough. Giving Should Be Easy.
Start Giving Local is a nonprofit community that encourages people to participate in endurance events, fundraising for charity, and support their local community in the process. They wish to support the greater community by promoting wellness, foster inclusion, and innovation and empowering people to support a cause.

Meet The Team

UCI Team

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Start Giving Local Board Members

Kelly O'Connell | Founder & Executive Director

Kelly O'Connell is an Executive Coach, Innovation Strategist & Social Impact Advocate. She is the Executive Vice President of award-winning Innovation Consulting Firm, ON ITS AXIS. With an early professional background in Mergers & Acquisitions & Global Professional Services Consulting, Kelly currently serves clients through expertise in change agility, diversity and inclusion initiatives, growth strategy, and employee engagement. She is an active member of Forbes HR Council & The National Society of Leadership and Success. She is an Advisory Board Member for University of California, Riverside's Design Thinking Program and the Executive Director & Founder of GuideStar Platinum rated 501(c)3 nonprofit, Start Giving Local. Kelly also serves as an advisor & board member to several Disruptive HR and Social Good startups and as a mentor to university students studying STEAM and Entrepreneurship.

Allison Lindemann | Board Member

Finance & banking industry executive with a passion for interpersonal development and community impact. She is a mentor and community leader who volunteers her time to help make a positive impact. Allison is also a lifelong athlete who knows the value that sports can bring to an individual's life.

Nathan Motyl | Board Member

Entrepreneurial and driven executive, skilled at creating operational centers of excellence mapped to the financial goals of the company. Exceptional communicator, collaborator and team builder, with a demonstrated ability to strategically focus resources, maximize productivity, and push technical boundaries while fostering a positive team culture and fun work environment. Nathan is a technology innovator who believes in giving back to his community through volunteer support.

Shelley Iocona | Board Member

Shelley Iocona is an Entrepreneur, Innovation Strategist, and Executive Advisor. She is the founder of ON ITS AXIS, an award-winning innovation consulting firm. She's a well-regarded author and speaker who brings deep expertise in product strategy and planning, business optimization, and solution design. Shelley serves as an advisor to startups in healthcare technology, hospitality, fintech, disruptive HR and social good. She believes building better products is achieved through a strategic framework, design thinking principles, and having the right talent collaborating in cadence.
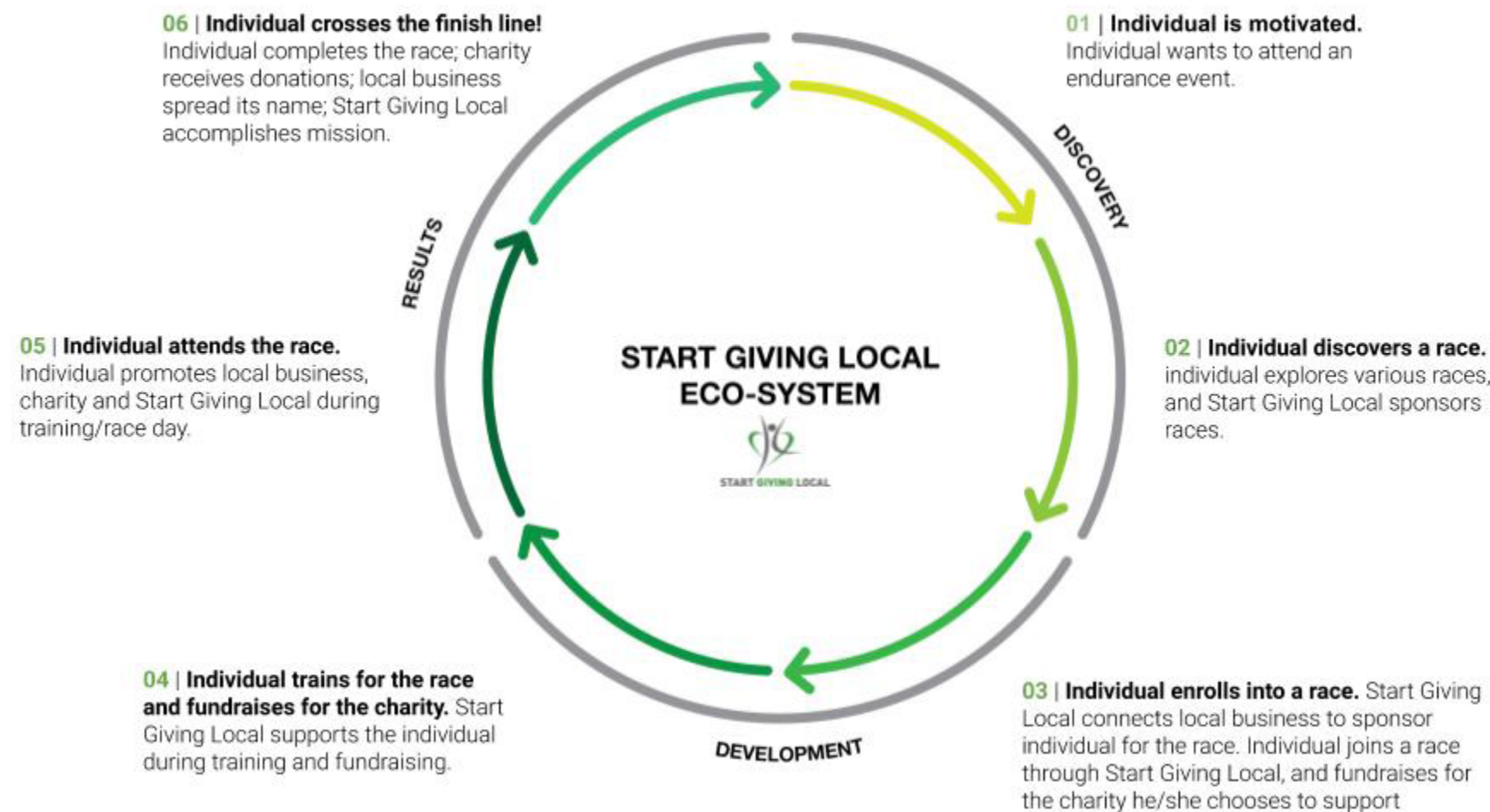
Executive Summary

Participate in endurance races, fundraising for charity, and support their local businesses. The need from Start Giving Local was to explore how to empower people to participate in endurance events. Be more involved in the community, incorporate wearable technology, make it easy for people to help fund-raise for charity, and research new opportunities.

06 | Individual crosses the finish line!
Individual completes the race; charity receives donations; local business spread its name; Start Giving Local accomplishes mission.

01 | Individual is motivated.
Individual wants to attend an endurance event.

DISCOVERY

RESULTS

05 | Individual attends the race.
Individual promotes local business, charity and Start Giving Local during training/race day.

START GIVING LOCAL ECO-SYSTEM

START GIVING LOCAL

02 | Individual discovers a race.
individual explores various races, and Start Giving Local sponsors races.

04 | Individual trains for the race and fundraises for the charity. Start Giving Local supports the individual during training and fundraising.

DEVELOPMENT

03 | Individual enrolls into a race. Start Giving Local connects local business to sponsor individual for the race. Individual joins a race through Start Giving Local, and fundraises for the charity he/she chooses to support

Kick Off Meeting

Top 3 focus areas
- Integrating current technology into the ecosystem. For example virtual session (Extra Life), wearables (Strava), and apps (Peloton).
- Account management for individuals, charity, and business to be involved with Start Giving Local.
- Promotion and shareability.

Main Problem focus
How can we make it easier for individuals to fundraise on behalf of nonprofits? How can they self serve and sign up to support their communities?

Discover — Research Phase
Define — Synthesis Phase
Develop — Ideation Phase
Deliver — Implementation Phase

Diverging / Converging / Diverging / Converging

A
Don't know
Could be

B
Don't know
Should be

Rip the brief
Define research areas and methods
Conduct Primary Research
Conduct Secondary Research

Build Themes & Clusters
Find Insights
Deduce Opportunity Areas
Form HMW Questions

Ideate
Evaluate 1st ideas
Set ideas, a Design Vision & Hypotheses
Set ideas, a Design Vision & Hypotheses

Prototype, Test & Analyse
Learn, Iterate & Repeat
Build, Iterate & Repeat
Release & Out

Question, Challenge, Client Brief
Unstructured Research Findings
Final Brief, HMW-Question, Strategy
First Ideas and visions, Potential solutions, Hypothetical answers
Answers, Product, Solution

Double Diamond Process

What is the double diamond?
The double diamond helps us guide our creative process through our research and design. The research phase makes sure we are identifying the right thing; the design phase makes sure we are designing the right thing.

02 | **Secondary Research**

Heuristic Evaluation

Heuristic Evaluation

Our team performed an expert Heuristic Evaluation on Start Giving Local (SGL) website. The website allows users to learn about the organization, how to donate, how to promote through the merchandise purchase, how to join as a volunteer, and how to sign up for an event.

The purpose of this report is to identify key usability issues so SGL can provide more defined information on the fundraising process and create an even more enjoyable on-line donation experience for the charity.

- To identify current platforms of SGL (website).
- To identify specific elements and tasks to evaluate.
- To generate a list of potential usability issues based on the evaluation.
- To provide potential solutions for these problems.

Methodology

We leveraged Jakob Nielsen's 10 Heuristic Principles for interaction design in order to complete an evaluation on Start Giving Local's website.

What we were looking for in our heuristic evaluation?

4 Main Tasks we've identified based on SGL official website:

- As a donor, people/organization can make donation to SGL.
- As a promoter, people/organization can buy branding merchandises of SGL.
- As a volunteer, people/organization can volunteer in SGL or other charity events.
- As an activist. people/organization can register for endurance event to support for a charity they choose.

Summary of findings from Heuristic Evaluation

From our Heuristic Evaluation, we were able to identify key usability issues on that Start Giving Local Site, and usability strengths.

9

Positive Findings

21

Issues Identified

Conclusion of Heuristic Evaluation

Efficiency

SGL contains some useful functions for users, but some of them are hard to be found, such as the button for applying as activists. It would improve efficiency and bring convenience to users if SGL could make the functions easy to be found by users.

Consistency

SGL website doesn't have its own page for application process, instead of it, users have to jump to third party website to finish the process. If SGL could keep the consistency of applying process, it could make the website look more professional and builds trust.

Resonate

When a person sees a picture, the person will resonate with the picture content. SGL website contains many photos but didn't connect the pictures to the introduction on the side of the pictures.

Competitive Analysis

What Is A Competitive Analysis?

A competitive analysis is used to identify other organizations within a target market and help develop research based on their products.

For this analysis we are looking at three key components, fundraising, fitness, and community, in order to develop a broad list of organizations that can help us develop key areas of focus for future design work.

Why Did We Do A Competitive Analysis?

We chose to do a competitive analysis for this project in order to gain a better understanding of the area in which Start Giving Local is located. In order to get the highest level of information, we incorporated organizations from all of the surrounding areas, to better create a more comprehensive product.

Analysis Organizations:
1. Direct Organizations
2. Indirect Organizations
3. Influencer Organizations

Direct Organizations

Looking at the current environment, we took a deep dive into other players in the charity field that are contributing to charities in similar ways as Start Giving Local. There are some similarities and differences we found between Charity Miles, Team in Training, Relay for Life, and Bike MS that we can learn and understand from in both positive and negative. In the end, these organizations goals, are incentivizing individuals fundraising for charities!

- Charity Miles
- Relay for Life
- Team in Training
- Bike MS

Software Company

Raised $2,7500,000 to date

Be a change maker doing physical activity

Charity Miles

Charity Miles is a for profit tech company that allows individuals to exercise and raise money for the charity of their choice. Users can use Charity Miles through their app tracking their activity, managing goals, and fundraising. Charities are fundraising through corporate partners or family and friend sponsors. 50% of fundraising goes towards your charity and 50% to Charity Miles.

Charity (LLS)

Raised $1.3B since founding in 1949
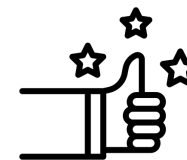
Raising money for cancer research as a team

Team In Training

Team in Training (TNT) is an organization partnered with the Leukemia & Lymphoma Society (LLS) to encourage individuals to create teams and participate in the endurance event of their choice around the country. Endurance events range from run/walk, triathlon, cycling, hike, climb, Train 2 Cure. People are able to register, create teams or join team, and find events on the platform to help raise money on behalf of LLS. There is the option for local teams or corporate teams.

Charity (ACS)

Funding $417 M for cancer research grants August 2019

"Dedicated to helping communities attack cancer"

Relay for Life

Relay for Life is a movement that dedicates one night for people to walk to raise money and awareness for cancer research. This is truly an inspirational event that brings people together while raising money for the American Cancer Society (ASC).

Charity (MS)

Raised $1.3B to date
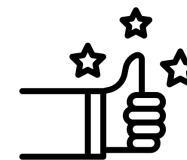
Riding to make a difference for the lives of people with MS

Bike MS

Bike MS hosts bike rides nationwide to fund-raise for Multiple Sclerosis (MS). Route distances range from 15 miles to 150 miles. The fundraising from Bike MS goes directly to help people who are living with MS. Every dollar that is raised, at least 79 cents of that dollar goes towards fundraising.

Indirect Organizations

Organizations within this category focus on achieving similar goals to the competitive analysis' company but have their own avenues to do so or are completely impartial to the companies using their tools to achieve the target companies goals.

- Extra Life
- Fitbit
- GoFundMe
- Strava
- Facebook Fundraising

Non-for-Profit (Children's Miracle Network Hospitals)

Raised over $70 million to date since 2008

Play Games, Heal Kids.

Extra Life

Extra Life is a fundraising event, the proceeds of which go to branches of the Children's Miracle Network Hospitals. 100% of all donations go directly to the hospitals. Extra Life facilitates participants with the tools needed to promote events and raise money for local charities that are part of the Children's Miracle Network.

Fitness software company

Annual revenue totaling $22.9 million
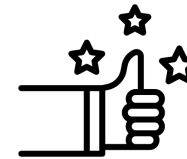
Building the home for your active life.

Strava

Strava is a social-fitness network, that primarily tracks cycling and running exercises, using GPS data - although alternative types are available. Strava's technology is used to connect social networks and devices information to a large number of other tools and services.

Consumer electronics

Annual revenue totaling $1.4 billion.

At Fitbit, health and fitness come first.

Fitbit

Fitbit manufactures and markets wearable fitness devices to track fitness activities. Fitbit's devices and software can be used to connect with many other software and services.

Social Media

Raised over $3 billion* to date.

Facebook fundraisers make it easy to support friends, family and the causes that are important to you.

Facebook Fundraising

Facebook fundraising allows you to leverage all of capabilities while being able to use their fundraising tools to make fee free donations to over a million nonprofits, or to make low fee personal fundraisers.
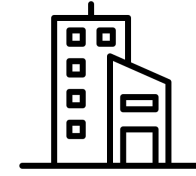
Crowdfunding Platform

Raised $2,750,000*
to date.

Free fundraising for the
people and causes you
care about.

GoFundMe

GoFundMe is an American for-profit crowdfunding platform that allows people to raise money for events ranging from life events such as celebrations and graduations to challenging circumstances like accidents and illnesses.

Benefit

Humble Bundle

lululemon

amazonsmile

PELOTON

ebay FOR CHARITY

Influencer Organizations

Organizations analyzed here have influences on either fitness or fundraising areas. They are either large in scale, or gaining popularities in the specialized in field or currently leading the emerging trends and offering innovative features that are different from other players in the market.

- Peloton
- Benefit App
- Amazon Smile
- Lululemon
- Humble Bundle
- Ebay Charity

Exercise equipment and media company

Peloton

Peloton is an American exercise equipment and media company that was founded in 2012. The company is based in New York, New York. Its main product is a stationary bicycle that allows users to remotely participate in spinning classes that are streamed from the company's fitness studio and are paid for through a monthly subscription service.

Athletic apparel retailer, Lifestyle

lululemon

Lululemon Athletica, styled as lululemon athletica, is an athletic apparel retailer domiciled in Delaware and headquartered in Vancouver. Founded in 1998 as a retailer of yoga pants and other yoga wear, Lululemon has since expanded to sell its products internationally in 460 stores as well as on-line. The company has expanded to sell a variety of athletic wear, including performance shirts, shorts, and pants, as well as lifestyle apparel and yoga accessories.

Payment

Be a change-maker*
doing payment.

Benefit App

Benefit is a mobile payments app that funds the things that matter most through everyday transactions. You can easily use the Benefit app while checking out in-store or on-line. Paying with Benefit is faster, safer, and more rewarding than traditional payment methods.

Digital Gaming Store

Raised $ 174 million*
to date

Giving as a gamer

Humble Bundle

Humble Bundle

Humble Bundle, Inc. is a digital storefront for video games, which grew out of its original offering of Humble Bundle, collections of games sold at a price determined by the purchaser and with a portion of the price going towards charity and the rest split between the game developers.

E-Commerce

0.5% of the purchase price.

You shop, Amazon gives.

Amazon Smile

Amazon Smile is a website operated by Amazon with the same products, prices, and shopping features as Amazon.com. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.

E-Commerce

Raised $*1 billion to date.
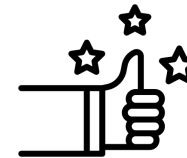
Buy and sell for Charity.

Ebay For Charity

Ebay for Charity enables members of the eBay community to connect with and support their favorite charities when they buy or sell in the U.S. and abroad. Sellers can donate up to 100 percent of the proceeds to a charity of their choice, while buyers can add a donation to their purchase during checkout.

Conclusion Of Competitive Analysis

Community

Fitness
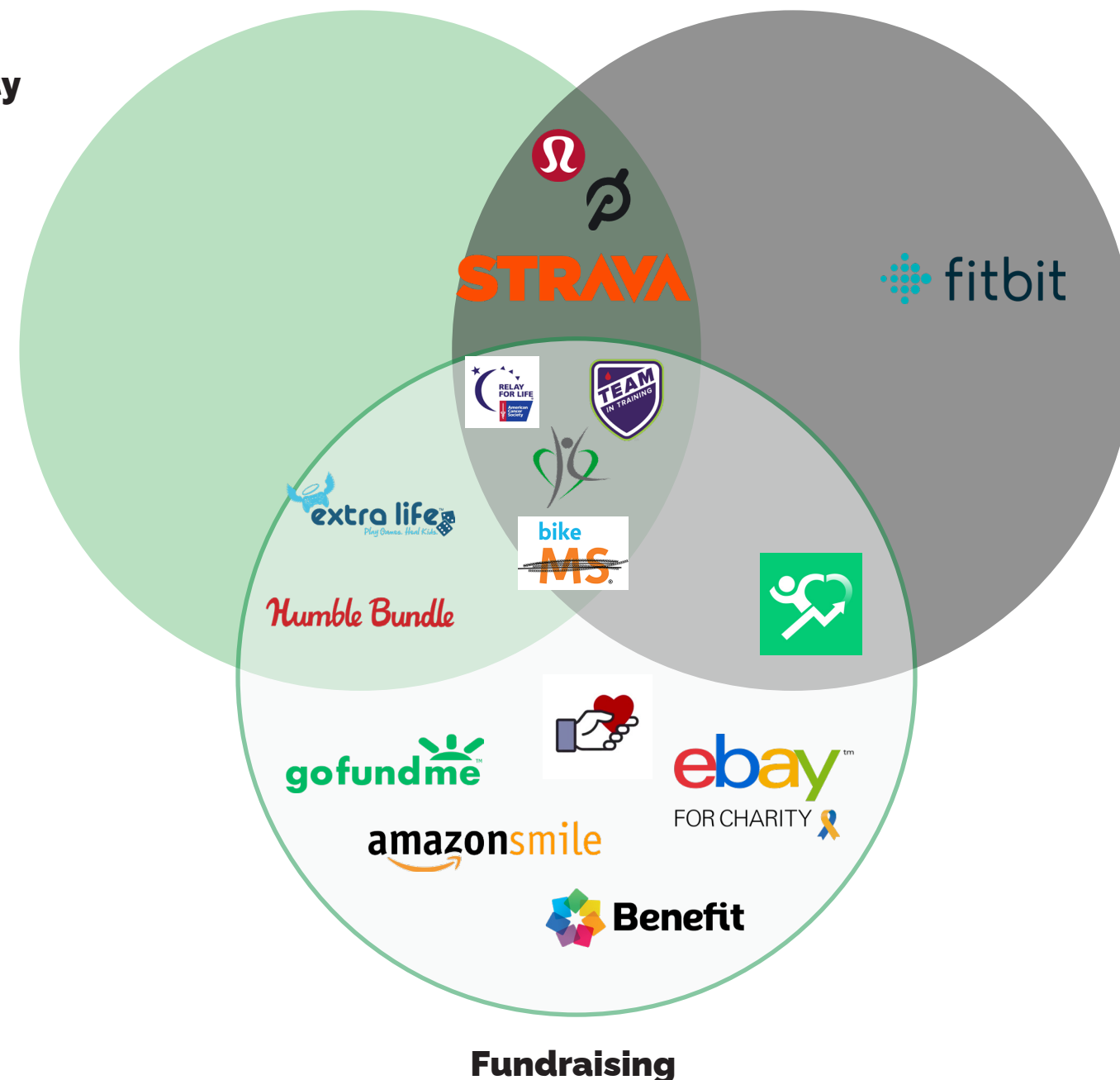
Fundraising

Direct Organizations

Strengths: Demonstrated direct messaging in what their product offered and how to participate. This was equally represented by user guidance and direction e.g. on-boarding or registering.

Weaknesses: Use of multiple platforms or jumping to separate website branding can cause distrust with the user. In some instances there is a lack or unclear navigation.

Indirect Organizations

Strengths: These organizations are great on communication and community. Connecting people through common interest and support. Heavy integration with technology and wearables.

Weaknesses: Some of these organizations could be seen as individual's personal needs. There are some areas that could communicate and surface more information the user needs/ looking for.

Influencer Organizations

Strengths: Integrating donating for charities or being more involved in a community into user's current habits.

Weaknesses: There is not a large amount of promotion or are not known that charitable or community programs are available.

03 | **Primary Research**

Survey

Survey Overview

We conducted a survey as our primary research method. The purpose of the survey is to gather quantitative data regarding people's pattern and overall attitude regarding attending races. We ended up collecting 43 responses and analyzing the data and identifying patterns of behaviors when they prepare for races. In addition, due to COVID-19, we also include questions regarding their current remote habit and behaviors.

Findings Form Survey

1. Charity is not the primary motivation for attending a race. From the survey, the top 3 motivation are staying active and healthy, personal achievement and fun with friends.
2. Tracking training status motivates people to achieve their training goal. People indicated that Apple Watch, Garmin are the most popular tools that they can't live without.
3. Music keeps people more focused and sometimes helps them exceed their goal. Surprisingly, Spotify is one of the top 3 "can't live without" tools. People said that "I run more when I have music to listen to."
4. Sources of donation mainly come from people's personal network. Based on the survey data, 57.14% of people who attend races do not do fundraising. People who do fundraising, facebook is their primary channel. "I hate asking friends/family for money"
5. $500 is a fundraising threshold that people find somewhat achievable. Out of 46% of our participants, 30% of them ended up fundraising from $1 - $500.
6. COVID-19 People social virtually with friends and family, but exercise by themselves in their community. For instance, people are on Zoom a lot for work, and jogging in the neighborhood or hiking in their neighborhood trails.

Diary Study

Diary Study Overview

For our diary study, we decided to do a 30 day review using Start Giving Local's virtual event 'Move for Charity' through the Atlas Go App. This allowed us to see what technology Start Giving Local was currently utilizing, the overall usability of the app, and what we can learn and apply to our final product. From the study we recorded each day the highlights and lowlights from each log which helped us identify what went well and what did not throughout the 30 days.

What Went Well?

Easy sync with other devices
It was easy to sync a Fitbit to the app to record activity.

Allow retrospect logging
"I sometimes forgot to log my activity right after the workout but was still able to log it after a couple of days"

What Did Not Go Well?

A lot of technical difficulty
Hard to register and challenging to find/join a team.

Limited workout options
Missing challenge details so it was a surprise to log certain workouts because they were not allowed in the challenge.

An extra step needed for logging an exercise
The user had to take an extra step after completing their workout to log their workout. Maybe consider it connecting to device and logging automatically.

Difficulty to share experience
The user needed to include a photo when sharing an activity. Either forgetting to take a photo or not wanting to take a photo led the user not to share workouts.

Forget about logging activities
The user always found they would have to remember to log their information/activity. Wish it would sync automatically or have a reminder to do so.

User Interviews

User Interviews Overview

We conducted 9 user interviews with people who had either experience in endurance races, fundraising for charities while training/participating in endurance races, and people who had actively trained for an endurance race. Interviewing really helped us identify user opportunities by understanding user behaviors, positives, and negatives in their own experiences.

> **Fitness is the goal so that I can drink more beer!**

> **I have something special to talk about**

> **I try a new state every year to do an event**

> **One time, the medal is like a size of a dinner place.
> I run just to get that medal!**

User Interview Conclusion

From our moderated remote interviews which we conducted over Zoom, we were able to gain valuable insights with how people discover races, train, fund-raise, and why they participate in endurance races. These interviews really helped us focus on these areas to identify patterns from all of our interviews by analyzing our results through infinity mapping.

Empathy map diagram with quadrants:

What I Say
- What the user says out loud in an interview or some other usability study
- Verbatim and direct quotes

What I See & Hear
- What does user notice of their surroundings?
- What does user hear from other people?

What I Do
- What does the user physically do?
- How does the user go about doing it?

What I Feel & Think
- What occupies the user's thoughts?
- What matters to the user?
- What worries, excites the user?
- How does the user feel about the experience?

Empathy Map

In order to better understand and visualize the user's needs, we created an empathy map that consisted of arranging findings (sticky notes) from previous works into four categories. This then would help us find the insight, need, then find the main problem we want to be focused on.

Personas

Personas

After collecting our research from our interviews, survey, and diary study we wanted to build personas to help identify our users. This would allow us to pressure test our ideas based on our personas. We created two personas which looked at two different levels of users. Our first persona Patrick is a personal achiever that focuses on our more beginner user for endurance events. Our second persona Amy is our event enthusiast that focuses on our more experience user in endurance events. Both of these personas offer two challenges to make sure we are identify the needs of both users with one product.

Patrick, 45
Personal Achiever

> I'm really happy I discovered running and the experience I have had with participating in events.

A little bit about Patrick

Patrick and his wife Lizzy and their son Tim live in New Jersey where Patrick works as a Project Manager. Patrick is involved in his community but wishes to be more active and workout regularly. A friend he works with recommend that they participate in a local half marathon together later during the year. Patrick agreed and they both registered for the event together. Leading up to the race Patrick and his friend trained together and he learnt really how long it takes to train for a half marathon. He was very thankful for the local community support especially when his work schedule was challenging to fit in training sessions.

Positives ✓

- Improvement of physical health.
- Personal challenge.
- Welcoming community to new runners.
- Learned a lot about how to train for a half marathon through friends.
- Training with friends helped motivate him to train.
- Location for first race was ideal because it was local to where he lived.

Tension Points ✗

- Scheduling training sessions was challenging because of time conflicts with work.
- Was not aware of the cost of registration because of being first time racer.
- Would have liked to have more information about the race and logistics beforehand to better plan for the day of the event.
- The quality of the shirts was not great (cheap material).

Opinion 💡

- Really happy to talk about his experience in a social event.
- Never thought he would complete an endurance event without his team to help him.
- He is curious about fundraising for charity but would not be comfortable asking friends and family for money.
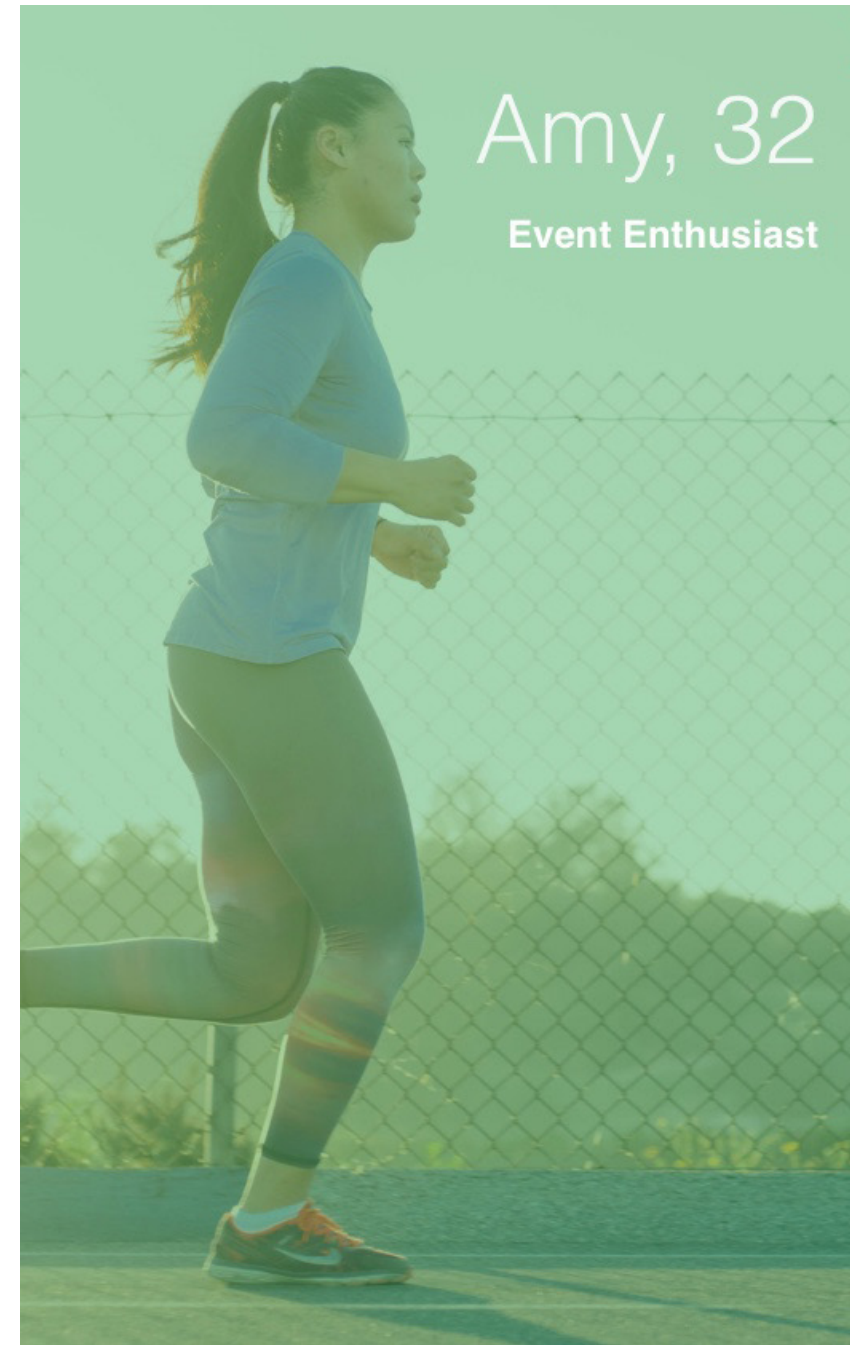
Amy, 32
Event Enthusiast

> I feel like am doing something larger than just a race and giving back.

A little bit about Amy

Amy lives in Houston, TX where she currently lives with her boyfriend Rob. She works full time as a dentist. She first got interested in running after college and stated running with people in a local running club. With her schedule, she tries to fit in her regularly daily exercise of either running or doing cross fit training. She competes in a lot of different races around the country that are either well known historic races, little more unique, or in a city she had not visited before. Amy pays close attention to the race logistics which include travel, favorable course conditions, if it fit into her personal schedule, and the time of year the race is. She is always up for a personal challenge and has great support from friends in her local running club to help her with training. Amy fundraises for charities when she competes and chooses charities either from the sponsors for the event or they reach out to her for fundraising.

Positives ✓

- Hears about new races from friends.
- Discovers new cities.
- Gives herself an athletic challenge.
- It is rewarding and filling to run an fundraise for charity.
- Meeting new people.
- Usually meets fundraise goals without difficulty.
- Amy has a lot of running friends that she socializes and learns more about other events.

Tension Points ✗

- Need to budget training schedule and make sure she will be ready.
- Waking up early for training in the morning can be hard sometimes.
- Registration process can sometimes be frustrating because sever may crash.
- Remembering your registration number months later!
- Some races are really disorganized. It is sometimes hard to navigate your way around.
- Weight gain can be challenging because you are always so hungry from training!

Opinion 💡

- Wants to improve her personal best. Looks at a lot of logistics of the race for better race results.
- Amy can sometimes feel overwhelmed about traveling and getting to and from the races.
- Amy knows she can complete the race easily but feels she can maybe train harder sometimes for her next race.
- Amy finds when fundraising that she gets more responses back when she personalizes her messages to family and friends.

User Journey

User Journeys

To study our personas in a more detailed way, we created a visual representation of the user experience when participating an event. This helped us understand from the user's point of view and visualize their needs and pain points

Our 4 Focus areas are:

1. Emotions & Thoughts

2. Actions
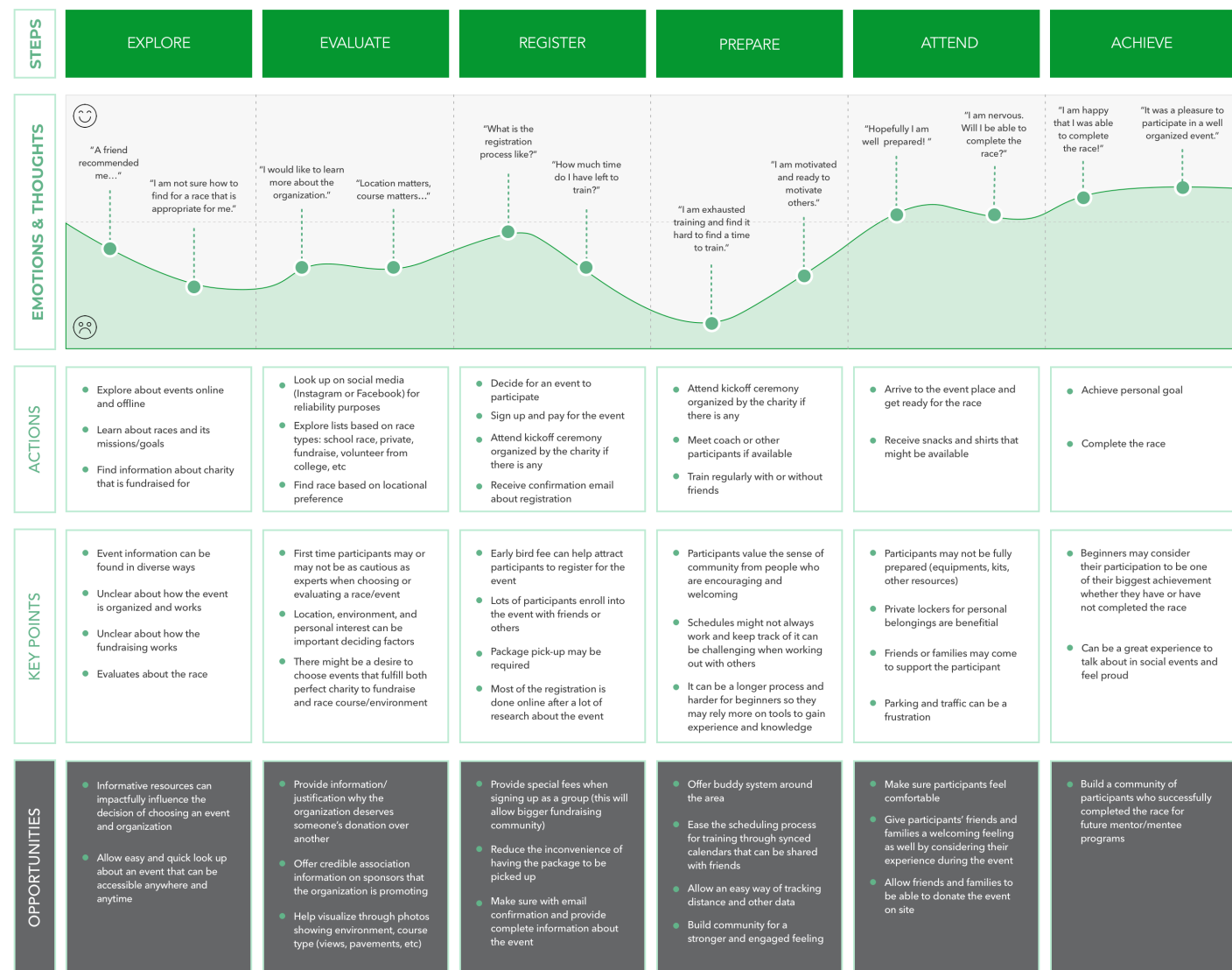
3. Key points
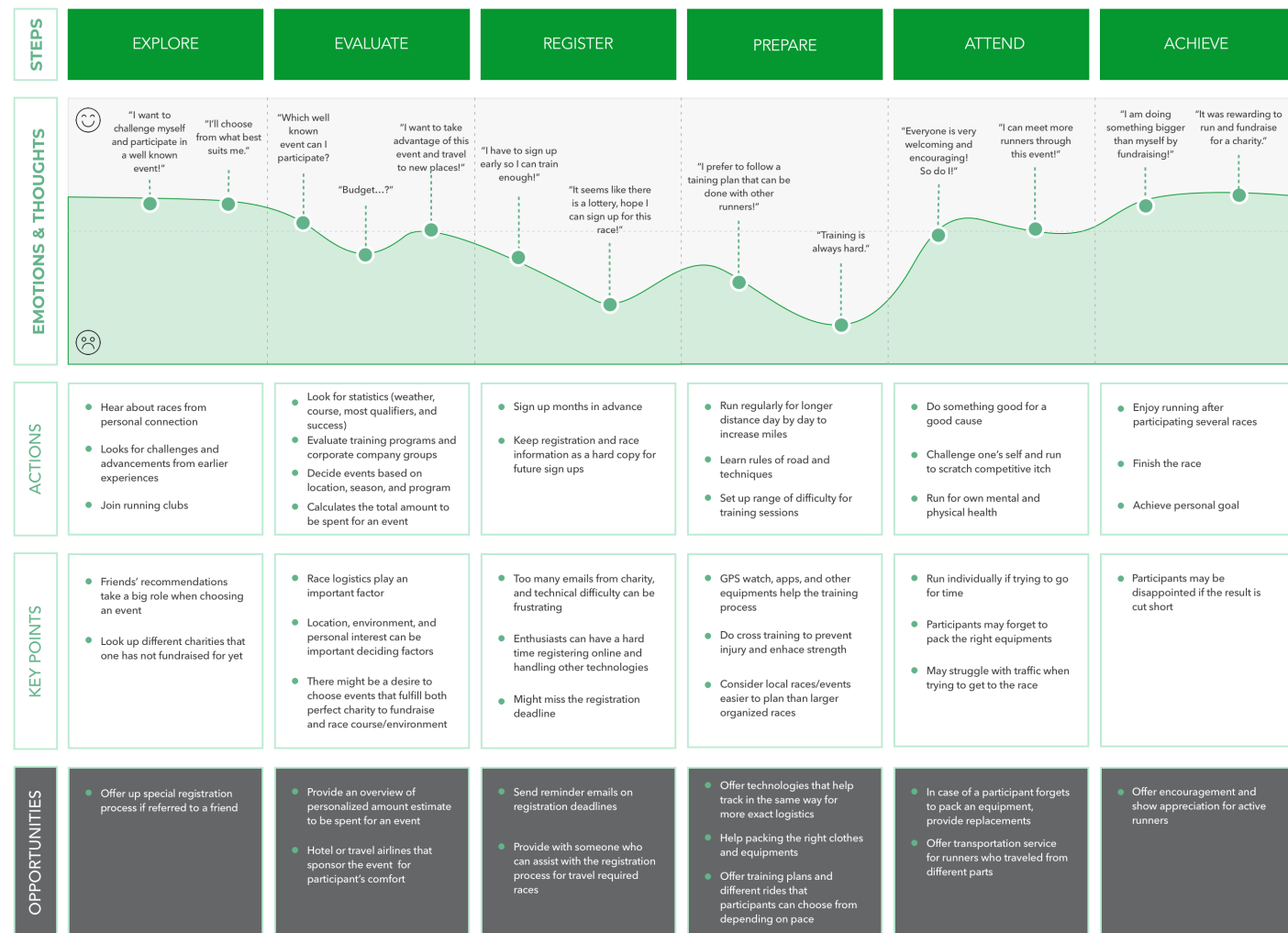
4. Opportunities.

Personal Achiever
User Journey Map

Patrick

STEPS	EXPLORE	EVALUATE	REGISTER	PREPARE	ATTEND	ACHIEVE
EMOTIONS & THOUGHTS	"A friend recommended me..." / "I am not sure how to find for a race that is appropriate for me."	"I would like to learn more about the organization." / "Location matters, course matters...."	"What is the registration process like?" / "How much time do I have left to train?"	"I am exhausted training and find it hard to find a time to train." / "I am motivated and ready to motivate others."	"Hopefully I am well prepared! " / "I am nervous. Will I be able to complete the race?"	"I am happy that I was able to complete the race!" / "It was a pleasure to participate in a well organized event."
ACTIONS	• Explore about events online and offline • Learn about races and its missions/goals • Find information about charity that is fundraised for	• Look up on social media (Instagram or Facebook) for reliability purposes • Explore lists based on race types: school race, private, fundraise, volunteer from college, etc • Find race based on locational preference	• Decide for an event to participate • Sign up and pay for the event • Attend kickoff ceremony organized by the charity if there is any • Receive confirmation email about registration	• Attend kickoff ceremony organized by the charity if there is any • Meet coach or other participants if available • Train regularly with or without friends	• Arrive to the event place and get ready for the race • Receive snacks and shirts that might be available	• Achieve personal goal • Complete the race
KEY POINTS	• Event information can be found in diverse ways • Unclear about how the event is organized and works • Unclear about how the fundraising works • Evaluates about the race	• First time participants may or may not be as cautious as experts when choosing or evaluating a race/event • Location, environment, and personal interest can be important deciding factors • There might be a desire to choose events that fulfill both perfect charity to fundraise and race course/environment	• Early bird fee can help attract participants to register for the event • Lots of participants enroll into the event with friends or others • Package pick-up may be required • Most of the registration is done online after a lot of research about the event	• Participants value the sense of community from people who are encouraging and welcoming • Schedules might not always work and keep track of it can be challenging when working out with others • It can be a longer process and harder for beginners so they may rely more on tools to gain experience and knowledge	• Participants may not be fully prepared (equipments, kits, other resources) • Private lockers for personal belongings are beneficial • Friends or families may come to support the participant • Parking and traffic can be a frustration	• Beginners may consider their participation to be one of their biggest achievement whether they have or have not completed the race • Can be a great experience to talk about in social events and feel proud
OPPORTUNITIES	• Informative resources can impactfully influence the decision of choosing an event and/organization • Allow easy and quick look up about an event that can be accessible anywhere and anytime	• Provide information/justification why the organization deserves someone's donation over another • Offer credible association information on sponsors that the organization is promoting • Help visualize through photos showing environment, course type (views, pavements, etc)	• Provide special fees when signing up as a group (this will allow bigger fundraising community) • Reduce the inconvenience of having the package to be picked up • Make sure with email confirmation and provide complete information about the event	• Offer buddy system around the area • Ease the scheduling process for training through synced calendars that can be shared with friends • Allow an easy way of tracking distance and other data • Build community for a stronger and engaged feeling	• Make sure participants feel comfortable • Give participants' friends and families a welcoming feeling as well by considering their experience during the event • Allow friends and families to be able to donate the event on site	• Build a community of participants who successfully completed the race for future mentor/mentee programs

Event Enthusiast
User Journey Map

Amy

STEPS	EXPLORE	EVALUATE	REGISTER	PREPARE	ATTEND	ACHIEVE
EMOTIONS & THOUGHTS	"I want to challenge myself and participate in a well known event!" / "I'll choose from what best suits me."	"Which well known event can I participate?" / "Budget...?"	"I want to take advantage of this event and travel to new places!" / "I have to sign up early so I can train enough!" / "It seems like there is a lottery, hope I can sign up for this race!"	"I prefer to follow a taining plan that can be done with other runners!" / "Training is always hard."	"Everyone is very welcoming and encouraging! So do I!" / "I can meet more runners through this event!"	"I am doing something bigger than myself by fundraising!" / "It was rewarding to run and fundraise for a charity."
ACTIONS	• Hear about races from personal connection • Looks for challenges and advancements from earlier experiences • Join running clubs	• Look for statistics (weather, course, most qualifiers, and success) • Evaluate training programs and corporate company groups • Decide events based on location, season, and program • Calculates the total amount to be spent for an event	• Sign up months in advance • Keep registration and race information as a hard copy for future sign ups	• Run regularly for longer distance day by day to increase miles • Learn rules of road and techniques • Set up range of difficulty for training sessions	• Do something good for a good cause • Challenge one's self and run to scratch competitive itch • Run for own mental and physical health	• Enjoy running after participating several races • Finish the race • Achieve personal goal
KEY POINTS	• Friends' recommendations take a big role when choosing an event • Look up different charities that one has not fundraised for yet	• Race logistics play an important factor • Location, environment, and personal interest can be important deciding factors • There might be a desire to choose events that fulfill both perfect charity to fundraise and race course/environment	• Too many emails from charity, and technical difficulty can be frustrating • Enthusiasts can have a hard time registering online and handling other technologies • Might miss the registration deadline	• GPS watch, apps, and other equipments help the training process • Do cross training to prevent injury and enhace strength • Consider local races/events easier to plan than larger organized races	• Run individually if trying to go for time • Participants may forget to pack the right equipments • May struggle with traffic when trying to get to the race	• Participants may be disappointed if the result is cut short
OPPORTUNITIES	• Offer up special registration process if referred to a friend	• Provide an overview of personalized amount estimate to be spent for an event • Hotel or travel airlines that sponsor the event for participant's comfort	• Send reminder emails on registration deadlines • Provide with someone who can assist with the registration process for travel required races	• Offer technologies that help track in the same way for more exact logistics • Help packing the right clothes and equipments • Offer training plans and different rides that participants can choose from depending on pace	• In case of a participant forgets to pack an equipment, provide replacements • Offer transportation service for runners who traveled from different parts	• Offer encouragement and show appreciation for active runners

Users Needs

How Are We Identifying User's Needs?

From our Secondary and Primary Research, as a team we wanted to identfy the user's needs to help ideate and create a product. Identifying our user's needs will help us make decisions of what should be included in a product, or if an idea is solving the needs for the users. We identified their needs by identifying users pain points, needs, goals and how might we statements.

Insight

People evaluate which race to attend based on both personal interest and constraints.

People find it hard to sign up for a race.

People are here to achieve rather than to compete.

People plan their trainings carefully in terms of schedule, workout load and intensity.

People train with peers to keep themselves motivated and accoutable.

People love talking about races they completed, specially what happend on the race day.

People receive sth. tangible associated with the race and keep them as a recognition of achievement.

People find sending customized fundraising request within their social network is more efficient but takes more time and effort.

Need

People need to find out the right event for them.

People need to sign up for a race easily.

People need to feel accomplished when they complete a race.

People needs to plan and do their training properly.

People need companions to keep themselves motivated and held accoutable during the long training process.

People need to share their race stories with others.

People need to receive sth. as a recognition of completion.

People need to reach out to people they know with customized fundraising request efficiently.

Top 3 Pain Points

1. People find the registration process difficult to interpret.
2. People find training can be physically and mentally challenging.
3. People struggle with conditions outside of their control.

Top 3 Goals

1. To exceed their personal achievement.
2. To boost their positive social network.
3. To improve their physical and mental health.

Top 3 Needs

1. People need to feel proud of themselves through personal achievement.
2. People need social support to prepare for a race.
3. People need to share their experiences with others.

How Might We....

1. How might we help people feel proud when they exceed their personal achievements?
2. How might we help people share their experiences with others to boost their social network?
3. How might we help people train to improve their physical and mental health?

04 | **Design**

Ideation

Starting our ideation process, we took our user needs, goals, pain points, and HMWs and put everything on the board. This included our initial thoughts and larger concept ideas based on our research.

After our blue sky ideation process we took away our 3 major concepts and developed them into refined concepts which were reflected with goals, storyboards, and ideation wires. With these we held a client workshop and went through the concepts and got feedback of what was working and what could be pushed or improved. This helped us narrow down our thinking for our final product.

Moodboard
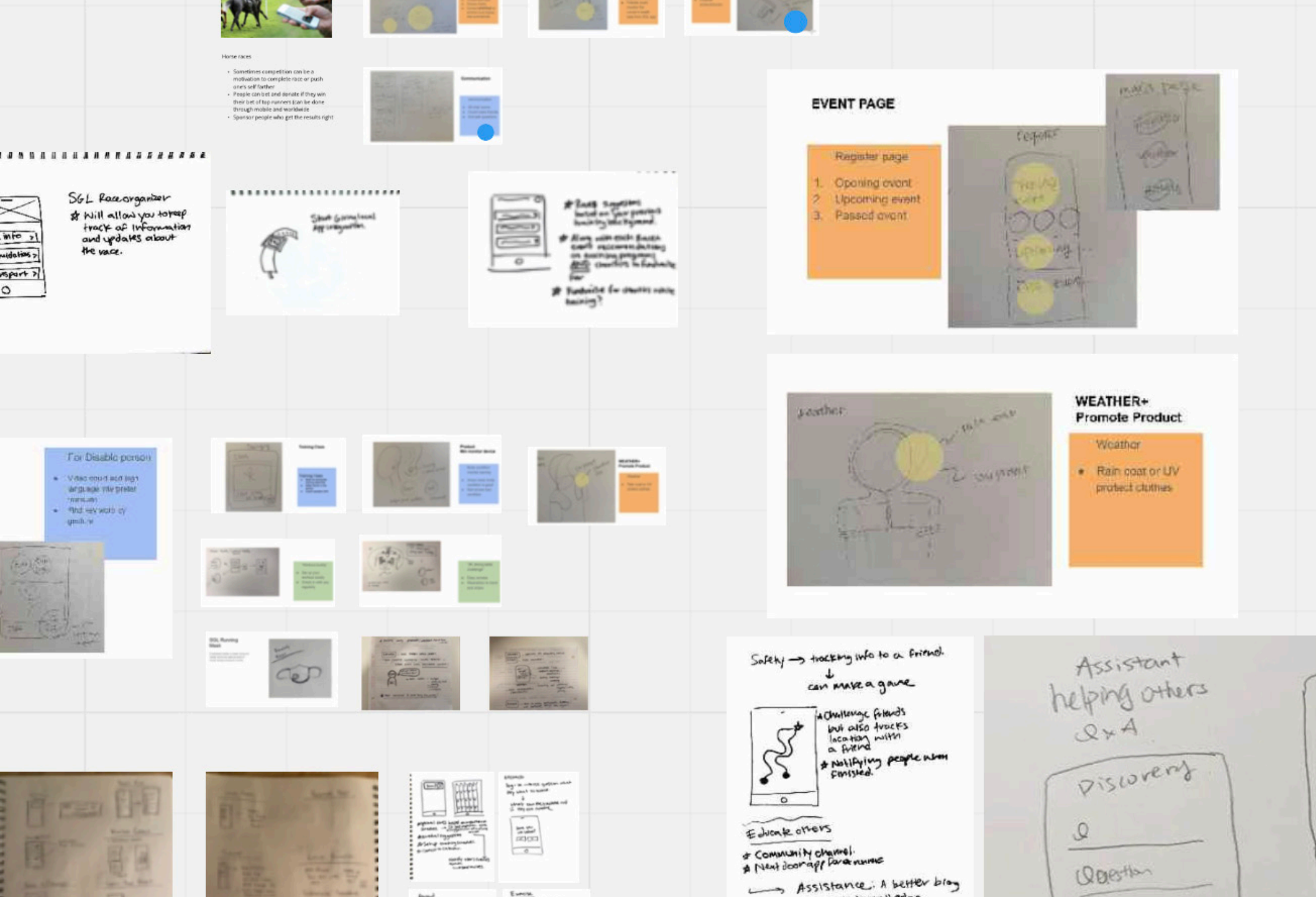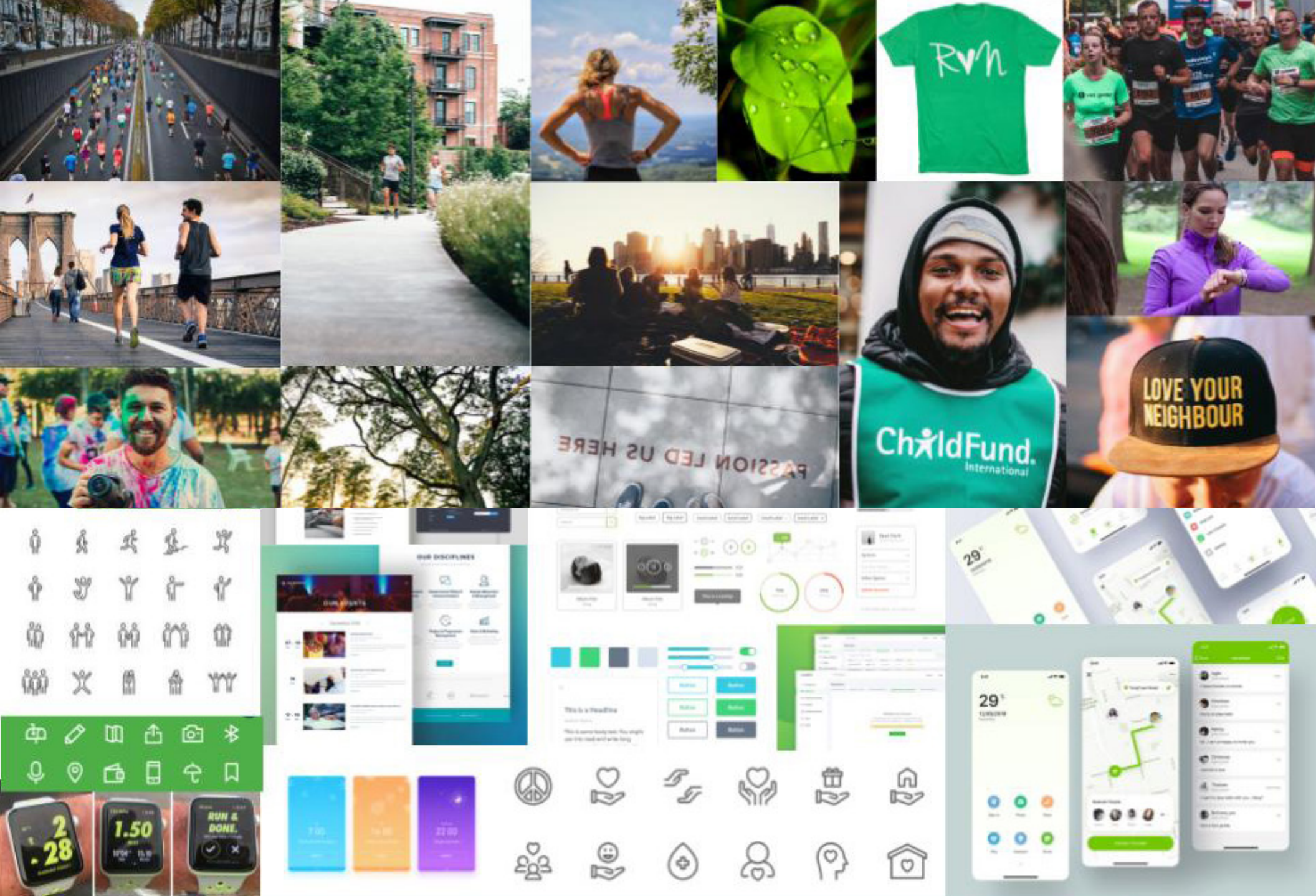
When we started developing our brand we started to think through what our brand voice would be and the visuals we wanted. The voice we wanted to establish was encouraging, friendly, but still having the motivational support of a coach to guide the user on their training journey.
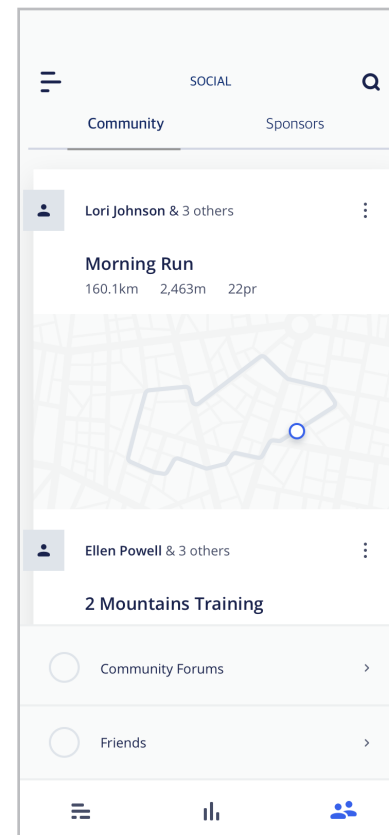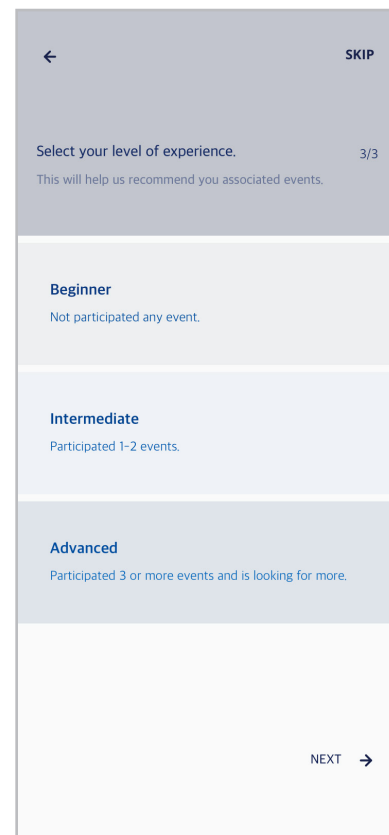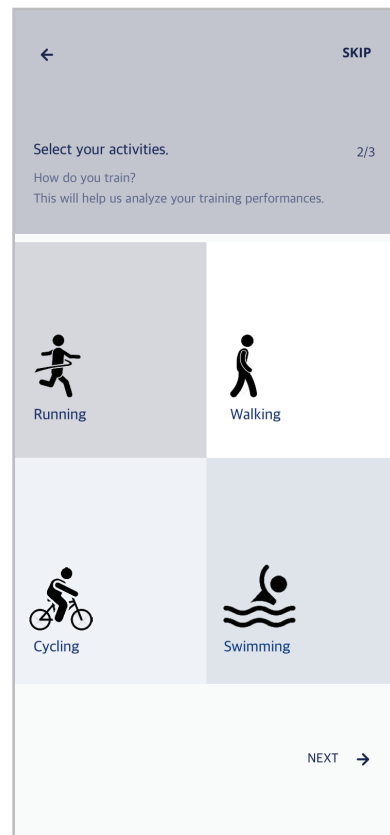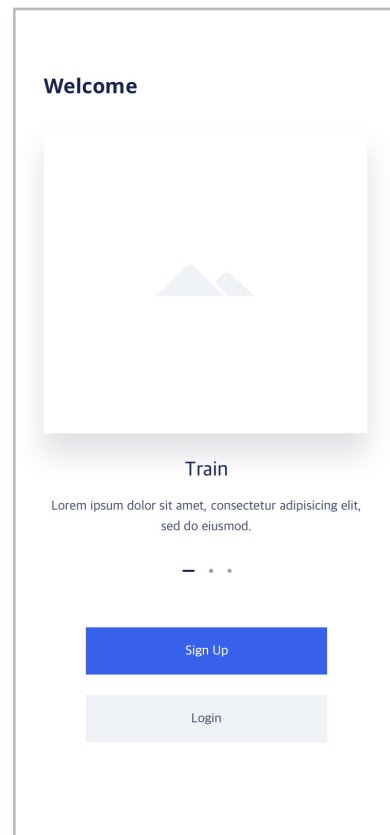
Wireframes & Site Map

From our ideation workshop we started to expand our idea to wireframes to understand what content we needed and where it would live based on our user needs.

After developing our wireframes we needed to understand how our content was going to live and connect with one another. The site map really helped us identify all the branches and understand where all our pages would live.
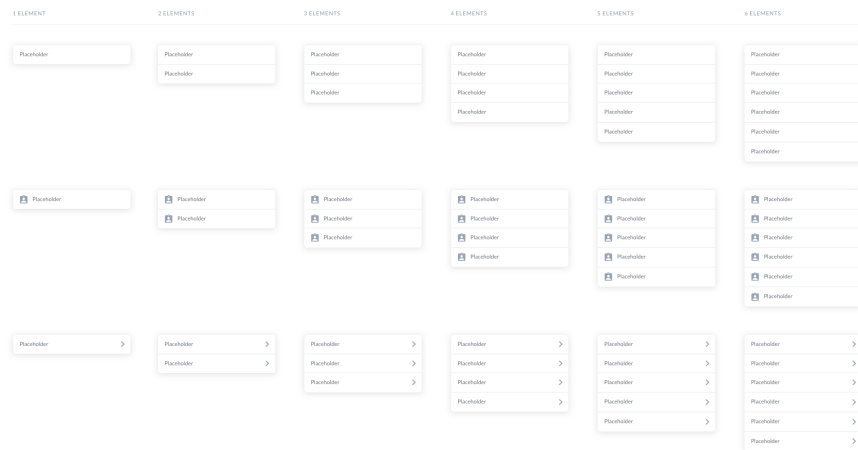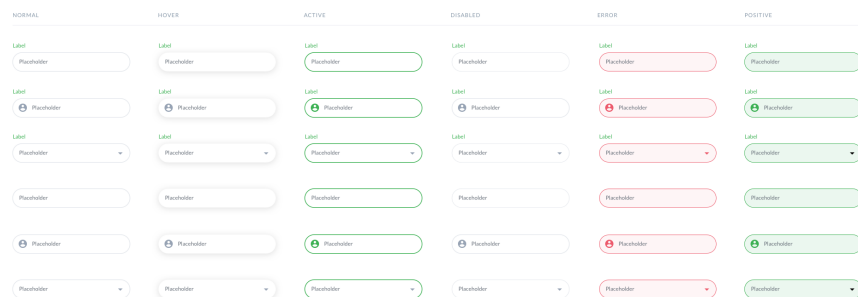
Dropdowns

Notifications

Navigation

Text

Inputs
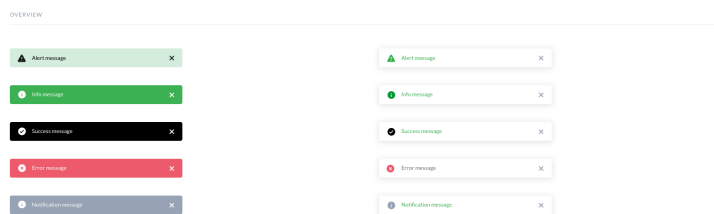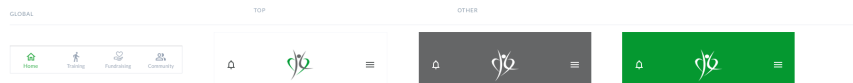
Modals

Icons
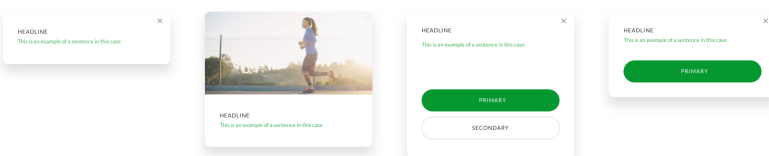
Design System & Accessibility

With multiple designers creating many different modules, we wanted to create a design system for consistency. This also allowed us as a group to develop rules and patterns for our product.

We conducted an accessibility test with our existing brand colors. This was to make sure all of our text would be legible and accessible at different contrasts. We then made sure to apply our results in our design systems library when building our final product.

Testing

Testing Background

Start Giving Local is a non profit helping people participate in races to raise money for charity while also supporting local businesses. We explored several use cases and are interested in learning about page structure, features and functionality are intuitive and easy to use. Specifically, we wanted to test the following tasks:

- User's overall opinion of the application
- How users are navigating the application
- Opinions and feedback on features and basic functionality

We want to see if users are able to identify the purpose of the site and be able to describe the features of the application and get their overall feedback.

User Test Plan

Testing Company
UserTesting.com

Testing Method
Remote Unmoderated Test

Type of Data Collected
Qualitative Data

User Requirements

Participants will be asked to use a "think-out-loud" approach as they complete the tasks specified for each version of the prototype, as well as general impressions about the prototype.

- 5 users total (per test)
- Ages 25-65
- On mobile device
- Balance of male and female

User Scenario

For our user test, we wanted to give our users a scenario to put them in our users shoes. This helped set the stage for the test and keep in mind the goals of the user.

" Imagine you are a runner and have just signed up for a marathon. This is your first time training for this kind of race. After you registered for the race you have downloaded an App to help you train. Be sure to think out loud, vocalizing your thoughts, actions, likes and dislikes. If you click on anything and it doesn't do what you'd expect, please explain what you'd expect."

Lo-Fi Testing Goals

For our lo-fi testing our main goal was for users to identify the purpose of the app. What were things that stood out to them and what did not. We found a need to clarify our message and goals and to give more instruction during on-boarding.

Hi-Fi Testing Goals

For our hi-fi, we tested our fully designed prototype. Our goals for our hi-fi testing were:

- Assess the overall usability of key screens of the Start Giving Local app.
- Find any points of friction or misunderstanding.

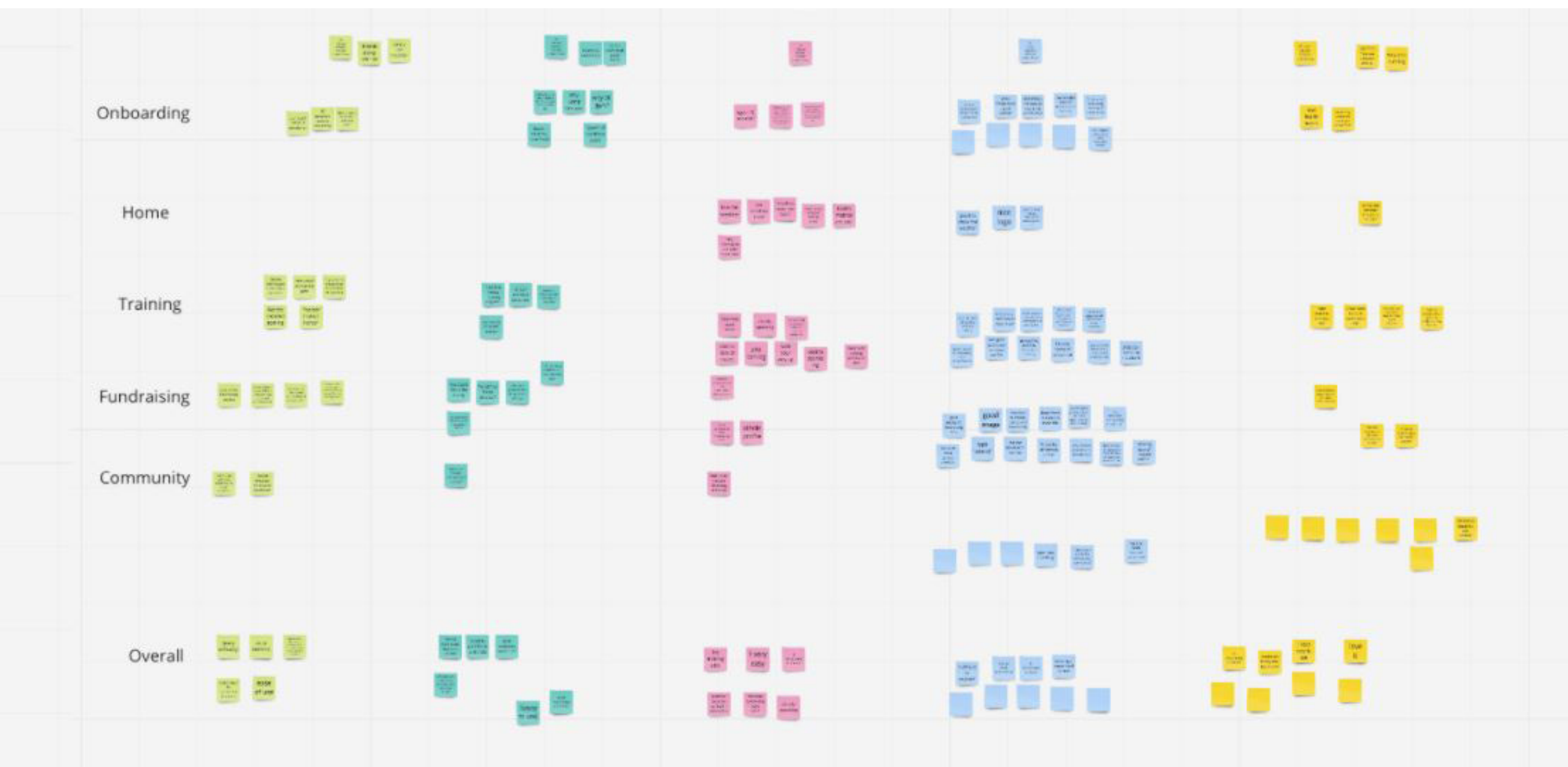# Lo-Fi Testing - What Didn't Go Well?

On-boarding

1. Font too small.
2. Brand message is not clear.
3. Typo on copy.

Home Page Navigation

1. Inaccurate label.
2. Unclear action items.
3. Unclear feed content.
4. Fundraising aspect is overlooked.

Hi-Fi Testing - What Didn't Go Well?

On-boarding

1. Brand Message is not clear.
2. Vague label.
3. Misleading color shade.
4. No multiple activity selection options.
5. Miss key sign-up information.

Home Screen

1. Concern about source of health data (i.e. heart beat).

Training

1. Hard time finding training progress.
2. Feature of "supporter" is missed.

Community

1. The attending events could be on the top of the screen.
2. Confused on whether virtual run is under Training or Community.

Fundraising

1. Better to have mini-milestone for large fundraising goal.
2. Low find-ability of "Athlete Profile".

Testing Overview

1

Level of Navigation
(1 easy - 5 Difficult)

8.2

Recommendation to Friends
(1 No -- 10 Yes)

Hi-Fi Testing - What Went Well?

On-boarding
1. Clear visual which makes people feel inviting.
2. Easy to navigate.
3. Like the customization of fitness level.

Fundraising
1. Add a charity is easy.
2. Charity description allows people to learn more about charities that they are not familiar with.

Training
1. Good level of details of the monthly training plan.
2. Like image & organized layout.
3. Virtual workout attracts people attention.
4. Cool to see and track log.

Home Screen
1. Love the weather feature with prompt of outdoor suggestion.
2. Love condition score.
3. Love health metrics.

Community
1. Like the fact that events are based on local community.

Improvements From Testing

Lo-Fi Prototype

1. Want more instruction for on-boarding.
2. Need customized on-boarding language.
3. Want positive feedback once complete on-boarding steps.
4. Want to have larger title font.
5. Want to include "diet" as part of habits on home page.

Hi-Fi Prototype

1. Check on typos in the hi-fi prototype.
2. Bump up the font for better accessibility.
3. Highlight the race group that people have enrolled to build community not only locally, but also nationally.
4. Change the labeling of "Athlete Profile" and move to next to fundraising share link.
5. Add an overall "training progress bar" under Training Pillar for consistency.
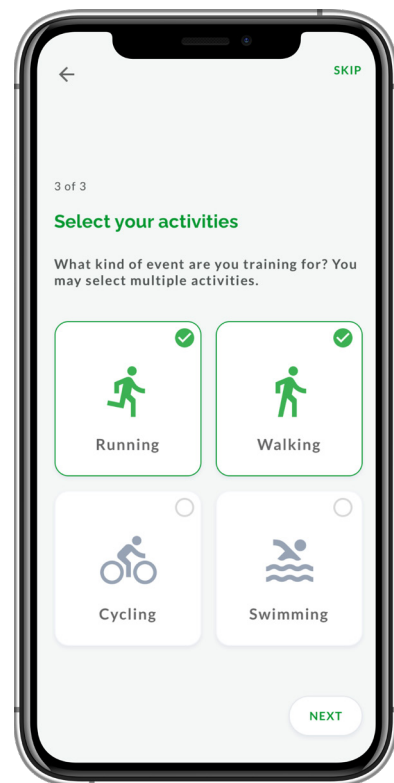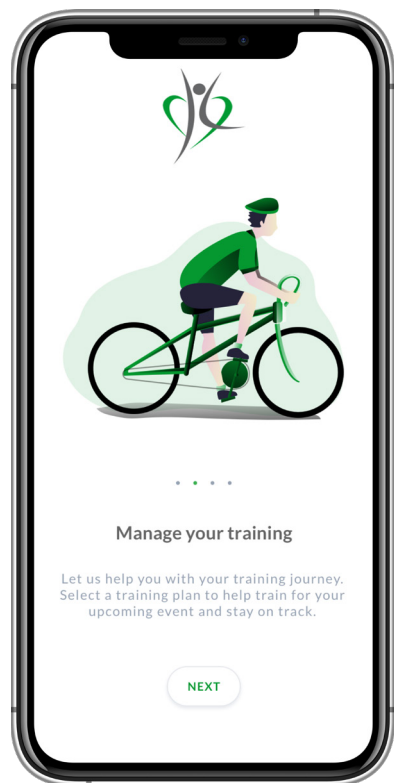
05 | **Finish Line**
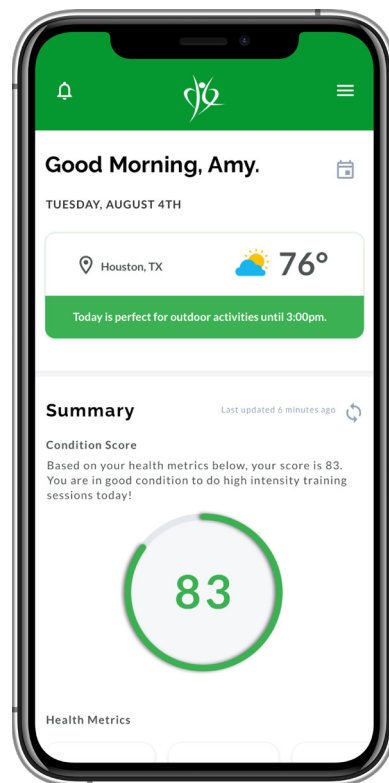
Final Product

Summary

Our final product after compiling our research and design process, we created an app prototype for Start Giving Local that aims to help people with their training, fund-raise for charity, and connect with their local community. Something we found continuously throughout our research was the need for guidance, support, discovery, and encouragement from signing up for a race, training, and fundraising for an endurance event.
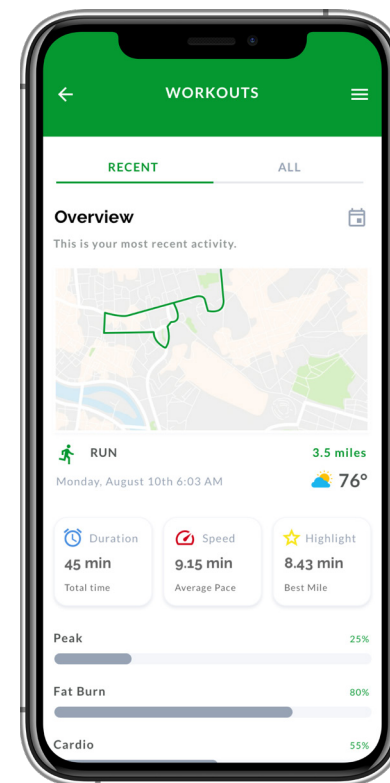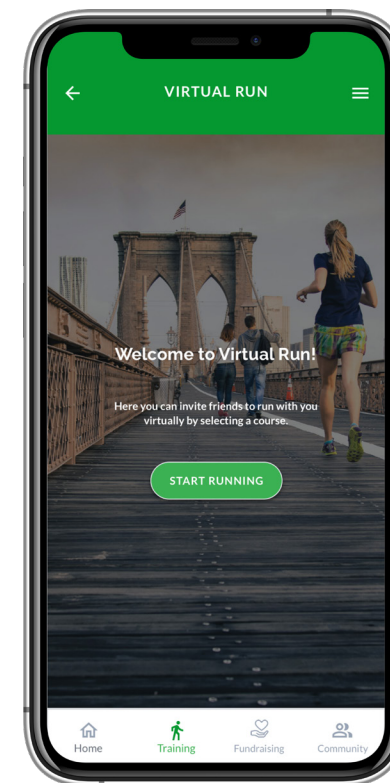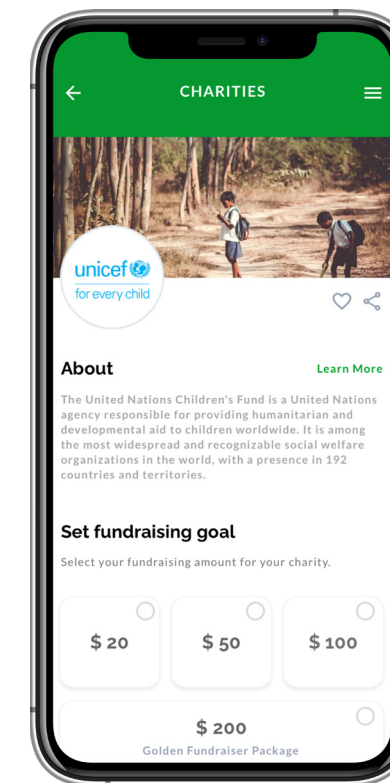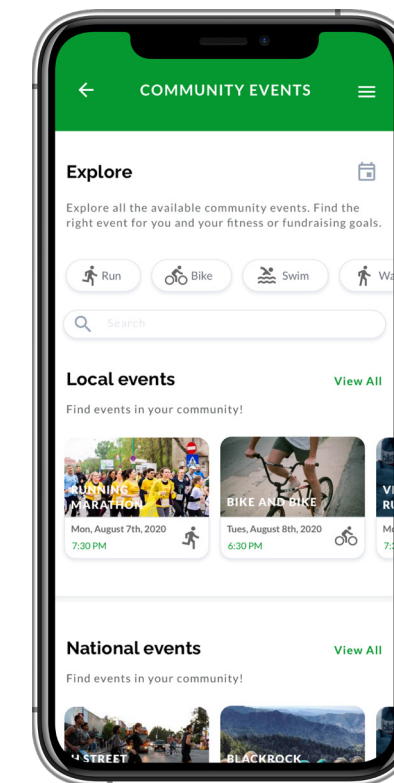
On-Boarding

Welcome to
Start Giving Local

Competition can be tough.
Giving should be easy.

Manage your training

Let us help you with your training journey.
Select a training plan to help train for your
upcoming event and stay on track.

NEXT

SKIP

3 of 3
Select your activities

What kind of event are you training for? You
may select multiple activities.

Running

Walking

Cycling

Swimming

NEXT

Home

Good Morning, Amy.

TUESDAY, AUGUST 4TH

Houston, TX   76°

Today is perfect for outdoor activities until 3:00pm.

Summary   Last updated 6 minutes ago

Condition Score
Based on your health metrics below, your score is 83.
You are in good condition to do high intensity training
sessions today!

83

Health Metrics

Training

WORKOUTS

RECENT   ALL

Overview
This is your most recent activity.

RUN   3.5 miles
Monday, August 10th 6:03 AM   76°

Duration   Speed   Highlight
45 min   9.15 min   8.43 min
Total time   Average Pace Best Mile

Peak   25%
Fat Burn   80%
Cardio   55%

Virtual Run

VIRTUAL RUN

Welcome to Virtual Run!

Here you can invite friends to run with you
virtually by selecting a course.

START RUNNING

Home   Training   Fundraising Community

Fundraising

CHARITIES

unicef
for every child

Learn More

About
The United Nations Children's Fund is a United Nations
agency responsible for providing humanitarian and
developmental aid to children worldwide. It is among
the most widespread and recognizable social welfare
organizations in the world, with a presence in 192
countries and territories.

Set fundraising goal
Select your fundraising amount for your charity.

$ 20 $ 50 $ 100

$ 200

Golden Fundraiser Package

Community

COMMUNITY EVENTS

Explore
Explore all the available community events. Find the
right event for you and your fitness or fundraising goals.

Run   Bike   Swim

Local events   View All
Find events in your community!

Mon, August 7th, 2020   Tues, August 8th, 2020
7:30 PM   6:30 PM

National events   View All
Find events in your community!

STREET   BLACKROCK

Future Features

What can we include for the future?

From our results from testing, feedback from our client, feedback from users and colleagues, we have listed below recommendations of features that can grow the Start Giving Local App for the future.

1. Allow users to choose an avatar for a coach.
2. Give recommended goals to users based on experience or performance level.
3. Pair certain workouts with weather for optimal training.
4. Advancement in AI to track route and weather to better determine your workout plan.

> **"**
> *This app would be greatly beneficial to me for me to continue to be healthy and to keep motivated and active. ... To help me achieve things that I thought I could never have done and be part of a community that is bigger than myself and being healthier and happier.*
>
> **- User from User Test**

Conclusion

Seeing the product come to life and testing the prototype with users, it is exciting to see the feedback so far and learn how we can continue to build this app for the future. Start Giving Local gave us a unique opportunity to research and identify gaps in the market to help grow the needs of Start Giving Local. We know from this prototype after research and development, there are many ways the app can grow and develop to fit the needs of Start Giving Local.

- Start Giving Local website: https://www.startgivinglocal.org/
- Charity Miles website: https://charitymiles.org/
- Team in Training website: https://www.teamintraining.org/
- Relay for Life website: https://secure.acsevents.org/site/SPageServer?pagename=relay
- Bike MS: https://secure.nationalmssociety.org/site/SPageNavigator/BIKE_HOM_money_goes.html;jsessionid=00000000.app310a?NONCE_TOKEN=F0B-0F573098A26264D7814DA3BF2A1A7
- Bike MS: https://secure.nationalmssociety.org/site/SPageServer?pagename=BIKE_HOM_WhyBikeMS
- Extra Life website https://www.extra-life.org/
- Strava website https://strava.com/about
- Fitbit website: https://fitbit.com
- 10 Usability Heuristics for User Interface Design: https://www.nngroup.com/articles/ten-usability-heuristics/

- Facebook website: https://facebook.com/
- GoFundMe website: https://gofundme.com/
- Peloton website: https://www.onepeloton.com/
- Lululemon website: https://shop.lululemon.com/community?mnid=mn;en-US-JSON;community
- Benefit website: https://www.benefit-mobile.com/
- Humble Bundle website: https://www.humblebundle.com/
- Amazon Smile website: https://smile.amazon.com/gp/chpf/homepage?orig=%2F
- Ebay Charity website: https://charity.ebay.com/
- Imagery in Booklet and App: Unsplash https://unsplash.com/

Start Giving Local Capstone Project

UCI MHCID Cohort 4 2020