



Work

About

Contact

# Feeling Blessed

A mobile donation app with a mission to make Muslims better givers. It aims to be the simplest and most efficient way to donate securely.

## My Role

Product Strategist  
Workshop Facilitator  
UI Designer  
Prototype Developer

# **“It’s not just about making a donation, it’s about making a difference”**



Feeling Blessed was looking to explore ways to use engagement loops to improve retention by encouraging users to return and make subsequent donations.

# How do we know if this idea is the right one?

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## What people problem are we trying to solve?

People want to donate to organizations that are meaningful to them, and they want reassurance that their donations are making a positive impact.

## How do we know this is a real problem?

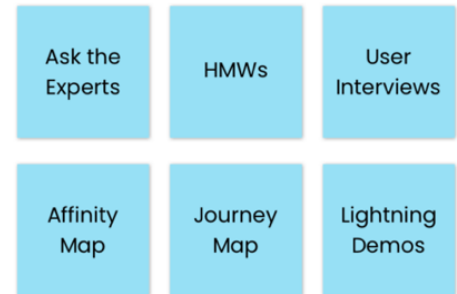
Many people download the app but don't make a donation or make a single donation and don't return.

## How will we know if we solved it?

Ultimately, if we are successful we will see more returning donors resulting in an increased customer lifetime value. In the short-term, we can gauge this by testing user satisfaction with quantitative and qualitative metrics.

## Discover

Our team used the following research methods to gain a better understanding of our target audience and to help us frame the problem. Asking the experts and presenting our findings helped us align with business objectives and understand constraints. We studied existing market research, online communities, and conducted user interviews to learn more user sentiment in regards to donating to charities and using donation websites/apps.



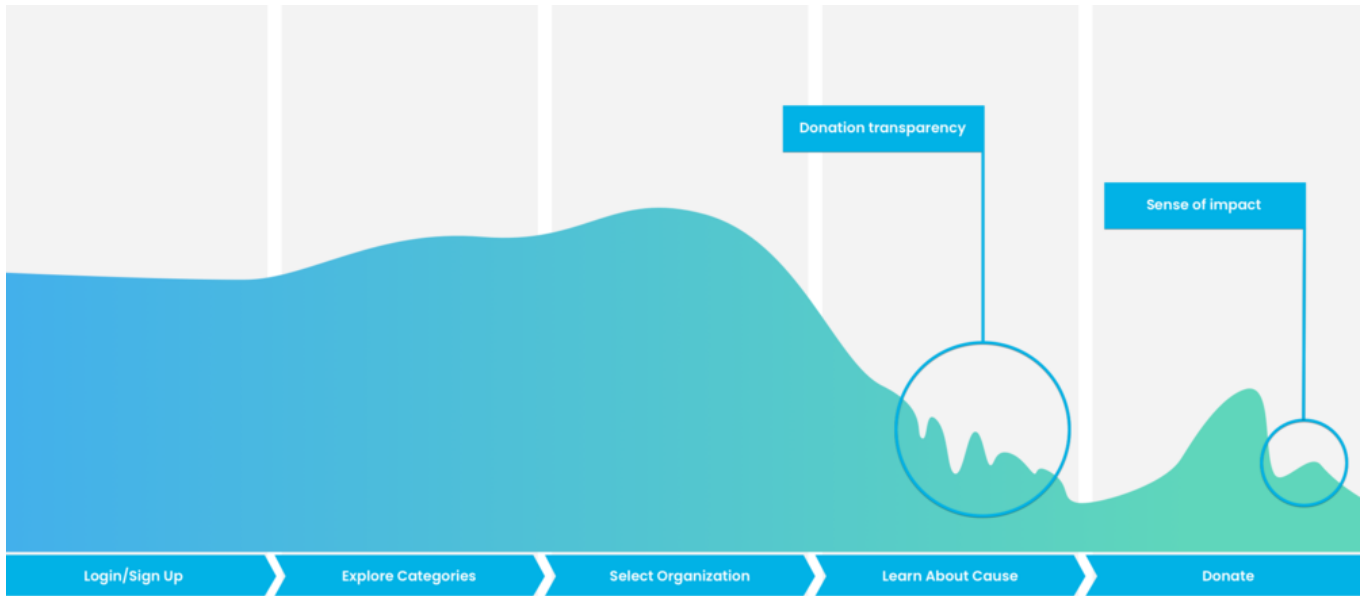
**64%** of people wish they could donate more to the causes they support

So **WHY** aren't they giving more?

**81%** have a concern with the transparency of where their donation is going and understanding the impact of their giving

**65%** of donors would be influenced to give more if they had greater insight into the impact of their giving

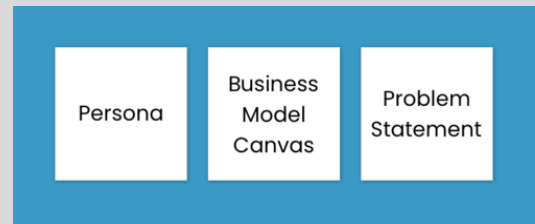
Source: Fidelity Charitable, Overcoming Barriers to Giving, 2016



User Journey Map

# Define

The insights gathered from the discover phase helped us define the product in a new light. By creating personas and process flows, we converged on our research and focused on a specific use case within the customer journey. This helped us create a shared vision and roadmap for the product.



**User Need:** The user needs a platform that enables them to easily identify organizations with causes that align with their values and allows them to donate through a simple, streamlined process.

**Business Need:** Feeling Blessed needs a way to improve engagement to entice users to come back and continue donating.



**Rami**

- 30 years old
- United States
- Sales Manager

**Motivation**

- I want to be a better giver
- I want a more efficient, modern way to donate

**Scenario**

Every year, Rami calculates his personal due Zakat amount and writes a check to give to a social organization. As a tech enthusiast, Rami believes this is old-fashioned and is sure there is a more modern way of doing this. After searching on the app store, he finds Feeling Blessed which seems to be exactly what he's looking for. He downloads the app, clicks a few screens, and thinks "this seems useful, but I really like donating in person because I know for certain my money is going to a good cause".

**Goals & Needs**

- I want to find an organization that aligns with my beliefs
- I want transparency into where my donation is going
- I want to securely make donations online

**Fear & Frustrations**

- What if my money is going to a cause I don't believe strongly in?
- How do I know the impact of my donation?

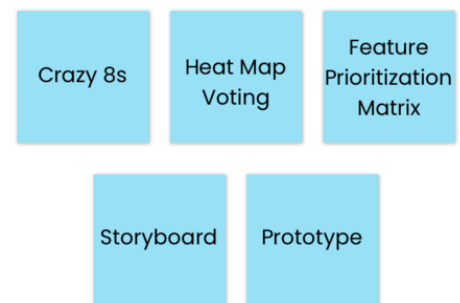
# Problem Statement

We have observed that users aren't feeling a strong connection to the organizations they choose, which is causing them to not be repeat donors. How might we improve Feeling Blessed to inspire users to want to donate more?

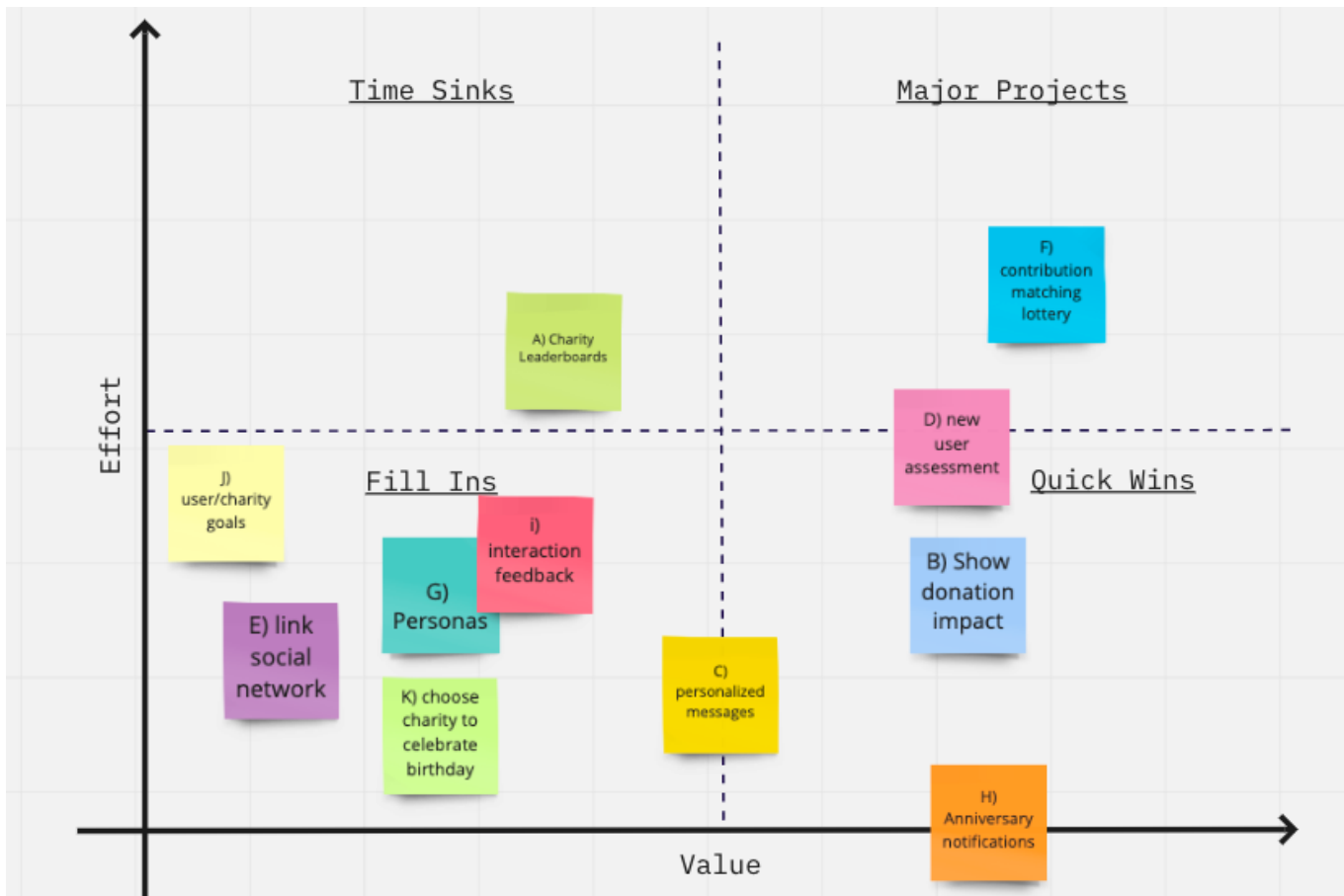
## Design/Decide

To start developing our idea into a tangible prototype, we encouraged the team to ideate a wide range of solutions to the defined problem. During this phase, individual team members brainstormed solutions and then voted to determine what to move forward with prototyping.

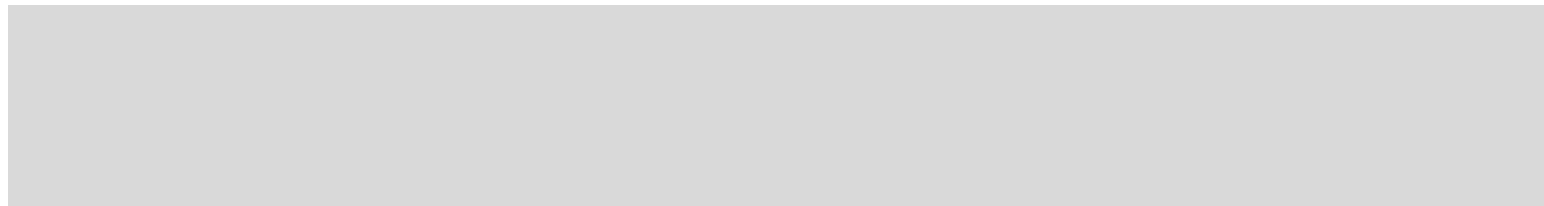
### Solution:



- 1) Provide more transparency into donation impact with “cards” that highlight specific causes with suggested pre-filled amounts
- 2) Invite users to share stories via a “social feed” to create a sense of connection and communicate the impact of giving.



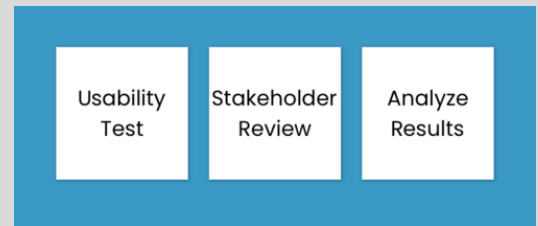
Feature Prioritization Matrix





# Deliver

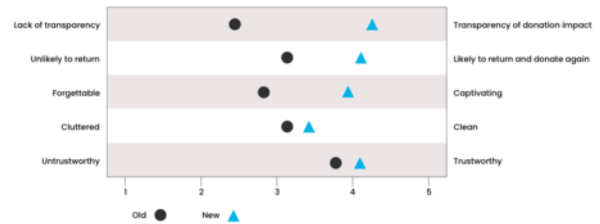
To validate our idea, we conducted usability tests with live users to interact with our prototype and gain real feedback. This allowed us to identify key areas for improvement to continue to iterate and test and get closer to solving our defined problem.



# Outcome

While the re-design is still being implemented and we won't know the full impact of the changes for some time, we were able to validate the improvements through quantifiable metrics measured in our usability testing. Average **System Usability Score (SUS)** increased from **68.5** to **80** with the re-design.

Based on Feeling Blessed's current base of 10,000 users, if we could retain 20% to return and make another donation of \$326 (based on the average donation amount), that would be an immediate impact of **\$652,000**. By increasing the customer lifetime value (CLV) of the 10,000 users by \$100, Feeling Blessed would see an increase of **\$1 million**.



**Payddle** >