



Case Study Report

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Overview

Client Objectives

Improve bidder's experience through a one-cause auction by improving the user flow and helping users understand the rules; making the game more engaging, and increasing social and gamification aspects.

Research

Our Process

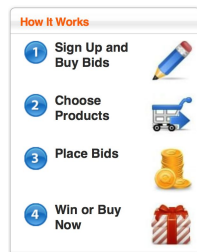
The process we took to understand what needed to be changed was to do some market research, user research via interviews and surveys, and a site analysis looking at user flows and usability testing. We specifically focused on asking people about their donating habits, fundraising, and gaming experiences.

Market Research

Competitive Analysis

Use different media to explain “how it works”

A section or page explaining how a website works is essential and cannot be missing. Explaining the rules of bidding, such as how to win an auction and how to use the robot bidder to help, can be displayed through different media, including diagrams, images, texts, and videos. Multimedia instructions will fit the needs of different users and make this section more interesting and easier to understand.



QuiBids



Beezid



HappyBidDay



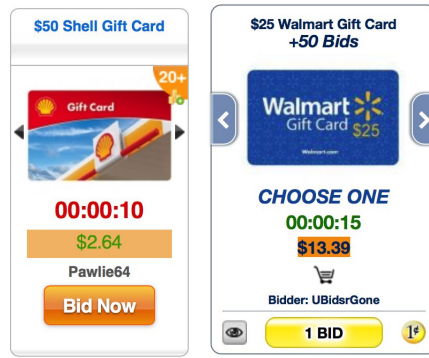
Beezid

Takeaways:

- Use multiple ways to give instructions, such as diagrams, images, words, and videos
- Try to explain the auction process step by step
- Make the instructions simple and easy to understand

Flashing time and price indicate dynamic changes caused by each bid

During the process of bidding, two things users care the most are time and price. Making these two indicators flash not only reminds the users the changes, but also stimulate their minds to keep bidding. Displaying bidder's name each time one bids may improve one's interest in keep bidding as well.



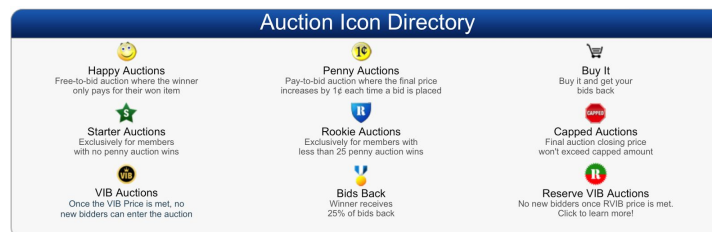
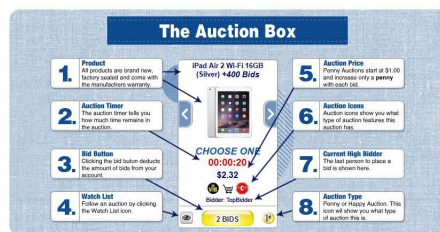
QuiBids HappyBidDay

Takeaways:

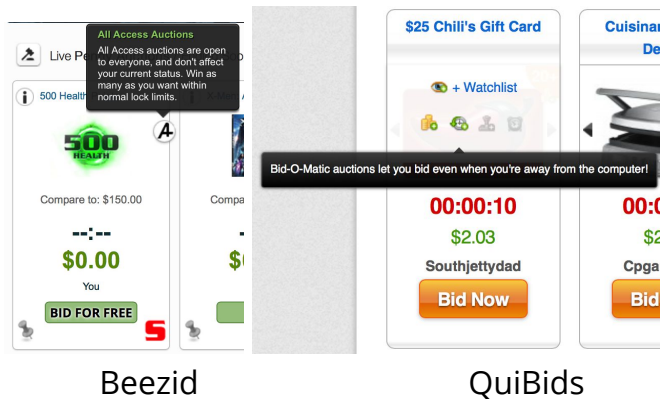
- Make time and price in notable/bright colors, such as red or green
- List time counting down and highlight price each time it changes
- Update each bidder's name whenever there is a new bidder

Use tooltips and small pop-up windows to help users understand features and functions

Except for the "Bid" button, there are also many other features and functions a bidding website can do. In order to make sure users get a chance to experience all of these, we would need to place them somewhere easy to spot. Instead of using long texts, tooltips can be added next to each item to indicate special features. A directory of how these tooltips stand for can be listed in the "Help" section or a small pop-up window can be created to give instructions. tooltips



HappyBidDay

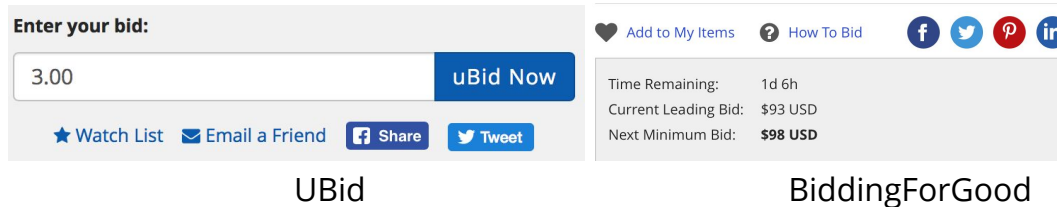


Take-Aways:

- Consolation prize/“Buy it now” can be presented as a tooltip
- Users can view the detailed description in a pop-up window once they click on the tooltip.
- Explain the meaning of each tooltip in a separate directory (may locate at bottom of page)

Add different social network icons for each auction

It is important not only to share the website with friends, but also to share each auction item. Users may find their interest in a certain item that they want to share. Therefore, social media icons should be easy to access on each item page. Bidders come from a variety of backgrounds. Multiple social media should be provided for them to choose.



Takeaways:

- Place website sharing social media icons at bottom of page (footer)
- Add item/auction sharing social media icon on each item page
- Social media include: facebook, twitter, email, google+, pinterest, etc.

Display auto bidder instruction on the item page

On the five websites we compared, three of them use auto bidder to help users bid. For users who use bidding sites frequently, they may understand how auto bidder works easily. However, there should always be separate instructions on what auto bidder means and how it works for new users.

Bid History My Bids BidRunner

Start End Bids

No BidRunners Set

Add BidRunner

Start Price: \$ End Price: \$

Number of bid requests: x 2 = 0 bids

Add

NOTICE: Active BidRunners will be canceled once your win limits are reached. Any unused bids will be returned to your account.

Have you tried using BidRunner? Never miss bidding on an auction! [Learn More](#)

HappyBidDay

Set Autobeezids & Snipers INACTIVE

BID FROM # OF BIDS

\$ # + || x

Each bid set deducts 5 bids from your account. Sniper is unaffected by Boosters and deducts 1 bid from your account. *Booster values of Regular and Promo bids may differ.

Apply Sniper What is this? x

The maximum bids for a Sniper is 0

BOOK

Beezid

Bid-O-Matic

Bid From # Bids

\$ 0.01 0

Activate

[Learn more about Bid-O-Matic...](#)

QuiBids

Takeaways:


- Set up auto bidder option on the item page
- Provide link to instructions on a separate page
- Include "starting price" and "# of bids" for users to choose

Provide detailed descriptions for item and merchant

Users care about the items they are bidding for and they would possibly be more interested in items provided with accurate descriptions and real pictures.

Description Warranty Package Contents Standard Notice

Domino's 101: Basic Facts



PIZZA, PRODUCT & MENU:

- 85% of the items on Domino's menu are new since 2008.
- There are more than 34 million ways to create a single Domino's pizza.
- Pepperoni is the most popular U.S. pizza topping, followed by mushrooms, sausage, ham and green peppers.
- Breadsticks were the first national nonpizza menu item offered at Domino's, in 1992.
- Domino's World's Fastest Pizza Maker Pali Grewal can make three large pizzas in just 32.28 seconds.

STORE & FRANCHISE OWNER FACTS:

- Domino's is 93% franchise-owned.
- Domino's has about 850 independent franchise owners in the U.S.
 - More than 90% started their careers as drivers, pizza makers or hourly workers
- Domino's delivery experts cover 10 million miles each week in the U.S. alone.

UBid

BiddingForGood

Description Reviews Statistics Similar Auctions

\$50 Walmart Gift Card

A worldwide household name, Walmart carries general merchandise including groceries, apparel, household goods, elect Everyday Low Prices. Gift cards can also be used at Sam's Club, Walmart's warehouse membership stores. Give the Wa the ideal gift for family and friends, because they can choose just what they have in mind.

- For purchases at Walmart.com and in U.S. Walmart stores
- For purchases by SAM'S Club members in U.S. SAM'S Club stores and at Samsclub.com
- In stores, present the card at checkout
- Online, enter card number and PIN (on back of card) during checkout. The PIN provides secure online shopping.
- As you make purchases, the card amount decreases. Add to card balance anytime in a Walmart store. (You cannot.
- Check your card balance in stores or online

Features

- Easy to Use
- No Expiration Date
- For purchases at Walmart.com and in U.S. Wal-Mart stores
- For purchases by SAM'S Club members in U.S. SAM'S Club stores and at Samsclub.com
- In stores, present the card at checkout
- Online, enter card number and PIN (on back of card) during checkout. The PIN provides secure online shopping.
- As you make purchases, the card amount decreases.
- Add to card balance anytime in a Wal-Mart store. (You cannot add to the balance online.)
- Check card balance in stores or online

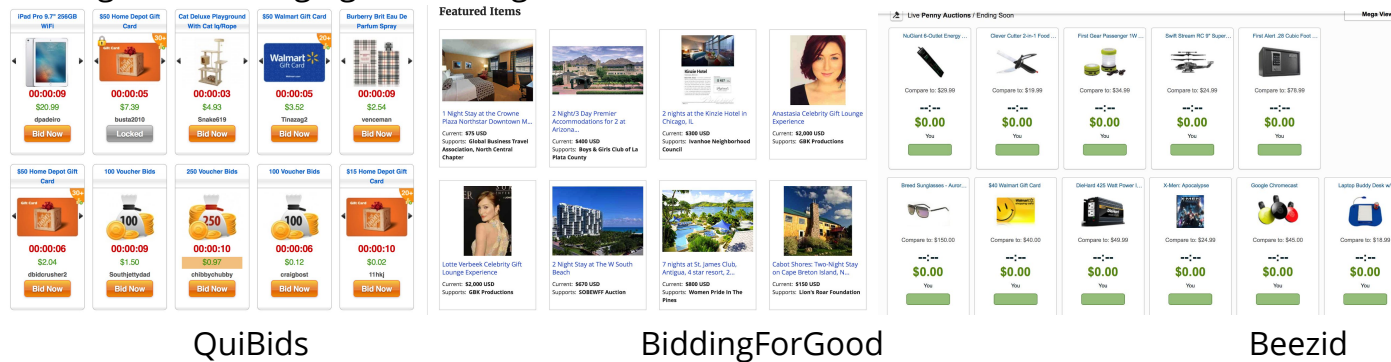
QuiBids

Takeaways:

- Use bullets points instead of long block of texts for description
- Provide images if possible
- Include as much as statistics as possible, such as “reviews”, “similar auctions”, “past winners”

List auctions and items on homepage

For the five websites we compared, all of them have featured auctions or ending auctions listed at the center of the page to catch bidders’ attention. Only Beezid needs bidders to log in or register an account first to view the item description. Other websites require a account if users decide to place a bid. When users open a new website, if they will stay on the site depends on what they see on the homepage. Users need an incentive to stay with the site, for example, a large selection of merchandises they might get at a low price. Also, these images and changing elements give users an initial idea of how the website works.



Takeaways:

- List featured/ending auctions on homepage with images
- Show time counting down and price changes for the item

User Research

User Survey

Questions

1. DEMOGRAPHICS

- a. What is your age? (0-18, 19-25, 26-35, 36-45, 46-55, 56-65, 66+)
- b. Gender (male, female, other)
- c. Location – City, State
- d. Income range Income Range (0-25,000, 25,001-50,000, 50,001-75,000, 75,001-100,000, 100,000+, Prefer Not To Say)

2. How often do you give donations? (Never, At least once a year, At least several times a year, Monthly or more)

3. How have you donated before?

- Money to cause
- Auction
- Buying products that donate percent to cause
- Online games (aka ad-supported games that go to donations - e.g., freerice.com, tab for a cause)
- Goods / items
- Time
- Other (enter below)

4. Have you used any online bidding websites? (QuiBids, UBid, HappyBidDay, Beezid, BiddingForGood)

5. Have you played online bidding games? If not, do you play online games? List them. (How often do you play online games? Never/Rarely/Sometimes/Often/Always)

6. What is your incentive for playing?

7. What do you like about it?

8. Tell us about a memorable donating experience.

9. Does a fundraising game app interest you? (A fundraising game app will interest you. Strongly disagree/Disagree/Neutral/Agree/Strong Agree)

10. Would you be open to test a prototype of the website?

Results

What is your age?

25-34 – 41%

35-44 – 27%

What is your gender?

Male – 59%

Female – 41%

What is your income range?

Less than 10K – 23%

60 to 69K – 18%

100K + – 14%

How often do you give donations?

At least once a year – 36%

How have you donated before?

Money to cause – 77%

Goods or items – 50%

Time – 50%

Buying products for cause – 32%

Have you played with any online bidding sites?

No – 86%

Yes – 14%

Do you play any online games?

No – 55%

Yes – 45%

How often do you play online games? On a scale of 0-10. (19 of 22 answered)

Never – 42%

Sometimes – 16%

Always – 16%

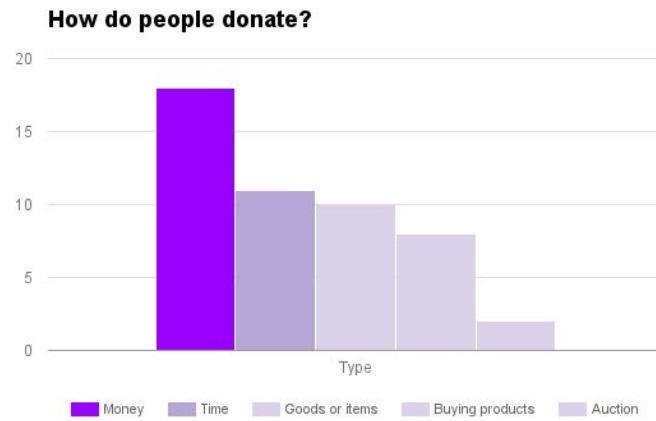
Does an online fundraising game interest you?

Most likely – 23%

Neutral – 23%

Not likely – 9%

User Survey Key Takeaways

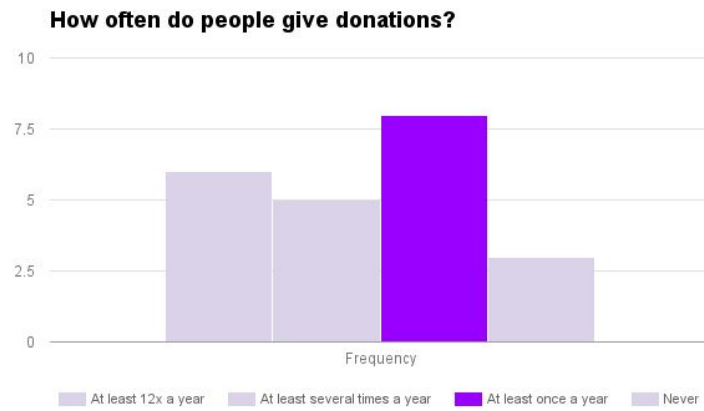


Majority of the participants donate money for cause

82% Donate money for cause

50% Donate time

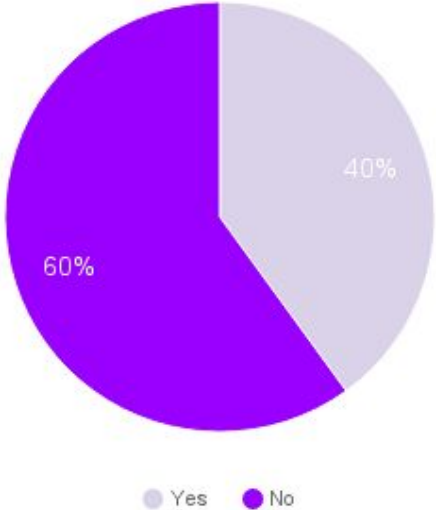
45% Donate goods and items



**Majority of the participants donate
at least once a year.**

People who have income ranging from \$60,000 – \$100k donate more often than others.

Have you played with online bidding sites?



More than half of the participants **have not played** with online bidding sites. For the ones that said yes, they mentioned using **Ebay** and **Ubid**.

Interviews

Questions

DEMOGRAPHIC INFO:

- Age (0-18, 19-25, 26-35, 36-45, 46-55, 56-65, 66+)
- Gender (Male/Female/Other)
- Location
- Income range (0-25,000, 25,001-50,000, 50,001-75,000, 75,001-100,000, 100,000+, Prefer Not To Say)

DONATION HABITS:

- What causes have you donated time or money to in the past year?
 - How much (approx)?
 - What methods?
- Have you donated in person?
- Have you donated online?
 - Where?
 - When?
 - How?
 - Tell me about a specific time / organization.
- Tell me about an experience participating in an auction-style donation.
 - How many people participated
 - How much did you bid?
 - What items did you bid on?
 - What items didn't you bid on?
- Tell me about an experience where you wanted to donate, but didn't (and why).

PENNY AUCTION/GAMBLING HABITS

- How often do you bid on items online?
- What items make you bid more than others?

CAUSE INFORMATION NEEDS

- What information about a cause encourages you to support it?
- What types of causes do you feel give you enough information?
- How do you typically find out about causes looking for money?
- What

AUCTION HOLDING / FUNDRAISING HOLDING

- Have you ever held a fundraiser?
 - How did you organize it?
 - What cause was it for?

Transcripts and Notes

Interview with Diana

Demo:

- Age (0-18, 19-25, 26-35, 36-45, 46-55, 56-65, 66+)
- Gender (Male/Female/Other)
- Location
 - Pittsburgh, PA
- Income range (0-25,000, 25,001-50,000, 50,001-75,000, 75,001-100,000, 100,000+, Prefer Not To Say)

DONATION HABITS

- What causes have you donated time or money to in the past year?
 - How much (approx)?
 - What methods?

No

Feral cats - friend takes care of, bought a 30lb bag of cat food and some money for wet food (last year around Christmas time)

- Have you donated in person?

Cat cafe - a place in New York, \$5 for a half hour to pet cats

- Have you donated online?
 - Where?
 - When?
 - How?
 - Tell me about a specific time / organization.

No, but bought things

Towels online, braces for elbow (amazon)

Wrapping paper on ebay (won through bidding process, first bid)

Groupon - bought tickets to see illusionist, going to events, was looking at a pair of boots, but never had the money

- Tell me about an experience participating in an auction-style donation.
 - How many people participated
 - How much did you bid?
 - What items did you bid on?
 - What items didn't you bid on?

Yes, won steeler thing (huge poster), auction for steeler's foundation (do a lot of stuff with kids and buy them presents, give them coats) - \$900 for something worth ~\$5,000

Were at a steeler game, had all different kinds of pictures/memorable, write down a personal bid based on where they started - a list where you bid more than someone else - just had to write it once to win it, but did keep checking to see

Were at supernatural convention, there you kept bidding against anybody (the constant raising the number thing) - won quite a few of them - startrek, lost that one

Some items had quite a few back-and-forth

Some said such a high number no one bid against me

- Tell me about an experience where you wanted to donate, but didn't (and why).

Most of the time, if i can't, it's because i don't have the money to donate

For example, Jamore has needed food for the feral cats, and I just didn't have the money for them.

I know specifically where everything is going to, because the amount of cat food she goes through.

Has 3 colonies she is taking care of.

PENNY AUCTION/GAMBLING HABITS

- ...
- How often do you bid on items online?
- What items make you bid more than others?

In person, gone to the meadows a few times (casino). Play the slot machines.

In a football pool, \$5 to play, but can win \$165

Penny auctions- No - no.

CAUSE INFORMATION NEEDS

- What information about a cause encourages you to support it?

Vets do the poppies (a flower) - they volunteer

We sign up and volunteer our time and stand outside stores

Goes to vets (every single penny)

Basically, when there isn't too much overhead. Eg., The salvation army is bigoted.

I understand some have a lot of overhead, like March of Dimes, but that's very good for research (we used to work a lot

Knowing where the money is going, how much it is for, where the money is going. For march of dimes, it was 80%, not great, but not bad.

Cat Cafe - all of it goes to cats

- What types of causes do you feel give you enough information?
- How do you typically find out about causes looking for money?

I don't find out. If someone posts on facebook or if you call me.

(Found out from Nick, nephew) - When Nick went on trip to Peru, he got an awesome experience and they took medical equipment and their experience and taught people in wheelchairs/walkers ways to work with them to work their muscles and gave them newer/better equipment

- What

AUCTION HOLDING / FUNDRAISING HOLDING

- Have you ever held a fundraiser?
 - How did you organize it?
 - What cause was it for?

Held a fundraiser for trips
Bethel Band trips

Found out the sarris candies - could purchase them, called them up, told them what was going on

When we went to New York, we did avon for a fundraiser for girl scouts

Tastefully simple fundraiser - have a party and instead of me getting product we took money at cash value

What could make your donating more fun?

Volunteering at Conneaut - being with other people - had so much fun

Kept the park alive, memories for a lot of people

Listening to them talk about those memories

We volunteered a lot for paws for a cause - walk your dog

Donating of time

Race for the Cure

Donating time

Have a lot of fun - love people, talking and experiencing things with other people

Spending time with my aunt

Personal interaction with it

Just bought a christmas ornament for friend and it goes to the baird foundation (adopted kids) helps people with their adoption fees

It was really easy
Thought i was going to buy it for myself, but made more sense for friend because she has adopted children

A lot easier to donate time than it is to donate money

Interview with Irene

Age: 36-45
Income: 75k - 100k

What causes have you donated in the past year, either by time or money, or any other way?

I donated to National Public Radio, that's probably my most ongoing donation, in the past. Now it would be monetary donation. In the past I've donated to animal rights type of organizations by money or I've helped out with different events or giving donation to different adoption type agencies. So those are really I would say the primarily monetary ones. I also give a variety of physical item donations, like clothing donations, electronics donation program, and bicycle parts donations. I give things regularly to those different organizations as well.

So for you said NPR and animal rights for those organizations do you donate them regularly?

It depends. With the animal rights organization that's more occasional. With national public radio it's a monthly donation that I make it to them to remember how much I think with them what you do is get the right amount.

Do you remember how much like approximately you donate to them each time?

I think with them what you do is you donate an amount. Say you want to donate an amount and they divide it up. So I think it's something like \$120 but they divide it up for you like over a year, something like that.

For the animal rights, how much did you donate?

I don't remember honestly. I adopted a few animals in the past and part of that is a donation. But I honestly don't know what percentage of that is considered donation versus covering the care of the animal, things like that.

For these types of donations, are there any donation that you made online?

Yes, with the NPR it is an online system.

Can you describe how you do the donation?

So usually they run a lot of fundraising events. So for events like that I guess it kind of depends for that I'm usually hearing about it from another media source. Like I listen regularly so I might be reminded that there's something going on and they will mention the URL. So I go to their website. It's usually a pretty basic order pipeline type setup. Other ones that I have just additionally now I think about it. I've donated here and there to sites like Wikipedia for example. Those I would say are more sort of impromptu donations so I might be say looking something up and come across a banner on their website that says they are seeking donations. So I may do occasional ones like that where it's more I just happened upon it in my natural use of whatever that information is. But usually with NPR or other organizations like that I usually know what I'm going to donate to, so I kind of actively seeking them out. I think they've all been...everything I've done is always web based donation system.

So I have a question about those organizations. What information about a cause that encourages you to support it?

I guess mostly causes that are kind of in line with you know things I care about either personally or professionally. Generally I would say most of them tie to your view of the world you know. So I mean for example I love animals so that motivates me to donate or adopt from those sorts of organizations. In the work that I do, I value free and open information access and some high-quality reporting. So that is what motivates me to donate to like NPR. I think increasingly there are a lot of services out there that are provided free or donation run. So I would say in a lot of cases you may not...like for example for Wikipedia, I may not be going my way to donate to them, but if they kind of make a good case when I'm there, I think they honestly kind of play off your guilty a little bit because you're using their information and by attaching a dollar sign on it makes you more likely to want to give back. So some of them I would say I more actively seek out things that I value in the world around me. Others may be sort of indirectly because I'm using those services I might feel like I owe them something, sort of reciprocity essentially.

What type of cause that you think that they give you enough information about they are looking for donations?

The ones I've donated for...I rarely probably if ever would follow some random link or some information that I kind deem to be not reliable for me at least. I only have donated if it's something or organizations that I am aware of either in the physical world, so I know hey this is going to this particular organization, or if it's something that's a fairly large and well-known system. So I don't tend to...I would say everything that I've donated to have a lot of credible information available about them. For example you know for being in New York there's people that are standing in corner and try to get donations for various services and usually I would not at all engage with that. If you know they're pushy, I would be willing to research more about their

organization, but I would be sort of unlikely to engage in donating to organizations that I can't go on my own and find a lot of information about.

How do you usually find organizations that are looking for money?

I would say usually the venue is emails. I feel like that I'm pretty aggressive about filtering out spam and not receiving junk email. So I do a lot of filters in my email send so that I am not receiving excessive emails that I don't want. But I would say that most of the... everything that I've donated to it sort of feeds into itself because I'm be on their email list, so when I receive an email it's the indicator. For something like NPR they have on the radio like in their news reports they actually would say we are doing a pledge drive, so I would say for NPR it's definitely hearing it live and for the other ones it's usually some sort of email solicitation.

Do you receive physical mails as well?

I do. For a lot of animal rights like ASPCA and things like that I got a lot of solicitations in the mail. I am unlikely to ever respond to those directly, particularly since for most of them they will have a slip so you can fill out your credit card number and mail it, which I don't feel comfortable with necessarily from a security perspective writing my credentials like that and mailing it. So if it's an organization that I've donated to before I may be prompted by that to go to their website and complete the process. But usually I would never...I would usually just throw right into recycle honestly when I get paper solicitations nowadays.

Have you ever participated in an auction style donation?

No, I don't think I have.

Have you ever heard about a website that does online bidding? Do you know any other sites except eBay?

Honestly I don't think I've ever...no I don't think I've ever used any bidding sites. And I don't really buy eBay regularly but I have in the past. That's really all I can think of.

Have you tried to bid on eBay before, was that a long time ago?

I still use them fairly frequently, but I've really moved much more to using the 'Buy it now' feature essentially. So you just flat buying it for a rate. In the past, I did more of the auction-style bidding but I haven't done that in a few years. Usually now a lot of stuff that I do are electronics. There are good prices and usually the price is low enough to begin with and I will just 'buy it now'. I will use eBay but I almost use it as a regular kind of e-commerce site and not so much of the auction feature.

What items make you want to bid more than other items if you have a chance to bid?

I'm trying to think. You know I have in the past. Usually it depends on the items. A lot of things that I buy are electronics. So it sort of has the price that I'm willing to pay. Usually there will be many sellers so it's much easier for me to pick a 'buy it now' and buy it right away because it's usually not much difference in price. In

the past when I was doing more auction style bidding it was more for things like vintage clothing or something that you perceived to be more one of a kind. And I haven't been really done much buying those kinds of items recently in auction. I would say probably within the last 5 years or so.

My last question is about fundraising. Have you ever held a fundraising before?

No. I don't think. Not since I've been probably like in high school or something. It's a very long time ago you know for those like fun runs whatever. No I haven't been involved in really fundraising things at all.

Interview with Maryellen

Age: 56-65

Income: retired

What causes have you donated in the past year, either by time or money, or any other way?

Democratic Party, Wikipedia, NPR, and probably PBS.

Do you remember how much you donate?

I donated like \$5 to Hillary Clinton on one of those emails. Not sure if you've seen them but they come and they say easy to donate a dollar so I went up to \$5. It wasn't as quick as they seemed to promise in terms of the process, but I did. I give PBS \$5 a month. We give NPR I don't know maybe couple of hundred dollars a year like that, not huge, but still incremental amounts.

When you donated to Hillary you donated online?

Yes, I got an email, that's like come on let's go. It's the election. And there's a donation and makes like you just donate a dollar. That took you to a website and there it got more complicated. I think you could donate as low as 1 dollar. And you can donate as much as you want. I think I got charged my PayPal account. Or you can enter a credit card.

What about NPR?

I think we donated by calling up doing a pledge drive. We called up and we gave them our credit card number. The one for PBS which is television and public broadcasting system, I think I was in the app wanting to watch a Masterpiece Theater, stream something like an episode, and I was prompted...I believe they do let

you watch some of the premium content without donating, so that you get access to the premium account. So I would send I think from the app to a website. It was online.

Have you participated in an auction style donation?

Once back in my daughter's public school, we had an auction night. So people would donate items and the parents would participate in auctions on those items and the money would go to that school. The one that I bid on the most feverishly was an American Girls Doll. This is great school. My daughter was probably 10 at most. She is 32, so it's 20 years ago, before the Internet.

Do you remember how many people were there?

Over a hundred people. I was bidding against one or two people. I think I paid \$80 and the doll was worth maybe \$120 retail or something. It's nice because you could give something to the school.

Have you ever heard about a website that does online bidding?

No, not exactly what you're talking about. But the eBay situation, don't know if it still exists, but I do remember it. I bought an expensive radio for a gift. I did get a good deal. I haven't used it in a long time, it's been a while. I don't bid anything online right now.

Can you think of any item that you need more than others if you have a chance to bid?

I don't know. I guess I will bid for electronic devices. You know I like to have toys. Things like luxury items for me or just for selfish reasons. Because it's expensive, and you are friendly with the online environment. Clothing maybe. I don't like the travel situations. You will get into those crazy relationships with travel situations, so I'm suspicious of it. Maybe restaurant, you know local restaurant. This is not bidding but I like blackboard. It's called Blackboard Eats. They promote restaurant, so they collaborate with restaurant by offering discounts. So you can get a discount code and when you go to the restaurant you tell the waiter and they take the 30% off your dinner. That's very handy.

What information about a cause would encourage you to support it?

Right now the times are very frod (?) for Liberal causes so this is a good time to be asked this question if anybody has a political leanings because they want you to support. And I would want to support the Planned Parenthood. I forgot to add that to my earlier list. So I've donated to them this year. It's a family planning and basically gynecological services for women including everything from birth control to abortion. It's only for women. And then supporting NPR which is a fairly liberal news media. So that's kind of where I guess I donate, generally for causes related to liberal issues.

What types of causes that you feel give you enough information about they need a donation and also about themselves?

Some of them are more demanding than others about getting you to give them money and they will give you a lot of information. For example, NPR the national public radio is funded by individuals and corporations. They have pledge drives. So they spend all of the time on the radio for 4 or 5 days just saying 'give us your money' and sort of make you feel guilty if you don't because you are listening and getting the service for free. So their information is that they don't have ads on their station. There aren't radio ads to interrupt your listening. So that's why you should pay directly to them instead of the advertisers paying them.

How do you find out that I cause needs money?

I don't know. I just assume it. I get a lot of mail actually. I get a lot of spam mail from causes. So either my name was sold to them or I've given to them in the past. They buy a mailing list and they just mail it. I got a lot of mails like that.

Have you ever held a fundraising before?

That school auction would be something that I helped with. The school was called PS40, a New York City public school. My husband was the president of the PTA, so that was put on by the PTA. I helped by donating something like books and volunteering to cooperate parents and help manage the people and the money. In this case the cause is the school and you don't have too much experience with fundraising.

Interview with Glenn

Demographics

- Age 46-55
- Gender (Male)
- Location: Bronx, New York
- Income range (102K yearly)

DONATION HABITS

What causes have you donated time or money to in the past year?

I typically donate to family members that call me knowing that I can't say no to them. I also give to people on the street and every time I'm asked to give at the end of my purchase at K-Mart, Target, and Macy's (Thanks for Sharing - \$25 and the Red Cross - \$5).

Have you donated in person?

Yes, at the stores I just mentioned and when I see people on the street asking for money, i.e., performers, and women.

Have you donated online?

I have donated online. To the Negro College Fund. A friend told me about it because he works there so he would call me right around the holidays. I've donated \$200 every time for the last four years but this year I'll probably be donating \$100).

Tell me about an experience participating in an auction-style donation.

I never did that.

Tell me about an experience where you wanted to donate, but didn't (and why).

That time when Haiti had the earthquake and you were able to text and donate \$10 but for some reason it would never go through on my phone so I gave up trying.

PENNY AUCTION/GAMBLING HABITS

How often do you bid on items online? What items make you bid more than others?

I never bid. My philosophy is to donate without expecting to receive any gifts or coupons in exchange. I feel better just sending the money.

CAUSE INFORMATION NEEDS

What information about a cause encourages you to support it?

I'm encouraged by wanting to help to find a way to eradicate an illness or a tragedy that has happened around the world, a disease like Cancer and also a cause that I believe in light human rights.

What types of causes do you feel give you enough information?

The causes that speak to me like Breast Cancer.

How do you typically find out about causes looking for money?

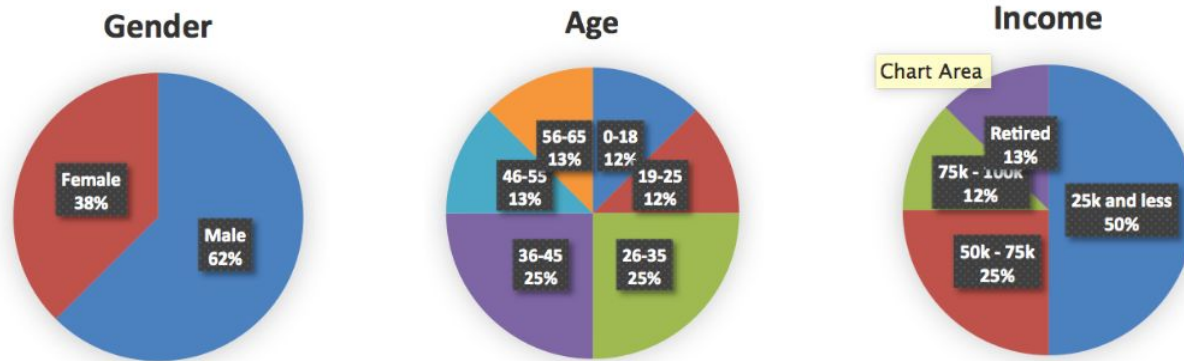
Most of the time through the news and sometimes by the mail. Also by experience, when my mom died of cancer I started to donate to cancer causes.

AUCTION HOLDING / FUNDRAISING HOLDING

Have you ever held a fundraiser?

No, I've never held a fundraiser.

Key Takeaways



People donate or bid for items where they can get benefits.

"A lot of things that I bid are electronics. It has the price that I'm willing to pay." -- Irene

People donate to support a cause that is in line with their views and beliefs.

"Mostly I am interested in causes that are kind of in line with things I care about, either personally or professionally." -- Irene

Most people don't seek donation/bidding information on their own initiatives.

"I don't find out where to donate... only if someone posts on facebook or if you call me." -- Diana

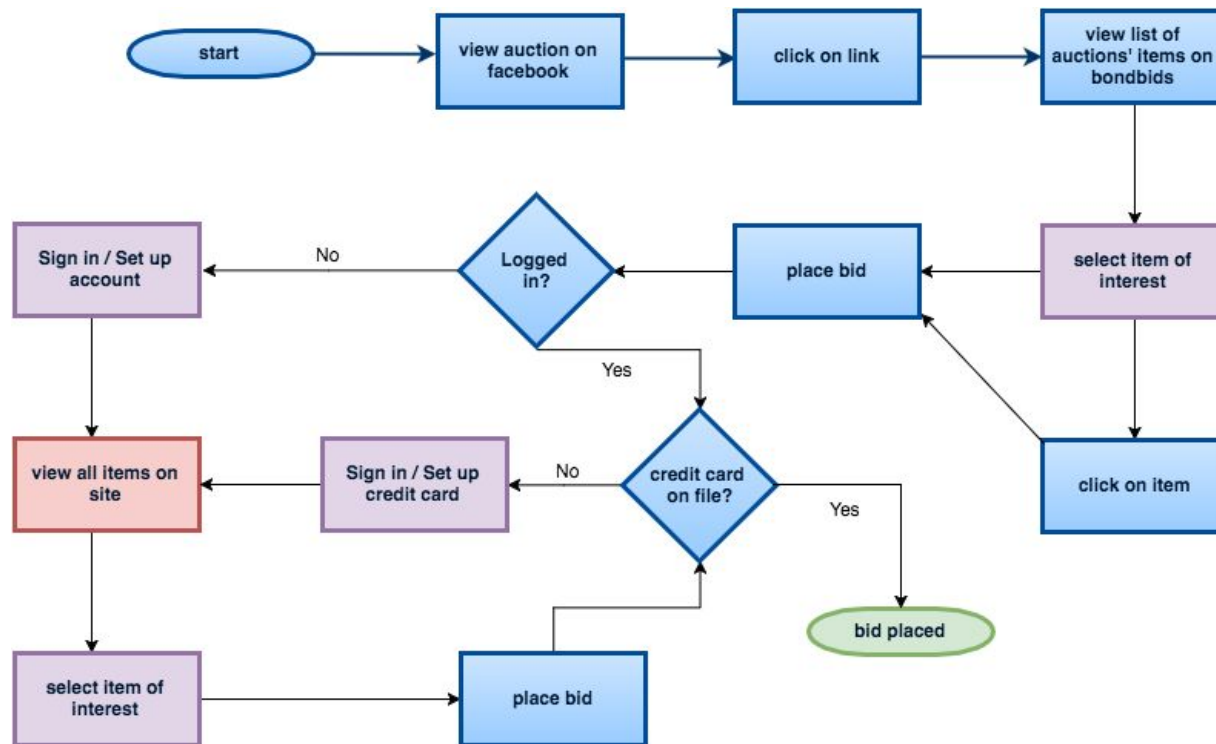
Donating is very social.

"If my friends do it, I get motivated to do it, too." -- Richard

One Cause Analysis

User Flows

Bidding



Key Takeaway: User has to go back to the beginning of the website between each sign up step (create account and add credit card). This will likely result in a LOT of drop off.

Usability Testing

Tasks

| Task purpose | Task | Follow up questions |
|----------------------------|---|-----------------------------------|
| DEMO | Age (0-18, 19-25, 26-35, 36-45, 46-55, 56-65, 66+) | |
| | Gender (Male/Female/Other) | |
| | Income Range (0-25,000, 25,001-50,000, 50,001-75,000, 75,001-100,000, 100,000+, Prefer Not To Say) | |
| | Location (City, State) | |
| | donation history? | |
| | cause organization history? | |
| TASK 1 testing homepage | <p>VERSION 1: - Start users from homepage. TASK 1 would be "You saw an ad about a site that you can bid on items to support causes like American Red Cross, while still receiving a prize. You pull up the site."</p> <p>VERSION 2: - Start users from "facebook link" to staging site. TASK 1 would be "Your friend shares their auction with you and you're interested in supporting their auction. You click on the link."</p> <p>VERSION 3: - Start users from the "logged out" page.</p> | |
| | | Is this what you expected to see? |
| | | Would you register? |
| | | How does the process work? |
| TASK 2 | Sign up for an account. | |

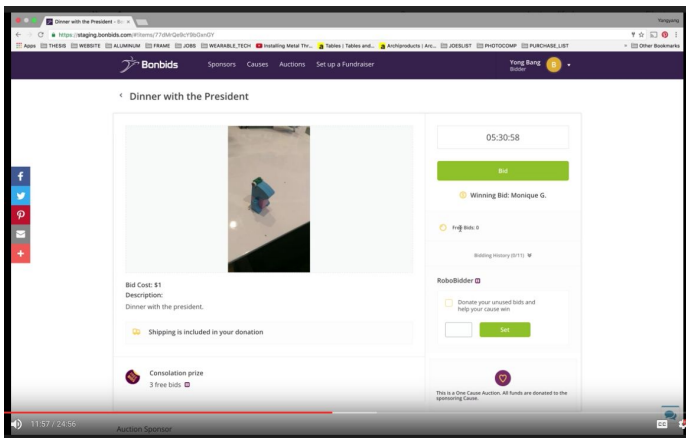
| | | |
|---|---|---|
| testing signup | | |
| TASK 3 testing finding "auction" page | Find an item that interests you. | |
| | | |
| | | |
| | | Who will currently win that item? |
| | | When will they win it? |
| | | |
| TASK 4 testing placing a bid | Place a bid on an item. | |
| | | [credit card info: 4111-1111-1111-1111 any date, any CSV] |
| TASK 5 testing setting up an auto-bid | Set up an automatic bid. | |
| | | |
| | | How do you know you're winning? [auction page] |
| | | |
| | | |
| Task 6: understanding winning | The auction is over for the item you bid on. Who won? | |
| | | What all did you win? |
| | | (did they notice that their cause counts as winning something, too?) |

| | | |
|----------------------|---|---|
| | | (if they didn't win, do they know that they can get a consolation prize?) |
| | Share this item to Facebook. | |
| WRAP UP QUESTIONS | | |
| | Explain the bidding process to me. | |
| | How do you feel when interacting with the site? | |

Videos

Dani - [view video](#)

Yang - [view video](#)



Kurt - [view video](#)

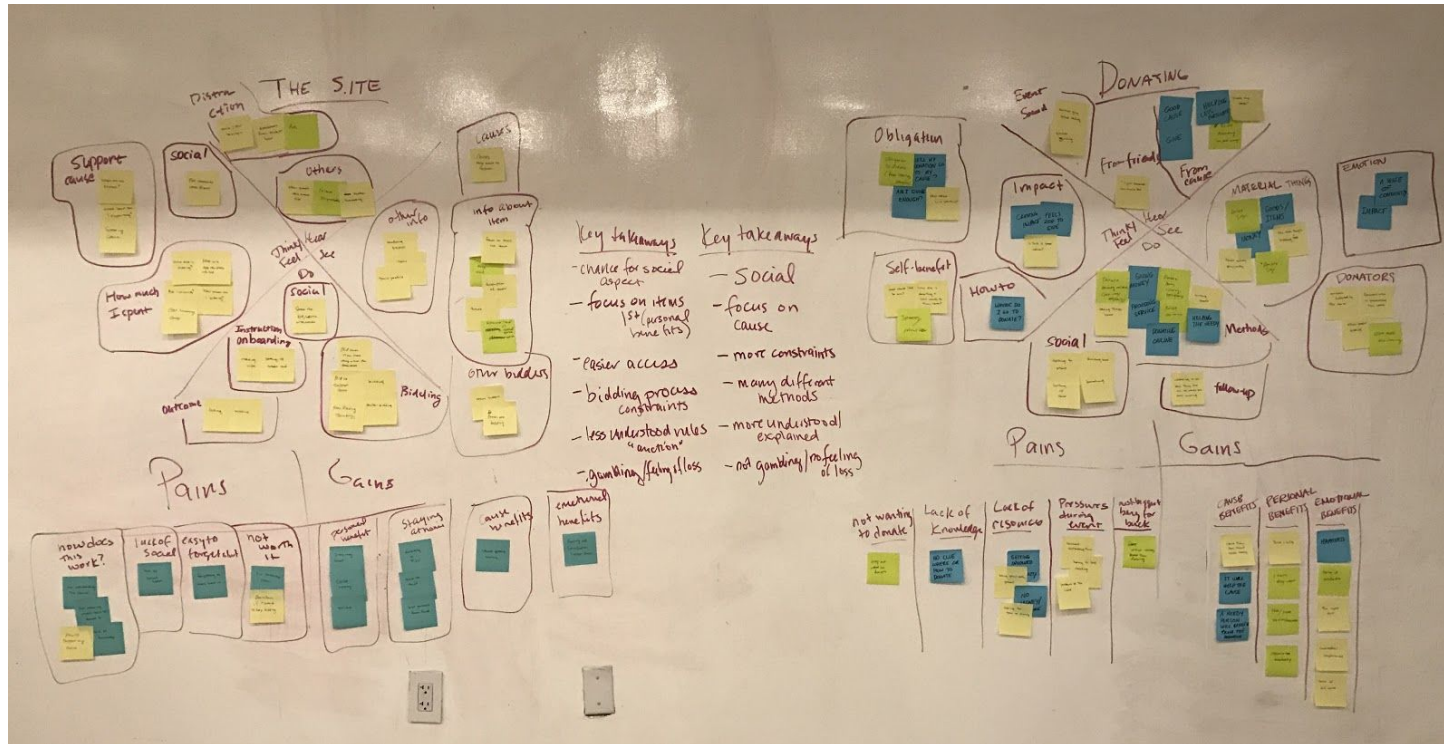
Test Results

| Tasks | Expectation | Success Rate |
|-------|-------------|--------------|
|-------|-------------|--------------|

| | | |
|---------------------------------------|--|-------------------|
| Tell me what this site is about | Mention at least two: winning, bidding, fundraising | 60% (3 out of 5) |
| Sign up for an account | Register without hesitation or struggle | 40% (2 out of 5) |
| Find an item that interests you | Click on any open auction | 60% (3 out of 5) |
| Place a bid on an item | Click the bid button | 100% (5 out of 5) |
| Set up automatic bid | Hover over or click Robobbider | 60% (3 out of 5) |
| Do you know how the autobidder works? | Able to do it or do not struggle to explain how to do it | 0% (0 out of 5) |
| Explain the bidding process | Did not struggle to explain the correct process (credit card charged with each bid, etc) | 0% (out of 5) |

Research Synthesis

Empathy Map



| | |
|---|---|
| <p>Donating in Real Life Key Takeaways:</p> <ul style="list-style-type: none"> - Really social - Focus on cause - More constraints - Different methods - More understand rules - Not gambling/no feeling of loss | <p>Donating on Bonbids Key Takeaways:</p> <ul style="list-style-type: none"> - Chance for social aspects - Focus on items first (personal benefits) - Easier access - Bidding process constraints - Less understand rules - Gambling/feeling of loss |
|---|---|

Personas

Paula DeSantos

"I like to donate to causes I know about."



34 years old
Brooklyn, NY
Clinical Psychologist
Recently obtained M.A.
married, with 2 kids
Passion cause: Breast Cancer

Paula spends her days as an experienced psychologist at a small office, hoping to one day to own her own practice. When she comes home from a long day, she spends her time playing with her kids (4 and 6 years old) and trains for 5k runs, before going to bed with the latest novel she is reading.

GOALS:

- Support good causes
- Feel like getting something in return
- Share with friends

HOW WE CAN HELP PAULA:

Provide a place where Paula can get all the benefits of donating (friends, rewards, cause-support) without the frustrations (time, confusion, understanding).

DONATION HISTORY:

- Donates once a month to a breast cancer charity
- Runs in 5k at least once a season
- Contributes to various friends' causes
- Attended auction once before, but not intimately familiar with them

FRUSTRATIONS:

- Don't have a lot of time
- Too many causes to support
- Lack of true understanding of benefit



"Every time I donate, I think about my son's future and his smile."

Age: 36

Work: Online Marketing Manager, Sr

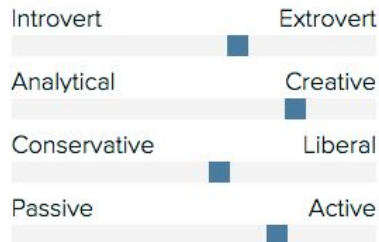
Family: Married with 2 kids

Location: New York, NY

Passion Cause: Autism

- Organized
- Creative
- Empathetic
- Kind
- Generous
- Friendly

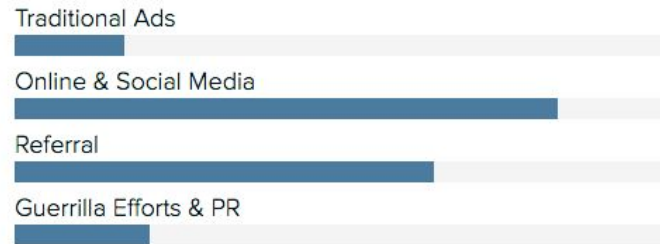
Personality



Bio

Sarah spends her day as a Senior Online Marketing Manager wishing she could devote all of her time to caring for her son with Autism. After work (on days she skips her SoulCycle class) she makes a quick stop at her local Whole Foods Market to pick up fresh vegetables and looks forward to spending the evening with her husband and two kids. She ends her night with a glass of wine while browsing the Web and catching up on her Facebook feed.

Preferred Channels



Brands



Donation History

- Donates money to Autism Speaks monthly.
- Volunteers at Light It Up Blue events.
- Maintains her own Donate Your Way webpage for the Autism Speaks NYC Community.

Goals

- Continuously raise money for Autism Speaks.
- Share with family and friends.
- Connect with merchants to promote cause.

Frustrations

- Setting up a fundraiser without the hassle.
- Not enough time in one day.
- Too many complicated rules.
- Need more people to ask for donations.

How can we help Sarah

Provide a place where Sarah can get all the benefits of donating (friends, rewards, cause-support) without the frustrations (time, confusion, and understanding).

Design

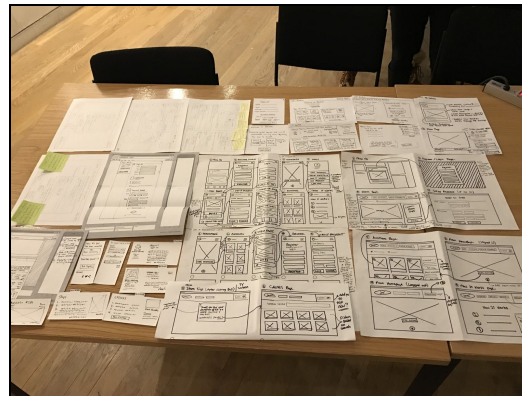
Solution Direction

1. Update User Flow
2. Focus on the item page:
 - a. Clarifying the Rules
 - b. Highlighting the Charities
 - c. Emphasizing Benefits for Charity and Users
 - d. Improve Social/Gaming Aspects

Overview and Process

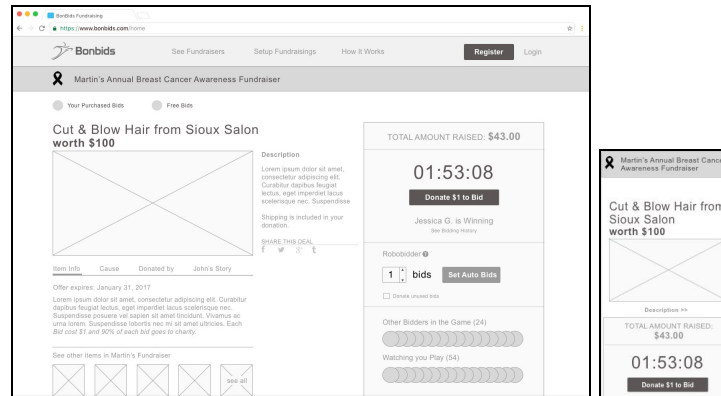
We wanted to focus on iterations, so we quickly got to work with paper prototypes (4 of them!) to combine the best features, then tested a wireframe twice before creating a high-fidelity prototype which we tested and validated.

Design Studio



We created 4 paper wireframes and met together to discuss pros and cons of each.

Wireframe and Testing

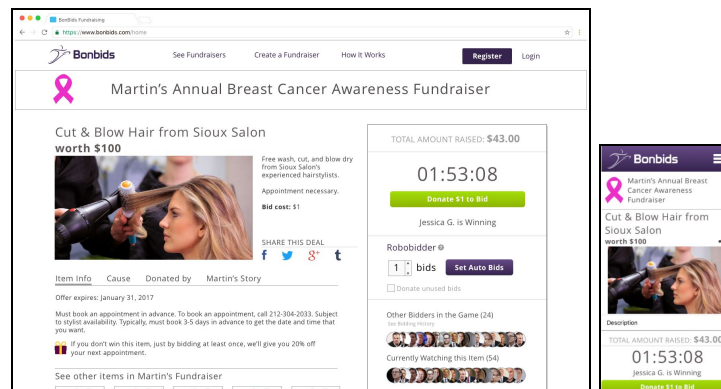


We created a wireframe in Sketch and tested it. Then, based on those test results, created another iteration and tested again.

Invision Prototype 1: <https://invis.io/YM9OB25ED>

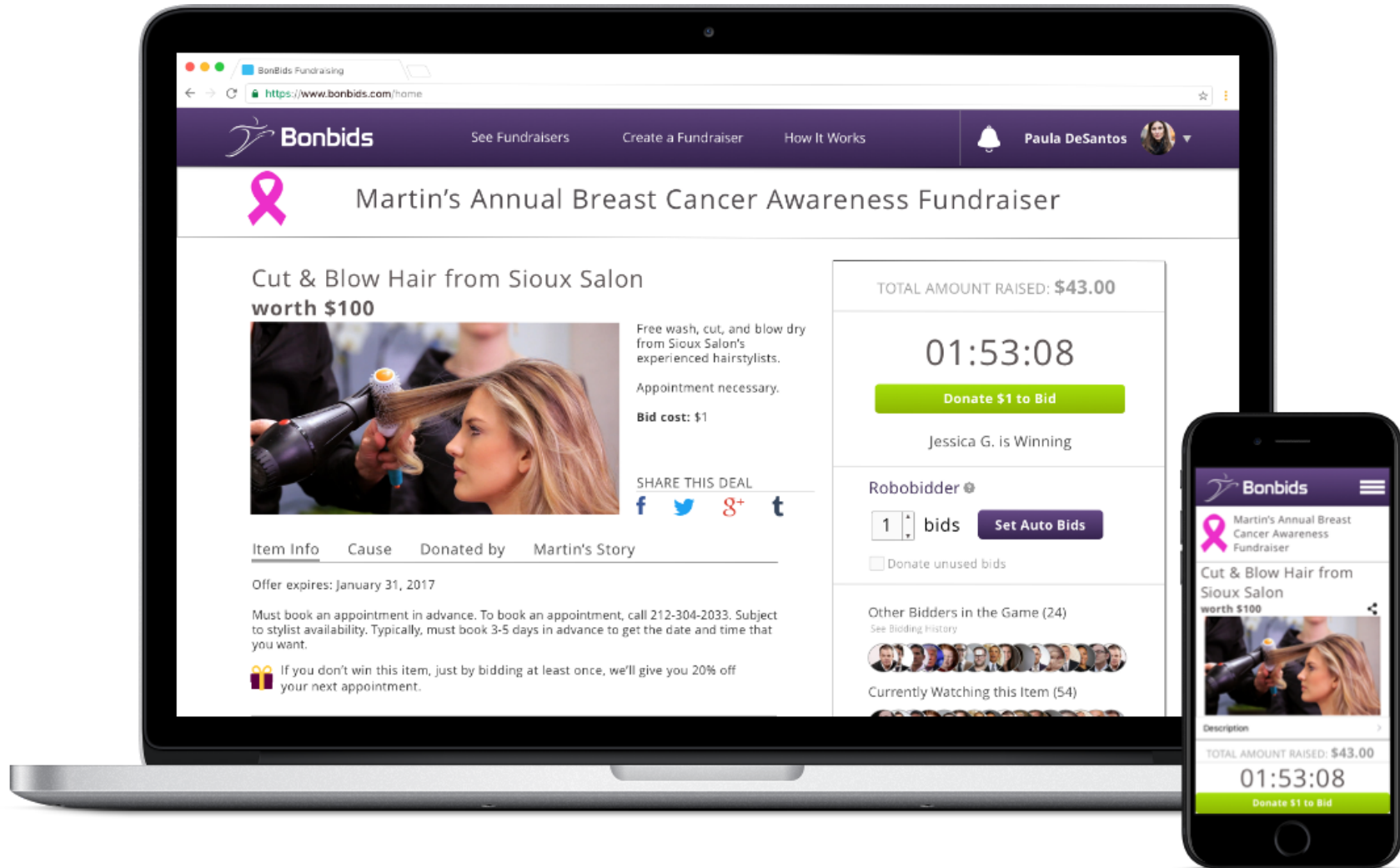
Invision Prototype 2: https://invis.io/J39P76WRU#/210840268_FB

High Fidelity and Validation



We then took the final pieces of feedback and applied them, then added visual design elements to finalize the product and do some validation testing.

Final Prototype



<https://invis.io/WG9SIHPJZ> (web)

Final Test Results

We tested with 5 new users (users who had not seen the very first site). We had the same tasks.

| Tasks | Expectation | Initial Success Rate | Final Success Rate |
|---|--|---|---------------------------|
| Explain what Bonbids is about | Mention at least two: winning, bidding, fundraising | 60% (3 out of 5) | 100% (5 out of 5) |
| Sign up for an account | Register without hesitation or struggle | 40% (2 out of 5) | 100% (5 out of 5) |
| Place a bid on an item | Click the bid button | 100% (5 out of 5) | 100% (5 out of 5) |
| Understand Robobidder and set up auto bid | Hover over or click Robobidder and explain how it works | 60% can do it 0% understood (0 out of 5) | 100% (5 out of 5) |
| Explain the bidding process | Did not struggle to explain the correct process (credit card charged with each bid, etc) | 0% (out of 5) | 80% (4 out of 5) |

Final Usability Testing

The below Test data can also be found here:

<https://drive.google.com/drive/folders/0Bw4vgFXMglowaUhDa0dvNUloR1U?usp=sharing>

Name: Slater
Age: 31
Gender: Male
Income: 50 - 75
City/State: New York, NY

1. Click on Facebook post then talk me through what you see and what your impression is.

Observation: Slater at first, wasn't sure what to do, he rolled over the gif by accident then after viewing the animation he understood it and clicked "ok got it".

2. What is of interest to you on the page (main item page)?

Observation: He was first drawn by the Timer. He understood right away that the timer was running. Noticed the prize second then was curious about what "Free Bids" are. Then showed interest in "Other Bidders", "Oh okay so I get it other people are bidding. Hmm I'm very competitive (excited)". He showed interest in other items in Martin's fundraiser, then "How It Works" on the top navigation.

3. What would you click on first?

Observation: Before placing a bid he wanted to know how much the person that's winning bid. Then wanted to see how to bid more than \$1. Also wanted to know Martin's Story. He didn't realize he had to click on Donate \$1 To Bid because he wanted to bid more than \$1.

4. Based on what you've seen so far, would you register.

Observation: He was eager to register and said he would choose to log in via Facebook and asked "Do I need to enter my credit card details after I sign in with Facebook?"

5. As you register please be vocal so that I may hear your thought process.

Observation: The registration process was a breeze for him. After he saw the credit card confirmation message he realized “Oh, one bid cost \$1. I think you should have told me that in the very beginning - I didn’t realize until now that I can only bid \$1” Then he placed the bid.

6. On the Thank You Message after placing the bid.

Observation: He was please that he was now winning and mentioned that its so nice to donate to this fundraiser. Then was excited to see other fundraisers.

7. On the Fundraiser page.

Observation: “okay so there are more than one prize. I like this. I would definitely use this site. I’m very competitive so its fun.” He noticed the share buttons and said he would like to promote the Website.

When he noticed that the ‘Donate \$1 to Bid’ button changed to ‘Open To Other Bidders’ he wasn’t sure how long he would have to wait.

He didn’t notice the Alert Notification but when I pointed it out he intuitively clicked on it and said “On no she bid over me. Then he clicked “Donate \$1 to Bid” on the message box.

8. Donate It Now

Observation: He responded very well to this an quickly hit the “Buy It Now \$100” button. He saw the Congratulations. ‘You won!’ message but he said “Well I like that it says congratulations cuz I feel good but to be honest I don’t feel like I won because I paid for it.”

Note: It was hard to explain from the prototype that the price would go down as more people bid. He definitely did not realize that.

9. Robobidder

Observation: He knew it was a way to auto bid but wasn’t sure at what point he could do that or what it truly meant.

Note: he instinctively clicked on the tooltip however, it was not linked yet.

10. Does it feel like a game?

Observation: Yes, it is suspenseful. It turns donating into a game. I would definitely do this again if the prizes appeal to me or if one of my colleagues asked me to donate.

Name: Lamiek
Age: 34
Gender: Male
Income: 50 - 75
City/State: New York, NY

1. Click on Facebook post then talk me through what you see and what your impression is.

Observation: He was not very vocal about the animated gif but clicked on “Ok I got it” He said he understood it but did not elaborate.

2. What is of interest to you on the page (main item page)?

Observation: “I notice the timer so this must be like a countdown.” After looking through the page he seemed to understand and wanted to click right away without being prompted. He thought it was a good way to raise money for a cause.

3. What would you click on first?

Observation: He bid right away then didn’t seem to be surprised by having to register.

4. Based on what you’ve seen so far, would you register.

Observation: Lamiek was vocal about not registering with Facebook but had no problem registering and easily went through the process of also adding credit card information.

5. On the Thank You Message after placing the bid.

Observation: He wanted to see other auctions but asked if he could bid again instead.

6. On the Fundraiser page.

Observation: He understood that this was all for the same fundraiser.

7. Donate It Now

Observation: “That’s too much money” to donate so he placed another bid. He didn’t understand that he had to wait to bid or why he couldn’t bid again.

8. Robobidder

Observation:

9. Does it feel like a game?

Observation: He didn't feel like it was a game but he also didn't care about winning. He said he would do it but only to support a friend or a cause.

Name: Aden
Age: 28
Gender: Male
Income: 25 - 50K
City/State: New York, NY

1. Click on Facebook post then talk me through what you see and what your impression is. What is Bonbids About?

Don't know what item they're talking about on pop up. Do they mean the Prize? This is like a Kickstarter for fundraisers. I will be able to donate money and win whatever prize there is. I can bid \$1 and theres a timer so time is going to run out. I like that theres competition and that I can see the other bidders. Can I talk to them?

2. What is of interest to you on the page (main item page)?

I want to see other prizes on Martin's fundraisers.

3. What would you click on first?

First thing I would do is See Fundraisers to see if I want to bid on something else.

4. Based on what you've seen so far, would you register.

Yes and I love the Sign up with Facebook. Much easier.

5. As you register please be vocal so that I may hear your thought process.

So I'll register oh definitely with Facebook cuz it makes it so easy. okay now I enter my payment information okay and yes I want to bid but only \$1 right now.

6. On the Thank You Message after placing the bid.

Yeah this was simple so my credit card is going to be charged one dollar every time that I hit on the bid \$1 button.
[Tester did not notice the inline "Thank you For your donation." message.]

7. On the Fundraiser page.

I want to see more prizes, what are my options [reminded user that this is a prototype]. This is cool its for a good cause too. Is the story going to make me cry? Yeah I'll help this person.

8. Donate It Now

[wasn't able to test]

9. Can you set up a Robbobid? How does it work?

This means that when someone bids robobidder will bit over so that I'm winning.
[tester did not understand that this would only happen at the end of the game.]

10. Does it feel like a game?

Yeah, kinda but its not a game I would play all the time. It can be fun in the end, right?
[Tester didn't understand that he couldn't bid until after someone else bids.]

Name: Justin
Age: 22
Gender: Male
Income: 25 - 50k
City/State: New York, NY

1. Click on Facebook post then talk me through what you see and what your impression is. What is Bonbids About?

I don't like popups I would automatically click on X to close it.

2. What is of interest to you on the page (main item page)?

It's a fundraiser but theres something you get - basically like jeezjustbid.com - you're not going to get the item until time ends. I will troll it toward the end. I like that i see faces - real people actually bidding too - not just a number. i would scroll then click on "fundraisers", then click on "how it works".

3. What would you click on first?

I would sign in with Facebook - It's the easiest way to log in without filling in all the information and taking more time to register.

4. Based on what you've seen so far, would you register.

Yeah I would do it.

5. As you register please be vocal so that I may hear your thought process.

I mean, this is basic forms. Its simple and I know I need to provide payment information.

6. On the Thank You Message after placing the bid.

I feel good. You're servicing a cause but also getting something in return.

7. On the Fundraiser page.

I like that I have options on other Prizes.

8. Donate It Now

[didn't test this]

9. Can you set up a Robobid? How does it work?

The Robobidder automatically bids for you when losing a bid at the last 10 seconds to increase your chances of winning the item.

10. Does it feel like a game?

Yes.

Name: Jamel
Age: 33
Gender: Male
Income: 50-75K
City/State: New York, NY

1. Click on Facebook post then talk me through what you see and what your impression is. What is Bonbids About?

It took a while but he rolled over and noticed the timer which is counting down. clicked the X button.

From my perspective it seems rather self explanatory. I see a prize - I can get info about it and for the cause or I can see other items from the fundraiser. If I scroll to the right I see the time and bidding starts at \$1 or set an auto bid. I see links to share on social media as well.

2. What is of interest to you on the page (main item page)?

I want to see find out more about the fundraiser- thankfully that information is the first thing I see. I see a timer where it tells me the time it closes.

3. What would you click on first?

I would investigate the other prizes. I would see who else is bidding on this prize and who's watching the item. Being that there are 24 people I might want to donate 5 to 10 dollars more.

4. Based on what you've seen so far, would you register.

Yes, I have a Facebook account and I would sync it so that I don't have to log in on bondbids.

I would personally I would enter my credit card because I don't have a PayPal account.

5. As you register please be vocal so that I may hear your thought process.

I feel secure because this is verified by Authorized.Net.

6. On the Thank You Message after placing the bid.

It thanks me for my donation. It also says that I'm winning. I would want to donate more to add additional money so I can win.

7. On the Fundraiser page.

This tells me all other prizes I can bid on. Very nice. This can be fun if I'm bidding on more than one. I can probably spend a lot of time on this without having to spend a lot of money.

8. Donate It Now

[I was not able to test this]

9. Can you set up a Robbid? How does it work?

I scroll over to robobidder and read what it does so I would put the amount of bids then I would click on Set Auto Bids.

I can change or cancel this option.

10. Does it feel like a game?

[I forgot to ask]

However, when asked if he knew that he had to wait for the next person to bid before he could bid again he said "No I had no idea."

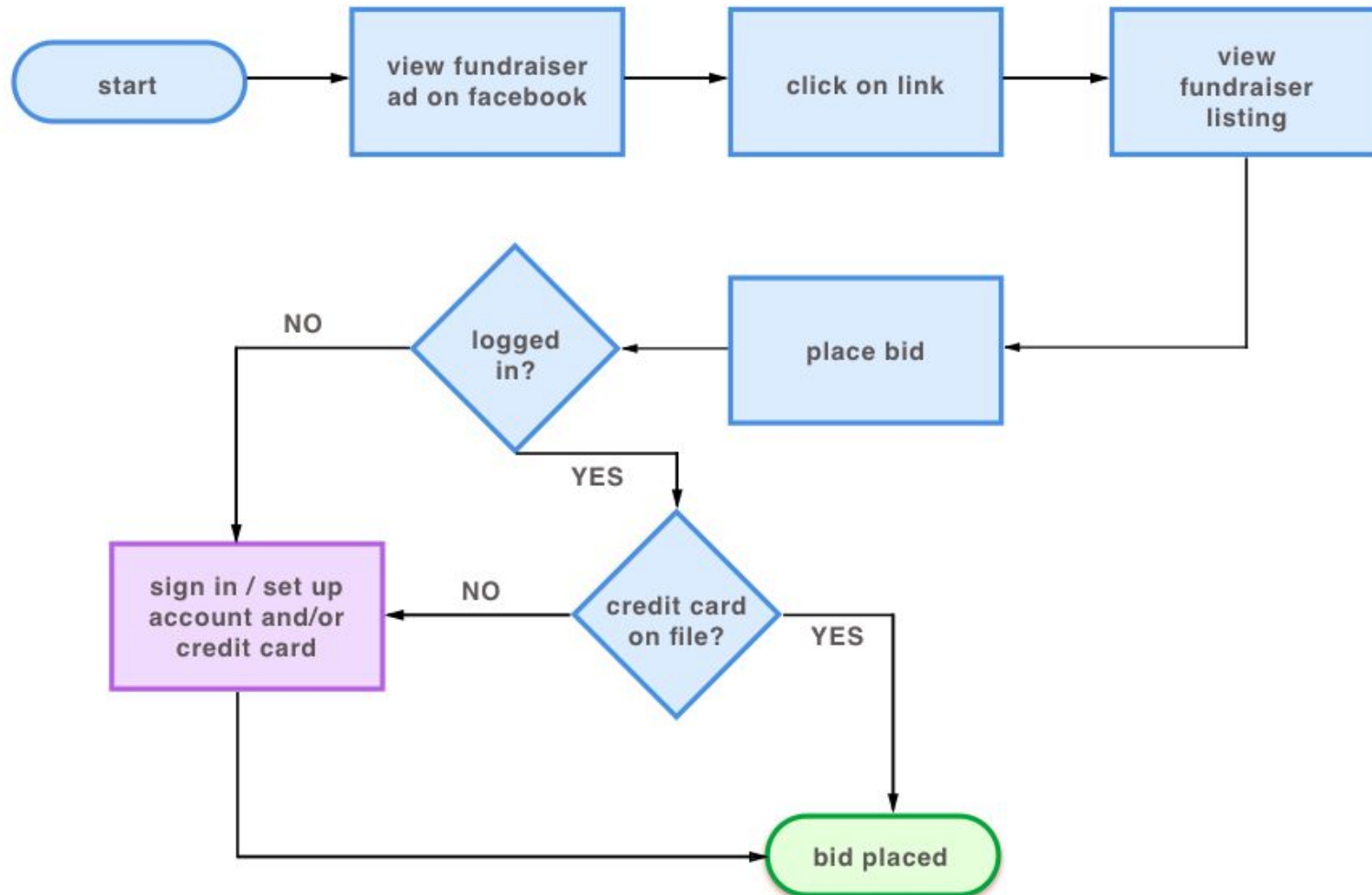
Key Takeaways from Usability Testing Feedback:

Although the experience is much smoother with this latest prototype there is still confusion about the following;

- You can only bid \$1 dollar at a time (users still seem to want to bid more at a time) until they understand that you can bid repeatedly.
- What is the Robbidder is a little clearer now but prototype did not allow to truly test.
- Testers still don't realize that the "Buy It Now" price goes down for each additional bid users make.

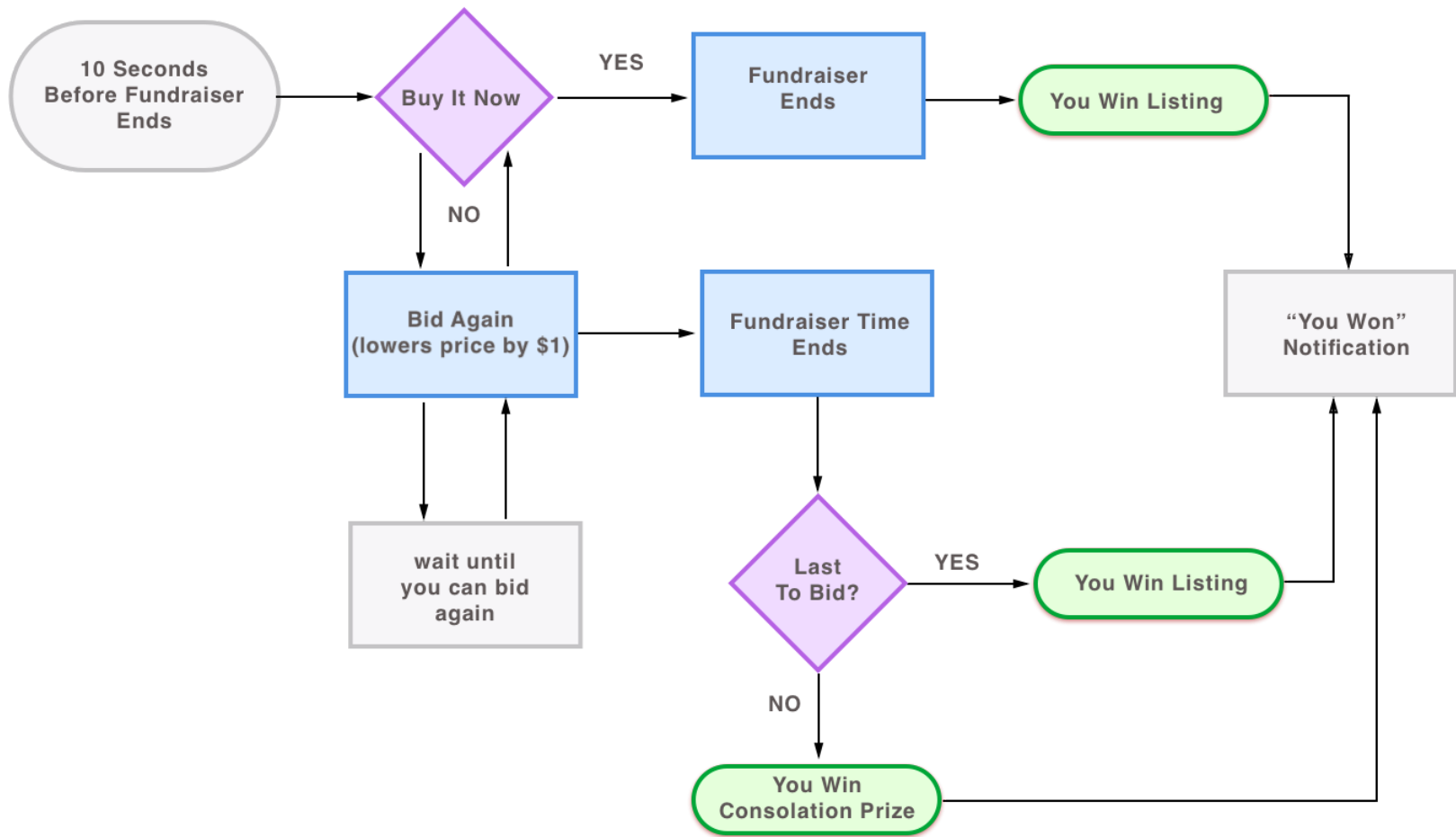
User Flow and Information Architecture Design

Update User Flow for Initial Bidding



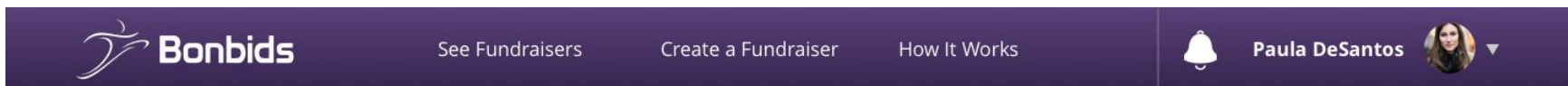
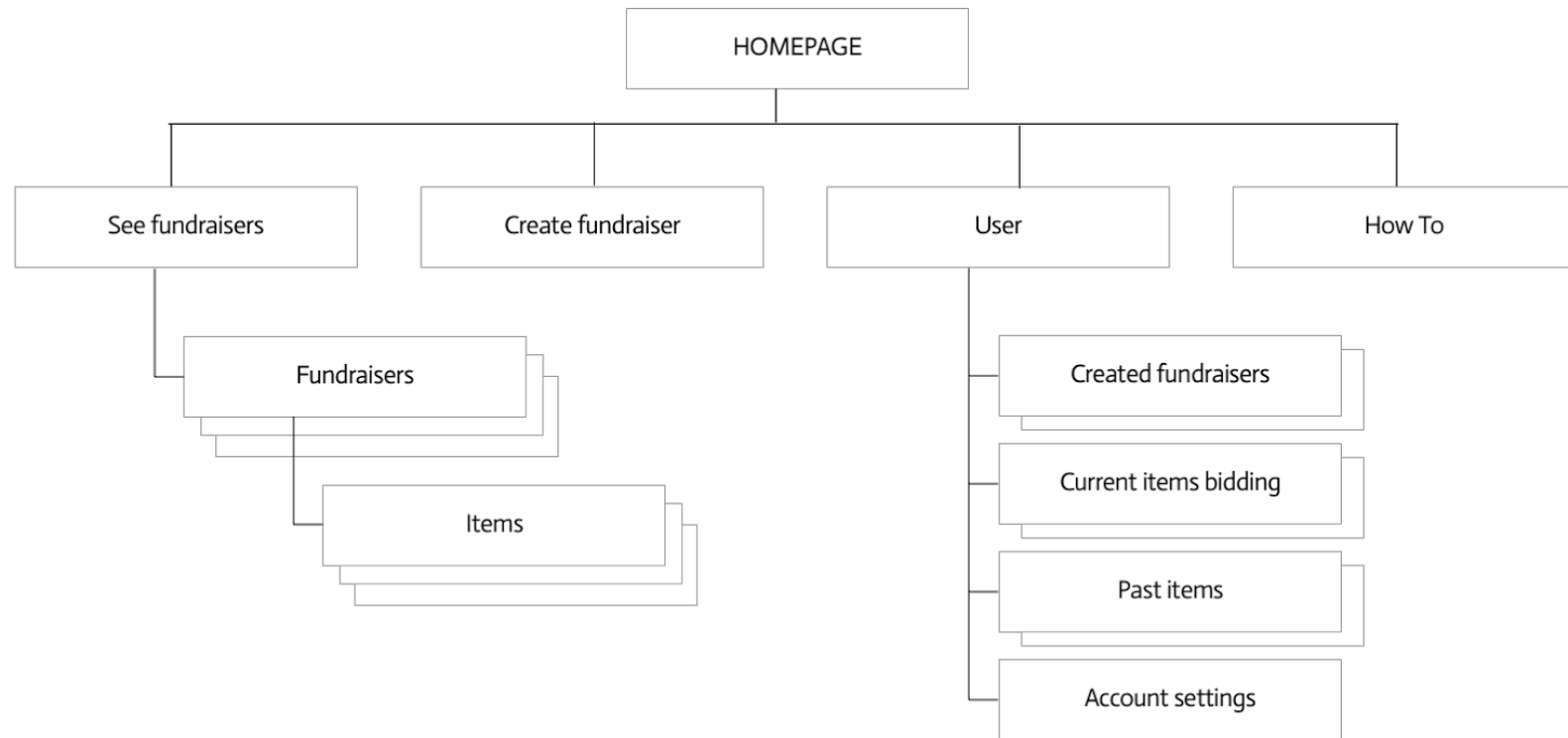
Now, users will not be taken back to the beginning of the site between every set up piece.

End of Fundraiser - item over time limit



Now, users will feel they've won regardless. We also made it clearer when the Robobidder was bidding vs the user.

Update Information Architecture




Now, users are not tied to causes or specific functions. They can either create fundraisers or view fundraisers, and on those fundraisers will be items that contribute their funds to that fundraiser.

Note: This is really important and affects the main **infrastructure** of the site.

Item Page Design

The screenshot shows a web browser window with the URL <https://www.bonbids.com/home>. The BonBids navigation bar includes links for "See Fundraisers", "Create a Fundraiser", and "How It Works", along with a user profile for Paula DeSantos. The main header features a pink ribbon icon and the title "Martin's Annual Breast Cancer Awareness Fundraiser".

Cut & Blow Hair from Sioux Salon worth \$100



Free wash, cut, and blow dry from Sioux Salon's experienced hairstylists.

Appointment necessary.

Bid cost: \$1


SHARE THIS DEAL

[f](#) [t](#) [g+](#) [t](#)


Item Info Cause Donated by Martin's Story

Offer expires: January 31, 2017

Must book an appointment in advance. To book an appointment, call 212-304-2033. Subject to stylist availability. Typically, must book 3-5 days in advance to get the date and time that you want.

 If you don't win this item, just by bidding at least once, we'll give you 20% off your next appointment.

See other items in Martin's Fundraiser




TOTAL AMOUNT RAISED: **\$43.00**

01:53:08

[Donate \\$1 to Bid](#)


Jessica G. is Winning

Robobidder 


bids [Set Auto Bids](#)

Donate unused bids

Other Bidders in the Game (24)
[See Bidding History](#)



Currently Watching this Item (54)



[SEE ALL](#)

See [this presentation](#) to note how each change impacted our solution direction.

Bidding Area Different States

The bidding section changes based on the user's status at any given time.

Logged Out

TOTAL AMOUNT RAISED: \$43.00

01:53:08

[Donate \\$1 to Bid](#)

Jessica G. is Winning

Robobidder

bids [Set Auto Bids](#)

Donate unused bids

Other Bidders in the Game (24)
See Bidding History

Currently Watching this Item (54)

Hover

[Register/Login](#)

Click takes user to sign up process

No user section

Logged In, Not Winning

TOTAL AMOUNT RAISED: \$43.00

01:51:12

Donate \$1 to Bid

Jessica G. is Winning

Robobidder ⓘ

1 bids

Set Auto Bids

Donate unused bids

Your Bidding History On This Item



Bids Purchased: 0
Free Bids Used: 0

Other Bidders in the Game (24)

[See Bidding History](#)



Currently Watching this Item (54)



Click sets user as winning and adds 10 seconds to clock

User Section

Logged In, Winning

TOTAL AMOUNT RAISED: **\$44.00**

01:50:45

You're Winning

Paula D. is Winning

Robobidder

bids **Set Auto Bids**

Donate unused bids

Your Bidding History On This Item

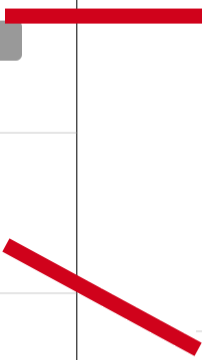
Bids Purchased: 1
Free Bids Used: 0

Other Bidders in the Game (24)
[See Bidding History](#)

Currently Watching this Item (54)

Automatically changes when user is no longer most recent bid

Set Robobidder



Robobidder

3 bids set to donate, if losing, starting when 10 seconds left on the clock.

Donate unused bids

Change **Cancel**

Switching Between Winning and Losing

When it switches, the timer should not only increase, but there should be a clear green +10 that appears over the seconds and makes it clear to the user that the timer has gone up. Otherwise, users miss it. We have a low-fidelity wireframe that helps illustrate this:



Fundraiser Ended, Item Still Open

The screenshot shows a fundraising interface. At the top, it displays 'TOTAL AMOUNT RAISED: \$144.00'. Below this is a timer showing '00:00:12'. A grey button indicates 'Robobidder in Play (3 left)'. A yellow 'Buy It Now \$68' button is highlighted with a red box. Below the button, it says 'Alli P. is Winning'. A text box explains that the fundraiser is over but the item is still going, and that the 'Buy It Now' price drops by \$1 for each bid. At the bottom, there are sections for 'Your Bidding History on This Item' (with 25 bids purchased and 0 free bids used), 'Other Bidders in the Game (24)', and 'Currently Watching this Item (54)'. Three red arrows point from text annotations to specific elements: one to the 'Robobidder in Play' button, one to the 'Buy It Now' button, and one to the 'Donate \$1 to Bid' button.

TOTAL AMOUNT RAISED: \$144.00

00:00:12

Robobidder in Play (3 left)

Buy It Now \$68

Alli P. is Winning

The fundraiser is over but this item is still going and won't end until the clock runs out, unless someone Buys it Now!
As bidding continues, the price of Buy it Now drops by \$1 for each bid. How low will you let it go before someone steals the item from you?

Your Bidding History on This Item



Bids Purchased: 25
Free Bids Used: 0

Other Bidders in the Game (24)

See Bidding History



Currently Watching this Item (54)



You're Winning - 2 Robobids Left

Donate \$1 to Bid

While Robobidder is active, user cannot bid (since Robobidder is bidding for them)

Rules about "Buy it Now" appear and Robobidder becomes active

Once Robobidder runs out, user can bid again

Item Bidding Ended

TOTAL AMOUNT RAISED: **\$246.00**

You won this
item!

To redeem, email
Jody@SiouxHair.com
BREASTCANCER100%
an appointment.

Your Total Contrib

Your Bidding Contributi



Buy it Now: \$68
Bids Purchased: 2
Free Bids Used: 0

Other Bidders in the Gar
[See Bidding History](#)



Currently Watching this I



TOTAL AMOUNT RAISED: **\$246.00**

You won the
consolation
prize.

To redeem, email
Jody@SiouxHair.com with code
BREASTCANCER20% to schedule
an appointment.

Your Total Contribution: \$28

Your Bidding Contribution On This Item



Bids Purchased: 28
Free Bids Used: 0

Other Bidders in the Game (24)
[See Bidding History](#)



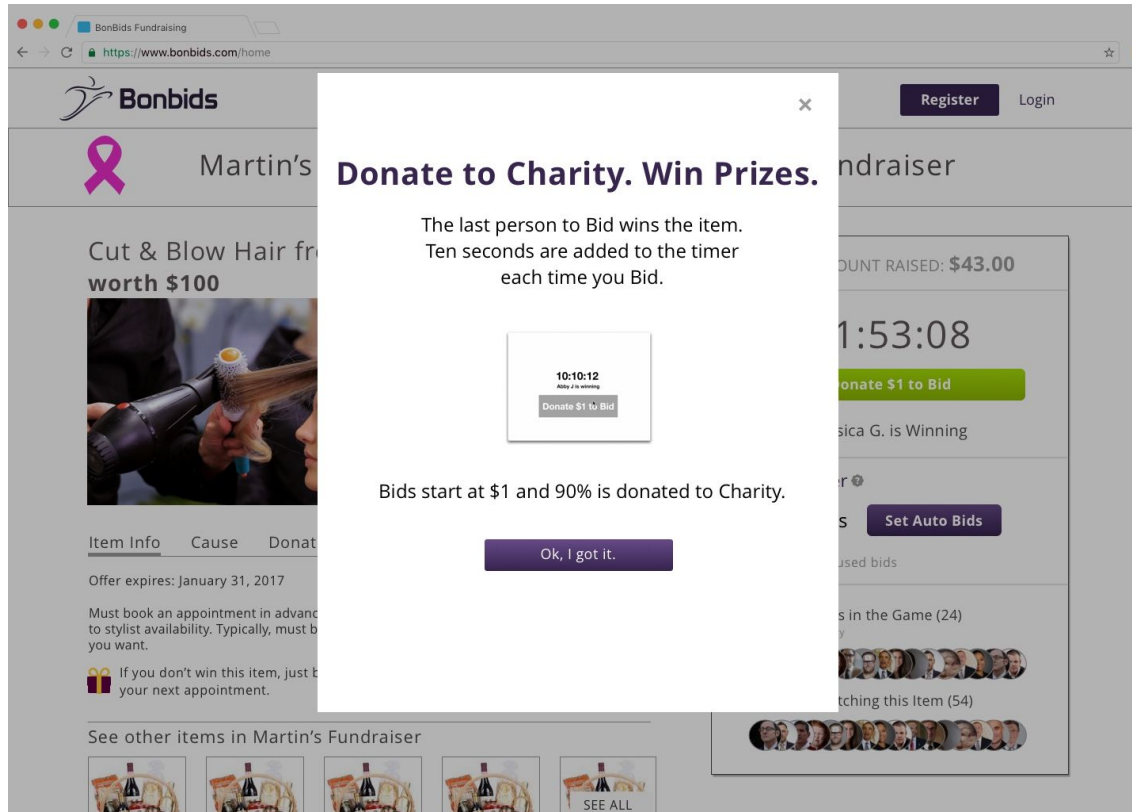
Currently Watching this Item (54)



Other Pages Design

Welcome Modal

This modal appears when a user accesses the site from a link shared on social media and it is specific to a fundraiser page or an item page, so as to help orient users who do not come through the homepage. The homepage should be similar to this modal.

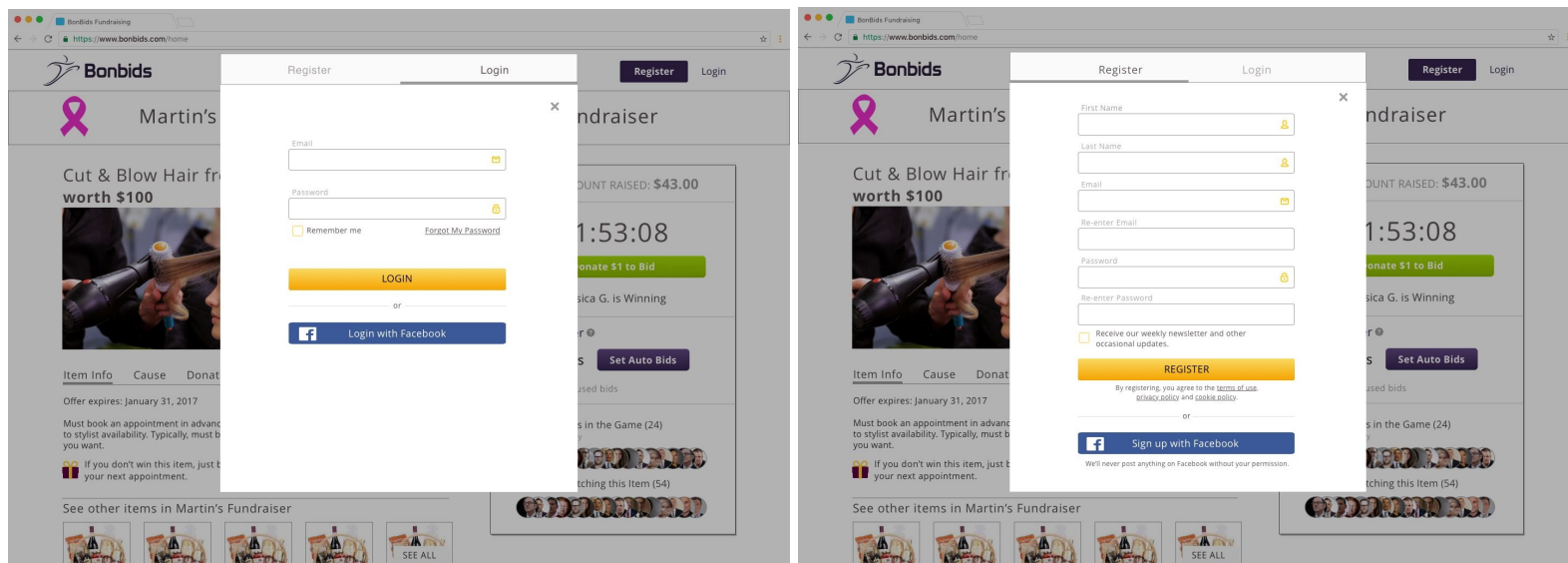


Register/Login Modal

This modal duo would appear if the user clicked “Register”, “Login” or on the “Donate \$1 to Bid” button’s switch to “Register/Login” when a user is not already logged in (defaulting to Register).

Users may register/login with an account or through Facebook. If through facebook, user’s photo will default to their Facebook profile picture.

This modal appears over whatever page the user is on at the time. This keeps them oriented on the item they were on, or fundraiser, or wherever they are.



Once users register (through either method), the Payment Info modal triggers.

Once a user logs in (through either method), they are taken to the page they are on. If they clicked from the “Donate \$1 to Bid” button and have not yet added payment info, once they log in they will be taken to the Payment Info modal.

If a user clicks on the X at any point, they will be taken back to the page they were on (the page below the modal). Ideally, if information has already been entered, they will be taken to a javascript “Are you sure?” alert before this modal closes.

Payment Info Modal

Users are taken to the Payment Info Modal when registering, or if they are already logged in but have not saved payment information. This would also appear for users whose payment information is out of date (i.e. an expired credit card).

The screenshot shows a web browser window with the URL <https://www.bonbids.com/home>. The page features the Bonbids logo and a fundraiser for Martin's, with a pink ribbon icon. A modal window is open, displaying the following form:

Welcome, Paula. ×
Enter your credit card information.

CARD DETAILS

CARD NUMBER

MM YYYY CVC


BILLING INFORMATION

FIRST NAME M LAST NAME


ZIP CODE




ADDRESS

CITY STATE



or

 Login with PayPal

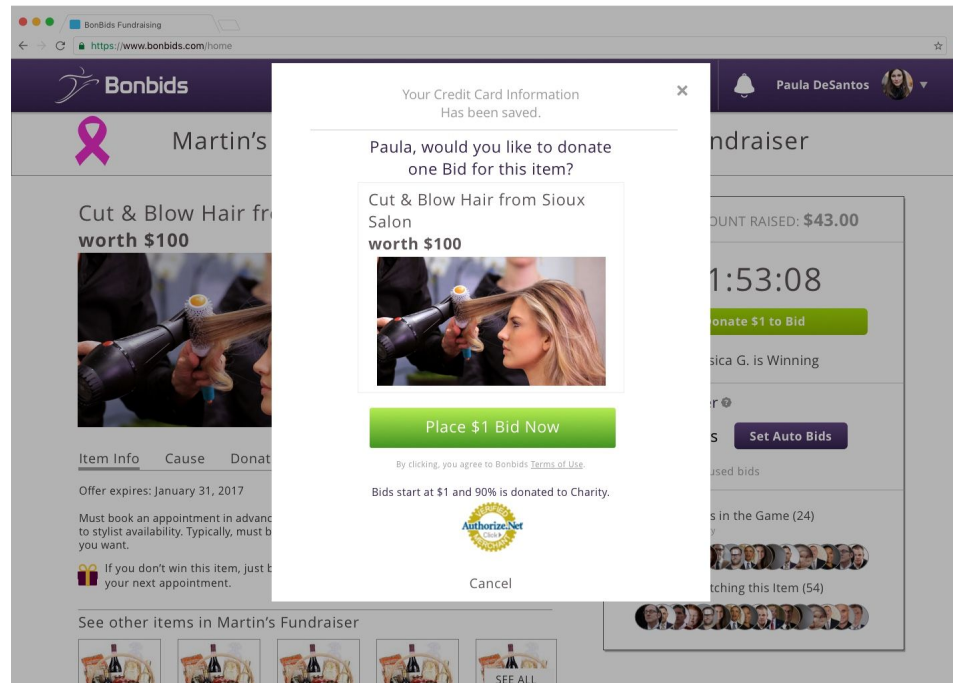
Once a user saves their credit card information or connects their PayPal account:

- If they were attempting to place a bid on an item (clicked the "Donate \$1 to Bid" button), the "Place Bid?" modal will trigger
- If they were taken to this via the "Register" navbar button or found it under their user settings, they would simply be taken back to the page they were on.

If a user hits "Cancel" or clicks on the "x" at any point, they will be taken back to the page they were on (the page below the modal). Ideally, if information has already been entered, they will be taken to a javascript "Are you sure?" alert before this modal closes.

Place Bid? Modal

The Place Bid? modal appears if user has clicked on “Donate \$1 to Bid” button and has to set up payment information before being able to place a bid. This will appear after they fill out their payment information on the Payment Information modal via credit card or paypal login.



Once a user clicks “Place \$1 to Bid Now”, they are taken to the item page of the item they just placed a bid on, showing them winning, with a confirmation slide-in notification (see Notification Table below).

If a user clicks the X or “Cancel” at any time, they will be taken back to the page they were on (the page below the modal).

Fundraiser Page

This page is the page for a specific fundraiser hosted by someone. It appears when a user clicks on the Fundraiser Name on the item page, on the "See All" items in a fundraiser, or from the "List of Fundraisers" page that will display to users if they click on "See Fundraisers" and then click into a specific fundraiser.

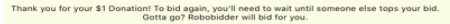
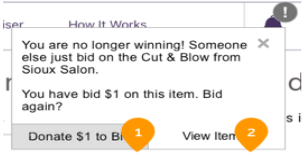
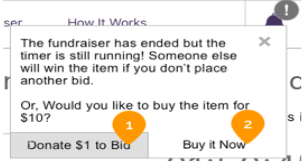
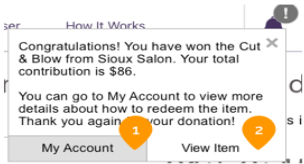
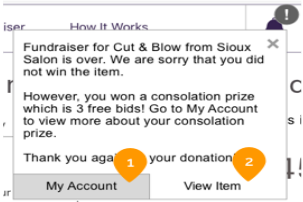
Note that this page has not been thoroughly tested - it is just a concept to help understand the infrastructure of the site.

The screenshot shows a web browser window with the URL <https://www.bonbids.com/home>. The page header includes the Bonbids logo, navigation links for 'See Fundraisers', 'Create a Fundraiser', and 'How It Works', and a user profile for 'Paula DeSantos'. The main content area features a pink ribbon icon and the title 'Martin's Annual Breast Cancer Awareness Fundraiser'. Below the title are tabs for 'Fundraiser Info', 'Cause', and 'Martin's Story'. The 'Fundraiser Info' tab is active, displaying the following details: 'Runs Dec 21st 10am-9pm', 'Goal: \$20,000', and a progress bar showing 'Raised \$10,495'. A 'Fundraiser Closes in' timer shows '01:50:45'. A placeholder text block contains Lorem Ipsum. Social media icons for Facebook, Twitter, Google+, and Tumblr are located at the bottom right of the fundraiser info section.

Fundraiser Items

The 'Fundraiser Items' section displays a grid of six identical items. Each item is presented in a white-bordered card. At the top of each card, the text reads 'Cut & Blow Hair from Sioux Salon worth \$100'. Below this text is a photograph of a wicker basket filled with various fruits. Underneath the photo, the current bid amount '01:53:08' is displayed, followed by the text 'Jessica G. is Winning'. At the bottom of each card is a green button with the text 'Donate \$1 to Bid'.

Notifications

| Name | Image | When it appears | Text | Actions |
|-------------------------------------|---|--|--|---|
| Thank you for donation Notification |  | <ul style="list-style-type: none"> - You have placed a bid on one item. - You would like to leave the item page and let the computer bid for you. | <p>Thank you for your \$1 Donation! To bid again, you'll need to wait until someone else tops your bid.</p> <p>Gotta go? Set up Robobidder to bid for you.</p> | |
| You're Losing Notification |  | <ul style="list-style-type: none"> - You have previously placed a bid on this item, but have not set up robobidder. - Someone else places a bid. | <p>You are no longer winning! Someone else just bid on [item name].</p> <p>You have bid \$1 on this item. Bid again?</p> | <ul style="list-style-type: none"> 1 Donate \$1 to Bid - Upon clicking, charges credit card and displays lightbox pop up of "Thank you for your donation. You are now winning." 2 View Item - Upon clicking, takes to item page. |
| Fundraiser ending Notification |  | <ul style="list-style-type: none"> - You have placed one bid or some bids on one item. - The fundraiser is over, while the timer is still running. | <p>The fundraiser has ended but the timer is still running! Someone else will win the item if you don't place another bid.</p> <p>Or, Would you like to buy the item for [Buy it now price] ?</p> | <ul style="list-style-type: none"> 1 Donate \$1 to Bid - Upon clicking, charges credit card and displays lightbox pop up of "Thank you for your donation. You are now winning." 2 Buy it Now - Upon clicking, charges credit card for the "Buy it Now" price and jumps to the "You've won the item" page. |
| You won Notification |  | <ul style="list-style-type: none"> - The fundraiser and timer are both ended. - You (Robobidder you set) are the last person who place the bid. | <p>Congratulations! You have won [item name]. Your total contribution is [amount donated].</p> <p>You can go to My Account to view more details about how to redeem the item. Thank you again for your donation!</p> | <ul style="list-style-type: none"> 1 My Account - Upon clicking, jumps to the My Account page and displays redeeming information for the item 2 View Item - Upon clicking, takes to item page. |
| Consolation prize Notification |  | <ul style="list-style-type: none"> - The fundraiser and timer are both ended. - You are not the last person who bids on the item. | <p>Fundraiser for [item name] is over. We are sorry that you did not win the item.</p> <p>However, you won a consolation prize which is [consolation prize]! Go to My Account to view more about your consolation prize.</p> <p>Thank you again for your donation!</p> | <ul style="list-style-type: none"> 1 My Account - Upon clicking, jumps to the My Account page and displays consolation prize for the item 2 View Item - Upon clicking, takes to item page. |

Appendix

Files

Final Sketch file: https://drive.google.com/file/d/0B47_Kp1JdwQSaXBsa2l5UDJjc0k/view?usp=sharing

Final Sketch file with annotations: https://drive.google.com/file/d/0B47_Kp1JdwQSeGxNeUh6RjRvN0U/view?usp=sharing

Final Sketch file with notifications: <https://drive.google.com/file/d/0B9le3xMT2Z18VDRiWWVkv245ZE0/view?usp=sharing>

Presentations:

11/30: https://docs.google.com/presentation/d/1AJWMvijgrK4zppfNdzdoCRtnIL5x_kkxJA1BwFfNkWE/edit?usp=sharing

12/7: https://docs.google.com/presentation/d/1HvOlbrvov26qq_hcwB6OPdH4ofROn8xLTHjaRnB2TFI/edit?usp=sharing

12/14: https://docs.google.com/presentation/d/1AmARDutFnihcT88kSqISK0Qmvxte6uP2wKf_9aL-A8E/edit?usp=sharing

12/21: https://docs.google.com/presentation/d/1SRLPTYWsjC5ugeW_7aEAG_YCFIdGSX5UaoKBf2jiP4/edit?usp=sharing

FAQs

Questions asked in slack and their answers.

1. I am winning. Now someone comes and bids against me. I am on this page *[the item page while winning]*. what happens?
 - a. The user who was winning will see the name change and the clock add ten seconds. The “total amount raised” will also increase, and if it is a new person to that particular item, that person will be added to the “Other Bidders in the Game” section.
2. This won't work *[the post-CC place bid modal]* if you are at the end of an auction when the countdown timer is at 00:00:01. It's a two step and I don't think people will like it once they know what they are doing.
 - a. This is only a pop up if the user has to register and enter their credit card information before placing a bid. This is because during usability testing, users did not like being charged right away after entering their credit card information. If a user is already logged in, clicking on this button will keep them on the item page and display the inline notification that their bid has been placed, and the page will update with the user's name as the current winner.
3. Also who am I bidding against?

- a. You're bidding against those that have bid ("Other Bidders in the Game") and those currently watching the item ("Currently Watching") who are likely to bid when the timing is right. To see the full bidding history, you would click on "See bidding history", which will display what you have today with the history of bids in order. During usability testing, it was discovered that users felt more pressure to bid when they knew other people were actively watching the item rather than that they've just bid in the past.
4. When and where am I encouraged to share?
 - a. The sharing section is right next to the item. We currently don't have any incentives or enticements to have users share, but found that by moving the share icons next to the item, users understood better that they could share, and would like to share items that they're not bidding on, but that they know friends would like.
5. I feel there should be more guidance as to what a person is suppose to do when the are on the the item page: 1) log-in/register 2) place first bid 3) noone bids against me, then what.
 - a. We currently have the in-line notification that encourages them to set up the Robobidder (see Notifications). We had previously had this as a pop up that encouraged users to check out other items, but removed that after the conversation during our presentation to you and the mentors (with the suggestion that you would prefer to keep them on the item page). While on the item page, we do list the other items from that fundraiser, though, so that users are able to clearly see them while still on this page.
6. Someone does bid against me, then what?
 - a. If you are not on that page, you will receive a notification that someone has bid against you. See Notifications.