

Save a Baobab

Marco Di Cesare

Project overview



The product:

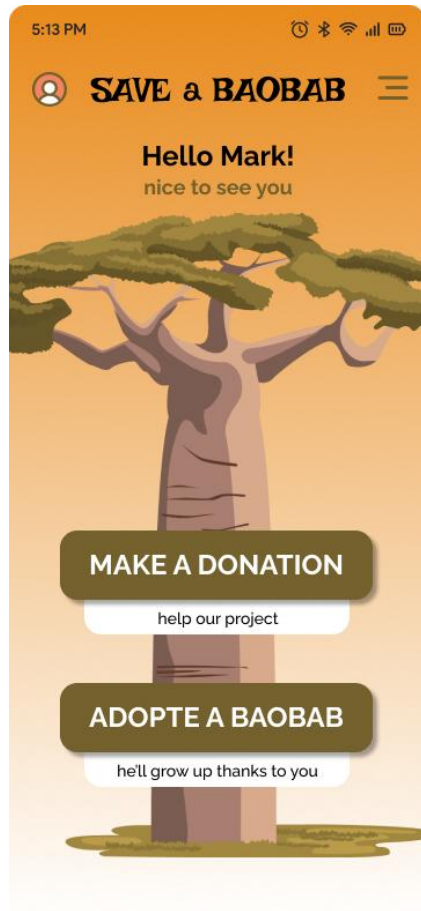
"**Save a Baobab**" is an innovative crowdfunding platform dedicated to preserving the iconic Baobab trees in Nigeria, Africa.

This initiative harnesses the power of user experience (UX) design to connect individuals with the opportunity to adopt and support these ancient symbols of resilience and heritage.



Project duration:

This project took **4 months** to be completed.



Project overview



The problem:

Project an app and a responsive website using the best characteristics of mobile and desktop devices.

Clearly communicating the adoption process and its steps could be difficult.

Designing a seamless and trustworthy donation process is critical.

Ensuring that the app is accessible to all users.



The goal:

Raise awareness about the importance of Baobab tree preservation.

Raise funds through user donations.

Showcase the impact of users' contributions.

Project overview



My role:

UX designer and researcher.



Responsibilities:

User research, wireframing and prototyping

Understanding the user

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

User research: summary



I have conducted a competitive audit between different companies who try to reach the same goal: save species, plants or animals, from extinction. From the audit emerged that some of their website or app are not optimized to be inclusive and accessible, some of them have just one language option or is difficult to understand how to contribute.

I made 2 different persona based on their needs, their access to technology and age gaps.

Persona 1: Angelo

Problem statement:

Angelo is a director of an hotel in Milan, Italy who needs to feel better helping to save baobabs from extinction because he was in Africa and he loves them.



Angelo Capiero

Age: 52

Education: Bachelor degree

Hometown: Milan

Family: Single

Occupation: Director

*"I'm just a man who wants to help our planet
Earth to be healthier than ever"*

Goals

- Help saving Baobab trees by using an app
- He would like to adopt one and see how it grows

Frustrations

- Find the right app
- Find an honest organization who really take care and effort saving baobabs
- He has a tech gap

Angelo loves Africa and especially its wonderful nature; animals and plants. He knows how life is very difficult in this poor country for every life species. He would like to help and when he knew about the baobab extinction, decided to do something.

Persona 2: Akiko

Problem statement:

Akiko is a widow and mother of 2 children who needs to help saving some species from extinction because she wants to educate her sons to respect nature.



Akiko Teruo

Age: 34

Education: Some degree

Hometown: Matsumoto

Family: Married, 2 kids

Occupation: Unemployed

"I'd like to give contribute to helping Mother Earth and be a good example for my children"

Goals

- Help the earth
- Find an opportunity to save some species in danger

Frustrations

- As mother of 2 kids she doesn't have much time to spend on other activities
- She doesn't have a pc at home

Akiko lives in a little city in Japan. She is a mother of two but her husband died some years ago. She is trying to grow up her children with her own force, educating them to respect nature. Would like to help some species in danger but don't have much time and money to use a desktop pc.

Competitive audit

The goal of this audit was to understand how other competitors try to collect donations, how they help the user to do it without issues and how we can improve the user experience.

Simplifying the donate and adoption process was the main goal.

1. Competitive audit goal(s)

The goal of this audit was to understand how other competitors try to collect donations and how they help the user to do it without issues.

2. Who are your key competitors? (Description)

World Wildlife Fund works to help local communities conserve the natural resources they depend upon.

Rainforest Alliance brings real, measurable benefits to farmers, forest communities, and Indigenous Peoples worldwide.

Baobab Foundation promotes and supports the conservation of baobab trees and the lives of the communities who live among them.

PhytoTrade Africa aims to create social and economic value through the sustainable use and conservation of Southern African plant biodiversity.

3. What are the type and quality of competitors' products? (Description)

World Wildlife Fund gave importance to sustainable conservation and development of the ambient. Both website and app are very clear and customizable by the user. Donating is very easy and there are a lot of animals and plant species to choose from to help.

Rainforest Alliance as WWF put an accent on sustainability and development. The website and the app are very efficient and easy to navigate. Donating is more challenging than on the WWF website but enough.

Baobab Foundation promotes and supports the conservation of baobab trees and the lives of the communities who live among them.

PhytoTrade Africa aims to create social and economic value through the sustainable use and conservation of Southern African plant biodiversity.

Ideation

With crazy eights method, I tried to figure out how to arrange the main elements on the homepage of the app.

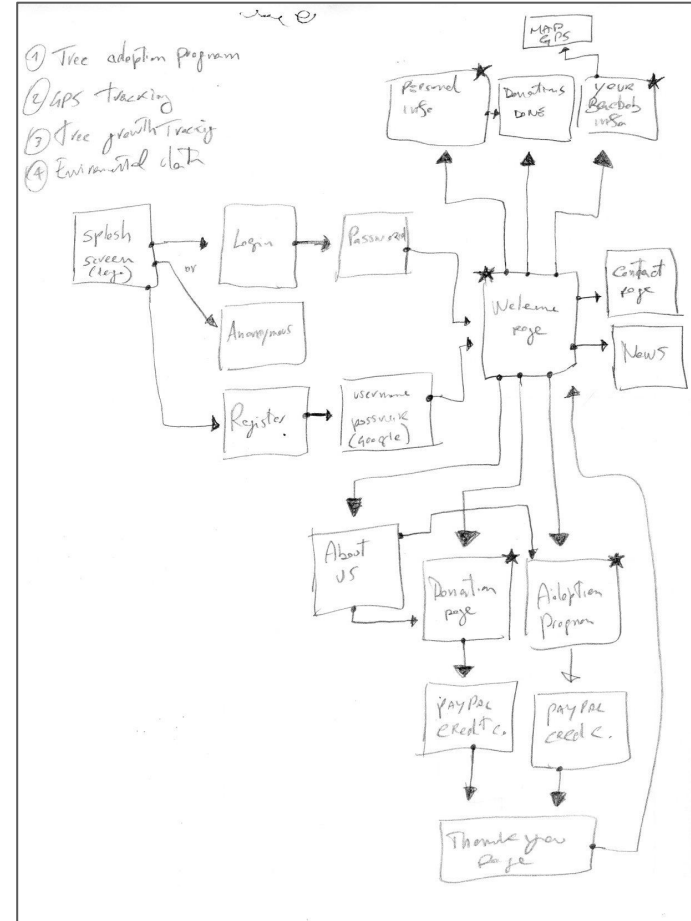
The donate button was on the top of the priority list.



User flow

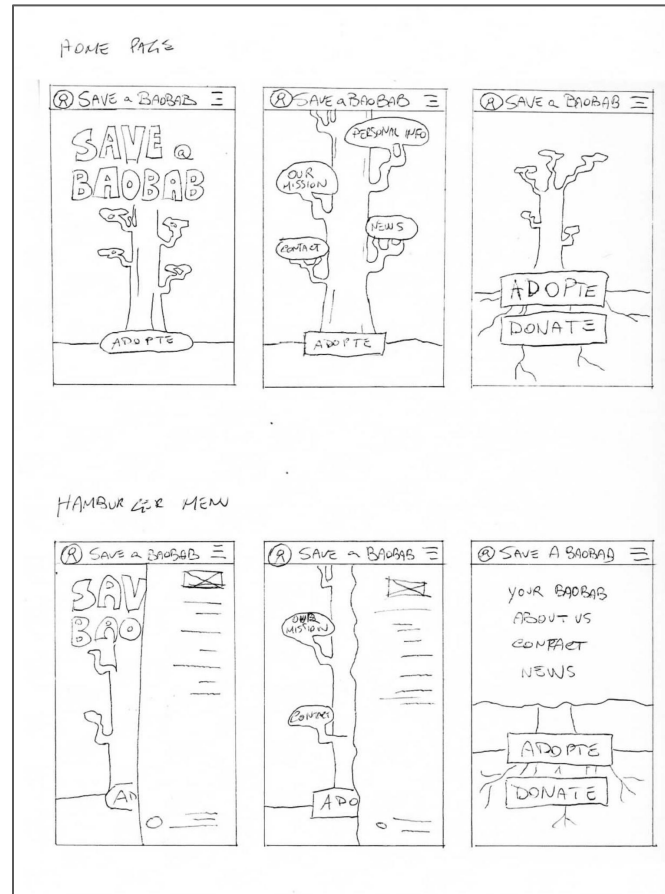
First I started creating a user flow map trying to figure out how the user could navigate the app.

Thanks to this, I found out that I could implement useful things like GPS tracking for adopted trees and health information about them.



Paper wireframes

Before to start designing on Figma I preferred to sketch some ideas on paper. I found different ways to put in evidence the main goals of the app: donations to the project and tree adoptions.



Low-fi wireframes

I started to design the homepage of the app putting in evidence the Donations and the Adopt button. On the top, a welcome message to the registered user.

Welcome message for registered user



Evidence on the donation and adoption with 2 buttons

Low-fi wireframes

The personal page has to contain all the info about donations and adoption.

I included also a “back” button to simplify the user flow.

User personal info



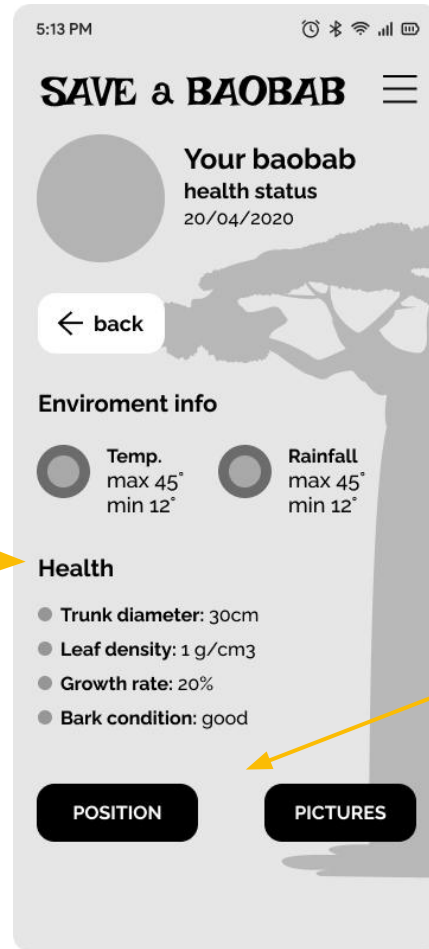
Donations payment history and baobab adopted info

Low-fi wireframes

The page of the adopted baobab had to contain all info about the environment where it grows up and info about its health status.

I also included a button for the GPS position page and a button for the picture gallery history of the tree.

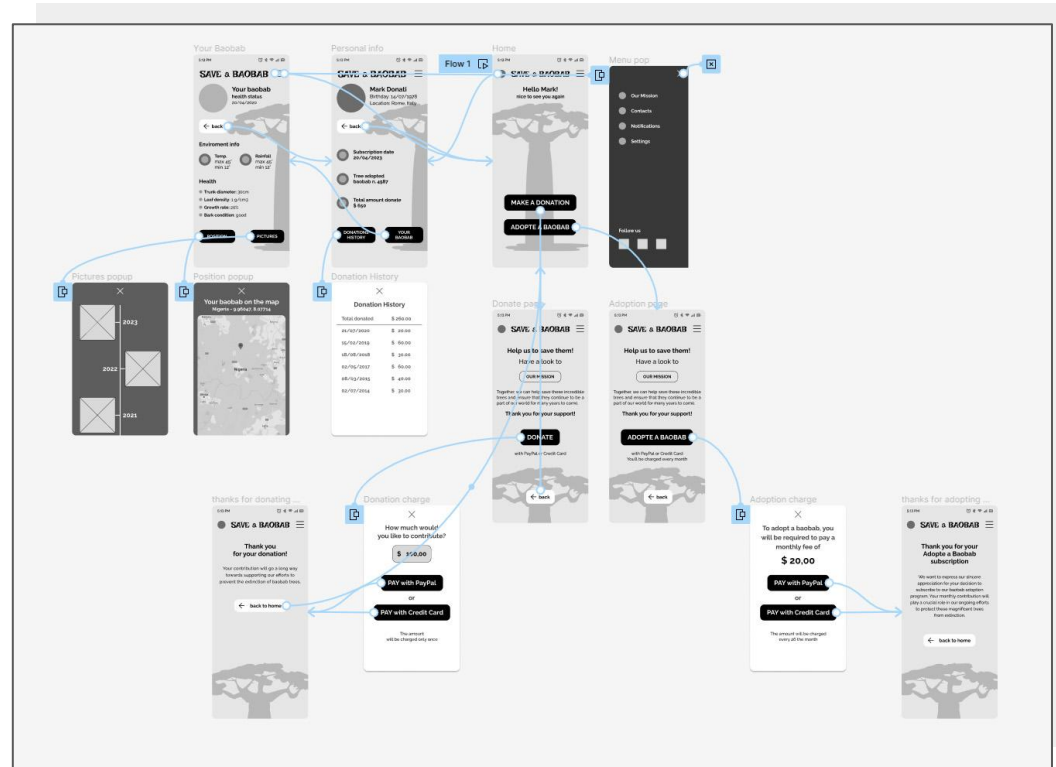
Health info of
the adopted
tree



GPS tree position
and picture
history of the
adopted tree

Low-fidelity prototype

The main goal of this prototype was to test if it was easy or not for a user to complete the donation or the adoption process. And to test if all the info about the adopted tree were clear to find and understand.



Usability study: parameters



Study type:

Moderated usability study



Location:

Rome, a quiet room



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

After the usability study I found out that...

1

Personal area

For 3 of 5 users was not easy to find the personal info area

2

Tree's health info

Info about tree's health were not so clear

3

Iconography

A better iconography could be useful to simplify the navigation

Low-fidelity prototype 2

Basing on the usability study I implemented iconography to give a better experience to the user.

I also included the possibility to click on the tree's info to let the user understand what is reading.



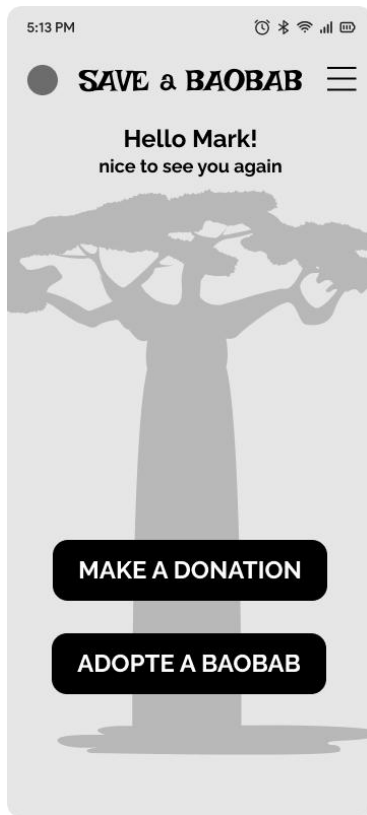
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

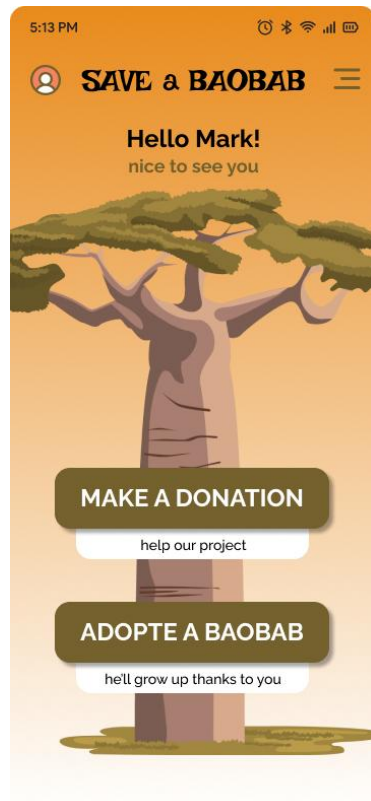
Mockups

In the mockup process I add some additional info about the button's purpose.

Before usability study



After usability study

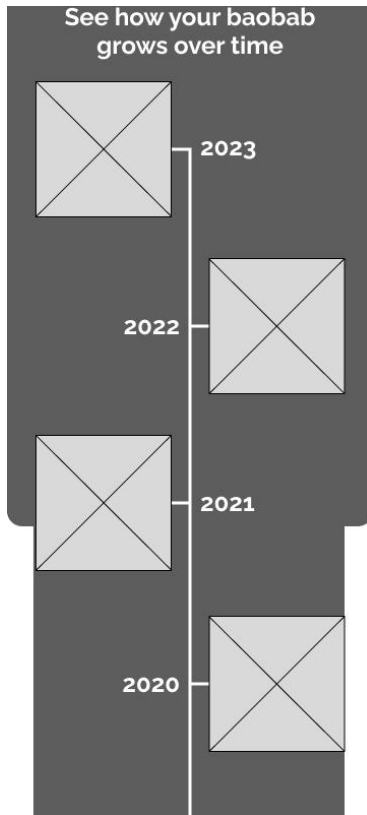


Mockups

Changed the tree's gallery so that the scrollable action could be measured by the scroll bar on the right.

This improved its usability.

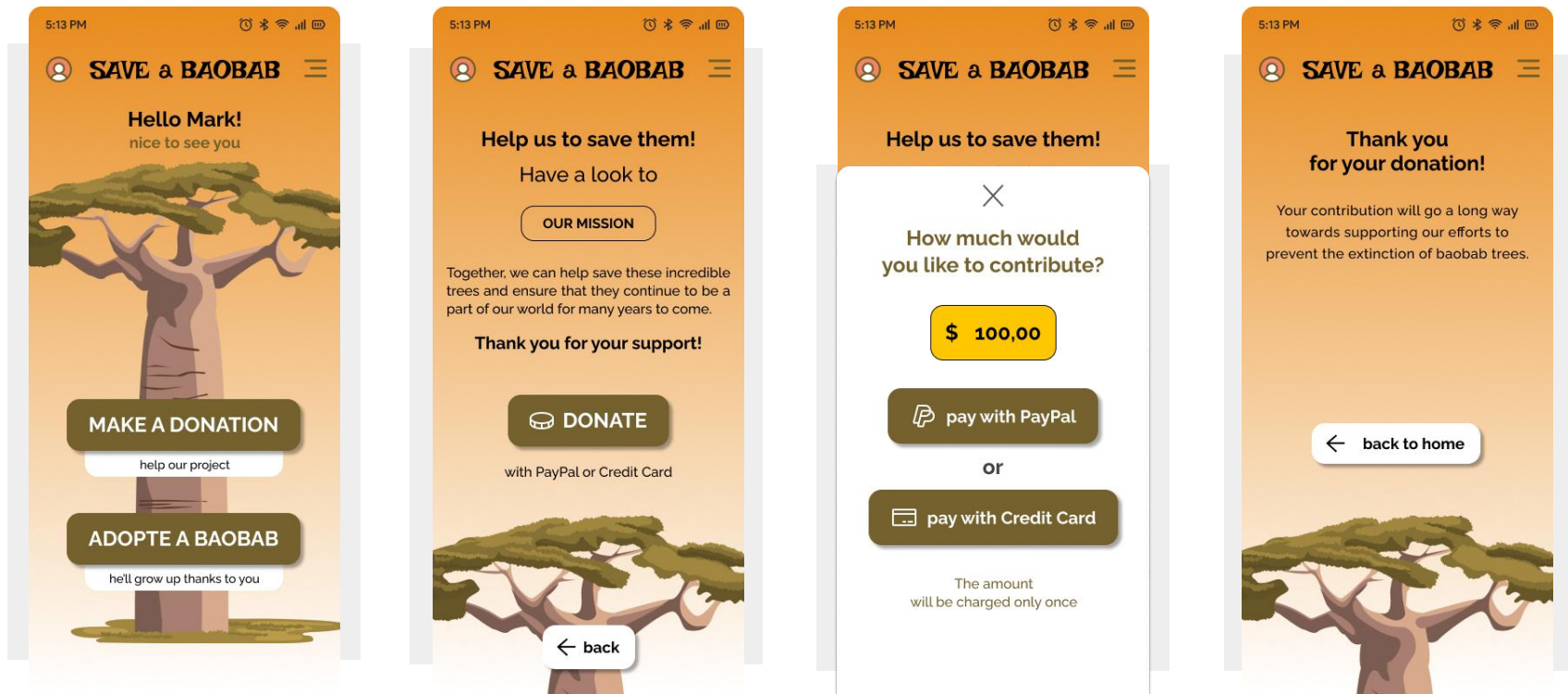
Before usability study



After usability study



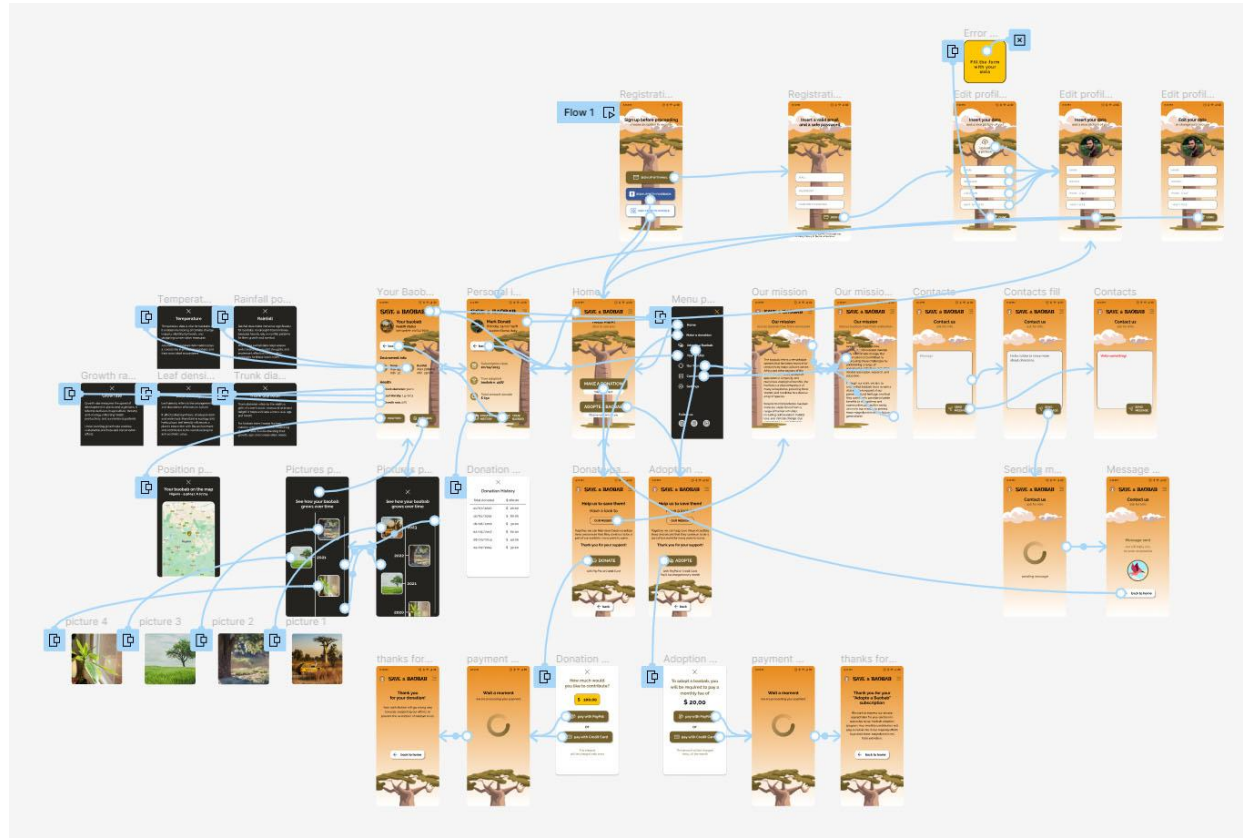
Mockups - donate process



High-fidelity prototype

In the hi-fi prototype, I included all the possible user choices and optimize the flow based on a third usability test.

In this case, I also provided to design the signup and the sign-in process.



Accessibility considerations

1

Considering visually impaired users the app is screen reader friendly and the iconography helps people who don't recognize colours.

2

Considering people who don't speak English language, the app offers to choose other ones.

3

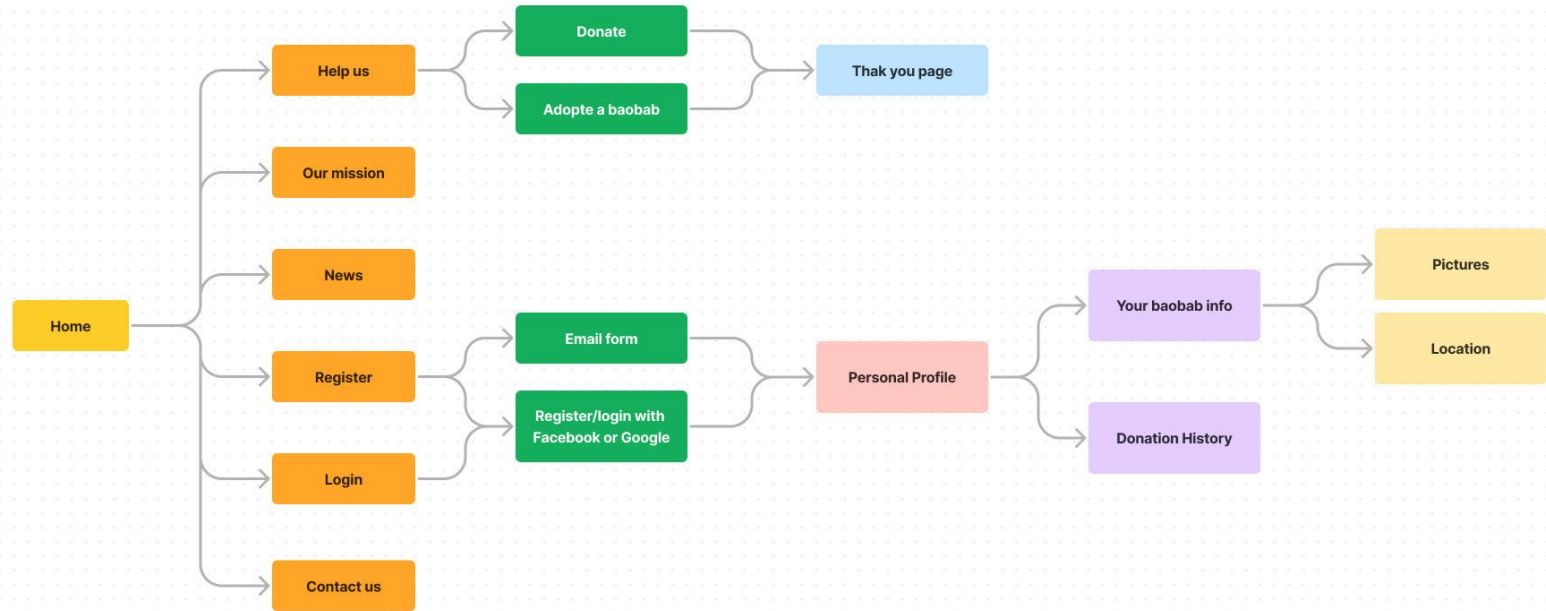
The app can be also used with voice commands.

Responsive Design

- Information architecture
- Responsive design

Sitemap

For the responsive website the goal was to maintain the same consistency of the app adding some new features for the different devices, like the news section.



Responsive designs

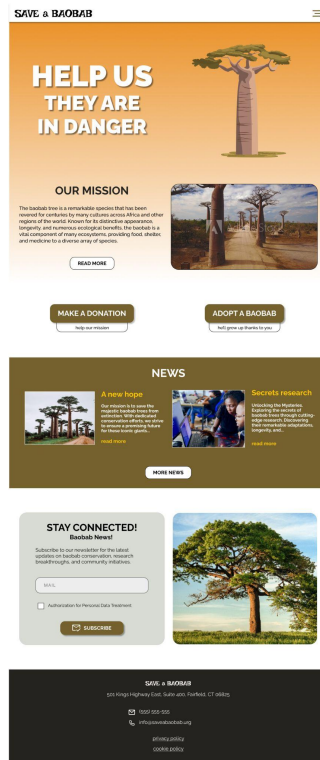
The website version of the app should be visible and efficient over all devices.

I tried to maintain the same consistency of the app giving accent on the main goals: donations and adoptions.

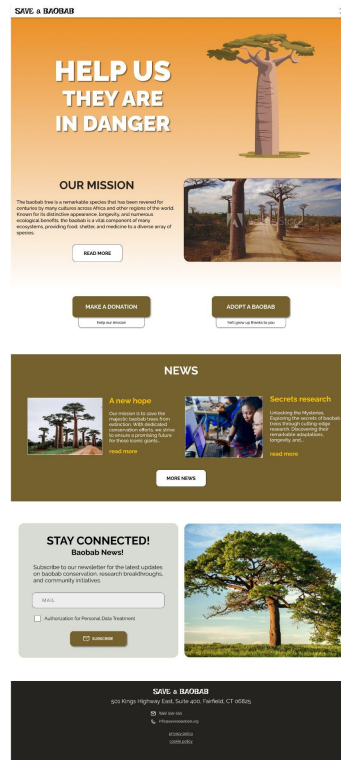
mobile



tablet



desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users praise the app and website for their user-friendly design, making donations or adopting baobabs effortlessly achievable. They also note that it instills a sense of empowerment, making environmental contribution accessible to all.



What I learned:

Working for social good was special. I felt so helpful with this project. I would love to work on similar purposes in the future.

I learned how demanding is to design apps and responsive websites, and at the same time, how is satisfying.

Next steps

1

Conduct research on how successfully the app is in reaching the goal to help saving baobabs

2

Implementing more languages to let more users around the world help these wonderful trees

3

Give some rewards to the best users to give others an example to follow

Let's connect!



Thank you for your time reviewing my work on Saving a Baobab app and website! If you'd like to see more or would like to get in touch, use my contact information:

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website: marcodicesare.com

website 2: marksfactory.com