4-26-2017

FUNDoggy: Using gamification and social network services to create a mobile fundraising application for helping shelter dogs

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FUNDoggy:

Using gamification and social network services to create a mobile fundraising application for helping shelter dogs

By Yu Ri Na

A thesis submitted in partial fulfillment of the requirements for the degree of Master of Fine Arts in Visual Communication Design

School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology
April 26, 2017
“FUNDoggy is an enjoyable app that is easy to use and, most importantly, something I believe many people would utilize. As a huge dog lover, and someone who enjoys donating to important causes, this is definitely an app I would frequently use. I believe FUNDoggy is successful in creating an enjoyable, and immersive experience for people who love dogs and want to help, but don’t necessarily have the time to visit a local shelter, or don’t know where to start. The idea that the users get to experience, and see directly where their donations are going, and even share that info with their friends via social media, is what makes this app so successful.”

*Lindsay Cangialosi, participant in final usability test*
Thesis Approvals

Nancy Ciolek, Associate Professor
School of Design, College of Imaging Arts and Sciences

______________________________
Signature of Chief Advisor     Date

X

Chris Jackson, Associate Dean
School of Design, College of Imaging Arts and Sciences

______________________________
Signature of Associate Advisor     Date

X

Lorrie Frear, Associate Professor
School of Design, College of Imaging Arts and Sciences

______________________________
Signature of Associate Advisor     Date
Abstract
FUNDoggy: Fundraising Application

Using gamification and social network services to create a charity fundraising application to help shelter dogs

The proliferation of new media is rapidly changing the world of philanthropy and more effective methods of raising funds and developing donor relationships must be sought. Furthermore, today’s trends indicate that the amount of giving by individuals has increased gradually, but the generation gap in donors is increasing.

Fundamentally, this thesis project seeks effective ways to attract young donors and show how to maintain a continuous connection with them by using today’s trending business and marketing buzzwords, “gamification” and “social network services.” Employing a game’s entertainment, problem-solving challenges, interactive experience, and customer loyalty improvement is expected to create significant synergy when the game is merged with fundraising and social network services. The study also engaged in an in-depth exploration of existing fundraising methods, in which user interviews were employed to identify the underlying problems. Finally, this study presents an understanding of game mechanics and psychology and outlines its strategic plan for a new fundraising app, designed for a nonprofit animal shelter to encourage pet adoption and donation.

Through the analysis, this thesis project suggests solutions and ideas for a better UX design for a fundraising app that can engage people and draw their attention. Finally, based on this study, recommendations are made for further research that reinforces the role of a fundraising app in making a better world.

KEYWORD:
Graphic design, UX design, UI design, Philanthropy, Charity, Online fundraising, Social media fundraising app, Gamification, App design

Thesis Webpage:
http://www.naaayul.com/#/fundoggy/
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Introduction
Problem Statement

According to a new report by the Charities Aid Foundation (CAF) and University of Bristol, the amount of money that donors give to charity has increased between 1978 and 2010. Interestingly, more than half of all donations to charity are made by individuals age 60 or older. Conversely, younger people have seemingly rejected the idea of giving money to charity. They have opted to use their money for entertainment and leisure activities. Indeed, this statistic shows a generation gap that seems to be growing. For this reason, a new paradigm that would apply familiar concepts for those under 30 is needed to encourage and spur interest in the culture of donating. Despite the fact that the giving culture has grown over the years, there are concerns that the younger generation is not embracing it as compared to the older generation. For nonprofit organizations to continue growing and benefiting society, the giving culture ought to be encouraged among youth. Because youth have been known to be affiliated with game mechanics, social media, and digital media, inventing a gamification app that speaks to the importance of donating ought to be encouraged, too.

Tim Longfoot, managing director of the agency Open Fundraising, said that 20% of online donations come from mobile devices, notably smartphones and tablets. Moreover, one recent study from Blackbaud suggests that 62% of Generation Y (age 18-32 as of 2013) would give money by mobile device. Therefore, social media sites, SNS messages, and mobile applications are becoming more and more important for generating donations to nonprofit groups, but nonprofits need to improve their handling of donations made from mobile phones.

1 Sarah Smith, “Mind the Gap - The growing generational divide in charitable giving” (report, Charities Aid Foundation, University of Bristol, 2012)
The goal of this study is to design a strategic application plan using gamification and social media to create a fundraising app for a nonprofit animal shelter in order to encourage young people to engage in charitable giving.

This thesis will demonstrate how design can present the opportunity to narrow the gap in charitable giving between those over 60 and those under 30. Similarly, the aim is to reduce this generational gap in order to make it possible for more people to practice the culture of giving.

This thesis study will concentrate on discovering and applying effective game mechanics that are appropriate to fundraising and social media. Therefore, this study is expected to create significant synergy when combining game mechanics with online fundraising social media. In other words, the aim is to build an app that enables young people to learn the importance of giving and involve them in social media activities that support the act of donating.
Situation Analysis

The long history of philanthropy has ensured that the practice is now deeply rooted in the American culture; moreover, philanthropic activity has increased steadily through the years, as it has been influenced by factors such as market forces, public policies, and digital technologies. Today, the proliferation of new media is rapidly changing the world of philanthropy; for this reason, various attempts have been made to develop effective fundraising methods for nonprofit organizations using new media methods.

In 2014, the ALS Ice Bucket Challenge had great success. Videos posted online contained images of happy participants who were being drenched in ice water and donating their money to help others. Seemingly, these videos played an important role in motivating others to do the same. By this strong example, we have learned that integrating gamification and social media into fundraising can make it more engaging and rewarding for target audiences; in addition, it benefits nonprofit organizations that may depend on such donations.

The concept of gamification is expected to be a strong element in this study. Gamification is the process of solving problems and engaging users by incorporating game thinking and game mechanics. Today, people can easily engage in a game without time or space limitations by using personal digital media. Subsequently, they become accustomed to mechanisms used in the game. This learning leads them to apply the game’s entertainment elements, problem-solving challenges, interactive experience, and customer-loyalty improvement to a non-game context.

Moreover, good game mechanics such as points, levels, challenges, virtual goods, gifting and charity, and leaderboards can help people interact with their basic
human desires; further, it provides elements of covers parts of intrinsic and extrinsic motivation.

Indeed, gamification operates by using such human yearnings and aspirations as social standing and self-concept to give people a feeling of accomplishment. When building social media apps using gamification, designers must pay particular attention to the purpose of gamification. Such apps ought to be made more engaging and rewarding for target audiences by evoking their motivation to participate, using game mechanics to encourage them to help nonprofit organizations.
Thesis Statement

According to research conducted by the University of Bristol in England, in the future, there will be a significant decline in charity income due to lack of participation from the youths. The FUNDoggy application will give young people a chance to participate in charity matters by using familiar concepts such as gamification and social media. Finally, this app will help to reduce the generational divide in charitable giving and make it possible for more people to practice the culture of giving.
Research
Literature Review

The literature review completed for this thesis has been broad-based. The main focus of the research was broken into six categories:

1. Fundraising
2. Gamification
3. Psychology
4. UI/UX design
5. Social media
6. Marketing campaigns
1. Fundraising

Fundraising Basics: A Complete Guide
by Barbara L. Ciconte and Jeanne Gerda Jacob
Jones & Bartlett Learning 2011

This book is an essential text for anyone raising money, regardless of area. It contains many practical and effective fundraising ideas. The book also looks at how to apply fundraising ideas to business effectively, as well as the use of social networking sites and the Internet. Based on the authors’ experiences, this book not only explains how to raise money for nonprofits but will also give inspiration to other fundraisers engaged in similar activities.

Fundraising: Hands-On Tactics for Nonprofit Groups
by Peter L. Edles
McGraw-Hill 2005

This book explains how to improve fundraising efforts and how to persuade people to give significant amounts of money to worthy causes. It should be required reading for boards of directors and senior staff of nonprofit an organizations when exploring an organization’s future in fundraising and understanding its long-term trends. There are many lessons to be learned from the author’s fundraising experiences, and I will apply some of these lessons to my project.

Mind the Gap: The Growing Generational Divide in Charitable Giving
Sarah Smith
Charities Aid Foundation
University of Bristol 2012

This study includes predictions, analysis, and the challenges faced in overcoming the growing generational gap in charitable giving. It provides specific statistics about charitable giving in America, making it an excellent source for my project.
2. Gamification

The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition
by Gabe Zichermann and Joselin Linder
McGraw Hill Professional 2013

This book explains how techniques gamification can be used by businesses as money-making tools. By showing real-world scenarios as examples, it reviews what works and what doesn’t. The book also guides the process of game design while focusing in the design analysis, and creation for game designers. Using this book as a reference is the way to figure out process and details of game design and how social games can be put into my project.

A Project Guide to UX Design: For User Experience Designers in the Field or in the Making
by Russ Unger and Carolyn Chandler
New Riders 2009

This book helps to understand how to navigate and meet the needs of the site owner or its users. It provides not only UX design principles, but also the information about latest design trends or web technologies. This book can be a good guide for web design project from a UX perspective.

Gamification in Business and Education: Project of Gamified Course for University Students
Michal Jakubowski
Developments in Business Simulation and Experiential Learning 2014

This article illustrates what gamification is and how to successfully apply this concept. It also provides information about building gamified activities and gives an opportunity to check if the theory of gamification is correct. Furthermore, it illustrates an idea about basic human needs through interactive participation that promotes extrinsic and intrinsic motivation, which connected to gamification.
Game Mechanics, Dynamics, and Aesthetics
Bohyun Kim
Library Technology Reports 2015

This research shows how games work by explaining game design elements such as points, badges, levels, leaderboards, challenges, rewards, and so on. This information helped me to figure out which elements could be effectively used for my thesis project.
3. Psychology

**The Stream of Consciousness: Scientific Investigations into the Flow of Human Experience**

by Kenneth S Pope
Springer Science & Business Media 2013

This book is about emotions, personality, and psychotherapy of human experience. Gamification is deeply connected with human psychology, which is why I need to research it. This book helped me understand human psychology before studying deeply about intrinsic and extrinsic motivation.

**Intrinsic and Extrinsic Motivation**

Steve Reiss
*Teaching of Psychology* 2012

This article illustrates two types of motivation theories and provides interesting information about intrinsic and extrinsic motivation. This paper explains the difference between these types of motivation and the author’s thoughts and research about them. Because gamification and game mechanics are deeply connected to intrinsic and extrinsic motivation, it helped me improve my understanding of this understudied area of psychology.
4. UI/UX Design

**Designing Apps for Success: Developing Consistent App Design Practices**
by Matthew David and Chris Murman
CRC Press 2014

This book provides information on more sophisticated experiences and skills used in mobile application development, responsive web design, and cross-platform development for web and app developers and designers. It is a good guide to the app design process from getting started ideas to exploring technologies that one can use to build an app to how to promote the app.

**Don’t Make Me Think**
by Steve Krug
Que Corp 2000

This book is mainly about human–computer interaction and web usability. Krug provides many before and after examples to show how a few changes can enhance a website’s usability. The illustrations reinforce the concepts covered, as well as demonstrating how visitors use and read a Web site. This book will help me to design an effective app for my target audiences.

**The Practitioner’s Guide to User Experience Design: Top Practitioners Share Lessons Learned on the Journey from Beginner to Expert**
by Luke Miller
Hachette 2015

Luke Miller is a user experience designer and researcher living in Brooklyn. He has great insight into the mind of the user as well as responses that are apt and appropriate. His examples are approachable and incredibly informative. With its real-life examples and reflection on UX practices, this book helps prepare the reader to be a successful designer.
This article explains social media and offers useful examples of successful uses of social media in business. It examines the two spheres of social media activity—personal and professional—from the perspective of the target audience, whether private and public. It also outlines the risks of using social media.
6. Marketing Campaigns

This book outlines a diverse and educational range of digital marketing experiences for its readers. It provides 40 well-organized in-depth case studies in digital marketing. It pinpoints main factors that make successful campaigns by showing each campaign’s detailed target audience, descriptor, goals, budget, action, results, and lessons. This is a valuable resource in my research to investigate how to make a successful campaign.
Fundraising in America

Fundraising research that examined the behavior of some major donors and philanthropists revealed that 1.2% of the America's wealthiest people donate an estimated 28% of charitable contributions in the United States, while at the same time, 7% of the country's population provided an estimation of 50% of all donations to charities.\(^3\) The major donations are usually from particular individuals who make lump-sum charitable donations to those in need. The estimation of donations is defined by what the charity organizations deem as appropriate in terms of their budget size, income of the individuals, and the size of the major donations they receive.\(^4\) Studies on major donors express their findings in terms of wealth of individuals, income, and giving history. New research suggests that as years go by, there will be growth in donations from foundations, followed by donations by estates and corporations. The research outlook provides encouragement to nonprofit organizations, particularly in the education sector, in that such institutions inspire and engage more donors in giving because of their range of unique opportunities. Historically, about one-sixth of all American giving is directed toward education and giving/donations is projected to grow by 6.3% in 2011. This is based on the idea that there is increased interest among donors, especially the wealthy and foundations, in providing funds for higher education and research projects. However, in the year 2008-2009, major donors considered giving funds toward international development rather than focusing on higher education.\(^5\)

One report indicates that the economic factors which may pose a significant effect on charitable donations in the United States may include: personal income for wealthy individuals, a projected rise in the S&P 500 Index, changes in tax policy or


\(^5\) Ibid.
significant changes in the world economy; each of these would affect the estimations on giving.

An example of a major effect exhibited on the fundraising or charities made in the United States is the financial crisis experienced in 2008, during which donors possessed fewer funds to donate. This prompted them to change focus to assessing charity foundations’ mission and objectives to ensure their effectiveness, making sure that any funds given to these organizations were put to use properly.⁶

A key finding in the recent study of fundraising suggests that about 15 years ago, 75% of those who were rated the richest in the country had inherited their wealth, while 25% gained their wealth through personal achievements. The study further asserted that the donors gave their funds and also involved their families in giving. These philanthropists mostly made donations to institutions for which they had personal affection, especially when the charities helped children suffering from various diseases.

In 2010, a survey of the wealthiest philanthropists in the United States found that respondents gave funds through personal assets and also charity vehicles. The study determined that 22% of the funds were donated to trusts and foundations, 19% to educational programs, 13% to religious institutions, 9% to youth programs, 7% to international aid, and 5% to food programs.

In the United States, philanthropy is described as a defining characteristic of elite persons and not merely an activity that wealth provides for the rich. Philanthropy

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in this country is viewed as a social institution that creates a sense of individualism in responding to the provision of help when required by anyone or any situation. This idea is supported by the fact that it operates in a surrounding where individuals do not view the State as the role holder for providing welfare, higher education services, and community assets.

The media makes charitable donations seem good and honorable by talking about the major philanthropy by Warren Buffet, the Gates family and Mark Zuckerberg. The tendency to express donations in terms of money alone is as easy as it sounds; however, many donors do more than simply make money donations, such as providing material aid.7

The impact of giving should be put in the spotlight as donations are sometimes purely based on emotional involvement, which may lead to waste of valuable resources or funds on ineffective aid programs. An online survey carried out on a population of 4,000 individuals in 2005 indicated that a high percentage of giving—about 65%—is done without any research. This has prompted many charities to provide information about annual reports, statements, and impact evaluation that show how charity donations are transformed into real progress. This information is also significant in ensuring that donors make strategic gifts.8

The capacity to make a donation should always relate to the desire to make such donations. Notably, most studies agree that giving is motivated by a range of factors, including: personal affiliation to charity, faith, upbringing, perceived worth of cause, and social conscience, which provides a sense of well-being.

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7 Ibid.
8 Ibid.
Animal charitable giving is meant to give aid to animals, and the money obtained through such donations helps to provide for the safe housing and maintenance of animals in shelters. Animal charitable giving ensures that all animals and pets have access to vaccination and sterilization. Additionally, such donations help in the creation of awareness through school programs on how to treat animals and partner with organizations to help animals and rescue animals that have been injured. In this way, the animals are assured of a better life, and the pet population is reduced. Without these services, there is a significant risk of overpopulation; it is estimated that each cat with an owner has 0.45 kittens per year, but that homeless cats have an average of 2.9 kittens per year.

In this regard, sterilizing these animals helps to reduce the population to a manageable number. One of the ways we can support these activities is include giving donations to save the animals. For example, $27 will help sterilize a cat and a dog. Meanwhile, donating $200 helps to feed all the cats and dogs in a given animal shelter. Charitable giving may also involve accessing the social media pages for different animal shelters and commenting in the general donation box on what animal one wants to support. Additionally, charitable giving includes adopting the animals that one wishes to take care of at one’s home.

A 2014 survey found that animal charities do not receive as many donations as human charities. For example, 65% of the donations made in America during 2014 went to children, religion, medical, and overseas charities, whereas only 7% of donations went to animal charities. However, the greatest problem that leads to small donations to animal charities is the vast number of charities representing

animals, meaning that an individual giver cannot determine the best organization to donate to for efficient giving.

As a result, people may not understand the true plight of animals. For example, 94 million chicken are slaughtered in approximately one month as a source of food in many countries, yet they live sad lives due to overcrowding in sheds. Pigs also suffer from overcrowded holding conditions, which is a violation animal rights. When people donate enough money to animal charities, they can help create awareness of why donations are good, and there will be a comprehensive understanding as to why animals should receive as many donations as human charities.

How people support animals

People should participate in maintaining the function of animal charities because they help to build a network of teams working to improve the life experience and living conditions of animals. Additionally, working in partnership with animal charities helps create awareness about the ownership and protection of animals. With so much cruelty to animals in today's world, every human being has a responsibility to make their lives as comfortable as those of people through affirmative actions. People can give comfort to animals through subscribing to e-mail alerts that advocate for the recognition of all animals by the federal government and the state so that these animals cannot be treated in an inhumane manner.12 Also, people can give to animals by visiting the pages of animal charities on Facebook, Twitter, and Instagram. The comments and likes on these

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social media networks contribute to the spread of information all over the globe on enhancing the safety of animals. People can also create and support hashtags that help save the animals. Additionally, people should volunteer to fundraise and donate funds that assist in the maintenance of the websites and the pages on social media that support various charitable organizations.

We should all be advocates for animals since the animals cannot demonstrate against those who keep them. As a result, they will help the animal charities through enabling advertisements on the televisions and radio stations on the importance of animal charities and give examples of several charity organizations that people can join. Additionally, by raising awareness of the status of animals, we may help change the conditions in which they live. For instance, the conditions in the pet stores might be changed to minimize puppy mills or neglectful treatment. In the case of chickens, one use their spending choices to help ensure that local grocery stores are not selling eggs from a caged hen but from caged hens but from chickens that have been given freedom within their environment, thereby preventing instances of crowding.

In the matter of raising funds to help the animals, people can find out the different means by which they can engage in supporting animal charities financially. For example, one can sign up for automatic pledges through the credit cards that assist the animals in the donations annually. In this regard, they will contribute to keeping alive the animal charities by ensuring that the employees are well paid and the animals are fed and treated well. One may donate vehicles to charity organizations that help animals to help in the movement of the foundation members to promote healthy relationships between animals and human beings. Additionally, one can ensure that these institutions are recognized at workplaces so that the animals can have enough funds to keep them in the proper environment.
Why we should care about animals

Donating to animals is equivalent to helping people who are homeless, hungry, and sick, and yet many do not think of animal charities when they are planning their charitable giving. According to the Charitable Giving Report from Blackbaud, charities that focus on helping the poor and those who have particular challenges in life, such as diseases, receive $4 billion annually, whereas animal charities receive at most $300 million (figure 1-2).

However, people should understand that animals contribute to so much joy in the lives of human beings and are a source of unconditional love for many families, transforming people’s lives. The pets in our homes strengthen the bonds we have in our families. It is so sad to watch animals suffer from cruelty from human beings and hostile environments. Pets should not be abandoned during disasters. We should not ignore animals’ importance and they deserve to have their rights respected. Animal charities helped to save more than 10,000 pets when Hurricanes Katrina and Rita happened. After they were rescued, the animals continued to put smiles on the faces of different people. Pets contribute to a long and happy life through good health and increasing the activity of their keepers, thereby reducing the chance of high blood pressure. Activities by animal charities can provide essential stress management strategies to depressed children and people living with HIV/AIDS. Additionally, they give therapy to individuals who are deaf through various training and support programs.
In conclusion, whether or not to give should not be a choice between human beings and animals. Animals are valuable and consequential organisms and should be treated with dignity and respect. The choice of which charity to support is a very personal one, but there is no reason why humans and animals cannot coexist—and supporting an animal charity does not mean thinking less of humans or supporting humans less. Rather, we should focus on how humans and animals can benefit each other and how we can enhance the lives of both humans and animals through our charitable giving.

**Figure 1.** 2014 Online giving trends by sector
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**Figure 2.** 2014 Overall giving distribution by month by sector
Gamification for Fundraising

What is gamification and how can we apply it for fundraising applications?

Gamification is the process of solving different situations or problems by applying game mechanics and game thinking to engage the participants. The application of gamification in this project assists in attracting young donors in attracting young donors to develop and maintain connections to animal charities while implementing marketing techniques. Using gamification in this study enables the design of strategic applications and planning used for fundraising. The gamified application assists in the promotion of nonprofit animal shelters that encourage young people to engage in charitable giving. The use of gamification in the development of a fundraising application assists in problem solving and the development of entertainment elements, interactive experiences, and customer loyalty needed to improve certain services. The majority of fundraising applications developed today assist in interview development based on surveys that recognize various problems. Therefore, gamification contributes to studies on game mechanics that develop strategic application plans used in the formulation of a UX design for fundraising that engages people while drawing attention via reinforcements.13

The integration of gamification for fundraising purposes contributes to engagements that reward various people. The concept of using gamification for fundraising purposes needs to focus on the relevant audiences to allow for the creation of profits and benefits that directly affect nonprofit organizations. The process attracts people together to participate in various activities, such as donating to help and develop nonprofit initiatives like animal shelters.

The application of gamification processes has allowed

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people from different regions to join in solving some of society’s most complex issues. Different people participate in activities by sacrificing time and resources without the limitation of space by using personal digital media. The use of personal digital media provides the platform for the application and mechanisms of games that attract people to contribute to nonprofit organizations.14

The use of game mechanics in fundraising activities can have a significant effect on bringing people together to raise funds effectively. In addition, the use of gamification assists in solving certain societal problems by promoting interactive development through experiences and customer loyalty, improving the experience of fundraising events and bringing people together.

The application of good games mechanics such as challenges, gifting, leaderboards, and virtual goods promotion can draw people into participating in a fundraising exercise that assists in connecting them to accomplish certain tasks. A gamified mobile application, in this case, allows for solving basic human needs through the interactive participation of persons to achieve extrinsic and intrinsic motivation.15 The application allows various people to engage with the project while targeting audiences and helping people develop benefits through nonprofit organizations. Therefore, gamification applications aim at the relevant audiences who can help create an environment that contributes to successful fundraising.

14 Ibid.
Gamification by design

The gamification of design incorporates the development of tactics and design strategies that integrate game mechanics into consumer-facing mobile applications with an active mode, which attracts people. The gamification creates an application which incorporates challenges using designs strategically developed to attract people and encourage an active participation that allows for a fundraising opportunity. Designing for gamification gives an opportunity for developers to understand the behavior of individuals through mechanics and personal interaction. People’s participation motivates and accelerates the development of games through repeating and extending concepts in varied fields.

The mechanics developed as part of a mobile application through gamification give an opportunity to create games using tactics that create strategic designs, which people to participate in various activities such as fundraising. In this research, the use of a mobile application with gamification made it possible to attract people into participating in fundraising for a nonprofit organization working to develop an animal shelter. Unger and Chandler (2012) argue that mobile application design consists of numerous design strategies with various tactics that challenges the participants to complete goals through the gamification process. The tactics tend to attract more people who eventually participate in fundraising for the construction of an animal shelter through a nonprofit organization for the benefit of the community.

The final application developed using principles of gamification employs gaming codes that attract people using familiar concepts. The familiar concepts enable
the development of various tactics in gaming, which connect to a complex system
that enables the development of activities. The different activities attract people
into a game and engage them in contributing to a collection of significant, relevant
assemblage of individuals who can contribute to an effective fundraising effort.17
The process of understanding various game thinking processes and game
mechanics allows for the creation of engaged systems, which gives an opportunity
to solve different problems through participatory involvement.
Solving of the problems involves fundraising exercises facilitated through
gamification and gaming tactics by actively engaging different people.

Gamification also gives an opportunity to energize businesses through the
application of social media using mobile applications.18 The techniques used in
social games bring businesses together and can function as money-making tools.
The mobile application guides various processes in the development of a game
design application that focuses on design analysis and the creation of systems for
game designs. Therefore, the development of a strategic design incorporates the
use of various games that give people thinking exercises for completing the tasks
successfully through a mobile application. The use of gamification in bringing
people together through tactical gaming developments allows for fundraising
improvements, which enable the development of an animal shelter by
a nonprofit organization.

17 Ibid.
18 Ibid.
The Psychology of Gamification

Relationship between gamification and human desires

How does gamification operate? This is one of the questions that linger in the minds of people who are using the gamification technique for the first time in a bid to engage their stakeholders. For the purpose of this research, an adequate understanding of the gamification dynamics is critical to understanding how to effectively apply the technique and keep potential donors engaged.

Games yield something for individuals that they may not acquire from physical life situations. Individuals seek meaningful jobs and jobs that have a clear goal. Individuals also desire to master a skill, enhance their competencies, and get appreciated for their determination. In many cases, people do not obtain these things from their physical environment. To bridge this void, games can be leveraged to make individuals feel that they can achieve their dreams.19 Indeed, gamification operates by using these human yearnings and aspirations such as social standing, and self-concept to give people a feeling of accomplishment.

Using gamification techniques to leverage human desires is linked to a key psychological theory called the flow theory. According to the flow theory, people feel the best not when they are challenged or over-challenged, but when they are at the ideal midpoint where these challenges meet an individual’s capacity to overcome them.20 When people are challenged, they become interested. On the other hand, when over-challenged, they usually get discouraged or worried. But when an individual is at the ideal midpoint, there is a sense of accomplishment when they see that they have the capacity to expertly tackle the

challenges that bedevil them. Gamification works to tap into this sense of achievement by presenting scenarios in which people are able to meet their challenges head-on and emerge victorious.

Whether a for-profit group or a nonprofit entity, there are three gamification techniques that an organization should be aware of when using this method. One such technique is dynamics. Dynamics allude to time-based outlines grounded in mental incentives. They include bonuses, social standing, and rivalry. The second technique is mechanics. This term refers to paradigms planned to stimulate the gamification process. Mechanics include grades and objectives. The last technique is aesthetics. Aesthetics involve the general proficiency that produces psychological engagement and eventually provokes the right reaction, resolve, drive, and determination.²¹ Aesthetics include aspects such as delight, resentment, fulfillment, and pleasure.

The above gamification techniques are always the point of focus when it comes to directing and appealing to a third party—in this case, the donor who makes contributions to the animal shelter. However, as a caveat, it is always important to note that employing these techniques can be full of risks, and therefore they must be applied in a way that is suitable, appealing, and pertinent to a product or service.

How gamification is connected to motivation

Broadly speaking, motivation has two dimensions: intrinsic and extrinsic. Extrinsic motivation entails people getting involved in a specific activity for its

external incentives, such as money, approval, or any other substantive reward. When individuals are extrinsically motivated, it is not the activity that they enjoy pursuing, but its consequence. In the charity industry, this means that donors do not actually relish their act of giving, but are incentivized to persist in doing so in an effort to get social recognition for their benevolent deeds.

On the other hand, intrinsic motivation alludes to the internal drive that individuals possess for getting involved in a worthy cause. This internal drive may be born of an individual’s enjoyment of whatever they do. Thus, when individuals are intrinsically motivated, they are said to have a sincere craving for whatever they do and enjoy it immensely. To provide intrinsic motivation, gamification incentivizes individuals through badges, prizes, grades, and tasks. The aforementioned extrinsic motivators found in gamification have led many to consider the technique to be extrinsically oriented, with no bearing on the intrinsic motivation of participants. However, it is important to call attention to the fact that intrinsic and extrinsic motivation factors are not polar inverses, but rather complements of each other.22 This means that for gamification to produce a desire inside people to attain, of attaining some external reward it must have initially aroused an intrinsic yearning. In this respect, it becomes true that gamification caters to both the intrinsic and extrinsic motivators of individuals.

The case against gamification

As much as the benefits of gamification have been promoted, there is a need to appreciate the fact that the technique has its limitations. One such limitation is that gamification is not effective in supporting non-current objectives. Additionally, when it comes to gamification, the environment is equally important. That is, there is little evidence, if any, which suggests that gamification has the ability to incentivize an individual to do something that they do not desire to do in the first place. In the end, the question that comes to mind is whether gamification is really as valuable as has been claimed. The response to such a question is that entities and individuals using gamification should do so fully conscious of its shortcomings. It is through such an initiative that they will reap the benefits that the technique has to offer while minimizing its drawbacks.

Figure 3. Game mechanics and human desires
(Source: Bunchball, Inc. Gamification 101: An introduction to the use of game dynamics to influence behavior, 2010)
Social Network UI/UX Design

How to design a social media

Social media has become increasingly essential as a worldwide information space; more than a billion people worldwide use some form of social media. It is credited with transforming the manner in which we interact with other people in both our social and work lives. Most people visit their social media networks many more times than they check their personal e-mail accounts in a day.

There have been many studies on social media, most of which examine how companies are able to gain from it and how to engage potential as well as current users in this space. However, there have been few studies on the significance of how the social media experience is designed and the effect that a particular design might have on how the platform will be used. Due to the common use of social media platforms for marketing purposes by businesses, most studies focus on this aspect. Social media design and designers have been inadequately represented in the vast literature on this topic. The current research will focus on explaining how to design a social media platform and the advantages that come with each aspect of the design.

Most people consider social media to be the purview of marketing campaigns. The people who design social media have a different perspective of what it is. It is their responsibility to design and build these applications as best as they can. For these individuals to come up with the best design, they need to know the user experience that is provided by some of the extant social networks, including Facebook, Twitter, and LinkedIn. Because social media networks are primarily dependent on user experiences, their designers can be considered to be

23 Gancho, S., Cooper, R., & Evans, M. (2013). The impact of Design in Social Media Today
user experience designers.\(^{25}\) A good social network would attract more people, which would mean its design was excellent. It is also important to note that in social network design, it is crucial for the designer to be aware of the approach the social network is supposed to take. Some social networks such as LinkedIn take a more professional approach, whereas others such as MySpace are more informal. Still other social networks such as Facebook have a mixture of both personalization and professionalism.\(^{26}\)

\(^{25}\) Ibid.

\(^{26}\) Ibid.
There are several factors/elements that a designer should consider in the design of a social network. But most importantly, these elements must ensure that the users are comfortable and enjoy using the social media platform. The factors that should be focused upon when designing a social media network include: how it engages users, how it allows users to express themselves, how dynamic it is, how it allows grouping of friends, how it allows use across various platforms, how it facilitates communication, how it shows relevant information, how it makes it easier for users to complete actions, how it includes ways for users to connect with each other, and how it shows avatar pictures. All these elements are focused on improving user experience, which is the primary concern for designers. Each of these elements of a good design will be discussed in detail in this thesis.

**How to engage users quickly**

The way that a website engages a user the first time he or she opens a website is very crucial. The design should be such that it ensures users’ attention is drawn to the website. There should also be mechanisms that ensure these users are encouraged to spend more time checking out that social media website. The first step is to make sure that new users are made aware of what the website is all about as soon as they open the page. Most people cannot be bothered to find out what a website is about if they cannot easily get this information from just glancing at its homepage. The social media designer should consider using elements such a simple tag line, a good title, or captivating graphics. Facebook has made excellent use of these design principles on its homepage.

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Another way to ensure that the social website engages its users is by giving them some tasks to carry out. The most commonly used task is signing up or logging in. However, an excellent design should also have other features such as a tour of the site. This offers users a chance to learn what the social network is all about. The design may also include some activities by friends of the users on a main page. This is a key strategy for capturing users’ attention. Most social media sites do this by providing a news feed page. The design should also allow users to easily find people they know. A social media platform is meant to be a place where an individual is able to interact with many people. Therefore, it would be a failure if a user is not able to easily find friends. The site should offer a feature that allows a user to search for friends using identifying aspects such as e-mail addresses, company, school, and individual names. It is common knowledge that if a user has more friends on a site, he or she will be more active.

28 Ibid.
Allowing users to easily express themselves

Some social media platforms such as MySpace allow users to fully regulate the contents of their profiles. Other social media such as Facebook restrict the way the profile page is designed but allow users to choose the contents they prefer.\textsuperscript{29} It is preferable to create a design that allows users some degree of control over how their profiles appear. Users can use this feature to make their profiles reflect their personality. Simple design aspects such as background colors or themes appeal to different individuals and users tend to appreciate such customization features. The design should also incorporate some functions such as virtual goods or avatar that allow users to express themselves.

Being dynamic and only showing relevant information

Any advanced, modern social media site should ensure dynamism. This is the essence of Web 2.0 websites.\textsuperscript{30} The site’s content should continuously change, with new information and content being displayed in the news feed and profile pages. This is a strategy that ensures users frequently check the social network as they get new content all the time. The design should also use a real-time news feed feature. The design should focus on giving users necessary information. Today’s social media sites are full of information being shared and the system should limit the amount of unrelevant information being shared. The information that the site offers users should be simple and easily understood. Another feature that the social site design should consider is giving users the capability to filter

\textsuperscript{29} Ibid.
information from different groups, users, or applications. This would be useful for allowing users to see information that they want.

Allow grouping of friends

When a user has a large number of friends, it creates a need to group them so as to differentiate between work, school, close, and casual friends as well as family members. This would make it easy for a user to filter updates to these different groups and view the information that he or she prefers. A good design would offer users the ability to make their own groups. Different people would want to have their own particular way of arranging friends. A good design may also have a feature that enables the automatic creation of groups. The social network may be able to do this by classifying friends according to the applications that they use or grouping friends who are in the same social group on the network or those that have common friends.

Ease of communication

The basic function of social media is to allow communication between people. Designers should therefore focus on communication in the design process. The design should provide the means to utilize different means of communication. These various means include private and public messages or simple comments to

posts by other users. A good design should include at least these different ways of communication.

The design should also ensure that it is easy for users to communicate with each other. Methods of fostering these communications include commenting and threaded messages. It should be easy to involve other people in these conversations, making the network more dynamic.

Other elements to consider are how easy it is for users to perform tasks such as joining new groups, posting updates, inviting friends, or starting a conversation. The design should also make it easy for users to find information and take actions within the social media. Almost all social media have features that allow users to upload their photos and use them as profile pictures. This is crucial, as other users will be able to identify an individual simply by looking at his or her profile photo. The users are able to see the activities of their friends if their pictures are used next to applications they are using or messages they have posted.

**Conclusion**

The task of designing a social media platform can be a daunting one. Designers bring creativity and empathy to social challenges and should be given credit for their good work. This research has shown that focusing on user requirements can ensure good design when creating a social network. The research has outlined several factors that should be taken into account by designers when creating any platform social media. These are just general guidelines, but they are applicable to my project.

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Creative Campaigns for Shelter Pets

This section briefly describes several effective, creative outreach campaigns conducted in the animal shelter and welfare space. Many campaigns helped the process to be more viral or created a significant impact on finding homes for shelter pets. There was a significant desire noted to help pets found on the streets and to improve the care for abandoned pets. These campaigns enhanced and sped up the availability of shelter homes for the pets.

Puppy love on Tinder

The first campaign of note is a Tinder effort called “Puppy Love.” This campaign that synthesized the need for instilling discipline of rearing and adopting pets. The process was initiated by a New York-based company linked to animal welfare groups known as SocialTees Animal Rescue. The administrators in the organization took photos and opened accounts for rescued pets on the social dating application that is meant for humans only. The experience was a powerful one, and the outcome was not what was intended. The campaign was targeted at all users of the application, which was set up to allow people to connect and find their soul mates. Lately, social media has become an excellent tool for passing information, and it has brought a realization that most people today own devices that they use to access the Internet. It worked for the company and after posting around 10 photos of dogs, the outcome was of 2,700 matches. It was illuminating to discover what the social media can do in our everyday lives. If finding the right human partner through Tinder is possible, then finding the right partner for the dogs is also within the realm of possibility. This campaign also pointed out that animal shelters use the Internet and social media platforms in their outreach programs.
IKEA Home for Hope

Pets are an important aspect of a household, and most people should be encouraged to have pets in their homes. This was the mindset used by the Singapore branch of the Swedish home store IKEA when determining how to find homes for pets. The target audience was homeowners living in Singapore. The company also focused on drawing the attention of technologically savvy people to the changes going on around them.

The campaign was done in collaboration with the Home for Hope Company, which takes care of pets whenever they have been abandoned. The campaign involved making cardboard cutout portraits of 26 dogs that were displayed at IKEA's various Singapore business locations for maximum attention from the public. The company also integrated technology with this low-tech approach to help reach a broader audience.
The charity used barcodes on the cardboard cutouts of each dog. The barcode gave potential pet owners the opportunity to go online and check the qualities of the different dogs that they could adopt as pets. Information on the online platform was about the dog’s age, color, number of teeth, and the general features and characteristics of that dog.

The campaign garnered considerable attention, and many of people later opted to shelter the pets and provide a home for them. The most element of this campaign that most encouraged people to adopt a shelter dog was the fact that the cardboard arrangements gave the impression that the pets were in a real home. Different customers were motivated to physically have that experience in their own home. The campaign was fruitful, and the company received considerable recognition for its work. It is important to set up a campaign that affects the way people feel and react toward a given advertisement or idea.
Home For Hope was born out of a pressing issue. With a limited budget, most animal shelters can only afford to voice their messages using social media. Problem is, their followers are pet lovers, and most already own pets. Hence, adoption rates are low.

A collective project with IKEA and other leading home-furnishing stores will provide much-needed exposure for the homeless pets.

*Figure 9.
Screenshot from Home for Hope. (Source: Home for Hope, homeforhope.sg, 2016)*
Cat Town Café in California

Another campaign designed to find homes for shelter pets was spurred by the idea of coming into contact with a cat while drinking your coffee. Most cafés receive a daily influx of customers, and this creates a broad market that can be utilized to lure the customers into wanting to adopt shelter pets. This campaign was sparked by Cat Café in Oakland, California. The campaign’s concept is that people who come to the café can interact with the cats who wander the shop. The café always hosts anywhere from 6 to 20 cats so that they can find the right customer to adopt them. Customers are allowed to book the ability to interact with the cats by donating $10 to the cause. The amount is a sign of gratitude and appreciation for the café, and it goes toward establishing a home for the cats that have not yet been adopted. The concept has been successful since its inception, and it has been able to find homes for more than 600 cats. This is a clear sign that the use of public relations methods can achieve the goals that some people view as unattainable.
Defining Target Audience

In order to create a strong and effective fundraising application, it is necessary to understand and interpret the target audience's culture. The primary target audience for my research and design is mainly adults between the ages of 18 and 28. However, anyone interested in animal welfare or adopting a shelter dogs and anyone who loves dogs are also included in the target audience. Most of the individuals in this demographic don’t have much disposable income and have opted to use their money for entertainment and leisure activities. However, they may be conscientious about creating a better world and think about giving to others.

They usually use social networking websites with their personal devices and frequently share their content with others. Without conscious realization, they become familiar with various game mechanics through the use of various mobile applications on their personal devices. They also used to socializing and expressing themselves. They may be attracted by something that has interesting game mechanics such as leaderboards, community, gifting and charity functions, virtual goods, level, and collections. These game mechanics make a connection between the user and the FUNDoggy application through triggering basic human emotions like competition, achievement, cooperation, socialization, and self-expression. Finally, the target audience will be strongly enticed by the application, which can allow them to help shelter dogs in simple ways with small amounts of money.
Defining Target Audience

PERSONA A

“I want to show my kid how to love animals.”

Isabella Anderson

PERSONALITY

<table>
<thead>
<tr>
<th>Extrovert</th>
<th>Introvert</th>
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<td>Feeling</td>
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<td>Judging</td>
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TECHNOLOGY

- Software
- Mobile Apps
- Social Networking

BACKGROUND

AGE 34
STATUS Married. 1 Child
OCCUPATION Editor
LOCATION Rochester, NY
PERSONAL DEVICES iPhone iPad (for her Child)

GOALS / NEEDS

- She wants to find an easy donation method to use with her child.
- She wants to find new and interesting donation methods.
- She wants to keep tracking her charitable giving history and accomplish goals.
- She wants to check updated information about animals in shelters and wants to provide some help for them.
- She wants participate in specific fundraising for a local animal shelter.

INFORMATION

Isabella is a huge dog lover who is really interested in animal welfare. She donates money to nonprofit animal shelters every month. Sometimes she volunteers at a local animal shelter with her daughter, Lisa. She has participated in lots of different outdoor fundraising events as well. Recently she has been busy with work, so she doesn’t have time to help animals. Now, she is looking for another new way to help shelter dogs and wants to show how to help them to her child. She is 34 years old and lives in Rochester, New York. She is a editor and wants to show her child how to help them.

Figure 11. Persona A
Figure 12. Persona B

**PERSONA B**

“Crazy about social media.”
Greg Walters

**PERSONALITY**

Extrovert

Introvert

Thinking

Feeling

Judging

Perceiving

**TECHNOLOGY**

Software

Mobile Apps

Social Networking

**GOALS / NEEDS**

- He enjoys winning and being first on the leaderboard.
- He plays social games when he is bored and likes to challenge friends.
- He wants to find more meaningful things to do while using digital devices.
- He wants to share his meaningful work on his social media.
- He has an interest in animal welfare, but he doesn't know how or where to start helping animals.

Greg is 21 years old and lives in Superior, Colorado. He is a student student at Indiana University. Greg is an active and extroverted person who likes to play social games with friends. He is always online on Facebook and WhatsApp. He checks his Facebook, Twitter, and Instagram all the time. Because he is a student, he doesn't have any income. He gets a small amount of money from his parents every month and he usually spends money for entertainment. He really loves dogs but he does not have any pets. He sometimes participates in social campaign to share it with his friends. He has an interest in donating to animals.
Goals and Objectives

The ultimate goals and objectives of this project are based upon research and interviews with the fundraising manager at the Lollypop Farm animal shelter and the target audiences.

- Evolve fundraising methods to utilize new technology and user interaction methodologies
- Attract young people with something different than just donating
- Emphasize the importance of charitable giving
- Attract those under 30 to become interested in donating by implementing a new paradigm that applies gamification and social network services
- Create an effective way of attracting donors and maintaining a continuous connection with them
- Allow people to track where their money goes and how their money helps shelter dogs, letting them see how the dogs’ lives change
- Find a best design solution to attract people to download the app
- Use game mechanics that can help to interact with basic human desires and give motivation for completing an action
- Discover and apply effective game mechanics that are appropriate to fundraising
- Develop an understanding of social network services and create a strategic application plan for a new fundraising mobile application, specifically for nonprofit animal shelters, in order to encourage young people to engage in charitable giving
- Suggest solutions and ideas for an improved UX design for a fundraising application that can entice the target audience and keep their attention
Design Methodology

Figure 13 shows a complete FUNDoggy methodology. The concept has been changed from a game to gamification, from a blog to social network services, and from a tablet to a smartphone. These changes were influenced by interviews with users and with the fundraising manager at Lollypop Farm, Humane Society of Greater Rochester. Moreover, extensive research was conducted to develop the FUNDoggy concept.

The goal of the FUNDoggy application is making people have fun in the fundraising process and enjoy doing charitable giving. Each person can help shelter dogs with a small amount of money while engaging in simple and easy interactions. There are several effective functions that can help people to easily engage within this application. A virtual adopting system will give responsibility to the user by becoming a virtual parent of a specific shelter dog. Users also can keep tracking their dog’s well-being by checking the dog’s posts. Finally, users can participate in specific fundraising activities and reach a group with people all over the world.

Adobe Illustrator was primarily used to develop all visual elements of the application, while Adobe After Effects was used for the UI animation. The final outcome of the FUNDoggy app is an interactive prototype. Moreover, a four-minute demonstration video will help to detail the application’s interactions and transitions.
Situation Analysis

Problem Statement

Target Audience
- Aged under 30

Animal Welfare

Social Network

User Scenario

Analyzing Data

Idea Sketch

Wireframe

App Identity

Research

Pet Adoption

UX/UI Design

Fundraising

Philanthropy

Interview

Gamification

Game Mechanics

Social Networking Services

Visual Elements

Implementation

Interactive Prototype

Poster Design

Evaluation

Committee Member Meeting

Usability Test

Face-to-Face Observation

Committee Member Meeting

Demonstration Video

Poster Design

Media

Branding & Campaign

Designing strategic application plan by using gamification for nonprofit pet shelter

Figure 13.
Methodology Diagram
The flowchart for FUNDoggy (Figure 14) was developed when the target device was changed from tablet to smartphone. This chart visually presents the entire work flow of FUNDoggy. Each content element is categorized by a different color.

**Figure 14.** Flow Chart
First of all, the most important element in the FUNDoggy design was finding a simple and easy way to attract young donors. After collecting information from various sources, game mechanics, which is a familiar concept for the younger generation, came up as a key solution to this project. Figure 15 was created while exploring the most effective functions that could be used in the FUNDoggy app. These contents are deeply related to game mechanics, which is connected to basic human desires. To entice people more effectively, it was necessary to seek ways to combine these contents with social networking services. Also, it was important to create an environment that engages people enough for them to want to consistently access the FUNDoggy application.

*Figure 15. Contents Idea Diagram*
Idea Sketches and Notes

Notes and sketches (Figure 16) have been made throughout the whole design process to support the thinking process. They helped develop abstract ideas into specific concepts. Visual style, icons, layout, work flow, contents, and all user interfaces in the app were explored through these sketches and notes.

Figure 16. Sample of idea sketches and notes
Figure 17. Sample of idea sketches and notes
Identity, Typography, and Color Choice

The app icon is the first impression people get of the app when they browse the app store. Having a striking app icon will help entice people to explore the app’s detail page and may lead them to download the app. An effective app icon needs include a visual that is representative of the app. It needs to be easy to read, but use of words should be avoided. Developing a simple graphic representation which can make people remember the app was the most important consideration. In a sense, the name of the app is important as well. Therefore, considerable time was spent on determining the name of the app and designing the app icon.

First, a list was made with project-related keywords to allow trying different combinations of each word. At the beginning of the project, the name FunDogRaising was chosen. However, to shorten this long name, it has been changed to FUNDoggy, which is the combination of three keywords: dog, fun, and fundraising.
Figure 18. Graphic identity ideation
Type Studies

Considerable research went into choosing typefaces. Because serifs are usually small and thin, they sometimes don’t display well on pixel-based screens. Sans serif fonts were chosen to ensure a clear and simple display. Another consideration was finding fonts that match the message and purpose of FUNDoggy, which is friendly and playful. Finally, three typefaces were selected that can appeal to the target audience of FUNDoggy.

1. Noto Sans
2. cocogoose
3. Frutiger LT Std

Color Studies

Several different color palettes were explored for the FUNDoggy identity. The color of green symbolizes harmony, stability, and hope. It is also the most restful color for the human eye. The color of blue symbolizes trust, loyalty, and calmness. It is considered beneficial to the body and mind.
Cocogoose was chosen for the typeface, and green was selected for the primary color after exploration and usability testing.
Colors

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Typeface

Cocogoose

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
Figure 21.
App icon example
Paper Prototype

Before making a detailed wireframe, paper prototypes (Figures 22–24) were developed to reduce misinterpretation and to test the contents, page layout, and functionality of FUNDoggy. Creating a paper prototype let me make significant conceptual changes early in the project, helping to save time.

Figure 22.
Paper Prototype1
Figure 23.
Paper Prototype2
Figure 24.
Paper Prototype3
Wireframes

Wireframes were made by using Sketch software (Figure 25). A wireframe is created for the purpose of arranging interface elements and experimenting with the navigation system.

Figure 25. Low-fidelity wireframes
Figure 26.
High-fidelity wireframes
The main concept of this application is to be a social network service (SNS) for shelter dogs. The difference between standard SNS and this app is that rather than following another user on social media, the user can do a virtual adoption. Once the user does a virtual adoption, he or she becomes the virtual parent of a specific dog. The user also can support these dogs while they wait for adoption and check on the dogs' well-being.

FUNDoggy has five different main features (Figure 27).

**Profile**

The user can see how many points they have and which tier they are in. They also can check their donation history, achievement badges, and credit card information. The tier bar will show how many points are needed to reach the next level.

**Paw Wall**

The Paw Wall is similar to the Newsfeed on Facebook. The user can meet shelter dogs here. The user can see a specific dog’s picture, the dog’s information, and how many virtual parents the dog has. The user can also do virtual adoption and quick donation from the Paw Wall.

**Search**

Users can search for specific dogs, shelters, or fosters.

**My Dog**

The user can see their dogs and visit their page here.

**Donation**

Animal shelters can do fundraising here. For example, they can do long-term fundraising to help reach their year-end goal, or short-term fundraising to raise surgery fees for sick and injured animals. All users can participate in these fundraising activities and reach the goals together.

**Community**

Users can see the leaderboards, send points to their friends, or invite friends.
FEATURES

PROFILE
Check points, level, collections, donation history

PAW WALL
Virtual adoption, share, donate to dogs

SEARCH
Search dogs, shelter, or fosters

MY DOG
Check your adopted dogs

DONATION
Donate to shelter, specific fundraising efforts

COMMUNITY
Invite friends, leaderboard, send points

Figure 27. App contents
Home, Loading

*Figure 28.* Final Prototype (page 79 - 106)
Onboarding pages

Virtual Adoption
You can be a virtual parent and support your dog while they wait for adoption and check on your dog's well-being.

Donate & Share
You can donate money to specific dogs or animal shelters. You can also share your giving with others through social media.

Be Their Best Sponsor
Wonderful dogs are waiting for your help. Adopt them. Love them!
Signup

Click here to register as a foster or organization

SIGN UP
Signup - Details

![Signup Details](image_url1)

Create an account

- **Name**: Naayul
- **Email**: skdbt90@gmail.com
- **Password**: ********
- **Phone**: 12345678

Registering means that you accept our Terms and Services.

*Final Prototype*
Paw Wall, Menu
Paw Wall - Big Grid, Small Grid

Lucy 🐶 South Side Animal Shelter, IN 1h ago

Hi There! My name is Lucy.
Please be my virtual parents!

Max 🐶 NKLA Pet Adoption Center, LA 44m ago
Paw Wall - Detail page from small grid

Hi, my virtual parents!
Dress up! It's Sunday!
Paw Wall - Detail page from small grid - Share

Hi, my virtual parents!
Dress up! It's Sunday!

Hi, my virtual parents!
Dress up! It's Sunday!

Link copied to clipboard
OK
Paw Wall - Detail page from small grid - Virtual Adoption

Do you want to virtually adopt this dog?

No  Yes

Hi, my virtual parents!
Dress up! It's Sunday!

Hi, my virtual parents!
Dress up! It's Sunday!
Paw Wall - Individual Page - Donation Options, Quick Donation

Mini ♀
Pomeranian, 2 y/o
Lollypoop Farm, Rochester, NY

13 Posts
46 Virtual Parents
137 Shares

Quick Donation
Make a Donation

Insufficient funds

Duration
Payment Info
Review

1 Day $0.50
1 Week $2.50
1 Month $10.50
3 Months $30.00
6 Months $60.00
1 Year $120.00

If the dog finds a new home, transfer remaining funds to

- Another dog
- FUNDoggy points
- Animal Shelter

Next
Quick Donation - Process 1

Quick Donation

Duration | Payment Info | Review
---|---|---
1 Day | $0.50 |
1 Week | $2.50 |
1 Month | $10.50 |
3 Months | $30.00 |
6 Months | $60.00 |
1 Year | $120.00 |

If the dog finds a new home, transfer remaining funds to

- Another dog
- FUNDoggy points
- Animal Shelter

Payment Methods

- Credit Card
- PayPal
- Points

Next

Next
Quick Donation - Process 2
Quick Donations - Failure, Success

Your transaction could not be processed. Please try again.

Go back

Your donation will help to improve the life of your dog.

OK
Quick Donation- Achievement sticker

Paw Wall

Message Donate now Virtual Adopt Share

Insufficient Funds

Congratulations!
You've got a Cap Pomeranian sticker.

OK

Pomeranian, 2 y/o
Lollypop Farm, Rochester, NY

13 Posts 46 Virtual Parents 137 Shares
Profile - Activities

Level 10
Yu Ri Na

Volunteer 3,232 PTS 7,000 PTS

Activity

Date	Activity	Earned
Oct 17 8:08 am	Got a new face badge - Cap Pomeranian
8:34 pm	You donated $10.50 to Mini
8:34 pm	You did virtual Adoption of a Mini
10:50 am	You got an achievement trophy - Good Sharer
5:12 pm	You shared Tom's photo
10:56 am	You got an achievement trophy

Edit Profile
Take Photo
Choose from Gallery
Choose from Achievement Badges
Delete
Profile - Achievement Collections

- **Badge**
  - Level 10
  - Level 20
  - Level 30
  - Level 40
  - Bronze Medal
  - Silver Medal
  - Gold Medal
  - Good Sharer
  - Great Sharer

- **Sticker**
  - 5/32

- **Bronze Medal**
  - 09/13/2016
  - Supported 30 dogs to find their home
  - +250 PTS

- **Share**

- **Leader**

- **Fantastic Sharer**

- **Friend**

- **Great Sharer**
Profile - Donation History, Register Credit Card

Total Donation: $325

Donation Graph for October 2016
Search

Search for
- Any
- Shelter
- Foster

Name
Any name or input a name

Location
Any Location or Input a Zip code

Gender
- Any
- Male
- Female

Age
Any

Breed
Any

Search

Your search will show purebreds and mixes of the breed you select as well as similar pets.
Search - Dropdown, Searching

Search

? Age

- Any
- Puppy (less than 1 y/o)
- Young (1-5 y/o)
- Adult (5-10 y/o)
- Senior (more than 10 y/o)

Breed

- Any

Search

We're searching...

Final Prototype
My Dog

Search by Name

Abel
Ace
Aelius

Austin
Baba
Bolla

Boo
Bozo
Byron
Donation - List, Access Location Services

- Tommy needs leg surgery
- Fundraising for Animal Rescue - ...

Current donations:
- $3150.00
- $1,345.00

Target:
- $7500.00 (42%)
- $2,000.00 USD (67%)

Location Services prompt:
- "FUNDoggy" would like to use your current location
- Options: Don't Allow, OK
Donation - Map

1. Toys for Paws
   Irondequoit, NY, 15mi
   Target: $200.00 USD
   99%

2. Fundraising for Animal Rescue
   Fairport, NY, 13mi
   Target: $2,000.00 USD
   67%

3. Tommy needs leg surgery
   Rochester, NY, 5.6mi
   Target: $7500.00 USD
   42%
Tommy needs leg surgery

Hi, my name is Tommy and this is my story. I am a loving Bergamasco dog who was abandoned and left in a garden in the cold and dark on a wet and windy night. Sadly, I was abandoned because I have a problem with my front legs, they are both deformed.

I’m staying at the emergency vets at Rutland House where I’m loved and cared for by all the loving staff here.

Thankfully I was referred to the best Orthopaedic Surgeons available in Surrey.

After being assessed, I am going to need lots of surgery to firstly try to straighten my legs from my elbows to my wrists to enable me to stand on my own 4 feet...for the first time. This is only the start and I know I will be in the hands of the vets for long periods of time. This will sadly cost a lot of money to help me get better and I was hoping that you could help with the costs for my surgery and after care.

Thank you all.
Donation - Detail Page - Donor

33d 2h left  Donate now  Added  Share

$3,150 raised of $7,500 goal  42%

Raised by 1,342 people

- Eissa Yi
  New Jersey
  1h ago
  $120

- Yu Ri Na
  New York
  1h ago
  $15

- Chang Hee Lee
  Chicago
  2h ago
  $10

- Eric Brown
  San Francisco
  3h ago
  $5
# Community - Leaderboard

<table>
<thead>
<tr>
<th>Rank</th>
<th>Username</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tiffany Yoon</td>
<td>103,223 PTS</td>
</tr>
<tr>
<td>2</td>
<td>Graham White</td>
<td>123,432 PTS</td>
</tr>
<tr>
<td>3</td>
<td>Jeniffer</td>
<td>90,321 PTS</td>
</tr>
<tr>
<td>4</td>
<td>Alice Yi</td>
<td>90,112 PTS</td>
</tr>
<tr>
<td>5</td>
<td>Alex Hao</td>
<td>89,321 PTS</td>
</tr>
<tr>
<td>6</td>
<td>Chang Hee Lee</td>
<td>89,209 PTS</td>
</tr>
<tr>
<td>7</td>
<td>Eric Brown</td>
<td>88,986 PTS</td>
</tr>
<tr>
<td>8</td>
<td>Faith Smith</td>
<td>86,231 PTS</td>
</tr>
<tr>
<td>9</td>
<td>Graham White</td>
<td>85,555 PTS</td>
</tr>
<tr>
<td>10</td>
<td>Graham White</td>
<td>85,554 PTS</td>
</tr>
<tr>
<td>11</td>
<td>Graham White</td>
<td>3,232 PTS</td>
</tr>
<tr>
<td>12+</td>
<td>Yu Ri Na</td>
<td>3,232 PTS</td>
</tr>
</tbody>
</table>
Community - Friends

Figure 28. Final Prototype (page 79 - 106)
Summary
Usability Testing and Results

Usability Testing

Usability testing was conducted to evaluate the FUNDoggy app and collect feedback from the target audience. Four instances of usability testing were conducted during the whole project, and four different methods of usability testing were employed.

Paper prototype usability testing (Figure 29) was completed in the initial phases of the project. The purpose of this test was to evaluate the initial concept and observe the reaction to the overall interface of the app. This simple test had an important role in determining the initial concept of the FUNDoggy app. Through this test, the target device for FUNDoggy was changed from iPad to mobile devices, and the concept of the app was changed from game to gamification. Moreover, the problem of the limitations of gathering information and photos of all shelter animals was realized in this stage. Therefore, the focus of the app was reduced from all shelter animals to shelter dogs.
In the middle of the project, simple usability was studied at the 2015 Imagine RIT festival. In this study, users answered a simple questionnaire (Figure 30) about the overall concept and navigation of the app.

![FUNDoggy Satisfaction Questionnaire](image)

**Figure 30.**
Sample of Second Usability test
Finally, two different usability testings were conducted at the 2016 Imagine RIT festival and in my working area (Figure 31). Verbal and written feedback was provided by a variety of users within target audience and by UI/UX designers.
Figure 31.
Final Usability Test
Nine tasks were provided to users to explore the concept, terminology, navigation, contents, page layout, and functionality of the FUNDoggy app. An interactive prototype and demonstration video were displayed with the task sheet and questionnaire (Figure 31) to collect feedback.

9 Tasks

Task 1: Sign up
Task 2: Virtual adoption
Task 3: Quick donation
Task 4: See “Lollypop Farm” shelter location
Task 5: Search something
Task 6: Check donation graph on the Profile menu
Task 7: Search “Luffy” on “My dog” menu
Task 8: Look over Donation page
Task 9: Look over Community page
### FUNDoggy - Fundraising Application for shelter dogs

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. It was easy to learn to use this app.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>2. The concept of this app was clear.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>3. The menu items were well organized and functions were easy to find.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>4. All of the functions I expected to find in the menus were present.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>5. I would imagine that most people would learn to use this system quickly.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>6. Whenever I made a mistake using the app, I could recover easily and quickly.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>7. The information provided with this system was clear.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>8. The organization of information on the screens was clearer.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>9. I liked using the Interface of this system.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>10. This system has all the functions and capabilities I expect it to have.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Overall, I am satisfied with this system.</td>
<td>○ ○ ○ ○ ○</td>
</tr>
</tbody>
</table>

**Overall Comments**

**Overall UX:** Overall very well thought out and constructed. A few things may need a bit more explaining for new users, for example as a new user I don’t quite know what the responsibility of “virtually adopting” a dog means, but I understand everything once I go to the dog’s specific profile page and see the options available.

**Navigation:** I really liked the “donation” section of the app also, great way to give visibility to local shelters, fundraisers for specific dogs, etc. The visual design / illustration style is beautiful!

**Contents:**

---

**Figure 32.** Sample of final usability test

The complete set of questionnaires can be found in Appendix A2.
Results

Overall, results were extremely positive and encouraging. However, some problems were discovered during usability testing. Below are select findings from the final test.

**Overall UX**
Most participants liked the concept and design style.
They noted that this app is enjoyable to use, easy to follow, clean, simple, and well organized.
Users said that the app’s UI and UX are great and most flows of the app work with normal expected behaviors.

**Navigation**
Most participants completed their tasks well without any problems.
There was a problem when some participants tried to find shelter information. They didn’t know it is clickable.

**Contents**
Some people said the terminology of “Quick Donation” was confusing. They thought it was a subscription option.
They wanted all links to work on the Invision interactive prototype.
One participant said he didn’t understand the responsibilities involved in virtually adopting a dog at first.
Users liked they could see local shelters and specific fundraisers for individual dogs on the Donation menu.
Some changes were made as a result of the usability test findings. For example, the Shelter button developed to be more distinct from background (Figure 33).

Figure 33. Changed shelter button
The terminology of “Quick Donation” was changed to “One-Time Donation” (Figure 34).

**Figure 34.** Changed Donation Option
Final Demonstration Video

An Invision prototype cannot show detailed transitions from screen to screen or detailed interactive animations of each visual element. The FUNDoggy app demonstration video (Figure34) was made to offset this limitation of the Invision prototype. This approximately four-minute video was made of animations of each content area. This video is suitable for usability testing, but it is not sufficient for a blog or web portfolio because of its long length and large file size. Therefore, these animations should be displayed with each individual gif animation when uploaded to a blog or web portfolio.

Examples can be found at the links below.

Link to FUNDoggy app gif animation:
https://dribbble.com/naaayul/projects/464727-FUNDoggy

Link to FUNDoggy app demonstration video:
https://youtu.be/Nay2dynsVFI
Figure 35. Some snapshots of the FUNDoggy demo video
Conclusion
Conclusion

Two keywords of this project—gamification and social network services—have already been extensively praised for their extreme effectiveness as marketing tools. Therefore, numerous companies are trying to use them to increase their sales and profit. By contrast, most nonprofit animal shelters are still using old fundraising methods such as direct mail appeals, newsletters, and special outdoor events to attract donors.

This project was begun with the thought that fundraising methods should evolve to meet a new generation, using methods that help young people engage with charitable giving. This abstract idea became actualized through a comprehensive research and ideation process, and it became well-developed through four usability tests. As more research was done, the concept and idea underlying the app was changed often, and more in-depth research was needed. After the first usability test, the target device of the app changed from iPad to mobile device to help users access the app more quickly and easily. Furthermore, there were two notable visual changes to ensure the consistency of all visual elements and the concept of the app.

When the last usability test was conducted after the full research, design ideation, and design development process, overall feedback from target users was overwhelmingly positive. They were happy and satisfied to use the app and most answered that they would like to use the app. They also took a profound interest in helping shelter dogs. These reactions indicate a good start to evolving the charitable giving system in America. If some considerations are implemented in the future, this app will expected to play a significant role in helping to evolve and innovate within American giving culture.
Future considerations

Vicky Pape, the director of development for Lollypop animal shelter, was interviewed for this project; she was highly optimistic about the app. However, she was concerned that it would create an unrealistic work load for each animal shelter, as they need to manage all of their dogs’ individual pages. For the most part, shelters don’t have many workers because most of them are nonprofit organizations. Thus, it will be necessary to search for a method to reduce the workload for each shelter in the future.

Second, the most important thing for donors is tracking where their money is and how their money is helping dogs. Of course, they can keep watching their dog’s posts through FUNDoggy app and check on their dog’s well-being, but this may not give satisfaction to all donors. Most animal shelters send their annual report to their donors every year. However, with FUNDoggy, it is not easy to show annual report, since the app serves numerous animal shelters and individual fosters all over the world. Finding a way to show some kind of annual report is needed.

Finally, the focus of FUNDoggy is limited to shelter dogs, but this app has the potential to be used for any shelter animals to encourage and spur interest in the culture of donating.
Appendix
A1. Thesis Proposal

FunDogRaising:
Designing a strategic application using gamification for charity fundraising app for a nonprofit animal shelter

Yuri Na

School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology
MFA Visual Communication Design
Feb 24, 2016
Thesis Proposal for the Master of Fine Arts Degree

Rochester Institute of Technology
College of Imaging Arts and Sciences
School of Design
MFA Visual Communication Design

Title: FunDogRaising:
Designing a strategic application using gamification for charity fundraising app for a nonprofit animal shelter

Submitted by: Yuri Na
Date: Feb 24, 2018

Thesis Committee Approval:

Chief Thesis Adviser: Nancy Ciolek, MFA Visual Communication Design

Signature of Chief Thesis Adviser
Date

Associate Thesis Adviser: Chris Jackson, MFA Visual Communication Design

Signature of Associate Thesis Adviser
Date

Associate Thesis Adviser: Lorrie Frear, MFA Visual Communication Design

Signature of Associate Thesis Adviser
Date

MFA Thesis Candidate: Yu Ri Na

Signature of MFA Thesis Candidate
Date
2016 Thesis Proposal

Contents

1. Abstract
2. Situation Analysis
3. Problem Statement
4. Review of Literature
5. Design Ideation
6. Methodological Design
7. Implementation Strategies
8. Dissemination
9. Evaluation Plan
10. Timeline
11. Bibliography
Abstract

The proliferation of new media is rapidly changing the world of philanthropy and new attempts to find effective methods of fundraising and developing relationships with donors are needed. Furthermore, today’s trends indicate that the amount of giving by individuals has increased gradually, but the generation gap in donors is getting bigger.

Fundamentally, this thesis project will seek effective ways of attracting young donors and show how to maintain a continuous connection with them by using today’s trending business and marketing buzzword, “Gamification”. A Game’s entertaining elements, problem-solving challenges, interactive experience, and customer loyalty improvement are expected to make significant synergy when it is merged with fundraising. There is also a need for an in-depth exploration of existing fundraising methods, where user interviews and surveys will be employed to identify the underlying problems. Finally, this study presents an understanding of game mechanics and outlines its strategic plan for a new fundraising app, designed for a nonprofit animal shelter to encourage pet adoption.

Through the analysis, this thesis project suggests solutions and ideas for a better UX design of a fundraising app which can engage people and draw their attention. Finally, based on this study, further research is required that reinforces role of a fundraising app for making a better world.

**Key words:** Graphic design, UX design, UI design, Philanthropy, Charity, Online Fundraising, Fundraising App, Gamification, App design

**Web blog:** http://yuri-na-thesis.tumblr.com/
Situation Analysis

The long history of philanthropy has ensured that the practice is now deeply rooted in the American culture; moreover, it has increased steadily through the years, as it has been influenced with factors such as market forces, public policies, and digital technologies. Today, the proliferation of new media is rapidly changing the world of philanthropy. For this reason, various attempts have been made to seek effective fundraising methods for nonprofit organizations by using new media methods.

In 2014, the ALS Ice Bucket Challenge had great success. The videos were posted online and they contained images of happy participants that were being drenched and donating their money to help others. Seemingly, these videos played an important role in motivating others to do the same. By this great example, we have known that integrating gamification into fundraising can make it more engaging and rewarding for target audiences; in addition, it benefits nonprofit organizations that may depend on such donations.

The concept of gamification is expected to be a great medium for this study. Gamification is the process of solving problems and engaging users by incorporating game thinking and game mechanics. Today, people can easily engage in a game without the limitation of time and space by using personal digital media. Subsequently, they become accustomed to mechanisms used in the game. This learning leads them to apply the game's entertaining elements, problem-solving challenges, interactive experience, and customer loyalty improvement to a non-game context.

Moreover, good game mechanics such as points, levels, challenges, virtual goods, gifting and charity, and leaderboards can
help people interact with their basic human desires; further, it covers parts of intrinsic and extrinsic motivation. When building such games, they ought to be made more engaging and rewarding for target audiences to encourage them to help non-profit organizations.
Problem Statement

According to a new report by the Charities Aid Foundation (CAF) and Bristol University, the amount of money that donors give to charity has increased between the years 1978 and 2010. Interestingly, more than half of all donations to charity are made by those aged over 60 years. Indeed, this statistic shows the difference in the generation gap that seems to be growing. For this reason, a new paradigm that would apply familiar concepts for those aged under 30 is needed to encourage and spark interest in the culture of donating. Despite the fact that the culture has grown over the years, there could be concerns that the younger generation is not embracing it as compared to the older generation. Hence, for nonprofit organizations to continue growing and benefiting unfortunate people, the culture ought to be encouraged among youth. Since youth have been known to be affiliated with game mechanics and digital media, inventing a gamification app that speaks to the importance of donating ought to be encouraged too.

Tim Longfoot, managing director of the agency Open Fundraising, said that 20 percent of online donations come from mobile devices, notably smartphone and tablets. Also, one recent study from Blackbaud suggests that 62% of generation Y aged 18-32 as of 2013 would give money by mobile device. Therefore, social media sites, SMS messages, and QR codes are becoming more and more important for generating donations to nonprofit groups, but nonprofits need to improve their handling of donations made from mobile phones.

The goal of this study is to design a strategic application plan using gamification for a fundraising app for a nonprofit animal shelter in order to promote young people to engage in charitable giving. This will demonstrate how design can present the opportunity to
narrow the gap of participation of charitable giving between aged over 60 and aged under 30. In the same way, the aim is to reduce this generational gap in order to make it possible for many people to practice the culture of giving.

This thesis study will concentrate on discovering and applying effective game mechanics which are proper to fundraising. Therefore, this study is expected to brew significant synergy of combining game mechanics with an online fundraising app. In other words, the aim is to build an app that enables young people to know the importance of giving and involve them in games that support the act of donating.
Review of Literature

1. Gamification
2. UX/UI Design
3. Philanthropy
4. Fundraising
5. Psychology
6. Marketing Campaign
Gamification Book

Gamification by design
By Zichermann, Gabe, Cunningham, Christopher
O'Reilly Media. 2011

This book explains the basics of design strategies and tactics of integrating game mechanics into any kind of consumer-facing website or mobile app. This book is written for people who want to know about gamification but who may be unfamiliar with the term. This book is an introductory path for understanding player behaviour and the mechanics of motivations in playing a game repeatedly and extending those concepts to more varied fields. The book also provides some case studies and gaming codes for people who are not familiar with this concept. This book provides a useful study of understanding the process of game-thinking and game mechanics to engage users and solve problems.

Game On: Energize Your Business with Social Media Games
By Radoff, Jon

This literature explains how techniques of social games can be used by businesses as money-making tools. By showing real-world scenarios as examples, it reviews what works and what doesn't. The book also guides the process of game design while focusing in the design analysis, and creation for game designers. Using this book as a reference is the way to figure out process and details of game design and how social games can be put into my project.
Gamification

Gaming can make a better world
Jane McGonigal
Filmed February 2010 at TED2010
https://www.ted.com/talks/jane_mcgonigal_games_that_can_make_a_better_world"}8684

Jane McGonigal is a game designer and who has been making games online for 10 years. Her goal for the next decade is to make it as easy to save the world in real life as it is to save the world in online games. She shows several games she made and explains game mechanics and psychology about game players.
Gamification and service marketing
By Roger Conaway* and Mario Cortés Garay
School of Business, Monterrey Institute of Technology, Campus
San Luis, San Luis Potosí 78216, Mexico. November 4, 2014

This journal illustrates the development of the gamification concept with business applications. The journal can help company managers who wish to use a gamification platform to their project in the future. The authors demonstrate four possible features in gamification platforms that the authors found by the survey results. Studying this scholarly journal can assist to prove a great research possibility of my subject matter by showing today's hottest business buzzword gamification with specific statistics and surveys. Also, the journal can help to find some connections between gamification and marketing areas and it supports to figure out effective way to apply concept of the gamification to marketing campaign.
UX/UI Design

Book

Designing Apps for success: Developing Consistent App Design Practices
by David, Matthew, Murman, Chris
Taylor and Francis, February 2014

This book provides more sophisticated experiences and skills in mobile application development, responsive web design, and cross-platforms to web and app developers and designers. It can be a good guide to the app design process from getting started with ideas, learning technologies that one can use to build an app, and how to promote the app.

Don’t make me think
by Steve Krug
Peachpit, 2000

This book is mainly about human-computer interaction and web usability. Krug provides many before and after examples to show how a few changes can enhance a Web site’s usability. The illustrations reinforce the concepts covered as well as how visitors use and read a Web site. This book will help to design an effective app for my target audiences.

User Experience Design
by Luke Miller
Grand Central Publishing, January 6th 2015

Luke Miller is a user experience designer and researcher living in Brooklyn. He has great insight into the mind of the user as well as responses that are apt and appropriate. His examples are approachable and incredibly informative. With the real life examples and reflection on UX practices, this book helps prepare the reader to be a successful UX designer.
Philanthropy

Book

Creative Philanthropy: toward a new philanthropy for the twenty-first century

By Anheier, Helmut K..
London; New York: Routledge, 2006

This book demonstrates a brief history of conventional philanthropy and current creative philanthropy. Moreover, it compares creative and conventional philanthropy for analysing weak point and strong point for emphasizing necessity of creative foundation. In my study, I need background knowledge of America philanthropy to understand my subject matter. This book will enable to better understand philanthropy and fundraising system.
Fundraising Book

Yours for the Asking: An Indispensable Guide to Fundraising and Management
By Levy, Reynold
Hoboken, N.J.: John Wiley & Sons, c2008

This book explains how to power up fundraising and how to persuade people to give money—lots of money—to worthy causes. It should be required reading for boards of directors and senior staff of non-profit organizations for exploring an organization’s future in fundraising and understanding its long-term trends. There are many lessons to be learned from the author’s fundraising experiences, and I could apply some of these lessons to my project.

250+ Fundraising Ideas for Your Charity, Society, School and PTA
By Paige Robinson

This book is an essential book for anyone raising money for variety areas. It contains over 250 practical and effective fundraising ideas. This book also looks at how to use outside businesses effectively as well as social networking sites and the Internet. The author is an avid fund-raiser for her children’s primary school, local hospice and national charities. Based on her experiences, this book not only shows how to raise money for non-profits but will also give inspiration for other fund-raisers with their money raising activities.
7 ways games reward the brain
By Tom Chatfield
Filmed July 2010 at TEDGlobal 2010
https://www.ted.com/talks/tom_chatfield_7_ways_games_reward_the_brain/transcript?language=en#t=505000

Tom Chatfield thinks about games — what we want from them, what we get from them, and how we might use our hard-wired desire for a game’s reward to change the way we learn. In his speech, he shows how people can take lessons from games and use them outside of games. He says the importance of "engagement". It’s about how individual engagement can be transformed by the psychological and the neurological lessons we can learn from watching people that are playing games.
Marketing Campaign

Book

The Best Digital Marketing Campaign in the World 2
By Ryan, Damian
Kogan Page Ltd. March 2014

This book delivers a diverse and educational range of digital marketing experiences to the readers. It shows 40 well-organized in-depth case study of digital marketing. It pinpoints main keys to make successful campaign by showing each of the campaign’s detailed target audience, descriptor, goals, budget, action, results and lessons. This will be a valuable resource for my research to investigate how to make a successful campaign.
Design Ideation
Design Ideation

Brainstorming/ Idea sketches
Design Ideation

Brainstorming/ Idea sketches
Design Ideation

Brainstorming/
Idea sketches
Design Ideation

Brainstorming/
Idea sketches

- Human Desires
- Game Mechanics

- Altruism
- Gifting & Charity
- Virtual Goods
- Self Expression
- Socialize
- Community
- Leaderboards
- Competition
- Goals
- Collection
- Reward
- Achievement
- Cooperation
Design Ideation

Concept

Unicef Tap Project

The unicef tap project app challenged users to go without their phones to help provide clean water to children in need.
Design Ideation

Concept

FUNDog Campaign - Outdoor

Attach campaign poster to wall, bus stop, building, and busy places in the Rochester area. Individuals can scan QR code on the poster, then they can download the app. When people who have the app scan QR code on the poster, they can see the story of dogs and collect some points.
Design Ideation

Concept

FUNDog Campaign - Online

Use online banner advertisement which is linked to the app promotion page.
User can download the app from the page.
Design Ideation

Concept

FUNDog Campaign Poster

Different abandoned dogs with different stories.
People can find them here and there in their area.
Design Ideation

Wireframe
## Design Ideation

### Wireframe

**FUNDog App Wireframe**

The main concept of this app is Dog SNS. The difference between standard SNS and this app is that rather than following on social media, the user can do virtual adoption. Once the user does virtual adoption, they become virtual parents of a specific dog. They also can support these dogs while they wait for adoption and check on the dogs’ well-being. The app has 5 main menus.

<table>
<thead>
<tr>
<th>Profile</th>
<th>The user can see how many points they have, and which class they are in. They also can check their donation history, achievement badges, and tier bar. Tier bar will show how many points are needed for the next class.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dogwall</td>
<td>The Dog wall is similar to Newsfeed on Facebook. The User can meet dogs in a shelter here. The User can see a specific dog's picture, the dog's information, and how many virtual parents dog has. They also do virtual adoption and quickly donate.</td>
</tr>
<tr>
<td>My dog</td>
<td>The user can see their dogs and visit their page here.</td>
</tr>
<tr>
<td>Donation</td>
<td>Animal shelters can do fundraising here. For example, they can do long term fundraising for reach their year end goal, or short term fundraising for raise surgery fees for sick and injured animals. All users can participate in these fundraising activities and reach the goals together.</td>
</tr>
<tr>
<td>Community</td>
<td>Users can see the leaderboard, send some points to their friends, or invite friends.</td>
</tr>
</tbody>
</table>
Design Ideation

Concept Flow Chart
Design Ideation

Concept Flow Chart

- Profile: See the tier, Donation History, Achievement Badges
- Dogwall: Each page
  - Social Adoption
  - Quick Donation
- My dog: See my dog, Favorites
- Donation: Leaderboard
- Community: Friends, Invite Friends
Methodological Design

Approach / Process

Gather information on how to raise money for an animal shelter.

Select an appropriate animal shelter in Rochester, NY.

Interview animal shelter about fundraising methods.

Interview people about their experiences about donation.

Research game mechanics and application methods.

Figure out which game mechanics can be effectively used.

Design identity, app, and campaign that will inform, promote, provoke, and motivate the audience to adopt animals and donate money.

Design visual elements which can attract young donors and keep drawing their attention.

The app will direct a new approach and provide an interest of abandoned animals.

Create final design application for print, web and mobile.

Receive feedback from advisors, instructors and peers.

Evaluation by online survey, in-depth interview, and usability testing.
Target Audience

The main target audience for this project will be aged between 18–30 who is interested in animal welfare and who is familiar with using digital devices.

Persona A

Name
Greg Walters

Gender
Male

Information
Greg is 18 years old and lives in Chicago. He is a student of the university of Chicago. Greg is an active person who likes to play social games with friends. He is always online on Facebook and WhatsApp. He sometimes does volunteer work at a non-profit organization. He really loves dog but he does not have any pet. He usually participate in social campaign to share it with his friends.

Goals / Needs
He enjoys winning and being at the first rank.
He plays social games when he is bored and likes to challenge friends.
He wants to find more meaningful things to do while using digital devices.
He wants to share his meaningful work on his Facebook page.

Technology
Laptop, desktop, smart phone and tablet user.
He used to play console game and mobile game.
<table>
<thead>
<tr>
<th><strong>Target Audience</strong></th>
<th>The main target audience for this project will be aged between 18–30 who is interested in animal welfare and who is familiar with using digital devices.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Persona B</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Name</strong></td>
<td>Isabella Anderson</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td>Female</td>
</tr>
<tr>
<td><strong>Information</strong></td>
<td>Isabella is a dog lover who is really interested in pet fundraising. She donates money to non-profit animal shelters every month. She has participated in lots of different outdoor fundraising events. Now, she is looking for another new way to donate and wants to recommend it to her child. She is 28 years old and lives in Rochester, NY. She is a middle school teacher and has two children.</td>
</tr>
<tr>
<td><strong>Goals / Needs</strong></td>
<td>She wants to find out easy donation method to recommend to her children. She wants to find new interesting method of donation. She wants to keep tracking her charitable giving history and accomplish goals. She wants to check information about updated animals in animal shelters and wants to give some help for them.</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>Laptop and smart phone user. Not really familiar with using digital devices.</td>
</tr>
</tbody>
</table>
User Scenario

Greg Walters

Found campaign poster on the street.
Scanned QR code on the poster.
Installed FunDogRaising App.
Checked animal information and read their stories.
Tried to find more campaign poster in his town.
Gained points and achieved upgraded tier.
Completed the donation goal with other people.
Felt a sense of accomplishment.
Shared his charitable giving history on Facebook.
Some of his friends engaged in using the app.
Wanted to be the first rank on the leaderboard.
Used the app everyday to get some points.
Software

Branding identity – Photoshop, Illustrator, InDesign

App prototype – Photoshop, Illustrator, InVision

Website demonstration video – After Effects, Audition

Landing page design – Photoshop, Illustrator, InDesign, Muse
Implementation Strategies

Research Planning

This thesis project requires a knowledge of both fundraising and game mechanics. I will study deeply about process, history, features and methods of fundraising. Also, by doing interviews with a member of an animal shelter, figure out what they do for encouraging pet adoption, how to attract donors, and how they use contributions. Furthermore, I will thoroughly study the game mechanics and how to apply them for fundraising.

Contact Planning

I plan to meet with the committee members at least twice a month, to get feedback. I will upload my solutions in my blog once a week.
Dissemination

I plan to upload my research, feedback and ideation process by posting it on my thesis blog, http://yuri-na-thesis.tumblr.com. I will submit my final project to various competitions online, social networking websites, conferences, and organizations.

Competitions
AIGA, Adobe Achievement Awards, Communication Arts
Student competition

The Internet
Blog
Personal Social Media
Behance.net
Web Portfolio

Imagine RIT

Evaluation Plan

I will test usability on a group from my target audience in multiple stages of my design implementation. I will do both quantitative and qualitative research in the form of an online survey and face-to-face interview with target audiences. User testing will also be implemented to make sure that my applications are usable and comprehensive.
Timeline
Bibliography

A2. Usability Questionnaires

Occupation
Gender
Age

Task 8: Look over Fundraising around you in donation page
Task 7: Search “Luffy” on “My dog” menu and go to his page
Task 6: Check donation graph on the profile menu
Task 5: Search something
Task 4: See “Lollipop Farm” shelter location
Task 3: Quick Donation
Task 2: Virtual Adopt
Task 1: Sign up
<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>It was easy to learn to use this app.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>The concept of this app was clear.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>The menu items were well organized and functions were easy to find.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>All of the functions I expected to find in the menu were present.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Whenever I made a mistake using the app, I could recover easily and quickly.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>The information provided within this system was clear.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>The organization of information on the screens was clear.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>I liked using the interface of this system.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>This system has all the functions and capabilities I expected it to have.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Overall, I am satisfied with this system.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Figure 4.9: Fundraising Application for shelter dogs

Usability Questionnaires

1. Overall, I am satisfied with this system.
2. I liked using the interface of this system.
3. Whenever I made a mistake using the app, I could recover easily and quickly.
4. All of the functions I expected to find in the menu were present.
5. The menu items were well organized and functions were easy to find.
6. The concept of this app was clean.
7. The organization of information on the screens was clear.
8. The information provided with the system was clear.
9. This system has all the functions and capabilities I expect it to have.
10. Overall UX - Overall, this application was easy to use.

Comments - Please attach a note if you have any comments.
Usability Questionnaires

Overall Comments

1. I was satisfied with the system.
2. The system handles all the functions and capabilities I expected to have.
3. I liked using the interface of this system.
4. The organization of information on the screens was clear.
5. The organization provided with this system was clear.
6. Whenever I made a mistake using the app, I could recover easily and quickly.
7. I would recommend this most people would learn to use this system quickly.
8. All of the functions I expected to find in the menus were present.
9. The menu items were well organized, and functions were easy to find.
10. The concept of the app was clean.

1. It was easy to learn to use this app.
2. The concept of the app was clear.
3. The organization of information on the screens was clear.
4. The organization provided with this system was clear.
5. Whenever I made a mistake using the app, I could recover easily and quickly.
6. I would recommend this most people would learn to use this system quickly.
7. I liked using the interface of this system.
8. The system handles all the functions and capabilities I expected to have.
9. I was satisfied with the system.
10. Overall, I am satisfied with this system.

Fundoggy - Fundraising Application for shelter dogs
Usability Questionnaires

Overall Comments

1. I was easy to learn to use the app.
2. The concept of this app was clear.
3. The menu items were well organized and functions were easy to find.
4. All of the functions I expected to find in the menus were present.
5. I would immediately know what people would learn to use this system quickly.
6. The information provided with this system was clear.
7. The organization of information on the screen was clear.
8. I liked using the interface of this system.
9. The system had all the functions and capabilities I expected it to have.
10. Overall, I am satisfied with this system.

Agree  Strongly Agree  Disagree  Strongly Disagree

1  2  3  4  5
Usability Questionnaires

Overall Comments

1. I was easy to learn to use this app.
2. The concept of this app was clear.
3. The menu items were well-organized and functions were easy to find.
4. All of the functions I expected to find in the menu were present.
5. I would imagine that most people would learn to use this system quickly.
6. The information provided with the system was clear.
7. The organization of information on the screens was clear.
8. I liked using the interface of this system.
9. This system has all the functions and capabilities I expected it to have.
10. Overall, I am satisfied with this system.

Agree strongly
Agree
Disagree
Disagree strongly

FUNdoggy - Fundraising Application for shelter dogs
Task 1: Sign up

Task 2: Virtual Adopt

Task 4: See “Lollypop Farm” shelter location

Task 5: Search “Lucky” on “My dog” menu and go to this page.

Task 6: Check donation graph on the Profile menu.

Task 7: Search “Lucky” on “My dog” menu and check fundraising around your location.

Task 8: Occupation

Sex: Male

Age: 28

Write your

Usability Questionnaires
Task 5: Look over Donation page and check fundraising around your location.

Task 4: See "Rolltop Farm" shelter location

Task 3: Quick Donation

Task 2: Virtual Adopt

Task 1: Sign up

Task 7: Search "lucky" on "My dog" menu and go to this page.

Task 6: Check donation graph on the profile menu.

Task 5: Search

Write down your occupation, vision, design.

Gender: Female

Age: 8
Task 1: Sign up

Task 2: Virtual Adopt

Task 3: Quick Donation

Task 4: See “Lollypop Farm” shelter location

Task 5: Search “Something”

Task 6: Check donation graph on the profile menu

Task 7: Search “Lucky” on “My dog” menu and go to his page.

Task 5: Look over Fundraising around you on Donation page.

Occupation

Gender Male

Age 30

Jux chigrne

Kurred Frank

Usability Questionnaires
Usability Questionnaires

Occupation
UX Design

Gender
Male

Age 33

Task 1: Sign up
Task 2: Virtual Adopt
Task 3: Quick Donation
Task 4: See "Lollypop Farm" shelter location
Task 5: Search "Luffy" on "My dog" menu and go to his page
Task 6: Check your achievement medals on the Profile menu
Task 7: Search "Luffy" on "My dog" menu and go to his page
Task 8: Look over Donation page and check fundraising around your location.
175

Usability Questionnaires

...
Usability Questionnaires

Quick Donations (if the dog field still finds)
- Send Alerts to all donors
  
  New alert from list to each donors alerts
  
  From Ru options to Pet Alert changes
  
  Make all links work

1. Loading a tutorial (Helps ⇒ Help)

2. Save your giveaway → Your contributions

3. Your dogs are found → Your dogs

Quick donation field still finds
- Send Alerts to all donors
  
  New alert from list to each donors alerts
  
  From Ru options to Pet Alert changes
  
  Make all links work

Quick donation field still finds
- Send Alerts to all donors
  
  New alert from list to each donors alerts
  
  From Ru options to Pet Alert changes
  
  Make all links work

Quick donation field still finds
- Send Alerts to all donors
  
  New alert from list to each donors alerts
  
  From Ru options to Pet Alert changes
  
  Make all links work

Quick donation field still finds
- Send Alerts to all donors
  
  New alert from list to each donors alerts
  
  From Ru options to Pet Alert changes
  
  Make all links work

Quick donation field still finds
- Send Alerts to all donors
  
  New alert from list to each donors alerts
  
  From Ru options to Pet Alert changes
  
  Make all links work
# A3. Thesis Defense Presentation

**FUNDoggy**  
Mobile Fundraising Application for shelter dogs

Yu Ri Na  
December 6th

---

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<td></td>
<td>8</td>
<td>17</td>
<td></td>
</tr>
</tbody>
</table>
Situation Analysis

- In America, more than half of all donations to charity are made those aged over 60 years
- The generational gap in charitable giving is getting bigger every year
- Most nonprofit organizations still use old methods such as direct mail appeals, newsletters, and special outdoor events
- Fundraising method should be evolved into a new generation

Problem Statement

- Why young people don’t give?
- How to engage young people into the charitable giving?
- How nonprofit organizations attract their donor?

▶ A new paradigm that would apply familiar concepts especially for those aged under 30 is needed to encourage and spur interest in the culture of donating

▶ Seek to create an effective way of attracting donors and how to maintain continuous connection with them
Problem Statement

Make the idea of donating more fun and desirable

HOW?
Gamification + Social Media + Animal

Target Audience

- aged between 18 and 30
- Interested in animal welfare
- Familiar with Social Media
Implementation

- Branding Identity - Photoshop, Illustrator, InDesign
- App Prototype - Photoshop, Illustrator, Invision
- Demo Video - After Effects, Photoshop, Illustrator
- Poster - Photoshop, Illustrator, InDesign

Software

---

Methodology - Diagram
Methodology - Flow Chart

Research - Interview

Vicky Pape
Director of Development
Lollypop Farm, Humane Society of Greater Rochester
**Research - Social Media**

- Allow grouping of friends
- Ease of communication
- Being dynamic and only showing relevant information
- Allowing users to easily express themselves

---

**Research - Gamification & Psychology**

Diagram showing various elements like Fundraising, Socialize, Community, Leaderboards, Competition, Goals, Achievement, etc., with labels indicating human desires and game mechanics.
Research - Social Media

FEATURES

PROFILE
Check profile, Reward shop, Check donation history

DOGS WALL
Virtual adoption, Add friends, Share, Donate to dogs

MY DOG
Check adopted dog, Check favorite dog

DONATION
Donate to shelters, Crowdfunding

COMMUNITY
Invite friends, Leaderboard, Send messages

Virtual Adoption
You can be a virtual parent and support your dog while they wait to be adopted and check on the dog’s well-being.

Donate & Share
You can donate money to specific dogs or animal shelters. You can also share your progress with friends through social media.

Be Their Best Sponsor
Wonderful dogs are waiting for your help. Sponsor them, Feed them, Love them!

Proposal | Process | Final Design | Conclusion
Sketches

Sketches - Initial Concept
Support your shelter dogs and be their virtual parent!
FUNDoggy is an innovative mobile app designed to help save dogs while they wait for adoption.

APP OVERVIEW
- Virtual Adoption
- Donate & Share
- Be their best sponsor!

FEATURES
<table>
<thead>
<tr>
<th>Proposal</th>
<th>Process</th>
<th>Final Design</th>
<th>Conclusion</th>
</tr>
</thead>
</table>

### Virtual Adoption
You can take virtual pets and support your dogs while they wait for adoption and check on them with real-time tracking.

### Donate & Share
You can donate money to specific dogs or animal shelters. You can also share your grooming friends through social media.

### Be Their Best Sponsor
Women’s dogs are waiting for your help. Adopt them, feed them, love them.

---

### Proposal

<table>
<thead>
<tr>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pet Info</td>
</tr>
<tr>
<td>Paw Wall</td>
</tr>
<tr>
<td>Search</td>
</tr>
<tr>
<td>My Dog</td>
</tr>
<tr>
<td>Donation</td>
</tr>
<tr>
<td>Community</td>
</tr>
</tbody>
</table>

### Process

<table>
<thead>
<tr>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Login</td>
</tr>
<tr>
<td>Sign Up</td>
</tr>
</tbody>
</table>

### Final Design

<table>
<thead>
<tr>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Login</td>
</tr>
<tr>
<td>Sign Up</td>
</tr>
</tbody>
</table>

---

### Conclusion

<table>
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<th>Function</th>
</tr>
</thead>
<tbody>
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<tr>
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</tr>
</tbody>
</table>

---

**Thesis Defense Presentation**
Usability Testing

Paper Prototype
Invision Prototype
Demo Video

Usability Test to explore
1. Concept
2. Terminology
3. Navigation
4. Content
5. Page layout
6. Functionality

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1</td>
<td>Sign up</td>
</tr>
<tr>
<td>Task 2</td>
<td>Virtual Adopt</td>
</tr>
<tr>
<td>Task 3</td>
<td>Quick Donation</td>
</tr>
<tr>
<td>Task 4</td>
<td>See &quot;Lollipop Farm&quot; shelter location</td>
</tr>
<tr>
<td>Task 5</td>
<td>Search</td>
</tr>
<tr>
<td>Task 6</td>
<td>Check your achievement badge on Profile menu</td>
</tr>
<tr>
<td>Task 7</td>
<td>Check donation graph on the Profile menu</td>
</tr>
<tr>
<td>Task 8</td>
<td>Search &quot;Luffty&quot; on &quot;My dog&quot; menu and go to his page</td>
</tr>
<tr>
<td>Task 9</td>
<td>Look over Donation page and check legal fundraising</td>
</tr>
</tbody>
</table>
## Findings

| Overall UX | Participants like the concept and design style
|           | Enjoyable to use / Easy to follow and use / Clean, Simple, Well Organized / Great UX & Flows with normal expected behaviors |

| Navigation | Most participants followed their task well without any problems. There was a problem when participants try to find shelter information. They don’t know it's clickable. |

| Contents   | Quick donation is confusing. Looks like a subscription option. Making all links work on Invision prototype will more helpful. Don’t know what the responsibility of “Virtual adopting” a dog meaning at first time. They liked they could see locale shelters and fundraisers for specific dog on Donation menu. |
Conclusion

- Overall, feedback has been really positive.
- Minor changes need to be made to the final prototype based on usability questionnaires.
- Find a way to reduce work for animal shelters.
- Think about how to show annual report from all different shelters and fosters.
- Further research is required to reinforce role of a fundraising app for making a better world.

"FUNDoggy is an enjoyable app that is easy to use, and most importantly, something I believe many people would utilize. As a huge dog lover, and someone who enjoys donating to important causes, this is definitely an app I would frequently use. I believe FUNDoggy is successful in creating an enjoyable, and immersive experience for people who love dogs and want to help, but don't necessarily have the time to visit local shelters, or don't know where to start. The idea that the user gets to experience, and see directly where their donations are going, and even share that info with their friends via social media, is what makes this app so successful."

THANK YOU

Special Thanks to
The Dogist,
Nancy Ciolek,
Chris Jackson,
Lorrie Frear

Yu Ri Na
December 6th
A4. Imagine RIT

Figure 36. Imagine RIT
FUNDoggy

Support your shelter dogs and be their virtual parent!

FUNDoggy is on a mission to attract donors to support shelter dogs while dogs wait for adoption.

APP OVERVIEW

Virtual Adoption Don't & Share Be their best sponsor!

FEATURES

PROFILE
- Check posts, Level, Collections, Donation history

PAW WALL
- Virtual adoption, Share, Donate to dogs

COMMUNITY
- Invite friends, Leaderboard, Send points

MY DOG
- Check your adopted dogs

DONATION
- Donate to shelter, Specific fundraising

COMMUNITY
- Invite friends, Leaderboard, Send points

Now Available
You can be their best parent today!

Designed by Yu Ri Na  585. 766. 2363  nanaayl.com  skdbi09@gmail.com

Figure 37.
Poster for Imagine RIT
A5. Image Copyrights and Acknowledgments

Image Copyrights - The Dogist
http://thedogist.com/

Figure 38. Screenshot from The Dogist
(Source: The Dogist, thedogist.com, 2016)
Request of using your photos on my thesis project.
3 messages

Yu Ri Na <yn6517@rit.edu>
To: thedogist@gmail.com
Thu, Feb 18, 2016 at 12:01 PM

Dear Elias Weiss Friedman,

Hi, nice to meet you. My name is Yu Ri Na.

The reason I am trying to reach you is because I am a Visual Communication Design student working on Masters of Fine Arts thesis at Rochester Institute of Technology (RIT).

The goal of my study is designing strategic application plan using gamification for a fundraising app for a non-profit animal shelter in order to promote young people to engage in charitable giving. As part of my project, I’m making a dog SNS that donors can do social adoption to support dogs until they find new home. As such, I am looking for some dog photos that I can use in my designs. When I began to think of what type of content I could use, I immediately thought of you and your work. I found your work in a search I did last year while I was searching some photos. That led me to your Instagram, your website, and your book. Needless to say, I have been drooling over your pictures ever since. For me, it’s hard to take such a good quality photos of dogs.

If you allow me to use your photos, I will obviously credit you, and your website, in both my APP as well as in all of my thesis documentation: I would not be selling or producing this APP in any way and it would only be used as an academic project to be shown as part of my class/thesis. If you have any questions about my project or the way in which I would potentially be using your photos, please let me know. Also, I can show you my thesis proposal if you want. I would be more than happy to address any concerns you may have. Thank you for all your time and effort!

Yu Ri Na

Visual Communication Design MFA
Rochester Institute of Technology

Elias Weiss Friedman <thedogist@gmail.com>
To: Yu Ri Na <yn6517@rit.edu>
Thu, Feb 18, 2016 at 1:10 PM

Hello Yu Ri Na,

Sounds like a great thesis project! Feel free to use my images for the purposes you described. Would love to see the finished work once it’s complete.

Cheers,
-Elias / The Dogist
[Quoted text hidden]

Yu Ri Na <yn6517@rit.edu>
To: Elias Weiss Friedman <thedogist@gmail.com>
Thu, Feb 18, 2016 at 2:22 PM

Hi Elias.

Definitely I will show you my works later.
I will contact you again (maybe around end of May) and thank you for your generous response.

Figure 39. Acknowledgment
A6. Sources for Imagery


A7. Bibliography


