

**alivio**

# Flood relief and resource donation platform

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MS Vishnu

# Project overview



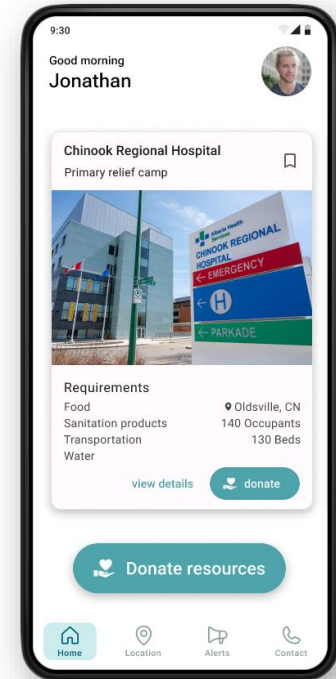
## The product:

Alivio aims at providing a platform to organize relief activities including relief camp and volunteering activities and to streamline resource donations.



## Project duration:

June - July 2022



# Project overview



## The problem:

There wasn't any simple and standardized platform that offered to streamline the flood relief activities and offering donations of resources. It was mostly done manually via social media groups and messaging apps.



## The goal:

To build an easy to use responsive website that helped to make easy donations to relief camps and to get proper weather alerts at the time of flood.

# Project overview



## My role:

Generalized UX Designer



## Responsibilities:

Empathizing with users

Ideating

Wireframing

Prototyping

User testing

Iteration of designs

# Understanding the user

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

# User research: summary



The initial user research conducted was to understand the needs of the users and what they would expect from such a platform. Through the research it was found that regionally, there wasn't any such platform that offered the capabilities that alivio aims to offer.

# Persona 1: Jonathan

## Problem statement:

Jonathan is a civil engineer who needs to find an easy way to make donations to relief activities because he wants to do his part in helping the community.



**Jonathan**

**Age:** 32

**Education:** Civil engineering

**Hometown:** Sokova

**Family:** Wife

**Occupation:** Civil engineer

*“Looking forward to giving back to my community and doing my part in helping others”*

## Goals

- To actively participate in flood relief initiatives.
- To ensure that this act of helping won't affect his busy lifestyle.

## Frustrations

- There's no easy way to provide resources to the needy
- Many people misuses the collected resources

Jonathan is a civil engineer at a leading firm and spends most of his time in his office. He is keen on helping others, however his busy lifestyle limits his ability to take part in any relief activities. He's had past experiences where people have misused the relief materials he had provided for their own good.

# Persona 2: Sara

## Problem statement:

Sara is a social media influencer who needs to know about relief activities because she wants to utilize her resources to help the community.



**Sara**

**Age:** 29

**Education:** Masters in BA

**Hometown:** Kikano

**Family:** Parents

**Occupation:** Influencer

*“Won’t miss any opportunity to extend my support to the needy ”*

## Goals

- To utilize her social media reach to help people in need.
- To easily reach out to relief camps and extend her support

## Frustrations

- Receives thousands of messages and can’t sort through effectively to identify people in need
- Unable to utilize her follower base to benefit the community.

Sara is a social media influencer and spends most of her time creating digital content from her phone. She is keen on utilizing her exposure to help people in need. Her social media presence can definitely benefit her community, because she is able to meet resource demand simply by posting a request from her followers.



# Ideation

Using the crazy-8 and how might we approaches, we came up with quite a lot of ideas for each aspect of the product.



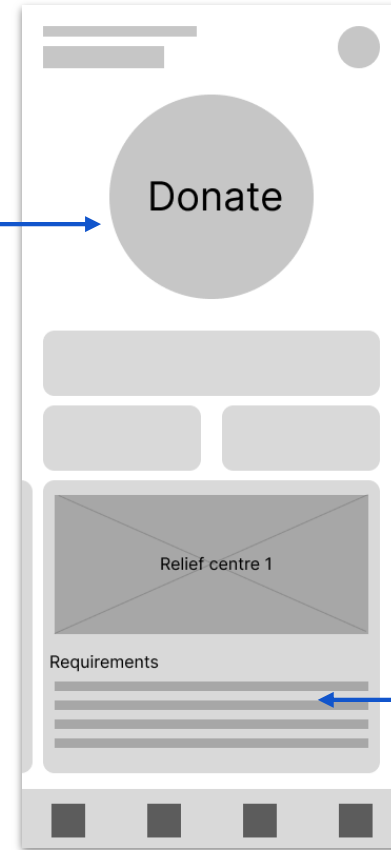
# Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Digital wireframes

While designing the digital wireframe, we made sure it aligned with user research which meant the home page itself had most of the information the user needs along with important call to action buttons.

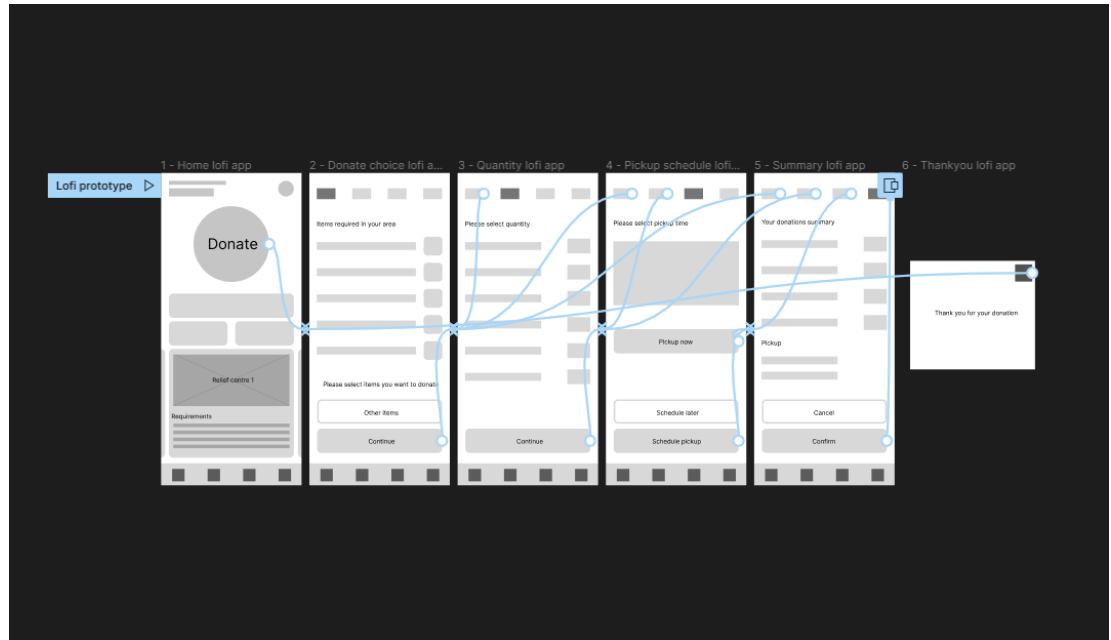
Quick call to action buttons



Glimpse of relief centres nearby

# Low-fidelity prototype

The [low fidelity prototype](#) shows the main user flow in making a contribution to the resource need in nearby relief camps.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

India, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

The usability study yielded the following findings:

1

## Buttons

Study participants said that the number of buttons and its layout were confusing

2

## Relief camps

Users preferred to donate items relief camp wise, so relief camp descriptions needed a donate option

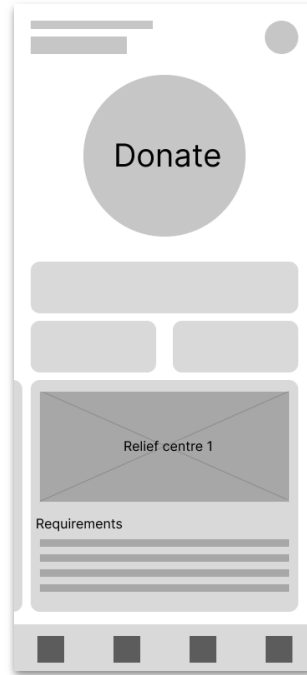
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

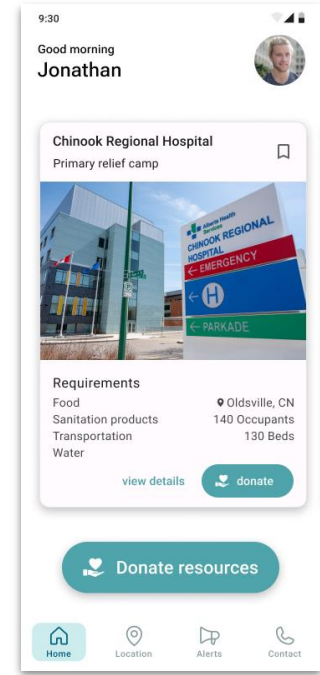
# Mockups

Following the feedback, the number of buttons were reduced and the relief camp card was re-organized to include donate option

Before usability study

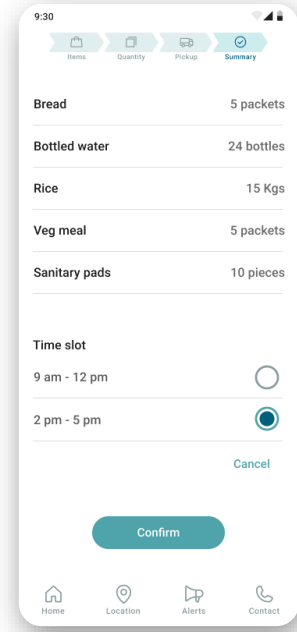
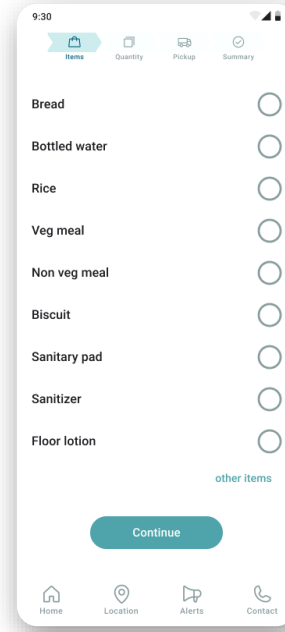
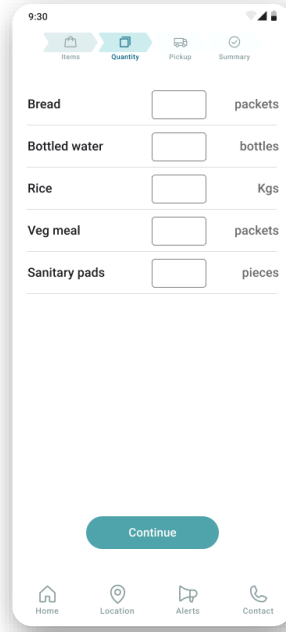
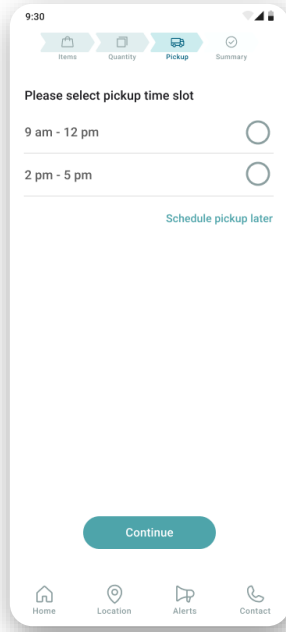
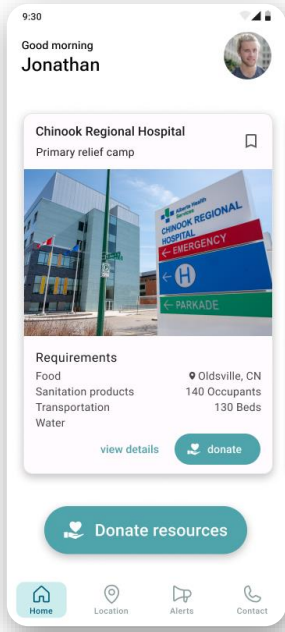


After usability study



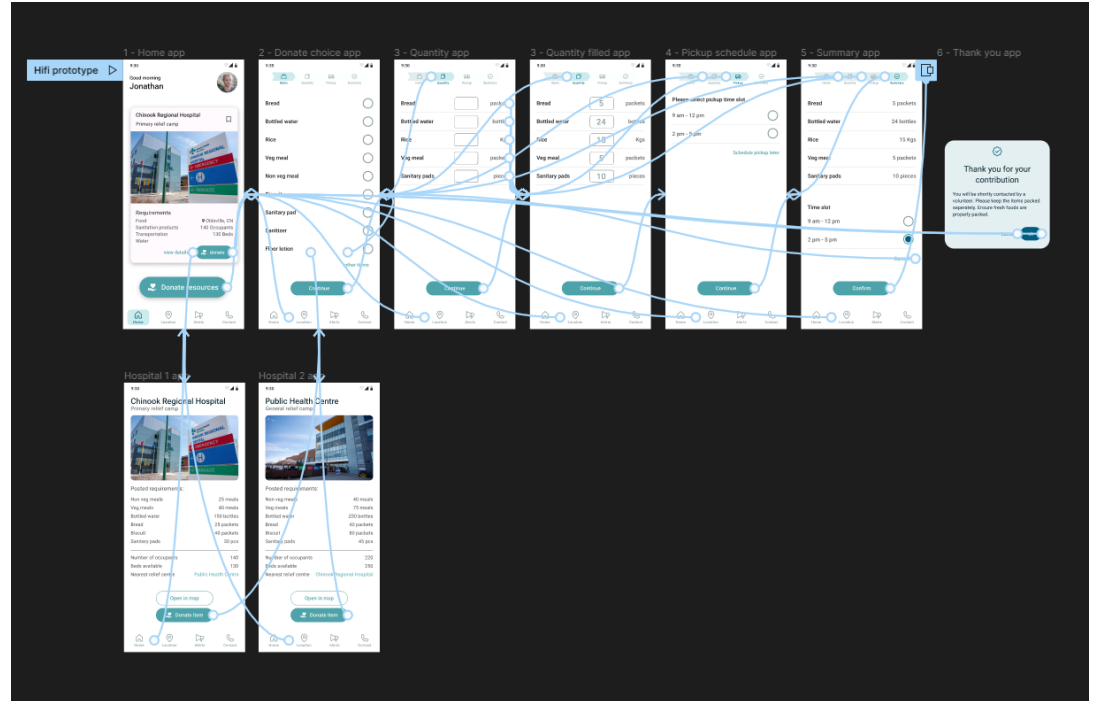


# Mockups



# High-fidelity prototype

The high fidelity prototype shows the user flow in making a contribution to a relief camp and scheduling its pickup. This process implements the feedback received through user study.



# Accessibility considerations

1

The color scheme of the app conforms with the WCAG guidelines and ensures proper contrast.

2

The primary action buttons include an icon to easily understand

3

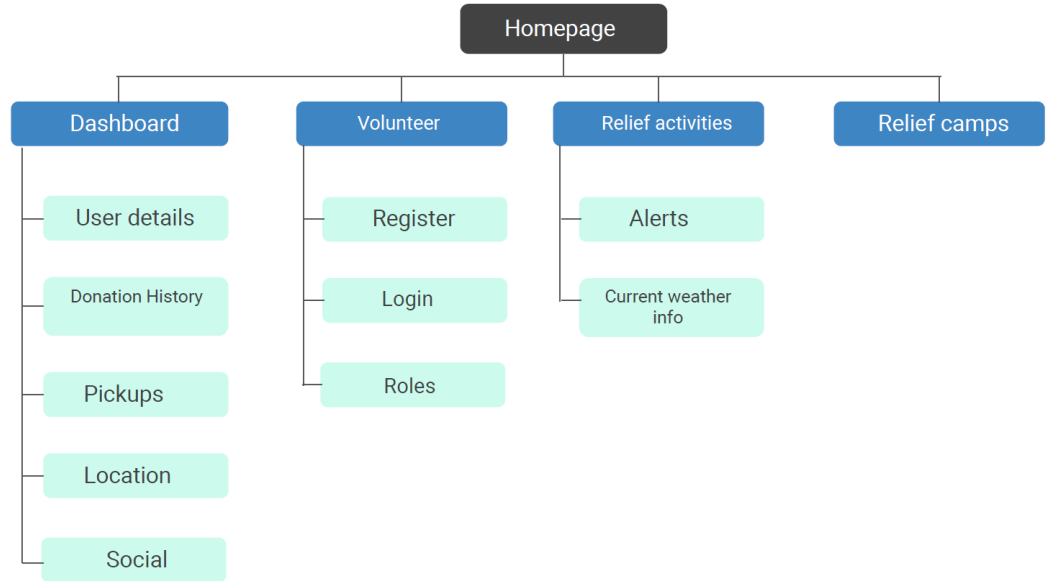
The typography includes hierarchical sizing and font variation.

# Responsive Design

- Information architecture
- Responsive design

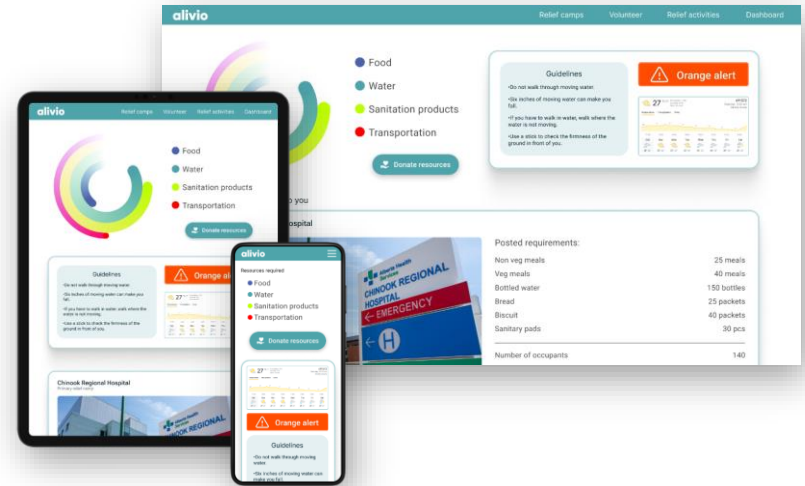
# Sitemap

While structuring the sitemap, the same principles of app design was kept in mind to ensure consistency and to best reflect user feedback.



# Responsive designs

The responsive website design followed platform specific guidelines while ensuring a consistent brand image is maintained across platforms.



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The project has surely achieved what it set out to do initially. The feedback received from participants is truly overwhelming.

*“This is what we need. Can’t imagine going back to the unreliable group messaging system to organize relief activities after experiencing this.”*

-Study participant



## What I learned:

This project is one that I’ve personally felt was needed when floods affected our state. I’ve had the opportunity to actively volunteer for the relief activities, where half of the work was actually organizing and matching resource donations. Through this project I’ve learned even more about the need for such a platform.



# Next steps

1

I hope to hand over this project to development because it is sure to benefit the community

2

The copy writing in the app and responsive website can be improved to make them even more understandable.

3

The ability to run campaigns through the app to raise awareness would be a worthy feature to add.

# Let's connect!



Hi I'm Vishnu, an aspiring UX designer. You can connect with me via:

[Email](#)

[Instagram](#)

[LinkedIn](#)