

# **Enhancing the User Experience of a Charity Platform: A Study of Trust and Usability**

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Supervisor: John Dempsey

**This thesis presents a UX design project aimed at designing a charity app for all charities based in Ireland, with a focus on measuring trust and ease of use through A/B testing and utilising the Double Diamond Method.**

**GOAL**

Measure Ease of Use / Trust  
Create more transparency  
Insights from Users

**THE TEAM**

UX designer  
UX Researcher  
Supervisor

**DURATION**

January - March

## Background

The importance of charity work has never been more apparent than in today's times. By developing a more efficient and user-friendly platform, we aim to encourage more people to get involved in charitable activities.

**30%**

DO NOT CHECK IS A CHARITY IS REGISTERED

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**54%**

AGREE CHARITIES ARE TRUSTWORTHY

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CONCERNS AROUND ACCOUNTABILITY  
AND TRANSPARENCY

**Trust and confidence is becoming ever more important – 80 per cent of donors in the last year cited this compared with 65 per cent in 2020. Small local charities generate the highest level of trust.**

Survey of 2,000 People Charities Regulator




The screenshot shows the top of a news article on The Irish Times website. The header includes a search icon, a 'Sections' menu, the newspaper's name 'THE IRISH TIMES', a weather icon showing 14 degrees, and buttons for 'Subscribe' and 'Sign In'. The article is categorized under 'Ireland' and has the headline 'Public concerned by transparency and use of donations in charities, study by regulator finds'. The sub-headline reads: 'While number of people donating cash dropped last year, overall amount donated rose with those contributing giving more'. Below the text is a photo of a clothing rack with various items, and an 'Expand' button. To the right of the main article is a 'LATEST STORIES' section with five links to other news items.

Ireland

## Public concerned by transparency and use of donations in charities, study by regulator finds

While number of people donating cash dropped last year, overall amount donated rose with those contributing giving more

[Expand](#)



LATEST STORIES >

- Scheduling abomination confines hurling championship classics to GAAGO
- US commercial property is 'next shoe to drop', lenders told
- Facebook founder Mark Zuckerberg wins medals on jiu-jitsu debut
- US mass shootings this year: no reprieve from the epidemic
- Russia marks Victory Day after latest missile attacks on Ukraine

# Trust

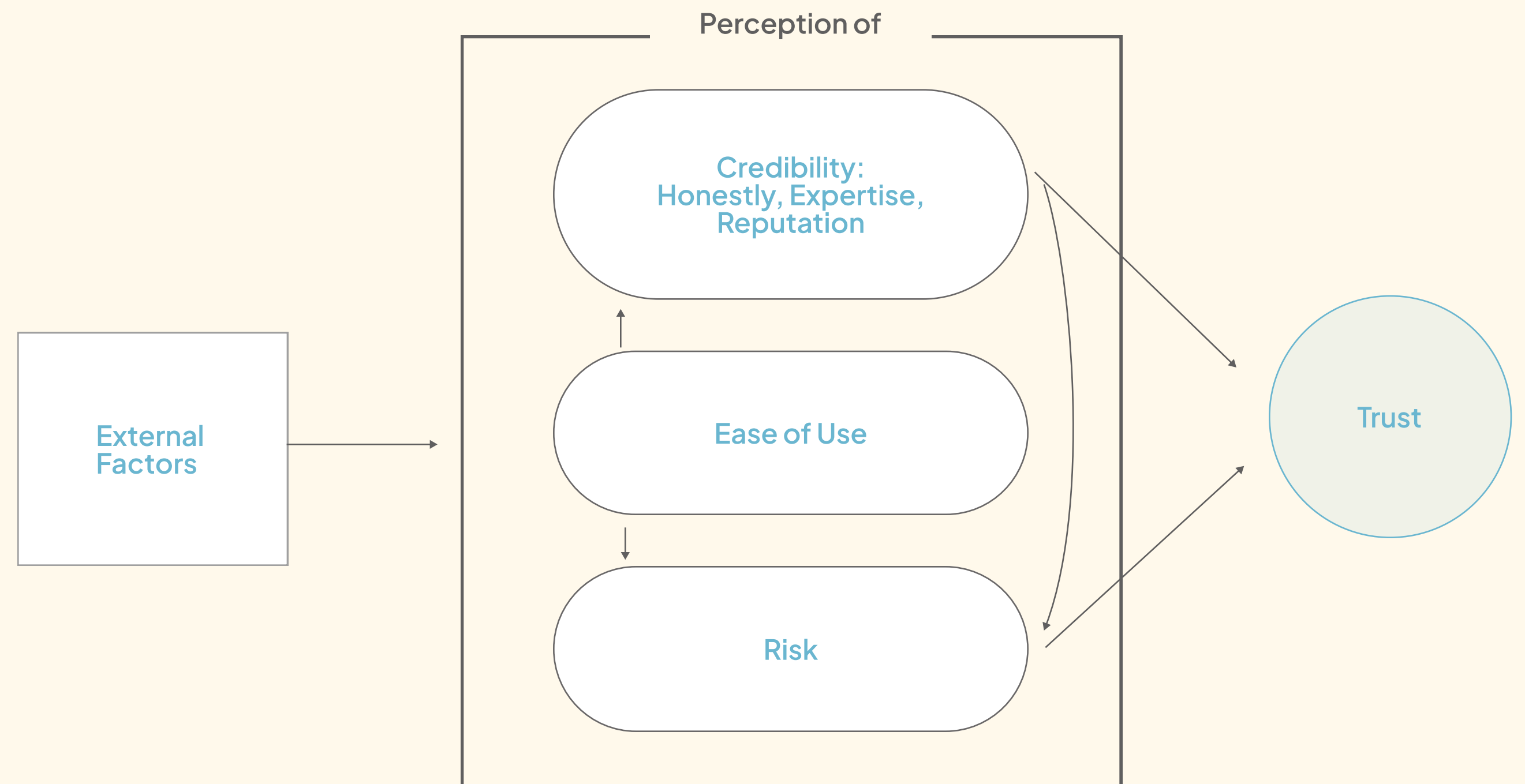
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## CORRITORE TRUST SCALE

Likert Scale

## INTERPERSONAL TRUST, (MCKNIGHT, 2000)

Five categories of: Competence, Predictability, Benevolence, Integrity and Other.





# Ease of Use

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## SINGLE EASE QUESTIONS (SEQ)

scale of 1 to 7

Measures user satisfaction

Can track changes over time

## SYSTEM USABILITY SCALE (SUS)

10-item questionnaire

rate their level of agreement

simple and effective tool

## STANDARDISED USER EXPERIENCE PERCENTILE RANK QUESTIONNAIRE (SUPR-Q)

8 to 50 items


measure five key dimensions  
of UX: usability, trust,  
appearance, loyalty, and net  
promoter score

### Single Ease Questionnaire (SEQ)

Overall, how difficult or easy did you find this task?

Very Difficult Very Easy

1      2      3      4      5      6      7



Source: [measuringu.com](https://measuringu.com)

 **Research Question**

**RQ1.**

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**Does the level of information provide influence a user's trust?**

**RQ2.**

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**Does allowing users to donate to multiple charities in a single transaction help with ease of use?**

# Null Hypotheses

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- H1** Providing information about a charity and reviews of that charity will have **no effect** on level of user trust in that charity
- H2** Allowing a user to donate to multiple charities in a single transaction will have **no effect** on the ease of use of a charity app

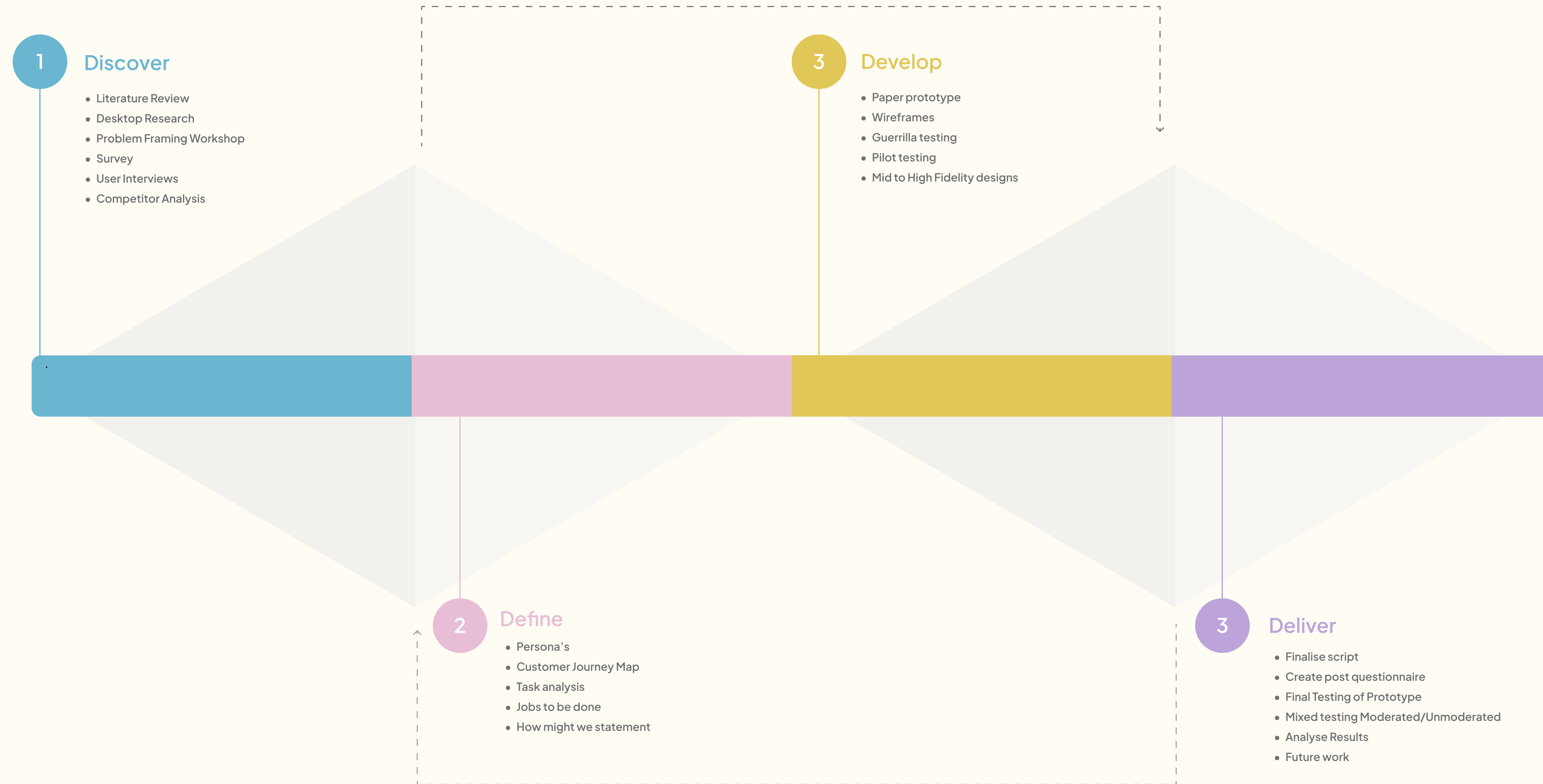
# Alternative

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- H1** Providing information about a charity and reviews of that charity will have **an effect** on level of user trust in that charity
- H2** Allowing a user to donate to multiple charities in a single transaction will have **an effect** on the ease of use of a charity app



# Double Diamond Process



# Research Findings

Understanding the market and its current users

# Discovery

## Who

Individuals looking to donate and feel good about donating. They want to donate to charities quickly & easily

## What

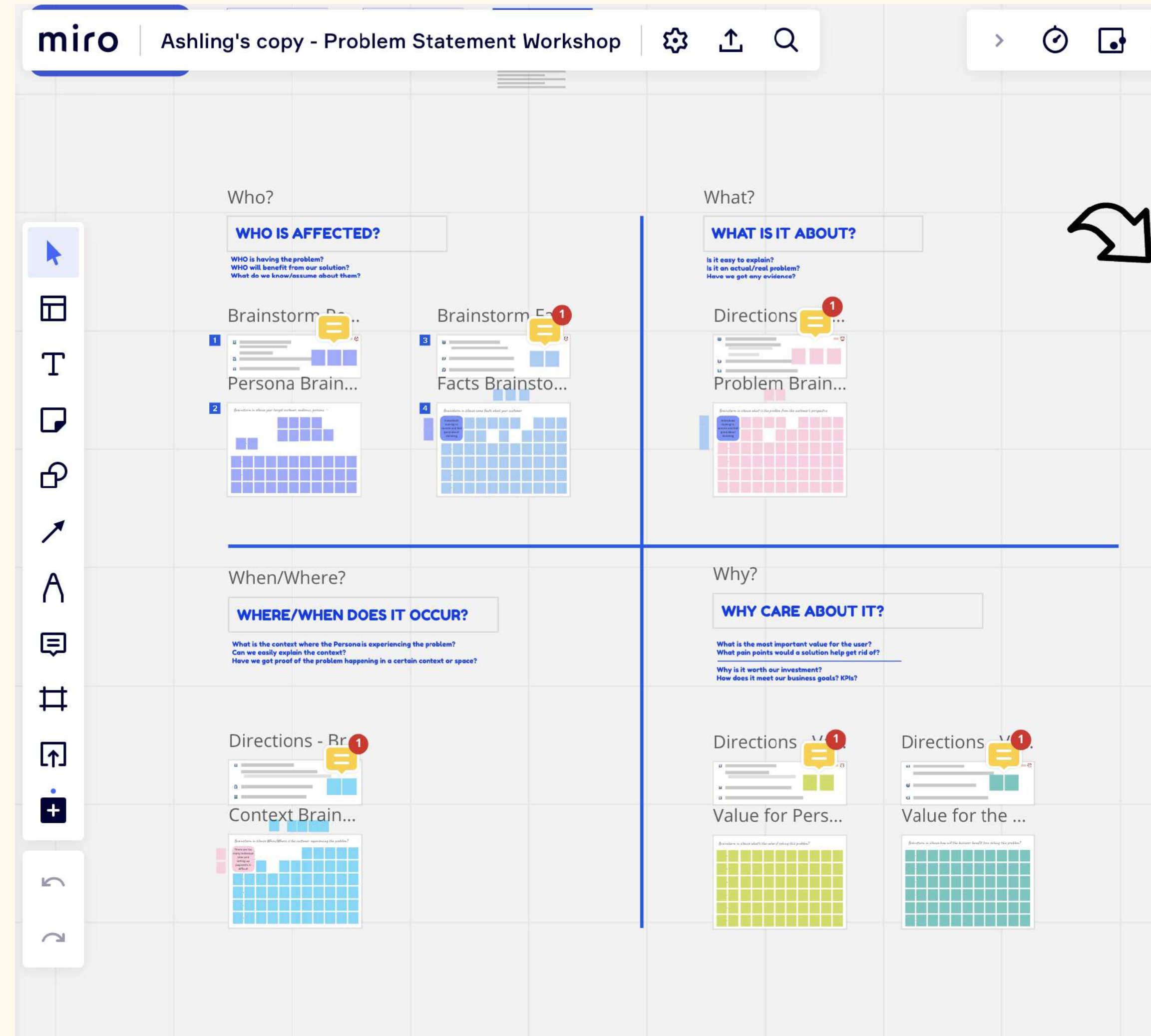
There are too many individual sites & setting up payment is difficult

## Where/When

Unsure of who to donate to or who is getting less funding

## Why

Keep up to date with Charities of personal interest & feel secure they are donating to registered charities in Ireland.



# Competitor Analysis

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**JustGiving™**

**pieta**



**facebook**



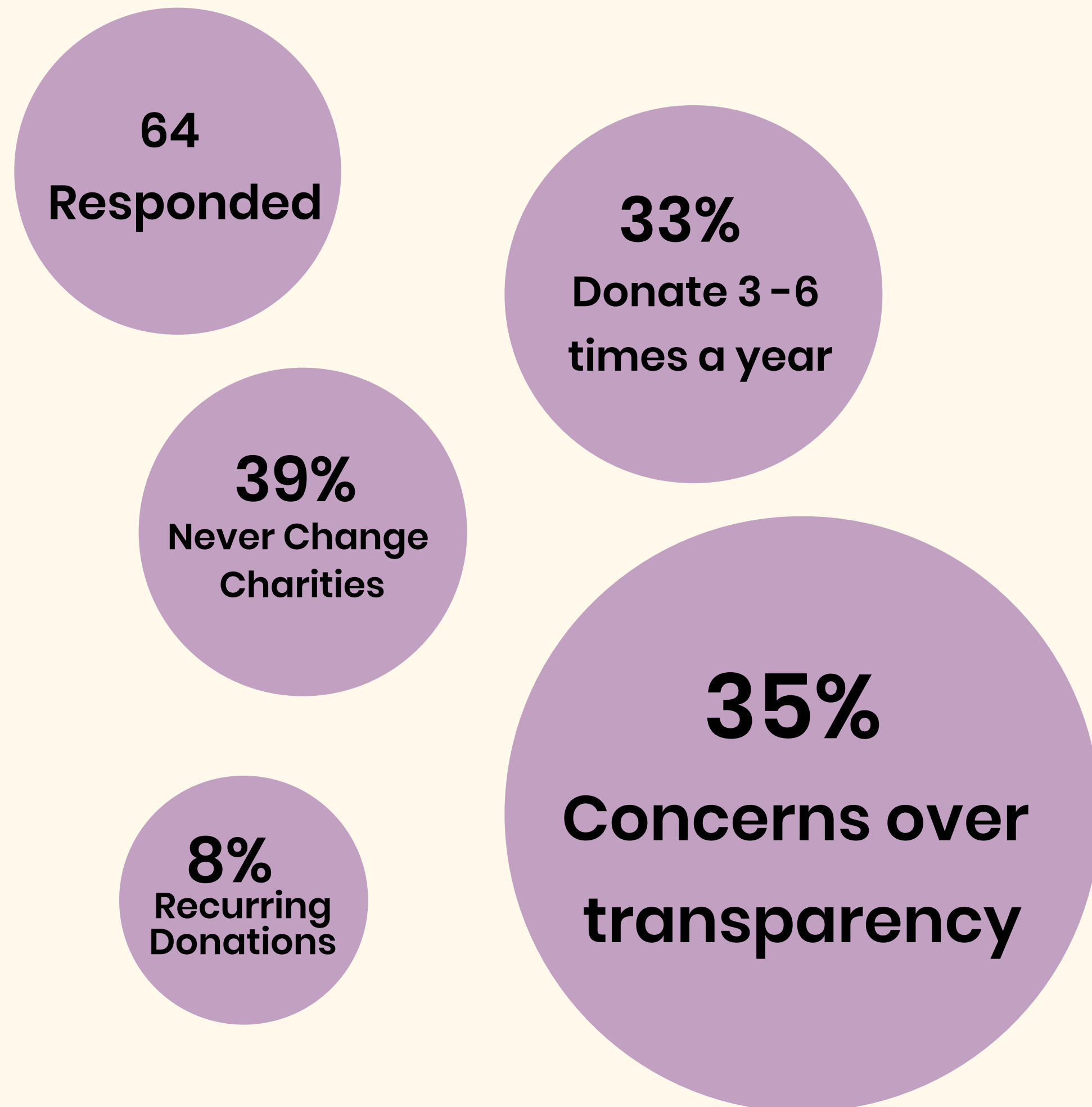
**Irish  
Cancer  
Society**

**Irish Heart  
Foundation**

- Charity organisation sites provide annual reports around transparency. Take a bit of searching to find
- Third party sites just have charities mission statement & Donation CTA.
- Irish cancer society online gives extra information to subscribed users. Not much out of login view
- All charities provide once off or re-occurring donations

## Survey

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## User Interviews

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*“Online charities are easily accessible”*

*“Like more feel good features when I donate instead of a generic thank you message maybe the impact I made”*

*“More transparency I am not sure I trust some charities based on scandals you see online”*

*“I would like more Personalisations on charities I am Interested in”*



# Personas



## Alice Boyle

The fast-paced buyer



Age/Identifying Gender  
26/Female



Location  
Dublin



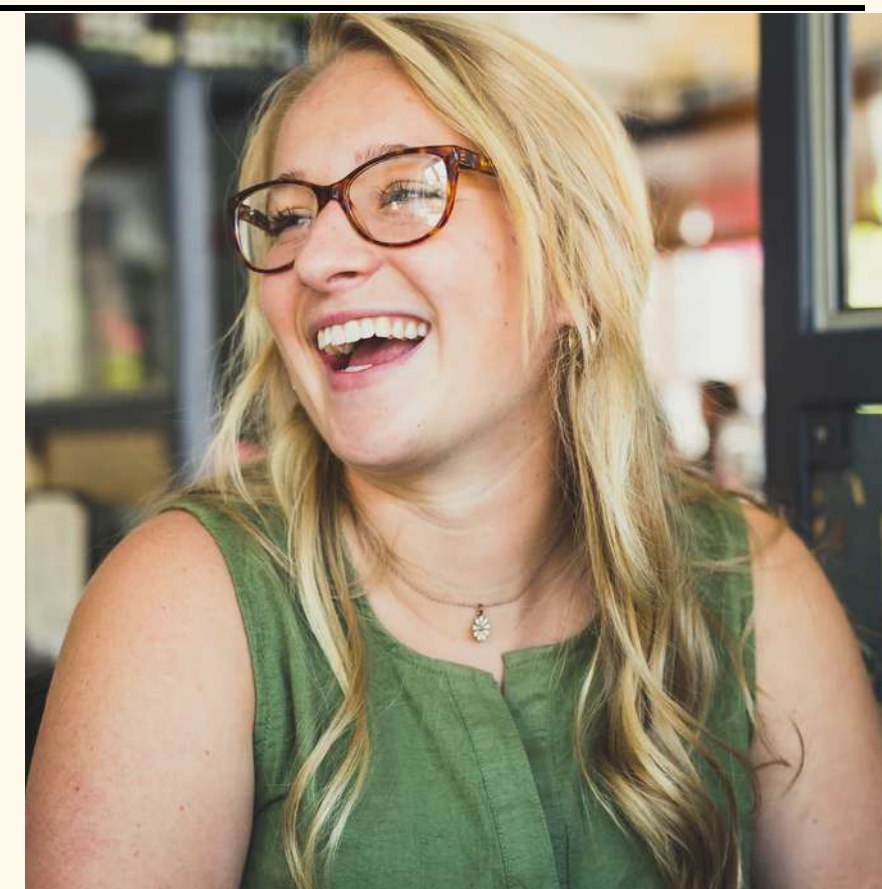
Occupation  
Copywriter for Agency



Family Status  
Single/1 Child

*“I wish there was a way to simplify my giving and stay informed about the impact of my contributions. It would make it easier for me to make a difference.”*

*Our charity app will simplify Alice’s donation process by allowing her to donate to multiple animal shelters in one transaction, while providing personalised recommendations and regular impact updates. The app’s intuitive interface will streamline donation management and tracking, all in one place.*



## Amy Vaughn

Researcher with specific needs



Age/Identifying Gender  
29/Female



Location  
Wexford



Occupation  
Childcare Specialist



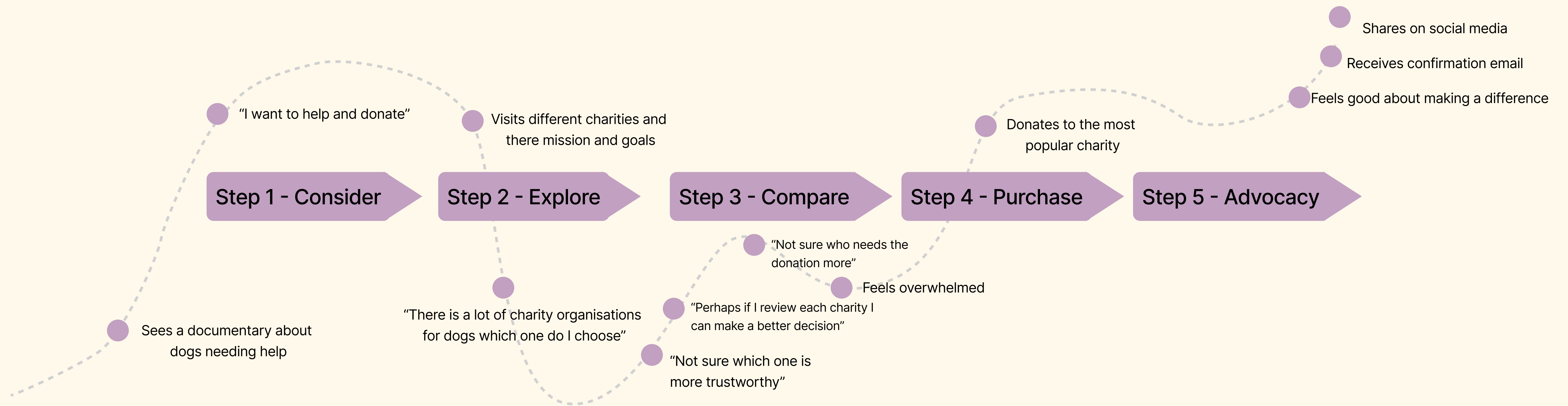
Family Status  
Single/No Kids

*“I love seeing the impact of my contributions and the charity app has made it easier for me to stay connected with the animal shelter.”*

*Our charity app will simplify Amy’s donation process by providing personalised recommendations, regular updates, and a streamlined interface for managing and tracking donations to multiple animal shelters.*

# Customer Journey Map

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## ✿ Define

# How might we statements

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**HMW** streamline the donation process

**HMW** Improve the search functionality

**HMW** make it easy for users to find and compare charities?

**HMW** Use a verified status of registered charities to show trustworthiness





SEARCH & CATEGORIES / CHECKOUT

# Moodboard

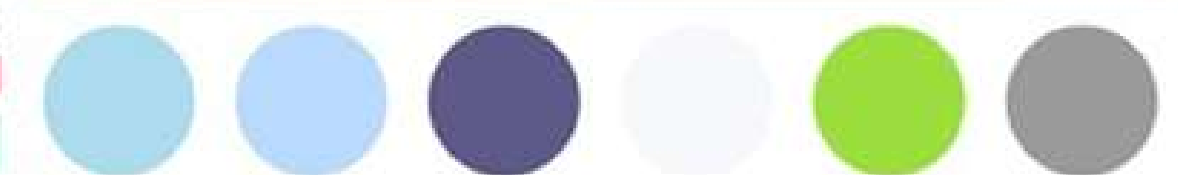
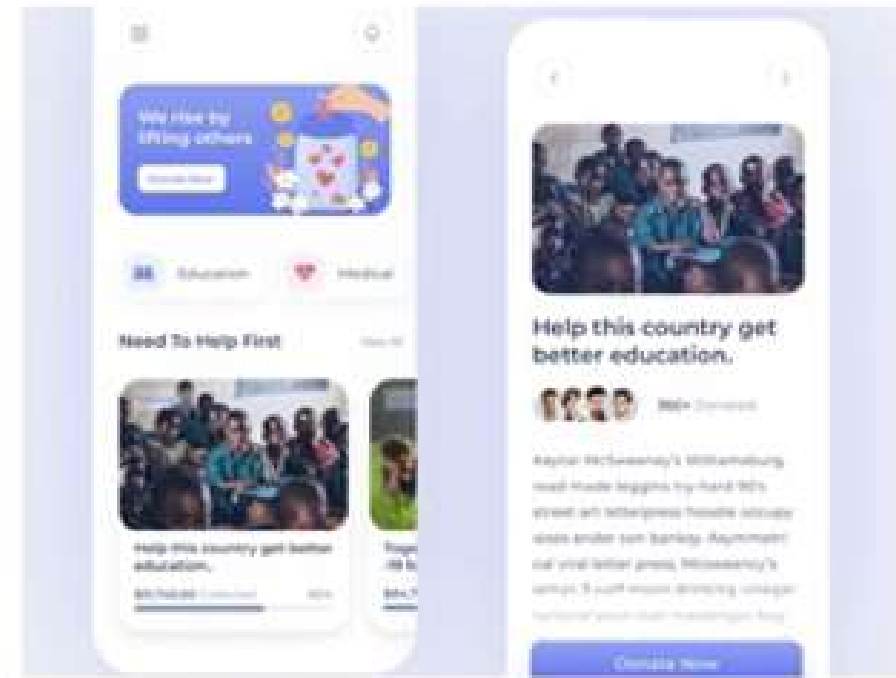
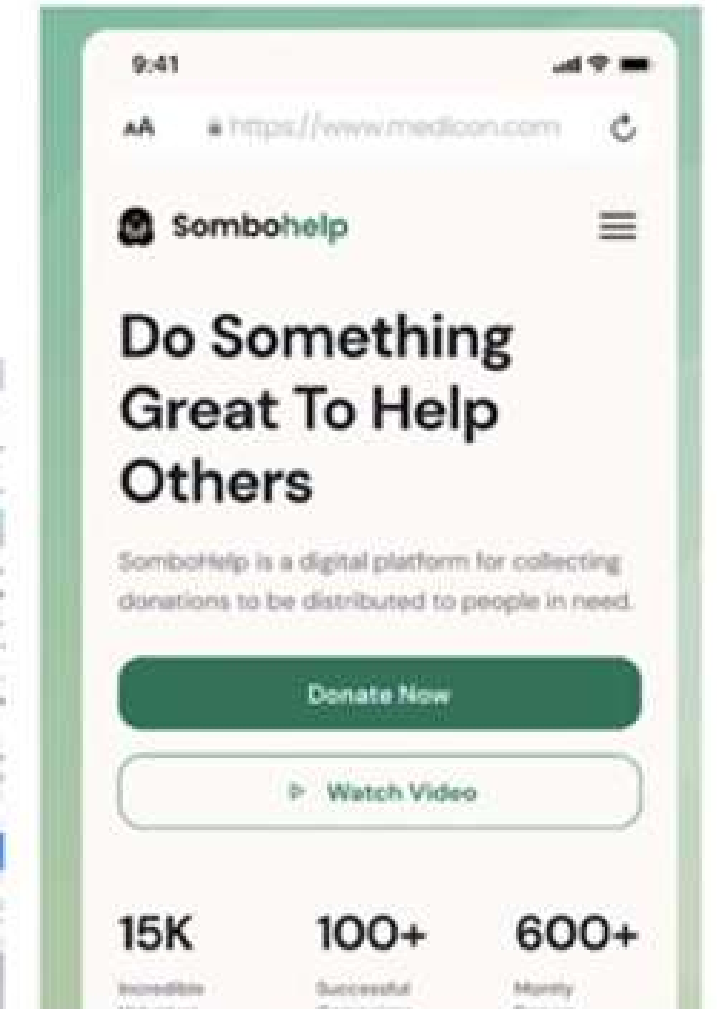
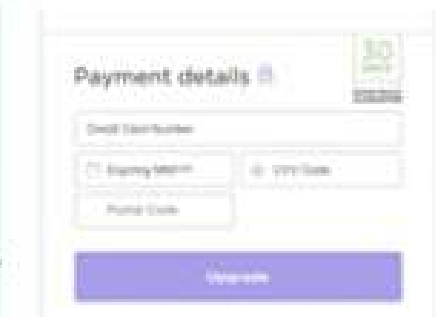
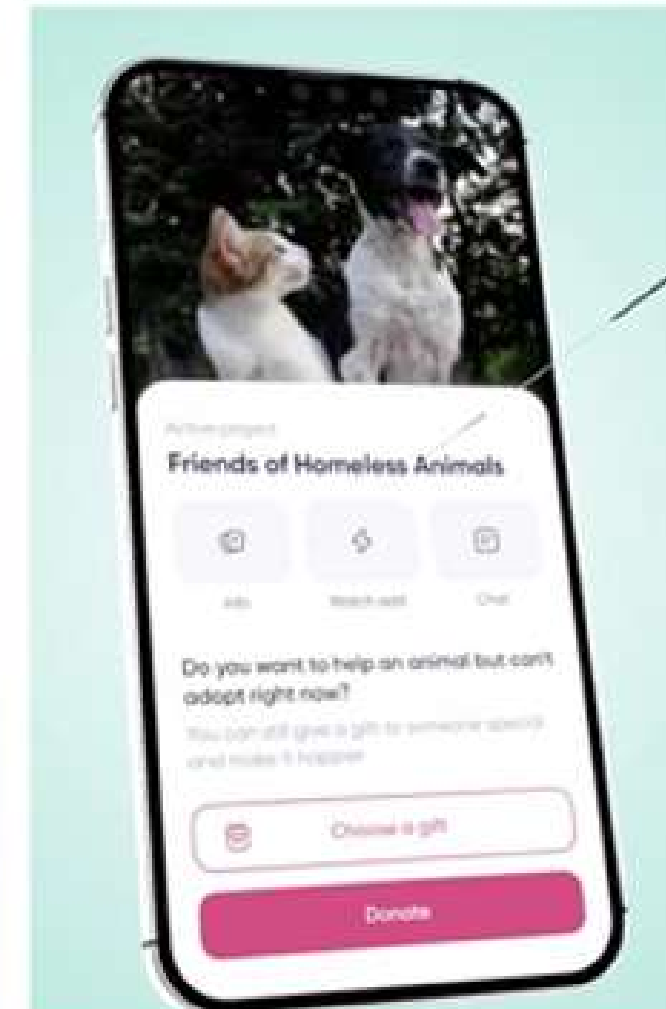
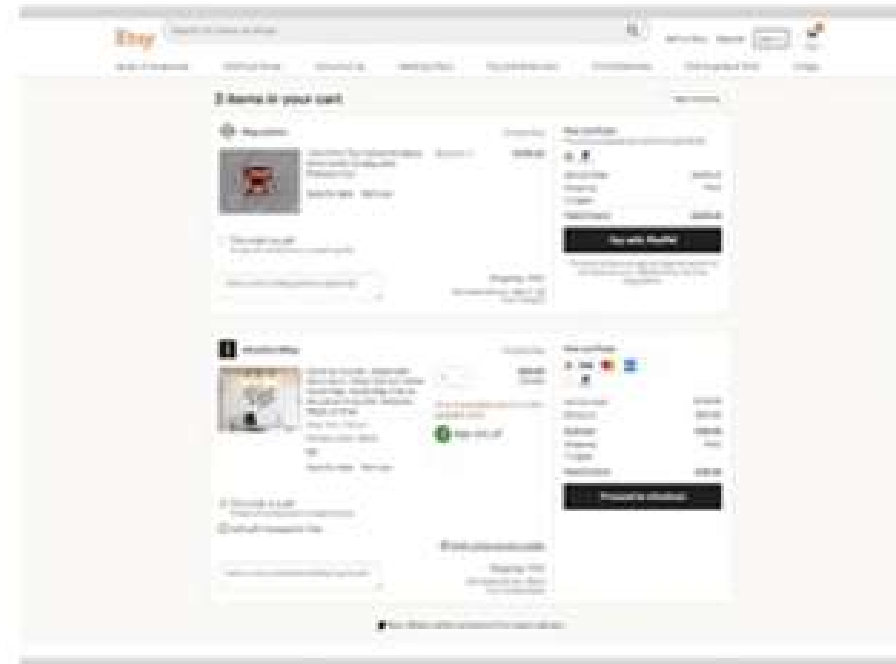
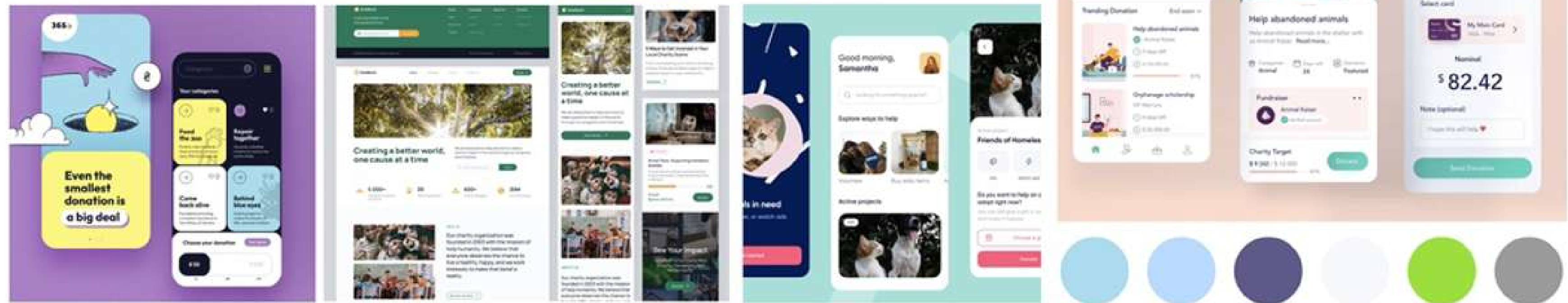
## CONCEPT

Creating a moodboard for a UX project on checkout designs, look and feel, search and filters, and categories helps visually organise inspiration. It can showcase seamless checkout processes, desired visual style, efficient search functionalities, and organised categorisation. The moodboard serves as a reference for a cohesive user experience.

## KEYWORDS

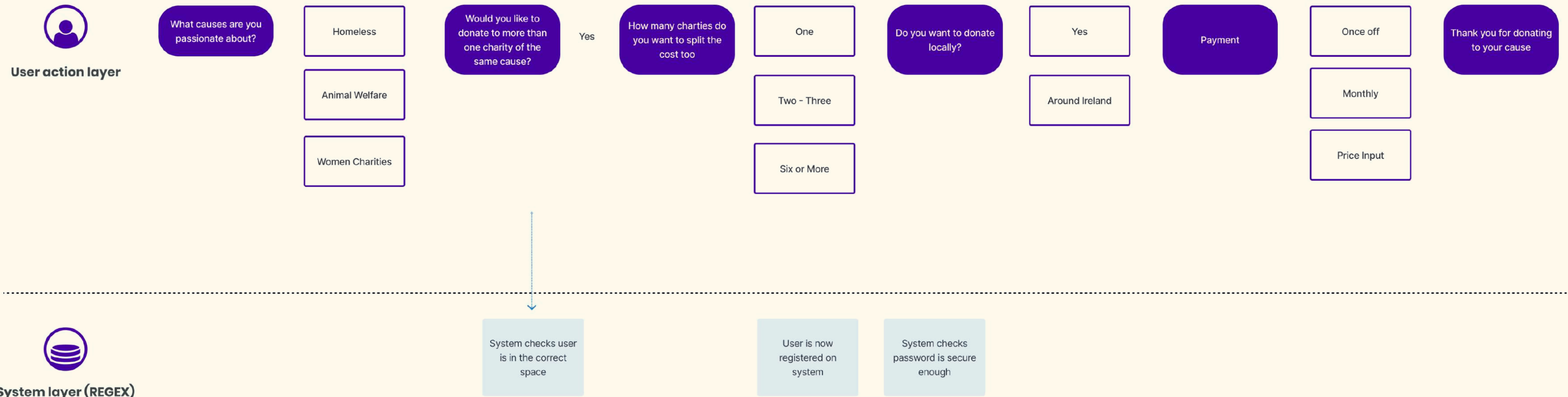
Fun  
Social  
Caring

Giving  
Charity  
Trusting



# User Flows

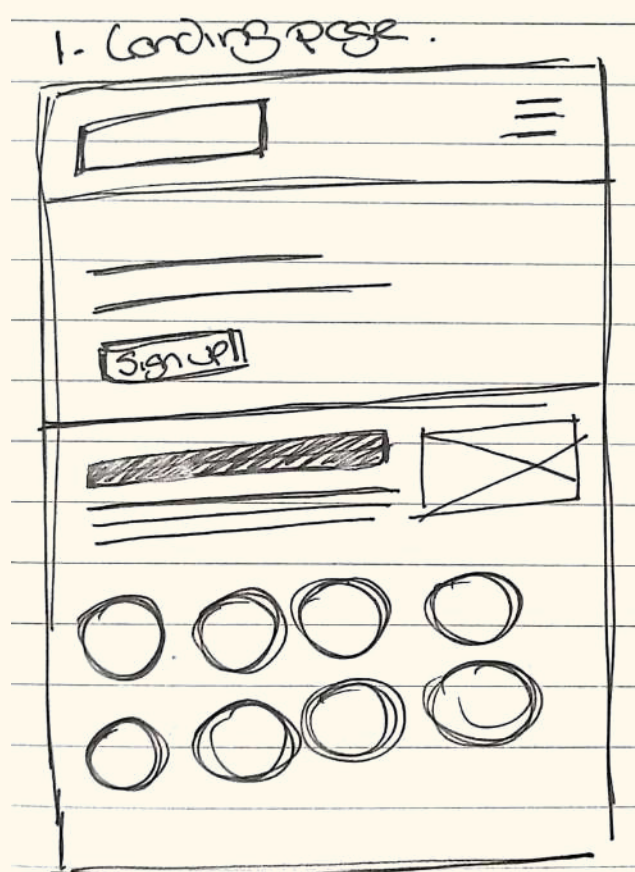
Charity App - Sign up/Sign In/Registration (Proposed Solution) - Flow 1.0



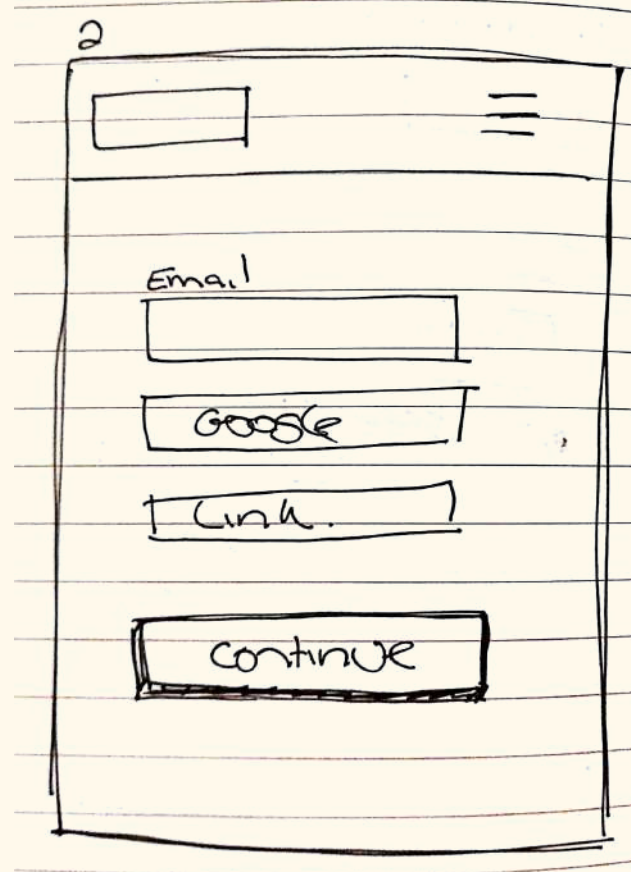


# Sketches

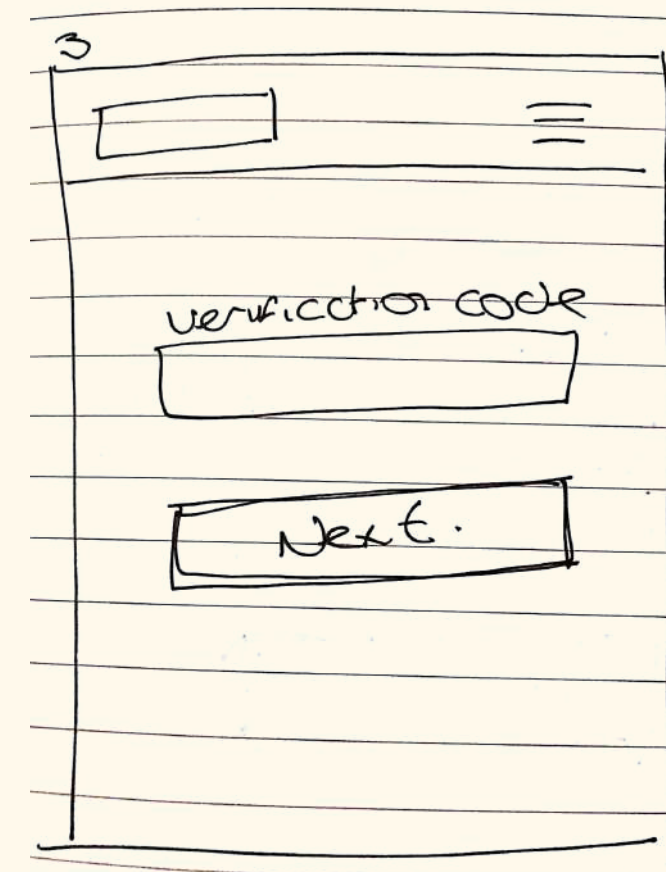
Landing Page



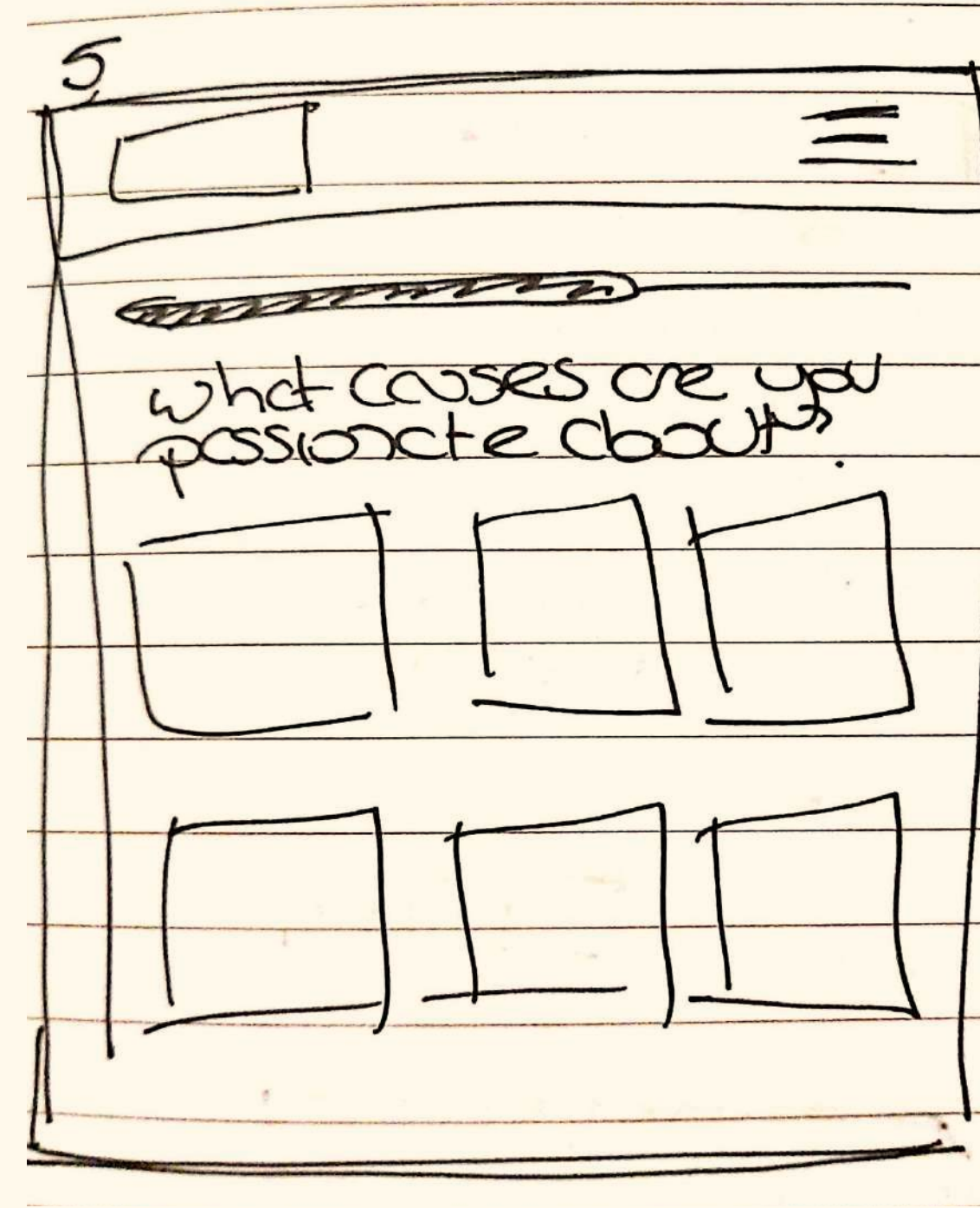
Sign Up - Email or Google



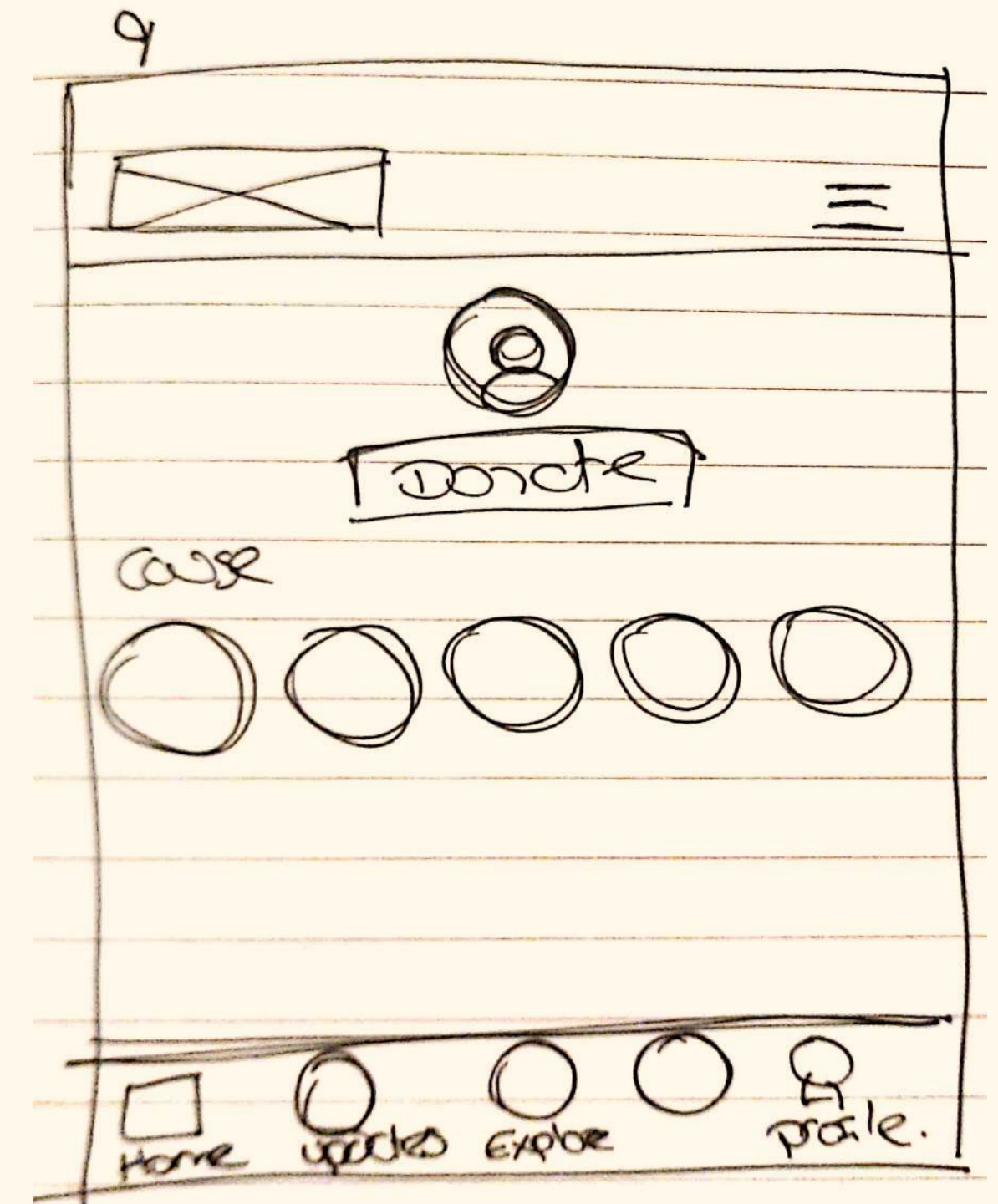
Verification Code



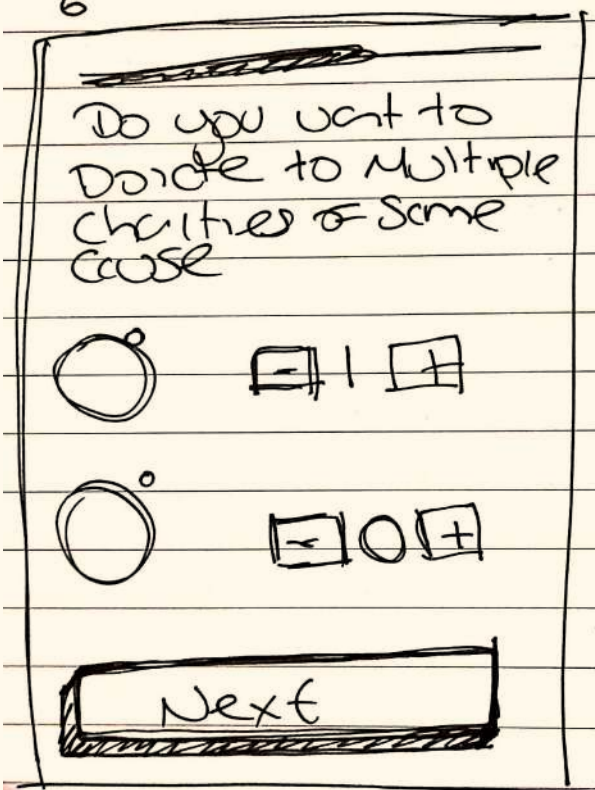
Select a cause



Dashboard



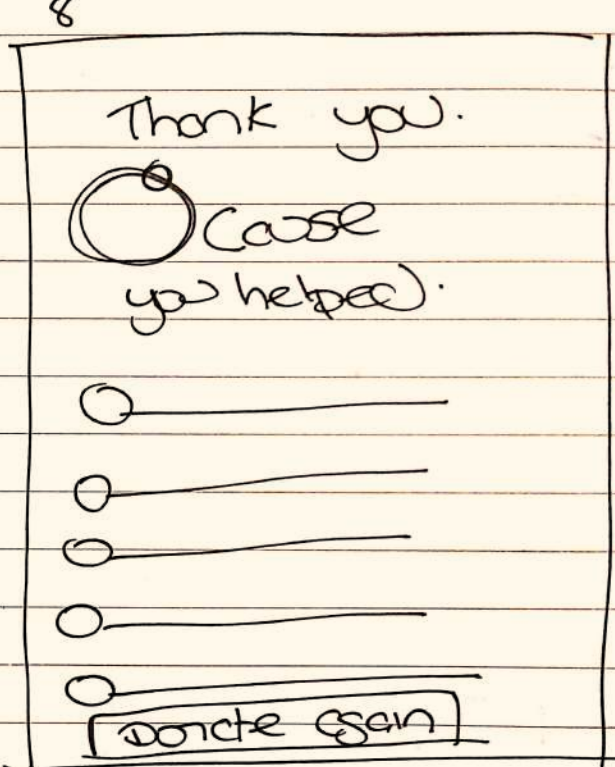
Do you want to donate to multiple charities of the same cause



Payment

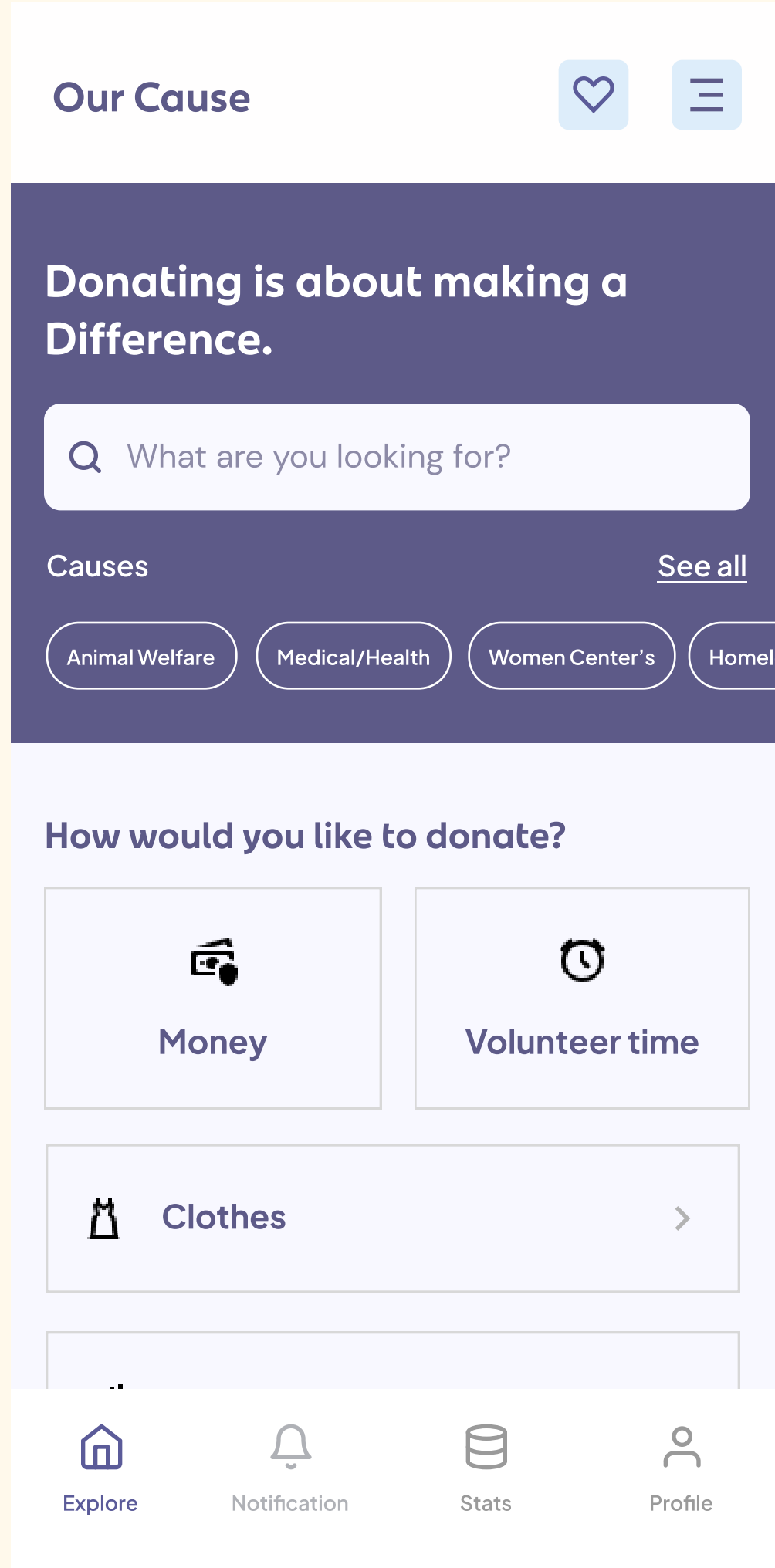


Thank you

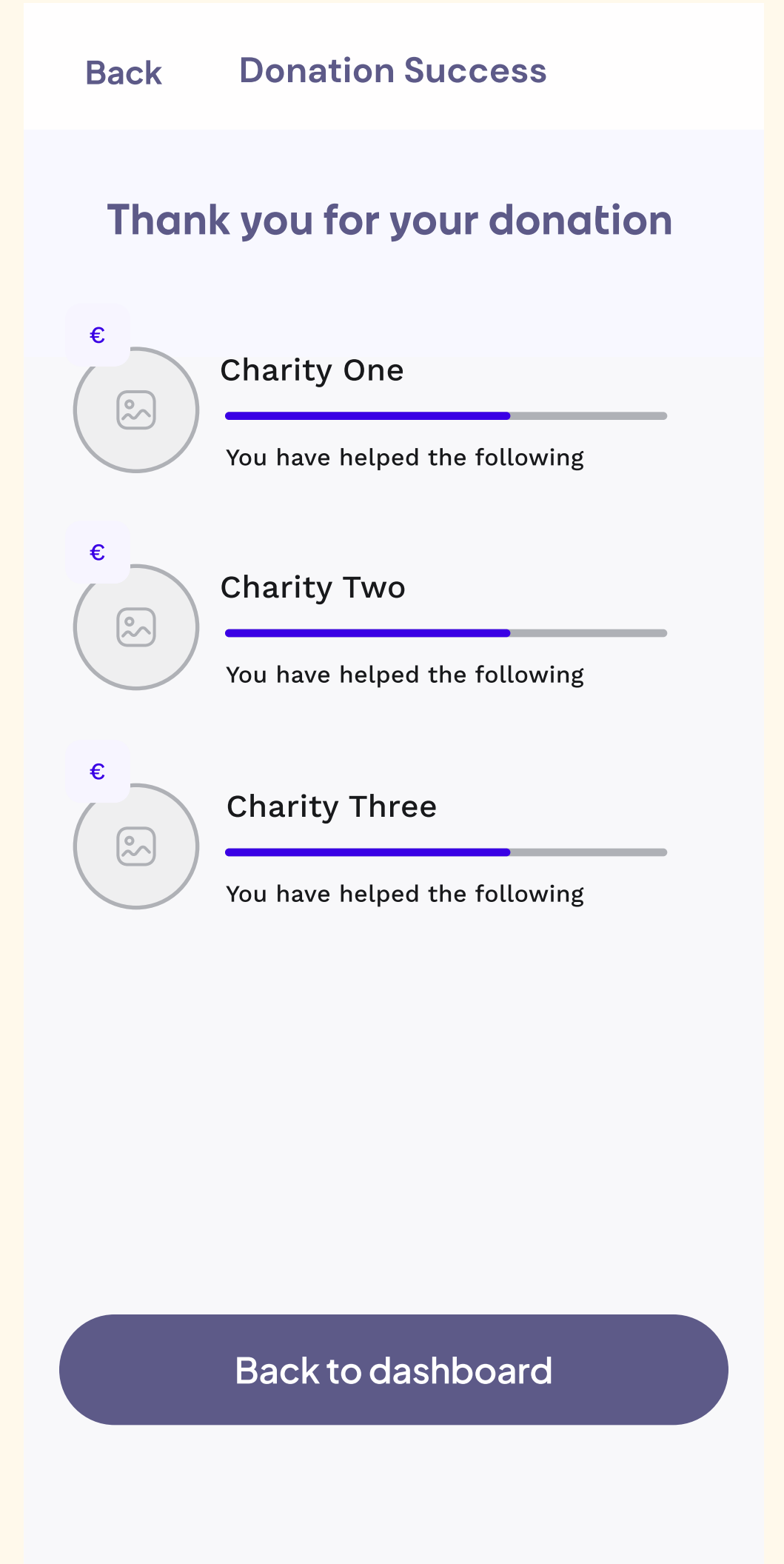
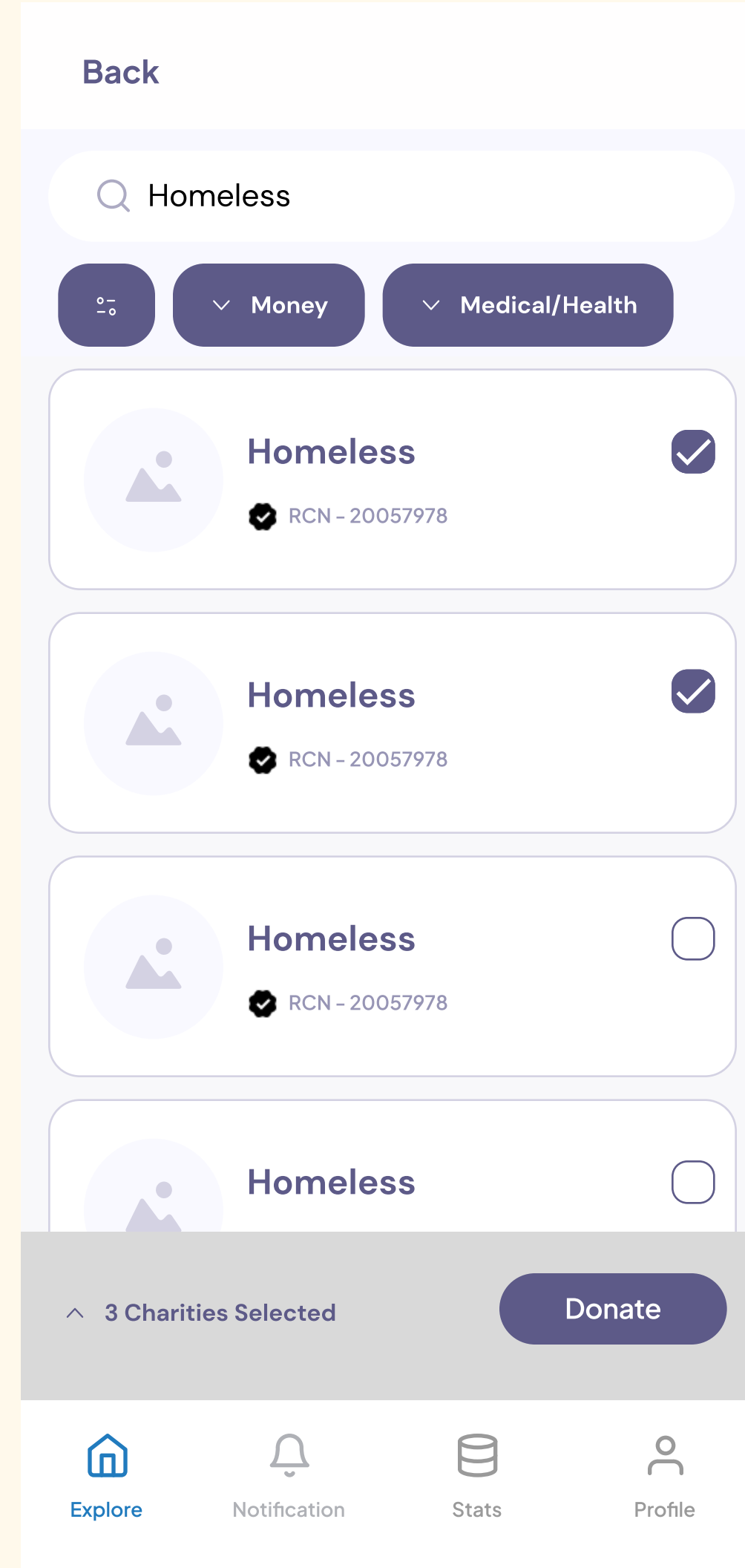
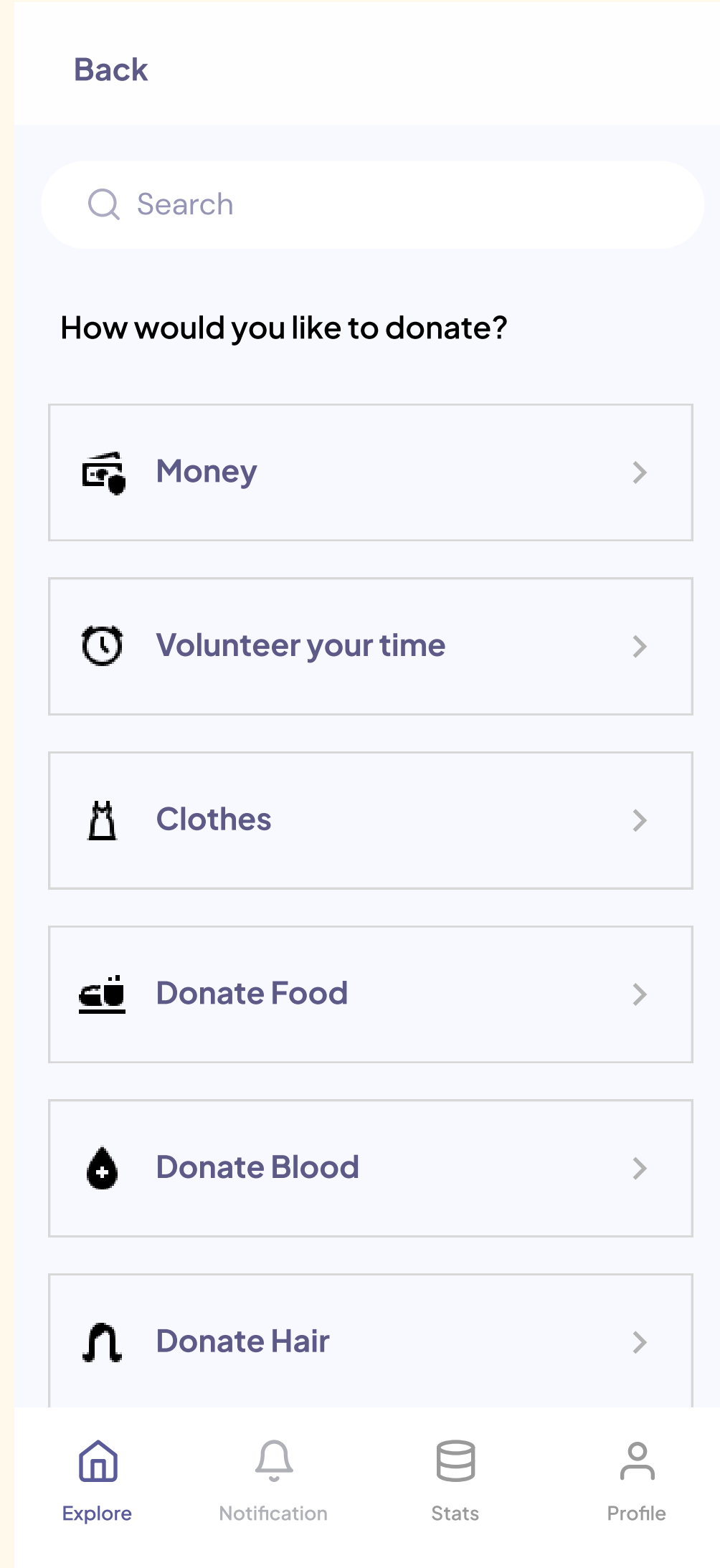




# Wireframes Variant A

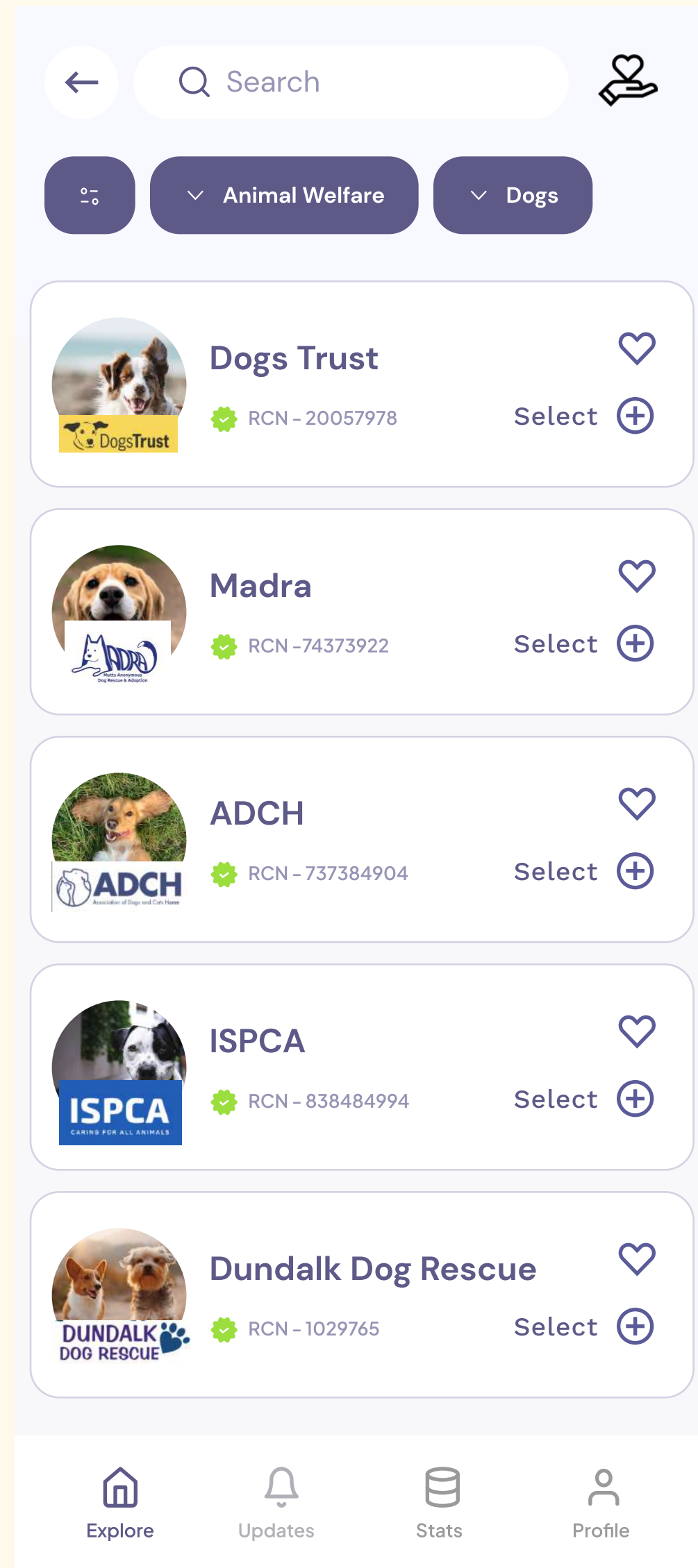


# Wireframes Variant B

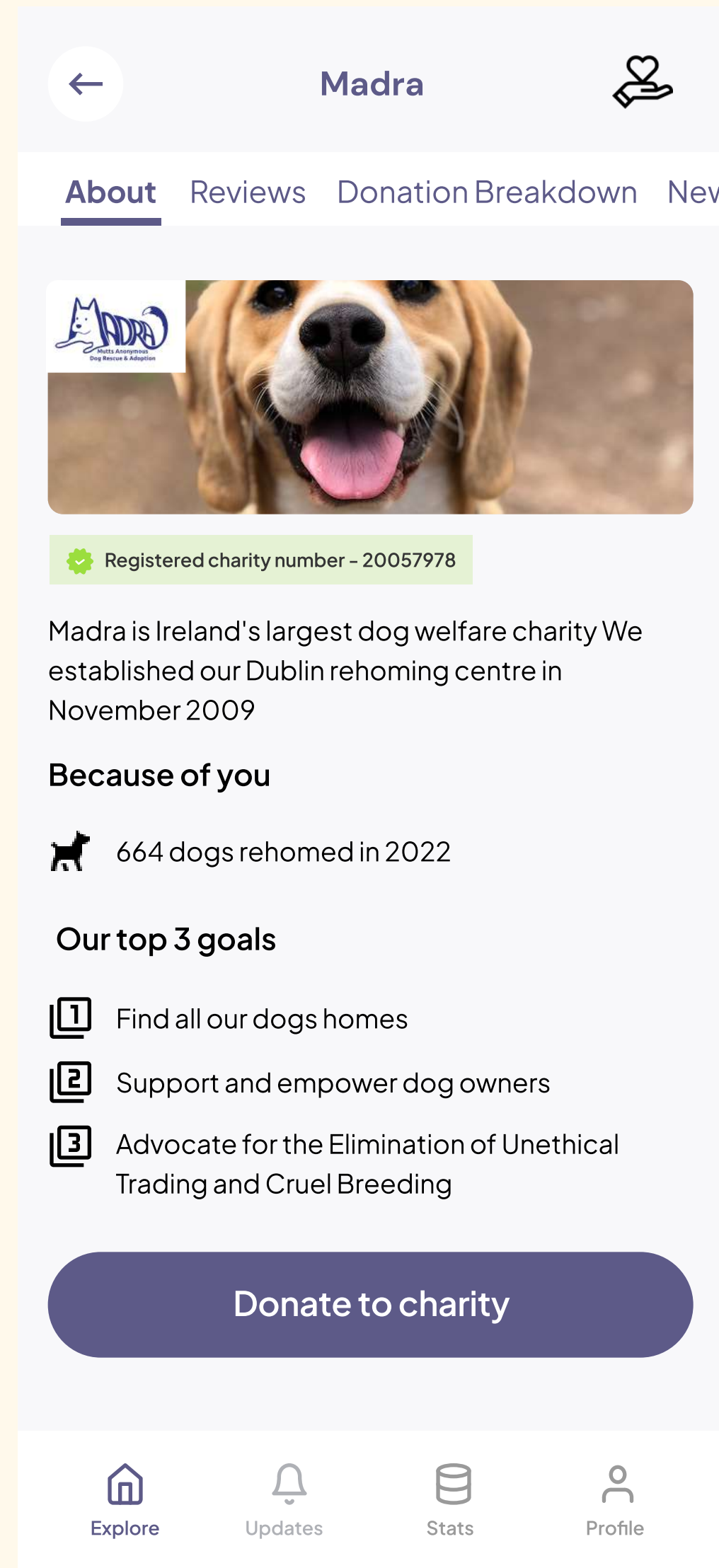


# Define Show Video

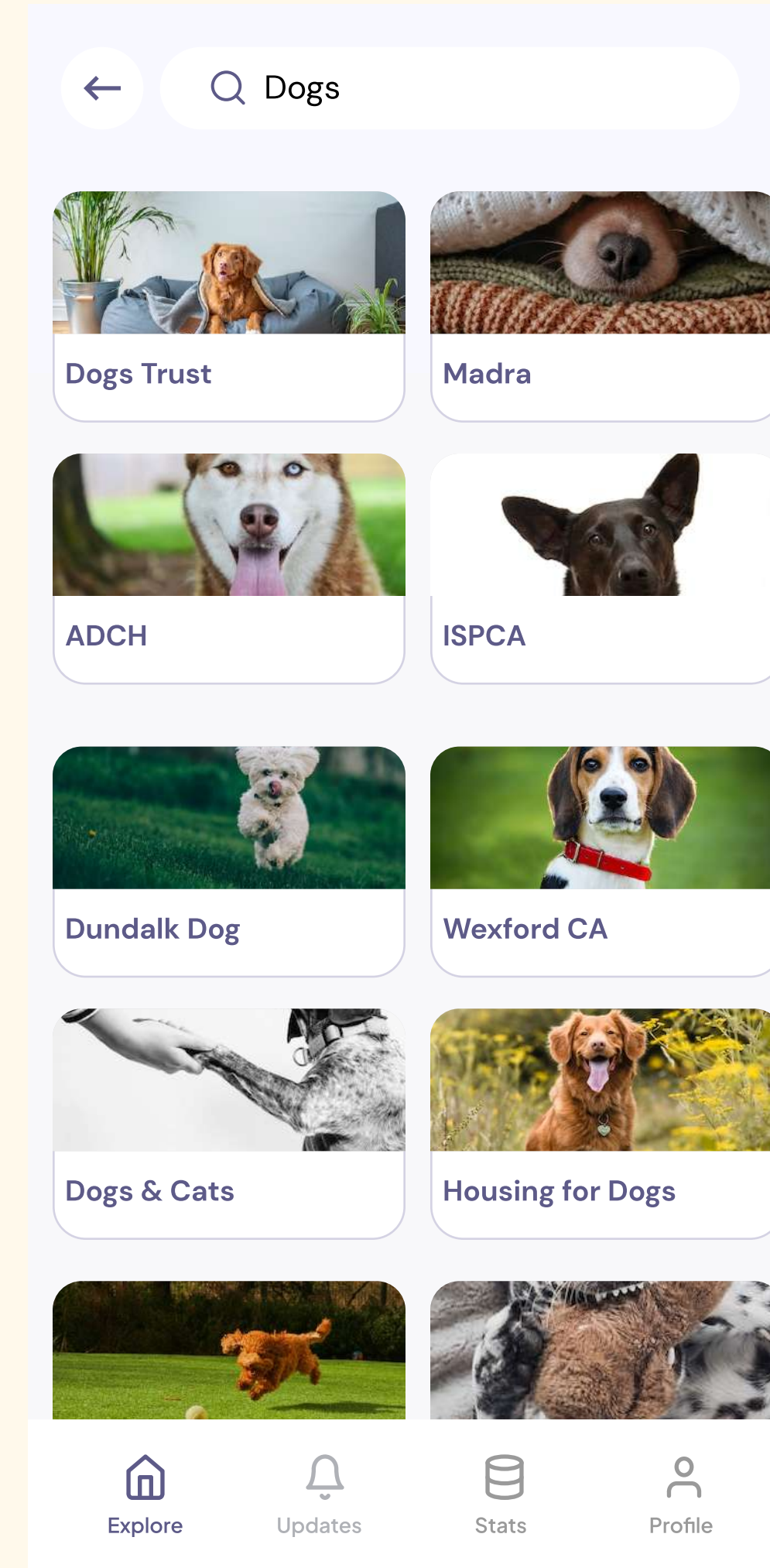
## Mid Fidelity Variant A



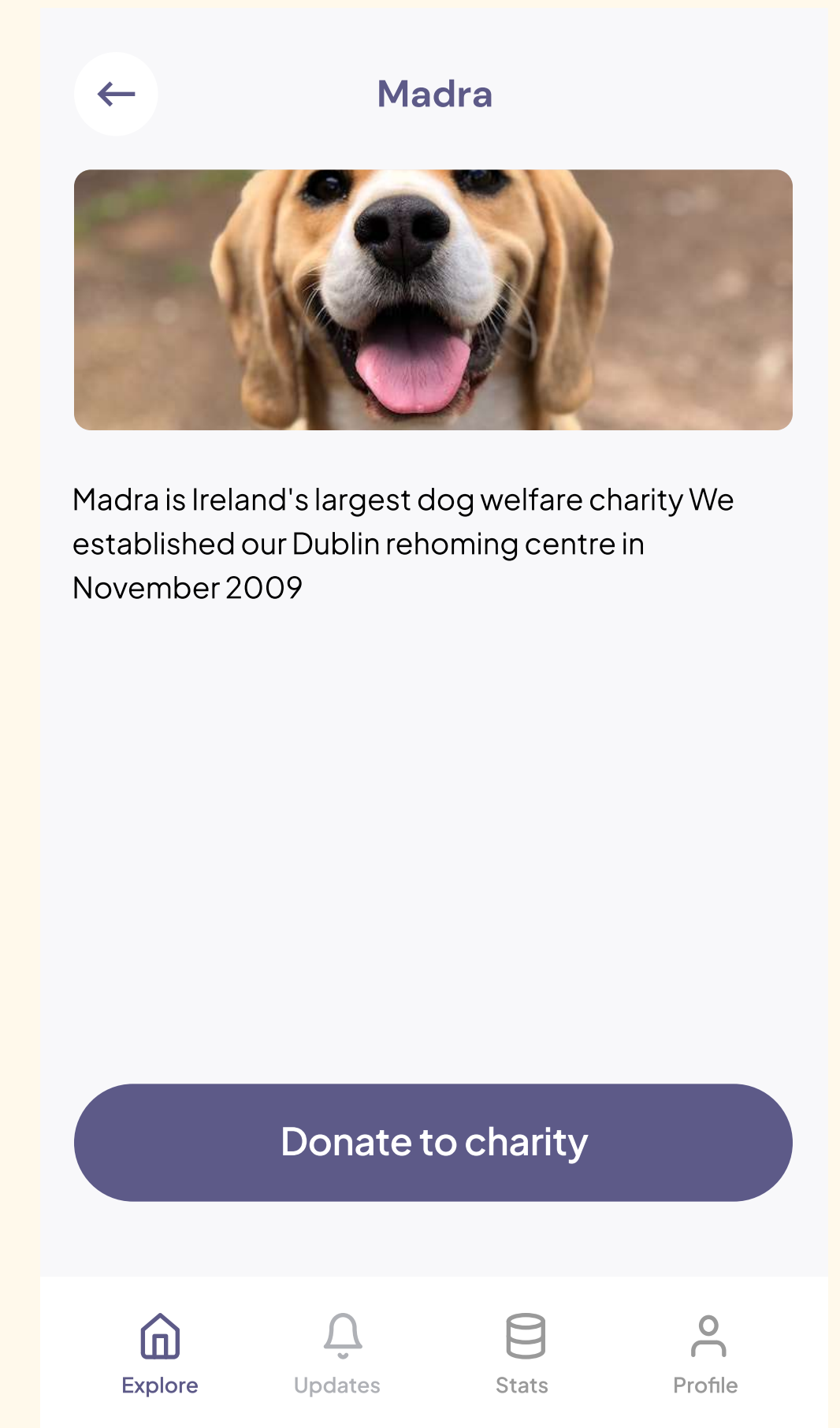
## Prototype



## Mid Fidelity Variant B



## Prototype



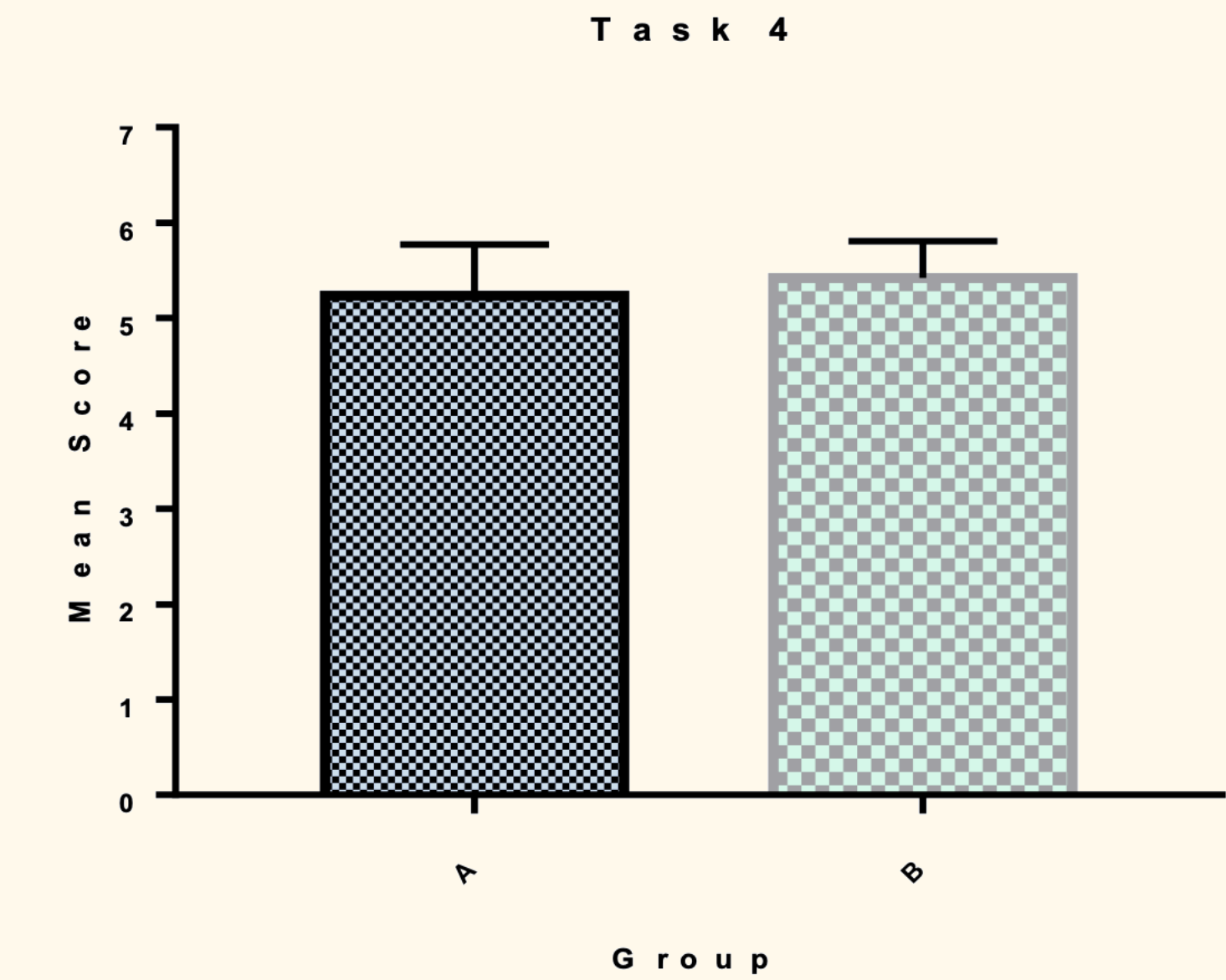
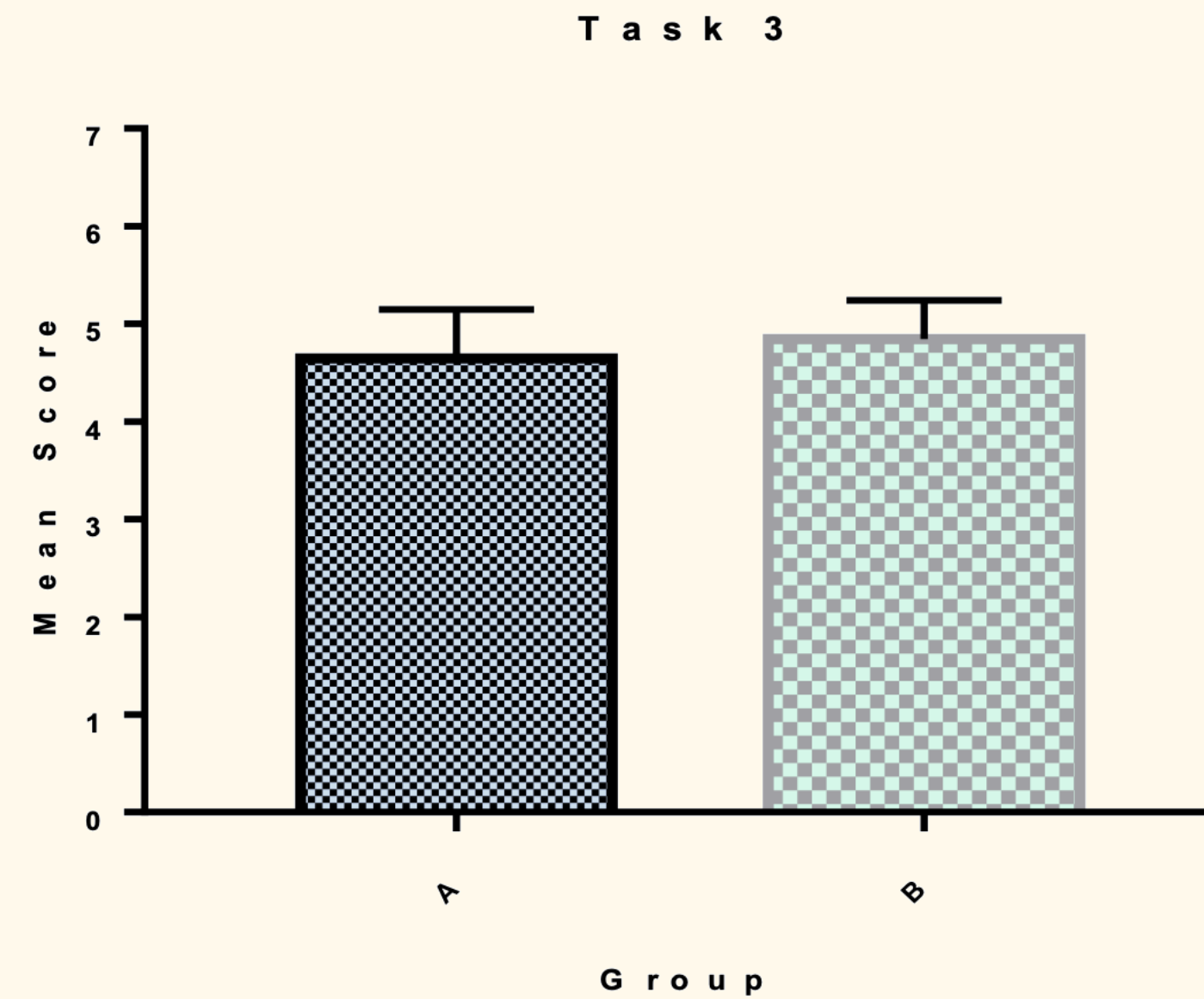
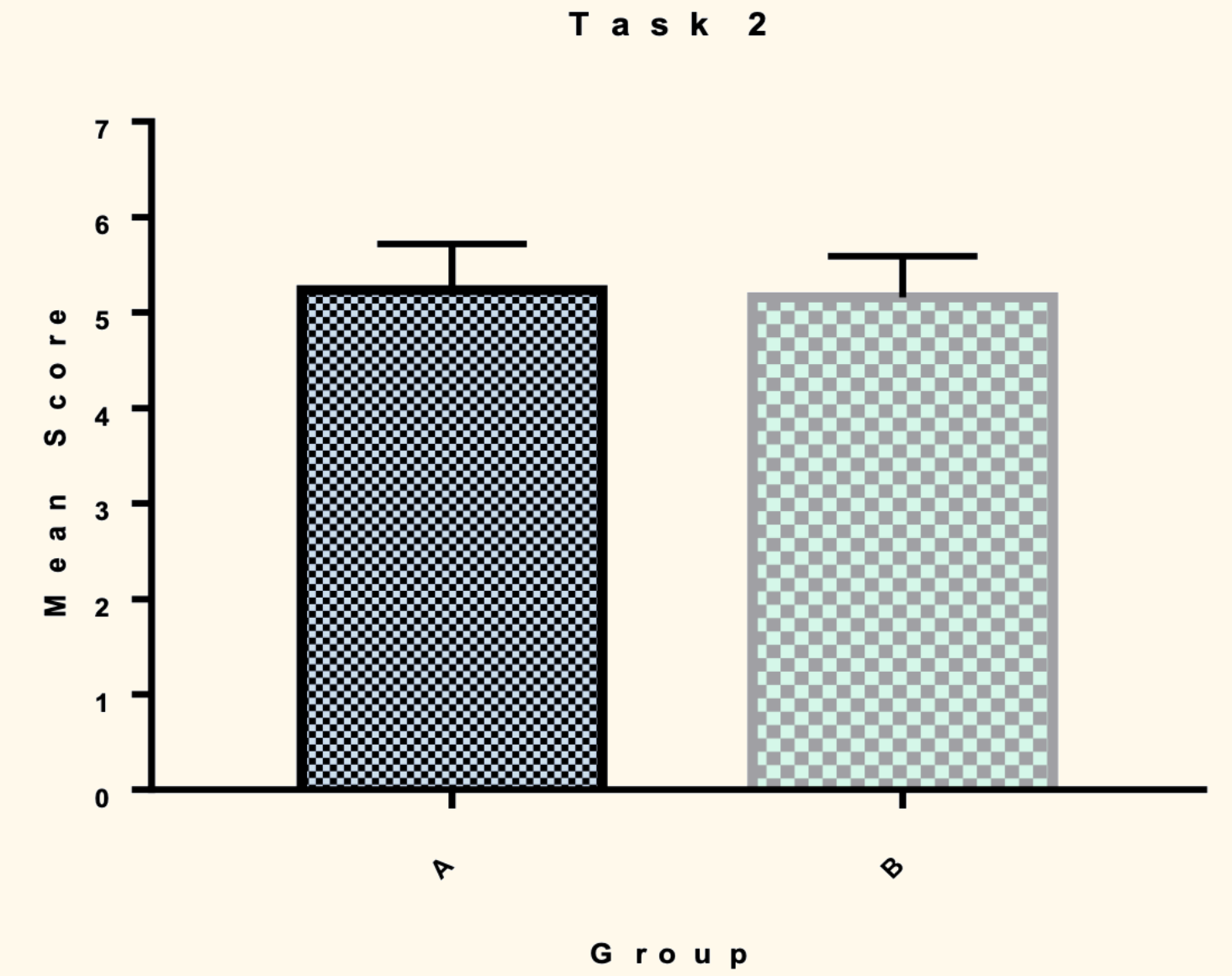
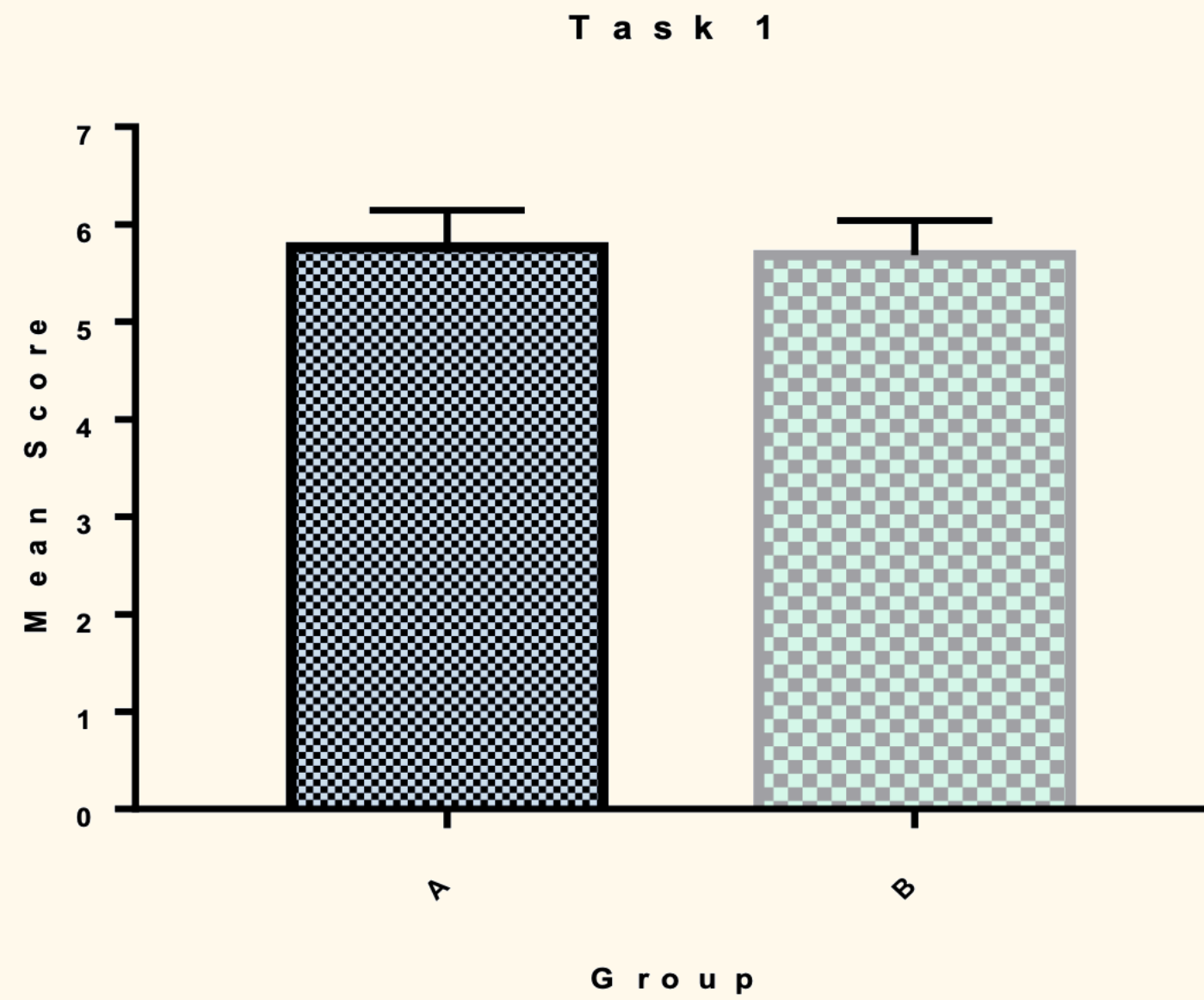
# Results on Testing



Quantitative - Results

# Single ease use

No statistical difference between Variants in the single ease use question





## Quantitative - Results

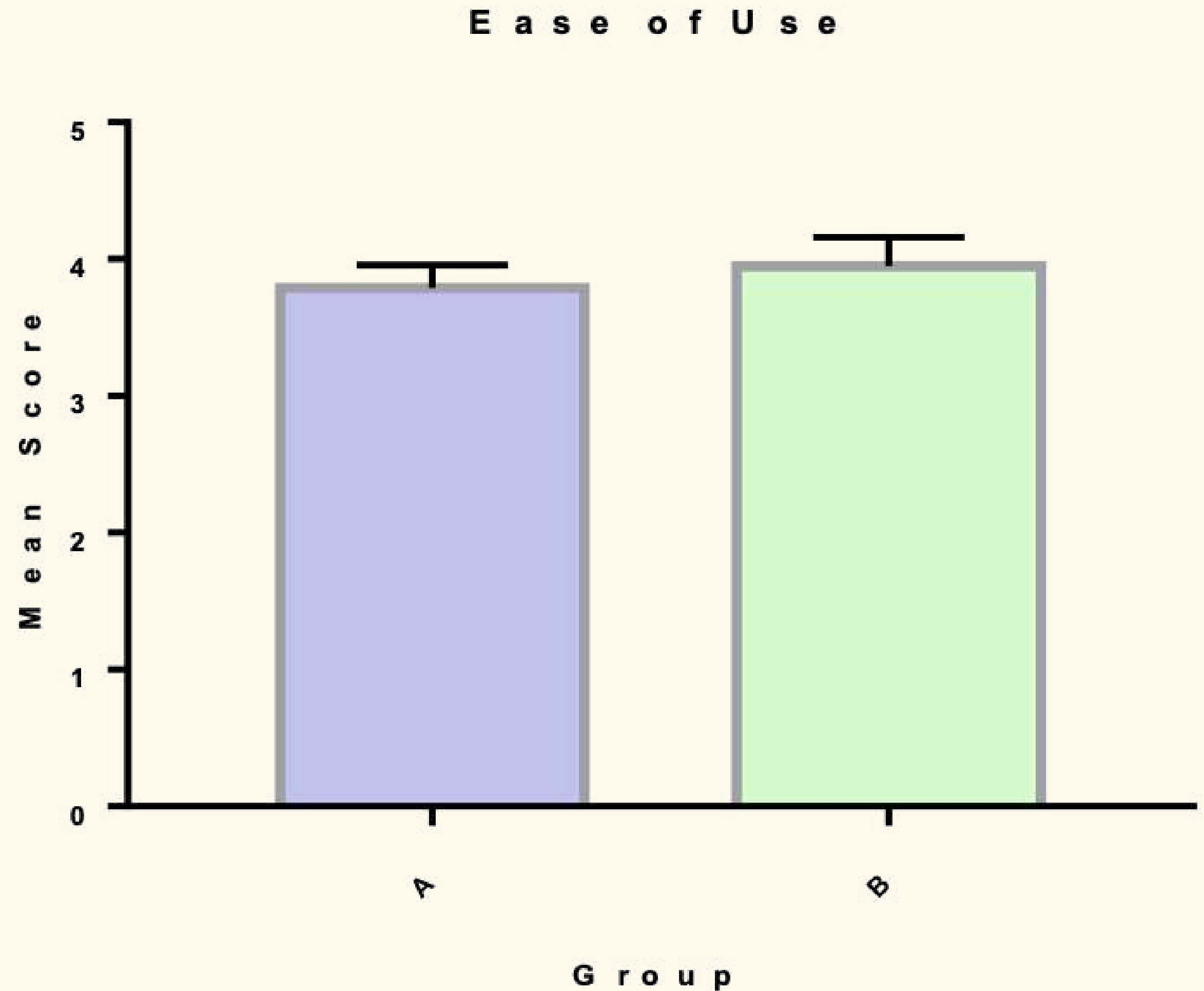
### Ease of Use

Group A contains n=19 independent replicates, and Group B contains n=14 independent replicates.

Variant A group recorded a lower ease of use (M = 3.79, SD = 0.72) than the Variant B group (M = 3.88, SD = 0.80).

$t(33)=0.59$ , p-value=0.56

No statistical difference between Variants



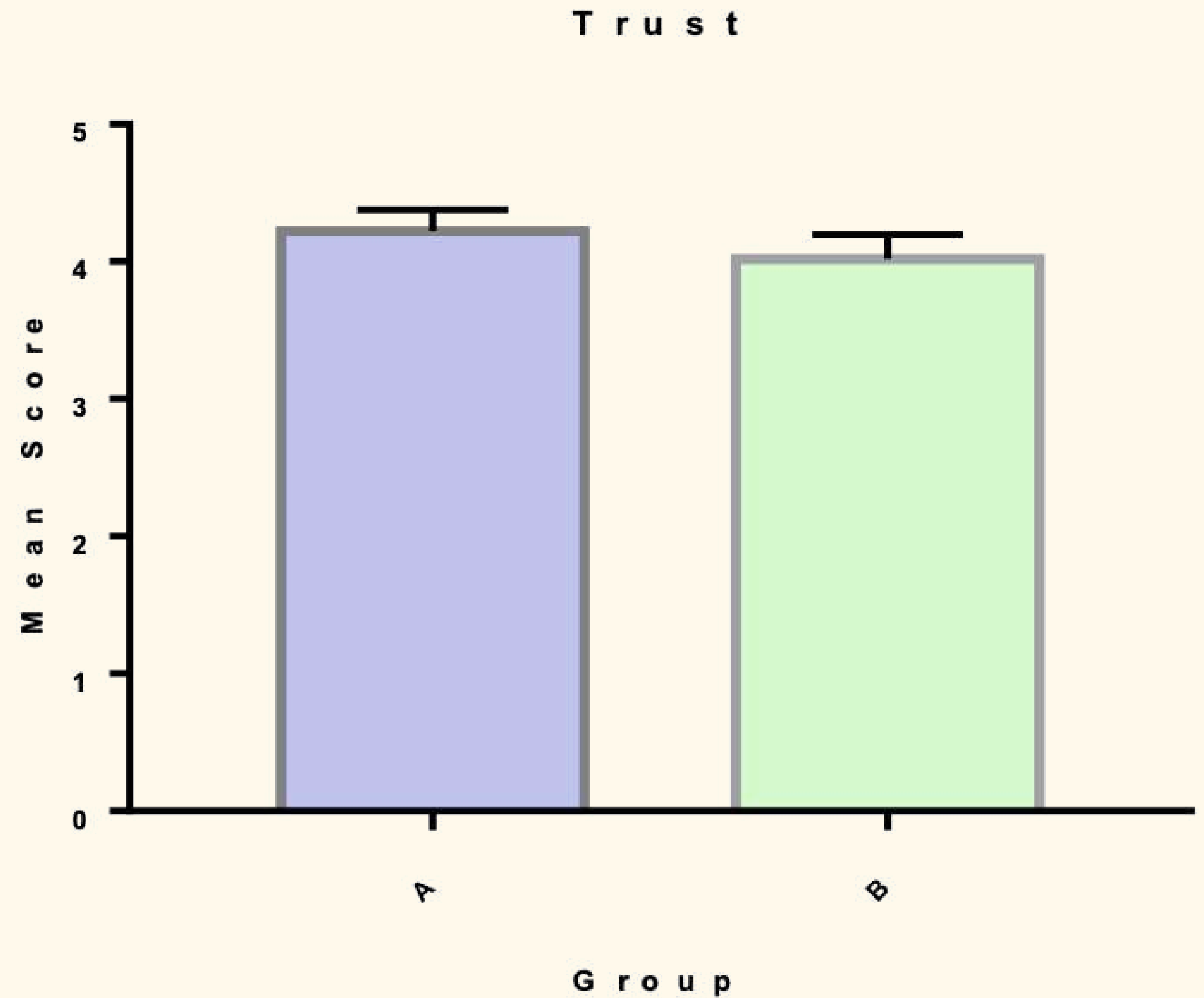
## Quantitative - Results

### Trust

The Variant A group recorded a higher level of Trust (M = 4.22, SD = 0.66) than the Variant B group (M = 4.01, SD = 0.66).

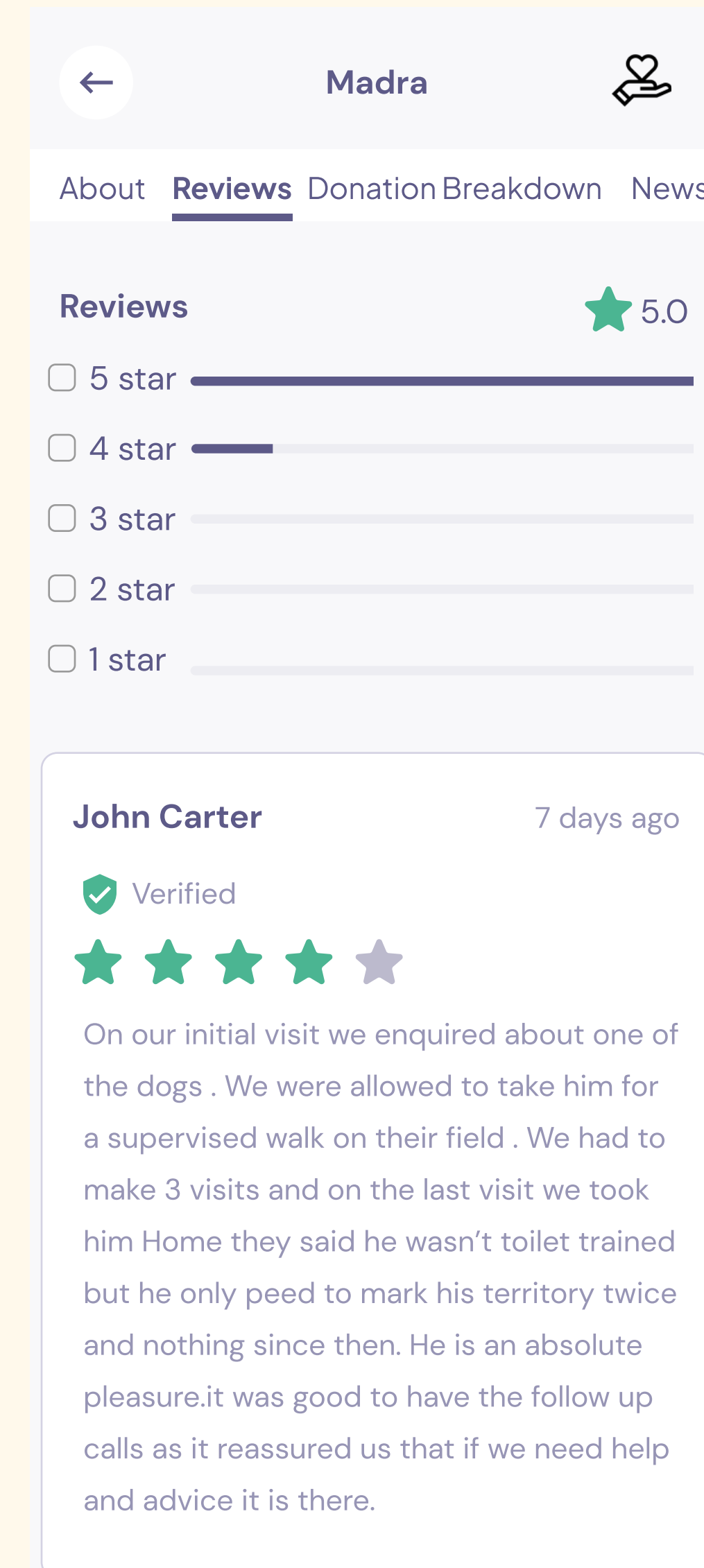
$t(33)=0.88$ , p-value=0.39

No statistical difference between Variants



# Thematic Analysis Va

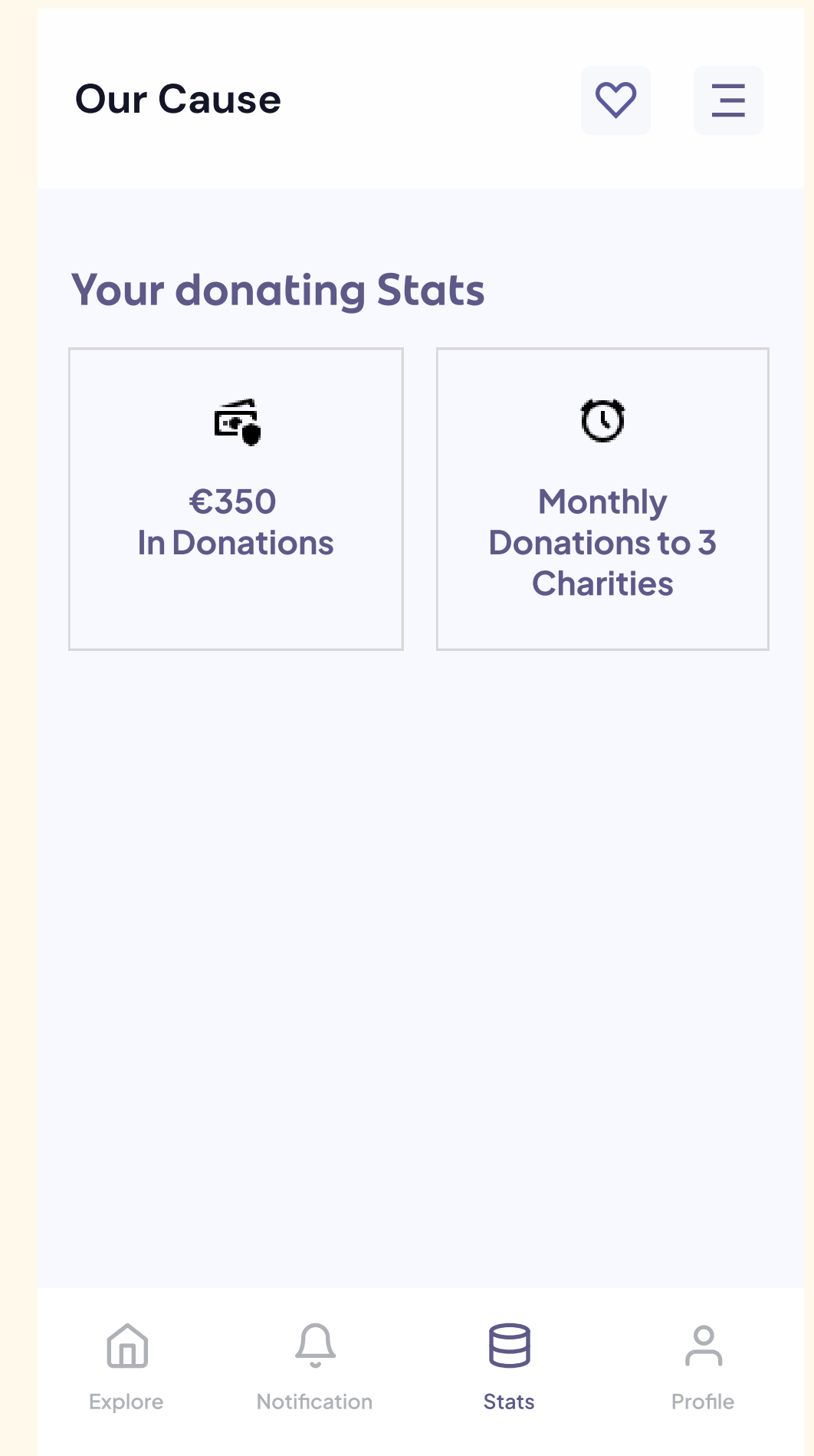
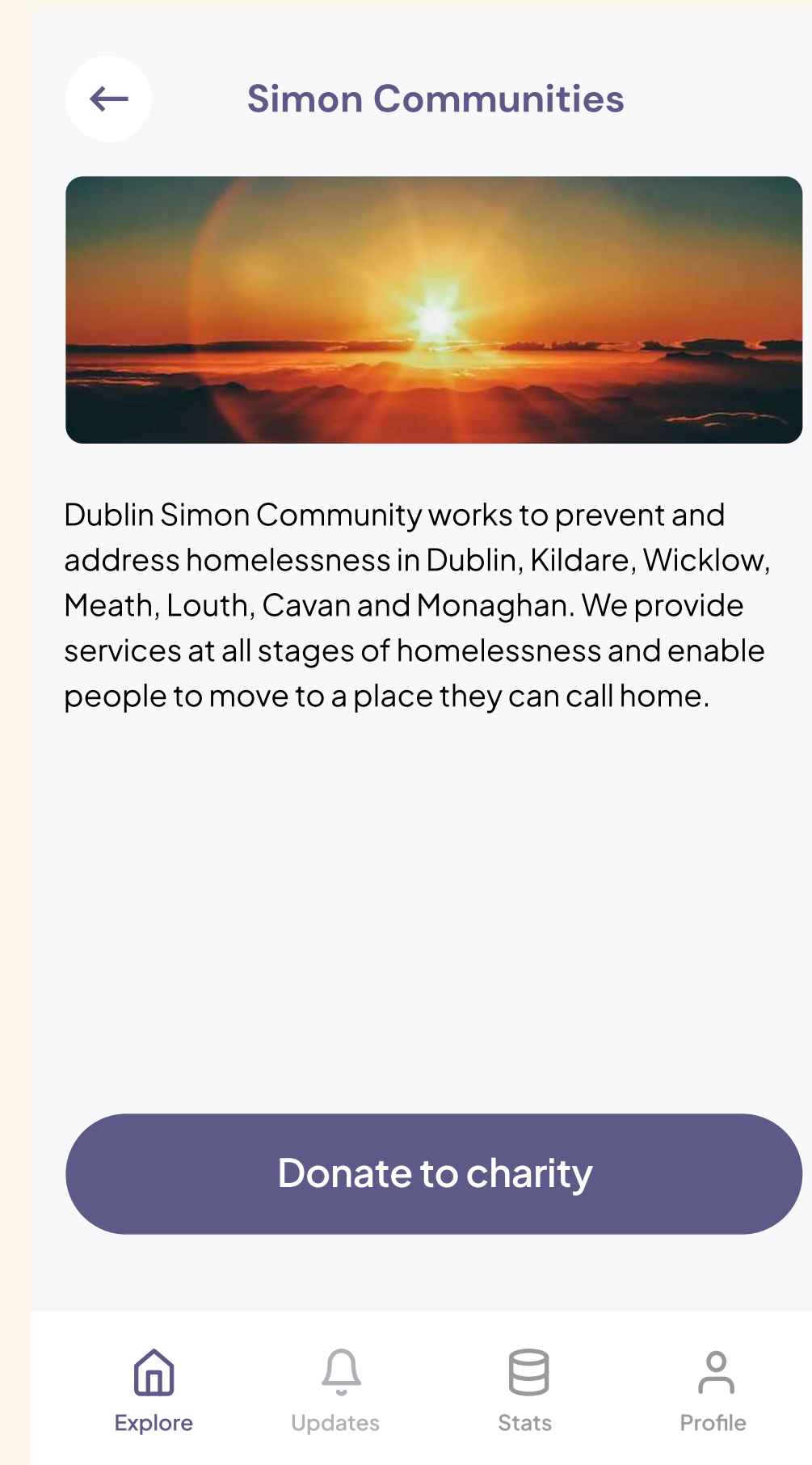
- Two out of Four users mentioned positive feedback related to the transparency and credibility of the donation process
- 1/4 Expressed interest in more information about a charity before donating
- 1/4 Was confused by the basket icon and donation button location
- 2/4 were positive about seeing reviews from users about the charity's and expressed that it influences their trust in the charity



# Thematic Analysis Vb

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- Two out of Three users tested on Variant B mentioned issues related to confusion and difficulty navigating the donation process.
- 2/3 users were looking for more information about the charities and their impact before donating
- 1/3 expressed interest in learning more about the impact made
- Ease of use: Mentioned difficulty in finding specific charities



# Null Hypotheses

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H1 Providing information about a charity and reviews of that charity will have **no effect** on level of user trust in that charity

H2 Allowing a user to donate to multiple charities in a single transaction will have **no effect** on the ease of use of a charity app

# Alternative

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H1 Providing information about a charity and reviews of that charity will have **an effect** on level of user trust in that charity

H2 Allowing a user to donate to multiple charities in a single transaction will have **an effect** on the ease of use of a charity app



## Discussion

Absence of actual debit cards during the process could create an ecological validity bias

Qualitative data Variant A was more trustworthy than Variant B

Similarity of the Corritore Trust Scale questions within each category

similarity of design variations tested in the A/B test

Small sample size / Created Bias using friends and family



## Conclusion

The study aimed to measure trust and ease of use of a charity app using the Corritore Trust Scale and usability testing, comparing two variants, Variant A and Variant B, designed using the Double Diamond method.

Despite the lack of statistical difference, the qualitative data from the usability testing provided valuable insights.

Future work – real life prototype, sample size not related to researcher, Interviews with charity organiser and work alongside the charities regulator





**All human**

THANK  
you