



Share by Guy's Cancer

Collaborative Project 2020-2021

Reimagining donations

Clinical Leads

Guy's Cancer Centre

Academic Lead

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The Challenge

It is believed that everyone will interact with a charity at least once in their lifetime, having a positive effect on society. Charities' operating environment has drastically changed due to economic, social, and technological changes, the latter has been cited by PwC as the biggest challenge faced by charities. Whilst technology has opened the opportunity to create personalised experiences, underinvestment and inexperience in the sector have generated a lack of confidence in charities' ability to meet user needs and expectations.

This collaborative project with Guy's Cancer Centre (GCC) aimed to create a personalised donation experience by rethinking the act of donations through the use of storytelling and technology.

Service Requirements

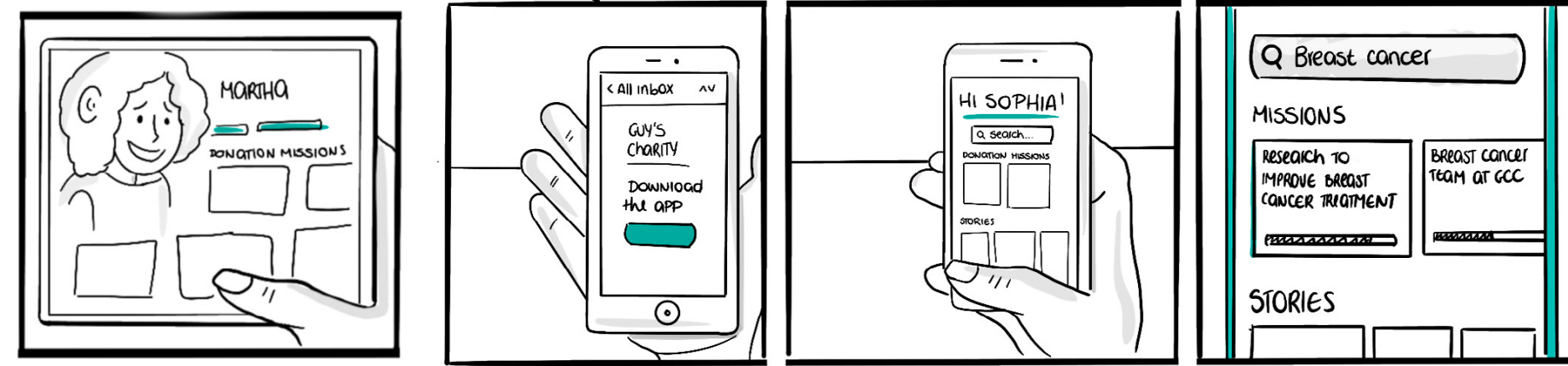
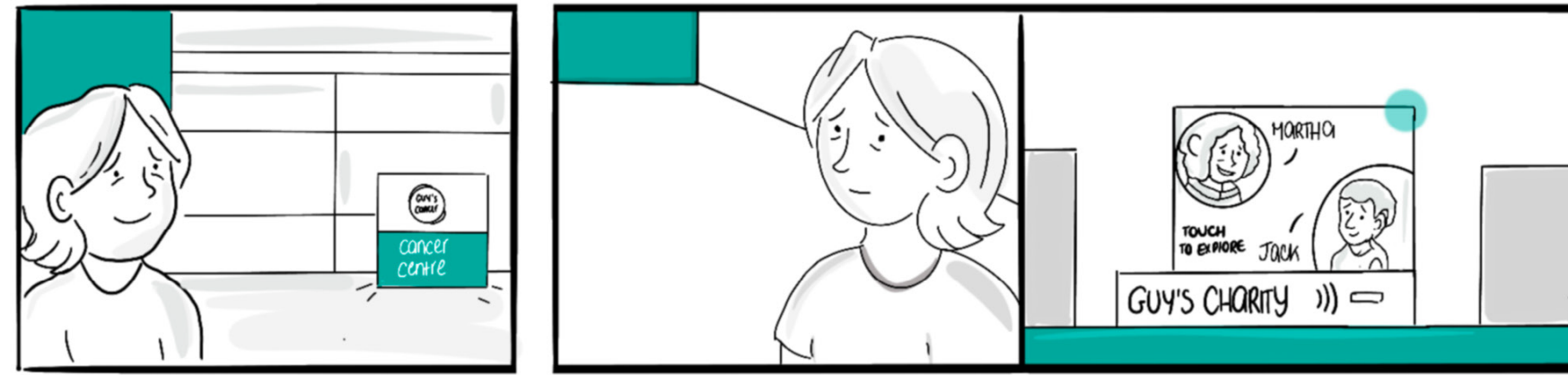
- The physical and digital donation experience should be seamless for users.
- The information required for donor to complete a donation transaction should be kept to only the essential information.
- The product should explore other ways to maintain donors updated with the charity's work.
- The relationship between the charity and the donors should be clear and continuous.
- The solution must be engaging for donors.
- The service should make clear what the destination of the donations are.
- The service should integrate multimedia to enable an engaging experience.

Ideation and Development

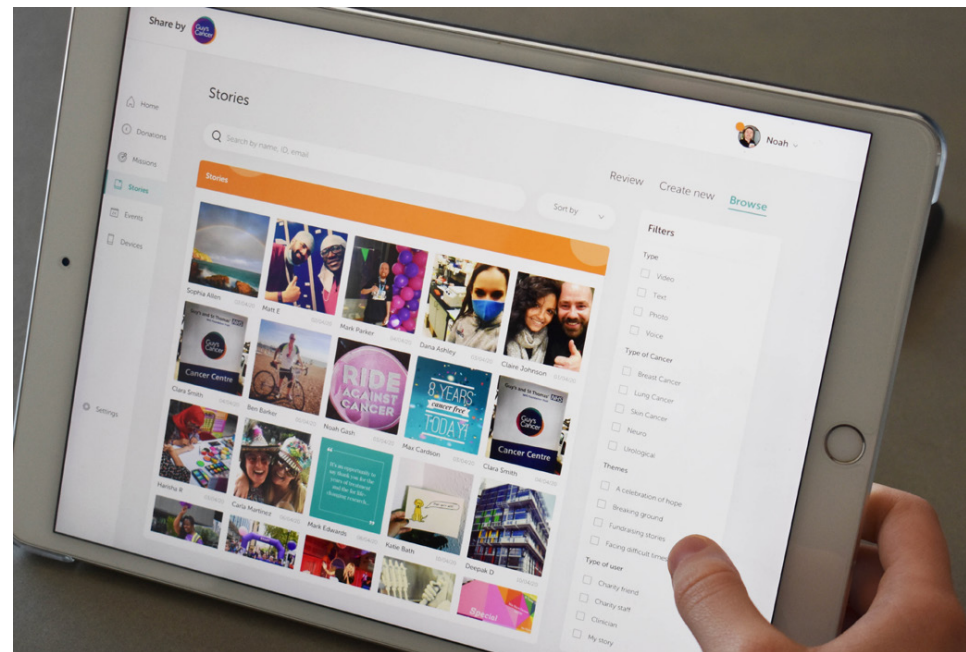
Focus group to map the functionalities of the app



Storyboarding to envision the use of the app in real life



Cognitive Walkthroughs to evaluate the usability of the app

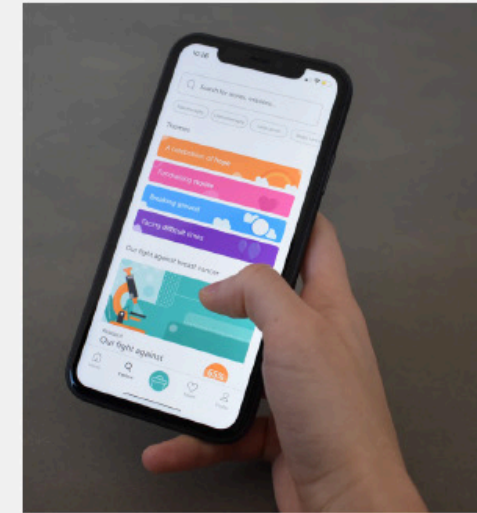


Branding analysis

Transmitting tranquillity, positivity and energy through a vibrant and colourful colour selection

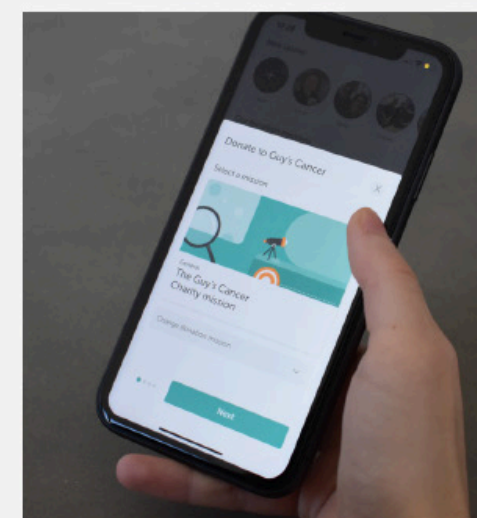


Final Prototype



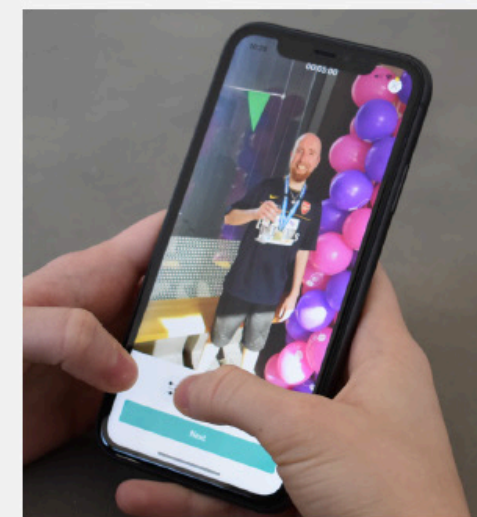
Discover

Search-led navigation where users can explore stories, missions based on themes, treatments and types of cancer.



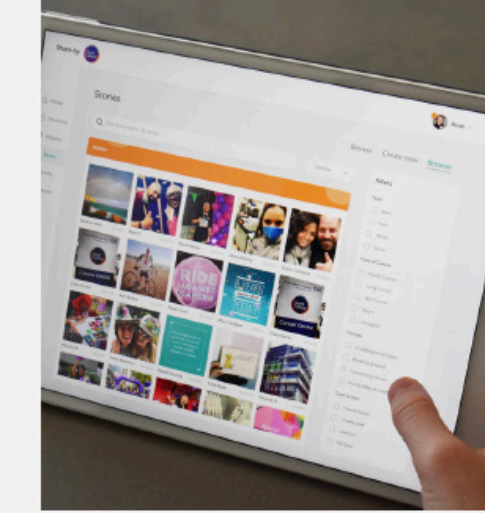
Donate

Users can easily donate to a mission in just three steps. They can follow and track a mission to receive updates



Create

Using a fun and simple integrated tool, users can create and personalise their own photo, text, video and/or voice stories.



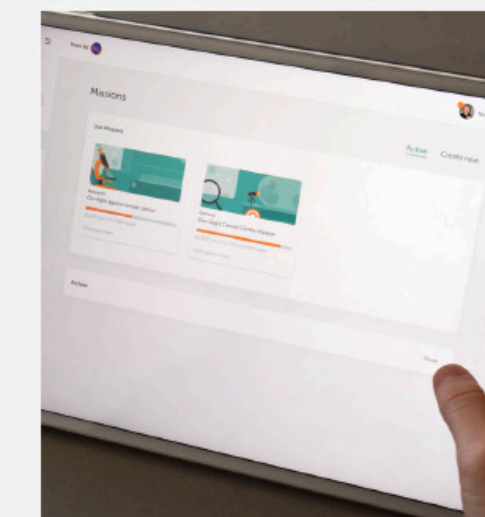
Testimonials

User-generated testimonials are a powerful way for the charity to easily generate more content and demonstrate their work in a unique manner.



Update

Content can be easily updated through the dashboard. It includes a donation analytics platform. The GCC devices can also be controlled through the dashboard.



Raise Awareness

Platform allows for a continuous interaction between donors and the charity. This allows the charity to reach a wider audience at any time.

"The donation screens are clear and simple - perfect"
-Guy's Cancer Centre

"I like the idea that similar stories are highlighted, based on an individual's initial preference - it makes it seem more personal"

"I love the colours. I think they are very calming and they are very delicate, soothing and interesting. I love the drawings and it has a very non-clinical look"

"I think the app is very very simple and straightforward to use. I could definitely use it and I think it's great that you have different types of stories"