

A photograph of a man and a woman in traditional Indian attire. The man is on the left, wearing a purple checkered shirt, smiling and looking towards the woman. The woman is on the right, wearing a blue sari with red and yellow floral patterns, a red headscarf, and multiple gold bangles. She is covering her mouth with her hand, appearing to be laughing or shy. The background is a blurred outdoor setting with a green structure.

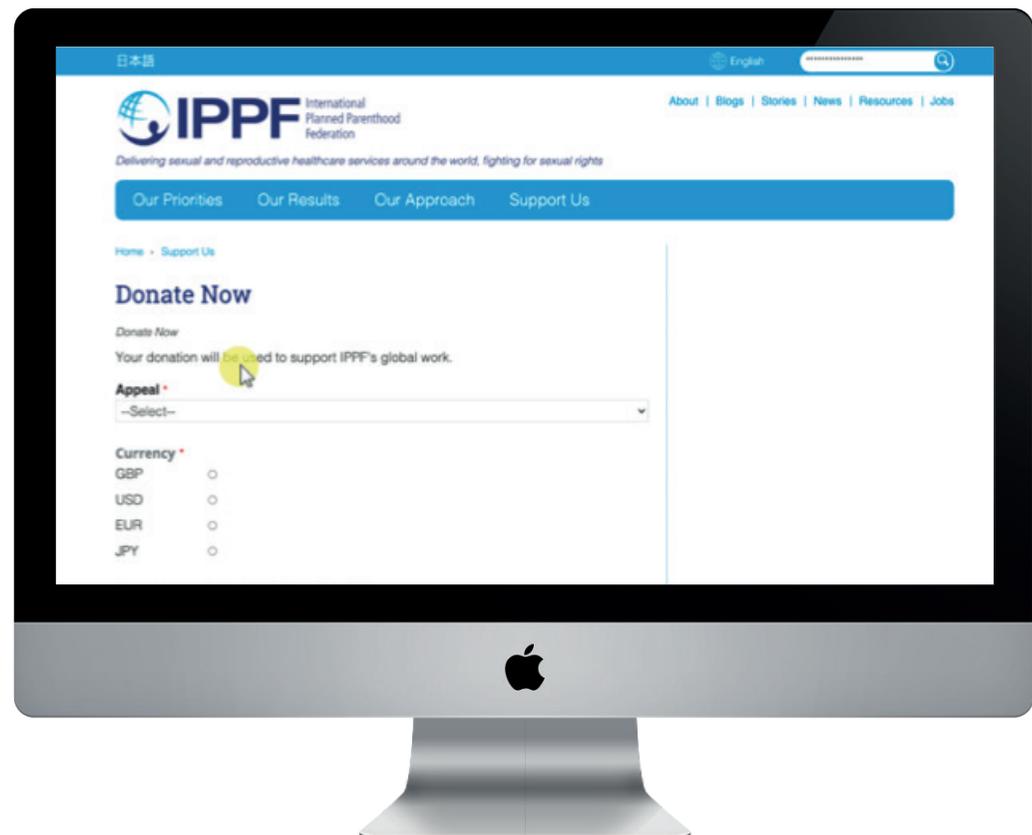
# Case Study

## IPPF's Individual Giving

# Improving conversions through design

**The problem** Very low conversion rate of 0.2% on the individual givings form and a high bounce rate on the page.

Also some user complaints that there was no indication the donation had been received.



# Stakeholders

**Digital Manager** Working closely with the Digital Manager we created a better experience and interaction for the individual giving page. (*The Digital Manager has 1st sign off*).

**Communications Director** A weekly update in our team meeting so the Communications Director was aware where we were in the process of development and implementation (*2nd and final sign off by the Communications Director*).

**Developers Agile Collective** I worked with Agile Collective our external agency to implement the front-end development to the back end. I supplied them with all the front end files and resources they required through their project management system.

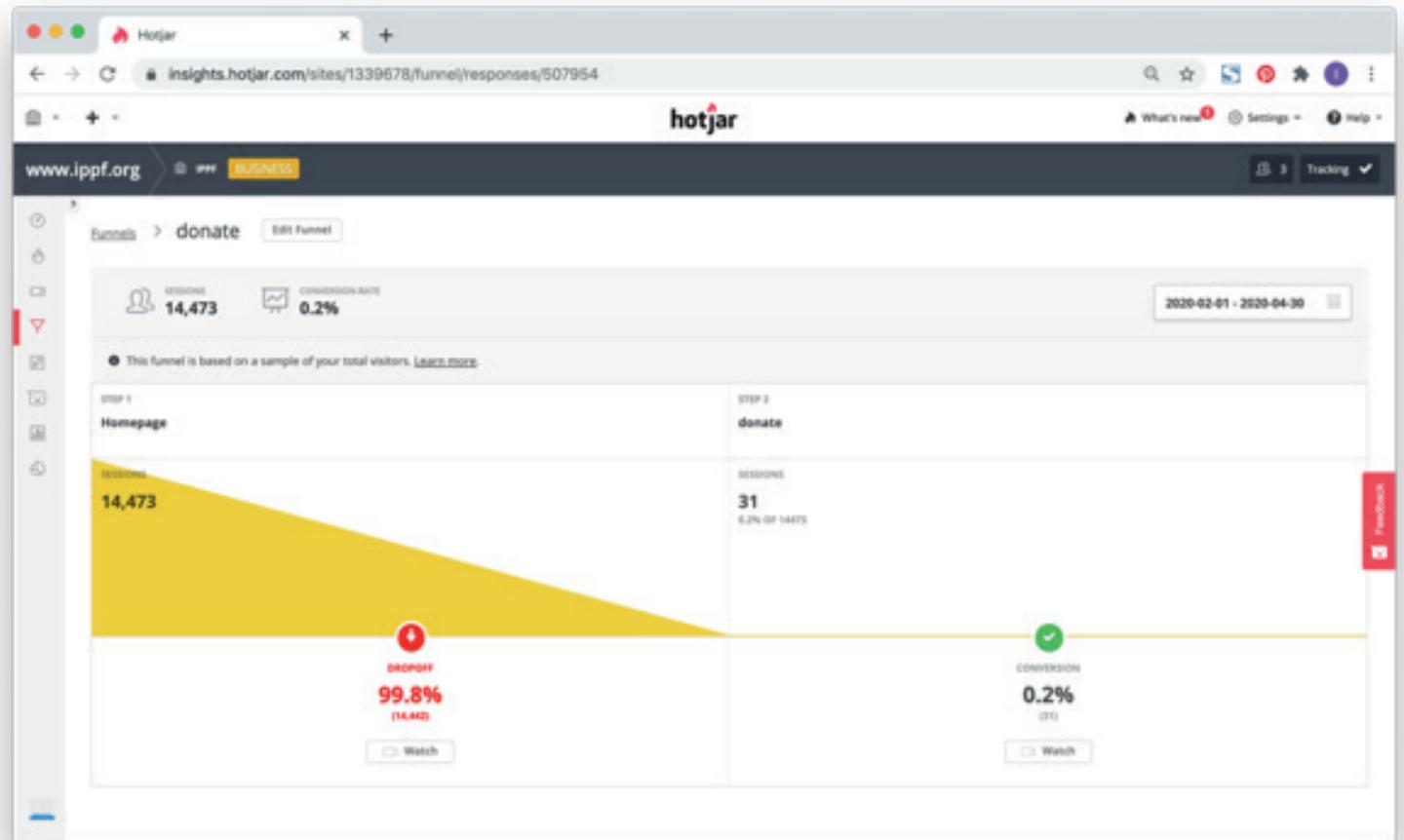
**Fundraising** Updating and managing expectations - the fundraising team was very happy with what we produced, it's quite easy to see there was a lot of improvement to be made to this experience and we kept them in the loop managing their expectations.

**Finance** the 'Thank you' page and email confirmation were very important to finance, implementing these elements as a solution to some user complaints was well received.

## The Analysis

From February to April 2020 the funnel suggests only 0.2% conversion.

A very low conversion rate for a non-for-profit individual giving page.



2 step funnel analysis

# Recording and tracking the interaction of the users

## Research indicated:

- 1 Users navigated to the support us page quickly from the homepage, on this page most users selected 'donate' the others ways to support where mainly ignored.
- 2 Many of our users where coming from America.
- 3 The site wide donation form below the main form (creating 2 forms for donating) caused confusion.
- 4 A lot of time was spent by users looking at the appeals drop down for both mobile and desktop with a high bounce rate at this point.
- 5 Many users clicked on the 'how do we use your donation' link therefore bouncing off the page and regurlary not returning.

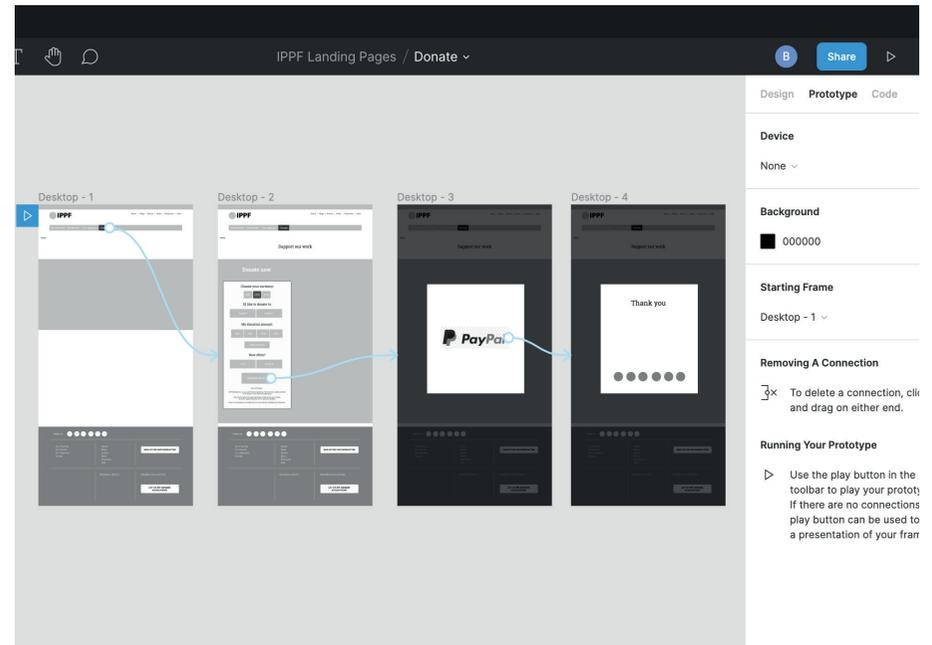
# Steps for improving the interaction and experience

## Improvements based on user analysis:

- 1 Change the homepage link to 'Donate' and remove the other ways to support IPPF to channel individual giving.
- 2 Remove a step and make it easier for the user by pre-selecting the currency to USD due to the high rate of American users.
- 3 Remove the second donation form (this form was on the page as it was set to appear on all pages across the website).
- 4 Change the interaction for the appeals drop down field and also radio buttons to full buttons for easy mobile selection on the move.
- 5 Improve the look of the interface a happy visual representation of where the users donations were being invested.

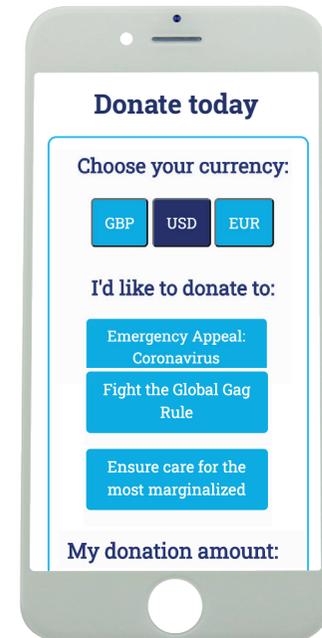
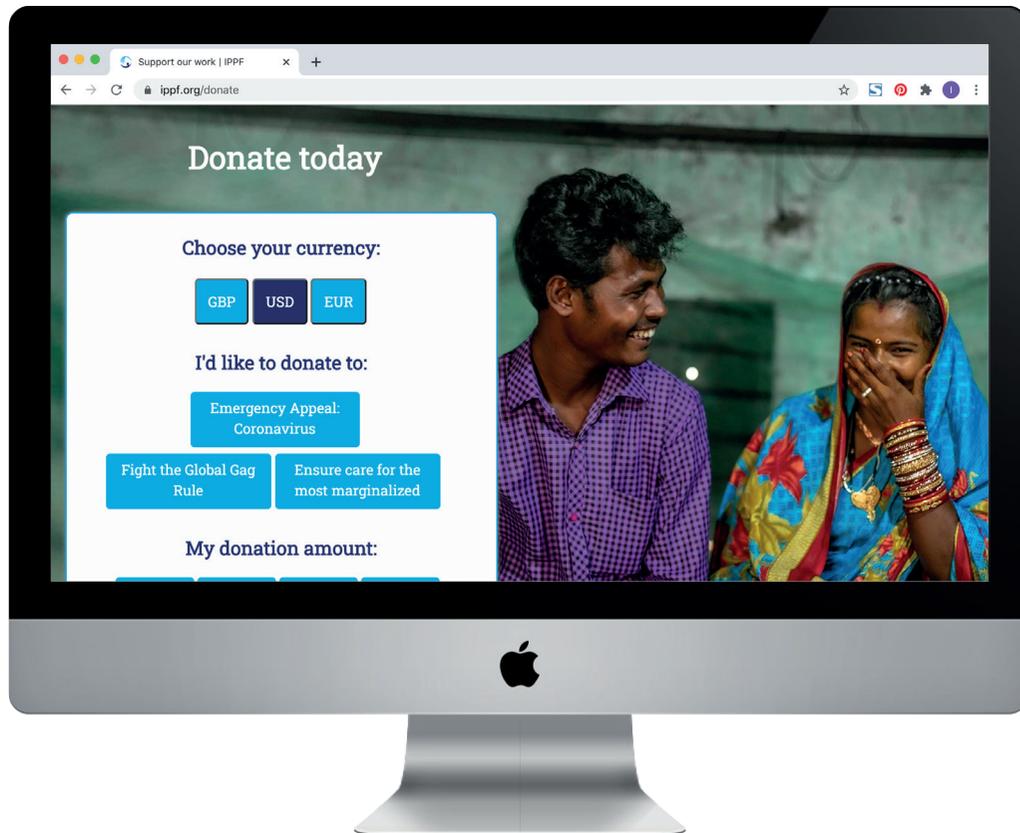


Examples of wireframes and prototypes using Figma

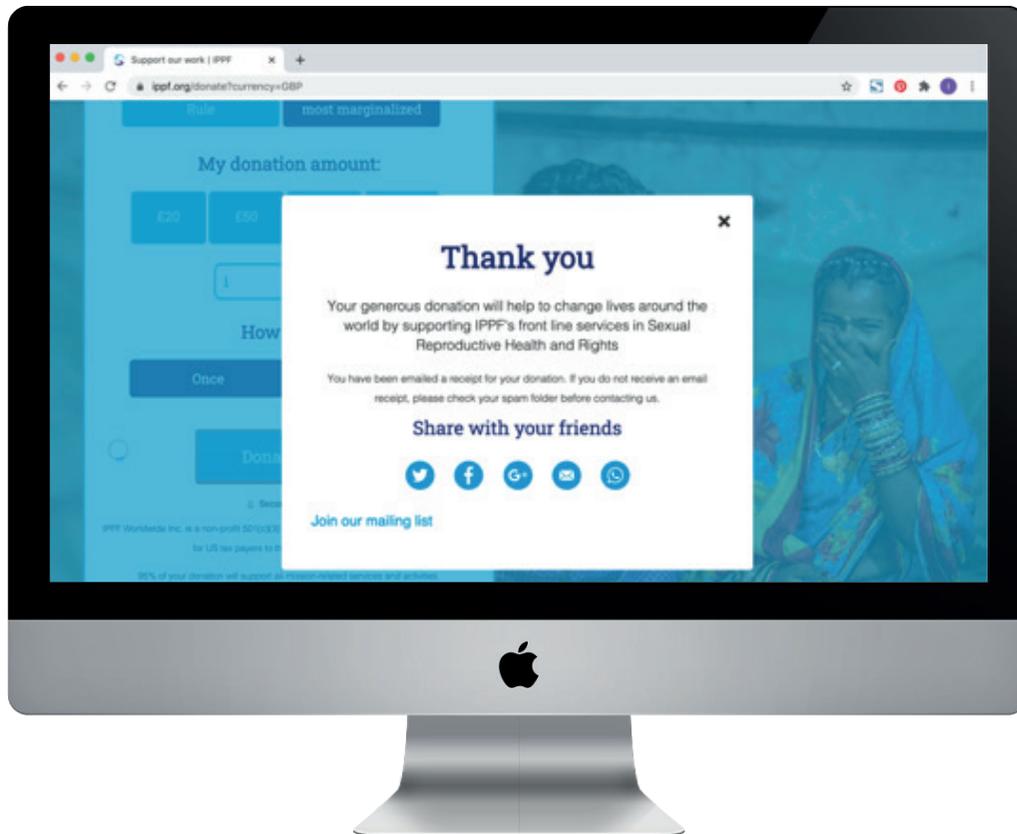


The new user journey from the homepage

# Improved journey



Improved user interface



Thank you page

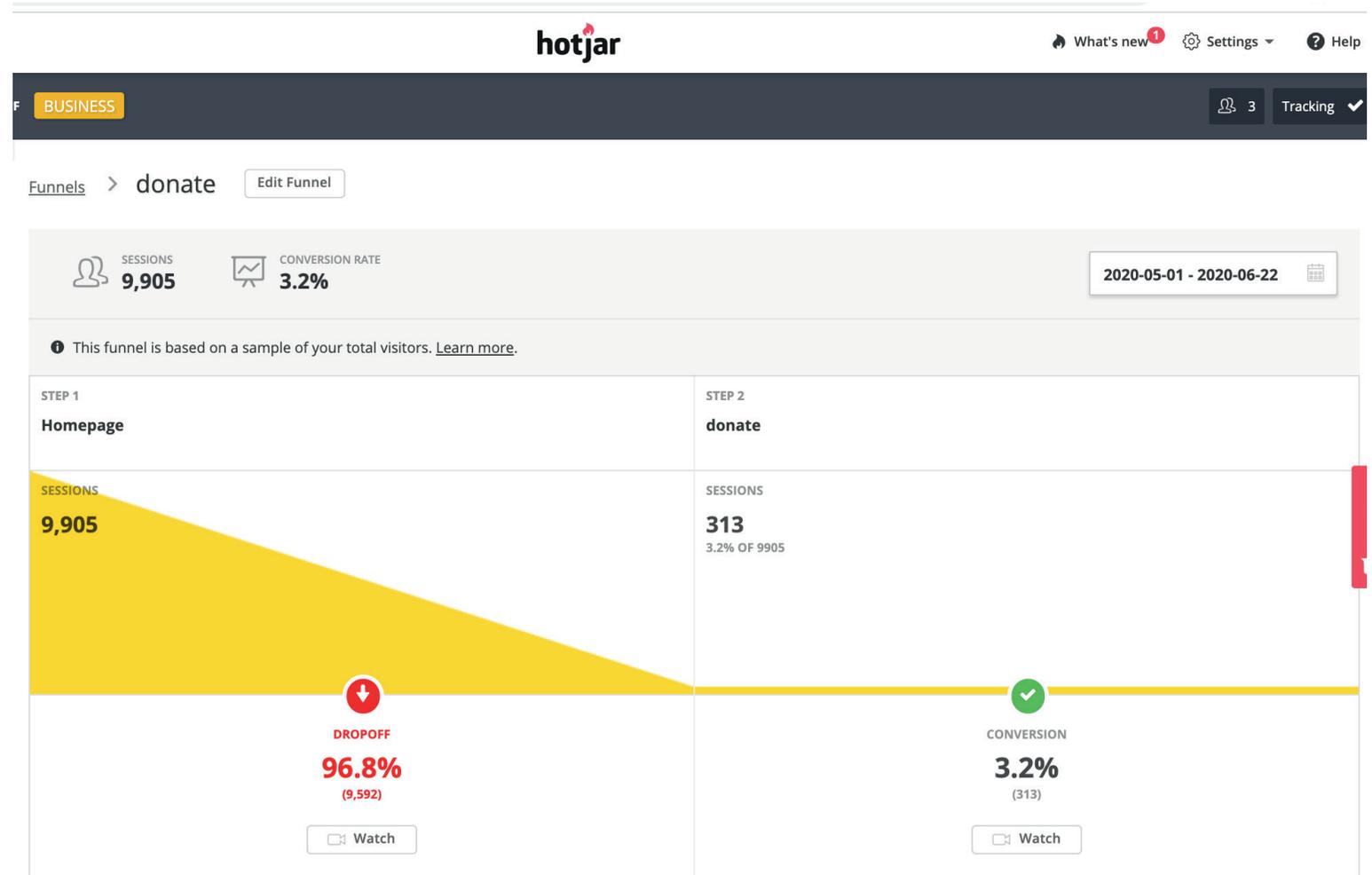


# Results

Analysing the improvements

## 2 Step Funnel Analysis

3.2% Conversion.  
A successful **3% increase** in conversion from when the new journey and interaction was implement in May until June.

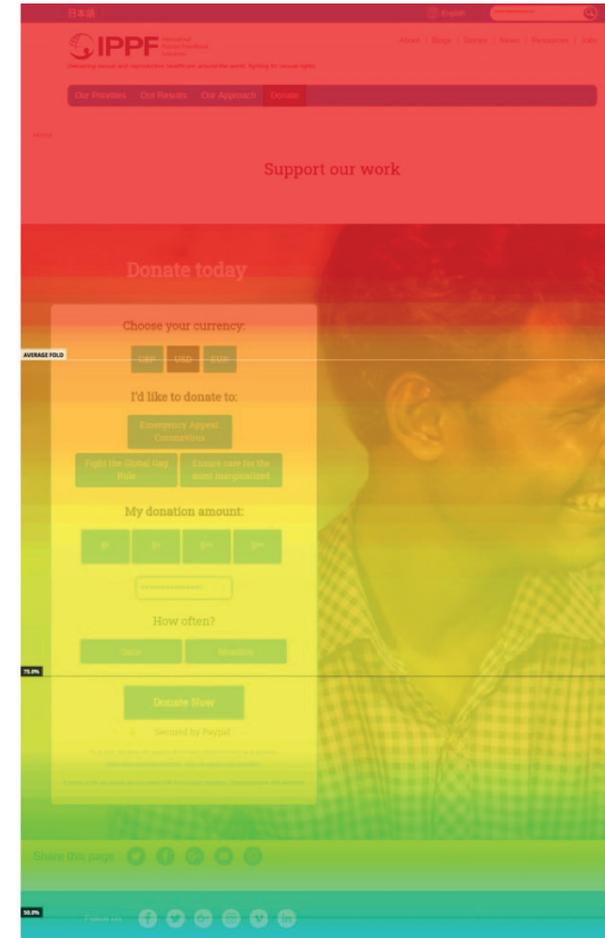
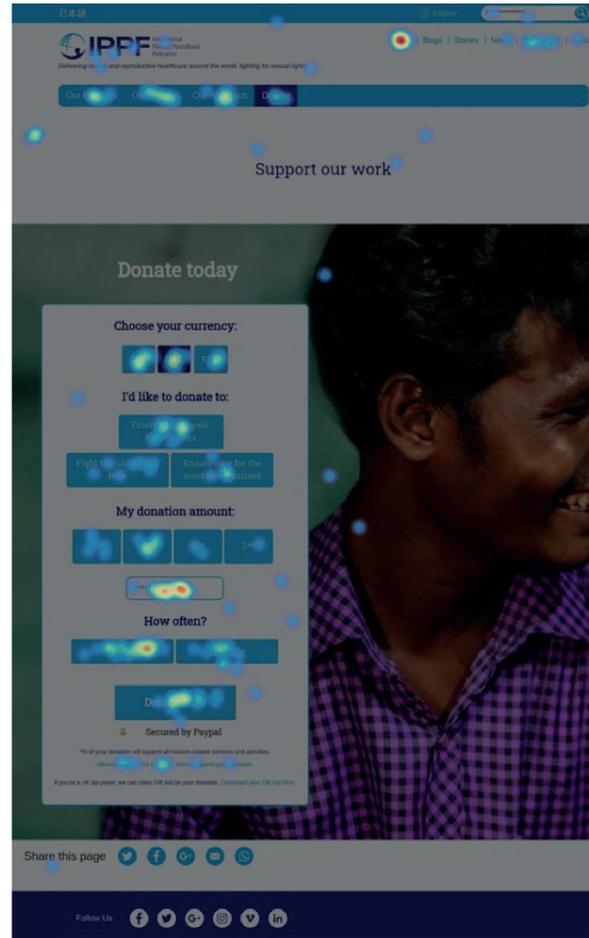


**3% INCREASE IN CONVERSION**

## Heatmaps

There is a more even distribution of clicks between the currency and the appeals.

Our donate button is warmer so conversions are certainly being made.



Heatmaps

# Next steps...

- 1** The heat map indicate we may need to re-evaluate the amounts donated, the hottest area in this section of the form is the input field for a custom donation amount.
  - Can we make this step easier?
  - We could test a change to the donation amounts based on what people are donating in the 'other' field.?
- 2** Is there a way we can make monthly giving more appealing?

# Other examples of work

[transforminglives.ippf.org](http://transforminglives.ippf.org)

Transforming lives is an interactive journey around the world, showcasing the work of some of IPPF's key member associations.

It was a concept I pitched to the Communications Director during our yearly strategy and budget team meeting and was approved. I've included this particular project as is a very interesting case study in regards to stakeholders. It was originally aimed at the generally public but the audience and message was changed after contributions from various contributors. The final product was a great success focusing on Government donors, an extremely important audience for IPPF.



# Other examples of work

## Virtual event - government infrastructure project

**A visual representation of a working prototype for online, 3D virtual events.**

It was created as a solution to provide information to stakeholders on a large scale government infrastructure project during COVID-19.

The user could navigate the event in 3D space viewing visual information, video, and virtual reality with information about the project.

Reference:  
Infrastructure Matters.  
Dominic O'Donnell  
m: 07711923594

