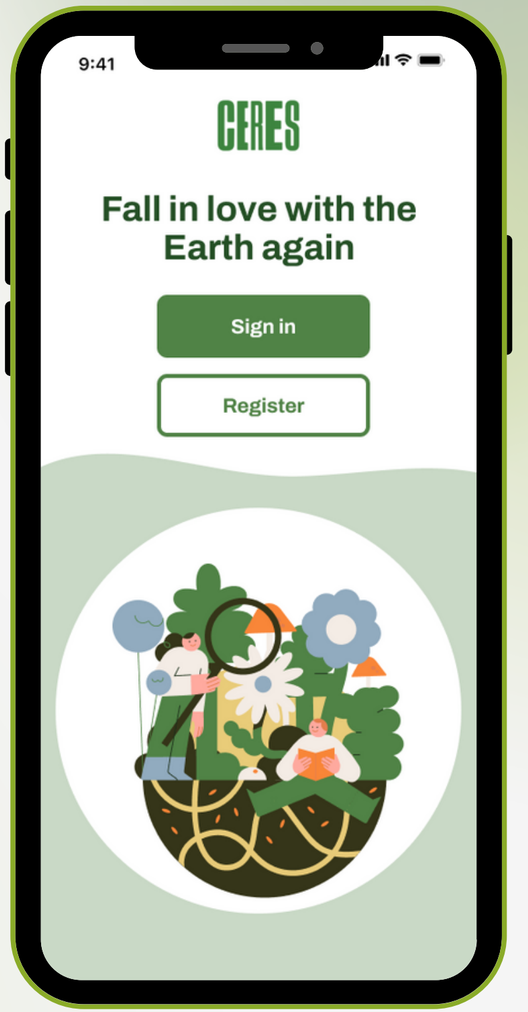
Ceres

Sarah Tran



Background

Team

Sarah Tran
Allison Yeung
Mei Teng Lee
Celine Hosea

Timeline

September 9 2023 -
September 10 2023 (2 days)

Role

UI Designer

Tools

Figma
Miro

About

This project was created for Unimelb CISSA's Product-thon 2023, which is a UX hackathon that occurred over 2 days. The theme was 'Design for a not-for-profit organisation.' I was in a group of 4.

We chose Ceres, which is a not-for-profit organisation that aims to build a more sustainable environment. Ceres is an environmental education centre, community garden, urban farm and social enterprise hub spread across four locations.

01 Their current website is cluttered and overwhelming

02 Struggle to volunteer and join events due to lack of time

03 Need reminders to know what is currently happening

04 Hard to understand what the business actually does

Problems

Ceres has a significant impact with 61,599 students and 28,403 visitors to their farm. While they have a broad reach, their annual report states that engagement has dropped due to COVID-19 and they are trying to build community engagement.

Solutions

The aim of this project is to build a mobile app for Ceres which accepts donations and categorises community engagement and volunteering opportunities.

01 Be able to conveniently browse and sign up

02 Quickly organise events into a schedule and receive reminders

03 Various search filters to narrow down all the opportunities

04 Detailed information about each opportunity

Questionnaire

3 people via Zoom

We conducted a Zoom interview with 3 people, who reported that they are interested in volunteering.

- What motivates you to apply for volunteering opportunities?
- Can you share any experiences where you volunteered or worked professionally on sustainable or environmental projects?
- What are some challenges that may stop you from volunteering? How do you address these challenges?
- What would you like to see added in a volunteering app?
- Do you like to join events to connect with community?
- What are some of your favourite websites or apps that you use to volunteer?

Findings

"I do like to join events, especially as I am an international student so I can meet new people."

-An international student

"I always need an alarm for events, or use a calendar to remind me of what I have to do."

-A student

"I have ADHD so even though I want to join events, I have a lot on my plate so I just forget about them."

-A potential volunteer

Key Insights

Time Management

People struggle with organising time as students and volunteers are often very busy.

Event Reminders

They need event reminders or a calendar or else they often forget what they have to do.

Stay Updated

They like to stay updated on the latest news for what they are passionate about, the environment.

Events

People want to join events to find a community. They want to learn and make friends through volunteering.

Key Features

Donate

The main feature of the app allows people to donate, to help support the organisation.

Calendar & Notifications

Users can save any events or courses that they are part of into a calendar. The day it occurs, they will receive a notification about it.

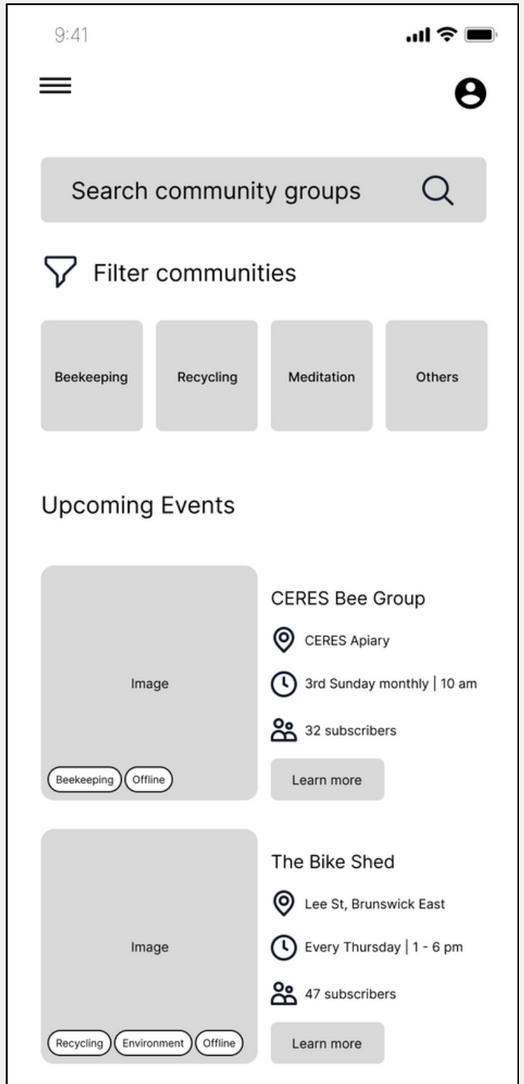
Community

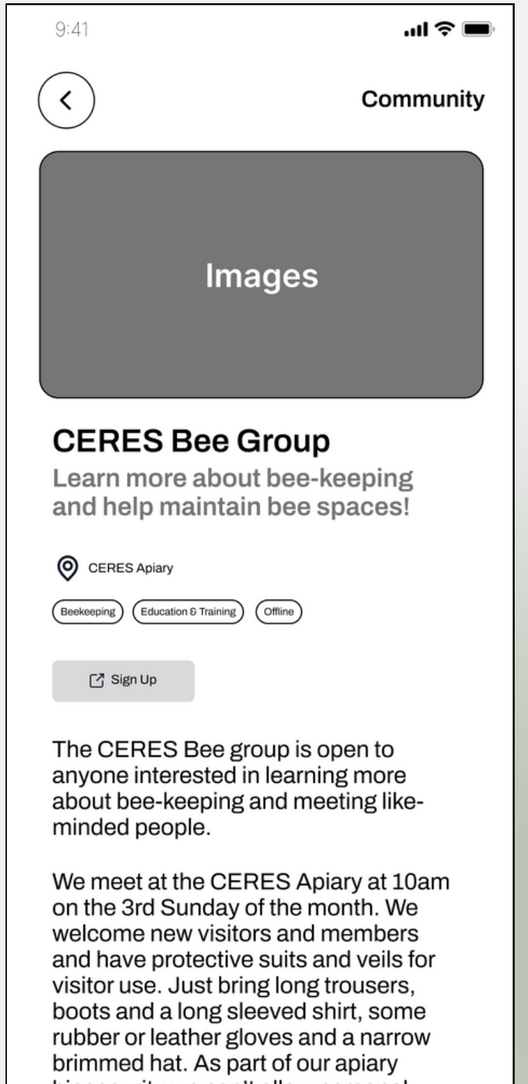
To connect with the community, users can choose and filter through different events that they are interested in.

News

Users can stay up to date with the latest news, regarding the environment and sustaianbility.

Mid Fidelity





Colours

Logo

CERES

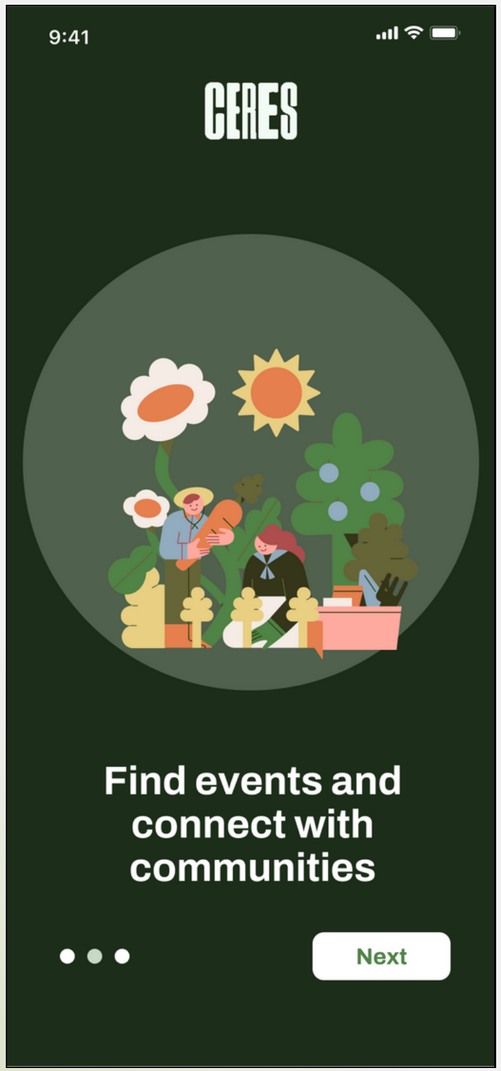
Fonts

Archivo

Style Guide

High Fidelity

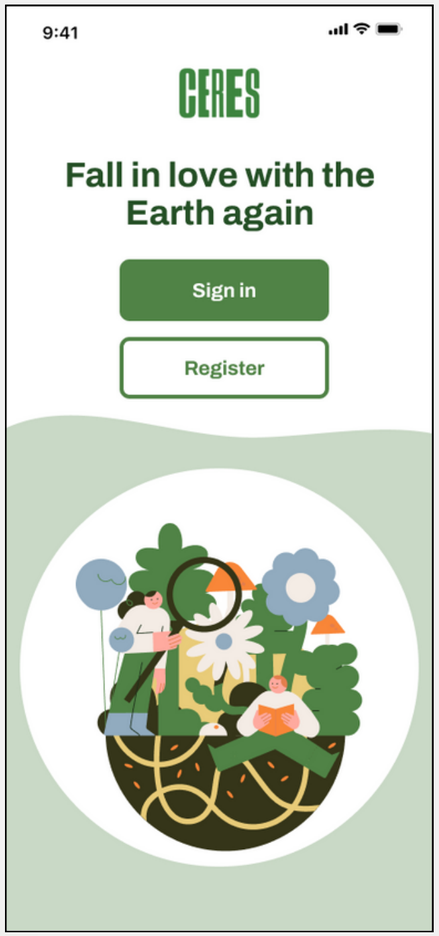
Onboarding



Onboarding

There will be three onboarding screens outlining the benefits of the app.

Welcome



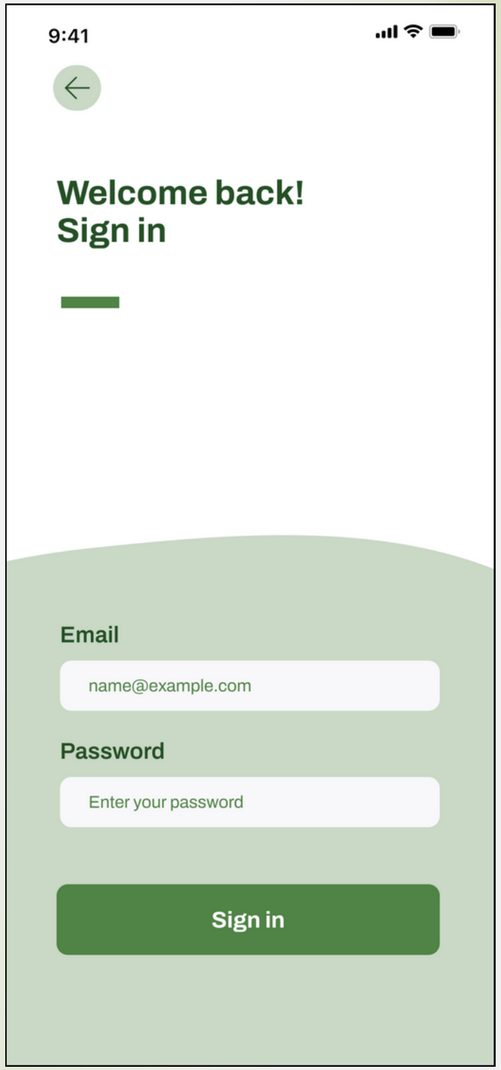
Sign in & Register

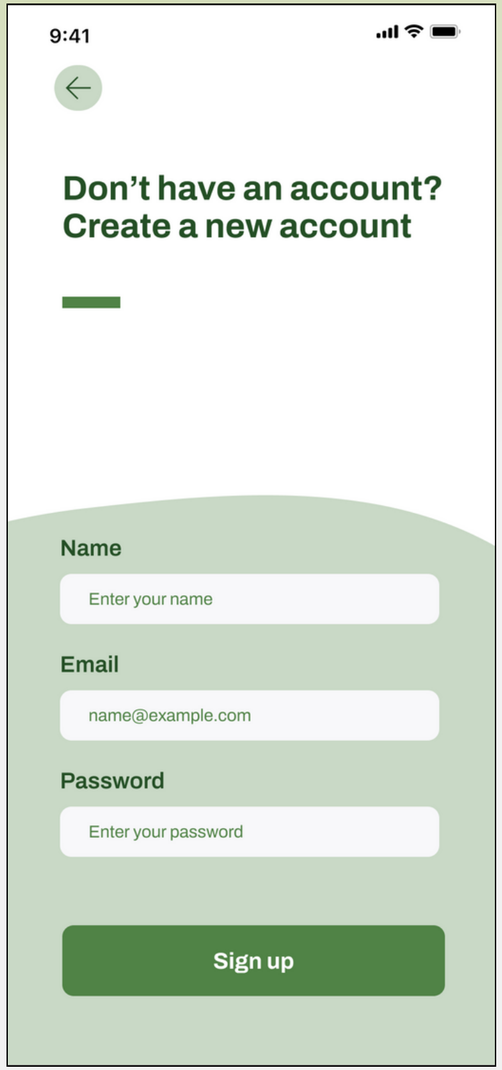
There are two options for you to sign up or register.

Login and Register

Login

Enter username and password to login





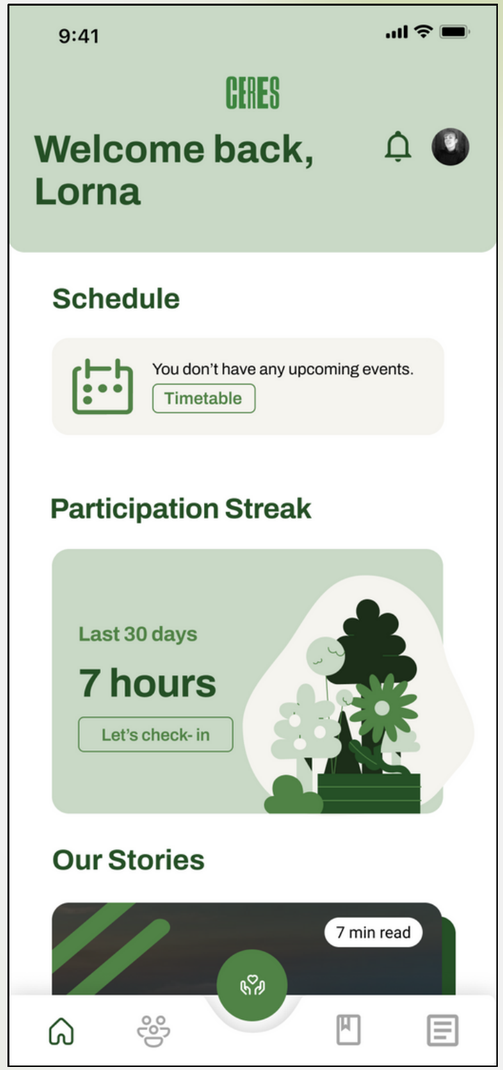
Register

Enter details including username, email and password to register

Home

Schedule

This shows all events and courses saved into a calendar.

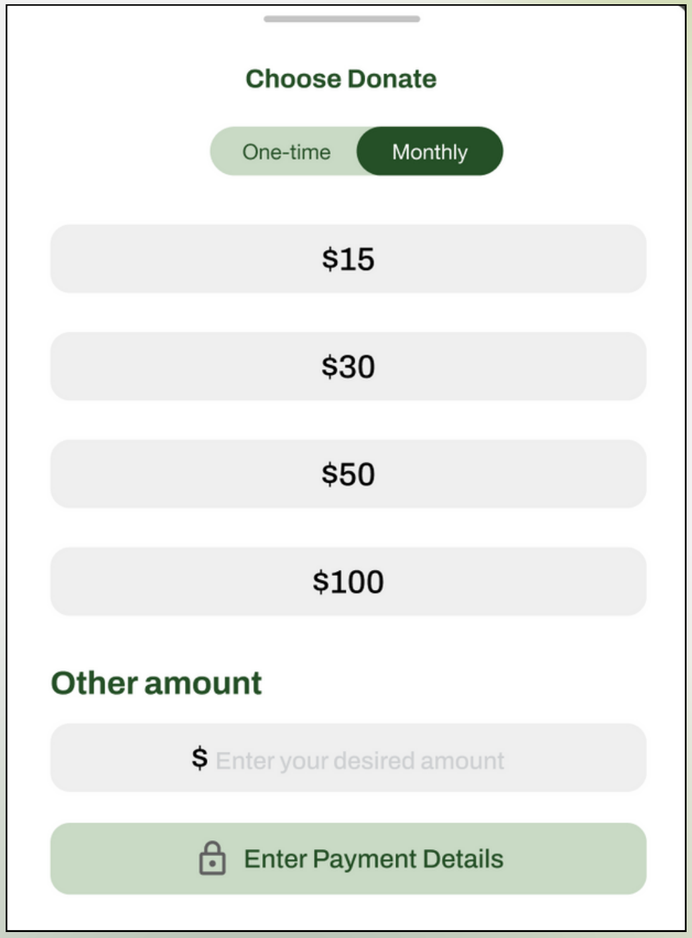


Profile

Can go to profile and also view notifications

Participation

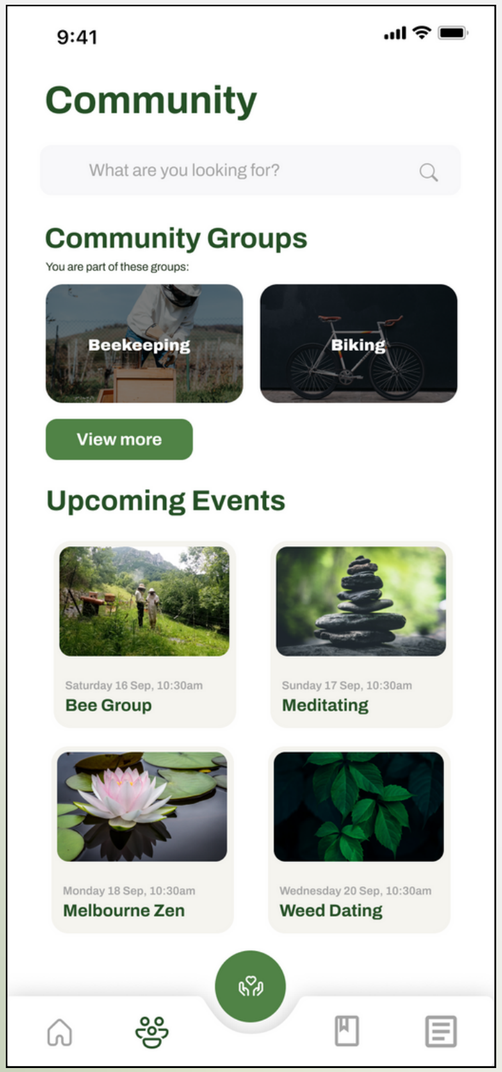
This is how you check in to the app.

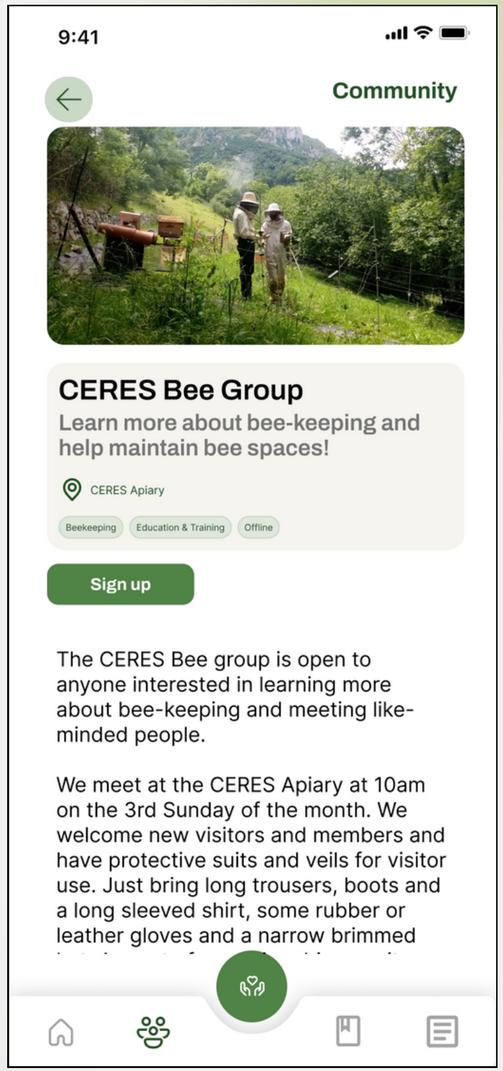


Donate

Can choose to donate either one time or monthly recurring.

Donate

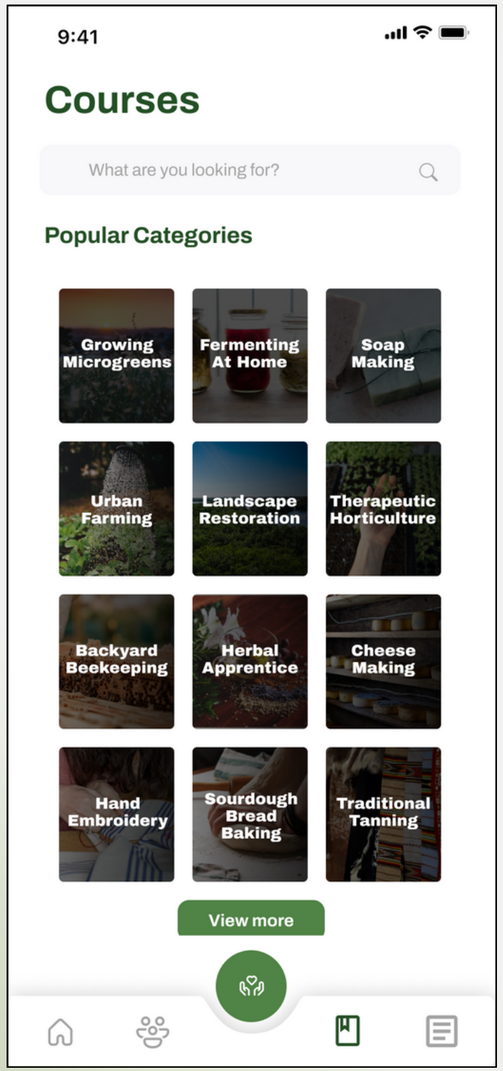


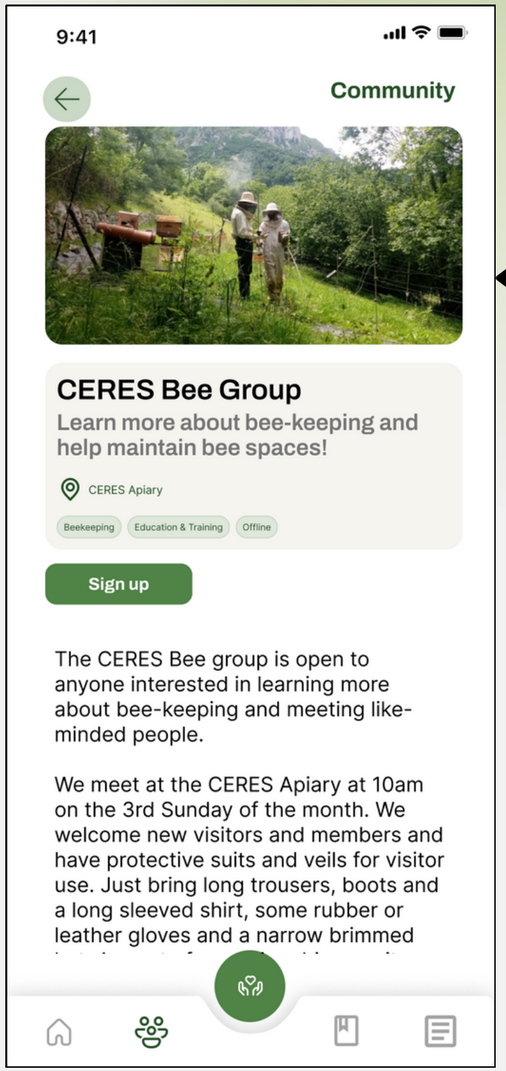


Community

Can choose to join community events and see upcoming events.

Community

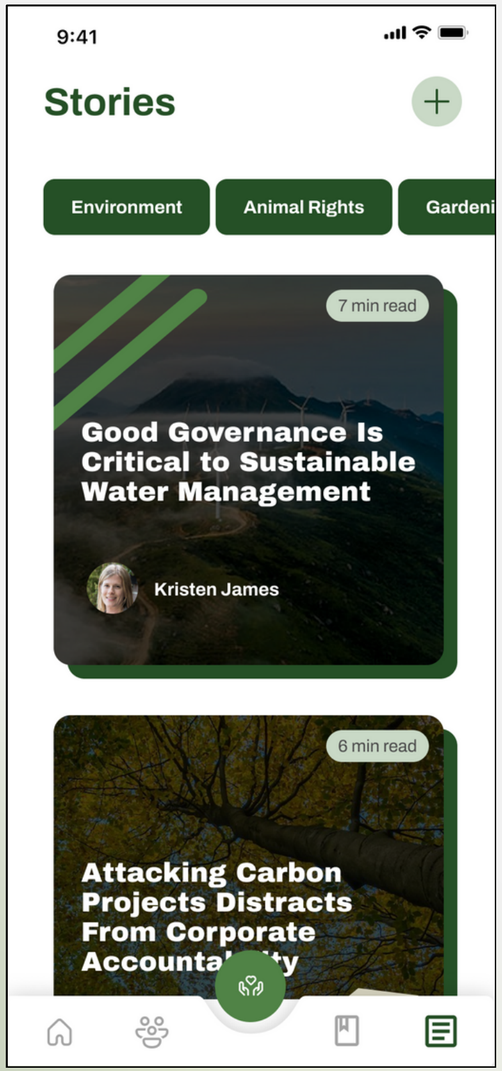


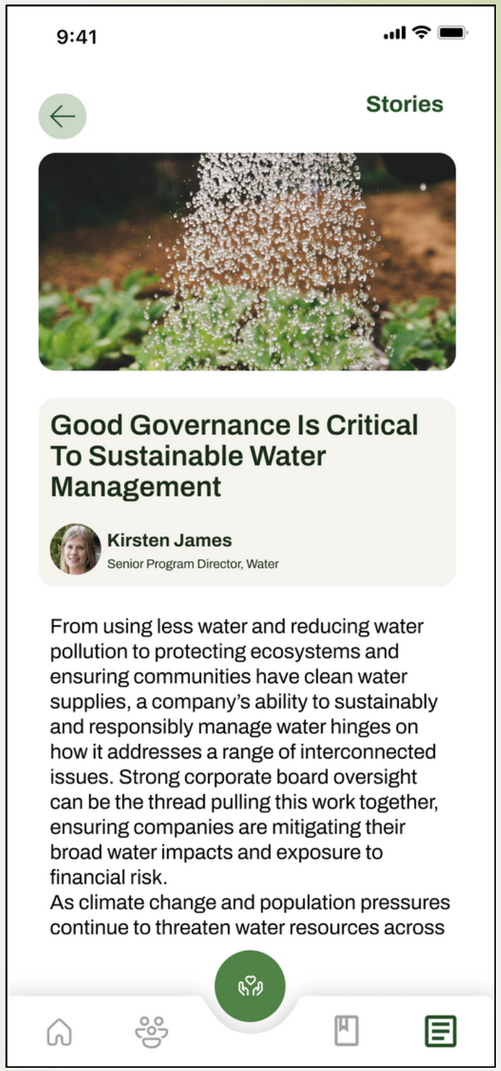


Courses

Can choose to sign up to different courses.

Courses





Stories

Can view different stories and news to stay up to date with what is happening.

Stories

Takeaways

What went well

- Learned so much more about prototyping and making it interactive
- We prototyped so many screens in a short amount of time

What did not go well

- Our presentation during the hackathon went very poorly as we didn't ge to rehearse
- At some point, our screens were not consistent at all but we managed to fix it in the end

What could be improved

- Could rehearse our pitch more and become more confident in sharing my work
- Was new to creating interactive prototypes, so in the future, we can make it more advanced