MARTY'S WAY

SYNTHESIS PROPOSAL
Submitted in fulfillment of the requirements for the degree of Master
of Science in User Experience and Interface Design

www.martysway.com/app/
www.martysway.com/mkt/

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TABLE OF CONTENTS

ABSTRACT

Marty's Way is a promotional, interactive kiosk and mobile application that facilitates the donation of supplies and tangible goods to local nonprofits in need.

Users will discover the kiosk when they first enter a store, and it will introduce them to Marty's Way as a donation service. By being available in the places where users frequently shop, the kiosk will seek to be a practical way for them to donate to local causes.

A convenient web-based portal will work with the kiosk and mobile application to allow local nonprofits to quickly and easily curate lists of the physical goods their organizations require. The Marty's Way products (kiosk and mobile application) will aim to help these nonprofits actively connect with potential donors that would have been otherwise difficult to reach.

Marty's Way will provide the general public with up-to-date information from each of the participating local nonprofits. With the introduction of a mobile application in phase two, users will no longer be dependent upon phase one's in-store kiosk. Instead, they will be able to tap into the full functionality of the Marty's Way ecosystem while shopping in any store.

THE PROBLEM

## COMMUNITY BASED ORGANIZATIONS
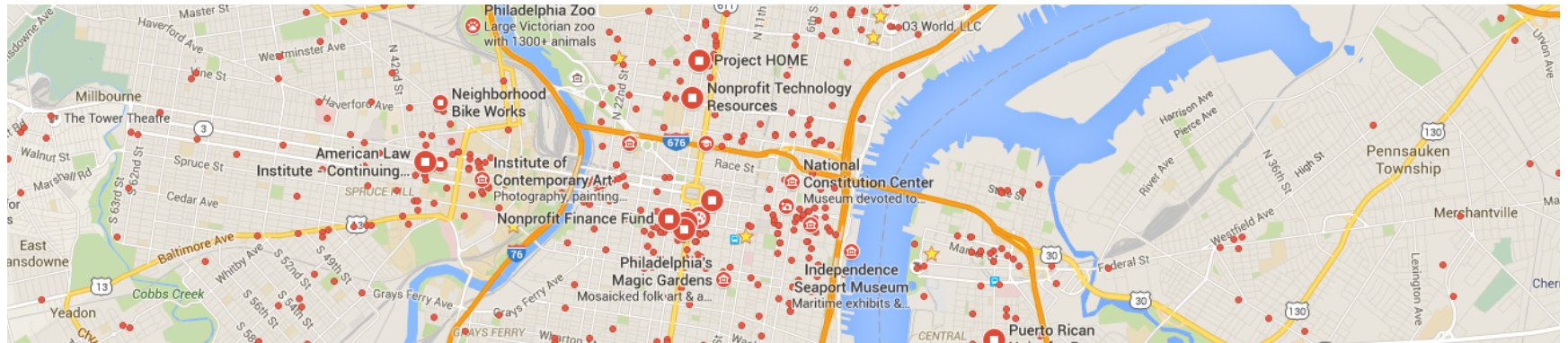
Donating locally allows individuals and groups to connect with their communities and to see firsthand the impact of their contributions. Whether it is a truckload of food or a gallon of water, donations of any size can go a long way in aiding a local nonprofit organization.

A 2014 State of the Sector Survey by Nonprofit Finance Fund reported that "...for the sixth year in a row – around three out of every four nonprofits (in 2014, 80%) reported an increase in demands for their services." With increased demands on these organizations, it is no surprise that continued support both in monetary and supply donations is required.

Community-based 501(c)(3) organizations like Families Forward Philadelphia, Philabundance, and the Morris Animal Refuge require a variety of supplies to run effectively and consistently throughout the year. Ongoing needs are occasionally advertised via websites and social media platforms. Additionally, services like Amazon Wish Lists allow for products to be purchased directly and shipped to the organization's office. While these platforms are valuable, they require potential donors to be actively aware of their existence. For the casual shopper and donor looking to give back, these products could be a misguided approach.

TECHNOLOGY NEEDS

Technology and mobile-friendly solutions continue to be a pain point for nonprofit organizations. A recent presentation by Steven McLaughlin of Blackbaud, Inc., a provider of nonprofit software and services, found that many of these organizations' web properties continue to need improvements.
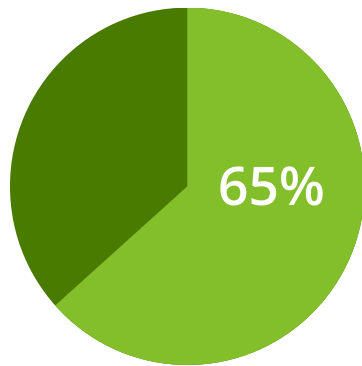
65% of nonprofits require 3 or more clicks to make a donation
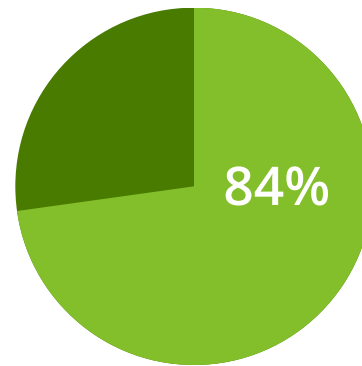
84% of nonprofit's donation landing pages are not optimized for mobile

With mobile digital media time on the rise, responsive and phone-friendly solutions must be sought after by businesses and community-based organizations alike. Marty's Way seeks to alleviate the stress or demand for these improvements by presenting a tool that does the work for them [nonprofits]5.

TRAINING REQUIREMENTS

Additionally, the Nonprofit Technology Network found that "...46% of nonprofits don't have a budget for technology training." With this barrier in mind, Marty's Way must seek to create a portal that allows for quick and easy training. A simple architecture will yield a smaller learning curve and a faster distribution of needs.

INSPIRATION

Inspiration for the Marty's Way service comes from variety of sources, including two Northeastern Pennsylvania organizations and consumer interviews.

A.W.S.O.M.

Animal Welfare Society of Monroe is a shelter located in Stroudsburg, Pennsylvania that takes in companion animals that are strays, homeless, neglected or abused. To function as a 501(c)(3) nonprofit organization, continued community engagement is needed. Their site works as a platform to advertise ways to donate. They also leverage Facebook as a way to disseminate immediate product needs. As a Facebook follower of this organization, it is easy to access and view lists of wanted products for donation. Applications like Marty's Way can help to actively engage more community members who are not closely connected to the organization.

A.W.S.O.M.
July 6 · 🌐

EARS UP AWSOM PEEPS:

We are overwhelmed with kittens, both here at the shelter and those in foster. We are in dire need of Fancy Feast Kitten canned and dry food. We can't thank you enough for your continued support and kindness towards Monroe County's homeless animals.

Our little Meeny boy says "Meow you purry much!"

STREET 2 FEET OUTREACH CENTER

Street 2 Feet Outreach Center is part of the Resources for Human Development, a nonprofit located in 14 states. Street 2 Feet works to serve the homeless population of Monroe County. As a user connected to volunteers for this organization, it is easy to access updates regarding ongoing needs throughout the year. Notices are advertised via private and public Facebook posts. However, there are no active alerts available via their website. As a result, volunteers have found it necessary to advertise local supply needs on social media.

USER INTERVIEWS

User interviews and polls were conducted during the initial phase of this project. Based on these conversations, it was established that users actively engaged in nonprofit community had a better understanding of the items that could be donated. Users who are not actively involved with or connected were not as familiar with these online collections or Amazon Wish Lists. These users skewed older, and as a result, have become the desired demographic of the Marty's Way application.

For additional information on these and future interviews, please refer to the Research Strategy section on page 27.

COMPETITIVE ANALYSIS

There are currently several mobile applications and online technologies that facilitate donations to 501(c)(3) organizations. Unlike Marty's Way, these applications are purely focused on monetary donations.

MOBILE APPLICATIONS

Give (http://www.giveapp.org/)

Give is a charitable giving application that provides users with a database of over 1.9 million approved 501(c)(3) nonprofit organizations. Through their accredited donation processor, all donations are tax deductible.

One Today (https://onetoday.google.com/)

One Today is an application by Google that allows users to easily donate $1 each day to a variety of causes and nonprofits. The application on-boarding allows users to quickly select the causes that are of the most interest to them, and pushes them to engaging organization profile pages with stunning graphics and compelling statistics. This application is free to organizations and causes seeking donations.

Donate a Photo from Johnson & Johnson (http://www.donateaphoto.com)

Through their application Donate a Photo, Johnson & Johnson has curated a list of trusted causes that users can donate to. For every photo shared through Donate a Photo, J&J gives $1 to the cause selected.

**Network for Good** (http://www.networkforgood.com)

Network for Good is defined as a hybrid organization, a nonprofit-owned for-profit. Since it's creation in 2001, Network for Good has helped to process over $1 billion in donations through their suite of fundraising services. Their internet and mobile technology allows nonprofits to reach more individual donors. Organizations that have used this service include The Maryland Zoo of Baltimore, Community Food Bank of Eastern Oklahoma, and Special Olympics Tennessee.

DONATIONS (MONETARY & PHSYICAL)

Good360

Unlike Marty's Way, Good360 appears to have a heavier focus on corporate giving.

In 2014, Forbes Magazine ranked Good360 the 33rd largest charity in the United States. This 501(c) organization located in Alexandria, Virginia helps facilitate the giving of supplies to nonprofits in need. Via their online technology platform, GivingPlace360, Giving360 helps companies and corporations give to charities in need. The process begins by having nonprofits choose the products they need from the GivingPlace360 marketplace. Companies can donate the products needed and individuals can help cover the shipping and handling costs.
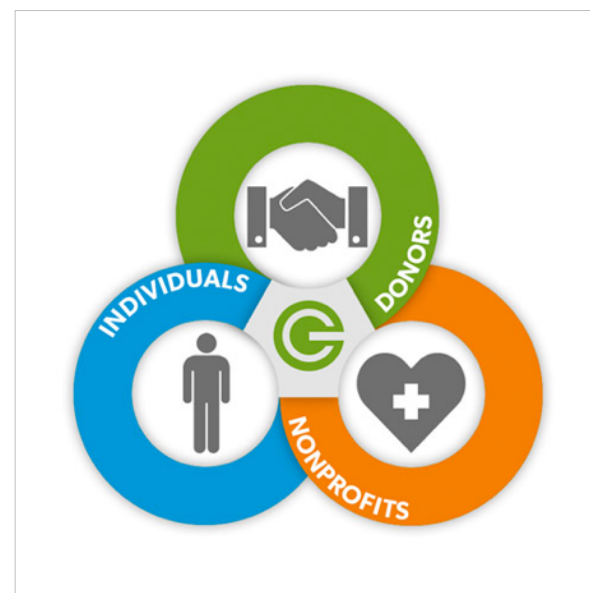
Amazon Wish Lists & Amazon Smile

In 2013, Amazon launched Amazon Smile, a project that gives shoppers the opportunity to donate through the site to the charity of their choice. By shopping at smile.amazon.com, 0.5 percent of the value of their purchases will be donated to the charity. Users are able to choose from almost a million charities, schools, and other nonprofits.

Additionally, Amazon's Wish List services are not only catered toward individuals, but nonprofits and community based organizations as well. Non-profits are able to curate lists of needs and promote them publicly via their social networks, email lists and websites. This service enables charities to select products and supplies, while allowing users to make a donation that pays for one or more products, including shipping and handling.

iGive.com

iGive is an organization that helps community members turn their everyday purchases into donations for their favorite cause. Potential donors of iGive.com can support any cause in the U.S. or Canada with a portion of each purchase at online stores. Featured online stores include Expedia, Amazon, Staples, Best Buy, PETCO, and more. 501(c)3 nonprofit status is not required to be a participating iGive organization. An organization can sign up in 4 easy steps.

PRODUCT DIFFERENTIATION

DIFFERENTIATORS

While the applications and services covered under the competitive analysis are valuable and meaningful, they require the potential donor to be aware of their existence. If a user is disconnected from the charity or unaware of their Amazon Wish List or Good360 profile, they will not be exposed to what is needed. Additionally, many of these services are heavily focused on monetary donations, while Marty's Way is focused on the physical supplies that these organizations require.

UNIQUE QUALITIES

Kiosk

In phase one, users will be connected to the Marty's Way application via a kiosk stationed in the places they shop.

- While it is digitally-focused, it will bring the experience of donating back into the physical space via the kiosk. Users will be able to connect with locally-based nonprofits and conveniently shop for them.
- Admins (i.e. animal shelters, homeless shelters, food banks, etc.) can push out emergency needs and dynamically change the focus of their wish list from an easy to use admin panel available at the kiosk and on the marketing site.
- Community members of all ages can now become actively involved in the donation process.

Mobile Application

In phase two, the Marty's Way mobile application will seek to connect with users throughout the community without the need for a kiosk in a physical location.

- Push notifications will be able to sent out based on immediate and emergency needs by the Admins of these nonprofits.

- Users will be able to track their donations for tax reasons.

S.W.O.T. ANALYSIS

STRENGTHS

In-Store Focused
On average, US households go to the grocery store 1.6 times a week. This product, both kiosk and companion app, will aim to connect with potential donors in an environment where they were already planning to buy goods.

Limited Competition
There are currently several applications and websites that focus on local nonprofits, but they require prior knowledge of the organization's existence. Similarly, there are web properties like Good360.org that help facilitate local needs. However, this website is in beta and currently limited in its local reach and catalog.

Multiple Charities
This product allows users to explore and select various verticals of nonprofits close to them. By highlighting a variety of charities, it increases the likelihood that an organization of interest will be found.

WEAKNESSES

Buying Experience
Some brick and mortar stores allow for monetary donations to be made at checkout. The Marty's Way product will have to overcome this established norm.

Organization Involvement
In order to keep these lists up-to-date and accurate, the nonprofit organizations must be willing to regularly update their organization's listing page.

Limited Charities
The number of nonprofits involved will be dependent on my ability to connect with them, as well as their overall willingness to participate.

OPPORTUNITIES

Increased Donations
Instead of users being required to manually hunt down lists of potential needs, this product will seek to aggregate all of this information into one convenient place.

Tax Functionality
Many of these donations would be tax-deductible. To allow for easier deductions at the end of the tax year, the application would allow users to take and store a photo of their receipt after each charitable purchase.

Shelter Needs
Charitable organizations such as homeless shelters require different types of donations based on the time of year, dietary needs of those that they serve, etc. This product would provide the organizations an easy way to dynamically update their content and needs.

THREATS

Donation Limitations
There are possible legal limitations in the placement of the kiosk. Additionally, there may be constraints in donation types and access to information.

Amazon Wish Lists
A major concern is the existence of Amazon Wish Lists. Although many organizations do not employ this strategy, some do and Marty's Way must work hard to demonstrate its ease of use and utility in comparison.

THE SOLUTION

The proposed Marty's Way solution is a two-phased approach that allows the product to engage users and make them aware of their local nonprofit's needs in the right place at the right time. Marty's Way will seek to educate the user on nearby nonprofits and the physical donations that they require. Phase one will be the completion of an educational and interactive kiosk and marketing site, while phase two will be a mobile application.

PHASE ONE

A Statista Inc. study found that an average household in the United States makes 1.6 weekly trips to the grocery store. Marty's Way will seek to make a connection with the user at one of these stores via a standalone kiosk. The kiosk will aim to promote Marty's Way as a service and educate the user on the supplies that they can purchase at the establishment for a nonprofit of their choice.

Per feedback and testing, during use of the kiosk, users will have the ability to select how their chose donations will reach the nonprofit. If 'Shop and Delivery Myself' is selected, a prompt will appear on-screen, offering to send a shopping list via email to their phone. Users will then pay for the items and deliver the items themselves. No phone app download will be required of the user. If 'Pay and Non-Profit Picks Up' is selected, the user will be taken to a payment flow via a service such as Square (or similar). This is a feature that will be flushed out further in Phase Two.

A marketing site will allow the nonprofits to create and manage their registries without taking up time and space that kiosk.

PHASE TWO

In phase two, users of Marty's Way will no longer be required to use the store's kiosk. The mobile application will allow each user to create an account and track their donations. Marty's Way will work to pull in updated lists of needs from each of the participating organizations. The application will control quantities and types of products based on the data provided by the nonprofit.

Additionally, individualized donation goals can be set within the application and tax exemptions tracked. Geo-fencing technology could be employed to help push out immediate needs and alerts from participating nonprofits when a user is a near a saved convenience store.

OBJECTIVES

As discussed during the fall term, the primary goals of this project were to create a functioning kiosk prototype and a supporting marketing website that is responsive. For more details on how these objectives were satisfied, see below.

- At least three 'nonprofits' have created Marty's Way profiles and are registered users on the website
- Each of the 'nonprofits' have used the site to create shopping registries
- The kiosk application is connected with the marketing site and pulling in each of the nonprofit's wish lists
- Selected items from the wish list are able to be sent from the kiosk to a user's cellphone via email

PERSONAS
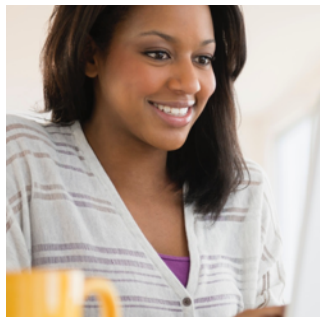
KATE

User Group: The Engaged Giver
Job Title: Application Developer
Salary: $60,000
Age: 35
Education: Bachelor's in Computer Science
Family Status: Married, No Kids

Character Overview:
Originally from Florida, Kate is a 35-year-old female now living in a southeast neighborhood of Philadelphia, PA. After attending Temple University and receiving a Bachelor of Science degree in Computer Science, Kate took a job as a developer at a digital agency. She considers herself extremely tech savvy. When not focusing on work-related projects, Kate can found reading up on industry blogs and magazines.

Outside of work, Kate enjoys cooking and testing out new recipes with her family and friends. She also loves spending quality time with her spouse and their three pets, all of who were adopted from a local shelter.

Kate is very community-minded. In addition to being involved in local advocacy groups, Kate participates in a variety of walks and events throughout the year. She also lends her support to local nonprofits by giving small monetary donations and sending supplies via an Amazon Wishlist to the animal shelter that her pets were raised in.

Connection to Marty's Way:
Kate does not necessarily want this product, but she does however see and recognize the value. She is aware of the shelters physical needs due to her past experience with pet adoption. Kate understands however that not everyone is as connected as she is, nor would they know how to access it as easily.

JOHN

User Group: The Occasional Giver
Job Title: Director of Sports Medicine
Salary: $200,000
Age: 55
Education: Doctorate of Education
Family Status: Married, Kids

Character Overview:
John is a 55-year-old male living in a suburb of Philadelphia, PA. His educational background includes a Bachelor of Science in Movement Studies, a Masters of Science in Athletic Training and Doctorate of Education. He has spent 30+ years working as a professor and department head at a local university, where he oversaw the personal and professional development of hundreds of students.

With the ongoing changes in higher education, John has been forced to learn and accept new technologies. His latest technology purchases include an iPhone 6 and FitBit.

Outside of work, John spends time with his wife, kids and friends. He enjoys working around the house and watching Philadelphia sports, namely the Phillies and the Eagles. On the weekends, he can be found stocking up on groceries for the week at a local store. It is not uncommon for him to give monetary donations in support of the store's charity-of-the-month.

Connection to Marty's Way:
John is not sure if he would wait to use a kiosk at the front of a store. He was however receptive to downloading a companion application. This need was driven by the desire to have access to local charities, and even more so, an application that can help him track tax-deductible donations.

LAUREN

User Group: The Volunteer
Job Title: Homemaker, Homeless Shelter Volunteer
Age: 57
Education: Master of Physical Therapy (MPT)
Family Status: Married, Kids

Character Overview:
Lauren is a middle-aged woman who lives in a suburb of Philadelphia. Although she spent most of her 30s as a Physical Therapist, for the last 20+ years, she has concentrated on being a homemaker and mother to her four kids. She enjoys spending time with her family, whether that be watching a movie or traveling to the beach.

She is also passionate about her community and thrives on finding ways to support it. Now that her youngest child has moved out, Lauren is looking for ways to consistently stay involved. Two to three times a week, she can be found donating her free time to a local homeless shelter.

Lauren stays connected to friends, family, local businesses and organizations through Facebook. She also is a heavy iPhone and Mac user. She can be found Skyping with her children who live out-of-state on a weekly basis.

Connection to Marty's Way:
Lauren believes that there is a genuine need for this application. Currently, she advertises her shelter's needs via her social networks, namely Facebook. If she could conveniently update this app with her ongoing and immediate needs, she would. She is however nervous about learning how to use the technology.

USER NEEDS

OVERVIEW

In order for the kiosk application and marketing site to be successful, each must meet the needs of the personas above and the users who interact with it, who will vary in their technical prowess.

KIOSK APPLICATION

Users of the kiosk application must be able to do the following successfully:

- Filter out nonprofits by determining a desired location, category, and delivery requirements
- Identify nonprofits and fully understand what their purpose
- Review product needs based on a wish list and conveniently add them to a digital cart
- Depending on the selected delivery method, the user must be able to pay for the items at the kiosk or send a shopping list to their mobile device

MARKETING SITE

Users of the marketing site must be able to do the following successfully:

- Understand what the Marty's Way kiosk is and how a nonprofit organization can leverage it
- Organizations must be able to communicate and present themselves in a professional and friendly way
- Organizations must be able to add one or more wish lists to their profile
- Browse products and create wish lists based on growing needs

OUR STORY

My grandfather Martin Hauth's selflessness and kind nature inspired me to create this kiosk application. For years, he spent much of his free time volunteering at a local soup kitchen. He lived a lifestyle of service and charity; one that the Marty's Way

kiosk will hope to promote.

Through careful design and many revisions, our brand sought to represent some of the qualities of the person who inspired it. As you will see in the following the pages, the colors used across the application and marketing site are bright and cheerful. Being able to give back to those in need is an exciting and wonderful thing. We wanted to make sure that the aesthetics of the application drew from that excitement.

Additionally, it was of the utmost importance that the brand's namesake was accurately represented. As you will see, the eventual logo, although simple, served to honor him.

STYLE GUIDE

COLOR PALETTE

The Marty's Way color palette is primarily made up of blue and green tones. As Visme notes, "blue is the most powerful color since people trust its message of safety and protection." It is associated with brands like American Express, Intel, NASA, and IBM. Additionally, a touch of yellow rounds out the color palette by creating a foundation of "happiness, and optimism, of enlightenment and creativity".

Primary Palette

#17181A	#24282F	#4B5058	#E3E3E4	#F7F7F7	#FFFFFF
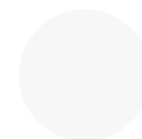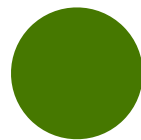
#217DED	#4995EF	#497B00	#82BF2A

Secondary Palette
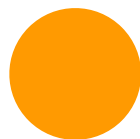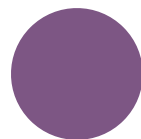
#FF9900	#FF9900	#7C5384	#D0442E

TYPOGRAPHY

When it came to typography, an easy to read yet versatile font was sought after. Although simple, Sanchez and Open Sans comes with number of styles and weights. The gives versatility to the design.

This Is An H1 Header *- Sanchez Regular, 35pt*

This is an H2 Header *- Open Sans Regular, 24pt*

This is an H3 Header *- Open Sans Light, 20pt*

This is example body copy. This is for placement only. *- Open Sans, Light, 18pt*

ICONOGRAPHY
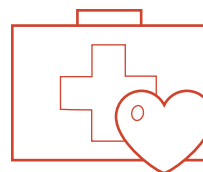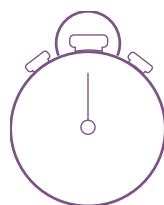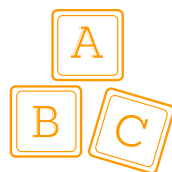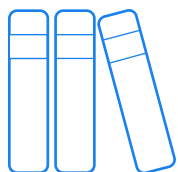
LOGO

Initially, I looked to other charitable organizations as a source of inspiration. Common donation imagery like hands, hearts, packages, etc. were used. Ultimately, it was decided that an iconic image of my grandfather could be leveraged to make this logo and brand unique. Pulling inspiration from the Wounded Warrior Project and No Kid Hungry logos, a silhouette of this memorable photo was utilized.

MARTY'S WAY

Image: The photo above is of my grandfather, Marty. It is one that exemplifies his happiness and overall joy for life.

RESEARCH STRATEGY

OVERVIEW

Several research methods were utilized throughout the completion of this project, resulting in a multitude of qualitative and quantitative data. Below is an outline mapping out each of these research strategies across the project's entirety (Fall 2015 - Spring 2016).

Fall 2015

To lay the initial groundwork for the project, the following forms of research were completed:

- User Questionnaire
- Competitive Analysis (pg. 8-12)
- Existing Kiosk Audits
- Admin & Non-Admin Interviews (Wireframes)
- Fall Thesis Review

Spring 2016

After completion of the above, the following forms of research were leveraged during the completion and development of the application and site:

- Admin Interviews
- User Testing (HTML Prototype - Kiosk)
- User Testing (Wireframes - Marketing Site)
- User Flows
- User Testing (Beta - Kiosk)

FALL 2015

USER QUESTIONNAIRE

To begin, a 10 question survey was distributed to approximately 40 people. Initial findings from this survey were used to help guide phase one and phase two priorities. It also assisted in identifying consistencies across donor habits and the decision making processes.

The following is a brief overview of those surveyed:

- **66%** of the respondents were female
- **55%** were between the ages 20-34
- **40%** were between the ages 35-55

Local vs. National

When asked if they were more likely to donate to a national or community-based nonprofit, respondents answered overwhelmingly that they would donate locally.

73% of current donors said they would donate locally

75% of current non-donors said they would donate locally
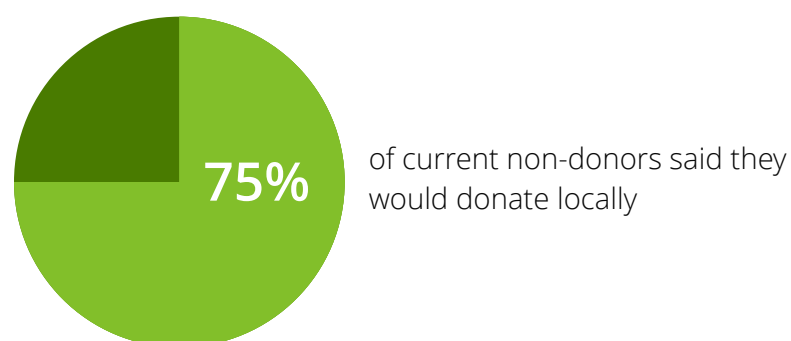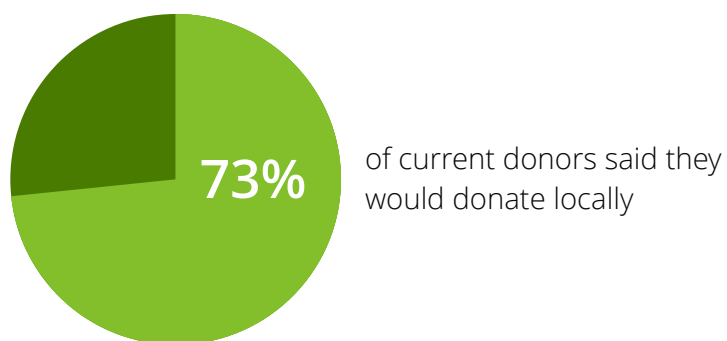
Key Factors

When asked what considerations go into selecting an organization to donate to, donors responded:

63% Personal connection to the organization

43% An organization's reputation

38% Ease of donation process
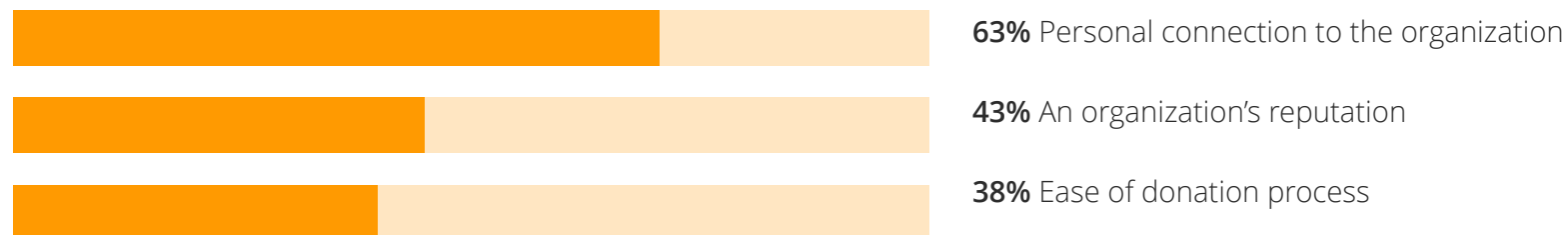
When asked what considerations go into selecting an organization to donate to, non-donors responded:

75% Personal connection to the organization

43% Ease of donation process

Non-Donors

While a segment of the Marty's Way target audience are existing donors, there are also those who don't currently donate. It was important that through this survey we begin to discover some of the reasons why that is the case. According to the results, the following is what has prevented some non-donors from giving in the past:

- Lack of Information
- Convenience
- Lack of Personal Resources

Next Steps

While initially we sought to create a mobile application during phase one, survey results advised otherwise with 80% of those surveyed saying they preferred to donate while shopping versus on their mobile device. Though this is only one research path, this assumption and solution will continue to be questioned throughout user interviews.

EXISTING KIOSK AUDITS

Target Bridal & Baby Registry

Product research and analysis was also completed during the initial phases of this project. To begin, Target's in-store registry "kiosk" was reviewed for ease of use and clarity. Displayed via a tablet (iPad), the application's interface was simple and concise. It is assumed that this is an interface users do not interact with on a monthly, weekly or daily basis, and because of this, it must be easy to pick up and use. Additionally, these registries are made with specific tasks in mind (i.e. creating or finding registries). Due to this, they should not be overloaded with features. With that in mind, we must be conscious of this as we develop the Marty's Way interface. The call-to-actions must be clear and users must not be distracted from other features.

honeygrow

honeygrow leverages a customer facing kiosk as the primary method of taking customer orders. It is clear that careful considerations were taken while developing the ordering system. To a new user, the flow is easy and the learning curve short. Ordering food is an action that a user wants to complete quickly and efficiently. Having a simple and clean flow is what makes honeygrow's system valuable to its patrons.

Morris Animal Refuge (Nonprofit)

Initial research also included interviewing potential admins of the application. After speaking with the Morris Animal Refuge Director of Operations, Wendy Evans, it was clear that something like Marty's Way could be valuable to their organization.

Per our discussion, the Morris Animal Refuge is always looking for cleaning supplies (i.e. bleach, Dawn dish soap, chemical-free shampoos, unscented wipes, paper towels, etc.) and food. Currently, all food that is needed by the refuge is given via community-based donations. Local contributions are vital to their success because of space limitations. While large food companies have offered skids of food, they do not have room for it.

When it comes to supply pick-ups at the potential kiosk, Ms. Evans gave her feedback. Currently, some donations are dropped off by community members, while others are picked up. Ms. Evans said that is was typical for organizations to have at least one truck, although this is purely based on the size of an organization's volunteer base.

Additionally, Ms. Evans noted a need for used newspapers. With the decline in print media, it was suggested that the kiosk could serve or double as a newspaper drop-off as well. This is something to be discussed and further researched in later phases.
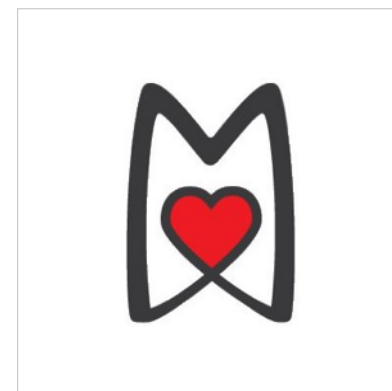
Non-Admin Interviews (Donator)

Interviewing potential users of the kiosk was also completed during the initial research phase. Introductory screens and sketches, similar to those displayed in the wireframes section (page 42), were utilized as paper prototypes. Leveraging them as a conversation piece, these led the discussion and helped to set a benchmark of interest and overall usefulness with potential users.

Based on approximately 5 interviews, a few key areas were addressed as items that need to be revisited in subsequent revisions. A few notes and possible improvements are detailed below:
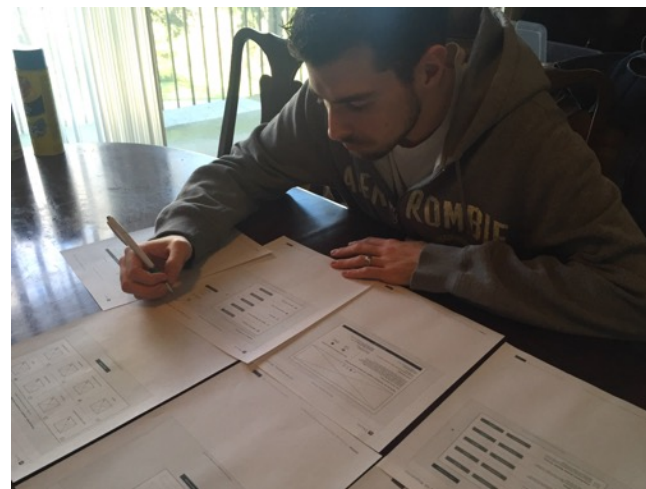
13 Registry Product List

- After speaking with a potential admin, it was clear that brand names were not a crucial feature or necessity. Generic product names (kitten food, bottles, blankets, etc.) would be fine.
- The alert feature was something that general public users thought could be utilized further. They believe that it would be useful if it could alert users when specific products were in high demand.

14 Send to Device

- This screen was evidently not clear. Some users believed that the store would be alerted to have employees pick up the products, other believed that they themselves picked up the products while walking through the store.
- The concern of receipts was addressed. One users asked if it was possible for potential users to select items, have the store grab them, and then print a receipt that would confirm purchases at checkout. This is something to be explored in the next round of edits.
- While tax tracking was something to be addressed in phase 2, many users thought that this was a feature that could be added in this phase with the kiosk.
- In addition to the SMS text message and email options, a request for a "print" option was also requested.

FALL THESIS REVIEW

At the end of the fall term, a formal review of the proposed kiosk application was presented. Based on that review, updates and revisions to the kiosk application's flow were posed for consideration. These suggestions were brought into formal testing during the spring term.

- Diminish the visual weight of the nonprofit sign-up on the kiosk application's homepage
- Consider allowing users to pay for their goods at the kiosk
- Allow user the opportunity to select how they would like to give and/or purchase their donations

SPRING 2016

ADMIN INTERVIEW

Ronald McDonald House of Philadelphia

The spring semester began with the development of the marketing site and its admin section, which allows nonprofits to create their desired wish lists.

An interview was completed with Jen Shipman, the Director of Marketing & Communications at the Philadelphia Ronald McDonald House. During this interview, wireframes of the kiosk and marketing site were presented. Additionally, an overview of the organization and their current "In-Kind" donation process was detailed by Ms. Shipman.

Currently, the Philadelphia Ronald McDonald House has multiple wish lists, varying in overall need and items. These wish lists are hosted on their site, promoted via social media. The organization also works with iGive.com. A formal review of iGive.com is included above on page 12.

If a dynamic wish list application were available, Ms. Shipman detailed the following pieces of functionality that she believed would need to be included:

- Ability to add quantities and set purchase caps
- Ability to create wish lists for multiple facets of the organization
- Ability to have the items shipped to the organization, dropped off by donors, or picked up from participating stores by the organization

Given development restrictions, Ms. Shipman believed that it would be great if donors actually came to the 'house' and dropped off the donations. The organization loves being able to show the house to the donors, allowing them to see the impact of their donations firsthand.

USER TESTING (HTML PROTOTYPE - KIOSK)

A HTML prototype was developed and a second set of tests was conducted. Utilizing friends, family, and UserTesting.com, a list of edits and revisions were identified. During these tests, it is important to note that the database was not developed and/or connected to the application. Instead, these tests were meant to evaluate the overall flow and aesthetics of the kiosk.

UserTesting.com

UserTesting.com users were asked to complete a set of seven tasks, detailing their overall understanding of what the kiosk was meant to do and how one would go about submitting donations. A total of three test takers reviewed the application and provided detailed feedback. A complete collection of notes and videos from the test can be found here: www.martysway.com/thesis/.

General Overview

- "I really like the concept of this as so many charities are in need of different types of supplies for them to be able to help the community with. I think that I would use the application and it would encourage donations, which is always good…"
- "I found it super easy to use, navigate and understand. Definitely like how they pull all the information about donating for you and the actual items these places want instead of just guessing."
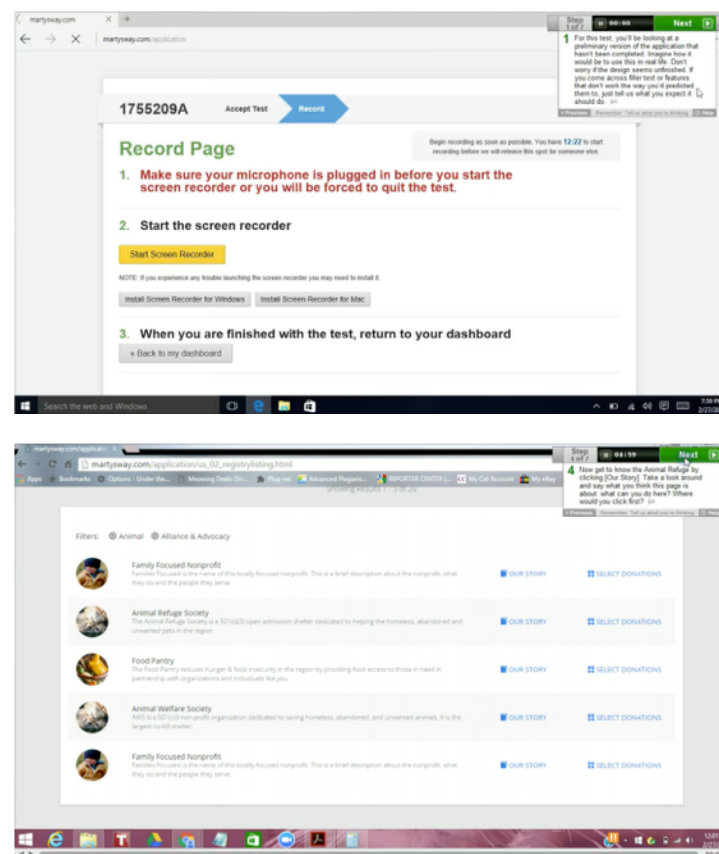
Problem Areas

Although flow and context issues varied per user, there were some areas that consistently caused confusion among all test takers. These included the following:

- Nonprofit information (hours, addresses, contact details) were not available on the summary screen. Each user asked that this be included so they could coordinate drop-offs.
- Helper text and popover guides were not clear and rarely served to avoid confusion on select page.
- Delivery options (pickup vs. deliver myself) lacked clarity. All three users found it difficult to understand what each of these options meant.

Possible Enhancements

- Similar to what was discussed on page 34, an option where the user could select to pay at the kiosk and have the nonprofit pick up the donations was suggested.
- The current design lacked color and imagery. The addition of pictures or additional elements to the nonprofit pages would help the users get to know them a bit more.
- Definitive prices for the products versus price ranges.

In-Person Testing

In addition to those conducted via UserTesting.com, a set of tests was completed in-person by family members and friends. Overall, feedback aligned with what was discussed above. Additional edits and considerations included:

- Several users felt that multiple search methods were unnecessary, stating that they would most likely never search by nonprofit name. Additionally, some users believed that these 'search verticals' should be broken out into a step-by-step process.
- The nonprofit results table was clean and clear, but many struggled to understand how multiple wish lists per nonprofit would be organized. Instead, an adjustment to the flow had to be made (pg. 40).

- The product table is clean, but they would love to see imagery. To assist in updating this, more food-based kiosk applications were reviewed.
- The selection of the delivery method needs to be addressed earlier in the flow.

USER TESTING (WIREFRAMES - MARKETING SITE)

As discussed on pages 32 and 35, potential admin interviews were completed for the marketing site and admin portal. Leveraging wireframes as a conversation piece, these discussions led to changes in how the eventual marketing site was developed. Based on approximately 4 user reviews, a few key areas were addressed:

Homepage

- Include information about Marty's Way and how the kiosk and admin portal work together to advertise an updated wish list and its products.
- Provide a section of the site where the kiosk application is shown in use by potential donors.

Dashboard

- Include an area on the Dashboard that displays what items have been recently purchased for the nonprofit.
- Include an area on the Dashboard that displays what items have been recently added to wish lists by the nonprofit.

Wish Lists

- Allow nonprofits the ability to create multiple wish lists, based on need and time of year.
- Allow nonprofits to give descriptions to their wish lists.
- Give wish lists a start and end date so nonprofits can choose when a list goes live or expires.

Browse Products

- Allow nonprofits the ability to include notes about the products as well as quantities needed.
- If development allows, update the appearance of the product table.

USER FLOW

Updates to the flow of the application were addressed following the testing of the HTML prototype. To assist in evaluating those concerns, index cards were utilized to identify holes and make the application more clear and user-friendly.

USER TESTING (BETA - KIOSK)

Another round of UserTesting.com and in-person tests was held before the final kiosk application was submitted for review (April 25, 2016). Revisions made based on the feedback detailed on pg. 36 were tested for clarity and overall improvement.

UserTesting.com users were asked to complete a set of seven tasks, detailing their overall understanding of what the kiosk was meant to do and how one would go about submitting donations. A total of two UserTesting.com test takers reviewed the application and provided detailed feedback. A complete collection of notes and videos from the test can be found here: www.martysway.com/thesis/.
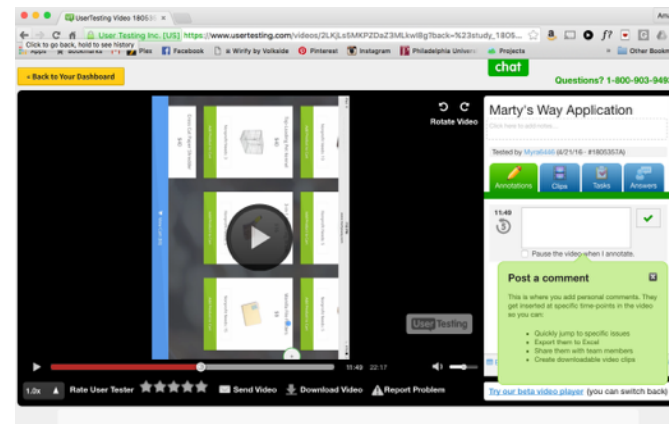
General Overview

- Liked that whereas if you give monetary donations to a nonprofit, you don't know where that money actually goes, with this kiosk you know that the nonprofit is truly getting stuff they want and will use it.
- Liked that this tells you exactly what they [nonprofits] need or want. Organizations may have very specific types of needs and quantities so users will not have to guess.

Problem Areas

- Increase clarity on the About Us page by including a title or divider above the wish list buttons
- A few users did not understand why personal info was asked BEFORE seeing the wish list's products. The current setup was due to a limitation in how the backend of the kiosk was developed. To address this concern in the short term, the last name and phone number fields were removed (pg. 42).
- Some colors were seen as too subtle.
- The button to learn more about Marty's Way needed to be clearer and more descriptive.

Possible Enhancements

- Have the 'Next Step' (footer) button change color once content is selected or added. This will indicate that the user is ready to proceed to the next screen.
- List how much money the user should expect to be donating by listing the range of product costs within the wish list. Similar to Grub Hub / Yelp's price range filter.
- Add the ability to change whether you are picking up or dropping off, even as far as the summary screen.
- Add the ability to select items from multiple wish lists in one order, not just from one.
- Possibly remove the buttons at the bottom of the page and have the selected category or delivery method push you to the next step. Remove the need for two clicks.

Items Addressed

Based on the points above, several items were addressed before final submission. Items that were not addressed were added a to a backlog (pg. 71).

- Added a section title above the wish list buttons on the nonprofit detail page
- Reduced the amount of personal information asked before selecting products and reviewing the summary screen
- Increased the color contrast across the application (i.e. selection states)
- Updated button language and supporting text to be clearer and more descriptive

USER TESTING (BETA - MARKETING SITE)

In addition to the tests conducted via UserTesting.com, a set of marketing site reviews were completed in-person by family members and friends. Overall, feedback aligned with what was discussed previously. Additional edits and considerations included the following:

Problem Areas

- Increase clarity on registration page around what is required in each of the fields
- Allow nonprofits the ability to select both delivery and pickups
- Update product quantities when items are purchased or added to an order

Possible Enhancements

- Add an area where nonprofits can update their own account information without needing to contact the admin via email
- Add additional purchasing and usage stats for each nonprofit

DESIGN & DEVELOPMENT

OVERVIEW

In conjunction with the research and user testing described above, the following process was followed for the design and development of both the kiosk application and marketing site.

Kiosk Application

- Application Map
- Wireframes
- Initial UI Design
- UI Exploration & Updates
- Front-End Development
- User Testing Updates

Marketing Site / Admin

- Site Map & Content Hierarchies
- Wireframes
- Updates & Front-End Development

Both Marketing Site / Kiosk

- Database Design

APPLICATION MAP

Below is the initial application map that was used to build out page templates as well as construct the HTML prototype detailed and tested on page 36. Based on user feedback, the flow and application map was updated during the User Flow stage (pg. 40).
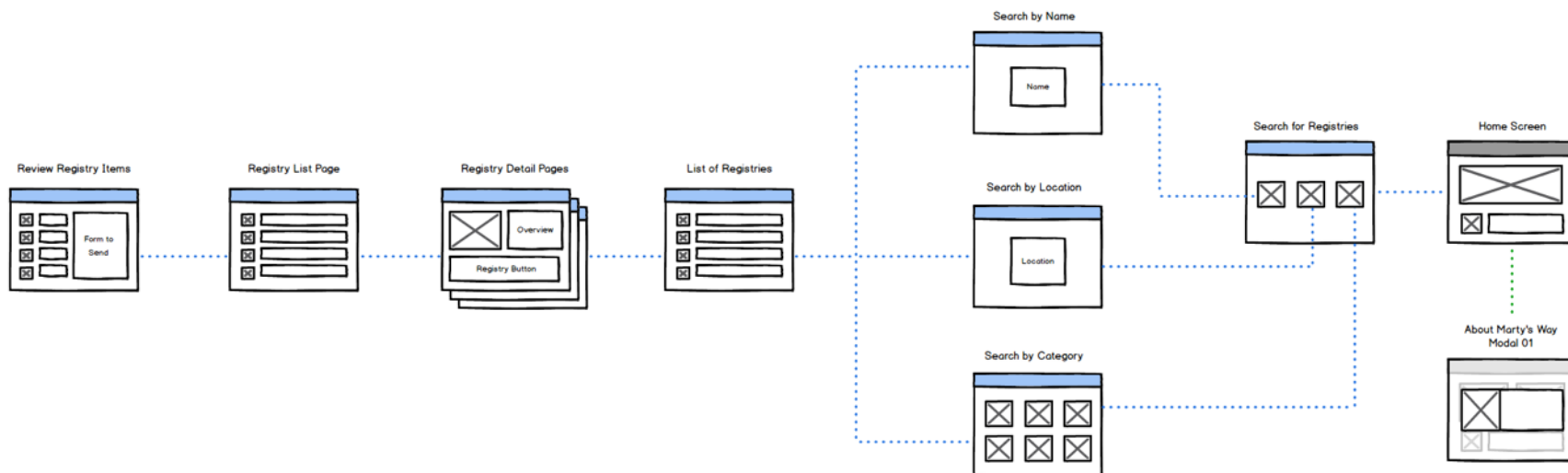
APPLICATION WIREFRAMES (ROUND 1)

A set of wireframes was developed for review and initial testing. These led to the first round of revisions which were carried into visual design and front-end development of the kiosk. Areas adjusted included the removal of the nonprofit sign-up from within the kiosk interface and the simplification of the home screen and wish list screens. For a detailed review of the feedback, see pages 33 and 47-49.

Home Screen
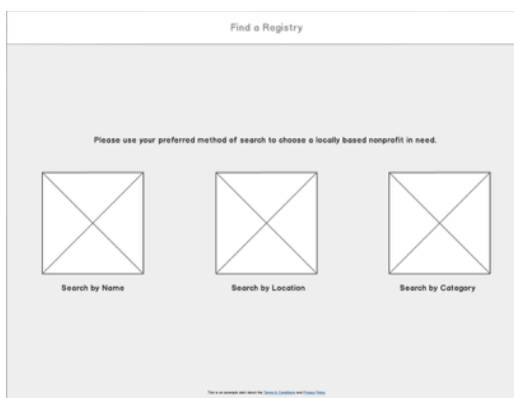
Search Landing

Location Search
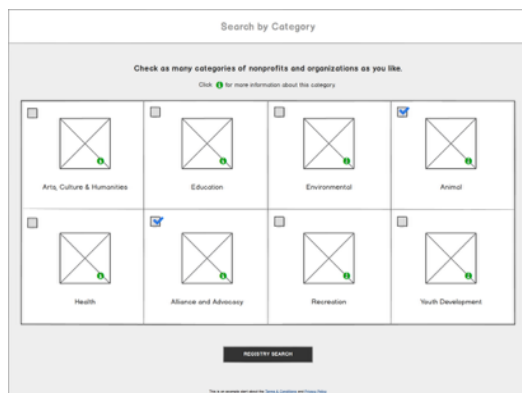
Category Search
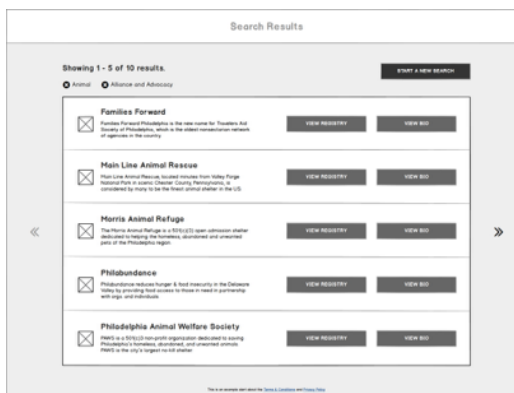
Non-Profit Listing
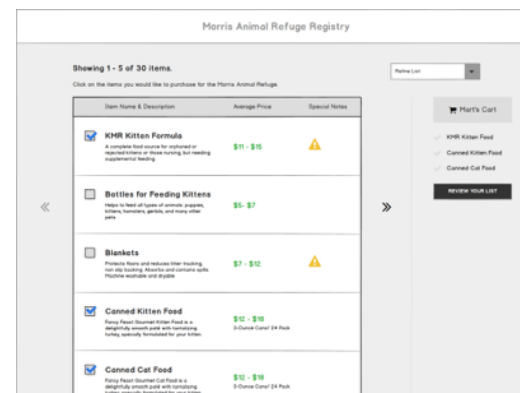
Wish List Detail

APPLICATION WIREFRAMES (ROUND 2)

Below reflect some of the wireframe changes detailed on page 33.
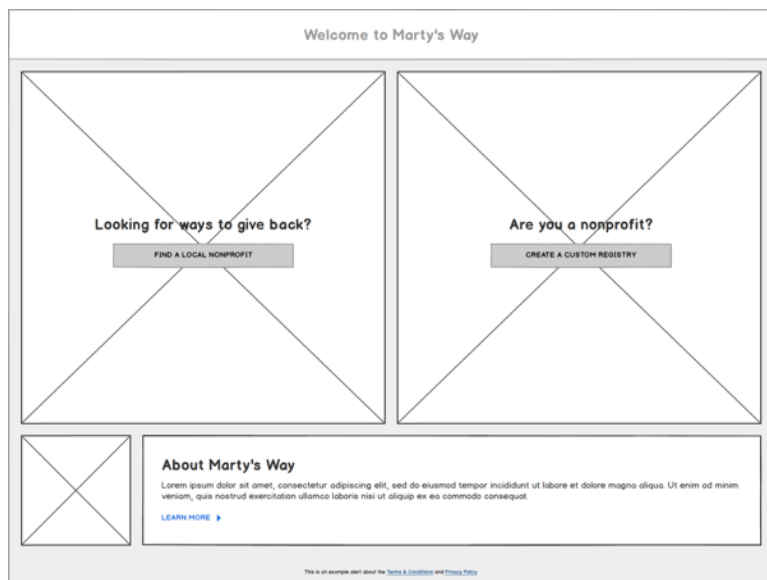
Home Screen V.1

Although the primary purpose of the application was to facilitate donations, the original home screen had the nonprofit search and nonprofit sign-up weighted the same visually.
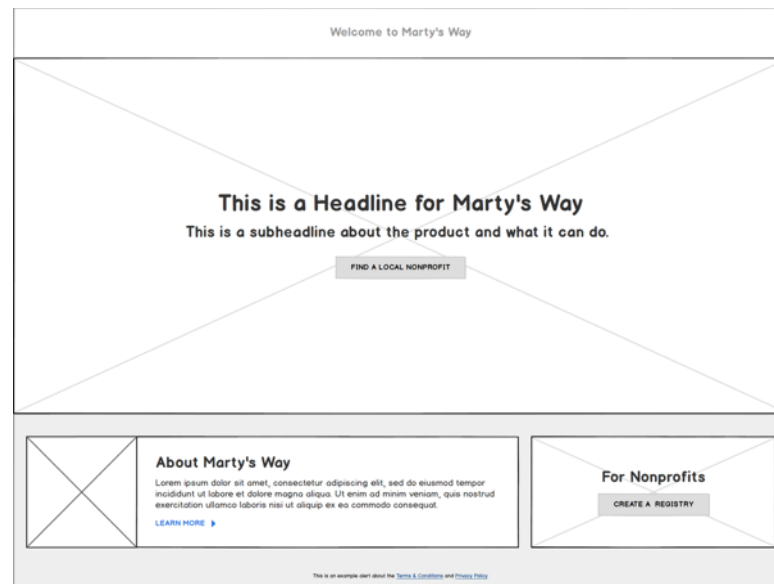
Home Screen V.2

The updated home screen adjusted the hierarchy, calling attention more clearly to the nonprofit search and donations.
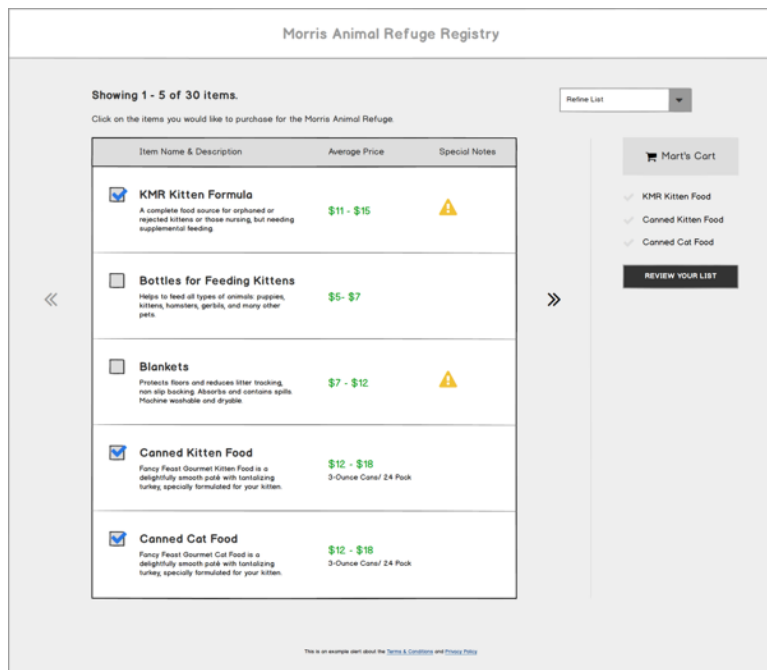
Wish List Detail V.1

The original wish list detail had multiple steps on one page. This included adding products and submitting everything to the cart.
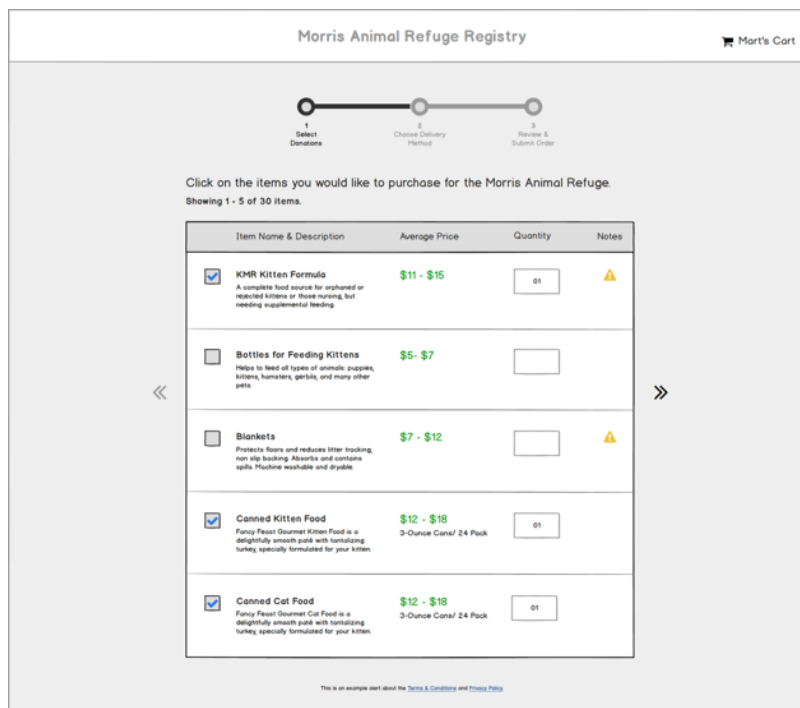
Wish List Detail V.2

The updated wish list detail broke out the steps into a wizard-like process and moved the cart into the header. This helped clear up the flow and make it feel like other kiosk applications.

Checkout V.1

The original screen had very little context around the delivery of the shopping list. It also relied on the person having a cellphone.

Checkout V.2

The updated checkout provided more explanation to the user. It also gave the user the option to print. This would be tested later on and significant changes to the flow would be made.

INITIAL UI DESIGN

The visual design of this application initially explored a more muted color palette. Following user feedback detailed on page 23, a brighter and vibrant color palette was implemented (pg. 24).
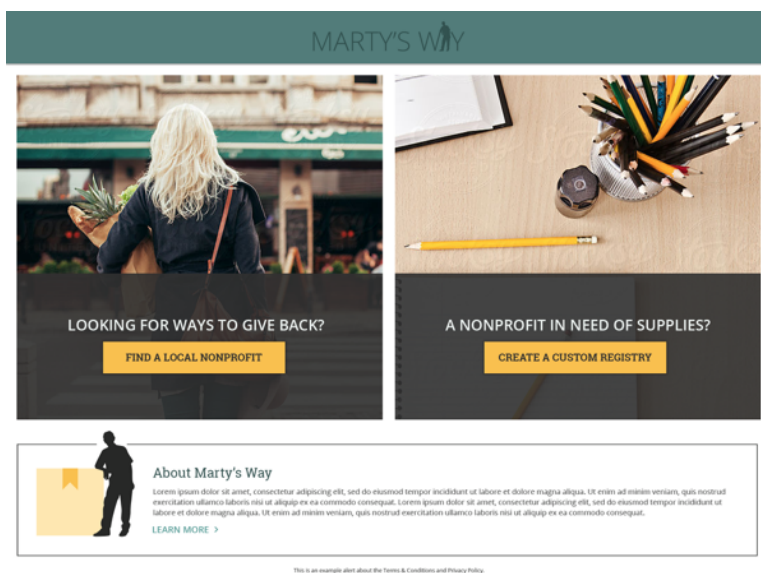
Home Screen V.1
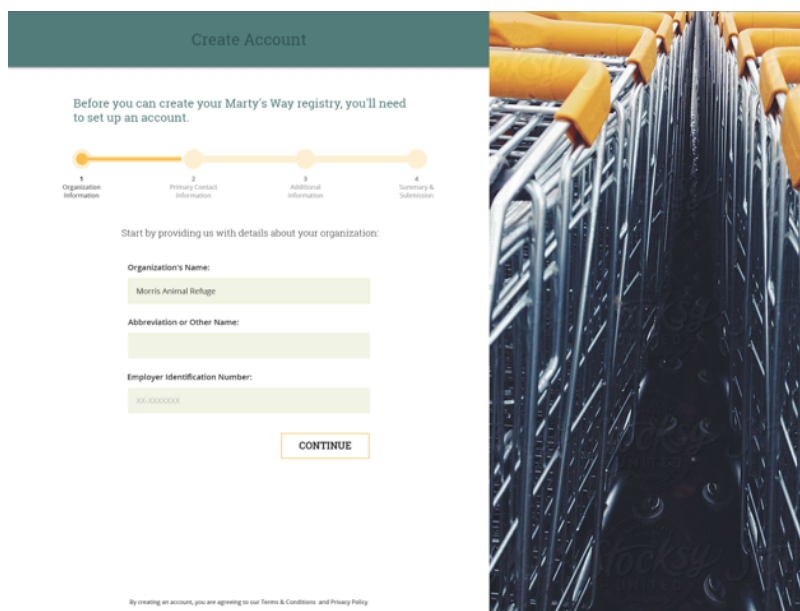
Registration V.1

UI EXPLORATION & UPDATES

Below are sources of inspiration that were used as the product was redesigned and developed. As shown below, a more saturated and vibrant look was explored.

In addition to the research shown above, new icons were designed to add color and personality into the application. These design elements were brought directly into the development of the front-end design of the application.

Icon Styles

Button Styles

Standard

Hover

Primary Button

Primary Button

Standard

Hover

Secondary Button

Secondary Button
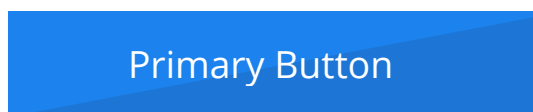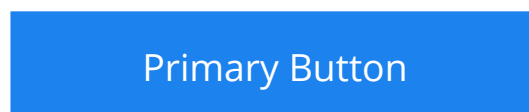
FRONT-END DESIGN

After a thorough review of the initial UI design and wireframes, front-end development began. This initial HTML prototype would lay the foundation for the Marketing Site (pg. 58) and be used as the primary testing source for first round of formal user testing (page 36). Using HTML5, CSS and components of Bootstrap, this step was completed.

POST-USER TESTING UX & UI UPDATES

As described in User Testing (pg. 36), feedback from these tests led to great insights and adjustments to the overall flow and design of the application. In addition to restructuring of the page, the UI was pushed a little further and explored friendlier imagery and bolder colors. Below is a brief overview of the UX and UI updates that can be found at martysway.com/app/.
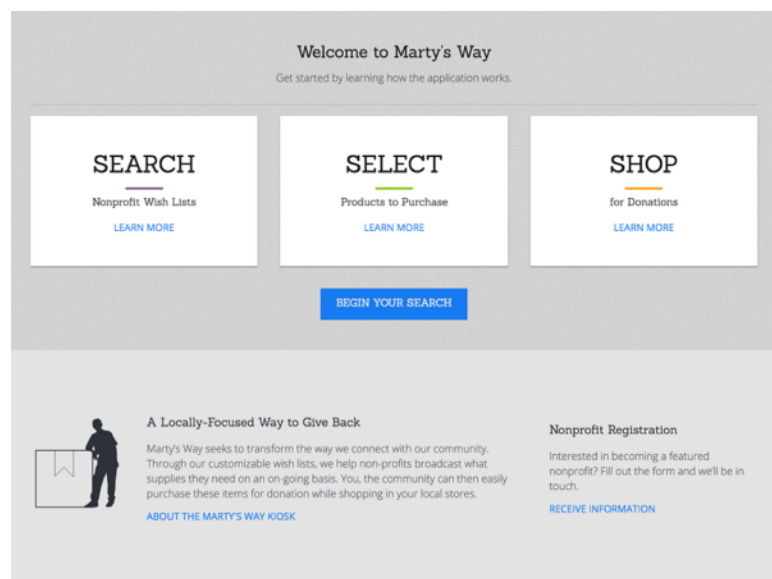
Homepage V.1

The three buckets at the top were placed to describe each of the steps to be completed by donors. However, some of these users did not see them as steps but as choices. Also, although they could be flipped over to reveal descriptions, only one user understood this.
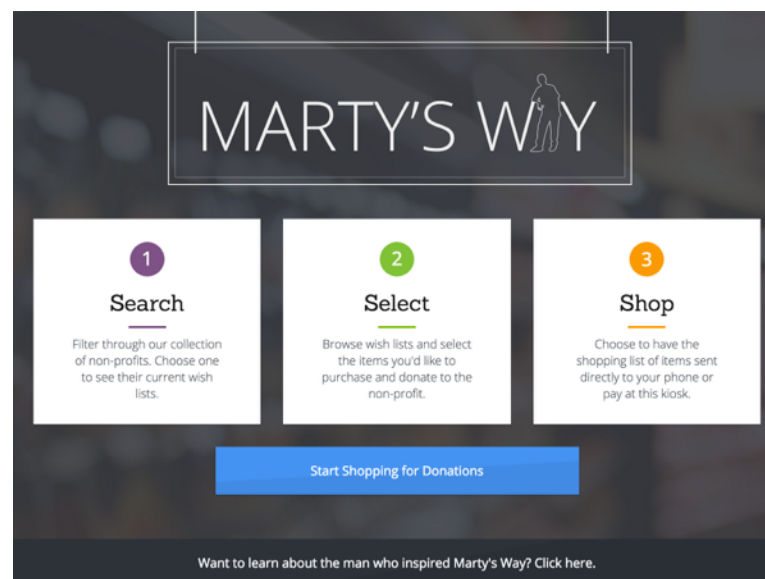
Homepage V.2

The icons were replaced with numbers that clearly spelled out steps 1, 2, and 3. Additionally, the descriptions, which were seen as very valuable, were made more visible. Users found this very helpful.
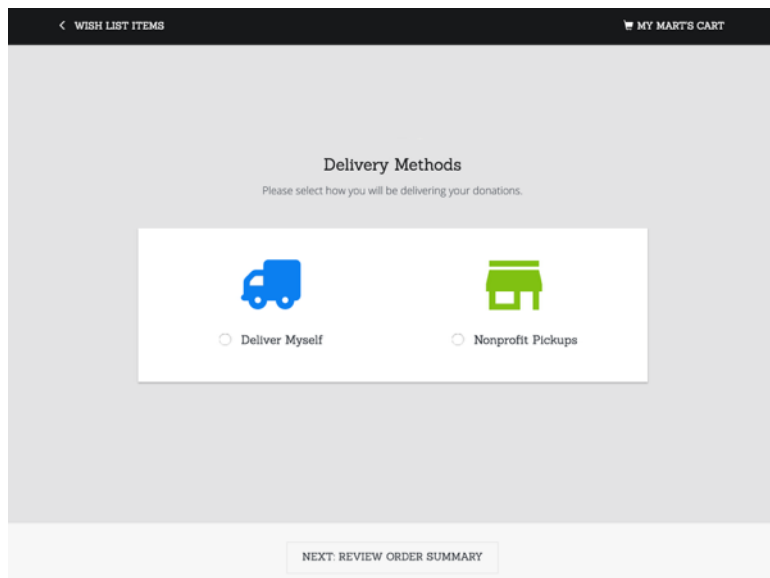
Delivery V.1

Although some users understood the delivery distinctions, many did not until they got to the final step (summary screen). Users need to make this selection early in the flow because only some nonprofits offer one or both delivery options. And because of that, the choice needed to be made sooner and the user needed to fully understand what they were selecting.
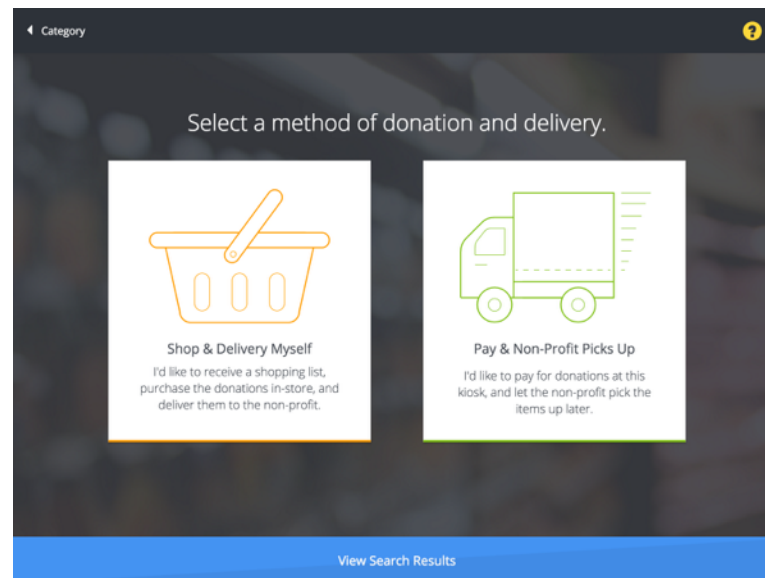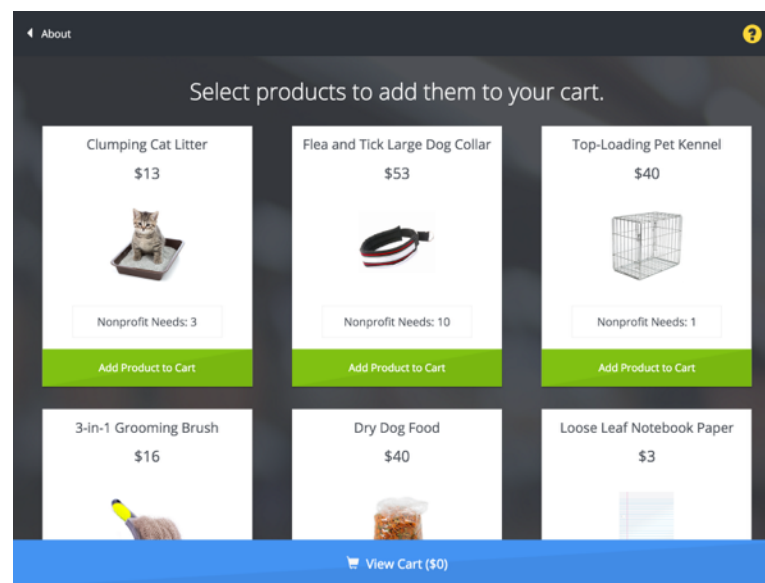
Delivery V.2

Based on input collected during the user flow exercise, delivery options were added as a way to filter nonprofits. Additionally, more detailed descriptions were provided, describing what each donation method entails. Users seemed to understand this a lot more.
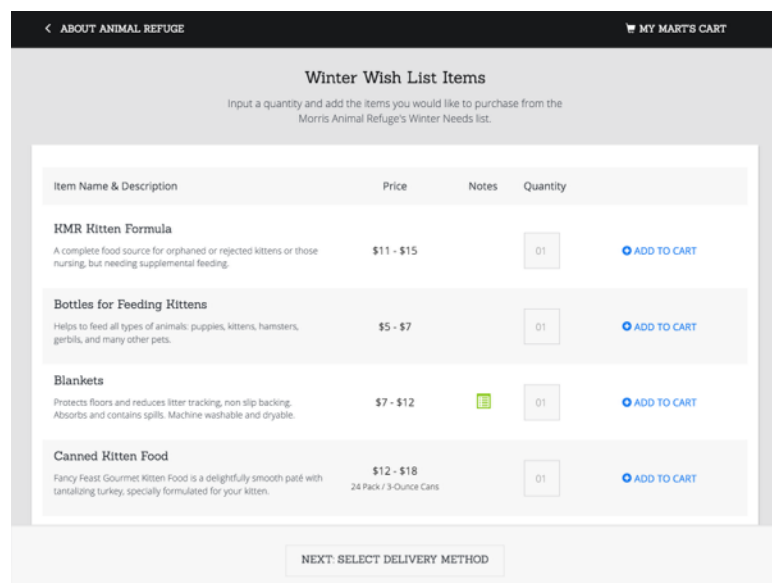
Wish List V.1

Originally, each of the products were laid out in a simple table. Although users appreciated its clean and easy to read design, it lacked images and color. One user noted that it didn't feel like a "shopping app."

Wish List V.2

The kiosk page was updated to include a similar style to the marketing site's Browse Products page. Images were brought in, which also helped to make the page more visually interesting.

Summary V.1

In the HTML prototype, the same summary screen was displayed regardless of the delivery method selected. Additionally, users found it confusing that certain key details surrounding the nonprofit were missing from this screen.

Summary V.2

Using PHP, customized summary screens were shown to the users depending on which delivery method they selected. A clearer 'Next Steps' section was added with the important details that were originally missing. Also, an easy 'Cancel Order' button was included in case the user wanted to opt out or start from scratch.

MARKETING SITEMAP

The marketing site and admin portal were secondary in terms of project priority. With that in mind, a simple site architecture and templatized system was a must. A sitemap and content hierarchies helped to succeed in this goal.
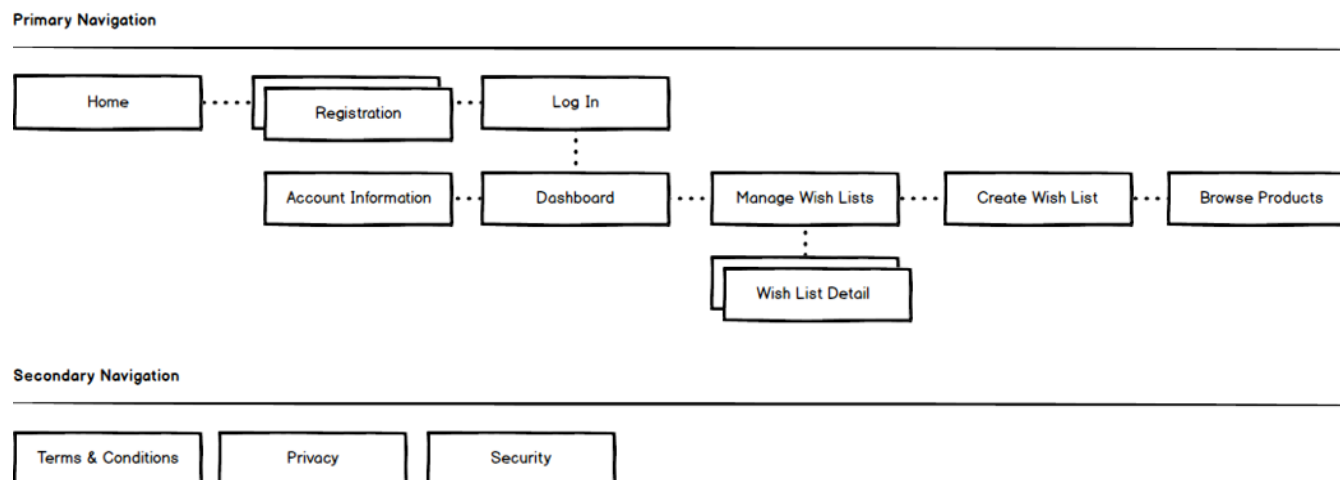
CONTENT HIERARCHIES

Content Hierarchies (Nonprofit Admin)

Register 06

Header
Hero Image
Progress Bar
Registry Form (Wizard)
Footer

Login 07

Header
Hero Image
Login Form
Footer

Dashboard 08

Header
Hero Image
Account Overview
Registry Overview
Purchasing Statistics
Footer

Content Hierarchies (Nonprofit Admin)
....

Account Information 09

Header
Hero Image
Account Information/ Editing Screen
Footer

Browse Products 10

Header
Hero Image

Category of Products	Products

Edit Button
Footer

Manage Registry 11

Header
Hero Image
Wish List Table
Edit Button
Footer
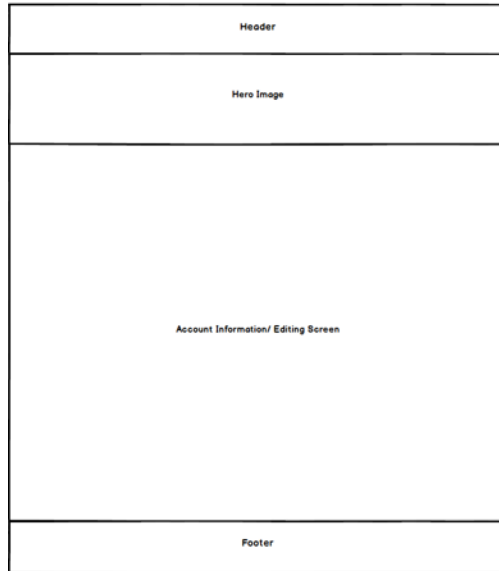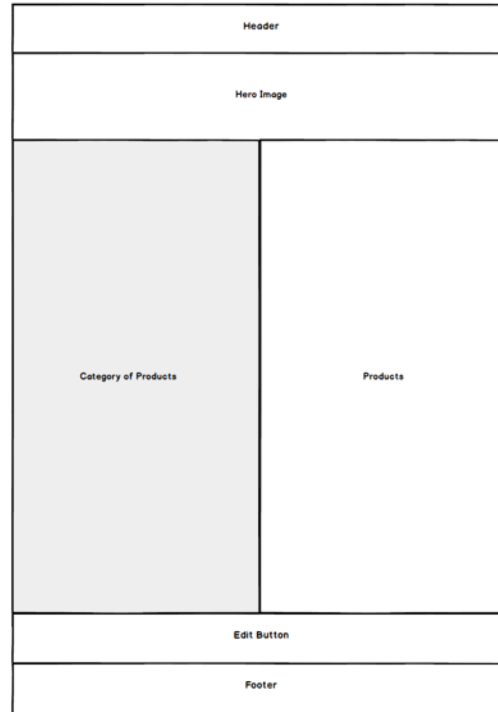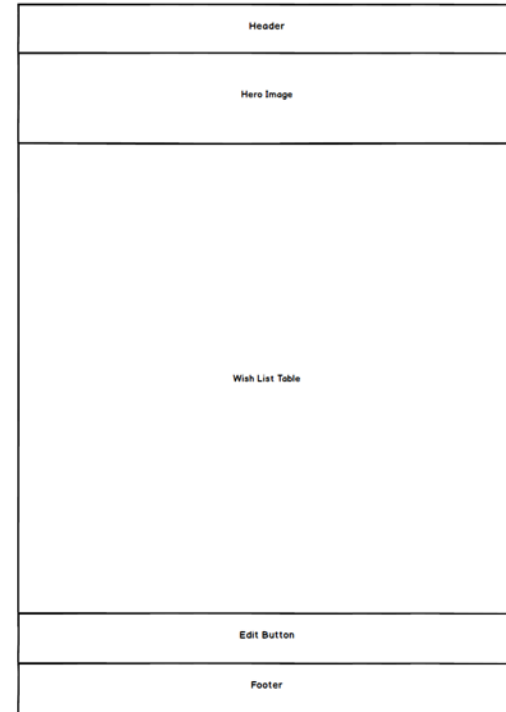
MARKETING WIREFRAMES

A set of wireframes were developed for review and initial testing. These were reviewed by potential admins, and from there, brought directly into front-end development. Given that the UI was already completed for the kiosk application, a formal UI exploration was not needed.

Login

Registration

Registration

Dashboard

Account Information

Manage Wish Lists (Landing)

Manage Wish List (Detail)

Header

| Dashboard | Account Information | Manage Registry | Purchased Items |

📄 Winter Needs

Add More Products

Product Name	Quantity	Special Notes	
Dish Soap	1		⊗
Large, 60 Gal, Trash Bags	5		⊗
White Copy Paper	2		⊗

Footer

Browse Products

Header

Browse Products 📄 Winter Needs

Cleaning Supplies
  Cleaning Tools
  All-Purpose Cleaners
  Bathroom Cleaners
  Carpet / Floors
  Drain / Septic
  Glass Cleaners
  Kitchen Cleaners
Clothing & Shoes
Grocery
Health, Pharmacy & Beauty
Household
Office & School Supplies
Kitchen
Pets
Sports & Fitness

	Product Name	Product Description	
⊠	Dish Soap	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 01	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 02	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 03	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 04	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 05	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 06	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 07	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 08	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕
⊠	Product 09	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	⊕

Pagination

Footer

Browse Products (cont)

Header

Browse Products 📄 Winter Needs

Dish Soap
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Quantity
⊳ 03

Special Notes:
This content will describe what special notes are used for. Lorem ipsum dolor sit amet, consectetur.

⊳ Special Notes

ADD TO REGISTRY

UPDATES & FRONT-END DESIGN

Like the kiosk, the marketing site's wireframes were reviewed and tested. Suggested changes were brought into front-end design. To see a detailed list of suggested revisions, see page 39.
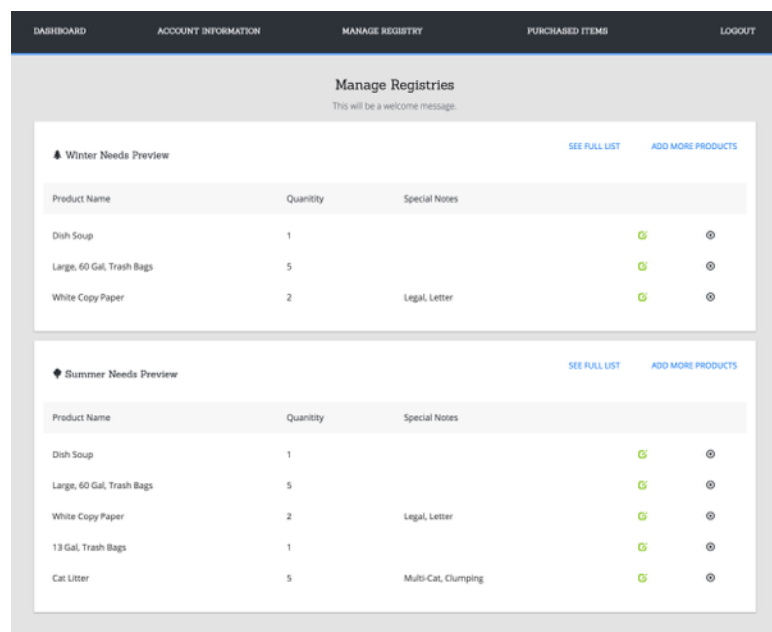
Manage Wish Lists (Landing) V.1

Originally, there was a landing page that contained each wish lists as well as their items, all on one very long page included on one page. Since an overview of the wish lists is now included on the homepage, this section was simplified and only detail pages were developed for the wish lists.
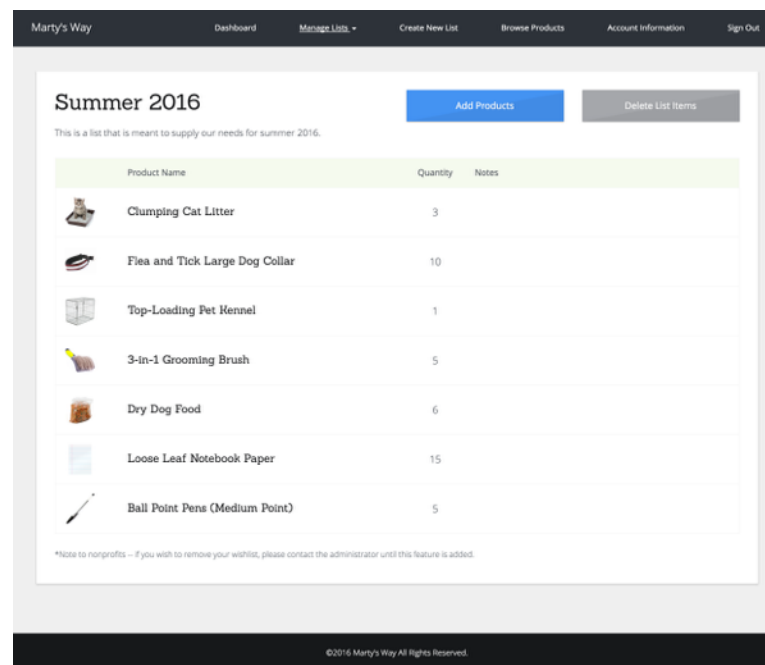
Manage Wish Lists (Detail) V.2

Instead of an overview landing page, the navigation was simplified to include a dropdown with links to the new detail page.
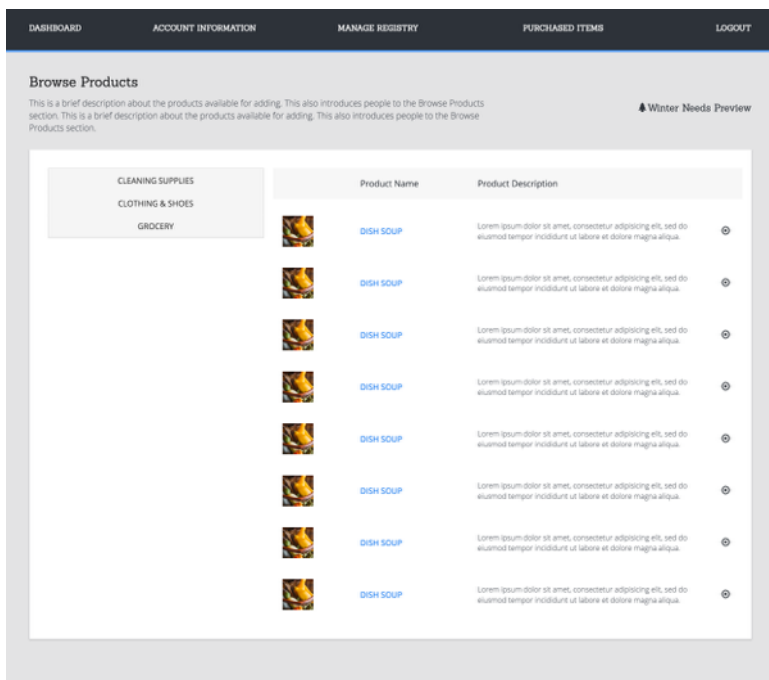
Browse Products V.1

Originally, the products were laid out in a table format with small images. To put this more inline with typical ecommerce sites, the layout was updated.
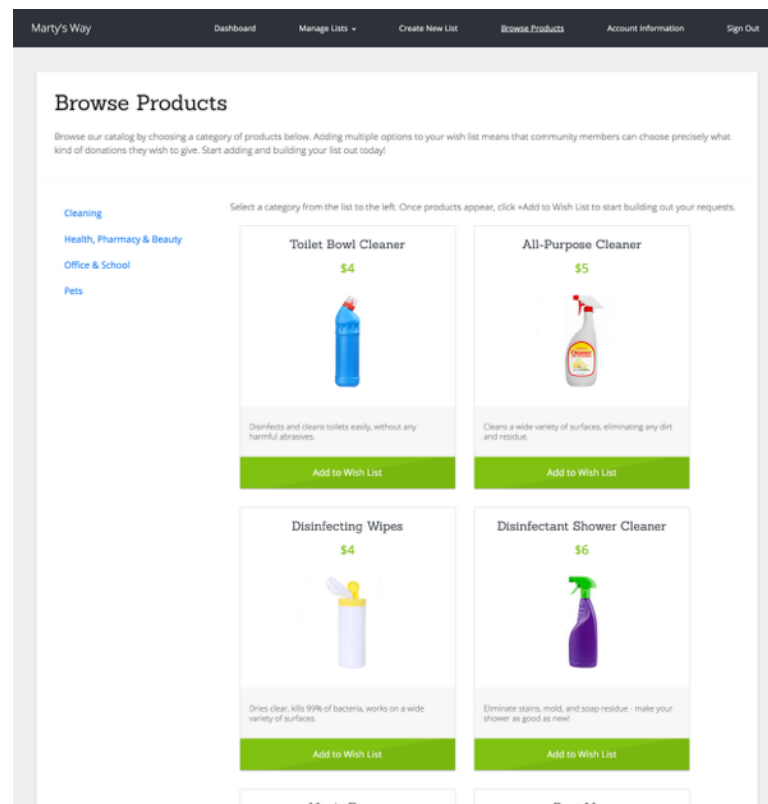
Browse Products V.2

The format of the product table was adjusted to reflect a more typical online shopping experience.

DATABASE DEVELOPMENT

MAMP and phpMyAdmin were selected as the tools to create and build out the database for the kiosk application and marketing site. In addition to sketching out a diagram, phpMyAdmin's Designer tab was used to connect each of the necessary tables and link reference and foreign keys.
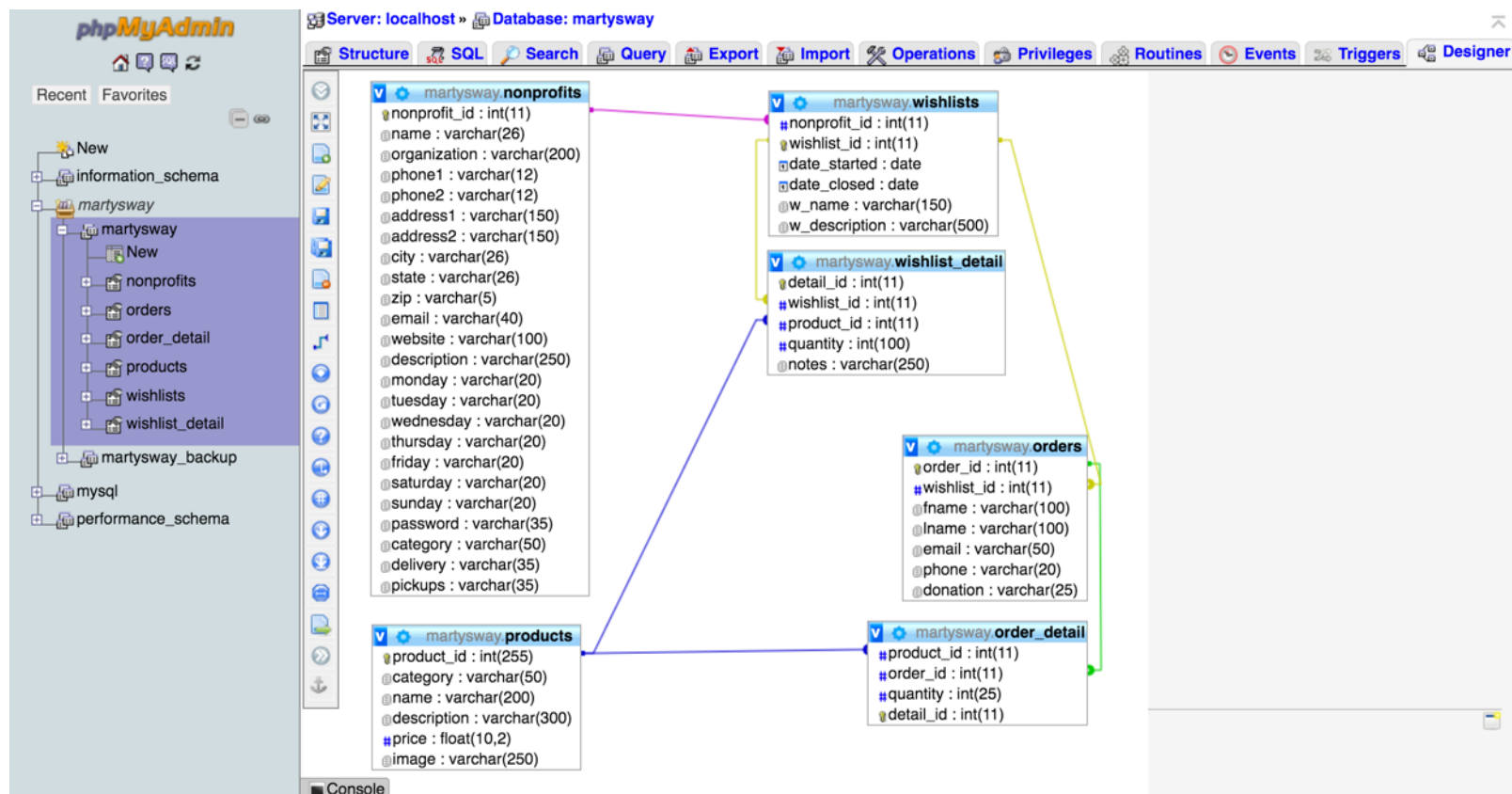
FUNCTIONAL REQUIREMENTS

The following languages and tools were leveraged to complete the desired functionality of the application.

Design
- Balsamiq
- Adobe Photoshop CS6
- Adobe Illustrator CS6
- Atom

Marketing Site
- HTML5
- CSS
- JavaScript
- MySQL
- PHP

Kiosk Application (Web App)
- HTML5
- CSS
- JavaScript
- MySQL
- PHP

GANTT CHART

The below is an overview of how the kiosk application and marketing site was developed over the course of the Fall 2015 and Spring 2016 semester. To see the full gantt chart, visit martysway.com/app/.

	Nov 15	Dec 15	Jan 16	Feb 16	March 16	April 16

RESEARCH
- Database
- Mobile Platform (Tablet)
- Review Comments from Presentation
- Final Presentation Prep

DESIGN
- Logo and Branding Design
- Kiosk Wireframes
- Kiosk Wireframe Revisions
- Marketing Site (Admin) Wireframes
- Visual Exploration & Updated UI Comps
- Post-User Testing Kiosk Updates
- Post-User Testing Kiosk Updates
- Final Presentation Prep

DEVELOPMENT
- Kiosk HTML Front-End
- Kiosk HTML Front-End
- Marketing Site HTML Front-End
- Marketing Site HTML Front-End
- Kiosk Backend (Database)
- Marketing Site Backend (Database)

OTHER
- Kiosk User Testing
- Kiosk User Testing
- Kiosk User Testing
- Marketing Site User Testing
- Marketing Site User Testing
- Kiosk Prototype Construction

MARTY'S WAY IN ACTION

A wooden enclosure for the kiosk was fabricated prior to the final submission (April 2016). This allowed us to test the kiosk application in an environment that closely resembled an in-store experience. Additionally, the iOS application Kiosk Lite Pro was leveraged to give more of a kiosk-like feel.
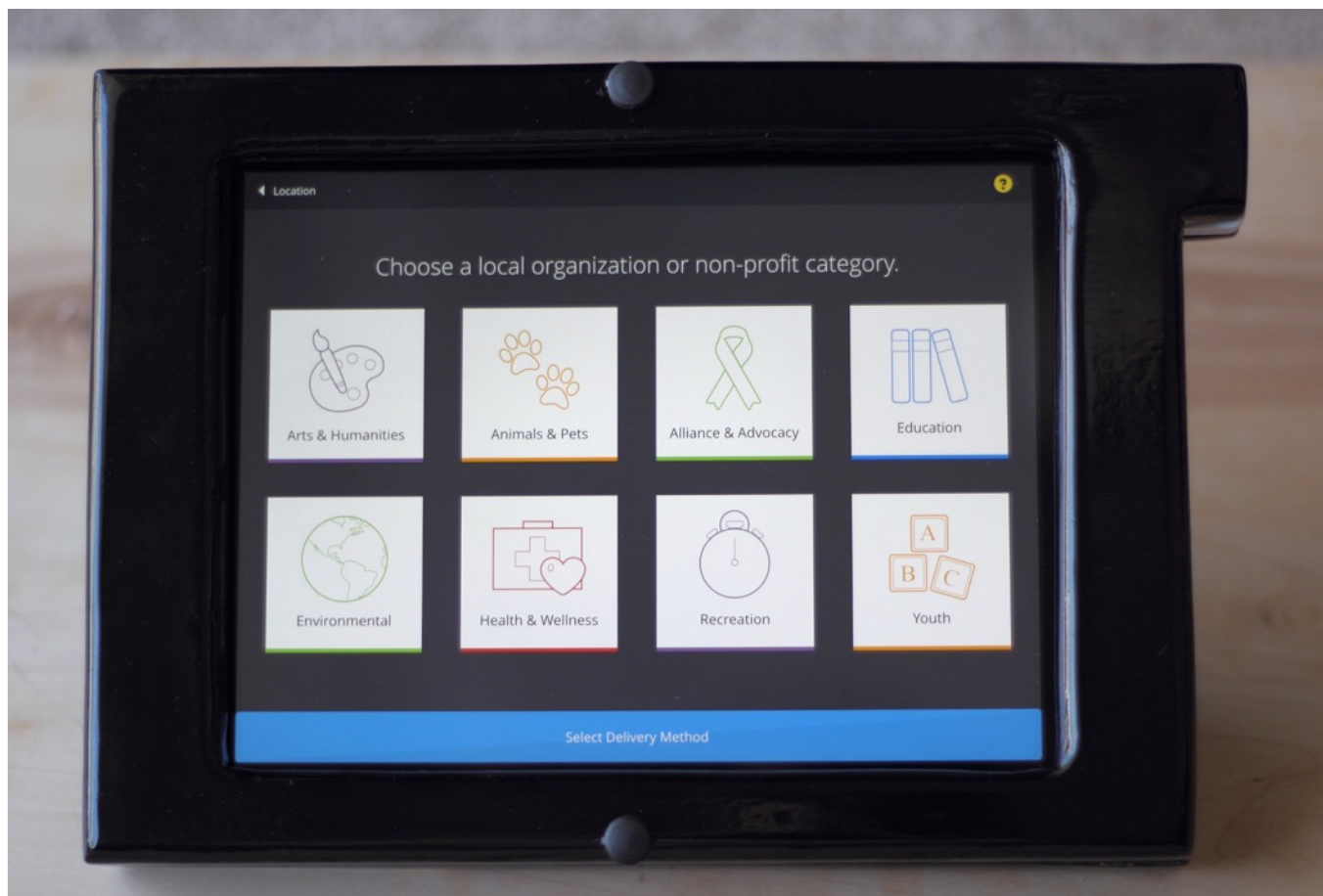
NEXT STEPS

OVERVIEW

Below is an overview of the project's next steps and goals. It includes a list of items that need to be addressed in future iterations of the project.

- Backlogged Issues
- Short & Long Term Goals
- Success Metrics
- Business Model
- Growth Strategy

BACKLOGGED ISSUES

KIOSK APPLICATION

As discussed on page 39, the presentation kiosk was reviewed a final time by users of UserTesting.com. Following their feedback, some adjustments were made. If an issue or idea was not addressed, it is noted below. Additionally, current bugs in the system are noted below.

Next Steps

- If additional quantities of the same product are added to the cart, the product is duplicated in the listing. Quantities of the same product must be combined.
- Add the ability to remove individual items from the cart versus cancelling the entire cart.
- Update the database and code structure to allow for personal details to be given AFTER the wish list has been shown and items selected for purchase

Possible Enhancements

- Have the 'Next Step' (footer) button change color when the user can proceed to the next page.
- Add the ability to change whether a user is picking up or dropping off. If the hours or location do not work for the user, they will still have the ability to change their delivery method.
- Include how much money the user should expect to be donating by listing the range of product costs within the wish list

MARKETING SITE

Like the kiosk application, the marketing site was tested by several users. Although some of their requested changes were made, other issues were added to the backlog.

Next Steps

- While the site is responsive, there are still some remaining mobile issues that need to be addressed.
- Currently, quantities are not updated on the admin side when a product is selected from the wish list. This is a must-have feature that will be included in the next iteration.
- An entire wish list can be deleted, but updating numbers or removing individual items currently does not work. This will need to be updated.
- Add an area where nonprofits can update their own account information without needing to contact the admin via email
- Refine code so that a section with details on what items have been purchased or will be delivered are listed. The section is currently listed on the site, but it acts buggy.
- Admins to receive confirmation email when account is created

Possible Enhancements

- Give non-profits the ability to notify stores that they are coming to pick up orders.
- Grant non-profits the option to mail thank you notes to users who have donated goods (since their e-mail are already in the system).
- Admins receive confirmation email when products have been purchased

SHORT TERM GOALS

The short long term goals of this project will be addressed first.

- Allow users of the kiosk the ability to select items from multiple wish lists
- Allow users of the kiosk to adjust their delivery methods on the summary screen
- Allow users of the kiosk the ability to pay for the products at the cart
- Research ways to pull in a store's product API so that product choices and their costs are accurate

LONG TERM GOALS

The long term goals of this project will be completed after the short term goals and minimal prototype kiosk have been completed.

- A companion app that mirrors the kiosk's library of registries
- A companion app that allows the user to create an account and track donations
- Integrating the ability to track donations and tax exempt items into the companion app
- Adding the ability to register and begin wish list building process at the kiosk in the store

SUCCESS METRICS

This kiosk application and marketing site will be successful if the following metrics are met.

PRE-LAUNCH

- At least three locally-based organizations have been contacted and have opted in
- Each of the three locally-based organizations have completed their registries
- Users are able to search Marty's Way via a prototype Kiosk to see what is needed by these three organizations

LAUNCH

- Feature the installation in at least one convenience or grocery store locations
- At least 10-20 users have interacted with the kiosk in a given month
- Interactions with the kiosk have resulted in at least 5-10 donations to any specific organization

BUSINESS MODEL

A Marty's Way account will be free for all nonprofits that register.

STORE FEES

Solution 1
Stores that wish to use the Marty's Way kiosk will be charged a subscription fee. They will pay a monthly installment to have the device located in their store. Beyond that, no cost will be incurred.

Solution 2
Stores will pay an initial flat fee in order to have a kiosk placed in their business. A small percentage of the purchases made via a kiosk will fund the business operations of Marty's Way.

APPLICATION

As discussed previously, phase two aims to introduce a companion application. While the application will be a free download, there could be in-app purchases available. For example, if tax except donations can be tracked, this may be an added feature that must be paid for.

GROWTH STRATEGY

As mentioned above, the initial part of this project begins with the completion of the kiosk prototype and a functioning marketing site. The following is the growth strategy for this phase:

- Gain traction via placement in stores with high traffic
- Promote these kiosks and their cause via social accounts and profiles belonging to the stores, Marty's Way and nonprofits
- Encourage community members to share knowledge of these kiosks via their social media profiles

The second phase of this project aims to increase the number of kiosks placed around the community, as well as introduce a companion app that can be used in stores that do not have a kiosk.

A nonprofit survey provided by Capterra found that "31% of giving for 2014 happened in December, with 12% in of the annual total donated in the last three days of the year." Due to this, phase two aims to be completed by the 2016 holiday shopping season. These adjustments include:

- A companion application that can access the kiosk's list of registered nonprofits and their registries
- Additional kiosks placed around larger shopping centers and out door malls
- Encourage more nonprofits to register and actively use Marty's Way
- Identify Marty's Way success stories and use them as a way to entice the public to donate more and for more nonprofits to sign-up

SOURCES

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