

UX Design Experiments

Title: Facilitating Change

Category: Design Research

Target: Church Members

Platform: Youth Group Donation App

Research Model: Fogg's Behavior Model

Course: Introduction to HCI, Stanford Online, Scott Klemmer

Process: Need finding, Storyboarding, Prototyping

Techniques Used:

- Site Reviews
- Interviews
- Surveys
- Observation of Users
- Identify User Needs
- Find Inspirations
- Decide on a point of view
- Sketching the User Experience
- Rapid prototyping
- Heuristic evaluation (Nelson/Norman)

Motivation: Design an application that facilitates personal or social behavioral change.

Inspiration:

1. How can technology assist people in aligning with their values?
2. How can technology help people rally around a cause?
3. How can technology assist people in forming new habits?
4. How can technology improve the volunteering or donation process?

I have always been curious as to why and in what form people give money to their church. Do they simply do so with the proverbial passing of the donation plate during service or do members seek a deeper connection to how their donation gets used? This question led to a discussion with a colleague of mine, Alex. He asked me if I was familiar with BJ Fogg and the Fogg Behavioral Model. Since my exploration of design research methodologies was just beginning I said, "No I was not".

The central idea in Fogg's Behavior Model is that habits are formed based on trigger and reward. This inspired me to begin exploring the habits of those who donated to their church. What motivates them and why?

My question asking was two fold.

- Can people form a habit of donating to your church?
- How do people experience connectedness with their donation?

My initial research began by performing site reviews on donation websites and websites centered on forming new habits.

Design Problem: Church websites do not have a means by which members can donate to a specific cause in conjunction with a social platform centered on the cause.

Focus:

- Create an application that allows church members to donate to a specific need in the church.
 - o User selects what they want their donation to go toward.
 - Categories; admin, children programs, music, housekeeping, flowers, bookstore, printing, webmaster
 - o Display categories that have reached the budget as closed.
 - o Design a social platform for members to engage around a given cause.

Research

- BJ Fogg, behavior model, persuasive design
 - o Motivation
 - o Ability
 - Beliefs
 - Will power
 - Mindfulness
 - o Trigger
 - o Pleasure/pain
 - o Hope/fear
 - o Acceptance/rejection
- How habits can impact user behavior
http://www.inspireux.com/2013/03/30/how-habits-can-impact-user-behavior/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Inspireux+%28inspireUX%29
- Sebastian Deterding: Research for Behavior Change - The MAO Model
<http://www.ixda.org/resources/sebastian-deterding-research-behavior-change-mao-model>
 - o Motivation (pushing action forward/backward) how do you convince?
Solution you are offering is beneficial to them. Have to make them care.
 - Attitudes
 - Emotions
 - o Ability
 - o Opportunity

- Example: of an app designed to resist sweet tooth, image of child saying daddy don't do it, buttons that say "I resisted" "I did not resist"
 - o Emotional relevance to that action
 - o Connect to an activity that they actually care about
 - o Motivational needs
 - o Psychological needs; competence

Solution Space & Constraints

- Audience
 - o Church Donors
 - Age range 16-25
- Design Platform
 - o Mobile app

Data Collection

- Survey of Habits
- Observe traditional tithing practice (passing around basket)
- Interview participants
 - o Observe them using current church website (donation path)
 - Observe other sites with similar desired paths (ecommerce)
 - o Create personas

Current observations

- Church website donation button has low visibility
- Recurring online donation requires you to print out a form
- No specific website location for youth
- No mobile application for church site in general
- Church functions on donations of time and money
- Church is meaningful to members
- Need to find a way to help keep the boat afloat

Insights from Alex

What about if a token was used to symbolize tithing in some way during the church service? This alleviates the stress of not putting anything into the basket even if you do write a check once a month. It is the social implications of the perceived giving that is in question here.

Could this idea be actualized in an application? Token for time vs. monetary donation?

Need to assimilate academic findings to persuade the idea of changing habits.