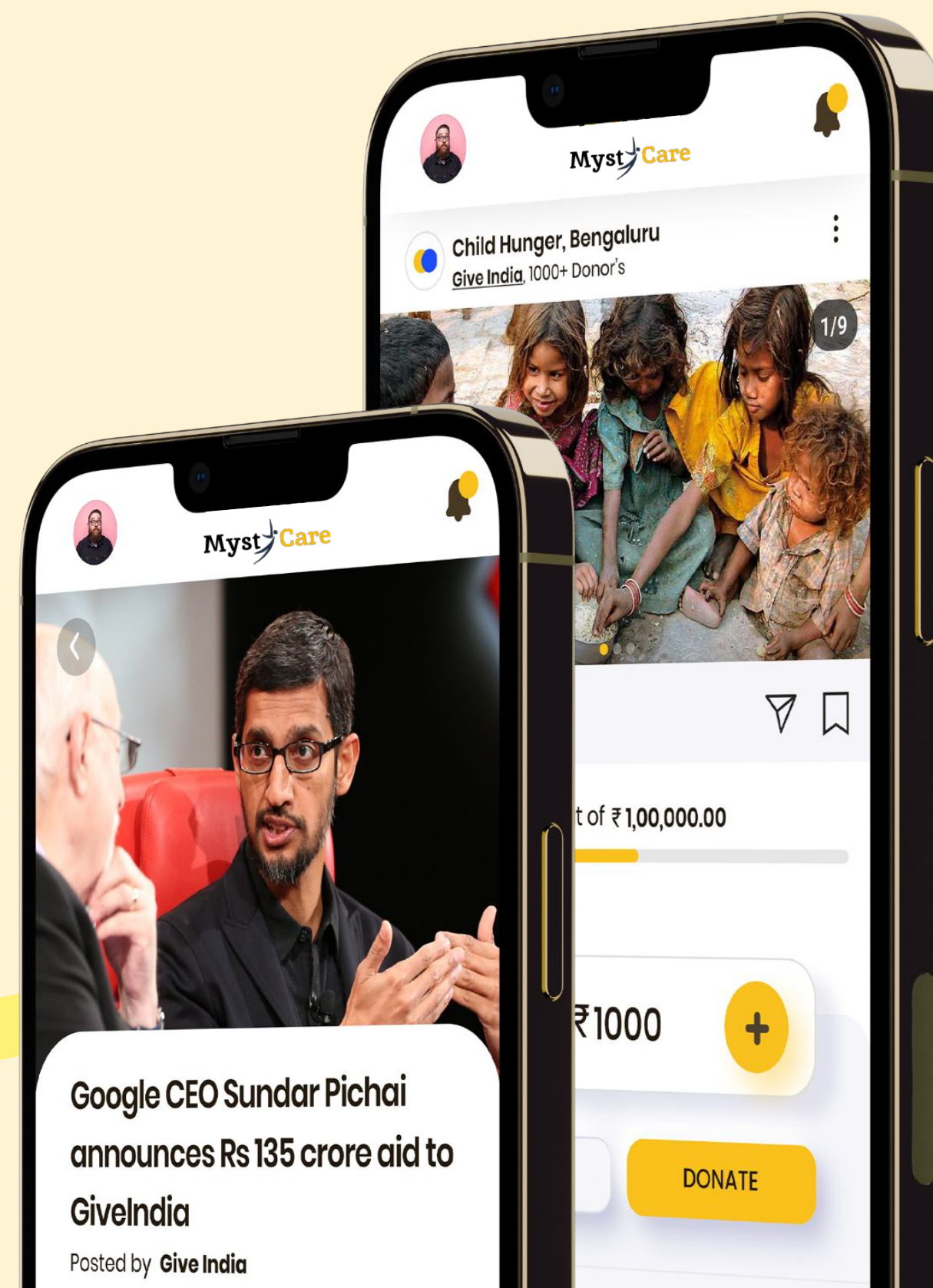




Every Life Matters

MystiCare

NGO Application



UX Case Study

Overview

MystiCare is an Indian online crowdfunding platform, where any organisation across the country can raise funds for any kind of causes. MystiCare allows NGOs to create their own online fundraising campaign story through the MystiCare app where they can raise money for all the causes, NGOs go through a verification process which verifies the authenticity and validity of their submitted documents before account activation. MystiCare users can then donate to causes through the MystiCare app.

Problem Statements

The primary challenge faced by MystiCare was to create a seamless and secure platform that facilitated fundraising for NGOs while ensuring transparency and authenticity in the donation process. Additionally, they needed to establish a verification process to validate the credibility of NGOs and their causes to build trust among donors.

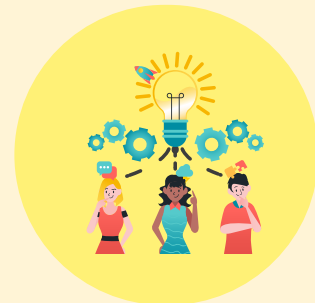


Design Thinking



Empathize

Understand the needs and challenges of NGOs and donors through research and observation.



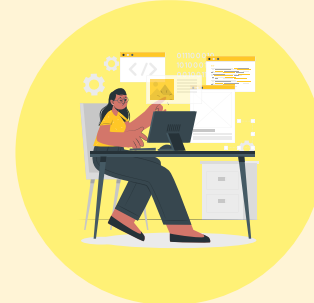
Define

Clearly outline goals and objectives based on insights gathered, focusing on transparency, donor engagement, and usability.



Ideate

Generate creative solutions to address identified challenges through brainstorming and collaboration.



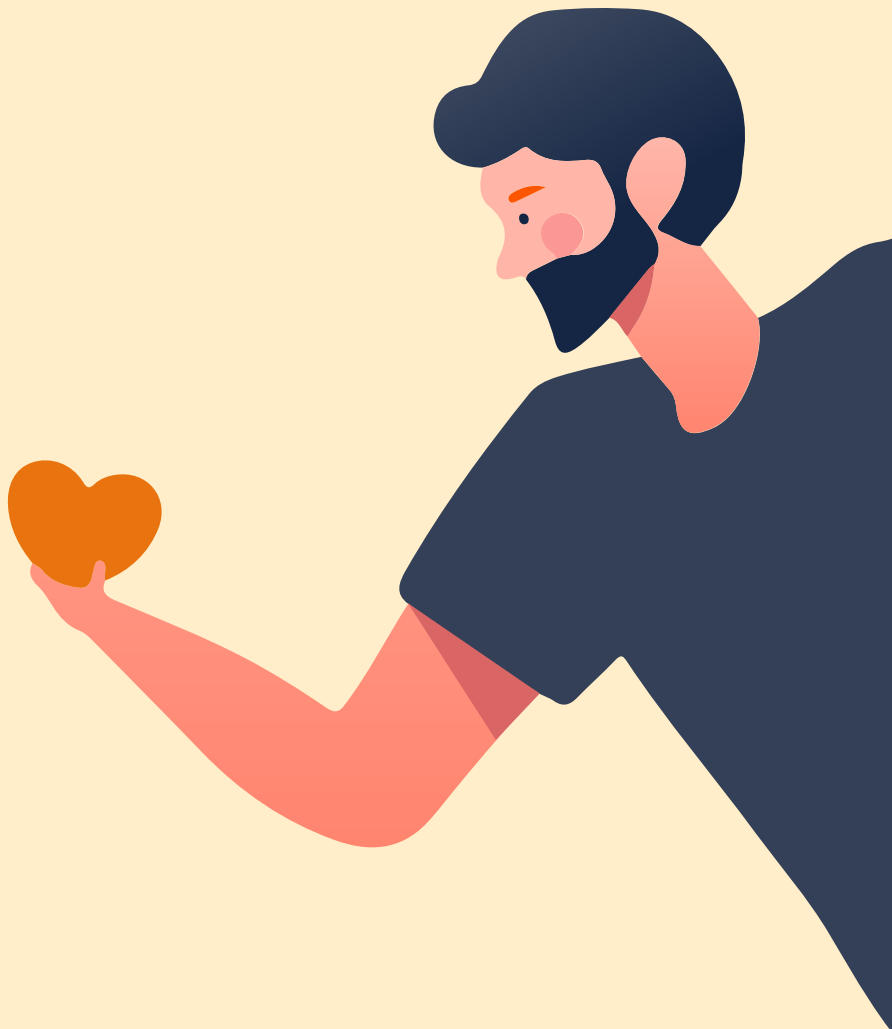
Prototype

Create tangible prototypes of potential solutions to gather feedback and iterate on design.



Test

Conduct usability testing with representative users to evaluate prototypes and refine designs based on feedback.



User Persona



Maya Watson

Marketing Manager, 28 Years Old

Goals

- Support causes that align with her values and beliefs
- Feel a sense of fulfillment and satisfaction from making a positive impact
- Stay informed about the progress and impact of the organizations she supports
- Connect with other donors and NGOs to exchange ideas and experiences

Frustrations

- Difficulty finding trustworthy organizations to support
- Lack of transparency in how donations are used
- Limited time and resources to research and engage with NGOs
- Concerns about the credibility of online crowdfunding platforms

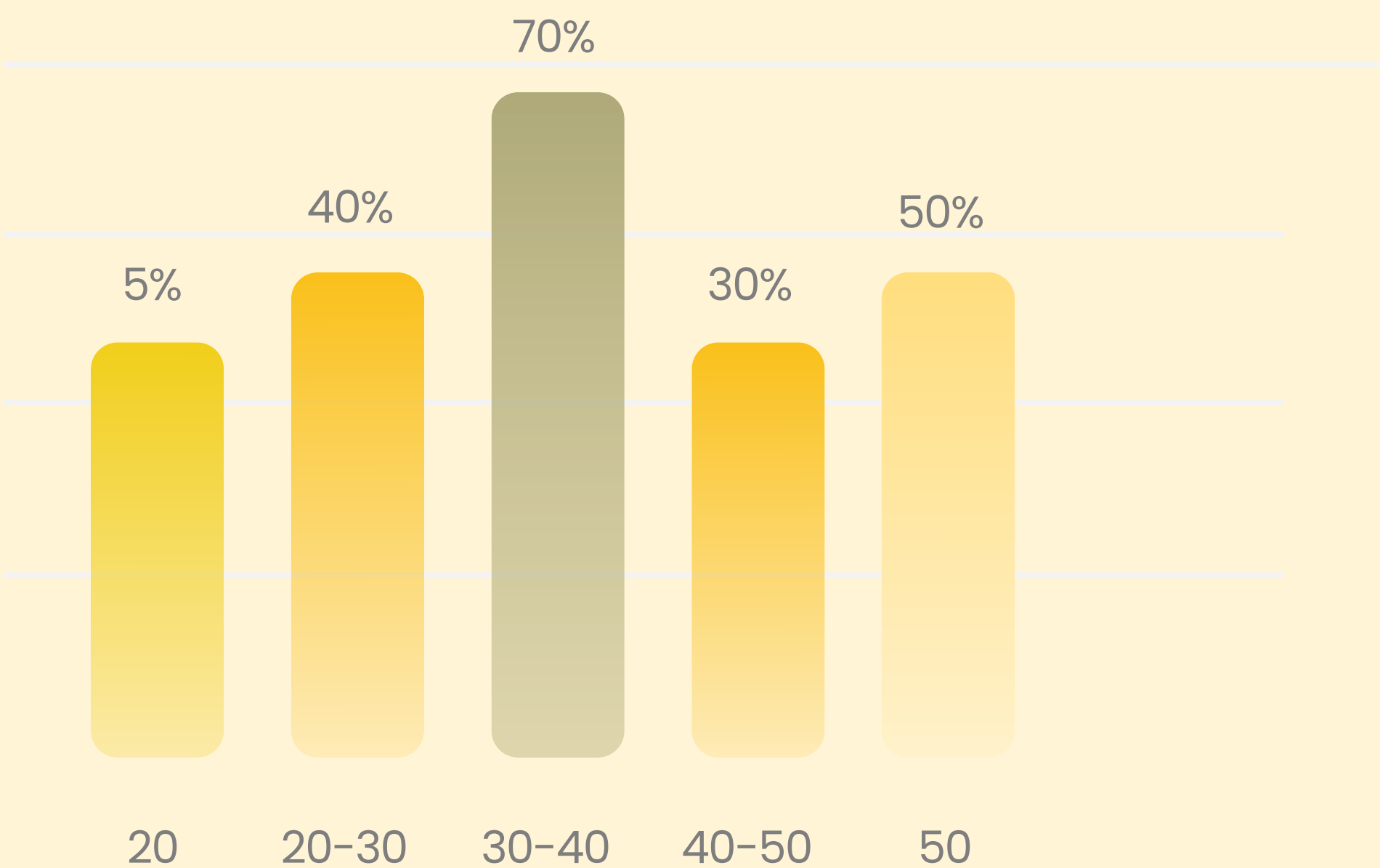
Needs

- Wants to contribute to meaningful causes and make a difference in the world
- Seeks opportunities to connect with like-minded individuals and organizations
- Values transparency and accountability in charitable giving
- Seeks convenience and simplicity in the donation process
- Looks for opportunities to engage with NGOs and learn more about their impact

Target Audience

Understanding Stakeholder Perspectives: Delving into the motivations, preferences, and challenges of NGOs and donors in the crowdfunding ecosystem.

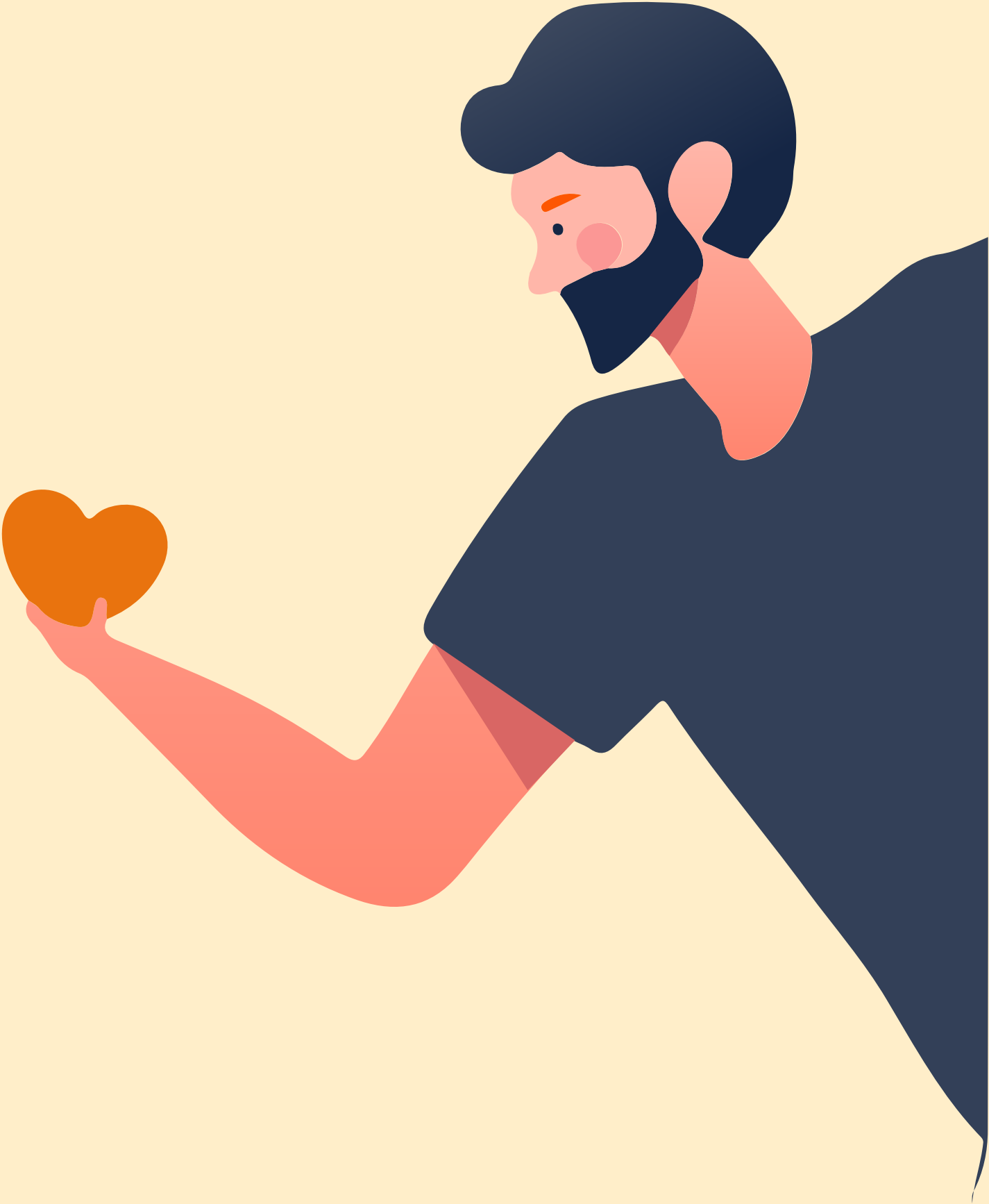
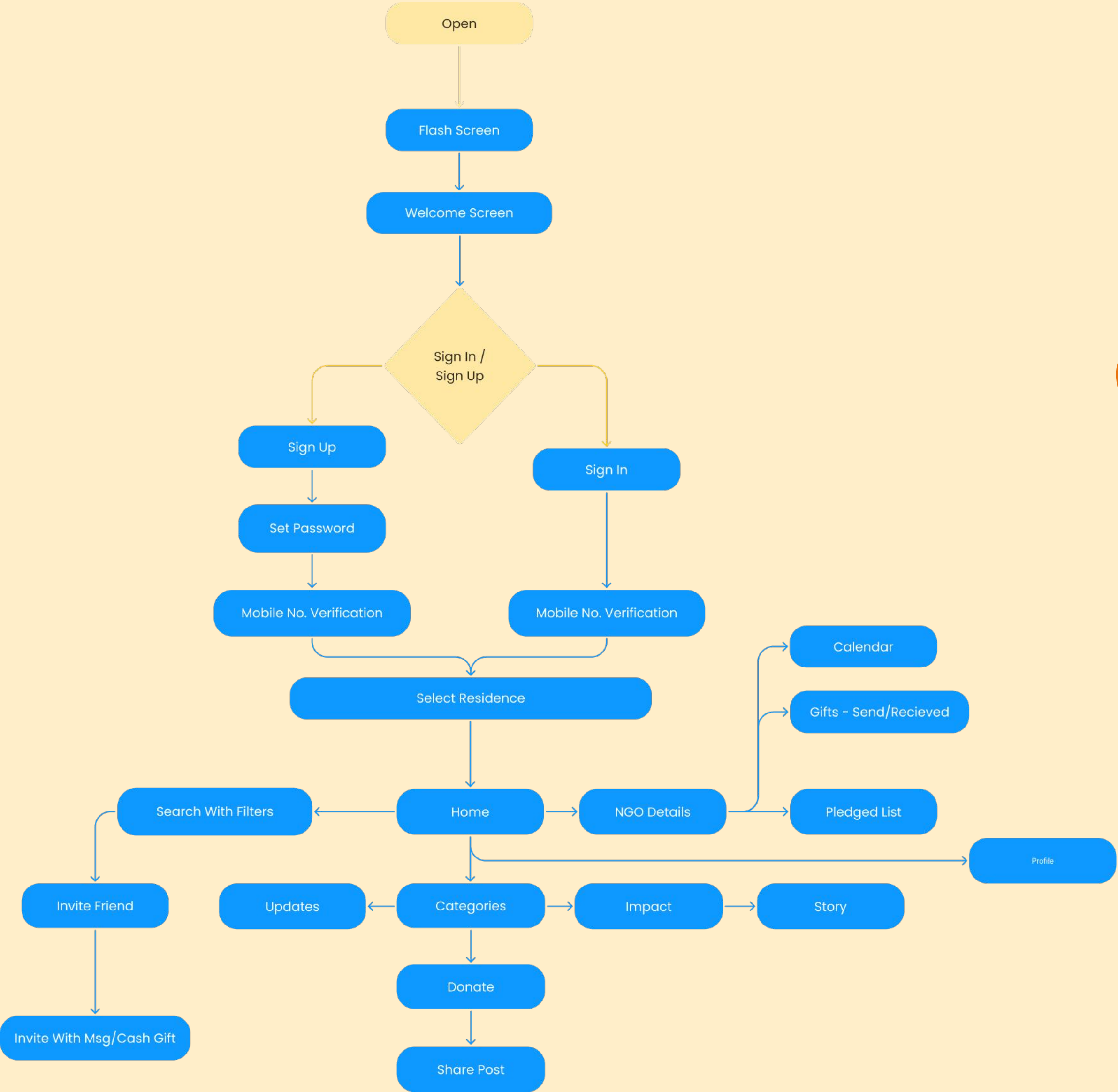
Age Group



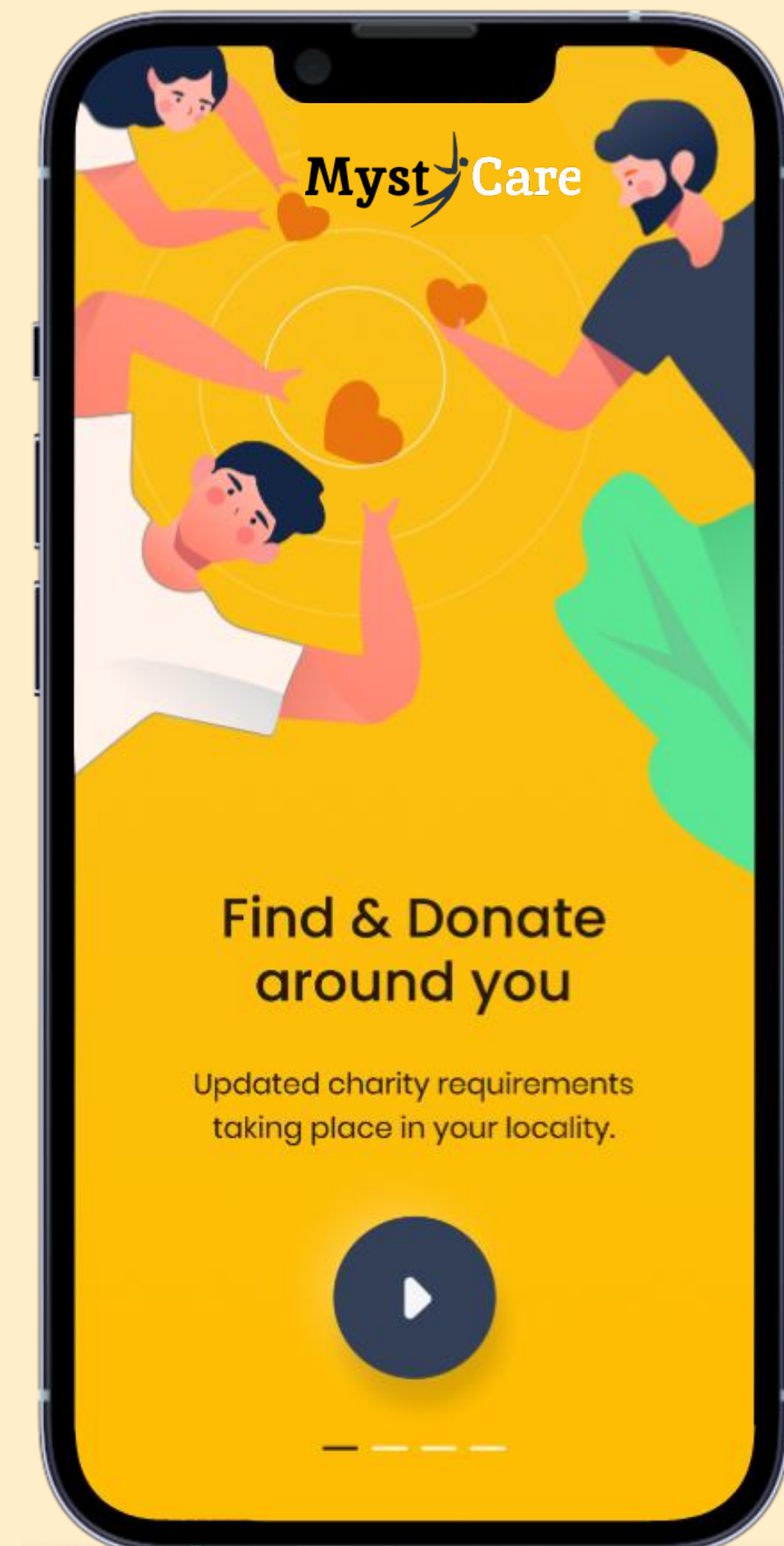
- 1. Moderate concentration observed within the age range of 25–30, indicating engagement from young professionals and recent graduates.
- 2. Increased concentration seen in the 30–35 age group, suggesting heightened interest from individuals establishing their careers and seeking avenues for social impact.
- 3. Peak concentration between ages 35–40, reflecting the involvement of established professionals with greater resources and influence.
- 4. Gradual decrease in older age ranges beyond 40, potentially due to shifting priorities or reduced digital engagement.
- 5. Understanding these age dynamics is crucial for tailoring strategies to effectively engage and serve MystiCare's diverse user base.

Competitor Analysis

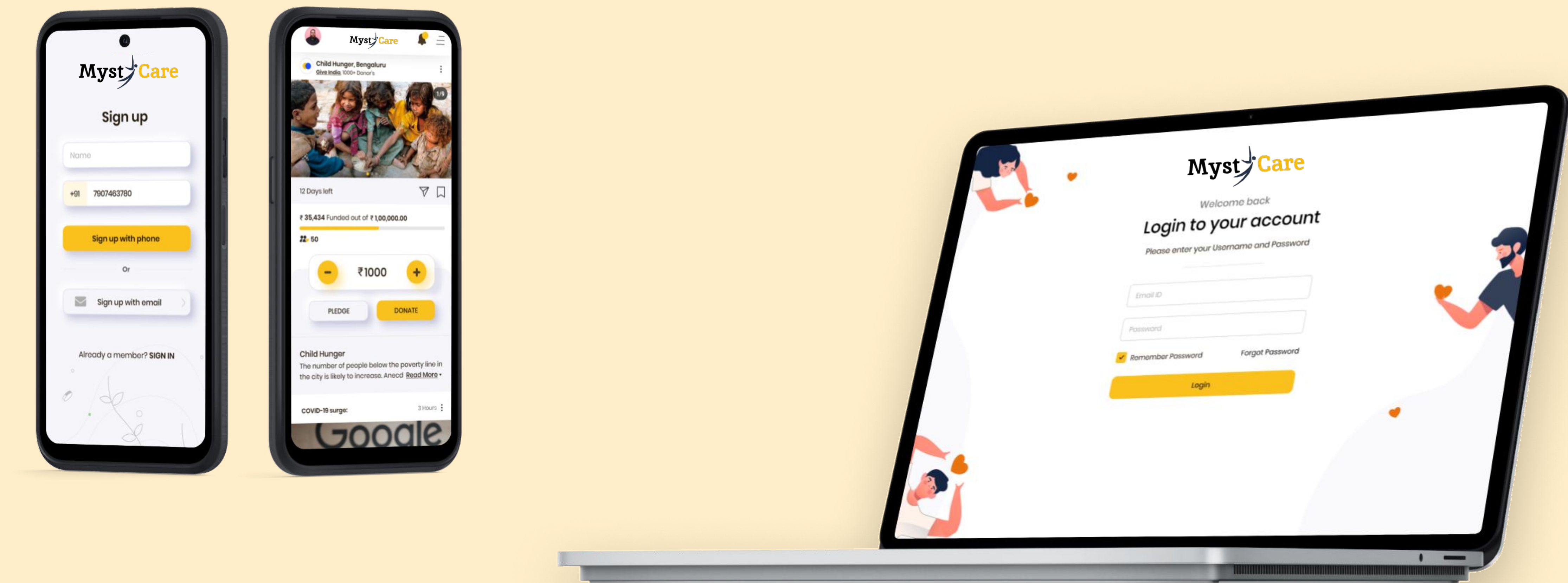
	 MystiCare	 Ketto	 ImpactGuru	 Milaap
Strengths	• MystiCare offers a wide variety of causes for fundraising, catering to diverse interests and societal needs. • NGOs have access to customizable fundraising tools and resources to optimize their campaigns and reach their fundraising goals effectively.	• Established brand with a large user base. • Offers a wide range of fundraising categories. • User-friendly platform with a simple donation process.	• Specialized in healthcare-related fundraising. • Provides personalized support to fundraisers. • Emphasizes donor engagement and social sharing features.	• Offers a wide range of fundraising categories. • Supports peer-to-peer fundraising and recurring donations. • Provides tools for social media sharing and donor engagement.
Weaknesses	• MystiCare primarily targets urban and suburban areas, potentially excluding rural communities with limited internet access, restricting its reach and impact. • MystiCare's tech dependence exposes it to glitches, connectivity issues, and cyber threats, risking user trust and experience.	• Limited focus on NGO verification and transparency. • May lack personalized support for fundraisers. • Faces competition from other well-known crowdfunding platforms.	• Narrow focus on healthcare may limit appeal to donors interested in other causes. • May lack diversity in fundraising categories compared to broader platforms. • Could improve transparency in fund utilization.	• Faces competition from both general and specialized crowdfunding platforms. • May lack unique features to differentiate itself in the market. • Could improve transparency and accountability measures.



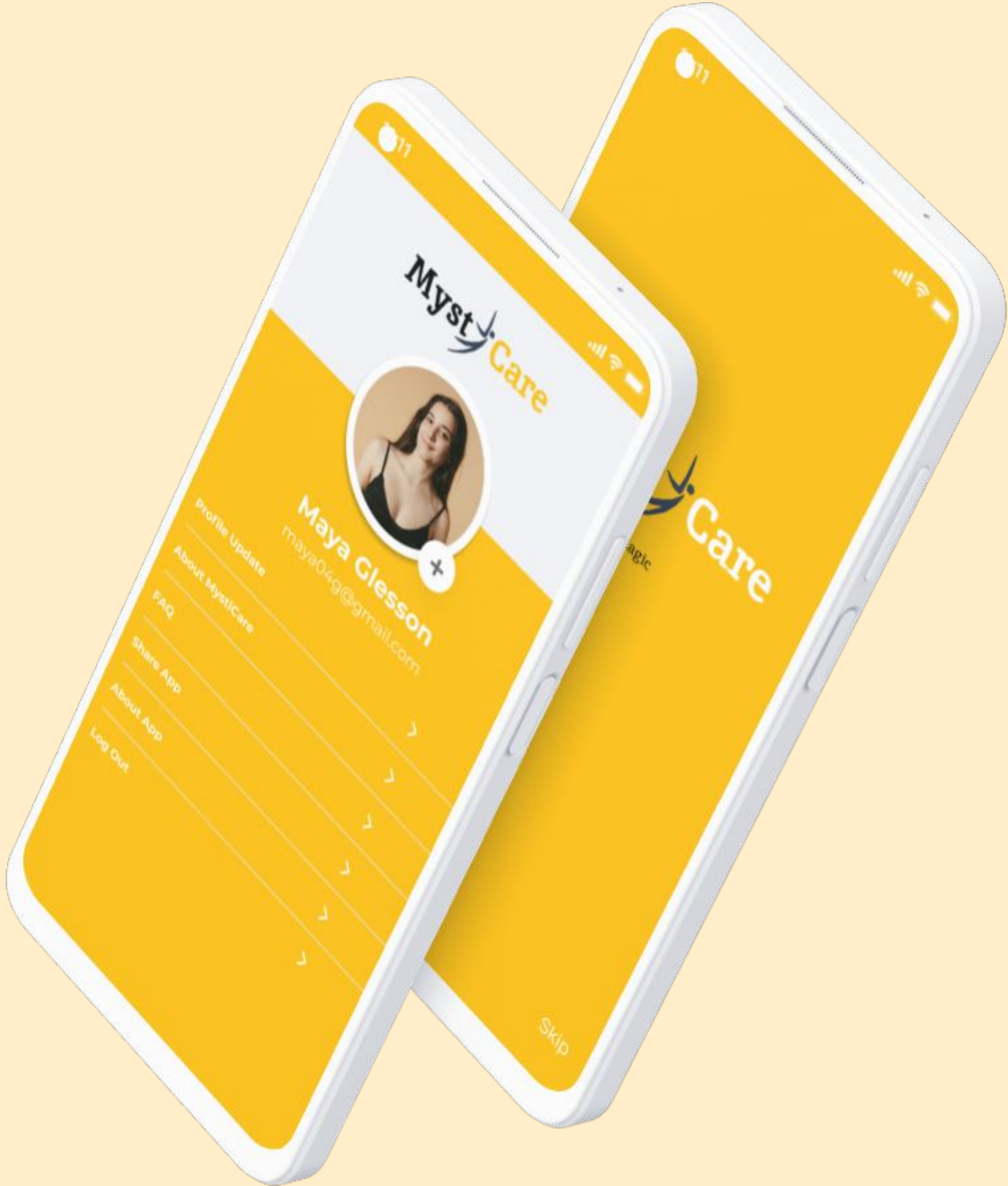
Splash Screen & Welcome Screen



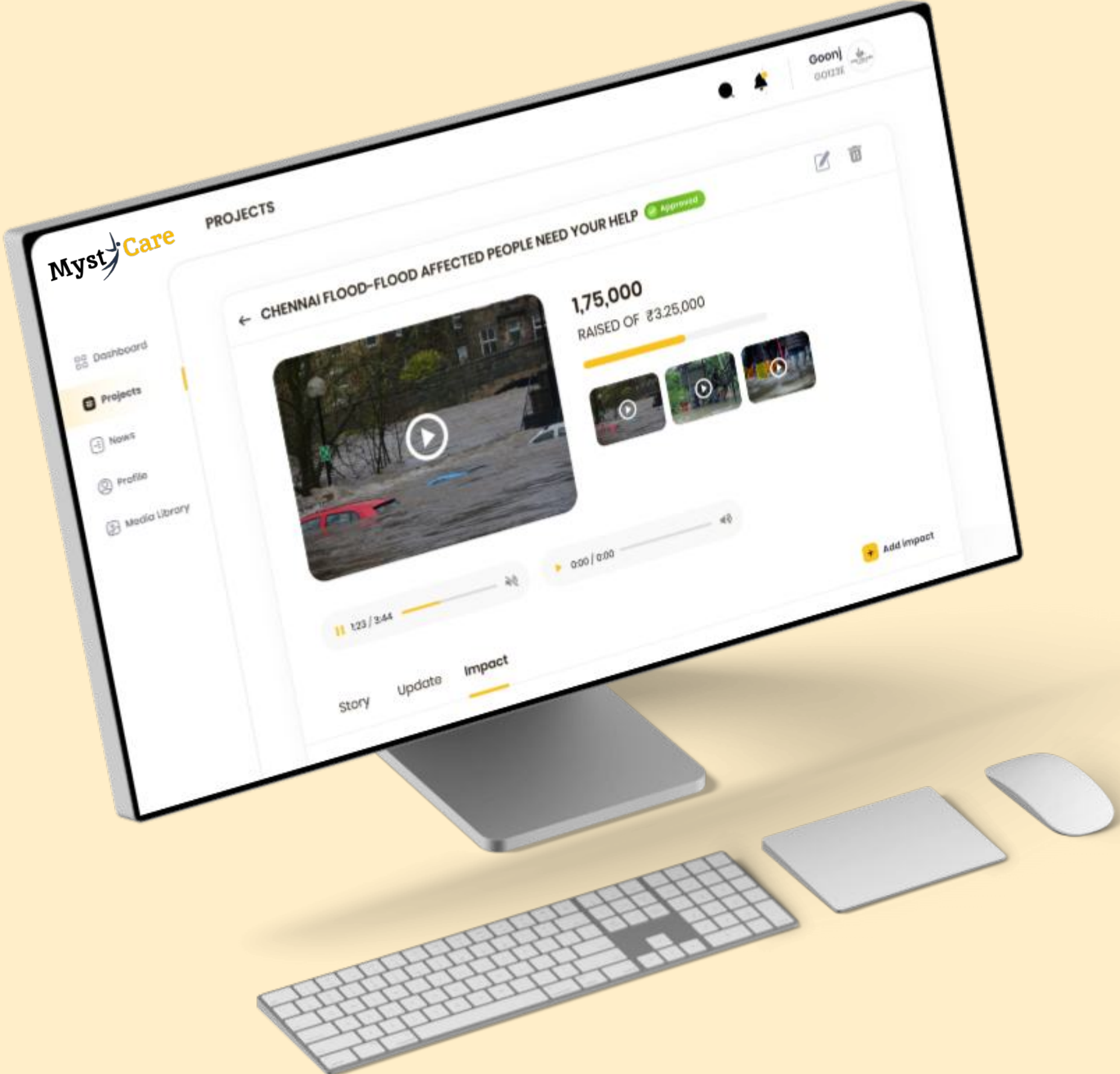
Sign Up & Home Page



User Profile



Admin Dashboard



Typography & Color Scheme

Font	Font Weight	Font Used
Poppins	Medium SemiBold Regular	Heading & Paragraph

Poppins

A versatile and modern typeface characterized by its clean lines and rounded shapes, offering readability and aesthetic appeal across various design applications.

White

#FFFFFF

Brown

#23190C

Yellow

#FAC11C

Components

01

Group 80615

Happy Birthday
₹500

Happy Anniversary
₹500

Free Gift
₹500

02

Gift Card

EKJ Gift Card
Happy Birthday
Varuna
₹500



EKJ

Gift card alerts

04

Light / Numeric

1

2
ABC

3
DEF

4
GHI

5
JKL

6
MNO

7
PQRS

8
TUV

9
WXYZ

0



05

Donate Popup



06

Name

Name

07

Navbar











08

Sign in prompt

Gift is going to expire

12:29 am



Rs 500

Birthday

>



Please donate first

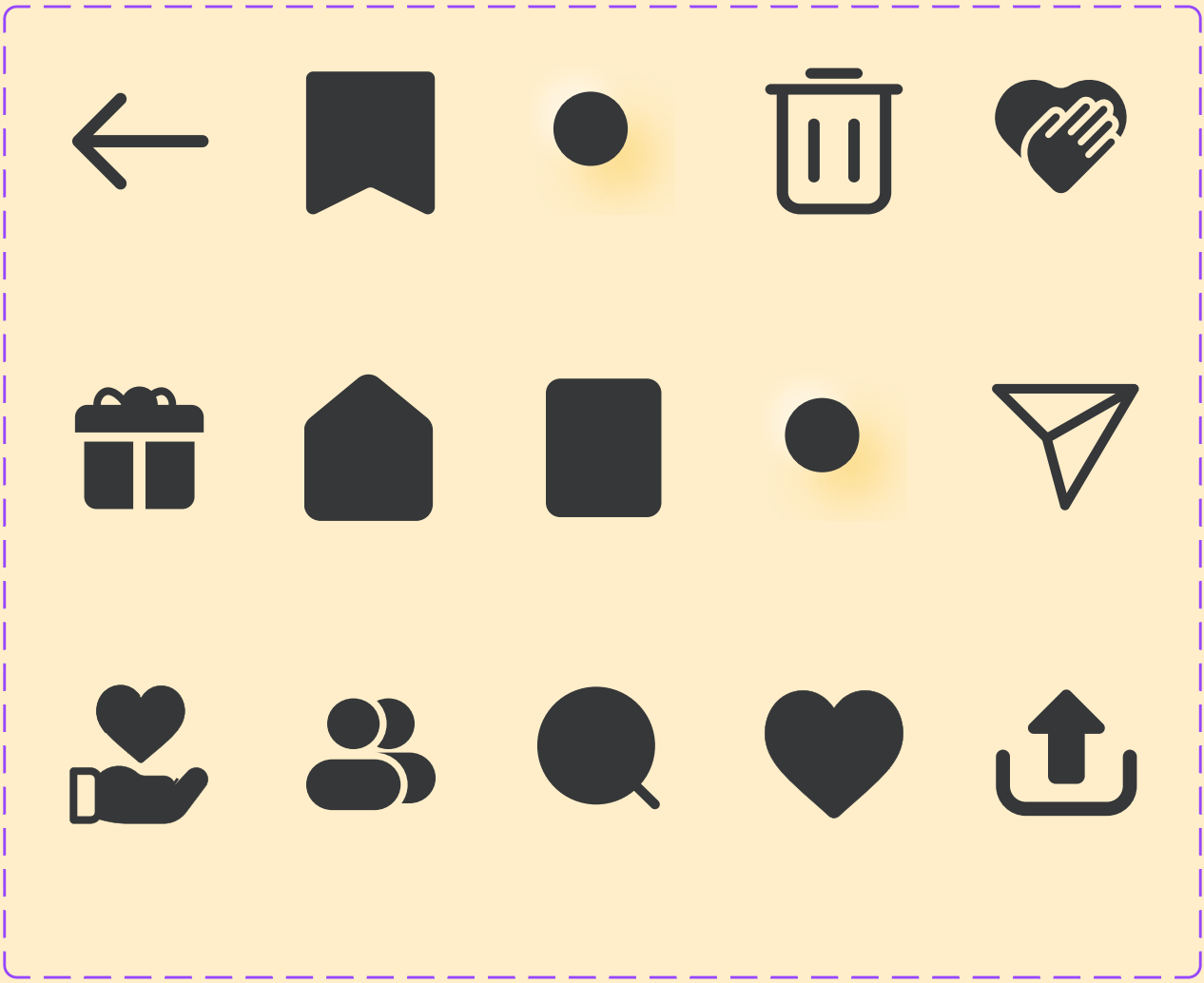
You need to donate first to share this post

OK

Sign up with phone

09 | Icons

back	bookmarks	decrease	delete	details
gifts	home	income-calc	increase	messenger
my-donation	ngo-details	search	stats	upload



Thank You 

