



Donation Inflation

Enhancing the Donation Experience Through Socio-Pleasure & Metaphor

Since the pandemic, charities across Canada have seen a steep decline in donations. In-person fundraising campaigns are some organizations' primary donation source, and their only point of contact for many donors. Despite a return to in-person activities, and offering 'cashless' ways to donate, these organizations still struggle to increase impromptu donations.

The issue with existing donation designs is the lack of socio-pleasure derived from the process. Tapping a card to donate at a charity stand to donate has limited interaction with no social recognition. This leaves donors feeling unappreciated, making them less likely to donate in that manner again. When people donate to a cause, it is because they have a strong desire to feel part of a social group that shares the same values and causes.

The redesign aims to increase the socio-pleasure involved with donating by publicly displaying the names of donors. That way, people are more likely to donate when they see that others have contributed, they feel appreciated, and feel a part of a group that is in support of a cause. It comes in the form of a donation kiosk that presents virtual balloons floating at the top of a vertical display. Each donor's name is printed on a balloon, and the size of their balloon is proportional to the amount of the donation. At the bottom of the display is a balloon waiting to be released. Donors can use the angled touch interface to increase and decrease their donation, altering the size of the balloon accordingly. Once they tap their credit card to pay, the credit card account holder's name is added to the balloon, and it is released, floating to the top of the display amongst the other donor balloons.

Metaphor is primarily used in this redesign to aid with the identification of the product, taking advantage that floating and inflation are the salient features of a balloon. Because of this, a passerby immediately understands that the size of the balloons represents the donation amount, and that another balloon can be released by donating. The metaphor also works to give the product an element of timeless fun, making the donation experience memorable and something people want to do again—inflating donations.