

RIT Giving Back Website and Form Redesign

Interactive IV: Project 2

Final Process Document

December 17, 2014

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01 RESEARCH

Project Goal

To create a captivating, informative, easy to use redesign of RIT's current Giving Back website. This new design aims to highlight specific college accomplishments, streamline the donation process, and overall increase alumni donations to help RIT's national standing rise.

Competitive Research

Giving to Princeton

www.giving.princeton.edu

Princeton University is always ranked very high for alumni donation percentages. Besides the prestige and reputation the school has, the dedicated alumni donation site, Giving to Princeton, uses engaging photographs and a clear navigation to drive alumni donation conversions.

On the main page, there is a call to action to donation that takes the user to a three-step form. However, there is no ability to choose where the donation goes, and the form is fairly limited in options.

The screenshot shows the homepage of the Giving to Princeton website. At the top is an orange navigation bar with the logo and a search bar. Below this is a dark navigation menu with categories: WAYS TO GIVE, WHY GIVING MATTERS, PRIORITIES, NEWS AND MEDIA, and CONTACT US. The main content area features a large photograph of three diverse young adults smiling. Below the photo is a text box with the headline "Annual Giving is what allows Princeton to be Princeton." and a "Read more" link. To the right of the photo is a prominent orange button labeled "Make a Gift Online" with a right-pointing arrow. Below this is another orange button labeled "Bequests, Trusts, & More". At the bottom of the page, there are two columns of featured content: "THE IMPACT OF GIVING" with a photo of a large crowd, and "THE ARTS AT PRINCETON" with a photo of dancers. A "LATEST NEWS" section is also visible at the bottom right, featuring a news item about the Louise Sams '79 Named Chair of Princeton's Annual Giving Committee.

The screenshot shows a three-step online donation form titled "MAKE A GIFT ONLINE". The form is divided into three tabs: "Gift Information", "Personal Information", and "Confirm Gift", with "Gift Information" currently selected. The "Gift Information" section includes a "Gift Amount" field with a dollar sign and "(USD)" label, and a "Split Gift Credit" section with a checkbox and explanatory text. Below this is a "Matching Donation" section with a checkbox and a link to see a list of companies with matching gift programs. The "Comments" section has a text area and instructions for providing special instructions. At the bottom of the form are "Cancel", "Previous", and "Next" buttons. A legend indicates that an asterisk (*) denotes a required field.

Competitive Research

Giving to Bates

www.bates.edu/giving/

Bates College also has a very high conversion rate for donations. They send a very strong message of how important and influential all the money donated is, using photographs and solid copy writing. There is even a call to action to see a Report of Giving for each year, complete with pie charts and breakdowns of where your money is going and other statistics.

The screenshot shows the 'Giving to Bates' website. The header features a dark background with the text 'Giving to Bates' in white. Below the header is a navigation menu with links: Giving, Ways to Give, Bates Fund, Parents Fund, Friends of Bates Athletics, Mount David Society, Reports of Giving, and Contact Us. The main content area has a large heading 'YOUR SUPPORT CREATES THE FUTURE OF B' and a sub-heading 'Thank you to all who made gifts – totaling over \$16 million – to Bates this year!'. A prominent red button with a gift icon says 'Make a gift'. Below this are two featured sections: 'The Bates Fund' with an image of a Bobcat mascot and 'The Parents Fund' with an image of a family walking.

The screenshot shows the 'Report of Giving 2014' website. The header has a dark background with the text 'Report of Giving 2014'. Below the header are three featured articles: 'THE CATALYST FUND' featuring a photo of Mike Bonney and text about a \$11.5 million fund; 'SENIOR GIFT' featuring a photo of graduates and text about record-breaking donor numbers; and 'A BANNER YEAR' featuring a photo of a student and text about a record-breaking total. At the bottom, there is a login section with the text 'Log in with your email address to view more details' and a 'Log in with Email' button. A 'Thank you!' message and a link for 'A Message from the President' are also visible. On the right side, there is a sidebar with a '2014 Report' header and links for 'Honor Roll' and 'Volunteers'.

Competitive Research

Giving to MIT

www.giving.mit.edu

MIT is well known for being one of the best tech schools in the country. Their giving website is very simple, featuring giving opportunity articles and a very pronounced CTA for online donations. This takes you to a pretty digestible form that gives flexibility to where the money is going. There are three steps to filling out the form that highlight as you complete each one.

The screenshot displays the MIT Giving website interface. At the top, there is a navigation bar with links for HOME, PRIORITIES, WAYS TO GIVE, SUPPORTERS, RECOGNITION, and FAQs. A search bar is located in the top right corner. Below the navigation, a large banner features a photo of a man in a suit with the text "The Spirit of Practical Optimism" and a call to action: "Your gift to the Annual Fund helps transform optimism into action. READ MIT PRESIDENT L. RAFAEL REIP'S LETTER".

Below the banner, there are two columns of featured giving opportunities:

- Koch Institute for Integrative Cancer Research (KI)**: At MIT, scientists and engineers work together to develop new and...
- MIT Energy Initiative**: The MITEI connects all of MIT's energy-related research in an interdisciplinary, portfolio approach
- Global Initiative**: At MIT, we harness streams of converging ideas by creating new interdisciplinary centers, programs

On the right side of the page, there is a "DESIGNATIONS" section with a search bar and a list of categories: Unrestricted, MITx, Student Support, Education, Fellowships, Scholarships, Student Life, Global Initiatives, MIT Energy Initiative (MITEI), Koch Inst for Integrative Cancer Rsch, McGovern Institute, and Arts.

The "Gift details" section on the right shows a form for designating a gift to the "UNRESTRICTED FUND (3746200)". It includes a "Gift Type" dropdown menu set to "Make a single gift" and an "Amount: \$" input field. A "CONTINUE" button is visible below the form. Below the form, it says "Source Code: WB" and "If you would prefer to mail / fax your gift, please [print...](#)".

UX Trends & Concept Research

Progressive Disclosure

In many forms online today, progressive disclosure is used to show information in increments. These examples show how information is segmented into different steps that work in chronological order.

The screenshot shows a checkout form with two main sections: "CHECKOUT AS A GUEST OR REGISTER" and "LOGIN". The "CHECKOUT AS A GUEST OR REGISTER" section has two radio buttons: "Checkout as Guest" and "Register". The "Register" option is selected. Below this, there are two columns of text: "REGISTER AND SAVE TIME!" and "REGISTER AND SAVE TIME!". The "REGISTER AND SAVE TIME!" section has a "CONTINUE" button. The "REGISTER AND SAVE TIME!" section has a "CONTINUE" button. The "REGISTER AND SAVE TIME!" section has a "CONTINUE" button. The "REGISTER AND SAVE TIME!" section has a "CONTINUE" button.

The screenshot shows a settings panel for a slider. The panel is titled "Basic Settings" and has a "Basic" tab. The settings include: "Slides" (A set of very basic settings/options), "Navigation" (Slide Transition Speed: 10, (MPI Enter value)), "Preview" (Enable autosliding of slides: Yes), "Generated CSS" (Time interval before next transition: 80, Slide Easing Effect: swing, Max. Number of Posts in the Akkord Slider: 8, Number of Items Visible in One Set: 6, Max. Slider Width: 960 px).

The screenshot shows a donation form for the "STRONG FOUNDATION". The form has a header with the foundation's name and a photo of a woman. Below the header, there is a text input field for the name and a "Join us in the fight against cancer" button. The form has a "Donate Now" button. The form has a "Donate Now" button.

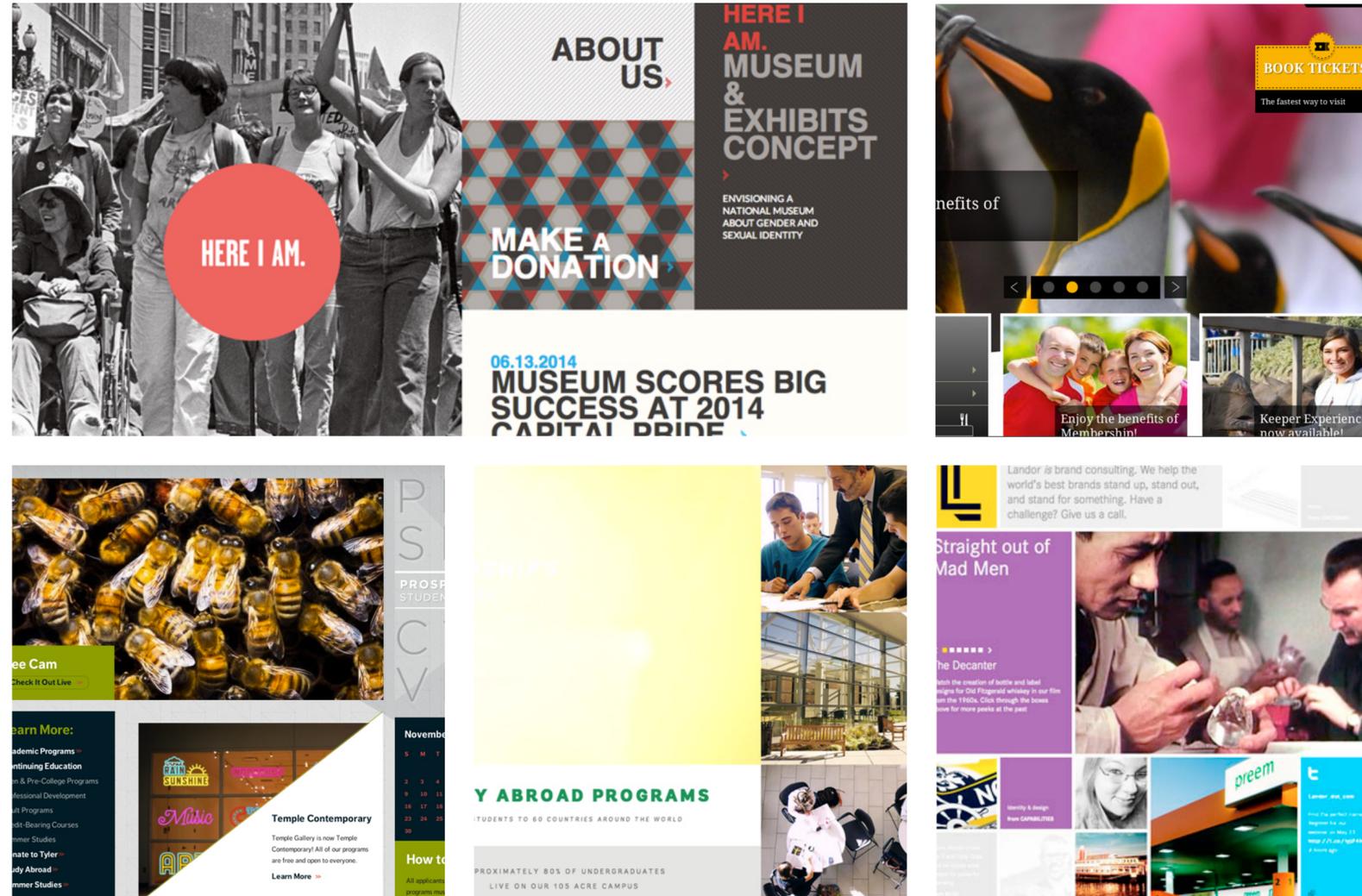
The screenshot shows a "DONATE TODAY" form. The form has a header with the text "DONATE TODAY" and a progress indicator with three steps: "Amount", "Name", and "Payment". The form has a "Secure" lock icon. The form has a "NEXT" button.

The screenshot shows an "Add Step / Task" form. The form has a "Task Name" field with the value "Climate data source". The form has "Estimated Time/Cost" fields for "Estimated Time" (Hours) and "Estimated Cost" (\$ Dollars). The form has a "Helpful Resources" field with a URL "http://". The form has a "Save" button and an "Add Next Step" button.

UX Trends & Concept Research

Mosaic Grid Systems

These websites use strong imagery to create a more dynamic mosaic layout. Important information is highlighted by size and also accented with imagery.



UX Trends & Concept Research

Enhancing with Infographics

In order to catch people's attention quickly, these sites use infographic displays of numbers and supporting graphic elements to help tell their stories. While hero images and text can get the job done, this approach not only is impactful but informative as well.



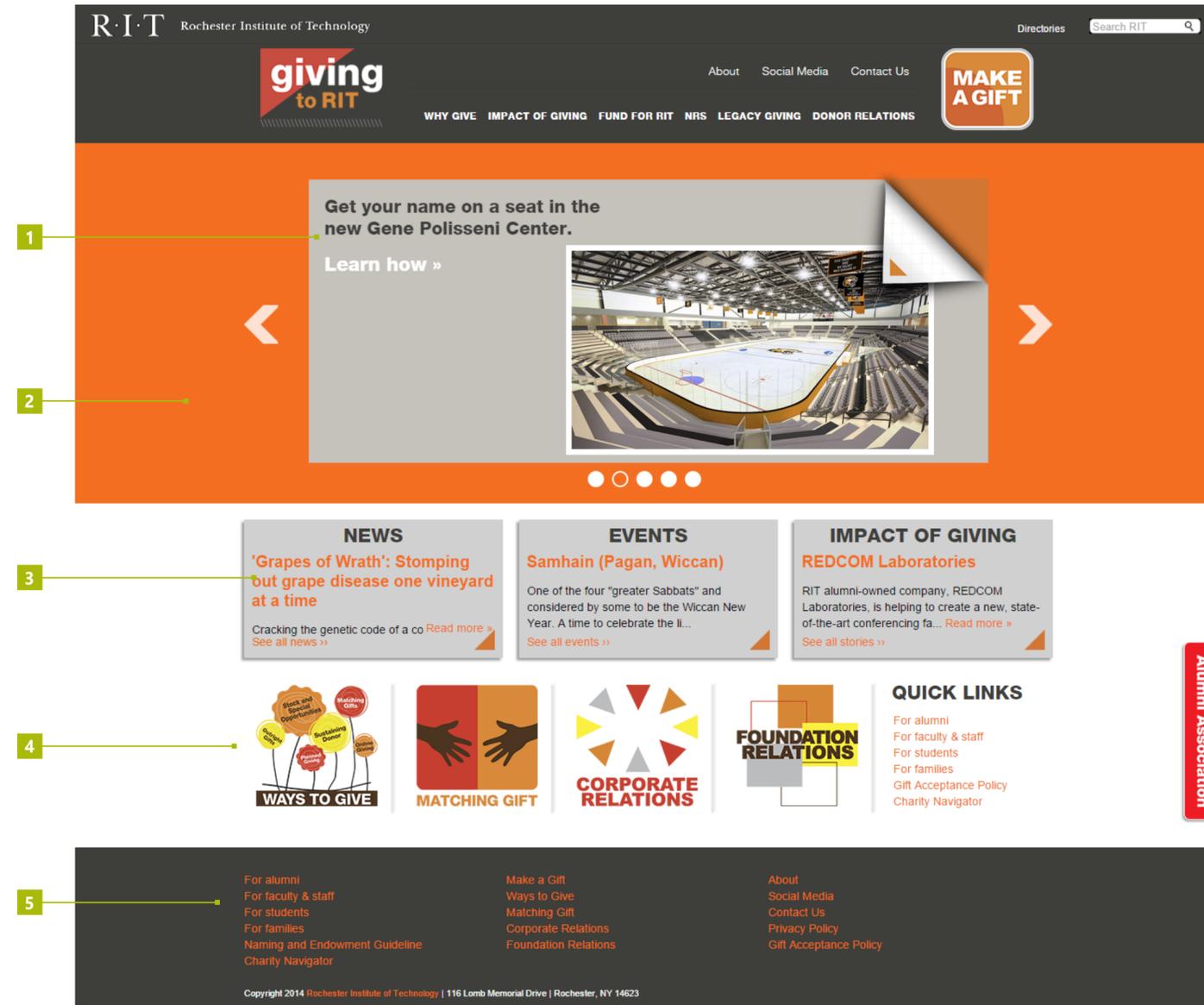
Giving to RIT: Analysis

Presentation Method

Giving to RIT's website uses the standard orange color scheme of RIT's brand. It uses inconsistent typographic treatments for similar content and an array of graphic styles.

- 1 The slideshow's imagery does not fill up the whole screen and is therefore dominated by a grey, distracting block. The right folded corner doesn't enhance it either.
- 2 The bright orange background draws more attention than the actual content.
- 3 These CTAs are hard to read due to the orange vibrating text on a grey background. Little padding room and unnecessary drop shadows make it hard to read as well.
- 4 Giving CTAs are not consistent in their graphic representation and are not intuitively clickable by appearance.
- 5 The Footer section's orange text links are hard to read on a dark grey background.

1.0 Landing



Giving to RIT: Analysis

Presentation Method

The Make A Gift CTA brings the user to this form to fill out and complete.

- 1 Even though Step 1 is accented in orange, the information below does not visually show that it correlates.
- 2 The orange rule lines and boxes surrounding CTAs at the bottom of the page (not shown here) send conflicting messages since the hover state of entering information is in the same treatment.
- 3 Input boxes on this form are very far away in proximity to their labels.

2.0 Giving Form

The screenshot shows the 'giving to RIT' website's 'MAKE YOUR GIFT' form. The form is titled 'MAKE YOUR GIFT' and features a progress indicator with five steps: 1. Your Gift (highlighted in orange), 2. Personal Information, 3. Billing, 4. Review, and 5. Finish. The form is divided into sections: 'Gift Information', 'Gift Frequency', and 'About NRS'. The 'Gift Information' section includes a 'Gift Amount' field with a value of \$10.00, 'Designations' (radio buttons for 'Area(s) of greatest need', 'Other Designation', and 'Area(s) of your choice'), a text input for 'If you selected "Other", please tell us where you would like us to designate this gift:', a checkbox for 'I would like this gift to be anonymous:', and a 'Comments' text area. The 'Gift Frequency' section has a radio button for 'Single Payment' with the text 'Make your annual gift in a single payment today.' The 'About NRS' section describes the Nathaniel Rochester Society and includes a 'Learn more' link. A sidebar on the right contains 'Need help making a gift?' with contact information and 'Ways to Give' with links for 'By Mail', 'Payroll Deduction', 'Gift of Stock', 'Gift of Real Estate', 'Name RIT in Will', 'Buy A Brick', and 'Matching Gift'. The top navigation bar includes 'About', 'Social Media', 'Contact Us', 'Logout', and a 'MAKE A GIFT' button. The form is annotated with three numbered callouts: 1 points to the progress indicator, 2 points to the 'Gift Amount' field, and 3 points to the 'Comments' text area.

Giving to RIT: Analysis

Workflow: Step 1 (Your Gift)

Entering the form and the form landing page

1 The CTA for making an online gift exists in the top right corner of the screen. Once clicked, it takes the user to a 5-step form to fill out.

a UX NOTE: This link to the form is one of the most important aspects of the site, and it currently buries that information a level deep from the home page.

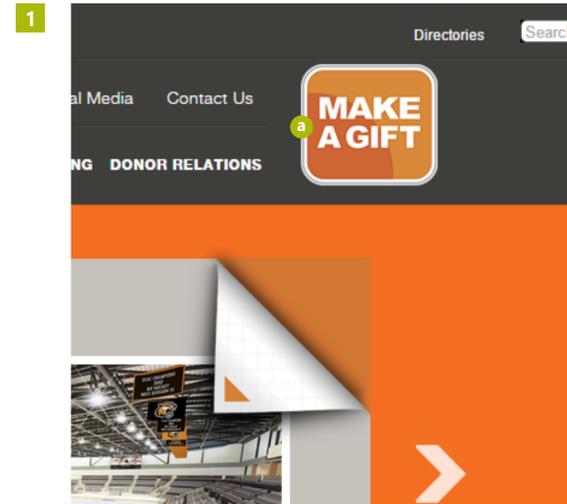
2 Gift Information is the first step. Once you type in the dollar amount, a designation radio button needs to be selected. If you select Other Designation, you must type your designation in the field below the list. A check box exists for anonymous gifts, with an option to comment underneath.

a These are actually clickable, but are not intuitive. The layout is also disjointed from the content it is representing.

b The input box here, like in other places throughout the form, is oddly far in proximity from its label.

c A necessary input box for "Other Designations" is not close in proximity to the radio button selection.

0.0 Landing



1.0 Form: Your Gift

The screenshot shows the first step of a 5-step form titled 'MAKE YOUR GIFT'. The progress indicator shows five steps: 1 (Your Gift), 2 (Personal Information), 3 (Billing), 4 (Review), and 5 (Finish). Step 1 is highlighted with a green circle and the letter 'a'. The 'Gift Information' section includes a 'Gift Amount' field with a value of '\$ 10 .00' and a green circle 'b' next to the input box. Below this are three radio button options for 'Designations': 'Area(s) of greatest need' (selected), 'Other Designation', and 'Area(s) of your choice'. A green circle 'c' is next to the 'Other Designation' option, which is followed by a text input field. Below the radio buttons is a checkbox labeled 'I would like this gift to be anonymous:'. At the bottom is a 'Comments:' section with a large text area.

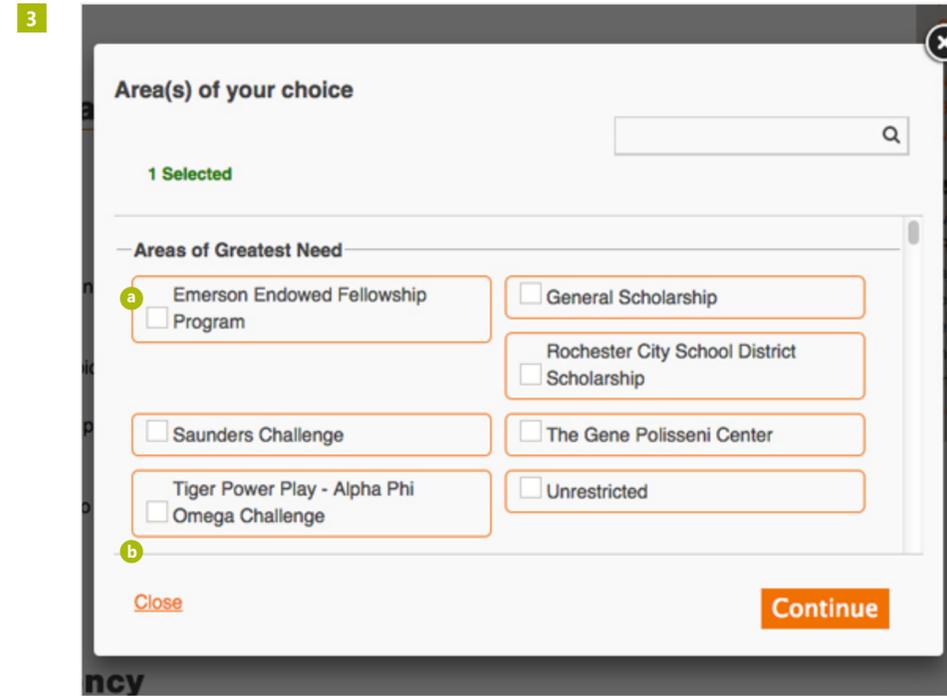
Giving to RIT: Analysis

Workflow: Step 1 (Your Gift)

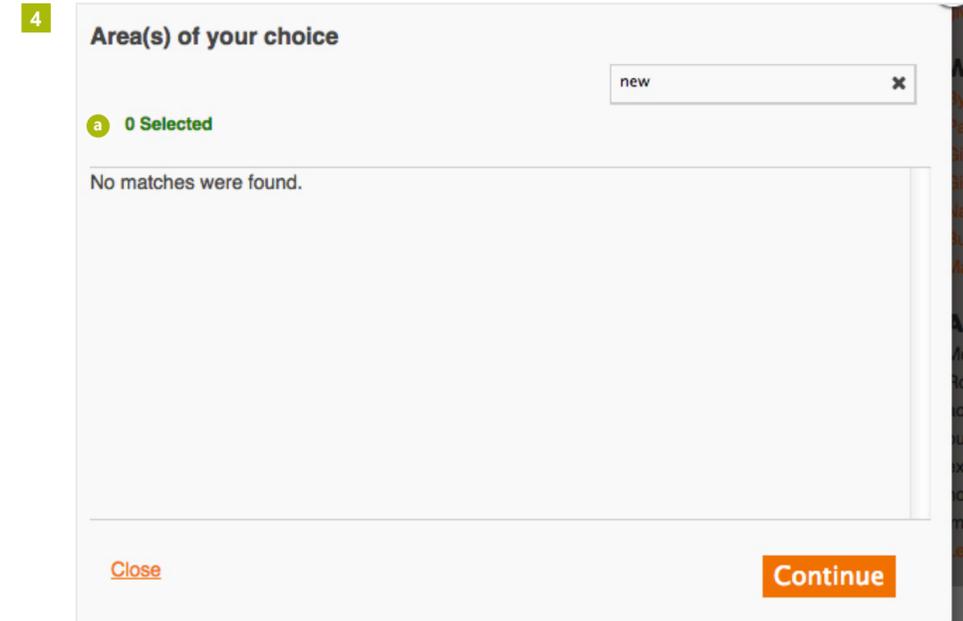
Pop-up modals under Gift Information

- 3 Once selecting Area(s) of your choice, this modal pops up. Clicking on the check boxes do not change the state of the boxes, but it does show in the green text above.
 - a Clicking on the check boxes does not change the state, which makes it confusing to know whether something is selected.
 - b Hiding all of these categories in one small scrollable window makes for a frustrating browsing experience.
- 4 If you wanted to do a quick search using the search field, it is hard to find matching names. Most searches leave you with the 'no matches found' text.
 - a This selected boxes field should hold more hierarchy than it currently does as it is easy to miss.

1.1 Form: Pop-up



1.1.1 Form: Pop-up - Search Field



Giving to RIT: Analysis

Workflow: Step 1 (Your Gift)

Gift Frequency section

5 On the same page underneath Gift Information is this Gift Frequency section with another radio button list.

6 The Multi-Payment selection progressively discloses more information. You have the ability to choose how many payments to charge and make them based on either the current date, first day of the month, or 15th day of the month. You then select the frequency options (monthly, quarterly, or twice a year) which effects the dates of your plan shown immediately underneath. There is then a Notify Me check box, which reveals an input box for your email and along with how many days before the charge to be emailed.

a It is a surprise to the user when all of this information pops out once 'Multi-Payment' selected.

b This layout makes it a nuisance for the user to type out the number, and it is not intuitive whether both must be filled out.

1.2 Form: Gift Frequency - Single Payment

5

Gift Frequency

Single Payment
Make your annual gift in a single payment today.

Multi-Payment
Divide your gift into several payments.

Recurring
Renew your gift on an ongoing basis.

This is an Honorary or Memorial Gift
Please use the icon to the right to expand the category for more information.

Legacy Giving
Please use the icon to the right to learn how to build your legacy at RIT.

1.2.1 Form: Gift Frequency - Multi-Payment

6

Single Payment
Make your annual gift in a single payment today.

Multi-Payment
Divide your gift into several payments.

a

Scheduled Payments

First Payment:	Charged Today	\$ 5.00
Remaining Payments:	1 of \$5.00	\$ 5.00
Total Amount:		\$ 10.00

Make payments based on:

Current Date x Frequency: Monthly

The remaining payments will be placed between: Dec 08, 2014 - Dec 08, 2014

b Notify me days before my card will be charged.

Recurring
Renew your gift on an ongoing basis.

Giving to RIT: Analysis

Workflow: Step 1 (Your Gift)

Gift Frequency section

7 The Recurring Gift selection has the same options for the gift based on date (current, 1st day of the month, 15th day) and frequency (monthly, quarterly, twice a year) with the addition of yearly. The same Notify Me check box and input fields exists as in the Multi-Payment.

a The same notes apply here from the Multi-Payment selection.

8 Below Gift Frequency are two accordion drop down boxes for an Honorary/Memorial Gift and a Legacy Gift. The Honorary option has a radio button list for naming the type of gift and then input boxes for the name and their contact information. The Legacy Gift drop down has three check boxes with descriptive text.

a As the most important element in this drop down, these two radio buttons options need to have more hierarchy.

b The treatment of these drop down sections can be more graceful in their design.

1.2.2 Form: Gift Frequency - Recurring

7

Single Payment
Make your annual gift in a single payment today.

Multi-Payment
Divide your gift into several payments.

Recurring
Renew your gift on an ongoing basis.

Recurring Gift

Note: The first payment will be charged today.

Frequency of Gift:

Current Date X Monthly

The next payment will be placed on: Dec 08, 2014

Notify me days before my card will be charged.

1.3 Form: Honorary/Legacy Gifts

8

This is an Honorary or Memorial Gift
Please use the icon to the right to expand the category for more information.

Select type of gift **a** Honorary
 Memorial

Tell us who this gift should honor or in memory of:

Tell us who to notify:

Full Name:

Street Address:

City:

State:

Zip/Postal Code:

Email:

Legacy Giving **b**
Please use the icon to the right to learn how to build your legacy at RIT.

I have included RIT in my will, trust, retirement plan, or insurance policy.

I would like to learn more about bequest intentions and/or beneficiary designations.

I would like to learn how I can receive income for life by establishing a charitable gift annuity.

Giving to RIT: Analysis

Workflow: Step 2 (Personal Info)

Personal Information, Joint and Matching Gifts

9 Step 2 starts with input boxes for your personal information. In addition, there are check boxes for it being a corporate gift, as well as to note what relationship the user has to RIT.

a This successful update notification refers to the previous step, which isn't very clear in this layout.

10 Like the Honorary/Legacy Gift drop downs, there are selections for Joint and Matching Gifts. In the Matching Gift section, a pop-up modal has a search field to find your company's name to check for their gift policy, which often has no matches.

a This option should dictate whether the drop down activates or not. Otherwise, the whole box is taking up valuable space.

b This search modal is more confusing than it is helpful since it is hard to find any matches.

2.0 Form: Personal Information

9

MAKE YOUR GIFT

a ✔ The form was successfully updated and saved

1 2 3 4 5
Your Gift **Personal Information** Billing Review Finish

Personal Information

First Name: *

Last Name: *

Primary Email: *

This is a corporate gift:

Relationship to RIT *(check all that apply): Alumnus/Alumna Student Faculty/Staff Parent Trustee Friend

Joint Gift
Please use the icon to the right to expand the category for more information.

Matching Gift
Please use the icon to the right to expand the category for more information.

[Back](#)

2.0 Form: Personal Information - Joint/Matching Gift

10

Joint Gift
Please use the icon to the right to expand the category for more information.

a This is a joint gift:

Spouse's/partner's name:

Spouse's/partner's relationship to RIT (check all that apply): Alumnus/Alumna Student Faculty/Staff Parent Trustee Friend

Matching Gift
Please use the icon to the right to expand the category for more information.

Are you interested in your company matching your gift?

Many companies sponsor matching gift programs that increase the impact of your gift. To find out if your company has such a program, please enter your employer's name.

Matching Gift Employer: [Click Here to find your Company](#)

b

sds *

Company Gift Matching

You can increase your gift by making use of your company's matching gift program. To find out if your company has a matching gift policy, please enter your company's name in the search box below.

Bausch

No matches for **Bausch** were found.

Giving to RIT: Analysis

Workflow: Step 3 (Billing Info)

Billing and Credit Card Information

11 Step 3 brings the user to a standard billing information input form. The total amount registered to donate appears at the bottom of the billing information.

a The Amount information is bolded, but can be more pronounced since it is very important to make sure it is right.

12 Standard credit card information is at the bottom of this page.

3.0 Form: Billing

11 **MAKE YOUR GIFT**

1 Your Gift 2 Personal Information **3 Billing** 4 Review 5 Finish

Billing Information

Full Name: * (Full name a

Billing Email: *

Billing Phone: *

Billing Address: *

Address 2:

City: *

State: *

Zip/Postal Code: *

Country:

a **Amount:** \$10.00

3.1 Form: Billing - Credit Card Information

12 **Credit Card Information**



Credit Card Number: * no hyphens or spaces

Expiration Date: * CVV2: * [What is this?](#)

Giving to RIT: Analysis

Workflow: Step 4 (Review)

Reviewing process in the form

13 Step 4 is the reviewing process in the form where summary information is displayed. An 'Almost Finished!' text block alerts the user of their point in the process.

a This option should dictate whether the drop down activates or not. Otherwise, the whole box is taking up valuable space.

14 If Legacy and Joint Gift information was included, it will appear in the summary portion.

a This text-heavy layout could be treated with more hierarchy to make scanning it easier for the user.

4.0 Form: Review

13

1 2 3 **4** 5
Your Gift Personal Information Billing **Review** Finish

a **Almost finished!**

Below you will find the details of your transaction, Jamie. Please confirm all the information is correct, and click "Submit" to continue.

Billing Information:

Transaction Summary

Description

Gift Amount:

4.1 Form: Review - Extras

14

Legacy Giving
Please use the icon to the right to learn how to build your legacy at RIT.

I have included RIT in my will, trust, retirement plan, or insurance policy.
Yes

I would like to learn more about bequest intentions and/or beneficiary designations.
Yes

a I would like to learn how I can receive income for life by establishing a charitable gift annuity.
No

First Name:
Jamie

Last Name:
Martinez

Primary Email:
jlm5836@rit.edu

Joint Gift
Please use the icon to the right to expand the category for more information.

This is a joint gift:
No

Recommended Approach

The use of image-driven visuals, relevant news and events, and engaging student stories will help deliver a stronger message on the landing page. The donation form can be brought up a level to the home page by jump-starting the process, making donation conversions more successful.

Information Architecture

LANDING (Giving to CIAS)

Main Navigation



Content Modules



Footer



02 **WIREFRAMES**

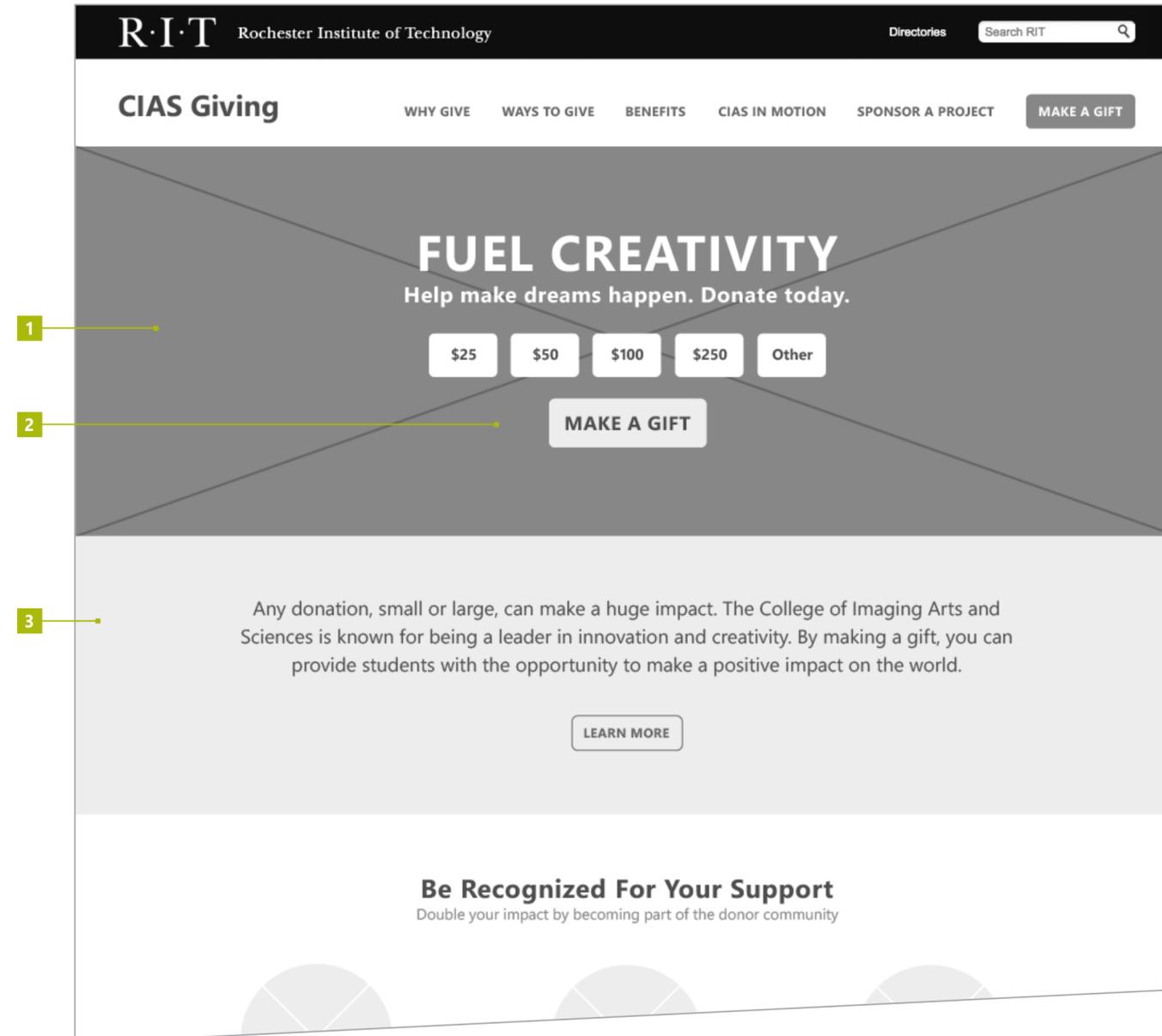
Wireframes

Landing Page

This redesign focuses on engaging visitors to the site with the real student stories, news, and events they want to see. The 'Make a Gift' feature is brought up a level in the hero image.

- 1 This hero image section features images of real student work in CIAS.
- 2 To help conversion, this Make a Gift widget allows users to select their dollar amount and get started.
- 3 This section gives an introduction into why it is important to give to CIAS and how a contribution can go a long way.

1.0 Landing



Wireframes

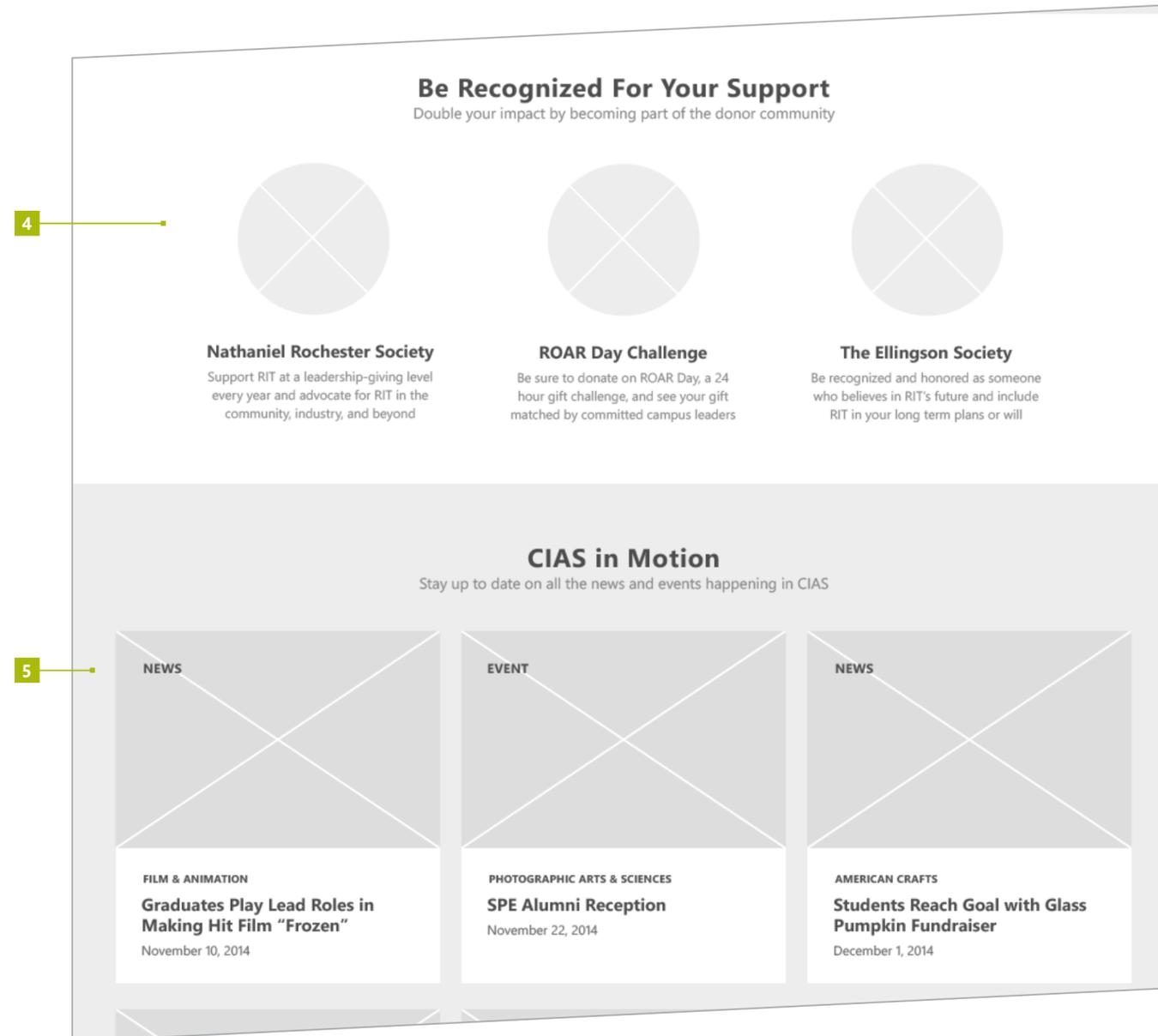
Landing Page

This redesign focuses on engaging visitors to the site with the real student stories, news, and events they want to see. The 'Make a Gift' feature is brought up a level in the hero image.

4 This section shows people visiting the site how they can become involved in societies and benefit from being active in supporting CIAS.

5 CIAS in Motion features the latest news and events going on in the community.

1.0 Landing (cont.)



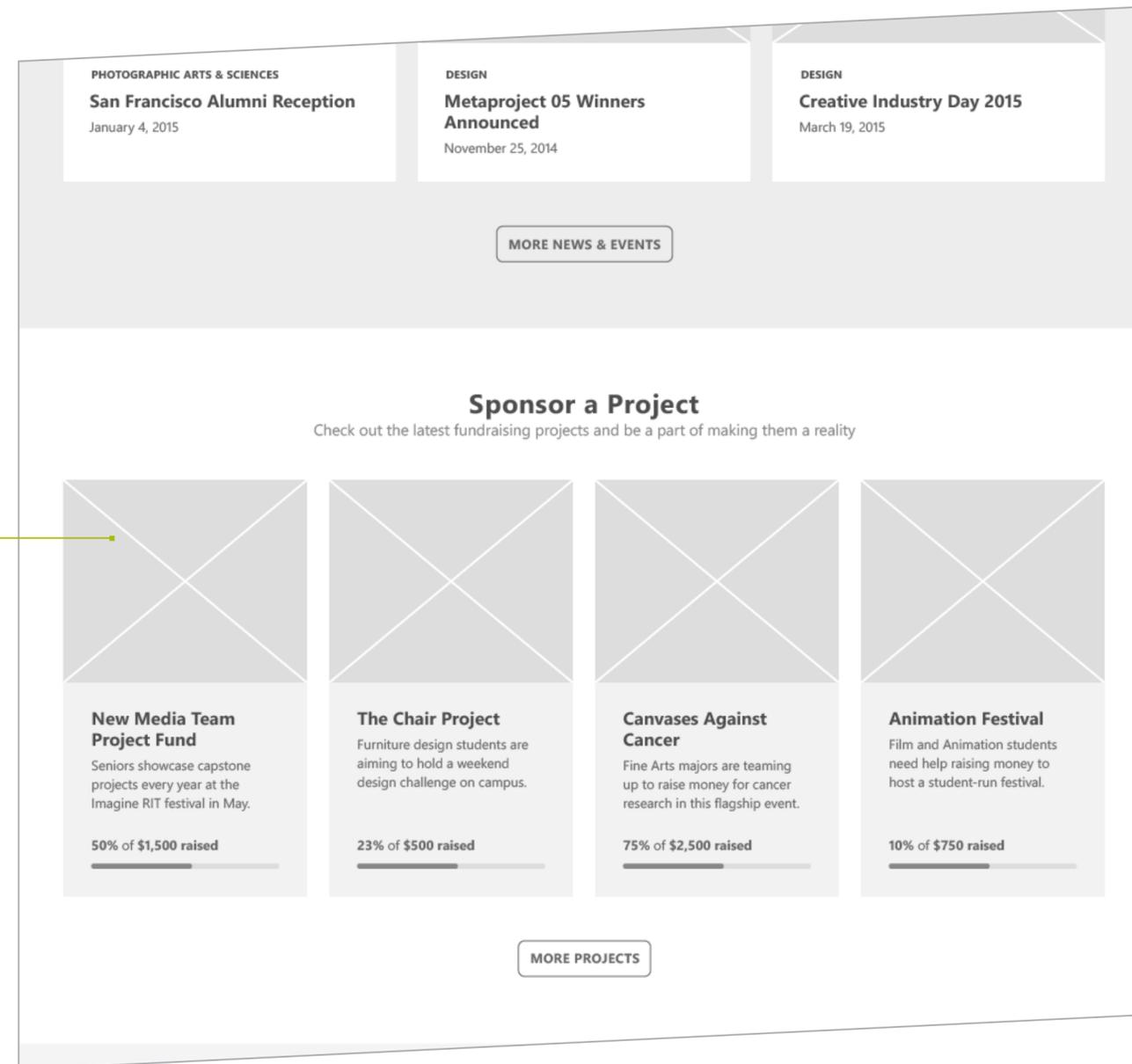
Wireframes

Landing Page

This redesign focuses on engaging visitors to the site with the real student stories, news, and events they want to see. The 'Make a Gift' feature is brought up a level in the hero image.

6 The Sponsor a Project section shows featured projects that ask for help funding.

1.0 Landing (cont.)



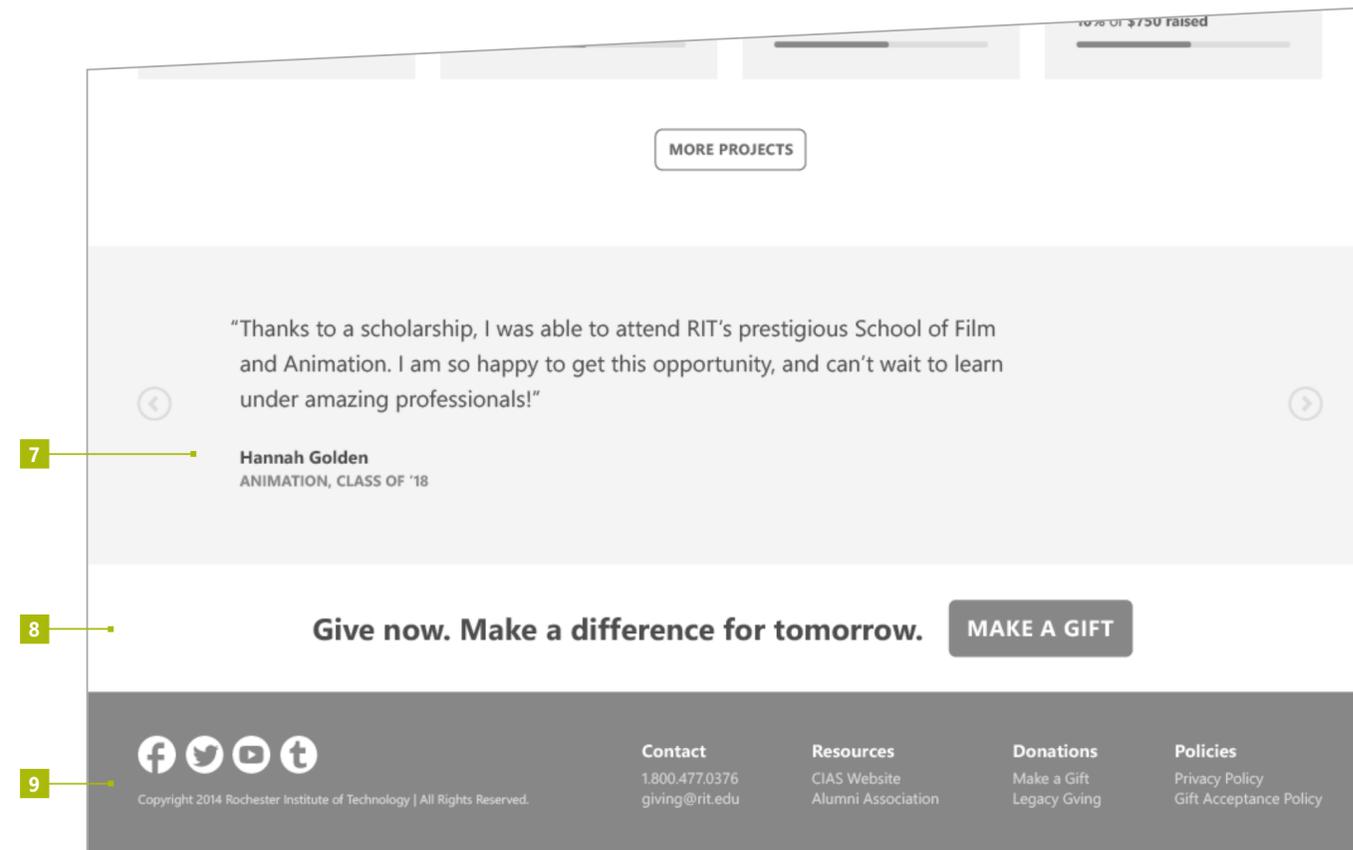
Wireframes

Landing Page

This redesign focuses on engaging visitors to the site with the real student stories, news, and events they want to see. The 'Make a Gift' feature is brought up a level in the hero image.

- 7 The Student Spotlight section highlights the impact that donations have made on students' lives so people deciding to give can see the impact they make.
- 8 This CTA for making a donation reminds visitors to contribute.
- 9 The footer contains social media links as well as quick links to RIT's main giving site and the CIAS website.

1.0 Landing (cont.)



Wireframes

Make a Gift form

Either by entering through the hero image widget or through the CTA in the Main Nav, the user will be brought to this easy 5-step form that uses progressive disclosure to show additional information.

2.0 Donation Form - Step 1

CIAS Giving

Make a Gift

1 AMOUNT **2** DESIGNATION **3** GIFT DETAILS **4** PAYMENT INFO **5** REVIEW

Gift Amount*

Dedication ▾

Legacy Giving ▾

CONTINUE

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Contact
1.800.477.0376
giving@rit.edu

Resources
CIAS Website
Alumni Association

Donations
Make a Gift
Legacy Gving

Policies
Privacy Policy
Gift Acceptance Policy

Wireframes

Make a Gift form

Either by entering through the hero image widget or through the CTA in the Main Nav, the user will be brought to this easy 5-step form that uses progressive disclosure to show additional information.

2.1 Donation Form - Step 2

CIAS Giving

Make a Gift

✓ AMOUNT **2 DESIGNATION** 3 GIFT DETAILS 4 PAYMENT INFO 5 REVIEW

Designation*

Program ▾ desi|

- AMERICAN CRAFTS**
- Furniture Design (BFA)
- Furniture Design (MFA)
- Furniture Design (AOS)
- Metals & Jewelry Design (BFA)
- Metals & Jewelry Design (BFA)
- DESIGN**
- 3D Digital Design (BFA)
- Graphic Design (BFA)

I want this gift to be anonymous

CONTINUE

[f](#) [t](#) [v](#) [t](#)

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Contact
1.800.477.0376
giving@rit.edu

Resources
CIAS Website
Alumni Association

Donations
Make a Gift
Legacy Gving

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Wireframes

Make a Gift form

Either by entering through the hero image widget or through the CTA in the Main Nav, the user will be brought to this easy 5-step form that uses progressive disclosure to show additional information.

2.1.2 Donation Form - Step 2 (cont.)

CIAS Giving

Make a Gift

✓ **2** 3 4 5
AMOUNT DESIGNATION GIFT DETAILS PAYMENT INFO REVIEW

Designation*

Program ▾ New Media Design (BFA) ✕

- Metals & Jewelry Design (BFA)

DESIGN

- 3D Digital Design (BFA)
- Graphic Design (BFA)
- Industrial Design (BFA)
- Industrial Design (MFA)
- Interior Design (MFA)
- New Media Design (BFA)
- Visual Communication (MFA)

I want this gift to be anonymous

CONTINUE

[f](#) [t](#) [v](#) [t](#)

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Contact
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giving@rit.edu

Resources
CIAS Website
Alumni Association

Donations
Make a Gift
Legacy Gving

Policies
Privacy Policy
Gift Acceptance Policy

Wireframes

Make a Gift form

Either by entering through the hero image widget or through the CTA in the Main Nav, the user will be brought to this easy 5-step form that uses progressive disclosure to show additional information.

2.2 Donation Form - Step 3

CIAS Giving **Make a Gift**

✓ AMOUNT ✓ DESIGNATION **3 GIFT DETAILS** 4 PAYMENT INFO 5 REVIEW

Payment Frequency*

- Single Payment**
Make your gift in one payment today
- Multi-Payment**
Divide your gift into several payments
- Recurring**
Renew your gift on an ongoing basis.

Gift Types

- Corporate ⓘ
- Matching ⓘ
- Joint ⓘ

CONTINUE

Contact
1.800.477.0376
giving@rit.edu

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CIAS Website
Alumni Association

Donations
Make a Gift
Legacy Gving

Policies
Privacy Policy
Gift Acceptance Policy

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Wireframes

Make a Gift form

Either by entering through the hero image widget or through the CTA in the Main Nav, the user will be brought to this easy 5-step form that uses progressive disclosure to show additional information.

2.3 Donation Form - Step 4

The wireframe shows a 'Make a Gift' form with a progress indicator at the top. The progress indicator consists of five steps: AMOUNT, DESIGNATION, GIFT DETAILS, PAYMENT INFO (the current step, indicated by a checkmark and the number 4), and REVIEW (indicated by the number 5). The form is titled 'CIAS Giving' and 'Make a Gift'. The 'Personal Information*' section includes three input fields: 'Name' (filled with 'Jamie Martinez'), 'Email' (filled with 'jlm5836@rit.edu'), and 'Phone' (filled with '732 740 4155'). The 'Relationship to RIT*' section has six radio button options: 'Alumnus/Alumna', 'Student', 'Faculty/Staff', 'Parent', 'Trustee', and 'Friend'. The 'Billing Address*' section includes three input fields: 'Address' (filled with '427 Timber Ridge Court'), 'City' (filled with 'Neptune'), and 'Zip' (filled with '07753'). A dropdown menu for 'Country' is set to 'United States'.

Wireframes

Make a Gift form

Either by entering through the hero image widget or through the CTA in the Main Nav, the user will be brought to this easy 5-step form that uses progressive disclosure to show additional information.

2.3.2 Donation Form - Step 4 (cont.)

732 740 4155

Relationship to RIT*

Alumnus/Alumna Student Faculty/Staff
 Parent Trustee Friend

Billing Address*

427 Timber Ridge Court

Neptune NJ 07753

United States

Credit Card Information*

4539428110459976 09/17 456

CONTINUE

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Wireframes

Make a Gift form

Either by entering through the hero image widget or through the CTA in the Main Nav, the user will be brought to this easy 5-step form that uses progressive disclosure to show additional information.

2.4 Donation Form - Step 5

CIAS Giving **Make a Gift**

✓ AMOUNT ✓ DESIGNATION ✓ GIFT DETAILS ✓ PAYMENT INFO **5 REVIEW**

Donation Amount
\$50

Designation
New Media Design (BFA)

Payment Frequency
Single Payment Method

Personal Information
Jamie Martinez
jlm5836@rit.edu
732 740 4155

Billing Information
427 Timber Ridge Court, Neptune NJ 07753
United States

Credit Card Information
VISA Card
*****9976

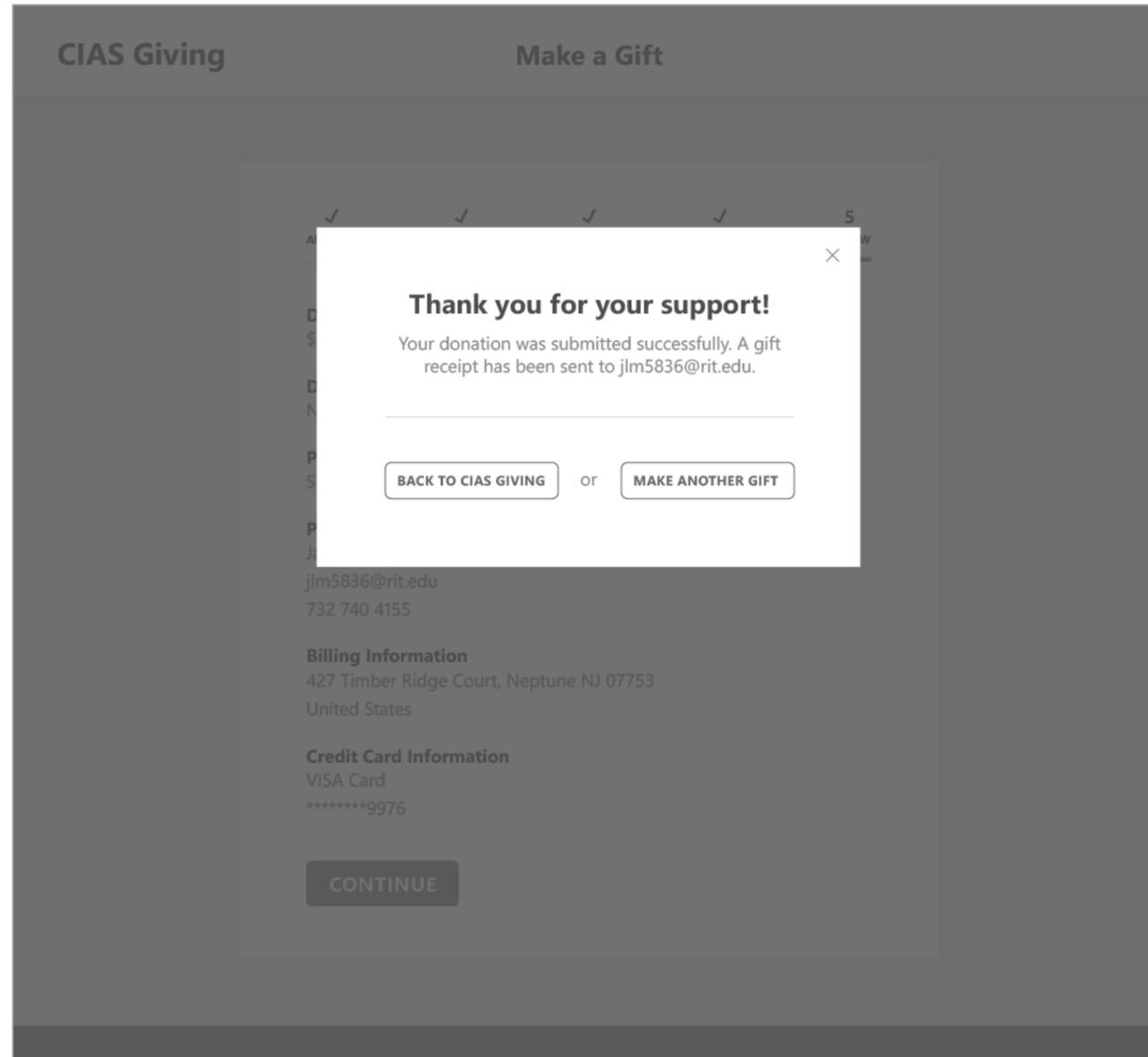
CONTINUE

Wireframes

Make a Gift form

Either by entering through the hero image widget or through the CTA in the Main Nav, the user will be brought to this easy 5-step form that uses progressive disclosure to show additional information.

2.6 Donation Form - Confirmation Pop-up



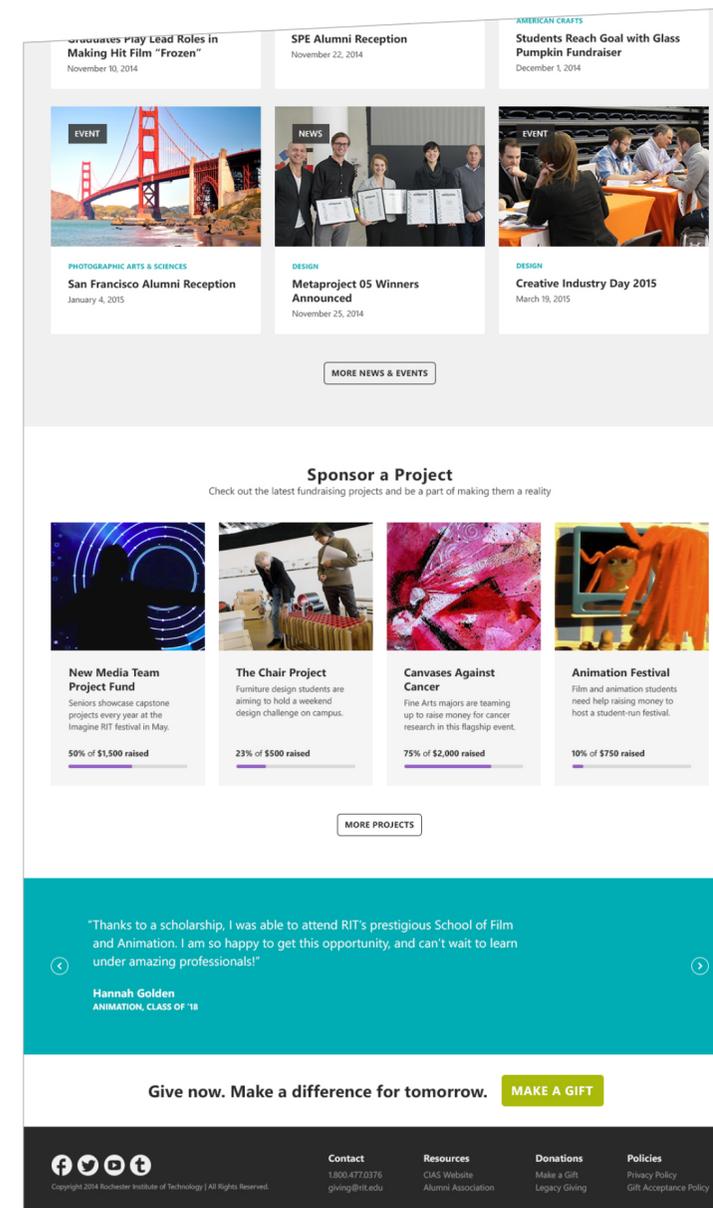
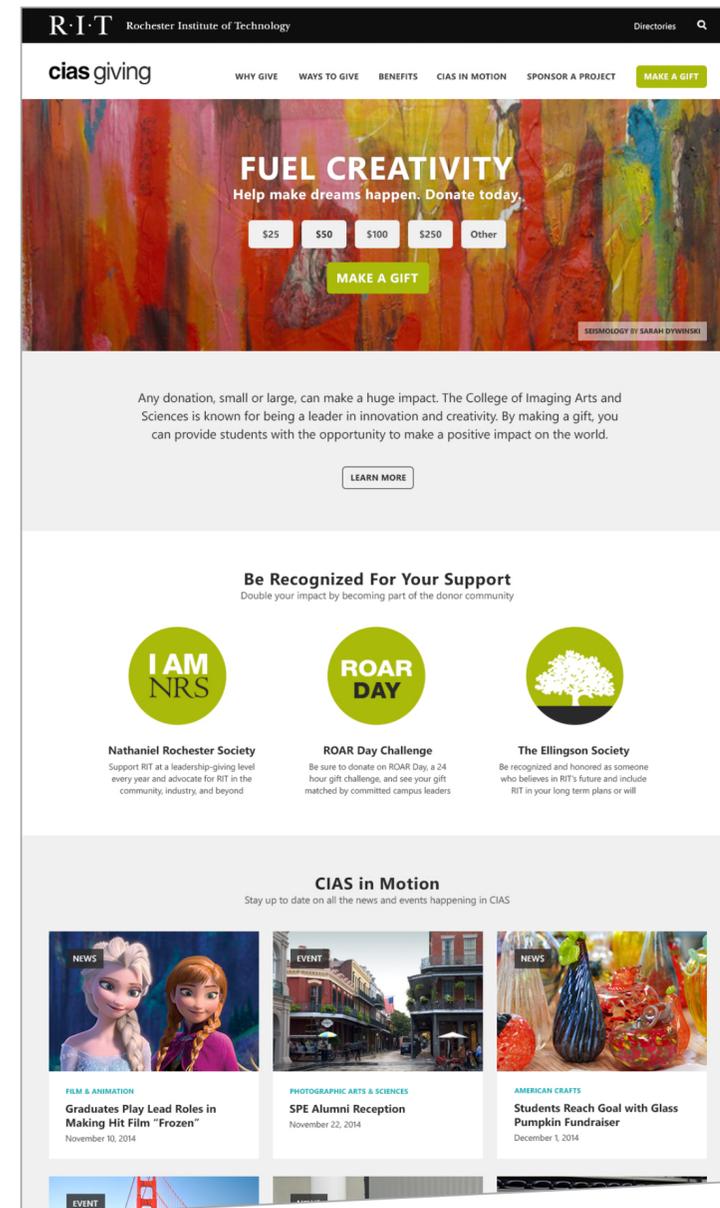
03 **VISUAL DESIGN**

Visual Design

Final Direction: Landing Page

This design uses bright color pops and a colorful hero image to draw the user in. The color palette is sourced from the current CIAS website.

1.0 Landing

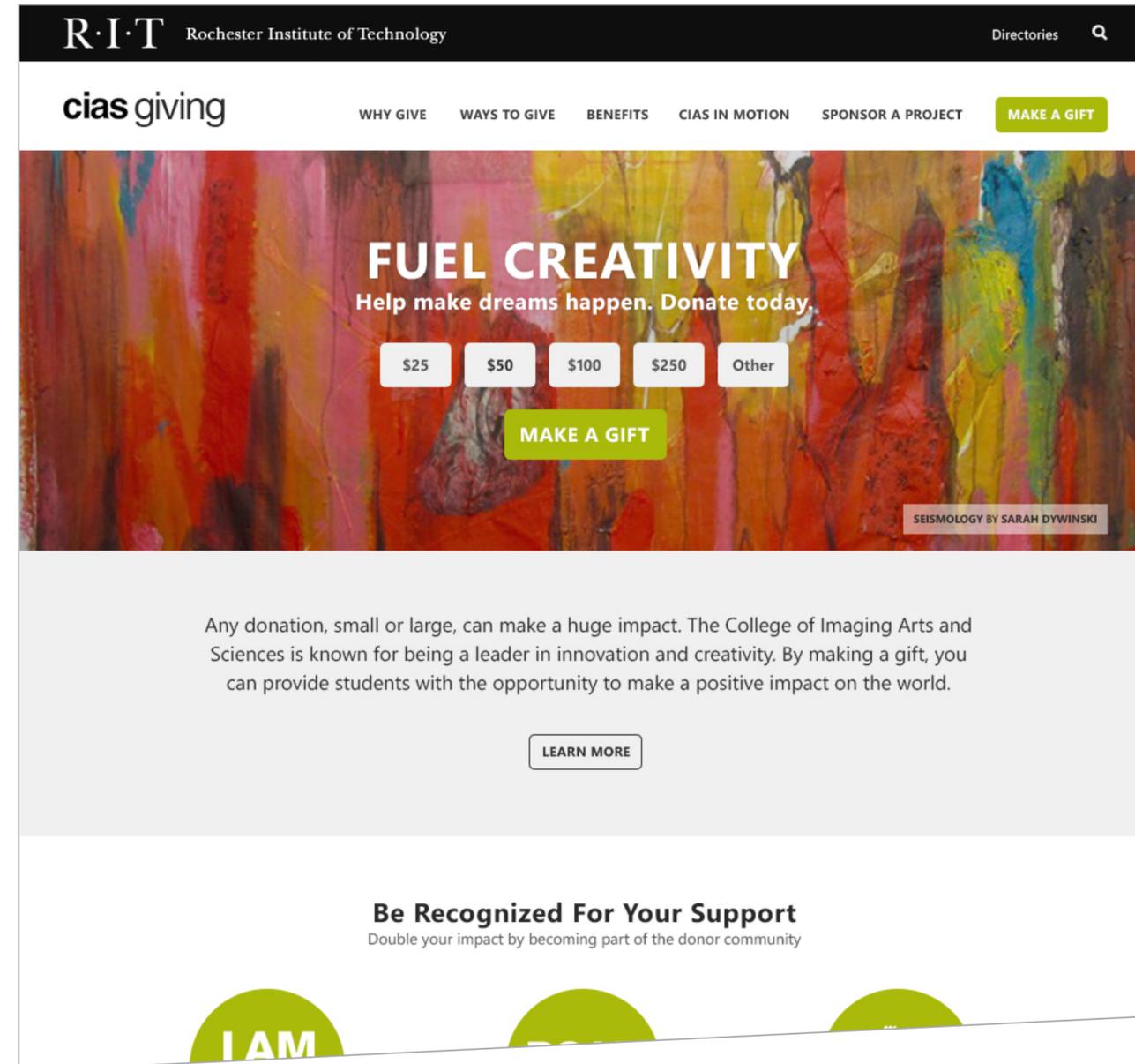


Visual Design

Final Direction: Landing Page

This design uses bright color pops and a colorful hero image to draw the user in. The color palette is sourced from the current CIAS website.

1.0 Landing

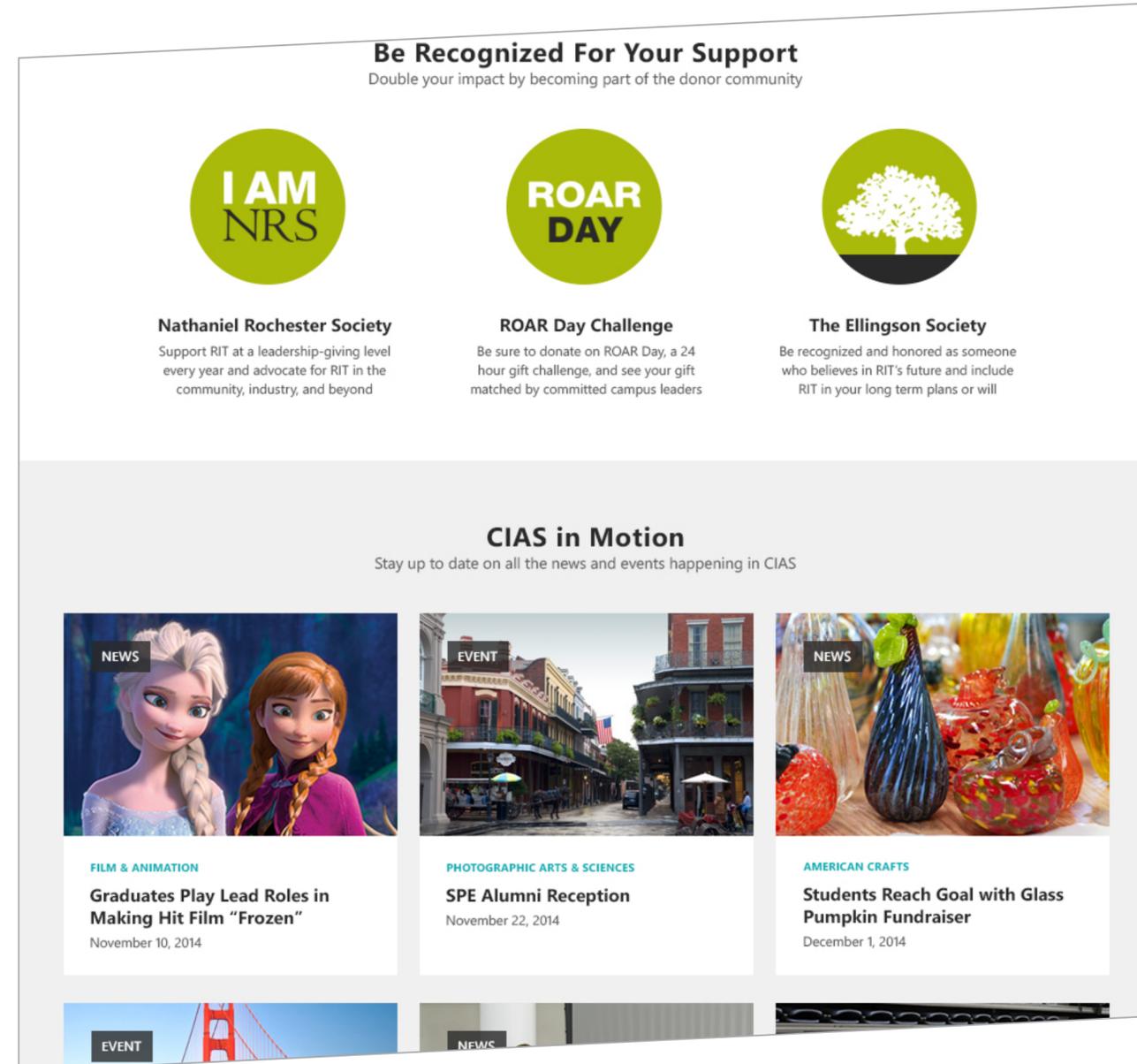


Visual Design

Final Direction: Landing Page

This design uses bright color pops and a colorful hero image to draw the user in. The color palette is sourced from the current CIAS website.

1.0 Landing (cont.)



Visual Design

Final Direction: Landing Page

This design uses bright color pops and a colorful hero image to draw the user in. The color palette is sourced from the current CIAS website.

1.0 Landing (cont.)

PHOTOGRAPHIC ARTS & SCIENCES
San Francisco Alumni Reception
January 4, 2015

DESIGN
Metaproject 05 Winners Announced
November 25, 2014

DESIGN
Creative Industry Day 2015
March 19, 2015

[MORE NEWS & EVENTS](#)

Sponsor a Project

Check out the latest fundraising projects and be a part of making them a reality

Project Name	Description	Progress
New Media Team Project Fund Seniors showcase capstone projects every year at the Imagine RIT festival in May.	The Chair Project Furniture design students are aiming to hold a weekend design challenge on campus.	Canvases Against Cancer Fine Arts majors are teaming up to raise money for cancer research in this flagship event.
Animation Festival Film and animation students need help raising money to host a student-run festival.		

[MORE PROJECTS](#)

Visual Design

Final Direction: Landing Page

This design uses bright color pops and a colorful hero image to draw the user in. The color palette is sourced from the current CIAS website.

1.0 Landing (cont.)

The landing page design includes the following sections:

- Project Cards:** Four cards, each with a header image, a title, a brief description, and a progress bar. The progress bars are purple and show the following status: "New Media Team Project Fund" (50% of \$1,500 raised), "The Chair Project" (23% of \$500 raised), "Canvases Against Cancer" (75% of \$2,000 raised), and "Animation Festival" (10% of \$750 raised).
- More Projects:** A button labeled "MORE PROJECTS" centered below the project cards.
- Testimonial:** A teal-colored section containing a quote: "Thanks to a scholarship, I was able to attend RIT's prestigious School of Film and Animation. I am so happy to get this opportunity, and can't wait to learn under amazing professionals!" attributed to **Hannah Golden**, ANIMATION, CLASS OF '18.
- Call to Action:** A white section with the text "Give now. Make a difference for tomorrow." and a green button labeled "MAKE A GIFT".
- Footer:** A dark grey section containing social media icons (Facebook, Twitter, YouTube, Tumblr), contact information (1.800.477.0376, giving@rit.edu), resources (CIAS Website, Alumni Association), donations (Make a Gift, Legacy Giving), and policies (Privacy Policy, Gift Acceptance Policy). A copyright notice for 2014 Rochester Institute of Technology is also present.

Visual Design

Final Direction: Donation Page

The green main accent color is used here to show highlighted states. Progressive disclosure allows more content to be shown.

2.0 Donation Form - Step 1

cias giving **Make a Gift**

1 AMOUNT 2 DESIGNATION 3 GIFT DETAILS 4 PAYMENT INFO 5 REVIEW

Gift Amount*

\$25 \$50 \$100 \$250 Other

Dedication ▾

Legacy Giving ▾

CONTINUE

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Visual Design

Final Direction: Donation Page

The green main accent color is used here to show highlighted states. Progressive disclosure allows more content to be shown.

2.1 Donation Form - Step 2

cias giving **Make a Gift**

✓ 2 3 4 5
AMOUNT DESIGNATION GIFT DETAILS PAYMENT INFO REVIEW

Designation*

Program ▾ desi

- Metals & Jewelry Design (MFA)

DESIGN

- 3D Digital Design (BFA)
- Graphic Design (BFA)
- Industrial Design (BFA)
- Industrial Design (MFA)
- Interior Design (BFA)
- New Media Design (BFA)
- Visual Communication (MFA)

I want this gift to be anonymous

CONTINUE

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Visual Design

Final Direction: Donation Page

The green main accent color is used here to show highlighted states. Progressive disclosure allows more content to be shown.

2.1.2 Donation Form - Step 2 (cont.)

The screenshot shows a web form titled "cias giving" and "Make a Gift". At the top, there is a progress indicator with five steps: 1. AMOUNT (checked with a green checkmark), 2. DESIGNATION (highlighted with a green underline), 3. GIFT DETAILS, 4. PAYMENT INFO, and 5. REVIEW. Below the progress indicator, the "Designation*" section contains a "Program" dropdown menu with "New Media Design (BFA)" selected and a close button (x). There is also a checkbox labeled "I want this gift to be anonymous" which is currently unchecked. A prominent green "CONTINUE" button is located at the bottom of the form. The footer of the page includes social media icons for Facebook, Twitter, YouTube, and Tumblr, along with contact information, resources, and policies.

Visual Design

Final Direction: Donation Page

The green main accent color is used here to show highlighted states. Progressive disclosure allows more content to be shown.

2.2 Donation Form - Step 3

cias giving **Make a Gift**

✓ AMOUNT ✓ DESIGNATION **3 GIFT DETAILS** 4 PAYMENT INFO 5 REVIEW

Payment Frequency*

- Single Payment**
Make your gift in one payment today
- Multi-Payment**
Divide your gift into several payments
- Recurring**
Renew your gift on an ongoing basis

Gift Type

- Corporate ⓘ
- Matching ⓘ
- Joint ⓘ

CONTINUE

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Visual Design

Final Direction: Donation Page

The green main accent color is used here to show highlighted states. Progressive disclosure allows more content to be shown.

2.3 Donation Form - Step 4

The screenshot shows a multi-step donation form titled "cias giving" and "Make a Gift". The progress bar at the top indicates five steps: 1. AMOUNT, 2. DESIGNATION, 3. GIFT DETAILS, 4. PAYMENT INFO (highlighted in green), and 5. REVIEW. The form fields are as follows:

- Personal Information***
 - Text input: Jamie Martinez
 - Text input: jlm5836@rit.edu
 - Text input: 732-740-4155
- Relationship to RIT***
 - Alumnus/Alumna
 - Student
 - Faculty/Staff
 - Parent
 - Trustee
 - Friend
- Billing Address***
 - Text input: 427 Timber Ridge Court
 - Text input: (empty)
 - Text input: Neptune
 - Country dropdown: NJ
 - Text input: 07753
 - Country dropdown: United States

Visual Design

Final Direction: Donation Page

The green main accent color is used here to show highlighted states. Progressive disclosure allows more content to be shown.

2.3.2 Donation Form - Step 4 (cont.)

732-740-4155

Relationship to RIT*

Alumnus/Alumna Student Faculty/Staff
 Parent Trustee Friend

Billing Address*

427 Timber Ridge Court

Neptune NJ 07753

United States

Credit Card Information*

4539-4281-1045-9976 09/17 456

CONTINUE


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Contact 1.800.477.0376 giving@rit.edu	Resources CIAS Website Alumni Association	Donations Make a Gift Legacy Giving	Policies Privacy Policy Gift Acceptance Policy
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Visual Design

Final Direction: Donation Page

The green main accent color is used here to show highlighted states. Progressive disclosure allows more content to be shown.

2.4 Donation Form - Step 5

cias giving **Make a Gift**

✓ AMOUNT ✓ DESIGNATION ✓ GIFT DETAILS ✓ PAYMENT INFO **5 REVIEW**

Donation Amount
\$50

Designation
New Media Design (BFA)

Payment Frequency
Single Payment

Personal Information
Jamie Martinez
jlm5836@rit.edu
732 740 4155

Billing Information
427 Timber Ridge Court, Neptune NJ 07753
United States

Credit Card Information
VISA Card
*****9976

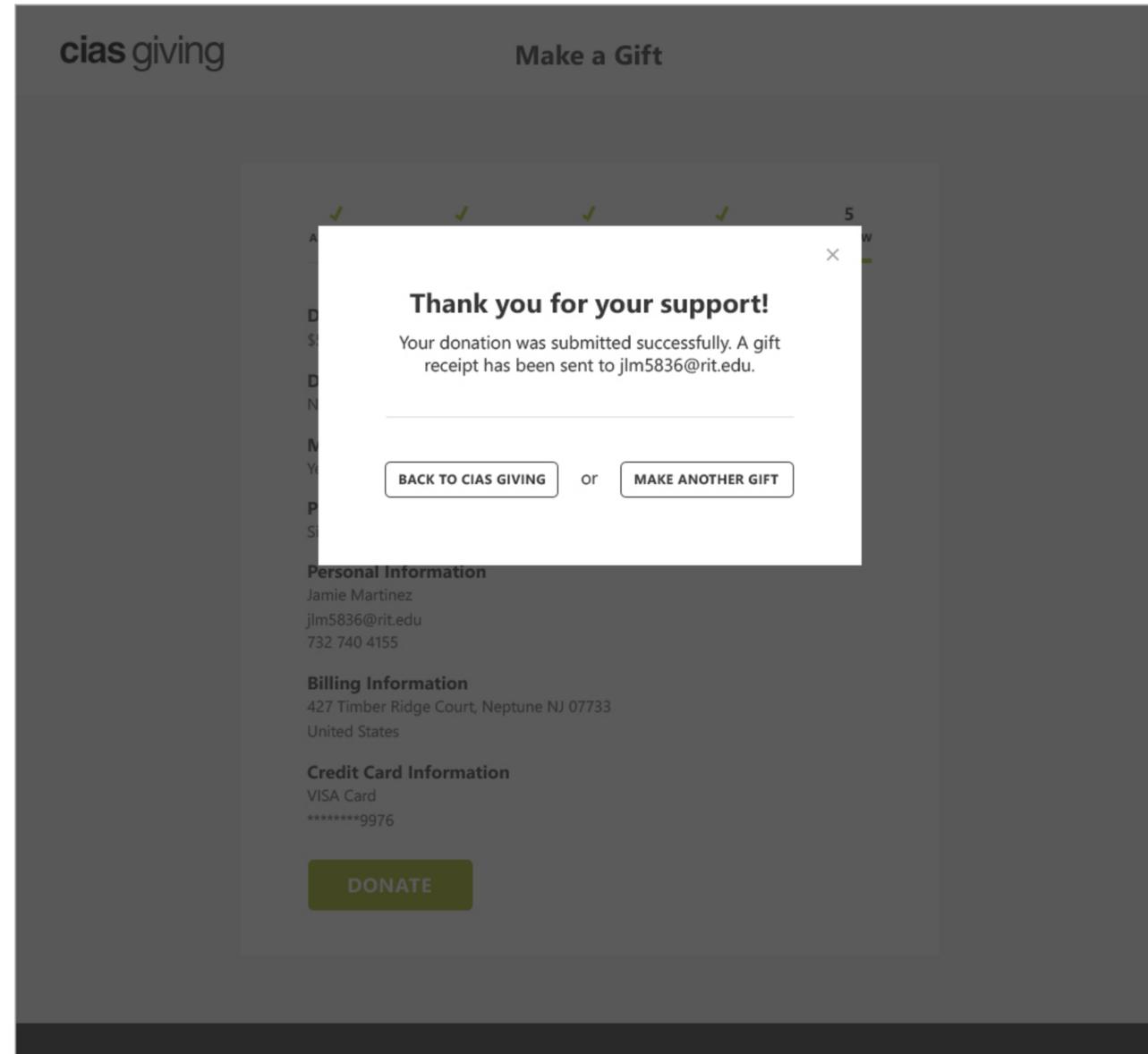
DONATE

Visual Design

Final Direction: Donation Page

The green main accent color is used here to show highlighted states. Progressive disclosure allows more content to be shown.

2.6 Donation Form - Confirmation Pop-up



04 **PROTOTYPE OVERVIEW**

An Invision prototype walks the user through the landing page to each step of the form in order to demonstrate the donation process. The demo can be found at: <http://invis.io/MA1VFW55Q>.