

## How The Mobile App Design Fits The Brief

Being a widow equates to becoming underprivileged and losing hope for a better tomorrow, especially in a place like Nigeria. This reality led us to ask ourselves a big question: "**How do we create more awareness and restore lost hope to widows?**" through the CFA foundation App.

Answering this question led us to our big idea, "**Hope for Widows**" whose main purpose is finding a way in which we can raise awareness with transparency that will make people interested in the app.

To make our process more transparent and trustworthy for users on the app, each user will have access to live updates on what is happening across all CFA platforms regarding CFA impacts across all boards.

We are making the donations transparent on the App by displaying for users to see the target needed for each donation and also introducing a Subscription payment method for people that want to spread their monetary support.

The app is designed in such a way that the major navigations speak to the reason for the app. This is also meant to inspire a user to show sympathy by donating and feeling fulfilled by the act. The **Donate button** will be changed to "**Give Hope,**" and the **Share button** will change to "**Share Hope.**"

The features of the app will make users know that they are doing more than just donating but "Giving Hope".

## **HOW DOES THE BRAND EVOLVE??**

First, we changed the name of the app to **“Hope for Widows”** instead of CFA to drive recognition and also help convince users to download and use the app.

To take users beyond the app, we added the “Community” and “Hope Badge” sections to the app for a better user experience.

The Community section has features like **‘Widows Corner’** where users can suggest widows that can benefit from the opportunity also widows that our users can also apply themselves for a donation. The users also get access to create a fundraiser (This opportunity is open only for corporate or team users). After the fundraiser target has been met, the proceeds gotten from the fundraiser go to CFA for the purpose for which the user has imputed.

The Hope badge serves as an incentive for the users. After each donation is made, a star will be given to the user. These stars upon accumulation can be used to get several things and opportunities.

With the Hope badge, the users get certain privileges like better opportunities with our sponsors if needed. The Hope Badge is like a certificate that will be accepted globally if the sponsors go to any country where the CFA reaches.