

How the mobile app design fits the brief

The Empower Mobile App is an all-round repackaging of the CBA Foundation's website in a convenient and compact form with new features that vastly improve its effectiveness in achieving its main goal of attracting and keeping the attention of donors as well as catering to beneficiaries both new and already existing.

The design is with a touch of the CBA Foundation brand colours, encompassing 2 key aspects - rational (TELL) and functional (DO).

TELL: CBA Foundation's 5-point agenda

Women Empowerment/ Capacity Building
Health Intervention
Nutrition
Quality Basic Education
Self-Employment Scheme

This is shown by way of 5 carousel banners, which are clickable to know more.

DO: With huge icons making it easily accessible to a wide range of users regardless of their proficiency level at using mobile apps, focusing on four key features - Donate, Widow's Corner, Top Donors and Raffle draw.

The Donate feature is the primary purpose of the app, letting donors donate to widows in one click.

How the brand will Evolve through our design.

The brand will evolve in 3 main ways: Empower Mobile App is designed with an intention to capture user's attention in an engaging way to deliver on objectives, with 3 primary to-dos:

DONATE: The Donate feature is the primary purpose of the app, letting donors donate to underprivileged widows in one click.

- To make it easy, a simple share (url of mobile app) across multiple platforms can earn the donor 50 points
- For Financial donations ranging from N10k onwards to earn Gratitude Point, with an option of either one-off or monthly recurring, including an option of making an anonymous donation.

All the Gratitude Points earned by the donor can be redeemed across various partners - ranging from Jumia, Konga, Shoprite, etc.

The Top Donors section will highlight the top 5 donors every week.

WIDOWS CORNER: The widow's corner serves 2 functions.

1. Register as a Widow: This gives widows an opportunity to register on the app

2. Suggest a Widow: This option allows well-meaning users to register any underprivileged widows they know that need support.

RAFFLE DRAW: Is another opportunity to grow and trend organically as part of always-on Here we are giving opportunities to buy raffle ticket(s) and stand a chance to win Raffle for the month.

This pool of collection also adds to the donation goal of CBA Foundation

We aren't just asking donors to donate but also encouraging them through these features, making the process seamless and straightforward as possible. All the features and integrated incentives greatly increase the number of donors thereby significantly contributing to meeting the N25Mn goal.