

Hulp Africa

PRODUCT DESIGN + BRANDING IDENTITY DESIGN

Hulp Africa: Brand identity + Product design

Hulp Africa helps individuals and corporates discover causes that matter, helping local NGOs deliver on their promises. It connects them to tech, funding data and partners, to drive long-term impact.

I was contracted to work on this project via a referral from a previous client, to design their visual identity and also take their product from the idea stage to delivery which will be used by the engineering team to develop their MVP.

I was passionate about this project because it is a contribution a social cause.

Team:

UX strategist & Designer (Me)
Product Manager
Design researcher
Project sponsor

Tools Used:

Figma
Balsamiq
Adobe Illustrator

Timeline:

5 weeks

The Client

Hulp Technologies, is a Pan-African technology startup with their HQ in Nigeria.

Their mission is to provide development actors with the necessary resources for the desired impact, while ensuring transparency through adequate measurement and reporting.

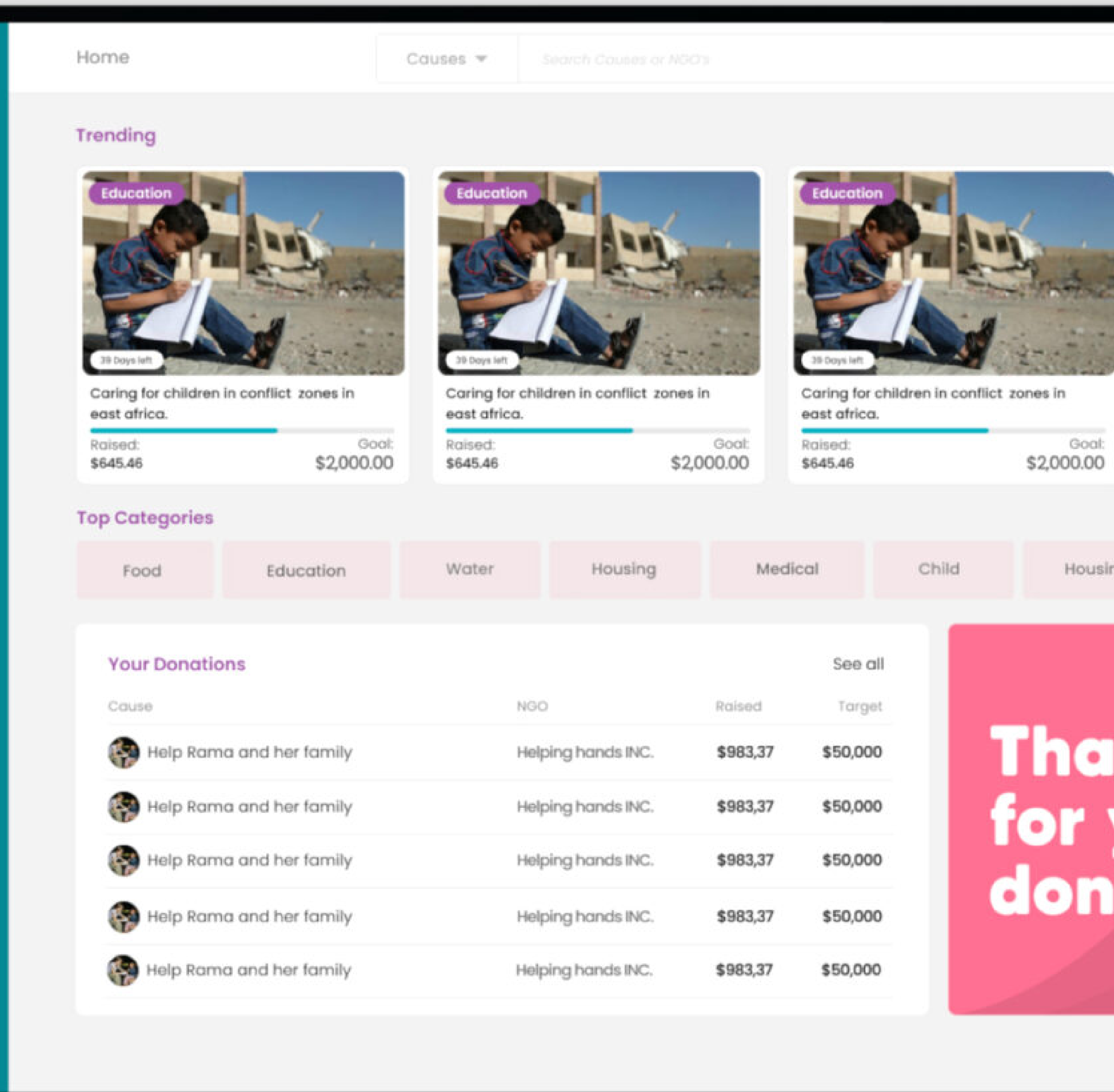
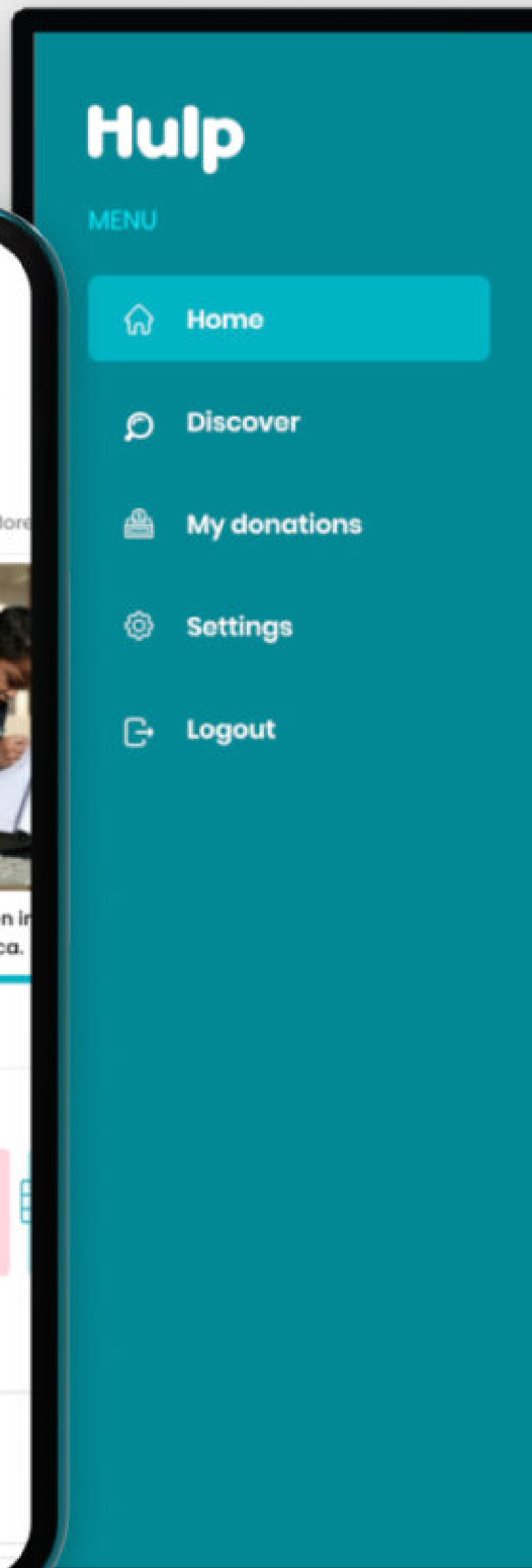
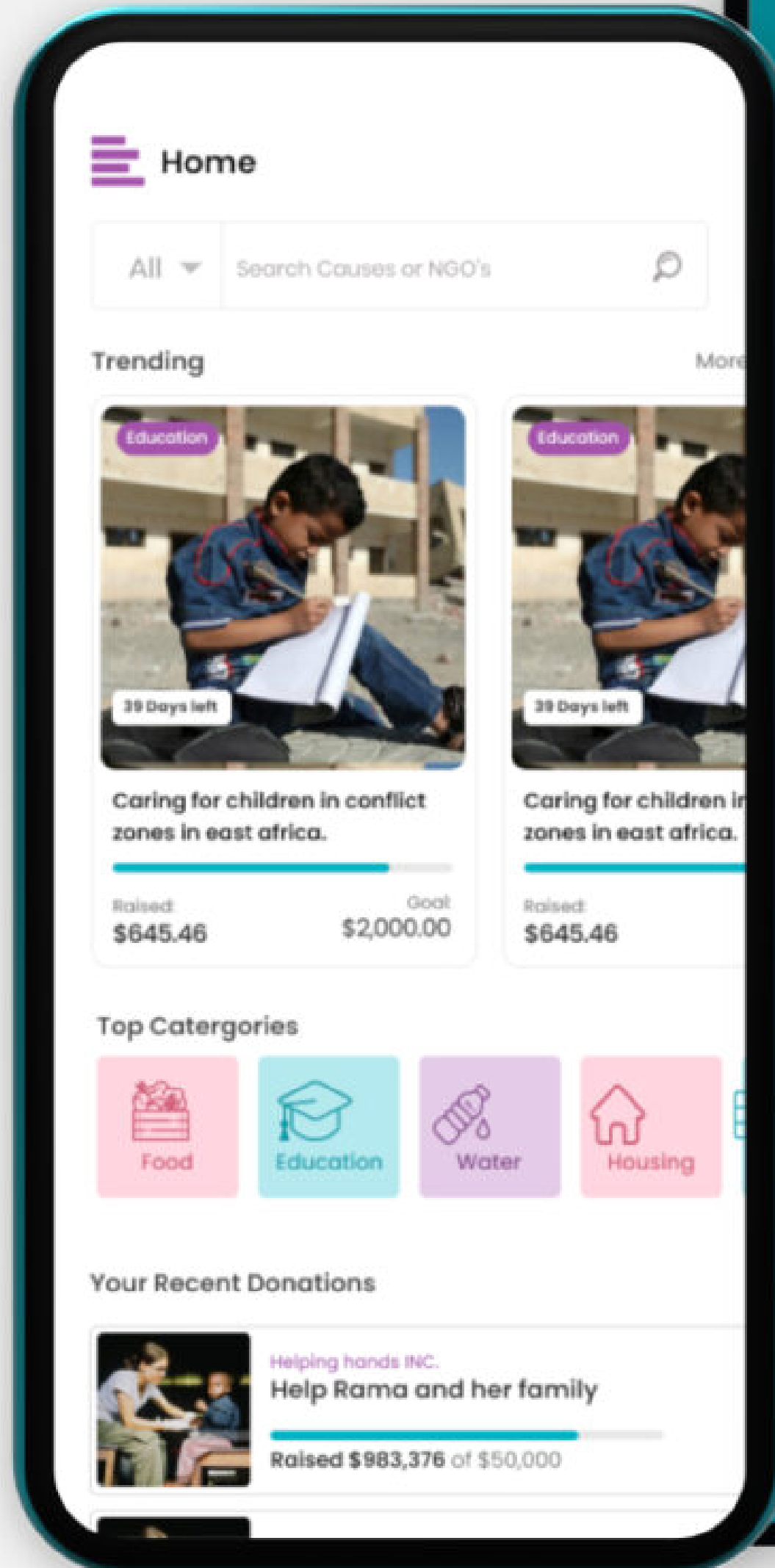
To also harness individual and corporate desires to contribute to socio-economic development.

My Role

My role on the project was to participate in the entire process from idea to delivery with a focus on the users through the design stage.

I was involved in the following activities over the course of the project.

- Stakeholders interview
- User interviews
- Define & Ideate
- Information architecture
- Wireframe & Userflows
- Brand logo and style guide
- Hi-fidelity Prototype
- Design workshop & facilitation
- Logo concepts & Visualization

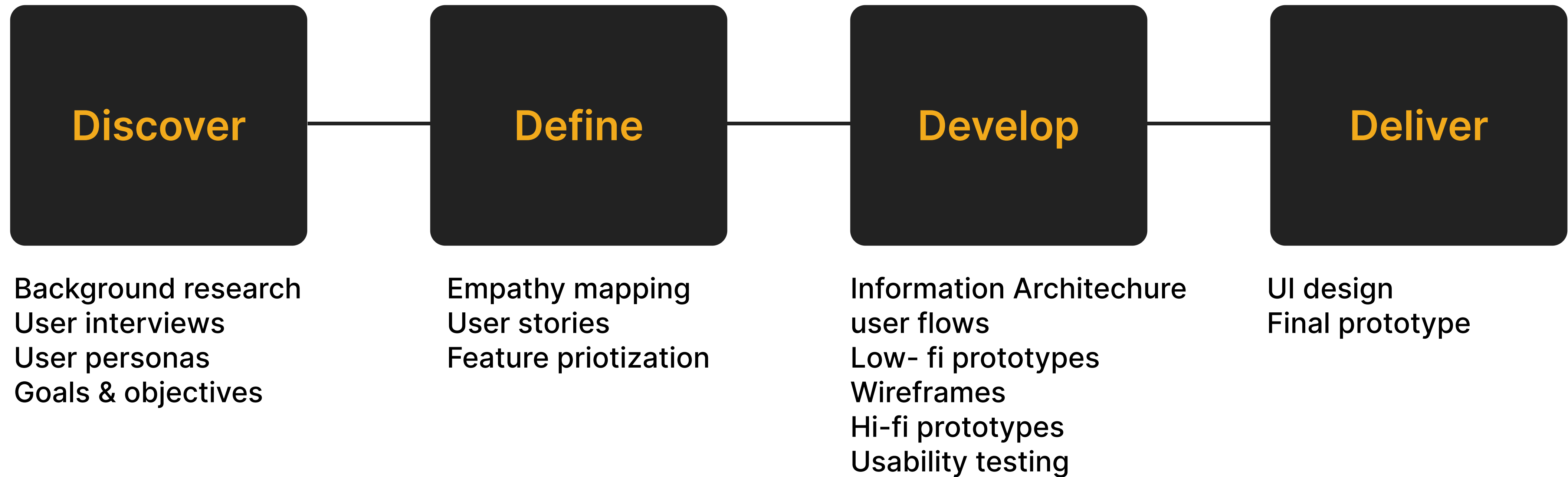


The Challenge

How might we help improve social development in African communities through technology and data?



My design process



Background Research

I conducted a user interview session with some major stakeholders, which included the clients internal product team, product sponsor, design research.

- One of the objective of the sessions was to understand the major challenges they face and how it affect their overall mission.
- Collect gathered insights from user research sessions to form the problem statement.
- Form features requirement document

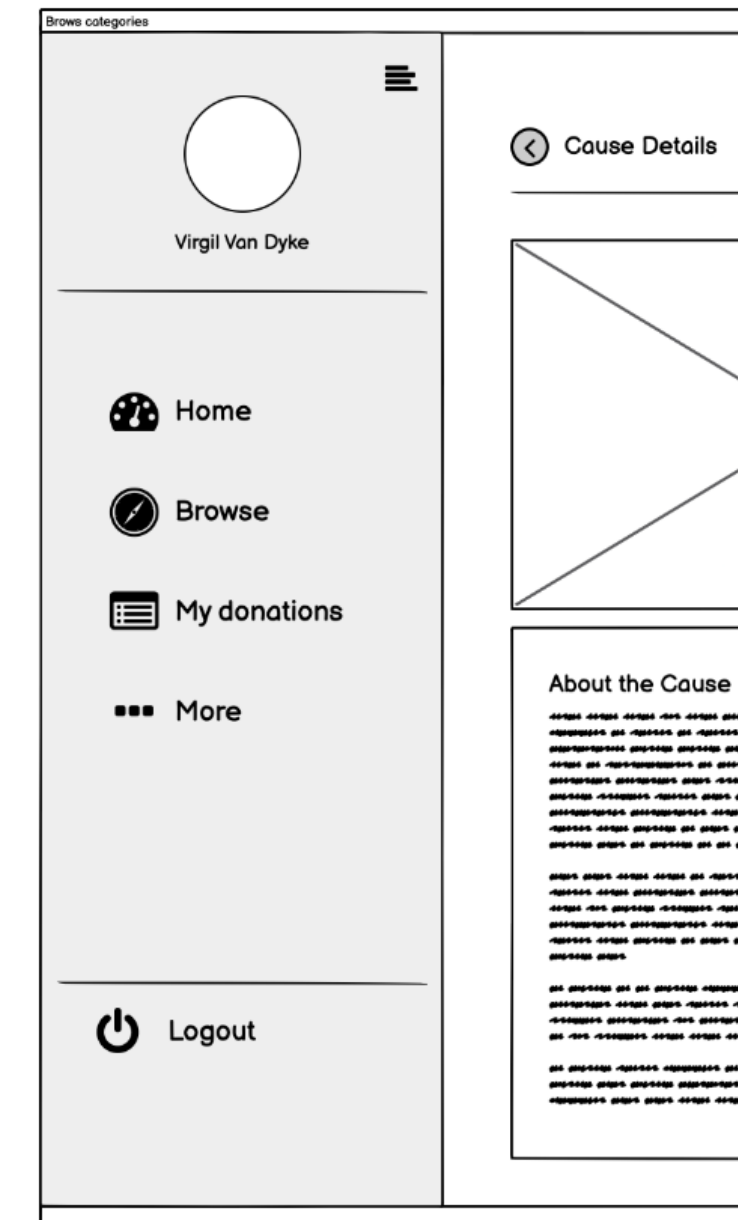
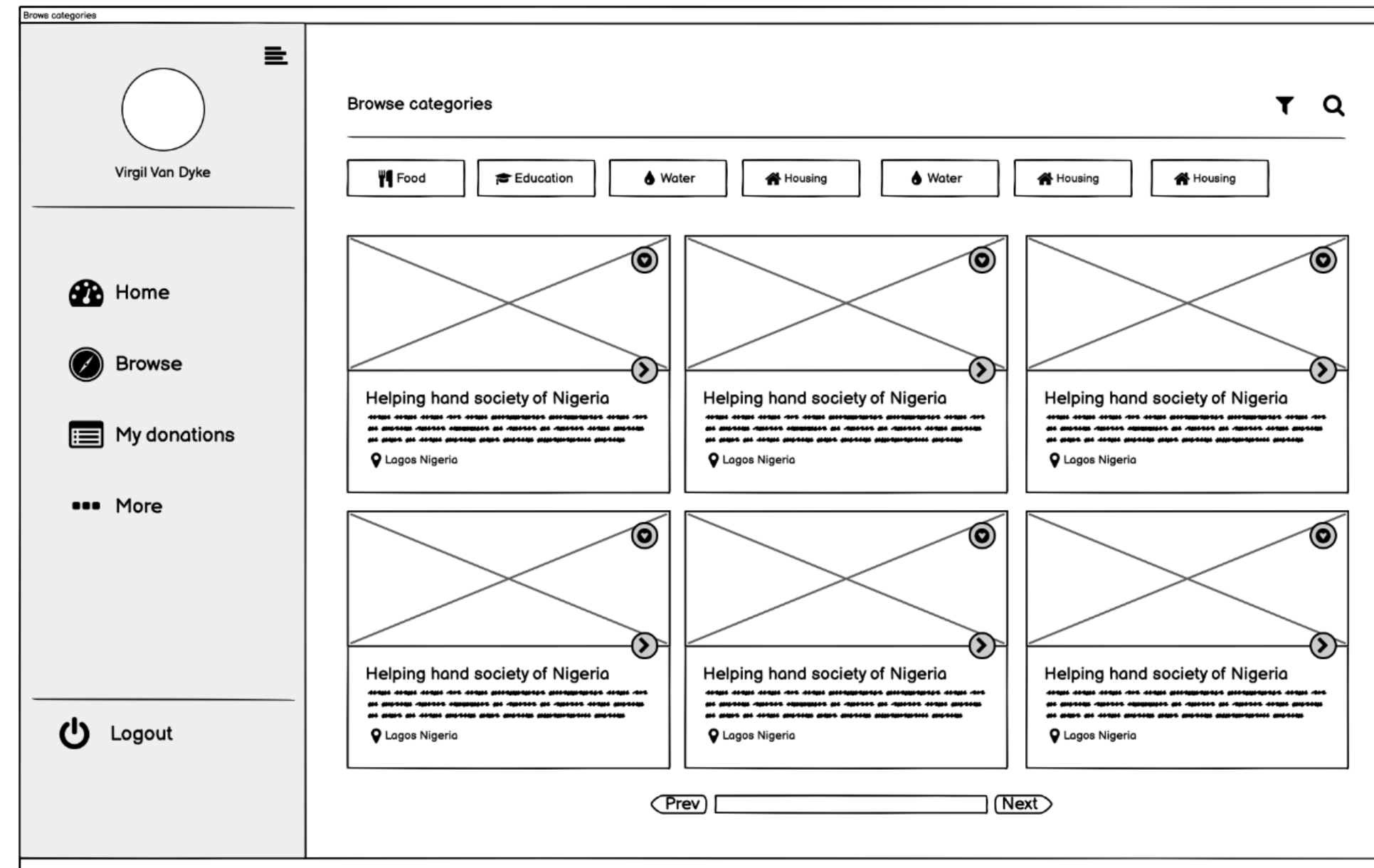
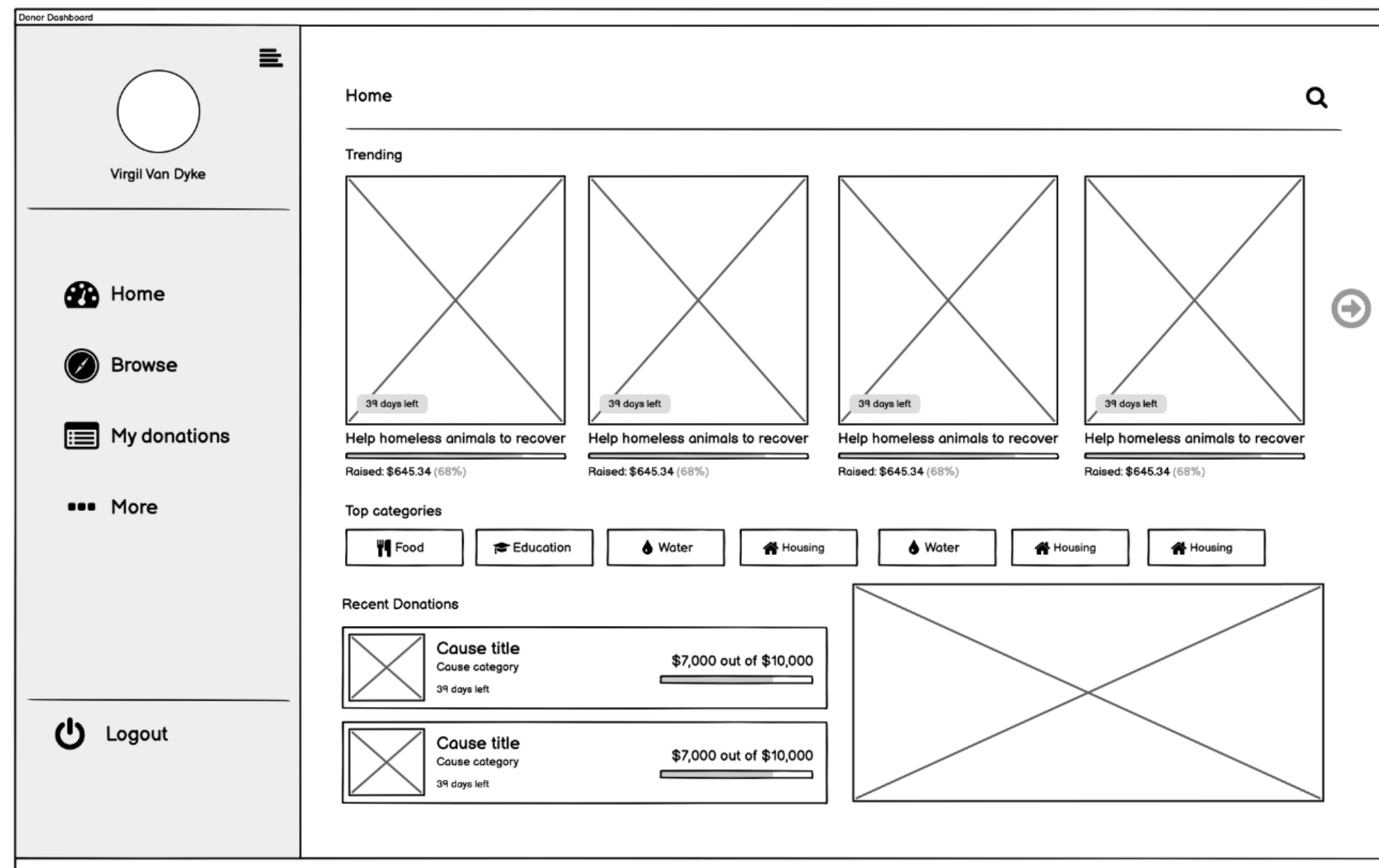
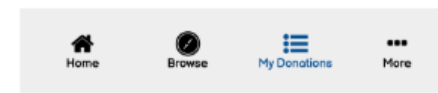
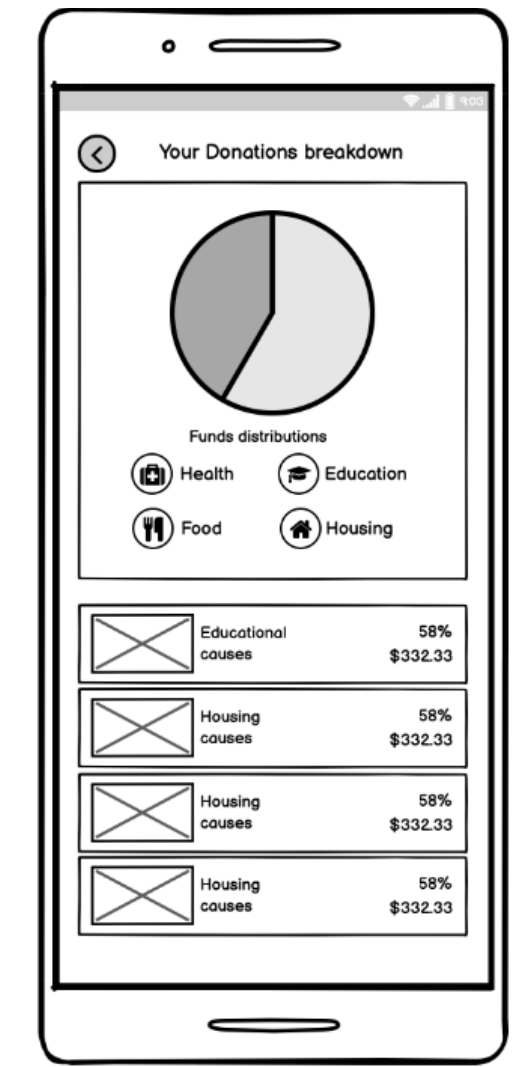
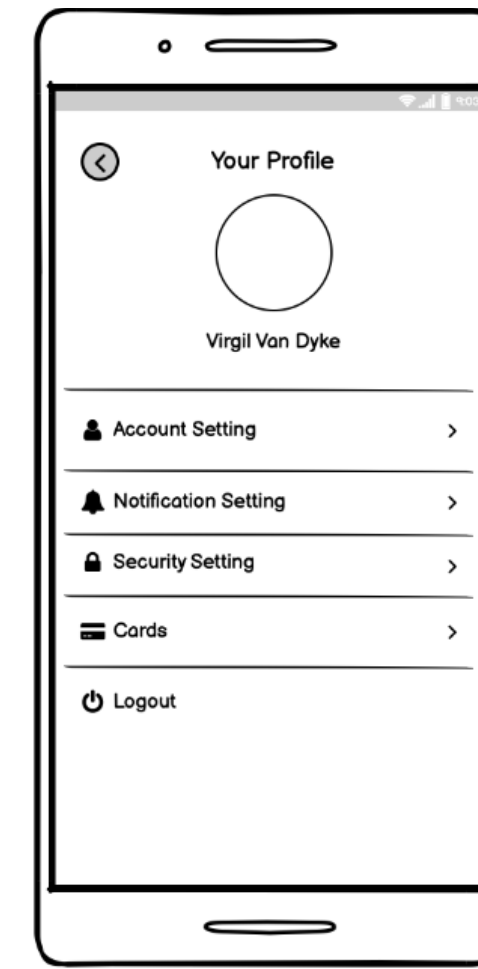
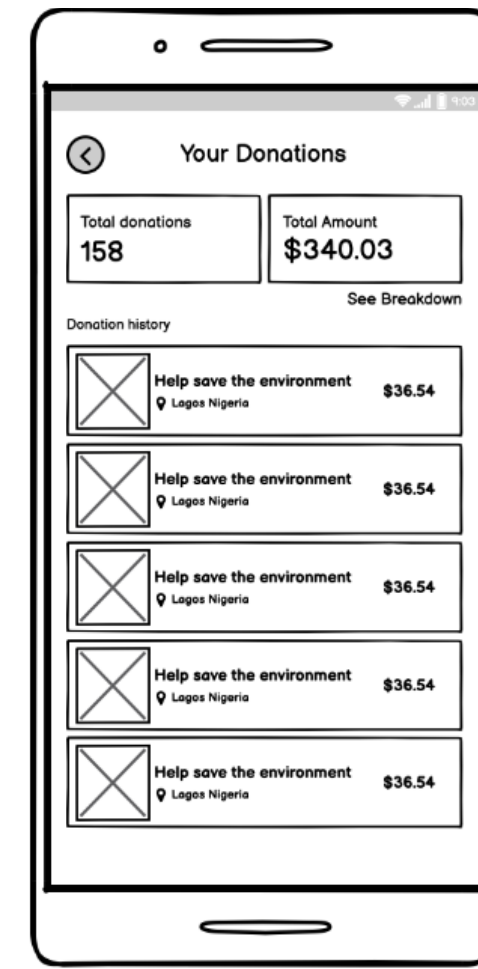
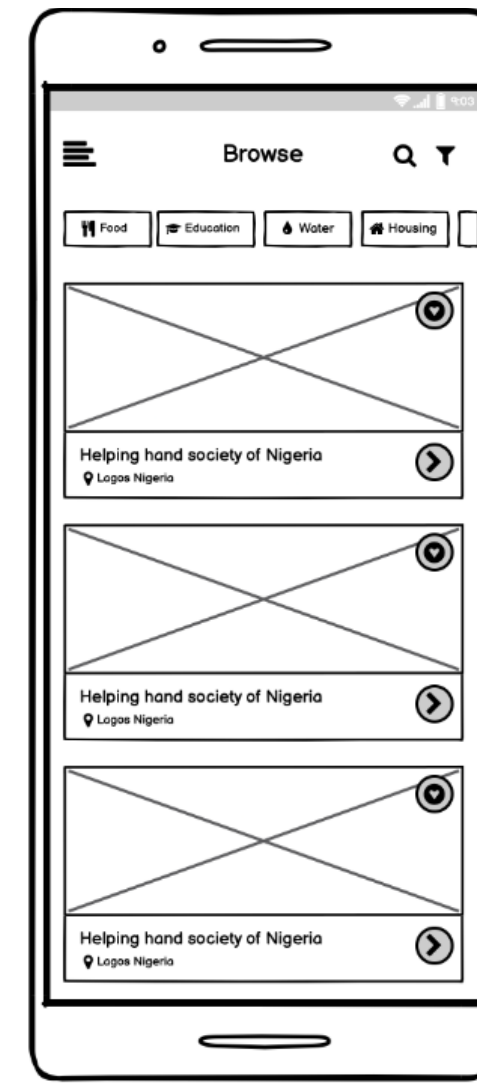
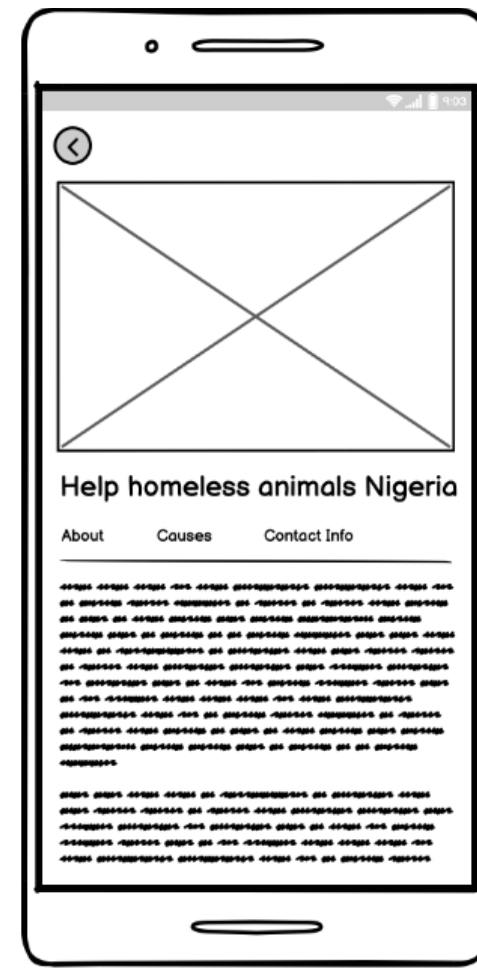
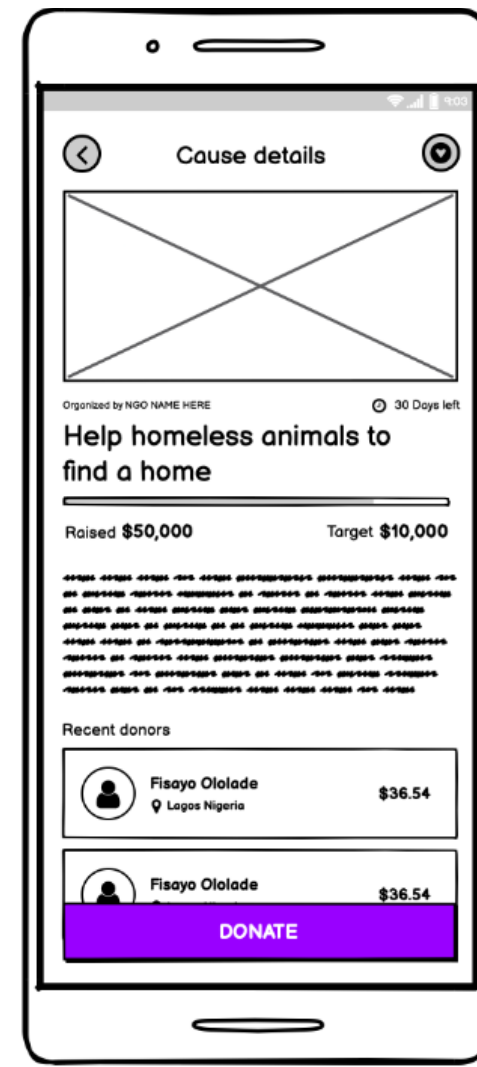
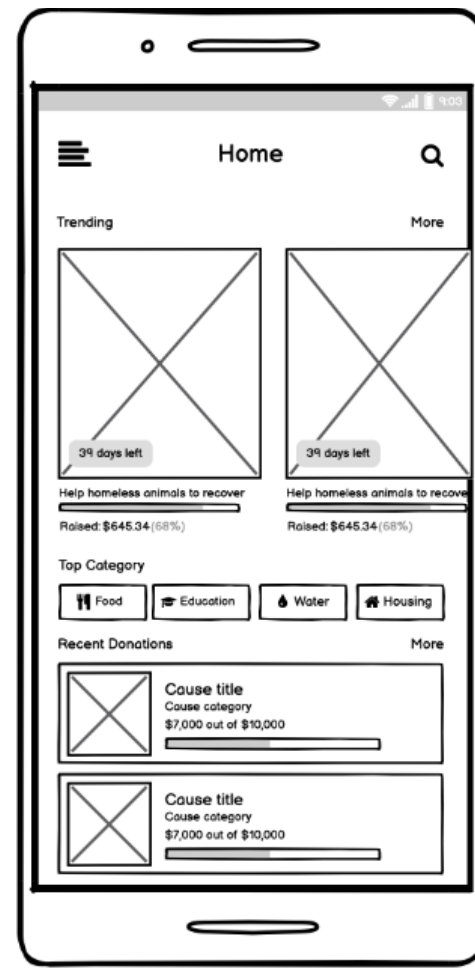
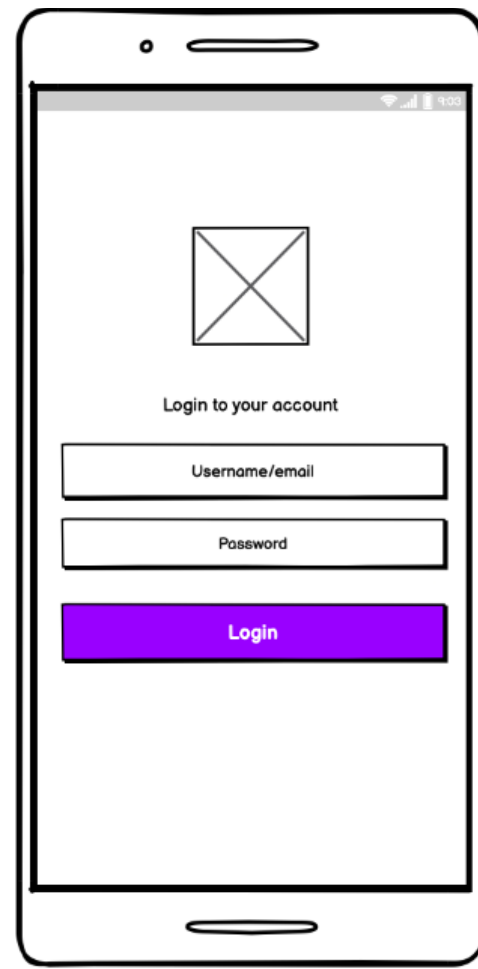
Here are some of the insights i got from the session

- Most NGO's Lack of Funds to operate effectively
- They lack access to other NGO networks
- Lack of maintenance resources keep new and existing projects afloat

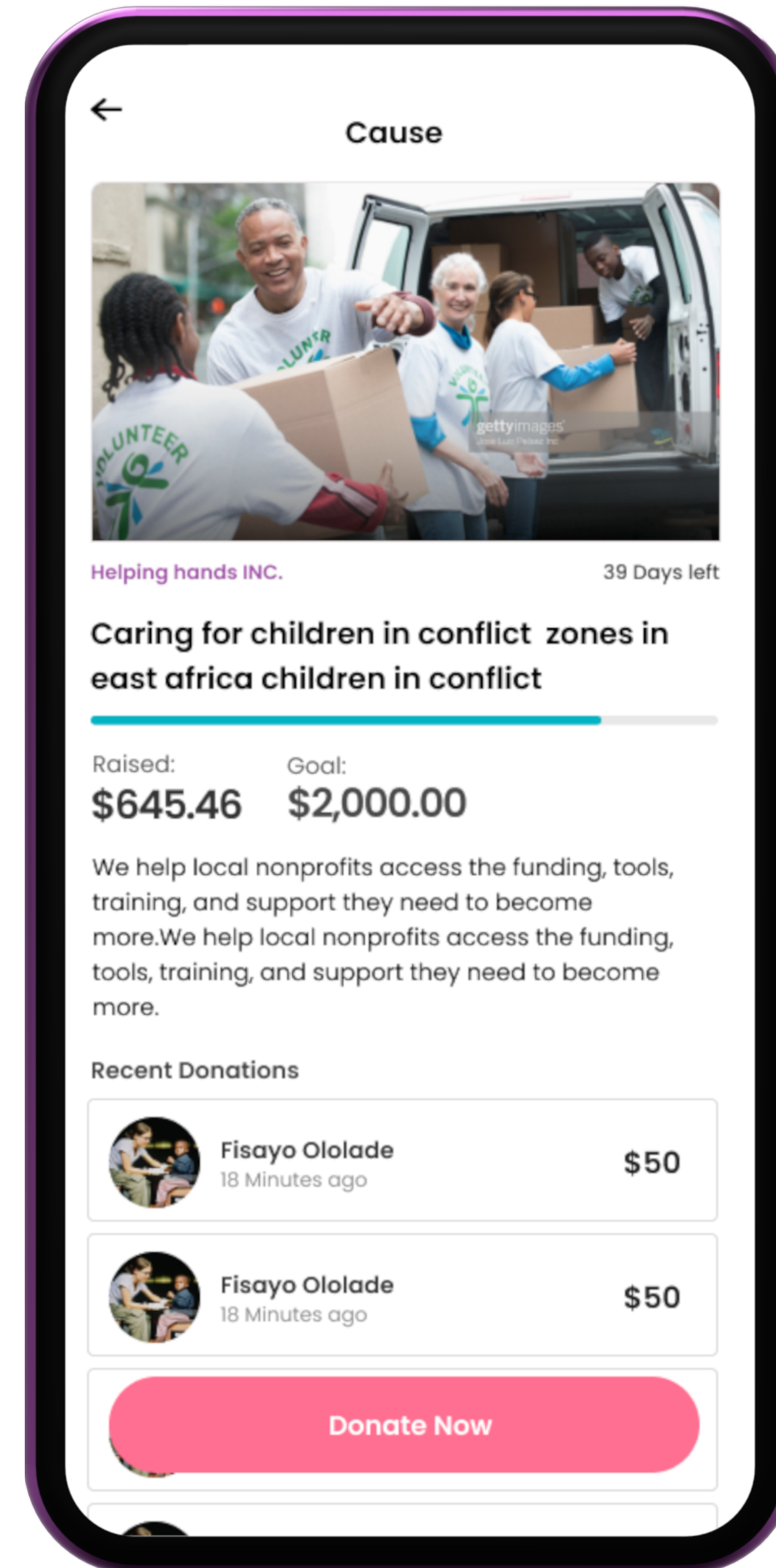
The solution

Based on the nature of this problem and gather insights from the user interview session, we figured the solutions was to come with a system that could allow users to :

- Search through NGO's profile and Causes to find causes they are interested in.
- Track donation progress on causes
- Make donations online
- NGO's can create a profile and create their causes,
- Receive donations and funding from donors, based on their created causes.
- Withdraw donation funds from causes created to facilitate their activities



On the cause profile view, I made sure critical information relating to individual causes are clearly displayed to give the user adequate information about the cause and also a payment button to allow more users make donation.



Dashboard

Wallet Balance
\$1,500,000.00

Day	Balance (k)
MON	15
TUE	30
WED	45
THUR	28
FRI	38
SAT	18
SUN	25

Education

39 Days left

Caring for children in conflict zones in east africa.

Raised: **\$645.46** Goal: **\$2,000.00**

Education

39 Days left

Caring for children in conflict zones in east africa.

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Donation history See all

Girl child education in Africa

Causes

39 Days left

Helping hands INC.

Caring for children in conflict zones in east africa children in conflict zones in east.

Raised: **\$645.46** Goal: **\$2,000.00**

39 Days left

Helping hands INC.

Caring for children in conflict zones in east africa children in conflict zones in east.

Raised: **\$645.46** Goal: **\$2,000.00**

39 Days left

Create Cause

Raised: **\$645.46** Goal: **\$2,000.00**

Cause

39 Days left

Helping hands INC.

Caring for children in conflict zones in east africa children in conflict

Raised: **\$645.46** Goal: **\$2,000.00**

We help local nonprofits access the funding, tools, training, and support they need to become more.

Recent Donations

- Fisayo Ololade** 18 Minutes ago **\$50**
- Fisayo Ololade** 18 Minutes ago **\$50**

Donate Now

NGO

Helping hands INC.

[About](#) [Causes](#) [Contact](#)

We help local nonprofits access the funding, tools, training, and support they need to become more.

Gallery

**Thank
you**