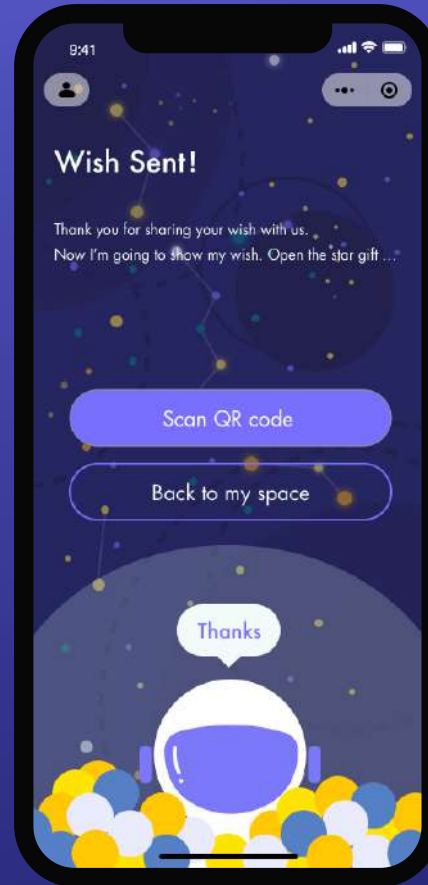
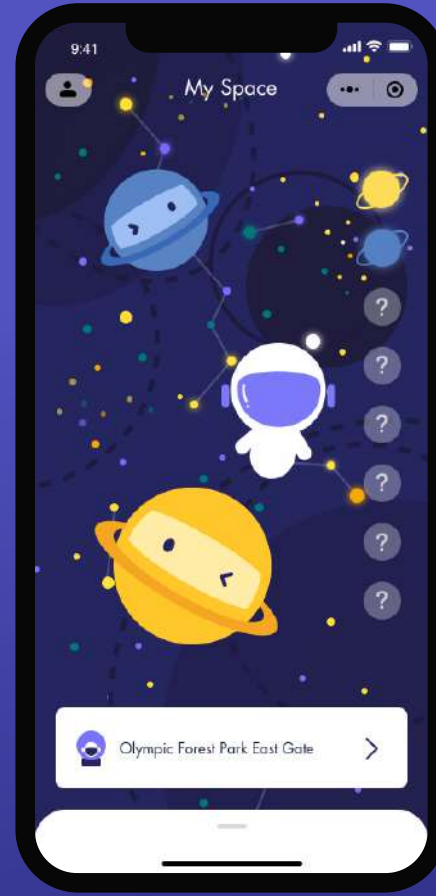


# Exchange Wishes With Stars

*Make the public empathize with autism families and donate in a romantic way.*



## Contribution

Team Leader  
Project Manager  
Research plan  
Interview  
Concept ideation  
User experience  
Brand redesign

## Timeline

3 Weeks, Beijing  
2021.7 -- 2021.8

## Honors

1st place in four  
groups



## Background

### About Autism

Autism is mainly diagnosed by Persistent deficits in social communication and social interaction.

### Pervasive all over the world

About 1 in 54 children has been identified with autism spectrum disorder (ASD) according to estimates from CDC.

### Limited Service in China

China has at least 10 million people with autism, 1/5 of which are children aged 0 -14 (2018). However, There are only several organizations that provide training service for autistic children in China, most of which are actually ran by parents themselves.

### Our Client

#### First NGO with autism service

Our client Stars and rain is China's first non-governmental educational organization to serve children with autism. For 27 years, to help autistic children with early intervention, the NGO has offered professional but low-cost parent training programs.

#### In need of public support

For years, Stars and Rain receives support from different foundations, organizations, and individual donors. Still, as a NGO, it lacks governmental funding and hopes to gain better social support.



## Design Challenge

*How does Stars and Rain expand its donation channels and gain the trust and long-term social support?*



# Case Study

From the case study, we learned what kind of service, experience, and brand existing public-facing fundraising projects that do well provide to their users.

	Service	Experience	Effect
One dollar One painting	Pay a dollar for a digital copy of a painting of autistic child that can be saved as a screensaver	<ul style="list-style-type: none"><li>Show love and aesthetic taste</li><li>Low barriers to participation</li></ul>	<ul style="list-style-type: none"><li>Complete the goal of raising 15 million yuan in one day</li><li>More than 5.8 million participants</li></ul>
Ant Forest	When users' payments up to a certain amount, the platform will plant real trees in desert areas	<ul style="list-style-type: none"><li>Interact more with friends</li><li>Turn virtual trees into real valuable trees in a playful way</li></ul>	<ul style="list-style-type: none"><li>Since 2016, more than 200 million real trees have been planted and maintained</li><li>Users are sticking to Alipay</li></ul>
The Social Swipe	Swiping the credit card will cut a slice of bread for a poor family in the interactive poster	<ul style="list-style-type: none"><li>Simple donation process</li><li>Visualization of the use of contributions</li></ul>	<ul style="list-style-type: none"><li>Make donations</li><li>More people participate in small donations</li></ul>
One for One giving program	They donated one pair of shoes to a person in need for every pair purchased.	<ul style="list-style-type: none"><li>Buy shoes and do charity at the same time</li></ul>	<ul style="list-style-type: none"><li>35 million recipients</li><li>Increase in brand awareness</li></ul>

# Research Plan

## Field Research

Direct contact with people, places, and things they are studying to experience the brand culture first-hand through field research.



## Analysis

Use design tools such as branding canvas to analyze how to help our client reposition the brand before promoting donations



## User Test

After a preliminary solution, perform user testing to get user feedback



Interview our clients, corporate donors and individual donors to find their real pains and gains

## Interview

After determining the new brand value proposition, we formulated several target keywords for our design

- Enhance empathy
- Increase public awareness of autism
- Positive emotion feedback



## Ideation

The key to gaining the most from focus group discussions is to be an active listener of conversations.



## Focus Group

# Field Research

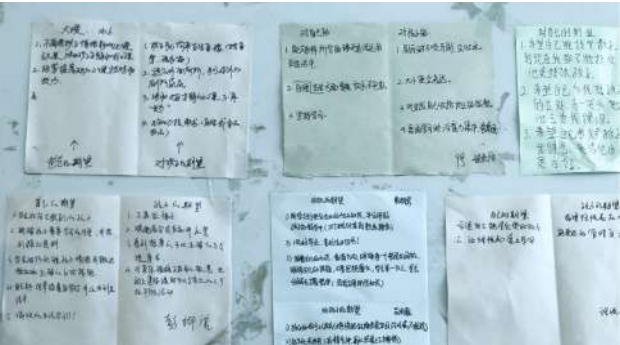
After field research, we learned about the **teach and development mode** of STARS AND RAIN. Besides, we **interviewed** teachers, director of development apartment, individual donors, and Enterprise donors about **their attitudes** towards donating to autism.



Many of the teaching aids are **handmade by the teacher based on theory and practice**. They are simple, but made with care.



Our client **specializes in traditional project-based fundraising**, working with foreign embassies, charities, and many well-known companies.



On a nondescript wall at the old campus, there are many wish notes from parents of children with autism

## Interview

### NGO Staff



Peipei Wang (46-year-old)

“**Online donations** are now an inevitable new trend, but we don’t know the mechanisms of the various platforms and can’t make good use of them.”



Lei Zhu (23-year-old)

“**They’ll never recover from autism** anyway, so why donate money to them?  
I will help those who are suddenly in distress, not the poor. ”



Ziting Xie (32-year-old)

“I would attend some NGO sale fairs, but **every time I went, they sold the same thing**.”

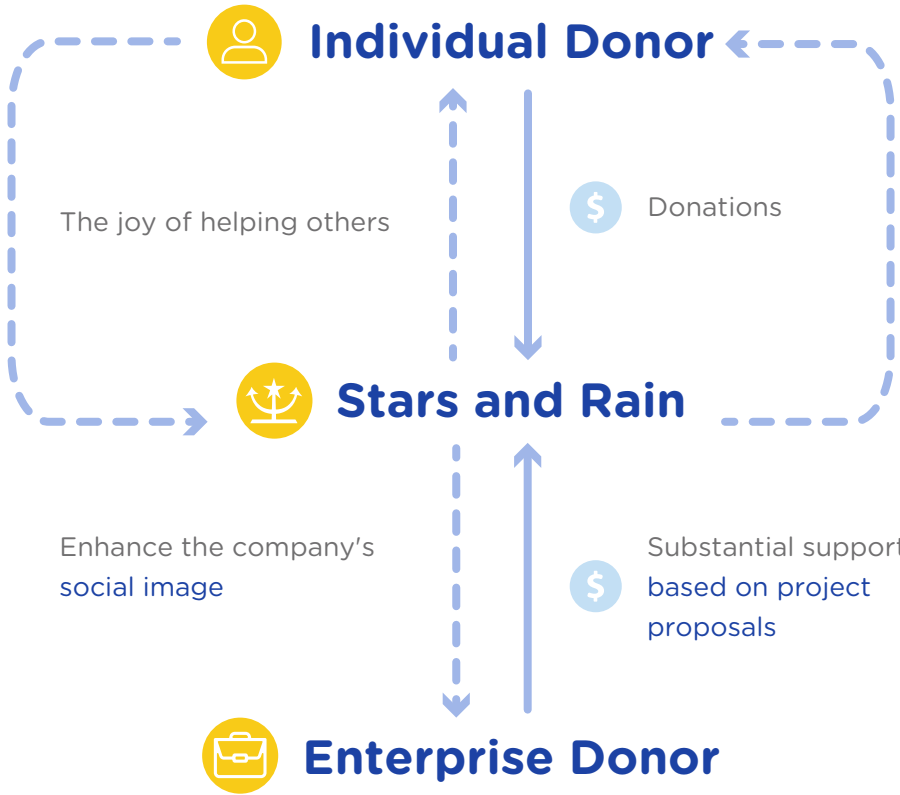


### Enterprise Donor

Henry Lau (48-year-old)

“NGO gives us project plans and lets us donate, but their projects are **boring**. **The public rarely comes forward to participate in** the projects we fund.”

Consumer trust in NGOs **influences Enterprise donors’** decision-making



Touching

Effective

Dependable

Meeting these conditions makes it more attractive for individuals to donate

--- Information flow  
— Material flow

# Analysis

### Physical environment

The lobby of Stars and Rain looks similar to a typical kindergarten or commercial educational institution.

### People and Culture

We can tell from the teachers’ teaching mode and friendly attitude that they are very experienced, professional and love their job.

### Service and advocacy

Provide services such as education of sick children and parental counseling to families in need. Emphasis on ABA as the theoretical basis for all training methods

# Thinking process



## Donators

### What motivates them to donate?

- Touched by true stories
- Empathize with the pain and struggles of autistic children and their parents

### Common donation habits

There's a tendency to "help the needy, not the poor."

### Their Concerns

Failure to see that their donations make a difference



## Desires

Achieving empathy and seeing tangible results from donations



## Stars and Rain

### Their strengths

- Personable, responsible and experienced teachers
- It is the first NGO in China to provide services to autistic children and their families.

### Their weaknesses

Lack of exposure and visibility among the general public.



## Positioning

- A warm and sincere brand tone
- Redefine "professional" in autism services with "experienced"
- Greater public influence



## Competitors

### Basic Information

- Most of them are commercial organizations.
- Some of them also have partners from hospitals, reputed universities to enhance the display of their expertise.
- The prices of their services are much higher than those of Stars and Rain.



## Differentiators

- 27 years of warmth, patience and perseverance.
- Touching stories of autistic children, their family and Stars & Rain
- High-quality but nice-priced service
- Giving every autistic family an equal opportunity to receive help

# Define



## Storytelling

### Tell brand stories of Stars and Rain to the public in a better way

- Fully demonstrate the sincerity of the organization and resonate with the public.
- Redefine the brand positioning of Star Rain, and redefine "professional" with rich experience and patience.



## New avenues of donating

### Widening channels of publicity and donations

- Use more channels (e.g. internet) for public fundraising and increase brand exposure to the public.
- Re-feed the brand image with high-quality gifts of autism from Stars and Rain.



## Public Support

### Promote a long-term and stable relationship between donors and Stars and Rain

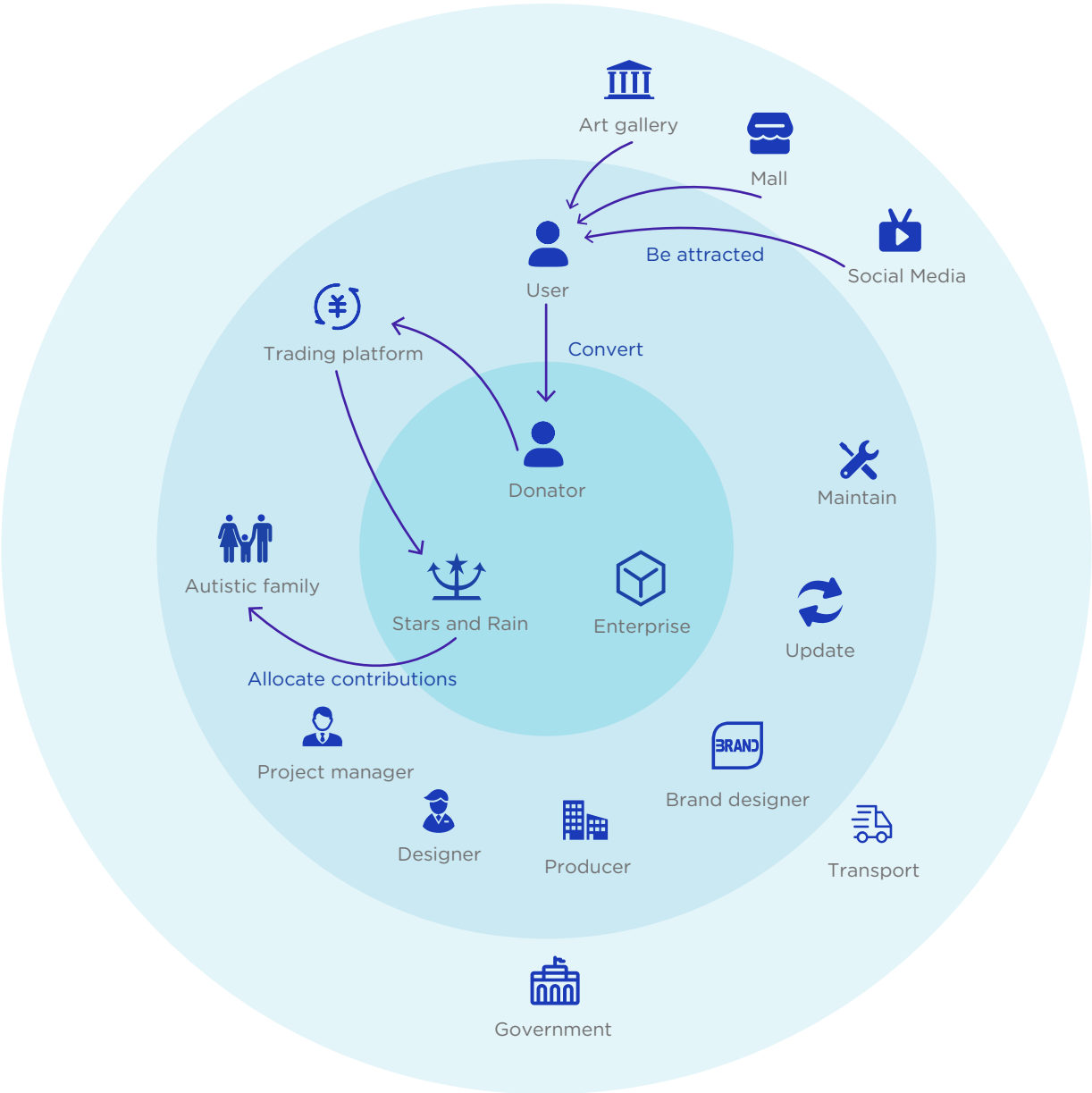
- Making the donation process transparent.
- Provide **emotional feedback** and use psychological principles to increase the motivation of the public for long-term support.
- Allow the public to donate and at the same time improve their **personal image**.
- Provide **clarity to business partners** in planning their joint projects.

## Definition

***Design an interactive system with public installations and an online platform for autism stories promotion and donation, for the purpose of improving public understanding of Autism and gaining stable and long-term social support from them.***



# Stakeholder Map



# Persona



NGO

**Zhijun Sun**

Director of Stars and Rain  
48 years old, Male

- Behavior** Prepare project proposals/financial approvals/- make various decisions
- Goals**
- **Building bridges between the public and autism**, so that the public understands acceptance of autism
  - Give the institution more support and help from the community
- Pains**
- **Barriers to communication**: Lacks of better planning and storytelling
  - **Donation Experience**: Not sure how to better thank donors and volunteers and make Stars & Rain more visible!

“We want to build a bridge between children with autism and society.”



Individual Donator

**Meng Zhang**

Teacher  
29 years old, Female

- Behavior** Make a donation to the online charity platform.
- Goals**
- **Self-satisfaction**: Gaining a sense of accomplishment when you donate
  - **Tracking donations**: Wanting to know where they're going
- Pains**
- Can't see where the donations are actually going.
  - Donations will not bring them any return.

“I believe that donating money to those in need is also a way to accumulate blessings for yourself. ”



Enterprise Donator

**Siran Wu**

CEO of a company  
35 years old, Female

- Behavior** Screening of socially influential NGO for project matchmaking
- Goals**
- **Economic Benefit**: Closer to the consumer in the partnership with Stars and Rain. Improve the company's brand image and generate greater business value
  - **Social benefit**: Improve corporate image,
- Pains**
- Little public impact: traditional project-based donations do little to enhance a company's image.

“Our company has donated a lot of money, but the public doesn't know that. ”

Ideation

Concept Development

Stars, space, and astronaut

A lost astronaut in the space as an autistic child in the society is a good metaphoe that can appeal to/touch our audience and make our brand impressive.

Wish-exchanging activity

Exchange wish is a great way for the general public to achieve empathy with family of autistic children, by understanding their simple wishes as opposed to the common "wish list". It also can be a fun and engaging experience.

Online platform

An online platform can provide donation programs, support regular feedbacks, attract potential users, and support branding on the internet.

Sound Effect

Sound is an important way for children with autism to express their feelings. It also reflects their social communication barriers.

Version A

Large wishing jar  
Take a Wish + Write a Wish



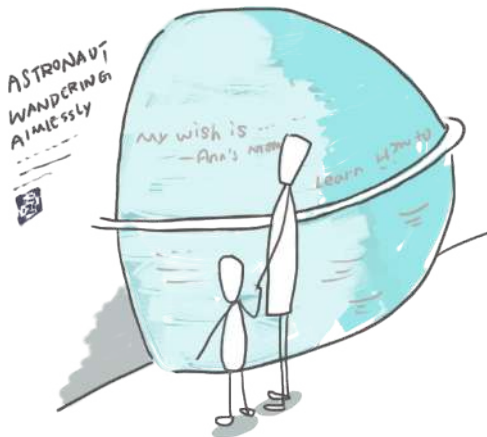
CoCreative Feedback

- It is very rewarding to receive wishes from parents with autism.
- The story is easy to understand, no need to stay in front of the device for a long time.
- The appearance of the wishing bottle is too straightforward and a bit old-fashioned

Version B

The Story of the Lost Astronauts.

Scan the code and donate.



- The concept of a lonely universe and a lost astronaut showing a sad, romantic and touching image.
- The request for donations is too blunt.
- It's a waste of space if the purpose of the giant planet is just to display a few wishes.

Key Point

Interesting story and visualization of the donation process and use



Opposed to the common "Wish list"

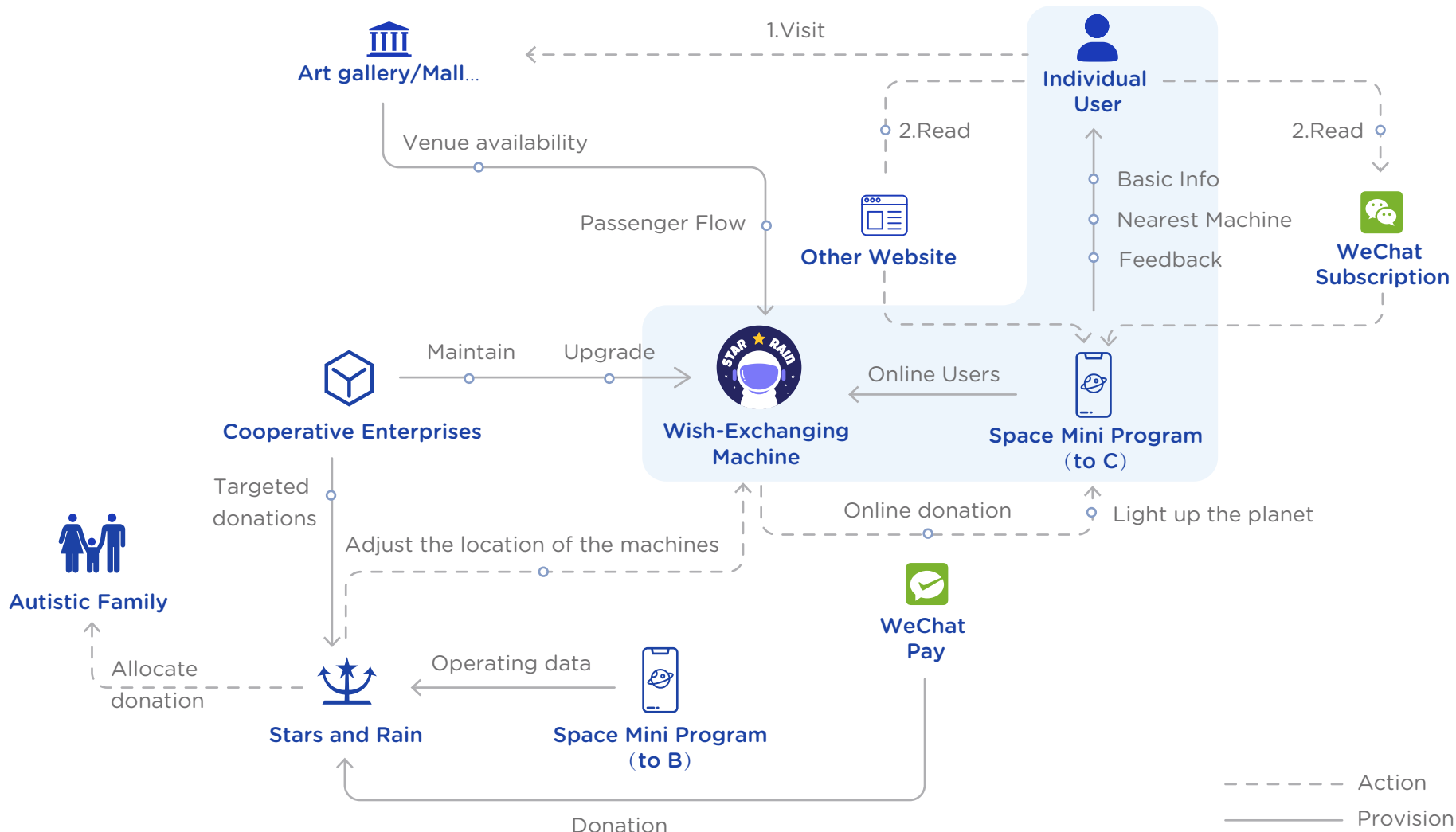
Summary

We decided to streamline the story of the little astronaut and combine it with rewarding interactions to make the design more appealing to potential users and provide them with a compelling experience.

# Supply and Demand



# Ecosystem





# Final Design



*This is a machine for users to exchange wish from families of autistic children and get special souvenir.*

*Through the donation + continuous feedback system formed by the online platform and offline installations, the psychological connection between the donor and the autism family is established, thus bringing long-term stable support..*

## Brand Guideline

### Logo



### Logo Story

Children with autism are **astronauts wandering alone in the universe** disconnected from Earth. Star and Rain uses its expertise to **light up the stars for them and their families.**

### Typography



北京星星雨教育研究所  
Beijing Stars and Rain educational institute for Autism

Luckiest Guy

Futura Std Book

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890**

ABCDEFGHIJKLM  
abcdefghijklm  
1234567890

### Color



**Random souvenir box in planet shape**

For Example:



Jupiter



Earth



Uranus



Venus



**Exchange wish with autistic kids' parents**

Souvenirs include:

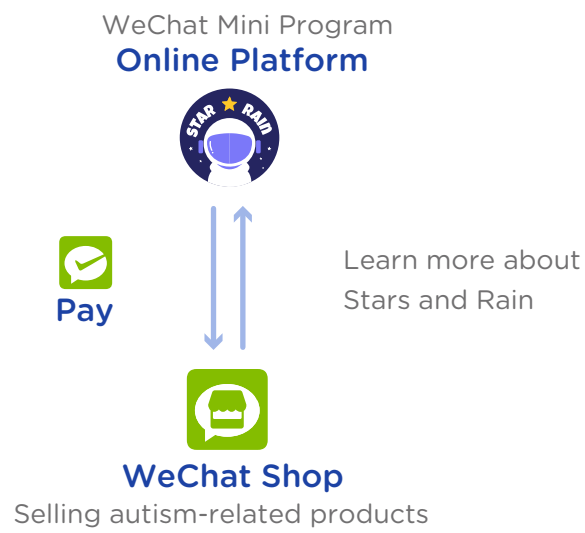
Planet Key Charm + Wish Note + Logo Badge



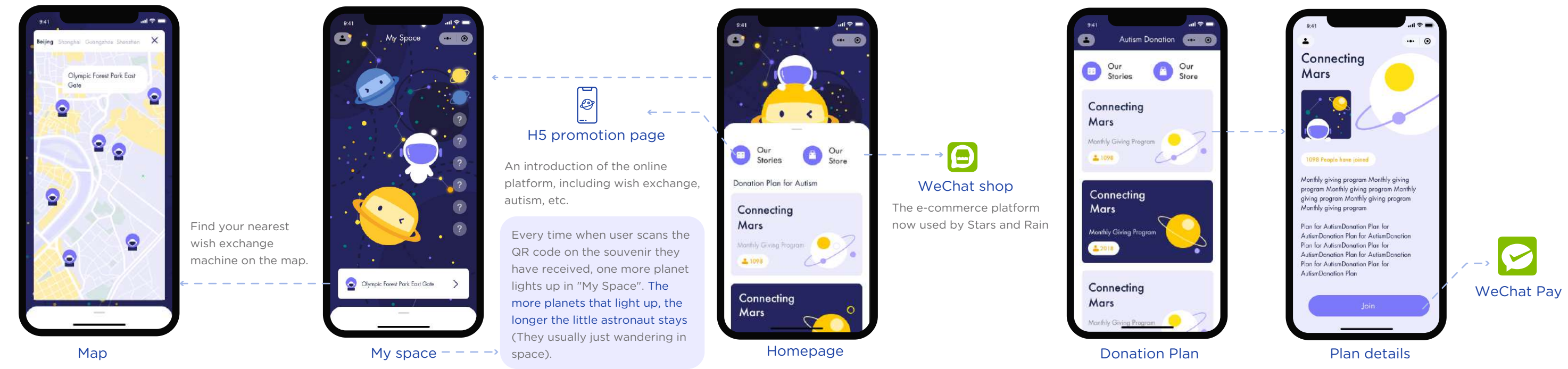
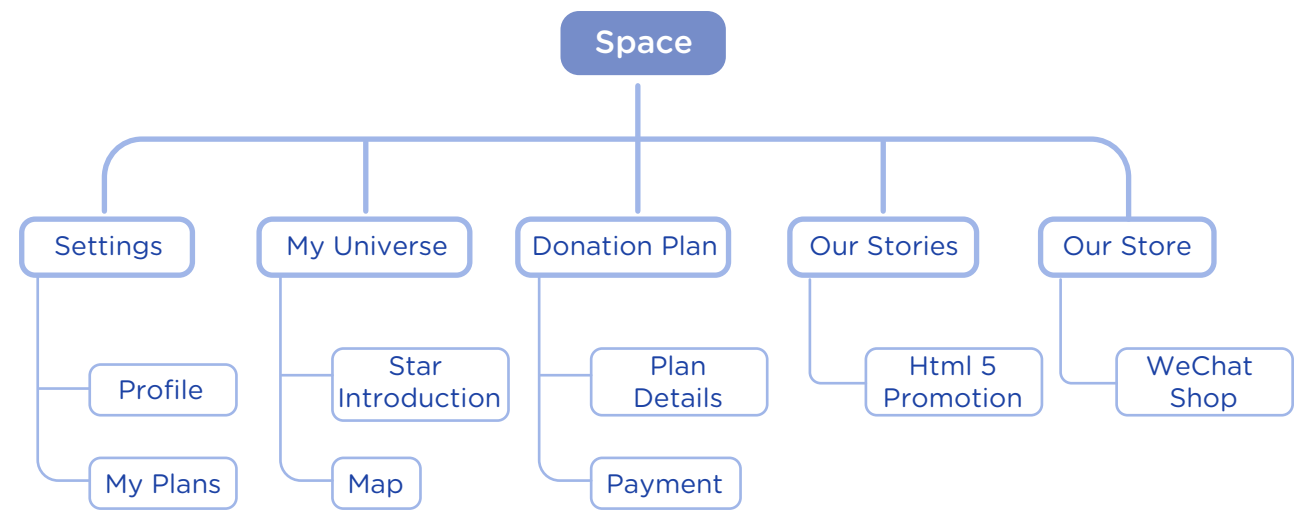


# Mobile Platform

We use the WeChat Mini Program to build our online platform, taking advantage of WeChat Pay, WeChat Shop to build a complete and convenient online donation system.

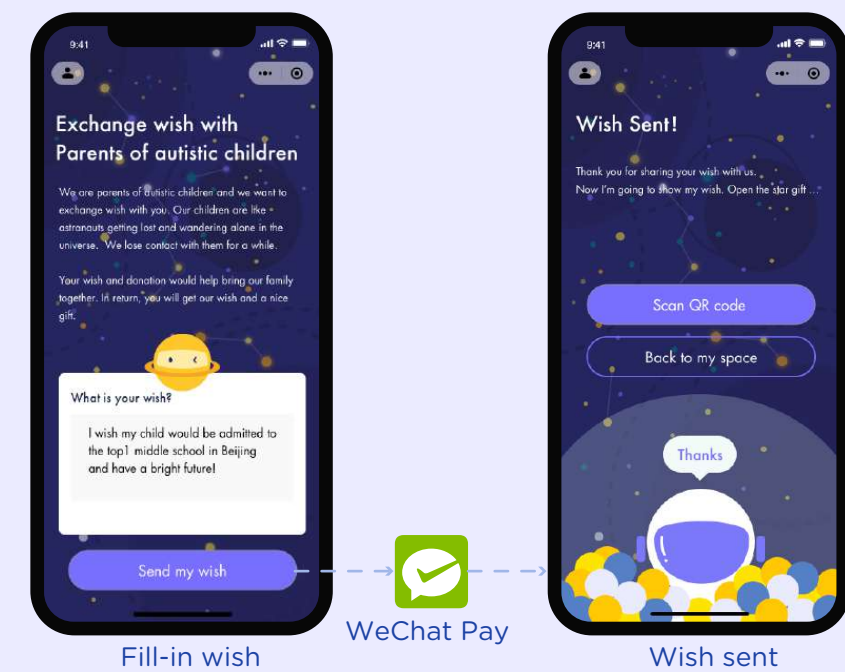


## Information Architecture



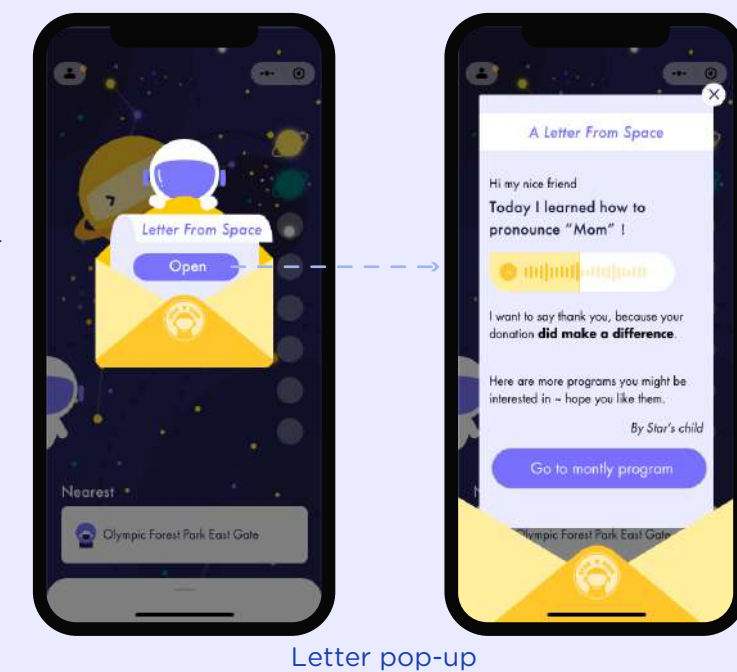
## Steps to exchange wishes

1. Scan the QR code on the wish-exchanging machine
2. Log in WeChat mini program and see the "Fill in wish page"
3. Fill in his/her wish and donate in exchange for parents' wish and a special souvenir.



## Continuous feedback

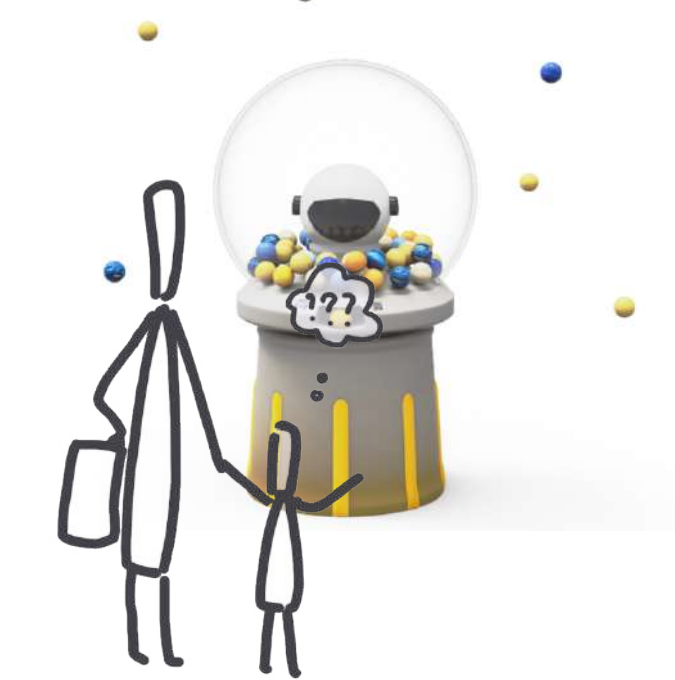
1. After donating money, the donor will receive feedback regularly to inform him/her about how his/her money had made a difference.
2. Various forms of information is presented in the feedback pop-up, such as sound message, photos, etc.
3. A button will guide the user to monthly donation programs.



# User Experience

## Be attracted to the machine

“We are parents of autistic children and we want to exchange wish with you. Our children are like astranauts getting lost and wandering alone in the universe. We lose contact with them for a while.”



The wish-exchanging machine is placed in public places like shopping malls/art galleries.

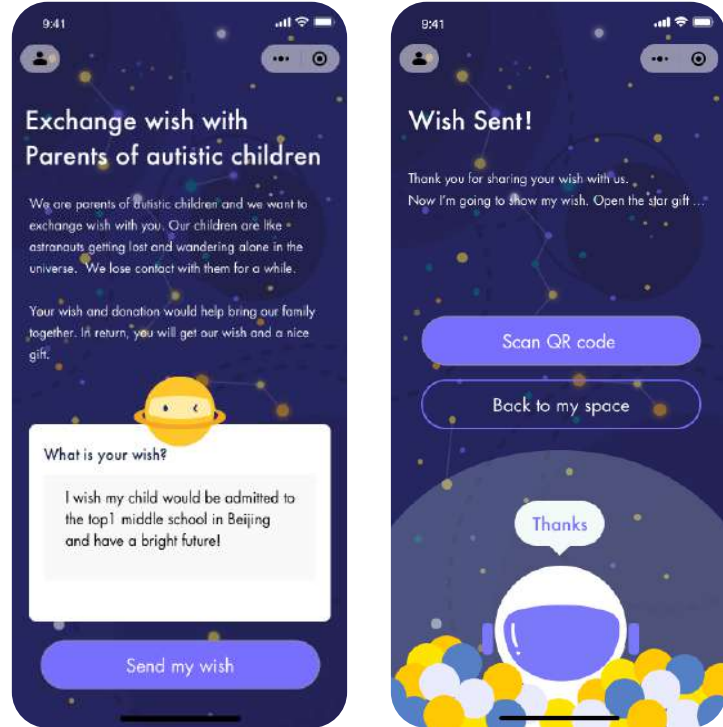
## Scan the QR code on the machine

“Your wish and donation would help bring our family together. In return, you will get our wish and a nice gift.”



Scan the QR code on the machine to access the online WeChat Mini program.

## Make a wish and a donation



Users send their wishes and donate online.

## Take out the little planet



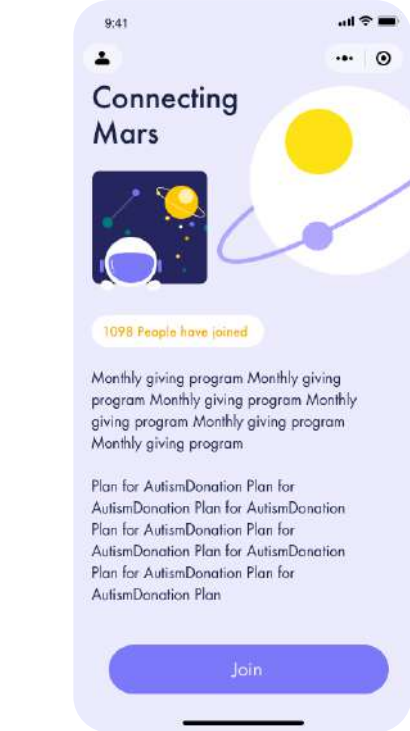
When you remove the randomly rolling little planets from the machine, the little autistic astronaut will happily say “Thank you”, in somewhat fuzzy but sincerely voice.

## Open the little planet



After unscrewing the Little Planet, users will see a handwritten wish from a parent of an autistic child, as well as receive a commemorative badge. The little planet itself can also be used daily as a pendant.

## Scan the QR code on the wish card



Scan the QR code on the wish paper to see the real stories and the page that encourages you to give long-term support to autistic children.(Connecting Mars /Connecting Mercury...)