
Mind.org

Designing donation pathways

By Elizabeth Hitchins

What was the project about?

This project researched strategies to improve the donation journey for Mind, a mental health charity. The project was to use their current design system to make updates to the existing site.

Mind also wanted to incorporate more trauma led design into this work so mental health based Mindsets were also developed.

— My role and the team

The team

I was the lead researcher and designer for this work. It followed a more agency based model which meant I was responsible for:

- The research and analysis of previous research and design experiments
- Developing and writing mental health mindsets based on a commissioned recommendation for another agency
- Designing new pages within their current design system in Figma
- Working with other roles within the agency when needed.

The team had a project manager from the agency and a client team.

Ways of working

The project ran over 4 months and worked alongside a system upgrade project that was also handled by the agency.

The team used Jira for planning as well as Miro for team collaboration activities.

The project ran in an agile sprint cycle but none of the ceremonies were observed other than a client debrief once a week.

Research plan design

The research plan

This was the first document that was collaborated on with the team. It was designed to make sure the team understood:

- Why we were doing this work and what the overall aim of the work was
- Who the users were and how the research would be conducted
- Where the points of collaboration would be
- What the research outputs would consist of and when they would be delivered
- Ethical and legal considerations

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Collecting and synthesis of the data

Previous data

There was a lot of previous work from various agencies that had worked with Mind over the past 2 years that needed to be analysed to develop the best way forward.

This included:

- A/B testing data
- Analytics data
- Previous user research projects
- Mental health 'mindsets' illustrative method

Remote interviews

Remote usability interviews were conducted over 20 users, with a target at 3 sessions per day and time to iterate between sprints. These sessions were conducted using Google Meet and AI was used to collate the findings

The users for these interviews were provided by the Mind communications team, and were typical users of their website and services.

Developing Mindsets

A previous agency had suggested that mental health mindsets should replace personas for the digital improvement work going forward.

They provided a rough matrix and 6 mindsets were developed to help the digital teams understand their user base.

These were based on trauma informed design principles.

— Donation pathway redesign

Redesigning the donation journey

The donation journey was redesigned using Figma and all content written and supplied.

The core areas were:

- Simplifying the page design
- Reducing text load
- Better use of white space
- Removing unnecessary data collection
- Improving error handling
- Adding donation nudges throughout the site

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Make sure no mind is left behind

£50 could help us campaign for better mental health services from the Government. With your help, we can make sure people get the support they need, as soon as they need it.

[Donate £50 now](#)

"Mind did save my life"
- Kayleigh



"Mind did save my life. They made me believe that I wasn't going through this on my own."

Kayleigh

[Read more about Kayleigh's story](#)

We're making a difference

We're working to make sure nobody has to face a mental health problem alone. People need our support more than ever, and demand for our services is growing.

**130,973**

queries answered by our helplines in 2022-2023

**83p**

from every 61 we spend on supporting people with mental health problems

**23.3 m**

times someone accessed our mental health information in 2022 - 2023

With your help we can be on the other end of the phone, in local communities and campaigning hard in 2024. Together, we can make sure no mind is left behind.

[Make a donation today](#)

Are you looking for other ways to support Mind?

People support Mind in a number of different ways. Whether it's donating goods to our shops or giving through payroll, there are many ways you can support anyone with a mental health problem.

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What will your donation do?

- It will support our work to improve access to support groups in your area
- Keep our information lines open
- Help us lobby the government for better mental health services

Donate today

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Your details

You are donating **£50.00** as a one-off payment. [Edit amount](#)

Your details

Amount

Donation type

 This is a registration for an event

Your information

Title

First Name

Last name

Email address

Main phone number

Enter your postcode to find your address, or [enter your address directly](#).

Postcode

Can we contact you?

We'd like to contact you occasionally about the work we do and opportunities to donate, campaign or fundraise for us.

I would like to be contacted by:

 Text message Email Phone Post

Payment

Name

Card number

Expiry date

CVV

Add gift aid

Your donation of **£50** will be increased to **£62.50** with Gift Aid at no extra cost to you as Mind will reclaim 25p of tax on every £1 that you give.

Yes, I am a UK taxpayer. I want to Gift Aid my donation to Mind and any donations I make in the future or have made in the past 4 years. I understand that if I pay less Income Tax or don't pay Income Tax, the extra amount of Gift Aid comes out of my donations in that tax year. It is my responsibility to pay any difference.

If you change your name, address or tax status, do let us know.

[Complete payment](#)

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For more information or any help by emailing support@mind.org.uk or calling 03000123333.

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— Collaborating with the team

Getting the team involved

The research and design was downloaded to the client team on a weekly basis. This was to allow the client to keep up to date with the research, discuss any feedback or changes as well as plan to the next stages of the work.

— Impact of the work

Realistic options to improve donations

The work gave the client realistic options and detailed approaches on how to improve their donation pathways in the short term before the festive period.

It also gave them a new way of thinking about their trauma informed design using the mental health mindsets.

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Thank you.