# now-u app

Design mockups

- These slides are designed to introduce some of the key features of the now-u app
- Please note that we are currently finalising the user interface design, so the app may not look exactly like these mockups at launch
- If you have suggestions for how we could alter our app design to better support your organisation, we would be very happy to discuss these
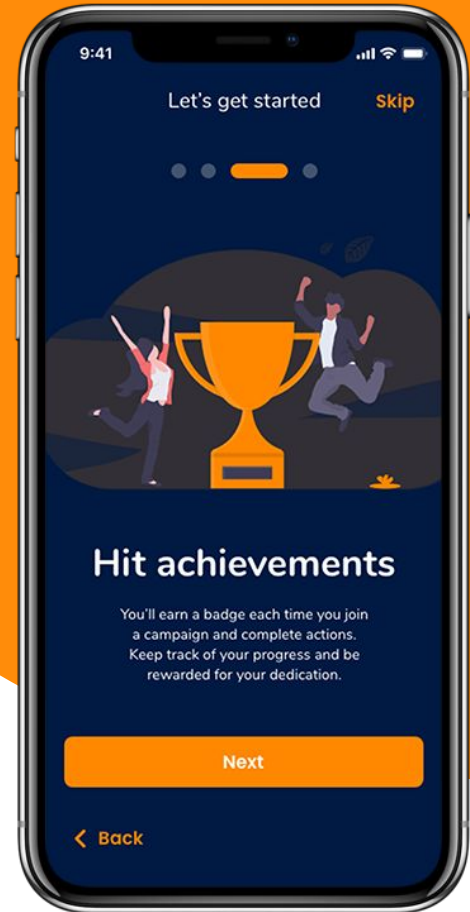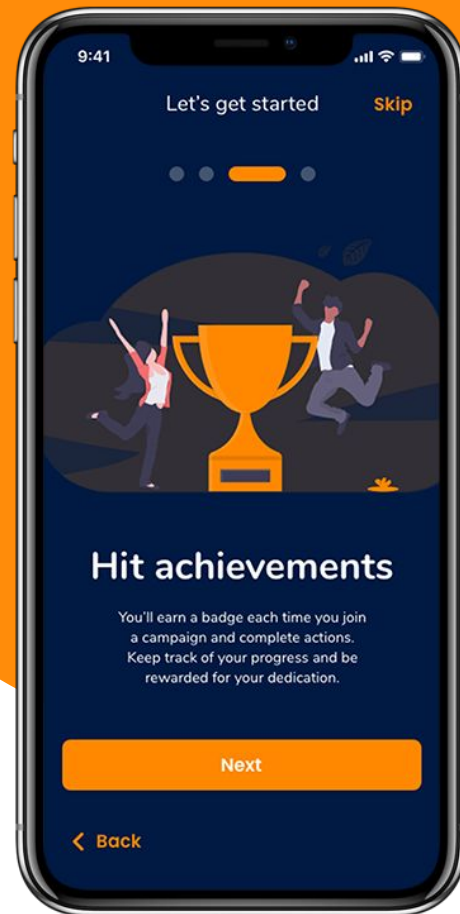
Welcome

Onboarding screens to welcome users

When users first open our app, they will be introduced to its key features:
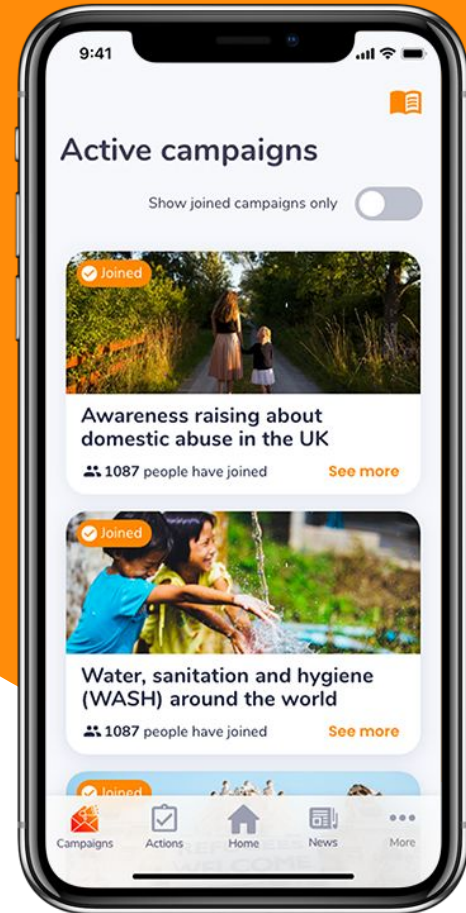- Join campaigns
- Take action
- Hit achievements
- Create real impact
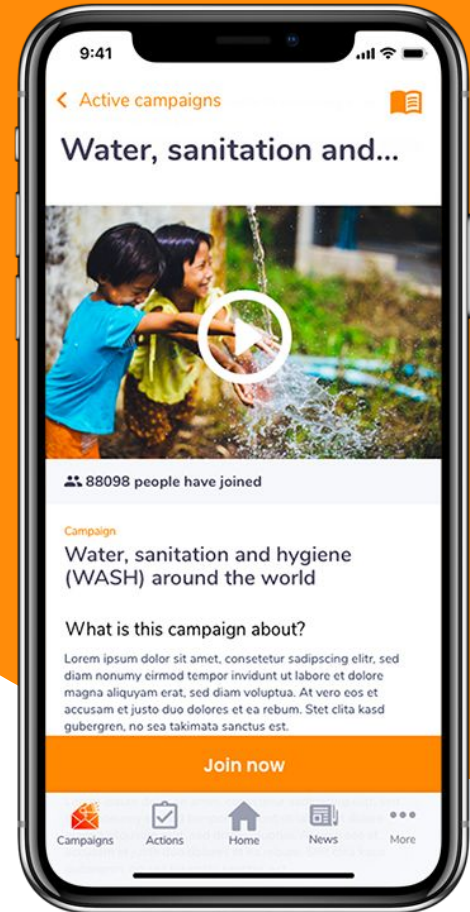
Campaigns

Selecting campaigns to join

- After their introduction to the app, users will be allowed to select which of the three monthly campaigns they would like to join
- Users will be able to join as many or as few campaigns as they like

9:41

Active campaigns

Show joined campaigns only

✓ Joined

Awareness raising about domestic abuse in the UK

👥 1087 people have joined   **See more**

✓ Joined

Water, sanitation and hygiene (WASH) around the world

👥 1087 people have joined   **See more**

✓ Joined

Campaigns   Actions   Home   News   More

Campaigns

**Finding out more about a campaign**

- Users will be able to select campaigns to find out more about them
- On first opening a campaign, users will be played our introductory campaign video
- Information on the campaign page will include: a brief description of the issue, 3 top proposed actions for users to take, a list of our campaign partners and a link to our learning materials

Learning

Accessing learning materials

- We will propose 2 or 3 learning actions per campaign each week
- Learning actions will primarily involve watching short video clips, as well as completing quizzes, short readings etc.
- In addition to learning actions, users will be given access to additional learning materials
- These materials will be categorised into key topics or common questions
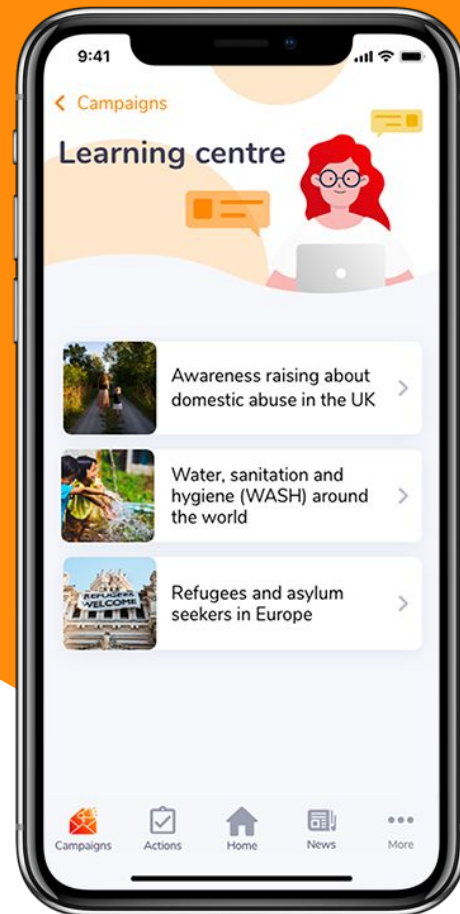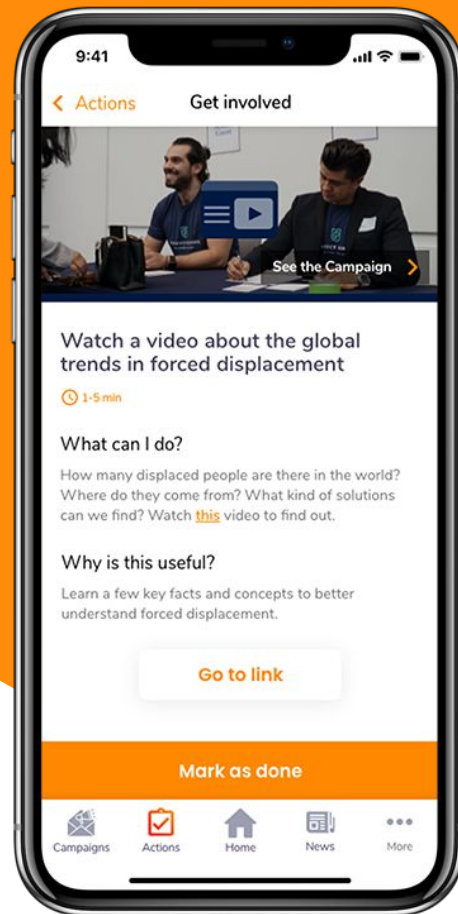
Actions

Choosing actions to take

- We will propose various actions people can take to make a difference for each campaign
- These actions will fall into the broad categories of: learn, raise money, get involved and advocate
- Users will be able to filter actions according to campaign, action type and estimated completion time in order to find actions they are most willing to do at that time
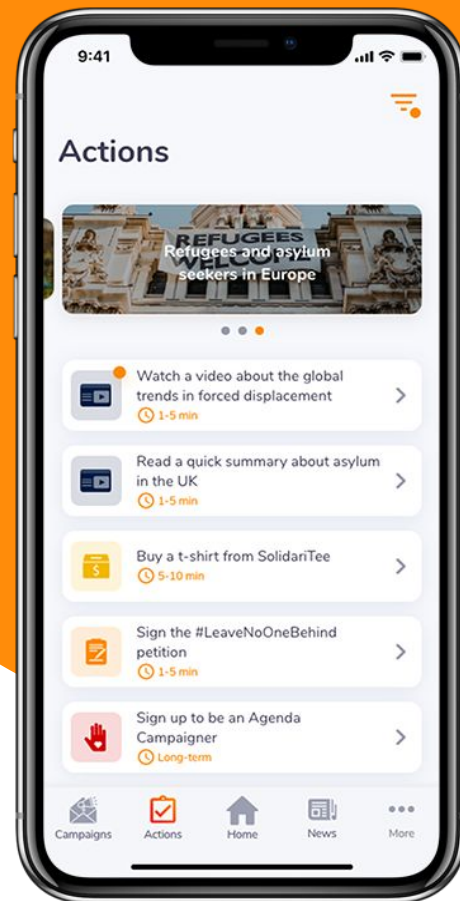
Actions

Finding out more about actions

- Users can find out more about what each action entails and its potential impact on the individual action pages
- For many actions, users will be taken to an external page to complete the action in a single click, such as when signing a petition
- For multi-step actions, the steps will be broken down clearly with the necessary links provided where applicable
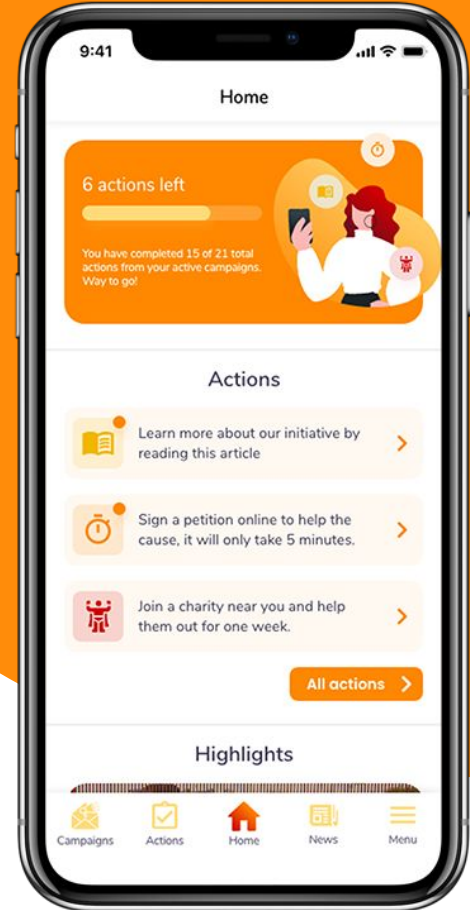
Home

Home screen content

The home screen will include:
- A progress tracker telling users what proportion of the available actions (from the campaigns they have selected) they have completed
- Quick suggested actions that the user could complete next
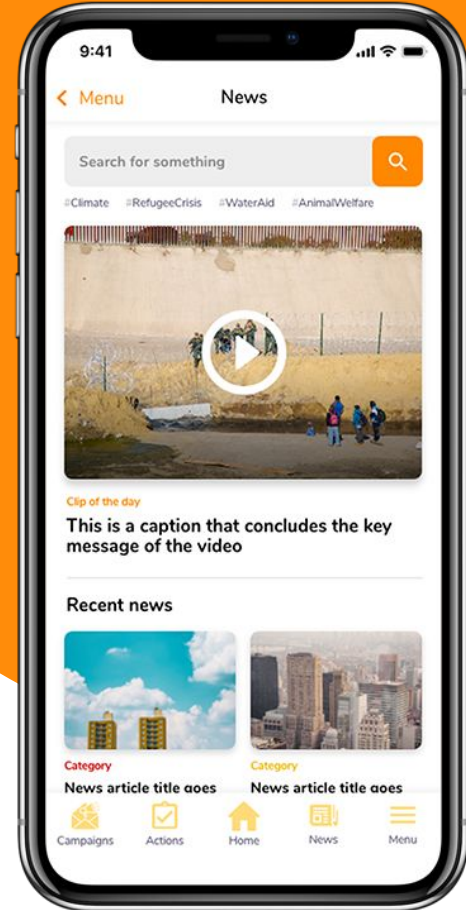- Highlights from the news feed

News feed

Finding out more about the issues

- The news feed will include stories and articles relating to one of the three campaigns, or to other charitable causes
- We will focus on positive and inspiring news, such as the progress of charitable work and personal success stories

Partners

Information about our partners

- We will display the logos of our partners on the relevant campaign page, as well as on a separate partnerships page
- Users will be able to click on the logo to find out more about each partner
- We will include a brief description of the organisation and their work, as well as links to their website and key resources