

Interface Design of "Qingge" Public Welfare APP

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Abstract: In this rapidly developing era of big data, people access to the information on the Internet, now this is especially true of college students, aiming at the condition of the college students, they are increasingly pay attention to the realization of its value, and volunteering is a very good way, but the volunteer activity is a single, volunteer organizations in the public class, College students do not have access to more information platforms to get more types of volunteers. Now most of the public class APP on the market in the region is highly targeted, but activity is very limited, the kinds of voluntary organizations where there is little role in public welfare type of APP, can't meet the needs of college students for a variety of volunteers to yearn for, cause the APP downloads is not high, and there is no substantive role, will not develop good habits of users, Therefore, according to this situation, the improvement of the demand for college students' volunteers will also help to enhance the public welfare activities of college students. Through an in-depth study of the use and investigation of public service APPS, this paper designed a multi-type volunteer platform for college students to do public service based on the needs of college students for public service platforms. Meanwhile, the visual design style of the APP interface was in line with the preferences of college students with the "green pigeon" public service APP interface, so that college students could find more colorful volunteer projects on this platform, meet their needs for different types of volunteers, and better realize their own value. Meanwhile, they could see the experience sharing of college students' volunteering on this APP, and enhance their enthusiasm. Establish their own sense of responsibility at the same time to develop the public welfare undertakings of our country.

Keywords: Volunteer; Public Benefit; Interface Design.

1. Introduction

1.1. Background of the topic selection

Volunteering is a high-level behavioral activity in human activities, which has a basic central idea, that is, individuals or groups promote social and public welfare through participation in the community [1]. In recent years, with the development of the digital age, there have been some public welfare APP, these APP is more representative of college student volunteer service APP, but the imperfection of public welfare APP, the lack of perfect management system of volunteer service organization, the single type of volunteer service, in view of this situation, design a public welfare APP that meets the needs of college students with volunteer service as the focus content to improve the current situation of college students' difficulty in doing public welfare.

1.2. The purpose and significance of the topic

1.2.1. Selection of topics

This paper is designed as practice through the interface of the Qingge Volunteer Activity APP, and the purpose of selecting the topic is to:

In this era of data, smart phones are closely related to people's lives, and also bring great convenience to people, and the main channels for contemporary college students to collect information, whether shopping or communication, are realized through mobile phones, so college students can also obtain more effective volunteer activity information through the network. In the form of APP, it provides more information to college students, so that college students can deepen their awareness and experience of social responsibility through participating in volunteer activities, and will also continuously strengthen their awareness of social responsibility [2].

Through the questionnaire made, grasp the pain points of

users, provide users with a way to do various volunteer activities, and improve the situation that volunteer activities on public welfare apps are single and cannot find suitable organizations; Combined with the competitive analysis of other public welfare apps, make the volunteer activities in a different form to re-show in front of college students, expand the publicity of other volunteer activities, while designing in the interface style and functional layout, Qingge volunteer activity APP through online release of different volunteer activities, while participating in the can publish their feelings of participating in activities, participate in group organizations, meet more like-minded people, encourage college students to put their ideas into practice.

1.2.2. Significance of the topic

College students in the new era are the future builders and successors of the motherland, and they are also an important force for participating in volunteer service activities [3]. However, due to the asymmetry of campus information and the single activity on many volunteer activity software, campus volunteer activities have gradually become more and more formal and lack innovation. Many college students have no way to carry out public welfare due to lack of information channels and other reasons. Therefore, this paper intends to investigate and analyze the hot volunteer activity APP in the current college student group through online forms such as questionnaires and offline visits, so as to provide some valuable reference suggestions for college students in China to volunteer in the Internet field, Qingge volunteer activity APP is committed to providing information and channels for college students to do volunteer activities, while meeting the needs of college students in interface design and function, helping students cultivate their sense of responsibility and improve students' abilities in all aspects. Provide a platform for college students to volunteer activities, spread more positive energy, and attract more and more college students to participate in volunteer activities.

1.3. Research status at home and abroad

Development status of domestic public welfare APP: Since our country officially entered the information age, the emergence of mobile Internet has provided a more convenient information interaction platform for the majority of users. For example, "Modern Little Guy", as one of the more outstanding mini programs for volunteer activities in China, has the main functions of: project viewing, registration, etc., providing users with simple volunteer activities and bringing users a different experience. But the "little modern guy" is in the development stage, in all respects. Mini Programs only have a simple project form, and there is more detail and more about the types of volunteer activities for college students, the interface design is not novel, the function is single, and users are easy to get tired, and most of the cases are so, which fully reflects the large space for the development of public welfare APP.

Development status of foreign public welfare APP: foreign countries establish emotional bonds between products, services and users, through interaction affect self-image, satisfaction, memory, etc., form brand cognition, cultivate loyalty to the brand, the brand has become an emotional representative or carrier, with the development of new media, foreign public welfare APP involves a wide range of fields, according to the public welfare APP service project content area has been specially classified design, In terms of interface and function, it is also constantly updated and developed according to the user group, and they use intelligent mobile clients to spread public welfare and promote the development of the world's public welfare process [4].

2. Research on the subject of public welfare apps

2.1. Research methods

In this project, questionnaire survey method, case analysis method and literature research method were used to conduct research and investigation.

Firstly, the questionnaire survey method was used to analyze the user needs of college students, and the existing public welfare apps on the market were selected through the case analysis method, and representative public welfare apps were selected for research and analysis. By comparing and analyzing the advantages and disadvantages of APP interface design, we can sort out and study the functions required by the public, and design a public welfare APP with volunteer service as the focus that suits the needs of college students [5].

2.2. User research

First of all, through the research of volunteer service public welfare apps for college students' needs, the idealized needs of college students for public welfare apps are summarized.

In the questionnaire, the largest area of blue represents "hope to do something within the reach of the society", the second largest area is orange, representing "with friends or colleagues" The third green represents "getting volunteer hours and credits", the smallest represents "more free time", the question of this questionnaire is "what is the main reason for volunteering", in the following figure (see Figure 1), we can clearly see that everyone is still more willing to contribute more to society. Therefore, it is necessary to provide a platform to increase volunteer publicity and promote the progress of public welfare.

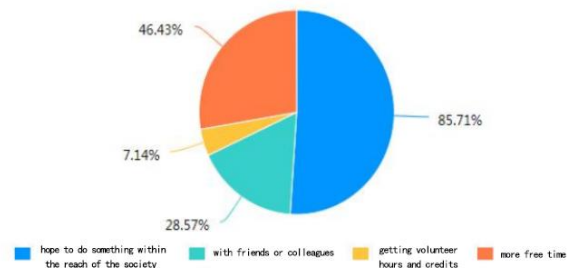


Figure 1. Main reason to volunteer

The second main question is "What do you think is the most important difficulty you face in volunteering? (see Figure 2), 82% of people think people lack understanding of volunteering activities, which leads to people not wanting to volunteer, indicating that people have no platform and no opportunity, and need a platform to understand volunteers and find opportunities to do volunteer activities. The second figure is that people think volunteer organizations lack effective management, which requires us to work hard to operate the volunteer app well, to grasp the real effectiveness of each volunteer activity, to show the results of those activities that volunteers have participated in to those who do not know, to enhance people's trust and at the same time to attract the interest of other volunteers.

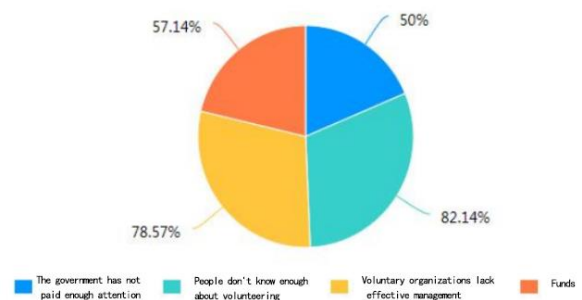


Figure 2. Difficulties faced in carrying out volunteer services

The third main question is "what kind of volunteer you would like to join", only by understanding what people are really willing and want to do can the maximum value of this APP be brought into play, as we can see from the chart below, 65% of people are willing to do teaching, followed by caring for the elderly and caring for children, which means that in people's mind these activities are still the most acceptable. Some public welfare activities are still the most acceptable, some public welfare people are less exposed to, so while carrying out these public welfare activities, we should increase the publicity of other types of public welfare, different types of public welfare activities have different meanings to each person, some public welfare activities to do public welfare at the same time improve the volunteers to improve their own, increase their practical experience, killing two birds with one stone. For example, if you study visual communication design and want to work in the direction of choreography in the future, you can go to music festivals to participate in this type of volunteer work, which enriches your practical experience while doing volunteer work, which is of great significance to you in all aspects.

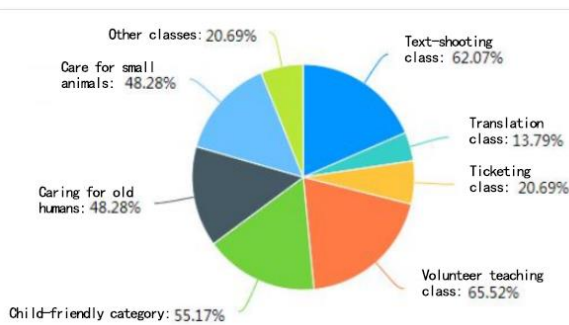


Figure 3. Want to participate in that type of volunteer

2.3. Analysis of competing products of "VolunteerHub" APP

2.3.1. User analysis of "VolunteerHub" APP

After the above questionnaire, this paper also analyzed the competing products of "VolunteerHub" APP according to the users' needs [6]. The "VolunteerHub" APP is a professional tool assistant for volunteer community services. The "VolunteerHub" APP is a life tool launched by CYYX Technology Co. "It is the mobile terminal of "Volunteer China" website (China registered volunteer system).

Through its "Public Welfare Show" interface, we can learn that 60% of its users are working volunteers, 20% are minors and 20% are college students, and most of them participate in volunteer activities through their units or community organizations, such as garbage sorting, community cleaning and blood donation.

2.3.2. Color analysis of "VolunteerHub" APP

"VolunteerHub is a platform for volunteers to exchange, communicate and share, and regularly releases public welfare activities, allowing users to view the public welfare activities they are interested in through the platform. The LOGO of this app is a deformation of love, with five different colors of love to form a flower. The second meaning is that visually the five petals are rotating inward, expressing the meaning that volunteers should work together as one to gather strength and express the spirit of unity.

Interface design: The main color of the interface is lime green, which brings a sense of hope and peace, and uses white as the base color, with simple color matching to facilitate users' access to information.

2.3.3. Analysis of the functions of "VolunteerHub" APP

The navigation bar at the bottom of VolunteerHub App is divided into "Home", "News", "Check-in", "Public Welfare Show" and "My" five functional partitions. The home page is mainly divided into three sections: the search area at the top, the function area in the middle, the selected and high-quality activities at the bottom, and the special area. The main functions include: "Find Activities", "Find Organizations", "Poverty Alleviation E-Commerce", "Register Volunteers", "Volunteer Activities", and "Me". "volunteer activities", "public welfare and love benefits", a total of four large sections and ten small sections.

Analysis of "Home" function

In "Find Organization" of "Recommend", users can join volunteer organizations according to their own schools; in "Find Activity", users can select volunteer activities according to service types, such as epidemic In "Find Activities", users can select the volunteer activities they want to join according to the type of service, such as epidemic prevention and control, poverty alleviation, community

service, etc. In "Love List", users can see the volunteers with the longest dedication time and their personal philosophy about volunteering, and they can also like and follow these volunteers, but they can't apply to add their friends on the platform, so they can't understand the real feeling of the exact activity and the activity process more closely.

In the "Select" module, users can DIY some of their own daily necessities, which can be obtained by paying the shipping cost, although it will increase users' browsing and downloading, but it does not bring volunteers a sense of achievement. The volunteer can accumulate points or medals through activities to redeem these or some more meaningful items for volunteers. In the volunteer insurance module, users need to buy their own insurance, which will make the volunteers' own rights and interests decline, and many volunteers don't do activities because they can't protect their own rights and interests.

In the module of "Fine Activities", some volunteer "recruitment activities" are recommended, such as the recent Gleaning Action, volunteer promotion, etc.

Analysis of "message" function

In the "message" area, the layout of the whole page is very simple, and it can't add friends, there is no notification of interested activities, and it doesn't show my concern, which can't meet the needs of users, and the activity groups of college students are mostly in social activities to make friends with like-minded people, so this is crucial.

Analysis of "My" function

The "My" screen is mainly for viewing my personal information, and the top-right side drawer bar is the "Settings" function, which includes editing "Profile", "Account & Security", and logging out from here. The "Account & Security" section is also where users can log out. In the "My" service, users can view registered activities, signed-in activities, etc.

2.3.4. User pain point analysis

So, after the above research, the following user pain points were analyzed.

The value of product existence is to solve the user's pain points, when these pain points are solved, customers will rely on this product [7]. After the user has developed a habit of using this product and developed user stickiness, the user will raise a higher level of expectation, and this expectation will become the new pain points of the user. Therefore, the process of product iteration is a process of continuous improvement and optimization, and is also the process of constantly solving new user pain points [8].

(1) Single type of volunteer activities and regional restrictions

Due to the epidemic, the problem is becoming more and more prominent. Some people want to contribute to our country and society, but there is no way to do so, including some college students who want to make some small contribution in their college life, and some who want to contribute to the whole country also have no way to do so, so there is a strong demand for volunteers. There is a strong demand for volunteers. We know that the public welfare activities are relatively few, and they are limited to caring for children, caring for the elderly and teaching, so we need to expand the publicity of volunteers and more public welfare activities in different aspects.

(2) Lack of innovation in interface visual effects and functions

Now most of the public welfare APP on the market are

mostly red as the theme, although red can convey power, but most users actually pay more attention to the visual comfort, red will have visual fatigue after seeing for a long time, so it is not necessary to do volunteer activities must use red, you can make some changes in the color, the new generation likes new things and more easily accept new things, do some visual innovation in color. In the interface function, most of the public welfare APP can only see the existing activities, cannot see the previous activities, and cannot see the activities of other users to share, cannot choose the region, etc., these are aspects that need to be improved.

(3) The platform service covers imperfect content

The current public welfare APP cannot gain the trust and understanding of college students, and many of them are not applicable to the situation of college students, which makes the interest of college students low and cannot enhance the enthusiasm of college students, so that the volunteer activities are not fully publicized and implemented, for example, it can make the user organization implemented to the school and to the college; at the beginning of the user can choose the type they like, and recommend to the user more according to the big data It is also more humane to recommend more suitable activities to users based on big data. Mr. Kenya Hara once wrote that graphic design should not only work on people's visual senses, but also touch their senses. When users experience the satisfaction of realizing their own value, it will also increase their motivation and sense of responsibility.

3. "Green Pigeon" APP interface design practice

3.1. Design concept of "Green Pigeon" APP

The imperfection of the public welfare APP, the lack of perfect management system of volunteer service organizations, and the single type of volunteer service have led to the problem that many college students have no way to understand volunteer activities more deeply, which shows that it is not only necessary to simply use the Internet platform to do volunteer activities, but also to make use of modern Internet technology such as big data in this process to deeply transform the mode method of volunteer activities.

At present, the Internet is still a tool for public welfare, i.e. the Internet is used as an effective tool to achieve a certain function of public welfare organizations[9]. Nowadays, there are many areas that need to be improved in many voluntary service APPs, so the design concept of "Green Dove" is to design a practical, feature-rich social public service app for college students, and the name "Green Dove" also represents youth, dedication, and harmoniously sings the "song of youth". The name "Green Dove" also represents youth, dedication, and harmoniously sings the meaning of "Song of Youth". "The app is a social platform for college students to realize a variety of public welfare activities, enrich their life experience and promote public welfare development.

3.2. Interface Layout Design

The first and most important thing is to meet the user's function. The interface design of "Green Dove" APP is innovative in terms of user sharing and types of volunteer services. The design of the "home page" allows users to see the experience sharing of volunteer activities that they are interested in according to the big data calculation, and the types of volunteer services are not limited to the previous types of activities to solve the problem of single user

participation in volunteer activities. The layout of the interface is a way to efficiently deliver key information to users, making it easy for them to operate and read information quickly to improve their experience[9]. At the same time, the "Green Dove" APP has innovations in visual effect, such as color and functional area presentation, the color is different from the impression of volunteer services, the color is green, which not only meets the theme of volunteer services but also brings a different visual experience to users. The first thing that comes to our eyes is the sharing of people's experience of participating in the activities, which can make users relax psychologically and promote the volunteer activities at the same time. The interface also uses white space to make important information clear at a glance, and to make the interface breathable [10].

3.3. Theme color

Color is the subjective feeling element of the interface visual design. The color of "Green Dove" APP interface is mainly green, which gives people a fresh, youthful and energetic feeling, in line with the youthful sunshine of college students' group, and gives people a fresh feeling visually. Then, through the big data to give users accurate recommendations, increase the dependability of users, and give users a deep impression. The whole APP is mainly in cool colors, orange, light green and white colors are embellished to make the picture rich, and the matching scheme is chosen to be unified as a whole and the details are highlighted (see Figure 4).

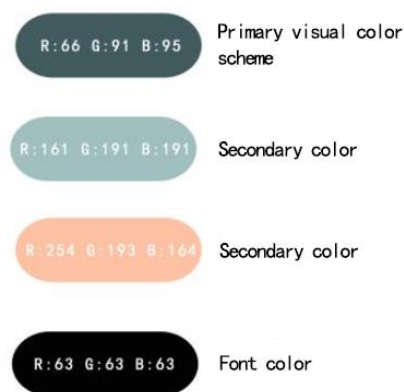


Figure 4. "Green Dove" APP theme color

3.4. Font application

In the Chinese side of the use of Apple Font, this font is not only round and mild but also simple and generous, the strokes are relatively soft and do not easily cause visual fatigue [8]. The interface design Banner using the 24 font, in the large title, classification, etc., the Chinese use of 16 apple square to write important information, secondary headings and content, etc., the use of 14 apple square, auxiliary class of English font selection using Helvetica, font size 14, auxiliary main title and as the English title, interface design using font size, thickness, color to distinguish the importance of the content. The interface design uses font size, thickness, and color to distinguish the importance of the content and convey a good visual effect to the user (see Figure 5).

Helvetica

BOLD Used for title text

Regular Used for body text and
secondary text

Figure 5. Font

3.5. Icon design

The LOGO of Green Dove APP is derived from the letters of the name and the volunteer theme. Here is the thought process and sketch of the LOGO (see Figure 6).

In the process of designing the LOGO, the graphic elements of the graphic text organization method is used, the "dove" and the letters "Q" and "G" and the hat to arrange the graphic structure. The top of the LOGO is a dove with its head upward, while the small horizontal line of the letter "G" and the upper part of the LOGO present the shape of a hat, because in the impression that volunteers do volunteer activities with a hat, the lower part of the letter "Q". The lower right corner of the letter "Q", like a dove is flying wings, these are the symbolic meaning of the final LOGO and the creative approach.



Figure 6. LOGO design sketch

4. Conclusion

Through the research and design practice of public welfare APP, it is concluded that the APP is created based on the user's pain points and the design is based on people's needs. The app

is designed based on the user's experience, the layout of the interface, the layout of functions and the complete information structure. At the same time, we use the form of "Internet +" to meet the needs of college students, so as to better contribute to society, and hope that the public welfare APP can really play an active role in society and transmit positive social energy. The design of this paper has been repeatedly revised and improved, but the data of the research questionnaire may not be perfect, and the interface needs to be improved, which will be corrected in the future, and we hope that the new generation of Chinese youth can contribute to the public welfare of China through this APP, and the public welfare of China will flourish.

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