



# Using human-centered design to create positive social impact for men's health globally

Movember was initially a whimsical marketing campaign which encouraged men to grow mustaches to raise awareness for prostate cancer during the month of November. The campaign spread like wildfire and the charity is now responsible for raising \$55.5 million (USD) annually through their mobile and web platforms.

# Challenges

## Early drop-offs

Fundraisers were churning alarmingly fast within the first few days of the campaign with a slight spike in activity towards the end.

## Turning complex into simple

The combination of eager users willing to provide feedback and product owners focused on shipping quantity over quality meant that Movember's app became severely bloated with dozens of overwhelming features; it contained over 150+ pages.

# Goals



Improve user engagement and campaign promotion



Increasing fundraisers donation average

# Team



## Me (jtribe)

I led a small design team to conduct research, validate/build prototypes and create final assets



## 4 x Engineers (jtribe)

jtribe's engineers built the app and worked on complex API integration



## 1 x Delivery Manager (jtribe)

jtribe's delivery manager oversaw the project's delivery and budget usage



## 3 x Product owners (Mov)

Movember were key stakeholders who also managed product priorities

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Discover	More	Leaderboard	Settings



**Dan - Casual User**

**Demographics**

- Working Dad
- 29 years old
- Lives in Melbourne's suburbs
- Household income: 125k / yr

**Behaviours**

- Works in a corporate office
- Loves watching football with his friends on the weekend.

**Campaign promotions**

0 5

**App usage / week**

0 5

**Needs & Goals**

- Quickly set up his campaign and share it
- To be told when donations have come through and by whom
- Know the total amount raised at the end of the campaign
- To let people know he appreciates the support
- To be seen as a charitable person



**Chris - Team user**

**Demographics**

- Working Dad
- 35 years old
- Lives in Melbourne
- Household income: 170k / yr

**Campaign promotions**

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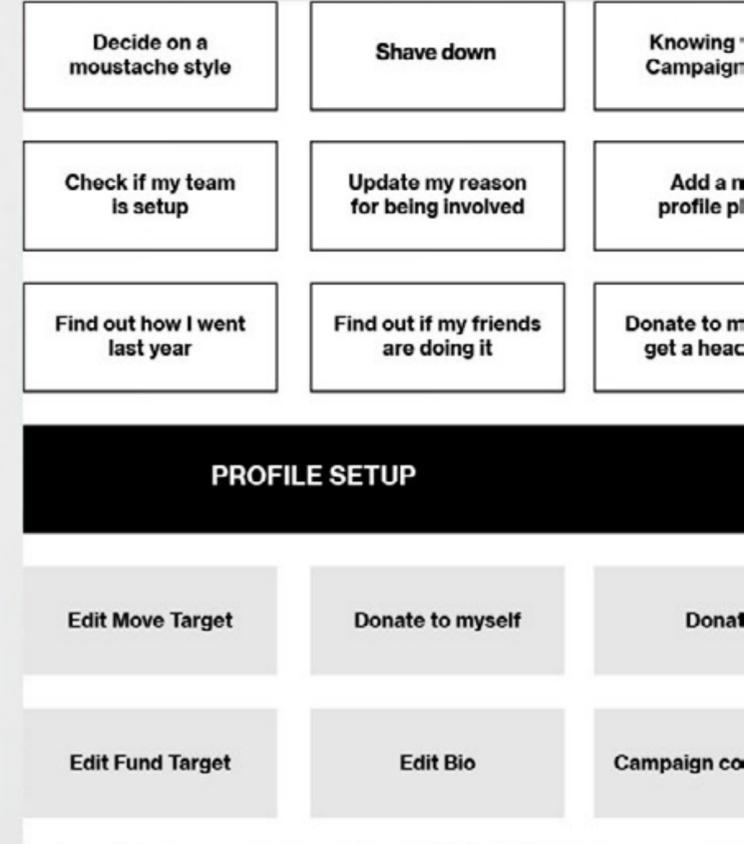
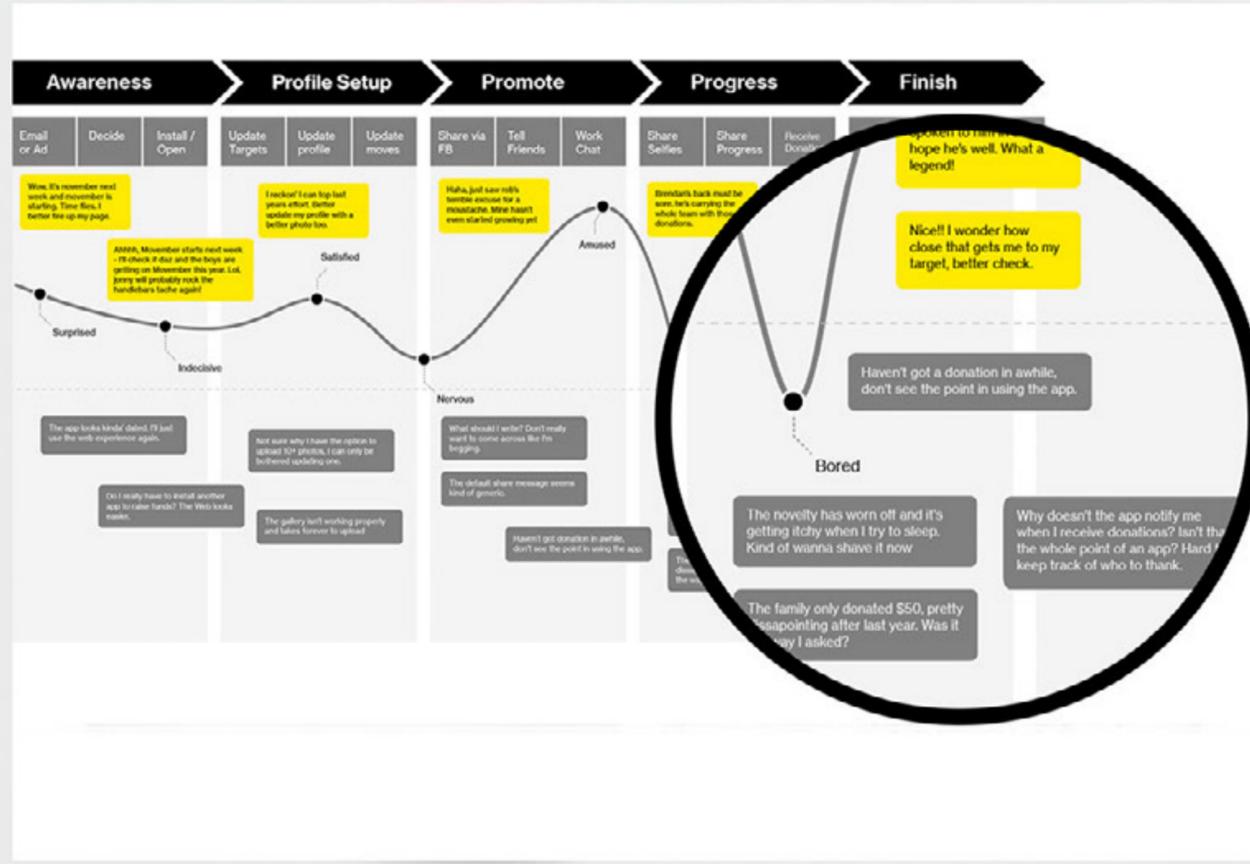
**App usage / week**

0 5

**Needs & Goals**

- Share progress banter with work colleagues
- To raise more money than his friends
- Feel good about his contribution
- To personally thank people for their support

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in between.



To understand why Movember's fundraisers were churning early in the campaign, I conducted the following research:

**Customer interviews**

I worked with Movember's researchers to interview fundraisers and understand the challenges faced during their experience.

**Customer Journey Mapping**

Leveraging the customer interview data, I worked with product owners to visualize and piece together the Movember journey.

**User Testing**

Collaborating with researchers, I tested the old version of the app on fundraisers to establish critical MVP features.

# Key insights

Fundraisers didn't see the point of consistently sharing throughout the month

Feature discovery was hindered - fundraisers only used 2/25 app features

73% of fundraisers preferred to be discreet about why they started a Movember page

The fundraisers' campaign engagement was happening in fenced-off communities like WhatsApp threads

# Design principles

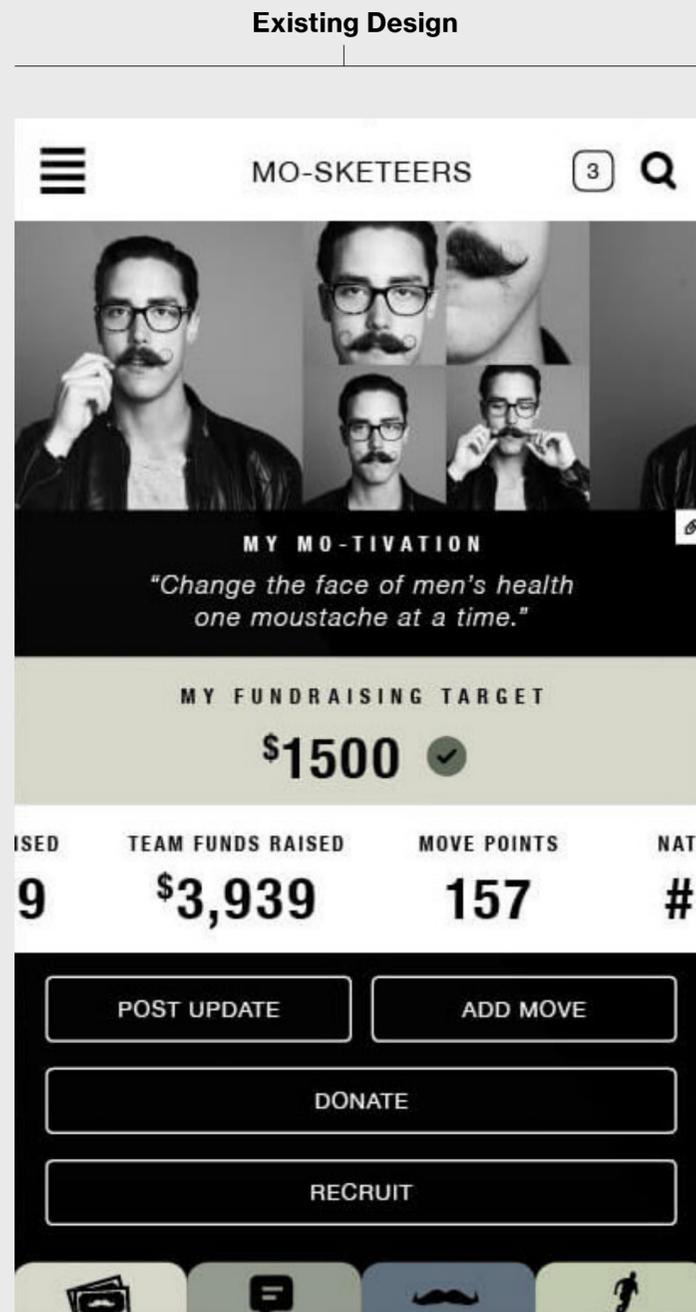
- Encourage discovery by simplifying
- Social-network Content creation app
- Improve sharing frequency

# Solutions

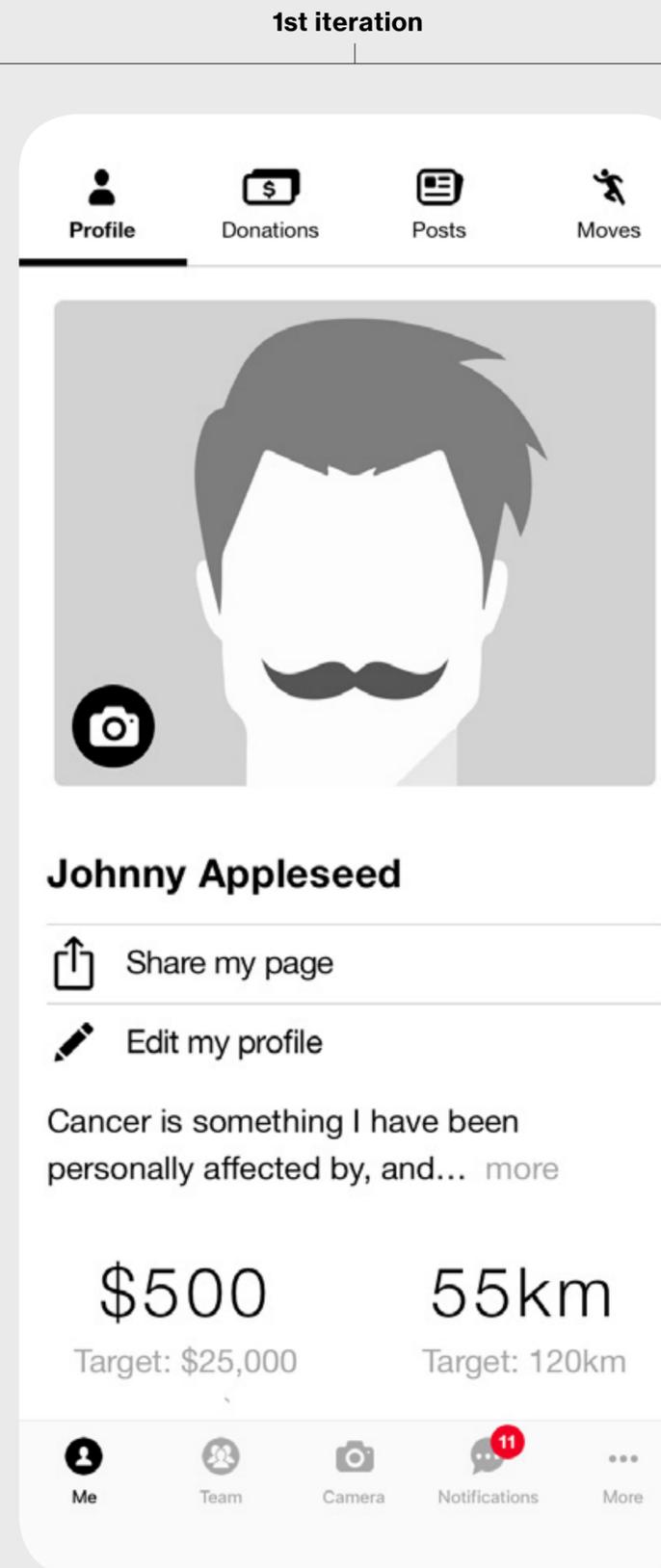
## Simplifying the complex existing design

With only 2/25 features used, the existing design was overwhelming users and hindering discovery. I held card sorting sessions with fundraisers to identify critical features and redesigned the dashboard to be a simple, modular single-page experience.

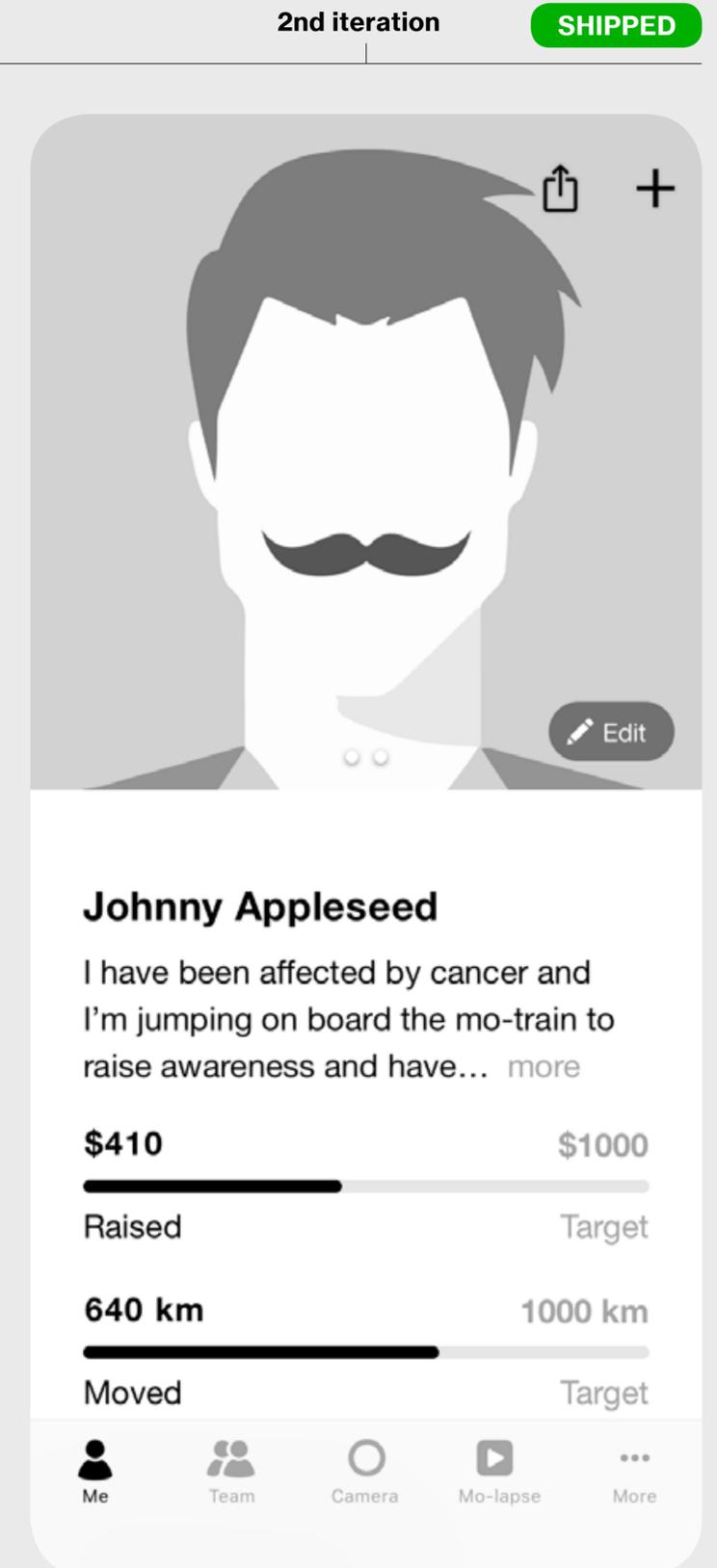
[View V1 Prototype](#)



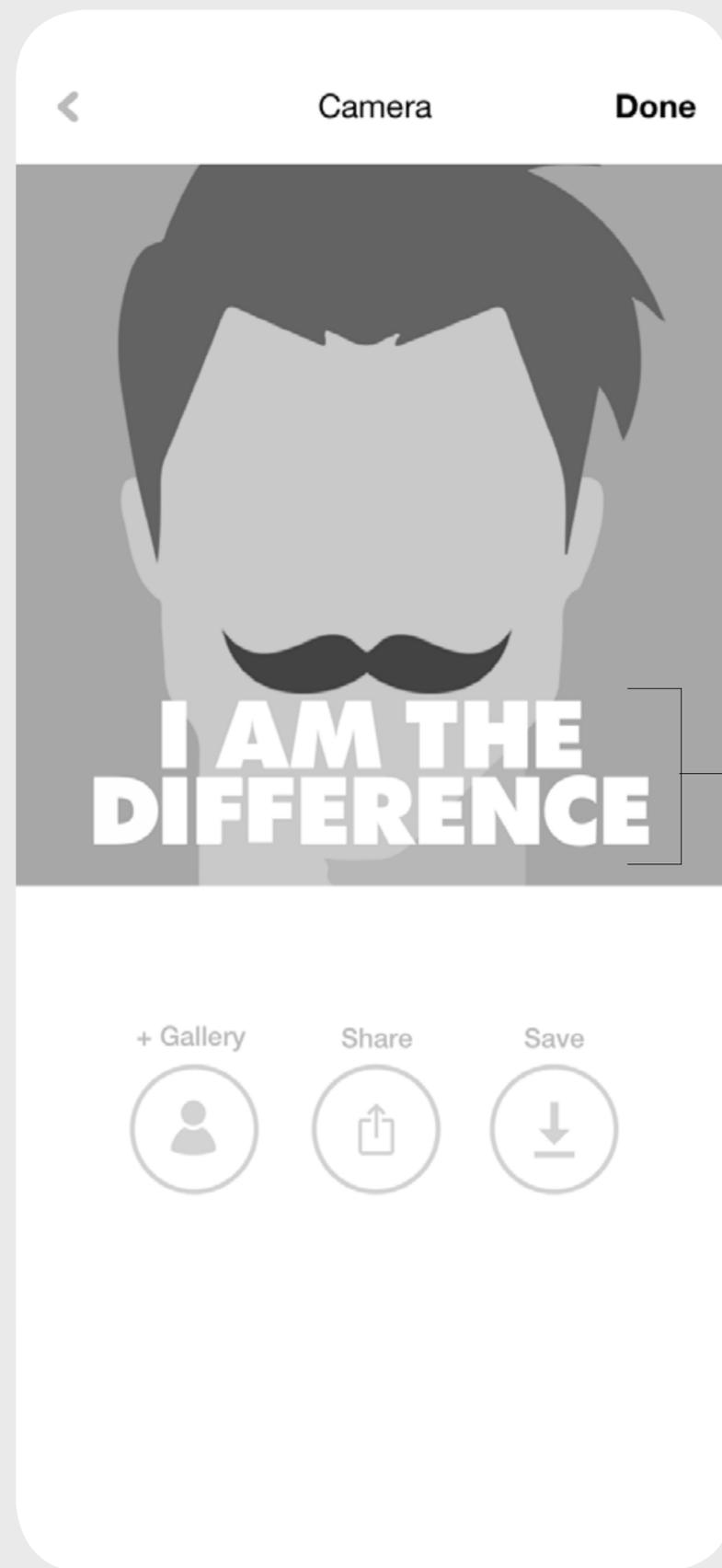
After digging deeper into the old experience, I noticed other UX red flags, such as poor grouping (law of proximity), tiny hit targets and the combination of multiple navigation paradigms (tab bar & hamburger).



This version explored simplifying by segmenting page content with tabbed navigation. The clean and simple experience is designed to provide critical fundraising tools and progress at a glance.



After testing the 1st iteration, we further simplified the wireframes by compressing the dashboard's content into a single, scrollable, one page experience. I also improved fundraising progress visibility and made it easier for fundraisers to visualize hitting targets.



SHIPPED

## Capitalizing on Movember's selfie culture

Instead of trying to compete with the engagement happening within fundraisers' closed-off communities, we embraced it and conceptualized the mo-cam – a light-hearted, shareable content creation tool.

Working closely with the marketing team, I used Hofstede's cultural comparison tool to tailor filters for multiple countries, ensuring our contextual slogans encouraged sharing by being culturally relevant.

LOCALIZING FILTERS FOR 20+ COUNTRIES

**STOPPEN SIE DIE STEIGENDE  
RATE MÄNNLICHER  
SELBSTMORDE**

 The German tagline, translating to "Stop the rising rate of male suicides", draws inspiration from Germany's proclivity for uncertainty avoidance.

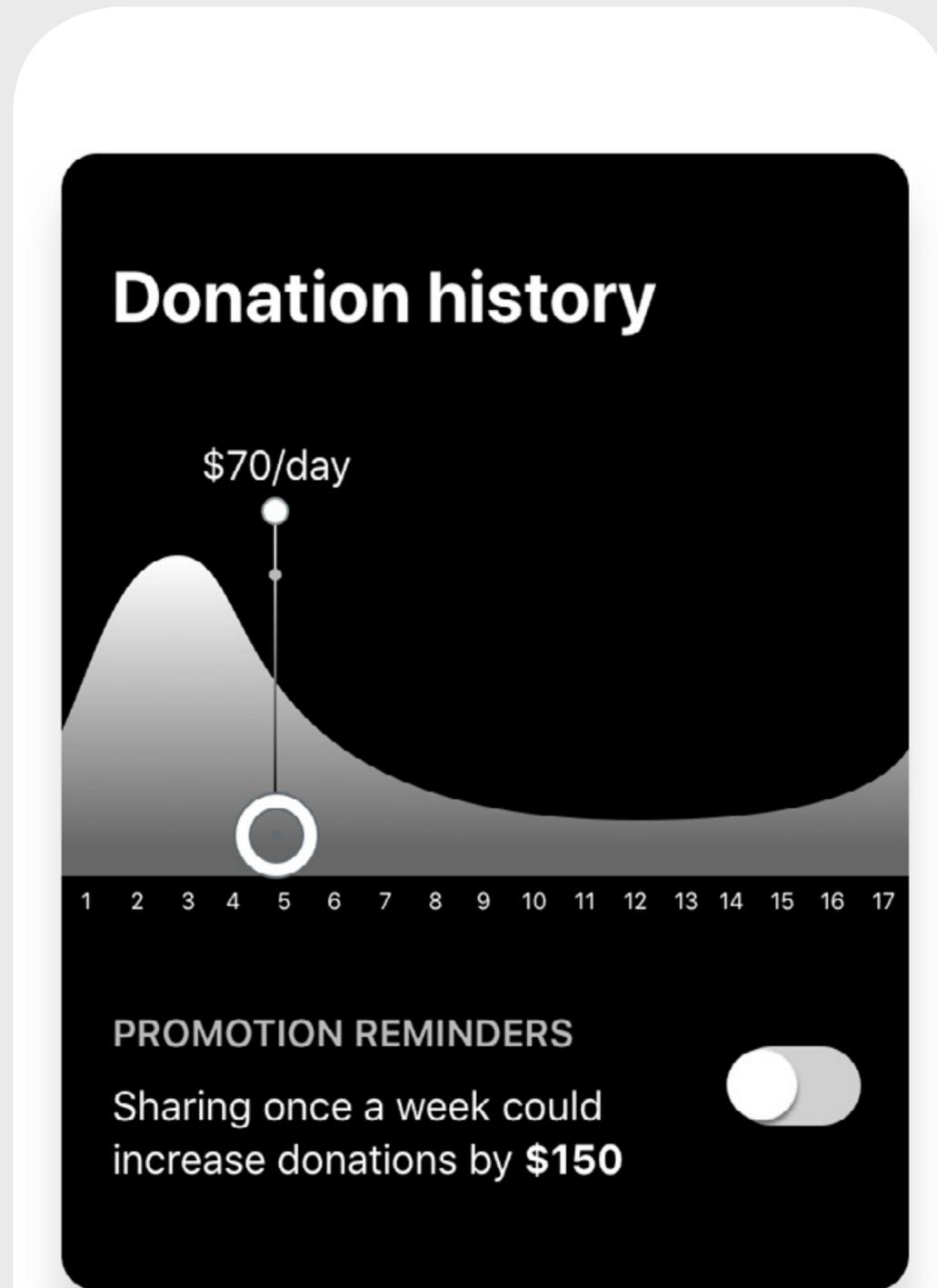
**I AM THE  
DIFFERENCE**

 The Australian tagline, "I am the difference", speaks to Australian's ethos around individualism and optimistic tendency.

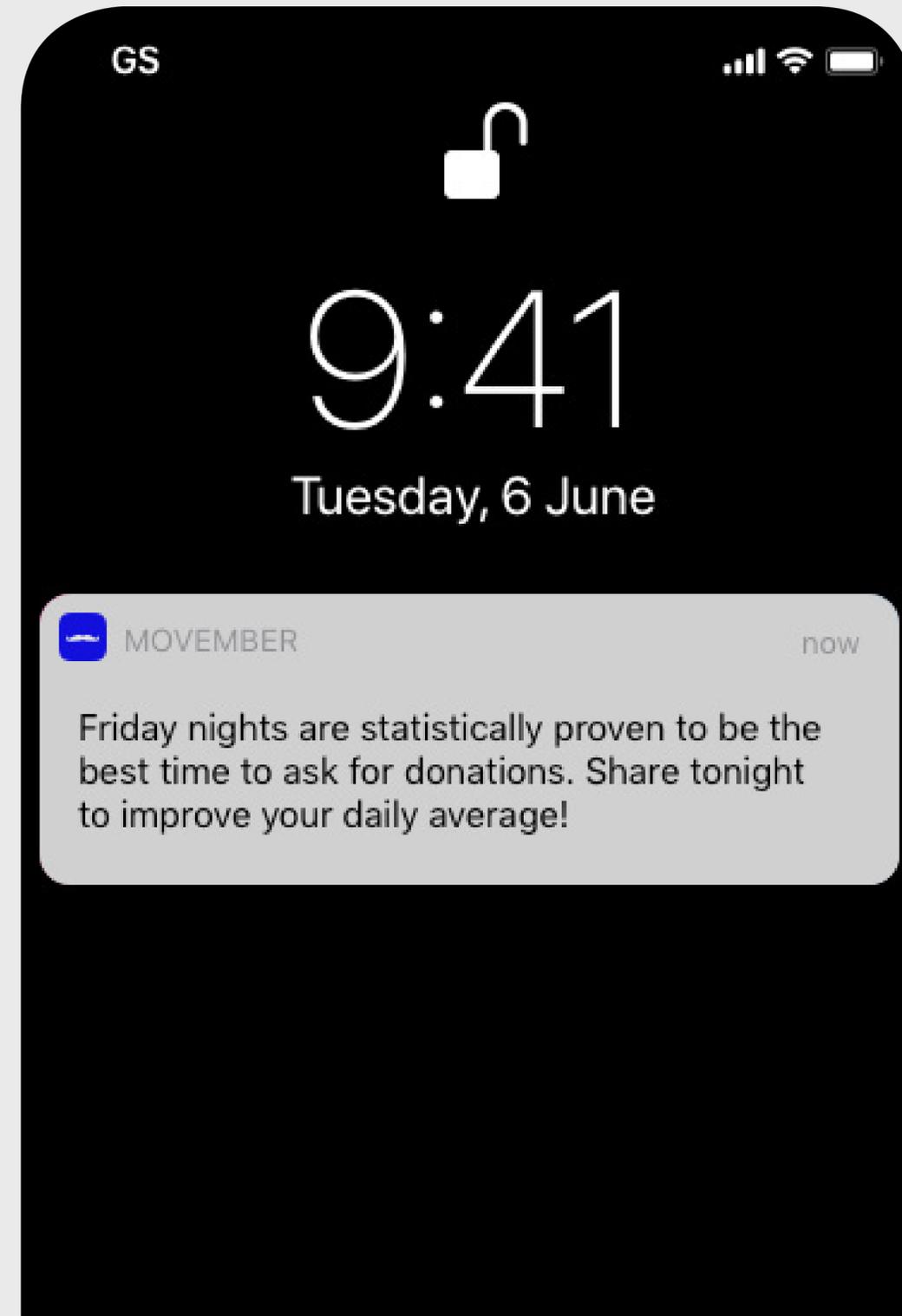
I designed a camera framework to house contextual filters, AR moustaches, moustache timelapses and campaign slogans to drive campaign promotions.

## Encouraging strategic sharing DIDN'T SHIP

Surprisingly, user testing had shown that fundraisers didn't see the value in improving their sharing frequency. Leveraging the psychological principle of "loss aversion", I conceptualized ways to communicate how the lack of sharing affects the campaign bottom line.



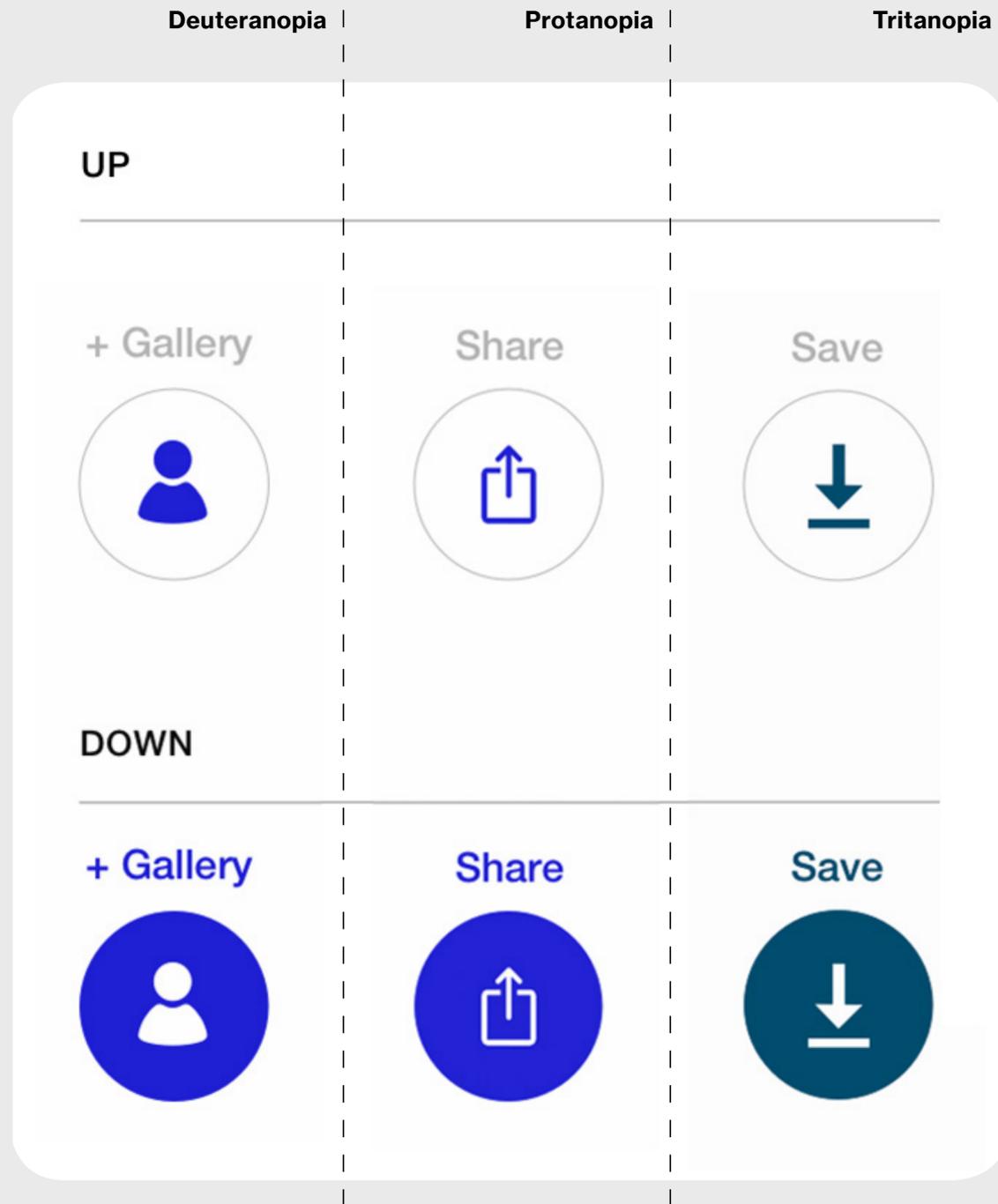
This concept used data visualization to communicate the fundraisers donation performance. The goal was to motivate users to activate "share reminders" by showing the negative monetary impact of low frequency shares.



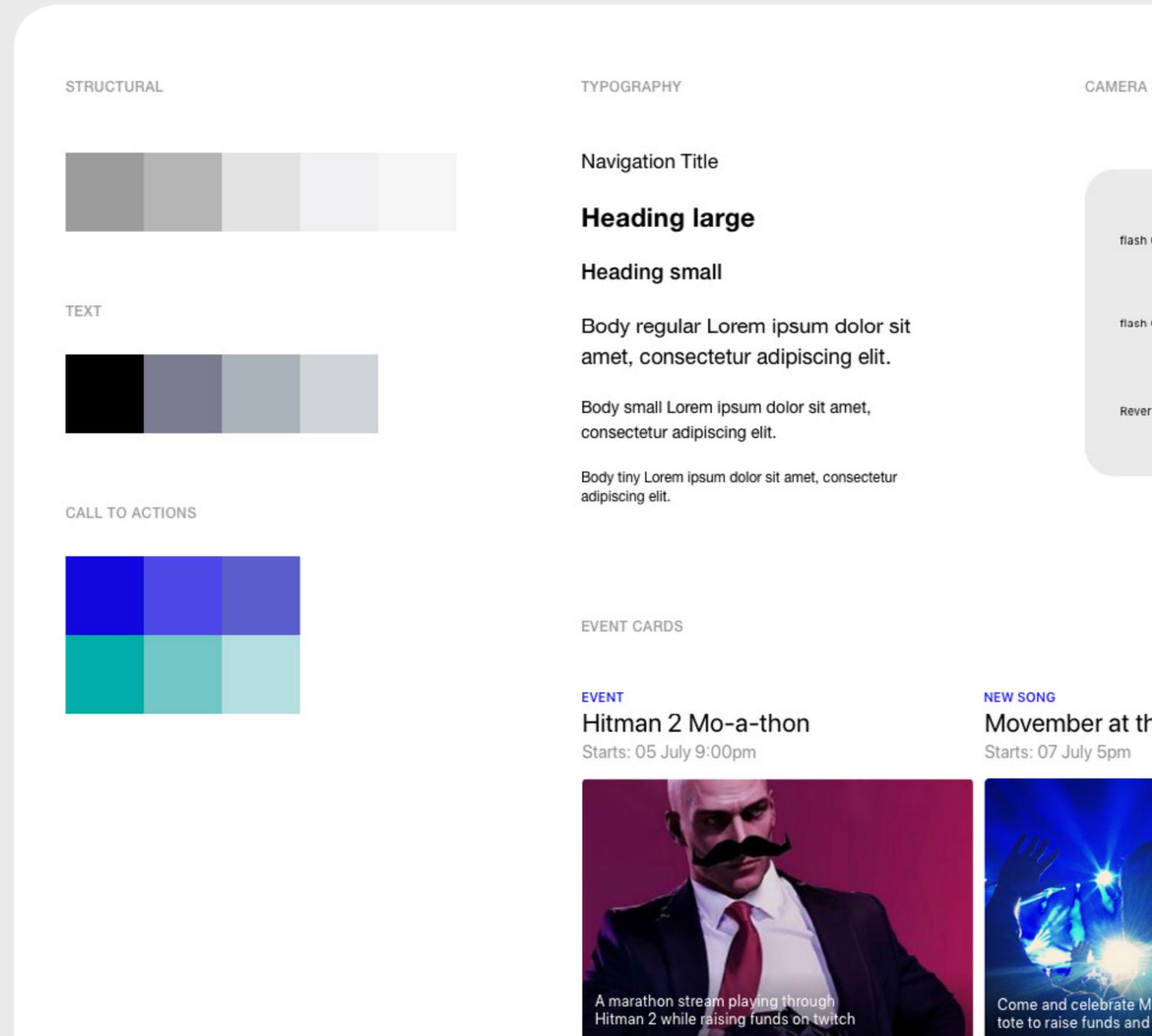
Instead of generic reminders, I explored leveraging the research team's insights to educate users on the best time to share. The goal was to encourage strategic sharing to improve donations.

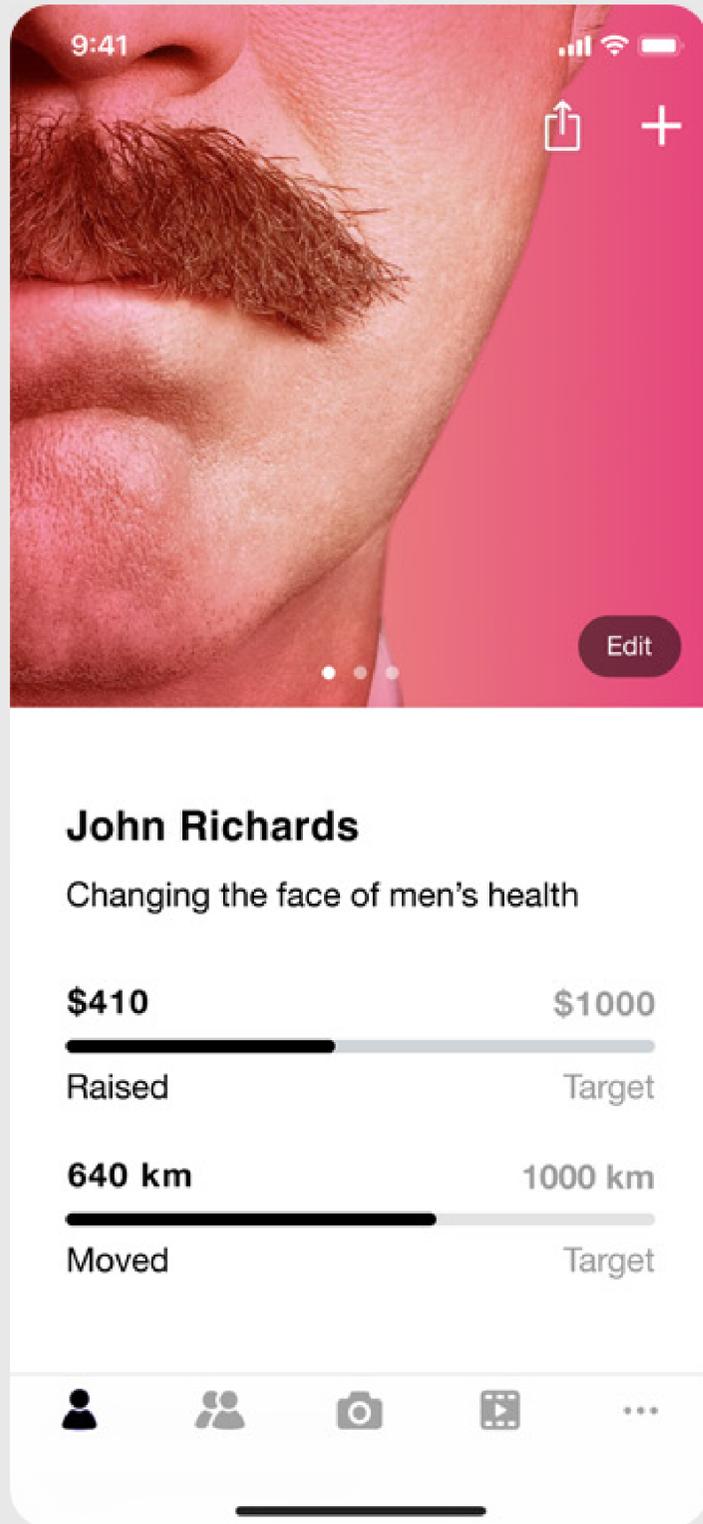
# Rolling out and polishing the experience

Upon finalizing the app's core experience, I created a lightweight design system for designers and developers alike, ensuring consistency, design pattern re-usability, accessibility, and faster development.

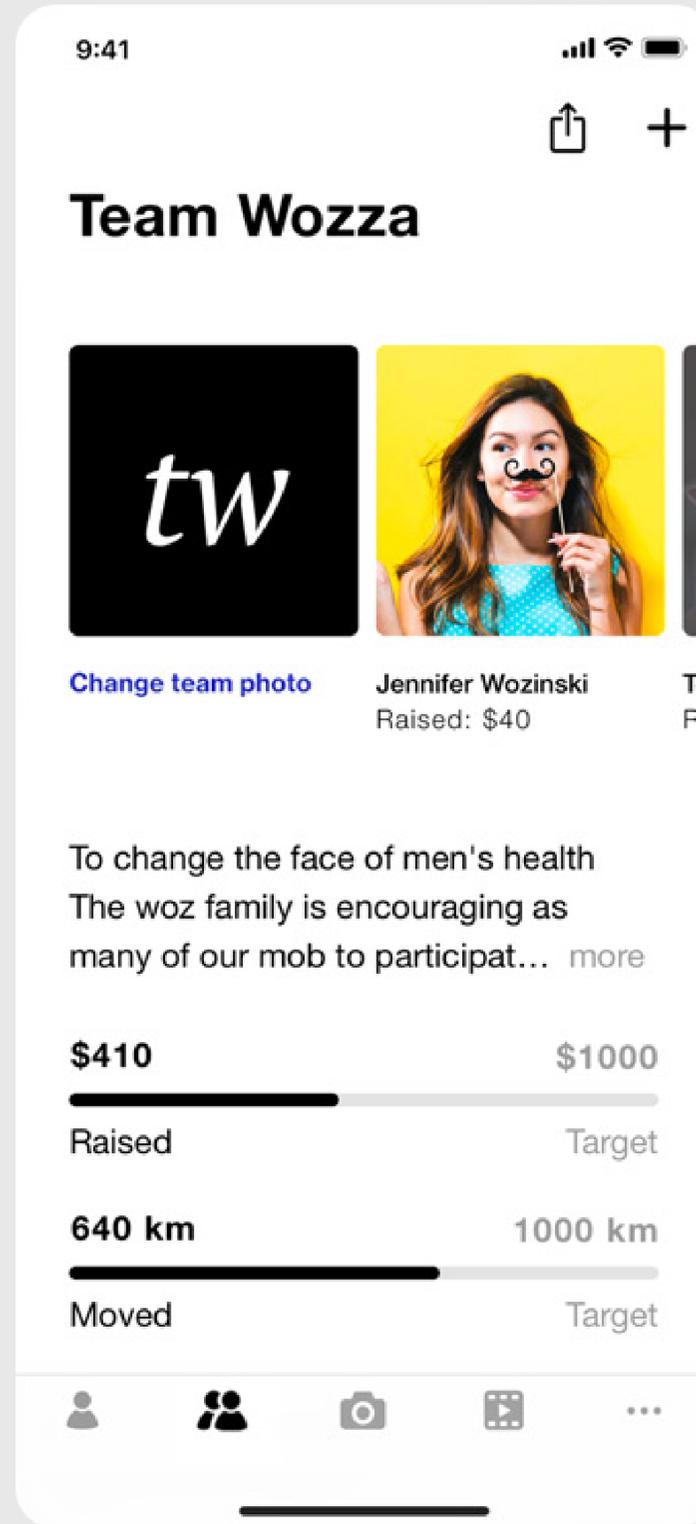


In Australia, 8% of men suffer from color blindness. Selecting high contrast colors and designing call-to-actions that stand out for our male dominated user base was crucial.

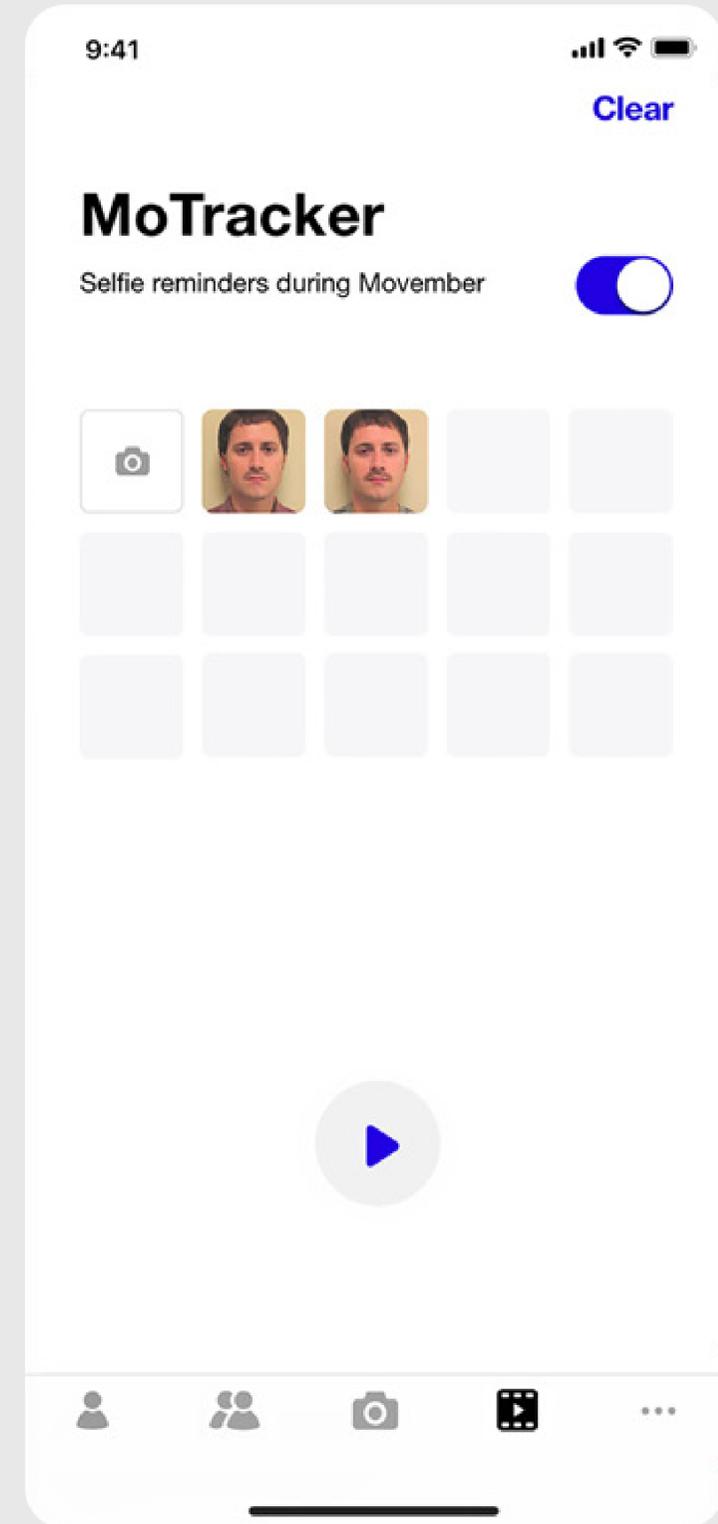




The clean and simple visual design is designed to provide fundraising progress at a glance. We opted for clear, large and readable typography – choosing colors with high contrast to improve legibility.



Majority of posted photos were moustache-centric. For this reason, the photos took up most of the visual weight to create both a personalized and branded experience.



Leveraging selected iOS patterns from Apple's HIG made the experience familiar, while ensuring scalability for future releases.

MAKING A DIFFERENCE

## Movember madness!



Featured in the App Store globally.

40% increase in iOS users.

25% increase in session time.

Contributed to raising \$80m AUD.



# Thank you.

**Contact Details**

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