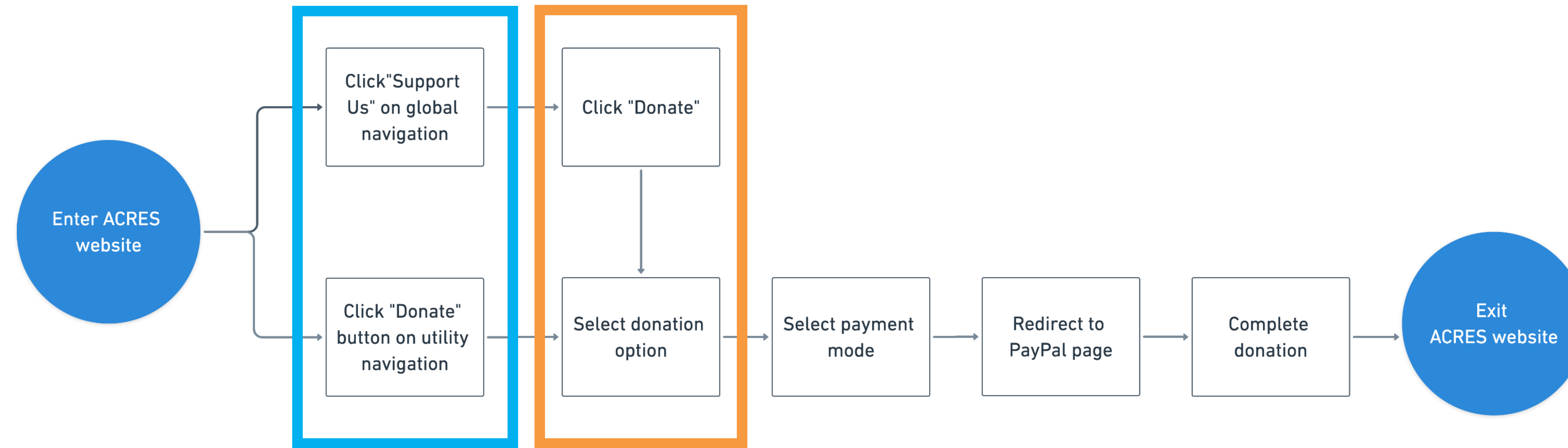


Donate Flow - Redesigned



Outcomes

Redesigned

- **2 touch points** to donate page
 - "Donate" button on utility navigation and 'Support Us" on global navigation
- All donation options are presented on **one page**, i.e. the main donate page
- This enable users to access all donation options on the same page, a **more efficient and straightforward** process for users