

Website for the charity fund

# Important People

UX/UI design

+

Develop

+

Integration

For White Square. International  
Advertising and Marketing Festival





# “Those who are ready to be there”

The "Important People" Foundation was established in 2020 to help children with spinal muscular atrophy. Currently, the foundation is under the care of more than 100 children with various diagnoses related to motor function disorders.

**Важные люди**  
БЛАГОТВОРИТЕЛЬНЫЙ ФОНД

[О нас](#) [Наши подопечные](#) [Акции](#) [Кому помогли](#) [Заявка на помощь](#) [Как помочь](#) [ПОМОЧЬ](#)

Программа системной помощи детям

# Добрый доктор

в Северной Осетии

Помочь оплатить выезд врачей

Вы можете помочь подарить детям Северной Осетии выезд команды Доброго Доктора!

[Подробнее...](#)

The screenshot shows a website for the 'Важные люди' (Important People) Foundation. The header includes the logo and a navigation menu with links: 'О нас', 'Наши подопечные', 'Акции', 'Кому помогли', 'Заявка на помощь', 'Как помочь', and a prominent 'ПОМОЧЬ' button with a heart icon. The main content area features an illustration of three medical professionals (two women and one man) in white coats and stethoscopes, holding clipboards. The text 'Добрый доктор' is written in large, bold, pink letters, with 'в Северной Осетии' below it. A pink button at the bottom left says 'Помочь оплатить выезд врачей'. To the right of the illustration, there is a short paragraph in Russian: 'Вы можете помочь подарить детям Северной Осетии выезд команды Доброго Доктора!' and a 'Подробнее...' button.

# Goals and objectives

To create a website in accordance with the company's mission, reflecting the essence of the organization as a whole and performing the necessary functions:

## Collecting donations

Ensure a simple and convenient way for individuals and legal entities to make donations

## Charitable assistance to fund

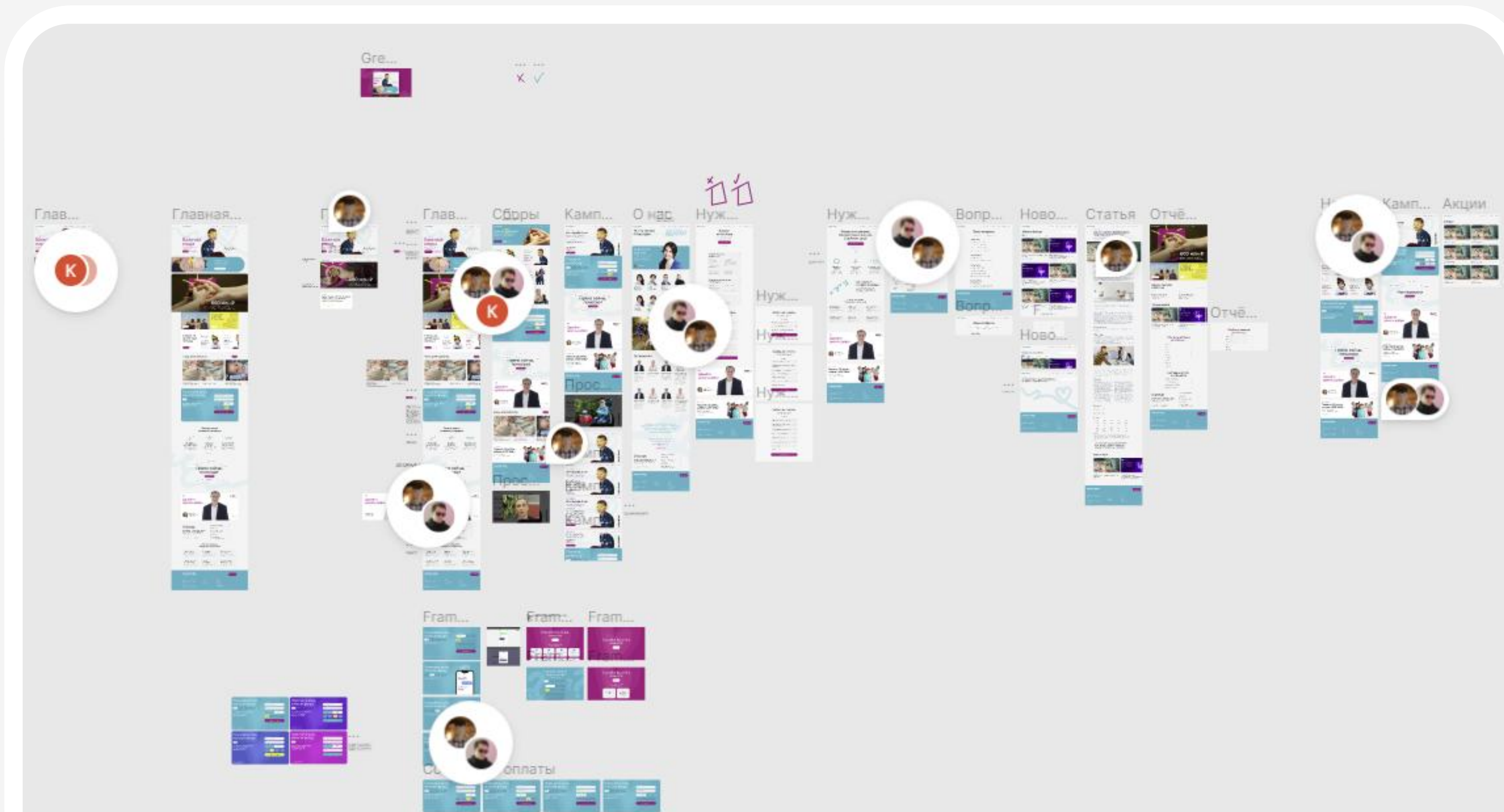
Highlight the foundation's activities by publishing financial reports, achievements in providing assistance, and news from the organization's life

# We acted according to the classic scheme

- 1 Analytics
- 2 Prototyping
- 3 Development of the functionality of the future website
- 4 Formation of the company's brand book, brand positioning and subsequent creation of the design
- 5 Layout
- 6 Testing and hypothesis verification. Launch



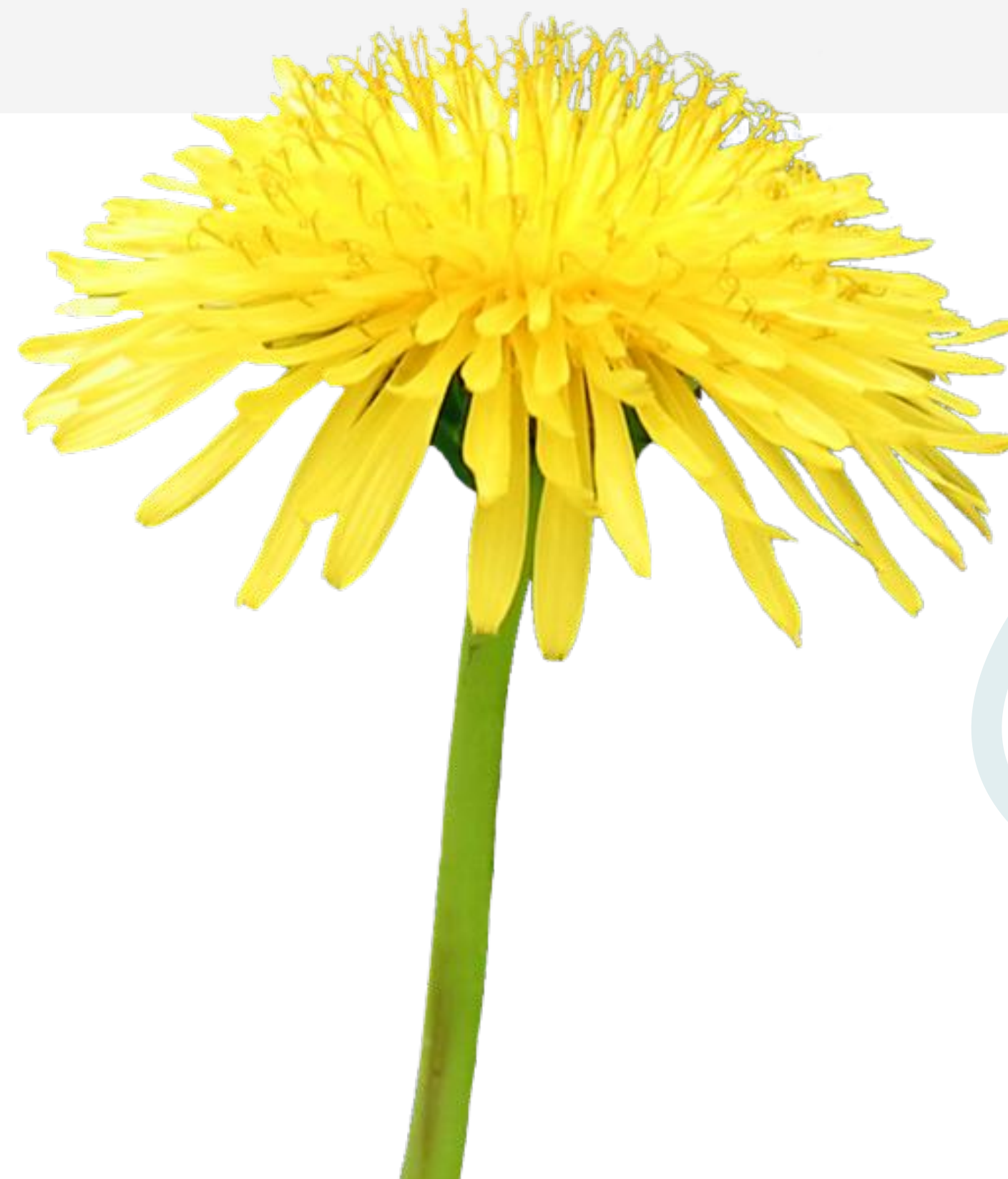
About ten main pages were prepared, providing information about the company's activities, options for providing assistance to wards, appeals from trustees and standard contacts/questions and so on



Design team workflow in Figma

# Identity

The logo and all corporate elements were created around the phrase "helping others is important".



Accordingly, the wards for whom the foundation collects funds for the implementation of specific steps to recovery or provision of the necessary - and there are **IMPORTANT** people. Those who were helped, who were expressed support and sympathy.

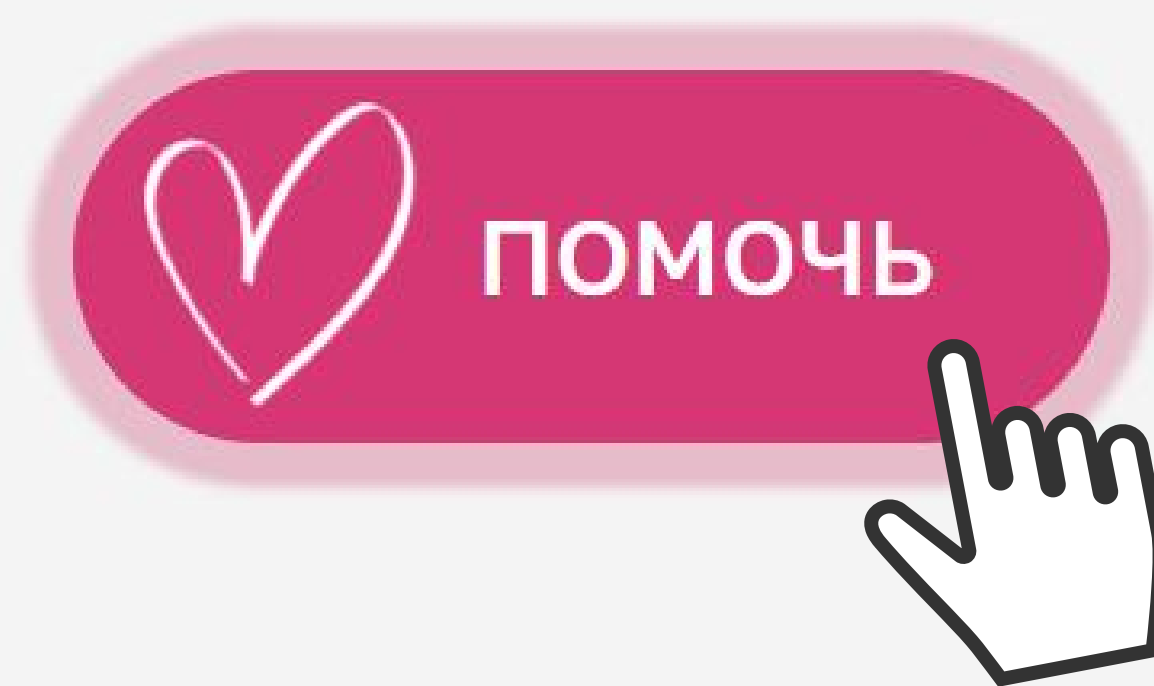
**ВАЖНЫЕ ЛЮДИ**

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**ВАЖНЫЕ ЛЮДИ**

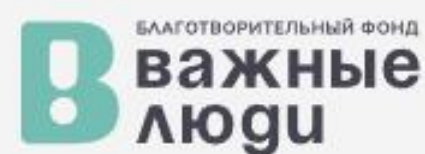
We wanted to express the emotions of love and compassion for the wards in animated elements, as if drawn with a marker



For example, the main button with the text "Help" is highlighted with a heart that grows in time with the appearance of the button's shadow = together it looks like a heartbeat!



When scrolling through the pages, we observe a line created with a round brush, which also draws a heart in the background



[О нас](#) [Наши подопечные](#) [Акции](#) [Кому помогли](#) [Заявка на помощь](#) [Как помочь](#)



## Те, кто готовы быть рядом

Фонд «Важные люди» создан в 2020 году для помощи детям больным СМА. Спинальная мышечная атрофия (СМА)— тяжелое генетическое нервно-мышечное заболевание, приводящее к нарастающей мышечной слабости. Сейчас под опекой фонда более 100 детей с различными диагнозами, связанными с нарушением двигательных функций

Анастасия

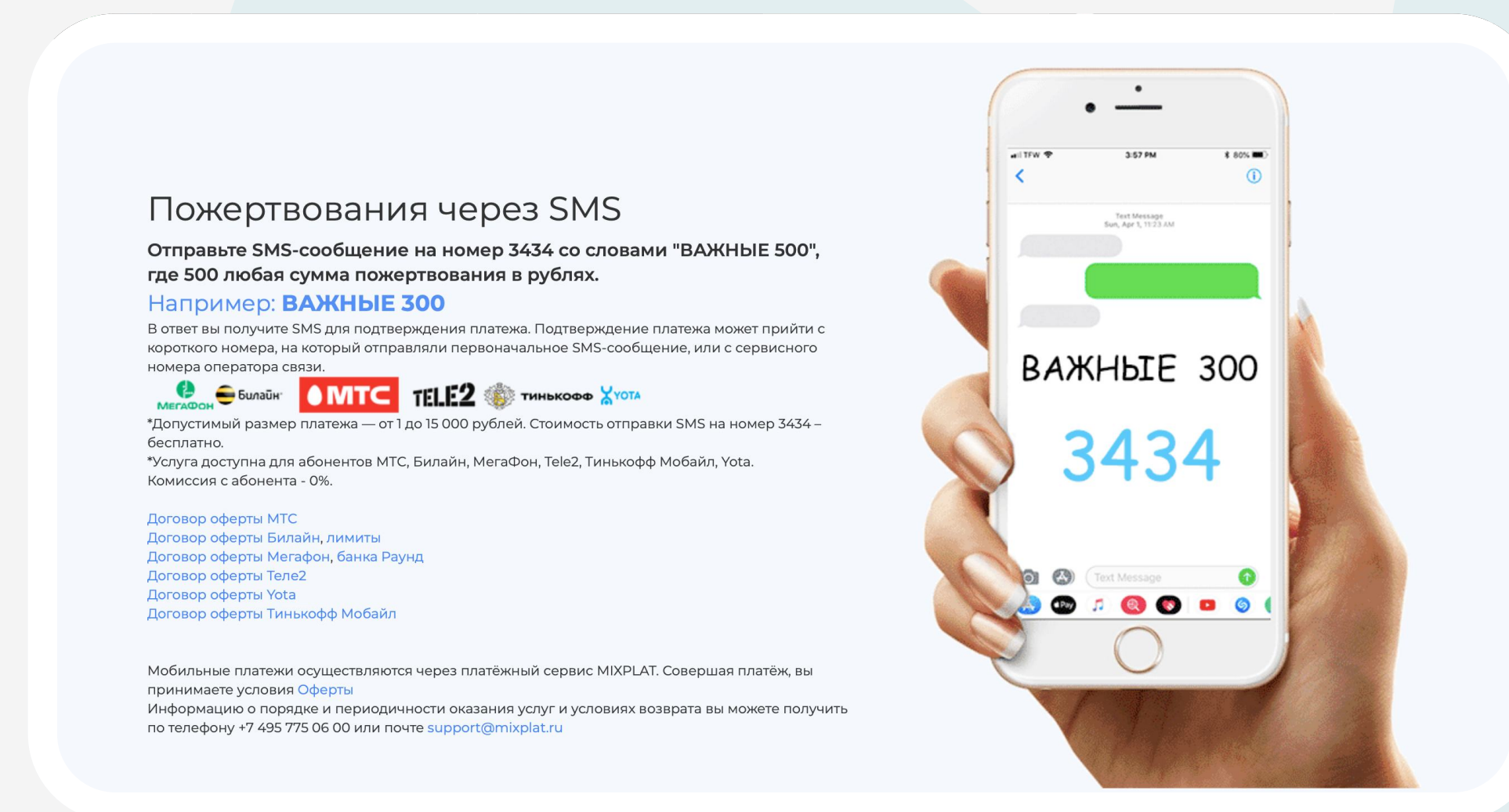




# Below we see one of the most interesting elements from a development point of view - a customized donation collection form based on **leyka.org**

In the previous version of the site, a ready-made solution was installed, now it is a form with an individual design

Previous version




**Пожертвования через SMS**

Отправьте SMS-сообщение на номер 3434 со словами "ВАЖНЫЕ 500", где 500 любая сумма пожертвования в рублях.

Например: **ВАЖНЫЕ 300**

В ответ вы получите SMS для подтверждения платежа. Подтверждение платежа может прийти с короткого номера, на который отправляли первоначальное SMS-сообщение, или с сервисного номера оператора связи.

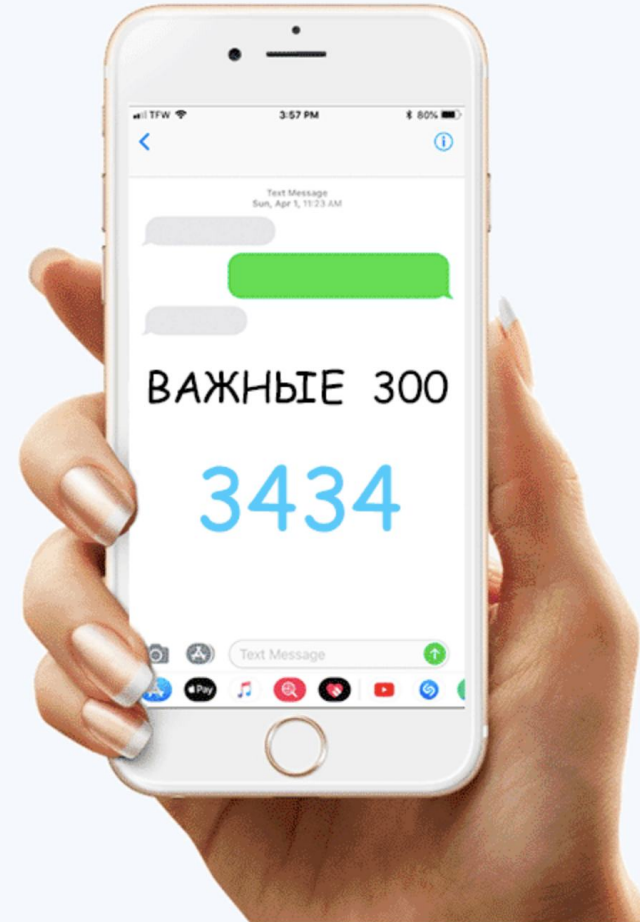


\*Допустимый размер платежа — от 1 до 15 000 рублей. Стоимость отправки SMS на номер 3434 – бесплатно.

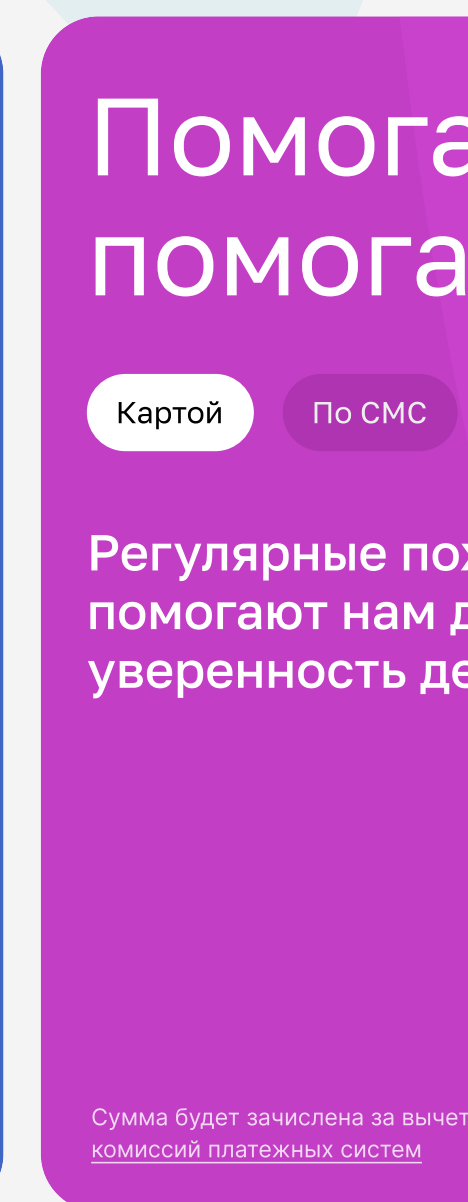
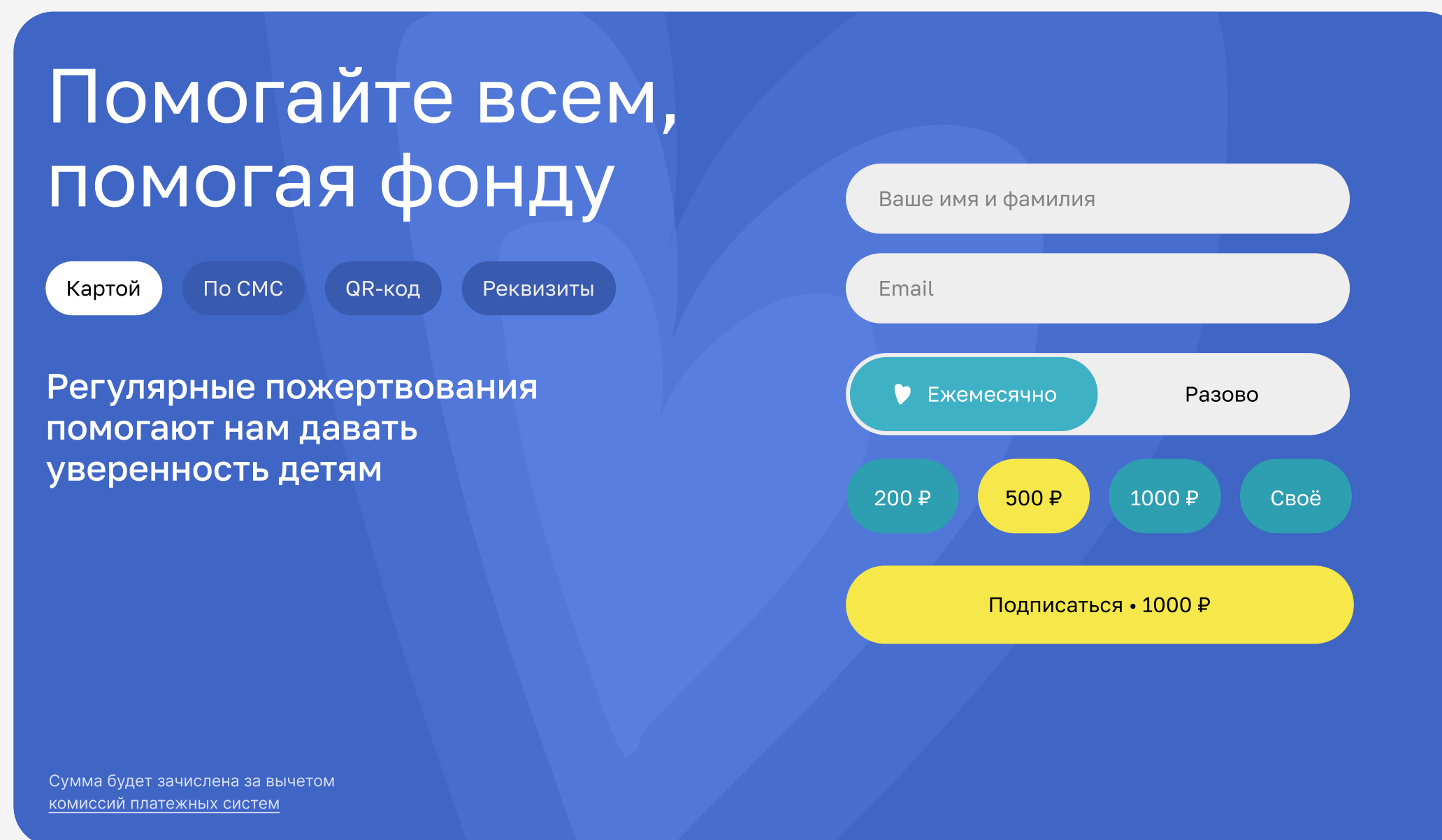
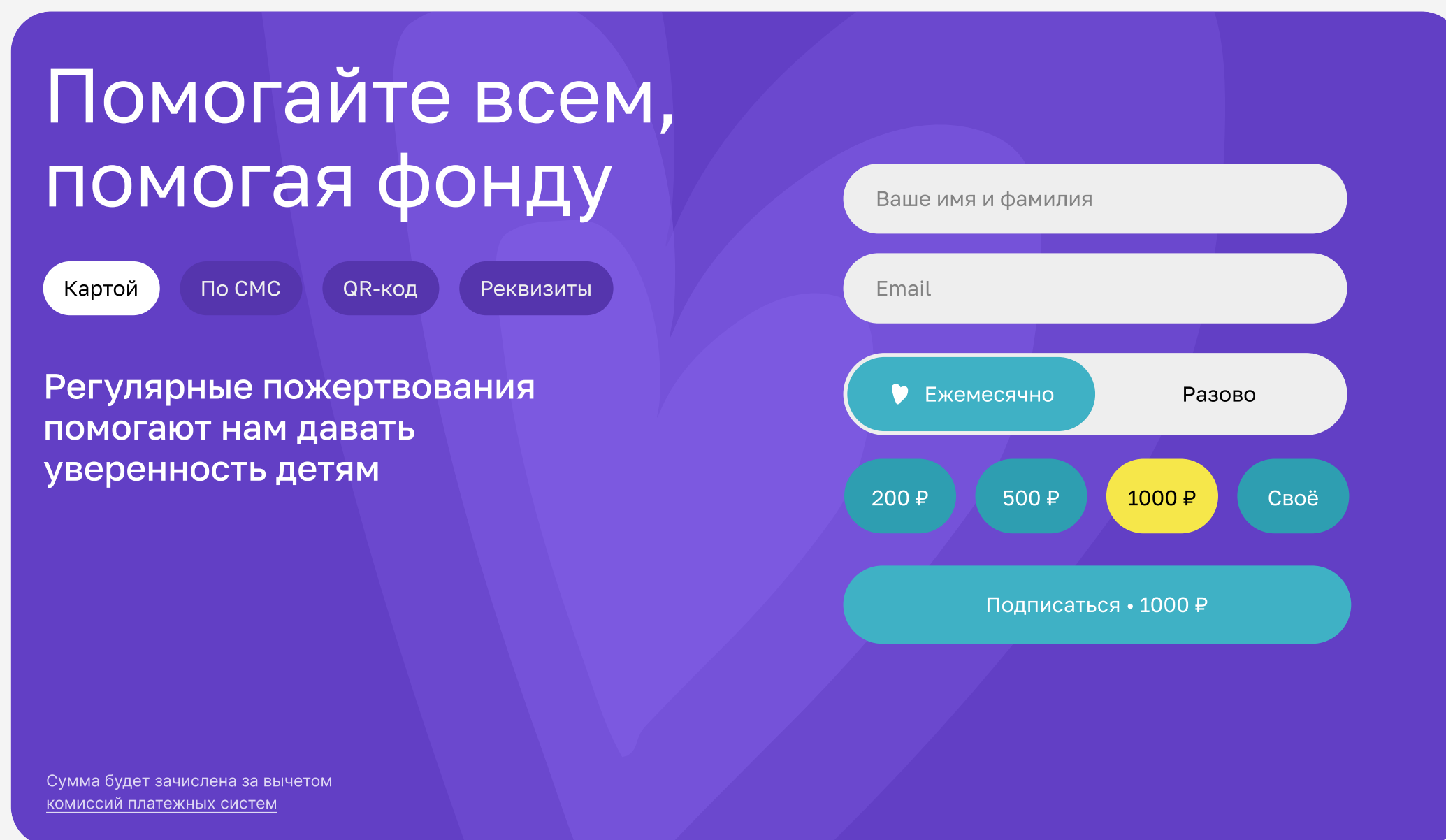
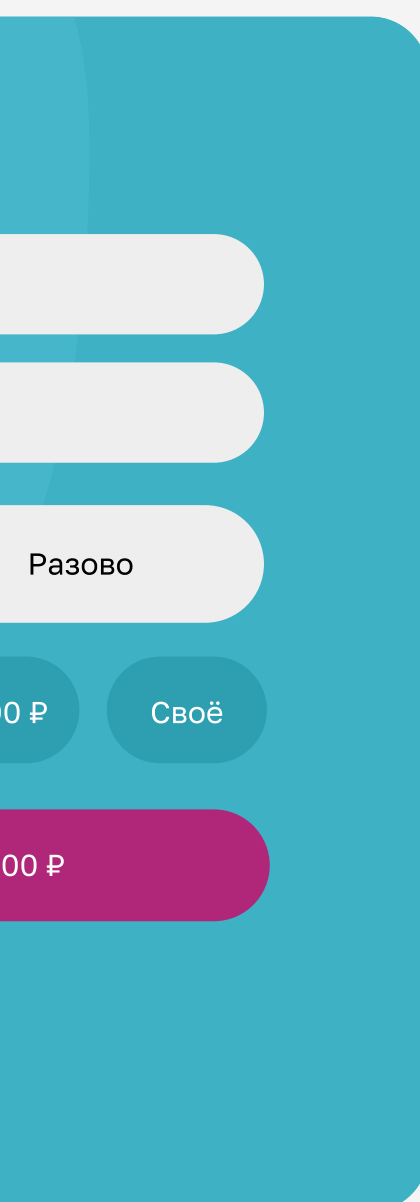
\*Услуга доступна для абонентов МТС, Билайн, МегаФон, Tele2, Тинькофф Мобайл, Yota. Комиссия с абонента - 0%.

Договор оферты МТС  
Договор оферты Билайн, лимиты  
Договор оферты Мегафон, банка Раунд  
Договор оферты Теле2  
Договор оферты Yota  
Договор оферты Тинькофф Мобайл

Мобильные платежи осуществляются через платёжный сервис MIXPLAT. Совершая платёж, вы принимаете условия [Оферты](#)  
Информацию о порядке и периодичности оказания услуг и условиях возврата вы можете получить по телефону +7 495 775 06 00 или почте [support@mixplat.ru](mailto:support@mixplat.ru)



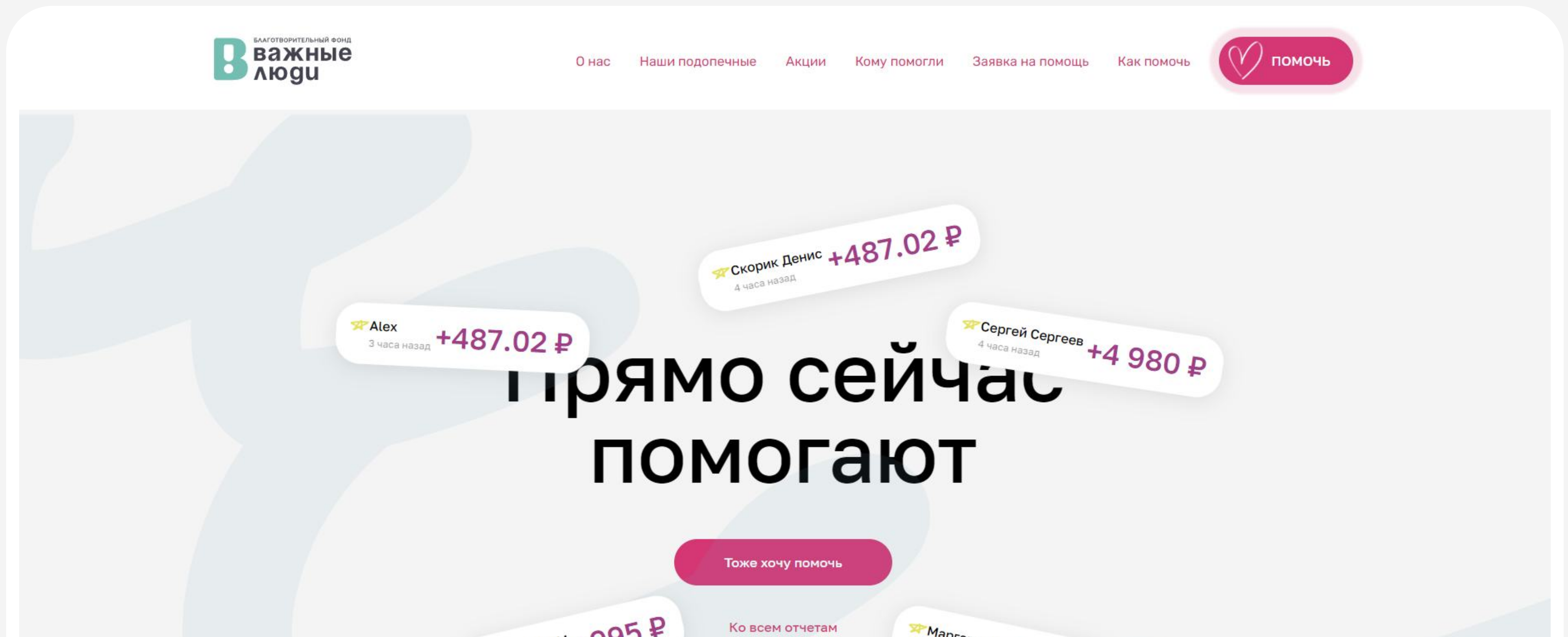
The animated heart and the response of the buttons that change the background color are in the center of attention. As if someone's heart beats faster as the user takes actions on the way to their good deed!





Integration with payment services not only in their direct purpose, but also the display of online receipts that are listed as the last for 24 hours. This builds trust with website visitors and encourages them to take action!

+ parallax effect was added here!



Integration with [leyka.org](https://leyka.org) also allows you to display the collection dynamics online. How much is needed in total and what amount has been collected at the moment.

The screenshot shows the website for the 'Важные люди' (Important People) charity fund. The header includes the logo and navigation links: 'О нас', 'Наши подопечные', 'Акции', 'Кому помогли', 'Заявка на помощь', 'Как помочь', and a prominent 'ПОМОЧЬ' button with a heart icon. The main content area features a large heading: 'Сейчас 5 подопечных ждут помощи' (Now 5 wards are waiting for help). Below this, two fundraising cards are displayed. The first card is for Anna Sudorgina, who has Spinal Muscular Atrophy (SMA) type III and needs surgical treatment. Her goal is 1,950,000 RUB, with 1,842,944.25 RUB already collected. The second card is for Valeria and Varvara Kurочкина, who have SMA type I and need technical rehabilitation aids like a tutor and corsets. Their goal is 601,000 RUB, with 348,305.18 RUB already collected. Each card includes a photo of the child and a 'Помочь' (Help) button. At the bottom left, there is a button 'Ко всем сборам' (To all collections) and navigation arrows.

**Важные люди**  
БЛАГОТВОРИТЕЛЬНЫЙ ФОНД

О нас Наши подопечные Акции Кому помогли Заявка на помощь Как помочь **ПОМОЧЬ**

## Сейчас 5 подопечных ждут помощи

**Судоргина Анна**  
Спинальная мышечная атрофия III типа  
Хирургическое лечение (операция)

**1 950 000 ₺**  
Осталось 1 842 944.25 ₺

Помочь

**Курочкина Валерия и Варвара**  
Спинальная мышечная атрофия I (СМА I типа)  
Технические средства реабилитации (тутора и корсеты)

**601 000 ₺**  
Осталось 348 305.18 ₺

Помочь

Ко всем сборам < >





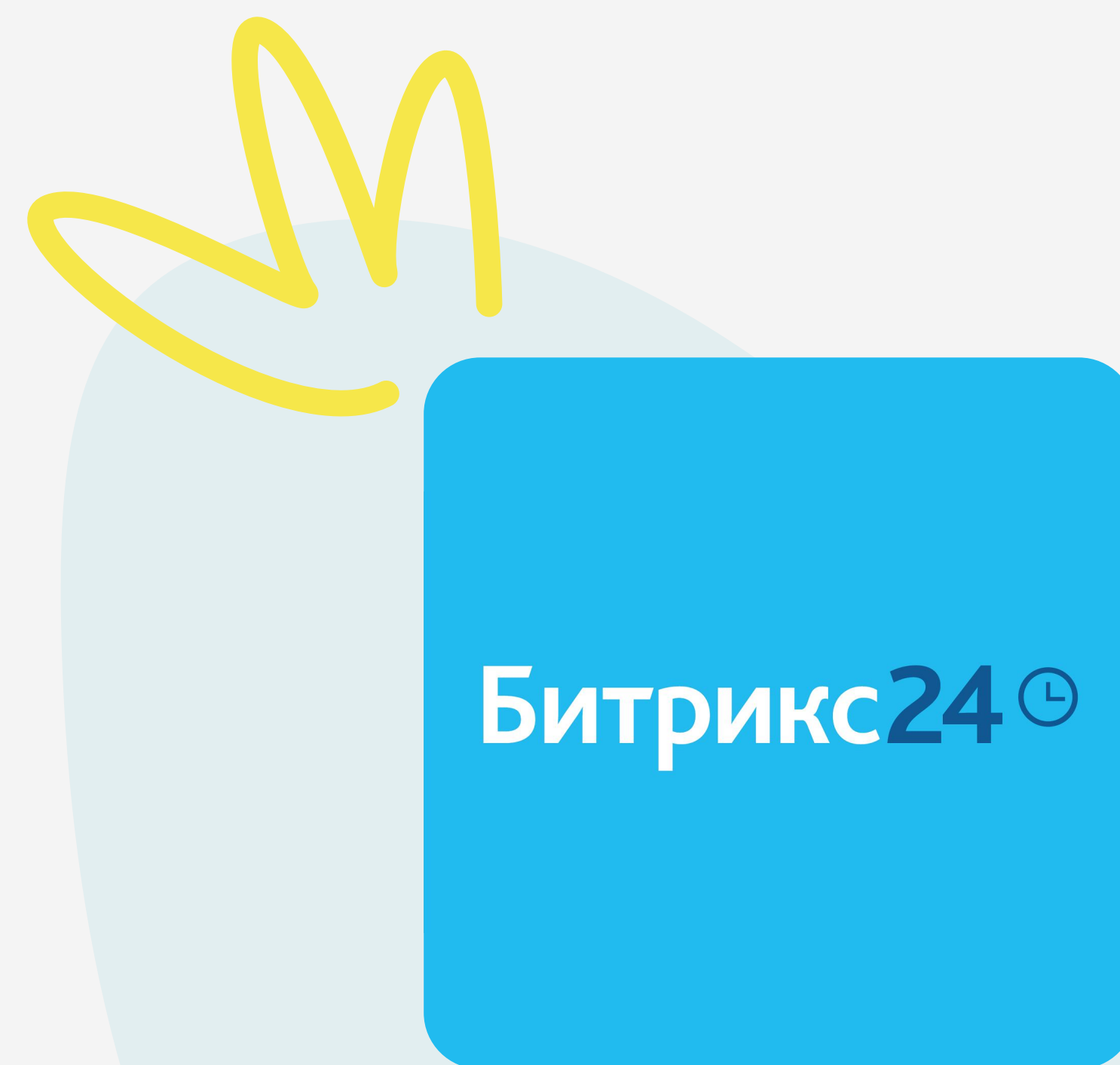
Change of headings

Editing the list of wards and trustees

**We have provided for the functioning of the site in such a way that it is possible to make changes promptly without involving technical specialists**

Promotions

We also connected the Bitrix24 service, which allowed all stakeholders in the organization to receive the necessary data





The website has a section where, after filling in the fields with data validation, it is possible to send a child who needs help for consideration. The data is sent both to the internal website administration system and to B24.

**ВАЖНЫЕ ЛЮДИ**

[О нас](#) [Наши дети](#) [Видеоотзывы](#) [Кому помогли](#) [Заявка на помощь](#) [Отчеты](#)

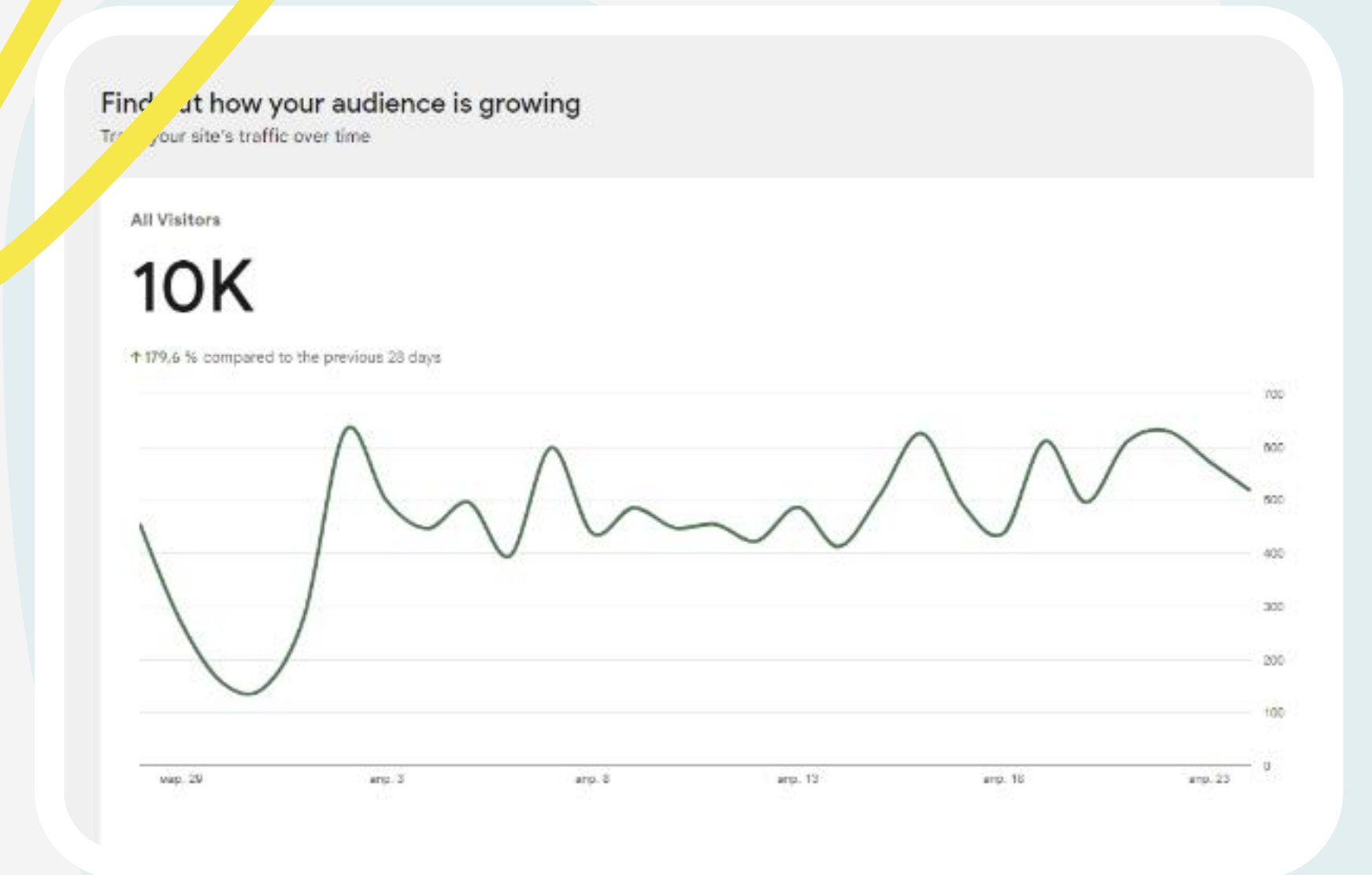
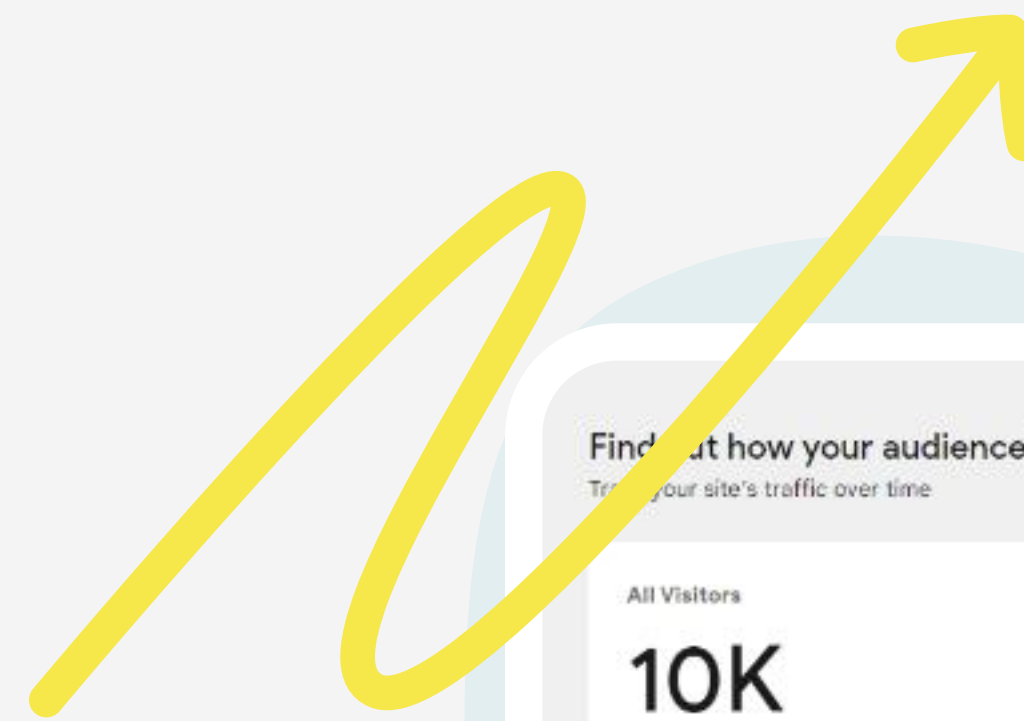
# Заявка на ПОМОЩЬ

Вы можете нам довериться. Мы знаем,  
как помогать и делаем это успешно

[Заполнить форму](#)

[Скачать инструкцию](#)

The website is visited by about 10,000 users every month. The site successfully withstands the load - definitely, it is a stable platform for providing assistance to those in need.



We were glad to implement a project for a socially significant non-profit organization and to be involved in such a great cause!

