theGivingTree

Give smarter

Problem: Donators need an easy way to donate to the causes they care about effectively and track their donations. Organizations need a consistent stream of donations that enable them to plan and budget effectively long-term.

Solution: An app that takes the guesswork out of donating by automatically identifying high-impact nonprofits that users can donate to, letting them set up recurring donations, and managing donations long-term.

Market Research

Givelify and Donorbox are the main competitors.

- How their solutions differ?
  - Individuals can start their own donation drives
  - Mainly for church/ministry organizations
  - Ask for names of specific organizations you want to donate to
- What works?
  - The UI/UX is simple and they allow for filtering
- What doesn't work?
  - Overwhelming focus on religion
  - App focus is on helping organizations organize donations
- What makes us unique?
  - We allow users to choose a cause as opposed to an organization to donate to, saving users time and effort from researching
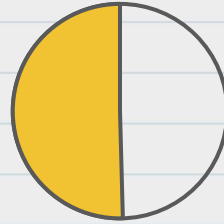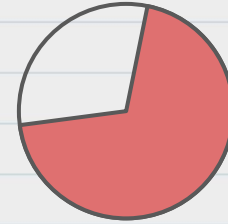
Tasks
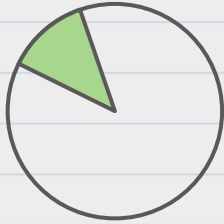
Simple

Donate to a cause effectively without having to do research on organizations

Medium

Set up recurring donations for different causes or organizations

Complex

See the organizations and amount you've donated to them long-term and retrieve your tax-forms

Values in Design

1. Equity:
   a. Financial equity
   b. Wealth redistribution
   c. Sharing knowledge
2. Efficiency:
   a. Minimizing complexity of donating
   b. Suggests charities that are effectively using donations or are in need of money
3. Education
   a. Learning financial benefits of donating
   b. Learning about which organizations are legitimate

Conflicting Values

1. Finding balance between wealth redistribution and white-savior complex
   o We addressed this issue by incorporating the task to provide tax forms, a concept typically only familiar for wealthy communities.
   o Taking into consideration that all non-profit organizations must have circulating resources and funding
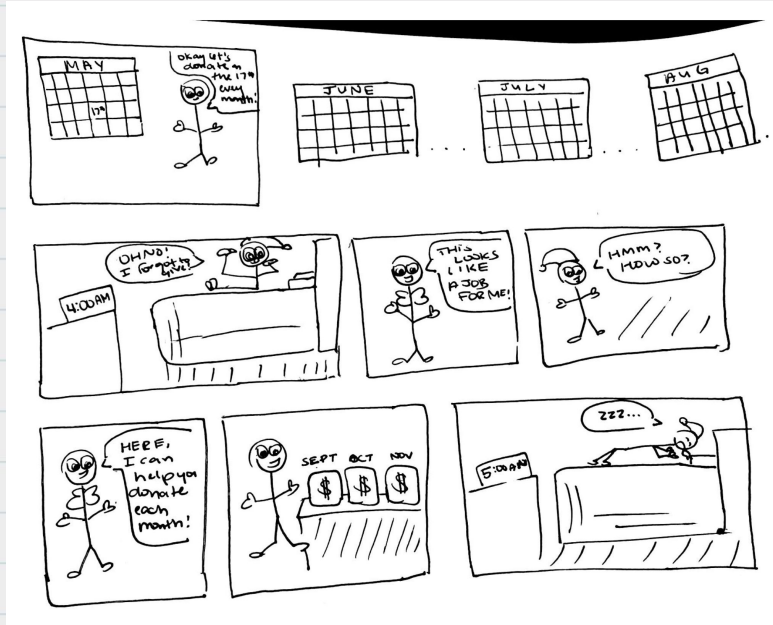
Video Storyboards
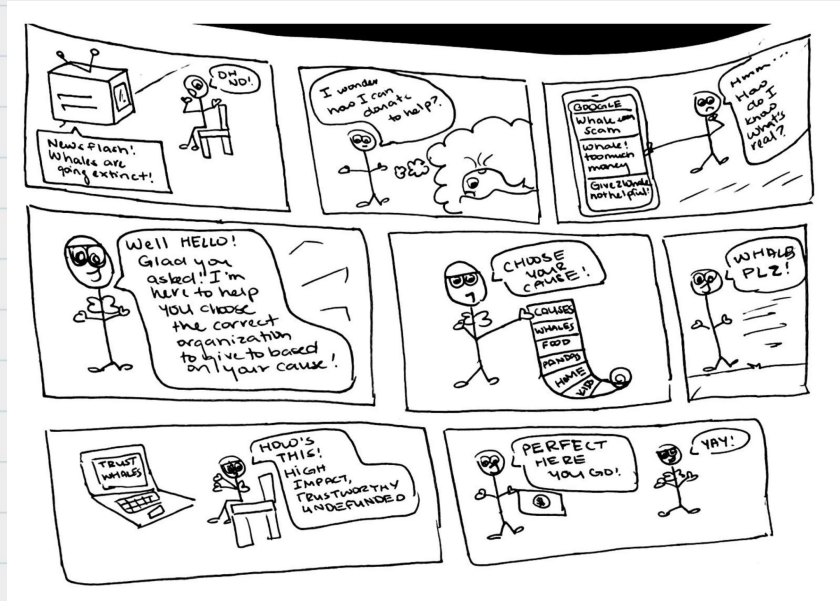
Problem: People understand the cause they want to support but do not know which organization

Simple Task: Donate to a cause effectively without having to do research on organizations.
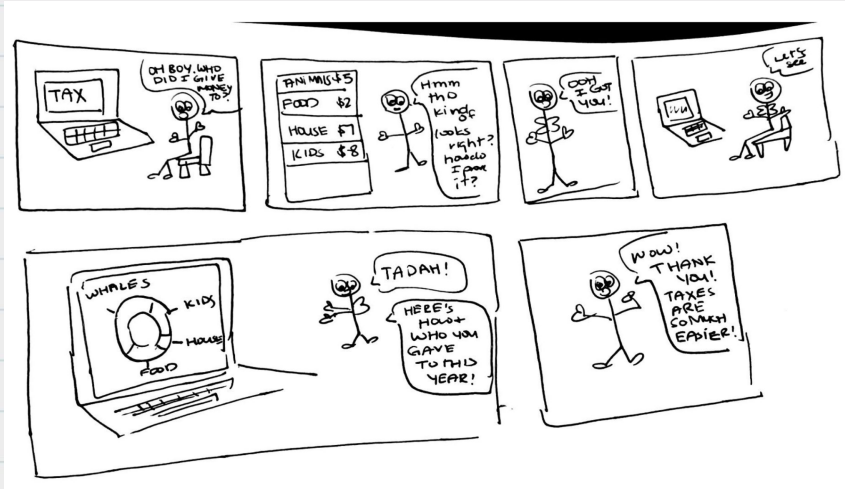
Video Storyboards

Problem:
- Donors: Want to donate regularly and as much as they can but do not remember or cannot afford a lump sum
- Organizations: Need a more consistent stream of income for budgeting

Moderate Task: Set up recurring donations for different causes or organizations.

Video Storyboards

Problem:
Remembering where you donated to for financial purposes is hard leveraging them is rare to do when you are not the financial elite

Complex Task: See the organizations and amount you've donated to them long-term and retrieve your tax-forms