Donator

Give Back to Your Local Community

Spec Status: Draft / Peer Review / Mentor Review / **Complete**

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Last Updated: March 15th 2023
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Summary

A centralized platform that connects individuals with local organizations in need of donations. It simplifies the process of giving back to the community by providing an easy-to-use app/website that lists local charities and the items/money they need. Users can quickly and easily support local causes and make a positive impact on their community.

Problem Background

Each year, from 2017 to 2021, there has been a growing trend of individuals wanting to give back to their communities through charitable donations. Despite the economic hardships due to Covid-19, Americans continued to donate more and more every year with approximately $450 billion to charity in 2019 and approximately $500 billion in 2021, according to a visualization provided by Giving USA. However, despite the desire to donate, many individuals face issues while finding local organizations that need donations, as well as determining what items or funds would be most beneficial for these organizations.

Current Marketplace:
In the current marketplace, there is no centralized platform where individuals can easily donate items or money to local organizations in their community. While there are various charity organizations and non-profit groups, it can be difficult for individuals to find and donate to them, especially if they are not aware of their existence. This makes it challenging for individuals to contribute to causes they care about, resulting in a lack of support for local charities.

Current Habits of the Individual:
Individuals who want to donate to charities often have to research and find the relevant organizations themselves. This can be time-consuming and confusing, especially if they are not familiar with the organizations in their community. A survey we conducted with fourteen responders, suggested that “word-of-mouth” was the most popular method in finding local organizations, with 53.8% of individuals relying on it; this method makes the charity finding

process subjective to the individuals personal network. Additionally, it can be difficult for individuals to know what specific items or money the organizations need, resulting in a lack of donations or donations that are not useful to the organization.

Pain Points:

1. Lack of Transparency about where and how the donations will be used:
    a. 61.5% of survey users mentioned that this was their biggest pain point
2. Trust Issues about if their donations are making an impact:
    a. In user interviews, individuals were worried that if they donated to a large organization or to the wrong charity they won't make an impact and their donations will go to waste. Therefore, they are hesitant to donate to large local organizations due to concerns about the legitimacy of the organization or the impact their donation will have.
3. Users had to rely on their personal network in order to find local organizations:
    a. Word of Mouth was the most popular – 53.8%
    b. Donation drives were second most popular – 46.2%
    c. Seemed like people used many different types of platforms and methods such as word-of-mouth, donation drives, google searches, social media etc. to find organizations as this question had the most diverse range of answers
4. Inconvenience and difficulty navigating different platforms:
    a. The process of finding and donating to local charities can be time-consuming and inconvenient, especially if individuals have to research and find the relevant organizations themselves. Survey users mentioned that many donation platforms are "old and unintuitive" and so they are discouraged to donate due to the difficulty of the platform itself

Goals

1. Simplify the donation process:
    a. Provide a centralized platform for donations to simplify the process of donating to local charities and non-profit organizations, making it easier and more convenient for individuals to give back to their community.
    b. Cut down the time it takes from deciding to make a donation and the execution of the donation
    c. Reduce obstacles for donating due to unintuitive user interfaces
2. Build trust and transparency
    a. Build trust and transparency in the donation process by providing information about the impact of donations and ensuring that donations are allocated to the intended cause. We can showcase previous events and successes of the charity as proof of how they use the donations
3. Provide the details on what and how to donate
    a. Specify what types of donations can be made and how it is possible to make them

By achieving these goals, we can make a significant positive impact on the community by facilitating donations to local charities and non-profit organizations, increasing awareness

and support for these organizations, and promoting a culture of giving back.

User Stories

1. As someone who has never donated before and wants to give back to my local community, I want to be able to search for local charities and non-profit organizations easily, so that I can find an organization whose mission aligns with my values and make a meaningful contribution.
2. As an individual who has items or money to donate, I want to be able to see the impact of my donation, so that I can feel confident that my contribution is making a difference.
3. As a busy individual, I want to be able to donate quickly and conveniently through an online platform, so that I can make a positive impact on my community without spending too much time researching and coordinating with different organizations.
4. As a donor, I want to be able to view a list of needed items and specific monetary amounts required by local charities and non-profit organizations, so that I can make an informed decision about what to donate and ensure that my donation is helpful to the organization.

Proposed Solution

Problem Statement:
How can we connect people who want to donate with local organizations in need of donations, making it easier to give back to their community?

A possible solution could be to create an app or website that becomes a one-stop-shop for making donations. Based on location and the type of donation you want to make, it will provide recommendations to local organizations that are in need of donations. The platform should provide information on what and how to donate and allow users to track the impact of their contributions. Through this solution, Donator aims to simplify the donation process and increase awareness and support for local charities and non-profit organizations.

Scenarios

What are your key scenarios (based off your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.

TBD with team

Measuring Success

TBD with team

Co.Lab Success Metrics

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.

TBD with team

Product Success Metrics

Consider metrics you'd want to measure to consider the product a success. How would we know if we've solved the problem? What are the things we'd want to measure?

TBD with team

Milestones & Timeline

What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?

TBD with team

Open Questions / Appendix

[1https://www.givz.com/blog/charity-donation-apps

[2] https://givingusa.org/giving-usa-limited-data-tableau-visualization/ https://www.google.com/url?sa=i&url=https%3A%2F%2Fcreazilla.com%2Fnodes%2F853276-donate-clipart&psig=AOvVaw2CBttycaDl8wONusr5LqVy&ust=1677373349080000&source=images&cd=vfe&ved=0CBAQjhxqFwoTCPip-ua8r_0CFQAAAAAdAAAAABAE