

**Clearcause: A Web-Based Transparent Charity Donation
Platform With Real-Time Tracking And Reporting**

By:

Clyd Pardillo - Hacker

Rimar Navaja - Hacker

Jumel Anthony - Hustler

Therese Andrei Arcenal - Hipster

Summary

Stage 1 validation has confirmed a strong demand between donors and charities for a more transparent and reliable donation platform with real -time impact tracking. Surveys with 30 respondents (21 donors, 9 charity/campaign creators) revealed overwhelming interest in transparency and real -time updates as essential for building confidence and encouraging donations. Both groups showed a desire to adopt new platforms that prioritize the impact and transparency verified, even if more strict checking processes are required. The key insights validated our hypothesis that existing platforms fall short of confidence construction, transparent reports, and efficient donor communication, establishing a solid basis for the continuous development of ClearCause's

Validation Objectives

Objective 1: Confirm that both donors and charities are seeking a donation platform that offers real-time tracking and complete transparency.

Objective 2: Determine whether donors are more likely to contribute to charitable causes if they receive real-time updates on the impact of their donations.

Objective 3: Investigate whether high transaction fees on existing donation platforms discourage users from making charitable contributions.

These objectives aimed to test whether our proposed 'Clearcause' solution solves genuine pain points and would be compelling to our target segments.

Methodology

We conducted two online surveys(Google forms) directing our key customer segments: donors (21 respondents) and charity/campaign creators (9 respondents). The surveys were distributed through email channels and social media, consisting of multiple choice and short response questions designed to discover challenges with conventional donation platforms and the interest of evaluating improved transparency

features. The data were analyzed quantitatively to identify the main trends and validate assumptions.

Stage 1 - Validation Board

Since we have a two-sided marketplace, we have created separate validation boards—one for each customer segment.

Donors

Stage 1 Validation Board	
Step 3:	
<i>Validation Board:</i> <i>The validation board provides a tabular summary of the validation activity.</i>	
Startup Name:	ClearCause
Customer Segment	Donors
Hypothesis	We assume that these customer segments are concerned with the transparency of donations and the verifiability of their impact. We believe these groups need a platform that offers real-time updates and transparent, verifiable impact tracking to boost donor trust, ensure proper fund usage, and increase donor engagement.
Experiment (Method)	Online surveys
Success Metric	60-70% of survey respondents confirm that real-time transparency and verifiable impact tracking would significantly increase their trust in donations and influence their donation decisions or future platform use.
GET OUT OF THE BUILDING	

Result	The survey strongly validates the hypothesis. A majority (71.4%) value real-time impact updates, and 85.7% seek verifiable proof (photos/receipts), surpassing the 60–70% validation threshold. Additionally, 66.7% are open to a new platform with real-time tracking, while 61.9% prioritize transparency as a key improvement. These results confirm a clear demand and these findings exceed the success metric of 60-70% for enhanced transparency, verifiability, and real-time updates, aligning strongly with the original hypothesis.
Action	PERSEVERE

Charity/Campaign Creators

Stage 1 Validation Board	
Step 3:	
<i>Validation Board:</i> <i>The validation board provides a tabular summary of the validation activity.</i>	
Startup Name:	ClearCause
Customer Segment	Charities/Campaign creators
Hypothesis	We assumed that conventional donation platforms hinder charities and campaign creators due to high transaction fees, limited real-time impact updates, insufficient transparency for donor trust, and a lack of tools to highlight verified impact
Experiment (Method)	Online Survey
Success Metric	At least 60% of the respondents would agree that the problem exists
GET OUT OF THE BUILDING	

Result	The hypothesis is strongly validated. Transparency and real-time reporting are essential for 100% of respondents, and all believe real-time impact updates boost donor support. Additionally, 55.6% face donor outreach challenges, 33.3% lack donor update tools, and 55.6% struggle to prove campaign legitimacy. A significant majority (88.9%) favor milestone-based fund releases, while 66.7% would "absolutely" use a platform with lower fees and real-time tracking. These results exceed the 60% success metric, clearly validating that platform limitations regarding transparency, real-time updates, and trust-building tools are significant problems for campaign creators."
Action	PERSEVERE

All Insights

- **Donors:**

- 71.4% rated real-time updates as "very important"; 85.7% wanted verifiable proof like photos/receipts.
- 66.7% would consider a new platform with real-time tracking and lower fees; 23.8% were already willing to try it.
- 61.9% prioritized "more transparency & real-time tracking" for improvement.
- Only 4.8% downplayed the importance of transparency.

- **Charity/Campaign Creators:**

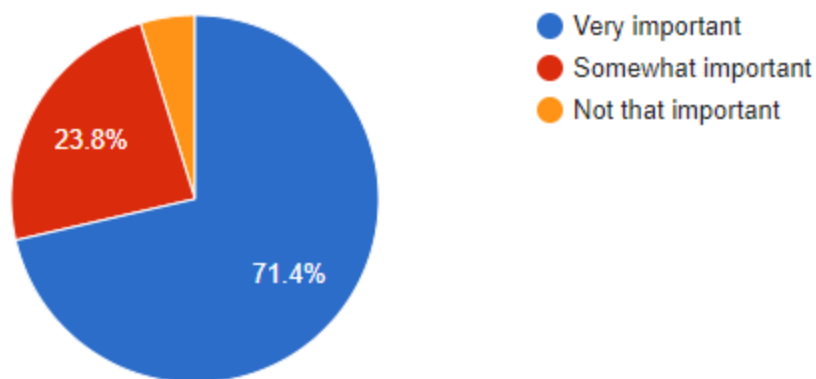
- 100% rated transparency and real-time reporting as extremely important.
- 100% believe real-time updates would significantly boost donor support.

- 55.6% often struggled to prove legitimacy; 88.9% were willing to use milestone-based fund release.
- 66.7% would "absolutely" try a platform with lower fees + real-time tracking.

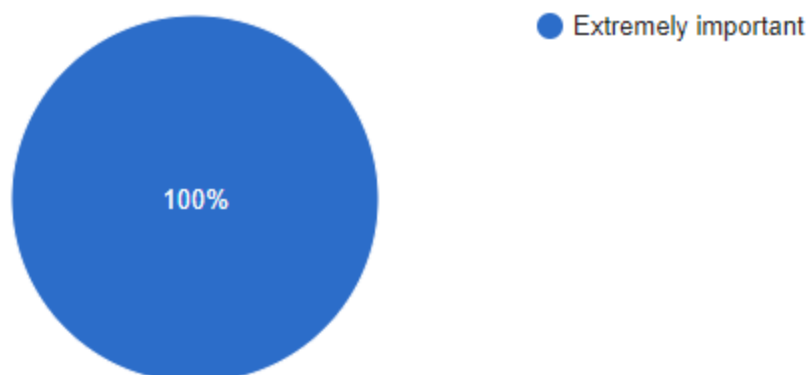
Challenges Highlighted:

- Donors: Transparency gaps, lack of real-time updates, concerns about fraud.
- Charities: Donor outreach, legitimacy proof, limited tools for updates, and payout concerns.

Importance of Transparency & Real-Time Updates for Donors

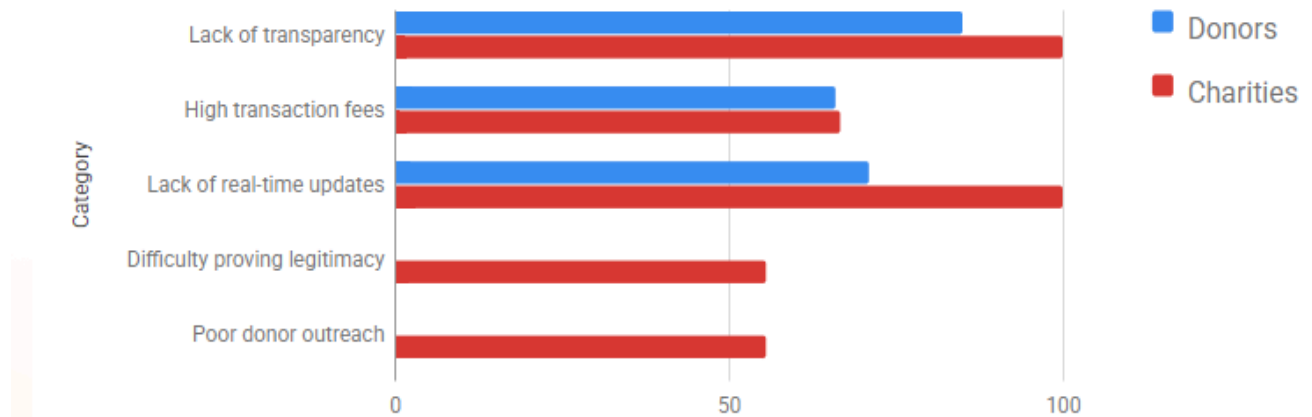


Importance of Transparency & Real-Time Updates for Charities



Key Platform Challenges: Donor vs. Charity Perspectives

Percentage of respondents reporting this challenge



Opportunities

- **Pursuit:**

- Create core features around real-time impact tracking dashboard and verified proof mechanism (photo, receipt, milestone).
- Improve the communication tools for donations to streamline updates to donors
- Designing a trust-building verification system that is still user friendly.

- **Future Exploration:**

- Investigate partnerships with payment providers to enhance fast, transparent payouts.
- Explore the gamification of donations (impact badges, live progression bars) to promote engagement.

- Check the legal and compliance aspects of strict verification to ensure smooth onboarding.

Recommendations

The plan is to *persevere* with the current idea of business, focusing on the rapid prototyping of Clearcause's key differentiators: real-time tracking, verifiable impact tools and donor transparency dashboards. A user test phase must follow, involving donor and charity segments to refine usability and ensure good integration of milestone -based funds release. In addition, we should start outlining a fee structure that remains competitive, balancing the additional cost of verification. Finally, addressing payment processing speed and fraud prevention—both highlighted in research feedback—should be a parallel priority for the upcoming product development cycles.

Links

Google drive folder link (Google form surveys, Responses):

https://drive.google.com/drive/folders/1HYaxbQOpE4YyGT8zD1aoPJ_kdR6gpdxB?usp=sharing

Prototype:

<https://www.figma.com/proto/RARxy85HPJvvE5aTOVfYbr/ClearCause---Prototype?node-id=3765-3754&p=f&t=ALQnUcUpvWTPcULQ-1&scaling=min-zoom&content-scaling=fixed&page-id=3765%3A3752&starting-point-node-id=3765%3A3754>