



Saath

"We cannot help everyone but
everyone can help someone"

Devanshu Magiawala



Project

Our idea was to introduce a platform to bring together all the people who do good for the community and the beneficiaries. We have all worked for various NGOs as a part of our college program while doing that we have come across a lack in the connectivity system.

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Brief

Saath integrates NGOs, Volunteers, and Donors, all on one platform, that allows NGO's to share their events, manage volunteers and receive donations. We are planning to connect 60% of the NGOs in Ahmedabad to display their events on our website by 2024 and increase the registrations and donations by 10% .

SMART Goals

Goal**S**
Specific**M**
Measurable**A**
Achievable**R**
Relevant**T**
Timely

Brief Analysis

To create an integrated platform for specific users.
To make it available online.

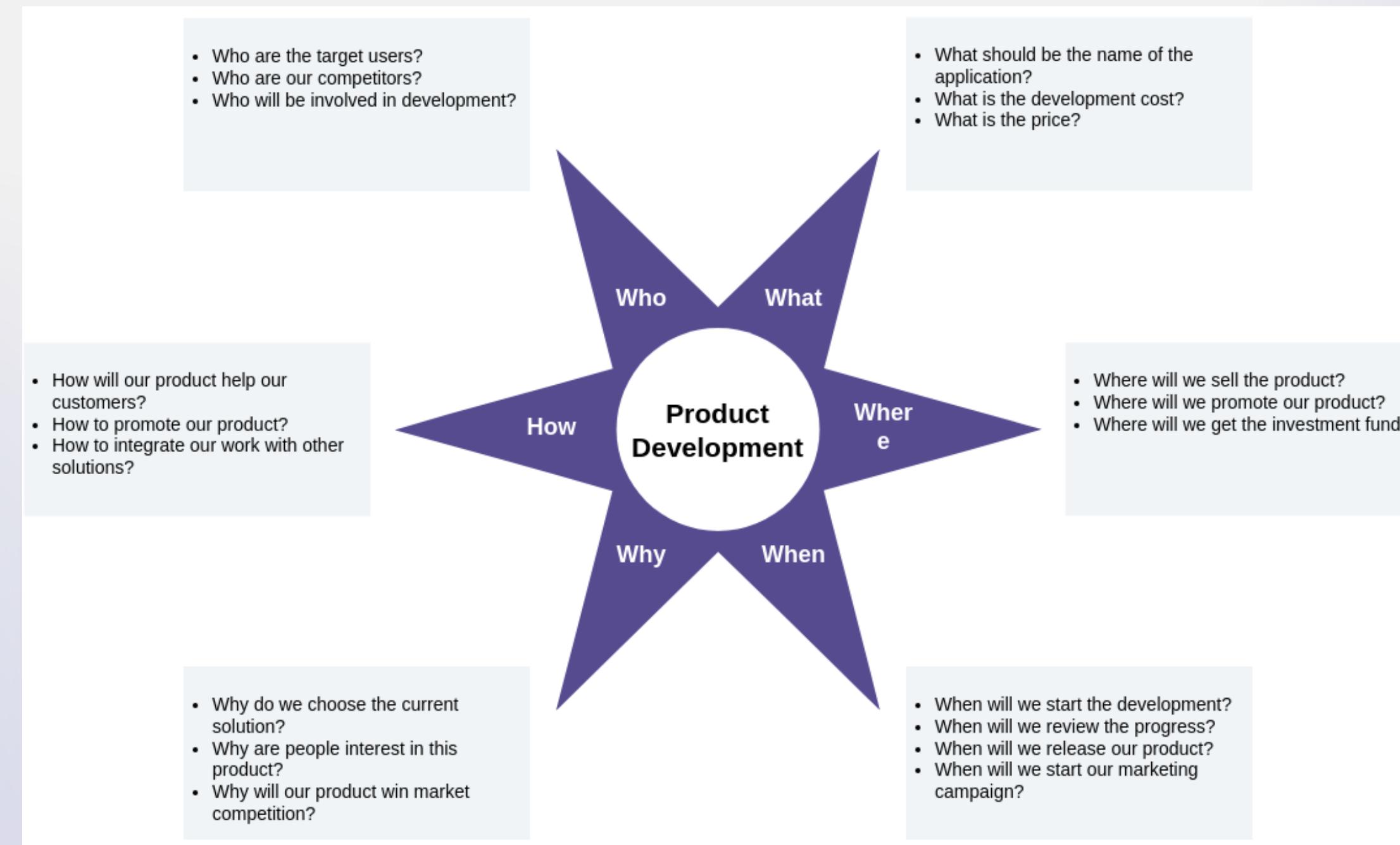
when we know that we have connected with around 60% of the NGOS.

To increase the registrations and donations by 10% .

It is relevant to all the three segments and the location we are focused on is Ahmedabad.

We hope to do it by 2024.

Brief Analysis: Star Bursting





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Design Strategy

Executive Intent

- Creating awareness regarding NGO events.
- To generate more donations for various NGOs.
- Promote volunteer registration for NGO events.
- Incentivize and promote NGOs working for society, and the good of the people around them.
- The donors can donate and track their donations.
- NGOs will have access to receive the funding directly or through our website

Market Segment

- NGOs
- Volunteers
- Donors

Marketing/branding Goals

- Proof of Trust
- Productive Volunteer Supported Event
- Attract Donation

Technological Constraint

The validity of an NGO organization and Volunteer needs to be verified.

General task

- Details of the NGO organization and event details on the website.
- Apply for volunteering.
- Volunteer task and schedule display.
- Sharing the volunteer strength information to the NGOs for the particular event.

CSF

- Maximum NGOs sign up to display their events on the site.
- Organization of collaborative events among the NGOs
- 80% presence from the number of volunteers register for the event.
- Networking to get funding for the NGOs.
- Earn trust of the donors and volunteers

Usability Criteria

- The learning curve to use to program needs to be short.
- The website should be accessible to people quickly and efficiently.
- Proper task details of volunteer at the event
- NGOs can post events and donation targets easily and quickly while reaching a wider audience.
- Donors can track the use of their donations as to were the NGO spends their donation

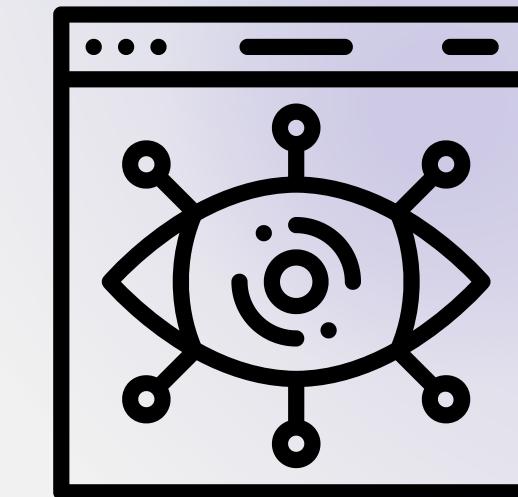
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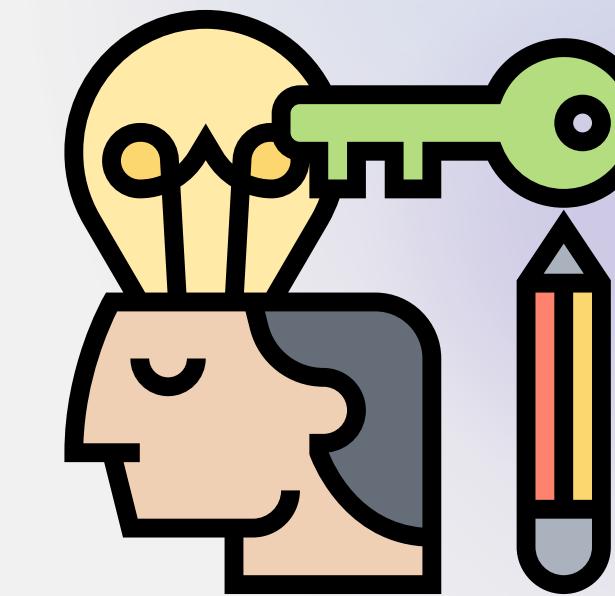
VIMM MODEL

Visual

- To keep it clear and easy to navigate.
- No clusters and Simple aesthetic backgrounds.
- limited and needful call to actions to avoid confusion.
- Adequate content and to keep pictures and videos.

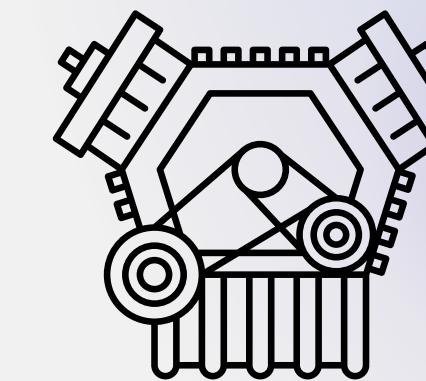


Intellectual



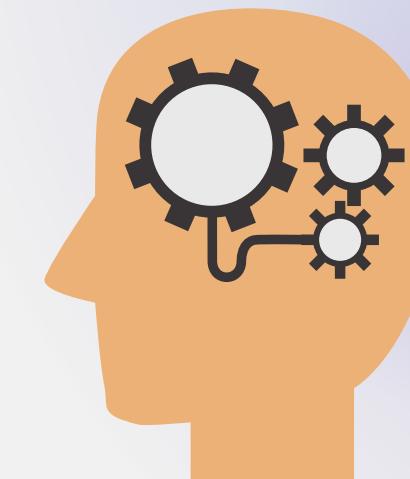
- Easy navigation and proper instructions.
- Proper app structure with sections.
- Controls understanding by using basic logos for call to actions.

Motor



- Optimize the features.
- Less scrolling.
- To make sure buttons are either on the sides as they are easier for hand movement.
- Reduce the number of steps for a transaction

Memory



- To make the options visible enough for recognition and recall value.
- To provide the easy navigation buttons for default mechanism.
- To increase the efficiency of the website.

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Market Segments

Volunteers

- College students who have volunteering as a part of their education.
- Youth who are aged between 18-38.
- People who are interested participating in charitable events.

Donors

- Private businesses who donate as a part of their CSR.
- Major Individual Donors who are socially active.
- Clubs and Charities that perform social work.

NGOs

- Charitable orientation
- Service orientation
- Participatory orientation
- Empowering orientation

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User Profile



Mahesh Machi
Manager

- 27 years
- Ahmedabad, Gujarat

Goals

- To donate his 20% monthly income, for any good deed.
- Volunteering in his free time for society.
- Investing money

Bio

Machi is a great manager of a college. He is a prominent social worker, who works for the welfare of visually impaired children. He is also an enthusiastic social worker of the Prabhat foundation, for education who needs.

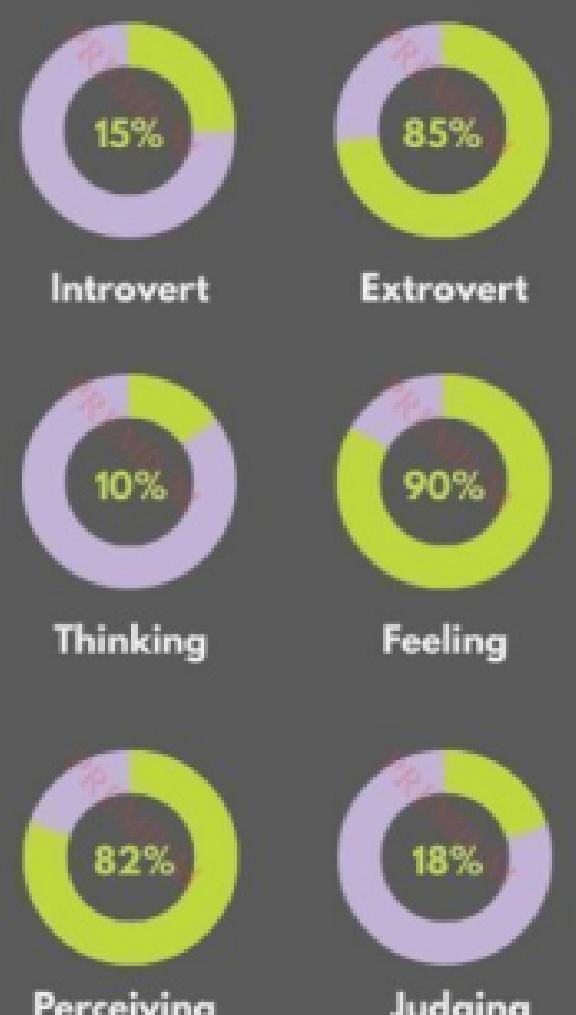
Pain Point

- He could not find any good NGO events in his free time to contribute or volunteer.

Behaviour

- He is a wealthy manager with a good heart to donate.
- He likes to contribute to society as much as he could.

“ Kindness could change the world ”



 <p>Deepak Businessman Ahmedabad, Gujarat</p> <p>“ Always help people, people and god will always help you ”</p>	<p>Behaviors</p> <ul style="list-style-type: none">He is a good businessman and he likes social welfareHe likes to attend social events and even volunteers for such eventsHe just asks peoples/NGOs for further such events	<p>Motivations</p> <table><tr><td>Social</td><td>***</td></tr><tr><td>Helpful</td><td>****</td></tr><tr><td>Happiness</td><td>*****</td></tr></table>	Social	***	Helpful	****	Happiness	*****
Social	***							
Helpful	****							
Happiness	*****							
<p>Bio</p> <p>Deepak is a great businessman and he likes to attend events which involves social welfare. He also likes to volunteer these social welfare events and help people but many a times he isn't able to find what all events are going on in his neighborhood.</p>	<p>Goals</p> <ul style="list-style-type: none">To look up for upcoming events for social welfareHelp people and participate in such events	<p>Personality</p> <table><tr><td> 25%</td><td> 75%</td></tr><tr><td>Introvert</td><td>Extrovert</td></tr></table>	 25%	 75%	Introvert	Extrovert		
 25%	 75%							
Introvert	Extrovert							
	<p>Pain Points</p> <ul style="list-style-type: none">He many a times misses events which are hapenning nearbyHe likes to be in the crowd and he likes to help people, but many a times misses opportunity	<table><tr><td> 15%</td><td> 85%</td></tr><tr><td>Thinking</td><td>Feeling</td></tr></table>	 15%	 85%	Thinking	Feeling		
 15%	 85%							
Thinking	Feeling							



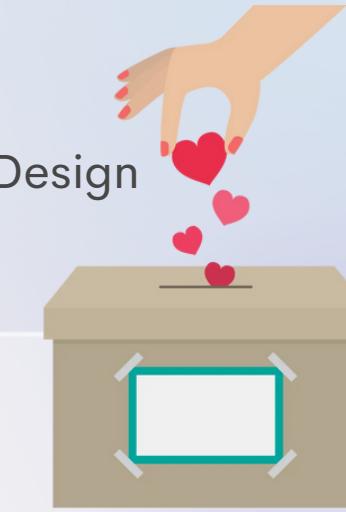
Community Cupids

- Grateful Giving exists to alleviate poverty by enabling the world to give.
- Our NGO has conducted many events to help the people in need like swaachta Abhiyan drive, the COVID vaccination drive, a Play fair for orphan kids, etc.
- We need a platform where we can display our events, collaborate with other NGOs, and get good funding to continue good deeds



Angel Aiders

- Angelica was raised with a volunteer ethic, with her family exposing her early on to the values of service.
- She believes "It's important to be an active part of your community, and volunteering is a way to engage with others while making your community stronger."



Donor Friend

- Donor Friend is a school trustee and born with a silver spoon, raised with ethics showing empathy towards the people in need.
- An active donor at giving India, Smile foundation NGOs.
- He also does volunteer work by teaching kids who can not afford education for free in his free time.

Environmental Profile

Characteristic	Variable	Design Implication
TYPE	Conscious Person	Any person who is willing to help the society can join in
GEOGRAPHY	Country - City	India - Ahmedabad
WILLINGNESS TO SPEND	Lower/Middle/Upper Class Individuals	Spending can be done in 2 ways, one with money, other with giving time to volunteer
SOFTWARE	Connection Speed/ Technology Constraints	Normal Bandwidth is enough to establish contact with Saath app. Payments and Forms submission dont as such require heavy internet connectivity
DEVICE	Tablet/ Mobile Handset/ PC	Saath is a responsive app which can be adjusted for all screen sizes
LIGHTING	2 Profiles Light Mode, Dark Mode	User can adjust the app's theme based on their preferences or set themes on basis of time of day

User Profile

Smile Foundation

About

Smile Foundation is an NGO founded in the year 2002 with a focus on children's education and supporting underprivileged children.

Goal / Needs

The primary goal is to get as many donations as possible to provide better resources to children

Need lots of volunteers who can teach various things to the children

Pain Points

The number of donors is very low

Volunteer registrations aren't high and some of them never show up.

Online Traffic

Social Media + + +

Website + +

User Profile

Jan Sadhana Ashram

About

Established in the year 2017 with the mission of helping and supporting the elderly who were given undeserved treatment.

Goals / Needs

The primary goal is to collect as many donations as possible to provide world-class facilities to the residents.

Volunteers are needed to help in the regular functions we have at the ashram for the residents.

Pain Points

Volunteer registrations are very low, people don't find working at an old age home fun.

Online Traffic

Social Media

Website

User Profile

Manav Kartavya

About

With not focused on any particular segment, they are driven to make the world a little better place to live. Constantly celebrating life with the lower strata of the society, Manav Kartavya also does occasional education workshops in educating people about various everyday things especially for women. Raising awareness is one important part of their NGO.

Goals / Needs

Raising money for conducting campaigns and events throughout the year.

A large pool of volunteers to help them arrange the forementioned events and campaigns.

Pain Points

Less donations as the money is spent on campaigns and not mainstream things like child education or old age homes.

Online Traffic

Social Media +

Website +

Scenario 1

Smile Foundation

Working around underprivileged children and educating them, the foundation needs money to buy books and stationery for hundreds of children on a regular basis. Small-scale functions are also held on major holidays. For this, they need as many donations as possible and have done physical money-gathering drives in the past. Post COVID, this seems to be one of the most difficult things to do. They need new ways to market their need for donations and volunteers where people can get the information quickly.

Scenario 2

Jan Sadhana Ashram

Providing residence to hundreds of older citizens, the Ashram is constantly growing and adapting to the current standard of living. To keep the residents happy, festivities are regularly celebrated. For this, they need volunteers which seems to be a very difficult task as young people don't usually want to volunteer at an old age home. Showing them how fun it can be is what the ashram thinks will attract them.

Scenario 3

Manav Kartavya

Passionate about educating the poor about things that happen to or around them on a regular basis, like biological and social. They need to raise money regularly to fund these campaigns along with a large number of volunteers. Not able to find any of these they need to find a channel that can help them do that. Post COVID effects on the poor need to be treated which they plan on doing.

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Research

User Group Interviews

Demographic Questions

- NAME
- AGE
- GENDER
- OCCUPATION AND DESIGNATION
- LOCATION OF THE INSTITUTE

User Group Interviews

Questions for NGOs

What does your NGO do?

How often do you organize events?

Have you ever organized an event by collaborating with other NGOs?

Do you have a website?

How would you advertise your event if you organise any?

What is the major source of your funding?

Do you prefer to let your donor track their funding? If not would you like to in the near future?

Would you like to expand your network as an NGO? if yes then how would you prefer to do it?

How do you look for volunteers and donors as an organization?

If there is a common platform were you can advertise your event as well as get volunteers for the same and get more funding?

Do you think such an idea will create a positive impact in the society?

User Group Interviews

Questions for Donors

Have you ever donated to an NGO?

How do you prefer to donate?

Do you donate using your name or do you prefer it to remain anonymous?

What causes do you consider while donating money?

Would you like to organize a whole event apart from donating?

How much of an impact does it create on your organization while you are donating?

How frequently do you consider donating?

Do you ever ask an NGO about how is your money utilised? If no would you like to?

If there is a website that can help you reach NGOs for donation and track it would you be interested?

Do you think such an idea will create a positive impact in the society?

User Group Interviews

Questions for Volunteers

What is the reason you would like to volunteer for an event?

Do you register for an event and visit the event to fullfil the volunteering purpose?

How frequently do you volunteer for an NGO?

If you have a website were you can know about the event and register for the same?

What causes are you most passionate about?

What skills would you bring to this volunteer position?

Why do you think this volunteer opportunity is a good fit for you?

What compelled you to volunteer

"Do you feel like the volunteer work you do is important to the community?"

"Do you want to feel like a valuable member of the no-profit organization? Please briefly explain why or why not."

Do you volunteer for company charitable events?

Do you face difficulties in finding charitable event for volunteering?

Do you think such an idea will create a positive impact in the society?

Data Analysis



Research

- We interviewed some NGO employee/managers.
- We interviewed Business owners/ Service Providers who regularly donate.
- We also interviewed some students who are interested in volunteering

Purpose of the Survey

- We wanted to understand the audience all the three segments.
- We wanted to analyse whether there is such a problem in the existing market or there are any problem near to this problem.
- Our first idea was to properly realise the challenges that they were facing and later find the solution to those.
- In terms of solution we wanted to understand the already existing solutions that our target audience had.
- Also the main idea was to see what are the trust factors for all the segments.
- Lastly to understand the frequency of activities involved by all the three segments.

Analysis and inferences
from the survey rolled
out to **NGOs**



Purpose of survey for NGO'S

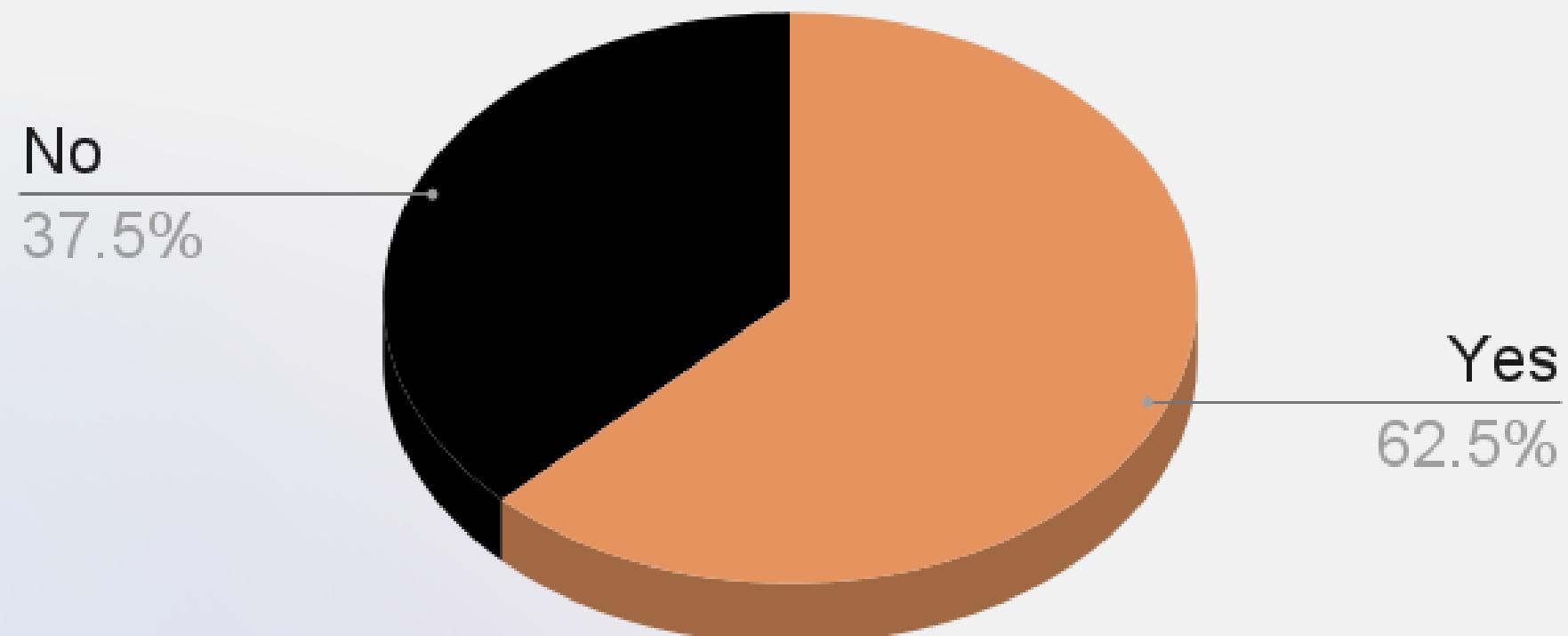


- We wanted to understand whether NGOS have a working website or not.
- Whether they engage in event activities, how do they work for keeping an event.
- What is the role of volunteers in their NGOs do they even require volunteers, for how long and for what activities.
- The major questions were about their source of funding, whether they let their donors track their money or not?
- Lastly to understand the challenges they face to accquire both donations and volunteers also wether there is a need of the platform that weare creating or not?

Quantitative Analysis

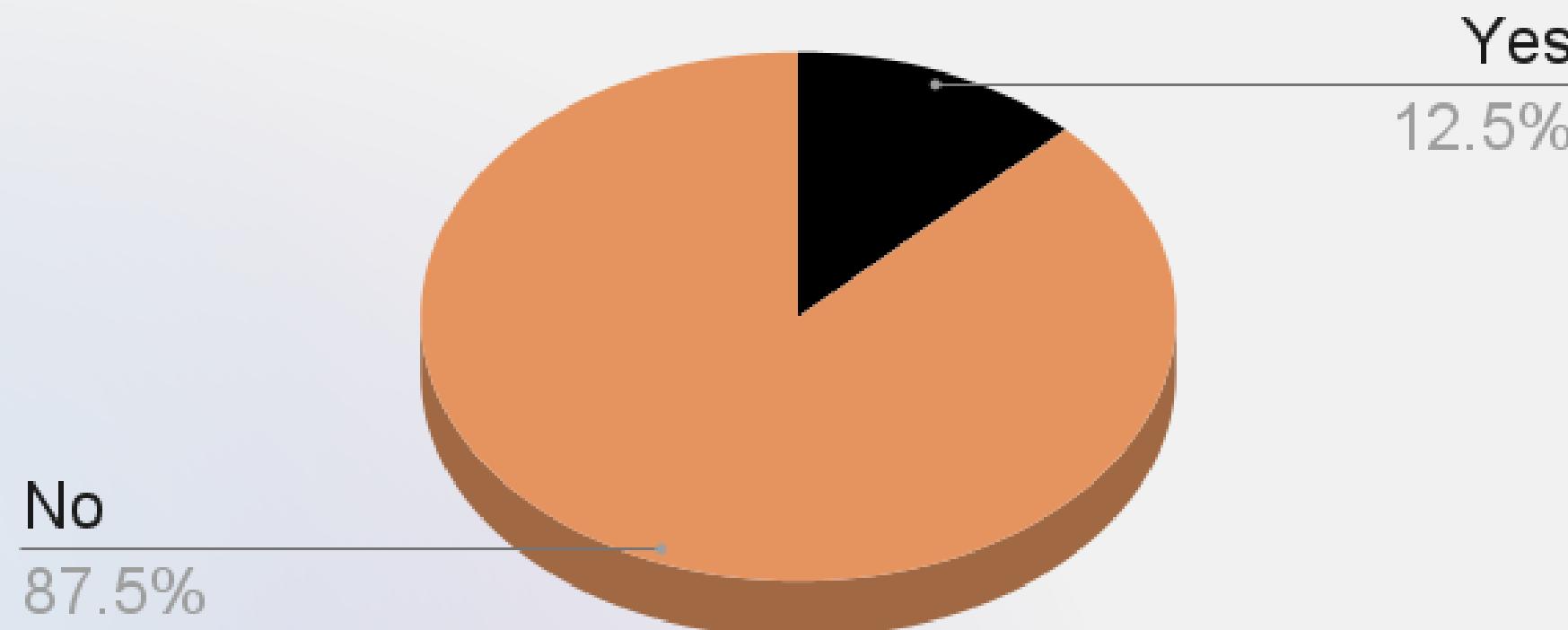


Do you have a website?



More than half of the NGOs have their own Website

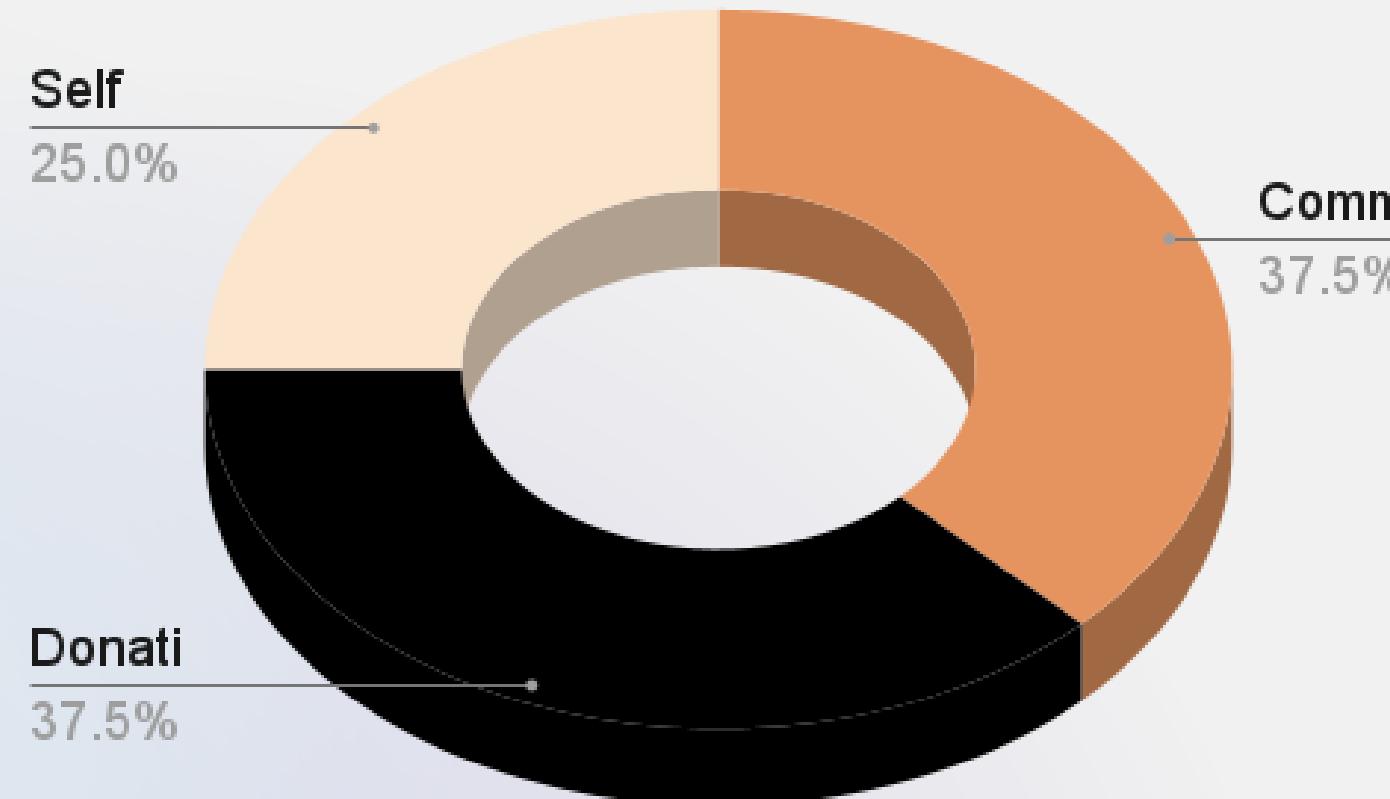
Have you ever organized an event by collaborating with other NGOs?



The results for NGOs option to collaborate with different NGOs for the event was a 100%

YES

Major Source of Fundings?



- This helps us analyze our third segment the Donators.
- In here we can see how the people from communities and big donors are already a part of our segment. What we missed out was on self funded NGOS.

Qualitative Analysis



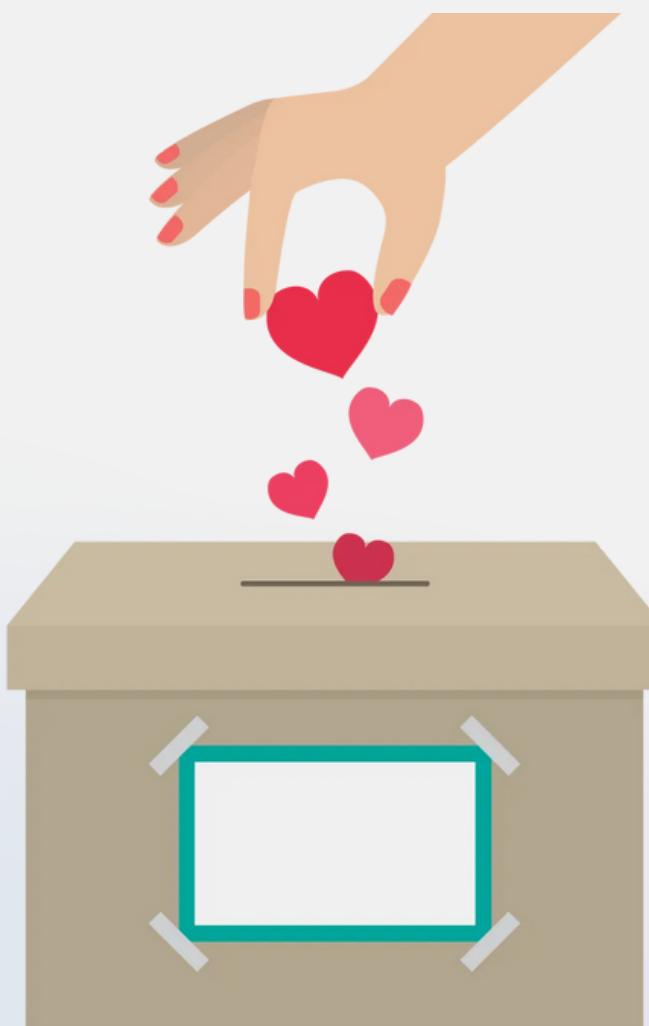
Qualitative Analysis

- Less than 30% donors make use of online payment and have made payment by cash or cheque
- People donate to NGOs where their fellow friends or family have either worked or started it themselves.
- Not much impact is created to the donor after the donations to the NGOs.

Analysis and inferences
from the survey rolled
out to **Volunteer**



Purpose of survey for Donors

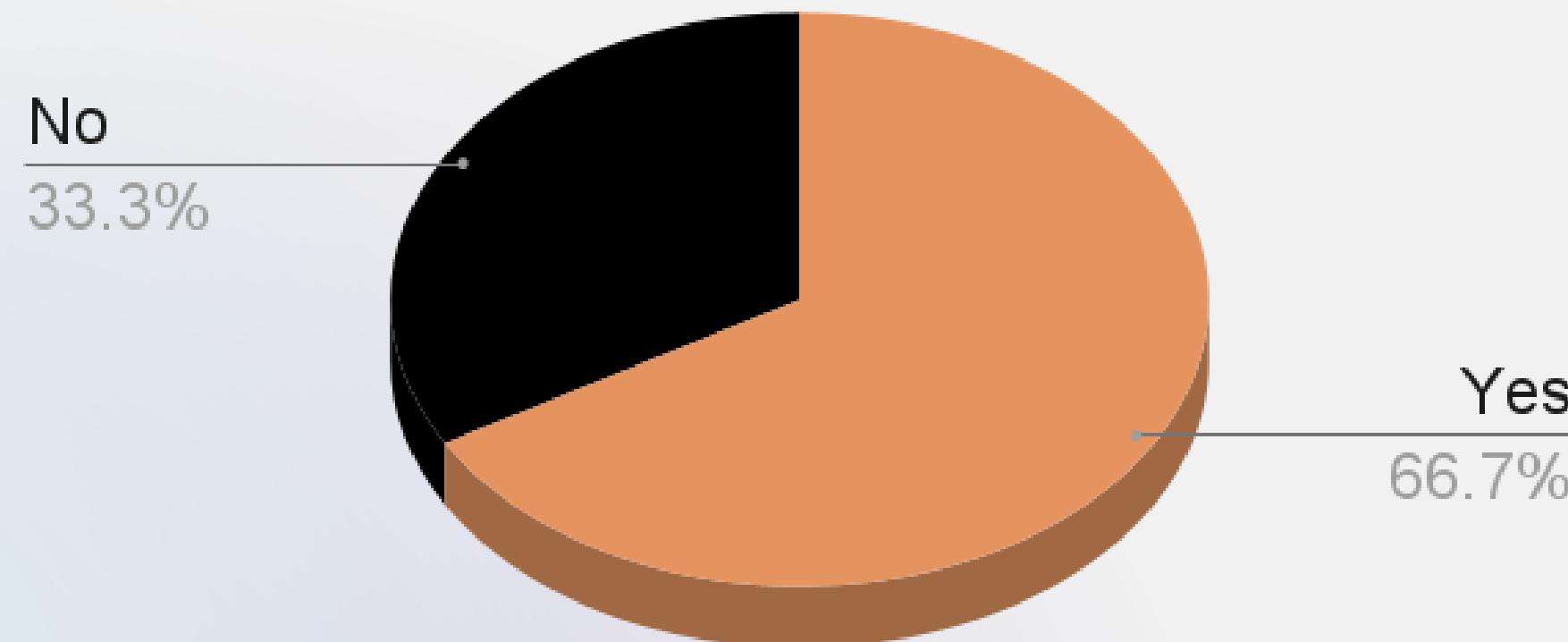


- We wanted to understand frequency of donation
- There usually preferred mode of payment.
- What is the cause they keep in mind while donating
- What is the reason that makes them trust an NGO to donate their money for the noble cause

Quantitative Analysis

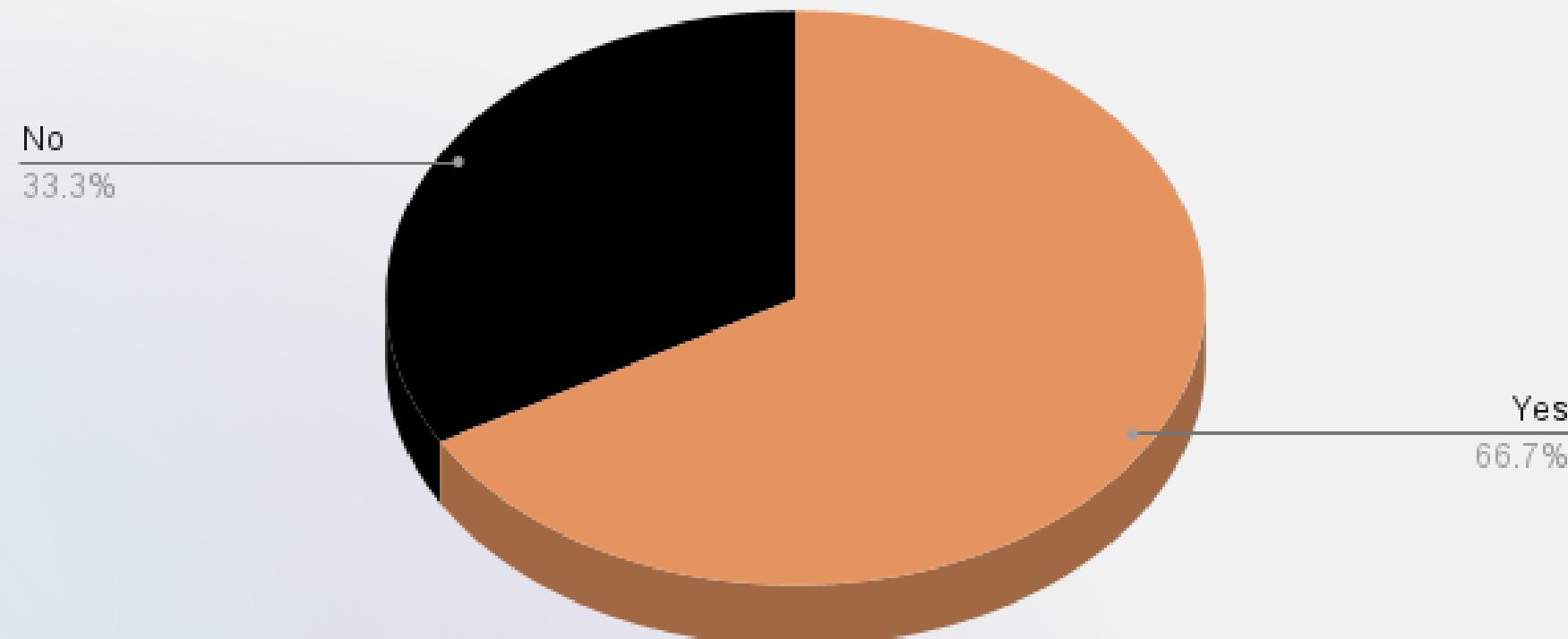


Do you ever ask an NGO about how is your money utilised?



People would like to keep a track of their money and its utilization

Would you like to sponsor an entire event apart from donating?



Donors are willing to do more than just donations

Qualitative Analysis



Qualitative Analysis from a survey of Donor's

- 62.5% of the NGOS don't face any issues or challenges when it comes to getting in contact with volunteers.
- Over 60% of the NGOS gain trust by keeping their live tracking of money for donors and by keeping events. This way they get to know each other and develop trust.
- 100% of the NGOS market themselves through their online platform. 100% of them are interested in our online platform. This is a benefit for us and the ngos too because we can together promote each other's website and increase website clicks.
- The frequency of NGOS keeping events varies from everyday to 10 times in a year.
- Only 1 in 8 NGOS have collaborated previouslywith other NGOS for an event but 8/8 of them are interested in keeping one.

Analysis and inferences
from the survey rolled
out to **NGOs**



Purpose of survey for Volunteer

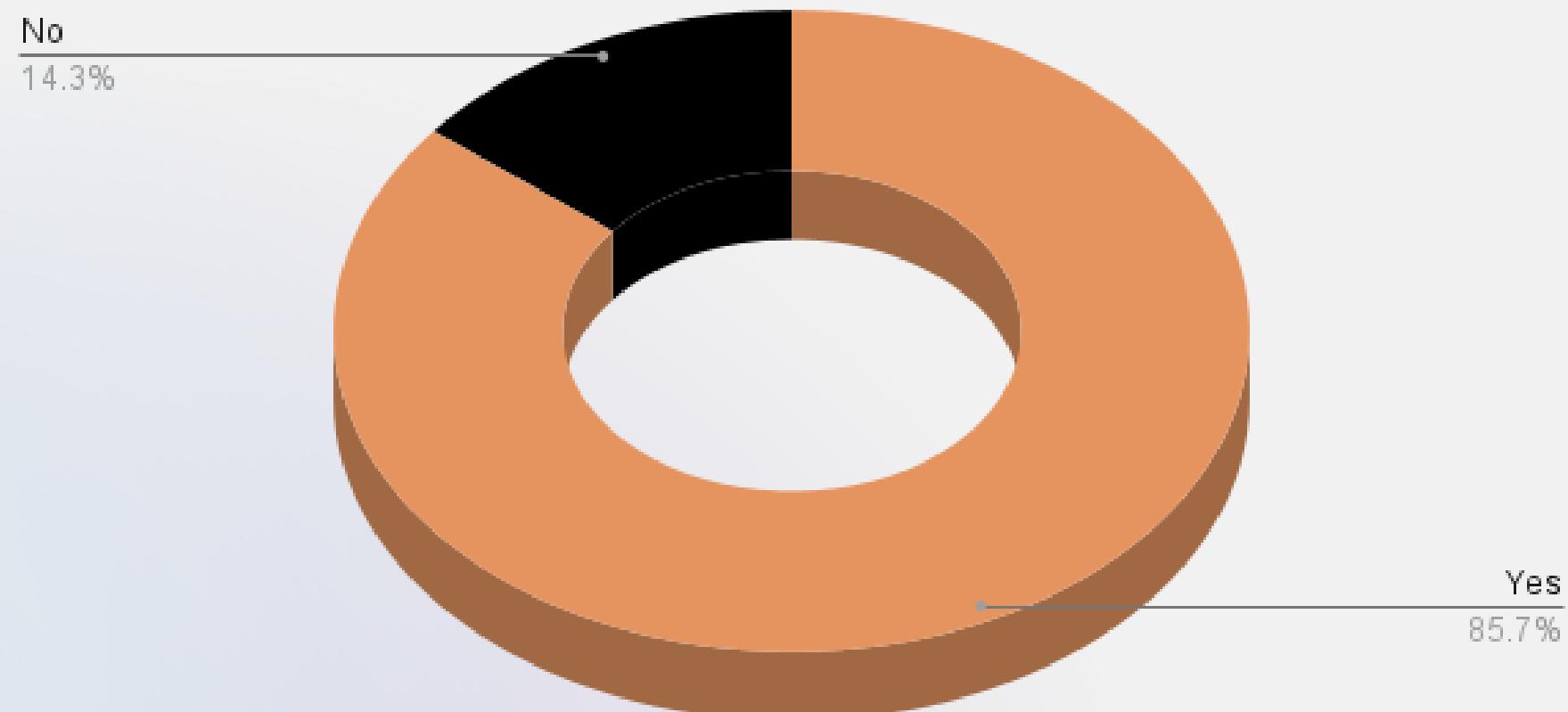


- We wanted to understand whether volunteers fulfil their commitments after registering for events
- The frequency for which they offer volunteer work
- Whether they know of any webapps where they can register for NGO volunteer activities
- The service they usually volunteer and are most passionate about, also to understand the skills they have to back up in volunteering
- Understand why they volunteer and how they feel in general about the credibility of NGOs, what drives them to volunteer.

Quantitative Analysis

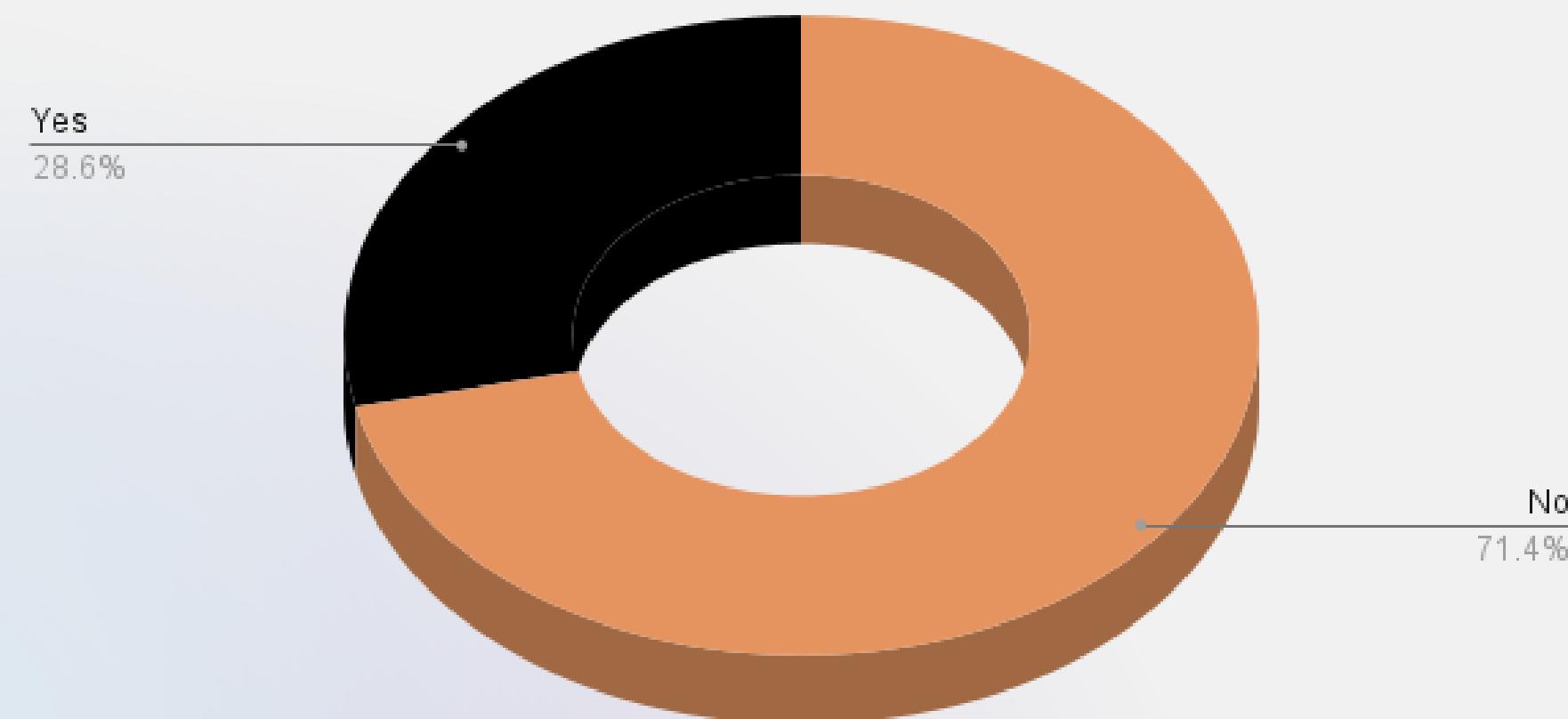


After Registering to volunteer do volunteers
actually commit themselves



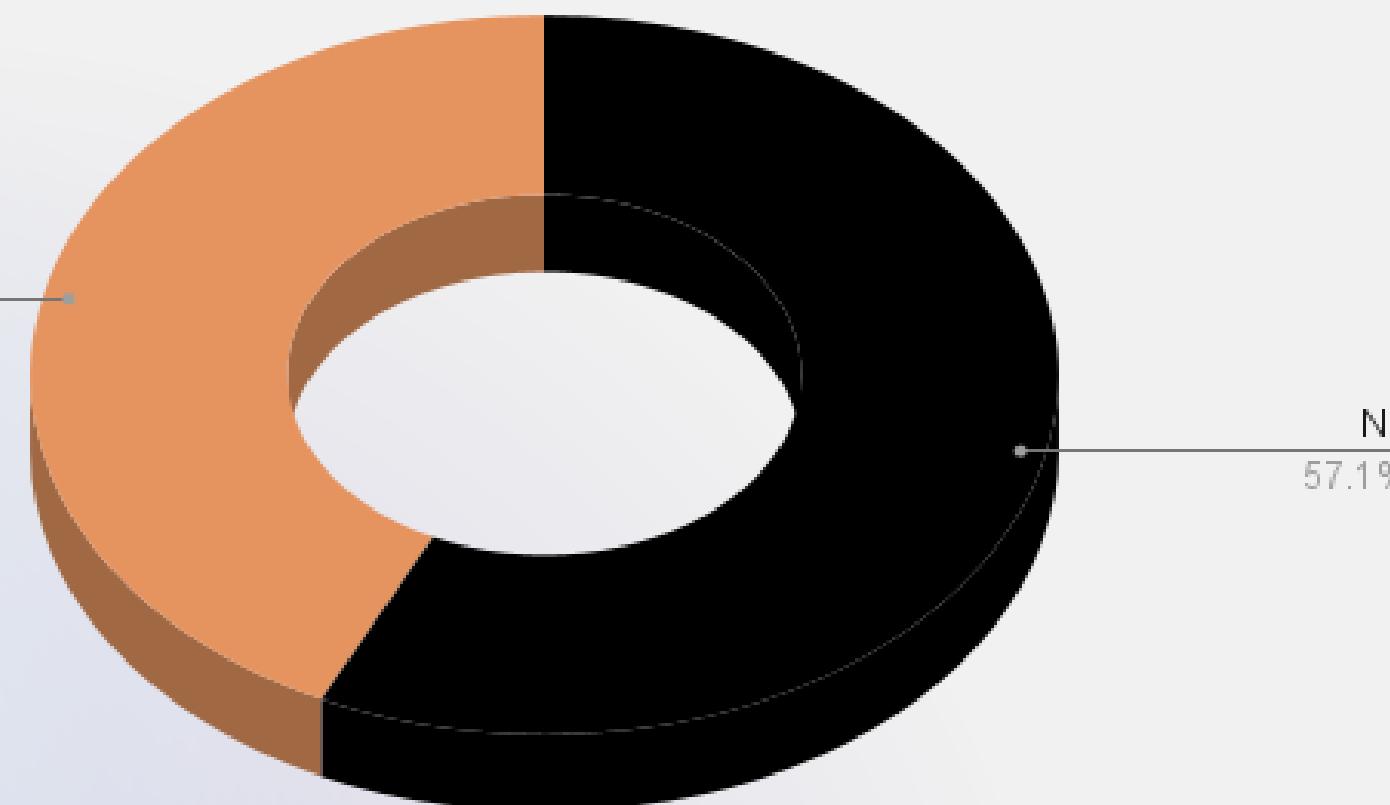
More than 80% of the volunteers are
commiting themselves to volunteer for
their respective NGO's after signing up
with them

Do you volunteer for company charitable events?



75% of the volunteers don't volunteer for charitable events organised by companies.

Major Source of Fundings?



- More than 40% of the respondents find it difficult to find events to volunteer in
- Respondents who said No have already made contacts in the industry and are aware of a lot NGO events happening

Qualitative Analysis



Qualitative from survey of Volunteer

- Volunteers are unaware of any common platform where they can register for NGO events
- People feel that volunteering is a good thing in the society and is important for the community
- Volunteers prefer voting for genuine NGOs with legal paperwork
- They prefer to volunteer for NGOs run by their friend and families

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Primary Noun

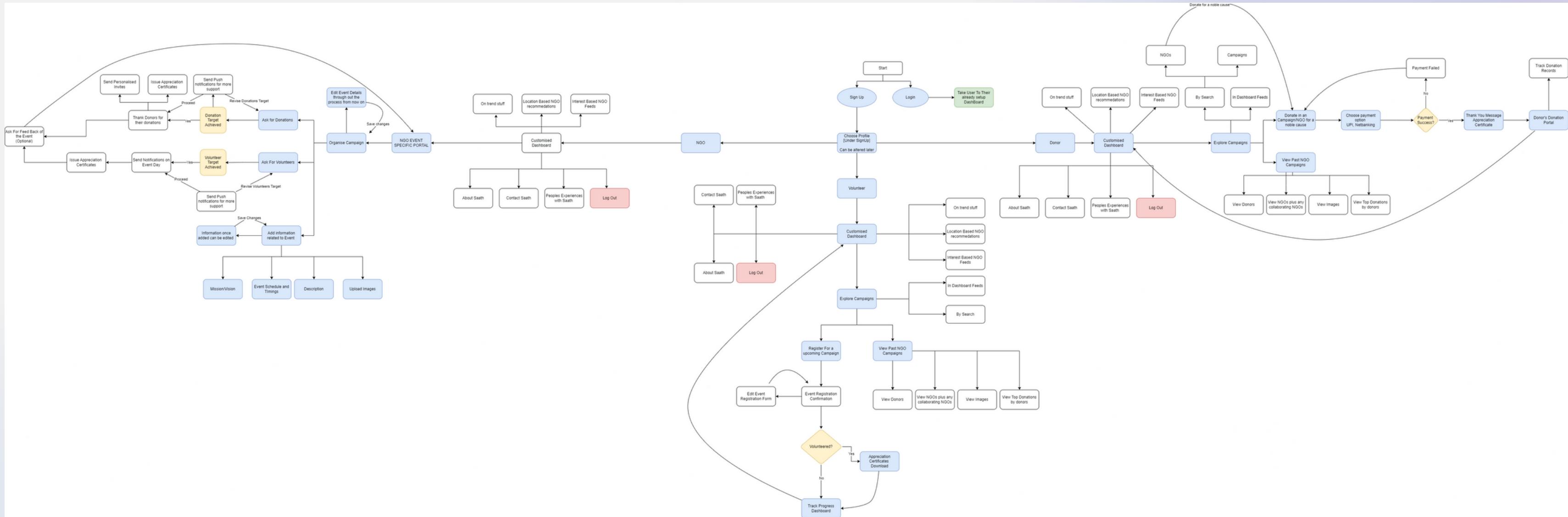
Primary Noun	Count	Views	Actions	Attributes
Account	One	Detailed	LogIn, SignUp, Track, View, Update, Delete, Upload	NGO: Name, Email, Contact, Certification, Description, Recent Events Donor: Name, Email, Contact, Occupation, Reason, Record Volunteer: Name, Email, Contact, Reason, Record
Events	Hundereds	Upcoming, Past	View,Update, Delete, Upload	NGOs: Event Details, Target Donation, Target Volunteer, Event Images, Collaboration request Volunteer & Donor: Register for event, Donate for event, Feedback

Primary Noun	Count	Views	Actions	Attributes
NGOs	Hundreds	Search List, Filtered List, Detailed	View, Chat, Follow	Show Interest, Filter by Activity, Event Frequency, Donations Provided
Volunteers	Hundreds	Search List, Filtered List	View, Chat	Show Interest, Filter by Age, Frequency of Participation
Donors	Thousands	Search List, Filtered List, Detailed	View, Chat, Follow	Show Interest, Filter by Age, Donation Frequency

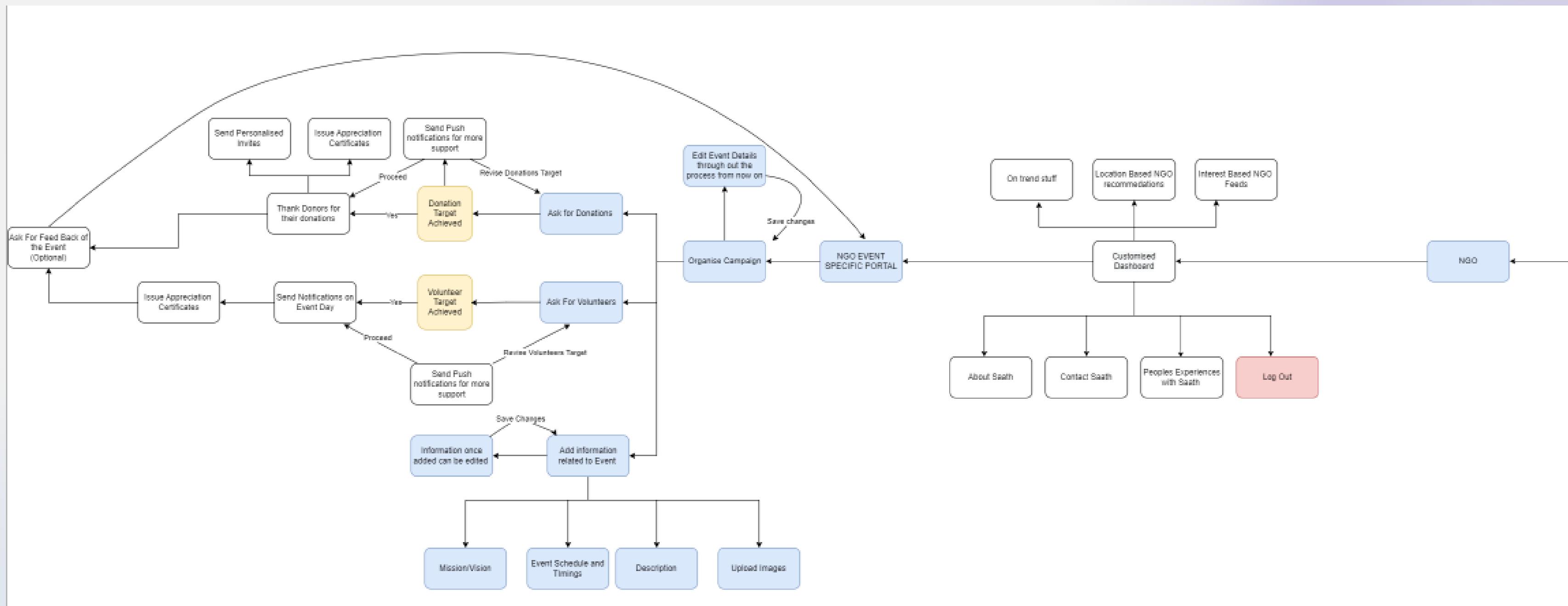
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Task Flow

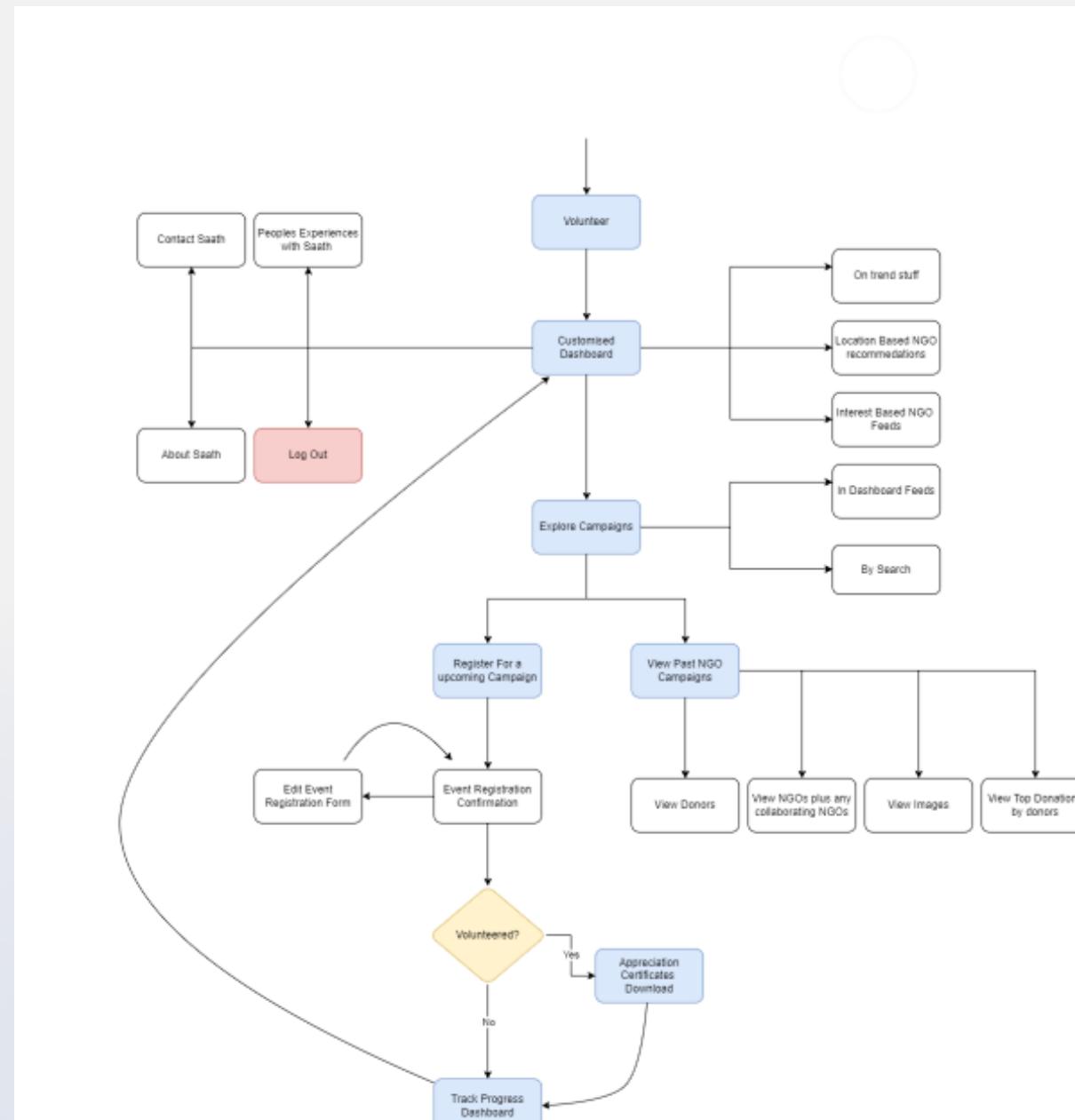


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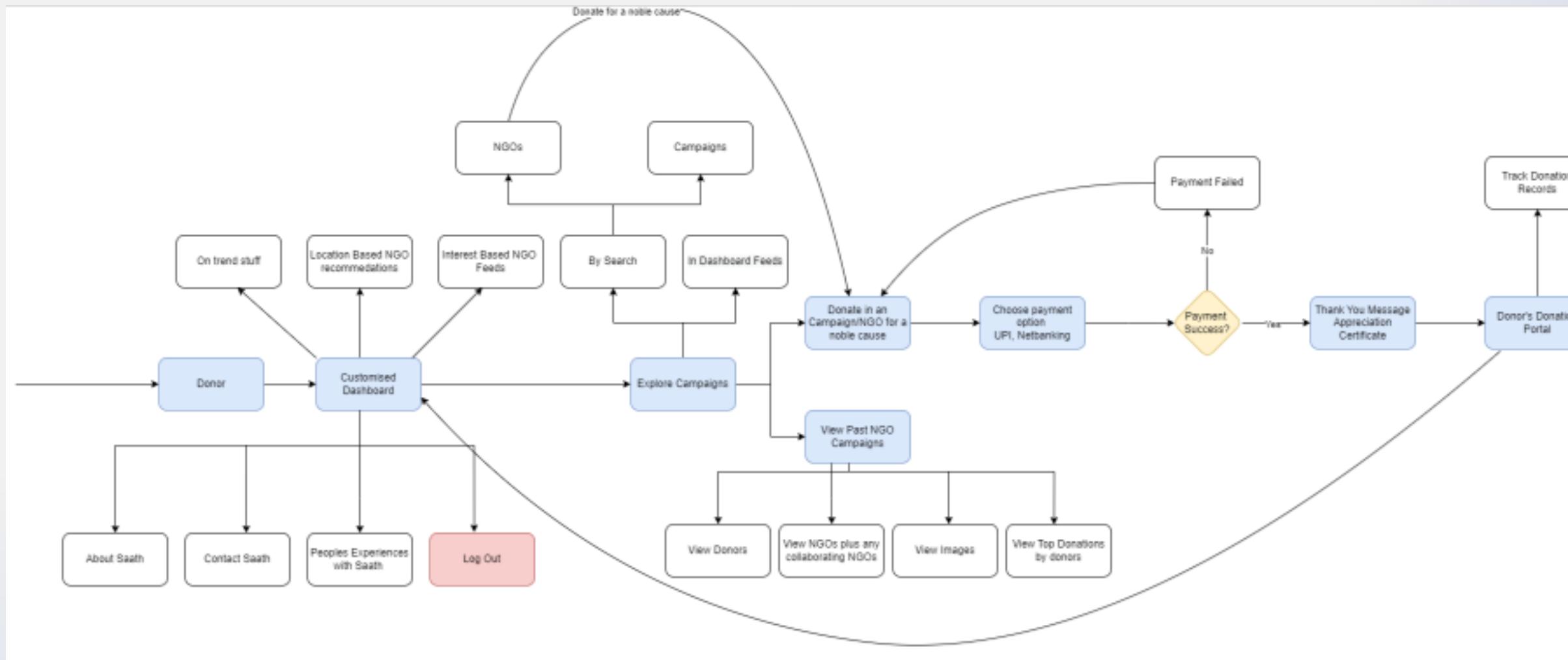
NGO Task Flow

- View NGOs to collaborate
- Add Event details
- Request for Volunteer
- Request donations
- Send Personalized Events



Volunteer Task Flow

- View Upcoming events
- View Past events
- Register for new event interested to volunteer
- Track Progress
- Download Appreciation Certificate



Donor Task Flow

- View Upcoming events
- View Past events
- Donate for new event/Campaign
- Payment Portal
- Track Donation
- Download Appreciation Certificate

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Task Profile

Task Profile for **Volunteers** and **Donors**

Before signing up:

- Login
- Signup
- Take initiatives in volunteering and donating
- Explore NGO activities
- Explore campaigns
- Explore individual trends in the community
- Search NGOs by name and location and type of work they do
- Check progress in volunteering and donations portal, this is for the volunteers and donors respectively

After signing up:

- Login
- Make donations payment to relevant NGO
- Accept volunteer registration for a particular event
- All other activities before signing up can be done as well

Task Profile for **NGOs**

Before signing up:

- Login
- Signup
- Explore Activities already happening in Saath community
- Search NGOs by name, location and type of service they offer

After Signing up:

- Post Event and campaign related stuff
- Ask for donations in the events
- Ask for volunteers to volunteer
- Track Event/Campaign Dashboard
- All other activities before signing up can be done as well

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Company Profile

Giving Circle

India's first Community Service Platform that supports the Scale Up needs of NGOs and Individual Changemakers, all in one place.

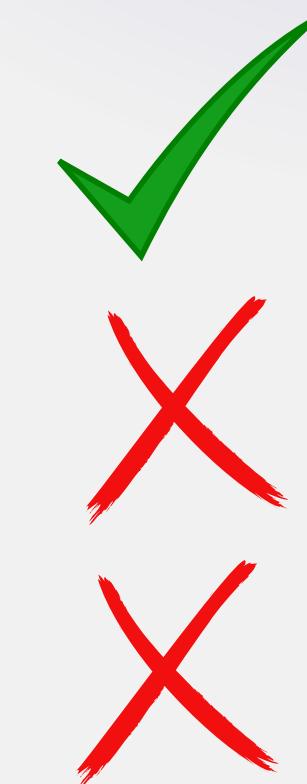
Offerings

VOLUNTEERS REGISTRATIONS
COLLABS OF NGOS
PERSONAL DASHBOARD FOR DONORS

Saath



Giving Circle

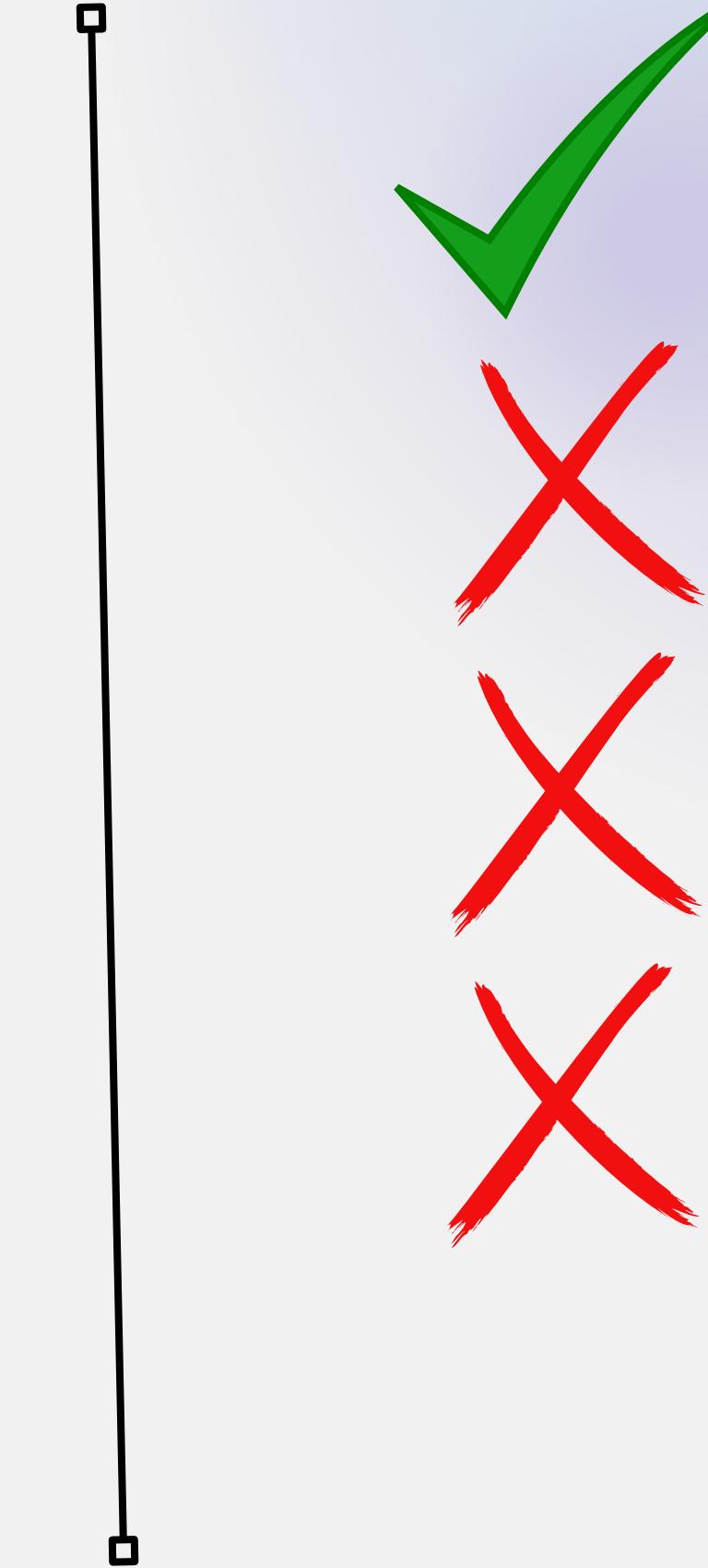


**OPPORTUNITY FOR
SHOWCASING
EVENTS**

PAST EVENTS

**MODE OF
COMMUNICATION
BETWEEN SEGMENTS**

**A SEARCH OF
EVENTS/ DONORS/
VOLUNTEERS**



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SWOT ANALYSIS

STRENGTH

1. Easy Navigation and Search bar.
2. Allows full integration of the three segments.
3. Full circle of communication between the three segments.
4. Easy Understanding of Dashboard.
5. Completely free for all the users.
6. Trusted and Certified NGOS.

WEAKNESS

1. Limited Features.
2. More communication can lead to misuse by any segment.
3. Trust building is difficult for the donors.

OPPORTUNITY

1. Big NGO Collaborations by Big MNCS.
2. Collaborations with universities for volunteers.
3. Collaborations with Private institutes for Hosts.

SAATH

THREAT

1. Established NGOS might not need us.
2. Small NGOS it will be difficult for people to trust.
3. Volunteers might lose interest if not engaged.
4. Competition.

STRENGTH

WEAKNESS

1. Opportunity to Host an Event by Anyone.
2. Sharing it online on other platforms.
3. Credibility with testimonials

1. Doesn't give a clear picture of the events taking place.
2. Volunteer centric
3. No Focus on NGOS.
4. No path for Collaboration.

OPPORTUNITY

GIVING CIRCLE

THREAT

1. Can do forward integration in posting events
2. But will loose its primary purpose

1. Websites that can create a segment of volunteer testimonials and focus more on NGOS and Social events.
2. A platform that focuses personally on all three segments.

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Task Analysis

Frequency

Low

Importance

High

NGOS

Send Notifications

Check Dashboard

Login/ Sign Up

Add Images

Request for Donations

Ask for feedback ok events

Request for Volunteers

**Issue appreciation
certificates for donors
and volunteers**

Add/ Edit Event Details

Send Personalised Events

**Give donation tracking to
Donors**

Contact Saath

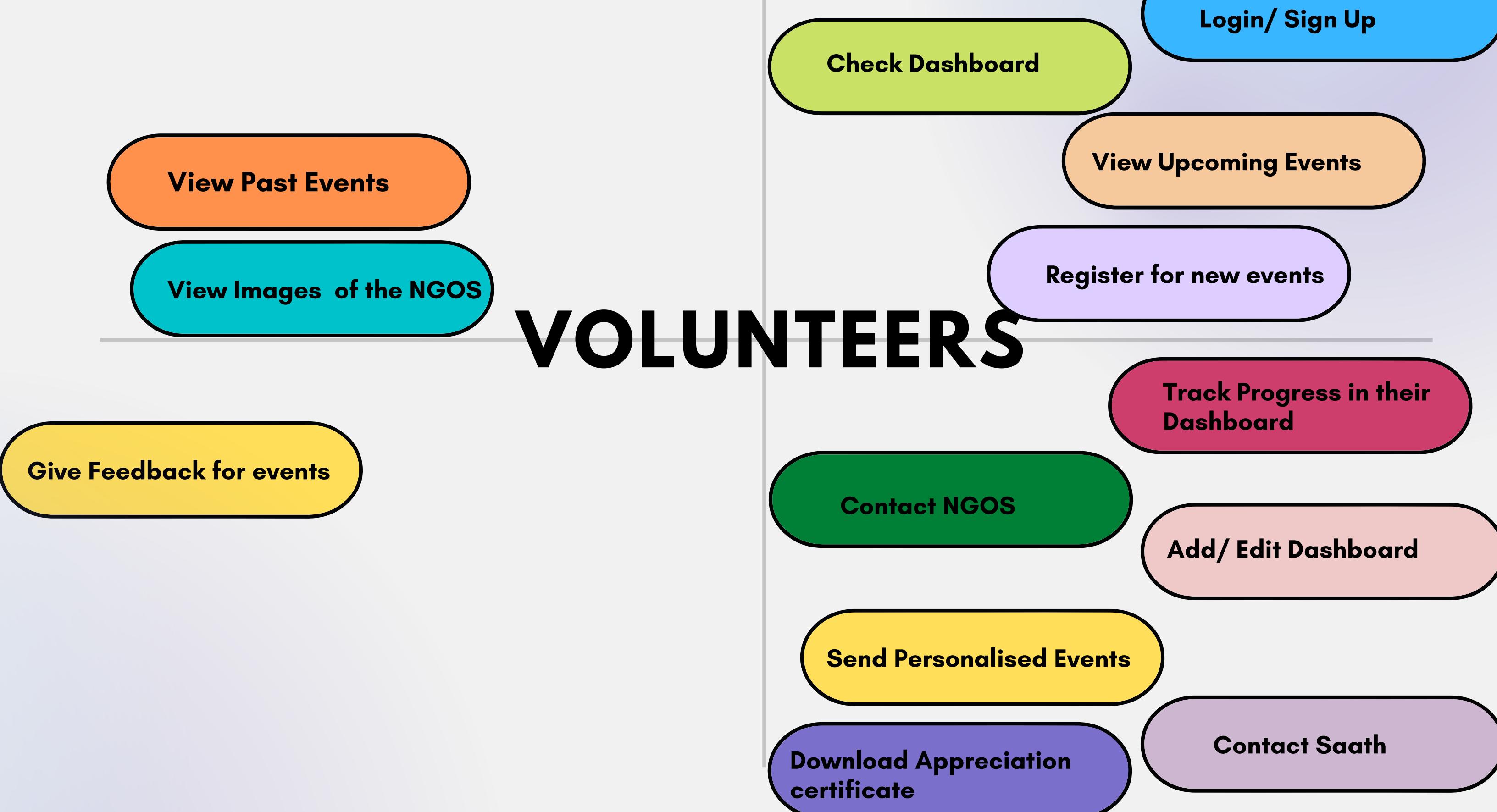
High
Frequency
Low

Low

Importance

High

VOLUNTEERS



Frequency

Low

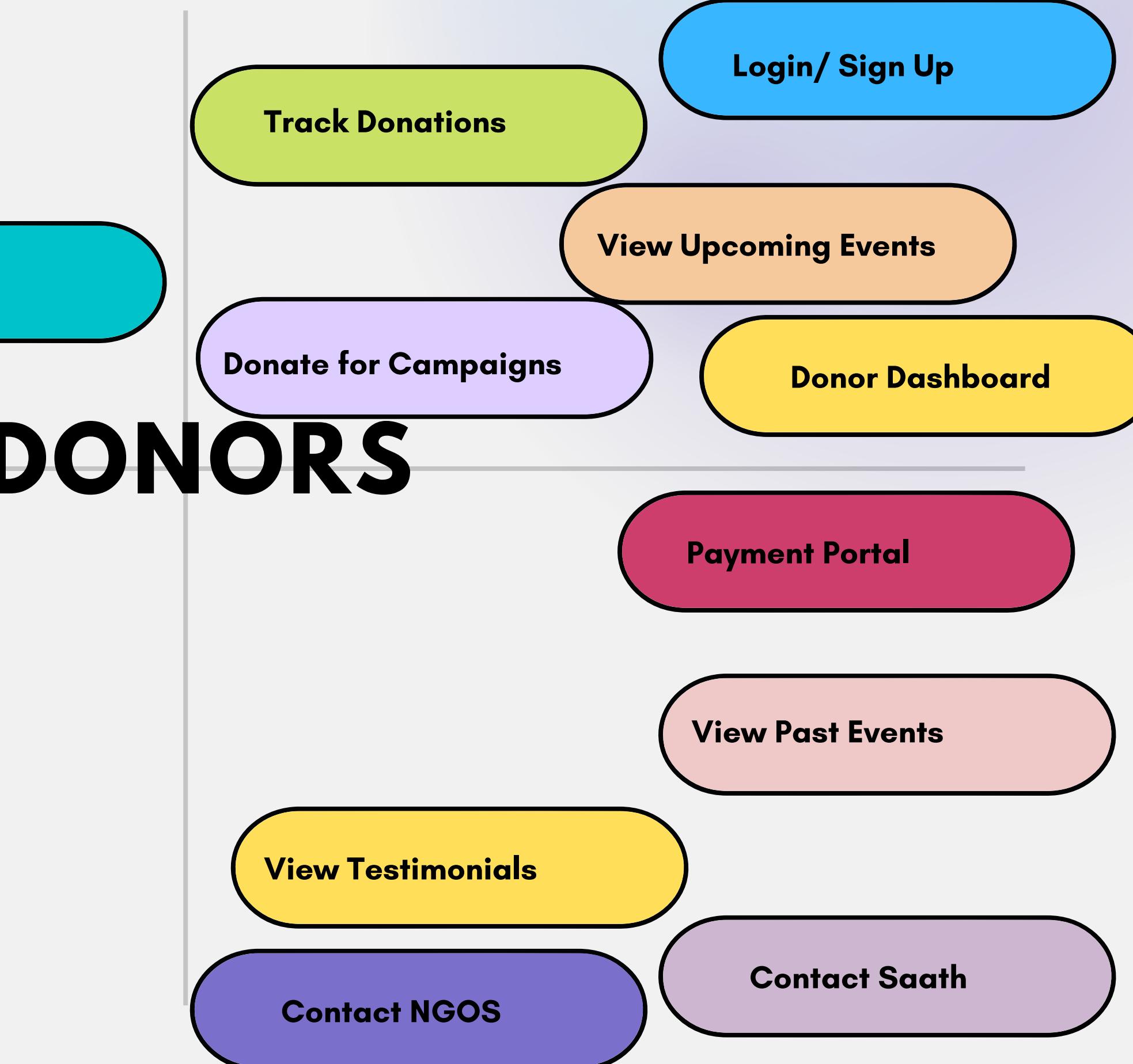
Importance

High

DONORS

View Images

Add Images



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Card Sorting

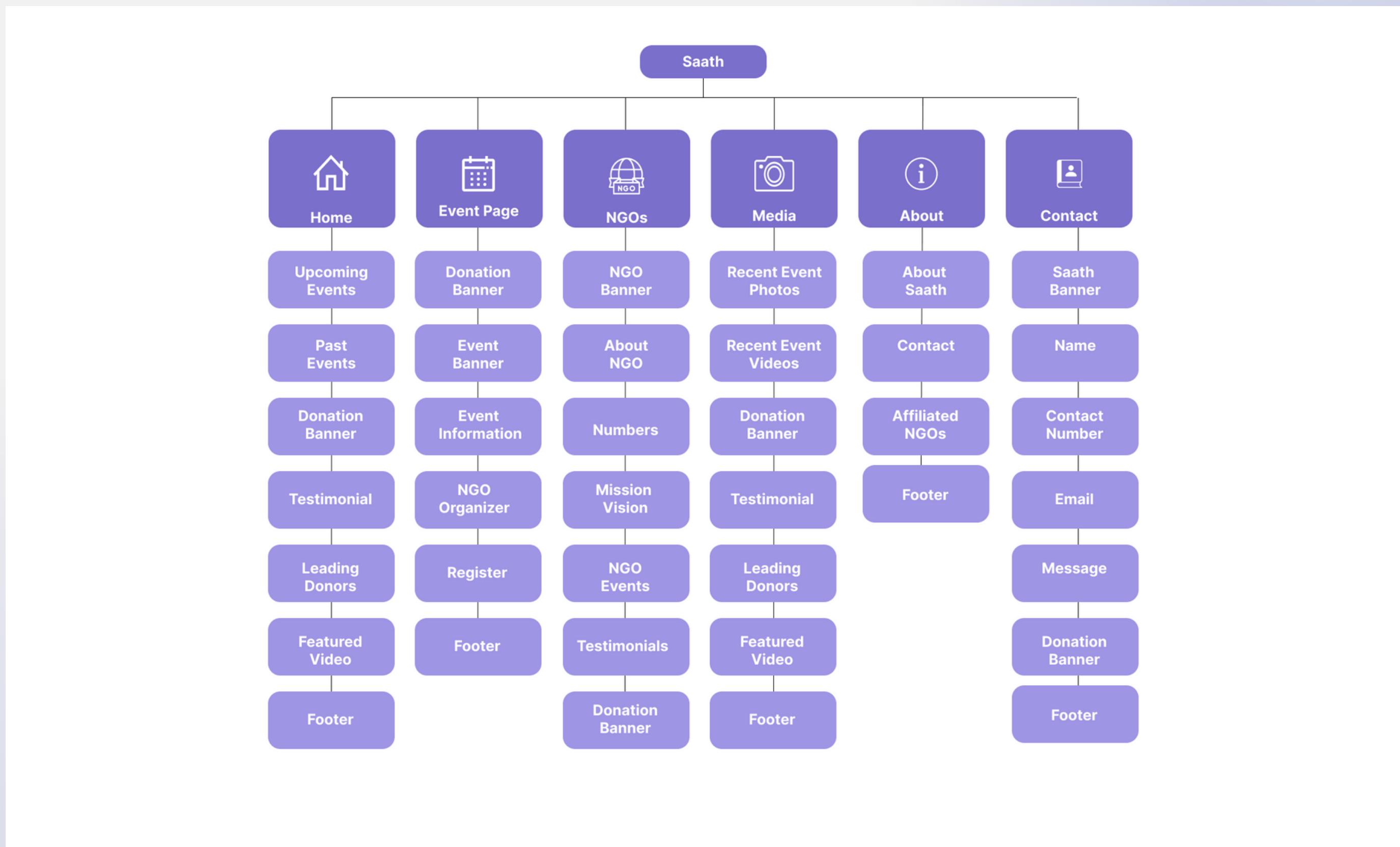


Card Sorting Saath

[See the board](#)

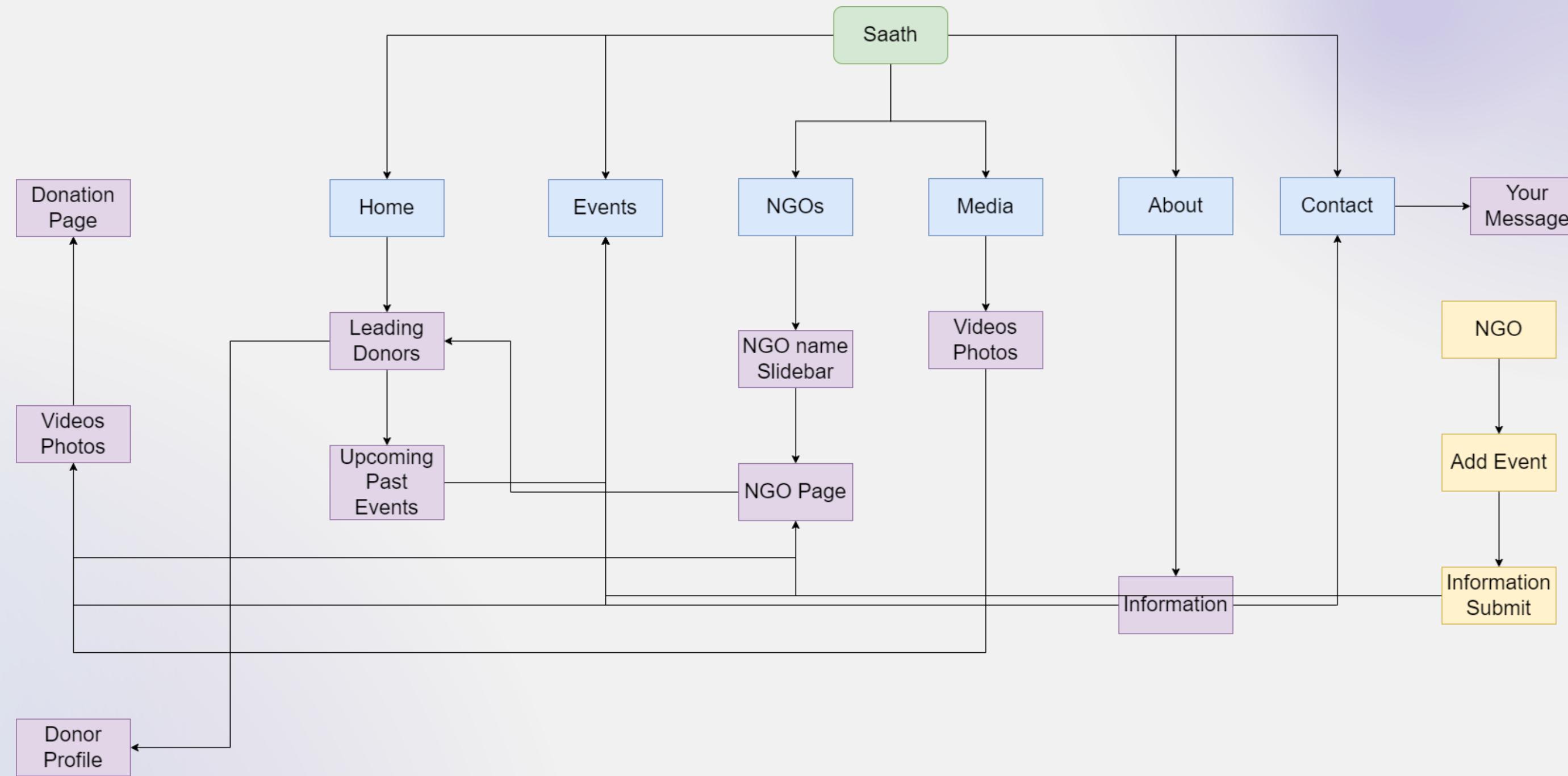
Information Architecture

Information Architecture



Information Architecture for NGOs

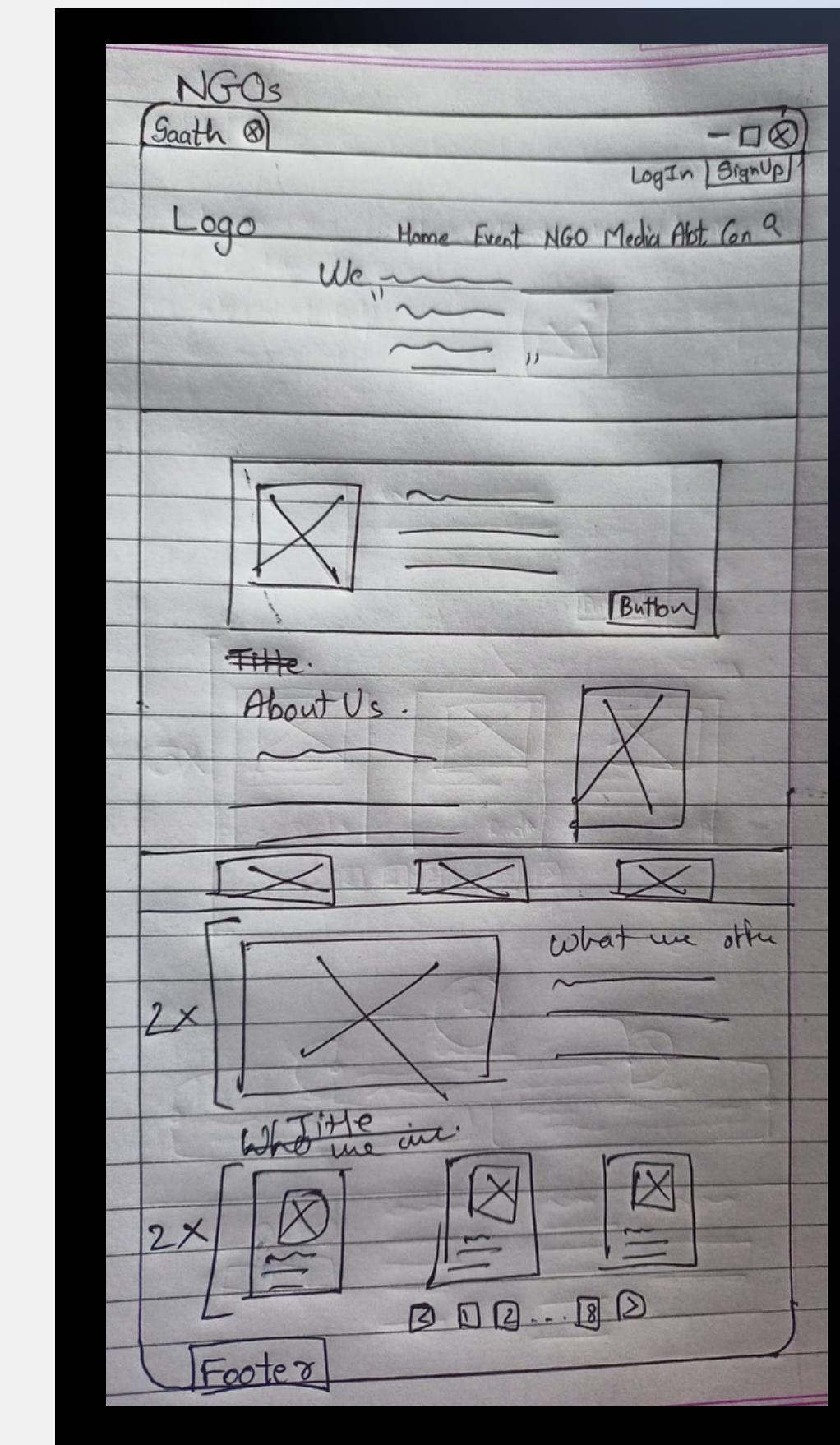
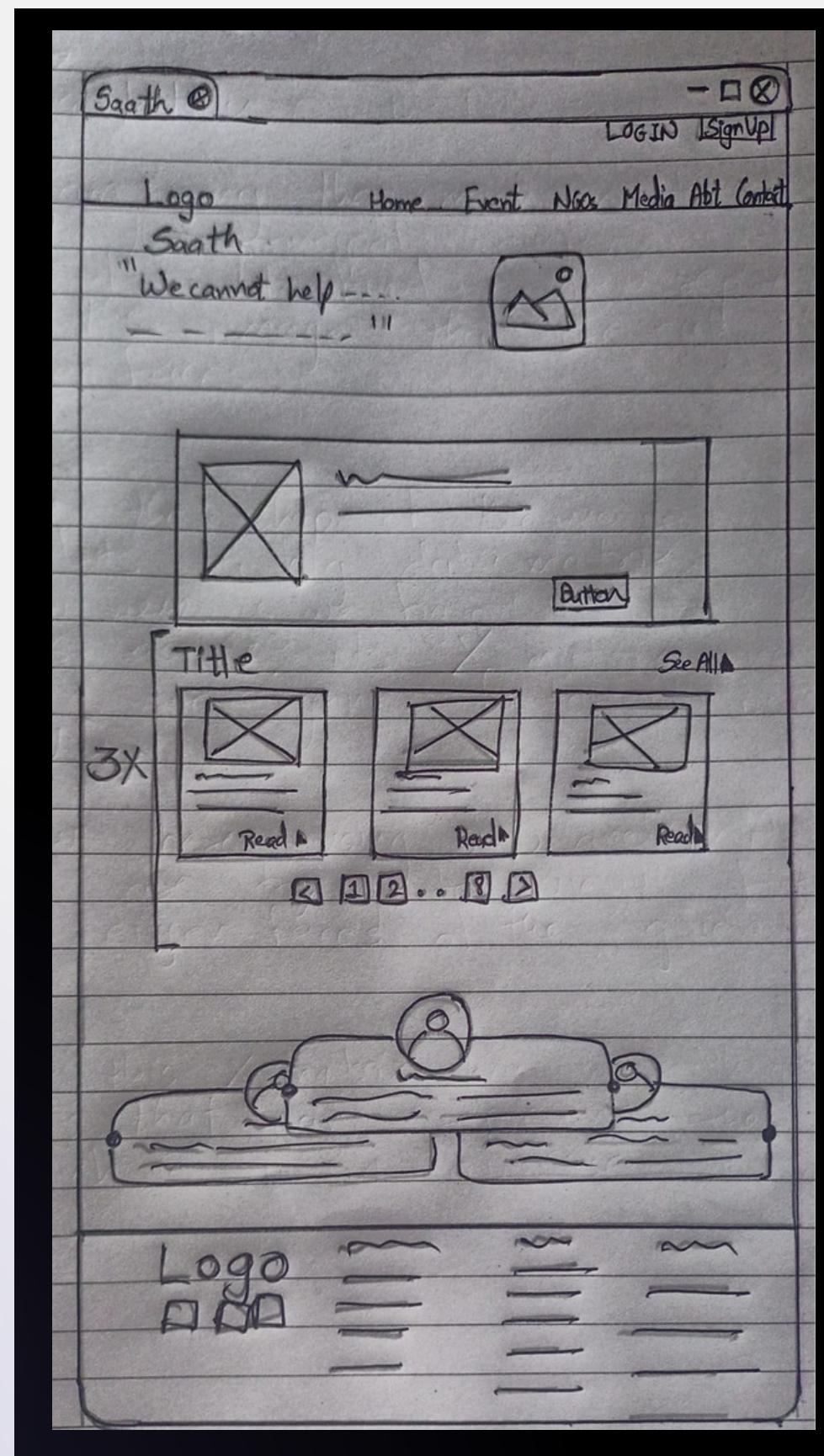
Navigation Diagram

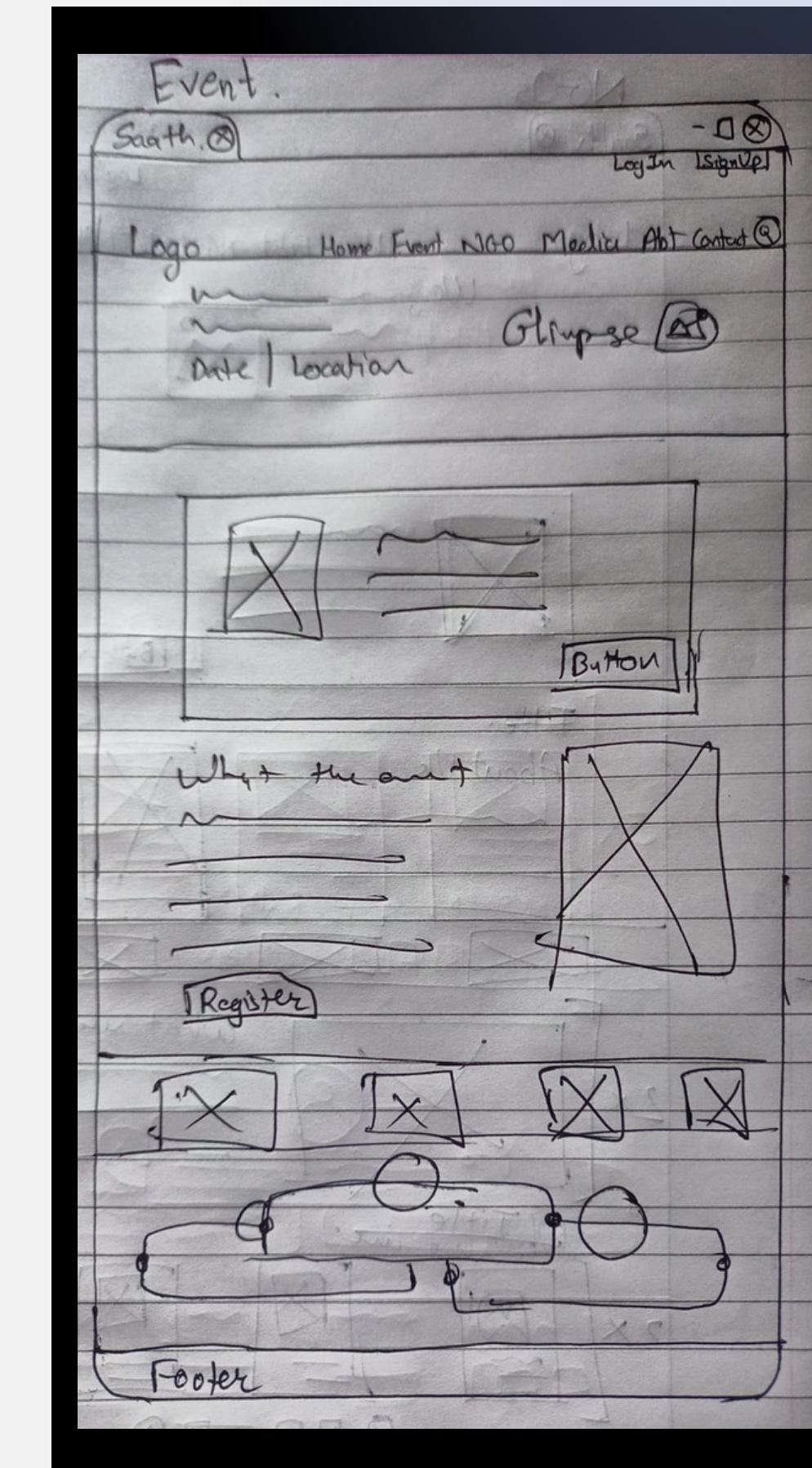
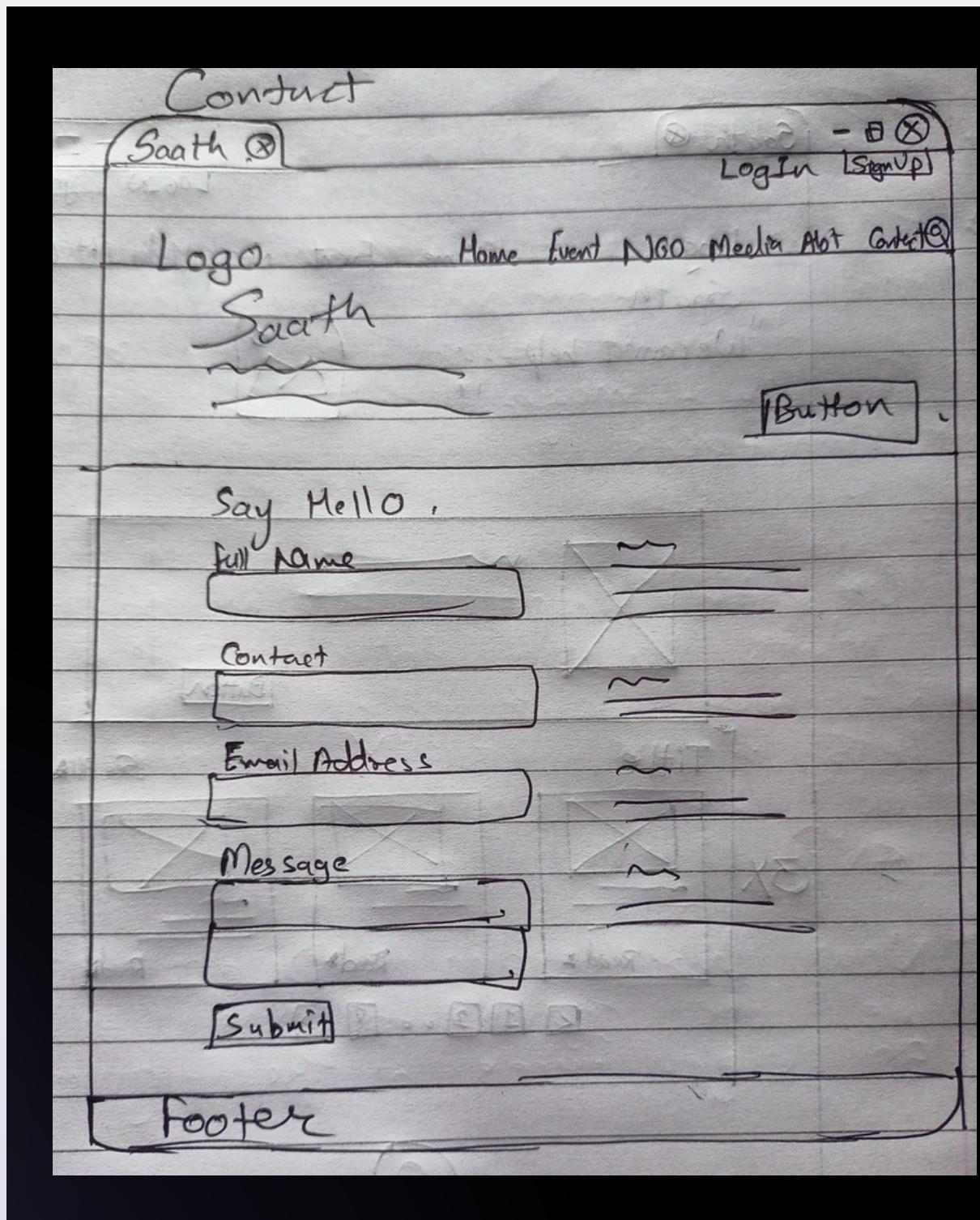


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Sketches

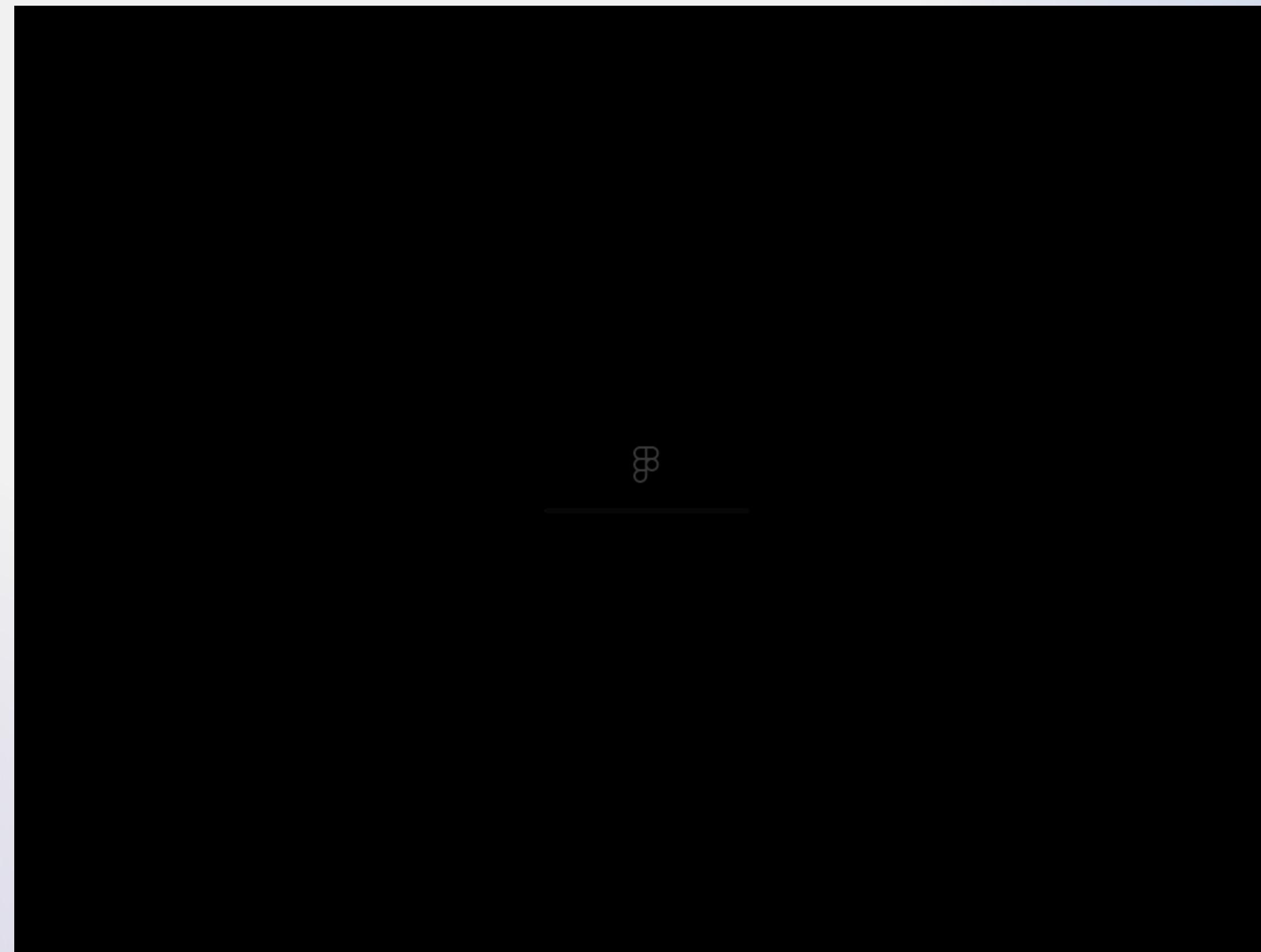
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Medium Fidelity

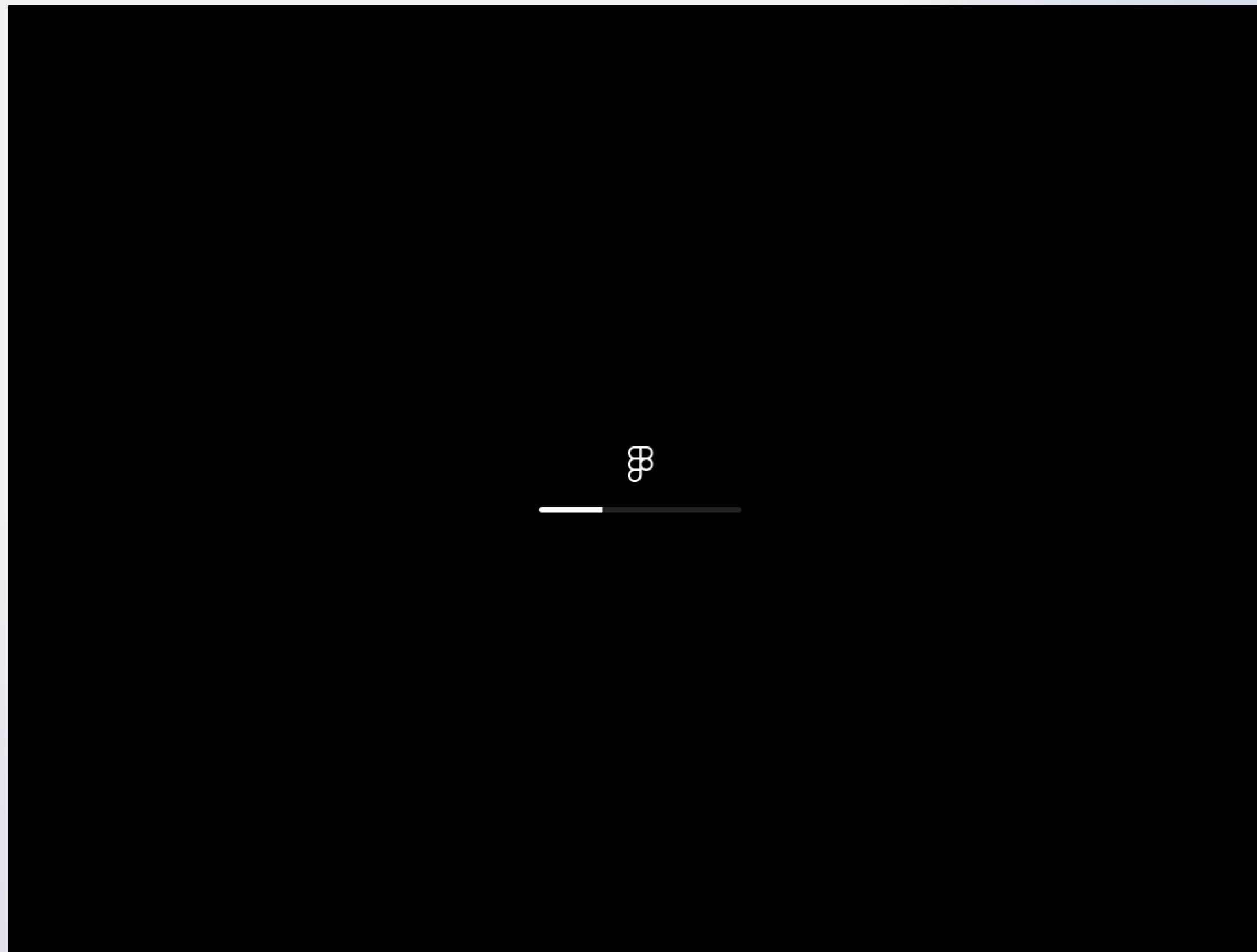
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THANK
YOU