

The Boston **Social** **Good** Calendar

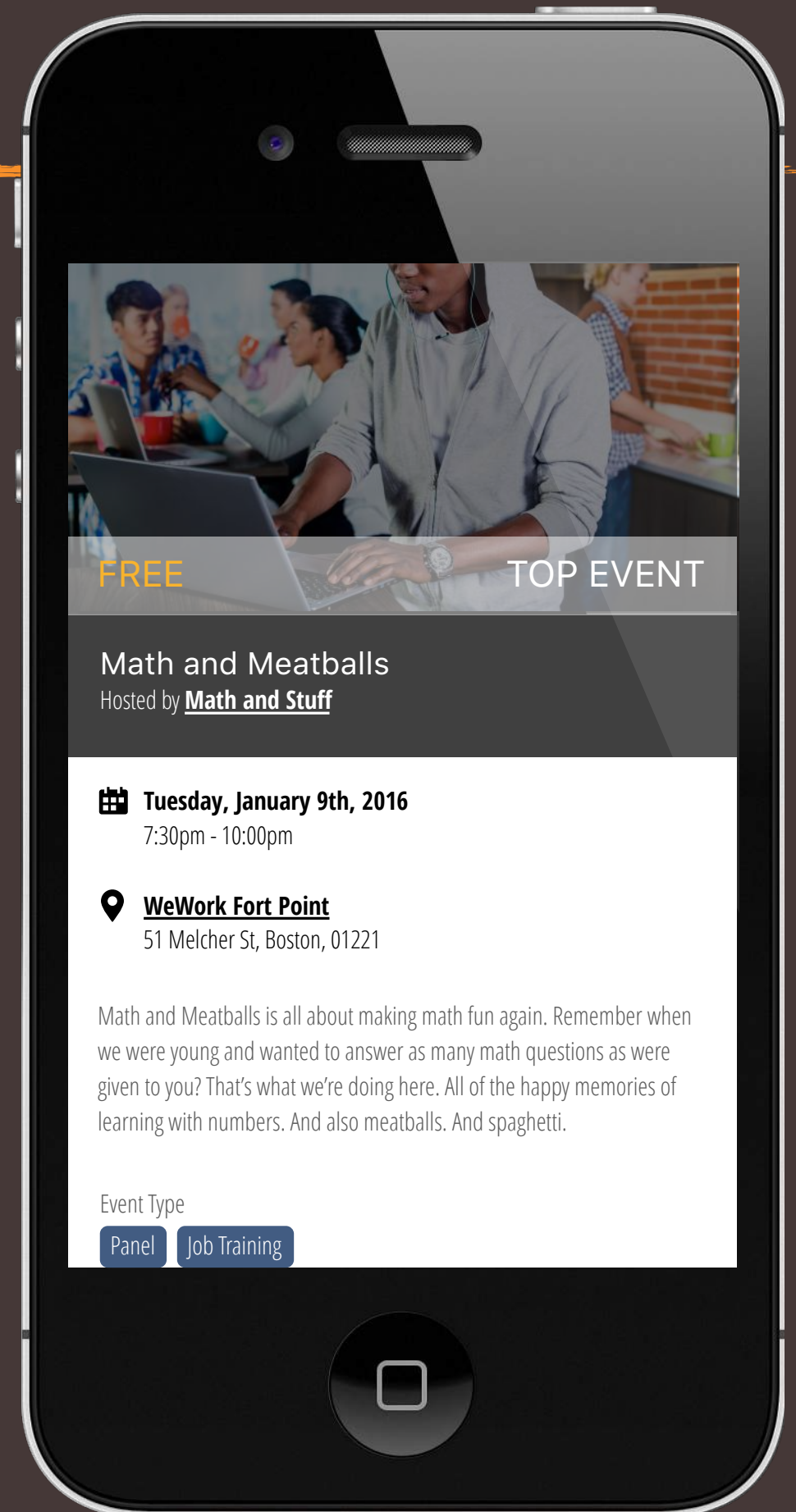
ECP Product Guide
August 2016

OVERVIEW

Boston's New Social Impact Hub

East Coast Product teamed up with Boston-area nonprofits to create social impact calendar, a comprehensive resource curated by social impact professionals to engage the Greater Boston community.

Its robust filtering allows Boston's mission-driven professionals and community members alike to find relevant, local events.



OUR ROLE



The East Coast Product team was very focused on creating a calendar platform that would not only display event information in an attractive way but would be easy and intuitive to use by the community and event organizers.

Moreover, it was important that that the platform serve as a tool to quantify community engagement. We see this calendar tool as a first step developing additional community-focused features.

AUDIENCE ENGAGEMENT

The goal of creating a centralized online community involves engaging both nonprofit professionals and the Boston community at large. The Community Calendar design relies on a clean aesthetic and user-tested interfaces and visual conventions to create an engaging experience for nonprofit professionals and the community at large.

AUDIENCE ENGAGEMENT

Example Persona: Katie

WHO

Katie, Young Professional, age 23

Katie volunteers with a nonprofit that champions animal welfare in Boston. She frequents event hosted by mission-oriented groups, generally focused on environmental and animal welfare.

KATIE'S GOALS

To learn from and create awareness in the Boston community, to network with like-minded people, to create a positive impact in her community.

PAIN POINTS

Hearing about events after they happen, having to search through numerous sites to find worthwhile events.

AUDIENCE ENGAGEMENT

Example Persona: Ralph

WHO

Ralph, Boston Community Member, 18

Ralph grew up in East Boston and just graduated from high school and is considering a career in web development. He doesn't often have a reason to venture outside of East Boston but is interested in learning more about the latest technology trends.

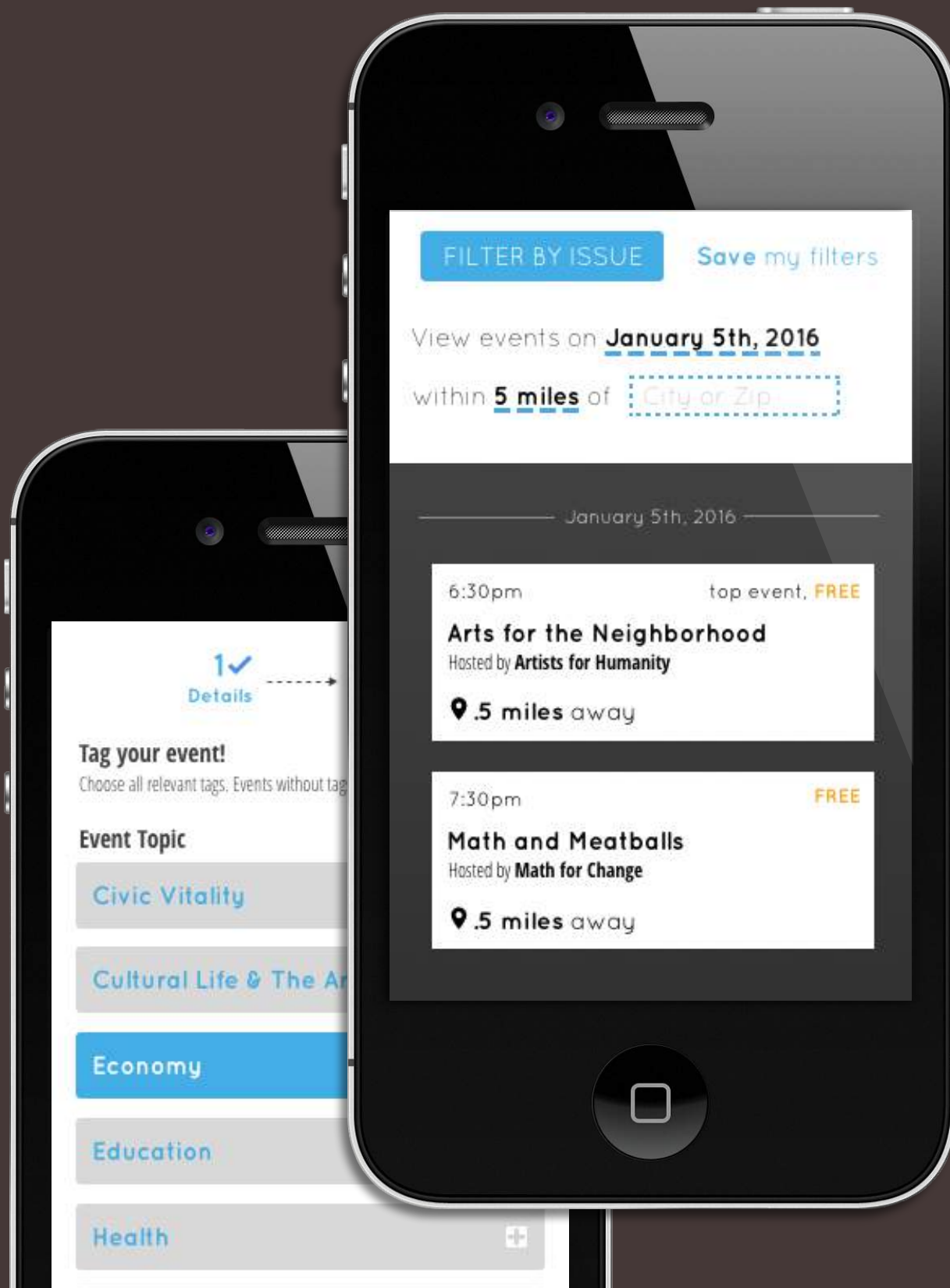
RALPH'S GOALS

Meet technology professionals that can guide him, to get a job, attend events both he and his friends might enjoy.

PAIN POINTS

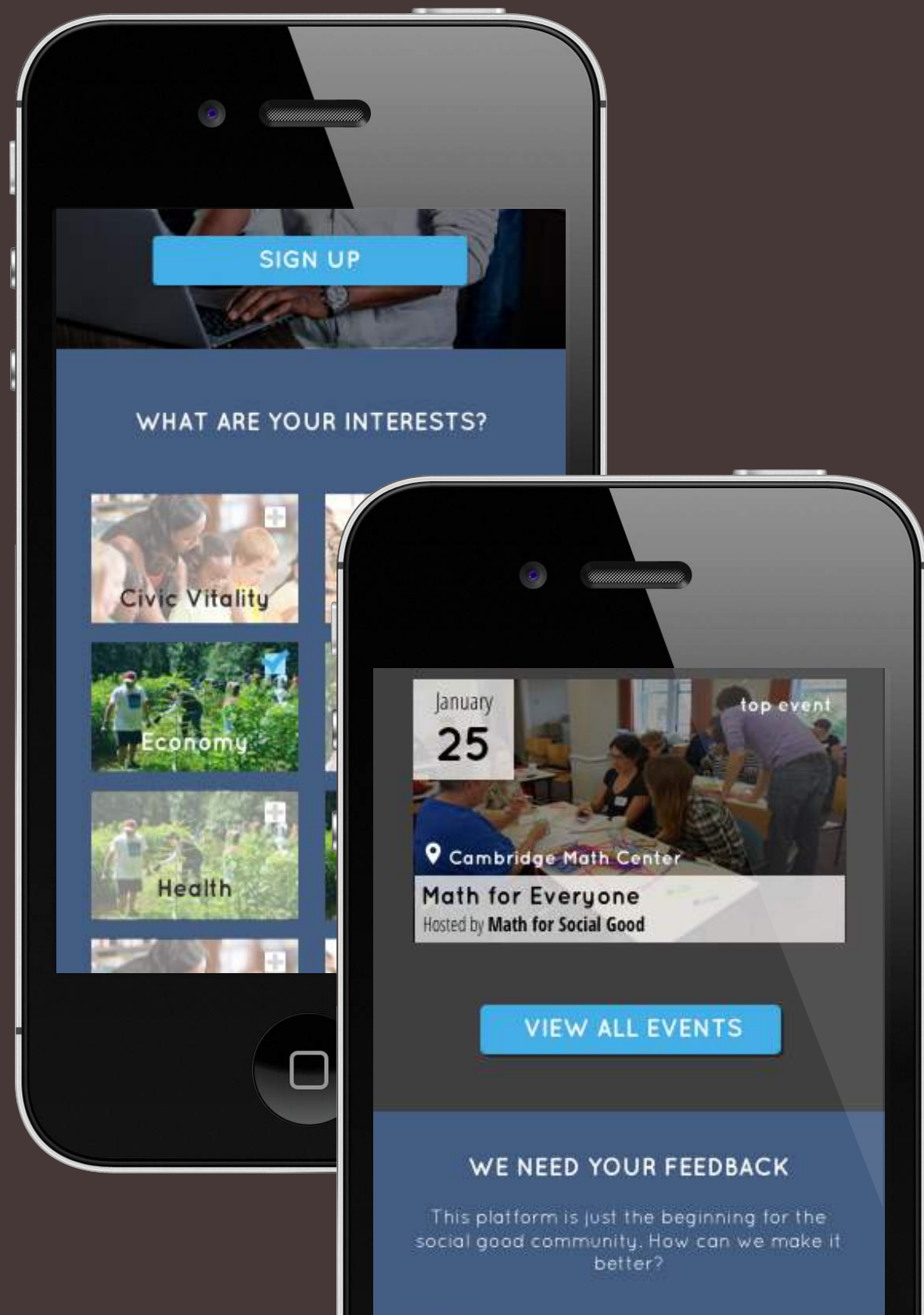
Little access to events of interest and potential resources.

KEY FEATURES



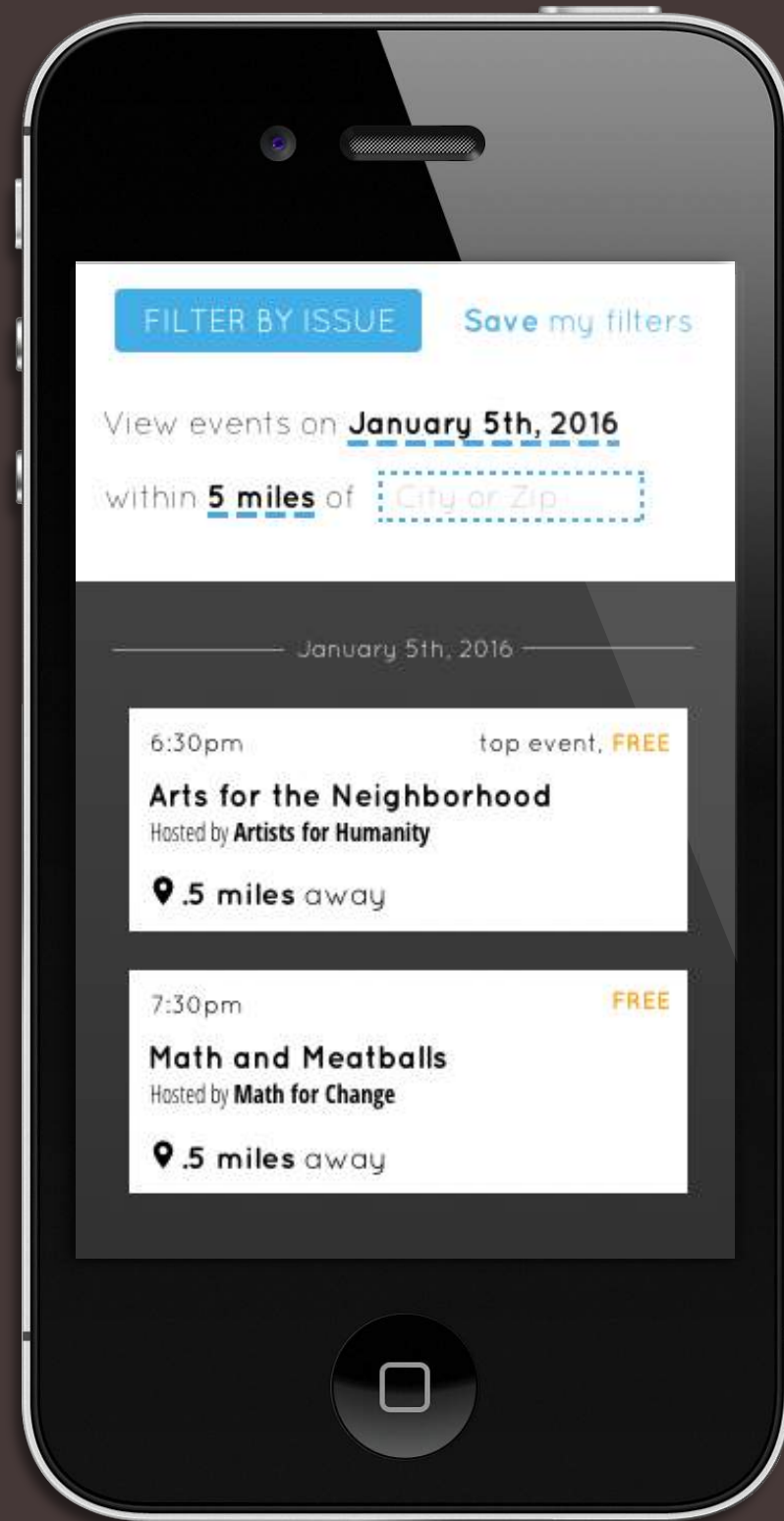
1. Event organizers can easily create an account and post events
2. Community members can filter events based on their interests and also receive event recommendations
3. Admin featured events provide a shortlist of top events in the city
4. Robust tagging makes event topics easy to identify

MAIN APP INTERFACE



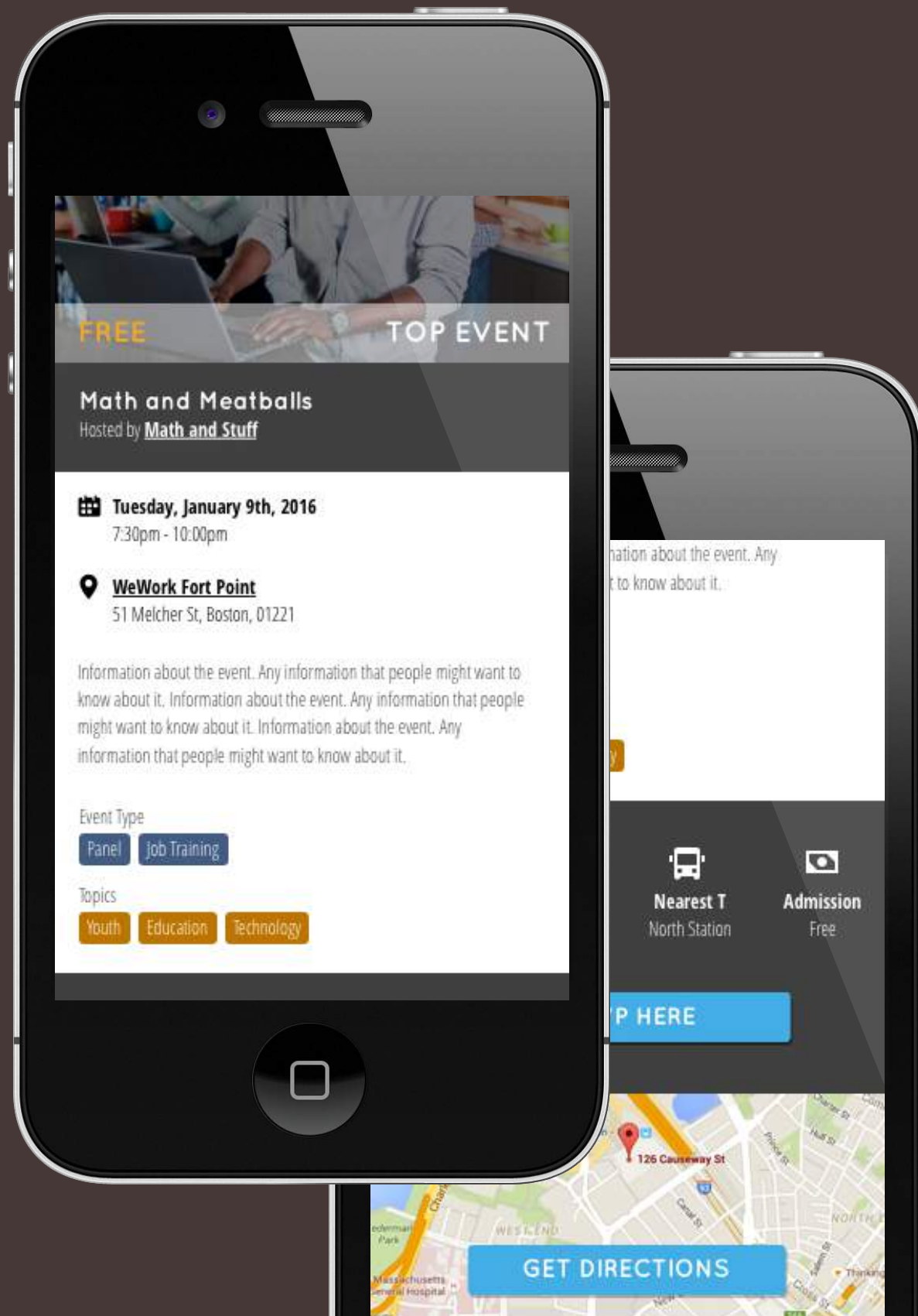
1. Users filter events based on their interests
2. List of upcoming featured events
3. Visual list of all filtered upcoming events
4. Feedback fields make recommendation for improvement and drive engagements
5. Logos of key partners endorsing the platform

BROWSING EVENTS



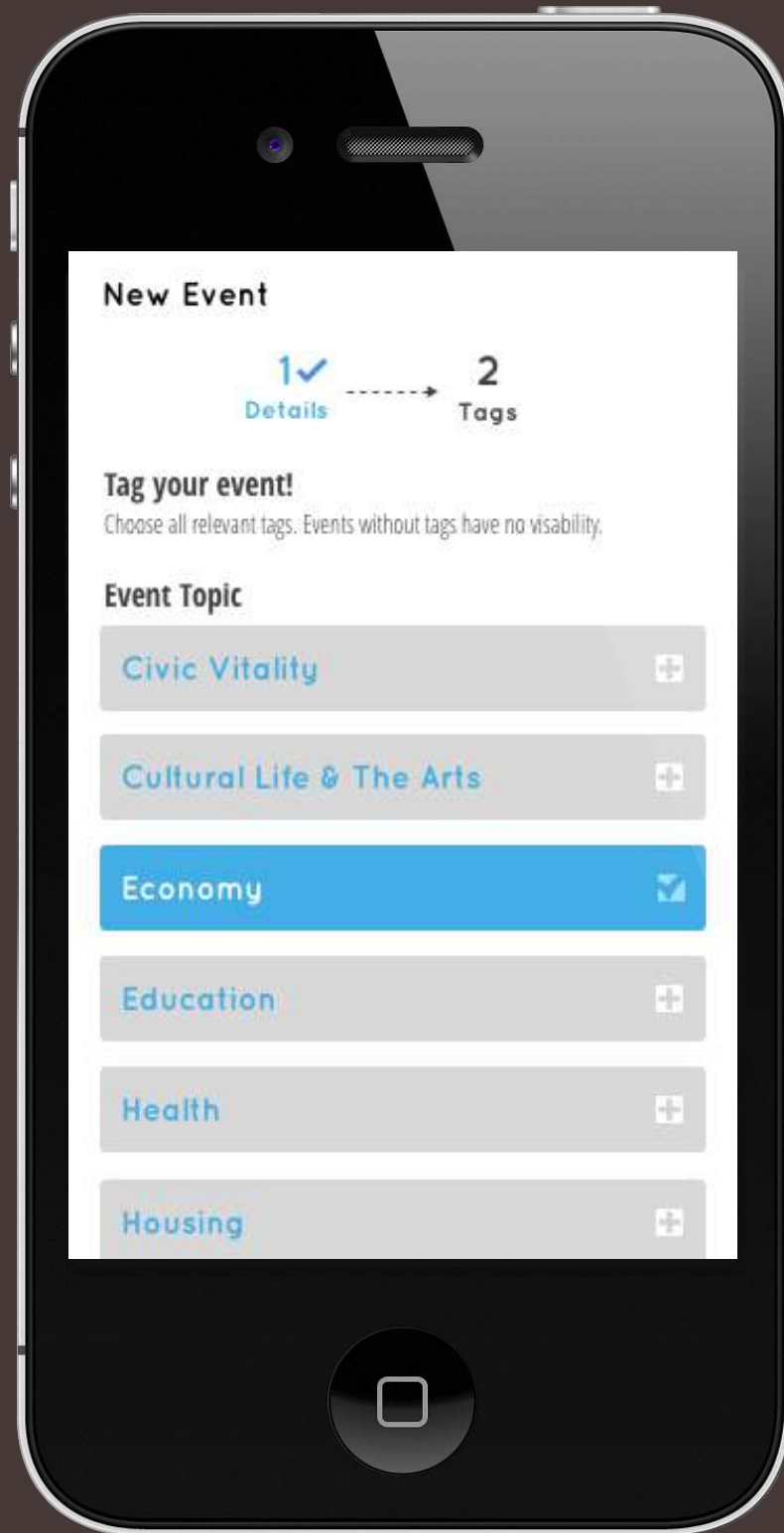
1. Filter by Topic reveals a list clickable event topics
2. Users can save filter tags to their profiles
3. Users can quickly change the date range and location of their search
4. Quick view of events show the most important details. Users can click through for full details

EVENT PROFILES



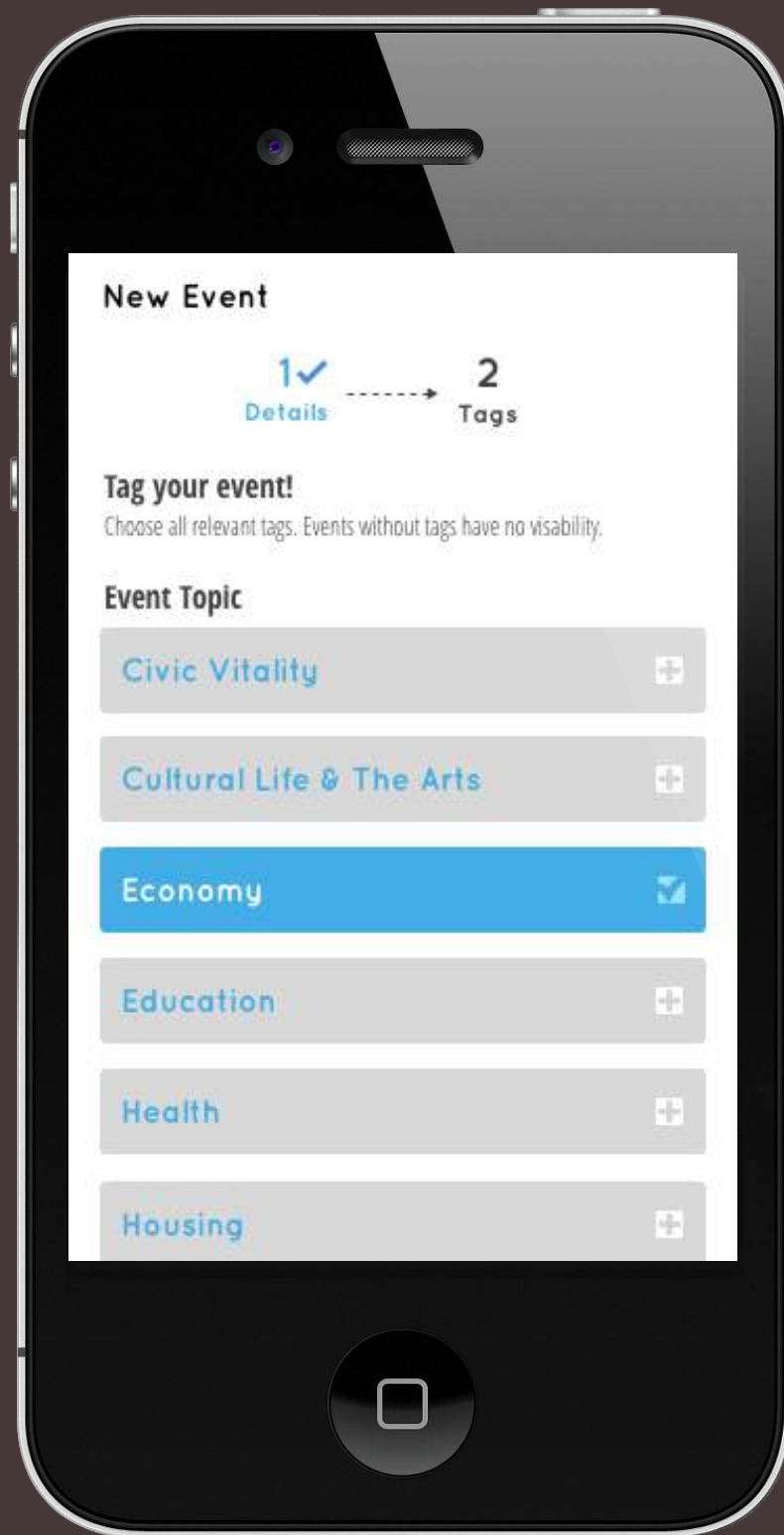
1. Custom event image
2. Free and Featured events are showcased first
3. Event details
4. Event tags
5. Amenities quick view
6. Link to the event website
7. Link to Google Maps

EVENT CREATION



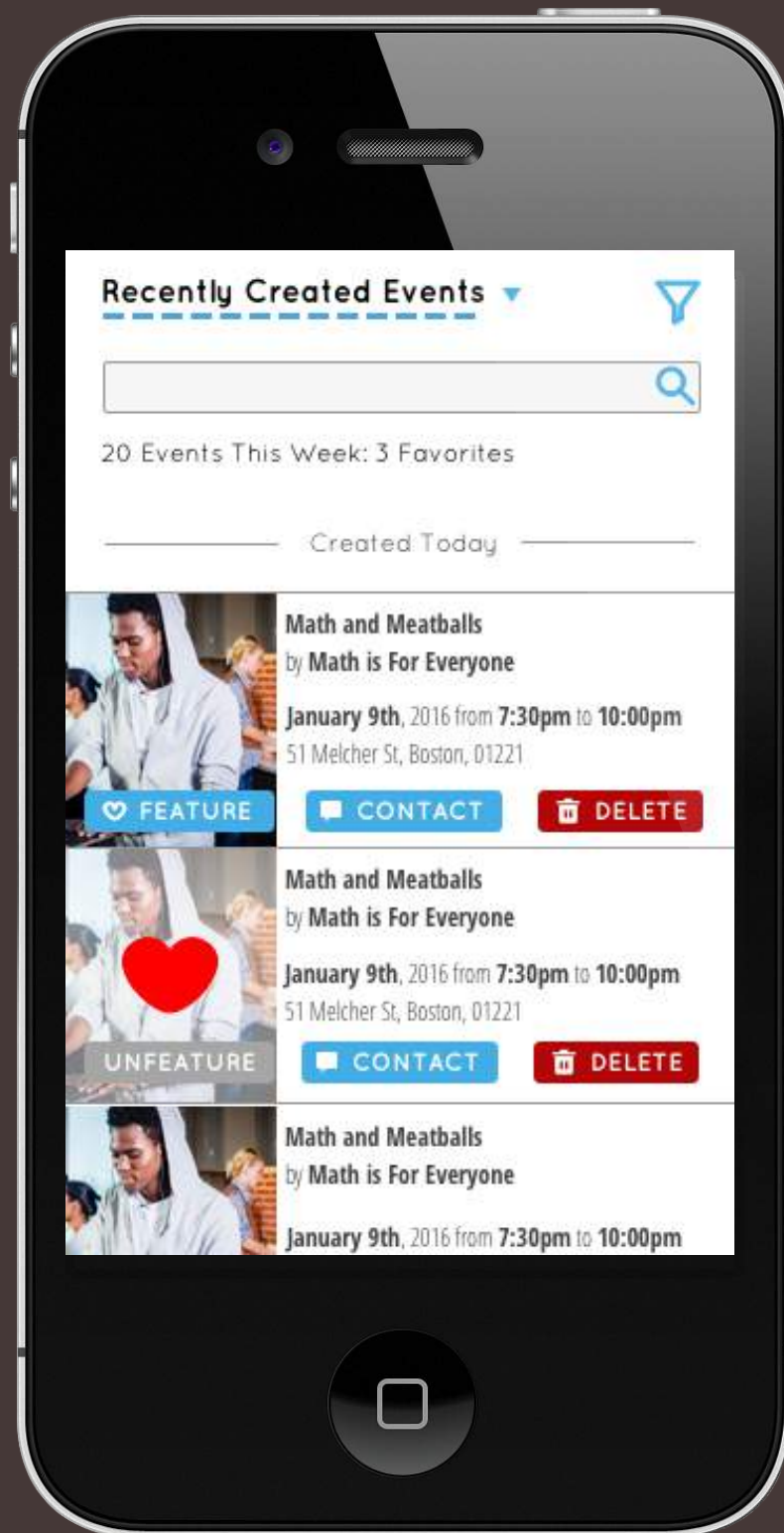
1. Users with an account can post events
2. Event details are added
3. Attendee amenities
4. Event topic tags for filtering and searchability
5. Any number of tags can be selected
6. Events can be tagged by topic and event type

ADMIN TOOLS



1. Users with an account can post events
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ADMIN TOOLS



1. Admins can add, edit, or remove event tags
2. Admins monitor recently created events and users
3. Admins can search for specific events
4. List shows the most recently created events first
5. Admins can feature or delete events or contact the creator to suggest edits

NEXT STEPS

The Boston Social Impact Calendar platform was developed with users in mind. After launch, community feedback might point in a variety of directions for future feature development including:

- Interest-based email digests
- Public user profiles to drive event engagement
- Organization profiles to group events and encourages organizational collaboration
- Jobs and other community resources

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