

Helpocity application

UX design

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Show our wireframe and final Mockup

Introduction

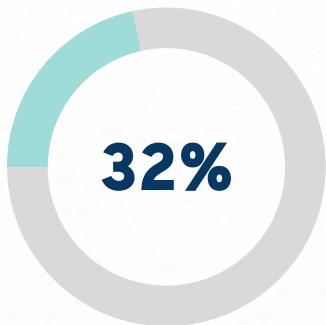
We present to you the design of the Helpocity application, which helps the associations to acquire volunteers and to gather donations.



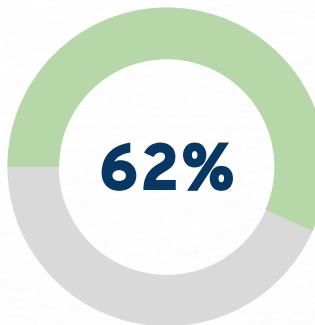
01

Market analysis

Donation Analysis



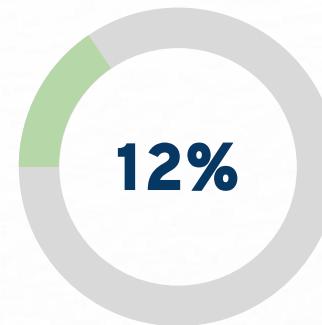
Higher
education



Religious
practice



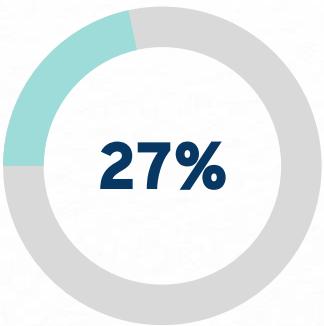
Female



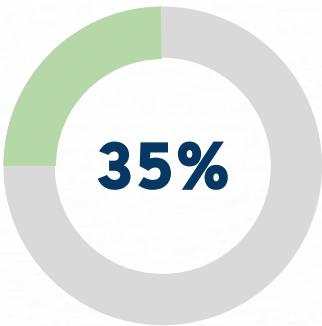
Online
donation

« 43% of 18 - 35 years are ready to plan a fundraiser by soliciting social media »

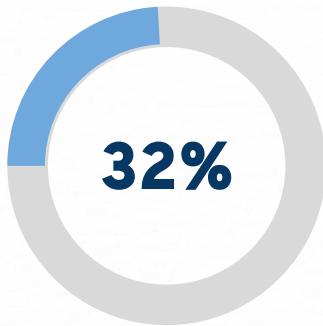
Volunteers Analysis



Male



65 years and
older



Already
member



Already used
volunteers'
services

According to a Figaro survey, 30% of volunteers said their engagement was triggered by increased availability

"In the United States, **generation X is well ahead with 30% of time spent on mobile**, against 16% for generation Z and 18% for Millennials,

in France, the ratio between ages is balanced: **19% for generations Z and X, 18% for the Y.**

Among the most used apps in 2020 in France, **Twitch, Discord** and **Snapchat** monopolize the **top 3 places for Generation Z.**

TousAntiCovid application is in the **5th place** for the members of **Generation X.** **"**

– Data from AppAnnie

SWOT Analysis



Strengths

- Improve the contact
- Link with social network
- Target younger generation



Weaknesses

- Smaller audience
- Low association rate that has a digital financial objective (23%)



Opportunities

- Little competition
- French non profit sector represents 3,3% of GDP
- 56% of private funding (42% is a donation)
- Active growth in volunteers - 4,9% per year



Threats

- Serious competitor : Facebook fundraisers (5 billions dollars)
- Lack of transparency on donation



02

Goals and strategy

Our concurrents

- 
- 01 Social media**
Free, accessible and frequented
 - 02 Entourage**
App to help people in need, has a lot of subscribers on social networks
 - 03 Goodeed**
App to raise funds by using advertising revenue generated by watching adds
 - 04 Anona**
App to collect donations through advertising.

What are the features ?



Find association

Association that needs volunteers and funding



Create an engagement

Allows users and volunteers to join the Helpocity community



Improve visibility

User can see the solidarity actions happening around them and call for donations

Value proposition

Simple

facilitates the procedures and allows a follow-up

Partners with social networks

Encourages the use of our app via social media + has an integrated communication channel



Confident

Improves communication with the association's volunteers and creates a link with it

Promote local association

locates associations near your home



03

Persona and user flow

Female Persona



Angelina Doe

Age: 35

Occupation: Nurse

Family situation: Married, 1

- kid

- **Personality:** Enterprising

Bio

Born and living in Bordeaux, from a modest family, she has always had an attraction for social and health careers. This passion comes from her mother who did the same job, her life goal is to practice her job in contact with an association. Yet she is a mother now and cannot afford it. However, having already done volunteer work during her studies, she would like to continue this path and to really engage in an association and bring her medical knowledge.

Goals

give to the homeless,
humanitarian travel

Preferred channels

Online and social media

Association

Humanitarian association like
“Médecin du Monde”

Male Persona



Ludovic

Age: 45

Occupation: Civil engineer

Family situation: Married, 2

- kids and 1 dog (golden)

Personality: Curious

Bio

Man who lived in a rural environment in the south west of France, in Perpignan. He comes from a shepherd family, thereby he left everything to continue his studies in engineering school in Paris. He has always been sensitive to the environment and the animal cause. He witnessed an awful Parisian pollution and it convinced him to change his urban lifestyle to a green life. Moreover he is a vegetarian because he does not endorse animal suffering. He is admiring the companies that care for the environment. He would like to offer his children a better world and transfer his values to them.

Goals

100% ecological Life

Preferred channels

Online and social media

Association

Animal and ecology causes : 'Green peace', 'Association aux animaux'

Young Persona



Léa

Age: 21

Occupation: Student in
Science Po

- **Family situation:** Single

- **Personality:** strong character

Bio

Young student who experienced a family drama since her father beat her mother for years. Following this, she decided to do her best to help battered women. Due to her small salary, she cannot donate too much but she would like to be a volunteer involved in an association and be really active in it. Her project is to follow the studies at SciencePo in order to integrate an association right after. She is currently present on the networks and in particular on Spotify with the creation of podcasts and on Instagram with the content oriented on the female cause embellished with video interviews.

Goals

Create an association
for battered women

Preferred channels

Online and social
media

Association

Feminist association
« Osez le féminisme »

SiteMap presentation

User Flow of Lea

Help Now, Enter your address

Scrolls the image of the app, clicks help now and gets redirected to the page where she needs to enter her home address

Connect with local associations

She scrolls the page. She chooses the association to help and gets redirected to the page of association with its missions and goals.

Participate Now

she clicks on participate in the mission of her choice, fills in her phone number and gets notified that someone will get in touch with her

Community

Creates an account, fills in PI, receives the access to her donations, joins the chat with other contributors

Give now

She clicks on give now and selects the amount she wants to donate. She also checks how her donation is used.

04

Our Design

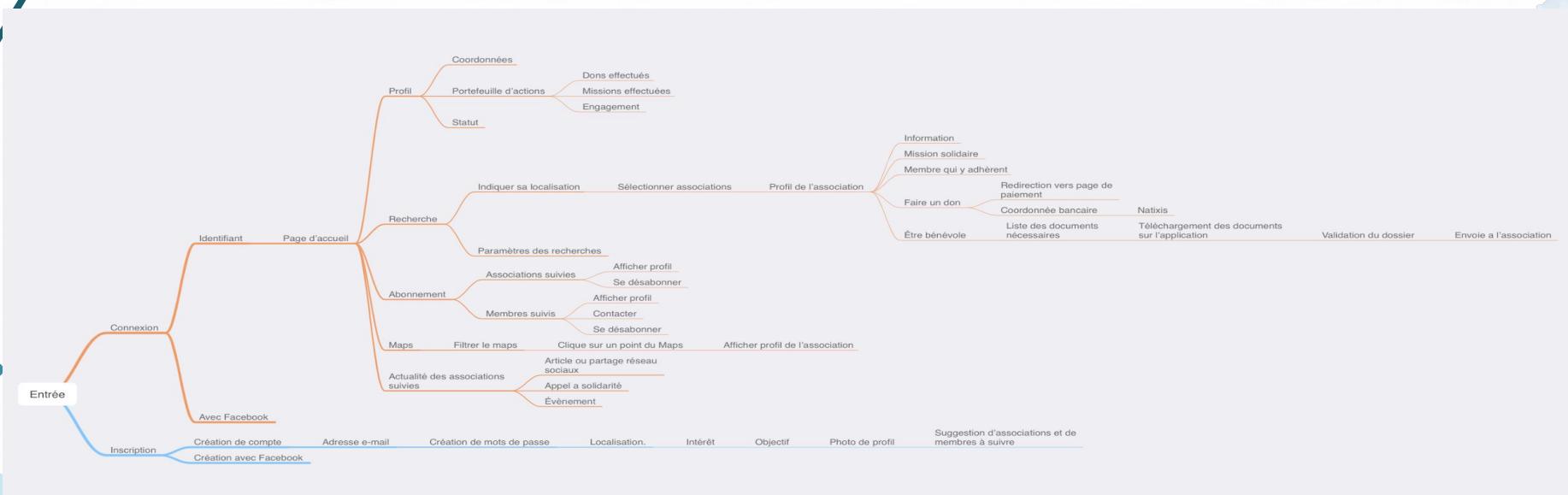


THANK YOU!

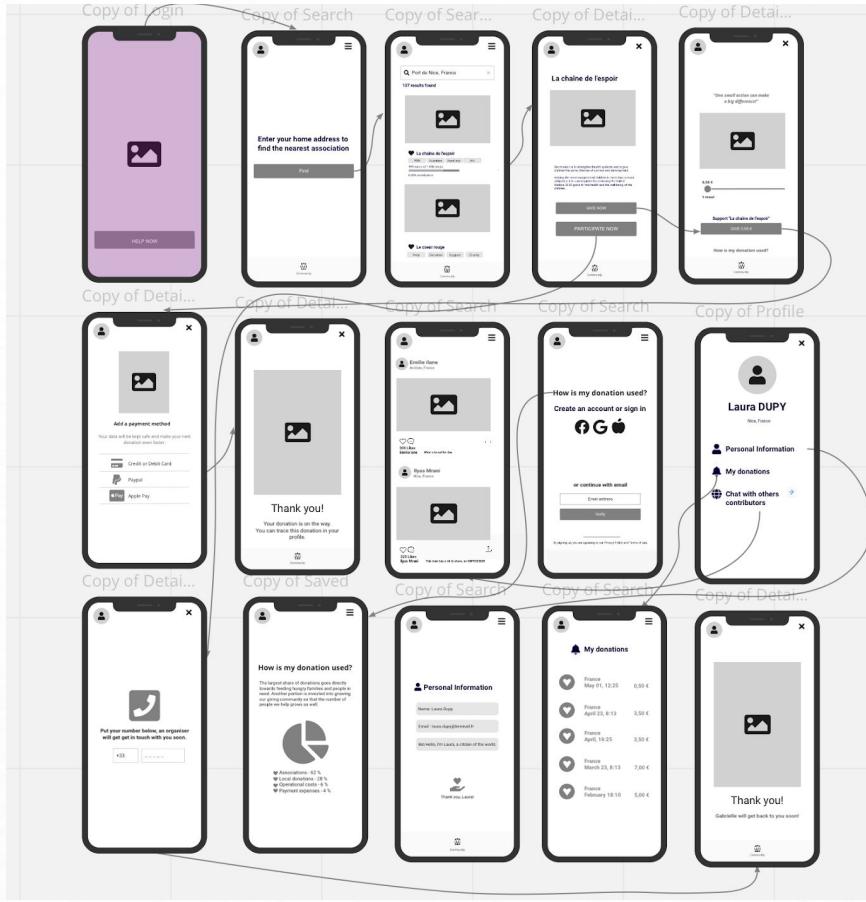
KOLESNIKOVA Liliia
SBEI Meryem
ALAOUI Soukaina
AICHOUR Paola

M2 Digital Strategy

Annex - sitemap



Annex - Wireframe



Annex - mockup

