



HEROFTHEDAY

Everyone has something to give

by Fabrizio Pastori

PROBLEM

PROBLEM

ALMOST TWO MONTHS AGO...

I have free time and I would like to share my skills to help the community I live in.

PROBLEM

ALMOST TWO MONTHS AGO...

Exchange? Donate?

Give? Sell?

Doing what?

I have free time and I would like to share my skills to help the community I live in.

Who has the problem?
Who am I going to
design for?

What kind
of skills?

Where? This tells me that I
am going to provide help
to people living near me.

LEAN CANVAS

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Problem <ul style="list-style-type: none"> • HMW CONNECT PEOPLE W NEEDS W PEOPLE WILLING TO HELP? • HMW INVITE / ENCOURAGE PEOPLE TO SHARE THEIR FREE TIME TO HELP SOMEONE? • HMW GIVE VALUE TO THE SKILLS THAT WE HAVE? • HMW HELP PEOPLE IN MANAGING THEIR TIME? 	Solution <p>A PLATFORM TO CONNECT DEMAND AND OFFER, IN A SIMPLE WAY THAT ALSO INCLUDES INCENTIVES.</p>	Unique Value Proposition <p>EVERYONE HAS SOMETHING TO DO, BE IT TIME OR SKILLS. LET'S CONNECT PEOPLE AND ENCOURAGE THEM TO DO BETTER.</p>	Unfair Advantage <ul style="list-style-type: none"> • CLEAR STRUCTURE AND INTERFACE • RELATIONSHIP W GOVERNMENT / LOCAL ENTITIES 	Customer Segments <ul style="list-style-type: none"> • VOLUNTEERS • PEOPLE INTERESTED IN VOLUNTEERING • PEOPLE WITH LIMITED AMOUNT OF FREE TIME BUT WILLING TO USE IT TO HELP
Key Metrics <ul style="list-style-type: none"> • NUMBER OF USERS • NUMBER OF COMMUNITIES WHERE THE PLATFORM IS USED 			Channels <ul style="list-style-type: none"> • PRIVATE USERS • LOCAL COMMUNITIES • WORD OF MOUTH • SOCIAL NETWORKS 	
Cost Structure <ul style="list-style-type: none"> • PRODUCTION COST & TIME • MAINTENANCE COST • TEAM • TIME NEEDED TO BUILD UP A GOOD NUMBER OF ADAPTERS • RELATIONSHIP W PEOPLE AND STRUCTURES ON THE TERRITORY 		Revenue Stream <ul style="list-style-type: none"> • PRIVATE / GOVERNMENT FUNDS • ADVERTISING (HOSTED) 		

INTERVIEWS

WHAT DID I WANT TO LEARN?

Are people interested in giving their free time to help other people?

Why?

What kind of help they could give?

When? Do they have free time?

Do they have previous experience in helping other people?

If not, what prevent them from doing it?

If so, what kind of help they like/would like to provide?

TIME

I'D LIKE TO HELP BUT I DON'T HAVE ENOUGH MUCH FREE TIME

I DON'T HAVE MUCH FREE TIME

I DON'T HAVE MUCH FREE TIME

I DON'T HAVE MUCH FREE TIME

I'D LIKE TO HELP OTHER PEEP BUT I DON'T HAVE ENOUGH TIME

I WOULD LIKE TO GIVE HELP BUT DON'T HAVE MUCH FREE TIME

I DONATE TIME DOING WHAT I AM ABLE TO DO

I WOULD GIVE HELP IN SOMETHING I AM GOOD AT

I'D LIKE THE CHANCE OF A SKILL EXCHANGE

I HELP PEOPLE IF THEY NEED SOMETHING I AM ABLE TO DO

I GIVE HELP IN WHAT I DO BEST

I WOULD SHARE MANUAL SKILLS

IF I COULD I WOULD ALSO HELP IN ANOTHER FIELD

I WOULD HELP PEOPLE IN WHAT I AM GOOD AT

I'D LIKE TO USE MY SKILLS TO HELP

I AM NOT SURE I HAVE SKILLS TO SHARE

I AM NOT SURE I HAVE SPECIFIC SKILLS TO SHARE

I WOULDN'T EXPECT ANYTHING PREVIOUS EXP. BACK, IT'S NOT A MOTIVATION TO HELP

IN GIVING TIME

I DO VOLUNTEER IN MY FREE TIME

I LIKE TO HELP EVERYTIME I CAN IN MY SPARE TIME

I HAVE TIME AND I USE IT TO HELP

I SPEND MY TIME IN KIDS OR ON MY Hobbies

WHO

I LIKE TO SPEND MY FREE TIME DOING EXERCISES OR FOR MY FAMILY

I'D BE HAPPY IF THERE WAS SOMEONE THAT COULD HELP ME

I HAVE EXP. IN HELPING PEP. (I DIDN'T HAVE KIDS)

I HELP PEOPLE THAT I KNOW (OR THAT I MEET THROUGH OTHER THAT I KNOW)

I USE TO HELP FRIENDS & FAMILY

I COULD HELP THE COMMUNITY I LIVE IN MORE IF I COULD ORGANISE IN ADVANCE

I COULD HELP MY COMMUNITY IF THERE WAS A WAY TO ORGANISE IN ADVANCE

WHY - WHY NOT

I LIKE TO MAKE PEOPLE FEEL BETTER

I LIKE HELPING BECAUSE YOU CAN MEET INTERESTING PEEPS

I USE MY FREE TIME FOR MY OWN BENEFIT, IF I HAD A PROBLEM I WOULD ASK FRIENDS.

IT'S IMPORTANT THAT EVERYONE GIVES SOMETHING BACK

I LIKE HELPING PEOPLE BECAUSE IT'S NICE TO GIVE BACK

I USE YOUTUBE A LOT TO LEARN HOW TO DO SOMETHING

WHEN YOU HELP PEOPLE YOU DON'T EXPECT SOMETHING BACK OTHER THAN THE PLEASURE OF HELP

I LIKE TO GIVE SOMETHING BACK TO OTHER PEOPLE

I WOULD ASK FOR HELP TO PEOPLE ONLY IF I HAD (I AM) PROUD,

**WHAT DID
I LEARN?**

WHAT DID I LEARN?



SHARING SKILLS VS VOLUNTEERING

Synonymous for the major part of the interviewed people.

WHAT DID I LEARN?



TIME IS GOLD

Time is the main concern and barrier for people.

"I don't have much free time"

WHAT DID I LEARN?



PRIORITIES

Everyone has free time, some more than others.
What to do with it is a matter of **priorities**.

WHAT DID I LEARN?



GIVING VS EXCHANGING

Having something back is not a reason, for people, to help others.

It would be great if they could receive something back but that's not the main reason to help someone.

WHAT DID I LEARN?



KIND OF HELP/SKILLS

Towards friends
and family



**based on what they
can do best**

Towards people they
don't know or through
associations



**not based on
specific skills**

PROBLEM

I have free time and I would like to share my skills
to help the community I live in.

It's no more "I have time and I want to do it".
It's "I don't have enough time: I would like to give
something, but I can't"

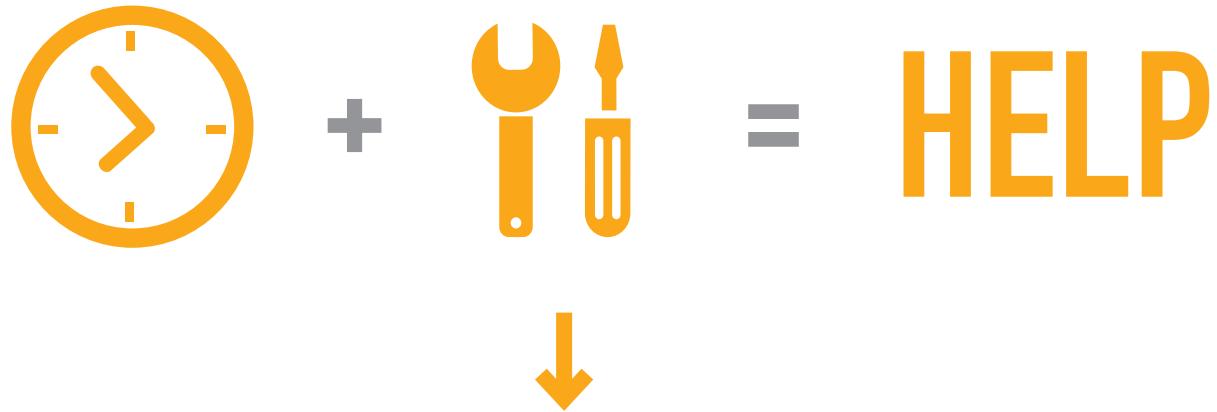


How could we allow people to share time
and skills with the community they live in?

PROBLEM



PROBLEM



Anything they can do well

PERSONAS



ANNA

OCCASIONAL
VOLUNTEER

33yo
married
web designer

BIO

Anna is a web designer in a medium size company. She is and has always been very practical and goal oriented, especially on study and work. In her private life sometimes she is not able to accomplish what she is aiming for, because of the lack of time and the priorities she gives herself. She loves to travel.

The major part of the help she gives to other people is toward family and friends.
Anna is very good with computers even though she is not technology-obsessed.

“It's important that everyone gives something back,”

Generosity  Selfishness

Free time  Busy time

Manual skills  Intellectual skills

Realistic  Idealistic

Digital knowledge  85%  90%

GOALS

Anna would like to dedicate more time to help people. She often dreams of a different job where she can make the difference.

FRUSTRATIONS

Sometimes she feels insecure and inconsistent. She doesn't like when she can't finish what she started.



SONYA

PROFESSIONAL MUM

42yo
married
mother of 2 (4 and 2 yo)
teacher

BIO

Sonya is a teacher but she likes to consider herself a mum first. Her days are a hectic rush between the school she works in and the one her two children's go to. She learnt how to be very organised and the value of planning in advance. Active and dynamic, Sonya likes to spend her free time with her and her husband's friends, especially if they have kids hers can play with. When she can she volunteers for the association her best friend works in.

She is quite comfortable with technology especially with smartphones.

**“I could do more
if I had the chance
to plan in advance,,**

Generosity  Selfishness

Free time  Busy time

Manual skills  Intellectual skills

Realistic  Idealistic

Digital knowledge  65%  80%

GOALS

Having what she considers a good life: happy children, healthy, generous. Do something that makes her feel right.

FRUSTRATIONS

Not having enough time to do everything she would like to.



ALLISON

SERIAL HELPER

65 yo
married
mother of one (32 yo)
retired accountant

BIO

Allison has been an accountant for over 40 years. Energetic and passionate, she loves to participate in the life of the community she lives in. Very active and curious, she is sensitive to social and environmental problems.

Allison spends her day with her husband and close friends, handcrafting and teaching how to sew in the local neighbourhood house.

She is aware at the power of technology even though she often doesn't understand it.

“Be the change you wish to see in the world ,”

Generosity  Selfishness

Free time  Busy time

Manual skills  Intellectual skills

Realistic  Idealistic

Digital knowledge  60%  65%

GOALS

Sensitize people about social problems

FRUSTRATIONS

The world seems to be going in a wrong direction

DESIGN STUDIO METHOD

DESIGN STUDIO METHOD

2 sessions.

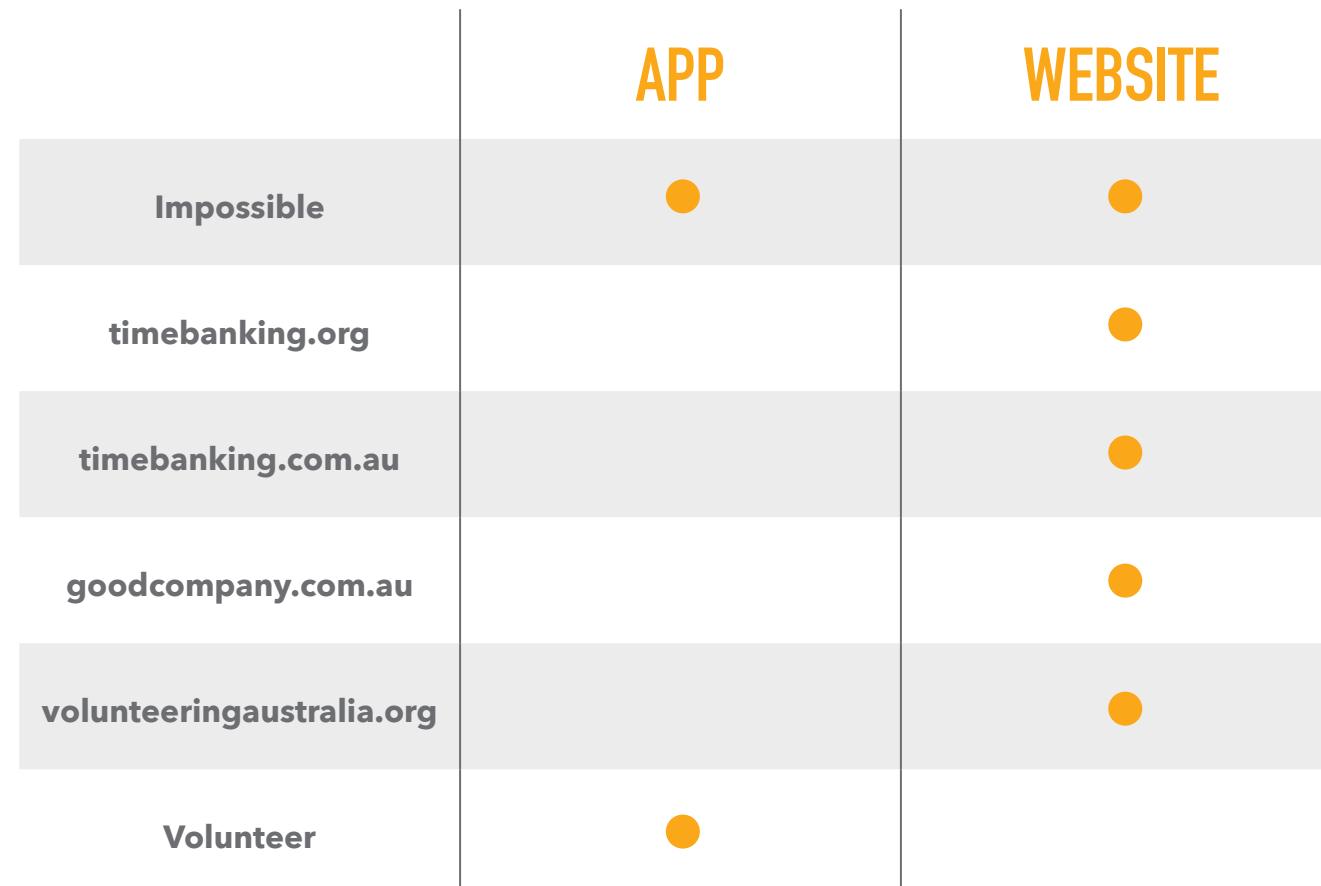
6 people involved:

- 2x designers
- 1x project manager
- 2x teachers
- 1x customer care manager



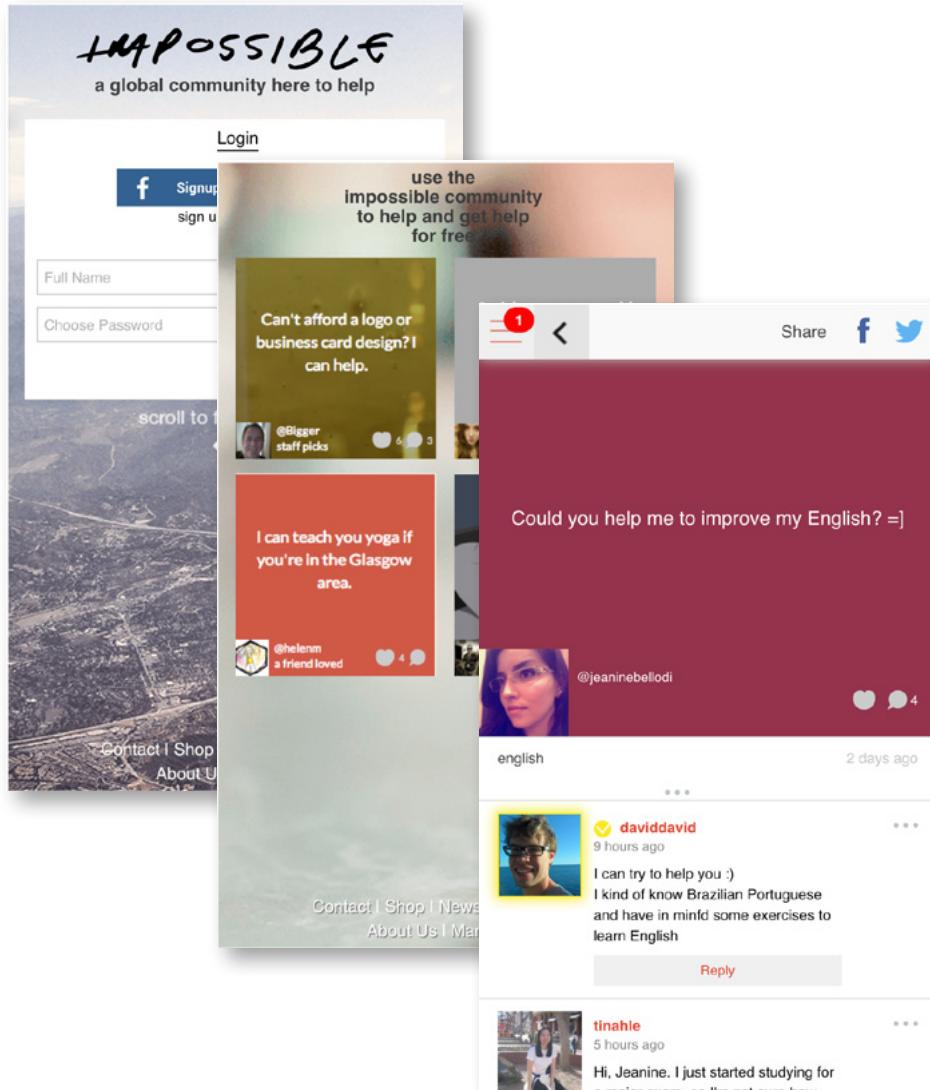
COMPETITOR ANALYSIS

COMPETITOR ANALYSIS



COMPETITOR ANALYSIS

IMPOSSIBLE



A desktop and mobile based community that connect people. Helping someone users earn "Thanks" a social currency that can be used to buy products on the website.

- Not clear how it works: no faqs or help to make the concept and experience clear ie how to use Thanks
- confused interface

COMPETITOR ANALYSIS

TIMEBANKING.COM.AU

The screenshot shows two views of the Timebanking.com.au website. The top view is the 'Welcome to Timebanking' page, which includes a login form, a 'JOIN NOW' button, and a photo of two women. The bottom view is the 'Latest Offers' page, which features a map of Australia with pins indicating offer locations, primarily in New South Wales. Both pages have a similar header and navigation menu.

enter username... enter password... login reset password

timebanking.com.au

WELCOME JOIN OFFERS NEEDS COMMUNITIES NEWS select language Share to:

Welcome to Timebanking

Timebanking is a community program that allows the voluntary exchange of services between members. Everyone can be part of Timebanking as everyone has something to give.

JOIN NOW >

enter username... enter password... login reset password

timebanking.com.au

WELCOME JOIN OFFERS NEEDS COMMUNITIES NEWS select language Share to:

Latest Offers

Markers show only approximate locations.

Public Speaking/Training Springwood, NSW Looking After Vegie Garden Faulconbridge, NSW
2 days 30 min ago Member from Blue Mountains 4 days 2 hours ago Member from Blue Mountains

Administration Duties Terrigal, NSW Teaching French And English All Levels Ryde, NSW
4 days 4 hours ago Member from Gosford City 1 week 2 days ago Member from Ryde

Transport, Computer Assistance, Strong Boys For Lifting, Help With Filling In Forms Tenterfield, NSW Council Engineering Advice Tenterfield, NSW
1 week 3 days ago Member from Tenterfield 1 week 3 days ago Member from Tenterfield

Timebanking is a community program to share time and help.

Time is used as currency: you give one hour and you can take back one hour to spend and receive help.

-
- Credible: government supported (NSW)
 - Territory based
 - Big participation
 - Poor interface but it does what it's been designed for

PROJECT IDEA

PROJECT IDEA

A PLATFORM

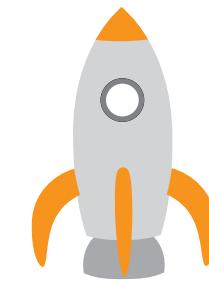
demand



offer



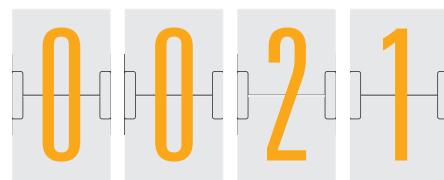
app (& desktop)



**incentives to do
more (time is
precious)**

PROJECT IDEA

A PLATFORM



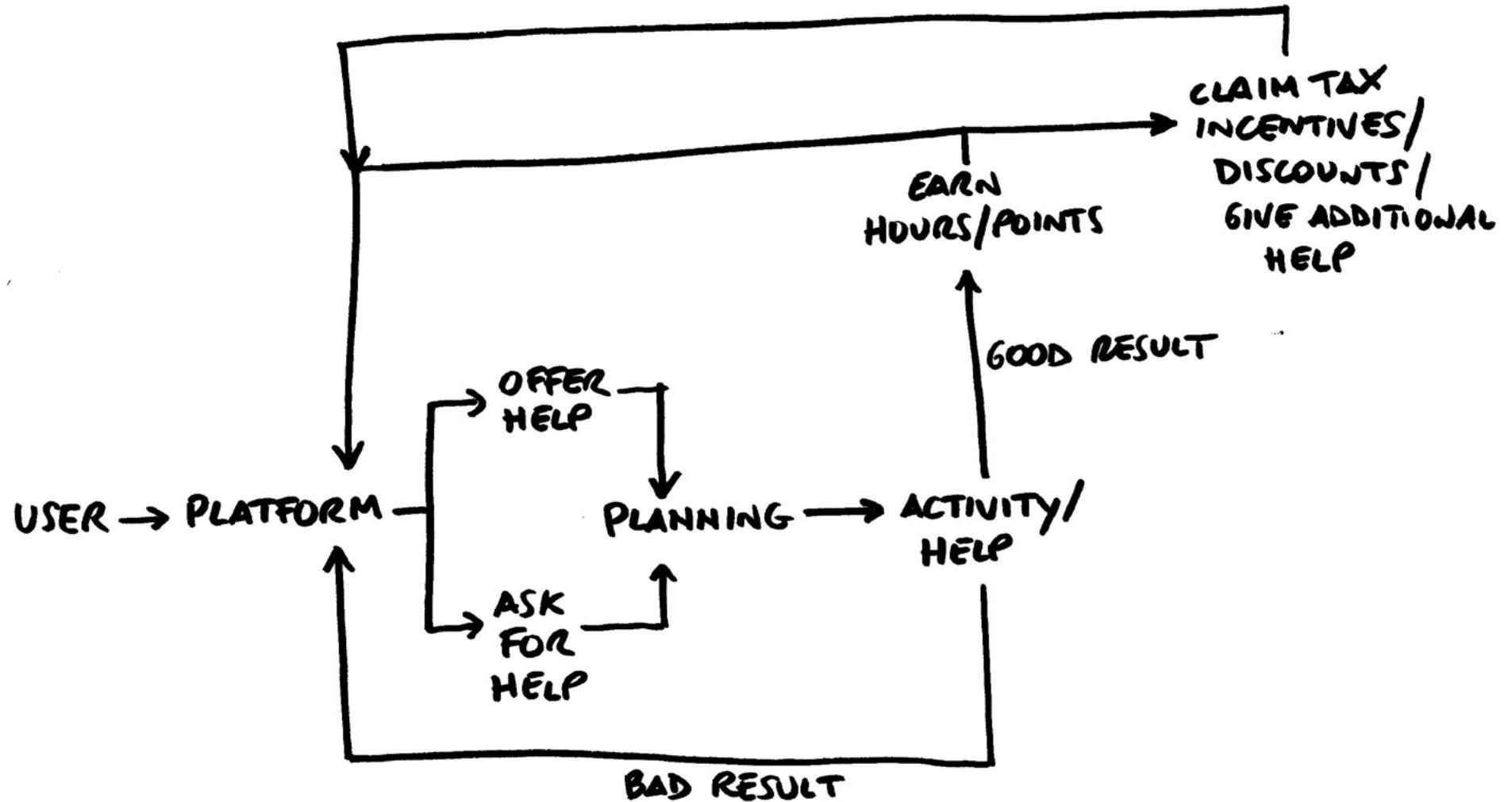
Hours/Points



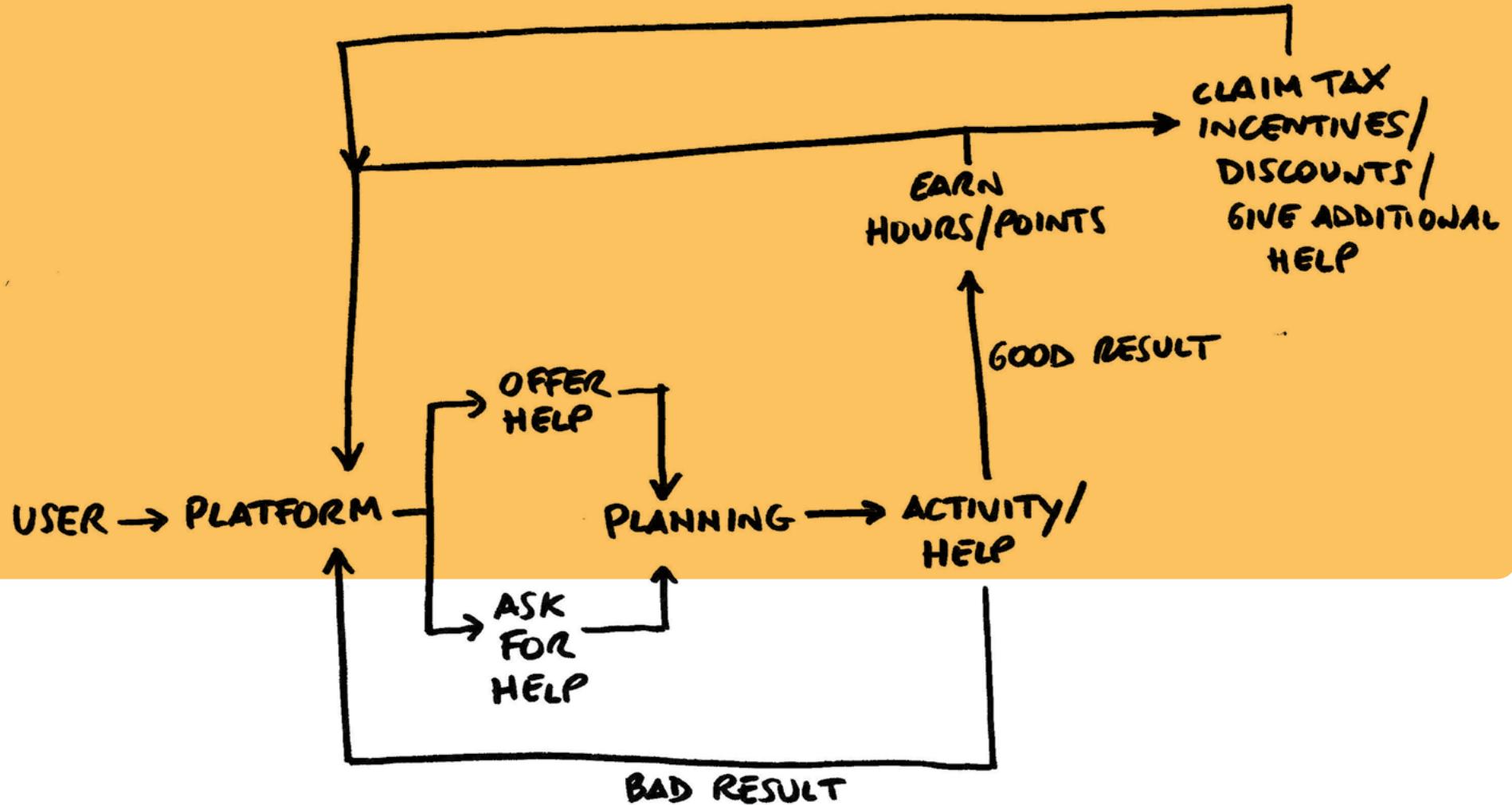
- Tax incentives
- Discounts
- Devolve

USER FLOW

USER FLOW



USER FLOW



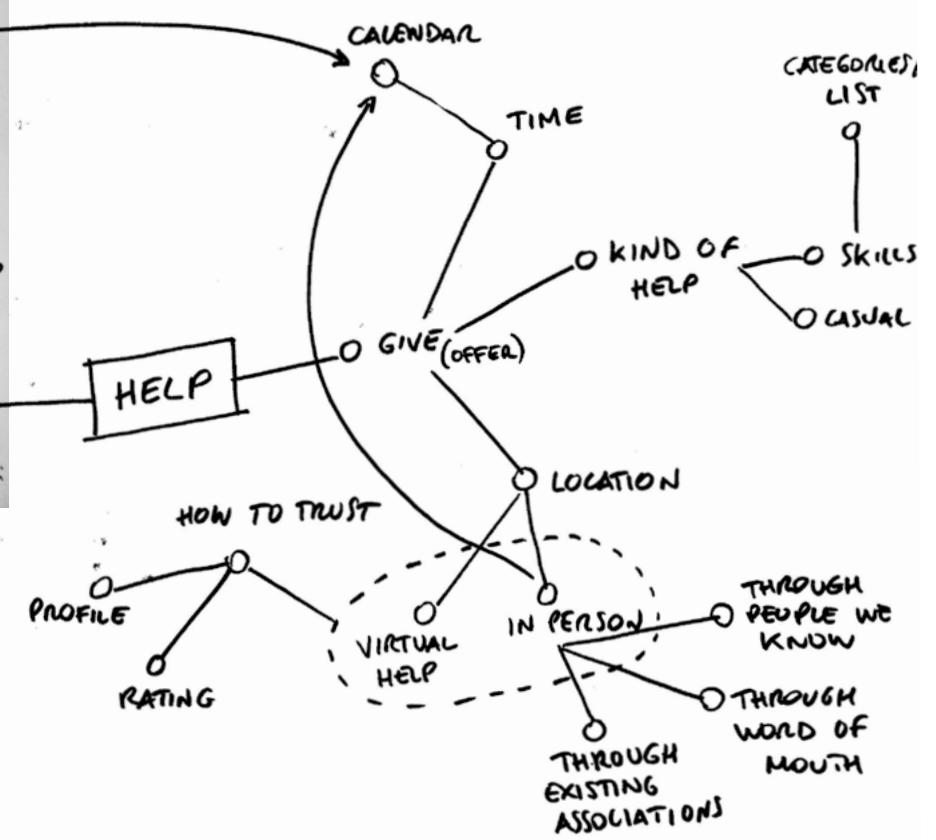
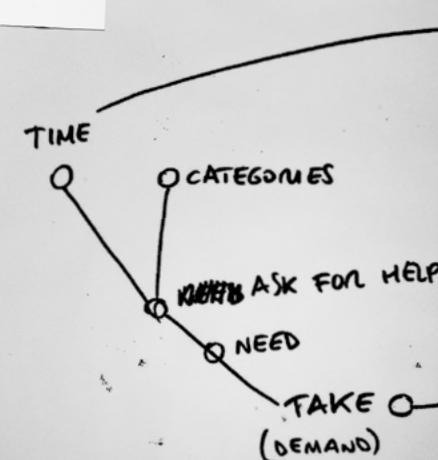
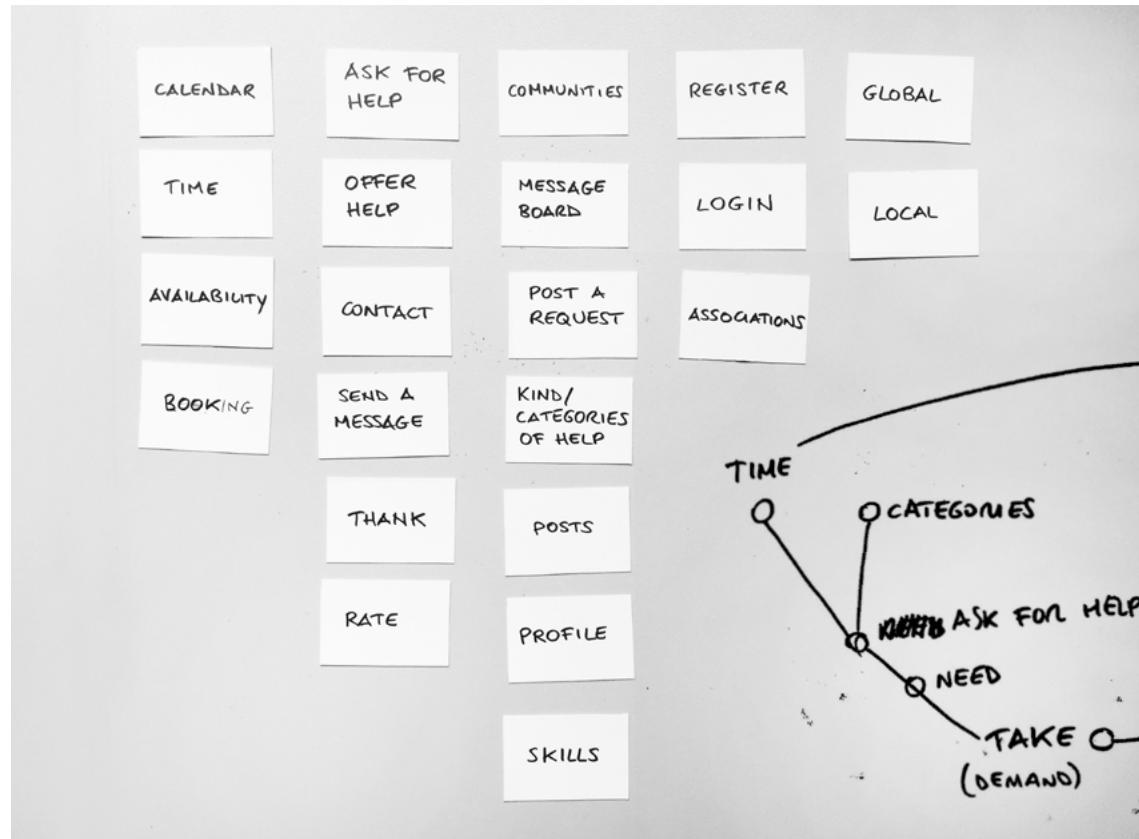
FEATURE PRIORITISATION & MVP



CARD SORT

CARD SORT

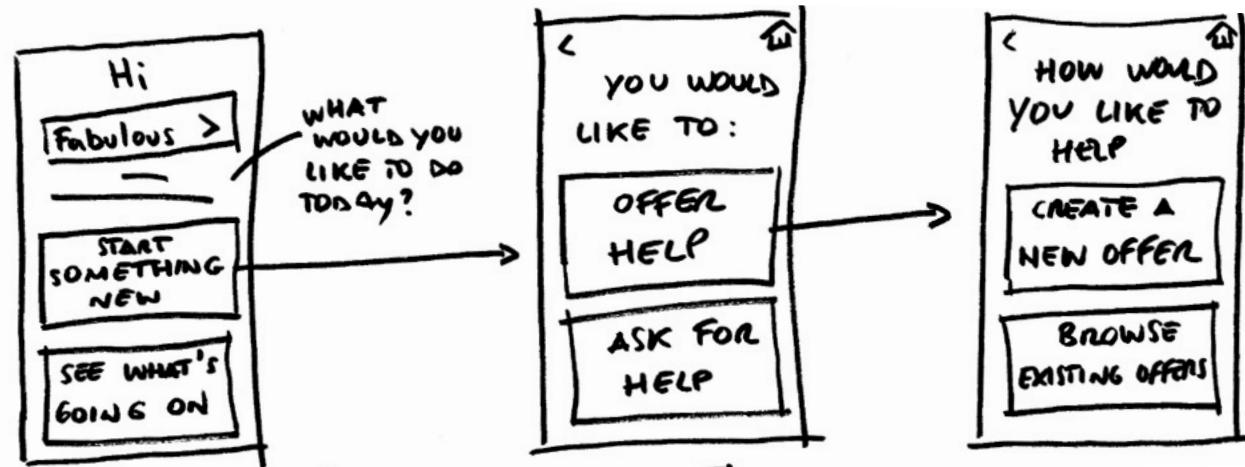
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SKETCHES & WIREFRAMING

SKETCHES & WIREFRAMING

OFFER HELP



PROTOTYPES

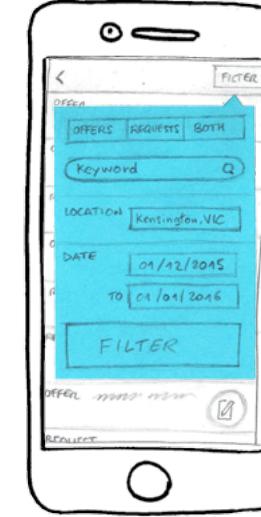
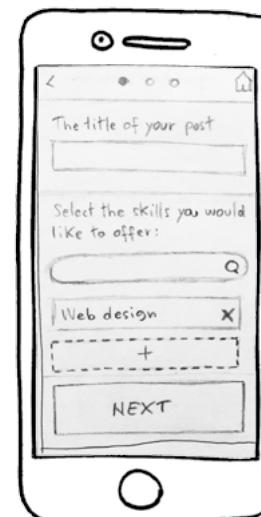
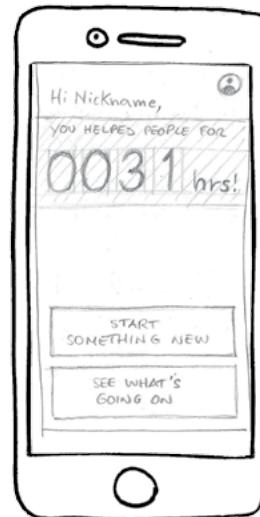
PROTOTYPES

PAPER



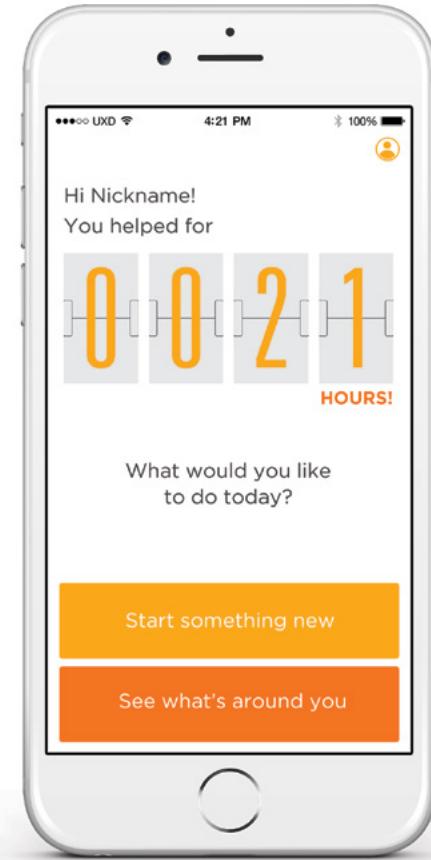
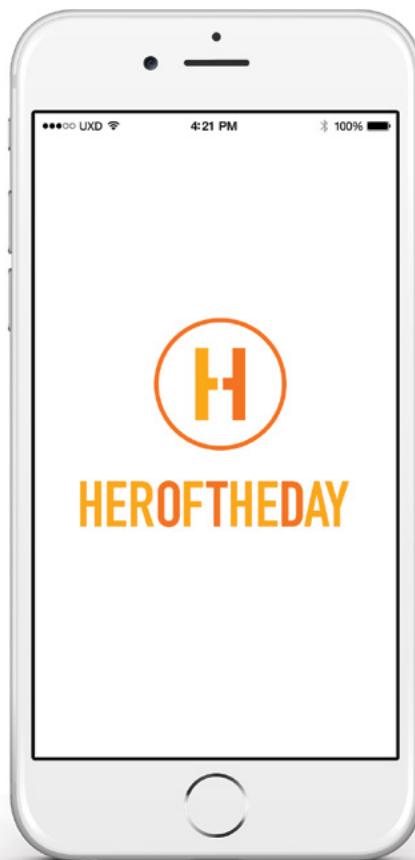
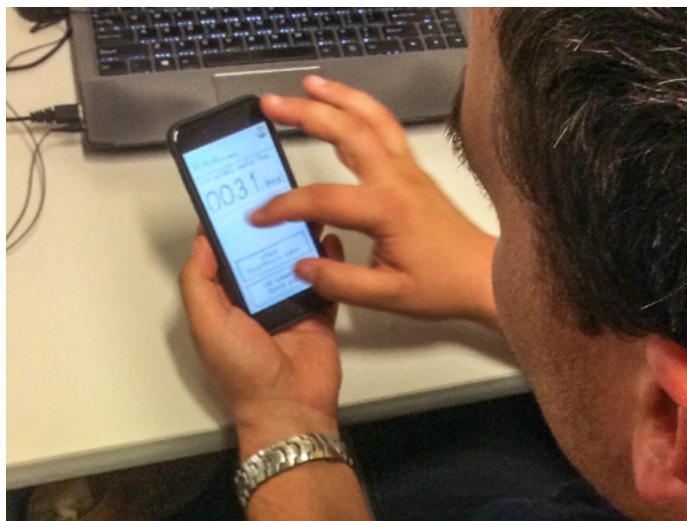
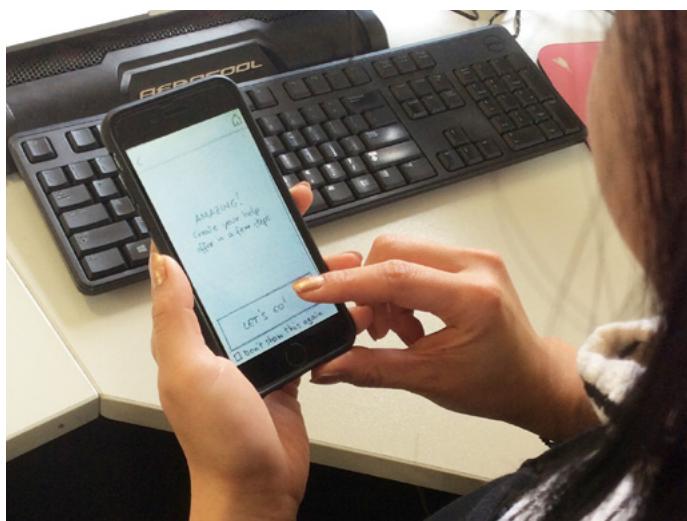
PROTOTYPES

PAPER



PROTOTYPES

POP + HI-FI



**THANK YOU AND...
BE A HERO!**