

Design Thinking for Social Change

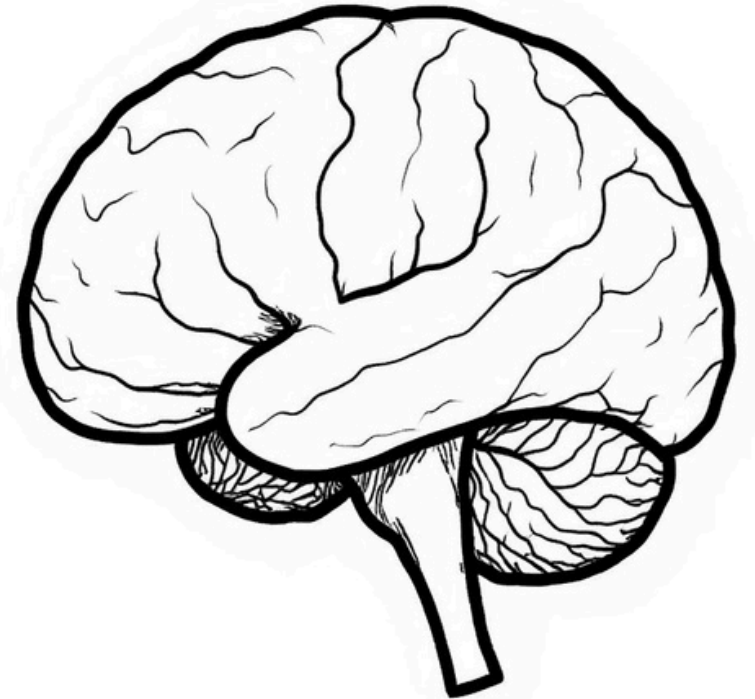
Course: DesignThinking for SocialChange

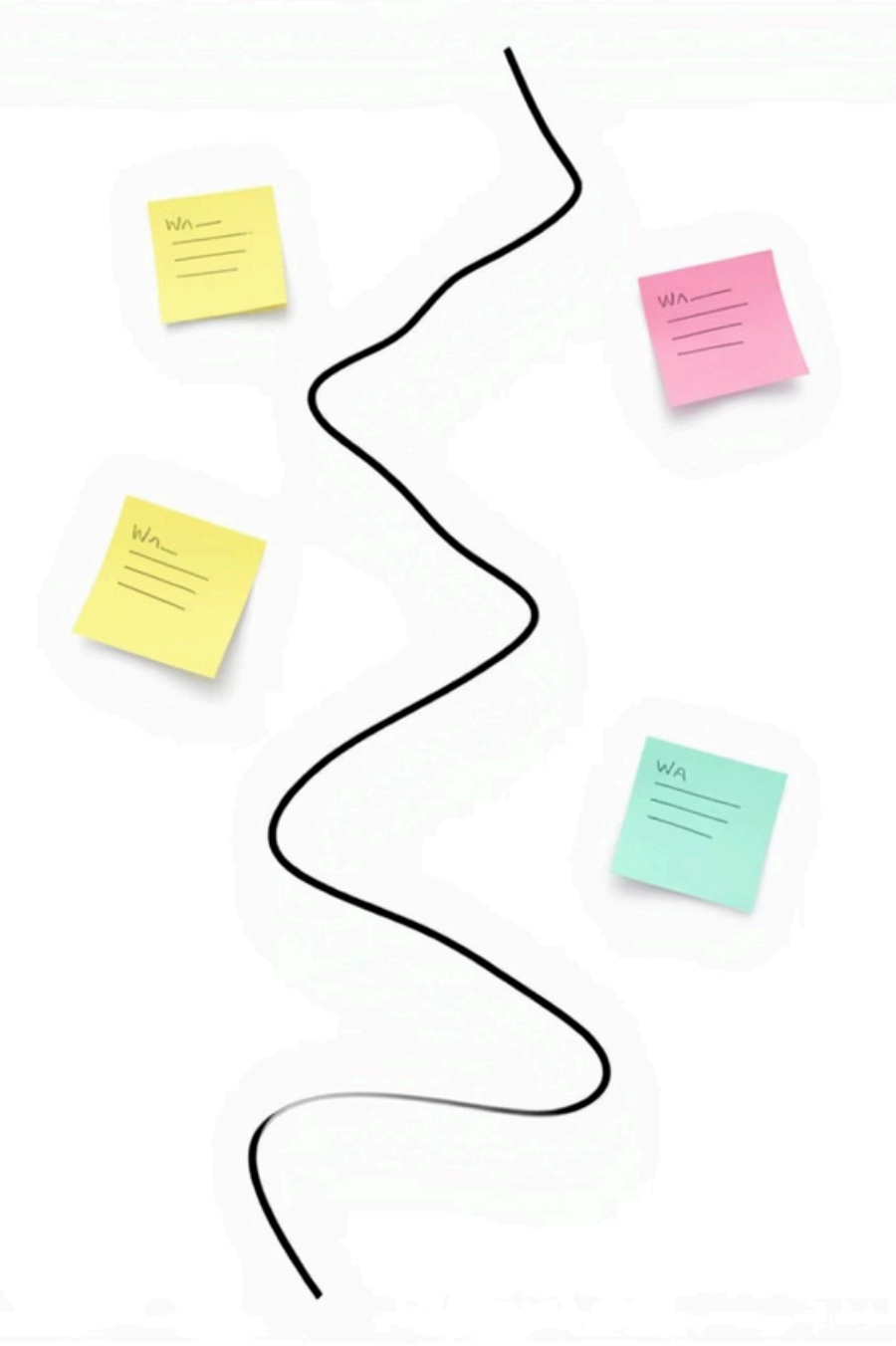
(CA-1) 4 Theme:"Matching Passionwith Professional Power"

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Why Design Thinking Matters

Design thinking is a human-centered method: Empathize³ Define³ Ideate³ Prototype³ Test. For web solutions supporting NGOs, it ensures we build based on real user needs rather than assumptions. The result: high-impact, low-resource tools that connect skilled volunteers to meaningful work.

Phase 1 4 Empathize: The Frustrated Expert

Persona 4 Arjun Menon

Age 32 " DigitalMarketingManager. Wants short, remote, high-impact tasks that use his SEO and content skills.

- Goals: Contribute meaningfully, see measurable results
- Needs: Clear deliverables, time-bound tasks
- Pain Points: Vague asks, wasted time, no proof of impact



Empathy Map



Empathy Map 4 What's Really Going On

Insights:

- SAYS: "Just tell me exactly what to do" 4 prefers concise briefs
- THINKS: "Am I wasting my time?" 4 needs trust and predictable impact
- FEELS: Eager but frustrated 4 wants efficient, professional experiences
- DOES: Browses many sites, avoids vague forms, reaches out on LinkedIn

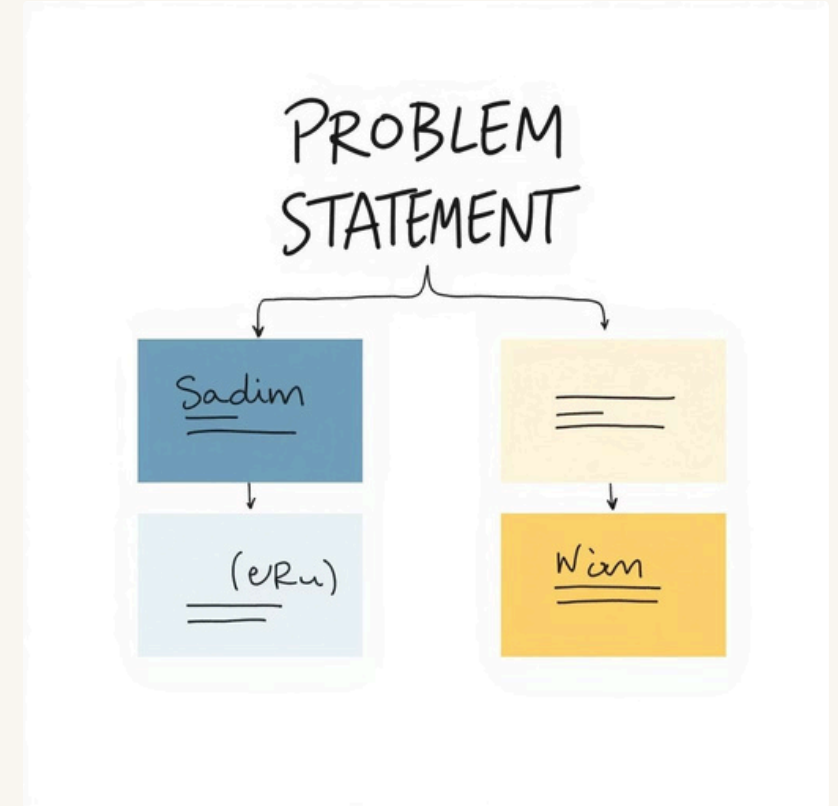
Phase 2 4 Define: Problem & Opportunity

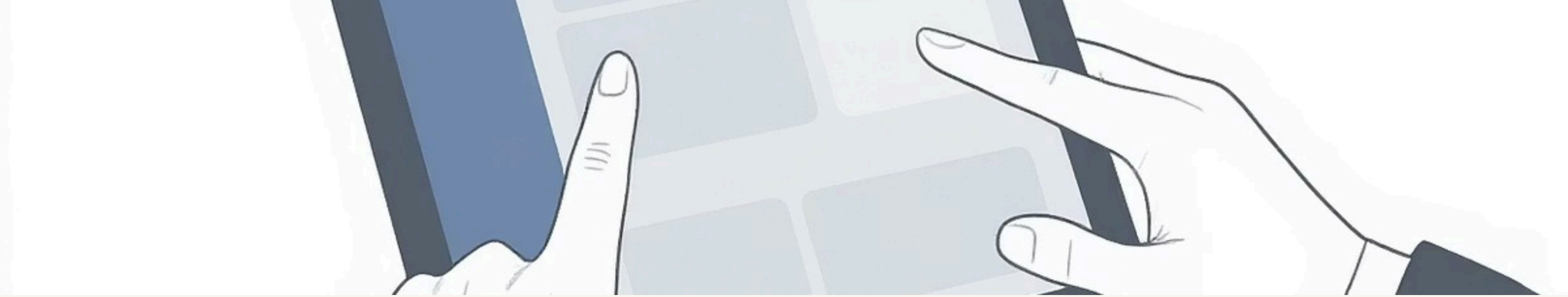
Problem Statement

Skilled professionals give up when platforms only offer generic <help= requests. NGOs miss expert support because they don't ask for time-bound, skill-specific contributions.

Context & Why Solve It

1. Stop losing talent 4 convert searches into short-term, successful contributions.
2. Boost NGO impact 4 pro-bono expertise can outpace cash donations in effectiveness.





Phase 3 4 Ideate: Introducing ImpactMatch

ImpactMatch: a platform that translates NGO goals into micro-projects and surfaces measurable outcomes for skilled volunteers.

Core Features 4 How ImpactMatch Solves the Problem

Skills-to-Task Translator

NGO inputs a goal; system suggests precise micro-projects (e.g., "Design 5 FB banners"). Converts vague asks into actionable briefs.

Micro-Project Dashboard

Tracks deadline, estimated hours, and progress. Clarifies time commitment and accountability for volunteers.

Proof of Impact Badge

Shareable certificates with quantifiable results (e.g., "+15% website traffic"). Provides recognition and measurable outcomes.

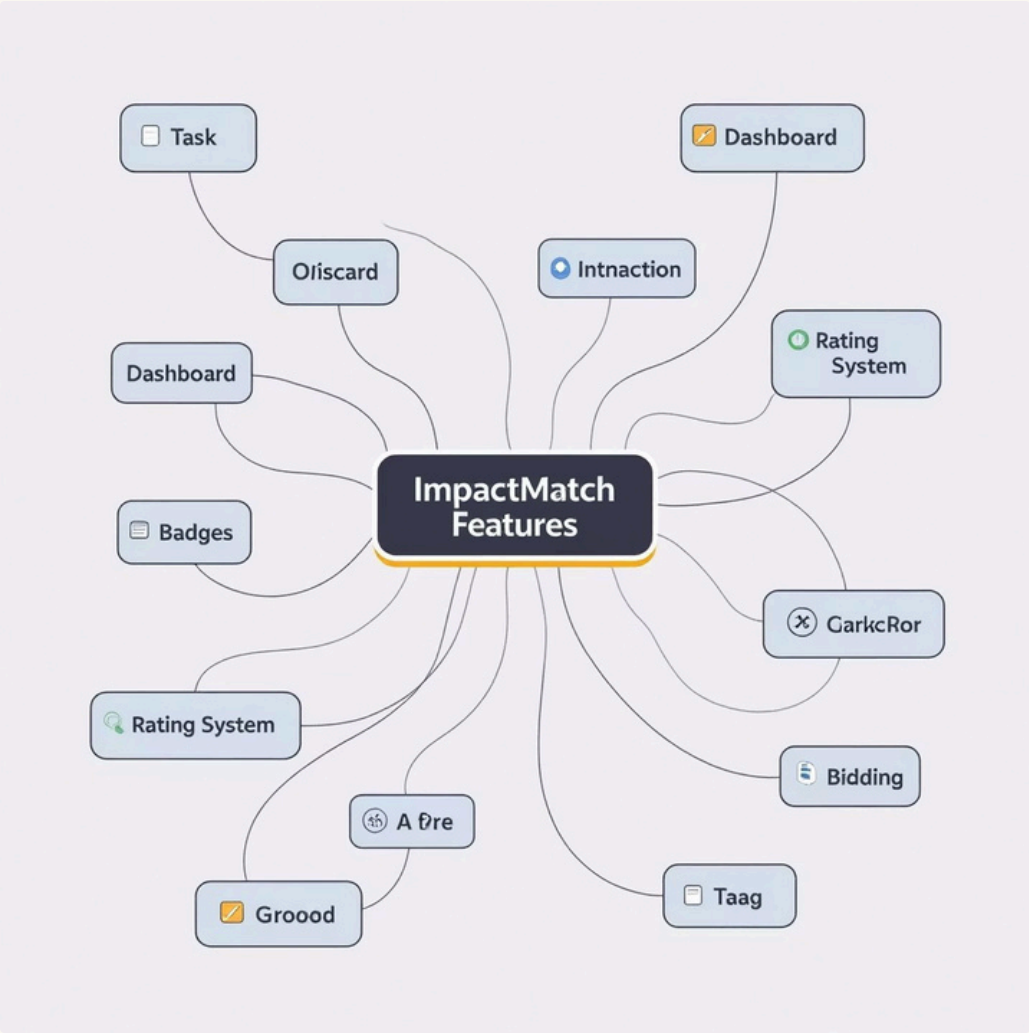
NGO Clarity Rating

Volunteers rate NGOs on communication and brief clarity to surface trustworthy organizations and improve standards.

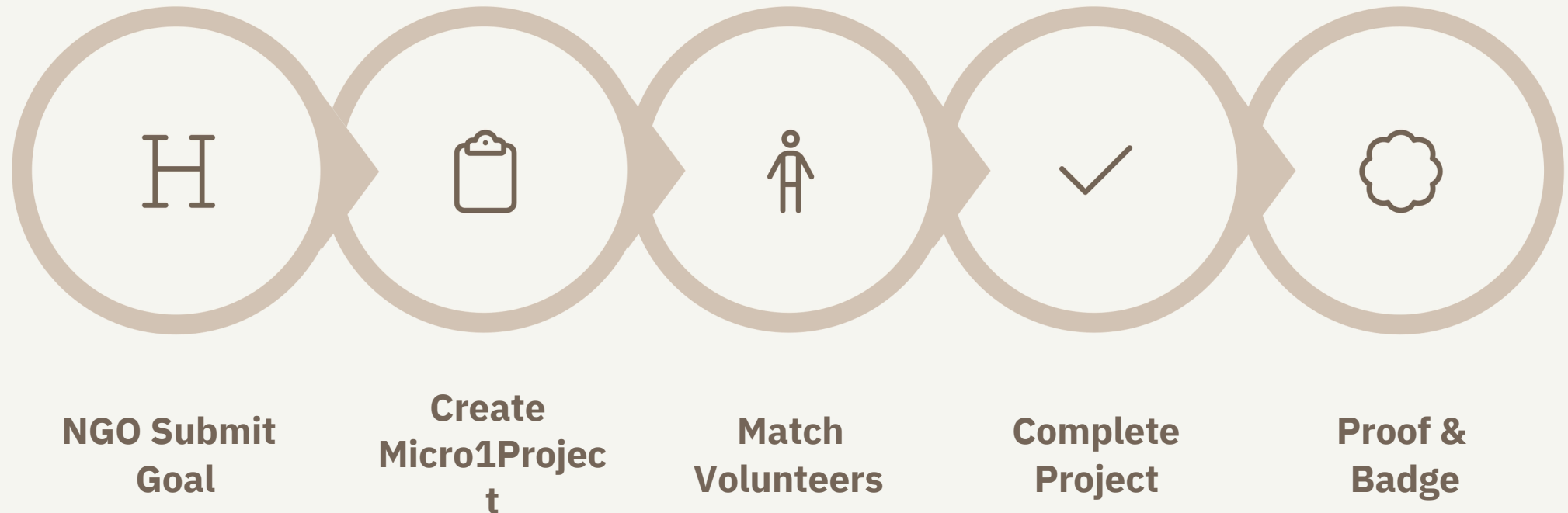
Reverse Bidding

Skilled teams pitch solutions to stated problems, unlocking complex pro-bono projects from volunteer groups.

Feature Visuals 4 Concept Maps



Prototype & Testing Plan



Testing approach:

- Prototype: clickable micro-project flow + dashboard (low-fi to hi-fi)
- Recruit: 8312 skilled volunteers and 5 NGOs for moderated sessions
- Metrics: time-to-match, completion rate, volunteer satisfaction, NGO clarity score
- Iterate: refine briefs, badge design, and reverse bidding based on feedback



Conclusion 4 Learning & Impact

Key takeaways:

- Friction, not goodwill, is the core barrier. Clear, time-bound briefs unlock skilled contributions.
- Design must prioritize clarity, accountability, and recognition to scale volunteer engagement.
- ImpactMatch turns professional passion into measurable social impact 4 improving outcomes for NGOs and volunteers alike.