



For the last 70 years United States has been increasing the number of volunteer workers despite the efforts of the Federal Government after each war or crisis the country's been involved.

In 2016 the amount of money injected in philanthropy and volunteer contribution surpasses oil companies' revenues 3 times, but a big chunk of that money (around 65%) is lost in the process, by the middlemen costs. So how do we solve this problem?

To comply with the terms of this work I have omitted and appropriated confidential information. These designs are an early version of the original launched product: [Wemion](#).

MY ROLE

I was part of the R&D team, responsible for the user experience and platform design. I led the UX efforts, producing all major deliverables and presenting these to the client between October 2016 and April 2017. I worked alongside the dev team, coding the design system and part of the frontend of the app, and the marketing team to align strategy for the launch.

THE CHALLENGE

The dev team was hired after a failed attempt with an external company in Argentina, then decided to take all the work in-house. I was hired as the man to translate the board and user needs to the tech staff.

The client approached us with two primary objectives: to enhance their app's functionality and usability beyond their competitors; and to promote decentralized volunteer work in USA. Our motto was "Each one reach one".

To match our MVP launch with the start of student activities in California, our team was under extreme pressure to move fast. We were tasked to deliver an iPhone and Android high-fidelity prototype to our crew within 2 months. The combination of a fixed deadline, app store submission time, security testing, and usability testing meant I needed to get the experience right in the first two weeks.

THE GOALS

My suggestion was to simplify and streamline the app, to deliver not only the features in time, but goals. My request was denied by the board and the directors decided to just finish the previous version of the app to release in an even shorter time: 1 week. After a failed alpha version my plan was back on the table. There were 2 main courses of action the app should approach: creation and donation.

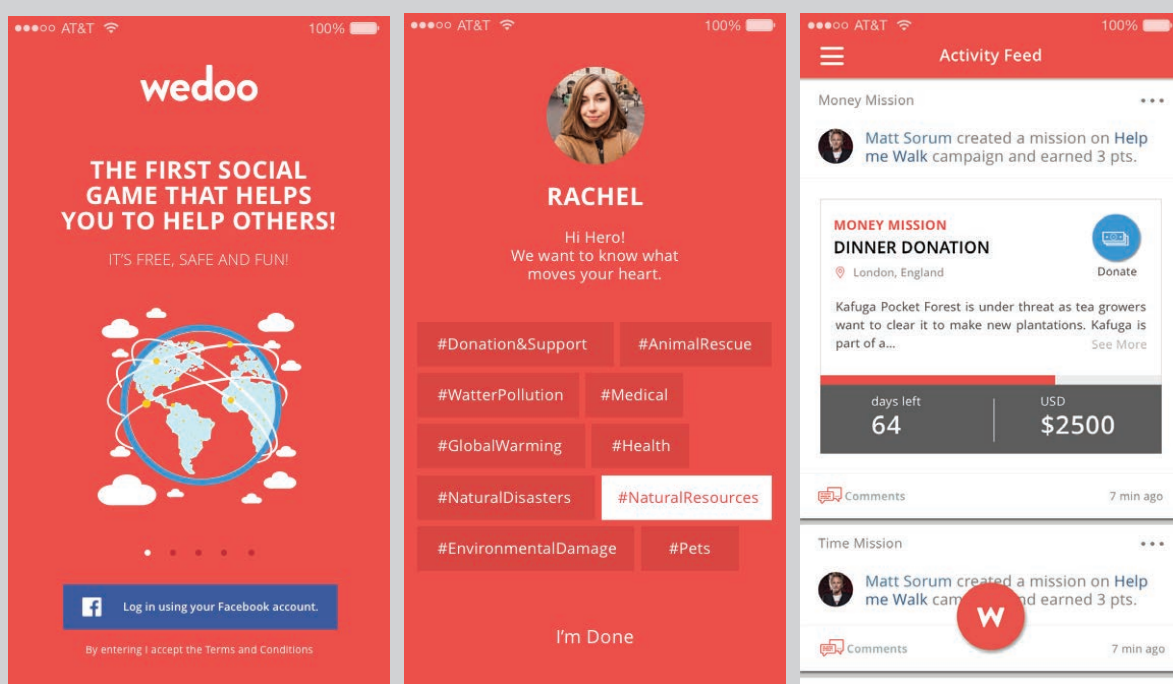
FOCUS

It was obvious to me that the main attribute of the app was to attack the most important pain points of the donators. The marketing team was worried with every feature of campaign creation so I tried to simplify the creation process since it was a secondary demand. All the necessary information for a campaign could be provided from a simple form. Donation, in other hand, should be addressed carefully.

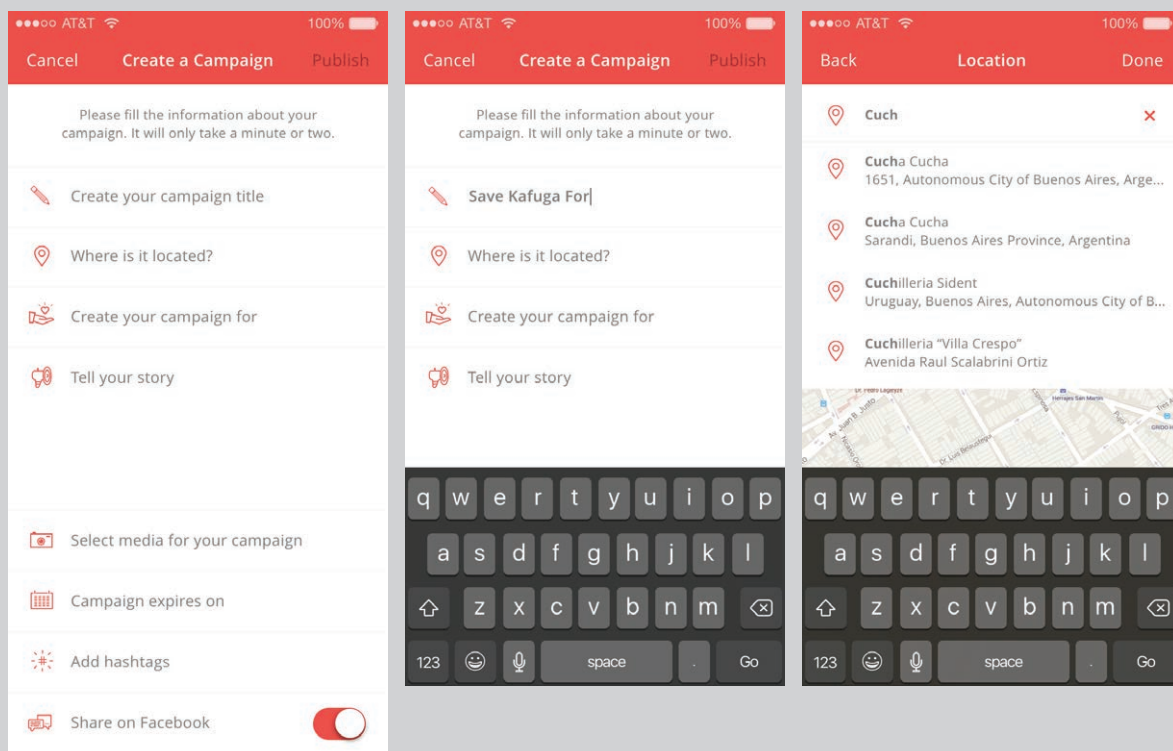
Login and Simplified Campaign Creation

Once the users logged in they would be presented by a feed of campaigns. A float button would make possible to **create and update Campaigns and Missions** grouped by their type: **Time**, **Money** and **Knowledge Missions**.

Login



Campaign
Creation



STRATEGY

Although our brief was to develop an engaging and gamified app, we stressed that engaging in attack the pain points of donation and volunteering was the best interests of the app's users at heart.

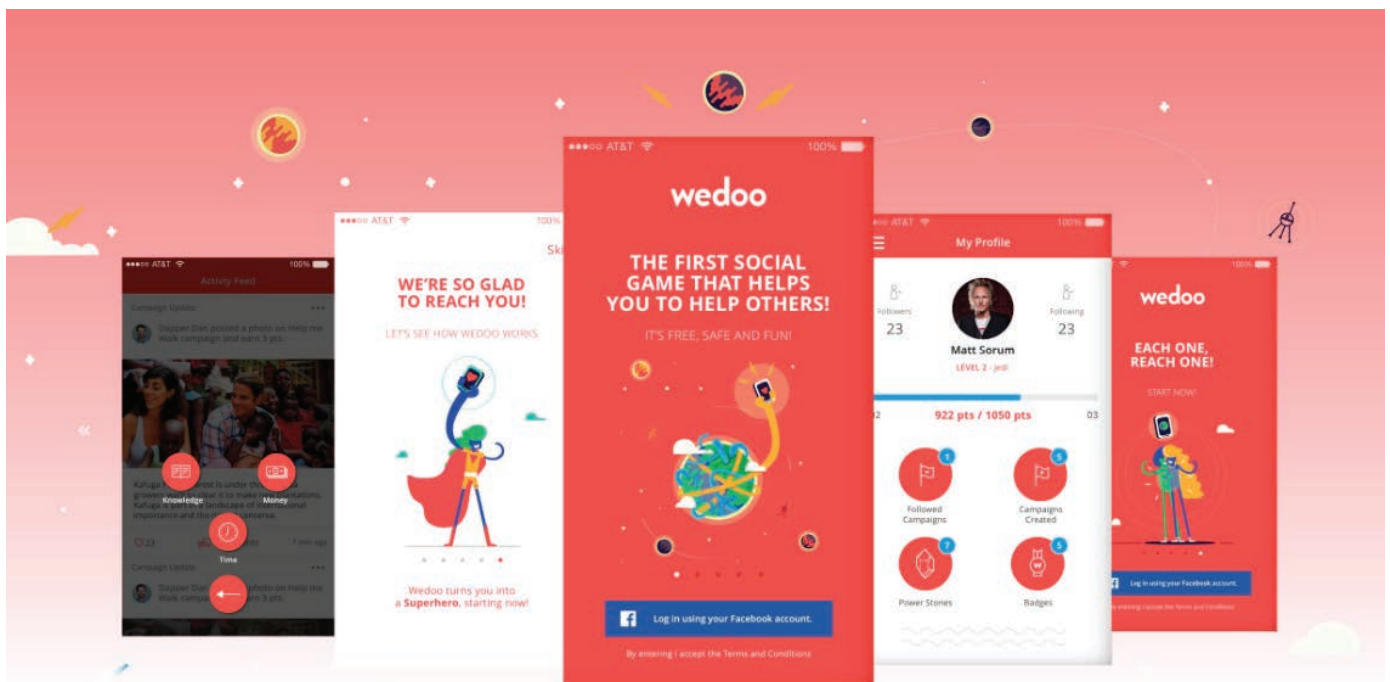
To differentiate ourselves in an already mature and established market, we needed to define a desirable role for the app and how it would meet the needs of the users. We would make it into a game where a world in distress needed a legion of heroes to help, enforcing the collaborative culture.

A collaborative culture gamified

This created early alignment with our users and team, sparked tons of great ideas and created a strong sense of ownership across our squad and the app.

Build trust through transparency

Sharing our thinking and vision helped to build a strong client relationship. Opportunities for input from our squad (a very selected group of experienced volunteers and philanthropists) at all stages of the project built trust and created a comfortable environment to share ideas—forming a partnership which will serve much value beyond this phases.



STORYTELLING

A consultant was called to work with us on the storytelling part of the game. Soon we were involved in making a virtual world where we transformed, even if it was for a brief moment, our users into heroes helping the needed.

Volunteers and philanthropists are moved by empathy. The idea was to create a narrative in which in a parallel universe a word similar to ours is linked and every good action made here would reflect there. And from that idea Wemion was born.

DEVELOPMENT

Along Unity Studios in Denmark we started Wemion. They were responsible for the game engine optimization and a part of the artwork. All interface components were made by me.

RESULT

The platform was launched in United States and is helping projects and causes since then through a person-to-person gameplay experience. It continues to grow since I left the team in April 2017.

We used experience mapping techniques to visualise and communicate the users end-to-end experience across various touch-points with profiles. This allowed us to represent user pain-points and see where we needed to focus our attention. Mapping out the users emotions was key to setting client expectations about the aspirational emotional state we were aiming to design for.

A better world united by collaboration, reducing critical needs and amplifying opportunities to build a deep emotional connection with our users through an honest, human gamified experience where results were achieved not only in a digital and artificial world, but in our real one.

WHAT WAS LEFT OUT

Unfortunately, despite my efforts, it was not possible to keep collecting feedback from users since I left the project. It was great to measure the impact that this simple game could cause into the world.

CHECK IT OUT

Wemion was launched and can be on <https://wemion.com/>, for iOS and Android.

