



DONACT

E-BUSINESS PROJECT

VOLUNTEERING

APPLICATION

DEVELOPED BY :
2AINFO1 CLASS





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Contents



1. Introduction
2. Our goals
3. Clients
4. Challenges
5. Functional requirements
6. Marketing strategy
7. Implementation

Introduction



Conception & Development of a non-profit tech platform that aims to facilitate volunteer engagement with local charities.



Values

The project has the potential to make a significant contribution to the development of civic engagement in Tunisia.

By providing a platform for volunteers and organizations to connect, the project can help to create a more vibrant and engaged civil society.



Our goals

- Create a non-profit platform that aims to facilitate volunteers' engagement with local charities.
- Create a direct link between individuals wishing to contribute to voluntary actions and the organizations that need their support.
- Through our app, users can easily find volunteering opportunities, donations or other forms of help near their location.



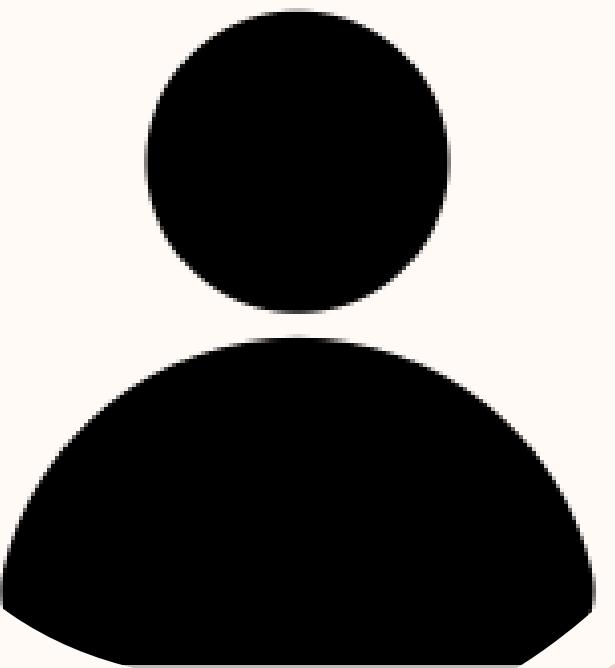
Clients



**Charitable and
Community
Associations**



Volunteers



Users

Challenges

ADOPTION OF THE PLATFORM

convince associations and volunteers of the usefulness and reliability of the application, requiring an effective marketing and awareness strategy.

TECHNICAL RELIABILITY

Robustness and reliable, capable of efficiently handling a large number of users, data and transactions, a smooth user experience.

COMMUNITY MANAGEMENT

Ensuring effective management of the user community, data and security
encouraging respectful and collaborative behavior.

CONTINUOUS COMMITMENT

Maintaining continuous innovation, regular updates, and constant attention to user feedback to improve the user experience.

Functional requirements

Functionalities

- **Sign in:** The association can connect to an account and access advanced features
- **Sign up:** The association has the right to create an account within the application
- **Publish an event:** The association has the right to share detailed events
- **Evaluate a volunteer:** The association can evaluate a volunteer after the collaboration

WHAT DO THEY HEAR

- A lot of unused time
- Limited reach
- People want to help



WHAT DO THEY THINK AND FEEL

- Empathetic
- Not doing enough
- Helpless
- It's hard to come back



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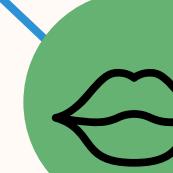
WHAT DO THEY SEE

- Ads
- Activites with other associations
- The struggle to get in an association
- Other associations have a lot of budget



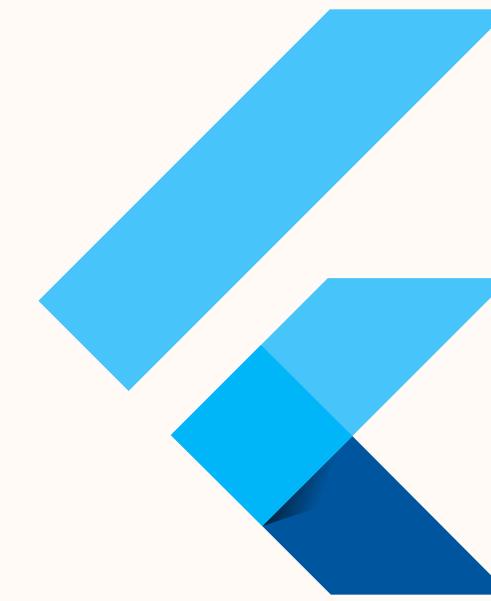
WHAT DO THEY SAY

- I need money
- I want volunteers
- I need equipment
- I need service

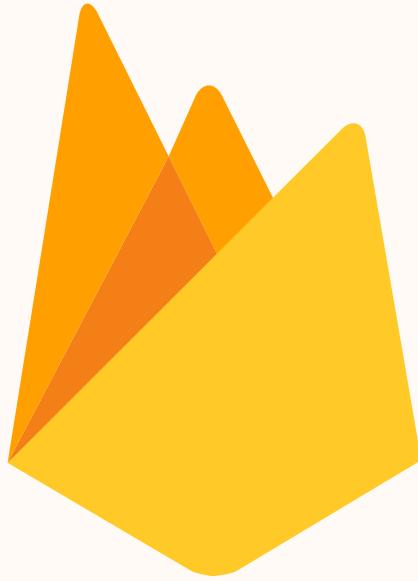


Functional requirements

Technologies and tools used:



Flutter



Firebase

Functional requirements

Hosting of our application:



Play Store



App Store

Marketing strategy

1-ASO (App Store Optimization):

- Identification of relevant keywords.
 - Crafting a persuasive description integrating keywords.
 - Selection of impactful visual communication.

2-Targeted Advertising:

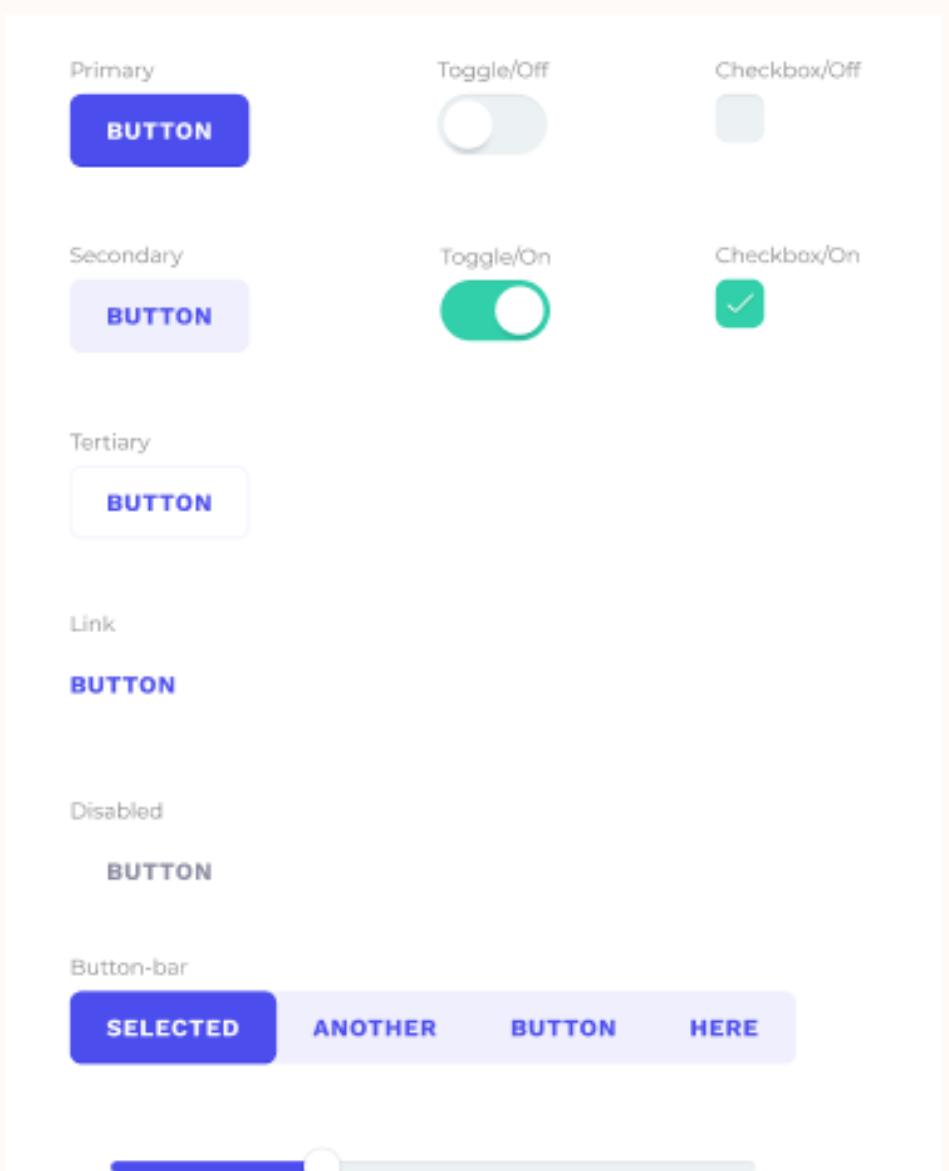
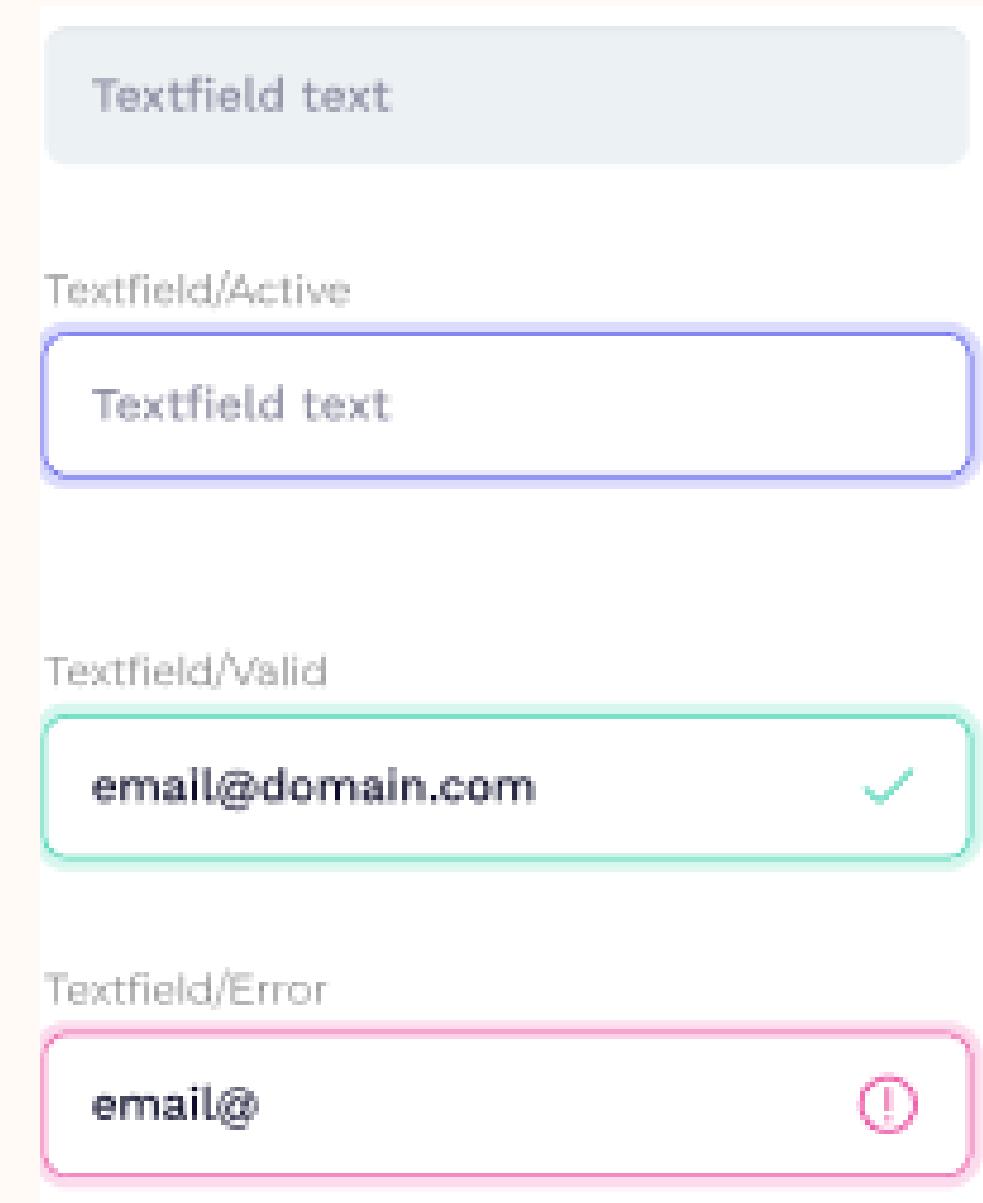
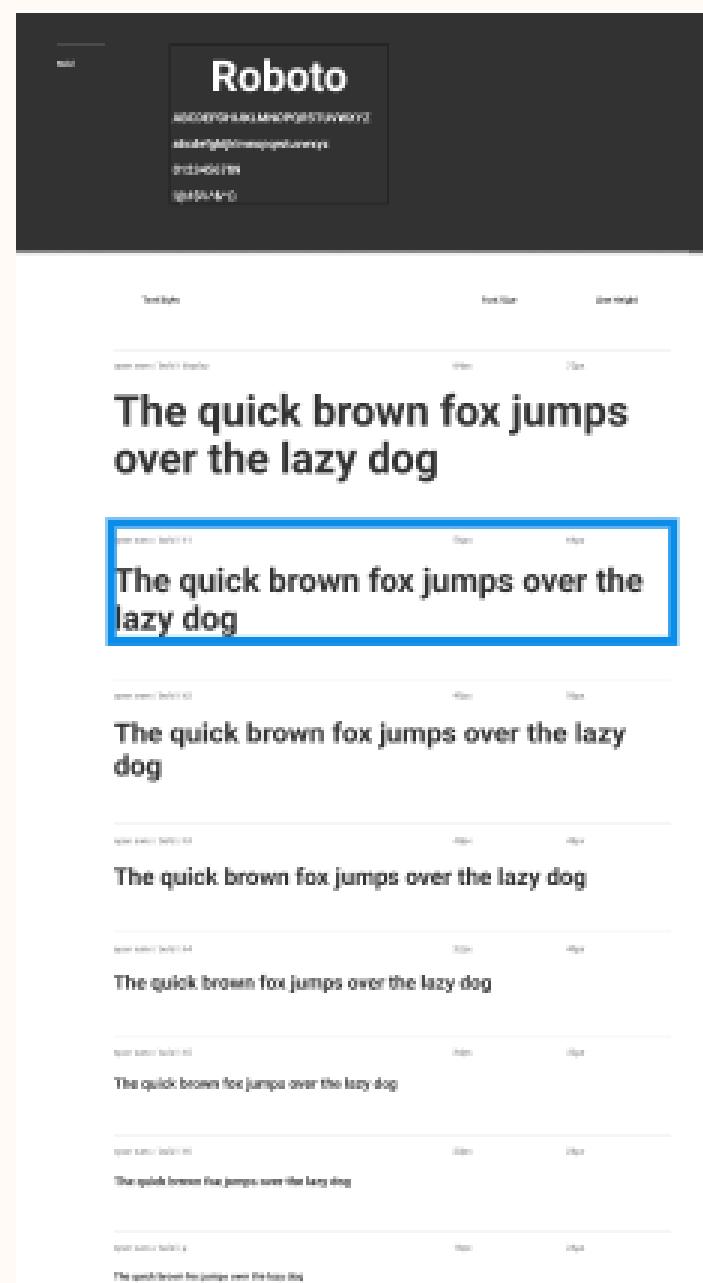
- Leveraging social media platforms, especially Instagram.
 - Utilizing diverse advertising tools such as pop-up ads and targeted videos.
 - Targeting young demographics inclined towards volunteerism.

3-Influencer Marketing:

- **Collaboration with influencers whose values align with the application's mission.**



Graphic Design



Implementation



Implementation





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Thank You