Good Deed

Humanitarian Organizational Website

Team Members

Jonah Sherman

Kerem Ulcay

Sofia Machado Lopes

Timur Gordon

Status Quo

- Facebook & Reddit are expansive and largely unsupervised
  - 2.7 billion Facebook monthly active users
  - 330 million Reddit monthly active users
  - Hard to filter content
- Same story with other organization/social media platforms

Observations

- Humanitarian groups occupy low percentage of total user space
  - Lower chance of finding relevant groups
- More users with less supervision can be dangerous
  - Higher chance of fraudulent organizations or phishing operations

Story

- Specialized social platforms do exist
  - Job platforms (LinkedIn, Indeed)
  - Dating platforms (Tinder, Hitch)
  - Literature sharing platform (Wattpad)
- We plan to make specialized platform for volunteering/charity

Insight

- There are 26 million refugees.
  - 85% lives in developing countries
  - 1.4 million people needs resettlement at the moment
- 10 years left to save the planet
  - 8000 sq km of rainforest lost in The Amazon
- 9.9% lives in extreme poverty
  - 140 million people increase just in 2020

Opportunity

- We are in the Information Age.
  - Internet connection is cheaper and more available
- Polarizing politicians are losing
  - People are ready for more active democracy
- Businesses are getting more ESG aware
  - Partnerships with NGO’s are more popular

Analysis

- Everyone is on social media
  - 2.7 Billion people on Facebook
- Misallocation of resources in NGO’s
  - Transparency work force potential
- Lack of justification for website maintenance cost
  - Millions spent by NGOs to attract more donations

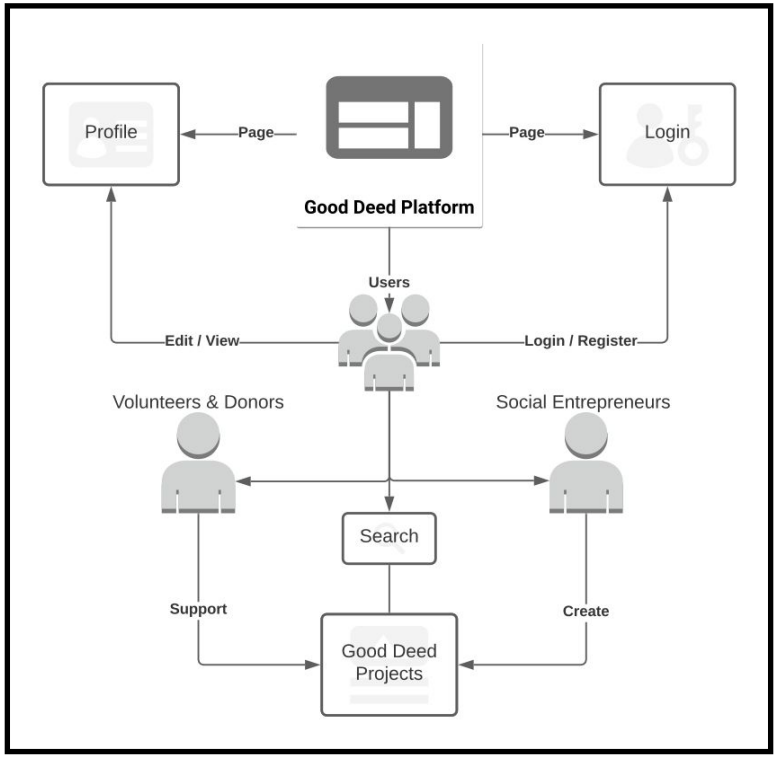
Analysis

- Networking by helping
- United we stand, divided we fall.
- Efficient use of resources with iteration of solutions
- We have to do better than 2010s.

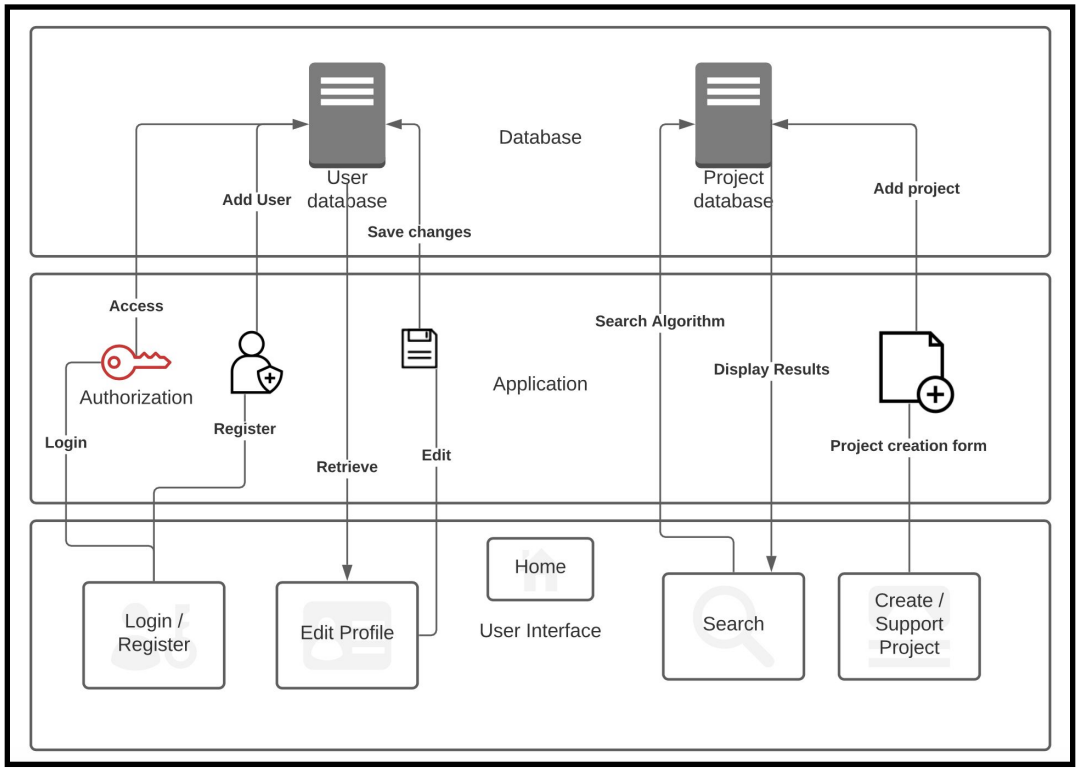
Analogy

- Indeed for finding opportunities to volunteer time or resources
    - Free access to search for volunteer opportunities
    - Research initiatives / charities
    - Post volunteer opportunities.
    - Sign up for / participate in volunteer opportunities
    - Donate resources

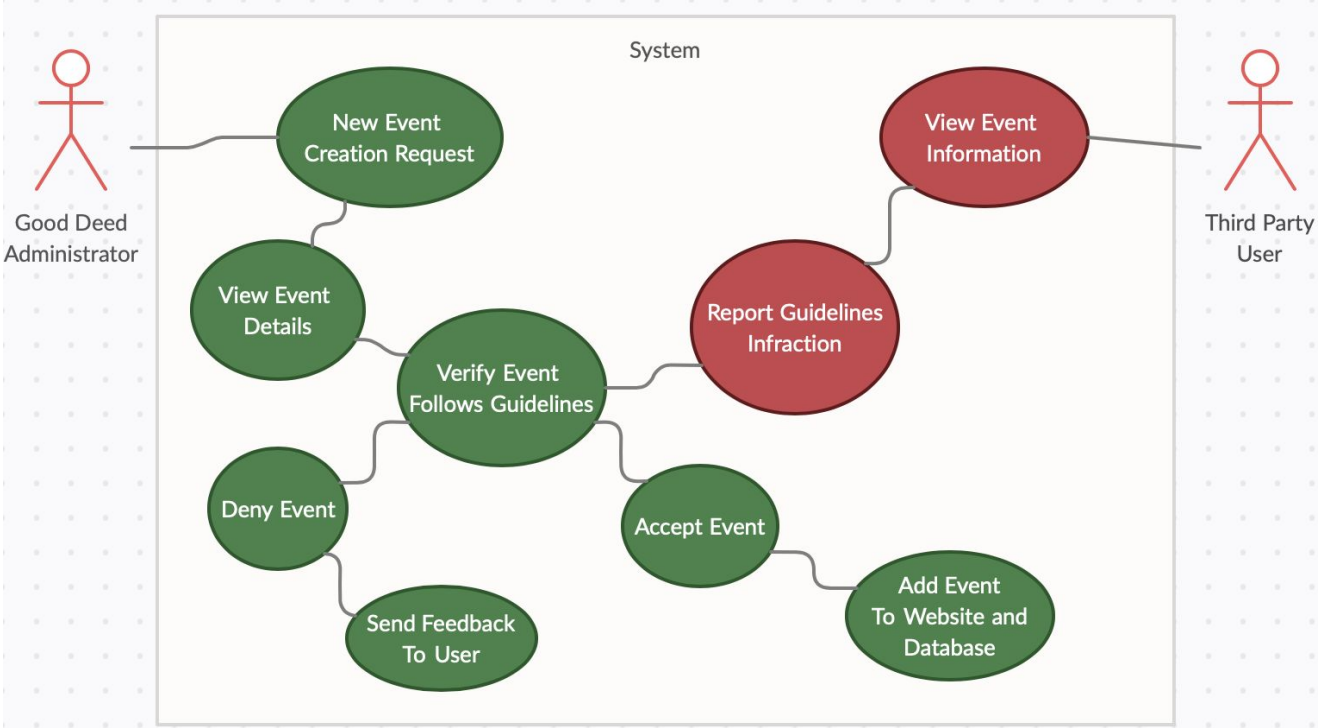
Solution - Design



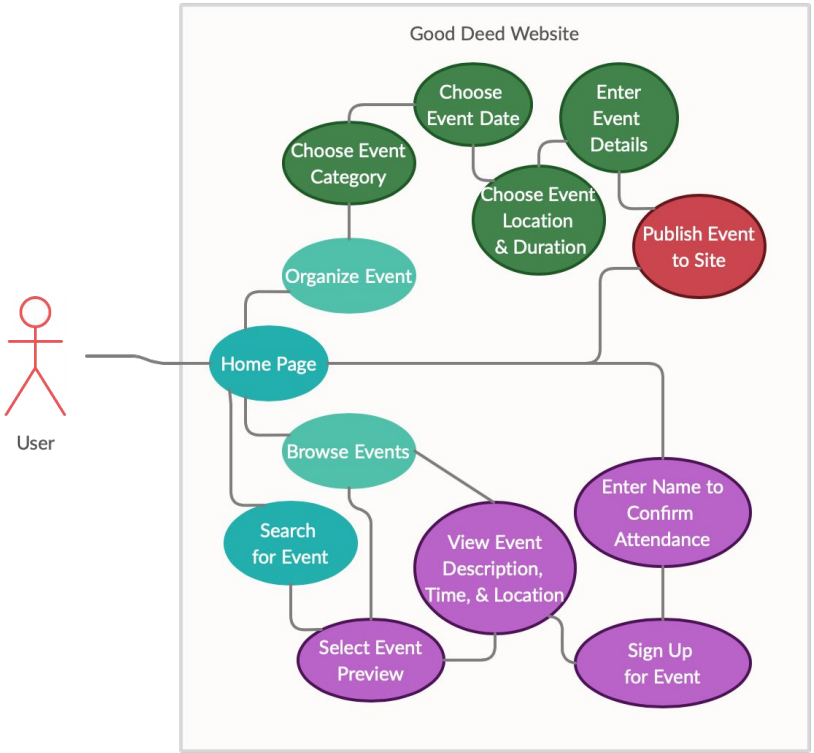
Solution - Design



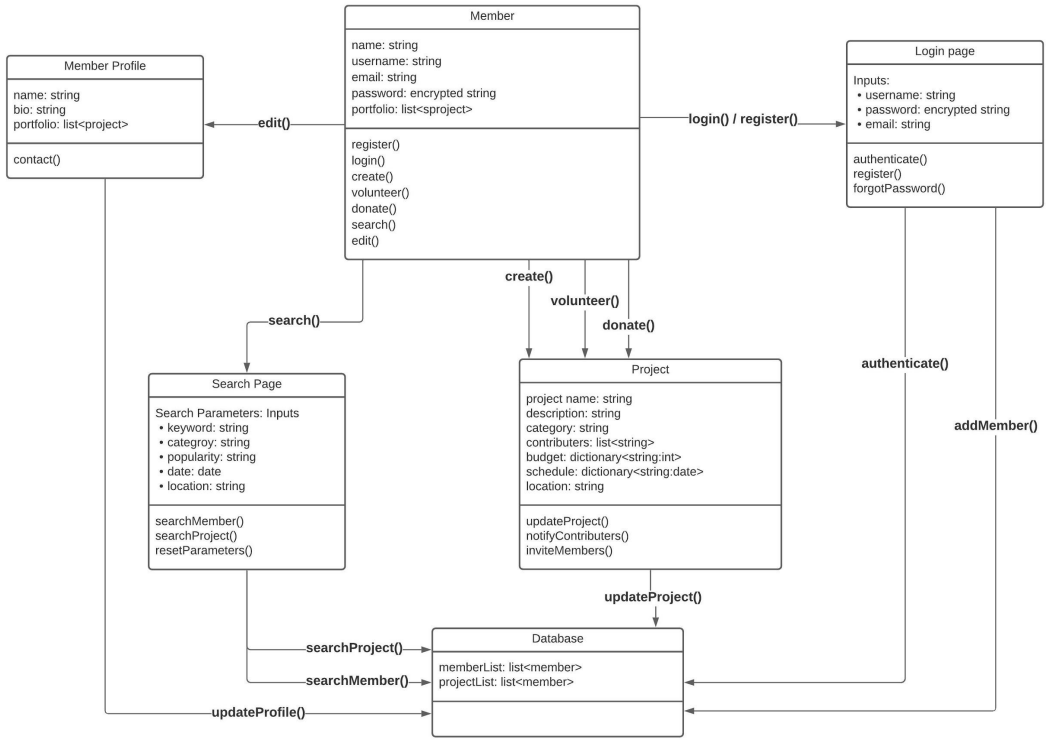
Solution - Design



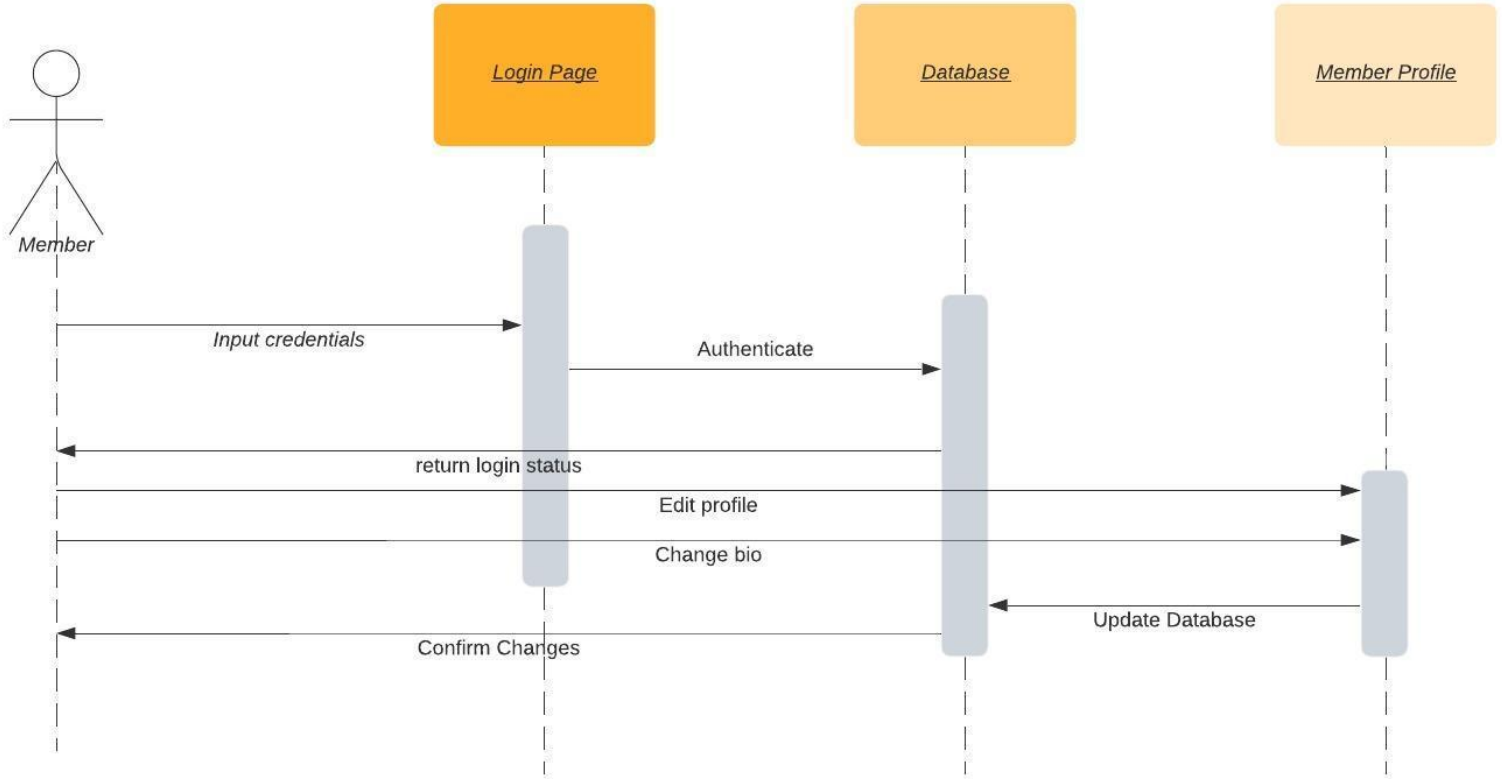
Solution - Design



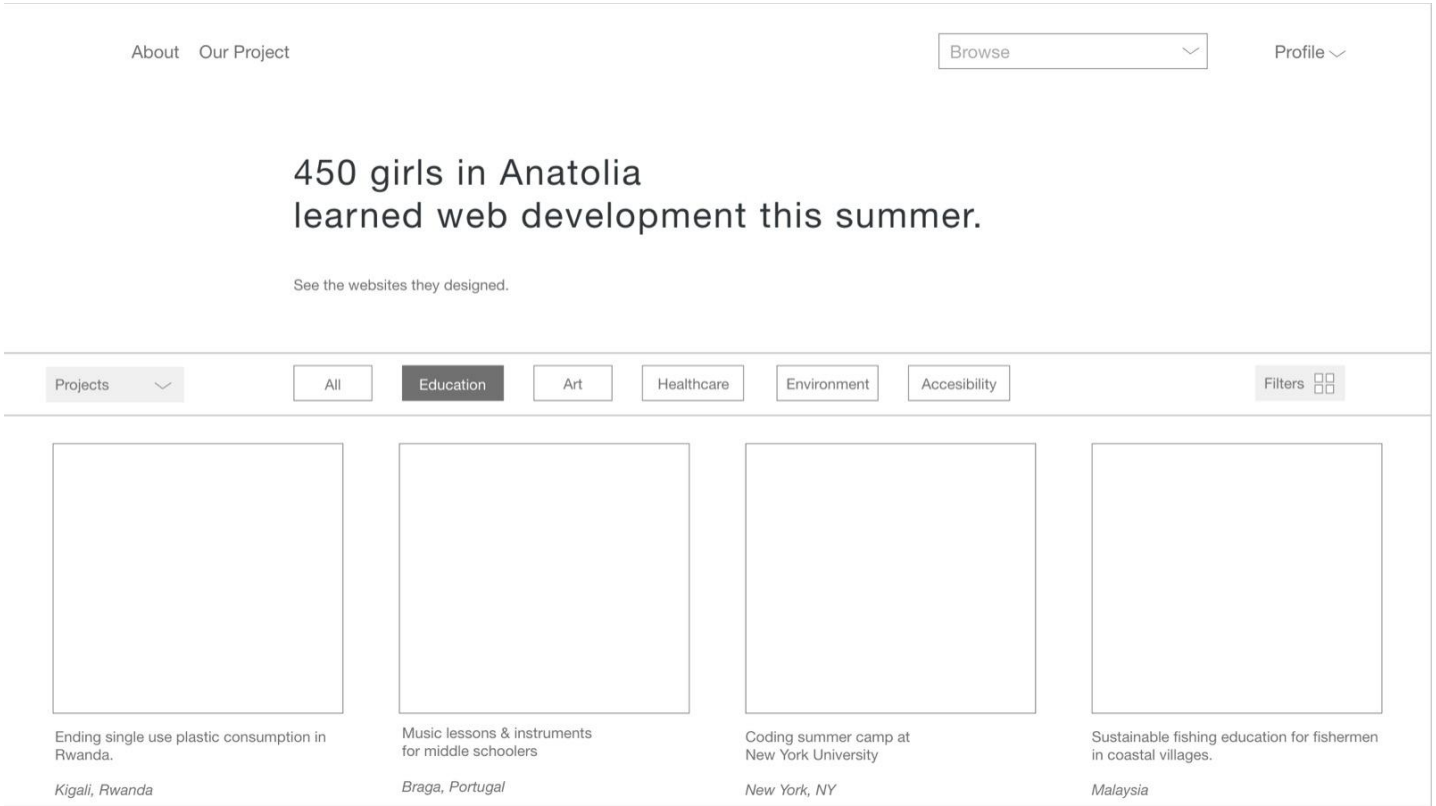
Solution - Design



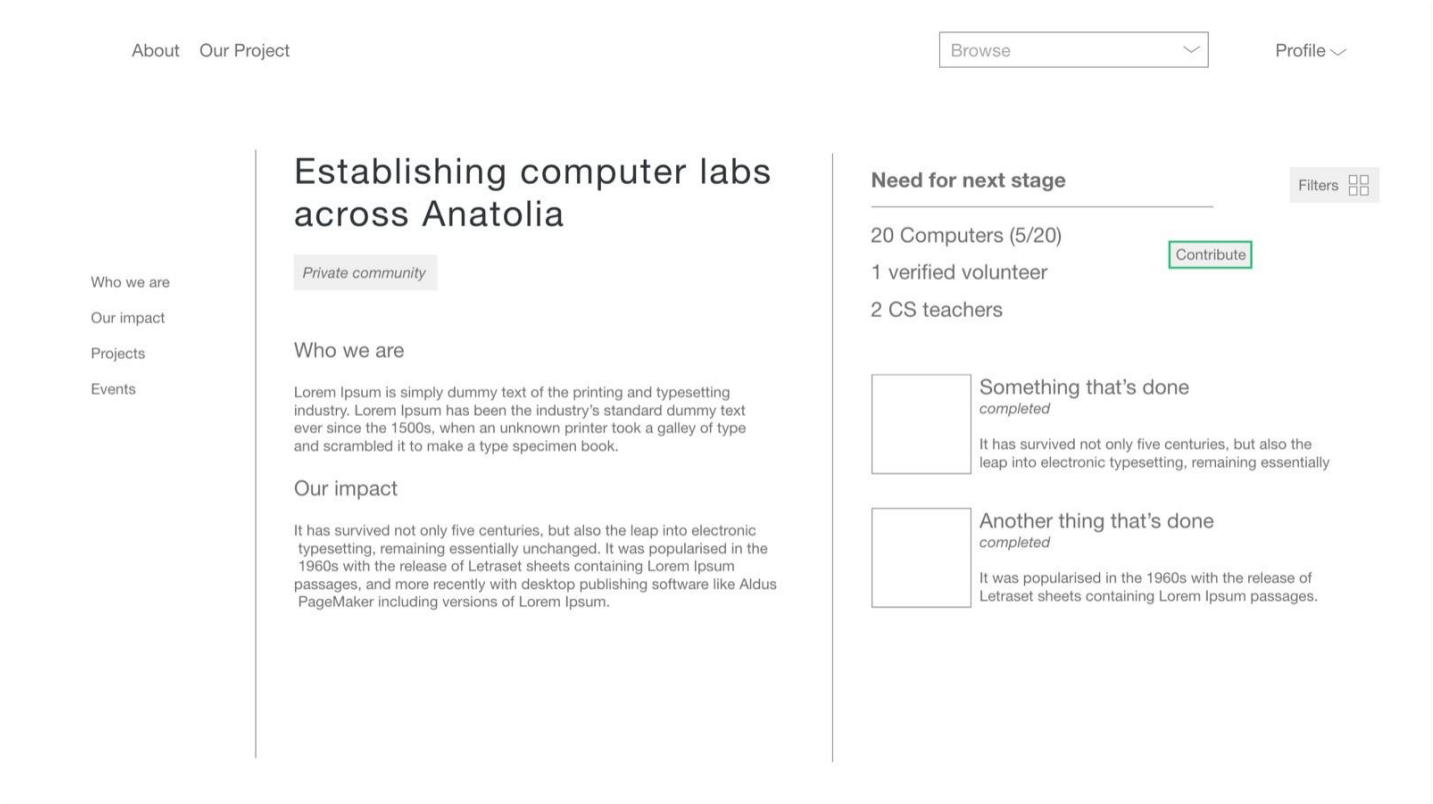
Solution - Design



Solution - Design



Solution - Design



Advantage

- Good deed networking:
  - Social entrepreneurs can find volunteers and donors to support their project.
- Impact reporting:
  - Volunteers and donors can view the positive impact the project has made.
- Transparency & Assurance:
  - Donors can see how their donation is used, and get a refund if good deed project fails.
- Raising Awareness and Support:
  - Place for people to showcase their good deed work and encourage others, to raise awareness and gather support from friends and network.

Ethos - Future work

Future of Influencers:

- Philanthropists, volunteers and social entrepreneurs become the future influencers, encouraging social service for generations to come.

Social media that encourages collaborative social service:

- Participating and supporting good deed projects becomes a part of individuals' digital and social lives.

Empowering individuals to solve problems:

- Civilians have the power to make the social change they desire.

Post Implementation Review

What we did right:

- Division of labour, allowing team members to individually work on project components.
- Meetings following receival of feedback, ensuring that we compensate project deficiencies, and improve the SRS and SPMP.

What we did wrong:

- Lack in final revision of project documents, which caused a few formatting errors to slip by the team.
- Insufficient consultation with the professor, which led to an inadequate understanding of the requirements for certain sections of the SRS and SPMP.

Post Implementation Review

What we would change:

- The project team could have regular meetings prior to the completion of project milestones to ensure each step follows given criteria.
- The project team could have arranged regular meetings with the professor after assignment releases, to ensure a correct understanding of the requirements of each section of the SPMP and the SRS.
- The project team could have used a project management software for better time management and keeping track of team member’s progresses on milestones.

Q & A