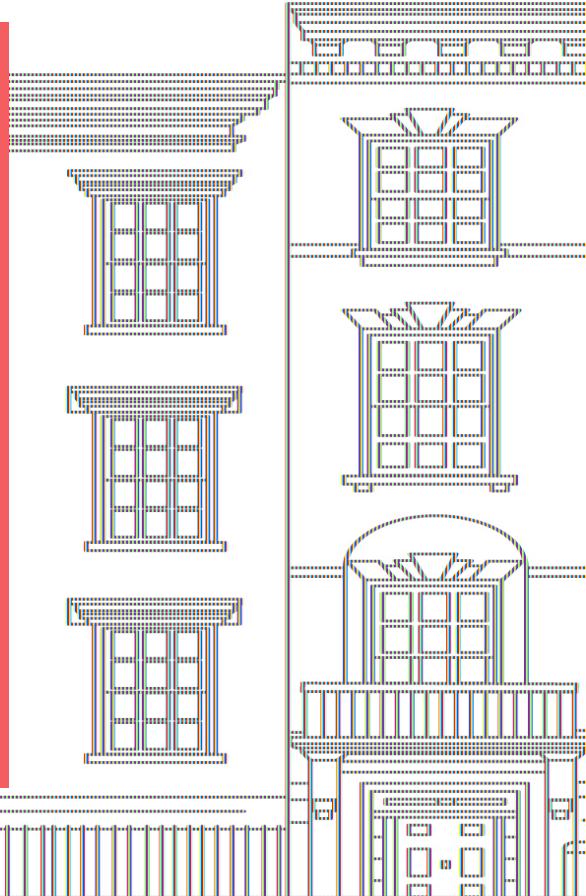




Henry Street Helpers





Holiday Gift Drive

How can Henry Street better organize their Holiday Gift Drive?

With all
and every
Greetings
for Christmas and
the New Year.

Happy
Christmas to
You.

Persona: Donor



Bio:

Aidan is a marketing consultant. He wants to help his community by donating his money for a good cause. On his way home from work, he would pass a shelter. This motivates him to donate, so he searches for possibilities online.

Pain Points:

- Not knowing who benefits from the gift.
- Feeling left out after the donation is made.

Quote:

“After donating, I don’t see the impact that my money is making, which makes me feel left out.” —Aidan

Goals:

- Easily and seamlessly donate to Henry Street Settlement Holiday Drive.
- Feel satisfaction from making a donation.
- Being helpful to their community.

Persona: Coordinator



Bio:

Mary is a Holiday Gift Drive Coordinator. She feels overwhelmed by the amount of data she receives from other sites and by the amount of gifts that are delivered to her office. She wishes the Drive process can be simpler.

Pain Points:

- Using spreadsheets for the wishlist is too time consuming.
- Having all gifts delivered to one office.
- Delivering gifts to all facilities is time consuming.
- Thank you note is manually generated.

Goals:

- Creating and organizing wishlist.
- Efficiently deliver gifts to all the facilities on time
- Thank You notes to be automatically generated.

Persona: Site Manager



Bio:

Lydia creates spreadsheet of all the gifts that her program needs and sends it to the coordinator my email. She doesn't know what gifts are delivered to the main office and when her program will receive them.

Pain Points:

- Using spreadsheets for the wishlist is too time consuming.
- Not knowing when the gifts are delivered and their quantity.

Goals:

- Accurately communicate the wishlist to the coordinator.
- Having gifts delivered to them in batches or in one shipment.

Concerns

Donors

“Donors to have that experience of gift giving, since it feels more personal.”

Donors do not want to look through 14 different wish lists on Amazon.com



Henry Street

“We want to be in charge of when and where the gifts are delivered.”

“It's easier for us to receive money for the gifts than actual gifts mailed to us.

“We want to create our own wish list without using a third party company.”



Donor User Flow



Business Relationship Map

Henry Street Settlement



Business Relationship Map

Henry Street Settlement



Donor User Flow



Impact of our solution

Features

Gift giving experience for donors

Henry Street receives cash

Dashboard to monitor donations

Consolidated wishlist

Benefits (Operations based impact)

The main office no longer need to sort and organize gifts. (Save 16 hours for each delivery)

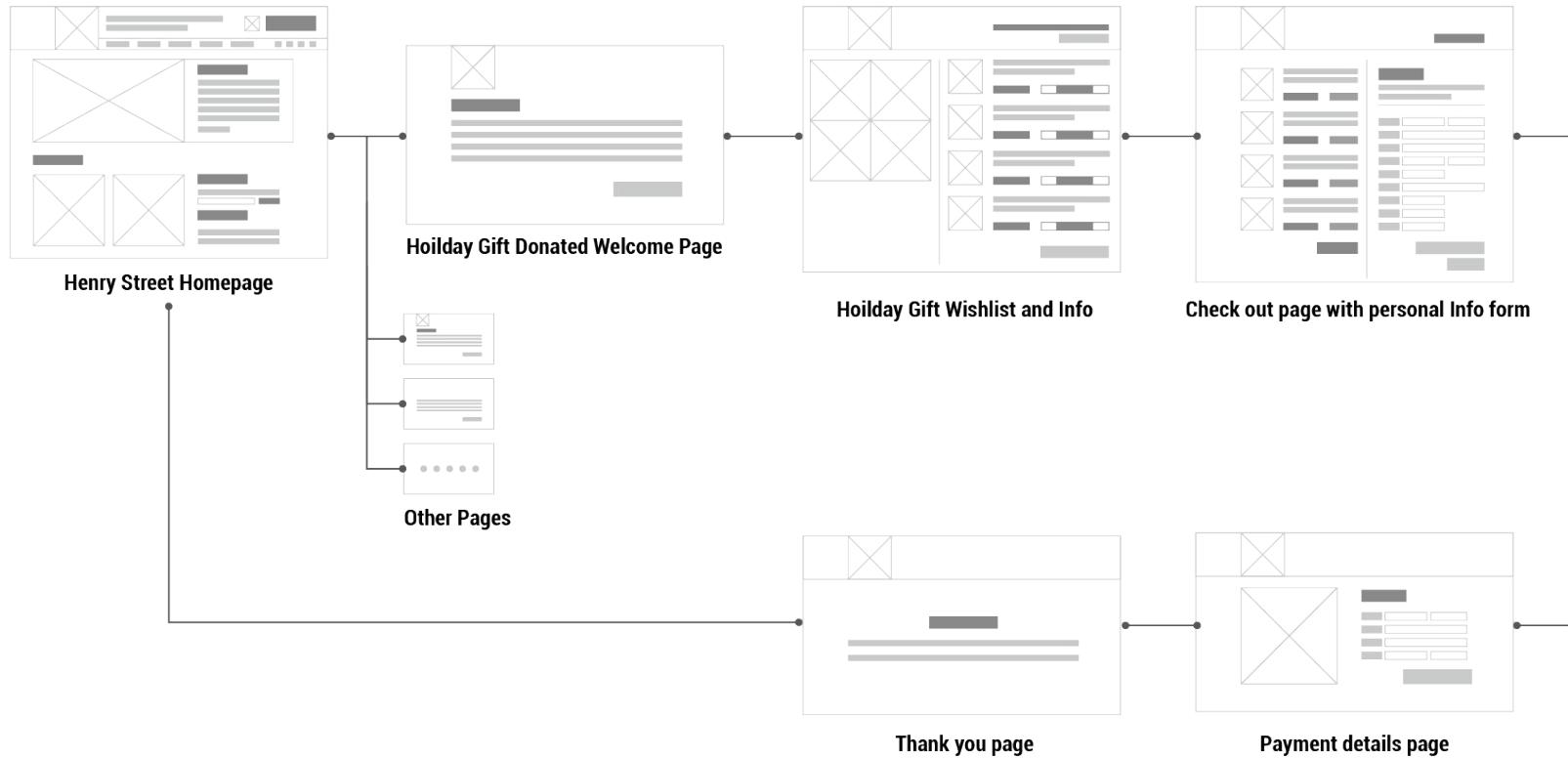
Control over when and where things get delivered

No storage required!

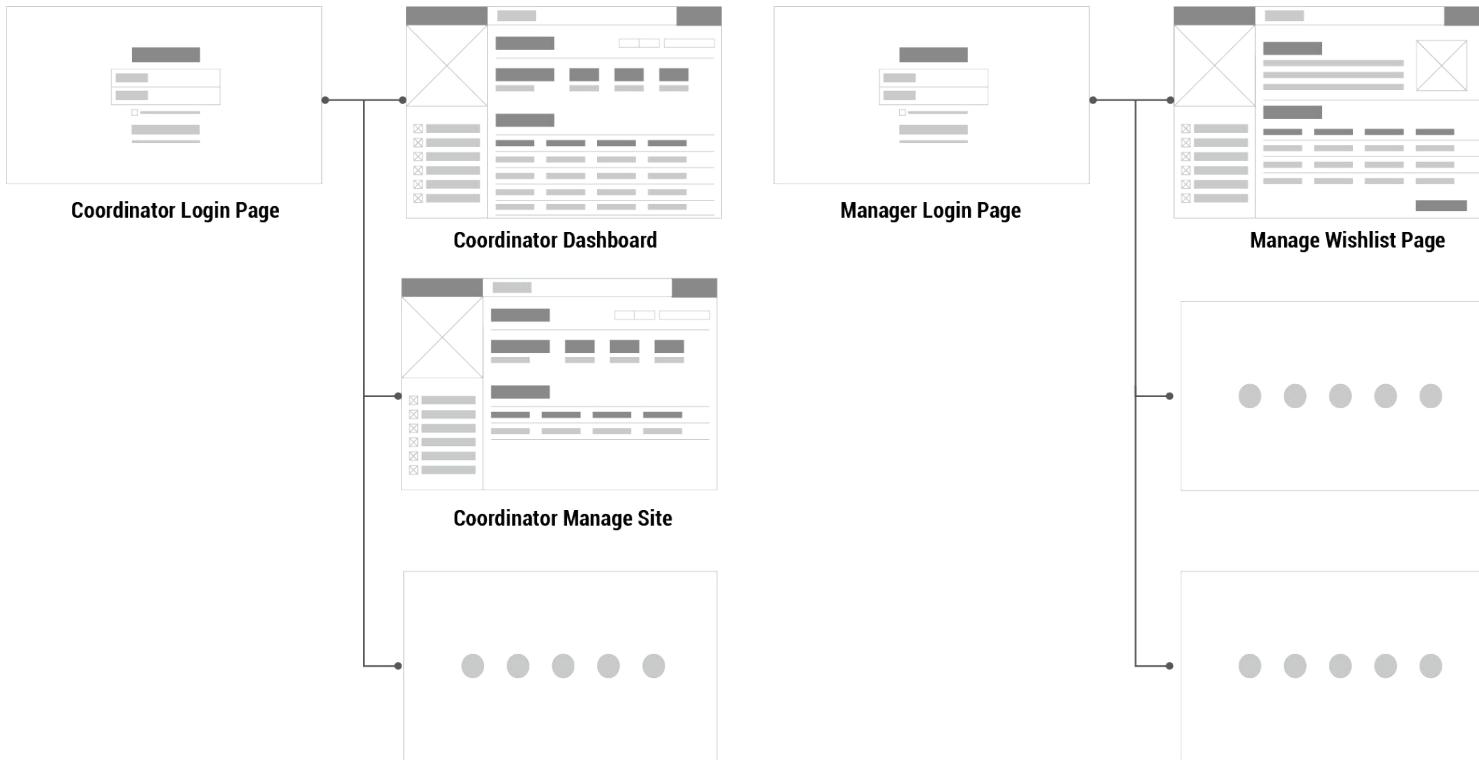
Mission Based Impact

A less time consuming process that will allow managers to concentrate on other matters.

Flowchart – Donor



Flowchart — Coordinator & Site Manager



DEMO



**HENRY STREET
SETTLEMENT**

Dashboard

Manage Wishlist

Dashboard

Share Export

This week ▾

12,500/15,000

Donation Goals

20

Donors

50

Donations

10

Days Left

Donations

date	first name	last name	email	amount donated
1,001	Lorem	ipsum	dolor	sit
1,002	amet	consectetur	adipiscing	elit
1,003	Integer	nec	odio	Praesent
1,003	libero	Sed	cursus	ante
1,004	dapibus	diam	Sed	ni
1,005	Nulla	quis	sem	at
1,006	nibh	elementum	imperdiet	Duis
1,007	sagittis	ipsum	Praesent	mauris
1,008	Fusce	nec	tellus	sed
1,009	augue	semper	porta	Mauris
1,010	massa	Vestibulum	lacinia	arcu
1,011	eget	nulla	Class	aptent
1,012	taciti	sociosqu	ad	litora
		per	conubia	nostra

Thank you