

In order to improve user engagement and increase stickiness of the HYN website we need to focus on how to convert potential users into registered users.

It is not wrong to assume that a person visiting the website already has the ‘motivation’ to volunteer for the program. We need to provide the ‘trigger’ to help them along the way. For that purpose, we need to inspire the visitors of the website. And when it comes to inspiring people to volunteer more and help people around them, ‘Empathy’ plays a huge part.

To engage users and keep them coming back for more, the website has 3 different features on the landing page - the page that would be viewed by registered users and general visitors alike.

Videos:

A selection of quality videos focused on the topic of empathy - What it is? How it affects us all? How can we exercise it? What can be gained from being more empathic?

Quizzes:

From scientific studies to fun quizzes, the internet has a whole range of quizzes that let you know how empathic are you. These or some specially made quizzes can be featured on the HYN website to let visitors calculate their own empathy.

Challenges:

For general audience: There can be a challenge where audience is challenged to do something empathic and share it online.

For registered users: The website will also feature a challenge for the volunteers to help more. As the HYN story focuses on being a hero, superhero seals can be awarded like badges, so someone who is quick to respond can get the ‘Flash’ seal and someone who reaches a certain high number of volunteers can get ‘Superman’ or ‘Wonder woman’.

The HYN Story

Did you know that Empathy can be increased?



Watch Videos



Take quizzes



Empathy Challenge