

Help Your Neighbor

By Lubna Naqvi

Background & Design Problem

Senior citizens, single moms, or people with **reduced mobility** or other limitations generally have proper systems to help them manage their groceries and run other errands. But there can be times when they **may need some urgent help**. On the flip side, some people **want to volunteer but do not have enough time to spare**.

'Help your neighbor' is an app that let people volunteer for their neighbors when they are running their own errands so they do not have to take time out of their busy schedule but can still be a helpful member of the community.

Key Personas



Persona: Emily Hunt, 59 years old, retired school teacher

Emily is a senior citizen, who lives alone in a condo building. Her son usually does her weekly grocery every Sunday as she has reduced mobility due to arthritis.



Persona: Sam K., 34 years old, single mom

Samantha is a single mom with 2 children under the age of 4 years. It is very difficult for her, to go out again if she forgets something or one of her children is sick.



Persona: Adam Truman, 24 years old, Football player

Adam is a football player and works for a finance company. He has a busy schedule but wishes he could volunteer more.



Persona: Amber Ruth, 38 years old, PhD. student

Amber is a mom of 3 school-going age children and a student. While she has a busy life she wishes she could volunteer more to help those around her.

Key Scenarios

Samantha forgot to buy milk while she was out shopping and now feels tired to think about going again. Emily ran out of dishwashing liquid and has to wait till next Sunday. Amber is going to do her groceries and would not mind bringing milk for Samantha and dishwashing liquid for Emily, only if she knew.

Key Principles

Simple, Intuitive Use - things should be straightforward and not confusing specially for the elderly.

Equitable Use - anyone should be able to use this app if they feel they need some help. All of us feel tired, fatigued and stressed out at one point or another while feel able to help and volunteer at other times - so this app can be used by anyone without judgement or bias.

Constraints:

Security and background check will be required for the volunteers.

Since this app is all about neighbors and people who are close-by, location services will play a key role. Google Maps Api or similar needs to be used and the number of users will dictate the metrics.

While the service is free of charge, advertising and donations will be used to cover the management costs.

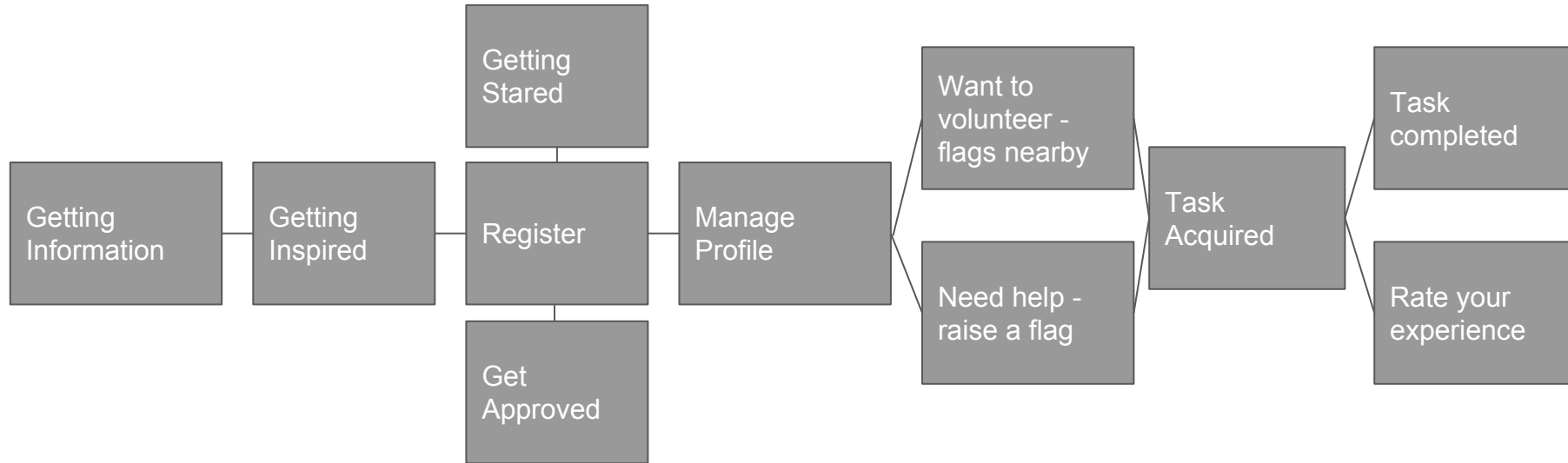
Target Outcomes

People start helping their neighbors more using this app.

People feel **happy** and **content** when they volunteer even though it is just little things.

People find it **easy** to seek help and volunteers find it **convenient** to do good for the community.

Simple User Experience



Sketch

9:41 AM

100%


< HYN


Home


Sign Out


Welcome back Amber

Recent Activity:


 Emily Hunt
December 13, 2017


 Josh K.
October 23, 2017

 Mrs. Siddhu
September 17, 2017

 Felicia Truman
September 13, 2017

Badges:

 Batgirl badge
Acquired : June 22, 2017

 Wonder woman badge
Acquired : November 3, 2016

Sketch

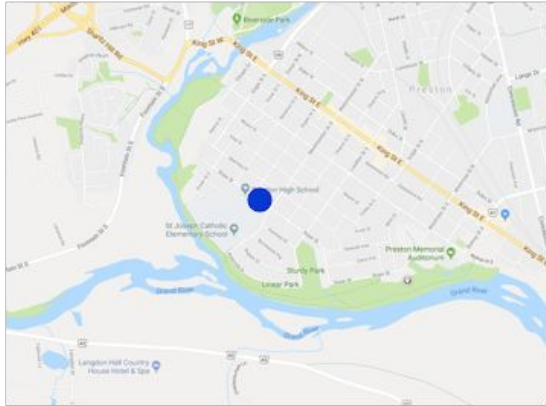
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< Home

Ask for help

Sign Out



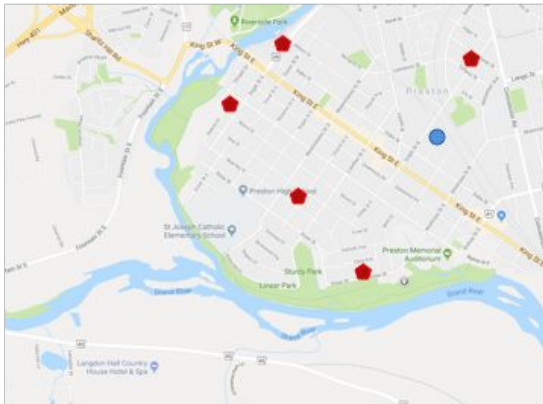
I need:

q w e r t y u i o p

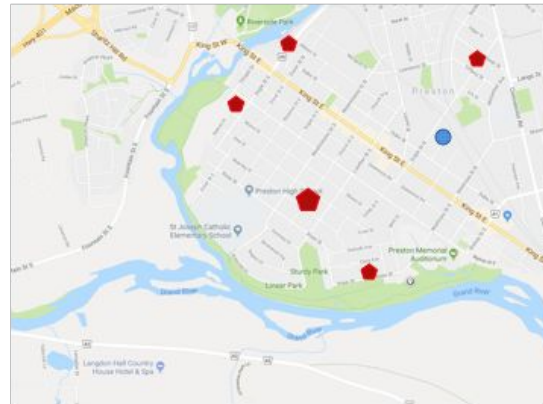
a s d f g h j k l

⬆ z x c v b n m ⬅

123 😊 🗣 space return



Please select a red flag to see the details of the task.



Task ID: #29930
Type: Grocery Store
Name: Emily Hunt
Request: Rye Bread, Dishwashing Liquid

Aquire Task

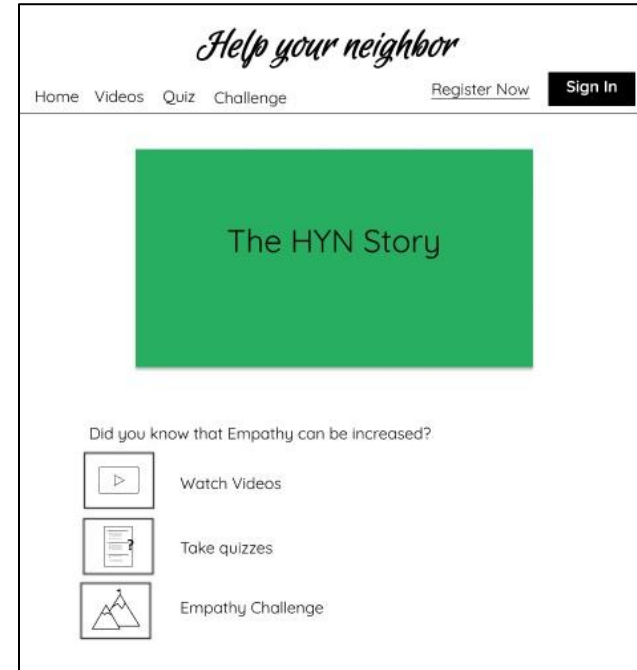
Send a message

The HYN Story

Website Stickiness

To **convert** more and more **visitors to users** the website will feature:

- The HYN Story
- Empathy videos
- Find your Empathy Quizzes
- Empathy Challenges



User Engagement

To get users involved and engaged a gamification technique will be used where users who volunteer more are challenged to win superhero badges.

