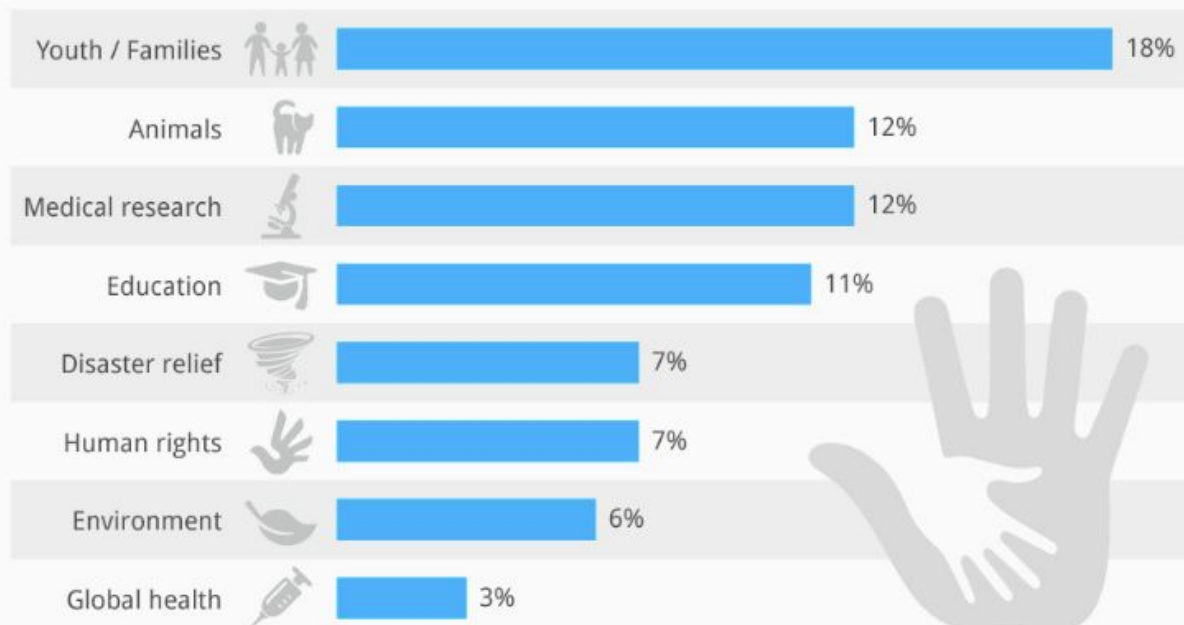


The Charitable Causes Americans Care About Most

% of Americans saying they care most about or donate most to the following causes



n= 2,306 U.S. adults; percentages missing to 100 percent: other causes / not sure

Source: Harris Poll



Mashable statista

Scenarios

Final Selected Scenario

Taylor cares about philanthropy and **wants to make a constant contribution** to the causes they care about. They navigate to the website, **filter out the organizations that work on the causes appealing to them**. They choose the top 3 organizations with the best reviews and adjust how much they want to contribute to each organization on a monthly basis. Their card will be **charged automatically**, and they receive the updates from these organizations on a monthly basis, including how their money has been used. On the other end, **Marie can easily manage the donations and build long-term relationship with the donors**.

Jay **wants to donate some clothing** to people in the recent earthquake as he moves out. **He checks the website and finds out an NGO has put up a list of items people in need are looking for**. He packs his clothes up, goes to the website and prints out the pre-paid shipping label. He knows a UPS store near his workplace, so he just drops his package on his way to work. **Lisa, a volunteer working with people in the earthquake area, receives the package in time, and sends Jay a thank you note, as well as a picture of people wearing his clothes**.

Trigger, Interaction, Value

1. [Elliot-1] Joseph works as a stock person in Target. He stocks shelves with items such as soap, toilet paper, etc. He likes to donate the surpluses that Target sees to people in need. Joseph pulls out his phone, and finds that a refugee camp in Jordan needs razors, and he drops the razors off at a local donation center that will deliver the razors to the specific area. Joseph receives a notification that the razors were delivered to Jordan 2 weeks later, and he receives an email from one of the camp organizers thanking him for his donation.
2. [Elliot-2] Isabel owns a truck. She uses her truck to help deliver immobilized people's donated goods to collection centers. John, a wheelchair-bound retired person, sends in a pickup request for goods he has. She opens her app, and sees that there are 3 people (including John) with goods that need to be donated to a center near her. She travels to each of the homes, and helps to lift and move all of the goods into her truck. Isabel gets to visit each person, and they each thank Isabel for her services. After, she delivers the goods to the collection center, and the donations continue on their route to people in need.
3. [Elliot-3] Jiachen is a volunteer working at a Red Cross distribution center in Houston, TX. She interacts with people affected by the hurricane every day, and distributes toiletries and food to them. She hears that people are in need of toilet paper, and desperately. She goes on her application, and writes that she is in need of 500 rolls of toilet paper. Her request is published, and she starts to see that one person has already donated \$50 for toilet paper. She messages this person, Sally, that their gift is much appreciated, and will be put to use soon.
4. [Elliot-4] In the La Pluma township, officials have seen an influx of homeless people in the city's shelter. Unfortunately, the leaders of the shelter do not think that they will have enough food to serve these people (because of the increase in population). Thus, one of the leaders, Manuel, asks on __our service__ for more non-perishable food items, giving examples such as black beans, canned corn, instant mashed potatoes. Don, an active, charitable resident of the La Pluma community, sees this request. On his weekly shopping trip, he picks up a few extra canned items, according to the request. He drops it off at the local shelter, making sure that people are fed for the week. The shelter leaders send him an email thanking him for his service.
5. [Elliot-5] Shelly has donated through __our service__ multiple times in the past. She is wondering how some of the people in the Rohingya Muslim refugee camp she recently donated to are doing. She goes to her news feed, and sees several selfies of two of the children she donated some toys to. One of them is holding the doll she donated, and she comments a thumbs up, and shares the photo with her daughter, Jean (who was the original owner of the doll).

6. [Elliot-6] Recently, Rebecca's house burned to the ground. She and her family have lost almost everything they own. She opens our service, and sends in a request for donations. One of the application moderators approve of her request, and she begins requesting certain amounts of items she needs to help put her life back together. Her neighbors within a 50 mile radius can now see her requests. Georgine, a friend of Rebecca's, immediately drives a basket of clothes to where Rebecca is as soon as Rebecca's cause appeared on her feed.
7. [Elliot-7] Keith works in a local community garden in Tulsa. He sees that the garden will produce a surplus of butternut squash. After asking for consent among the community to donate the extras, Keith opens his service, and searches the "nearby" feature on his application. Recently, Johanna, the soup kitchen manager of a town nearby, put in a request for fresh produce. Keith sees Johanna's request, and delivers the squash to Johanna, who makes a butternut squash soup for the kitchen's guests.
8. [Qin-1] Jay wants to donate some clothing to people in the recent earthquake as he moves out. He packs his clothes up, goes to the website and prints out the pre-paid shipping label. He knows a UPS store near his workplace, so he just drops his package on his way to work. Lisa, a volunteer working with people in the earthquake area, receives the package in time, and sends Jay a thank you note, as well as a picture of people wearing his clothes.
9. [ZR-1] Pittsburgh Buddhist Center is planning on building a new temple near the Shadyside area. As they are a non-profit, they rely on volunteers to help with construction. Jade, the vice president of the center opens the apps and begins a campaign for supplies needed. She asks for
- 5 volunteers who can donate 10 hours each week
 - Construction supplies such as nails, paint, etc.
 - Power tools
- Individuals across the community see her request on the app and donate whatever is most convenient for them. The temple is built and provides a new spiritual space for the community to benefit from.
10. [Qin-2] After Taylor donated items to an emergency response NGO, he goes to the website to track how his items have been transferred and received. When the items are received by people in need, Marie send a mass email to all the donors, explaining how their donations have helped the local people and appreciating their generosity. She also posted pictures of people receiving the items. Taylor receives the email and is happy that his donation actually helped others. He thinks he's be more willing to donate to the same organization in the future.
11. [Qin-3] Hearing about the Sonoma County Fire in the news, Taylor feels sad and wants to help people recover from the fire. However, he doesn't know which NGOs to trust. He

goes to the website and sorts the organization looking for donations by their ratings and reviews. Taylor donates the things that the top organization is specifically looking for. Marie receives the donations in time. She personally thanks Taylor via message and soon gets another five star review.

12. [Qin-4] When donating through the website, Taylor agrees to receive updates on what happens to Puerto Rican residents after the Hurricane. He receives a newsletter every week from the website to keep him informed. One day, he receives an email from Marie, a volunteer coordinator from the organization he donated to right after the Hurricane happened, with a list of items in need. Since he has been engaged along the way, Taylor responded quickly and collected the matched items. Marie is also pleased that she could maintain a long-term relationship with the donators.
13. [Qin-5] Taylor cares about philanthropy and wants to make a constant contribution to the causes they care about. They go to the website, filter out the organizations that work on the causes appealing to them. They choose the top 3 organizations with the best reviews and adjust how much they want to contribute to each organization on a monthly basis. Their card will be charged automatically, and they receive the updates from these organizations on a monthly basis, including how their money has been used. On the other end, Marie can easily manage the donations and build long-term relationship with the donors.
14. [Qin-6] Taylor wants to donate some clothes to people who suffered from the Sonoma County Fire, but the donation center is located too far from his house. He posted his shipment on the website with item specifications. Bringers contact Taylor with offers when they can deliver his item. Taylor picks one bringer and contacts him to set up an appointment. Since this is a delivery for the good cause, 25% of the delivery fee will automatically go to the NGO. Marie is happy to receive both physical and monetary donations.
15. [Qin-7] Marie, looking for local volunteers to organize a fundraising event for residents in Puerto Rico, makes a post on the website detailing the purpose of events and specifies that she's looking for someone who knows how to cook Puerto Rican food. Jessie, a registered user of website, was raised in Puerto Rico and knows by heart how to cook Puerto Rican food. She responded to the post and joined the fundraising event. Marie is glad that she found volunteers with special expertise, and Jessie is happy that she can contribute to the cause she cares about.
16. [ZR-2] Jamie recently made a donation to Amnesty International to help refugees in Greece. She wants to know where that money was spent and what impact it made. She logs into the application and opens the track feature. She sees that the donation coordinator, Talia, has been posting regular updates of a family that has received Jamie's donation. That family has been provided basic necessities and has been given

shelter in a refugee camp thanks to Jamie's donation. This feature allows Jamie to view the tangible difference she has made, and it benefits Talia because people like Jamie are more likely to make follow up donations.

17. [ZR-3] Jonathan is trying to find reliable organizations to donate to. He opens the app and sees a list of causes currently accepting donations. Jonathan can see that a number of his friends have donated to a charity called "Bridges" which he is unfamiliar with. He trusts his friends judgement and decides to donate to Bridges. This helps Jonathan save time on doing due diligence on the charities he will donate to, and also helps promote lesser known charitable organizations.
18. [ZR-4] Matthew is trying to raise funds to help his fraternity achieve its philanthropic goal for the semester. The fraternity supports the Huntsman Cancer Institute, and it relies on alumni and family donations to help it meet its goal. Through our app, Matthew sets up a funding page for the fraternity that has the Huntsman Cancer Institute as the beneficiary. Any donations made through that page will both benefit the HCI, and will also count as a direct donation from the fraternity.
19. [ZR-5] Sarah has perishable goods which she wants to donate to Earthquake victims in Iraq/Iran. Shipping through FedEx/ UPS is too expensive and well known charities such as red cross are not accepting donations for that region. She opens our app and searches for individuals who are planning independant trips to help provide relief. She finds a volunteer who is chartering a plane in the next town over. She drives over and donates her supplies to the volunteer. The volunteer benefits as he doesn't need to find supplies and Sarah manages to donate her goods before they expire.

Selecting Scenarios

Overarching Topics

Convenience

- 13, + Something about requesting specific physical goods +, 8, 2

Communication

- 16, 3

Zeeshan:

1. 13
2. 16
3. 6
4. 8
5. 19

Qin

1. 2
2. 5

3. 6
4. 16/10
5. 12/13

Elliot

1. 13
2. 7
3. 8
4. 5
5. 18

Features:

Provider -

1. Automatic, long term donations
2. Tracking use of donations
3. Convenient making of donations (printing shipping labels, Uber for donating stuff)

User