Unicef Mobile App

Problem

UNICEF's online presence is limited. Currently, donors are met with a simple landing page that lacks emotional impact and mostly receive updates via an optional newsletter, frequently delivered in physical form.

UNICEF donors face challenges due to the lack of a unified, user-friendly platform. Without a single access point, it's difficult for them to follow up on causes they care about, understand the impact of their contributions, make easy payments on the go, and feel personally connected to the causes they contribute to. Additionally, the inability to easily share updates on social media limits their capacity to involve their networks in the causes they support.

Goal

Develop an engaging and transparent platform that not only boosts donor engagement and increases contributions but also connects donors with the impactful results of their giving, fostering a deeper connection with UNICEF's mission to support children worldwide.

Hypotesis

For UNICEF, success involves enhancing transparency and clearly visualizing impact to build trust and long-term relationships with donors, leading to heightened engagement. This will be demonstrated by increased interaction with the app's content and a noticeable growth in both one-time and ongoing donations. Success is evident when donors are more involved and emotionally connected to UNICEF's mission, resulting in increased and sustained

Goal	Metric Metric
Increase Engagement Rate	App downloads, session durations, and interaction levels with multimedia content.
Content Sharing and Virality	How often users share stories and videos on social media platforms, indicating the emotional impact and reach of content.
Retention	Monitoring how well the app retains users over time and reduces donor churn compared to traditional methods.
Donation Growth	Tracking increases in both one-time and subscription-based donations, as well as average donation amounts.
User Satisfaction and Feedback	Gathering user feedback and satisfaction scores to refine content and features continuously.

Vision

6. Solution Requirements

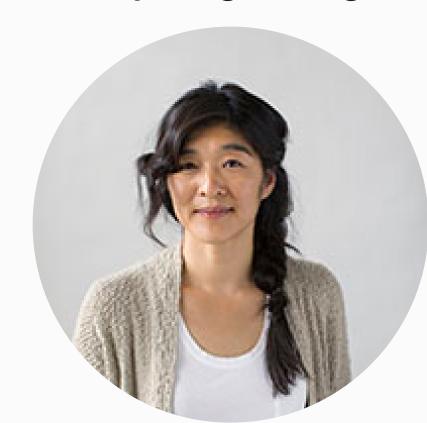
To revolutionize donor engagement by creating a platform that seamlessly integrates emotional storytelling and transparency, deepening connections between donors and the children they support. This aligns with UNICEF's mission to improve children's lives globally, while adapting to modern digital communication trends.

AGE:

STATUS:

LOCATION:

Myeong Chong



Meet Myeong, a 32-year-old professor passionate about education and making a difference. She is a UNICEF donor who likes to stay informed and engaged with global causes, aiming to inspire her students with real-world impact stories.

Core needs • Impact Awareness: She wants to understand how her contributions

Personas

directly impact children's lives. • Real-Time Updates: Sarah seeks timely information to stay informed about ongoing projects and developments. • Educational Content: As an educator, she looks for compelling stories and data that she can share with her students to inspire them.

Masters in Social Science

Inability to quickly follow up on causes that personally interest her.

 Gets too many emails, newsletters are often discarded. Limited clarity on how her contributions to UNICEF make a difference, leaving her uncertain about the impact of her support. Finds it a hassle to have to enter the url on her phone's browser when

trying to get to the donations landing page.

Emily Watson

Single

Vancouver

OCCUPATION: Professor

TECH LITERACY: Low



AGE: **EDUCATION:** Masters in Business STATUS: Single

based rewards and recognition systems.

encourage higher-level contributions.

Provides additional incentives and perks to

OCCUPATION: Sales Manager LOCATION: London

TECH LITERACY: High

Meet Emily, a 27-year-old sales manager and tech enthusiast. Recently promoted, she's social and loves integrating the latest tech trends into her life to drive positive change.

Core needs

• Ease of Use: She needs the app to be user-friendly, allowing her to efficiently track donations and access content without hassle. • Emotional Connection: She desires a meaningful connection with the causes she supports, enhancing her sense of purpose. • Trust and Transparency: Sarah values clear, transparent communication regarding how funds are used to build trust with UNICEF.

Frustrations

• Finds it challenging when apps are not intuitive, hindering her ability to quickly navigate and access information. Feels disconnected when updates lack personal stories, making it hard

limiting her ability to engage her network with the causes she supports.

to relate emotionally to the causes. • Experiences frustration with vague communication that doesn't clearly show how contributions are utilized, affecting her trust. Finds it difficult to easily share content and updates on social media,

Audience

Target Audience

3. Audience

The target audience for the UNICEF app includes socially conscious and tech-savvy individuals who are likely to be working professionals. They value real-time updates, seek an emotional connection to the causes they support, and appreciate clarity and transparency about the impact of their contributions. This audience also includes people who are active on social media and prefer easy-to-use digital platforms to manage their charitable activities.

Motivations

Making a Difference: They are driven by the desire to have a tangible, positive impact on global issues, particularly in improving the lives of children

Emotional Fulfillment: They seek meaningful connections with the causes they support, enhancing their sense of purpose and fulfillment.

their contributions are used. Efficiency and Convenience: They value efficient processes and convenient access to information, allowing them to

Transparency and Trust: They are motivated by clear and transparent communication, which helps build trust in how

Social Engagement: They are eager to share their involvement and impact with their networks, leveraging social

media for broader engagement and awareness.

Interests

easily track their involvement and stay updated.

expand their understanding through diverse perspectives.

Technology and Innovation: They enjoy exploring and using the latest tech gadgets and apps to enhance their daily lives and work efficiency.

Social Causes and Philanthropy: They are passionate about supporting social causes, particularly those that focus on improving the lives of children and communities globally. Storytelling and Content: They appreciate compelling storytelling and engaging content that provide deeper

insights into the impact of their contributions. Networking and Socializing: They like connecting with others, both online and offline, to share experiences and

Continuous Learning and Personal Growth: They are interested in learning new things and growing personally and professionally through exposure to global issues and solutions.

> unicef for every child

Insights and Market Analysis

For this analysis, I have decided to concentrate on organizations similar to UNICEF that prioritize global child

welfare, health, education, and emergency aid. Although there are numerous other (smaller) organizations available for consideration, their scope, authority, and overall objectives may vary.

Overall, besides UNICEF, three organizations stand out for their online presence, particularly because they have extended their reach to include mobile applications: Save the Children, World Vision and the United Nations World **Food Programme.**

Through gap analysis we'll take a deeper dive into how each organization is communicating donor impact. Each organization excels in areas like storytelling, transparency, and digital engagement but faces gaps in personalization, long term impact reporting, and broader engagement for non-sponsor or non-regular and smaller donors. This analysis highlights strengths and identifies opportunities.



UNICEF works on over 190

health, education, nutrition and

emergency relief in crises and

advocates for children's rights.

A Christian humanitarian

organization addressing child

poverty through community

development, disaster relief and

health programs, including clean

water and sanitation projects.

child protection. It provides

4. Insights and Market Analysis

Annual reports: Comprehensive and data-driven, with detailed global achievements in health, education, and child protection.

 Storytelling: Strong use of personal narratives and case studies across platforms to engage donors emotionally. Social Media Presence: Active and impactful, sharing real-time updates with visual and infographics. Transparency: Clear financial reporting to build donor trust.

 Limited Personalization: Donors do not receive tailored updates on the specific impact of their contributions unless they are large corporate or institutional donors.

• Digital tools for donors: Apps like "U-report" focus on youth advocacy rather than direct donor impact tracking.

• Real time updates: The My World Vision app provides sponsors **World Vision**

with detailed updates and tracking capabilities. • Personalized communications: Donors receive letters, photos and videos directly from sponsored children.

 Transparency: Regular impact reports and community progress updates keep donors informed. • Broad engagement: Multimedia campaigns and social media ensure donors stay connected.

Limited interactivity beyond sponsorship: Non-sponsorship donors may not receive as detailed updates, which could hinder

communication could be more robust for non-sponsors.

engagement. • Focus on child sponsorship: Broader community impact

Opportunities

5. Insights and Market Analysis

Save the Children

Works to improve the lives of

children globally, focusing on

protection, They also respond to

emergencies, offering food, shelter

education, health, and child

and healthcare.

1. Enhance Donor Personalization

The world food programme has a

significant impact on children and

families, addressing their specific

nutritional and developmental

• Allow donors to direct their contributions to specific regions or programs that align with their personal values. • Provide a platform for donors to connect with beneficiaries, similar to child sponsorship models. 2. Develop Donor Focused Digital Tools

Insights and Market Analysis

accessible and detailed.

illustrate donor impact.

generate donors.

and populations served.

• Personalized updates: Sponsors receive detailed updates,

photos and letters from children, fostering emotional connections.

Augmented reality tools: The "See My Impact" app enhances

engagement through technology, offering a unique experience.

• Comprehensive reporting: Annual reports and impact data are

Storytelling: Strong use of videos, photos and narratives to

App Accessibility: The app primarily targets tech savvy donors;

it may not appeal to or be accessible for all donor demographics.

personalized, broader project impacts may be less visible to

• Interactive tools: The ShareTheMeal app provides real-time

tracking of meals funded, making the impact tangible and

• Emergency updates: Regular communications during crises

ensure donors understand their immediate contributions.

• Impact metrics: Clear and quantifiable data on meals delivered

Depth of engagement: Beyond ShareTheMeal, WFP lacks highly

personalized donor experiences, specially for smaller donors.

Sustainability focus: Limited communication on long-term

developmental impacts beyond immediate food assistance.

• Broader impact visibility: While child sponsorship is

- Utilize media content to create compelling updates that reflect the outcomes of donations, allowing donors to see the real-time effects of their contributions.
- Implement a dashboard where donors can track their contribution effectiveness with impact metrics.
- 3. Highlight Long Term Impact: • Offer regular updates on long-term goals and milestones such as improved child health, education or community
- resilience, using progress reporting tools. 4. Strengthen storytelling
- Provide tailored, personalized stories about beneficiaries, making direct impact more tangible and emotional • Direct messaging with beneficiaries could allow for a more personal interactive experience.
- 5. Improve accessibility
- Keep donors informed with timely notifications, and enable donors to easily share their impact stories online.

8. Milestones

Category **User Story** Notes **Importance** Choose from various subscription plans HIGH **Donations** Helps increase recurring donations by providing to contribute according to budget and flexible options. impact. Direct contributions to specific causes Enhances personalization and donor satisfaction by to support areas that matter most. allowing targeted giving. MEDIUM **Personalized Stories** Receive updates and stories that match Engages donors through tailored storytelling and Impact Storytelling interest areas to feel connected to the strengthens emotional connections. contribution's impact. Get visual and narrative updates to Utilizes videos and photos to enhance engagement **Multimedia Content** HIGH emotionally understand the impact of and storytelling impact. **VR** Experience Experience the impact via virtual reality LOW Provides an innovative way for donors to experience to immerse in the communities and environments and people, increasing connection and satisfaction. Exclusive use for high-tier donors or projects supported. special events. **MEDIUM Share Stories of** Receive personal stories of Strengthens the emotional bond by showcasing Beneficiaries relatable and narrative-driven content focused on beneficiaries in newsletters, videos, and social media to feel emotionally beneficiaries. connected and understand the broader impact. HIGH Regular updates on funded projects to **Impact Tracking Progress Reporting** Increases transparency and trust by detailing fund understand donation usage. allocation and project progress. **Notifications MEDIUM** Receive timely updates, new stories Aligns with interactive elements allowing donors to communicate directly, enhancing connections and and alerts on urgent global needs. involvement. **MEDIUM** Provides statistics and data to validate and reinforce Impact Metrics See quantifiable data showing the improvements made by contributions. the donor's financial support. Track donation's real-time impact using HIGH Impact Dashboard Enables real-time insight into donation effectiveness maps and metrics to see where support and geographic impact, enhancing transparency and is making a difference. donor engagement. **MEDIUM** Community Direct Messaging with Participate in discussions and ask Encourages deeper engagement and feedback Beneficiaries **Engagement** questions to feel more involved. through interactive communication tools. Share impact stories on social media to MEDIUM Social Sharing Drives new user acquisition and amplifies the app's inspire others to contribute. reach with viral content sharing. Receive recognition for contributions to HIGH **Rewards and** Milestone Badges Reinforces donor commitment through achievement-Recognition

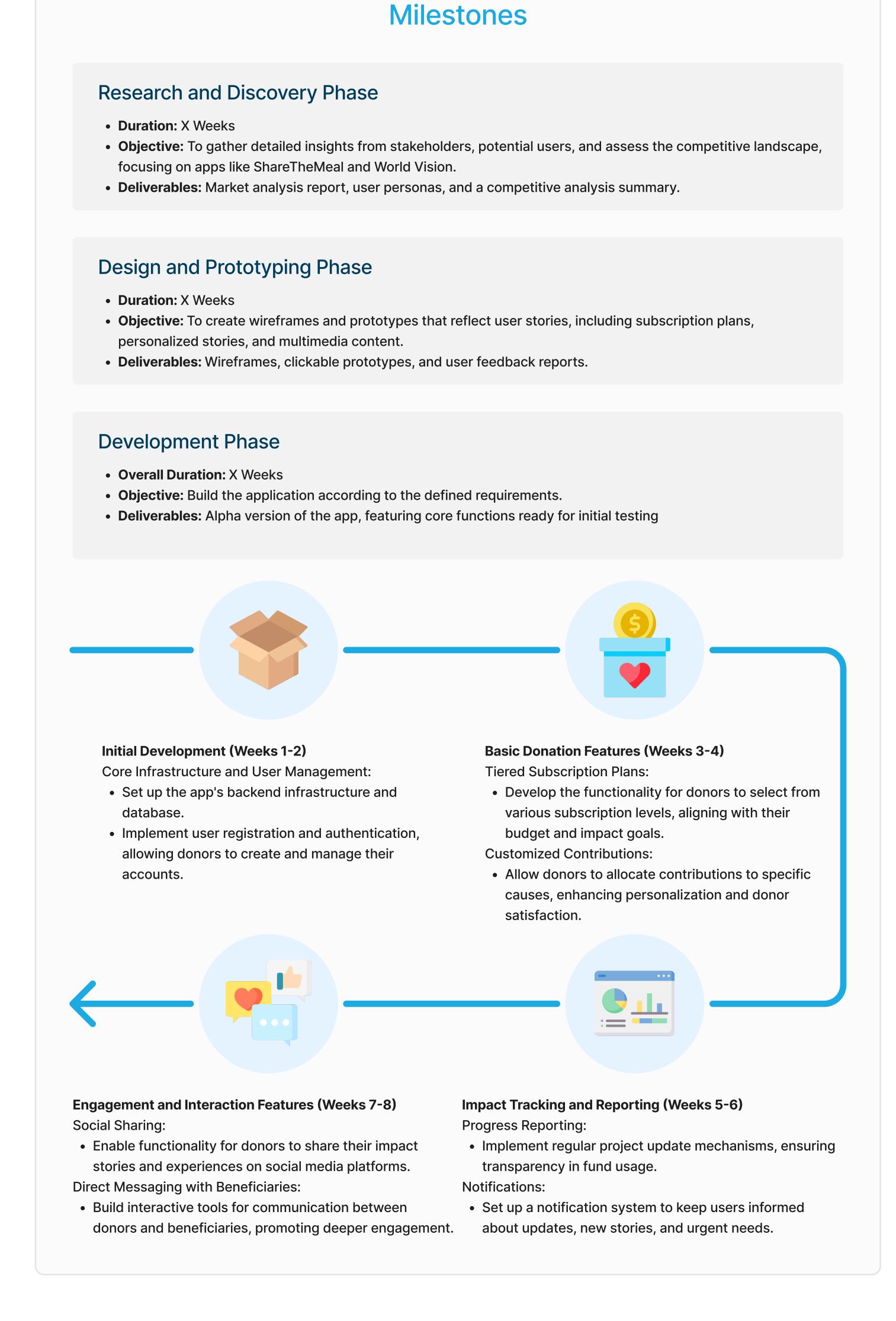
feel appreciated and motivated.

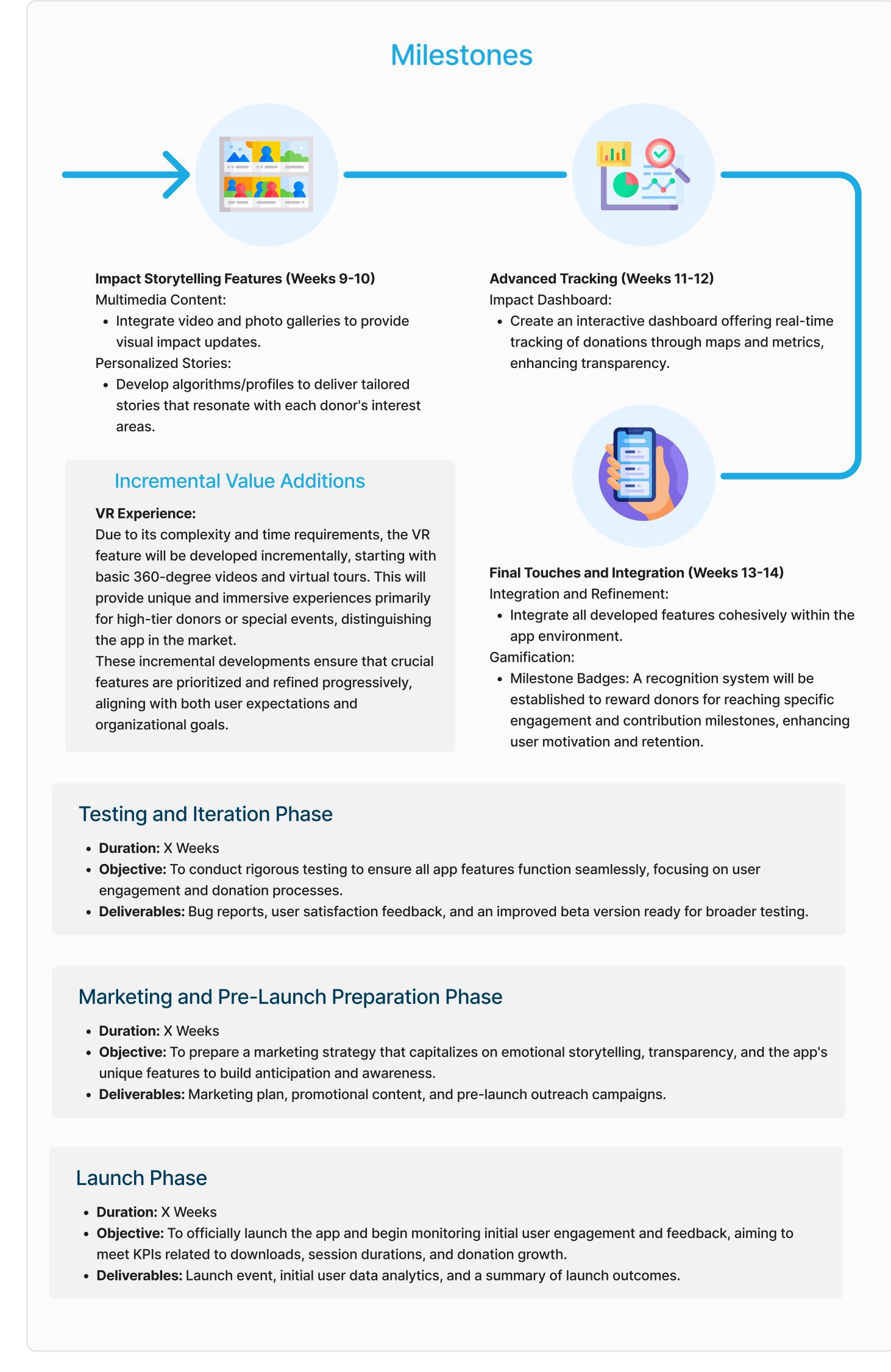
Access exclusive stories and live-

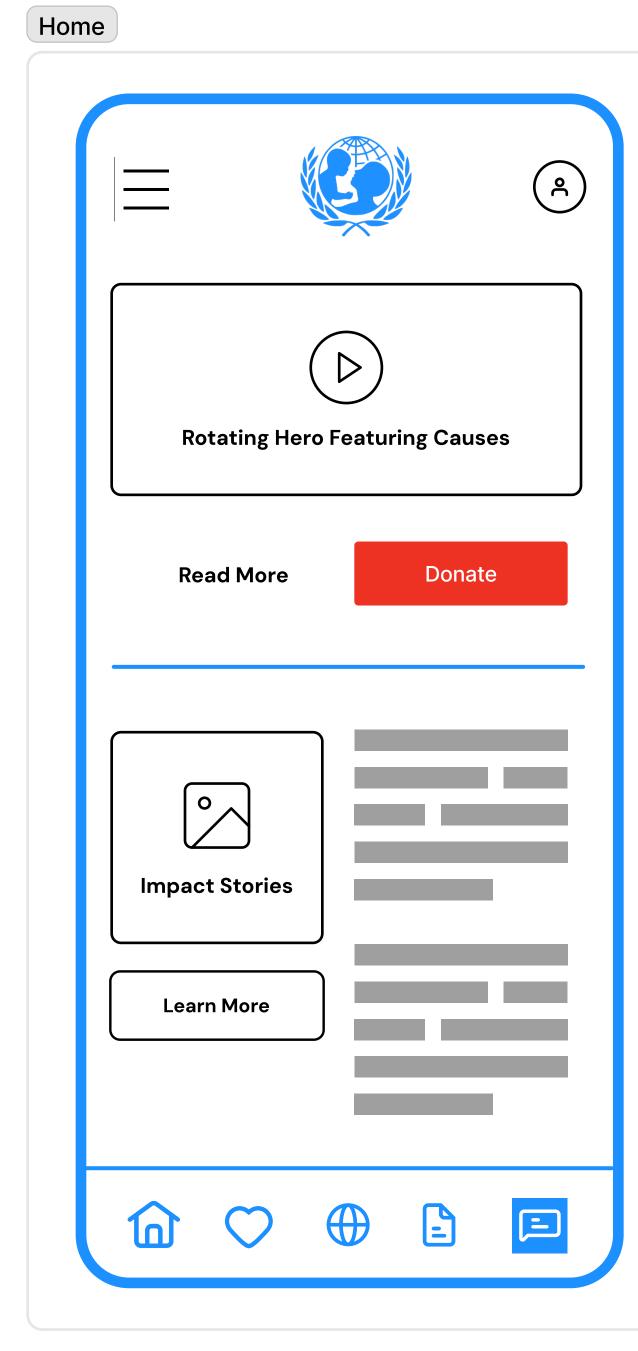
streams as a top-tier donor to feel

Exclusive Content

Solution Requirements



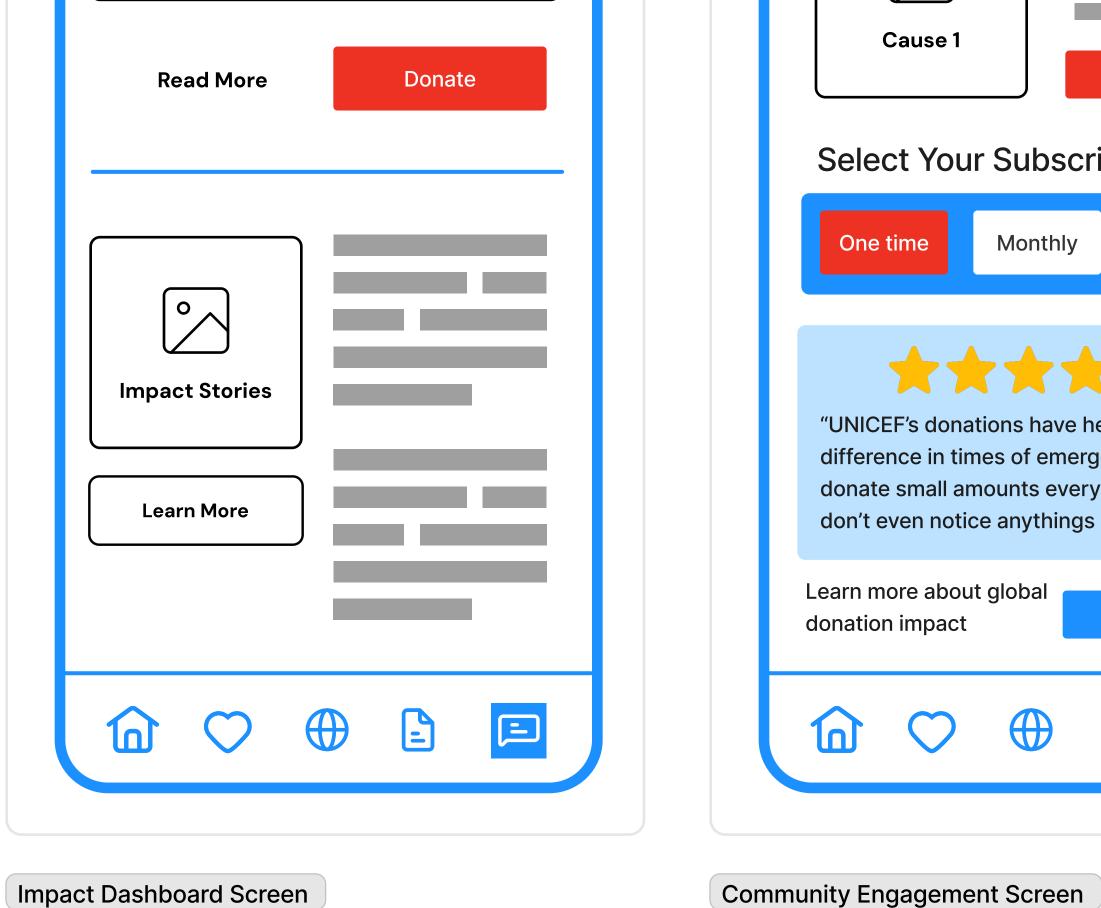


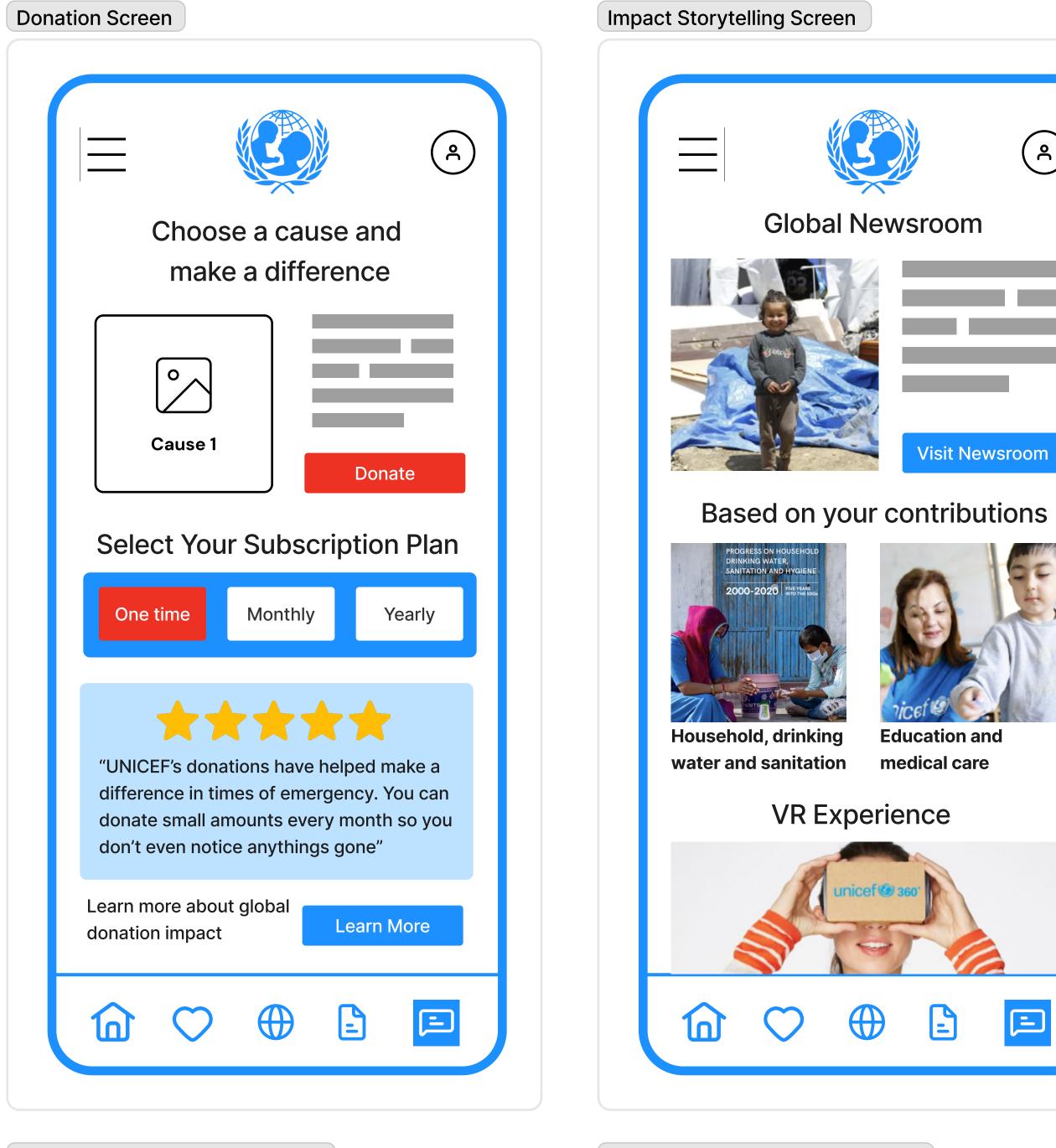


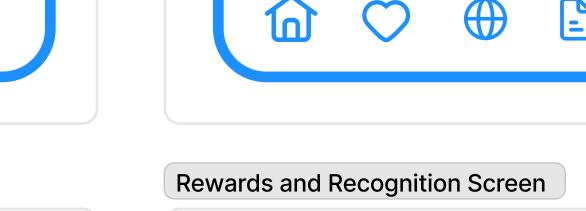
Impact Dashboard

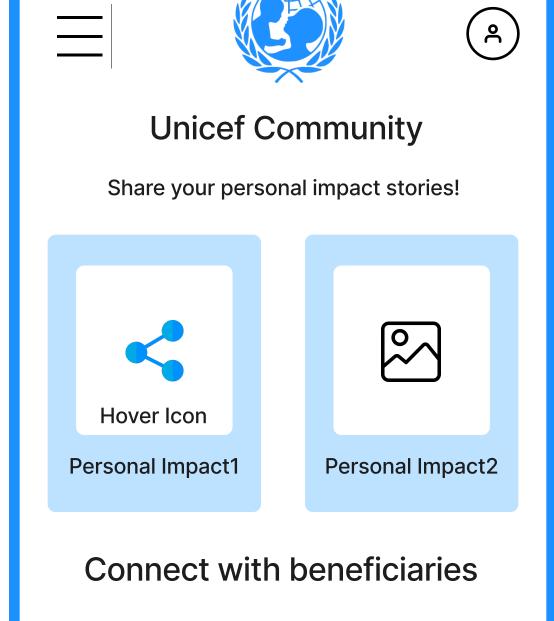
Male Richest 60% Urban
Female Poorest 40% Poural

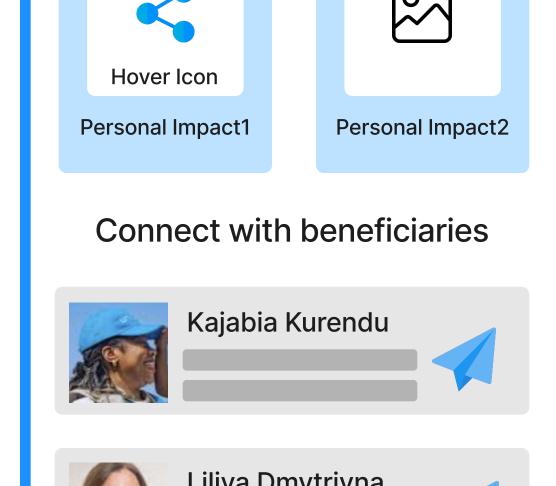
User selected causes

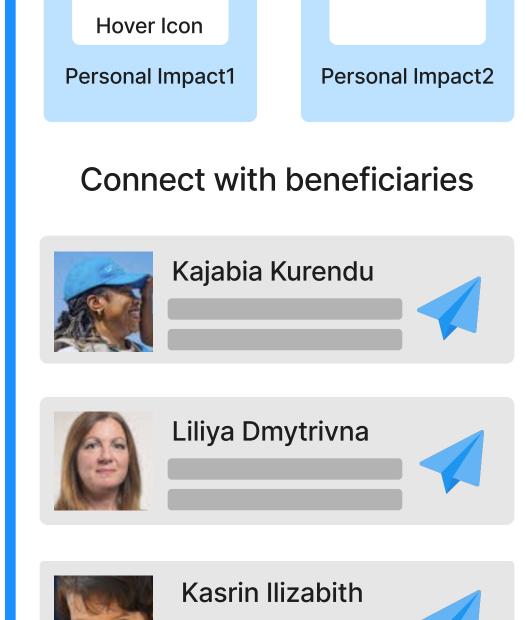


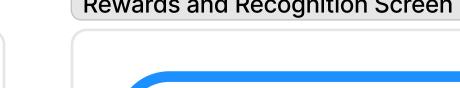


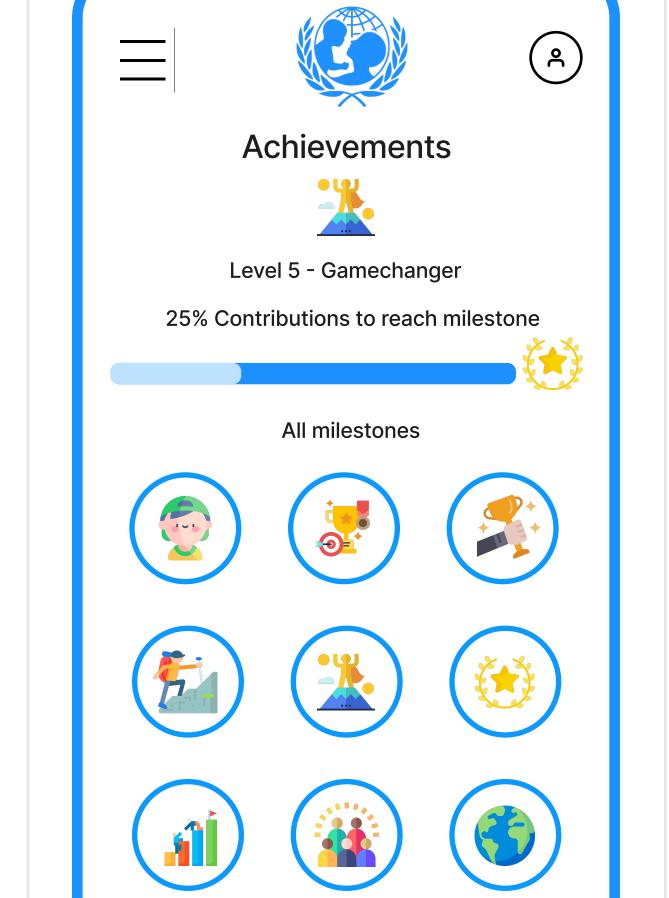












Learn more about your

personal impact