The Helping Hands Project

**Context of Use**

The helping hand web and mobile applications allow donors to make anonymous or in-person donations with confidence and security and allows recipients to receive donations quickly and with dignity.

**Design Focus**

We investigated ways to bridge the gap between members of the homeless community and potential donors in an increasingly cashless society by seamlessly connecting donors and recipients via electronic money transfer.

**User Research**

**Recipient Needs**
- To give to those in need even if I'm not carrying cash
- To have confidence my donation will help the recipient in a manner I am comfortable with
- To donate with as little or as much interaction as I wish

**Donor Needs**
- • To give to those in need even if I'm not carrying cash
- • To have confidence my donation will help the recipient in a manner I am comfortable with
- • To donate with as little or as much interaction as I wish

**Recipient Needs**
- • Confidence that my money is protected from loss or theft
- • Electronic Funds for collecting and spending donations

**User Personas**

**Todd G. · (Donor)**

**Day in the life:**
- • Works downtown, sees people in need frequently
- • Moral concerns impact his willingness to give
- • Needs to know his donation is helping, not harming

**Goals:**
- To donate more often
- To believe his donation will be spent responsibly

**Frustrations:**
- • Having to open his wallet in public
- • Uncomfortable with engaging directly with homeless individuals

**Kerry W. · (Donor)**

**Day in the life:**
- • Works and lives downtown
- • Carries cash specifically to give to those in need
- • Wants to encourage her friends to exercise more compassion towards those less fortunate

**Goals:**
- To be able to give any amount
- To convince her friends to help

**Frustrations:**
- Doesn't always have cash to give
- Doesn't always feel safe giving

**Linda B. · (Recipient)**

**Day in the life:**
- • Has been in and out of shelters for 3 years
- • Is working to save enough for her own apartment
- • Has job but still lives paycheck to paycheck

**Goals:**
- To protect her money
- To build up savings more easily so that she has to ask for help less

**Frustrations:**
- • Many interactions are humilitating

**System Flow**

**Donate any amount directly from your connected accounts**

**This card affords the recipients full access to the electronic money system. There are no restrictions on where it can be used or what it can be used to purchase. This empowers recipients and gives them agency over how they plan for their future.**

**Donate custom amounts to multiple recipients individually, or split across the group**

**Search for nearby card users to donate anonymously**

**Share recipients with friends to crowd source support**

**Storyboards**

**Todd G. (Donor)**

- Todd G. works downtown, see's people in need when he is often asked for money. He doesn't usually donate due to moral concerns.

**Kerry W. (Donor)**

- Kerry W. is out with friends downtown on Christmas Eve when he is often asked for money. He doesn't usually donate as he prefers to remain anonymous.

**Linda B. (Recipient)**

- Linda B. used to feel humiliated when she had to ask for money. People would stare her off or throw change at her.

**The Helping Hands System was designed by Anna Williams, Jasmine Bowers, Ayushi Jha, and Julian Brinkley on behalf of Royal Bank of Canada for CAP5728 User Experience Design (Fall 2016)**