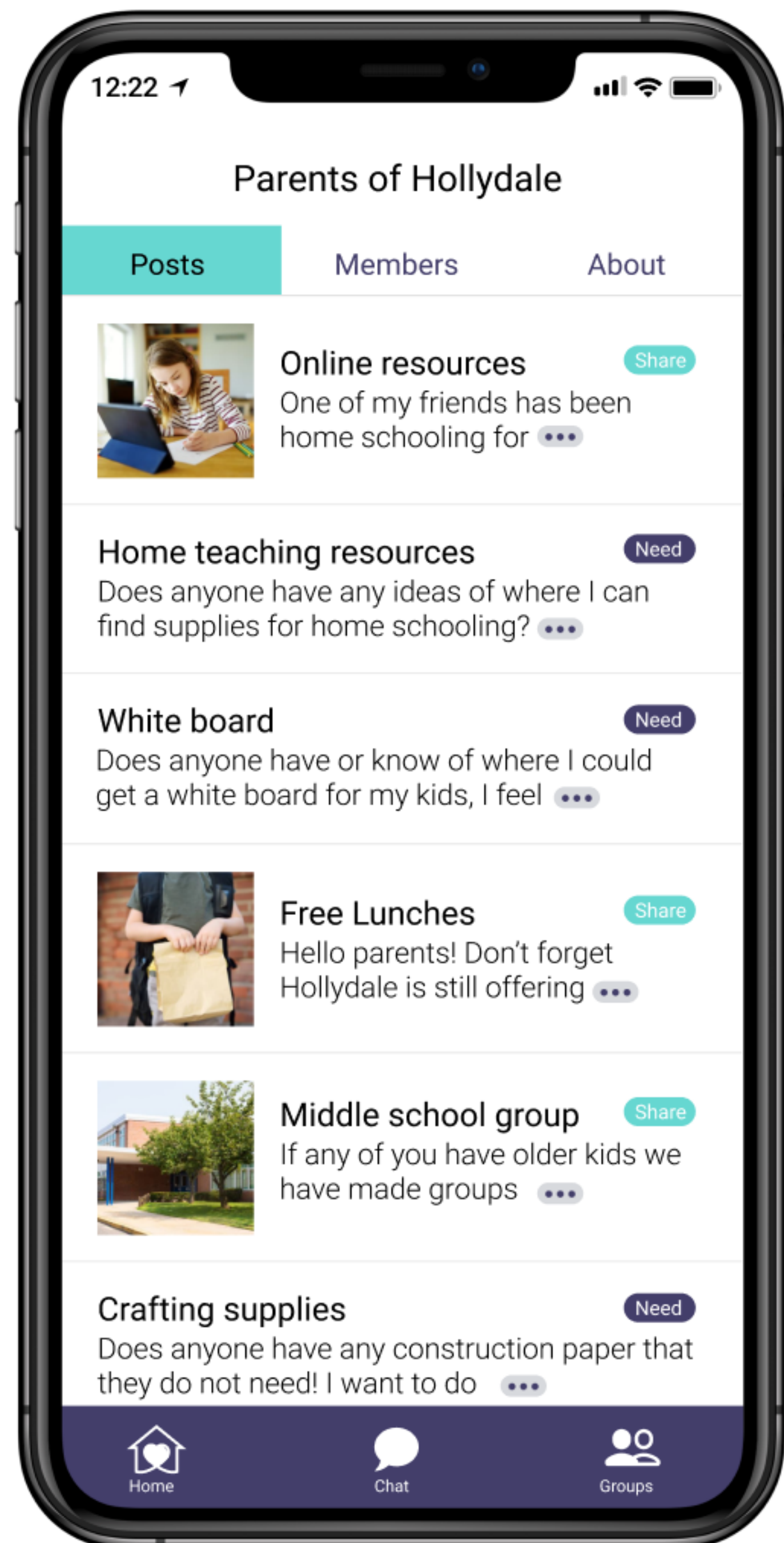
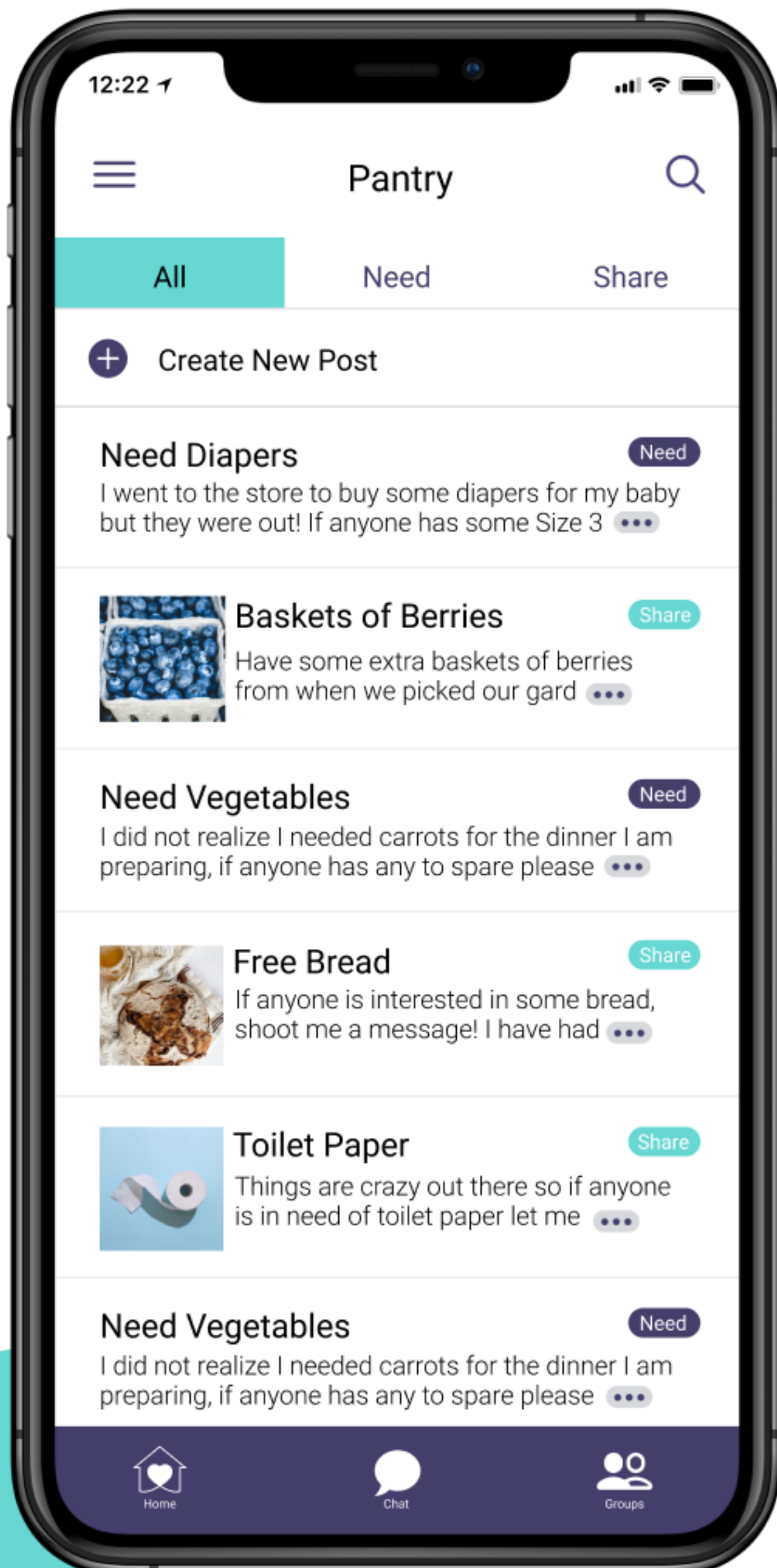




helping hands

Helping is Universal



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Introduction



Lend a Helping Hand

Inspired by our own communities' persistence in looking out for each other through the COVID-19 crisis, Helping Hands was created by five young designers with the vision for a safe mobile supply sharing application that users can turn to in order to lend a helping hand to neighbors and friends.



Community Focused

Helping Hands bridges the gaps left in other supply sharing platforms. It is a place to share supplies with neighbors while also being a hub for communities to organize, strategize, and come together. Providing a platform to plan community events, the application goes beyond what is observed within the market.



Safe and Worry-Free

Helping Hands answers challenges of short supply and social isolation. Streamlining the sharing process, it allows users to browse and search for available supplies within their communities. Users are guided in safe practices to assure the sharing is both safe and worry free.



Comfort and Security

Prioritizing ease-of-use without sacrificing design principles, Helping Hands is a place of comfort and security in uncertain times. The team hopes that communities use Helping Hands to safely distribute much needed supplies and to come together as a community in overcoming adversity and caring for each other.



Inspiration

The ongoing COVID-19 crisis has presented obstacles that have changed the way we think as individuals and as a community. We observed that one of the hardest challenges during this crisis comes from community members being forced apart by social distancing. A new concept, social distancing is not always well understood.



In communities, the overwhelming reaction to this confusion has been fear and anxiety. From these emotions, individuals enter the “fend for myself” mentality. This mentality creates the issue of competing for essential supplies. High demand as well as hoarding practices leaves many lacking critical supplies. We saw that there was no place to reach out to the community, especially for those most vulnerable.

We saw a solution in a designated space for communities to work together in overcoming the challenges presented by this crisis. A solution in the form of a platform that could help lift the fear and anxiety that holds our communities captive. We decided to create Helping Hands, a place that makes sharing and caring easy and safe.



helping
hands



Problem



“Just-in-Time” System

Most major supply chains operate what is called a “just-in-time” system, also called “lean manufacturing,” this process involves minimizing the amount of inventory that is stockpiled. This system is implemented across industries from food to automobiles to healthcare.



Minimal Inventory

While the process enhances efficiency, it sacrifices resiliency. When demand surges, there is no stockpiled inventory to accommodate the surge. The result is what we have seen in hospitals, and grocery stores during the pandemic. Essential supplies are not available.



Unavailable Supplies

The problem is compounded by people who collect goods and create their own stockpiles in order to assure their personal access or in attempt to profit. The minimal amount of available supplies is not well distributed across the population. Available inventory is being moved from stores to homes in mass quantity.



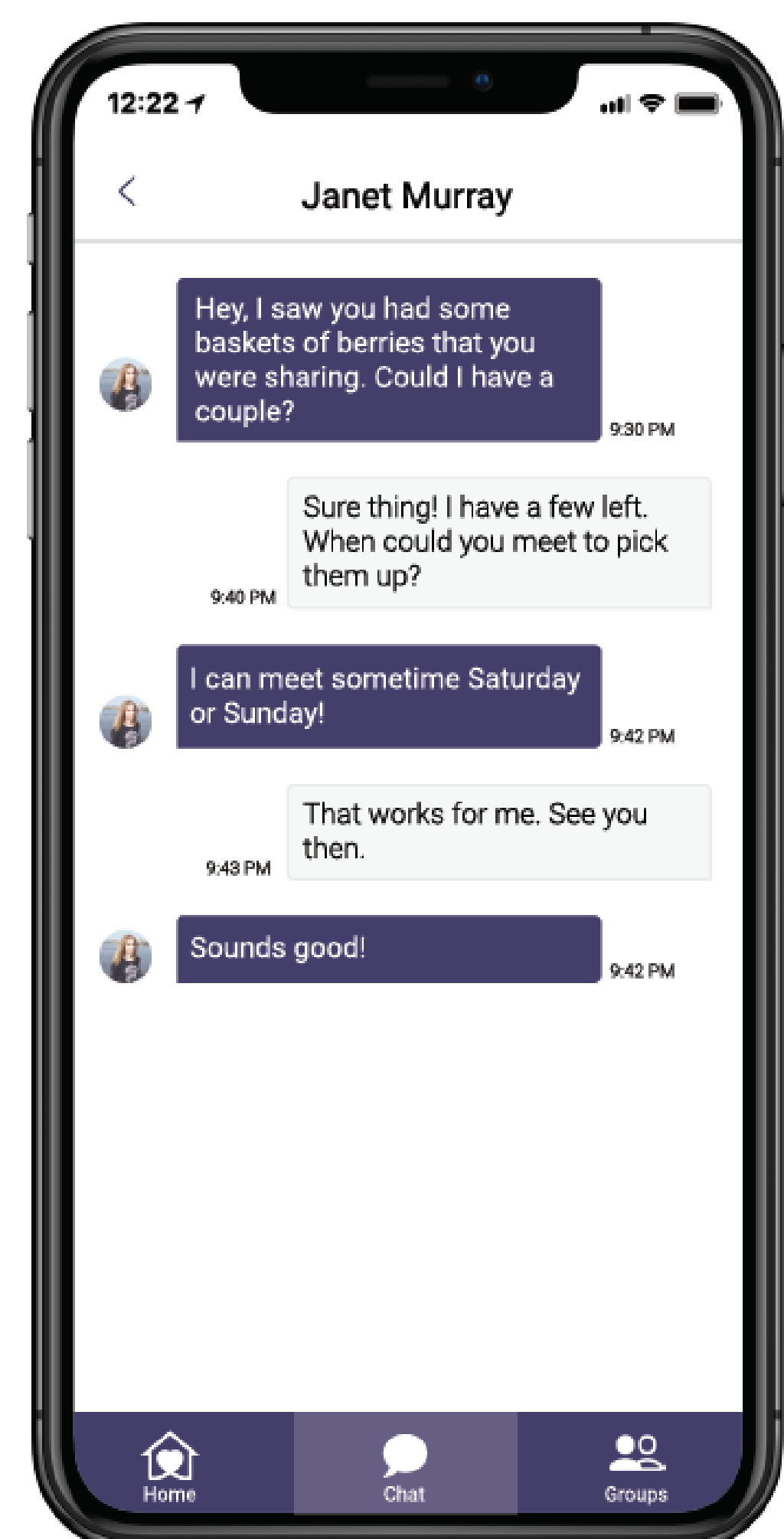
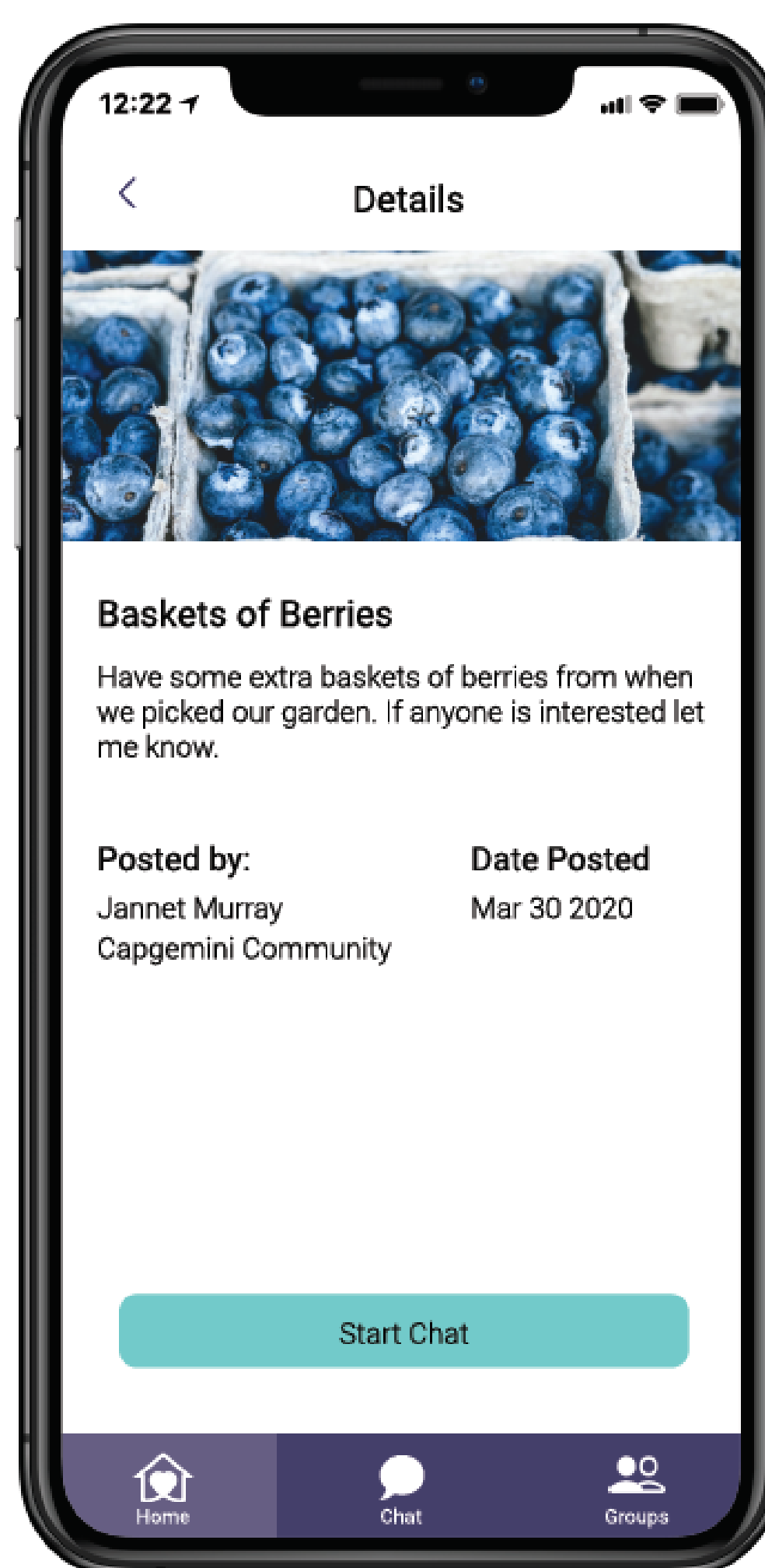
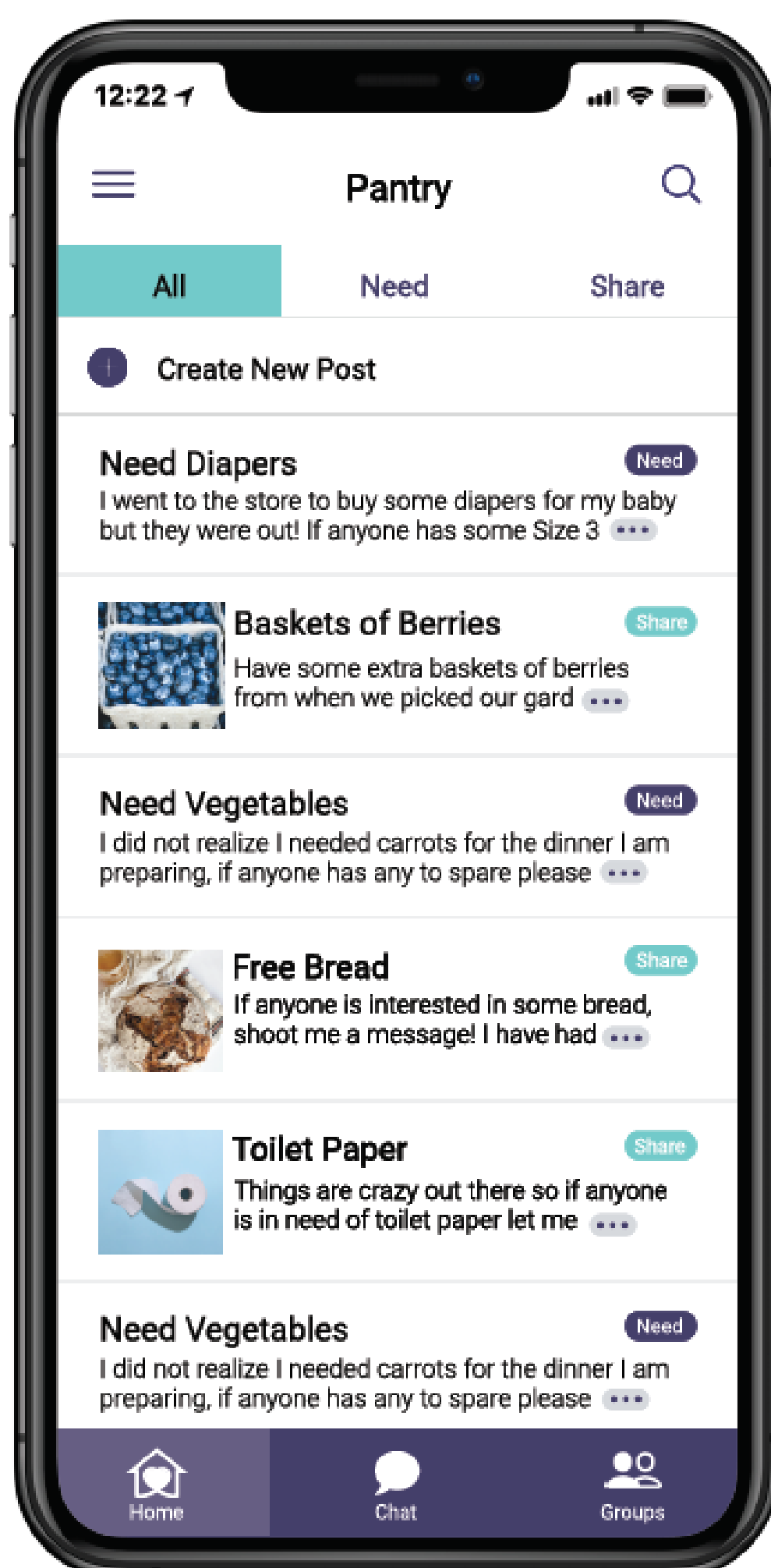
Vulnerable population

During COVID-19, traditional methods of locally redistributing supplies, such as community pantries and word of mouth, are not viable solutions due to social distancing. Additionally, crisis conditions limit vulnerable community members’ ability to access supplies.



Opportunity

There is an opportunity to design an application that will make high demand supplies accessible to those who are lacking essentials due to stretched supply chains or crisis conditions. There is demand for an easy-to-use mobile application that could enable efficient and safe supply sharing within communities. The application should be multidirectional, it should allow users to list their available supplies as well as request the supplies they need from the community. It should guide users through a safe transfer of goods and foster community engagement.





Research & Market Analysis

The market for supply sharing is still an emerging space. As a result, supply sharing platforms are developing with a variety of targeted users. In order to better understand what is available in the market, we categorized the platforms that can provide users the capability to share supplies.



Marketplace:

Users list goods/services they wish to sell or give away in an open marketplace.



Community:

Users join to engage with a specific community.



Borrowing:

Users lend tools/equipment for temporary use.



Waste Reduction:

Users give away excess or unwanted goods.

Marketplace Platforms



Marketplaces grant users freedom to control all the aspects of the sale. The focus of these platforms is to provide an open marketplace. There is little regulation on the types of goods/services listed, resulting in a wide range of available categories. Items can be listed for free and are often listed for the provider to receive convenient pickup or to avoid disposal costs.

Community Platforms



The purpose of the service is to allow members to more easily interact with one another via messaging, community posts, etc. Some community platforms may include a private marketplace to sell or gift items and administrative tools to organize events or send group communications. Some community platforms include fees for the service.

Borrowing Platforms



The scope of borrowing platforms is usually limited to a specific category, such as sports equipment. The design of the platform is specific to the category and meets a specific user's needs. Borrowers are always expected to return the items they receive.

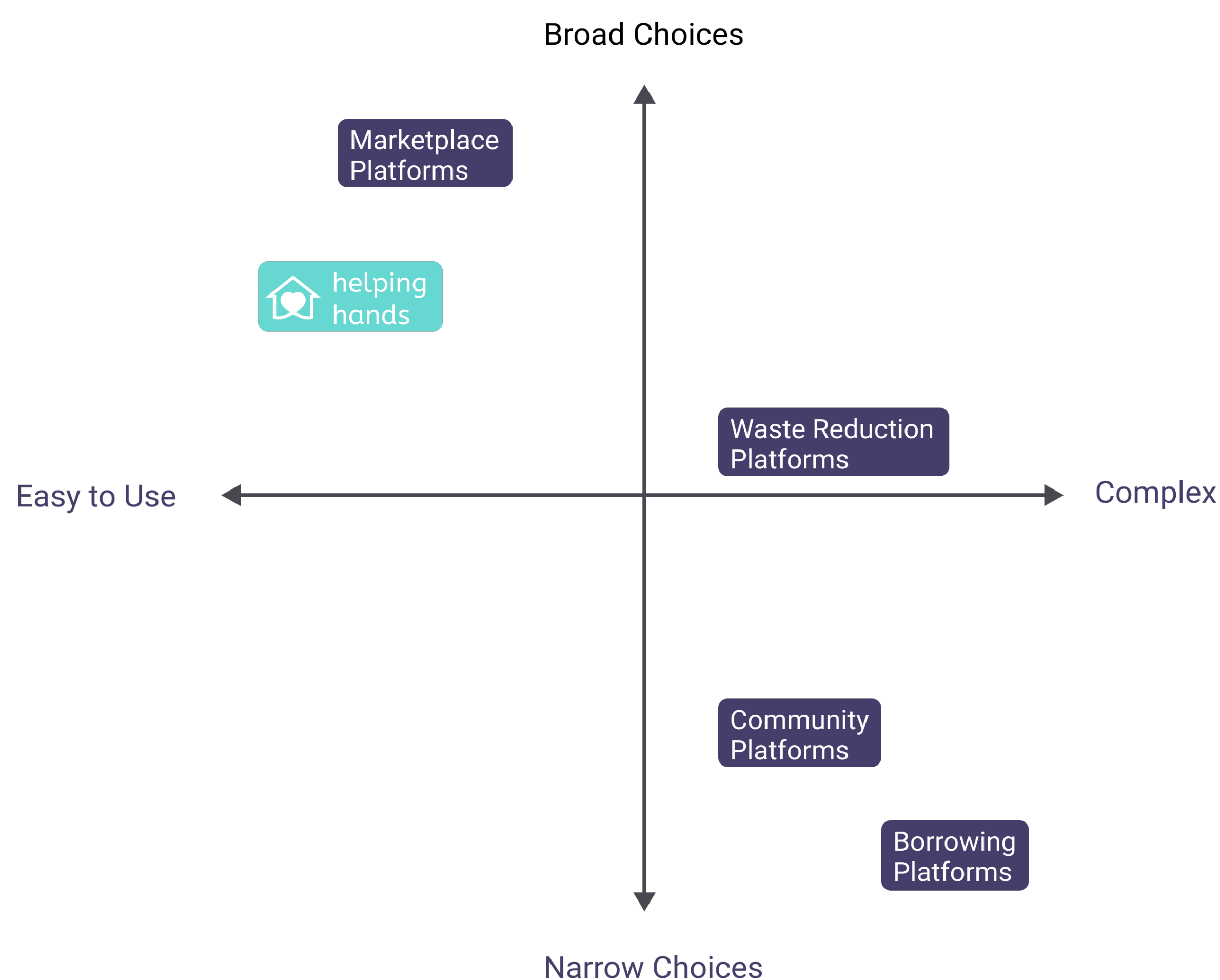
Waste Reduction Platforms



Key differentiators between waste reduction platforms and Helping Hands include usability, transaction design, and group structure. For transaction design, only one researched waste reduction platform had the key functionality to allow users to request needed items rather than browse what is available. Waste reduction platforms structure their user groups into communities by either location-range or city. These large and loosely defined groups do not foster community engagement, nor do they allow already existing groups to designate help within their communities.

Perceptual Map

This map is a visual representation of the perception of potential users on the relative attributes of each type of platform. The location of each platform represents how users feel the attributes apply, it does not represent the preference of users. Helping Hands has the flexibility of offering users broad choices while maintaining an easy to use platform. This is an ideal balance for users during crisis, because it opens the platform to those with less technical ability and allows for the diverse needs of the crisis.



Competitive Analysis Overview:

While there are competitive advantages to each of these categories, none of the platforms available meet the needs of communities currently trying to overcome the stretched supply chains and lifestyle changes that occur during a crisis such as COVID-19. Communities need a platform that is accessible and easy to use in a time of crisis. A platform designed for these challenges will better serve communities and will be uniquely positioned in the market for rapid adoption.

Features Table

This chart highlights the features most critical to a supply sharing platform during a period of crisis like COVID-19. Combining all these features in a single application provides a platform that can effectively help its users overcome the unique challenges present during a crisis. Helping Hands is designed specifically to deliver these key features.

Features	Helping Hands	Waste Reduction Platforms	Borrowing Platforms	Community Platforms	Marketplace Platforms
Groups					
Available Groups	●	●	◐	●	
Custom Group Creation	●		◐	●	
Location Based Group Selection	●	◐	◐		
Sharing					
Available Sharing	●	●	●	◐	●
Always Free	●	●	◐		
Food and Supplies Focus	●	●			
Safe transfer Guidance	●	◐			
List Item Request	●	◐			
Communication					
Direct Messaging	●	◐	●	◐	
Group Communications	●			◐	

Available ● Sometimes Available / Add-On ◐

PESTLE Analysis

PESTLE analysis is a wide look at the situation surrounding a business. It examines external changes and trends in order to understand how they affect the business. Factors are divided into Political, Economic, Social, Technological, Legal, and Environmental. Each section includes the implications on Helping Hands, and any potential actions Helping Hands should take in response.



Political Factors:

Public policy is rapidly changing and difficult to predict. It varies widely across countries, states and local governments. This political landscape has an amplified effect on citizen's lives.

Implications/Actions:

Application design should not be based around specific policy. The functionality of the app should resolve issues inherent to crisis conditions.



Economic Factors:

Economic downturn from crisis conditions causes increased unemployment. There is a potential for inflated prices on high demand products.

Implications/Actions:

Unemployed people will represent a larger portion of potential users that will be sensitive to the costly effects of the crises. Demand for a supply sharing platform will be unchanged or increased.



Social Factors:

1. Word-of-mouth communication is replaced by direct messaging and social media communications.
2. Stress is increased during crisis conditions.
3. Movement towards sustainability.
4. Aging American population.

Implications/Actions:

1. Increased exposure to digital marketing provides an environment suitable for rapid adoption of technology.
2. Stress decreases the ability to adopt this technology. Making tech easy to adopt is a priority.
3. Green movement popularizes waste reduction platforms with supply sharing capabilities.
4. An aging America is a less tech savvy demographic that needs to be considered.

T**Technological Factors:**

1. Expansion in usage and user base of smart mobile devices.
2. Development of 5G.
3. Allocentric business models in tech has made consumers used to sharing with tech.

Implications/Actions:

The concept of sharing through technology does not need to be introduced to users. The level of trust we need to build is reduced and users can adopt the technology with minimal concept education.

L**Legal Factors:**

Contact tracing has increased and elevated discussions of technological privacy rights. State of emergency laws create a transforming landscape of legal hurdles.

Implications/Actions:

Privacy and safety of users as a priority. The application must have built in safety directives and additional attention should be placed on compliance with privacy regulations.

E**Environmental Factors:**

There have been environmental changes observed as a result of the suspension of many manufacturing and other human activities including the closing of the largest hole in the ozone and a multitude of sustainable ecological shifts.

Implications/Actions:

The speed of these changes make it hard to predict what the public reaction will be when global attention is able to shift from the ongoing crisis. It will likely increase the conversation for more extreme sustainability initiatives which consequently, could help sustainable driven applications such as waste reduction platforms.

SWOT Analysis

SWOT analysis helps an organization understand itself and its market positioning. Strengths and weaknesses analyze the internal abilities of the organization while opportunities and threats analyze how the organization can be impacted by external factors. Internally, Helping Hands' priority is developing the functional prototype. External factors show that despite potential competition, there is a high demand for the services Helping Hands Provides.

Strengths:	Weaknesses:
<p>Accessible design</p> <p>Clear Purpose</p> <p>Unique functional groups</p> <p>Item Request</p>	<p>Reputation: No existing user base</p> <p>Development: Prototype is yet to be developed into an application with a back-end.</p>
Opportunities:	Threats:
<p>Untapped Niche: No competitors in crisis response sharing niche.</p> <p>Demand: Current need overcoming the COVID-19 crisis.</p> <p>33% food pantries closed. 40%-100% increases in individuals accessing emergency food services</p> <p>72% of Americans say their lives have been disrupted "a lot" or "some."</p>	<p>Competition: Waste Reduction platforms with similar functional capabilities.</p>

Application Overview & Features



Helping Hands is a supply sharing application tailored specifically to helping communities overcome the supply challenges present in times of crisis. Helping Hands' minimalist design helps users access the most important functionalities quickly and effortlessly.



Item Listing

List any unwanted or extra supplies in our group pantry. Users are empowered to make a difference in their community with just a few taps.



Item Request

Request supplies in one's groups. Opening the pantry up to requests assures that the needs of the community are heard, and help can be provided to those most in need.



Chat

Direct messaging makes communication easy. Asking for item specifics, providing pickup/drop-off information, and sharing pleasantries are all easy within the app.



Community Interaction

Groups make it easy to be a part of the user's community. Groups can be public or private and have a set center location. In addition to filling your pantry with available and requested items, groups provide a space to communicate with a community.



Safe Sharing Practices & Secure Information

Safety is at the core of the Helping Hands application. Guidelines for sharing safely during social distancing are built into the transaction process making it easy to stay safe. In-app communication assures personal information is secure. Using Helping Hands makes it safe to aid each other when we most need the support of our community.



Design Principles

Helping Hands is designed with UX in mind from top to bottom. Our Team focused on multiple distinct areas of user experience to ensure the application was easy to use for the everyday type of user.



Community-Oriented



Emphasis on Communication



Universal help for everyone



Ease of Usage/Accessibility

Universal help for everyone



From the beginning our design decisions have been based on helping others. We believe that everyone has a part in helping their communities and neighbors in uncertain times. Our app is created to assist everyone by making a difference in someone's life through sharing goods or creating events to help each other.

Emphasis on Communication



We believe solid communication and awareness of all current healthcare guidelines are key in creating a safe and efficient experience. With this in mind, we created an application with a simple chat feature that helps remind users to practice safety guidelines when helping others.

Ease of Usage/Accessibility



A major design focus for Helping Hands is usability. The navigation on the app has been condensed to the essential functions in order to not distract the app's focus. The language of the app avoids jargon or slang that can confuse users, and the colors used are colorblind accessible and chosen to ensure readability.

Community-Oriented



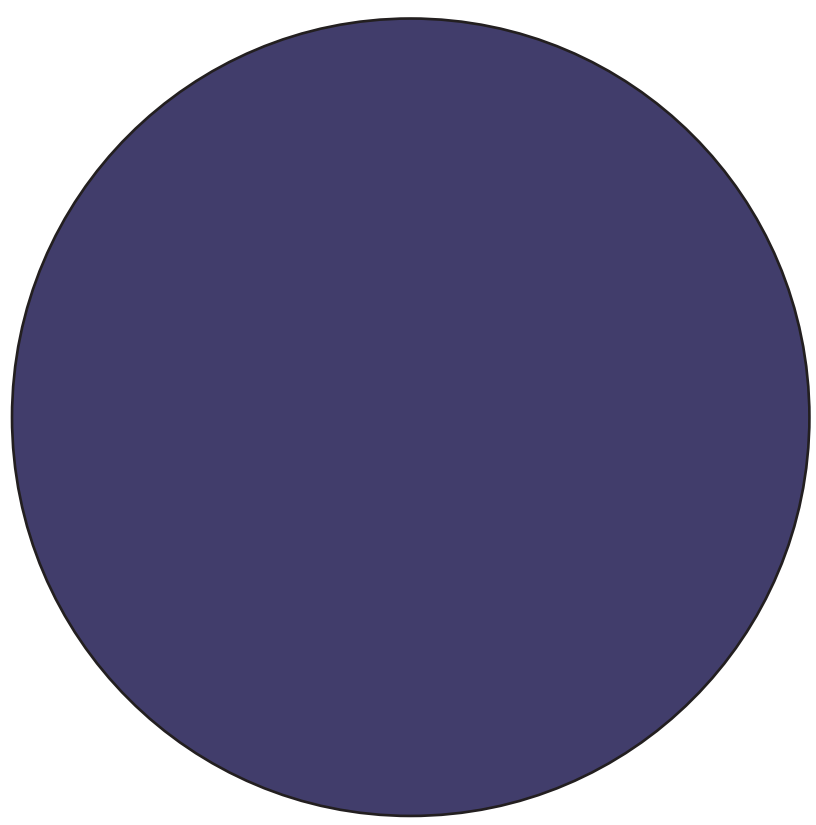
It takes people coming together to overcome the challenges presented in times of crisis like COVID-19. In designing Helping Hands we wanted to make sure it was a place that felt both inviting and secure. Our groups are user-organized and user-driven, allowing users to personalize groups with flexibility and ease of organization while using Helping Hands as a meeting ground.



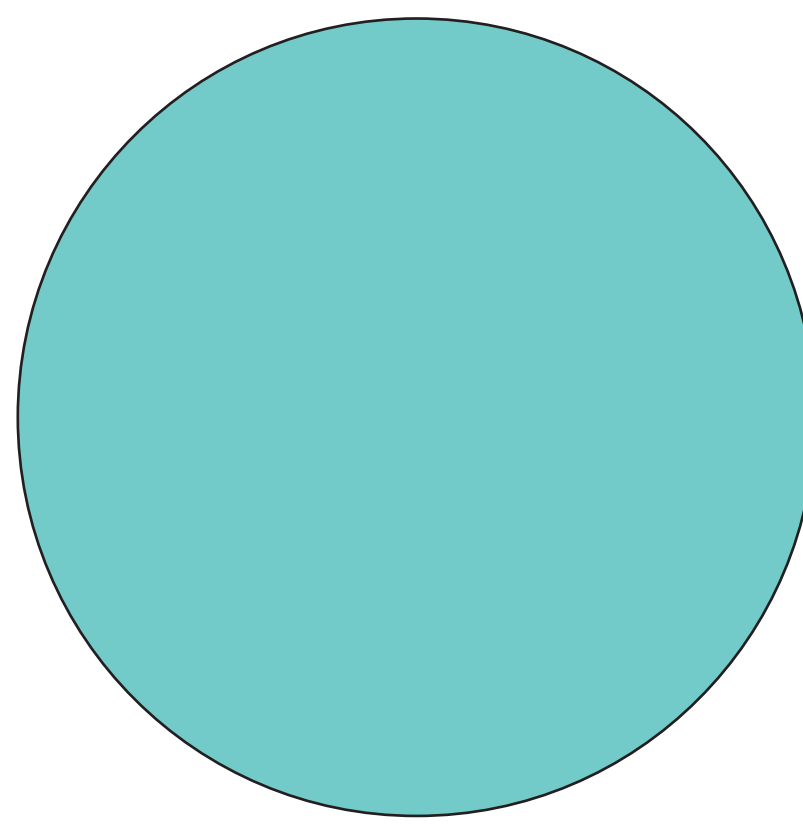
Brand Guide

We focused on simplicity and evoking a feeling of calmness with our branding. The simple color palette and typography made our app more user friendly which we felt was especially important for the context of this app.

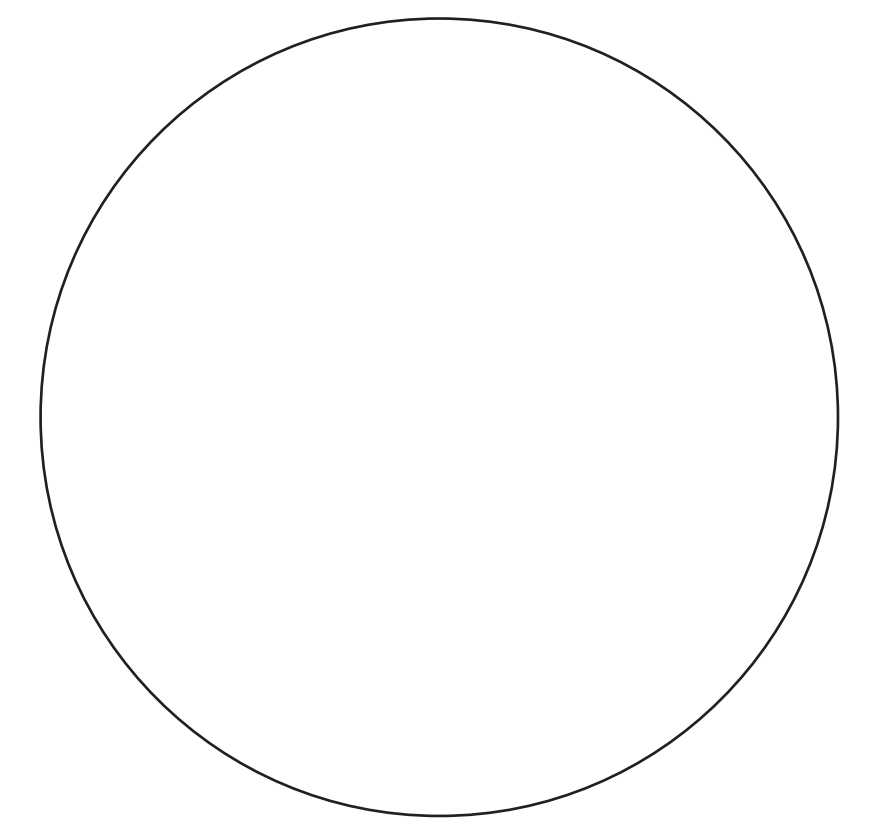
Color Palette



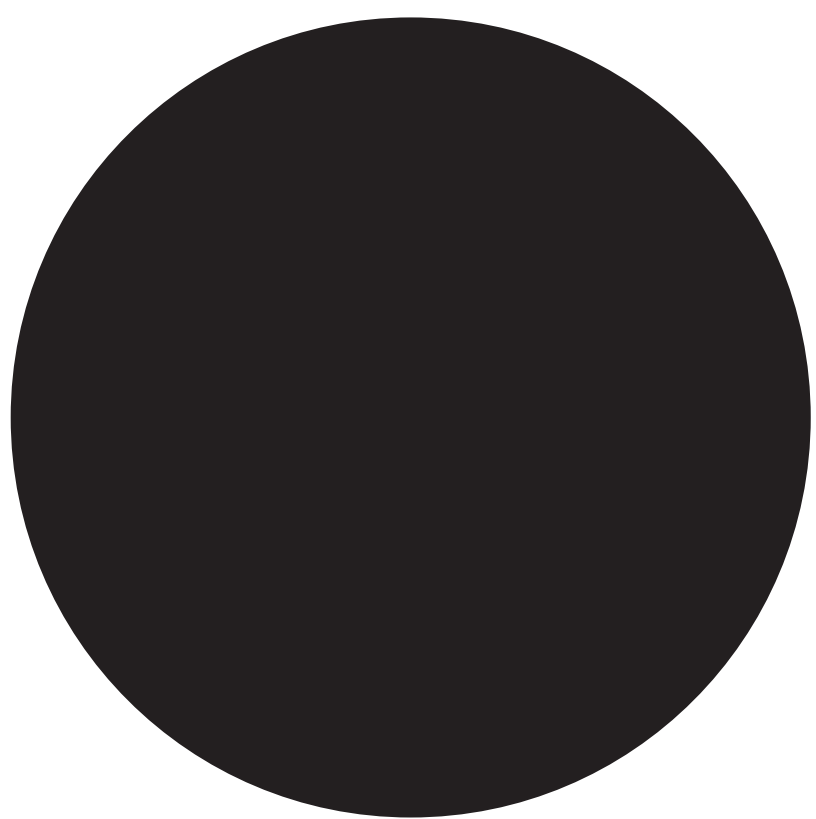
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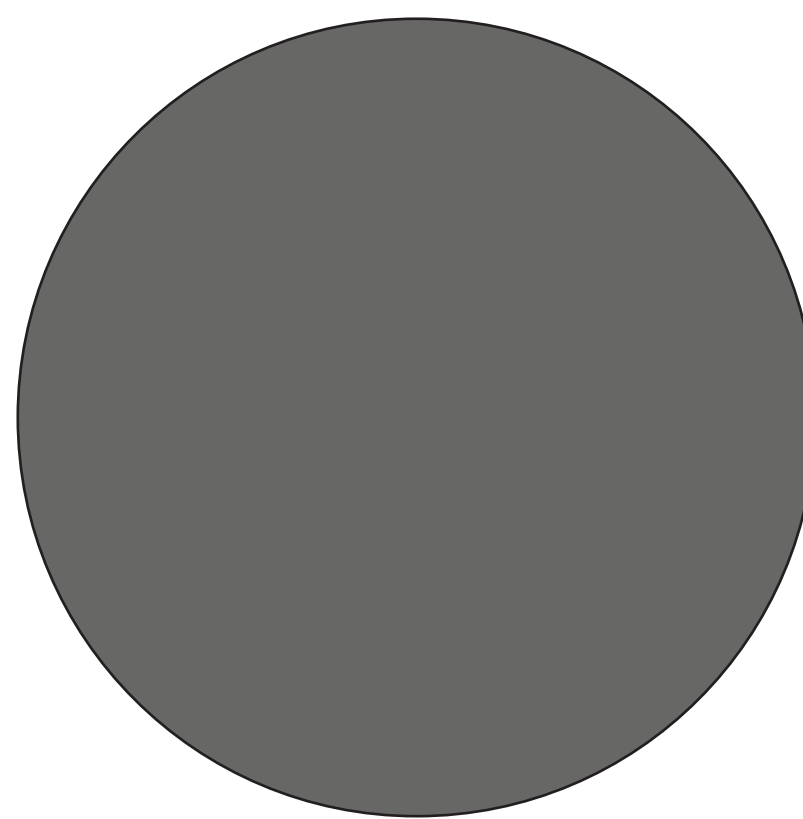
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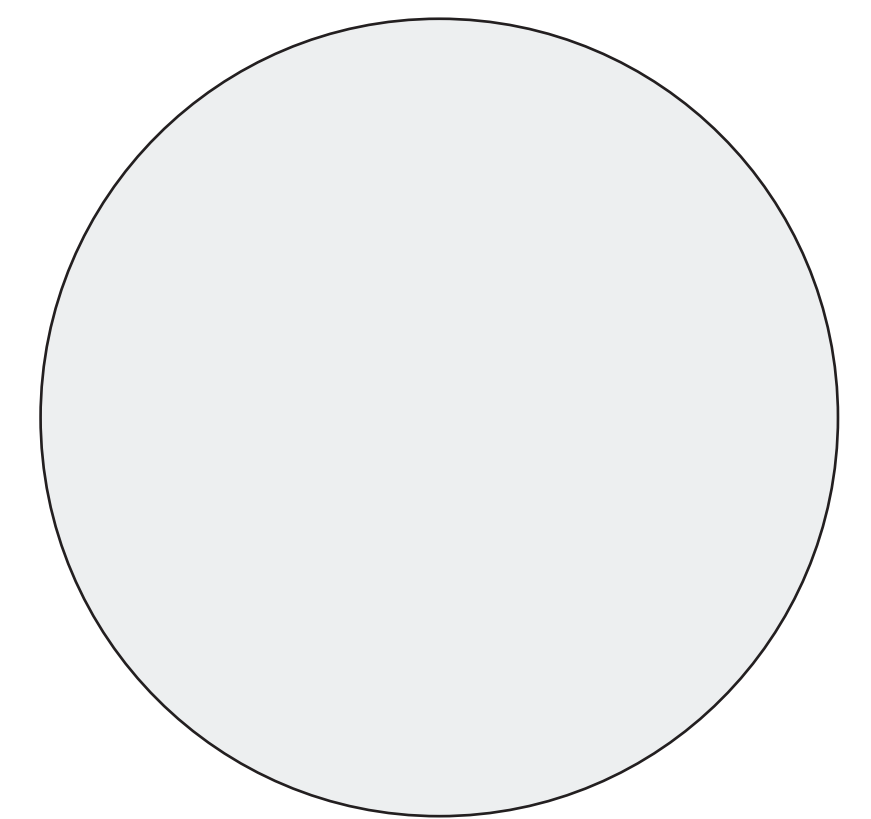
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Typography

Title

A Bee Zee Regular 64

Heading

Roboto Regular 20

Body Text 1

Roboto Light 16

Body Text 2

Roboto Regular 16

Buttons

Roboto Regular 11



Icons

Since good usability is the main focus of our design, we kept graphic elements simple and made sure to use icons that were easily recognizable.



Logo



Menu

helping
hands

Wordmark



Back



Home



Search



Groups



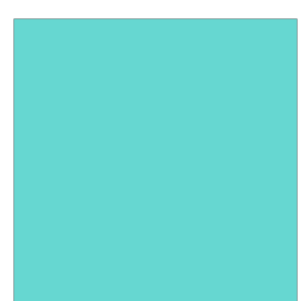
Reminder/Notifications



Chat



Directions



Check/Uncheck



Add new group/post



Add/Subtract



Privacy/Security



User account



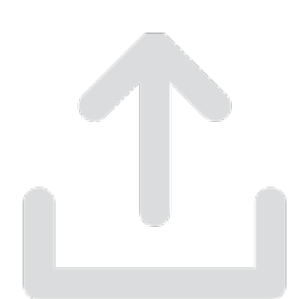
Settings



Private group



Help



Upload image



About



Log out



User/Personas/Use Cases

Helping Hands' is built to be accessed regardless of age, technical skill level or disability. While the platform is open to all, its primary users live in densely populated areas where there is more competition over supplies and sharing is more convenient.



Jessica, 26

Moderate Tech Capability
Single mother of two
Lives in an Urban Downtown and uses public transportation



Tom, 53

Landlord of six units in urban downtown building.
Cares about the community
Has an respiratory illness



Julie, 75

Limited Tech Capability
Retired living alone
Lifelong passion for baking

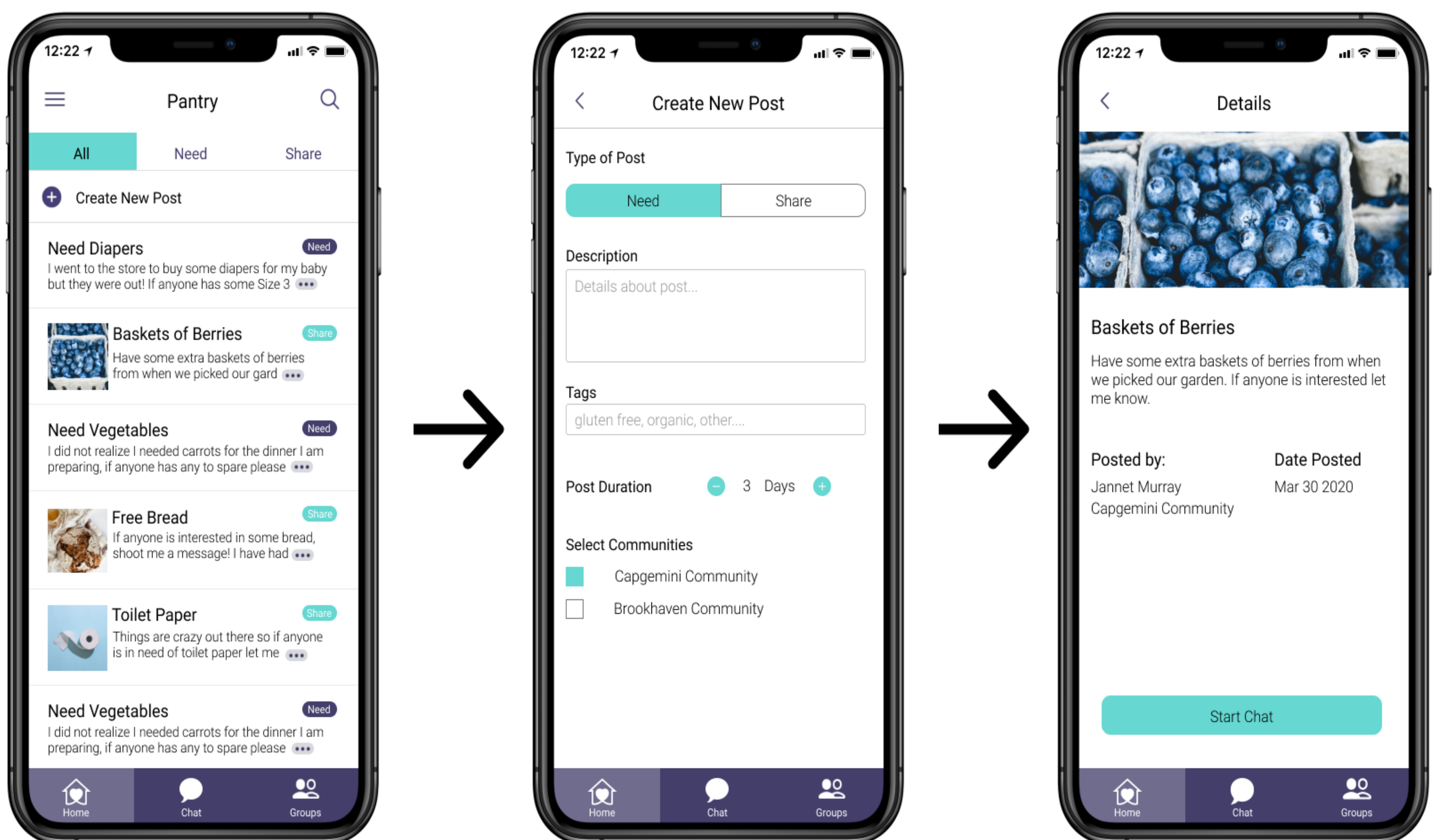


Jessica, 26



With social distancing protocols in place, Jessica has gone to the grocery store to buy essentials but there is no toilet paper, disinfecting wipes or diapers. Jessica finds that stock is sold out online as well. She is unable to run all over town looking because she is busy with work and must take her kids wherever she goes. Jessica grows desperate as her supplies runs out.

With the Helping Hands application, Jessica would have no trouble reaching out for her much-needed supplies. Jessica downloads Helping Hands and sees groups in her area including a group for mothers in her apartment building. She joins the group and sees several mothers have over-purchased diapers and toilet paper in anticipation of the crisis. Shortly from requesting the lost items she is on her way down the stairs to safely pick up the items from outside their door.



Jessica will open Helping Hands to the home page. There she will be able to create a new post, mark it as a need and post what supplies she has been unable to find.

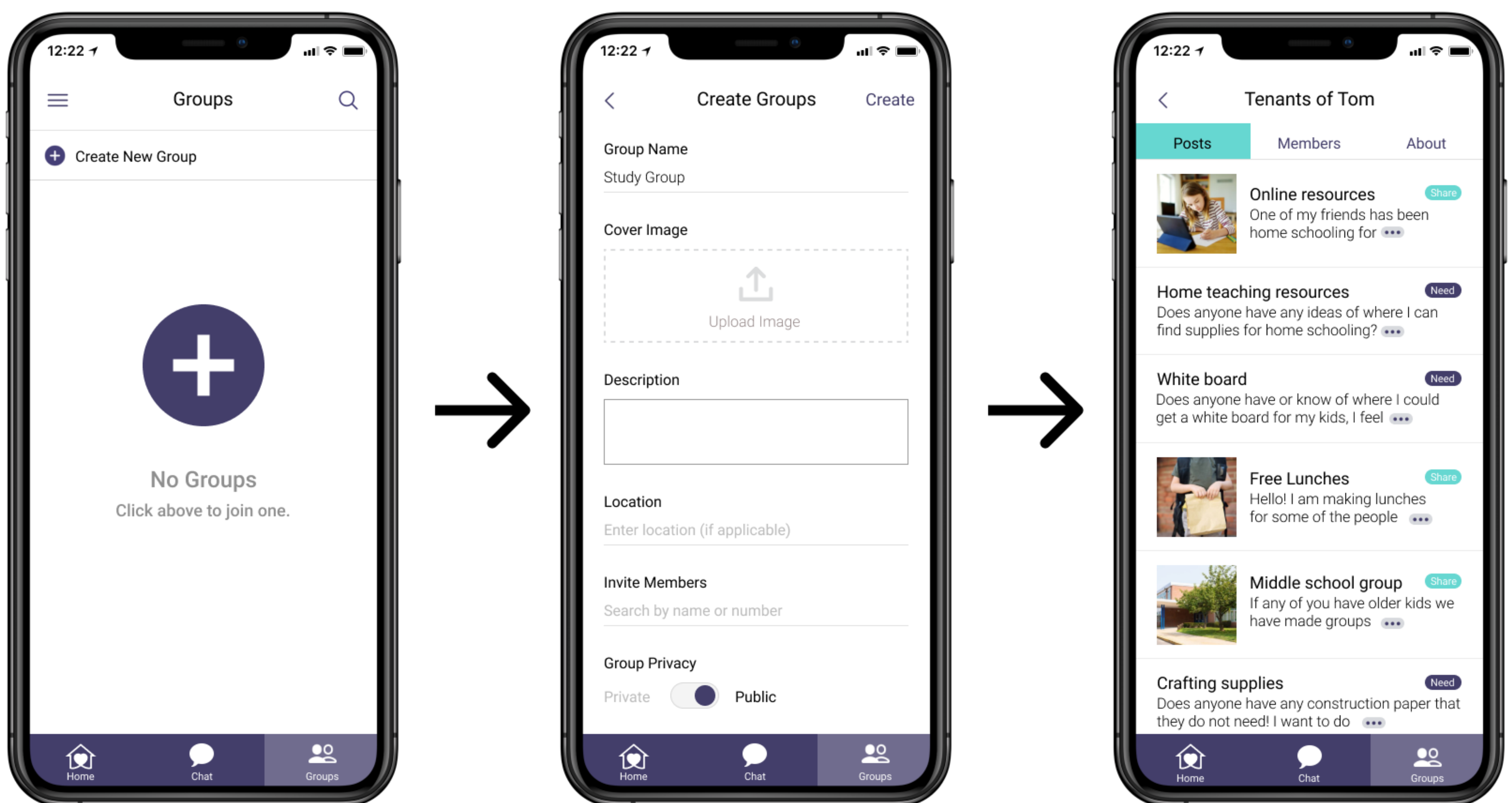


Tom, 53



While Tom knows all his tenants, living in the same building, he has found that there is very little interaction between the neighbors. When social distancing was ordered and supply chains became stressed, he knew that his tenants did not have a way to communicate with each other.

Tom heard about Helping Hands and after downloading it, he immediately saw the option to create a group. He titled it “Tenants of Tom,” made the group private and set the location to their building. Before he even got the chance to send an email to his tenants, one tenant had already found the group and requested to join. After his email, members from each unit had joined the group and were posting advice for staying safe as well as making item requests for a coordinated grocery trip that would reduce their exposure as a group.



Tom will go to the groups page of Helping Hands. There he can create a new group for his tenants, where they can all interact and help each other out.

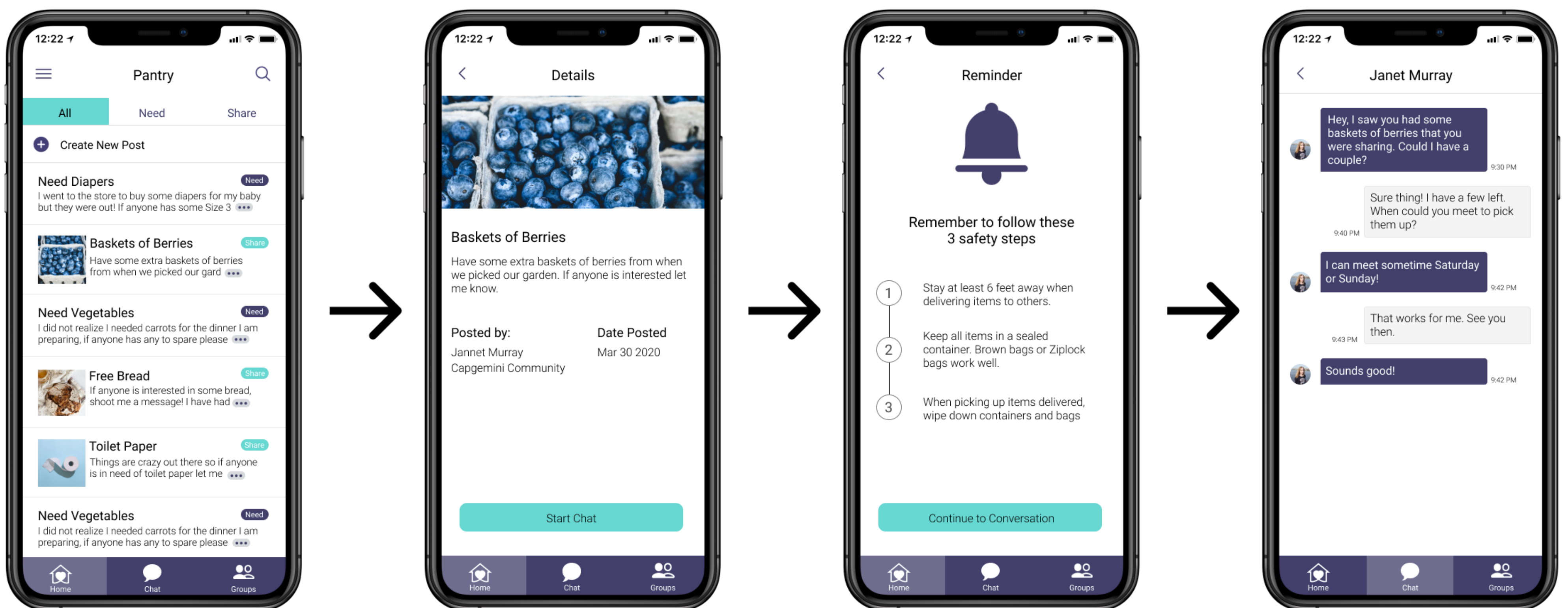


Julie, 75



Julie is having trouble adjusting to the isolation caused by COVID-19. She misses the visits from her eight young grandchildren. Usually, Julie bakes every single day and spoils her grandchildren with her excellent cookies and breads. Julie is lonely and does not know what to do with all the time she used to spend on her baking.

Through the Helping Hands Application, Julie could continue her baking and reduce her loneliness. Her children tell her about the application and Julie downloads Helping Hands with no problems. Right away she begins baking and makes a post for available cookie care packages, which she packages safely outside her door according to the application's guidelines. Julie posts every day and develops a relationship with some of her neighbors who routinely pick up her baking for their kids. She can even make requests for baking supplies, and the neighbors drop it off when they are picking up her care packages.



Julie will open Helping Hands to the home page, there she can find supplies that she needs for her baking. When she clicks on the option to start chatting she will be shown a safety reminder, then they can start chatting to set up the pick up of the supplies.

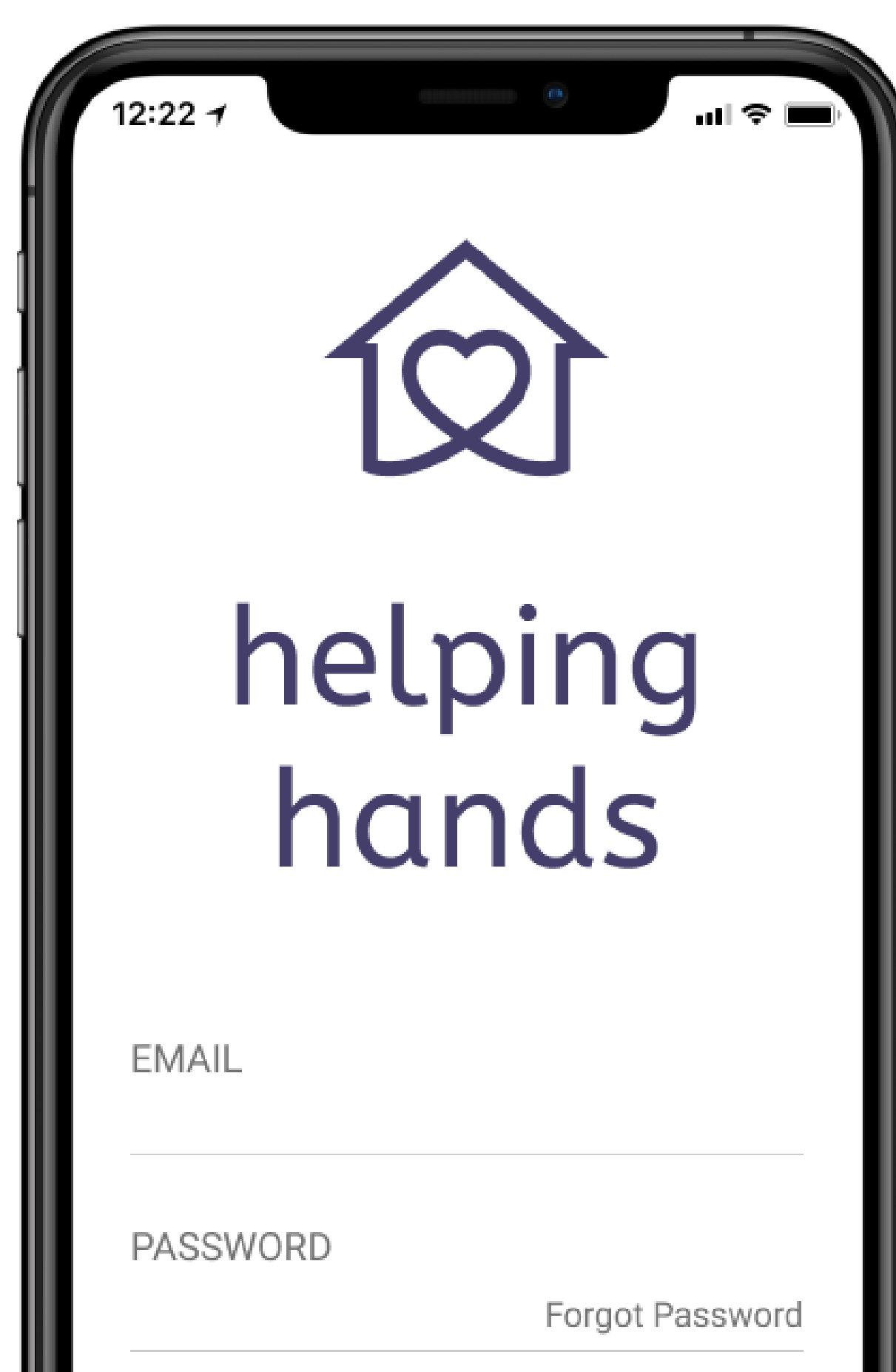


Conclusion

Our team started this design process by asking one question, “How can we help?” Over the past few months that one simple question has guided us through application development. Our commitment to finding a way to help drove our passions while creating Helping Hands. However, we know our desire to help is not unique, that is why Helping Hands enables people everywhere to help in their community.

The ongoing COVID-19 crisis effects everyone. From our initial inspiration, through research, concept development, and iterative design, we developed an application that is as accessible as possible. We included features, like item requesting, that serve the needs of people, specifically during these hard times. We dedicated ourselves to this project so that Helping Hands can make safe supply sharing easy for communities everywhere.

Helping Hands can stretch beyond the current crisis. Looking forward, while activities such as grocery shopping and commuting move more permanently into online spaces, we see Helping Hands as a new community center. A place where a sense of community can be built in the age of technology. As a connected community, we are stronger facing a crisis, stronger facing the challenges of everyday and happier to lend a helping hand.





Bibliography

Below is a list of credited references used in acquiring content for Helping Hands including images, icons, and written content. Each source's respective license agreement is presented, as well as the web address for the full licenses.

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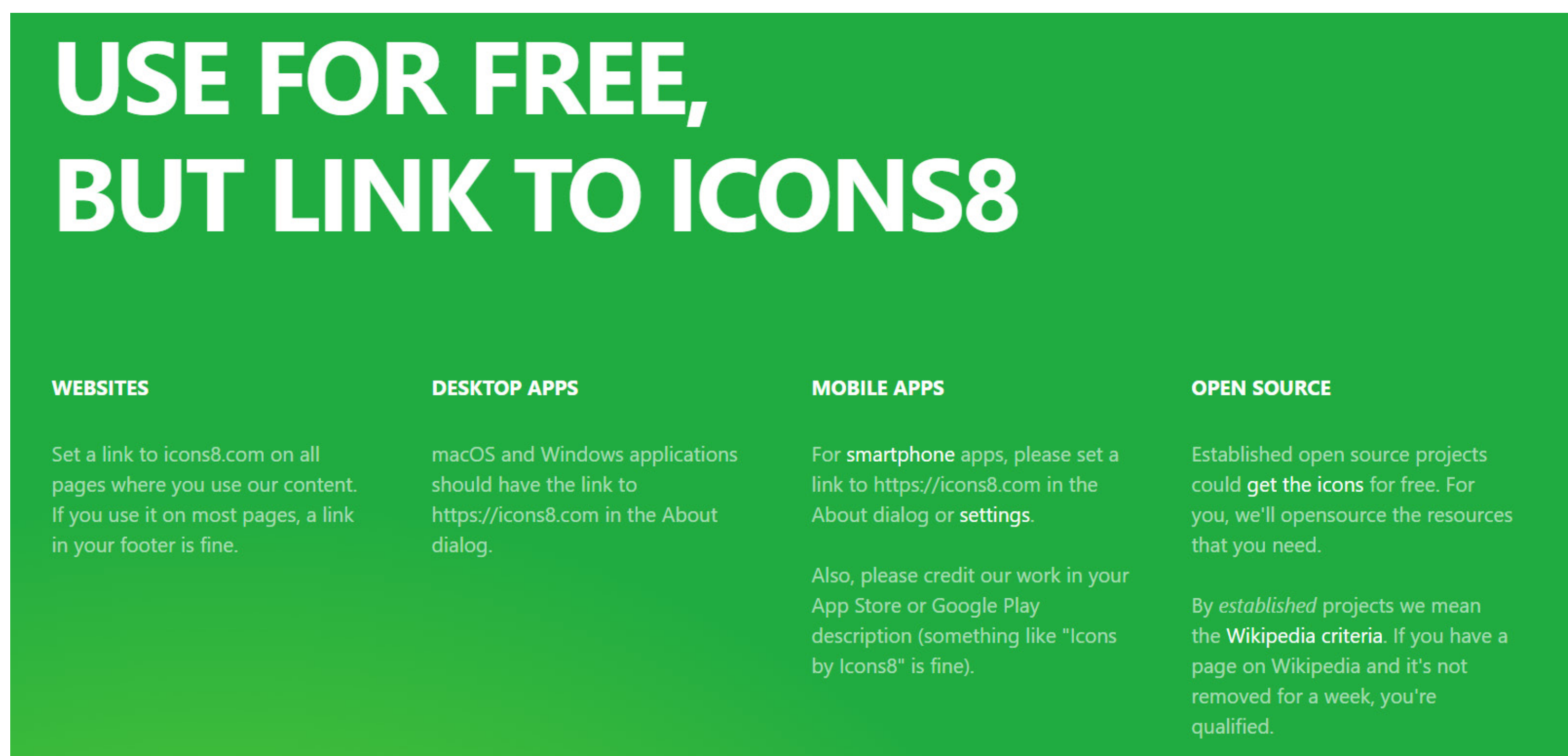
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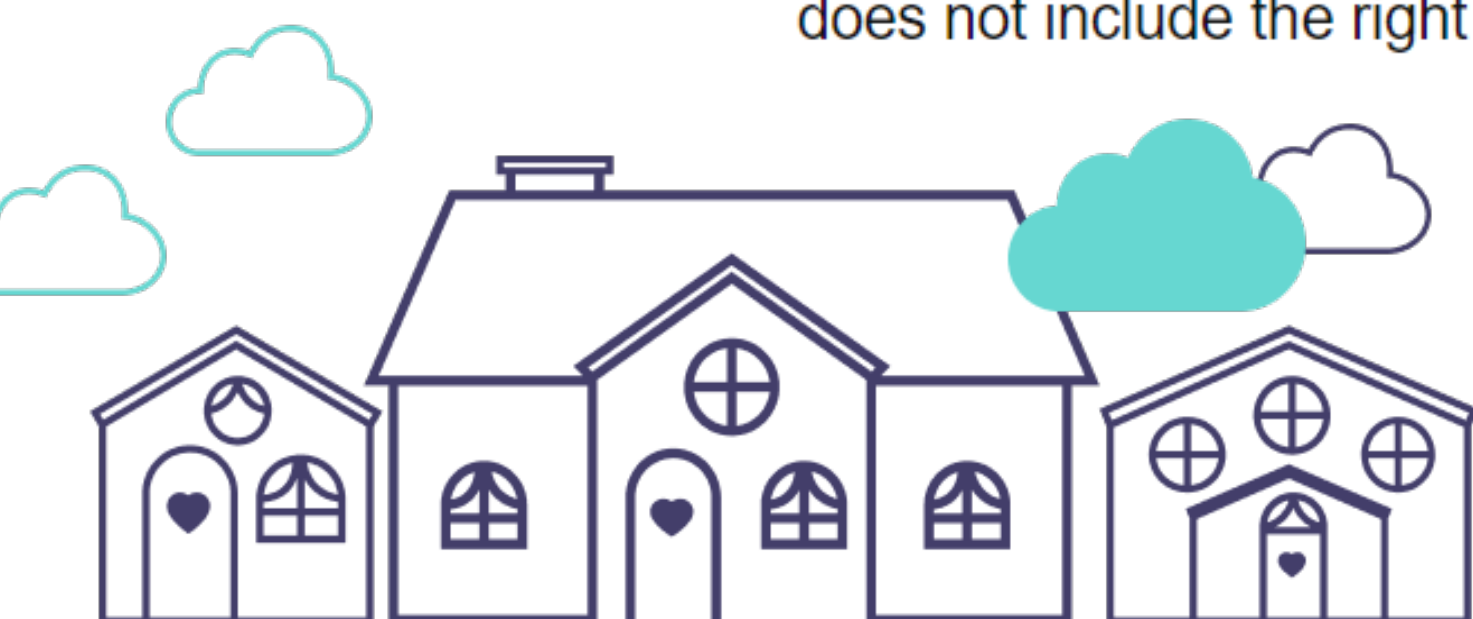
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Capgemini is a global leader in consulting, technology services and digital transformation. Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

Our Design Group - Digital Customer Experience (DCX) and Digital Interactive (DI)

Capgemini's DCX North American (NA) practice is a leading B2B and B2C digital transformation solution provider. We create differentiating experiences that foster relationships through Commerce, Marketing, Sales and Service solutions. By combining proven methodologies, deep technical expertise and strategy, our talented teams build digital customer experiences that engage and convert, enabling brands to realize their CX vision. DCX NA is a strategic partner of Adobe, Pega, Salesforce and SAP C/4HANA. We help our clients craft successful digital customer experience strategies, put them into practice, and continually optimize them for long-term success.

DI creates exceptional user experiences by applying information architecture, interaction design, user interface design, and visual design approaches and methods. Design itself is central to creating excellent user experiences. With the rise of smartphones and tablet devices, we have extraordinary opportunities to reach hundreds of millions of users all over the world. From the initial concept, through wireframes, to visual design and prototypes - we deliver form factors, screens, and different operating systems with one constant: our unparalleled passion for first-class mobile experiences. We create websites and web applications that are functional, gorgeous, and standards-based.



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