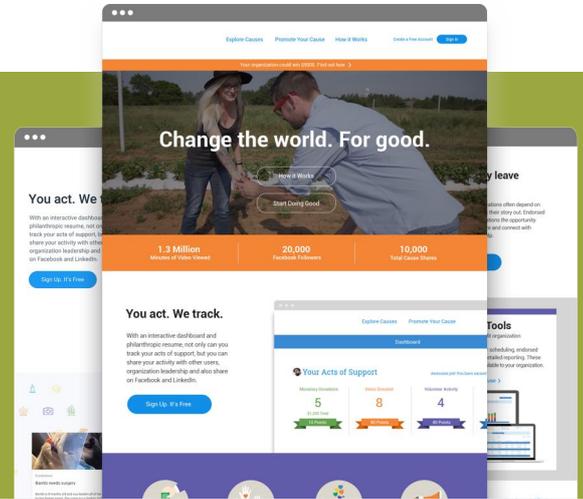




NEW FUNDING PORTAL FOR NON-PROFIT TRIGGERS SURGE OF NEW USERS, ACTIVE ORGANIZATIONS, AND CHARITABLE SUPPORT OPPORTUNITIES

SUCCESS STORY

Our non-profit client asked ITX to design and build a new funding portal that connects volunteers and donors with new opportunities across a broader charitable community. By focusing on the client's three user personas, ITX delivered a feature-rich experience that achieved the client's objectives: engage new users, increase the number of active participants, and boost charitable activity.



PORTAL'S POST-RELEASE PERFORMANCE

✓ TENS OF THOUSANDS OF NEW USERS ENGAGED THE PRODUCT.

An advertising investment captured users' attention and transformed them into committed new donors, volunteers, and charitable organization representatives within the platform.

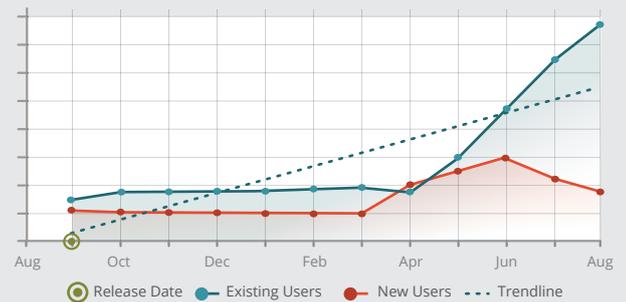
↑ 1,266% SPIKE IN ACTIVE USERS.

With the influx of new visitors came the increase in active users the client hoped to see. These individuals created new profiles at a much higher rate than previously witnessed, leaning into the charitable opportunities they hoped to discover.

↑ 493% INCREASE IN ACTIVE CHARITABLE OPPORTUNITIES.

In addition to the groundswell of new profiles being created, the number of active charitable opportunities also expanded, with non-profit representatives rapidly creating new causes and campaigns for donors and volunteers to discover.

ACTIVE USERS



ACTIVE CHARITABLE OPPORTUNITIES



MEET THE CLIENT

Our client is a nonprofit organization whose mission is to “help the people who help the people.” Our client's passion for service to the nonprofit community inspired a digital platform that connects charitable organizations with the people and resources needed to fulfill their mission.

GOAL

Design, build, and optimize a new, two-sided platform that matches donors and volunteers with charitable opportunities. With the right product connecting these two audiences, the client seeks to inspire a broader community and encourage charitable activity.

STRATEGY

ITX initiated a series of 1-day client workshops that established clarity, alignment, and confidence around the product. We then conducted a comprehensive UX audit to better understand user needs as they engaged the existing platform. Our designers applied this research to define three distinct user types and crafted persona-specific workflows to smooth their path.

TOGETHER, WE IDENTIFIED THREE CRITICAL PRODUCT REQUIREMENTS:



Intuitive User Interface



Human-Centered Design Catered to Our 3 Unique User Types



Architecture: Scalable, Modular, Extensible

UNDERSTAND THE PROBLEM



IMPLEMENT TARGETED SOLUTIONS

- Low sign-ups and the inability to monitor and manage work shifts resulted in low volunteer “show up” rate, driving non-profit admins to abandon the platform.
- Growing frustration with the platform’s interface led donors and volunteers to fewer visits and an even lower return rate.
- Difficulty managing corporate involvement limited the ability to include businesses and their employees in volunteer efforts.
- Comprehensive architecture review and UX audit defined 3 distinct user types. These insights led to the development of new workflows for:
 - **Non-Profit Admins:** A new Volunteer Management System to help them manage volunteer shifts and monitor donor participation
 - **Volunteers and Donors:** A focused new workflow to help them discover opportunities to do good, and get involved
 - **Corporate Fundraising Team Leaders:** A new Team feature that allowed them to easily register and monitor employee charitable activities

The new application successfully matched all three user types, fostering the connections the client hopes to see. In the true spirit of giving, our client shares access to the fundraising portal at a fraction of the cost, all but eliminating the fees that larger companies charge, allowing them to direct more of every dollar to their charitable causes.



RESULTS

- Inspired to learn more, tens of thousands of volunteers and donors were greeted by a sparkling new online forum to engage one another about doing good in our world.
- Once users experienced the portal’s new workflows designed specifically for them, they were hooked. Their 1,266% surge in participation accelerated the number of charitable opportunities they hoped to discover.
- A 493% spike in the number of charitable opportunities created is evidence of our client’s remarkable achievement: establish a marketplace that matches the right tools with the people who know how to use them.