

Hello {Startup} Programming!

Thanks for having us!

Who we are



Jim Olson

Manager, Product Design



Jon Wiggins

UI Designer

Hi Jim!

Jim Olson

- UVic Visual Arts grad
- Front-end Developer > UX Designer > Product Designer
- Employee #12 at Benevity (now grown to just over 300!)



Hi Jon!

Jon Wiggins

- VFS New Media Grad
- 17 years in interactive design
- Web Designer > Game UI Artist > UI Designer



What is Benevity YYJ like?

- We've had people in Victoria since June 2015
- We started with 2 people in our office, now up to 11
- Lots of teams within Product represented; Business Intelligence, User Experience/Design, Platform (Java) and Web Dev
- Remote collaboration isn't always easy
- Mostly quiet types!

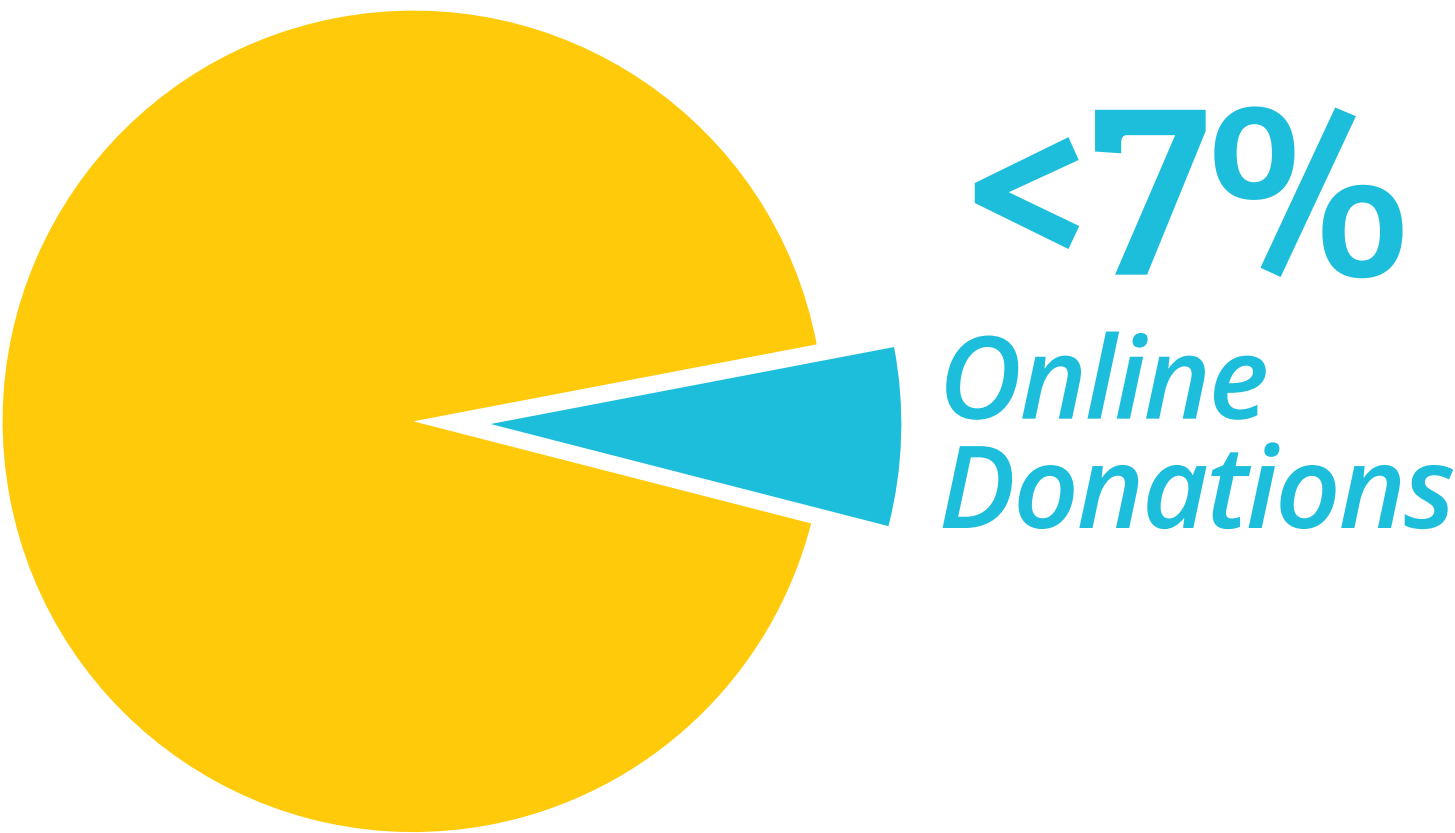


What does Benevity do?

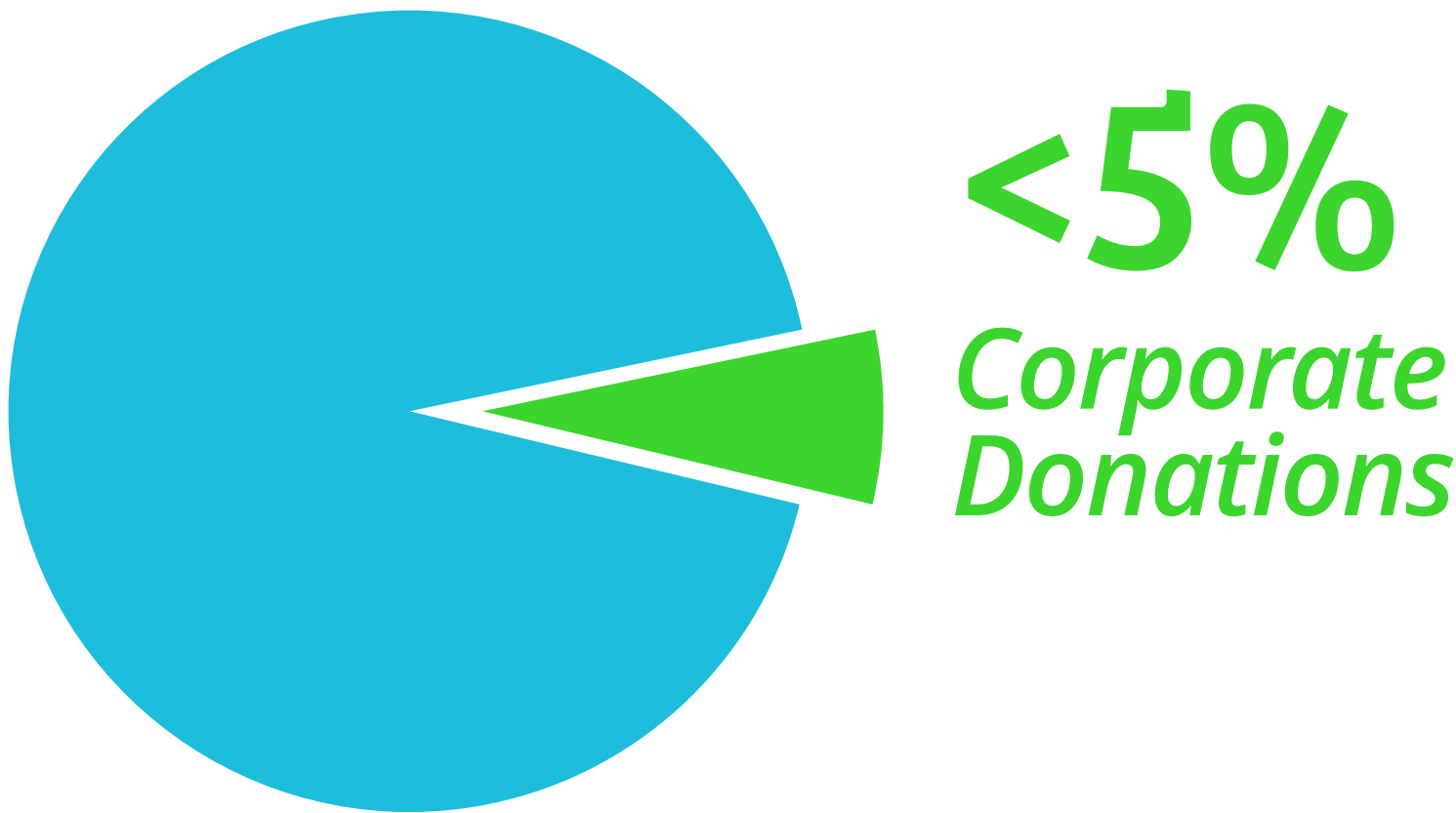
Benevity helps companies **engage** their employees, customers and stakeholders around “**Goodness**” in ways that drive business value and social impact.



3 Stats Benevity Would Like to Change



Less than 7% of the \$380 Billion donated annually to North American charities is done online



Less than 5% of that amount comes from corporations (despite CSR being more top-of-mind than ever)




70% of employees are not engaged in their jobs (and 25% are "actively disengaged")



Spark is Benevity's flagship product; a workplace giving and volunteering solution targeted at large companies. Spark engages employees by helping them do good.




mygoodness



MY GIVING ACCOUNT

\$0.00

Hi James |  Help

UPCOMING DONATIONS

Payroll Deductions

\$40.00

Period Ends Tue, 10/25/2016 - 11:59pm MDT

Credit Card/PayPal

\$0.00

To be processed on Thu, 10/27/2016

2016 PERSONAL PROGRESS

Total Donations

\$1,121.00

Total Matched

\$560.50

Match Remaining

\$1,939.50

This Year's Donation Outlook

\$1,321.00

Total Volunteer Hours

0:00 hrs

My Dashboard

Make a Donation

Volunteer

Community

Quick Links

Search

My Dashboard

MY DONATION ACTIVITY

MY VOLUNTEER ACTIVITY

MY FAVORITE CAUSES

GETTING STARTED

Upcoming Donations

Donation History

Donation Receipts

Upcoming Payroll Donations

More Info

Current Deduction Period ends Tue, 10/25/2016 - 11:59pm MDT



BOYS & GIRLS CLUBS OF GREATER VICTORIA FOUNDATION

Victoria, British Columbia, Canada

Company News



Bundle Up! Benevity Winter Clothing Drive

View Details



mygoodness

MY GIVING ACCOUNT\$0.00

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Search

Browse Featured Content

Explore Causes

International Projects

Create a Giving Opportunity

Request a Match

Make a Donation

Browse featured content or search for a cause from our charity database.



MATCHING OFFER

Support Marissa, Ambre, Kianna, and Teagan in Playing for the ...

+ DONATE NOW

VIEW DETAILS

GIVING OPPORTUNITY



MATCHING OFFER

Benevity Karma Classes

Donate what you can, when you can and join us for yoga in the park!

+ DONATE NOW

VIEW DETAILS

GIVING OPPORTUNITY



MATCHING OFFER

Marathon of Hope by Benevity-ites

Saving Lives and Spreading Love

+ DONATE NOW

VIEW DETAILS

GIVING OPPORTUNITY

« FIRST

« PREVIOUS

1

2

3

4

5

6

7

8

NEXT »

LAST »

10

mygoodness

MY GIVING ACCOUNT\$0.00

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International Projects

Create a Giving Opportunity

Request a Match

NEW DONATION TO

Creating a focus on STEAM

Enter a Donation Amount in CAD

0.00

CONVERT CURRENCY


Your Estimated Match


Please enter a donation amount above

Choose a Donation Frequency

One-time

Recurring







Why Spark?

- Originally Benevity rallied behind the idea of a donation API
- People had trouble imagining what to do with the API
- We built Spark to show what it can do; budgets, matching, etc
- Spark took off on it's own; people and companies love it's simplicity and ease of use
- Even with the huge success of Spark, the API remains Benevity's best long term chance of success



More of What We Do

Donation Management

Add Giving Accounts to customer account, bill payment and other transactional interfaces.

Loyalty Redemption

Add charity-of-choice donations to loyalty programs, cash back credit cards, etc. Users can also top-up donations with their own money.

Mobile Giving

Mobile giving applications include text-to-donate and the Givatron, charity-of-choice giving app for Android devices.

Workplace Giving & Volunteering

Spark: a cost-effective and comprehensive employee engagement tool!


Charitable Gift Cards

Create Charity Gift Cards where the recipient redeems to give to cause(s) of choice on a branded redemption site.

E-Commerce & Online Solutions

Add charitable elements to product pricing (i.e. x% or \$y from proceeds goes to charity) and top-up donations.






benevity
causes portal

ABOUT US

HELP

SIGN IN

REGISTER YOUR CHARITY




Connect your cause to corporate giving, matching and volunteering programs

This year over 100,000 non-profits will receive \$850 million dollars in donations from the world's largest companies and their employees.

REGISTER NOW

“


The youth Impact Fund has found that Benevity is an outstanding partner in our philanthropic goals. As a designated employee giving fund we are always looking for new and innovative ways to partner with corporate donors. Using the Benevity platform we can now work with employers to create payroll deductions that are more efficient and effective for the company, employee, and us.



Shayne Kraemer

Executive Director


Youth Impact Fund



Jane Roberts

Director, Animal Rescue

Foundation (ARF) of Alberta



Jessica Slater

Development Officer

Covenant House Vancouver







Product Vision 2016

WE help individuals see themselves as good people. We help people set, measure, achieve and celebrate the accomplishment of goals and doing of good deeds. These moments are the building blocks of our user experience.

WE gently guide people and organizations as they strive to become better versions of themselves and add something to the world on their own terms. We coach individuals, teams and organizations to become virtuosos of virtue, to rejoice in their triumphs and to reward others for doing good.

Personal fulfillment is only the start of this journey. We believe that the greatest accomplishments are those that better the world around us in the sense of nourishing, developing and enhancing what it means to be human.

What's our secret sauce (a design perspective)

- Focus on simplicity; we're relentless in making the end user experience as simple as possible
- We don't let UX become a bottleneck
- Belief in the power of our company culture; we place a high value on qualities like humility, empathy
- Balance between product and services; software is easily copied, people are unique
- Understanding what it is we sell...

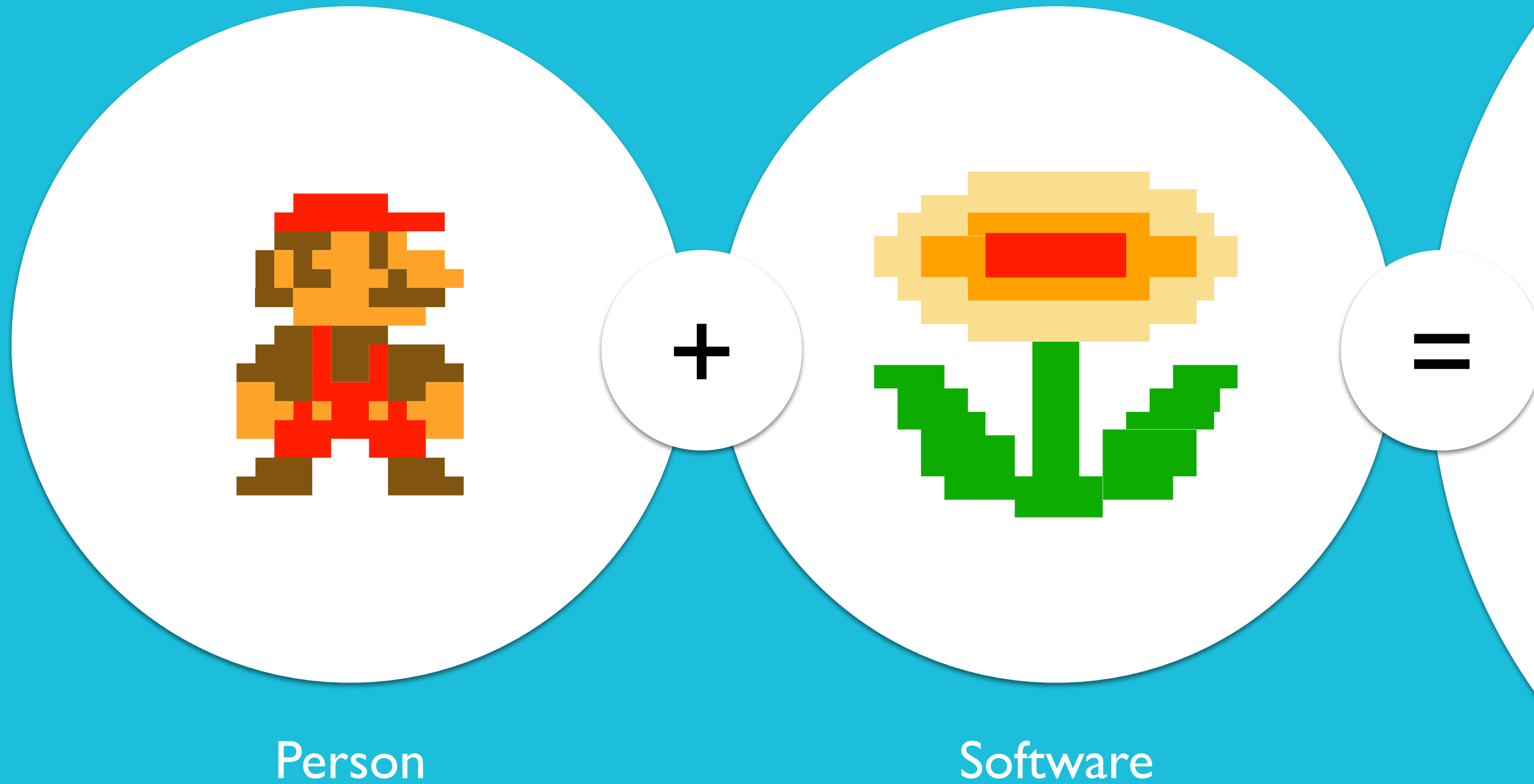


"Here's what our product can do" and "Here's what you can do with our product" sound similar, but they are completely different approaches.

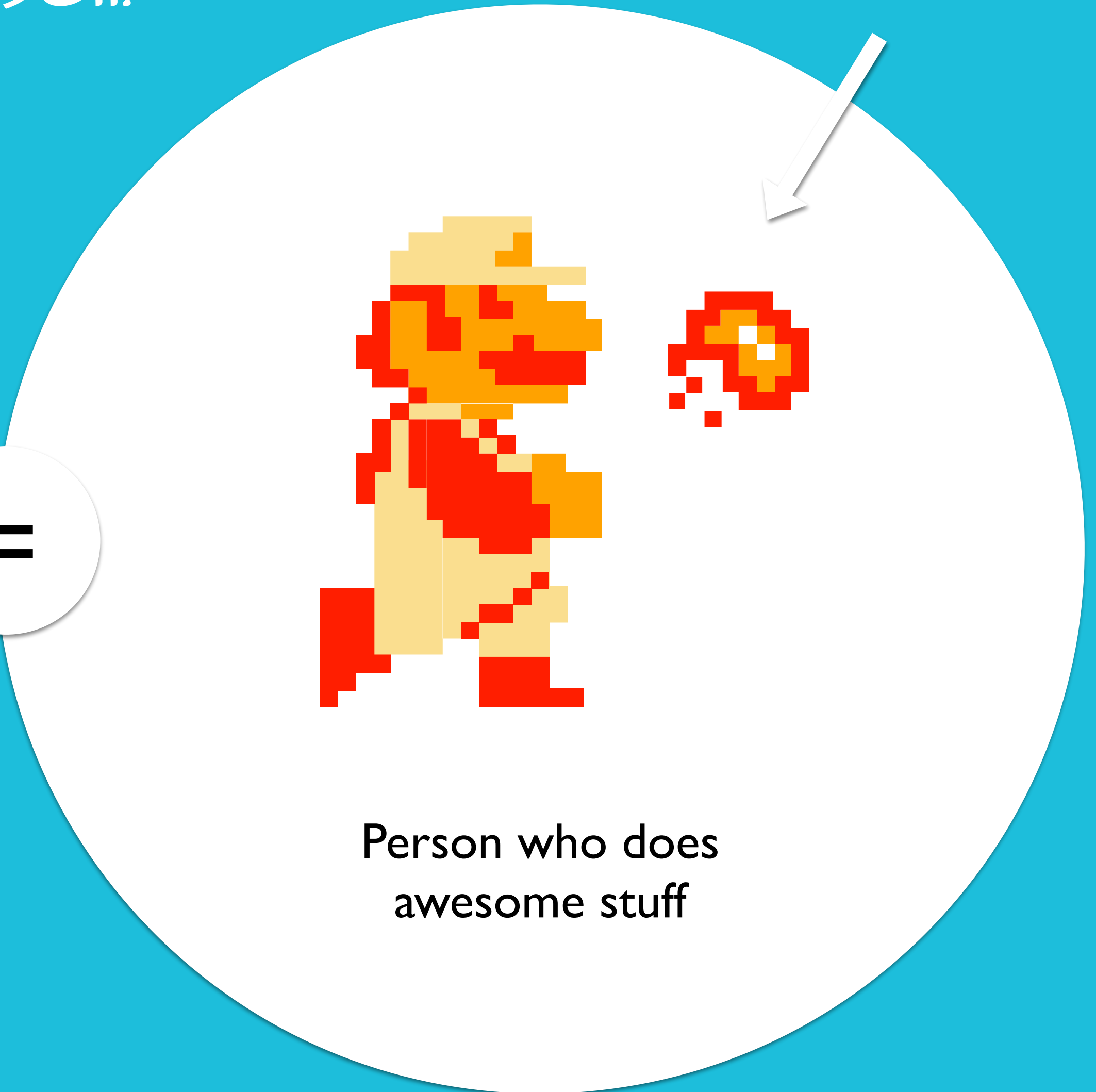
- Jason Fried



This isn't what we sell.



This is.



A few things I wish we'd done differently

- Take analytics seriously from day one
- Build everything accessibly, adhering to WCAG
- Keep design closer to development processes
- Talking to the rest of the company about design regularly
- Not be afraid to let people (or myself) grow into new roles/ processes as situations develop



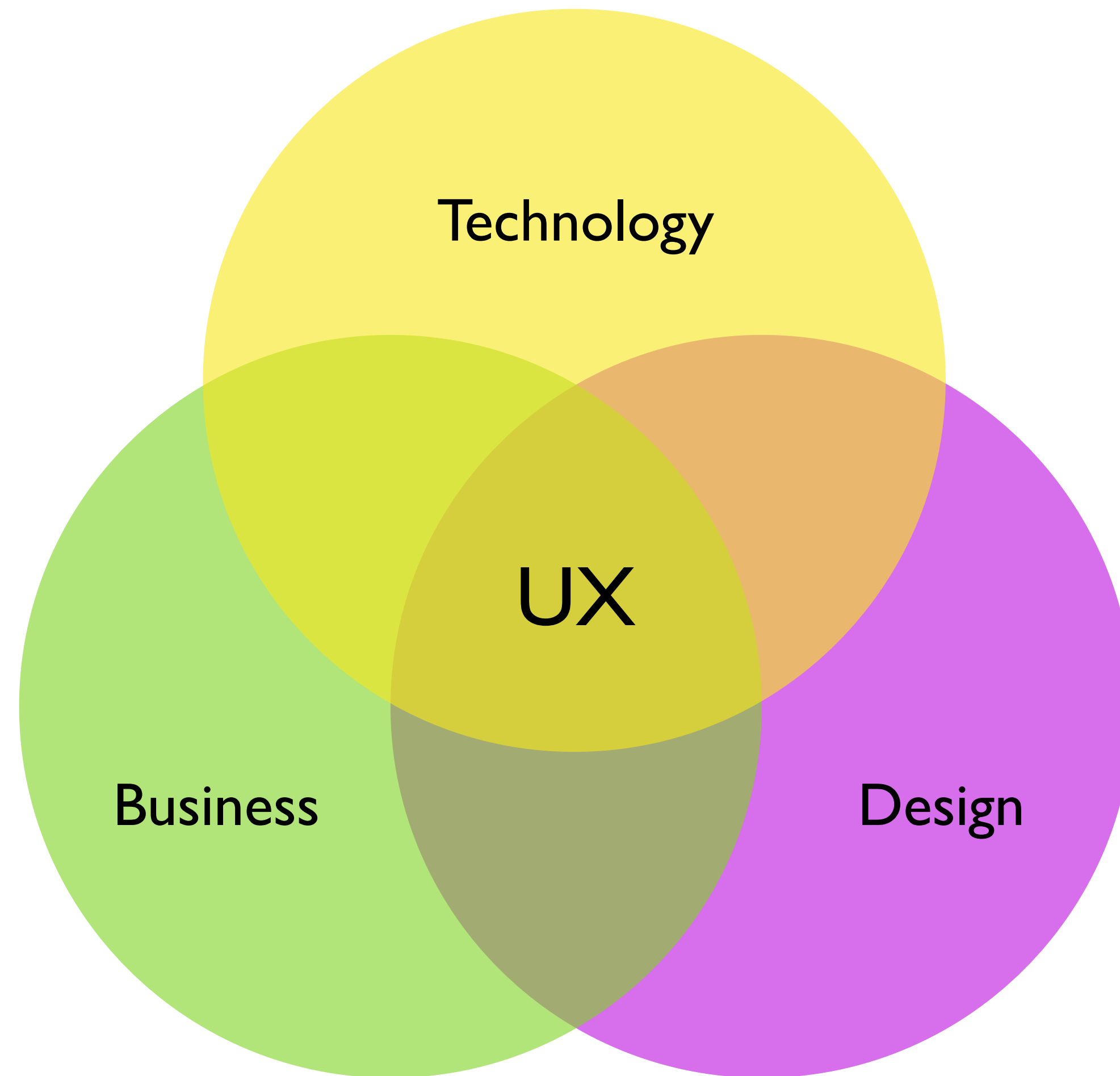
"Left unchecked, technology turns people into proxies.
That's why it's so crucial that we integrate empathy
and compassion into the design process."

- Whitney Hess



So... what is our design process?





Identify the problem

What is the problem we're trying to solve for?

Gather data

Verify the problem; talk to people, look at the data, research

Business requirements

How will we know we've solved the problem?

Wireframing

Propose ways to solve the problem

Prototyping

What will the final product feel like to use?

Hi-fidelity mockups

What will the final product look and feel like?

Design sign-off

Product owner signs off on the design



Identify the problem

What is the problem we're trying to solve for?

Designers work with product owners and other stakeholders to accurately identify the problem we want to solve for.

Your problem is not necessarily the problem.



Gather data

Verify the problem; talk to people, look at the data, research

Look for data and other perspectives that will allow you to measure the problem.

Without a baseline, you won't ever know for certain you've solved the problem.



Business requirements

How will we know we've solved the problem?

Establishing your goals ahead of time is a key part of knowing you've moved the needle in the right direction after the fact. It's rarely enough to just 'do something'.

Business requirements should not only be a part of your plan but everyone should know and understand them.



Wireframing

Propose ways to solve the problem

We think through solutions as we wireframe using whiteboards, paper or tools like Balsamiq. A lot of the time wireframing and research happen asynchronously.

Wireframing is a process, wireframes are a deliverable that result from that process.



Prototyping

What will the final product feel like to use?

A key component of interactive design is prototyping. We use Invision to create clickable prototypes and Principle to create animatics.

Static mockups don't tell the whole story. Prototyping gets us that much closer to how the final product will feel.



Hi-fidelity mockups

What will the final product look and feel like?

Setting the right expectations with your stakeholders is key to establishing trust. If you have a product with a small footprint and an established look and feel, this step is not always as important.

Hi-fidelity mockups are easier than ever to produce. The kind of feedback you get from a prototype is amazing.



Design sign-off

Product owner signs off on the design

Knowing when design is finalized is tricky; it works best when a specific product owner is in charge of saying 'go'.

This is where development takes over but it should not be thought of as the end of design. Design feedback should continue throughout the development process whenever possible.





Thanks for listening!



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