Problem
How can we leverage the qualities and characteristics that define the Millennial generation to encourage charitable giving?

Key Research Findings
✔ Convenience and Ease
✔ Micro-donations
✔ Multi-Charity Portfolio/Fund
✔ Donation/Monetary Separation
✔ Qualitative Impact

Design Solution
✔ Users select causes (not charities) that they’re passionate about
✔ Users indicate how much they’d like to pledge daily
✔ Chariosity uses that information to curate daily gifts
✔ Gifts are tangible, meaningful & impactful
✔ Streamlined monthly pledging process reduces hassle

Interviews
By talking to our target audience, we heard first hand accounts of Millennials’ experiences, perceptions, and challenges with donating to charities.

Research
A combination of academic research and industry research helped us understand the context for charitable giving, like influencing factors and giving habits.

Ideation
Many of our ideas overlapped and we slowly converged on a direction that incorporated the top key findings that we thought were valuable.

Design & Prototype
The designs that we created spanned across the entire charitable-giving experience, from initial onboarding to daily gifting interactions to end of month pledging and payment.