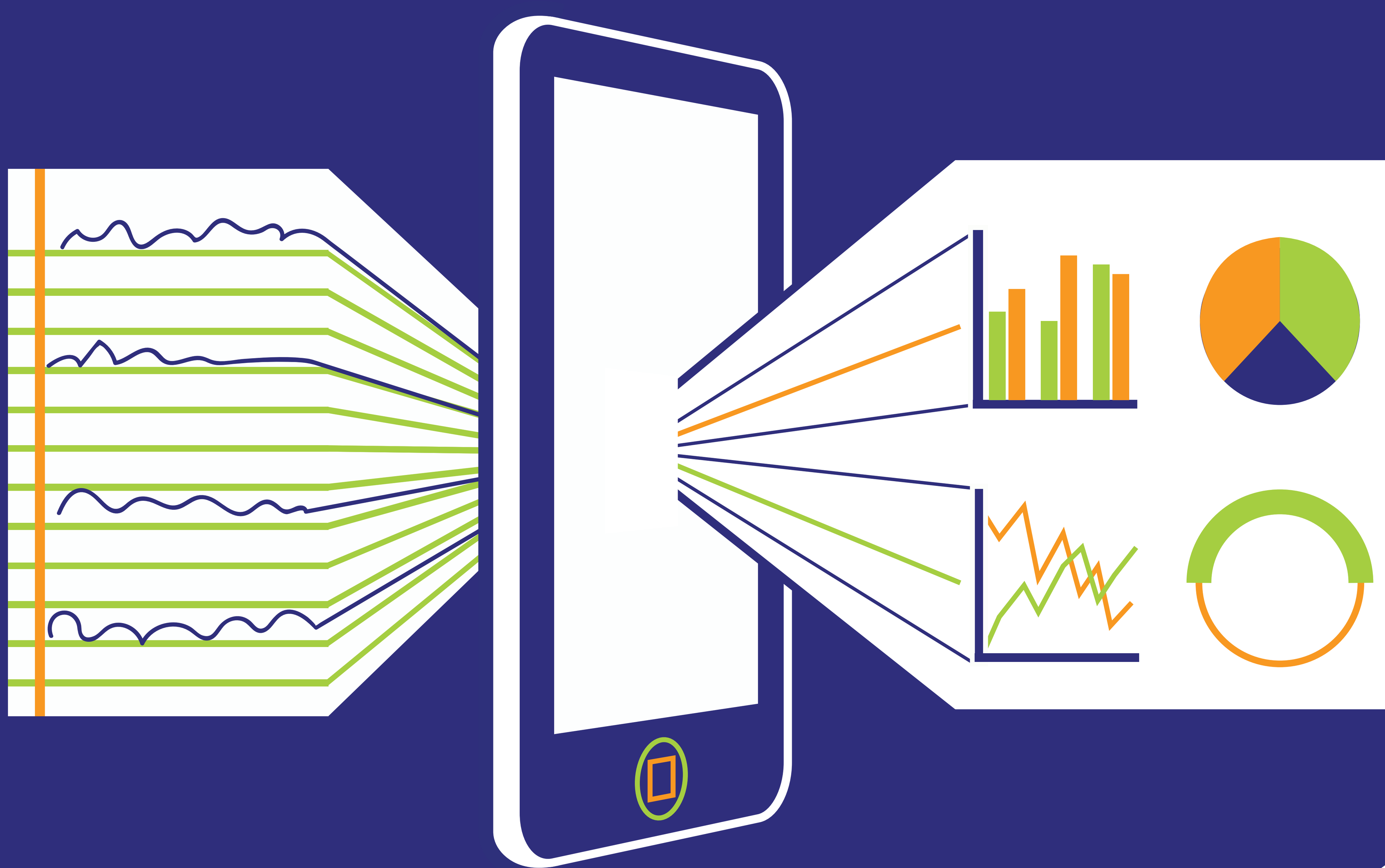
SnapStax

Helping Nonprofits to Connect With Clients



TEAM RAGE AGAINST MACHINE LEARNING

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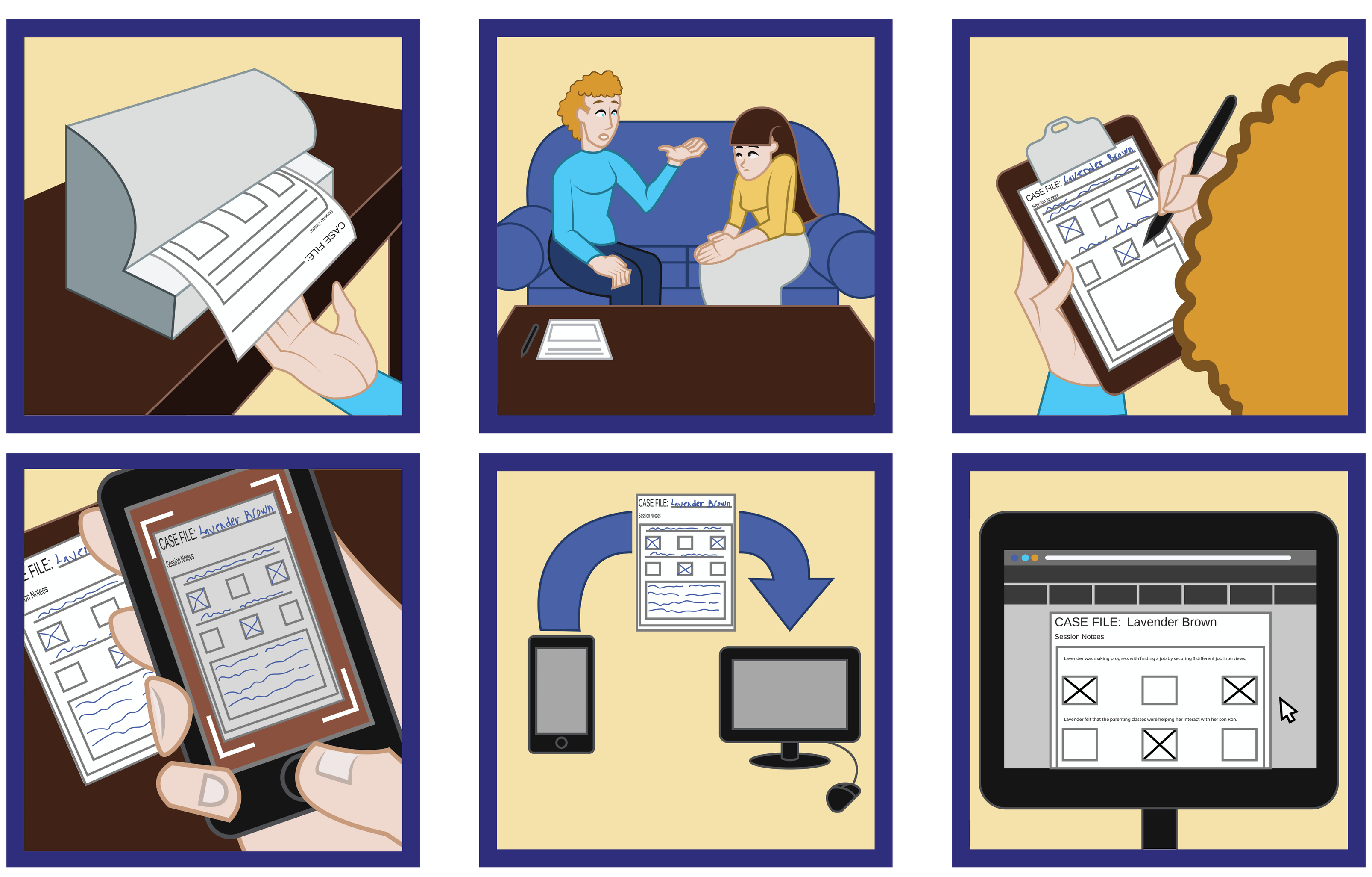
Problem Space

One of the most essential demands of any nonprofit organization is the need to receive funding through grants from donors. This is their key source of income and the only way to keep the organization afloat. However, before contributing funds, donors wish to see data reported from the nonprofit to ensure that the group is effective at its services. This creates a sense of urgency for the nonprofits to gather data and at times can cause data collection to reach a level of priority equal to or greater than the actual services provided to clients.



"Too much time printing, handwriting, dictating, checking the dictation for accuracy, instead of caring for my patients. I don't want technology to be a barrier."
- P5

"Being able to take a picture and say 'I'm done' for case managers would be really nice, because their job isn't data collection, their job is talking with the clients and helping them figure stuff out."
-P3

Data Issues

Client context
- Some clients are sensitive to technology during sessions, viewing it as a distraction or trust barrier
- This forces nonprofit staff to collect data in other means
- The need to record data can sometimes supersede personal connection with the client

Data collection is a painpoint
- Very time consuming
- Data becomes lossy

Data is scattered across several tools and formats
- Locating and accessing data is difficult
- Data accuracy is hindered

Solution

SnapStax relieves the burden of data collecting for nonprofit staff. A standardized note-taking template is created by the staff asking for only key information that the staff has deemed most critical to note during sessions. The staff prints the form and takes it to sessions with the client and simply writes the key information as soon as it occurs. Afterwards, the staff member effortlessly snaps a picture of the completed form with a mobile device and uploads it online where the notes from the form are automatically recognized and converted to data in the system and added to the client's central living document for the rest of the team to access. This solution not only streamlines data collection and stores data in an easily accessible location, it frees the nonprofit staff from hyper-focusing on data collection and allows them to be more present and engaged with their clients.

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