

# SIGCHI - The web and beyond - 2006

Julius Huijnk - Helpalot.org



Who am I?

# Who am I?

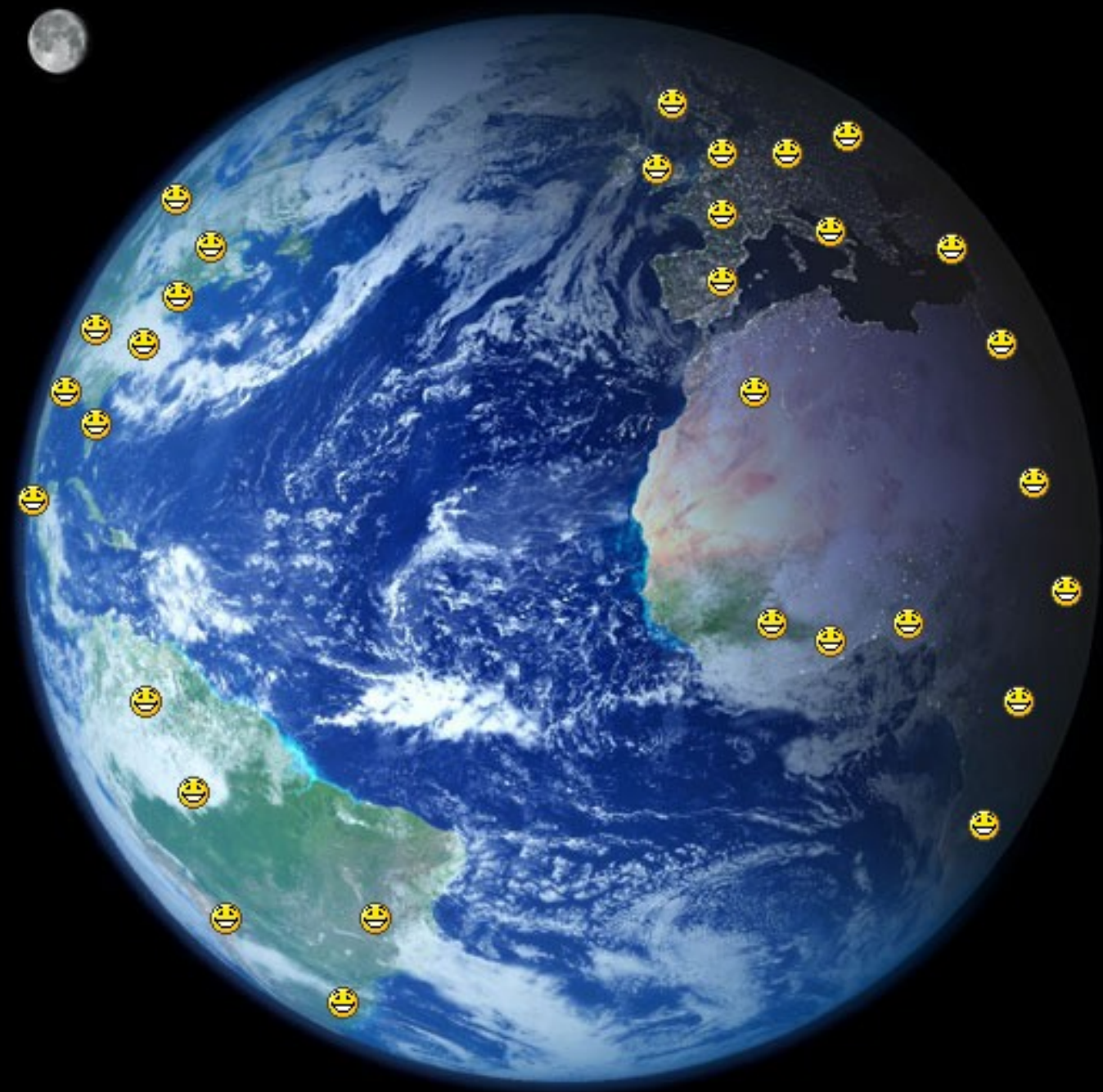
- Julius Huijnk, 24, Utrecht
- Student Interaction Design
- Masters at HKU  
[emma.hku.nl](http://emma.hku.nl)
- Helpalot  
[www.makingthesite.com](http://www.makingthesite.com)

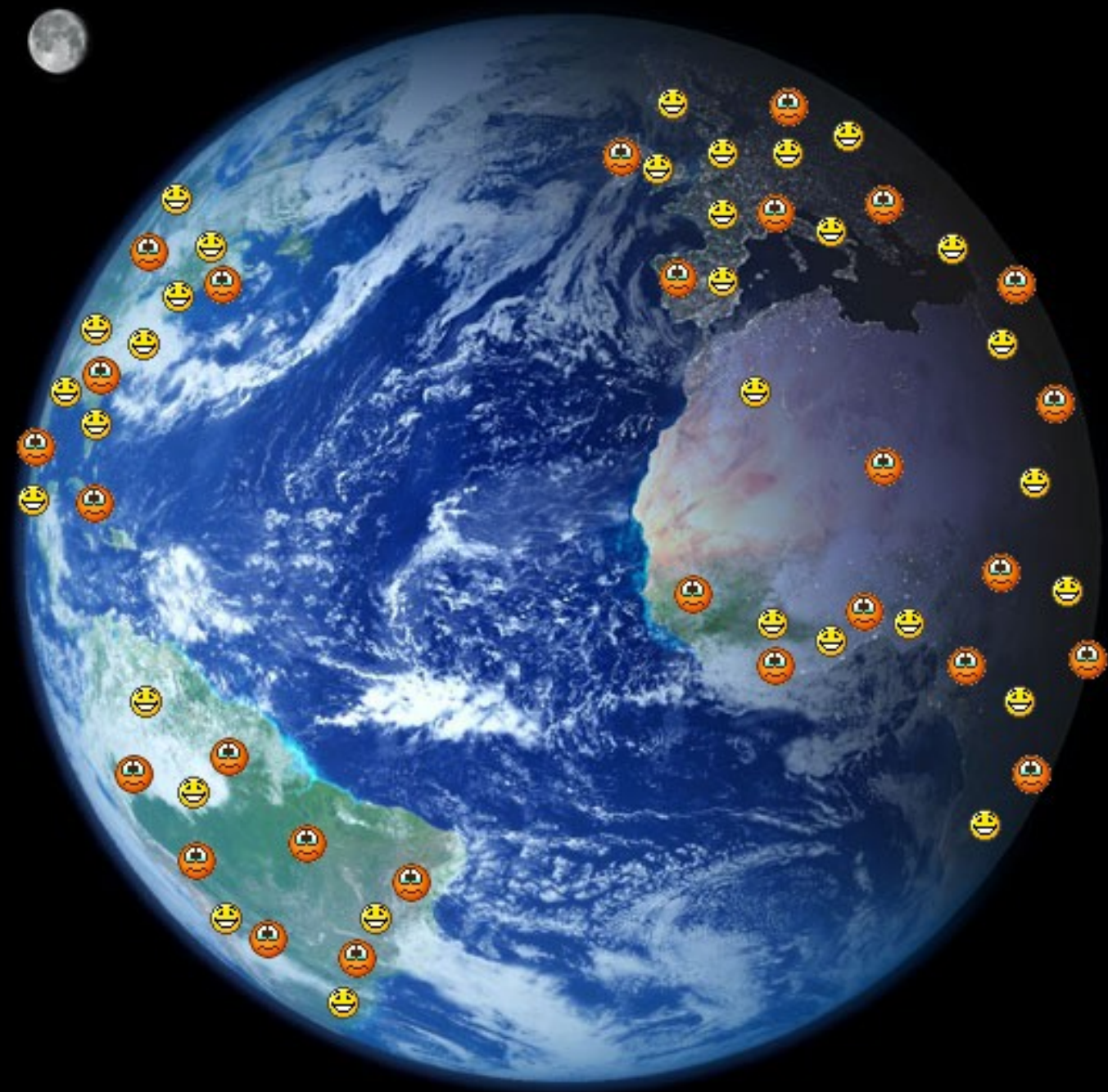


# Topics

- The problem
- Current solutions
- My solution
- Design
- Progress
- Concluding

The problem





Bad things..

Poverty

War

No medicine

No education

etc.





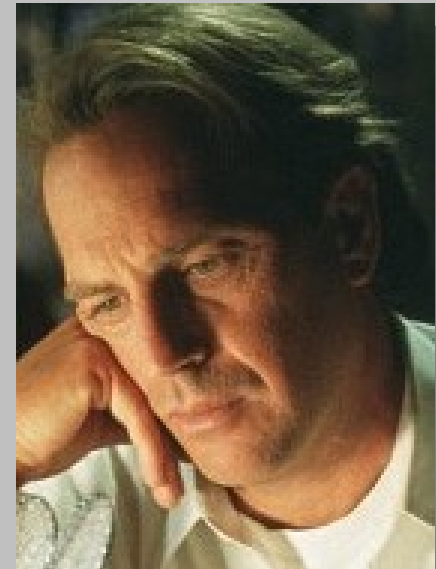
What would be a good target (“goed doel”) to support?





# The problem

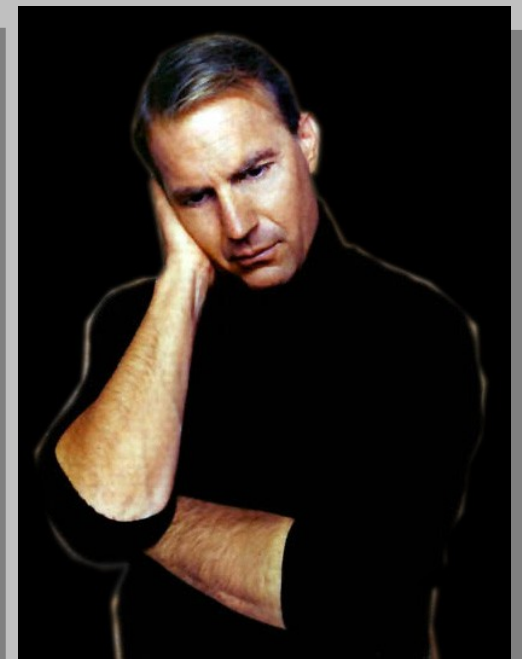
- There are a lot of charities
- What charities would I like?
- What charities can I trust?



Current solutions

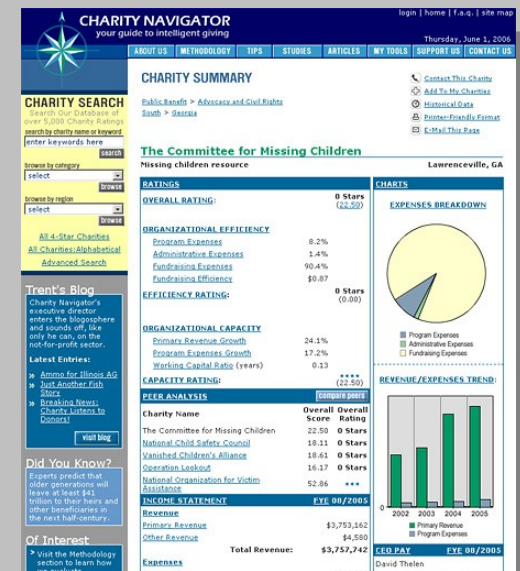
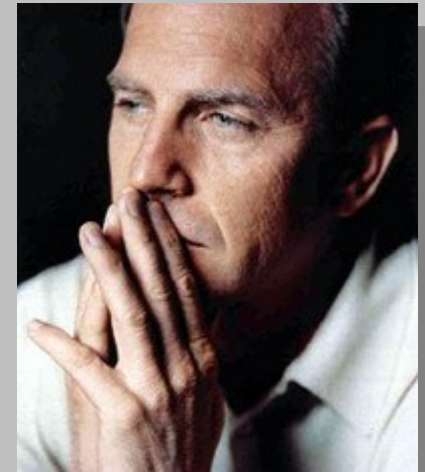
# Advertisement

- Money not spent on mission
- Advantage big charities
- Annoying push media



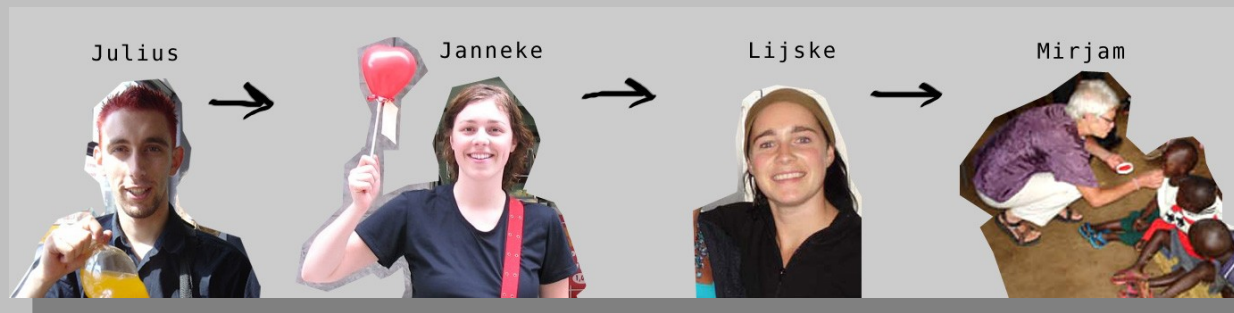
# Evaluation sites

- Good only for big charities
  - Charity Navigator.com  
X = **5,000** charities evaluated **USA**
  - Donateursvereniging.nl  
Y = **30.000** official charities in **NL**
  - $X / Y \cdot (\sqrt{\text{Nr. Ch.}} - \text{♪}) \approx \text{"No worky"}$



# Social Network

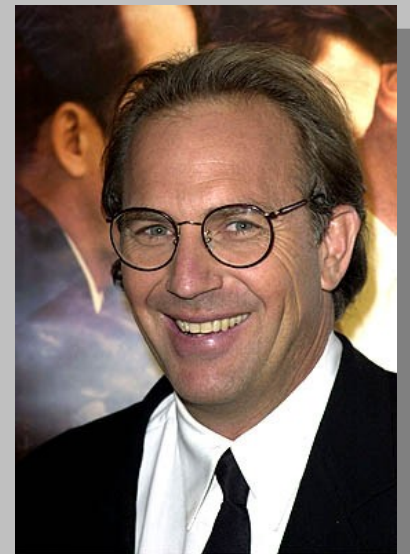
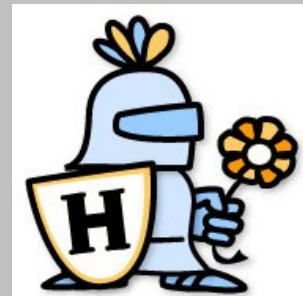
- People you know > trust
- Lijske Kerhof, makingthesite.com interview
  - “I found the Stichting Klaartje Derks through a colleague of my mother who heard of our plans going to Africa.”
- Still Limited



My solution

# Helpalot

- What? Charity social network site with evaluations
- Why? Helps to find the charity you like and can trust
- How? Use the best of current solutions
  - Social network > online
  - Evaluation site > decentralized
  - Platform to 'advertise' > pull media
- Personal- & charity page
- Search charity



Design

# Start page



## HELP A LOT

Search a Charity

# Charity page



## HELP A LOT

Charity info

Charity Blog

Evaluations

Page Links

> People

> Charities

# Personal page



## HELP A LOT

Personal info

Personal Blog

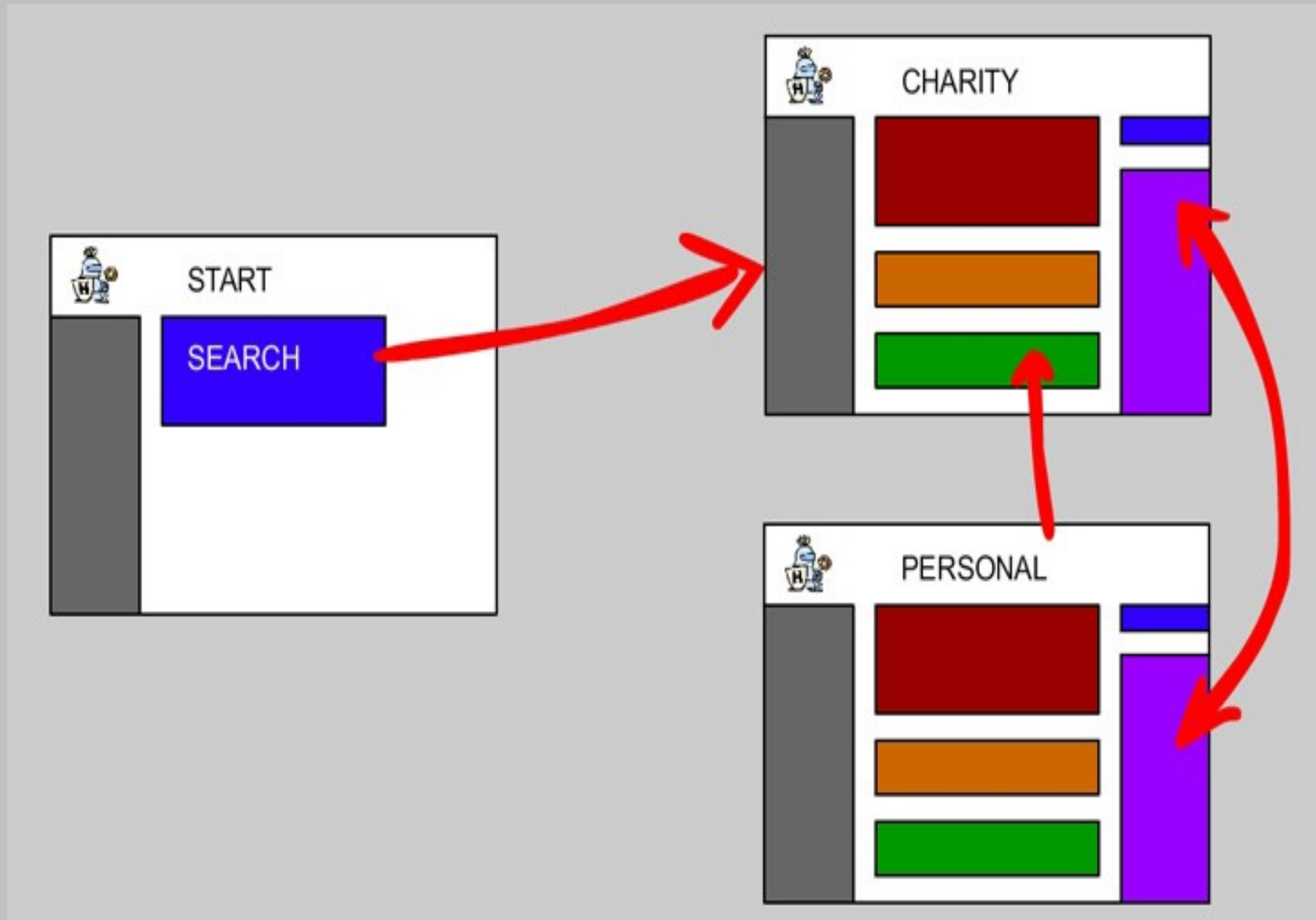
Messages

Page Links

> People

> Charities

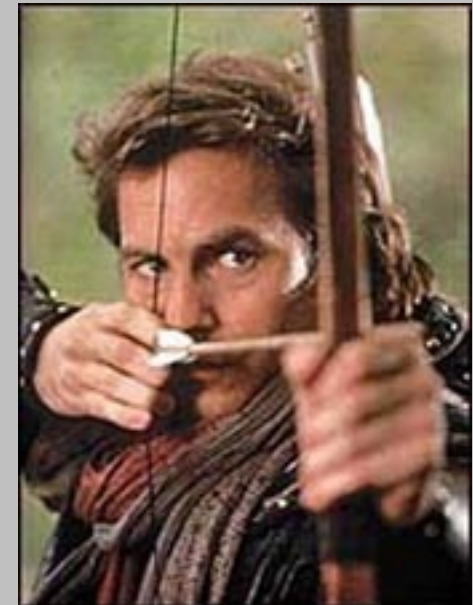
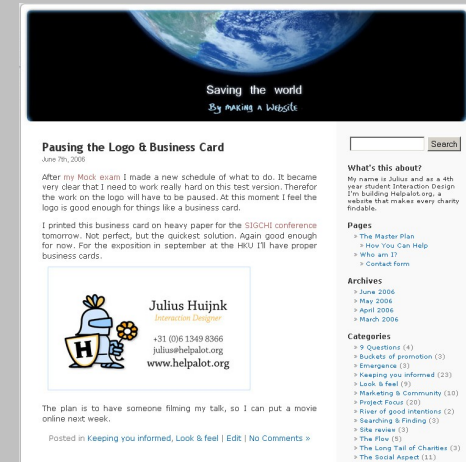
# Flow



Progress

# Progress

- Weblog [www.makingthesite.com](http://www.makingthesite.com)
  - Progress, feedback, survey
  - Interviews, interesting links, etc
- Test Version
- HKU expo
  - September 11, 2006
  - [www.hku.nl](http://www.hku.nl)



Concluding

# Concluding

- **Why?**

**For me:** Facilitating people to improve the world in a better way

**Helpalot:** Tool to help you find the charity you like and can trust

- **How?**

Build a charity social network site with evaluations

- **When?**

Test version in July 2006

HKU expo September 11

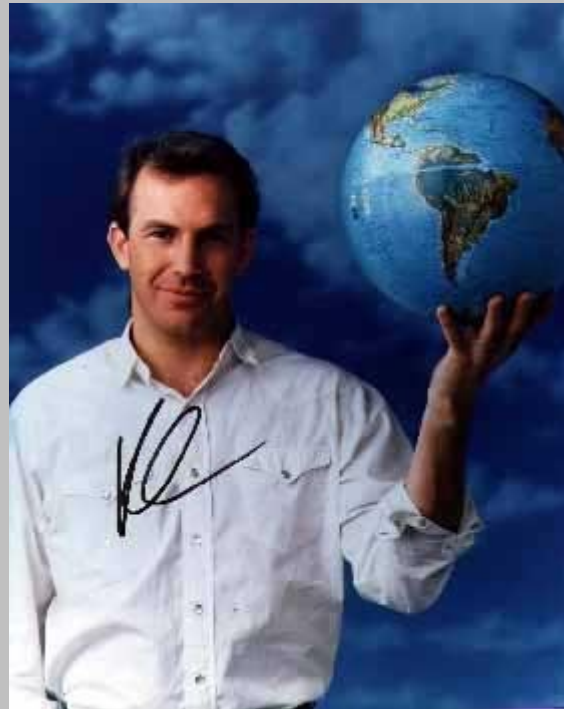
- **Where?**

[www.helpalot.org](http://www.helpalot.org)

[www.makingthesite.com](http://www.makingthesite.com) (survey)

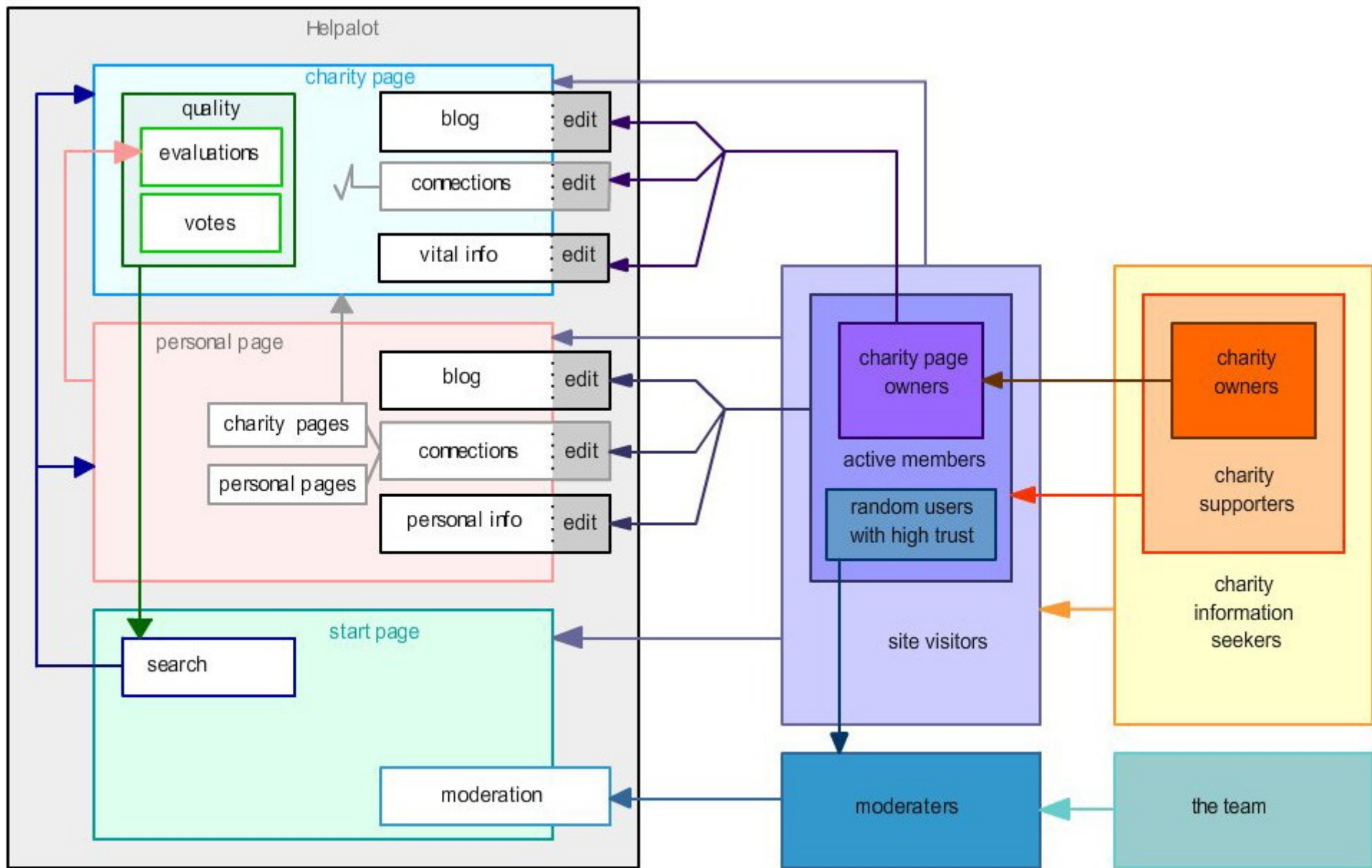


# The end



Any Questions?

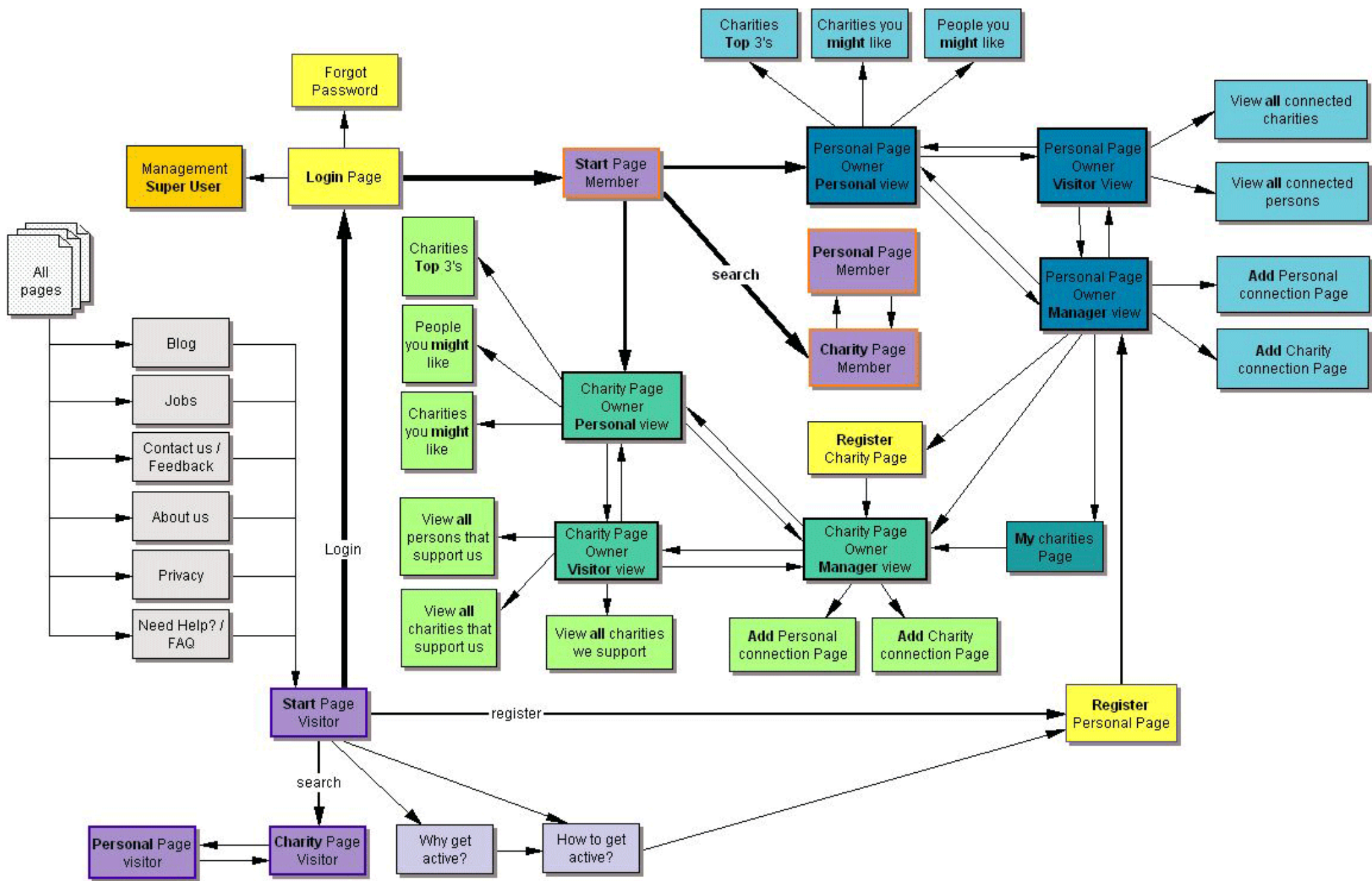
Next: Stuff we don't have time for..



How helpalot works

Function of the user on Helpalot site

Type of user



# Helpalot storyboard

## Charity page - Visitor - May 2006

### Color Function



H'lot Provided  
Graphic Button  
Static Link



H'lot Provided  
Static Content  
Text & Links



Search Related  
Dynamic & Static Content



Page Information  
by Page Owner



Page Information  
Dynamic, by Community








Helpalot Logo	Helpalot Name	Login / Join	
		Quick Search	
Need help?	<div style="background-color: red; padding: 5px; text-align: center;">Charity name &amp; Logo</div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="background-color: red; padding: 5px; text-align: center;">Vital info (adress, tags, etc)</div> <div style="background-color: red; padding: 5px; text-align: center;">Char owner picture name &amp; relation to char.</div> </div> <div style="background-color: yellow; padding: 5px; margin-top: 10px; text-align: center;">Dynamic (quality rating, nr. of connections, etc)</div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="background-color: red; padding: 5px; text-align: center;">Missions Statement</div> <div style="background-color: red; padding: 5px; text-align: center;">Location Map Home / Mission / Supporters</div> </div> <div style="background-color: red; padding: 5px; text-align: center; margin-top: 10px;">Charity News Items</div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="background-color: red; padding: 5px; text-align: center;">View comments</div> <div style="background-color: red; padding: 5px; text-align: center;">View more items</div> </div>	Charities we support	
Text explanation about how to interpret info			View all
Report bad behaviour			Charities supporting us
			View all
How to get a Personal Page?			People supporting us
			view all
How to get a Charity Page?			Evaluations on this charity
			view all
		FAQ / Need Help? - Privacy - About us - Contact us / Feedback - Jobs - Blog	

# Helpalot storyboard

## Charity page - Owner - Management - May 2006

Helpalot Logo	Helpalot Name			Logout My Page My Charities Inbox
	Personal view	Visitor view	Manage view	Quick Search
Need help?	Charity name & Logo			Charities we support
< Show last change > Undo last change?				Add
Manage Page - Change Logo - - Ch. Name - - Ch. Tags - - Ch. URL - - Ch. email - - Ch. Owner Relation - - Ch. Miss. Statement - - Ch. Location Home - - Ch. Location Mission - - Write News Item -	Vital info URL, Tags, etc		Owner Pict., Name, Relation to Char.	
	Missions Statement		Location map - Home & Mission - Supporters Set home / mission	Charities supporting us View all
Manage Conn's: - Add Charity - Remove Charity	Write item	Edit item	Delete item	
Pers. relevant Links - My Personal Page - - My Charities Page - - Logout -	Charity News Items			Charities supporting us View all
	View comments		View more items	
	FAQ - Blog - Jobs - Privacy - contact us - about us - sitemap - etc.			

### Color Function

	
H'lot Provided Graphic Button Static Link	H'lot Provided Static Content Text & Links
	
Submenu Static Link	Submenu Current Page Static
	
Search Related Dynamic & Static Content	
	
Page Information by Page Owner	
	
Page Information Dynamic, by Community	



[Login / Join](#)

[Home](#) > [Charities](#) > [Kisumu Kids](#)

search

### How to interpret a charity page

Lorem ipsum dolor amet, consectetur elit, sed do eiusmod incididunt ut labore dolore magna.



[Need Help?](#)

[How to get a Personal Page](#)

[How to get a Charity Page](#)

Charity Page

## Kisumu Kids

Mission statement:

Helping Handicapped orphans in housing, education, revalidation. As our main goal we have some lorem ipsum dolor amet, sed do.

Links 16 inward links  
 Quality Out of 10 evaluations  
 Size 2 to 10 workers



Christian

[www.kisumukids.nl](http://www.kisumukids.nl)  
[info@kisumukids.nl](mailto:info@kisumukids.nl)

Relevant words: [Kenia](#), [Kisumu](#), [kids](#), [Kisumukids](#), [orphans](#), [AIDS](#)

### Home address

Granpré Moliereweg 21  
 9731 LC Groningen  
 Netherlands  
 Tel: 06-30128711



### Mission address

Het Kisumukids  
 P.O. Box 3666  
 Kisumu, Kenya  
 Tel: 00254(0)572027247

View locations of

[Inward connections](#)

[Home & Mission](#)

Page owner



**Lijske Kerkhof**  
 I support this charity  
[View personal page](#)

Charities we support



Lorum  
 Ipsum  
 Charity



Ipsum  
 Lorum  
 Charity

[View all \(7\)](#)

Supporting Charities



Lorum  
 Ipsum  
 Charity



Ipsum  
 Lorum  
 Charity

[View all \(6\)](#)

Supporting People



Jimmy  
 Ipsum



Anne  
 Lorum

[View all \(10\)](#)

Highest rated evaluation:

**This is a great charity!**

May 12 '06

Lorem ipsum dolor amet, consectetur elit ..[read more](#)



Quality rating:

Julius Huijnk

Agree? Click to vote: [yes](#) [no](#)

[View more evaluations \(total of 14\)](#)

News Items:

**Latest Kisumu Kids News**

May 13 '06

Lorem ipsum dolor amet, consectetur dolore magna aliqua. Quis.. [read more](#)

2 comments [view comments](#) / [write comment](#)

[view more items](#)

