Donor UX, applied guidelines

Donors user experience and user journey guidelines for charity organizations

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Abstract

Those living in cities in the age group of 20-30 years contribute the least to charity. This, in combination with decreasing use of physical cash, calls for a revision of charity organizations’ approaches on raising funds. How should charitable organizations update their current procedures? This thesis explores user experience by observing and analyzing the entirety of the user journey, resulting in guidelines dedicated to those trying to make the world a better place.
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Chapter 1

Introduction

This paper provides guidelines that serve as a template and inspiration while developing or updating a charitable organization’s relations with both its existing and new donors. A concept was formed using these guidelines.

This thesis was written to summarize a broad spectrum and the paper is purposely short and condensed.

“Weniger, aber besser” (Less, but better) - Dieter Rams

Purpose

Since the dawn of time the world and its inhabitants have been exposed to catastrophes, diseases, and other sufferings. For as long as these hardships have been present there has existed an equal need for aid and help from people who are better off. The aid can be both time (volunteering) and money. A method used to collect money during the past decades has been to let representatives from charities stand in the streets with money boxes. As we move towards a cashless society a lot of the coin and banknote-based donations decrease [1].

To counter this loss of income charity organizations have to adapt and make use of the digital tools and platforms available [2, 3].

“The future of fundraising is to stop interrupting what people are interested in and to be what people are interested in.” - JWT Advertising Agency - 2005, found in Millers article [3]

1.1 Problem description

The number of non-profit organizations are increasing [4] and some rely on government funding. This is heading towards an unsustainable situation where more organizations need to share a limited budget [5]. The organizations need
1.2 Charity organizations

to collect more money from ordinary citizens [6] and also consider how they invest their income. There is an ethical dilemma facing charity organizations and the money they collect [7, 8]. The money spent on advertising may increase future donations, but the money could as well be spent instantaneously helping people where aid is needed. Swedish fundraising control (Svensk insamlingskontroll) requires that the operations may not be burdened with excessive costs. At least 75% of the total revenue must go to the charity purpose [9]. This makes the decision on marketing important because the organizations obviously want to maximize the return of their investment. One way to increase the return of investment is to use digital platforms, which can be used with great efficiency, regarding marketing impact versus money invested [6, 10]. Many non-profit organizations struggle to keep up with technology [11] because they want to spend as much time and money as possible on the intended cause. To limit the scope of this thesis in the field of digital technology, this thesis aims to summarize 'the best practices' for charitable organizations to streamline their income, using modern tools.

1.2 Charity organizations

During the literature study, information from articles about both charity and social enterprise was collected. These are two closely related words and are used in similar discussions, but with some differences (see Table 1.1).

Table 1.1: Charity organization vs. Social enterprise

<table>
<thead>
<tr>
<th>Charity organization</th>
<th>Social enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rely solely on donations</td>
<td>Aims to be self-supporting</td>
</tr>
<tr>
<td>Better for limited time actions (catastrophes)</td>
<td>Better for long-term problems (poverty, starvation)</td>
</tr>
</tbody>
</table>

The European Commissions definition of social enterprise is as follows

“it operates by providing goods and services for the market in an entrepreneurial and innovative fashion and uses its profits primarily to achieve social objectives.” [12]

Social enterprise can be both profitable and non-profitable, where as charity is generally non-profit. We are going to use the word charity organization throughout this paper but the guidelines are also valid for social enterprises.

1.3 Closely related work

In 2015, Crystal Holmes and Karin Jorlőv published their masters thesis named *Entrepreneurial Marketing: A Descriptive Study of Swedish Charitable Organi-
1.3. Closely related work

Their work describes how to use Entrepreneurial Marketing\(^1\) within charitable organizations. It contains interviews with seven different charity organizations and they address the power of using celebrities, current events, and making messages go viral.

\(^{1}\)Entrepreneurial marketing is less about a single marketing strategy and more about a marketing spirit that differentiates itself from traditional marketing practices.\(^{[13]}\)
Chapter 2

Theoretical Framework

The following sections present findings from the fields of charity and marketing, grouped in the clusters:

- Motivation to give to charitable causes (see section 2.1)
- How to affect the motivation (see section 2.2)
- How to catch attention (see section 2.3)
- Feedback and expectations (see section 2.4)
- Trustworthiness (see section 2.5)

Section 2.6 covers different technologies used to make smart-phones interact with physical objects or geographical locations. It also covers common services to transfer money digitally.

2.1 Why people give to charity

What affects and influences humans to care for each other? The succeeding finds summarize the current knowledge from the scientific community.

Altruism & Warm-glow  Altruism, or selflessness, is the general concept of giving something to another person without expecting anything in return. Humans are the only animal who practice this, there are some examples where other animals help each other, but only if the individuals are genetically related [14]. Altruism was previously seen as the only reason why people acted voluntarily. Later studies describes a phenomenon called Warm-glow [15, 16]. Warm-glow is the good feeling you get when doing something nice for someone else [17].
2.2. What affects people’s ability to give

Modern studies indicate that a combination of altruism and warm-glow is the reason why people contribute to charity [18].

**Public recognition** Some people contribute to charity to appear like a better person in public situations [19], but there may be some exceptions. In our first workshop (see method 4.1) some of the participants described the opposite behavior i.e not giving money to beggars because it attracts attention from surrounding people.

**Reciprocity motive** If someone in need has received help from a charity organization in the past, it is common that this person donates to charity to show their gratitude [19]. This is assumed not to be a common case in this thesis because the chosen target group is young, not poor, and usually have some sort of social safety net.

**Value creation** It is important to generate some sort of value for the donor just as in any activity or purchase. The most important customer value in charity is knowing that the money actually makes a difference at the receiver’s end [20]. This motivation was also found in the results from the survey (see section 4.3)

**Returning customer** If a person supports a charity organization once, then the chances are high that the person will contribute again [21].

2.2 What affects people’s ability to give

How do people reason in the moment of a possible donation? Are people affected by each other, and is convenience important?

**Community** This is similar to the ‘public recognition’ motive described earlier, but seen from another perspective: If all of your friends and family are doing something then you are likely to behave similarly. Both peer-pressure and bringing people together can be used as effective tools when influencing people’s decisions. Examples of common digital platforms used are Facebook, Twitter and Instagram.

**Social loafing** Studies have shown that humans do not engage in helping single victims when surrounding people do not intervene, compared to when facing the situation alone [22]; This is also known as the 'bystander effect'.
2.3. Catch attention

This may affect why people in cities are less likely to contribute, as they are surrounded by others rushing through their daily business.

**Environmental factors**  The quicker the conversion and smaller the thresholds the better [23]. To make donations as easy as possible two very important factors are time and convenience. The shorter time and less effort needed to make a donation clearly increases the probability of a transaction. This is likely why physical cash has been a popular way of giving to charity, as it requires very little time and all you need to do is open your wallet.

**Supply and demand**  People give the resource that they possess and think will make a difference [23]. For example, people who work long hours making a career donate money; students on the other hand may be on a tight budget but can contribute with work-hours as volunteers. People between 20 and 30 of age, living in cities contribute the least to charity in comparison to what they have/earn [23].

**Kind message**  If the message to donors is showing starving children and similar unpleasant situations, the donors are less likely to contribute and show compassion [24]. Charity organizations should aim at promoting feelgood messages showing that there is hope for those in need.

### 2.3  Catch attention

It is important to 'break through the noise'. A special trait with the digital natives\(^1\) is that it is more difficult to catch their attention:

>> "One of the impacts of the ongoing evolution of our networked society is that we are currently living through a dramatic shift in the way that people react to mass marketing and mass fundraising communications. Increasingly, consumers from Boomer age downwards will now either ignore or actively defend themselves from the 'interruptive' approaches on which so many of our mass fundraising strategies are reliant. Whether by opting-out of cold mailings and telemarketing or simply having the confidence to say a polite but firm 'no' to our street fundraisers." - Miller [3]

**Personalizing**  To trigger possible donors emotionally, it is preferable to show single individuals instead of the main problem [23]. People can more easily relate

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\(^1\)Digital natives is a term used to describe the generation that has grown up surrounded by Internet and computers.
to this and do not get overwhelmed by the extent of the issue, suppressing the possible feeling of hopelessness.

2.4 Feedback to donors

Donors generally want to know where their donated money goes [7, 20]; Why feedback is important and different ways to give feedback is presented below.

Economic benefits

“It can cost up to 10 times as much to recruit a new donor as it does to retain an existing one, therefore, the sector must work harder to hang on to existing supporters.” - Holloway [2]

Underlying tone Messages designed to make the receiver feel good are statistically more likely to trigger a response compared to receivers who got a message with a negative undertone [25][24].

2.4.1 Common techniques used today

Regular communication with the donors is important, and not only in the form of contacting to ask for money [17]. The line between nagging and being frequent is a fine one. A company named Pell & Bales used a telephone call during the three first months, just a call saying thanks and not trying to increase donations. This reduced attrition (when donors stop donating) by over 30 % [2]. This behavior is probably not unique for phone calls and shows the importance of feedback. Here follows a brief summary of the techniques used today.

Email Emails can contain rich content such as text, images, and links to videos and web-pages. Emails are cheaper than ordinary mail and makes it easy to reach people quickly. A problem is that emails may get caught in spam-filters or be ignored by the receiver.

Magazines Printed magazines are a popular way for charity organizations to communicate with their donors. Similar to emails, magazines struggle to stand out and not be ignored.

Post-cards & letters Post-cards are usually aimed at obtaining new donors, but can also contain feedback from current events within the organization. These mailed prints face the same problems as emails and magazines.


2.5 Trustworthiness

FRII, short for Frivilligorganisationernas Insamlingsråd (Swedish Fundraising Council), is an organization for charity organizations. Their mission is to improve reputation, trust and credibility for all its member organizations [26]. All members must use a 90-konto when collecting donations. The 90-konto is a special account that can be applied for by charities who ensure that at least 75% of the money collected goes to the intended cause [9]. Many of the large charity organizations operating in Sweden are members [27] of FRII.

2.6 Technology

The technology section is divided in two parts; payment/billing and communication. It covers the technology available on the market today, the advantages and disadvantages, how it can be used to fit charity organizations and this thesis’ concept idea.

2.6.1 Payment/authentication

Common alternatives for how to charge users digitally, without using physical cash such as coins and banknotes are described below.

**Credit card**  Credit cards, such as Visa and Mastercard, are common which is their main advantage. They depend on a card terminal which require batteries or a power cord and thereby on-site service. The card readers also require some time for authentication, which inhibits spontaneous on-the-fly donations. There are credit cards with Near Field Communication (NFC) support (see 2.6.2) which contains a passive NFC-chip that can be read by NFC-enabled card terminals.

**SMS / WhyWallet**  SMS-donations used to be more popular in Sweden, but after a legal change in 2011 that prohibits anonymous transactions [28] popularity decreased significantly [29]. This is believed to be due to the required service WyWallet’s mediocre success among its users [30]. Every transaction a user made via SMS through WyWallet accumulated, and once a month the user received an invoice of all transactions for that month.

<http://www.insamlingskontroll.se/en>
In-app purchase A common and convenient method of charging the user of an application is to use the built-in payment methods of Google Android and Apple iOS, depending on the platform. The advantages include:

- Application developers do not have to ‘reinvent the wheel’ concerning security and different banks or credit cards
- It offers the user recognition from previous purchases and a streamlined experience

The disadvantage is that both Google and Apple take a 30% cut of the paid amount [31, 32], which is counterproductive for a charity organization raising funds.

PayPal PayPal is a widespread online payment service provider. One of PayPals major selling point is security. Since you do not give your credit card information or other sensitive data to the vendor, the risk of unauthorized usage is minimized. PayPal can be seen as the trustworthy middleman of a transaction; the user transfers money to PayPal and then PayPal transfers money to the vendor. Registered charity organizations can get a custom offer from PayPal, including no monthly or start-up fee [33].

Mobile electronic identification (Mobilt bankID) To show your identification digitally, some sort of authentication is required. Mobilt bankID is not a service to transfer money, but a smartphone application that allows you to authorize payments or agreements. The service is always connected to a bank which handles the possible transaction.

Swish Swish is a collaboration between six of Sweden’s largest banks allowing you to transfer money to an account associated with a telephone number. The verification is done with Mobilt bankID. Swish is a standalone application, but can also be used as a payment method inside other applications. Swish also offers a special deal [34] for charities, including free transfers for fundraising organizations with a 90-konto (see section 2.5). In June 2015, Swish had 3 million Swedish users with a daily increase of 5600 users per day [35].

SEQR SEQR uses QR-codes (see 2.6.2) to link a purchase to the receiver. The user scans the QR-code and signs the transaction with a pin-code. Credit card details are stored in the service. This is similar to this thesis’ concept idea, but mainly using QR-codes instead of NFC and it is a payment service, not a platform for charities. SEQR have a special deal for charities called Alla

3https://support.bankid.com/sv/fragor-svar/allmana-fragor/vad-ar-ett-bankid
4https://www.getswish.se/om-swish/
5https://www.seqr.com/se/om/
2.6. Technology

insamlingar; if the organization uses a 90-konto [9], SEQR provide their services free of charge [36].

2.6.2 Communication between phone and hot-spot

**QR-code**  The QR-code is based on the same principle as the traditional barcode, but uses two dimensions instead of one. It is a passive information container commonly used online and in prints. Image analyzing software is used to read the information from a photograph of the QR-code.

**Near Field Communication (NFC)**  NFC is a radio-frequency identification (RFID) communication protocol present in many modern smartphones today, and the portion of NFC-enabled devices is growing [37]. There are two types of NFC communication; active and passive. The passive NFC-chip does not need a battery. A small amount of data (up to 1MB [38]) can be stored in the tag. The cheapest tags cost about 0.5 SEK per unit if ordered in bulk from Asia. An active NFC-chip requires power and is commonly used in smartphones and card terminals. Unlike passive NFC, active NFC can transfer dynamic messages and communicate just like other communication protocols such as Bluetooth, LTE (also known as 4G) or Wi-fi. The major difference is transmission distance; usually about 10cm for active NFC, depending on conditions.

**iBeacon & Eddystone**  Apple promote their iBeacon\(^6\) and Google promote their Eddystone\(^7\). They are both BLE (Bluetooth Low Energy\(^8\)) enabled small units that can inform smart-devices about their presence. The transmission range of a iBeacon is up to 100 meters [39]. The beacons require a battery or alternative power supply.

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\(^6\)https://developer.apple.com/ibeacon
\(^7\)https://developers.google.com/beacons/
\(^8\)https://www.bluetooth.com/what-is-bluetooth-technology/bluetooth-technology-basics/low-energy
Chapter 3

Method

This chapter covers the work-flow; different steps of this masters project and details about where it was executed, and also how the concept-idea generation was performed. See figure 3.1 for a timeline overview.

![Timeline showing the workflow of the different steps of the method](image)

Figure 3.1: Timeline showing the workflow of the different steps of the method

### 3.1 About BBH Stockholm

This thesis has been conducted at BBH (Bartle Bogle Hegarty) Stockholm with support and help from the user experience team. BBH Stockholm is a consulting firm located in Stockholm. They specialize in digital products and services such as mobile applications and web pages. Customers include Volvo, Red Bull and Discovery Channel among others. The company was formed in 2009 and they provide all steps from strategy and innovation, to development and production. Since 2012, BBH Stockholm is owned by and a part of BBH. A name change

3.2 Target group

To narrow the research and provide a higher level of detail, we have chosen to target people between 20 and 30 years of age, middle- or upper middle-class, living in cities and who are experienced with modern technology such as smartphones and social networks. This target group was chosen because they contribute the least amount of money to charity in comparison to what they earn when compared with other groups [23].

3.3 Literature analysis

To gain a greater level of understanding in the field of charity and previous work, multiple scientific articles and masters theses were analyzed. When the issues with donating to charity were pinpointed, articles about marketing were examined. The literature was sourced by searching Google Scholar, The Umeå University library database, and through secondary references from other papers. Since digital payments and the technology associated with this thesis are constantly evolving and the scientific community usually do not publish papers about specific products or services, information was collected online on the corresponding web-pages.

3.4 Workshops

To refine and define this project several workshops were held. The following sections describe the purpose and findings from each workshop. The workshops are presented in chronological order. A hackathon (see 3.5 for details) was held after the ‘idea-generating’ and before the ‘think outside the box’ - workshop.

3.4.1 Idea generating - workshop

During the start of this thesis an idea generating workshop was performed with employees at BBH Stockholm. The objective was to specify what aspects of charity the thesis would include. The workshop lasted for one hour and we discussed; how to capture attention of potential donors; how to convert the potential donors into actual donors; how the donors transfer money to the organization; and finally, what expectations the donors might have after contributing to the cause. The workshop could be compared with a brainstorming session in which everybody was supposed to let their mind run free and spread ideas
without holding anything back. No negative feedback on each others ideas was allowed.

3.4.2 Think outside the box - workshop

To gather some creative insights and get outside our own mindset, we summoned a person familiar with the study and the field of interest for a meeting. We discussed the project 'The social swipe' [40] which was a campaign where people swiped their credit cards between two displays. First the displays showed a loaf of bread and when the user swiped the credit-card, a slice of bread was cut from the loaf as if the credit card was a knife and a donation was made. We discussed how to use different physical gestures like shaking hands and waving, and how to use such symbolic gestures together with NFC-technology (see section 2.6.2). The person summoned for this workshop suggested the fist-bump\(^2\) as physical gesture.

3.4.3 “Roast the concept”- workshop

Following the previous workshop we made a concept-draft of the fist-bump idea and performed a new workshop with employees at BBH Stockholm to discuss the idea, future possibilities and potential pitfalls. We discussed two different potential user scenarios:

- Donor to charity representative fist-bumps
- Donor to poster/sticker fist-bump

The first scenario was meant to work as a digital money box for representatives from charities, bumping with passing donors. Scenario number two was similar but replacing the charity representative with a NFC-chip applied to a poster or sticker. This workshop also involved a discussion about the name for the concept.

3.5 Hackathon

BBH Stockholm arranged the first hackathon\(^3\) of a planned series called Black Sheep Labs. The topic of this first hackathon was charity. The hackathon was carried out after the idea generating workshop (see section 3.4.1).

\(^2\)Fist-bump example: http://content.time.com/time/nation/article/0,8599,1812102,00.html

\(^3\)A hackathon is an event where programmers and other creatives get together to prototype and develop software and/or hardware.
3.5. Hackathon

3.5.1 Set up

40 employees at BBH Stockholm got divided into seven teams with mixed backgrounds and skills. We all gathered in Lavalhallen in Nacka. To start off we had an introduction and then presentations from different charity organizations. After the introduction we had 24 hours to spend how we preferred until pitching our ideas (see 4.2). Two awards were available; 'the people’s choice', where everyone at the presentations got to vote; and the other prize was chosen by a jury consisting of BBH co-founder Sir John Hegarty, BBH worldwide chief creative officer Pelle Sjönell, and representatives from the three charity organizations.

3.5.2 Speakers & participating charity organizations

Three organizations were targeted during the hackathon. A short description of what they do and what their brief was follows. The descriptions of Non-Violence Project Foundation, Swedish Society for Nature Conservation (Naturskyddsföreningen) and Save the Children (Rädda Barnen) were collected from each organization’s website.

3.5.2.1 Non-Violence Project

Represented by Rolf Skjöldebrand - Founder.

The Non-Violence Project Foundation (NVP) is a non-profit foundation with the mission to inspire, engage and motivate young people to understand how to solve conflicts without resorting to violence. The objective is to reach out to as many schools and sport clubs around the world as possible.

Brief: How do we position NVP as the world leading digital supplier of violence prevention education?

3.5.2.2 Swedish Society for Nature Conservation

Represented by Manja Hellbom - Digital strategist.

The Swedish Society for Nature Conservation is a charitable environmental organization with the power to bring about change. They spread knowledge, chart environmental threats, propose solutions and influence politicians and authorities, both nationally and internationally. Under democratic forms, they work regionally in 24 county branches and locally in 270 community branches.

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4 http://www.nonviolence.com/about/the-foundation/
5 http://www.naturskyddsföreningen.se/in-english/about-us
3.6 Field study

Brief: How can we make nature "sexy" and make people feel love for our nature?

3.5.2.3 Save the Children

Represented by Sara Granath - National effort coordinator 'Barn på flykt'(Child refugees).

Save the Children is an international non-governmental organization that promotes children’s rights, provides relief and helps support children in developing countries through better education, health care, and economic opportunities, as well as providing emergency aid in natural disasters, war, and other conflicts.

Brief: How can we better connect what save the children do and the children we meet with our volunteers and donors?

3.5.2.4 Inspirational Keynote - Future trends in customer behavior and NPOs

By Jens Lanvin - Futurist and professional speaker. Jens talked about cycles in human behavior over generations. He also described a relevant phenomenon called chaos apathy. Chaos apathy means that when people get too much input and alternatives they block most of it out mentally and do not act at all. This emphasizes the importance of standing out of the crowd (see section 2.3).

3.6 Field study

In order to analyze a true user experience and user-journey the authors of this thesis decided to join the first charity organization that offered a membership while walking the street. This was expected to take place at a random location at any time, exactly like a real scenario. We used ourselves as subjects since we are a part of the specified target group. This methodology is called Action research.

“In this process the researcher enters a real-world situation and aims both to improve it and to acquire knowledge” - Checkland, Peter and Holwell, Sue [41] about Action research.

The field study was mainly carried out in the inner parts of Stockholm, Sweden. See section 4.4 for results and section ?? for discussion.

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6 https://www.raddabarnen.se/om-oss/
7 https://www.linkedin.com/in/jens-lanvin-00789420
3.7 Survey

After the workshops when the concept idea was set we collected data about the targeted group by conducting a questionnaire survey (see Appendix B). The main goals with the survey was to find out:

- If they donate today
- If not, why they do not donate
- How they donate
- What amount they donate

Google forms was used to reach participants, in six days a total of 119 persons answered the survey, generating 97 participants in the specified target group (within the age range 20-30). The survey questions were in Swedish because the study was conducted in Sweden.
Chapter 4

Results

All data and findings collected in the workshops, hackathon, survey and field study is presented in this chapter. For more details about the qualitative results from the survey, please see appendix C & D.

4.1 Workshop results

Idea generating - workshop  Several ideas came up but none of them were appropriate as thesis subjects. However, the sum of many ideas provided great inspiration for the research-phase of this thesis. Interesting finds from the workshop were:

- Spontaneity is an important factor if a donation is made or not
- Make the donation more rewarding for the donor
- Differentiate from techniques/services used today
- Remove the bad atmosphere associated with some organizations
- Some people do not want to show that they are giving money in public

Think outside the box - workshop  The aim of this workshop was to find a physical gesture that could be used together with NFC, and at the same time be associated with positivity and feelgood. The person summoned for this workshop suggested the fist-bump as physical gesture. The fist-bump works well with NFC interaction as it allows a smooth physical to digital transaction.
4.2 Hackathon results

“Roast the concept” - workshop  The response from the participants was
good, after the workshop we decided that the fist-bump idea is the one to develop
further. The workshop also resulted in three name suggestions:

- AidPal
- Fist-aid-kit
- BumpAid

4.2 Hackathon results

We developed two ideas that we benchmarked against each other. None of them
are continued in this thesis, but since the ideas inspired our work and got us to
broaden the scope we share a short summary.

Ask a Swede  Our teams first idea was a communication service where refugees
used a smartphone application to be forwarded to Swedish volunteers. The com-
munication between refugee and volunteer is text-based. The main strength in
that idea was the self-generating FAQ (Frequently Asked Questions) database
which then could be self-sufficient in answering questions even without volun-
teers.

Mundi  The idea that we continued developing for the hackathon was Mundi
a concept for Swedish Society for Nature Conservation. The concept was not
aimed directly to the organization, but towards its members. Mundi is a urine
sample stick that the user scans with a smartphone application and then re-
ceives information about toxins in their body, dietary advice, and how to change
unhealthy habits. The idea was awarded shared second place in the people’s
choice.
4.3 Survey results

The survey supplied the following information about those not donating and those donating to charity.

**People who do not donate** Among the participants not donating to charity a majority answered that they do not trust charity organizations (See Appendix C for complete answers).

The following question for those not donating was *What would make you donate?* (*Om något, vad skulle kunna få dig att skänka?*). The answers indicate the importance of showing where the donations end up (see Appendix D for complete answers).

**People who donate** The question *Approximately what amount do you donate at every opportunity?* (*Ungefär vilken summa skänker du vid varje tillfälle*) was answered by 73 participants, resulting in a median value of 15 SEK per donation. Figure 4.1 shows a concentrated distribution around the range 0-30 SEK.

The following question we asked was *How do you donate?* (*Hur skänker du?*). The answers were consistent with earlier studies, showing that people donate mostly with coins and banknotes (See figure 4.2).

![Figure 4.1: Average donation amount per donor, one box represent one donor.](image)
4.4 Field study results

The first organization to catch our attention was Röda Korset whose representative approached us showing a small package asking if we knew what it was. It was a nutrition package containing peanut and almond butter, and she told us that children in developing countries receive these to compensate for lack of nutrition. Afterwards, she asked for interest in signing up for a monthly subscription. The user journey continued with the completion of a form to collect personal details and monthly amount to donate. Finally, we received a small flyer (See figure 4.3) with a welcome message, contact details; and a pin with Röda Korset’s logotype.

Since we have not received any feedback yet we sent an email asking what channels Röda Korset use to give donor feedback. (see Appendix A)
4.4. Field study results

Figure 4.3: Front, back and inside of the small flyer given to donors signing up to become a monthly donor. Size folded: 10 x 6 cm
Chapter 5

Analysis

This chapter contains an analysis of the field study concerning the user experience advantages and disadvantages. It also contains an analysis of the survey results.

5.1 Field study analysis

Advantages

• Interesting start of the conversation to catch our attention
• Brief information
• Received a pin to wear so others notice us as donor

Disadvantages

• Time consuming to complete the paper form
• Tell a private bank account number to a stranger felt uncomfortable
• We had to stop in the middle the street; it was tempting to decline just because we were on the move heading somewhere
• The small flyer did not encourage reading as a sense of being done arose and no desire for helping more or exploring the organization
5.2 Survey analysis

Among the participants who do not donate to charity three statements were recurrent.

- A perception that money is misused within the organization
- An uncertainty if the donation makes any difference in the long run
- About half of the respondents state that they usually do not carry coins or banknotes which hinder them from donating
Chapter 6

Guidelines

The key findings from the literature study, workshops, survey and field analysis was combined and presented as guidelines below. These guidelines had two purposes, first to help charity organizations in their digital adaption; and secondly support the development of the concept presented in chapter 7.

6.1 Catch attention

An important aspect of catching the donors attention is to stand out from the great mass of other commercials (see 4.1). The use of posters and stickers to capture attention have been around for a very long time and one way to stand out is to make the objects interactive. Interactive adverts trigger humans' sense of exploration instead of just showing them information, this is in line with Miller [3] who points out that fundraising should use techniques to get people involved, not interrupting other interests. When designing visual content, do not show pictures of miserable situations. Instead focus on pleasant imagery and try to show that there is hope and a bright future [23, 24]. Try to use alternative messages. For example one of the non-smoking generations message is not about you quitting smoking, but rather it is about stopping child-labor in the production of cigarettes; a different message but with the same effect. Strive to be as personal as possible[23].
6.2 Reasoning & conversion

6.2.1 Charging the donor

Replacing the usage of physical cash is not easy, but it is a necessity. After researching different methods of digital payment, the most important features are ease of use and accessibility. The combination of lowering thresholds and using platforms already utilized by potential donors should be strived for. Recommended payment solutions include Swish, PayPal, SEQR, or using credit cards online payment in combination with Mobilt bankId. These all share the property of already being regularly used by the targeted group. Swish, PayPal and SEQR have special price plans for registered charities. Choose a service with low cost per transaction since the amount per donation within the targeted group is small.

Safety When a donor shows interest in donating to a cause, there should be as few and as low thresholds as possible. The slightest hesitation might break the flow and cancel the donation transaction. This makes the security an important aspect; consider using services already familiar with the targeted group.

6.3 Incorporate feedback

To get donors to contribute more it is essential to inform how their donation made a change. Do not just ask for money but inform about the progress within a specific project or organization. Too frequent messaging will decrease interest.
Chapter 7

Concept Proposal

A brief explanation of the developed concept follows. Charities place NFC-chips (see 2.6.2) in stickers or posters and put them where they want to be seen (This is to catch attention and encourage to people download the application). The NFC-stickers/posters can be tapped with a smart-phone by potential donors and the application will direct them to digital content that the charity decides (possibly resulting in a donation). We call the NFC-posters or stickers donation ‘hot-spots’. A name proposal for the concept and application is BumpAid; bump as in fist-bump since you move similarly to a fist-bump when interacting with a sticker or poster to give aid. The concept is aiming to improve donations in these three scenarios:

On the fly donations  For example, if a representative from a charity tries to convince someone on the street, the potential donor can tap the tag and move on, make a donation, or read about the cause at their own pace.

Pass the time donations  Geographical donation hot-spots are placed where people pass time, for example waiting for or riding the bus; a good situation to make use of people’s restlessness.

Exploration  If users want to donate to charity but are not sure how and where, then users are able to search and find organizations, different projects, and donate money without tapping NFC-tags.
7.1 User journey

In the first workshop (see 3.4.1) we identified four touch-points where users interact with a charity organization. These were used to prepare for the best possible user journey. Solutions for the touch-points are presented below. A condensed summary can be seen in figure 7.1

![User Journey Diagram](image)

Figure 7.1: The four user journey touch-points; and how to handle the transition between them.

1. Interactive posters and stickers.
2. Dynamic content in application.
3. Use of established payment service.
4. Information about how donated money is used.

**Catch attention** Since people in cities are bombarded with commercial messages every day, this concept tries to stand out by involving interactive posters. Passive NFC-chips are placed in posters or stickers; the concept application logo must be seen on the poster or sticker to inform the user how to interact. We chose NFC technology over iBeacons because it is cheaper and to avoid maintenance. QR-codes is even cheaper to use but are easily sabotaged. Also they are quite common already and do not stand out as much as NFC.

**Conversion** When a user has downloaded the application and either tapped a hot-spot or searched for a specific project, the organization is responsible to display content to encourage the user to donate. Content can be images, videos and text. The content should have a feelgood message for an increased chance of donation. A donation button is always visible, hovering over the content.

**Donation** Once the user has found a project of their liking, he or she can select between different sliders, representing different objects to give. For example, one slider for loaves of bread and another slider for 'years of education'. This to give the donor a feeling of engagement and visualize what the money will be used for. It is up to the organization to decide what options the donor has, the data (what people like and dislike to give) from these sliders can be used later for marketing purposes.
7.2. Application

Payment  After evaluating the different payment services we decided to use Swish (see 2.6.1). Together with a 90-konto, Swish provide the best balance between low costs and large number of users in Sweden. Among the age group 16 to 29 in Sweden, 70% use Swish [1].

Another important factor when selecting payment service was ease of use and few interactions for the user. Swish m-commerce [42] provide an API (Application programming interface) which allows a prefilled swish transaction so the user does not need to start Swish as a stand-alone application but just sign the transaction in a modal view\(^1\).

Feedback  To inform user how their money has been spent within a specific project, BumpAid uses push notifications when something has been updated on the project page. The organizations are responsible for providing feedback. Both previous studies and the survey have shown the importance of informing the donor how their donation is used.

7.2  Application

This section describes the concept’s application, how the smart-phone communicates with the physical world, and how the user interface is structured.

7.2.1  Hot-spot communication

To prevent unauthorized use, passive and non re-writable NFC-chips are used in the hot-spots. The smart-phone connect to the NFC-chip and read its unique number. This number is controlled on the server side to confirm that the hot-spot is active and what the project it is connected to. Matching content is sent to the application and presented to the user. (see figure 7.2)

\(^1\)Modal explanation:  https://developer.apple.com/library/ios/documentation/UserExperience/Conceptual/MobileHIG/Modal.html
7.2. Application

1. The smartphone reads the NFC-tag and collects its unique number.
2. Checks the server if tag is registered.
   a. If not, show message in app, abort.
   b. If registered, go to project page.

Figure 7.2: System overview
7.2. Application flow

Non-trivial screens of the application are described in this subsection. The flow-chart in figure 7.3 show the structure of the application.

Main page (see figure 7.4) This is the landing-page of the application, showing a feed of popular charity projects. Each project is represented by a picture and the logo of the responsible organization. The pictures link to the corresponding project page and the logo links to the organizations page. Content is loaded as the user scrolls the page. Two fixed buttons hover above the content; Bump and Search. If a user press Bump, the phone starts searching for a NFC-tag. The Search enables searching for projects and organizations. The main page also links to the user’s profile.

Project page (see figure 7.4) The project page can contain a mixture of pictures, video and text chosen by the responsible organization and associated with the project. A fixed donation button hovers above the content as the user scrolls the page.

Donation modal (see figure 7.5) In this modal the user can select what to donate and how much. The total amount is displayed at the top. When the user decides to continue, the pre-filled Swish modal enables the user to sign the transaction (see figure 7.7).

Donation verification modal (see figure 7.7) After a successful donation, the verification modal shows a ’thank you’ message and if the user is not logged in, an encouragement to do so is displayed. Once logged in, the user will receive updates and feedback from the project.

Organizations page (see figure 7.6) Similar to the project page, but contains information about the organization and its projects.
7.2. Application

Figure 7.4: (a) The **Main screen** present the current most popular charity projects represented by an image and the responsible organization logotype. The button Bump trigger the smart-phone to search for nearby NFC-tags. Search enable users for find projects and organizations without using NFC hot-spots. (b) **Project screen** contain information, images and video associated with the project, the donate button, linking to the donation page is fixed and hover above the content.
7.2. Application

Figure 7.5: (a) **Donation screen** enables the user to select a mixture of charity supports or just enter a custom amount.
(b) **Custom amount modal**, a simple modal where the user enter the desired amount.

**Profile page** (see figure 7.8) There are two different states for the profile page; one for logged in users, and one for not logged in users. The logged in profile page shows the total amount donated and all projects the user donated to. The not logged in profile page encourages the user to sign in using a service already frequented by the user.

**Wireframes** The wireframes were made in Sketch\(^2\) using some of iOS standard components. BumpAid might as well be developed for Android or Windows Phone. To test the user-interactions and structure, a clickable prototype was constructed using inVision\(^3\).

\(^2\)http://www.sketchapp.com/
\(^3\)https://www.invisionapp.com/
7.2. Application

Figure 7.6: (a) **Sign in screen** displaying the alternative services used to sign in
(b) The **Organization screen** contain information about the organization and its projects.

**Discussion about user account**  Saving what project a donor contributed to is essential for the feedback. This information can be stored locally in the application, but it will be lost if the application is uninstalled. A better solution
7.3 Profitability

There are two ways of implementing this concept. The first one is recommended by the authors.

1. A third party develop the concept. Revenue is made by charging the joining organizations, selling hot-spot posters/stickers and charging
7.4. Concept limitations

One major limitation today is that Apple does not allow application developers to use the NFC interface found in newer iPhones. Hopefully this can be compared with the fingerprint-scanner that was restricted to Apple’s own applications at first but now is available for other applications.

2. **One organization develop and maintain the application for themselves.** This requires a large organization to keep the content updated and interesting for users. The organization profits by receiving more donations.

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**Figure 7.8**

(a) **Profile screen, user not logged in** Encouraging the user to sign in.

(b) **Profile screen, user logged in** Showing total amount of donations and projects donated to.

for updating the hot-spot links (new projects but same hot-spot).
7.5. Future features

Since this concept is a minimum viable product\(^4\), extra-functionality has been set aside. Here follows some interesting future features.

**Reach/stretch goals** On other fundraising platforms, it is common to use goals with a specific purpose when collecting money. When these goals are reached organizations can set stretch goals, collecting even more donations.

**Ability to start private projects** A feature for private individuals who collect money among friends and for example volunteer abroad.

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\(^4\)A minimum viable product is a product or concept with just enough features to test its fit against the market or user needs. This is a approach to avoid expensive development with more features if the products fails due to inaccurate assumptions.
7.5. Future features

**Social media**  If the user signs in to BumpAid via Facebook, Twitter or Google, it is easy to implement buttons that post content, spreading the word among the donor’s contacts.

**Follow the cash**  One idea that emerged in the idea-generating workshop was that donors should be able to track every penny, where it ends up and who benefit from it. Further research should be conducted to motivate such system.

**Usage outside charity**  The idea of hot-spots and transferring money can be implemented elsewhere, one scenario that emerged during the "roast the concept"-workshop was unmanned cafeterias or a bar at a wedding. These are scenarios where you want to pay for food or drinks but might not have any coins or banknotes.
Chapter 8

Conclusions

It is clear that charity organizations could increase their income and at the same time create value for their donors. The goal with this thesis was to research this combination, state guidelines (see chapter 6) and provide an exemplifying concept (see chapter 7).

8.1 Limitations

The objectives of this study were reached but some possible limitations and improvements are discussed below.

Since a user journey touches many areas of possible delving, the wide spread of research including charitable organizations, donor-psychology and marketing have affected the depth of detail in each area. With deeper research in each field, stronger conclusions and more numerous finds might emerge. On the other hand, one of the intended readers, charity organizations, might be more interested in a wide summary.

To use the author as subject in the field-study might cause conflict of interest; but since the field-study was planned to happen at random it would be almost impossible to observe a independent subject all waking hours. One alternative could be to educate and hire external people.

Using software already familiar to the author would save time, time to be spent on further research.

During the some periods of this study, we helped BBH Stockholm in developing a new marketing campaign for a major Swedish charity organization and also a smart-phone application used in banking. Both relevant to this study; while being inspiring it also consumed time.
8.2 Credibility

The survey supplied enough answers to notice patterns and the results matched similar previous studies conducted abroad. The literature study and theoretical framework contains information from and references to web-pages. Web-pages could be seen as unreliable since they change over time, but for some parts of this thesis, especially about specific products, no scientific work could be found.

8.3 Author’s motivation

As a part of the selected target-group, donating way less than we are able to, we wanted to make something about it and at the same time learn more about user experience and user journeys. This thesis provided time to develop guidelines that few charity organizations are able to pay for, since they have restrictions where to spend their money. We saw this as an excellent opportunity to give something to these organization to show our gratitude toward their hard work. If we would do it all from the beginning we would spend more time implementing and less time reading scientific papers and searching for the perfect project.
Chapter 9

Future Work

Discussing charity among peers, very few knew about the 90-konto and the survey showed that people who donate do not trust charity organizations. The 90-konto is all about showing credibility and trustworthiness, but somehow the message does not get through. It would be beneficial for all charities using a 90-konto if research were made to strengthen their brand and inform the general public about their work.

Giving donors custom feedback is shown to be desired; but it is also time-consuming, automation of this workload would save the organizations a lot of time and possibly increase the feedback accuracy.
Chapter 10

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Bibliography


Appendix A

Email from Swedish Red Cross

The answer from Åsa Thunqvist (Project leader, Communication and Fundraising).

**The question** Vilken feedback ni som organisation lämnar till givaren. Jag är väldigt nyfiken på hur ni tackar era givare och om ni lämnar någon form av statusuppdatering om vart pengarna gällt?

English translation:
What feedback you as an organization provides to the donor. I’m very curious to know how you thank your donors and if you leave some kind of status update on where the money end up?

**The answer**

Att tacka våra värdefulla givare är något av det viktigast vi gör. Vi formulerar ”tacket” olika beroende på typ av gåva, belopp och även beroende på vilken kanal som gåvan givits i. När det gäller återkoppling till givare sker det främst digitalt, via Nyhetsbrev. Innehåll och frekvens i utskicken baseras på om man ger engångsgävor vid olika tillfällen eller om man är en regelbunden givare, månadsgivare.

English translation:
To thank our precious donors is one of the most important things we do. We formulate ”thanks” differently depending on the type of gift, amount, and also depending on which channel the gift was given in. In terms of feedback to the donors it is mainly managed digitally, via Newsletters. Content and frequency
of mailings is based on if you give one-time gifts on different occasions or, if you are a regular donors, monthly donor.
Appendix B

Questionnaire survey

The original Swedish survey followed by an English translation.
Välgörenhet

En undersökning till Lars Englunds examensarbete.
Alla uppgifter behandlas anonymt.

*Obligatorisk

1. Hur gammal är du? *
   Antal år fyllda.

2. Kön? *
   Markera endast en oval.
   - Kvinna
   - Man
   - Övrigt / Vill inte uppge / Annat

3. Hur bor du? *
   Välj det alternativ som stämmer bäst
   Markera endast en oval.
   - Landsbygd
   - Mindre stad
   - Storstad (fler än 100 000 invånare)

4. Har du nån gång skänkt pengar till välgörenhet på gatan? *
   Gäller välgörenhetsorganisationer som skakar bössor och ber om pengar på gator och torg. Gäller även bössor som står t.ex i kassan på vissa affärer och restauranger.
   Markera endast en oval.
   - Ja  Fortsätt till frågan 8.
   - Nej  Fortsätt till frågan 5.
   - Vet inte/kommer inte ihåg  Fortsätt till frågan 16.

Du som inte skänker

5. Varför skänker du inte? *
Svara så utförligt som möjligt

6. Om något, vad skulle kunna få dig att skänka?

7. Skänker du till välgörenhet på något annat sätt? *
Markera alla som gäller.

- Månadsgivare
- Skänker tid (Volontärarbete)
- Skänker vid Tv/radio - evenemang
- Blodgivare
- Skickar pengar till privatpersoner som reser till områden i behov av hjälp
- Nej
- Övrigt: __________________________

Fortsätt till frågan 16.

Du som skänker

8. Hur ofta skänker du? (på gatan) *
Markera endast en oval.

- Gjort det några få gånger
- Några gånger per år
- Varje månad
- En gång i veckan
- Nästan varje dag
9. Hur skänker du? (på gatan) *
Välj alla alternativ som passar
Markera alla som gäller.

☐ Mynt
☐ Sedlar
☐ Swish
☐ SEQR
☐ Bank-giro (Eller PG)
☐ SMS
☐ Överför till bank-konto
☐ Köper t.ex en tidning där vinsten går till välgörande ändåmål
☐ Annat

10. Ungefär vilken summa skänker du vid varje tillfälle? *
Anges i heltal kronor


11. Skänker du till välgörenhet på något annat sätt? *
Gäller alla typer av välgörenhet
Markera alla som gäller.

☐ Månadsgivare
☐ Engångsöverföring efter reklamkampanj
☐ Skänker tid (Volontäraarbete)
☐ Skänker vid Tv/radio - evenemang
☐ Blodgivare
☐ Skickar pengar till privatpersoner som reser till områden i behov av hjälp
☐ Nej
☐ Övrigt: .................................................................................................

12. Varför skänker du till välgörenhet? (all typ av välgörenhet inkluderad) *

.............................................................................................................
.............................................................................................................
.............................................................................................................
.............................................................................................................
.............................................................................................................

13. Känner du att du skulle vilja skänka mer? *
Markera endast en oval.

☐ Ja    Fortsätt till frågan 15.
☐ Nej   Fortsätt till frågan 14.
☐ Vet inte    Fortsätt till frågan 16.
Du som inte vill skänka mer

14. Varför vill du inte skänka mer till välörenhet? *
   Markera alla som gäller.
   - Jag skänker tillräckligt
   - Det är krångligt att skänka pengar
   - Jag har inte råd att skänka
   - Jag brukar inte ha kontanter
   - Vet inte

Fortsätt till frågan 16.

Du som vill skänka mer

15. Varför skänker du inte mer? *
   Markera alla som gäller.
   - Det är krångligt att skänka
   - Jag har inte råd att skänka mer
   - Jag brukar inte ha kontanter
   - Annat
   - Vet inte

Fortsätt till frågan 16.

Teknik
Nu följer några frågor om din mobiltelefon

16. Har du en smartphone? *
   Markera endast en oval.
   - Ja   Fortsätt till frågan 17.
   - Nej   Sluta fylla i det här formuläret.
   - Vet inte   Sluta fylla i det här formuläret.

Du som har en smartphone

17. Vet du vad en QR-kod är? *
   Markera endast en oval.
   - Ja
   - Nej
18. **Vilka av följande tjänster använder du med din telefon?**
   *Markera alla som gäller.*
   - [ ] Swish
   - [ ] Mobilt BankId
   - [ ] PayPal
   - [ ] SEQR
   - [ ] Beam Wallet
   - [ ] Ingen av ovanstående

19. **Vad för typ av smartphone har du?**
   *Markera endast en oval.*
   - [ ] iPhone
   - [ ] Android
   - [ ] Annat

### iPhone
iPhone 5se är Apples nyaste telefon och inte samma som 5 eller 5s. År du osäker så svara vet ej

20. **Har du en iPhone 5se, 6, 6s, 6+ eller 6s+?**
   *Markera endast en oval.*
   - [ ] Ja
   - [ ] Nej
   - [ ] vet ej

Sluta fylla i det här formuläret.

21. **Har din telefon NFC-läsare?**
   *Markera endast en oval.*
   - [ ] Ja
   - [ ] Nej
   - [ ] Vet inte

Sluta fylla i det här formuläret.

22. **Märke och modell?**

22. **Vad är det för märke och modell på din telefon?**

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**Tillhandahålls av**

Google Forms

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https://docs.google.com/forms/d/1ZORqI832yPHacn8fYGbda_hL2jkrAWHdT0qAH-0qp4Y/edit?usp=forms_home 5/5
Charity
A survey for Lars Englund's thesis.
All information is treated anonymously.

* Compulsory

1. **How old are you?** *

2. **Gender?** *
   - Woman
   - Man
   - Other / Do not want to answer

3. **How do you live?** * Mark only one answer.
   - Countryside
   - Smaller city
   - Metropolis (more than 100 000 inhabitants)

4. **Have you've ever given money to charity on the street?** *

   Applies to charities shaking moneyboxes and asking for money on the street. Also applies to moneyboxes that are on the counter at some stores and restaurants. *Mark only one oval.*
   - Yes, Continue to question 8
   - No, Continue to question 5
   - Do not know / do not remember, Continue to question 16
5. **Why don't you donate?** *Respond as fully as possible*

6. **If anything, what would get you to donate?**

7. **Do you donate to charity in any other way?** *Check all that apply.*
   - [ ] Monthly donor
   - [ ] Donate time (Volunteering)
   - [ ] Donate during TV / radio charity events
   - [ ] Blood donor
   - [ ] Sending money to individuals who travel to areas in need of help
   - [ ] No
   - [ ] Other:
     
     Continue to question 16

8. **How often do you donate? (on the street)** *Mark only one answer.*
   - [ ] Only a few times in total
   - [ ] Several times a year
   - [ ] Every month
   - [ ] Once a week
   - [ ] Almost every day
9. How do you donate? (on the street) * Check all that apply.

- Coin
- Banknotes
- Swish
- SEQR
- Bank transfer
- SMS
- Transfer to bank account
- Buying artifacts such as a newspaper where the profit goes to charity
- Other

10. Approximately what amount do you donate at every occasion? *

Expressed in full SEK (Swedish crown)

11. Do you donate to charity in any other way? * Applies to all types of charity. Check all that apply.

- Monthly donations
- One-time transfer after the advertising campaign
- Donate time (Volunteering)
- Donate during TV / radio charity events
- Blood-donor
- Sending money to individuals who travel to areas in need of help
- No
- Other:
12. Why do you donate to charity? (any type of charity included) *

13. Do you feel you would like to donate more? * Mark only one answer.
   □ Yes, Continue to question 15
   □ No, Continue to question 14
   □ Do not know, Continue to question 16

14. Why are you not willing to donate more to charity? * Check all that apply.
   □ I give enough
   □ It is difficult to donate money
   □ I can not afford to donate
   □ I usually do not have cash
   □ Do not know

Continue to question 16

15. Why don't you donate more? * Check all that apply.
   □ It is difficult to give
   □ I can not afford to donate more
   □ I usually do not have cash
   □ Other
   □ Do not know

Continue to question 16
16. **Do you have a smartphone?** * Mark only one answer.
   - Yes, *Continue to question 17*
   - No, *Stop filling this form.*
   - Do not know, *Stop filling this form.*

17. **Do you know what a QR code is?** *
*Mark only one answer.*
   - Yes
   - No

18. **Which of the following services do you use with your phone?** *
*Check all that apply.*
   - Swish
   - Mobile BankID
   - PayPal
   - SEQR
   - Beam Wallet
   - None of the above

19. **What kind of smartphone do you have?** * Mark only one answer.
   - iPhone, *Continue to question 20*
   - Android, *Continue to question 21*
   - Other, *Continue to question 21*
20. **Do you have an iPhone 5se, 6, 6s, 6+ or 6s +?** *

iPhone 5se is not the same as 5 or 5s. If you are uncertain, answer ’Do not know’

*Mark only one answer.*
- Yes
- No
- Do not know

*Stop filling this form.*

21. **Does your phone got a NFC-reader?** *

*Mark only one answer.*
- Yes, *Stop filling this form.*
- No, *Stop filling this form.*
- Do not know, *Continue to question 22*

22. **What is the brand and model of your phone?**
Appendix C

Answers to:
’Why don’t you donate?’

Answers from survey including only answers from the age-span of the target group. The question was ”Varför skänker du inte?” (Why don’t you donate?) The answers are listed below, first all the Swedish answers and later an English translation.

- Användare mestadels kort och har därför inte lösa pengar på mig.
- Det gynnar inte mig, och jag tror att det mesta av pengarna går till avkastning för medlemmarna.
- Dålig info.
- Känner i nuläget att jag inte har så mycket att ge.
- Flera ”välgörenhets”organisationer fifflar med pengarna, t.ex. Röda korset. Jag betalar ett par % redan av min lön till bistånd och det tycker jag räcker gott och väl.
- För att jag inte litar på sådana organisationer. Jag skänker pengar där jag har fått bevis på att organisationen har hög effektivitet med pengarna tex. hand in hand som Percy Barnevik har startat. Han är dessutom entreprenör så jag kan vara säker på att han tar hand om pengarna på ett smart sätt.
- För låg pålitlighet att det kommer fram till rätt ändamål.
- Ger Inga positiva effekter på lång eller medelfristig sikt.
- Har inga kontanter på mig.
- Har sällan kontanter, är student samt att det är svårt att veta om pengarna verkliga kommer till nytta.
• Har sällan mynt. Det behövs nått nytt sätt än att bara stå och skaka en böska och skrika.


• Vill veta att pengarna går till rätt ändamål.

• Aldrig kontanter på mig + enklare att vara månadsgivare och veta vad jag stöttar 1) Vill tänka i lugn och ro innan jag tar ett sådant beslut. 2) Inte stött på några ändamål värda att skänka till på gatan.
English translation:

• I mostly use a credit card and therefore do not carry cash.
• It does not benefit me, and I think that most of the money benefit the members.
• Door information.
• I do not have much to give at the moment
• Several "charitable" organizations tampers with the money, for example, Red Cross. I pay a couple % already of my salary for assistance and I think this is more than enough.
• Because I do not trust these organizations. I donate money where I have received evidence that the organization has high efficiency with such money. For example Hand in hand started by Percy Barnevik. He is also an entrepreneur, so I can be sure that he takes care of the money in a smart way.
• To low reliability that it ends up at the right purpose.
• Provides No positive effects in the long or medium term.
• Have no cash on me.
• Rarely have cash, student, and it is difficult to know if the money really comes makes a difference.
• Rarely carry coins. Something new is needed, instead of shaking a money-box and shout.
• I do not know, I just do not do it. A major reason, perhaps the main, is that I never have cash on me. But I do not think I would donate money even if I only need to put the phone against a QR code to help. I have never given money before, but I would, maybe it would encourage more contributions.
• Want to know that the money goes to the intended purpose.
• Never have cash on me + it is easier to be a monthly donor and know what I support 1) I want to think before taking such a decision. 2) I have not encountered any purpose worth donating to on the street.
Appendix D

Answers to:
’What would make you donate?’

Answers to the question ”Om något, vad skulle kunna få dig att skänka?” (If anything, what would get you to donate?) To be asked this question, participants had to answer that they do not donate to charity in the previous question. The exact Swedish answers are presented first, then an English translation.

- Högre trovärdigt och att jag litar på att pengarna kommer dit dom ska.
- Vetskap om var det går.
- Se att det gör nytta, då skulle jag verkligen vilja skänka.
- Troligtvis inget.
- En jädla show. Nån som lagt ner lite tid på något som skapar intresse.
- Vetskap om vad pengarna går till, gör det hellre hemifrån i lugn och ro.
- 1) Tydlig information om vilken nytta som kommer av pengarna. 2) Ingen ”försäljare” som kommer och frågar, istället en ”passiv” station. 3) Intressantare ändamål att skänka till.
- Om exakt alla pengar gick till välgörenhet.
English translation:

- Higher credibility and that I trust that the money will get where it should.
- Knowing where it goes (the donated money).
- See the difference it makes, then I would really like to donate.
- Probably nothing.
- A spectacular show. Someone who spent some time on something that generates interest.
- Knowing where the money goes, do it better home in peace and quiet.
- 1) Clear information about the benefits that come from money. 2) No "salesman" who come and ask, rather a 'passive' station. 3) More interesting projects to donate to.
- If exactly all the money went to charity.