



KEY OBJECTIVES

- 'Technology should be used to facilitate deeper, fulfilling, connections with those around us'
- Offers personalised Golden Opportunities that consider users' time, location, interests, friends and preferences
- 'Helping out should be pretty much effortless' – makes volunteering and managing volunteers accessible and easy
- 'Frictionless sign-ups' – easily register for opportunities with live background checks
- Global localisation – supports flexibility of location (language, currency, compliance)

Bottom line:

- Promotes personalised volunteering opportunities
- Makes it very easy to find and register for volunteering opportunities
- Promotes volunteering as flexible and hassle-free



Golden

Competitor Overview

OVERALL STRATEGY

- '#1-ranked app': Facebook's "Social Good App of the Year", the Time's "Top App to Simplify Your Life", 2x Fast Company's "World Changing Idea"
- Builds trust by being personable, sharing the CEO's story and journey behind designing and developing the app
- Cross-sector collaboration between companies, schools, communities, groups and governments

Bottom line:

- Has won a lot of awards
- Promotes collaboration and seamless volunteering hiring for organisations, as well as promoting accessible opportunities for volunteers



Golden

Competitor Overview

MARKET ADVANTAGE

- Won global awards for its innovation and ease of use
- 'Golden Opportunities perform x2 better than Amazon product listings
- 'The only general consumer-facing background checking app' - live background checks
- Works with 7,500+ organisations, including UNICEF and the State of California
- Rewards: Developed a social currency 'karats' that volunteers can earn and enter into raffles for once-in-a-lifetime prizes, or send to other users for recognition and to celebrate their 'Golden Moments'
- 4.0 rating from 76 users on Google Play, only one rating (5.0) on Apple app store

Bottom line:

- Innovative and easy to use
- Its popularity among organisations demonstrates its effectiveness and respectability
- Has a reward system in place for volunteers to encourage more volunteering



STRENGTHS

- Great branding e.g. Golden Opportunities, Golden Moments, which is attractive to users
- Excellent UX and overall design, including responsive web app and native iOS and Android apps
- Cross-sector collaboration
- Innovative and ease of use

WEAKNESSES

- Although highly innovative, the cross-sector collaboration and reward system might be quite intimidating for users who aren't familiar with volunteering
- Doesn't seem to be optimised for volunteering opportunities outside of the US
- Doesn't provide all categories during search to filter opportunities and maximise personalisation e.g. by location or remote, by cause (children, conservation and nature, animals, environment and sustainability etc), by duration (on-going, events, one-offs) or by opportunity role type (digital/tech, music, organisation and coordination, HR, general assistance, delivery, arts/crafts)



OPPORTUNITIES

- Better marketing strategy to increase app awareness
- Make better use of location-based recommendation by providing choice to view opportunities on map
- Provide missing categories to filter opportunities during search
- Allow volunteers to use the mobile web app as, currently, volunteers can only use native app versions

THREATS

- Golden appears to be the most highly ranked and established volunteering app out there



COMPATIBILITY

- + Golden supports iPhone, Android and iPad
- + Still works well and looks great in mobile web browser
- However, can only use web browser as an organisation. As a volunteer, you have to use the app (slightly confusing as it's called GoldenVolunteer.com)

NAVIGATION STRUCTURE

- + Very easy to navigate
- Homepage displays social and activity, rather than prioritising opportunities
- Profile info, App support and Contact info etc are all under one navigation element - 'More'

USABILITY

- Onboarding very easy, however, this is forced – you can't browse opportunities before signing up
- Opportunity results are list-view only and take up most of the screen



LAYOUT

- + Clean, crisp and clear UI, good use of whitespace
- + Clearly displayed info, breaking the opportunity down into: Description, Purpose, Role, Vibe, Characteristics
- Image and title take up half of the screen when viewing an opportunity (on iPhone 5), so can't immediately see the description and information

DIFFERENTIATION

- + User can rate opportunities
- Promotes personalisation yet user can't filter opportunities by interest or causes during search
 - can only add this to profile
- Can't view opportunities on map



Brightest

Competitor Overview

KEY OBJECTIVES

- 'A social good app for doers on the go' 'anytime, anywhere'
- Simplifying social impact through easy volunteering and event and volunteer management for organisations
- Provides 'social-impact software' to help organisations do good and optimise activity

Bottom line:

- Provides users with easy location and interest-based volunteering opportunities
- Making social impact easier to achieve for individuals and organisations



OVERALL STRATEGY

- Promoting social-impact software for organisations
- Few ratings on App Store (10) and Google Play (11) with mixed reviews - has a 4.2 rating on App Store and 3.2 on Google Play, with a few complaints about the app crashing

Bottom line:

- Seems organisation focused, as their software sales fund the app
- Lower ratings and more complaints about crashing on Google Play suggest it isn't optimised for Android

MARKET ADVANTAGE

- For every action recorded, Brightest plant a tree and users can view their carbon offset

Bottom line:

- Has a reward system that promotes further social impact



STRENGTHS

- Easy-to-follow and preference-based volunteering opportunities with a filterable location
- Opportunities are easy and quick to scroll through
- Socially impactful reward system for users

WEAKNESSES

- Room for improvement in app UX, such as preventing crashing and glitching
- Methods of registration seem inconsistent, e.g. one of the reviews complained they had to contact organisations outside of the app
- Can't filter or view remote opportunities
- Only one opportunity available near me – may not be optimised for volunteering opportunities outside of the US



OPPORTUNITIES

- Embrace the social aspect by viewing and engaging with other users' profiles and activity – this will increase rewards from social feedback too, e.g. 'liking' activity
- Ensure contact with organisations is directly through the app, remaining faithful to their mission of volunteering being easy
- Find balance between Golden and Brightest's approaches towards viewing remote opportunities
- Include ID and background checks to improve ease of registration
- Better marketing strategy to increase app awareness

THREATS

- Golden appears more established and recognised
- Golden better embraces the social side, e.g. having an activity feed, seeing other's profiles and engaging with their activity
- Volunteering apps that have a blog



COMPATIBILITY

- + Brightest supports iPhone and Android
- + Works well and looks great in mobile web browser; you can also use this as a volunteer, unlike Golden

NAVIGATION STRUCTURE

- + Homepage prioritises and displays opportunities
- Easy to navigate but elements could be improved, e.g. Profile includes links to information about Brightest, Help and support etc. – these should be separated
- It says there is in-app messaging but can't see this option anywhere



USABILITY

- + Users can easily view opportunities on map
- + Onboarding very easy and not forced, users only have to sign up when they want to personalise or register for an opportunity
- However, when typing, log-in input fields and screen are hidden by keyboard
- The page after logging in appears as a separate page that swipes down, might be a glitch – had to close and restart the app
- 'My activity' is empty – doesn't provide any user feedback or CTAs such as 'Explore opportunities', so this could be mistaken for a glitch
- Could have more consistency between app and website, e.g. icons on the category filter in the app aren't present on the web version



LAYOUT

- + Many opportunities are displayed at once vs Golden which only showed one
- + Clearly displayed info, breaking the opportunity down into: Cause, What, When, Where

DIFFERENTIATION

- Can't filter or view remote opportunities
- CTA buttons for registering are inconsistent, e.g. RSVP, Get involved, Visit website (should provide direct registration for all opportunities)



Deed

Competitor Overview

KEY OBJECTIVES

- 'Makes volunteering easy, social and fun'
- Like Golden and Brightest, it allows organisations and companies to measure and amplify participation through their social impact platform
- Easy sign ups and registration for volunteers and organisations

Bottom line:

- Promotes volunteering as easy and attractive
- Organisation as well as volunteer focused
- Makes it very easy to find and register for volunteering opportunities



Deed

Competitor Overview

OVERALL STRATEGY

- Promotes Corporate Social Responsibility by providing organisations with powerful analytics for social impact
- Market themselves as a software company and their app as 'a social impact platform'
- Emphasises volunteers' social network, like Golden, and uses gamification as rewards

Bottom line:

- Strategy appears to be aimed more at organisations and companies to promote CSR and sell their powerful social impact analytic platform
- Embraces social network and has a reward system similar to Golden's



Deed

Competitor Overview

MARKET ADVANTAGE

- Makes registration easy for organisations by offering a live location-based 'Geo check-in' for volunteers at events
- Rewards: Uses gamification to encourage 'deeds' (volunteering and donating), sparking competitive spirit through having a leader board of users' 'social impact scores'
- 3.6 rating from 46 users on Apple app store, and 3.5 from 9 users on Google Play

Bottom line:

- Uses location to support volunteer registration at events
- Uses gamification as a reward system and competition to encourage more 'deeds'



Deed

SWOT Analysis

STRENGTHS

- Great branding – users accomplish 'deeds' and this message is used across the app, e.g. 'upcoming deeds', 'featured deeds'
- Excellent design, including responsive web app and native iOS and Android apps
- Novel reward system using gamification
- Live geo check-in
- Can filter causes during search and separates one-off Events from long-term Projects
- Includes additional features like being able to donate to and follow causes and organisations, 'featured causes/ deeds', 'projects' and a separate screen for donating activity



WEAKNESSES

- Arguably too much, unnecessary and repetitive content on the app
- Limited to the US
- The search Events page is confusing – it's displayed as a calendar, you can't click on the days unless an event exists, and there are different CTAs displaying on two days but I don't understand what they're communicating (I can't click the one that looks like there's a notification)
- The app is a bit slow, noticeable lag when switching screens
- Doesn't make use of location-based recommendations

OPPORTUNITIES

- Use location-based recommendation and provide choice to view opportunities on map

THREATS

- Apps that make use of location-based recommendation
- Apps that aren't limited to the US
- Apps that have blogs and use multiple social media platforms for marketing



COMPATIBILITY

- + Golden supports iPhone, Android and iPad
- + Works well and looks great in mobile web browser (arguably more so than in app)
- + Can use web browser as a volunteer

NAVIGATION STRUCTURE

- + Best profile page so far, only includes profile-related info
- + Homepage prioritises opportunities and breaks them down into My Upcoming Deeds, Featured Causes, Featured Deeds, Recommended for you
- However, too much info on the homepage might complicate things
- The search Events page is confusing, and so is viewing an organisation (no option to follow or favourite an organisation directly, also doesn't show their activity)
- The 'Explore' screen seems redundant as it repeats what's on the homepage



USABILITY

- Onboarding is very easy, however, forced – you can't browse opportunities before signing up
- The app is a bit slow, noticeable lag when switching screens

LAYOUT

- + Cool and modern UI – makes volunteering and donating appealing to younger people
- + Clearly displayed info, breaking the opportunity down into: Description, Purpose, Role, Vibe, Characteristics
- + Image only takes up top section of the screen
- + Clearly displayed info, breaks the opportunity down into clear sections

DIFFERENTIATION

- + Can select cause areas and location during onboarding for personalisation
- Can't view opportunities on map or filter by location