PEOPLE PLUS

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THE PROCESS
1 EMPATHIZE
Target 4 statement

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
South Korea’s ODA grant equivalent amongst OECD countries

South Korea 2,686.14 US million dollar, 16th (2019)
Problem statement:

Donators in Korea need to direct their donations to enhancing quality education in African regions due to the lack of funding in this area.
IDEATE

3

**Goal of APP**
- Increase accessibility of social issues
- Promote public understanding of social issues
- Encourage social contributions in education

**User**
- Koreans
- The components of SDGs
- The districted

**Problem Statement**
The lack of quality education in Africa

**Solution Statement**
Invent the donation APP which people are able to donate their money

**Background research (FY)**
- Corruption prevents efficient allocation
- The gap between the top 5% and the bottom 50%
- Absolute income and relative income

**Solution**
Government opposition on education

- Making or breaking a donation.gov with various organizations working in education

- Reasons why Koreans don't donate
  - lack of transparency in organizations
  - lack of trust
  - lack of money

**IDEATE**

[HTML/JS] IDEATE

**People PLUS**

<table>
<thead>
<tr>
<th>Interface/Interactive</th>
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<td>Performance is a key element in the current corporate culture</td>
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**Transparency**
- Payment: Fin-tech, Vouchers, Korean pay, etc.
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**Certified organizations that we can add on the APP**
- UN (UNESCO, etc.)
- PLAN international
- ActionAid
- Save the children
- SOS Africa

**Promote**
- Choose trends: EXPO (UNESCO challenge, etc.)
- make a video: RIPPLE (a gift for a child's education)
- make a photo: RIPPLE (a gift for a child's education)

**Similar Apps That Exist**
- Give 2 Charity: Based on innovation idea that turns your free time into money, depending on the number of hours you carry around your phone and connects it to charitable donations.
- HOPE Fund: A website where you can donate money to different organizations and projects. They have unique services to the app we want to make.

**IDEATE**

[HTML/JS] IDEATE

**IDEATE**

https://app.mural.co/invitation/mural/unsummercamp8042/21290982519133333c?sender=uf8bb1e0c19c08ef4f34d0288c&key=985d18af-8e17-4681-a145-66309c455f1d
Solution Statement

• Make a **reliable and equitable platform for donating** so that more Koreans would **donate towards quality education in Africa.**
PROTOTYPE: People PLUS

Donors in Korea through Organizations

Children in Africa
Why People Plus?

• Theoretical approach

1. Function-cause fit & Name-cause fit

2. Cause involvement

3. Perceived effectiveness

From a journal ‘donation via mobile applications’ by Boreum Choi & Mingyung Kim
What is People Plus?  

1) Function-cause fit & Name-cause fit

The relatedness between the sponsored cause and the mobile donation application
What is People Plus?  

Theoretical approach

2) Cause Involvement

The degree to which an individual considers a specific cause personally relevant

Users can choose the activity they want to participate in through categories
The degree to which consumers believe that the company will really donate as much as promised and that this donation will actually reach the needy recipients

3) Perceived effectiveness

The process report on the app
1. Transparency
2. Users in the part of the project

Differentiating aspect from

Happybean 🍀
3) Perceived effectiveness

The degree to which consumers believe that the company will really donate as much as promised and that this donation will actually reach the needy recipients.

“What is People Plus?”

Theoretical approach
“Kim’s” Story

Kim watched a TED video on the necessity of sex education in African countries and became interested in donating to such a cause.
“Kim’s” Story

She sees her friend’s Instagram with the hashtags

#peopleplus
#childreninafrica
#qualityeducation
Further explanation on SDG targets the project is focused to realize
“Kim’s” Story

For convenience, she first charges 5,000 KRW to convert to “energy” points.
“Kim’s” Story

Charge energy points by sharing on SNS with related hashtags

She uploads an Instagram post and receives 10 energy points
“Kim’s” Story

Can join a project and get connected with non-profit organizations
“Kim’s” Story

Before, Kim was somewhat interested in donating but didn’t know how to get connected.

Now, she learned about SDGs, effectively donated, and actively participated in various projects.
How to use People PLUS?

Point your phone's camera to the QR code above to open this prototype on your device.

https://marvelapp.com/prototype/5cehfed/screen/72028275
Overview on: People PLUS

GOAL

SDG 4 [Quality Education]

- Educate Koreans on SDGs
- Raise funds for education in Africa