

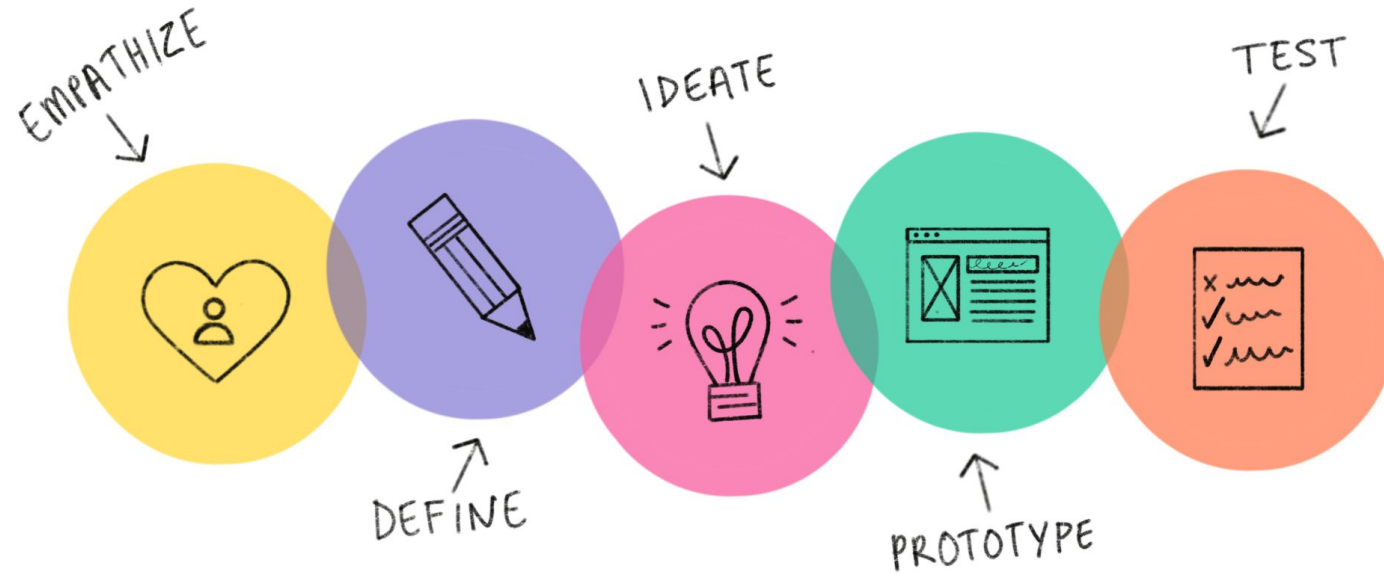


people plus

PEOPLE PLUS

GROUP 3

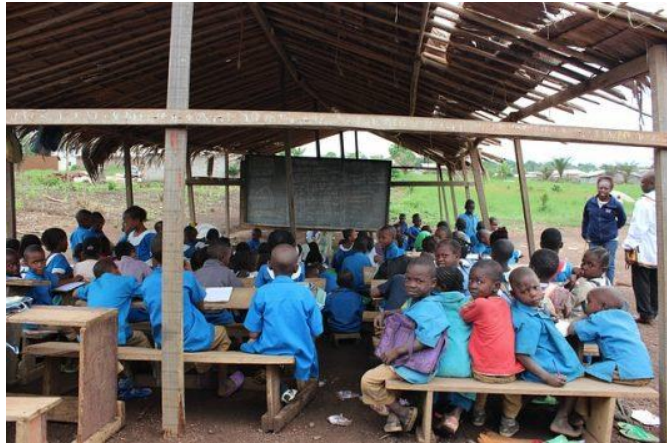
Yoon Jung Kim, Juho Lee, Jieun
Kim, Han Na Jun, Nandiikhand
Ganbold



THE PROCESS

1

EMPATHIZE



Target

4 QUALITY EDUCATION



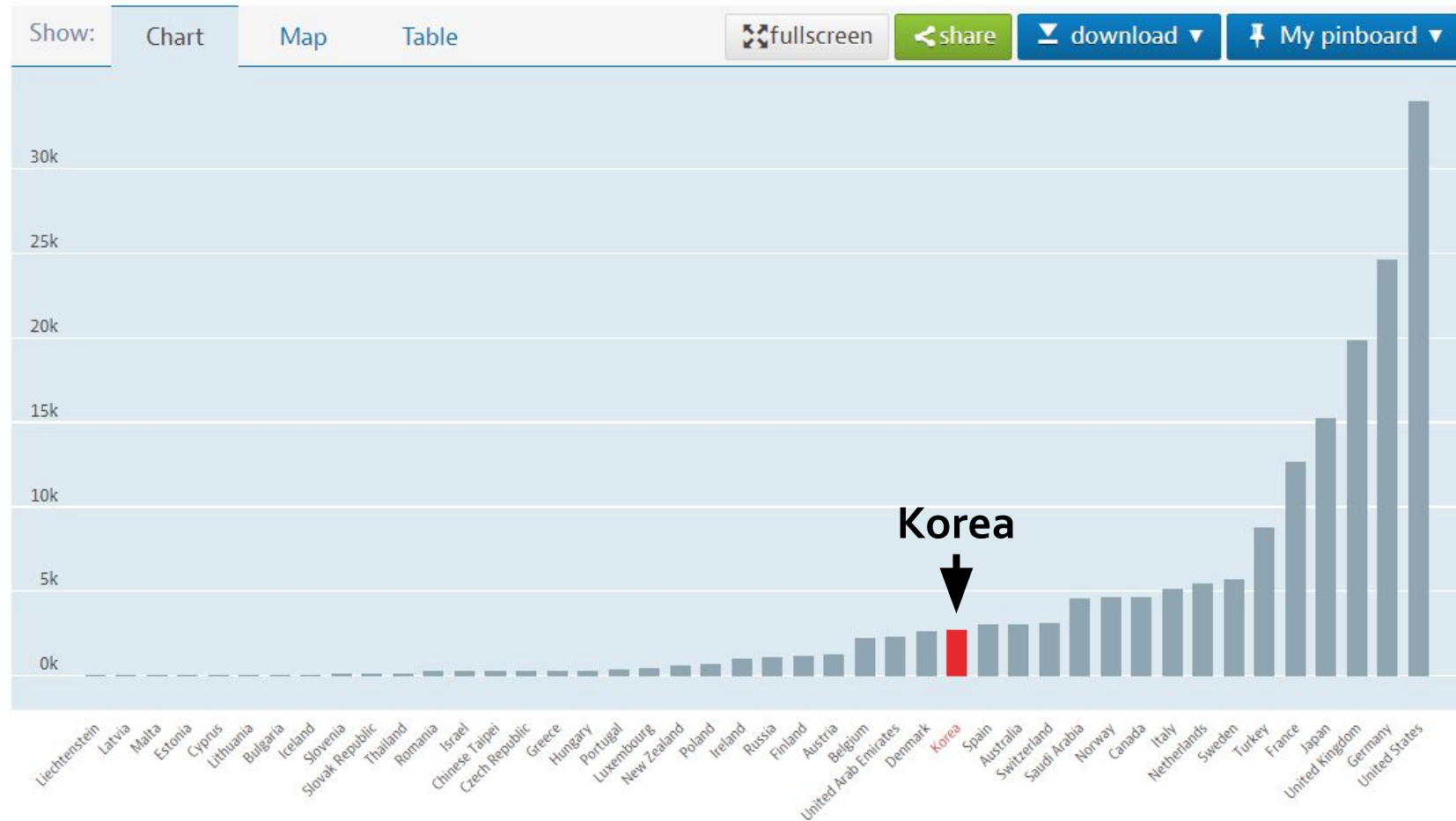
Target 4 statement

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

South Korea's ODA grant equivalent amongst OECD countries



Net ODA ODA grant equivalent, Million US dollars, 2019 Source: Detailed aid statistics: Official and private flows



South Korea 2686.14 US million dollar, 16th (2019)

2 DEFINE

- *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.



People PLUS



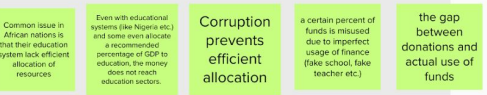
Problem Statement

The lack of quality education in Africa

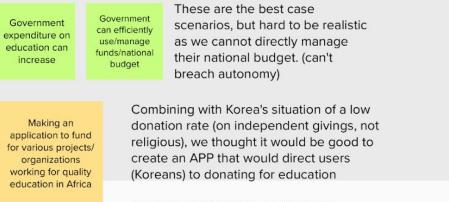
Solution Statement

Invent the donation App which people are able to donate their money

Background research (FYI)



Solution



Reasons why Koreans don't donate

- lack of transparency in organizations
- lack of trust
- lack of money

<https://app.mural.co/invitation/mural/unsummercamp8042/1597482191555?sender=u68b53e0c1eab9e9f244f028f&key=985d18af-8e17-4681-a145-66309c45f1d>



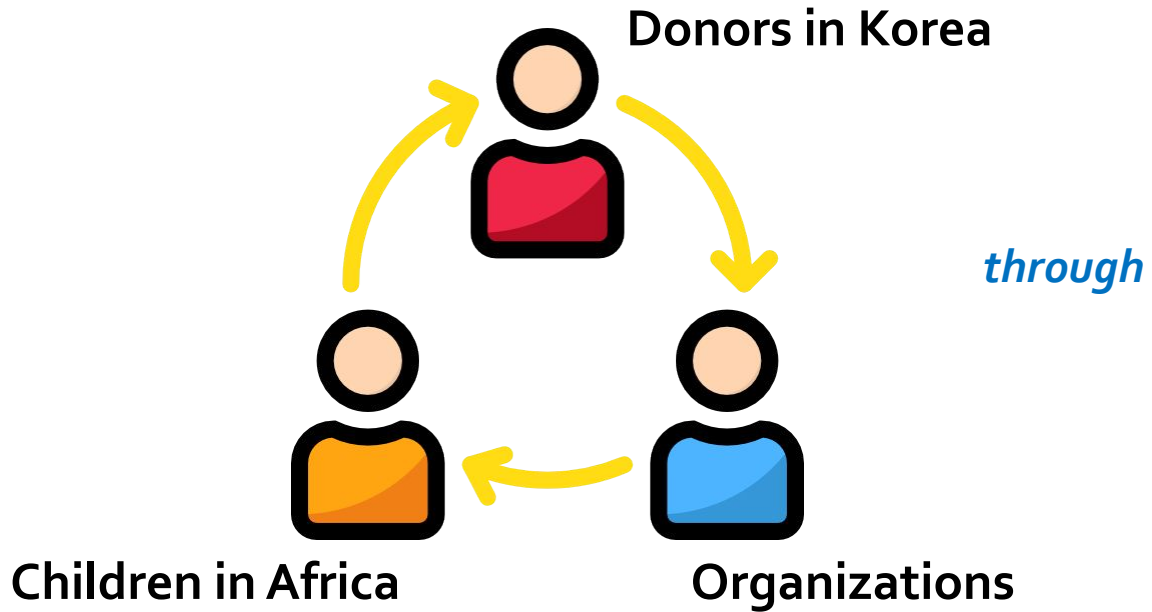
Solution Statement

- Make a reliable and equitable platform for donating so that more Koreans would donate towards quality education in Africa.



4

PROTOTYPE: People PLUS

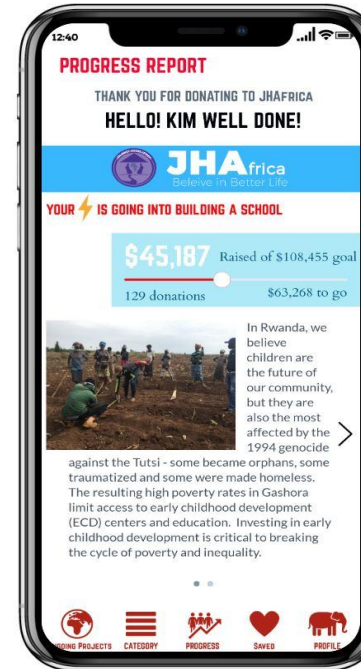
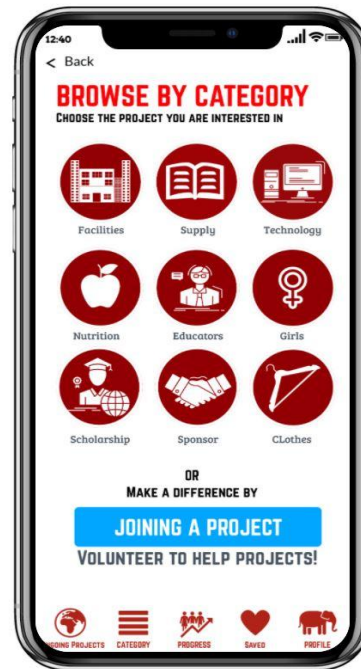


Why People Plus?

- Theoretical approach

1
Function-cause fit
& Name-cause fit

2
Cause involvement

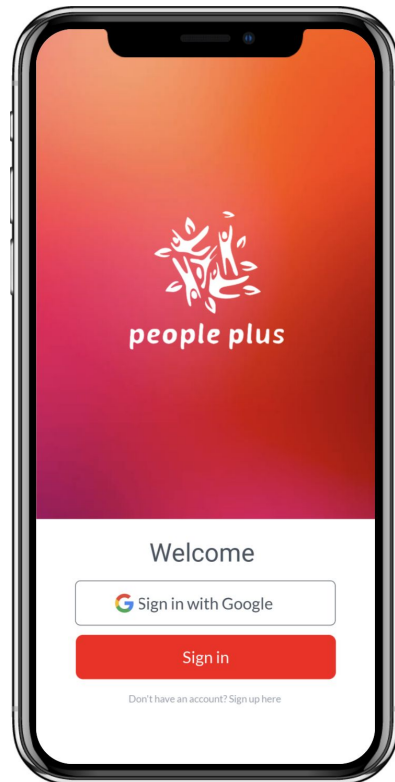


3
Perceived effectiveness

What is People Plus? Theoretical approach

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

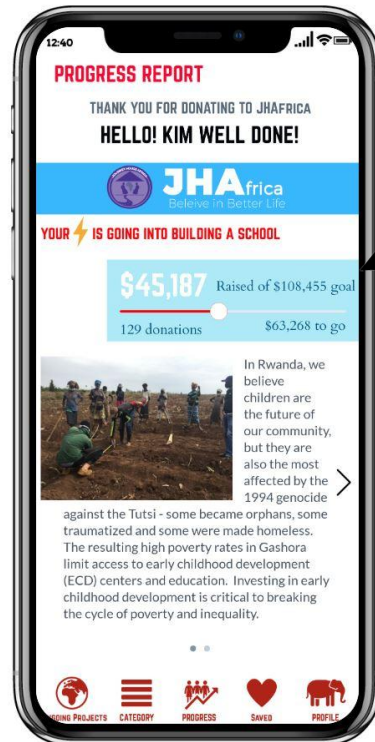


Users can choose the activity they want to participate in through categories

What is People Plus? Theoretical approach

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



The process report on the app

1. Transparency
2. Users in the part of the project

Differentiating aspect from

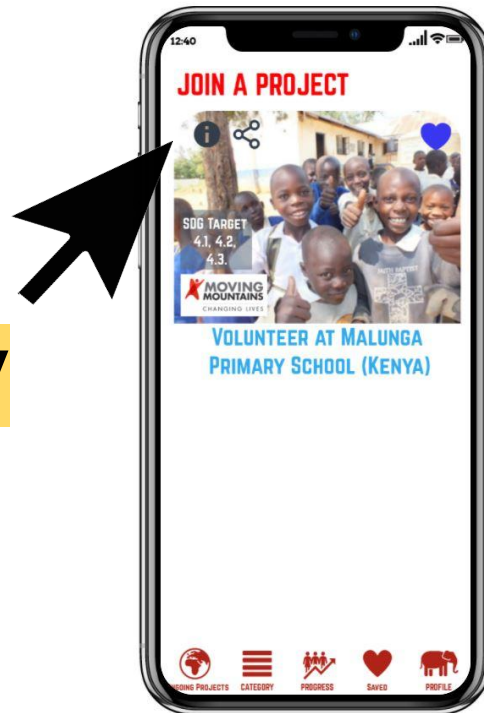


What is People Plus? Theoretical approach

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

“Join a project”



“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



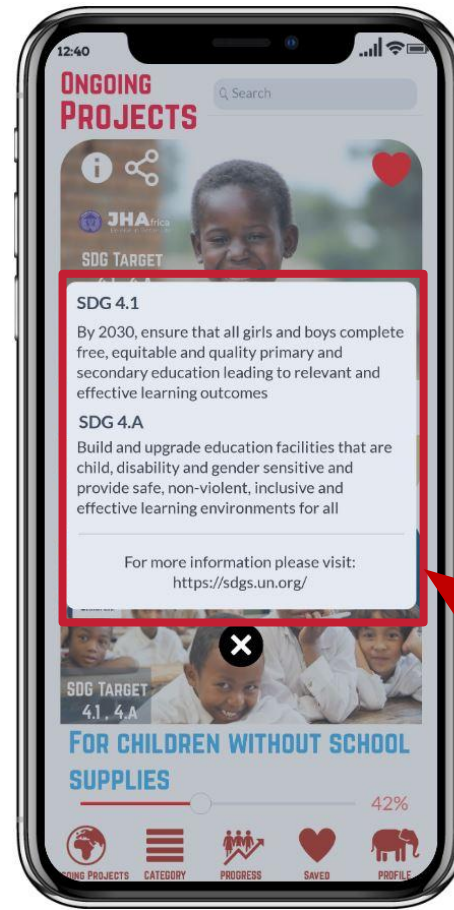
“Kim’s” Story

She sees her friend’s
Instagram with the
hashtags

#peopleplus
#childreninafrica
#qualityeducation



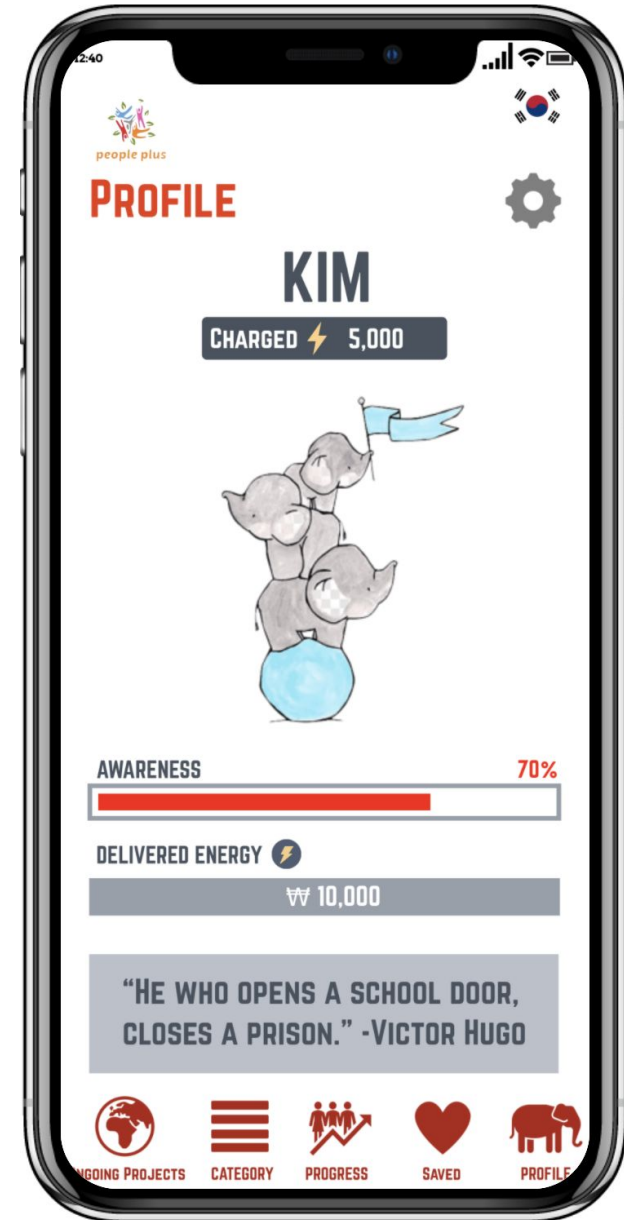
“Kim’s” Story



Further explanation on SDG targets the project is focused to realize

“Kim’s” Story

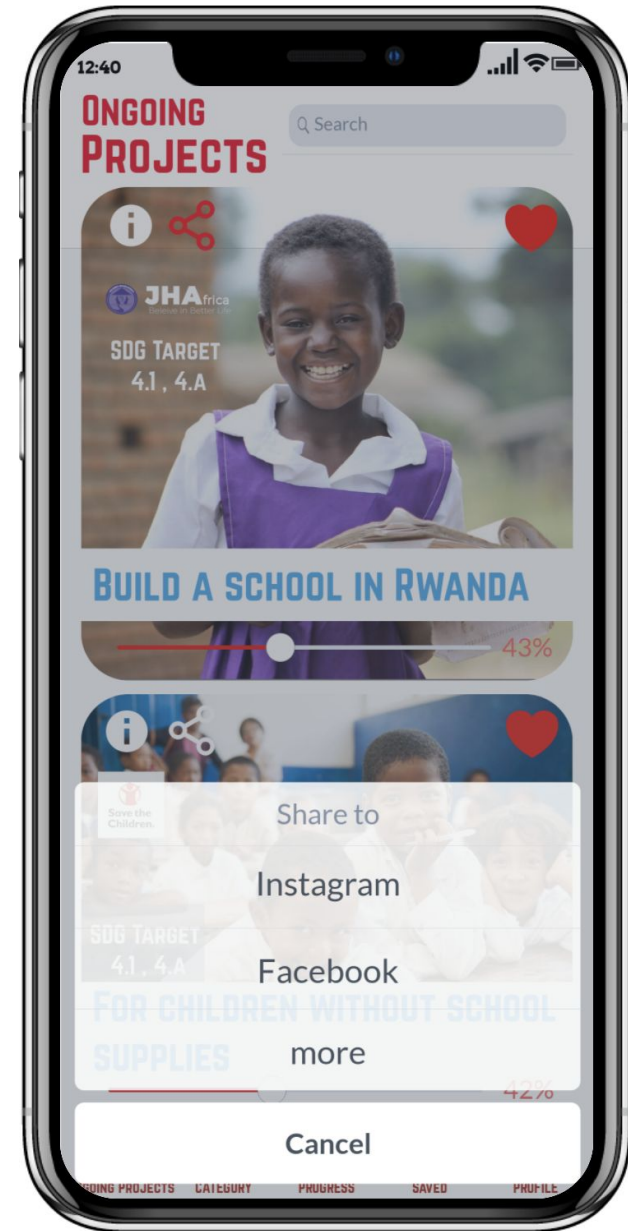
For convenience, she first charges 5,000 KRW to convert to “energy” points



“Kim’s” Story

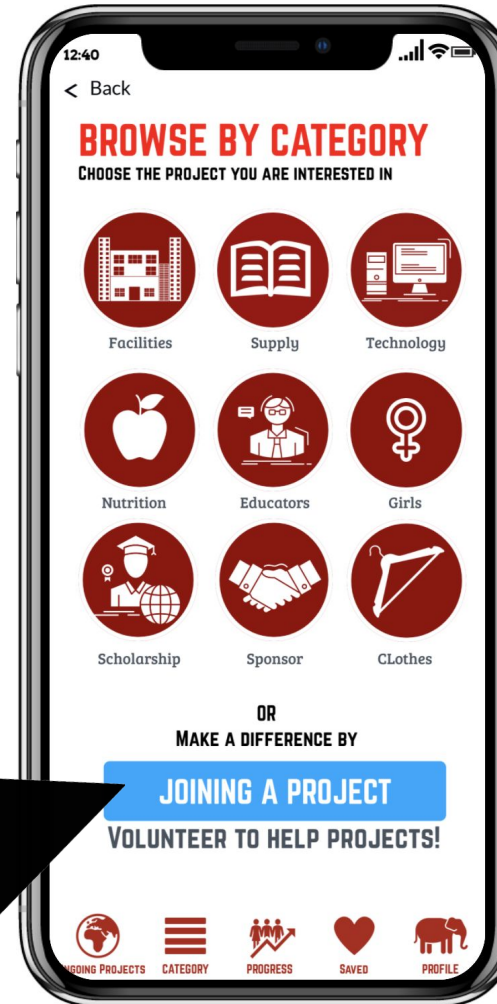
Charge energy points by **sharing** on SNS with related hashtags

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>

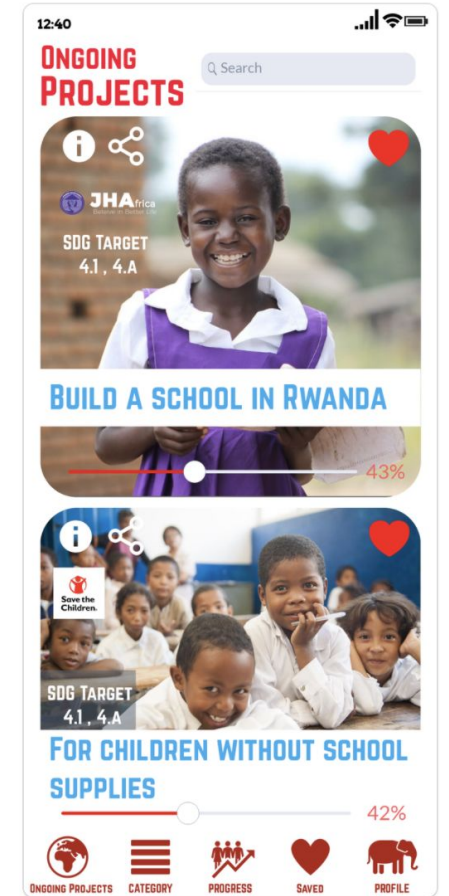
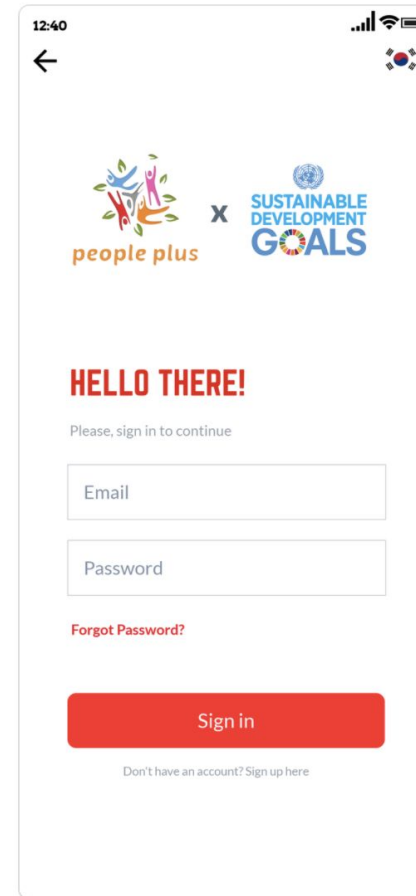
Overview on: People PLUS

GOAL

SDG 4 [Quality Education]

Educate
Koreans on
SDGs

Raise funds
for education
in Africa





people plus
