

Designing a platform service for **Volunteer Engagement** in Social Ventures in India

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Co-Guide: Professor Pramod Khambete



Volunteering



<https://www.financialexpress.com/india-news/say-not-to-food-dumping-a-look-at-the-organisations-working-to-ensure-zero-food-wastage-in-india/1422330/>

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<http://citizensindiafoundation.in/swichithwa-kerala-voluntary-blood-donation-camp/>

Volunteer Contributions



Time



*Skills/
Efforts*



Expertise

Volunteer

“To freely offer to do something”

“To work for an organization without being paid”

“To undertaking a task without being paid, to benefit another person or group”

Volunteer Motivations



Personal Growth



*Values/ Belief
System*



*Academic
Requirements*

Volunteer Constraints



Time



Location



Strengths

And more...

Organization Requirements



Skills required



*Remote or
on-field work*

And more...



*Duration of the
volunteer work*

Need for the Platform

Effective and Productive Volunteering Experience

Suitable Matching



Need for the Platform

VAYAM

Effective and Productive Volunteering Experience

Suitable Matching



Why Vayam?

VAYAM

V/S



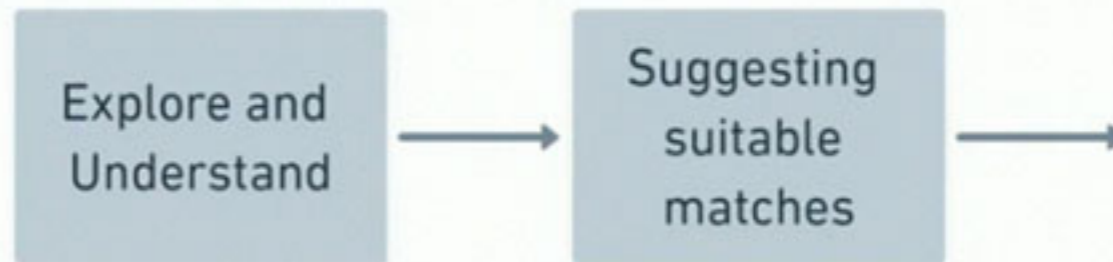
VolunteerMatch



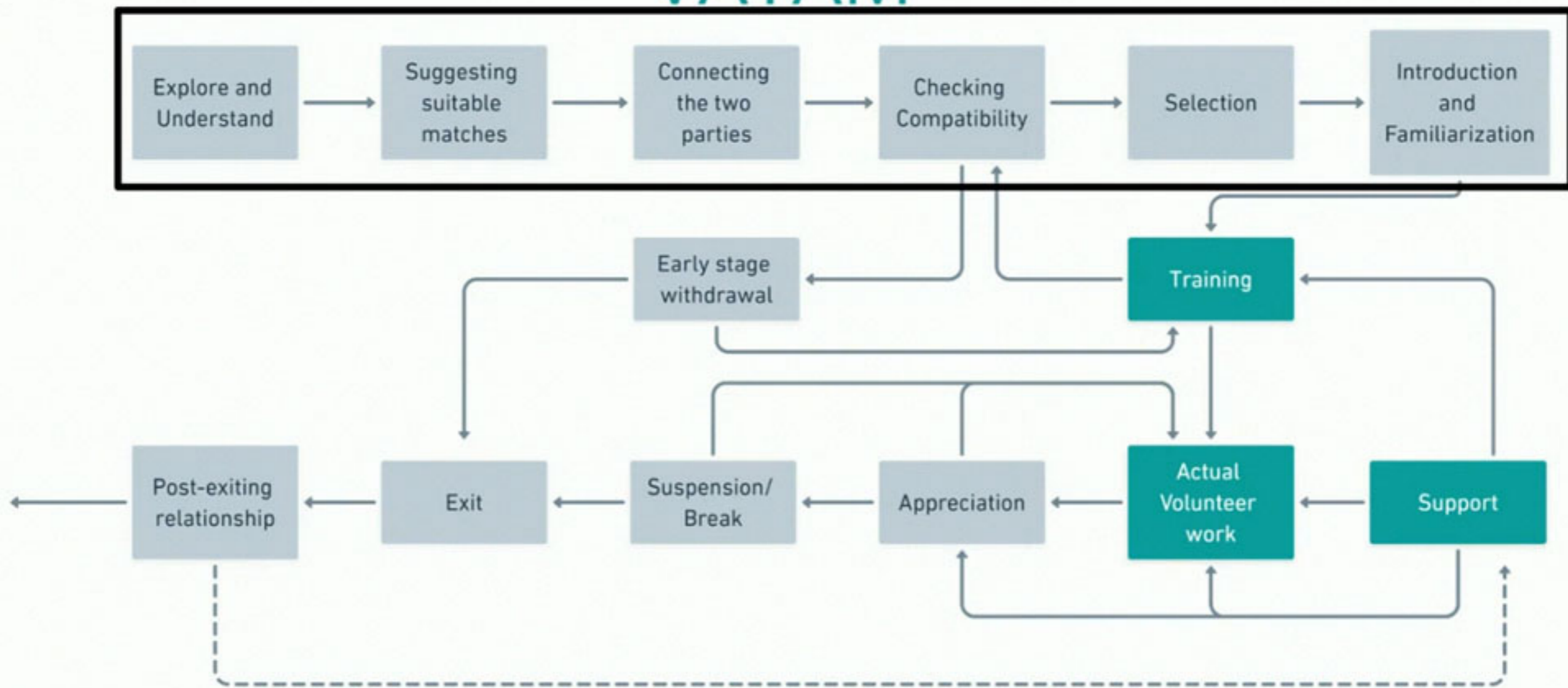
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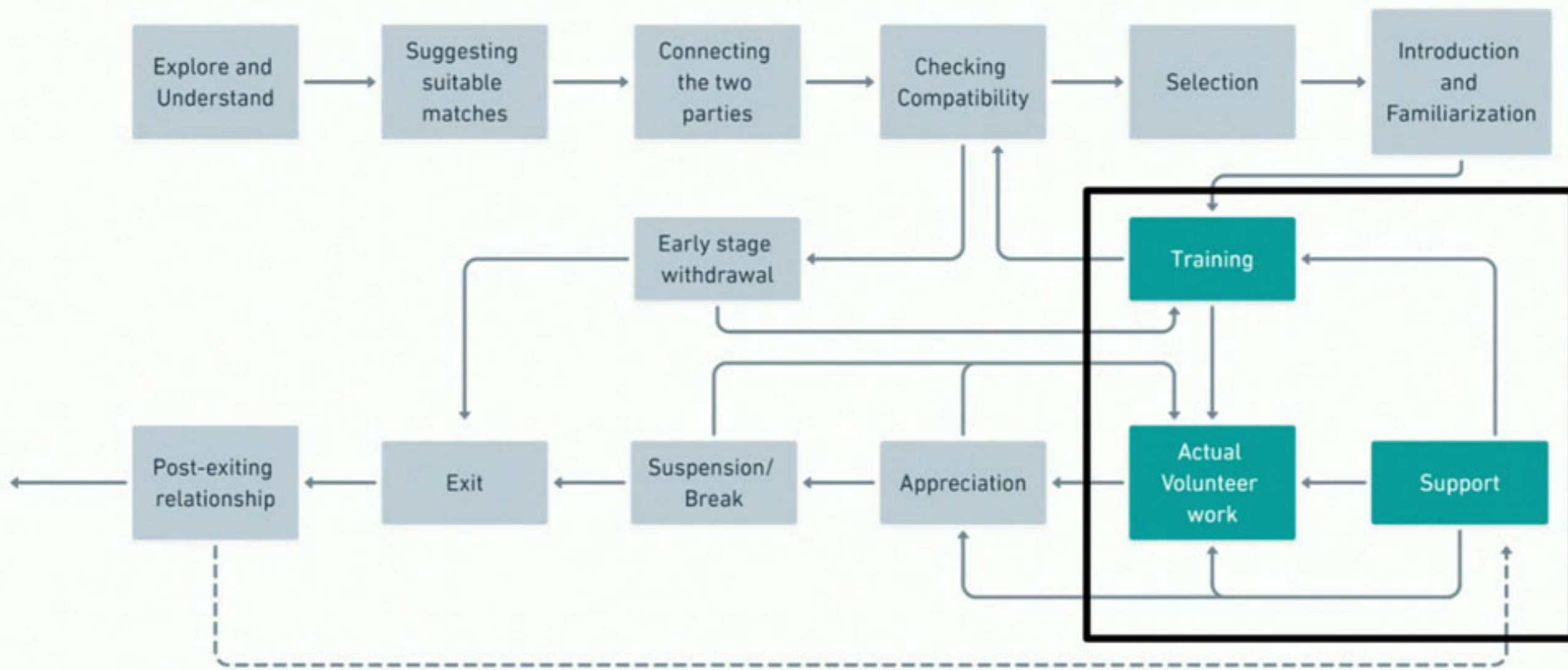
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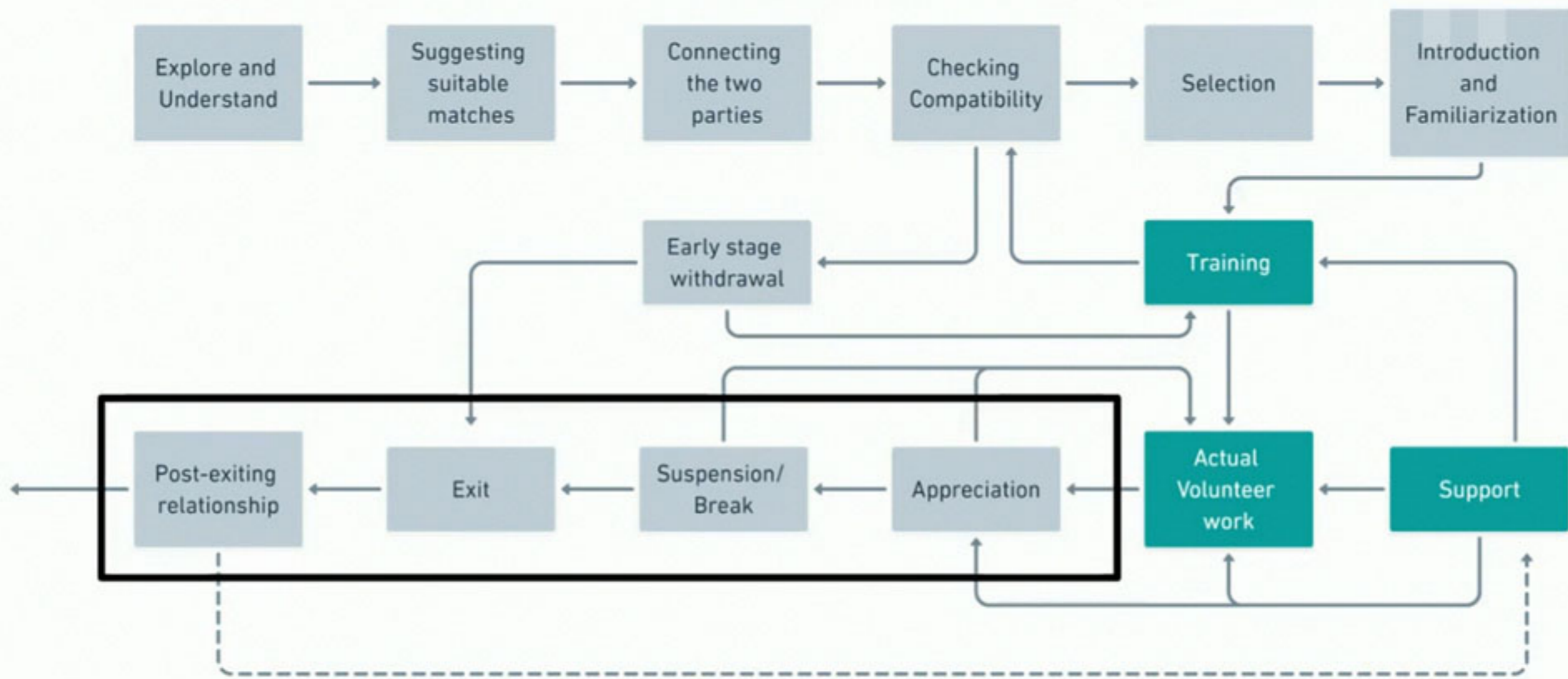
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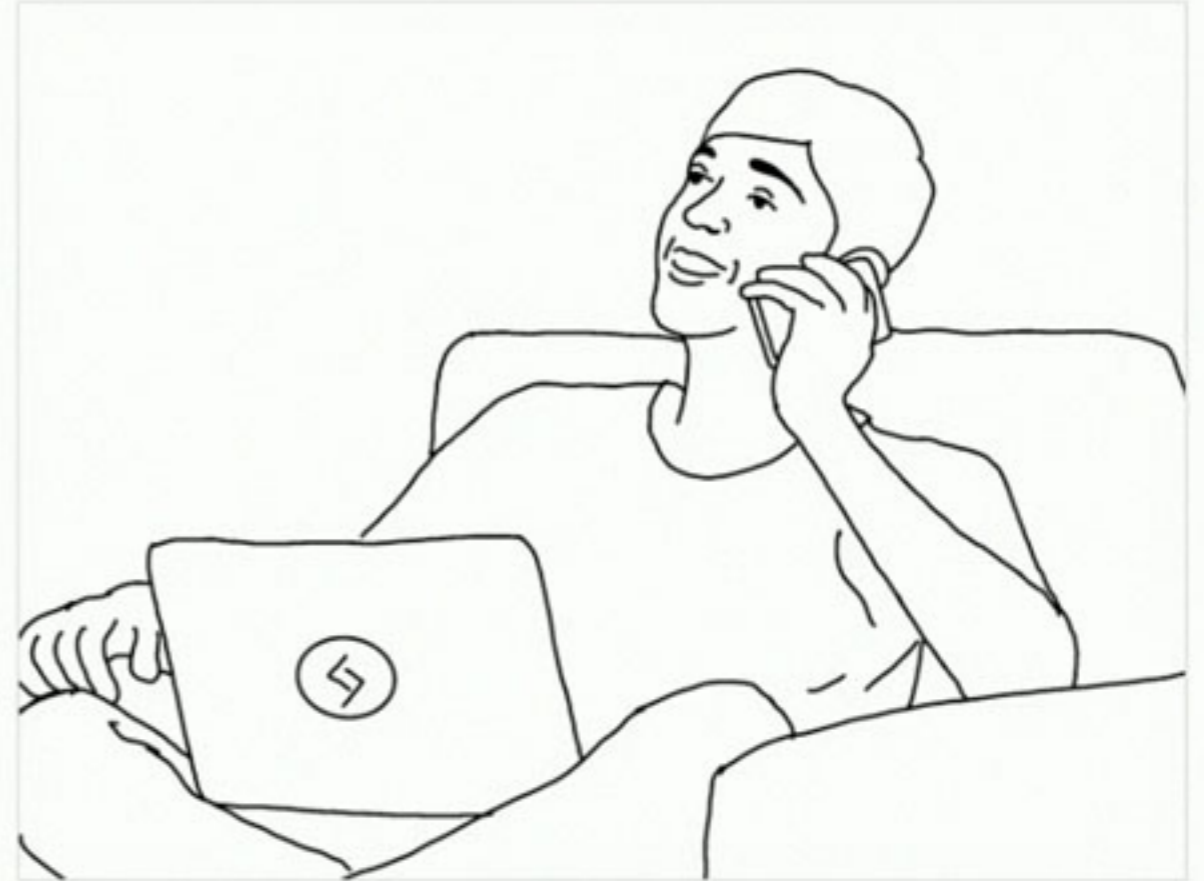


VAYAM



Shubham

- *3rd-year architecture student*
- *He travels in the local train everyday to reach to his college*
- *He sees a lot of people from various walks of life while traveling to college in local trains.*



Shubham's Story

- *He often sees extremely poor, homeless and sometimes even physically challenged people begging*
- *He once tried giving some spare change he had. But he realized that giving money was not the best way to help them...*



- *Until one day..*
- *He saw a post on Instagram that was posted by his friend Anu where she was seen interacting with some homeless kids.*



- *He was instantly reminded of his own experience and he replied to her post asking what it was about.*





Shubham asks Anu about her experience and she send Shubham a brief message introducing Aastha Foundation and their work.



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Anu invites Shubham to see Aastha Foundation's office and their work



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Anu invites Shubham to see Aastha Foundation's office and their work



One of her teammates shows Shubham their videos of earlier work and explains how Aastha works He suggests him to check out the Vayam platform for volunteering opportunities

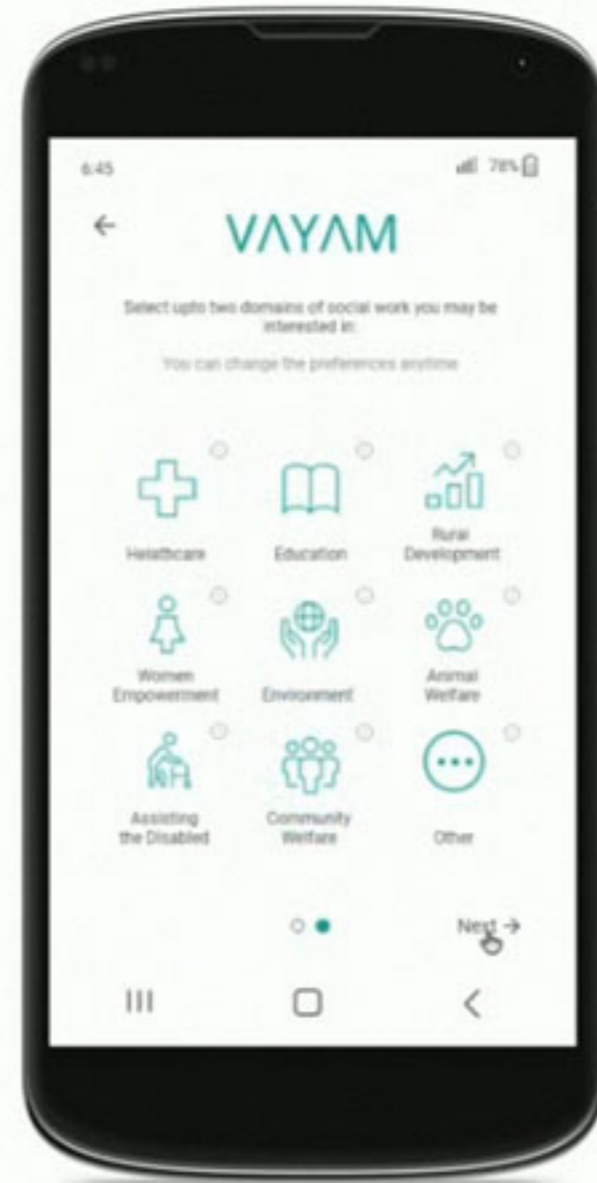
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- *Understanding Shubham's interests in domains*
- *The platform does not ask for a lot of information beforehand.*



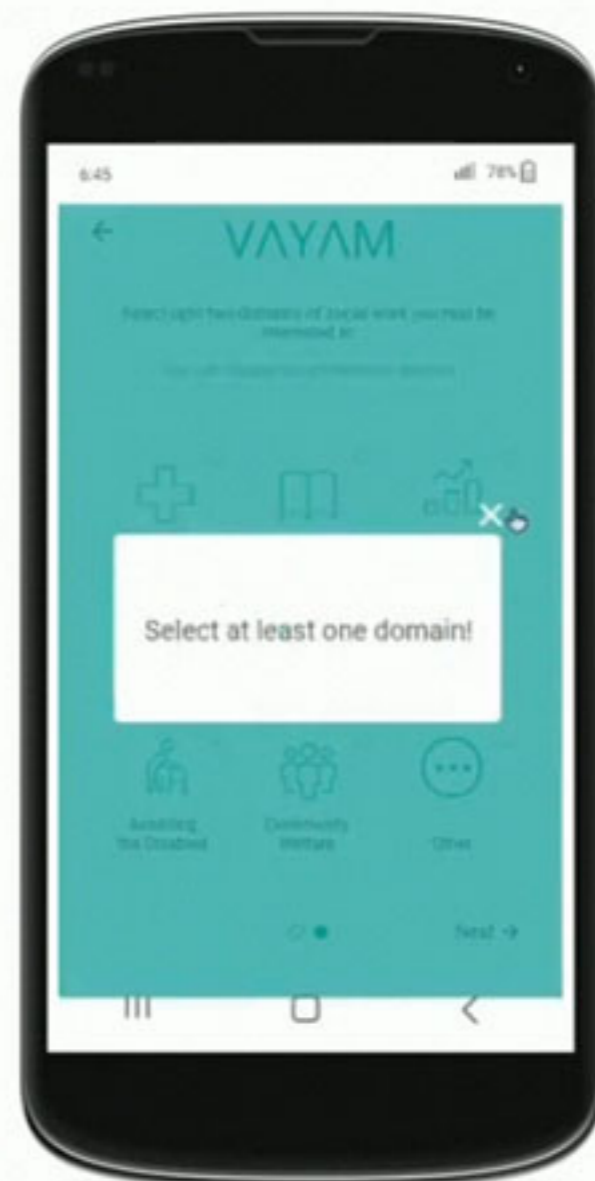
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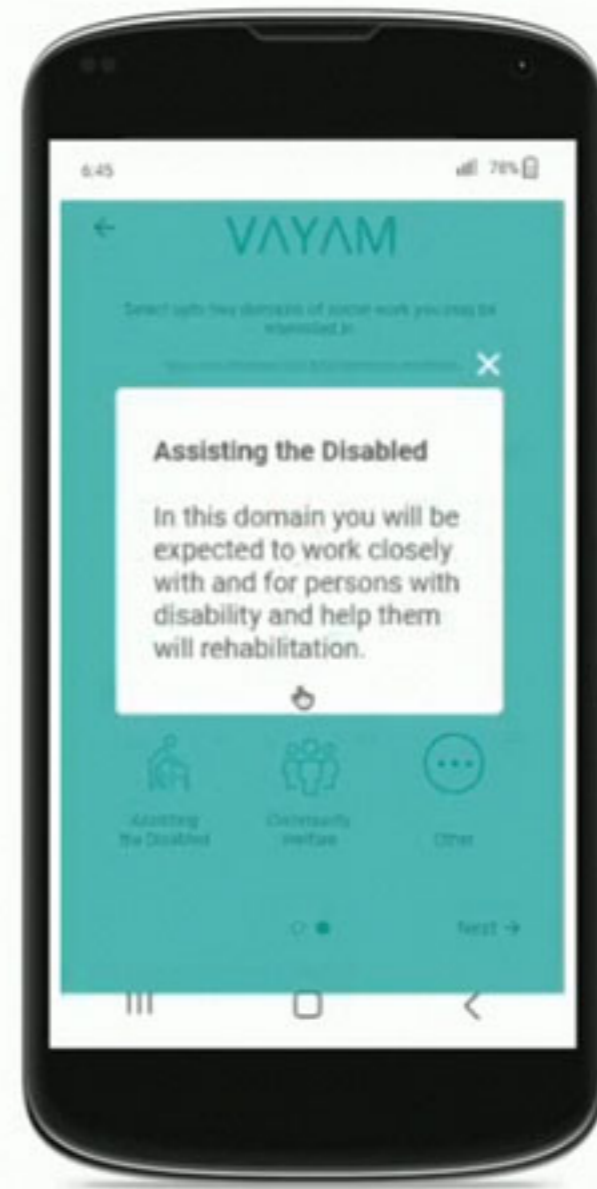
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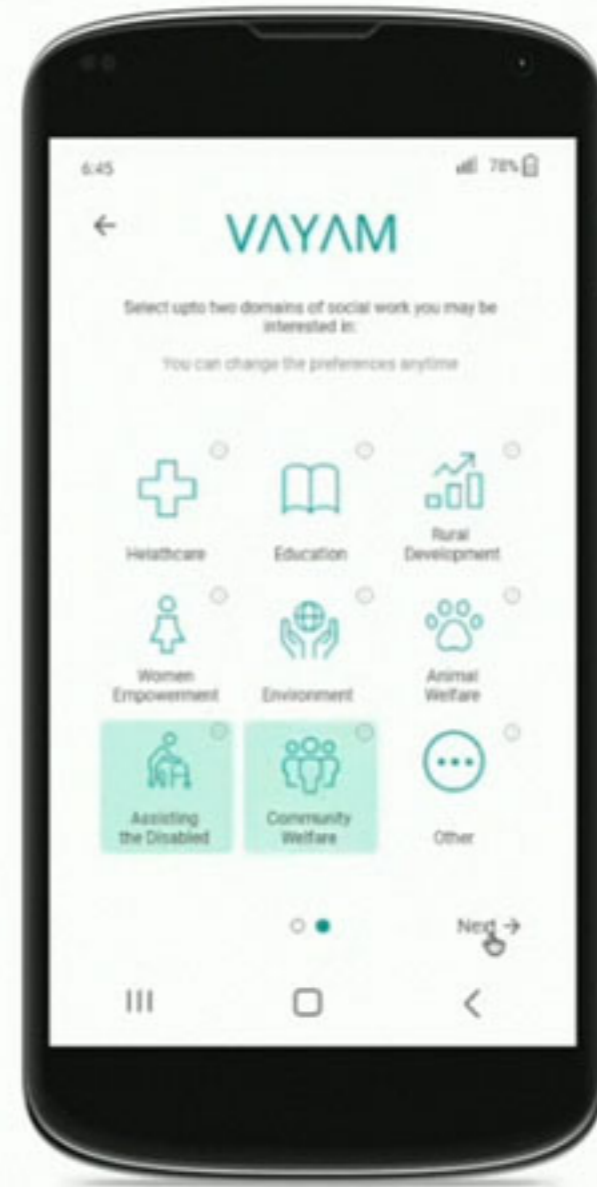
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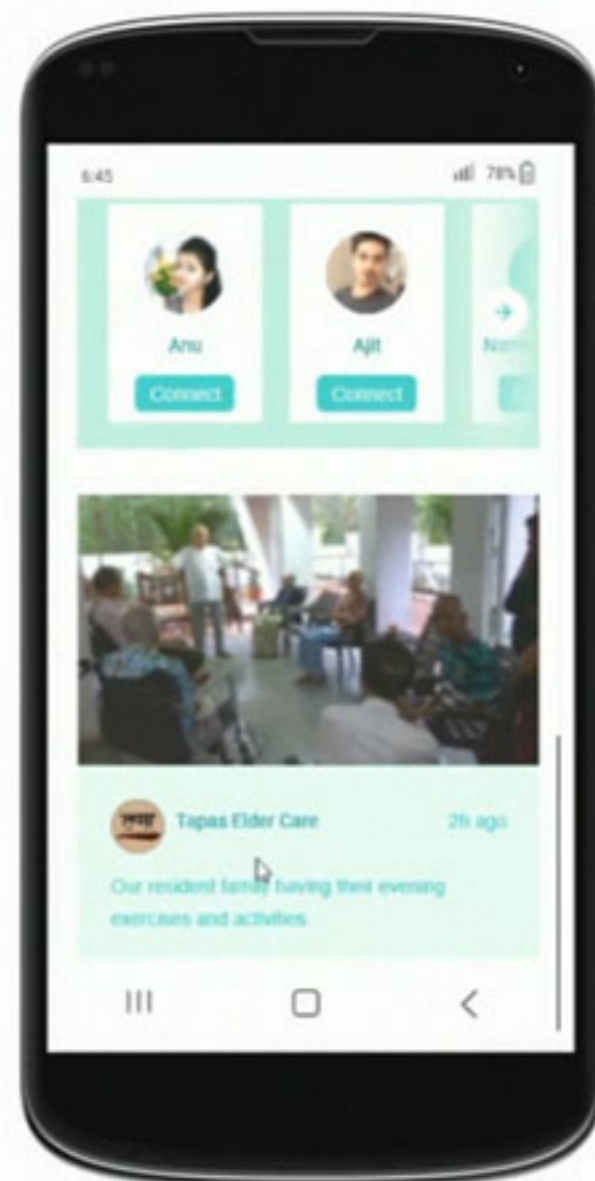
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- *Shubham can see the work of organizations working in the domains that he has selected.*
- *He can find his friends who are on the platform and can connect with them*



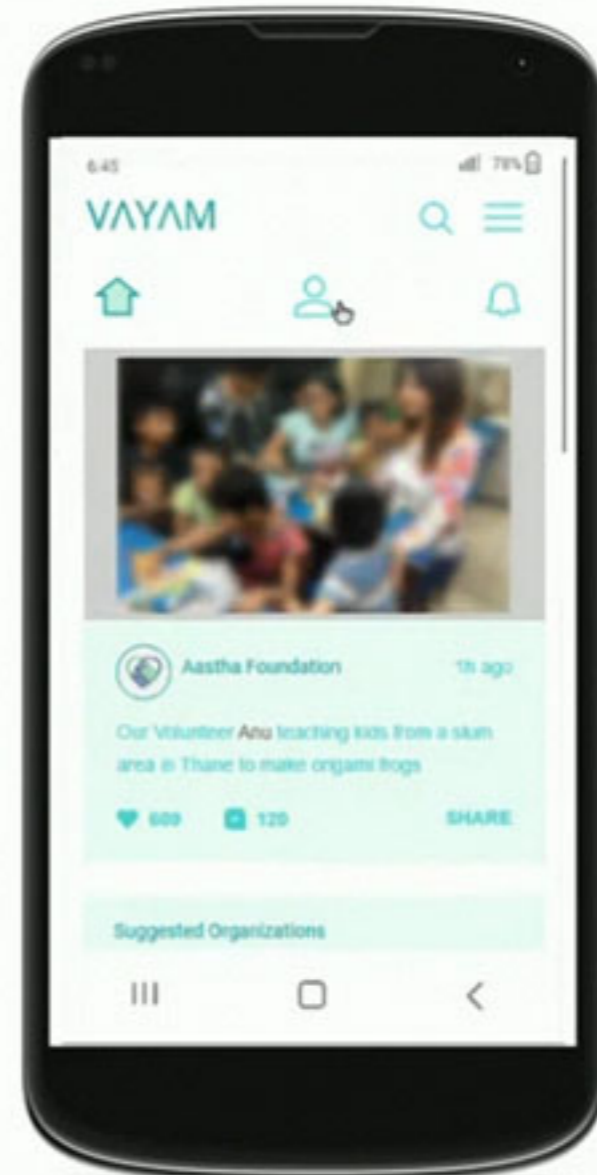
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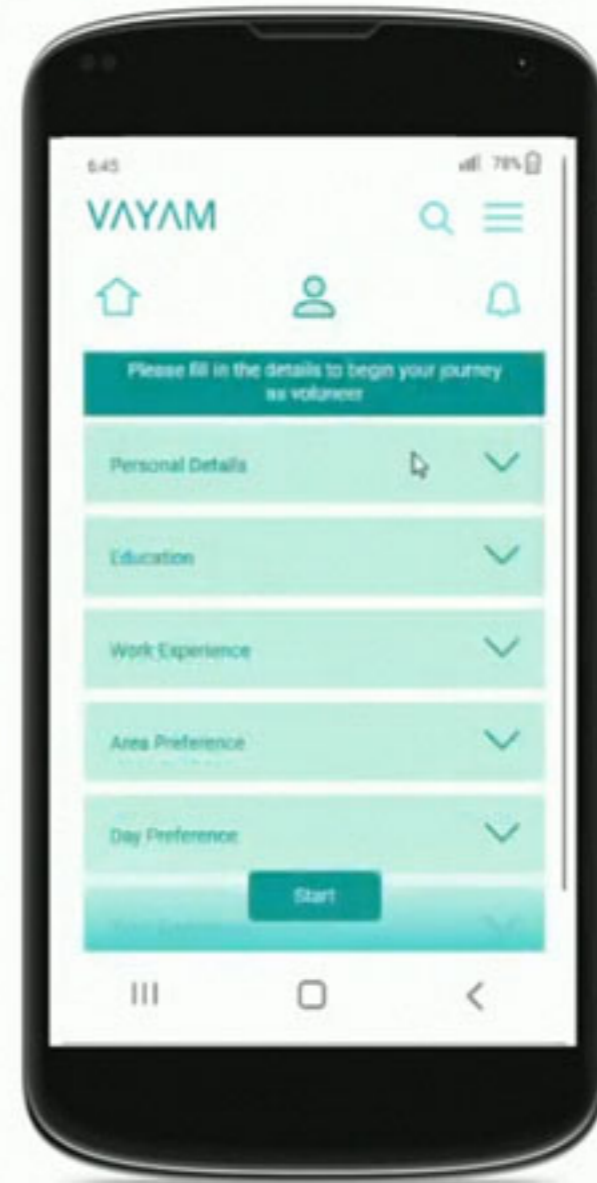
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- *Creating a detailed profile will help Shubham connect with peers from different organizations*
- *It will help the platform to suggest suitable matches to Shubham*



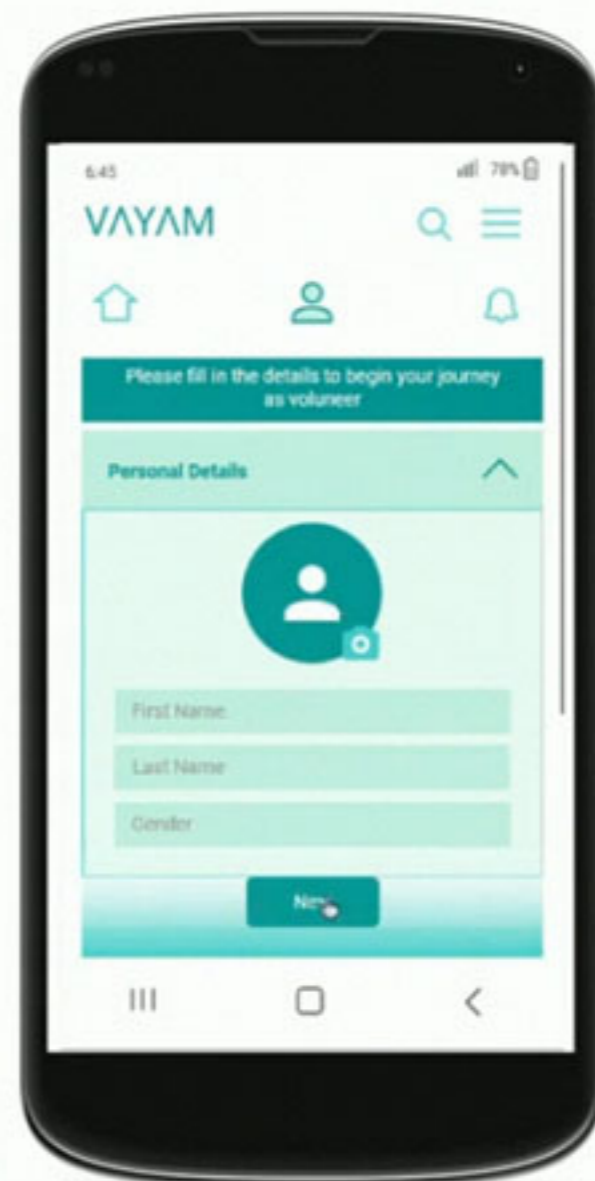
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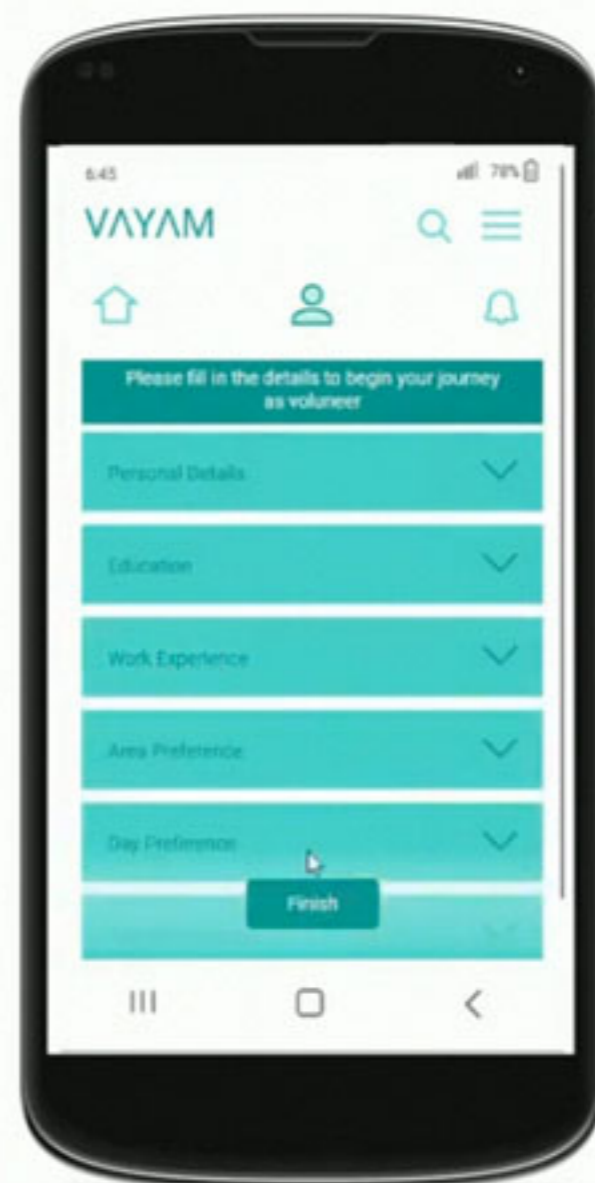
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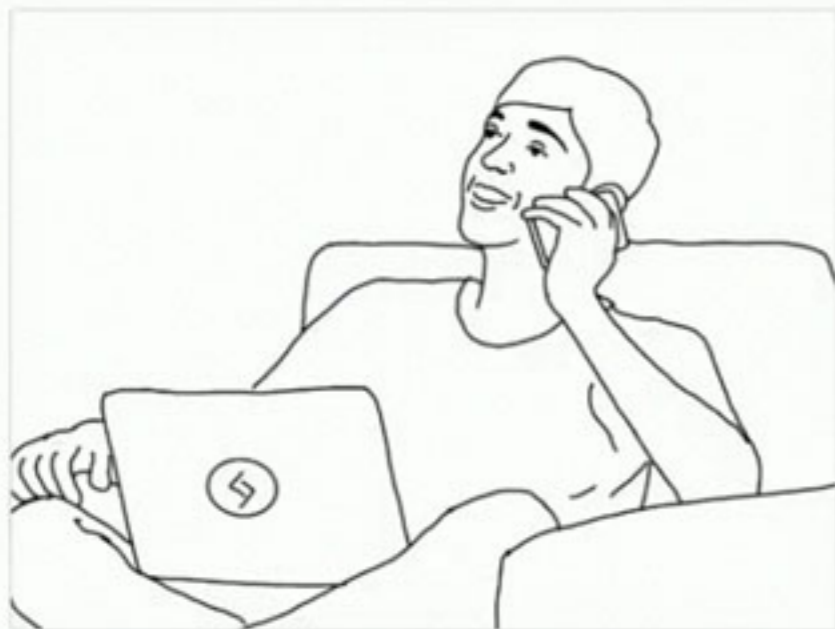
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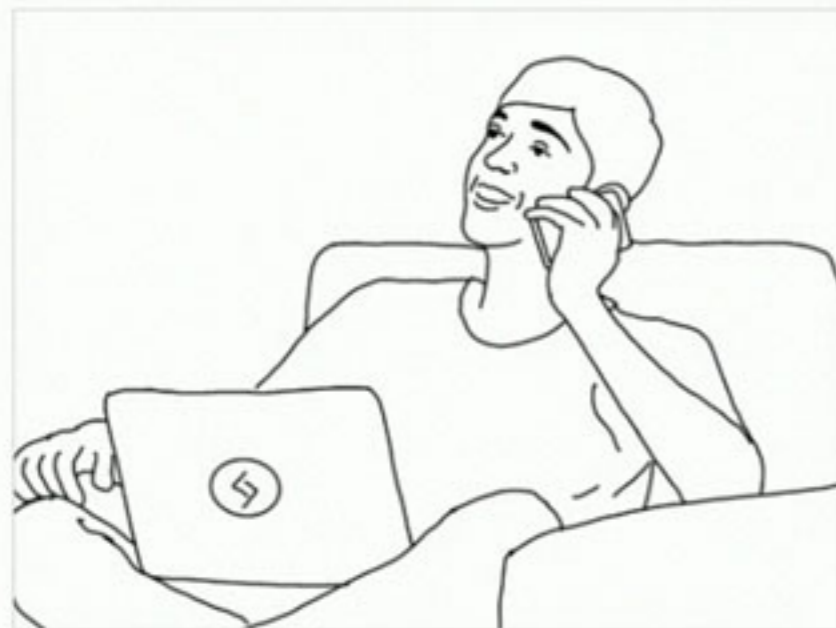
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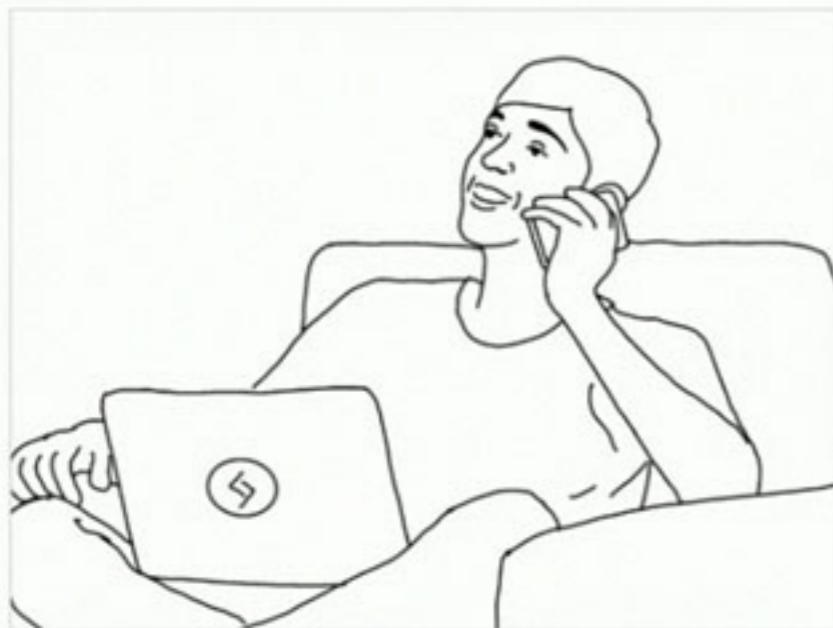
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Shubham and some other teammates finalize the kind of work best suited for Shubham based on his time availability and skills

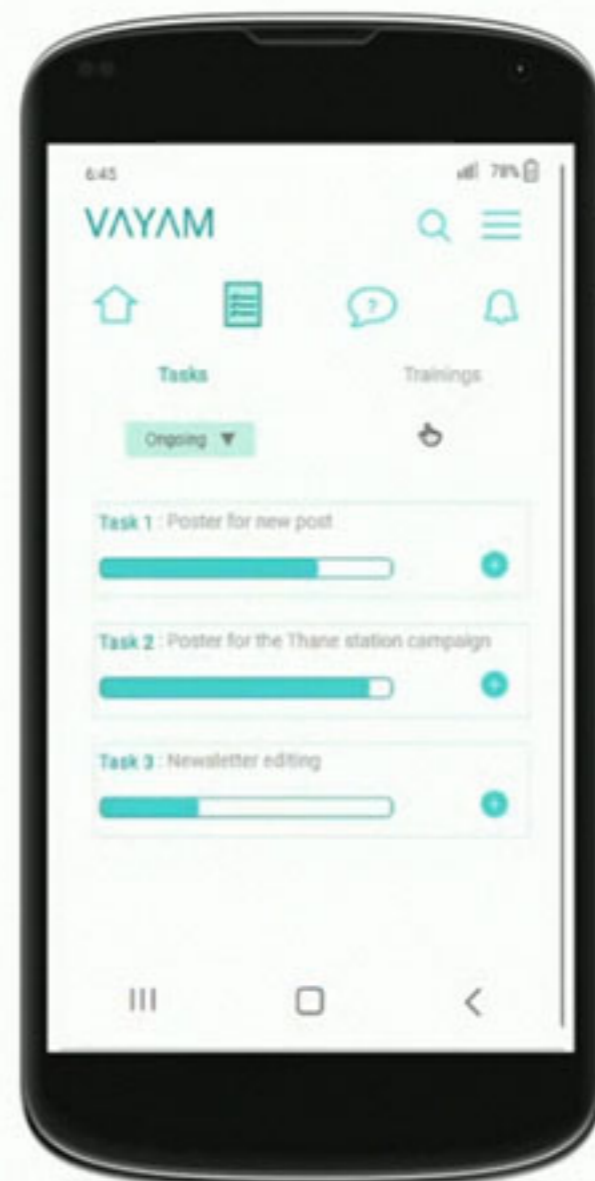
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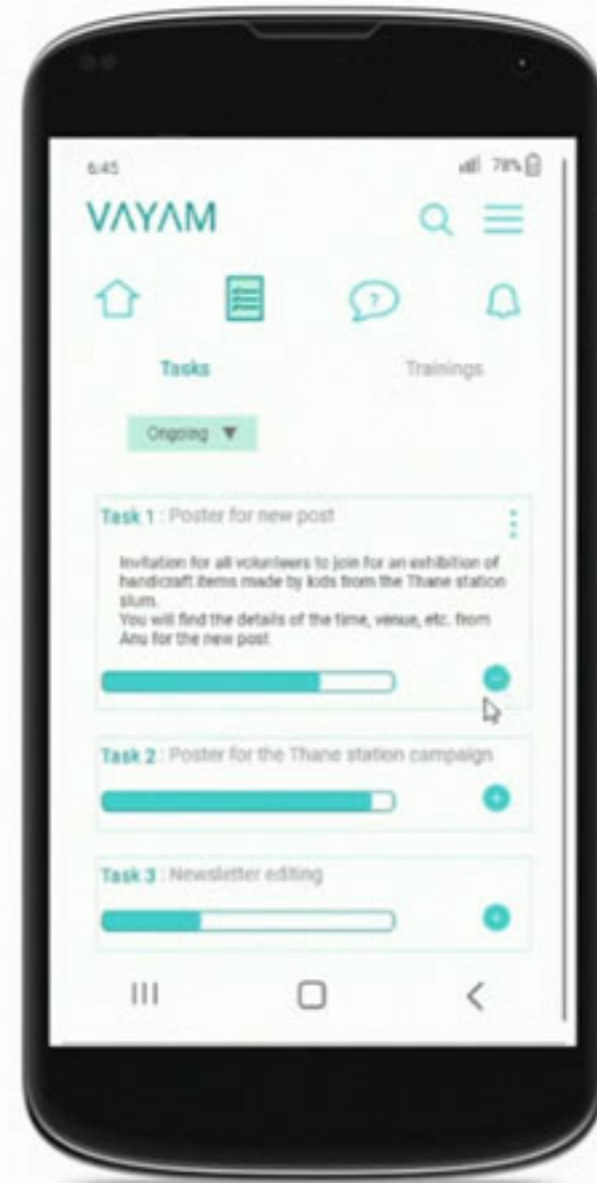
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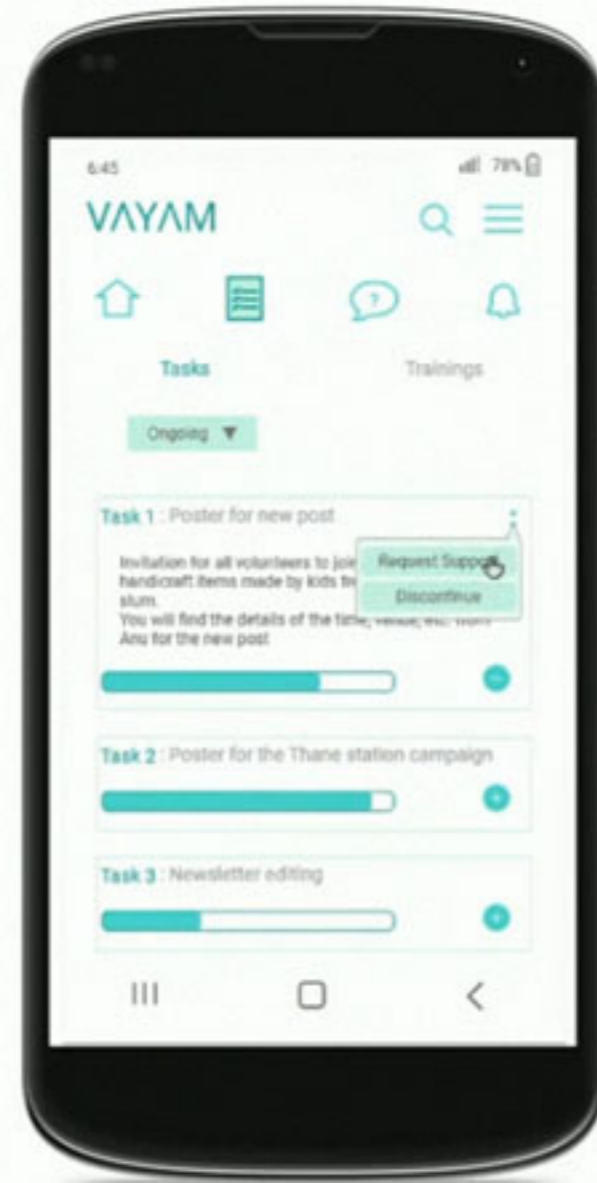
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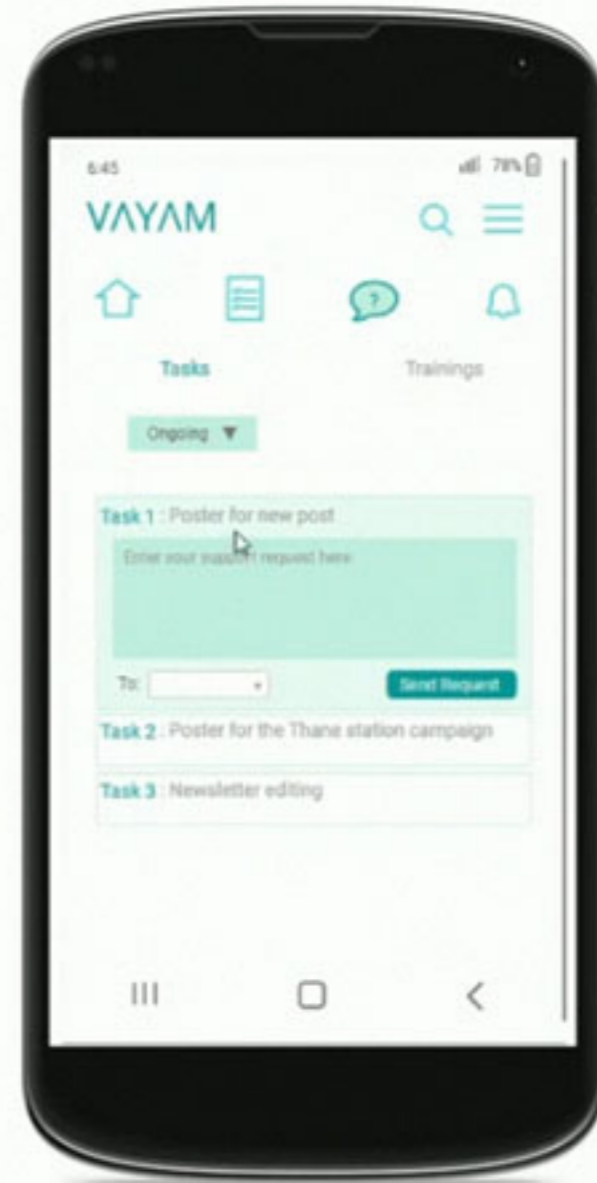
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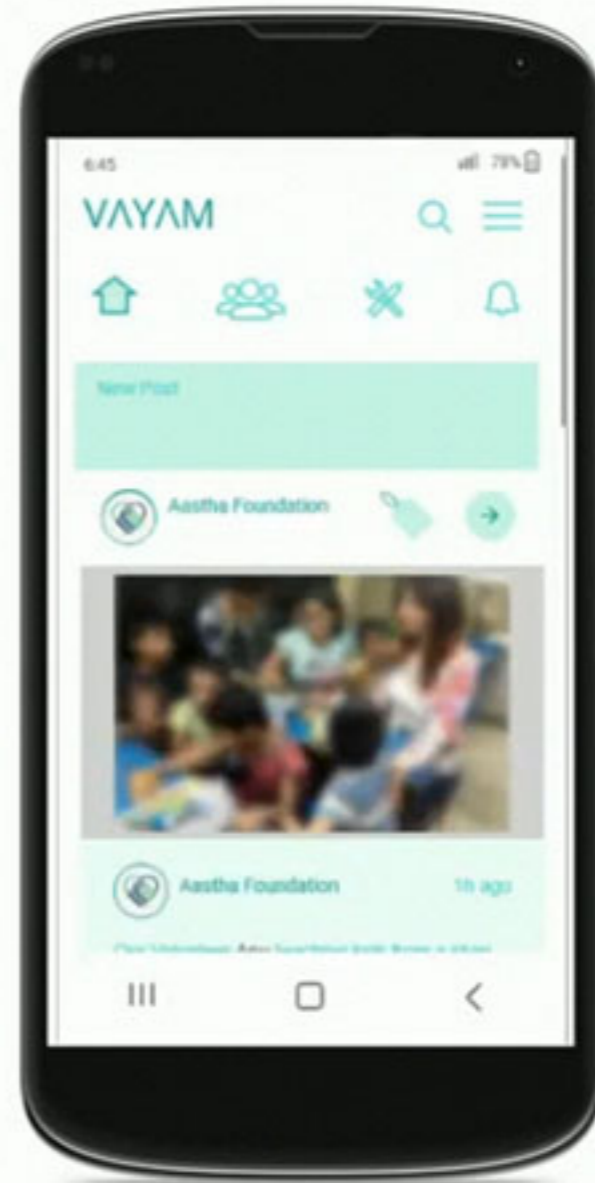
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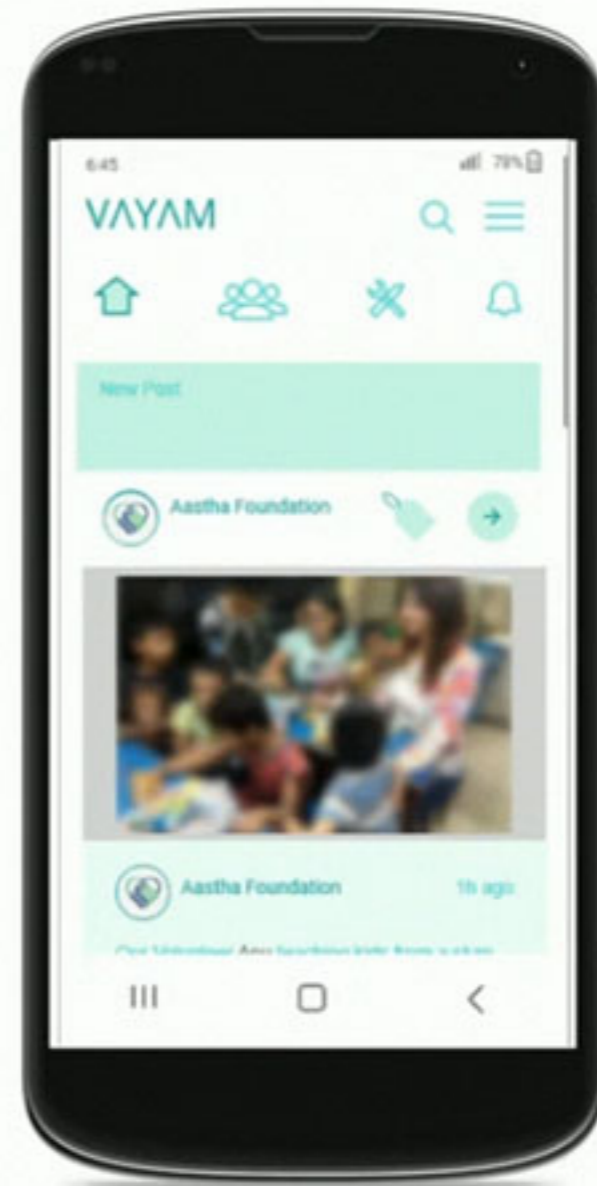
Inspiring across the platform

- *Organizations have their own page*
- *They can post about their activities and events, they can tag their volunteers and write appreciation posts for volunteers*



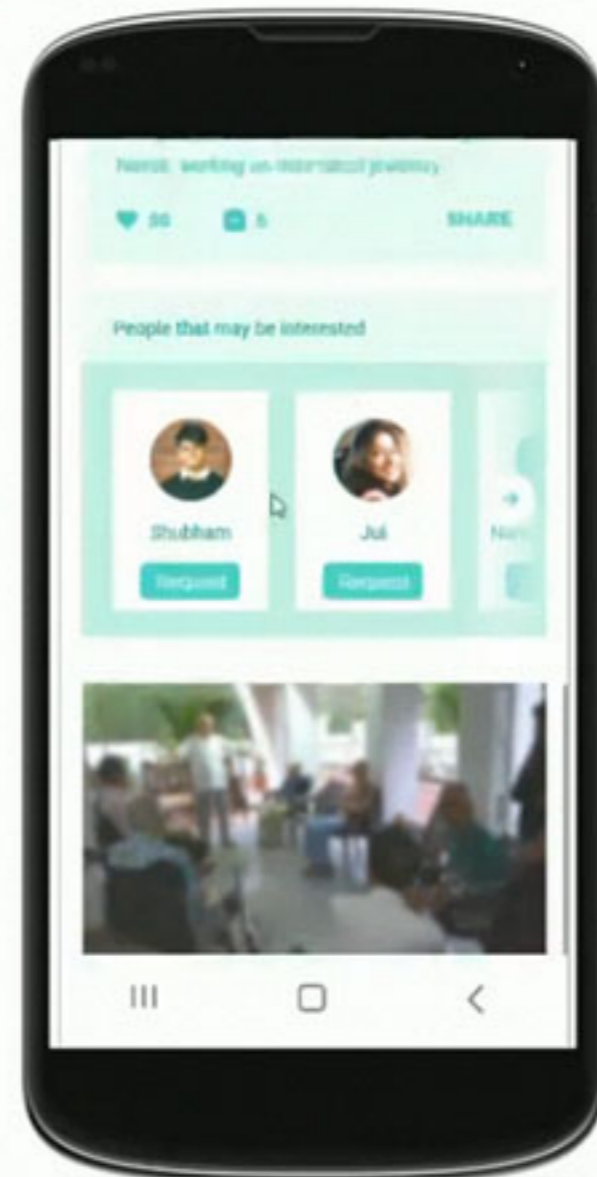
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- *They can see the activities and events of other organizations working in the same domain, inspire and get inspired*
- *Vayam suggests 'People who may be interested' and the organization can request that person to volunteer*



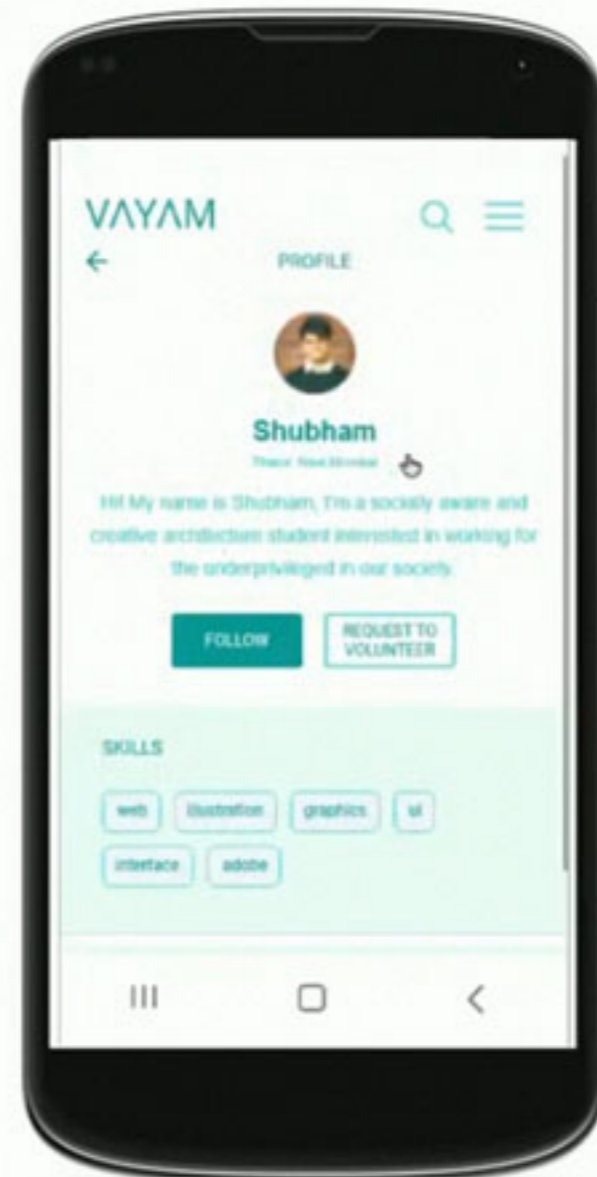
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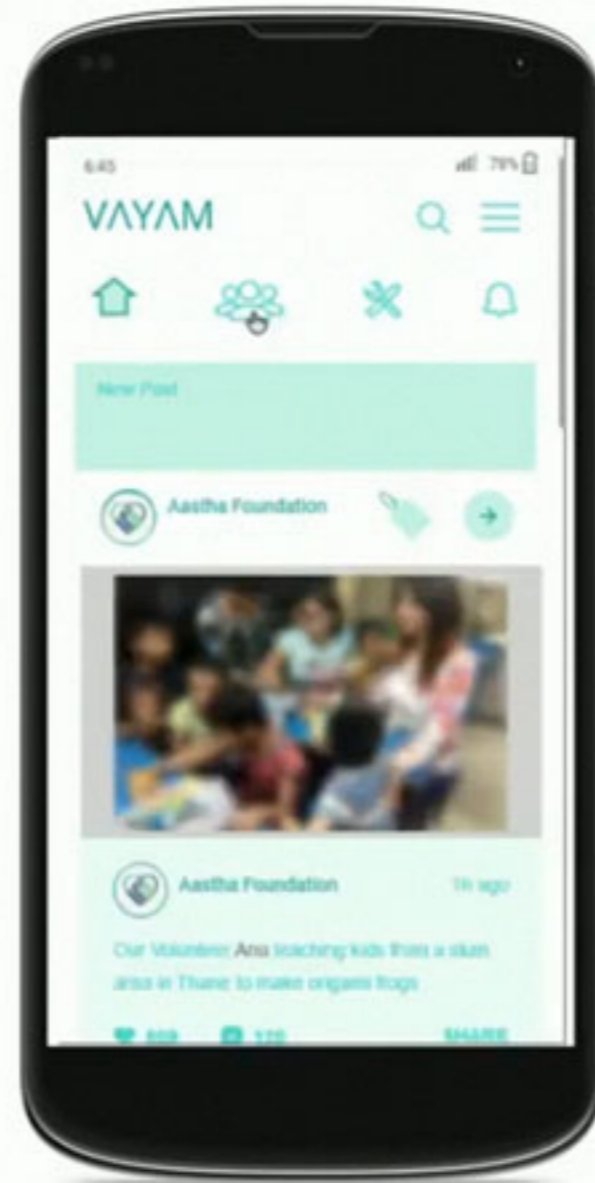
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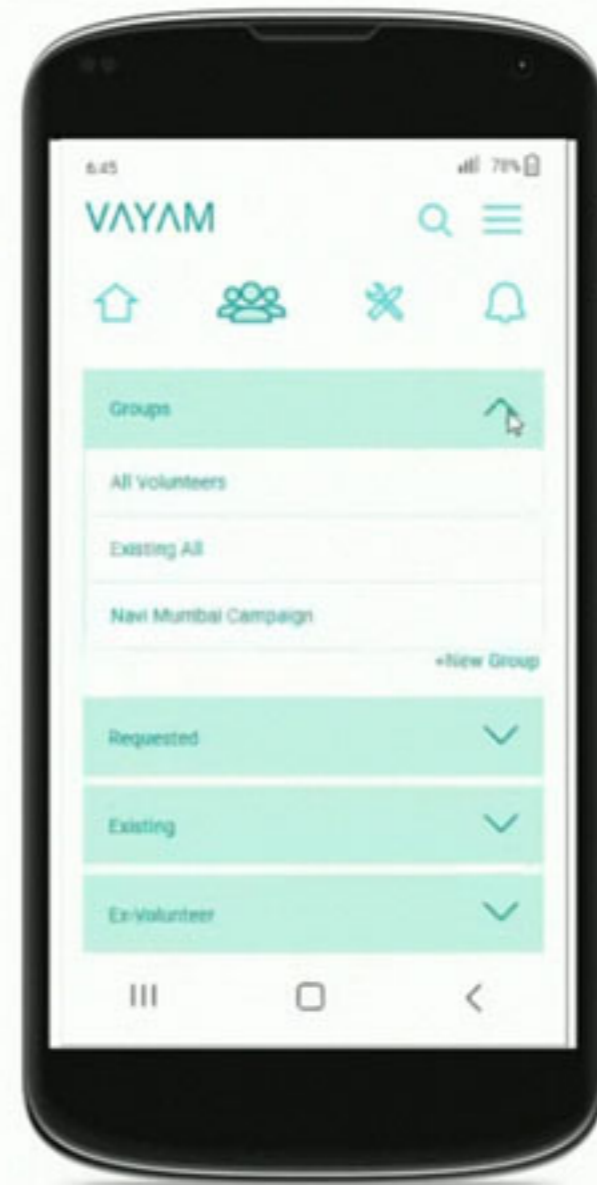
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- *Organizations can see all their volunteers and manage their tasks and trainings*
- *They can communicate individually or in a group*



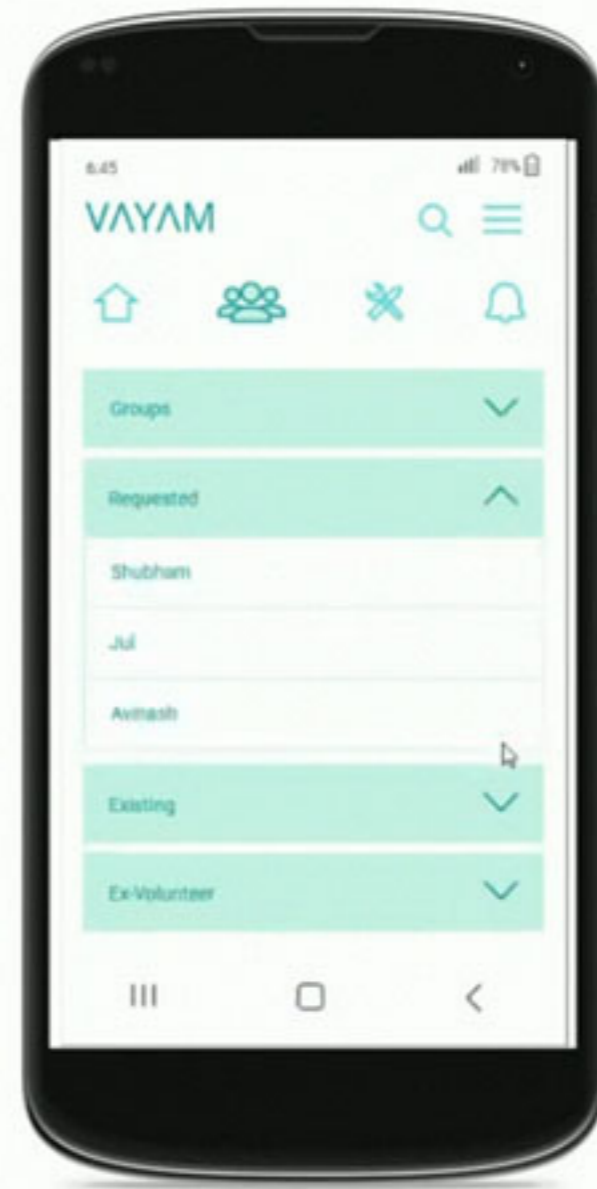
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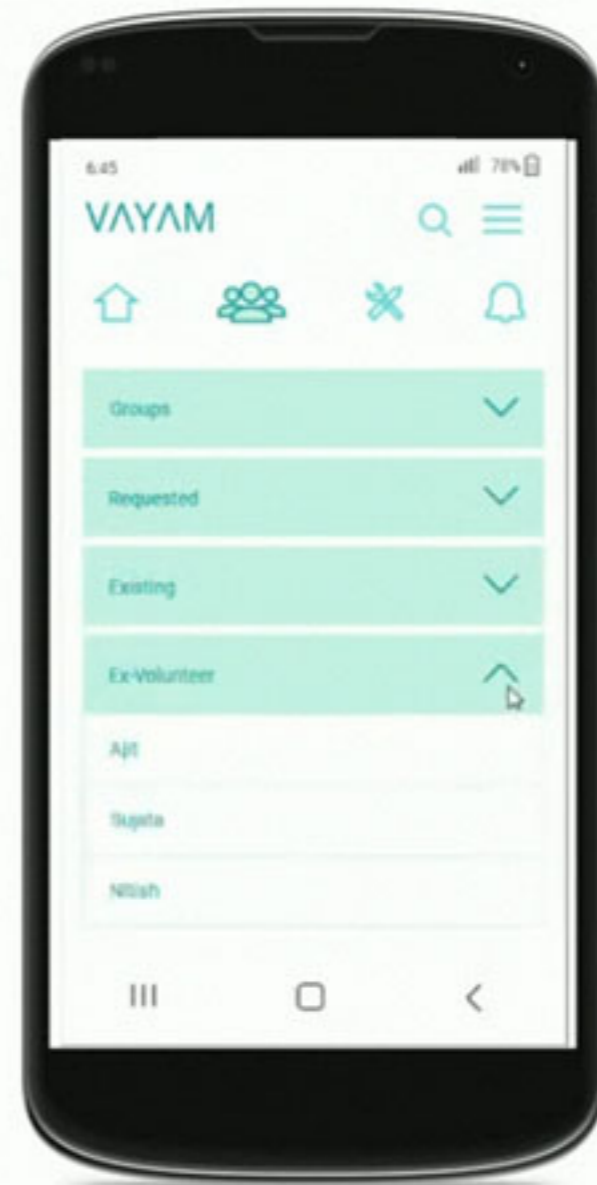
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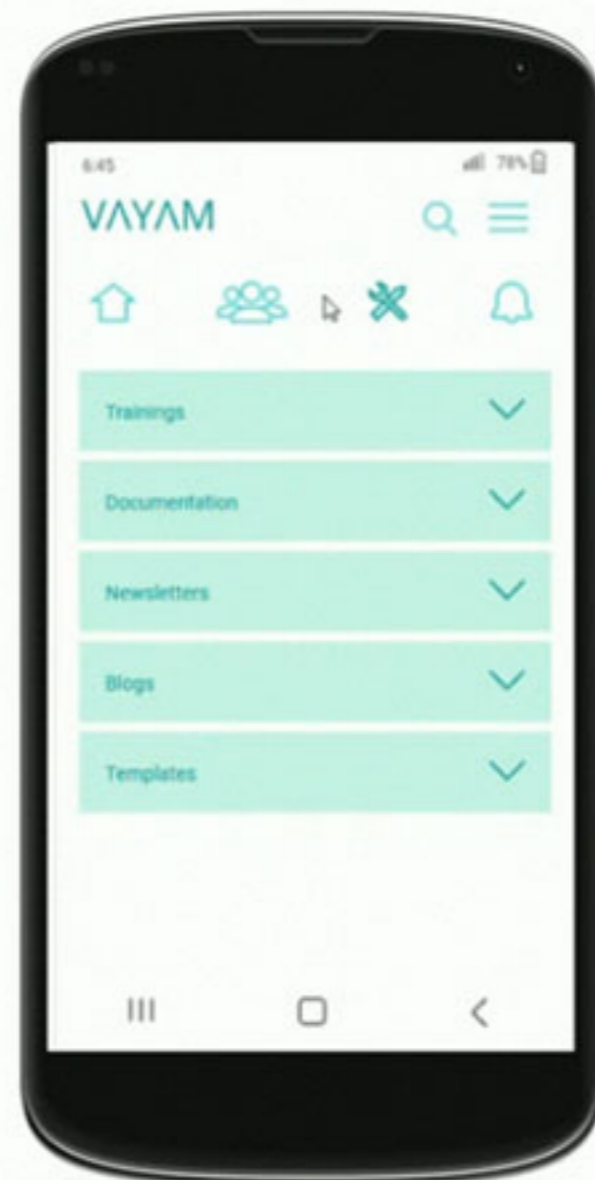
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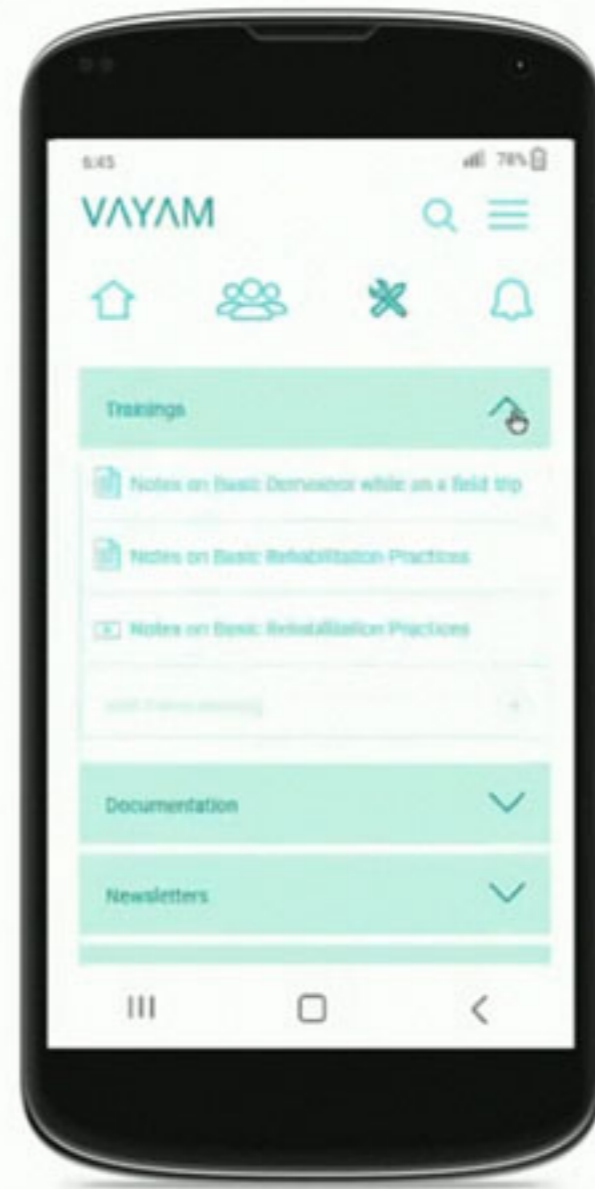
Resources

- *Vayam also provides the organizations with a repository of resources.*
- *The organizations can add their own resources and share them across to other organizations on the platform*



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Highlights

Volunteers

- *Choice of Domain selection, allowing to explore*
- *Quick Onboarding onto the platform*
- *Connecting with the offline peer network*
- *Autonomy in Organization and Task selection*
- *Easy access to support*
- *Freedom of taking breaks*

Highlights

Organizations

- *News feed from similar domains*
- *Easy to edit, update and share profile page*
- *Pro-actively requesting volunteers to join*
- *Group and Individual engagement with volunteers*
- *Easy connect with ex-volunteers and alumni*
- *Repository of Resources*

USPs

Flexibility in use

Linkages of several sub-services

Extensibility

Granularity



Ramya

USPs

Flexibility in use

Linkages of several sub-services

Extensibility

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Chandrakant

USPs

Flexibility in use

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Extensibility

Granularity



USPs

Flexibility in use

Linkages of several sub-services

Extensibility

Granularity

- **Trainings:**
 - *Videos , Notes, Workshops*
 - *Online/ Offline*
 - *Add more*
 - *Share*

USPs

Flexibility in use

Linkages of several sub-services

Extensibility

Granularity

- *Details of every domain available*
- *Detailed Profile Creation*
- *Detailed Task Descriptions*

Process

Initial Studies and Groundwork

Ideation and Structuring

Designing

Evaluation

- *Review of Literature*
- *Study of Existing Practices*
- *Interviews with Social Organization
Representatives*
- *Surveys in Volunteer Groups*

Process

Initial Studies and Groundwork

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- *Ecosystem Map*
- *Lifetime Trajectory*
- *Ideation*
- *Personas*
- *Customer Journey Map*

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- *Service Encounter Blueprint*
- *Scenarios and Branching*
- *Service failures*
- *Touchpoint Design*

Process

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Evaluation

- *Expert Evaluation in 2 rounds of Delphi-like technique*
- *Round 1: Presenting the design and working of the platform, open discussions, questionnaire*
- *Round 2: Questionnaire on the summary of Round 1, open comments or suggestions*

Process

Initial Studies and Groundwork

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- *Areas of Improvement*
 - *Data security and Privacy guidelines*
 - *Better feedback system*
 - *Hierarchy on the platform similar to the hierarchy in an organization*

Process

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- *The most appreciated features of the platform were that*
 - *It covered the entire lifetime trajectory*
 - *Flexibility in use*
 - *Gives a plethora of options to volunteers and organizations*
 - *Simplicity in functionality, It has everything in one place*

Process

Initial Studies and Groundwork

Ideation and Structuring

Designing

Evaluation

- *Majority experts found the platform to be useful and could imagine their organizations and volunteers using it*
- *5 out of 7 experts showed keen interest in development and deployment of the platform service with 2 organizations even extending support to make it happen by setting up teams.*