



# How Helpers Work?

Scenario 1  
Traditional

**giz**



GIZ  
INNOVATION  
FUND 2021



Scenario 1

Scenario 2

Scenario 3

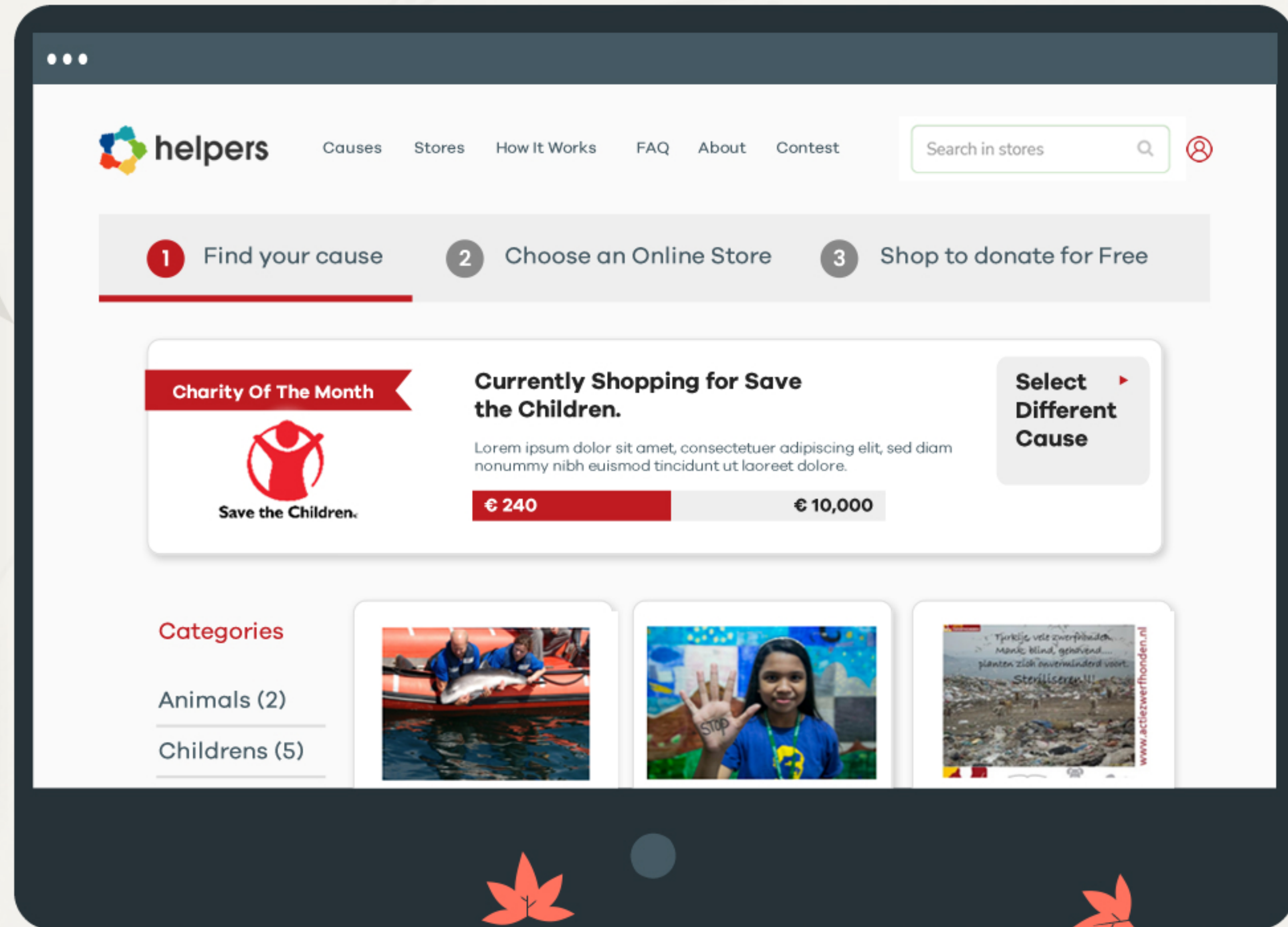
Scenario 4

1

# Imagine!

you are online shopping for sunglasses

You Land into Helpers Website





Scenario 1

Scenario 2

Scenario 3

Scenario 4

2

## Select your Cause

You select a cause you want to support

The screenshot shows the 'helpers' website interface. At the top, there is a navigation bar with the 'helpers' logo and links for 'Causes', 'Stores', 'How It Works', 'FAQ', 'About', and 'Contest'. A search bar is located on the right. Below the navigation bar, a progress indicator shows three steps: '1 Find your cause', '2 Choose an Online Store', and '3 Shop to donate for Free'. The main content area features a 'Charity Of The Month' section for 'Save the Children' with a progress bar showing '€ 240' out of '€ 10,000' and a 'Select Different Cause' button. Below this, there are three category cards: 'Animals (2)', 'Childrens (5)', and 'Nature (5)'. The 'Nature (5)' category is expanded, showing three cause cards: 'SOSDolfijn', 'Project Growing up', and 'StraydogsCampaign Fou...'. The 'StraydogsCampaign Fou...' card is highlighted with a red border and a 'Select this cause' button with a mouse cursor icon.

A callout box with a red border highlights the 'StraydogsCampaign Fou...' card. It contains a thumbnail image of a dog in a littered area with the text: 'Turkije vele zwerfhonden. Mante blind gehavend... planten zich onverminderd voort. Steriliseren!!' and the website 'www.actiezwerfhonden.nl'. Below the image is a red button with the text 'Select this cause' and a mouse cursor icon pointing to it.





Scenario 1

Scenario 2

Scenario 3

Scenario 4

3

## Select your Online Store

You select a cause you want to support

1 Find your cause    2 Choose an Online Store    3 Shop to donate for Free

Your Cause



Save the Children.

Categories

Animals (2)

Childrens (5)

Nature (5)

Choose an Online Store

Books & Magazines    Clothing & Fashion    Electronics

Most popular

Search:

ebay

eBay  
Maximum donation: 3.75%

Shop now

JBL

JBL  
Maximum donation: 3.75%

Shop now

Banggood.com

Banggood  
Maximum donation: 4.5%

Shop now

ebay

eBay  
Maximum donation: 3.75%

Shop now





Scenario 1

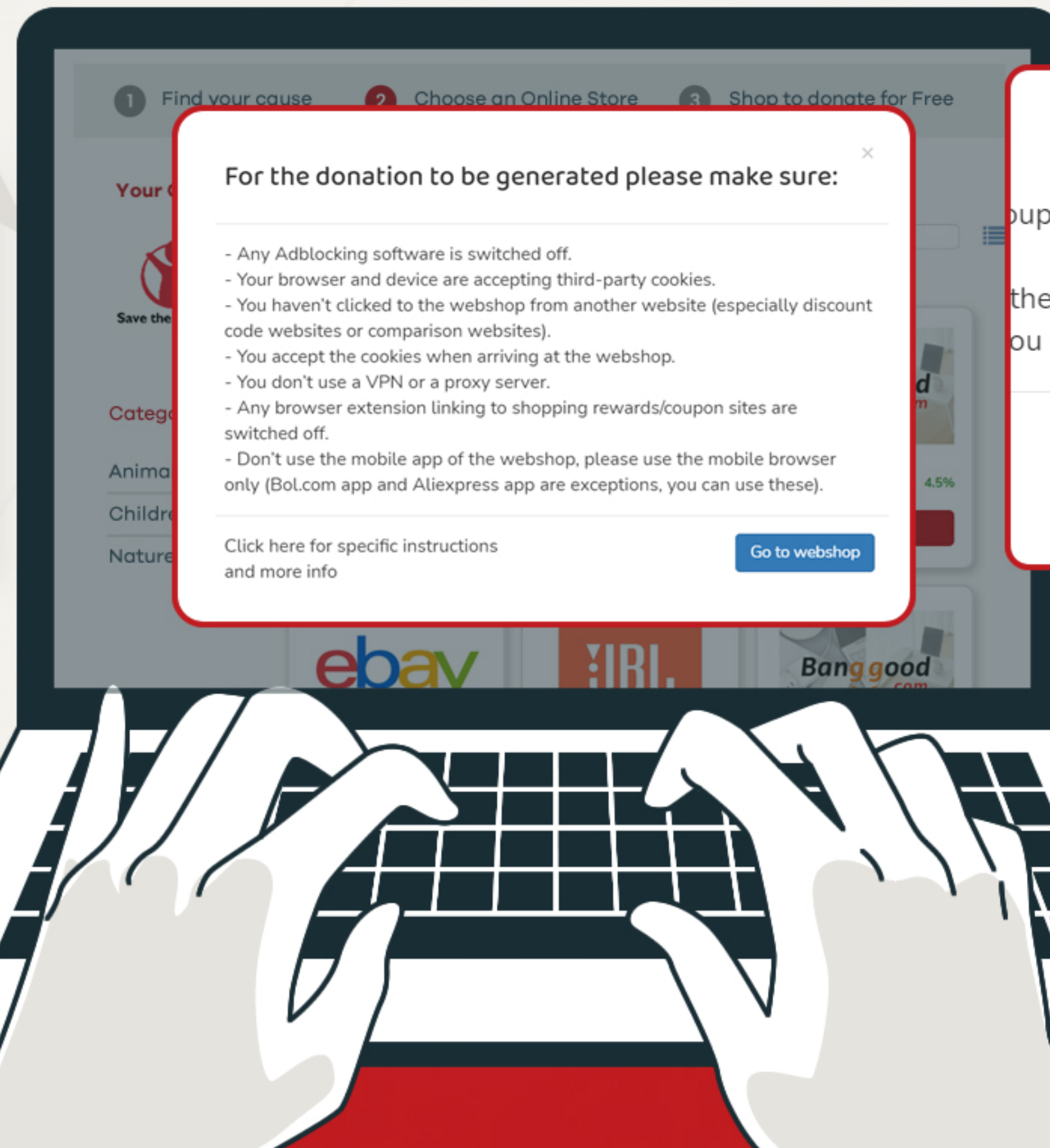
Scenario 2

Scenario 3

Scenario 4

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## Follow donation Check List



For the donation to be generated please make sure:

- Any Adblocking software is switched off.
- Your browser and device are accepting third-party cookies.
- You haven't clicked to the webshop from another website (especially discount code websites or comparison websites).
- You accept the cookies when arriving at the webshop.
- You don't use a VPN or a proxy server.
- Any browser extension linking to shopping rewards/coupon sites are switched off.
- Don't use the mobile app of the webshop, please use the mobile browser only (Bol.com app and Aliexpress app are exceptions, you can use these).

Click here for specific instructions and more info

Go to webshop



Go to webshop





Scenario 1

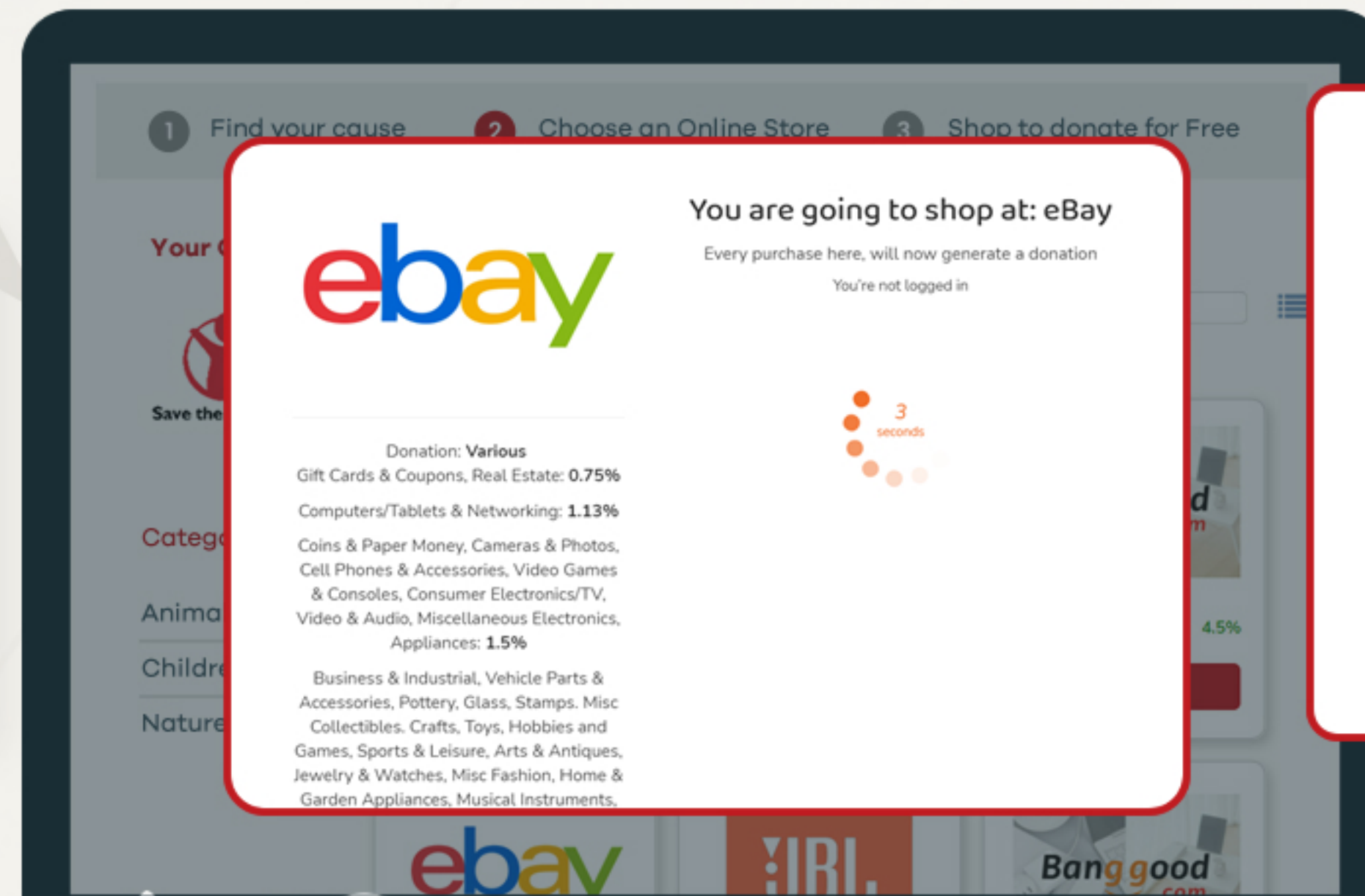
Scenario 2

Scenario 3

Scenario 4

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Helpers will Redirect to Webshop



Redirecting to Webshop





Scenario 1

Scenario 2

Scenario 3

Scenario 4

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## Select Your Product

Select the Product you want to Buy

The laptop screen displays an eBay page titled "Compare RayBan Glasses". On the left, there are filters for "Show only" (Available nearby, On sale), "Price" (Up to €70, €70 - €90, Over €90), "Color" (black, grey, brown, white, red, orange, yellow, green, blue, pink), "Category" (Prescription Glasses, Eyeglass Frames), and "Department". The main content area shows "Ads - See rayban glasses" with a grid of product listings. The highlighted product card shows a pair of sunglasses for €79.90. Other cards show a pair of eyeglasses for €86.90 and another pair of sunglasses for €120.90.

Product Name	Price	Shipping
Ray-Ban Rayban 2180/710/73 Sonnenbrille -...	€69.99	Free shipping
Ray-Ban Unisex Rechteckige Sonnenbrille, Bra...	€74.99 (€115.37)	Free shipping
Ray-Ban Rb4147 Rayban Sonnenbrille...	€79.99 (€123.06)	Free shipping
Charlotte-schwarz/gold Brillengestell inkl.	€59.90	+€4.99 shipping



Scenario 1

Scenario 2

Scenario 3

Scenario 4

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## Checkout

Helpers is pre-activated  
confirm and pay

Checkout

Select a payment option

- PayPal
- PayPal CREDIT Get more time to pay. Apply now. See terms
- Credit or debit card ⓘ

Ship to

**Maria**  
(615)-xxx-xx18  
[Change](#)

Review your order

Seller: bluepalma [Message to seller](#)

	Frame Luxury Leather Chrome Hard Back Case Cover For iPhone 5 5S Black Gold	Qty: 1	\$4.95
--	---	--------	--------

Item (1)	\$4.95
Shipping	Free
<b>Order total</b>	<b>€79.90</b>

**Confirm and Pay**

Select a payment option





helpers

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## Thankyou

You a receive an email form Helpers after the purchase

Please check our dashboard to get an overview of our activities and your contributions.

Scenario 1

Scenario 2

Scenario 3

Scenario 4



helpers

Hi, Maria

**Thank you very much for joining Helpers.....**

you contributed to a good cause.



Please check our dashboard to get an overview of our activities and your contributions.

Dashboard





Scenario 1

Scenario 2

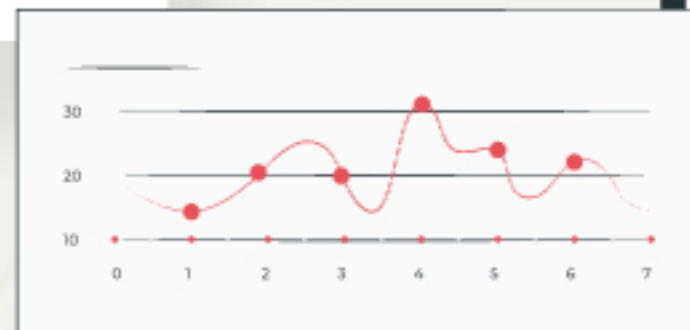
Scenario 3

Scenario 4

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## Track your donations on Helpers

You received an invoice from eBay as well as from Helpers via email.



helpers Dashboard Approvals Profile Campaigns AboutCCD Logout

### See Where Your Donation Goes

 **Thank you very much!**  
With your last shopping you contributed to "Save children" project and directed 5 pounds to a good cause!

CI Information Campaigns Overview **Donations Overview**

Payment Date	Campaign Name	Domain	Donation	CCD Fees	Stripe Fees	Retained Amount
01/02/21 09:28am	Save the Children	Maria	5.19	0.32	0.45	1.42
01/02/21 09:28am	Save the Children	Maria	5.19	0.32	0.45	1.42

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