



HUMANITY



GREENLIGHT GREENPAPER

SPRING 2018



The goal of this project was to optimize the new networking website, Humanity, which was designed for people committed to solving humanity's global sustainability challenges, as defined by the UN Sustainable Development Goals.

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Challenges & Opportunities

Humanity reached out to Greenlight to optimize its social impact network to fit the needs of people who are passionate about addressing the UN Sustainable Development Goals. Our challenge was to find an audience for this platform, and identify what they want to see from this website. This provided us with an excellent opportunity to network with other student organizations by attending events, tabling, and arranging meetings with students from various initiatives on campus.

Recommended Solutions

Our recommendations were based on our own experience with the website and the feedback provided to us by the people that gave us feedback. The most popular feature that was requested for this website was a projects page, which would enable them to post a description of their projects and recruit team members. Based on our experience, we recommended the addition of a messenger function, to allow people to directly message each other through the website. In order to reach a wider audience, we also recommended promotional videos from inspirational people sharing their stories about what sparked their passion for solving sustainability challenges.

Project Benefits

BENEFITS TO PROJECT PARTNER

The recommendations provided to Humanity provided them with more feedback on the website's user experience, offering insights on how they can engage more people and market their website to a wider audience.

BENEFITS TO SOLUTIONEERS

The Greenlight team gained experience in networking, and developed valuable communication skills by identifying their needs and delivering that feedback to Humanity. The skills and experience gained in this project are greatly applicable in every professional environment.

BENEFITS TO THE COMMUNITY

This website is to help people network with like-minded individuals who are passionate about solving social, environmental, and economic problems that their communities face. It is anticipated that this website will help many people leverage their projects to a greater capacity, which will then improve their communities.