The rise of social applications and sustainable development: The Ribon Case

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Abstract
This article aimed to identify, from the user and the company’s point of view, what leads to engagement with social applications that contribute to sustainable development. In the research design, a qualitative, exploratory approach was used, based on the inductive nature of obtaining data through a case study. Multiple sources of evidence were used, which allowed data triangulation. After data collection, the content analysis technique was used using the CAQDAS/Iramuteq software. The results indicated that the subcategory “Impact of effective altruism” was the one that had the most significant presence of textual body among the comments of users since effective altruism is configured as a fundamental element, in which the motivation to volunteer is a donation. In users’ comments, the sensation of “warm glow” was observed, a model in which the agent gains utility in the act of donating. The “Motivating about volunteering” class, on the other hand, had the smallest textual body due to users having difficulty perceiving the app as a means for the practice of volunteering. Thus, the application modifies the flow considered traditional fundraising for social causes and innovates by offering a more straightforward and more casual way of carrying out voluntary work.

Keywords: Social Application, Social Technology, Gamification, Altruism, Volunteering, Credibility.

1. Introduction
In the digital age, Information and Communication Technology (ICT) are no longer a luxury for the few and become, among others, an essential resource for political engagement and social participation (Boulianne, 2015). In this context, one of the technological revolution tools is smartphones, whose number of users has been growing at an accelerated rate due to their advanced computing capacity and data connectivity through wireless, 4G, and Wi-Fi services (Roy, 2017). Added to this is the wave of mobile apps (apps), configured as one of the fastest-growing sectors in the downloadable software market (Lee & Raghu, 2014; Roy, 2017). The rise in the use of apps can be felt as they are being used for numerous functionalities, starting with educational use, going through e-commerce, transportation, among other aspects (Liu, Au & Choi, 2014).

In this scenario, the concept of social technology (TS) emerges, which, for Gartner (2021), is “... any technology that facilitates social interactions and is enabled by a communications capability, such as the Internet or a mobile device”. Bruggencate, Luijkx and Sturm (2018) corroborate by stating that STs facilitate interaction between individuals and influence social processes, connecting people to other people, the community, and society. Therefore, they can also facilitate communication between organizations and people who carry out or who wish to carry out voluntary work. That is, they help to solve problems that conventional business models cannot solve.

Thus, social applications arise, which should not be confused with social relationship applications such as Instagram or Facebook. The social apps we refer to are considered social technology tools and appear with a greater purpose than consumption, entertainment, and management, focusing on socio-economic
sustainability (Moresi et al., 2017). In this context, several startups are born - a new business in which entrepreneurs combine ideas and resources to create products or services in a scenario of extreme uncertainty and can also be defined as a temporary organization while seeking a repeatable and scalable model (Kim, Kim & Jeon 2018). It is based on a social business model that seeks the financial objective and the social objective.

Depending on the context presented, this article aims to identify, from the user and the company’s point of view, which leads to engagement with social applications that contribute to sustainable development. The Ribon application’s choice was due to its importance for a better understanding of the phenomenon in the Brazilian context. This work is justified since there is a continuous expansion of the use of technology in the world population’s daily life (a factor often interpreted as a revolution with a pejorative connotation), requiring studies that investigate how technologies can be used to benefit society.

2. Methodological Procedures

2.1 Research design
The present study was carried out using a qualitative approach. As for the objectives, exploratory research was adopted, based on the inductive character in obtaining the data (Jebb, Parrigon & Woo, 2017), and developed through a case study in a Brazilian social application company (Yin, 2017). In data collection, multiple sources of evidence were used - comments from Ribon application users, semi-structured interviews with employees and founders of the startup, as well as documents provided by the company, as can be seen in Figure 1, allowing thus the data triangulation.

![Figure 1: Research evidence sources](Source: own elaboration)

2.2 Procedures for data analysis
In the analysis of the collected data, the content analysis technique was used. For this purpose, computer-aided data analysis software (CAQDAS) was used to help in the coding and categorization of a large amount of data. In the case of this study, the software used was the Iramuteq. The software in question uses the method of descending hierarchical classification (CHD), so it performs the material’s lexical analysis. It splits the text into hierarchical classes (clusters) identified from segments that share the same vocabulary, using the Content Analysis technique (Miles, Huberman & Saldaña, 2013).

3. Results and Discussions

3.1. The Ribon case
Created in 2016 in Brasília, the startup contemplates a social innovation model that seeks to positively impact the altruistic cause, configuring itself as a social business in which the user can exercise digital volunteering. In the startup case, digital volunteers receive “ribbons” (the virtual currency of the application) in exchange for their time. The acquisition of the currency is possible by reading news...
sponsored by companies or philanthropists and displayed on the main page. The stories published in the app have social relevance content, such as sustainability, diversity, and innovations carried out worldwide, relating, in general, to social and environmental development. For each “good news”, the volunteer collects 100 ribons.

The number of ribons collected by the digital volunteer can be sent to the institution chosen by him, considering that, among others, each destination has a different value for donating. This type of business model has a strong appeal among younger users, encouraging them to enter the universe of volunteering simply and practically (Ebrashi, 2013). In the words of its founder,

“[...] we think that giving and helping others is good, but lately, because of the process, the experience is bad. You are on Paulista Avenue, and you have to avoid people and feel bad about it or receive a ticket at home and be compelled to donate [...]” (Interviewee 4, 2020, emphasis added).

Thus, the application modifies the flow considered traditional fundraising for social causes and innovates by offering its users a more straightforward and more casual way of carrying out voluntary work. Thus, through the application, the participant does not necessarily need to use their own money to help humanitarian causes but only volunteer (remotely and digitally) to help those in need. Also, the accumulation of coins becomes something fun and challenging, while it has different levels for donating.

The app started with four basic destination options for donations: Medicines (Schistosomiasis Control Initiative); Drinking water: (Evidence Action); Food fortification (Project Healthy Children); e Essential health (Living Goods). In 2020, with the Covid-19 pandemic situation, three more causes were added, totaling seven possible causes for donation. The cause focused on helping Covid-19, which promotes the donation of tests for the disease to communities in Rio de Janeiro (Favela without Corona). Causes were added that promote food delivery to public school students (WFP - World Food Program) and another that helps in the early diagnosis of breast cancer (Américas Amigas).

What is clear is that the company is willing to embrace new donation options with national and international coverage and intends to expand the number of institutions available for donation. The criterion used to select NGO options is to occupy the right positions in platform rankings that evaluate impact institutions worldwide to prove their efficiency, such as Give Well and The Life You Can Save. As a form of transparency for the user, the application publishes monthly proof of donations in the “Community” section, which can be consulted, such as information on the number of drugs donated, water, and other initiatives. Also, in the user’s profile, it is possible to view the exact amount of ribons donated for each selected cause and the impact of the guaranteed days of assistance.

Altogether, more than 500 thousand donations have been made, which exceeds 1.2 billion ribons that have been converted into cash, with about 40.3K of users of the application today. This audience is mostly female (69.8%) and young, aged 18-24 years, and lives mostly in São Paulo, followed by Brasília, the organization’s place of origin (Ribon, 2021). In this way, Ribon believes that reaching generations Y and Z is a focal point for its development and the organization’s success.

“We believe that millennials and generation z are much more digital, as they are practically digital natives, and the way of donating is still very adapted for previous generations. [...] in the research that we were seeing, generation Z is the most altruistic generation” (Interviewee 2, 2020, emphasis added)

It should be noted that unlike what occurs with older generations - before the 1980s - who have more difficulty with technologies because they are not part of their daily lives, the younger Y and Z generations have intense integration with digital (Bruggencate, Luijkx & Sturm, 2018). Thus, the ease of using social apps to generate a positive impact with their actions becomes an attractive factor and makes this segment of the population more likely to engage in voluntary actions but in digital format.
3.2. Conducting Iramuteq procedures
The Correspondence Factor Analysis (CFA) is a graphical representation of the data that helps visualize the proximity between classes or words by calculating the frequencies and the chi-square correlation values ($\chi^2$) of each word in the textual body. The pre-defined frequency and the execution of the CFA in a contingency table cross the active forms and the variables. The CFA results were represented and analyzed by different groupings of words or subjects that make up DHC’s classes, divided into similar colors. It is also possible to know each word’s expressiveness in the set of classes due to the size in which it appears in the graph, that is, words that most appeared in the textual sets (Ratinaud & Marchand, 2012).

Descending Hierarchical Classification (DHC) is a method that classifies textual segments according to their respective vocabularies, in which the set is divided based on the frequency of stemmed words (reduced forms), resulting in classes that present vocabulary similar to each other. Moreover, simultaneously, different from other classes, the text segments are correlated to form a hierarchical scheme of classes (Ratinaud & Marchand, 2012). This procedure resulted in a textual corpus consisting of 1,401 texts and 1,434 text segments, with 1,279 text segments - corresponding to 89.19%. 21,256 occurrences of words, forms, or words emerged, 1,499 active forms configured as the main words found in the corpus. The analysis and categorization of the textual body resulted in 4 clusters or classes, with the following text segment composition: Class 1 (41.83%, n=535), Class 2 (27.76%, n=355), Class 3 (13.37%, n=171) and Class 4 (17.04%, n=218).

3.3. Analysis of Categories and Subcategories
The distribution of comments by the class according to its $\chi^2$, indicates that the most representative comments in the contribution of its classes were: $u_{368}$ (class 3, $\chi^2=12.98$); $u_{2}$, $u_{60}$, $u_{26}$, $u_{224}$, $u_{147}$, $u_{34}$, $u_{32}$, $u_{181}$, $u_{183}$, $u_{216}$, $u_{316}$ and $u_{222}$ (all belonging to class 4 and with $\chi^2=9.75$). The results graphically indicate each comment’s position on the Cartesian plane in relation to the others, according to the form frequencies. From the comments’ similarities, it was possible to obtain four classes, represented in the dendrogram (Figure 2).

![Dendrogram of the formed classes](Source: output from the Iramuteq software)

3.4. Dimension: INNOVATION THROUGH THE SOCIAL APPLICATION
3.4.1. Category - Class - SOCIAL TECHNOLOGY
After the classes’ formation, it is noted that there is a connection between subcategories 1, 2, and 3, which constitutes a class, which was called “Social Technology”. Social technology presupposes the use of technologies to solve social problems. That is, it implies a “[...] set of techniques, transformative methodologies, developed and/or in the interaction with the population and appropriated by it, which represent solutions for social inclusion and improvement of living conditions” (ITS Brasil, 2007, p. 29). Concomitantly, as a connector and largest driver of data, there is the dendrogram’s total dimension, “Innovation through the Social Application”. Thus, with the support of Iramuteq, the four subcategories that will be presented next emerged.
Subcategory Class 1 - Impact of effective altruism

The differentiation between the donation of money and donation of time generates a discussion to know which one would be the best factor to achieve effective altruism. The feeling of “warm glow” - model in which the agent gains utility in the act of donating. It is significant when the individual donates his time, constituting a potential motivating factor for volunteering, together with prestige, reciprocity, justice, social pressure, and impact philanthropy (Brown, Meer & Williams, 2018).

In the words of its user:

“We need to help social causes, and this app is one of the ways that we can do that. Moreover, detail, without you spending your own money. It is an application made by someone with a good heart for people of goodwill. It is wonderful to see that someone developed this application and that it is reaching out to people. My heart is even warm” (*u_312, emphasis added)

In this context, altruism - helping other people with no apparent personal reward - is a fundamental element in which the motivation to volunteer would be the donation (Veludo-de-Oliveira, Pallister & Foxall, 2015). This level of altruistic voluntary work is related to the desire to promote well-being through political or religious conviction, a personal donation to the practice, and the socialization of initiatives that attest to superior human qualities (Kee, Wang & Kailani, 2017). Also, it is characterized as a philosophical and social movement. Effective altruism aims to revolutionize how philanthropy is carried out, seeking to encourage individuals to do the greatest good that can be done for organizations that perform and develop better (Gabriel, 2017). In other words, it applies the concepts of “evidence and reason” in search of finding the most effective ways to develop positive changes in the world through the choice of causes that will have a tangible impact (Eikenberry & Mirabella, 2017), as can be observed in the following excerpt:

“ [...] we had only four NGOs within the app, four projects, which are international, operate mainly in Africa and Southeast Asia and are ranked both in The Life You Can Save and in the Giving Well as the largest most efficient NGOs in the world, in order to follow effective altruism, which is a movement that preaches precisely that the impact be measured and that it reaches the largest number of people for the longest amount of time [...]” (Interviewee 2, 2020, emphasis added)

It is evident in the speech of Interviewee 2 a concern with “doing well by doing good”, the slogan of effective altruists (Eikenberry & Mirabella, 2017). After all, often only a small percentage of the donated money finds its way to the individuals who most need these donations due to reasons that hinder the effectiveness of donating, such as low quality of information, carelessness, and parochialism (Gabriel, 2017). With regard specifically to the profile of the volunteer, it is possible to identify three aspects: “Patchwork Volunteers” - they participate in different NGOs, in different stages of life; “Engagement Hoppers” - are active in some seasons, depending on demand and your availability; and “Crowd Volunteers” - perform small tasks virtually (Kapsammer et al., 2017). It is possible to fit users of the Ribon app to the latter category, while these individuals perform the act of donating their time when reading the news and collecting the virtual currency offered so that they can donate effectively:

“ [...] Every day he shows good news. When reading it, the user receives credits (sponsored by large companies), which he can use to make donations of drinking water or medicines to those in need through serious organizations. It costs nothing and is worth a lot. I recommend.” (*u_175, emphasis added)

Regarding user 175, it is possible to consider him as active. However, there is the phenomenon of evasion among this audience, the product of using the application for a certain period and, subsequently, this frequency starts to decrease until they stop using it. Sometimes this evasion can occur after the first access because of existing apps’ plurality with the same purpose (Lee & Raghu, 2014).

“ [...] you use it, then you donate, then you forget about it for a while [...] like we are trying to increase our retention.” (Interviewee 1, 2020, emphasis added)
To reverse this situation, Ribon uses the strategy of collecting a higher number of ribons in a single day, different from the amount they would typically receive. This condition concerns the company, as it does not guarantee that the user will become regular in using the app.

**Subcategory Class 2 - Technology, innovation, and gamification**

The so-called social businesses, a hybrid model that combines characteristics of the private sector with third sector skills, seek to solve social issues by innovating and using market mechanisms to solve social problems (Ebrashti, 2013). In other words, it focuses more on causes than on profit, but it works to cover its operating costs, and its managers are entitled to recover their investment.

Along these lines, the social innovation that Ribon brings pleases users, as it is a business model that brings a different and unexpected way of practicing volunteering and making donations, incurring positive consequences for users, the company, and the supported cause. From the feeling they experience; users feel the need to share this initiative and express gratitude for the opportunity provided by Ribon.

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<th>“I was invited to meet Ribon. When I read the purpose of the application, I was immediately interested because that is exactly what humanity is very much in need of, to know that there are, yes, good things happening and that we can always do something for the other. I sent it to several of my WhatsApp contacts. I hope that this initiative will spread across our planet. […]” (*u_333, emphasis added).</th>
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Another point that draws the users’ attention is that it is aesthetically pleasing and light, factors that also contribute to generating interest in downloading.

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<th>“[…] it’s adorable. Congratulations to the creators, the app is amazing […] the app is cool (and light). Get down.” (*u_331, emphasis added)</th>
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In this sense, a device that has been used in applications proposal of gamification elements inherent to its operation. This concept has its origins in games, that is, in activities that provide entertainment and the desire to overcome challenges. In this way, gamification can be defined as the use of facets of game design in scenarios not characteristic of games themselves, such as goods and services, increasing the value perceived by the consumer and encouraging consumption, loyalty, engagement, and, even, product advertising (Hofacker et al., 2016). That is, gamification creates a layer on top of the real world, enabling engagement and retention in apps (Pechenkina et al., 2017). Thus, this resource is considered a powerful engagement tool and used in several sectors.

About social applications, using gamification is a necessary means of stimulating individuals’ contribution to collective initiatives of common interest. That is why Ribon’s choice for a gamified strategy to increase his target audience’s engagement is justified because it involves emotional experiences that hold the user’s attention. Thus, to collect virtual coins, “ribonites” need to spend time and dedication, which contributes to generating attendance on the user’s part when using the app. According to the Ribon executive, the gamification part developed in the app is essential to guarantee the experience and permanence of its users:

<table>
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<th>“[…] I think we still have a lot to do in terms of gamification because there is a lack of urgency and the APP has a greater engagement […]” (Interviewee 3, 2020, emphasis added)</th>
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14. In this way, the social innovation provided by the Ribon application brings, as a fundamental characteristic, the possibility of providing greater visibility and differentiation through the use of gamified elements in the user experience, which are viewed positively and promote engagement by the users.

**Subcategory Class 3 - Motivation about volunteering**

Motivation is a complex psychological process that results from the interaction between the individual and the environment surrounding him, generating a set of forces that induce the individual to initiate a
specific behavior. It can also be defined as a desire or need for something, an internal feeling, an impulse to do something, or also as a set of biological and psychological mechanisms. That enables the triggering of action, guidance (towards a goal or, on the contrary, to get away from it), and, finally, intensity and persistence (Hao, Farroq & Zhang, 2018).

Concerning voluntary work, individuals’ motivation arises, even if they perform actions that will not provide financial rewards, acting in an altruistic way (Kee, Wang & Kailani, 2017). For Interviewee 3, one of the prominent factors that motivate users, and the altruistic purpose is the ease of use of the application.

> “I think first, from the users’ perspective, really the ease. Every time we ask, they talk about practicality so, like, it costs nothing is the least I can do and such [...] being easy from the point of view of users so I can do a good thing very easily [...]” (Interviewee 3, 2020, emphasis added)

Regarding the choice of Ribon, many of the users had never volunteered before using the application. According to a survey conducted by the own company.

> “[...] in this research that we do, we asked users if they had ever donated or done voluntary work. 60% users had never done it, doing it for the first time at Ribon [...]” (Interviewee 1, 2020, emphasis added)

Another factor that induces people to volunteer and make donations is faith. After all, philanthropic behavior, though, for example, volunteering, is encouraged in different religious institutions (Yeung, 2017). Furthermore, the cultural context factor is considered since the local culture influences an individual’s emotions, cognition, and behavior, making the propensity to donate different depending on the observed culture (Mateiu-Vescan, Ionescu & Opre, 2020).

> “It is so good to see initiatives like this. I am amazed. We often think about how we can help, here comes a fantastic App like this. Congratulations to those who invented it. Brands that sponsor, people who donate for the initiative. This is a wonderful world in just one click. God bless you richly. It is exciting. Thank you, God, for giving us such spectacular people [...]” (*u_368, emphasis added)

In a broad sense, there is a feeling of collectivism, that is, an awareness of the application users who are engaged in favor of the common good, with a feeling of satisfaction and gratitude for the effect that the application has and with its creators. In this way, the Ribon app works to connect individuals who have the motivation and interest to volunteer and contribute to social causes but do not find in the traditional forms of volunteering the means to do so. They often do not have the resources needed to make donations. As can be seen in the comment below:

> “It is incredible. There are many good-hearted people who, unfortunately, are unable to help others. However, with this App, there are no more barriers. [...] in so many apps designed solely for its users, one aimed at real empathy. Thanks.” (*u_242, emphasis added)

Thus, through Ribon, the user can complete this selfless desire for free, which brings enormous satisfaction to those who use it, generating a feeling of “warm glow” (Brown, Meer & Williams, 2018), internal and externally.

**Subcategory - Class 4 - Credibility in using the application**

When it comes to applications, factors such as usability and credibility are vital parts to attract attention and motivate the download of the app and be crucial as regards the intention to continue the use, encouraging the user’s permanence and loyalty (Wu et al., 2020).

The need for trust when the user is in an online environment and, especially when using applications, is shown to be necessary since it can convey an image of vulnerability and risk regarding the transactions carried out. In this way, trust can be understood as the willingness of one party to be vulnerable to the
actions of the other party, based on certain expectations of how this second part, to which trust will be directed, will act in each situation (Mayer, Davis & Schoorman, 1995). That is, trust exists when a person believes in the integrity of the agent involved in an exchange.

In the case of Ribon, there is confidence on the part of the user that the digital coins that are collected and donated in the application are reaching the final recipient, helping the institutions involved. It should be noted that this new way of volunteering and donating digitally, at first, tends to cause strangeness due to the lack of familiarity with this model. It can discourage the use of the app, showing how much trust in transactions carried out internally. Also, its external effects are determinant for the motivation of individuals concerning its use. The trust factor on the user’s part about the data involved in the application is shown as an essential point to be observed by the company.

In addition to placing trust in the application’s operation, the volunteer also expects that his donation to registered organizations is being used and generating favorable results. It would generate a process of trust with the NGOs assisted by Ribon, which are chosen according to the startup’s effectiveness criteria. It has the challenge of passing on this aspect of credibility to its users.

“It does not accept registration with a Google account, only Facebook (data sales). The app also seems a little out of the Brazilian reality since there is no need to go far (Africa) to find major social problems. It does not seem very palpable. Anyway, if the app does what it promises, I hope it gets better over time.”

(*u_222, emphasis added)

Because of the growing offer of applications on the market, there is an increase in competitiveness in this niche, thus increasing the importance of maintaining high levels of visibility of the application, through the position occupied by the app in the ranking of virtual stores, which are made from user reviews. In the case of Ribon, a differential of its application compared to the others is based on the possibility of being classified in the emerging category freemium (combination “free” and “premium”). A model that is attractive due to the possibility of downloading for free from the app. However, some users are expected to choose to upgrade to the paid version, which usually has more features available, no ads, additional services, among others (Liu, Au & Choi, 2015). To boost the number of donated ribons, the user can choose to pay R $ 4.90 per month (or 0.90 USD), which guarantees the monthly entry of a specific amount of the virtual currency, increasing donations be accomplished by him.

“[...] we want to increase the recurring paying user base. We want to triple this base in a short time, the percentage of active users versus paying users [...]” (Interviewee 4, 2020, emphasis added)

In this context, comments left in app stores are a primary source of information that helps potential users reduce uncertainty (Liu, Au & Choi, 2014). This factor can be applied when purchasing and using an app. Another critical factor is the design issue that attracts users due to its ease of use and aesthetic elements. However, in the case of the Ribon app, some factors need attention and correction to improve the user experience and, thus, give an image of credibility regarding its use. For example: “excess of bugs” (*u_316) and “remember the login” (*u_147). Quality updates can increase the survival rate of an application by up to 3 times (Lee & Raghu, 2014), which only highlights the importance of the startup investing in actions of this nature.

4. CONCLUSION
This study brought a better understanding when identifying, from the user and the company’s point of view, which leads to engagement with social applications that contribute to sustainable development. The analyzes, from an exploratory and inductive study, resulted in the emergence of the dimension “Innovation through the social app” and in the following classes: “Impact of effective altruism”; “Technology, innovation, and gamification”; “Motivation about volunteering” and “Credibility in using the application”. 
The subcategory “Impact of effective altruism” was the one with the largest textual body among users’ comments (41.83%, n=535) by the DHC method, as it relates to the altruistic motivation of the volunteers. As can be seen, effective altruism is a fundamental element in which volunteers’ motivation is a donation. One of its most important aspects is the long-lasting and organized activity for the other’s benefit, thus being an essential characteristic about volunteering (being supportive and helping). Together with these feelings, the feeling of “warm glow” can be noticed by the users’ comments, which is configured as a model in which the agent gains utility in the act of donating (Brown, Meer & Williams, 2018). It can be translated as the positive feeling that the user feels when making donations, which also happens through the application’s digital donation. Effective altruism seeks to find the most effective ways to develop positive changes in the world (Eikenberry & Mirabella, 2017). What can be observed at Ribon, when choosing what causes to incorporate in its application. The possibility of measuring the impact made by these NGOs is a determining factor for the startup and users of the app.

In the “Technology, innovation and gamification” class, the findings support social innovation and social application, and gamification concepts. They are considering the emergency scenario of startups together with a social technology bias. In this context, points like the app’s design and how it works resulted in a positive opinion on the part of users. Although the question of the gamification process involved in the app is so intrinsically connected to the development and flow of processes, consequently, users do not feel that they are participating in a game or do not have the need to comment, negatively or positively, on this process. Therefore, the app fulfills its role by bringing game characteristics to the user’s reality, introducing elements in harmony with the real world experienced by the individual, an essential characteristic of gamification (Pechenkina et al., 2017).

The “Motivating about volunteering” class had the lowest textual body among users’ comments (13.37%, n=171) using the DHC method. It is because users have had difficulty perceiving the app as a means for the practice of volunteering - placing greater emphasis on the issue of donation based on an altruistic feeling. In this way, social motivation is interlinked with the impact of altruism carried out effectively. Thus, it is understood that the volunteer chooses to act when he recognizes a need, based on social responsibility principles, and without worrying about monetary rewards arising from this activity (Mateiu-Vescan, Ionescu & Opre, 2020). In this context, Ribon helps its users become involved with volunteering by providing the necessary conditions for this to happen virtually.

Finally, the class “Credibility in using the application” addresses the app’s aesthetic and content issues that stand out as something that users have noticed. For example, “good news” provokes beneficial feelings among users. However, the app presents the need for adjustments to promote the necessary improvements in its performance, mainly taking into account the issues raised by its users that, if not corrected, can lead to evasion, even if they recognize the importance of the proposal.

In this way, the startup differentiates itself from the competition. The Interviewees presents a value proposition based on new volunteers’ entry (donors), while most companies in this scenario act as donation managers (crowdfunding). The company also benefits from financial factors and the social impact part, reaching revenues of R$400 thousand (73,126.60 USD) in 2019.

According to the CEO, the guiding reason for creating the application was the desire to help create a donation habit in people, but in a simple way and with the help of a smartphone, which would inevitably attract a younger audience, considering the profile of generations Y and Z regarding the use of technologies. In surveys conducted by the startup, it was possible to observe the reach of the generations mentioned. At this point, Ribon covers the gap in practical experiences related to volunteering and also stands out about the possibility of making donations at no cost. The experience provided by the app also makes it possible to increase donations through subscriptions (freemium model).
Besides, the startup and developing volunteering users also acquire information and develop knowledge through the educational initiative that the company proposes to do, providing relevant news and facts as a bargaining chip for the donation. When reading the news, the user collects ribbons that will be sent to an institution of their choice.

Regarding future strategies, the respondents signaled that the focus is on understanding users’ behavior patterns and, consequently, increasing the paying base. Invest in gamification strategies, creating a culture of giving in a format that young people will engage and want to participate. Internationalization of the user base to open to foreign NGOs and philanthropists. In addition to the possible implementation of a blockchain system to keep the record of all donations unchanged.

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