

# My Pitch

The Big Issue UK's new engagement platform

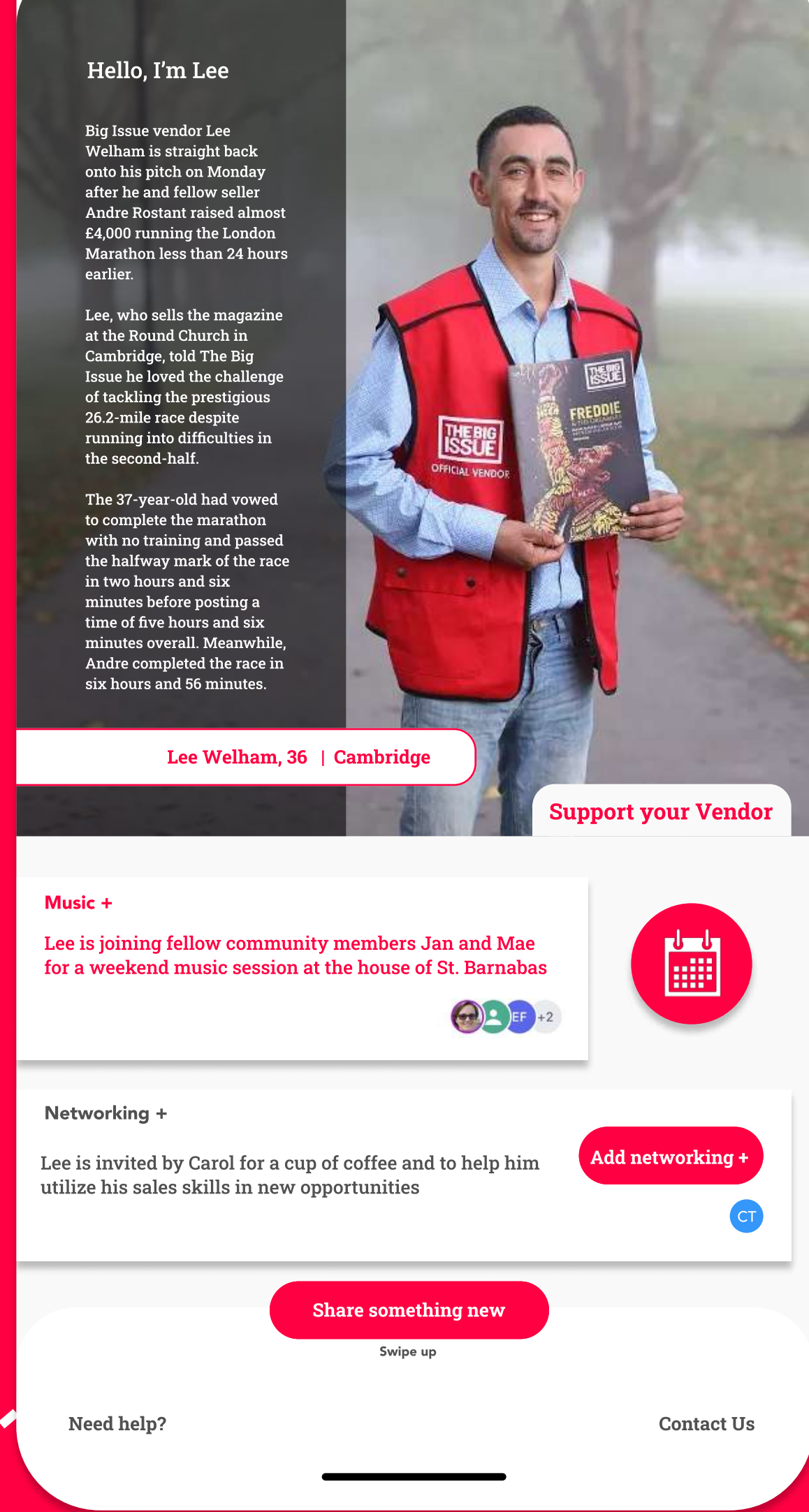
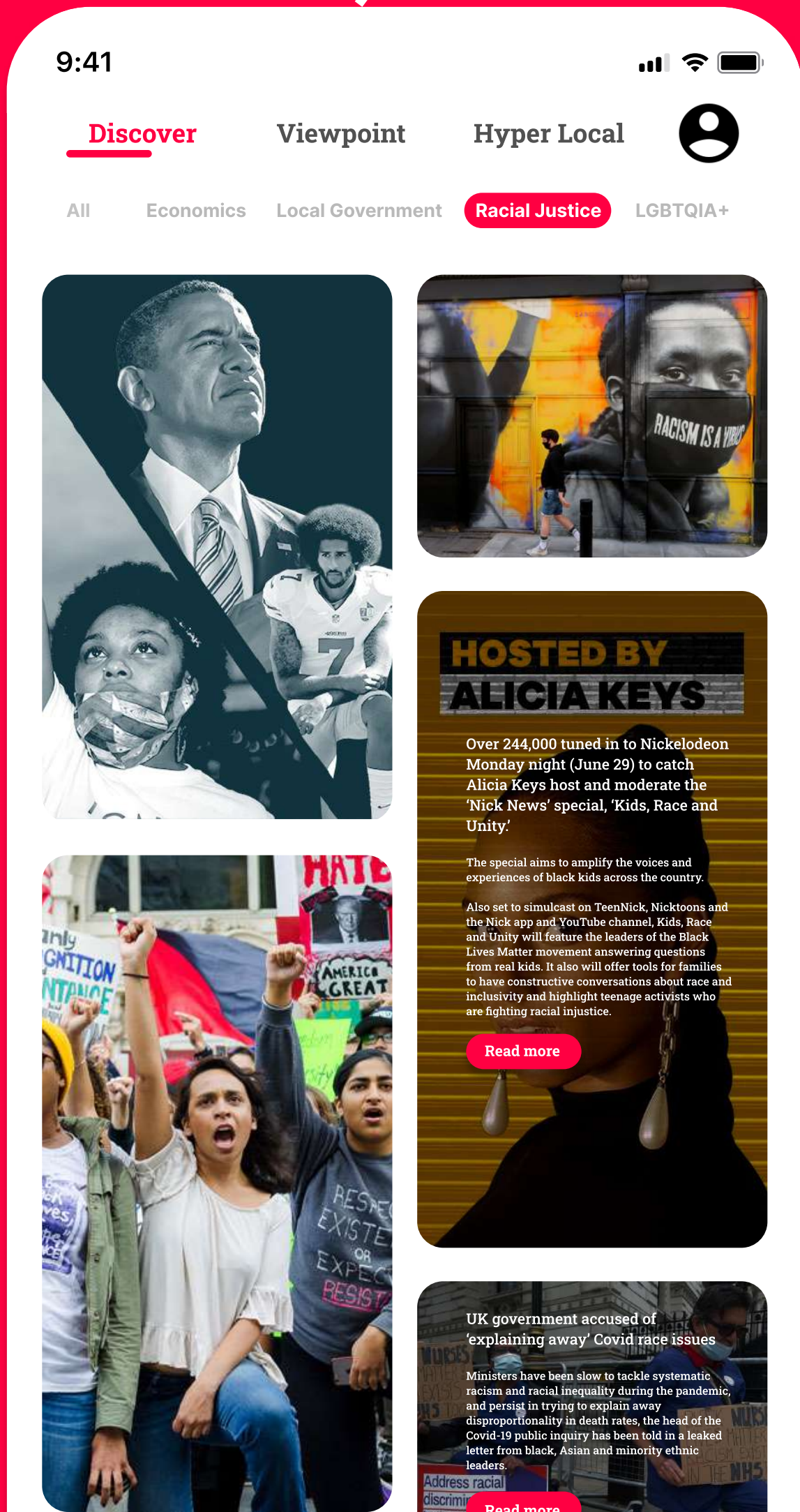
## #Case Study



# Pitch Project

# Dream Pitch

The Big Issue UK's new vendor support program



## Overview

The challenge proposed by the client was to develop a digital proposition for The Big Issue's print magazine that is sold by the vendors, who are primarily in precarious living conditions. The Big Issue wants to explore possibilities of involving the community and developing proposal that brings their vendors into the forefront.

**The pitch project is a two part solution that updates and links The Big Issue's current digital channels to the physical vendors and client interactions**

## Desk Research

### 227,000 people in UK

Overall, Crisis estimated that around **227,000 people were experiencing the worst forms of homelessness** – rough sleeping, sleeping in vans and sheds, and stuck in B&Bs – across England, Scotland and Wales in 2021.

### 52% blame wider problems, 17% blame individuals

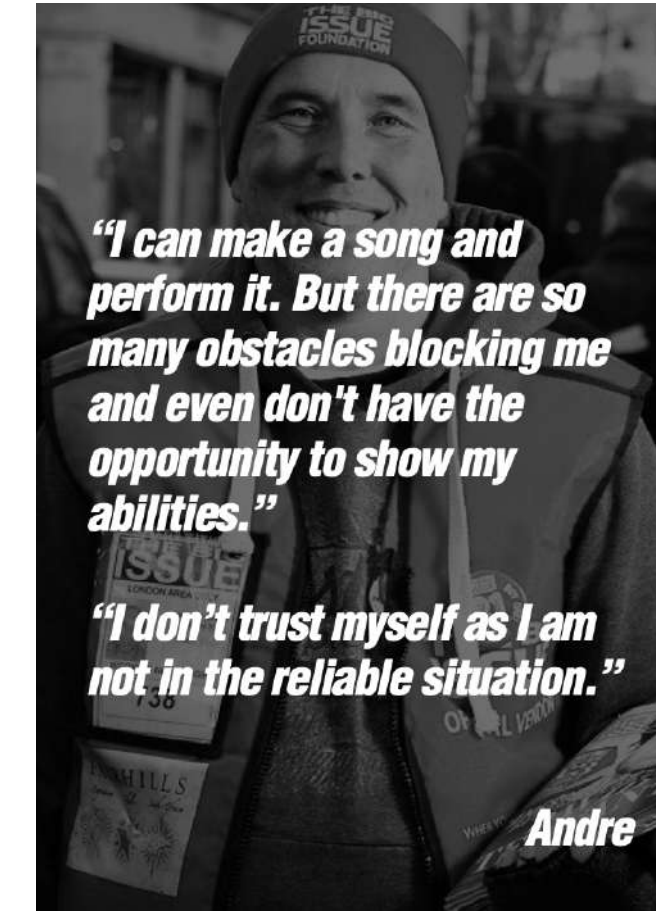
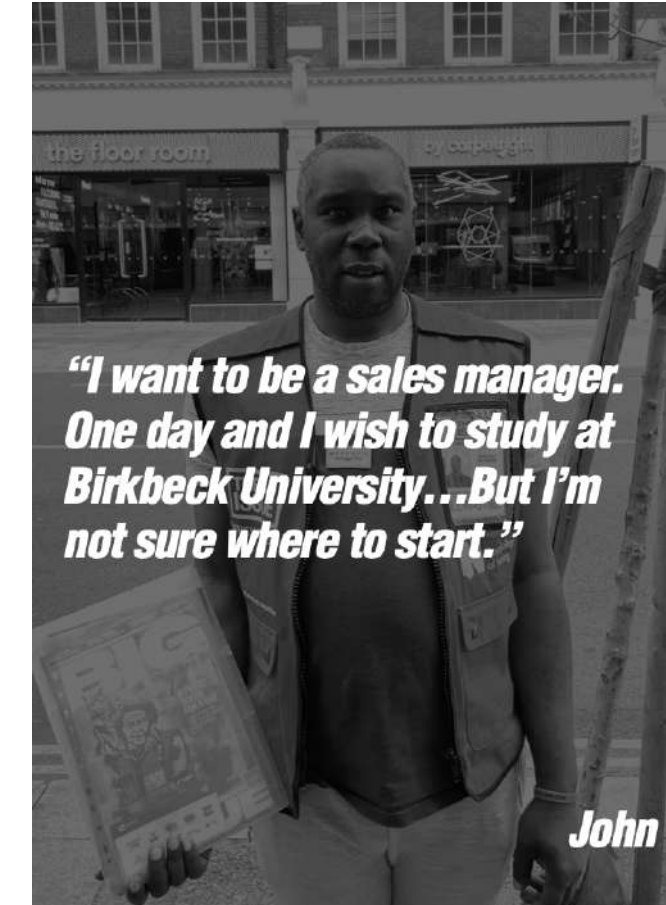
homelessness is a consequence of societal issues outside a person's control than down to a person's poor choices, with 52 per cent blaming wider problems compared to 17 per cent on the individual.

### Rise in Big Issue Vendors

In 2022, the number of Big Issue vendors **increased by 10%** because more people need an income or an additional source of income.

# User Research

While some customers have a strong relation to the cause and the vendor, others have fleeting interactions and a sense of pity for them. Vendors also lack a sense of individuality in their current position and feel like an outsider to the society and Big Issue UK.



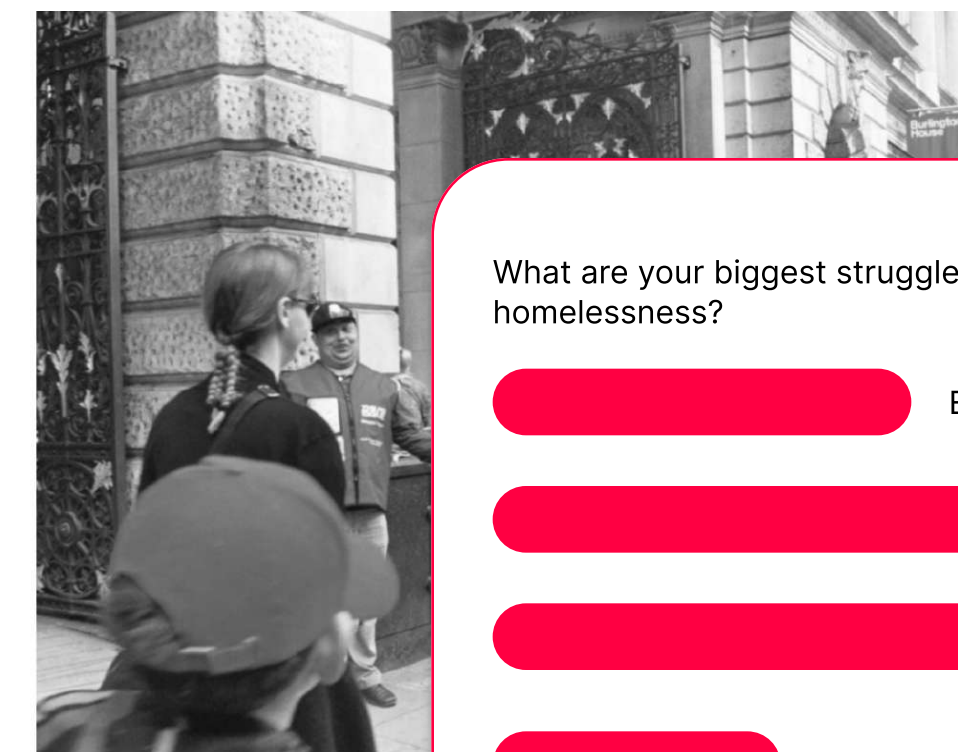
Did you know that The Big Issue is a social enterprise and it supports people in precarious living?



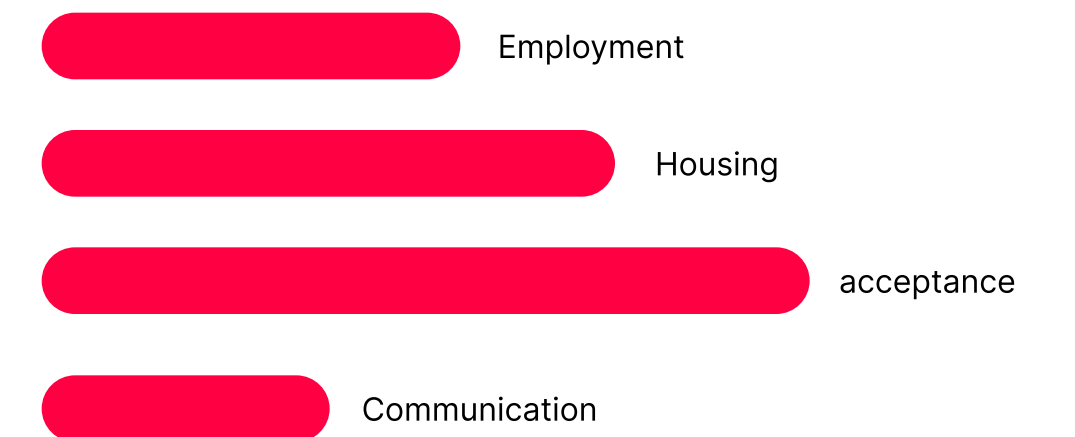
No



Yes



What are your biggest struggles as someone struggling through homelessness?



**The issue at hand is the escalating problem of homelessness in London, coupled with fragmented community interactions, a lack of acceptance, and perpetuated stereotypes. This multifaceted problem has resulted in a disconnect between the homeless population and the wider community, hindering efforts to address the underlying causes of homelessness and provide effective support and solutions. The rising numbers of individuals experiencing homelessness, combined with negative perceptions and biases, have created barriers to fostering inclusive and compassionate communities that can work together to tackle this pressing social issue**

## Personas



### Carol, the contributor



Carol is a retired teacher living in Hammersmith, London. She has been an avid social leader and community member and loves dedicating her time to a good cause. She recently got introduced to big issue and its cause through David and the magazine.

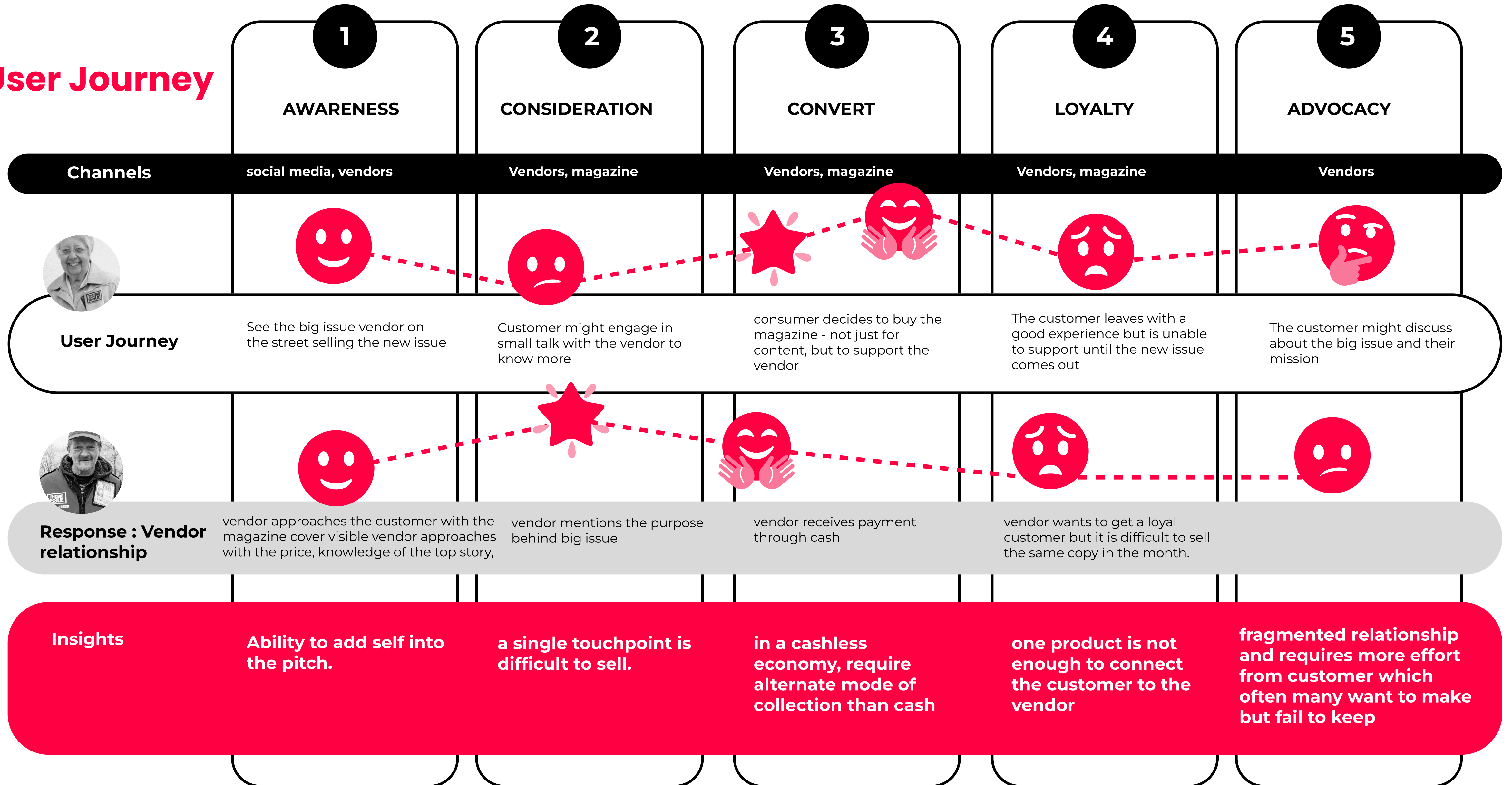


### David, the Vendor



Meet David, a remarkable individual who is not just a vendor for The Big Issue, but also an incredibly talented artist. David's passion for art has been a driving force in his life, providing solace and inspiration during challenging times. As he sells The Big Issue magazine, David's dream is to share his artwork with the world and, in turn, find a means of supporting his livelihood.

# User Journey



## Problem Statement



## Hypothesis



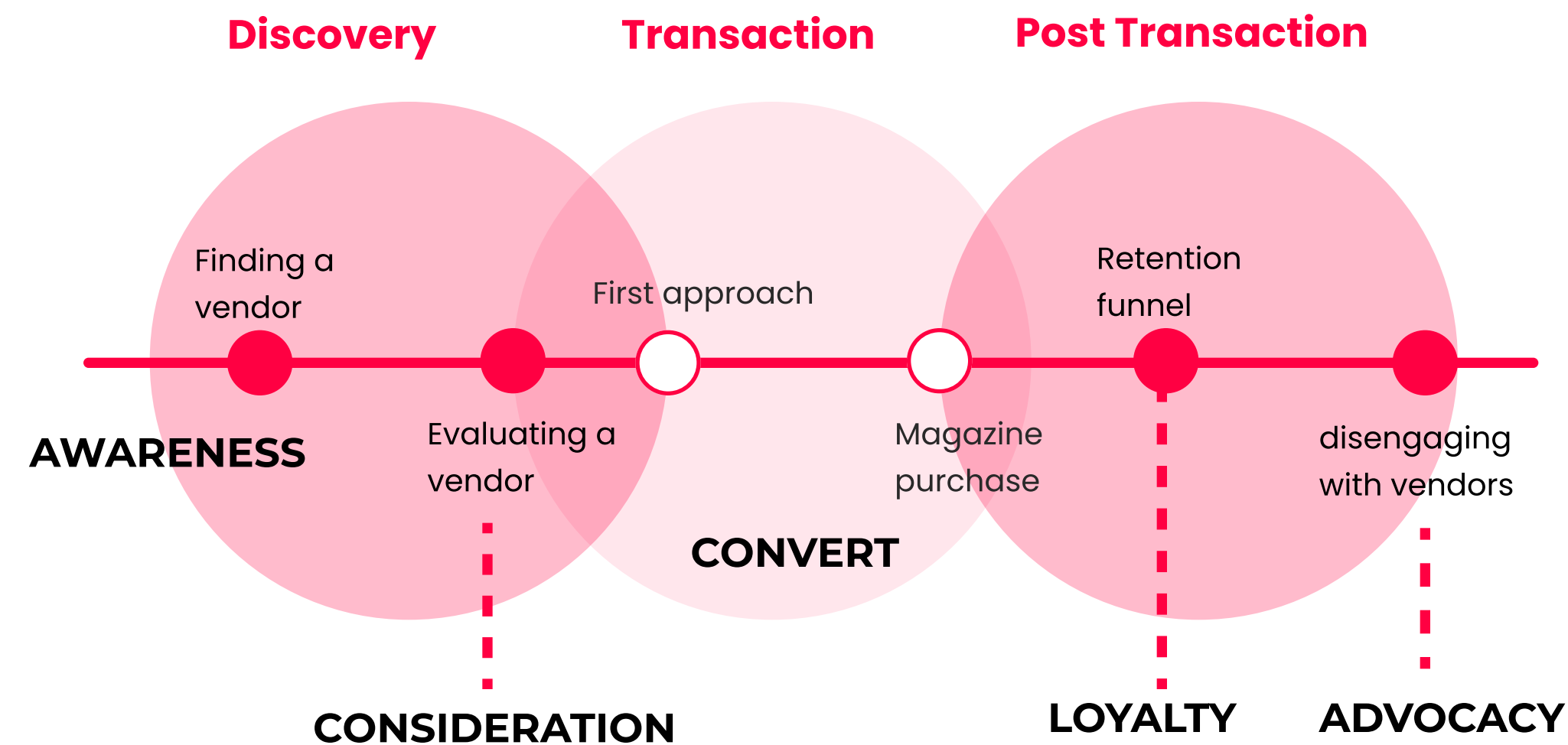
## Designed Solution

The challenge proposed by the client was to develop a digital proposition for The Big Issue's print magazine that is sold by the vendors, who are primarily in precarious living conditions. The Big Issue wants to explore possibilities of involving the community and developing proposal that brings their vendors into the forefront.

Trying to encompass the complexities of the three phases within a digital proposition would be destructive. Instead, we focus our intervention on the discovery and post transaction phase. By focusing on these key areas we can supercharge the key interactions.

**To increase awareness and consideration** for the vendor and Big Issue's purpose, the vendor is placed within the content. While it may be hard to compete with other generalised magazines, The Big Issue can use it's power of the vendors and their stories of struggle and success to engage its audience in a meaningful discussion and garner loyalty

**To improve loyalty and advocacy** the big Issue needs to provide more than one channel (currently that of the magazine), and better ways of community support and integration for the vendors. This can also change people's perspective on homelessness and make the topic more relatable and actionable.



# Information Architecture

## NEW SERVICE PROPOSITION

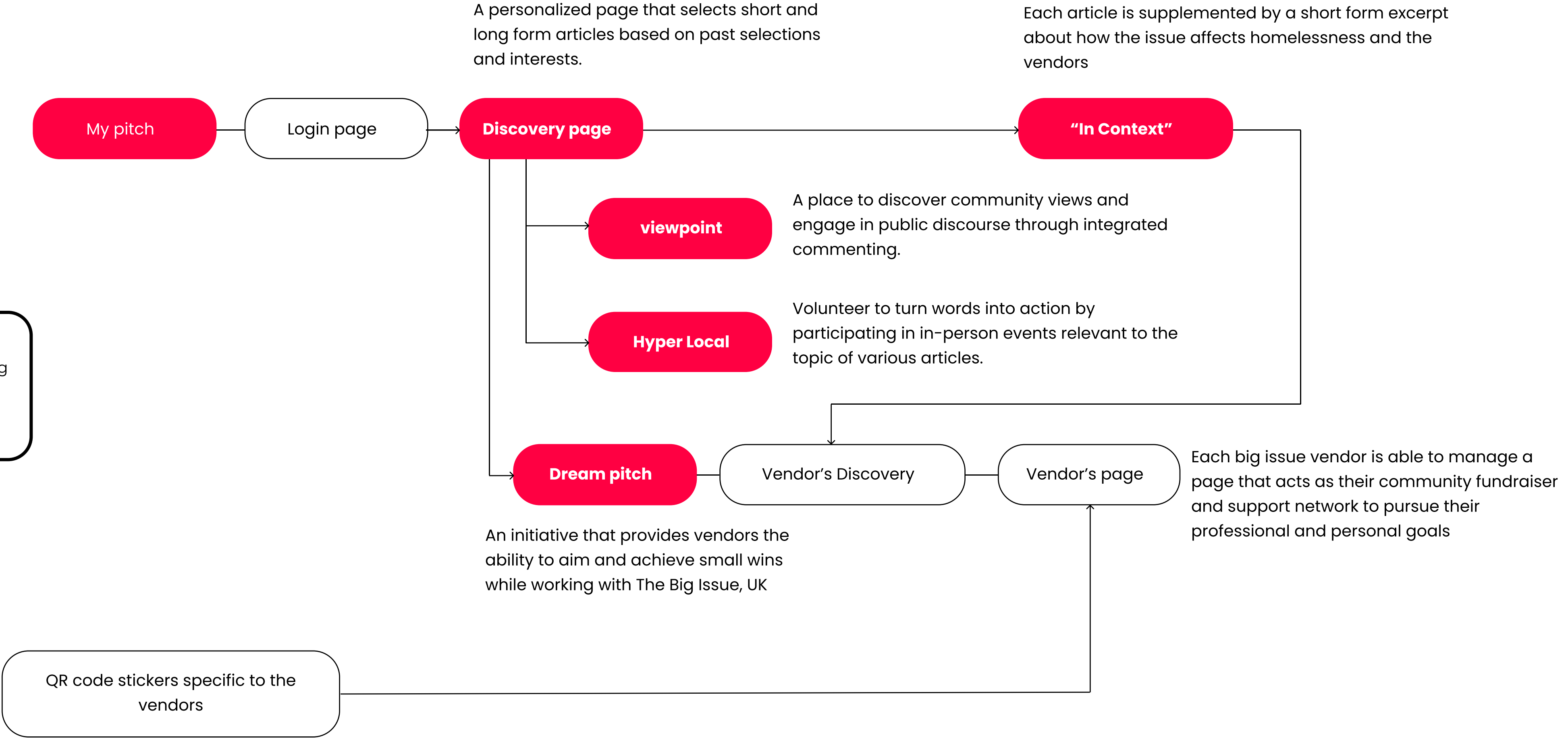
THE BIG ISSUE ONLINE WEBSITE

THE BIG ISSUE APPLICATION

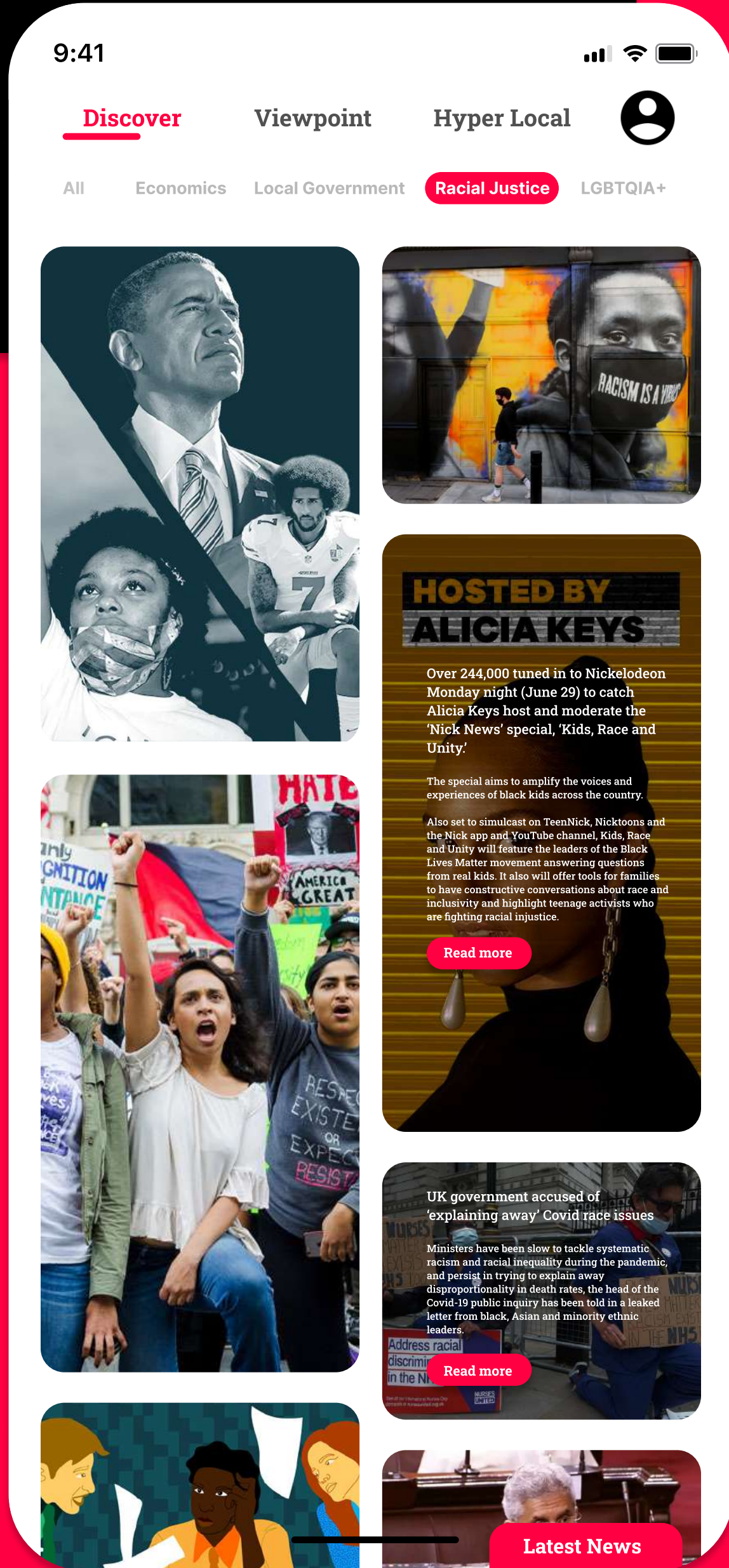
**!** The Big Issue has already created an application and website during COVID, however, they are looking at ways to curate and improve experience

## EXISTING SERVICE AND DELIVERY

THE BIG ISSUE PRINT MAGAZINE



While some parents will pick up the phone in the moment they are experiencing distress around feeding, other know they want help but have constraints around when they can call (i.e. work, phone access, domestic violence etc). For these parents and carers, they would benefit from the ability to book a slot to suit their needs, situations and schedules.



Discover

A visual and personalised new board that focuses on the "big issues" that matter to you

Ability to engage with The Big Issue community and create a healthy and open space for public discourse

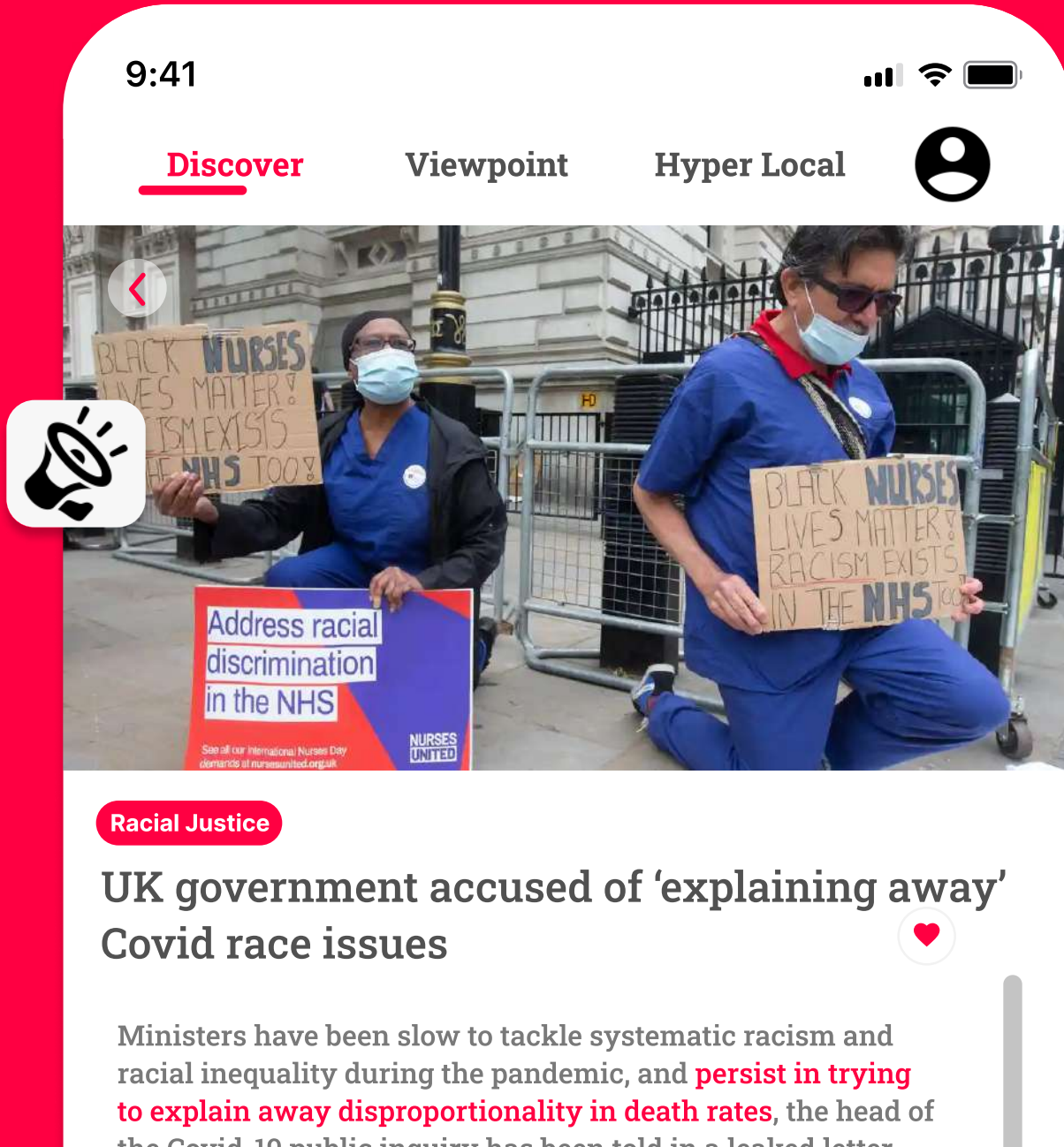
Hyper Local

Partnering with local charities and organization for integrated event volunteering calendar for readers looking to change their engagement into action

Viewpoint

My opinions on this front vary. I would like to hear the other side of the story as well. There seems to be a significant writer's bias in this situation. @jason505 is right! There are factors that have not been taken into consideration on the current economic liabilities.

UK government accused of 'explaining away' COVID race issues



My Pitch

Discover

Viewpoint

Hyper Local

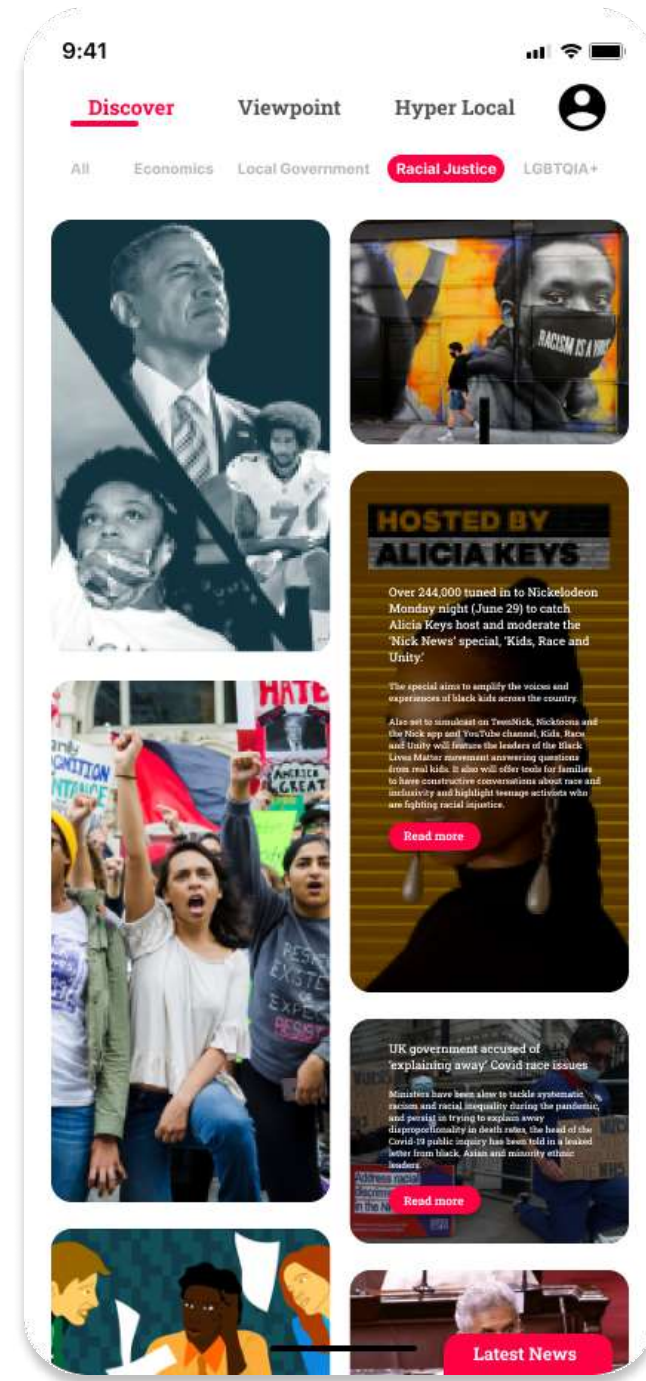




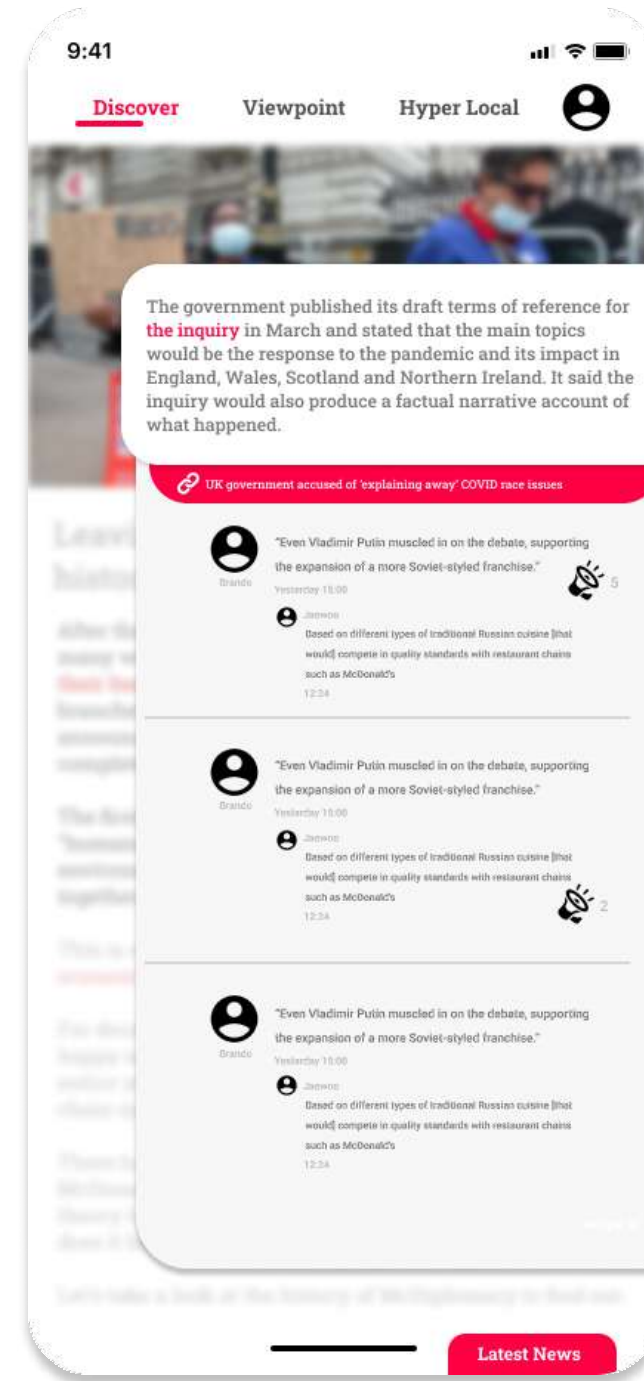
# Awareness

# Consideration

## Interactions

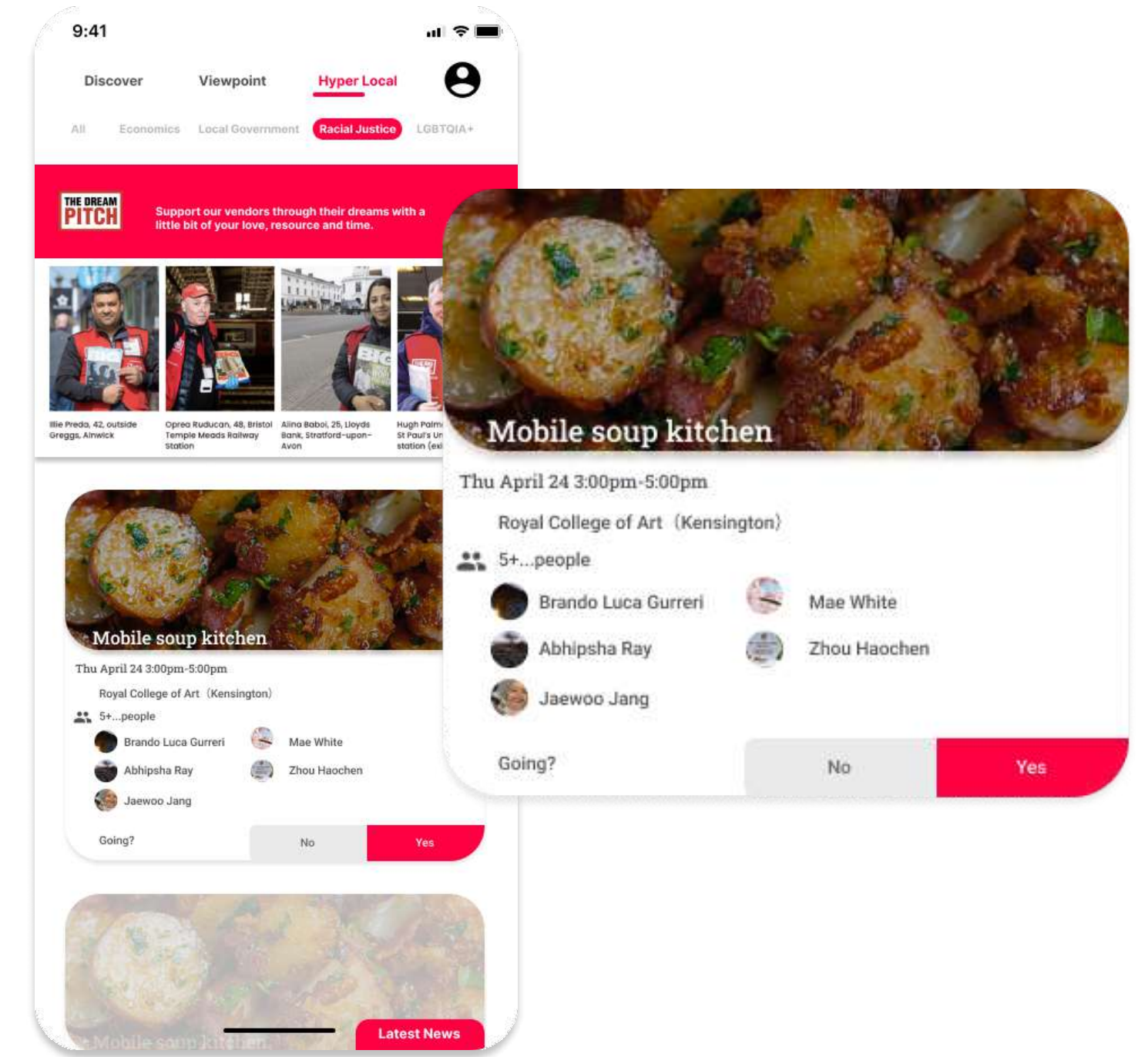


**Touchpoint:** Introducing and updating the existing digital proposition to include competitive features can broader audience and make the product more robust to support the vendors and the enterprise.



### My Pitch

It is an online news and media hub that allows for strategic public discourse, involving individuals with customized news choices, integrated interactions and events



### Translating words to action

"In context" is a content subsection that builds the vendors stories into the featured news to create greater empathy and relatability. Further volunteering opportunities within the news can capture audiences at the right moments.

## Backstage integration needed

### Subscription

My pitch works on a subscription plan and becomes a go to hub for the customer for their volunteering and social impact engagements.

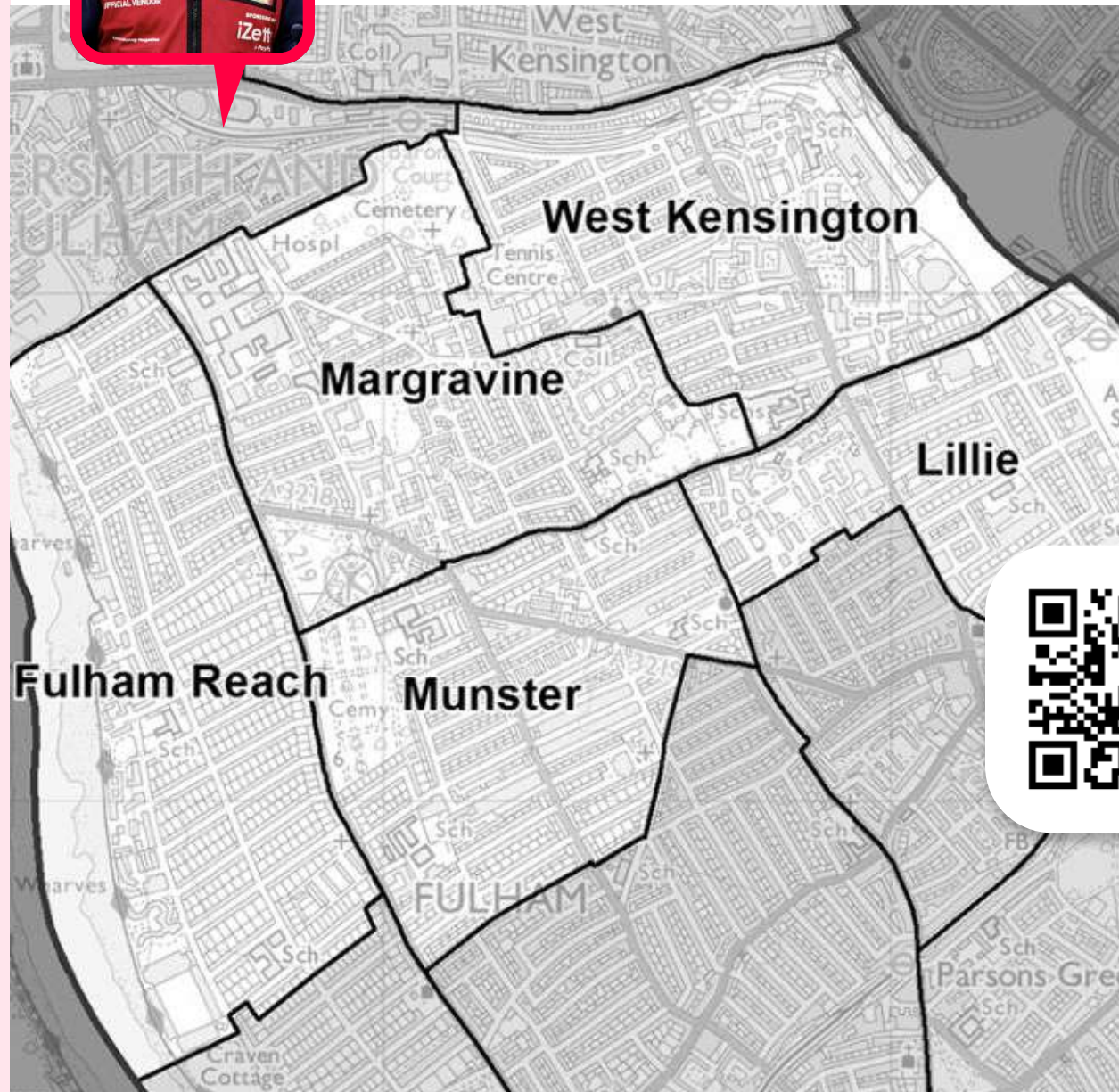
### Partnerships

Partner with other charities and organizations. This could become a way for them to market their events and also add onto the big issue legacy.

User Journey Phase

# Convert

Interactions



**I'm living in the community and I've got a roof over my head. I was on the streets for five-and-a-half years until a lady did a crowdfunding thing for me in 2019. Everyone chipped in around the area and that's how they got me a room in a shared house. I haven't been back on the streets since. I feel safer, more secure, and I know I've got somewhere to go at night rather than worrying about where I'm going to sleep. I've got a tremendous community around me. The customers like me because of who I am and because I've got a passion about me.** I suppose they just like having me around, and they know I never cause any problems or put people under pressure to buy a magazine. When I'm on my pitch, I just smile and chat. That's how I get people to buy from me, it's what the people like. I just stand there with a cheerful face, always happy, and I cheer all the children up. I suppose that's how a customer becomes a regular.

**Locating the vendor**

Vendors can be located on their Pitch and often venture the same neighbourhoods to build loyal clientele.

**Purchasing a magazine**

The physical magazine is still very crucial to the vendor and customer interaction.

**Partnerships and Integration**

Partnerships with google maps can allow for the integration of Vendors into mainstream maps as a legitimised individual business.

**Individualised QR code on the magazines**

Vendors can add their QR codes onto the magazine which allows each magazine to be traced back to the vendor and connect the customer with them.

Backstage integration needed



# Dream Pitch



Dream Pitch

An individual page dedicated to the vendor's progress and engagement with his/her community.

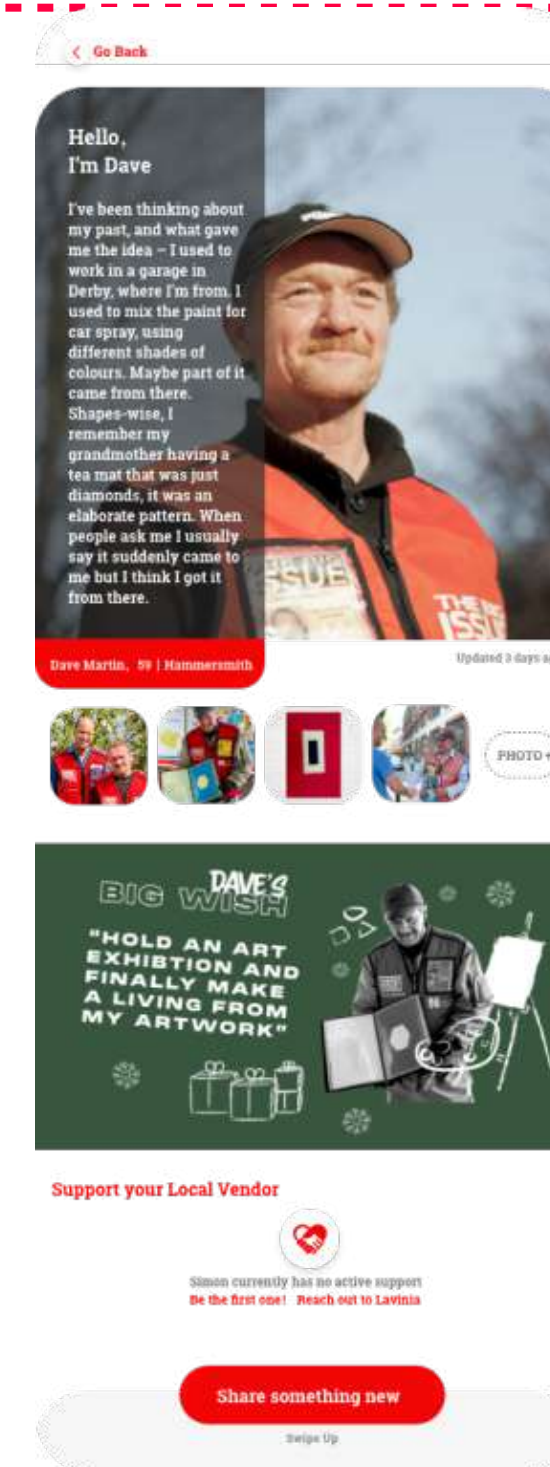
engagement page also acts as a record for employment where community members can support and vouch for the vendor.



# Loyalty

# Advocacy

## Interactions



**Touchpoint:** Each of the vendor who register their dream can get a distinctive sticker(QR code).Vendors can promote/sell their dream with the magazine on the street. People can check vendors dream pitch through TBI web/app at the assigned section

**Dream Pitch**  
The Big Issue version of crowdfunding that supports vendors dream by a community of readers and internal members of the Big Issue. The key steps include:

**Support :**People can support vendors dreams by sharing their assets, knowledge, skills, network anything they want.

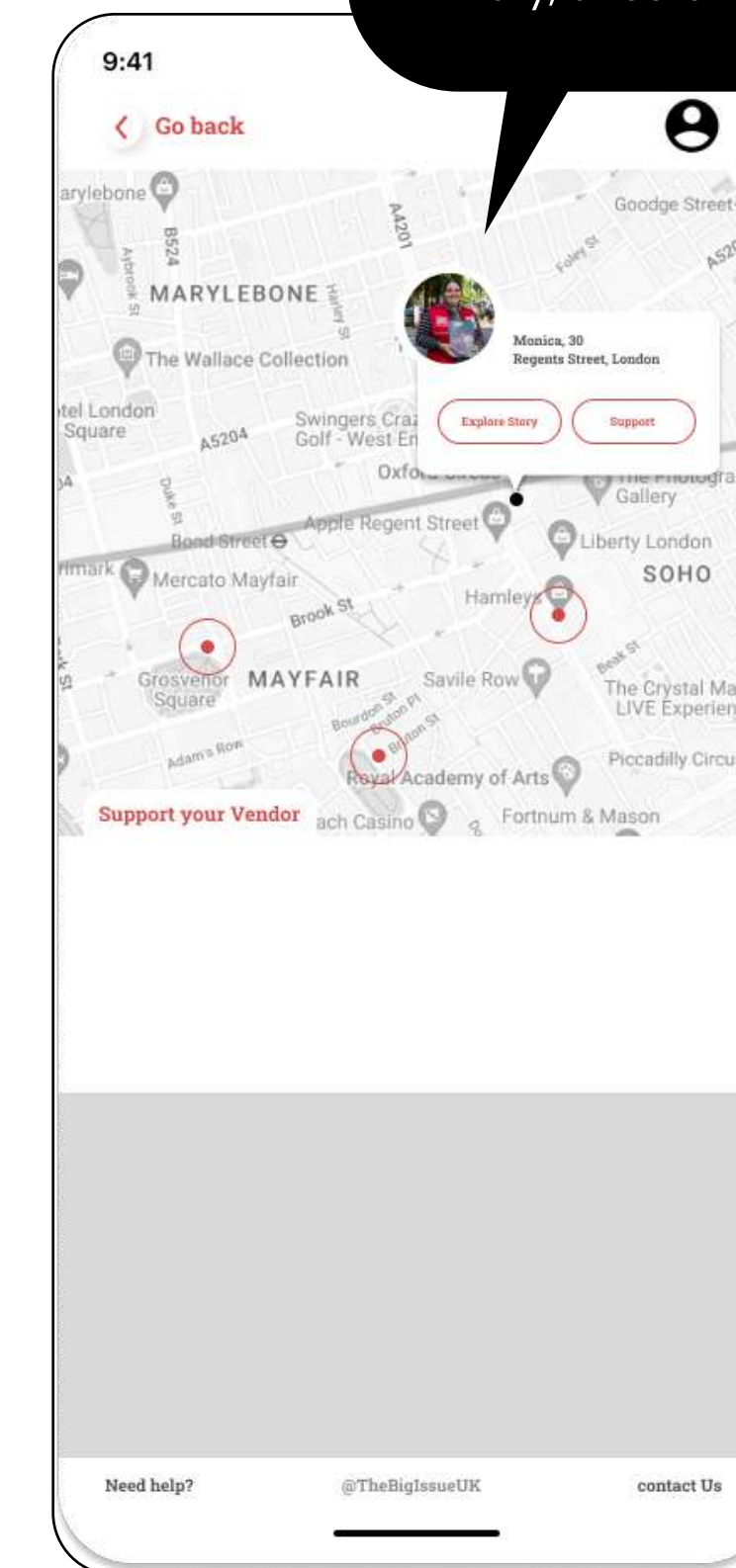
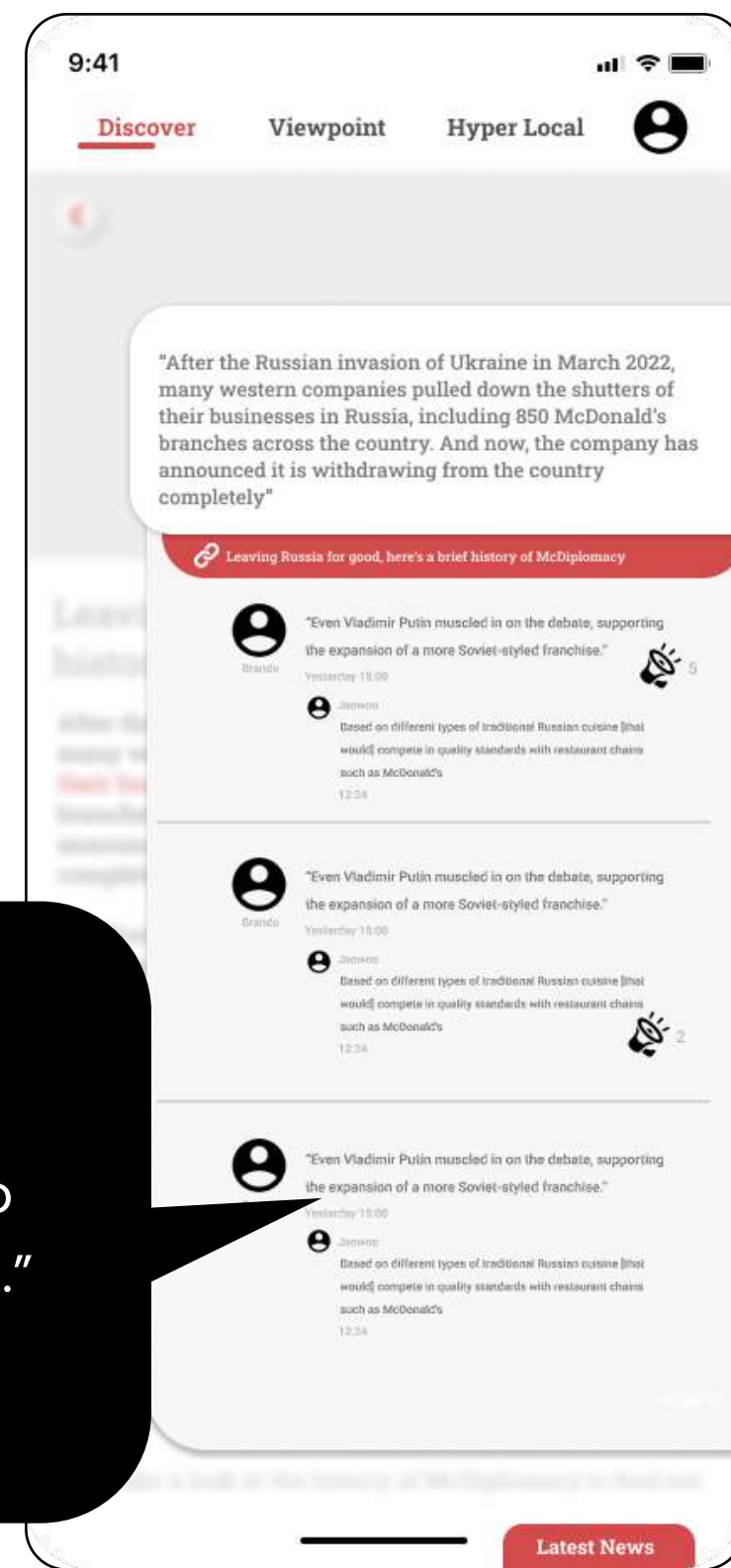
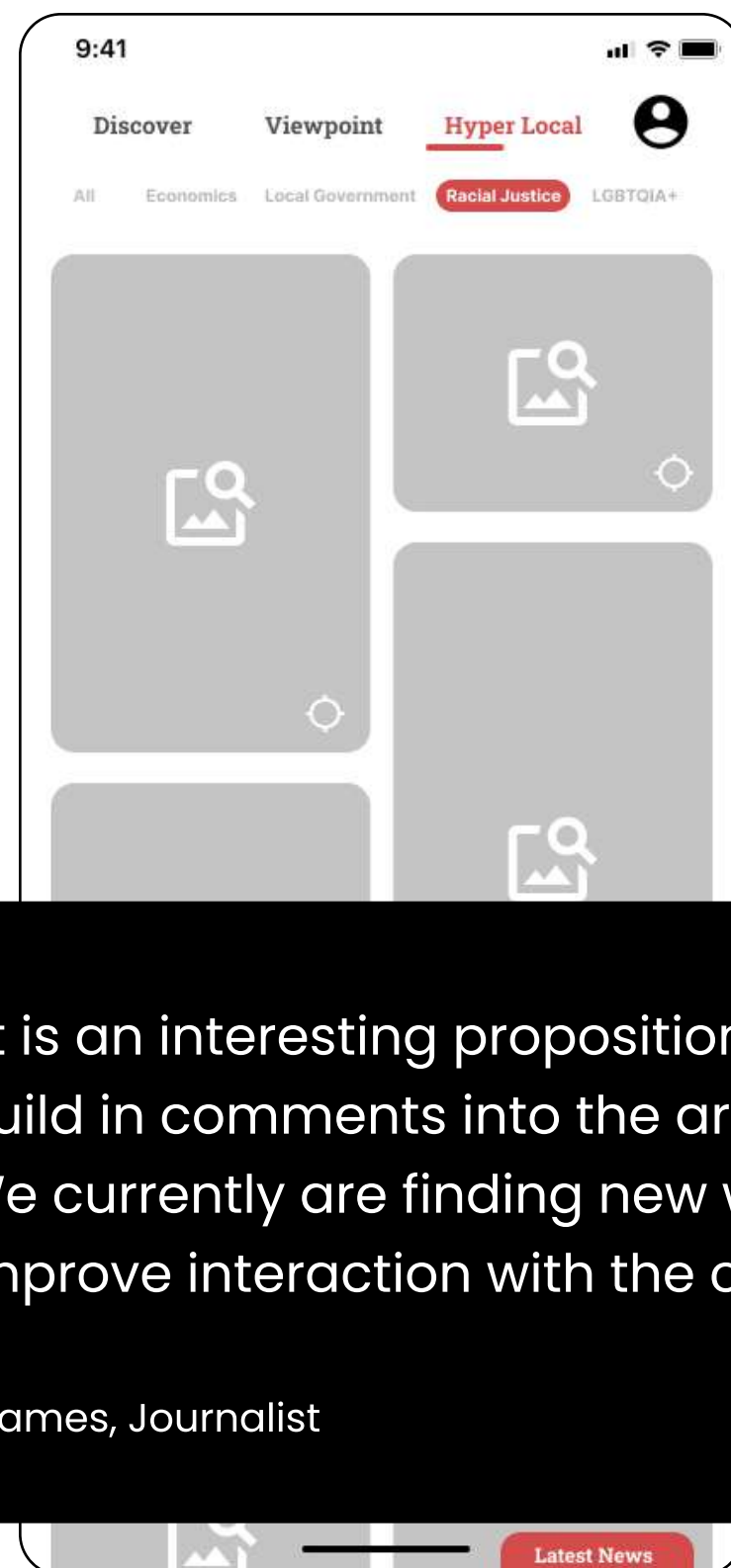
**Dream setting:** By using goal setting process, Vendors can set their dream and they have to pitch it on the web/app.

These strategies and design ideations were **presented to Paul Cheal, CEO of the big issue**, and he was impressed by the in depth research and innovation ideations conducted by the team. The suggestions for new interaction experience for their application and web was considered by the lead designer and developer and is currently under consideration for further development.

## User Testing and Validation Interactions

"We have been considering integrating our vendors into a map for visibility. Especially with a proposal like Dream Pitch, it is important."

-Katy, director of The Big Issue



"It is an interesting proposition to build in comments into the articles. We currently are finding new ways to improve interaction with the content."

-James, Journalist

"I agree, we need to do a better job in highlighting our vendors and the purpose of the magazine in our content."

-Katy, director of The Big Issue