Philly Activists and Volunteers Exchange (PAVE)

About the Organization

PAVE is a Philadelphia non-profit that aims to give progressively minded newcomers the opportunity to get involved with important initiatives near them. They seek to aggregate information from diverse organizations across Philadelphia. These groups deal with issues from Food Justice to Incarceration Reform, and the PAVE database is actively growing.

About the App

The PAVE app focuses on making the non-profit search intuitive and fun. Browsing and subscribing can be done in a basic list of organizations, a map, or an interactive swipe-style organization picker. Subscribed organizations are highlighted on the user’s personal map, and the user is able to find up-to-date event information via Facebook integration.

User Research

Users generally found the app easy to use. The most consistent feedback centered on the app’s look and feel. Users suggested improving the graphical interface, as well as clarifying the swipe picker page. This was addressed through additional pop-up dialogs, and ongoing user interface improvements.