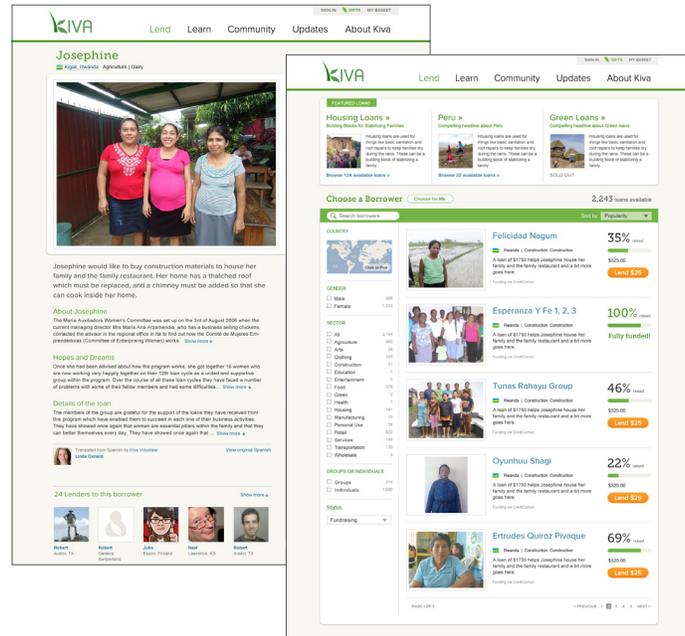


Macro success for micro-lending



Kiva kiva.org

Kiva is an innovative non-profit that introduced web micro-lending in the fight against poverty. Through loans as little as \$25, Kiva invites users to help individuals in 59 countries start businesses and build self-sufficient futures. Since opening in 2005, close to 600,000 lenders have loaned over \$222 million through the kiva.org website.

“Our website is core to our poverty alleviation mission—Hot earned our trust through smart action immediately and we continue to engage them on difficult design and business strategy projects today.”

Premal Shah, President, Kiva

“Doing good” is more than an inspirational concept at Hot; it's the foundation of our business. From GlobalGiving to United Religions Initiative, Hot's commitment to making a difference has raised funds and awareness for critical work around the globe.

So naturally, when Kiva approached us to help them redesign their website, we were excited to help.

A partnership against poverty

Hot joined forces with the Kiva team with the goal of improving the online lending experience by updating the navigation and overall look and feel. Redesigning the site also meant the opportunity to better connect lenders with borrowers, articulate Kiva's mission and purpose, and provide better education to the lending community.

To make well-informed design recommendations, Hot needed to

understand the mission, culture, and values of the people behind Kiva's success. To gather the insights they needed, the team worked on site at Kiva's San Francisco offices. Like many non-profits, there were many passionate voices and perspectives and differing ideas about what to do. But during an intensive four month process, Hot helped bring the Kiva staff together.

Blueprints for success

The results of this design partnership yielded more than a visually compelling loan experience. Today Kiva thrives with its new site design, a fresh look and feel, and new navigation. And with blueprints in hand for a new email strategy, How it Works and Education sections, Kiva's ready to enhance the micro-lending experience they brought to the web and the world.