



Providing a quick and easy way to find services for  
those experiencing homelessness

By Umar Sheikh

# What is Helpful Hub?

## Background

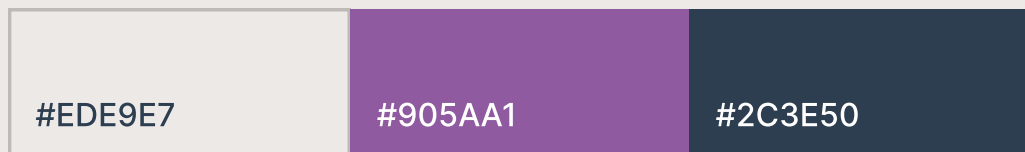
Homelessness has been rising year on year and with the pandemic it has only gotten worse. People who are dealing with this face a lot of challenges before, during and after they have found their home. More needs to be done to help them and so we're hoping tech can do this.

## The Idea

Services are available across the UK to those in need, whether it is getting access to food, white goods or help with finding a job. However that information isn't very accessible and that's where Helpful Hub comes in. It helps you find local services quickly and easily whether you have internet access or not.

# The Brand

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- Simple name with illitration which is easy to remember
- Warm and comforting colours
- Logo mark designed out of the “h” which is memorable
- Legible on all screen sizes
- Friendly lowercase type

# Website

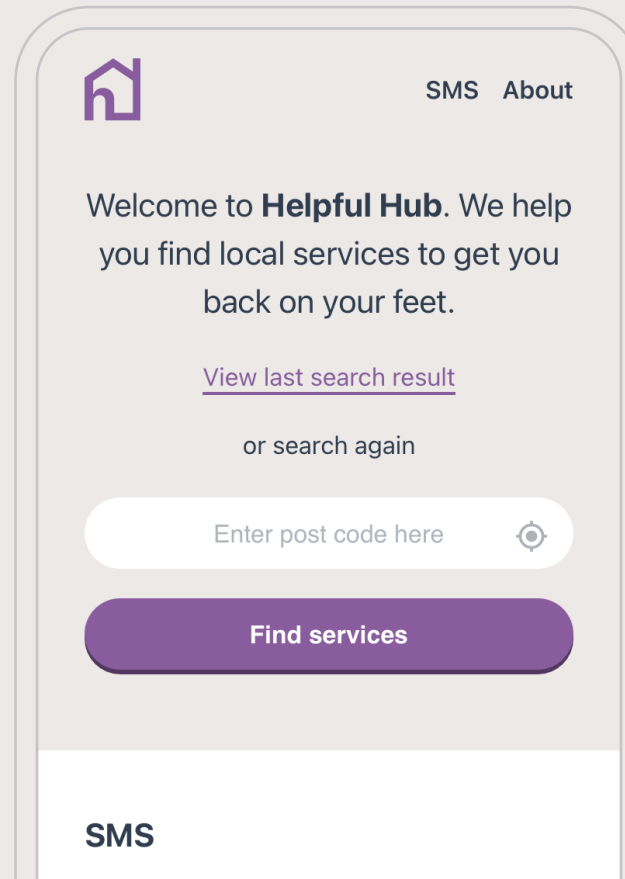
Simple, clean & concise

Search form above the fold

Fast (~20kb page size)

Works offline

Saves last result



**Website**

[www.helpfulhub.uk](http://www.helpfulhub.uk)

# SMS Service

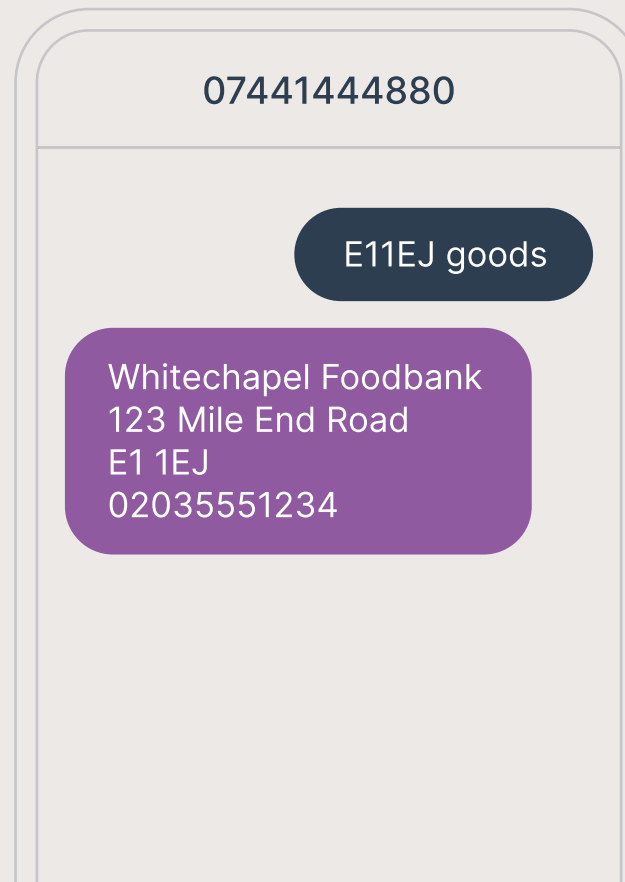
Dedicated number

Easy to use

A lot of potential - Can add many keywords and services

Price of a standard text

Don't need internet to access



**SMS Number**

07441444880

Text **post code** followed by a keyword below:

**goods**  
**jobs**  
**food**

# Technology



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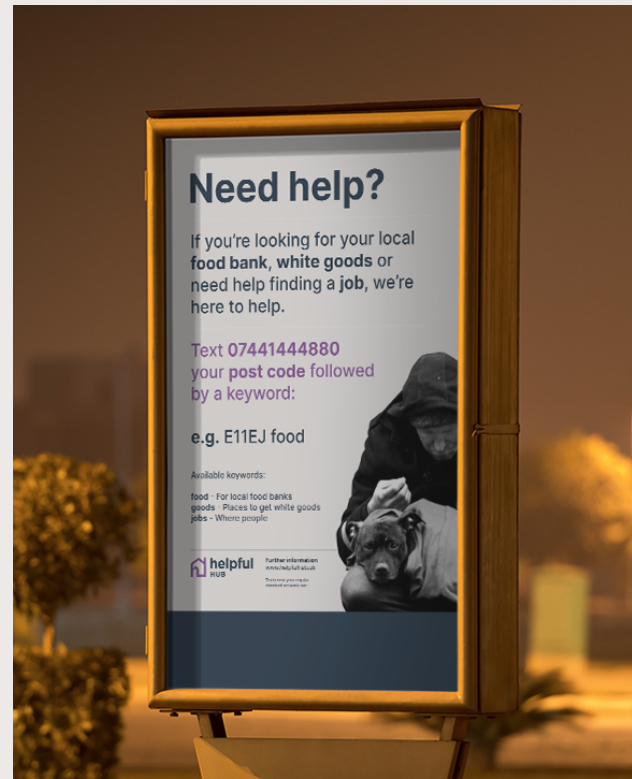
**Website**      **HTML, CSS, JS (Frontend)**  
**PHP, MySQL (Backend)**

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**SMS**            **MessageBird (Rest API)**

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# Launch

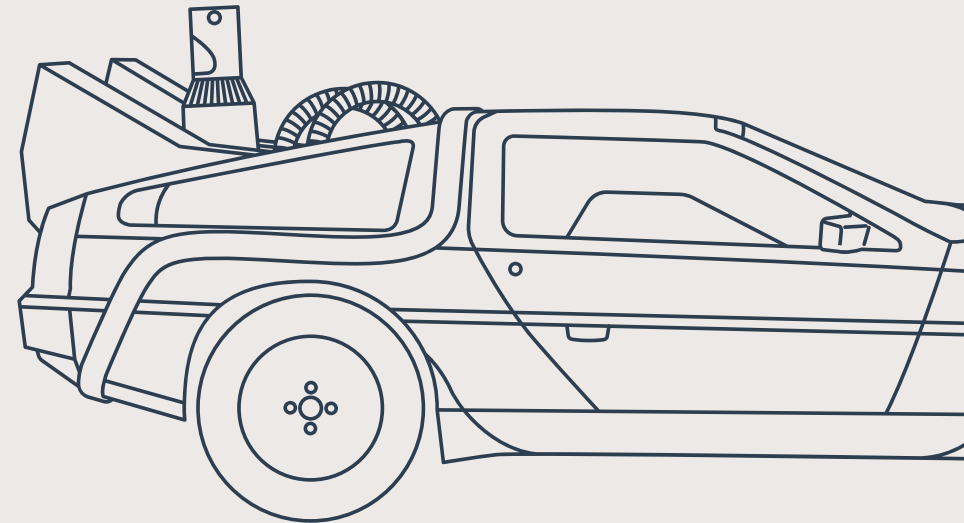


Poster concepts displayed in public areas to spread awareness of the service

# The Future of Helpful Hub

Beyond the hackathon there's a lot we can do to improve the service and add more functionality:

- Use a 5 digit number (e.g. 60777)
- Search via place as well as post code
- Display walking distance time
- Add map images to web results
- More resources and keywords





# Thank you

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## Website

[www.helpfulhub.uk](http://www.helpfulhub.uk)

## SMS

07441444880

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## By Umar Sheikh

Senior Software Engineer



[hello@umarsheikh.co.uk](mailto:hello@umarsheikh.co.uk)



[github.com/umarsheikh13](https://github.com/umarsheikh13)



[twitter.com/umarsheikh](https://twitter.com/umarsheikh)