

Volunteer HQ

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Project overview



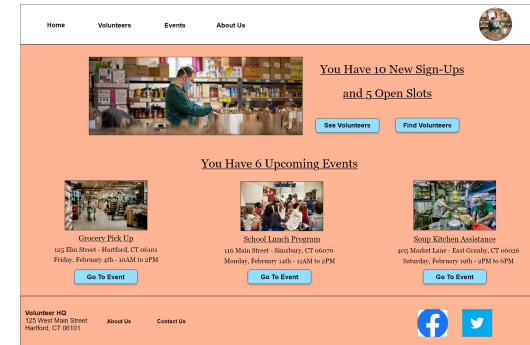
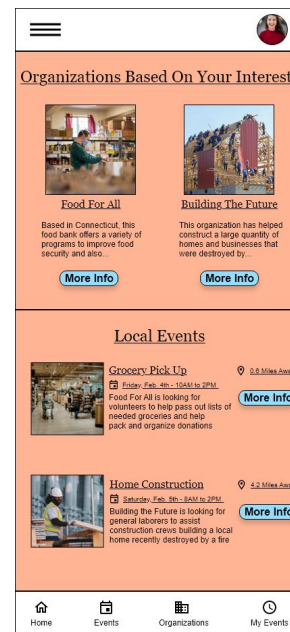
The product:

Volunteer HQ allows users on the dedicated app to find organizations and local volunteer events to sign up for, while the responsive website allows organizations to see who has signed up for events and allows them to reach out to volunteers to have them sign up for their events.



Project duration:

January 2022 - February 2022



Project overview



The problem:

Volunteers have a tough time finding events based on their interests and signing up quickly, while organizations have a tough time finding volunteers.



The goal:

Create a dedicated mobile app for volunteers that takes their personal interests and recommends them events and organizations to join, while also building a responsive website to allow organizations to reach out to users and see who has signed up for their events.

Project overview



My role:

UX Design Student



Responsibilities:

Conducting interviews, ideation, low and high fidelity prototyping, wireframing, mockups, research studies, responsive design, accounting for accessibility.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I started my project by conducting research through interviews. I found that volunteers liked to help out in their communities, but they wish they could find volunteer work that fit their interests.

Volunteers were also not always aware of upcoming events in their community due to busy schedules, and wanted to see this information presented to them on an app.

Organizations had a tough time finding volunteers, and wanted to be able to reach out to people and invite them to events. They also wanted to be able to quickly see who had already signed up.

Persona 1: Miriam

Problem statement:

Miriam is a busy professional who needs a quick way to sign up for volunteer work based on their interests because she wants to give back to her community.



Miriam

Age: 30

Education: Associate's Degree

Hometown: Springfield, MA

Family: Lives with her boyfriend

Occupation: Insurance Claims

"I'd love to give back more but finding the right organization can be hard"

Goals

- Wants a sign up process that takes their interests and recommends them organizations and events to attend

Frustrations

- Gets lost in other apps and can't find the information they want
- Isn't alerted to upcoming events

Miriam is a busy professional who wants to help out in her community but doesn't have a lot of time to research upcoming events or organizations that fit her interests. She wants an app that will recommend her organizations and events based on her interests.

Persona 2: Richard

Problem statement:

Richard is a program coordinator who needs a way to find volunteers and see who has signed up because he needs to fill roles at programs and events.



Richard

Age: 52

Education: Bachelor's Degree

Hometown: Hartford, CT

Family: Lives with his wife

Occupation: Program
Coordinator

“There are people who want to help out but finding them can sometimes be a challenge”

Goals

- Wants to easily add their organization to the website
- Wants a page or area where they can easily navigate through user applications

Frustrations

- Gets overwhelmed with too much information and features

Richard is a program coordinator for a non-profit organization. He wants to find volunteers for different programs and events but finds that it can be difficult. He wants to be able to easily add the organization to the website while also being able to see who has applied to different events and programs.

Ideation

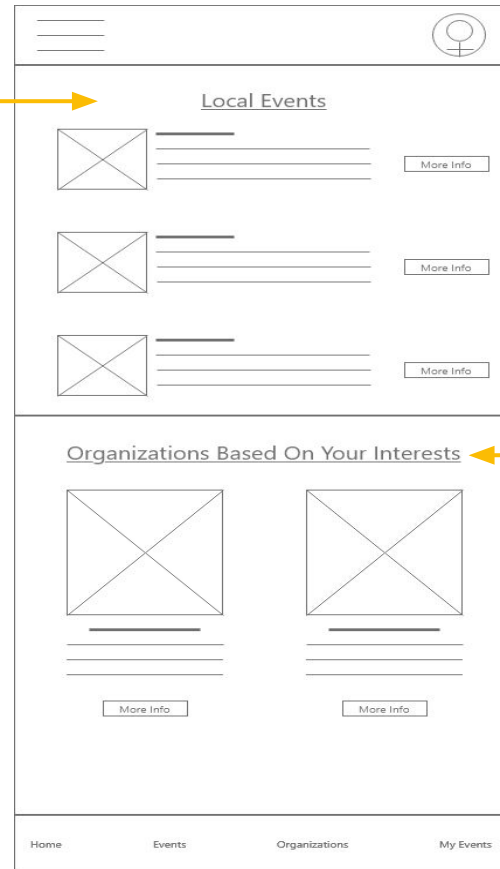
I began my ideation process with some basic sketches to quickly ideate what I wanted my pages to look like, and to get an overall idea of what the user flow should be.



Digital wireframes

My wireframes started off with the Local Events at the top, allowing users to see what was happening in their community. I also added an Organizations section, allowing users to find more information on what they offer and what they do.

Local events are recommended to users and are updated so that they never miss an opportunity to volunteer

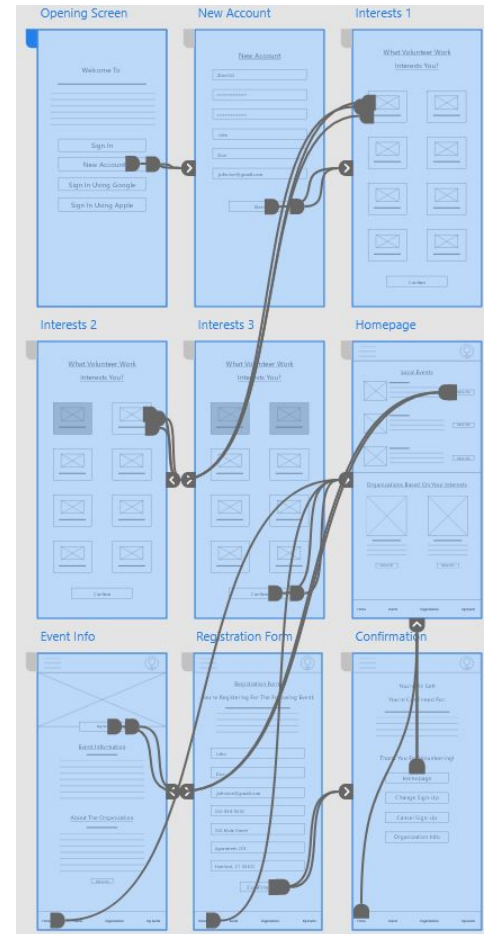


Organizations are also recommended to users based on their interests, and allows users to find out more about what they do and offer

Low-fidelity prototype

My Low-Fi prototype linked up the basic user flow, allowing users to create an account and choose what they were interested in. They would then sign up for an event and get a confirmation.

[Lo-Fi Prototype](#)



Usability study: parameters



Study type:

Moderated usability study



Location:

USA, in person and remote



Participants:

5 participants



Length:

15-20 minutes

Usability study: findings

1

Navigation

Users didn't like how small the buttons were, and some got stuck on certain screens.

2

Registration

Users wanted a way to import their information from the account creation process and autofill the registration form.

3

Recommendations

Users wanted to see organizations based on their interests at the top of the homepage, with local events underneath it.

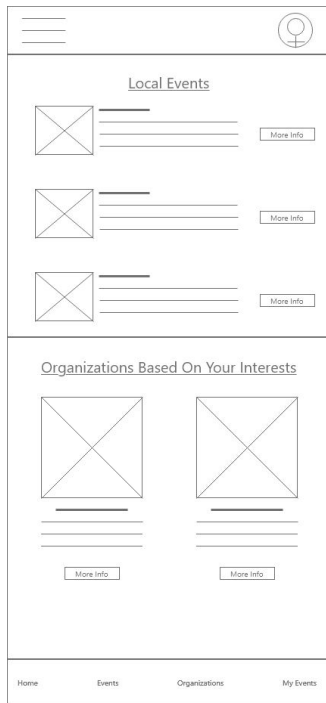
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Updating my designs, I took user feedback into account and switched the location of local events and organizations based on their interests. I also updated the size of the buttons and made the text on the buttons bigger and bolder.

Before usability study



After usability study



Mockups

I updated the registration form after the study and added a button to import user's information to make the sign up process quicker and easier.

Before usability study



The 'Before usability study' mockup shows a mobile app registration form. At the top, there is a hamburger menu icon on the left and a profile icon on the right. Below the header, the title 'Registration Form' is centered. Underneath, the text 'You're Registering For The Following Event:' is followed by a horizontal line and four more lines, suggesting a list of events. The form consists of several input fields: 'John' (First Name), 'Doe' (Last Name), 'johndoe@gmail.com' (Email), '555-814-9292' (Phone Number), '156 Main Street' (Address 1), 'Apartment 201' (Address 2), and 'Hartford, CT 06101' (City, State and Zip Code). A 'Confirm' button is located at the bottom of the form. At the very bottom of the screen is a navigation bar with four icons: Home, Events, Organizations, and My Events.

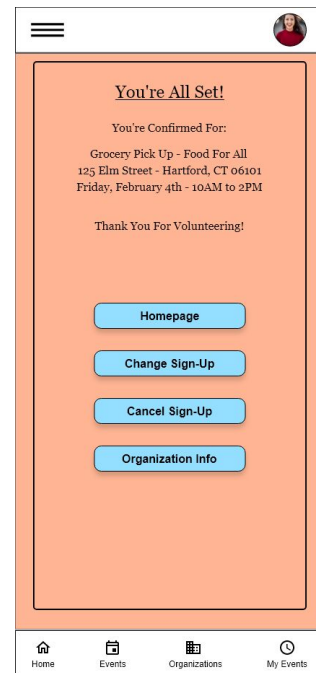
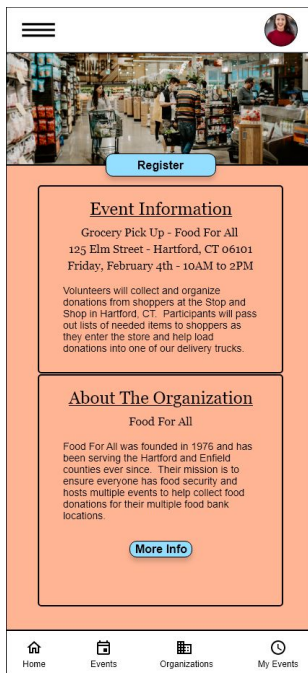
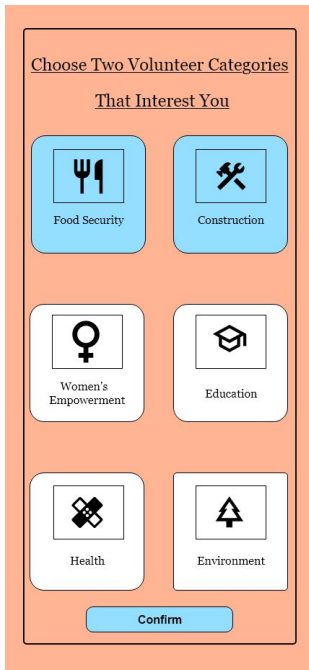


After usability study



The 'After usability study' mockup shows a revised mobile app registration form. The layout is more compact and organized. At the top, there is a hamburger menu icon on the left and a profile picture on the right. The title 'Registration Form' is centered. Below the title, the text 'You're Registering For The Following Event:' is followed by a horizontal line and two more lines, suggesting a list of events. A blue button labeled 'Import My Info' is positioned below the event list. The form consists of several input fields: 'First Name', 'Last Name', 'Email', 'Phone Number', 'Address 1', 'Address 2', and 'City, State and Zip Code'. A blue 'Confirm' button is located at the bottom of the form. At the very bottom of the screen is a navigation bar with four icons: Home, Events, Organizations, and My Events.

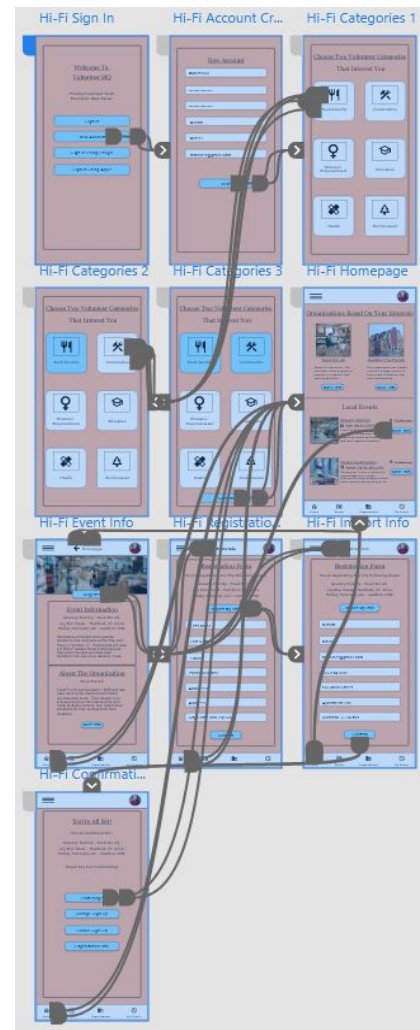
Mockups



High-fidelity prototype

The Hi-Fi prototype took user feedback and improved upon the previous prototype. It allowed users to autofill their info and gave them a look at what the final design would be.

[Hi-Fi Prototype](#)



Accessibility considerations

1

Contrasting colors made reading text accessible to all users

2

Hierarchy of text made it easy for screen readers to find the flow of information

3

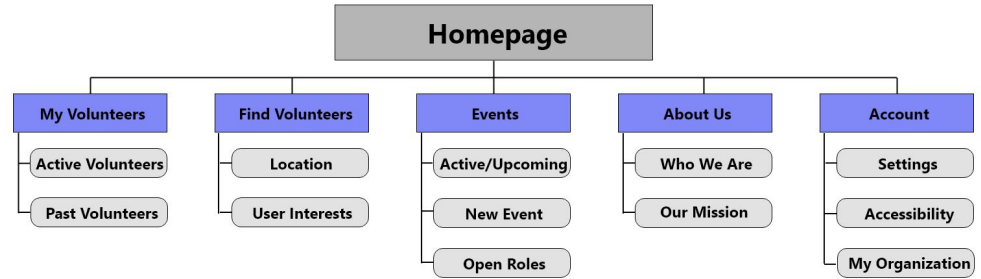
User-focused design made the homepage a quick and easy way for them to complete the main user flow

Responsive Design

- Information architecture
- Responsive design

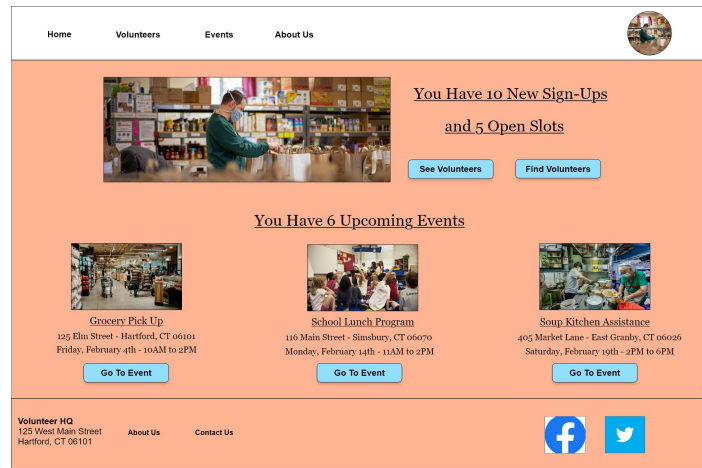
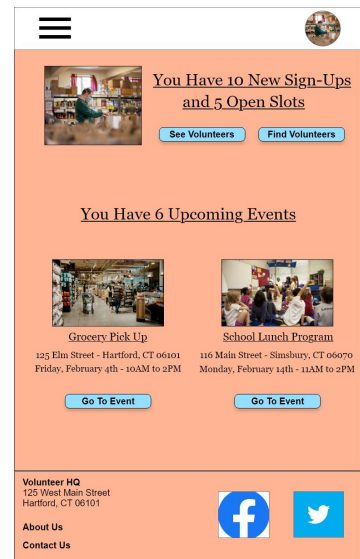
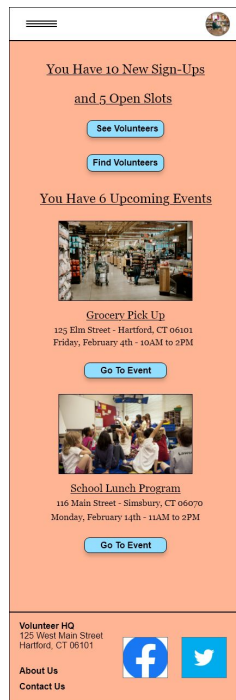
Sitemap

For the responsive website, I wanted to give organizations a easy way to find information and allow them to complete tasks quickly



Responsive designs

For the responsive designs, I made sure to update the IA of the site as the screen size increased, and made sure the design elements were consistent across all devices.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users liked the overall design, and they thought that the app made it much easier for them to sign up for events. They liked that the app took their interests into account. Users of the responsive website enjoyed the simplistic and straightforward feel of the website, and liked that it gave them what they were looking for.



What I learned:

I learned how to make a responsive site and improved upon my skills making a mobile app. I found that designing wireframes were easier now that I've had more practice, and coming up with design solutions came quicker than before.

Next steps

1

Add more screens to allow users to see the variety of features that the app and site offer

2

Conduct additional studies to make sure the added screens fit users needs

3

Add additional accessibility options to make sure users of all backgrounds are able to interact with the designs

Let's connect!



Thank you for your time reviewing the Volunteer HQ app and responsive website!

If you'd like to get in touch, please find my contact information below.

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