



Simplifying and automating processes for volunteers so the branch can run more efficiently.

WHAT IS BELLYFUL?

Bellyful is a charity that cooks and delivers free meals to families with newborn babies, and families with young children who are struggling with illness.

www.bellyful.org.nz

KEY GOAL

Create a mobile app that simplifies the assignment of deliveries and allows real time updates of freezer logs.

MY ROLE + RESPONSIBILITIES

Concept, Research, UX Design

Bellyful already had a solid branding so I only had to adapt it to my design.

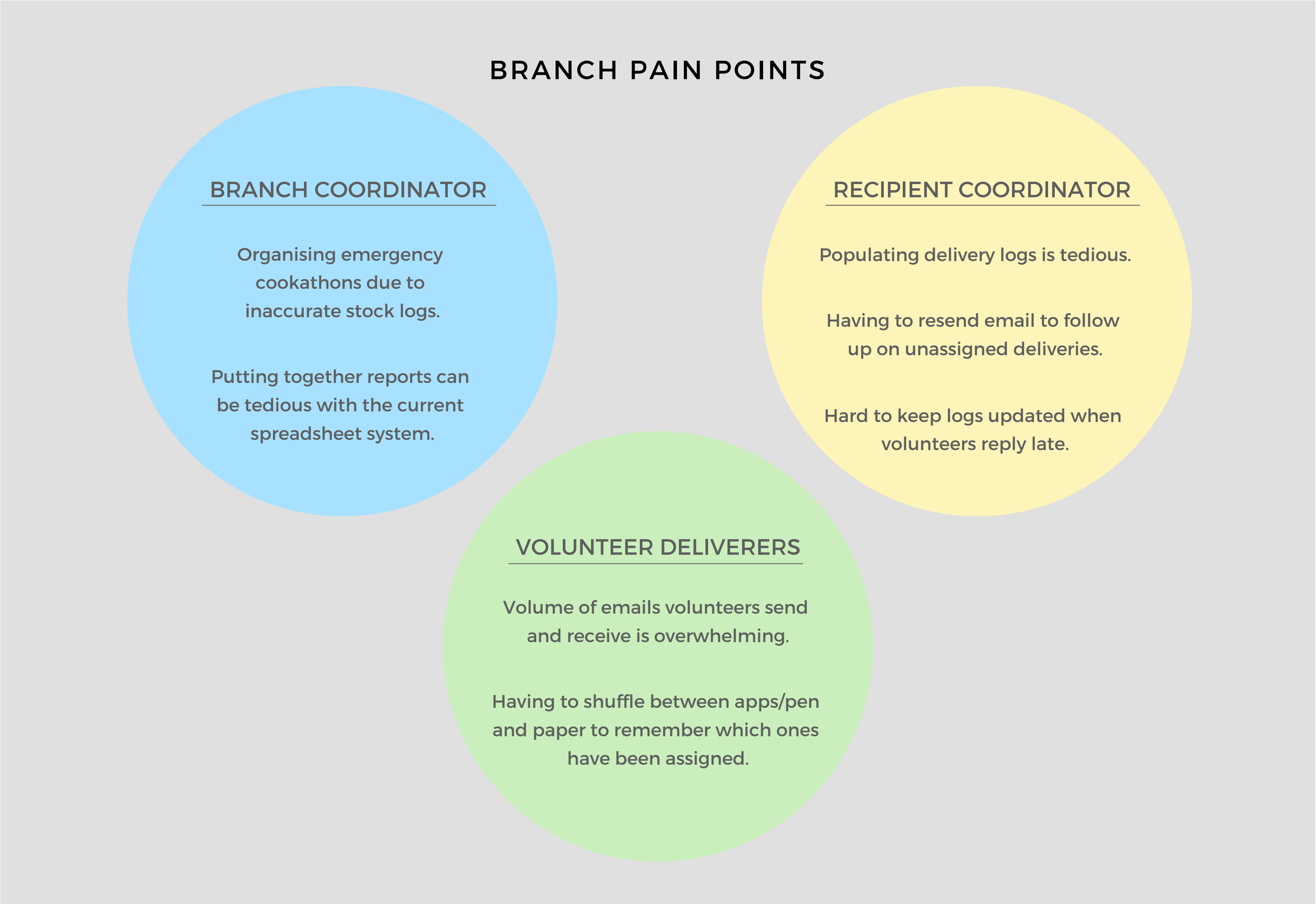
PROBLEM

Coordinator-Volunteer correspondence is via email.

Volunteer deliverers are encouraged to Reply-all so they can follow the thread. As such, everyone’s inbox tends to be flooded with emails.

It becomes difficult to track which ones have been assigned because messages get lost in the thread.

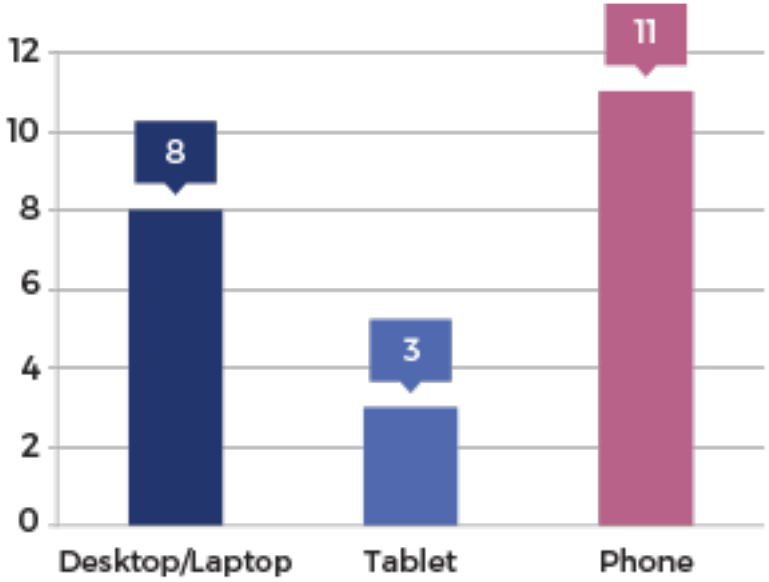
Having been a regular Bellyful deliverer and coordinator, it inspired me to think of a solution to make the volunteer experience more pleasant and rewarding.



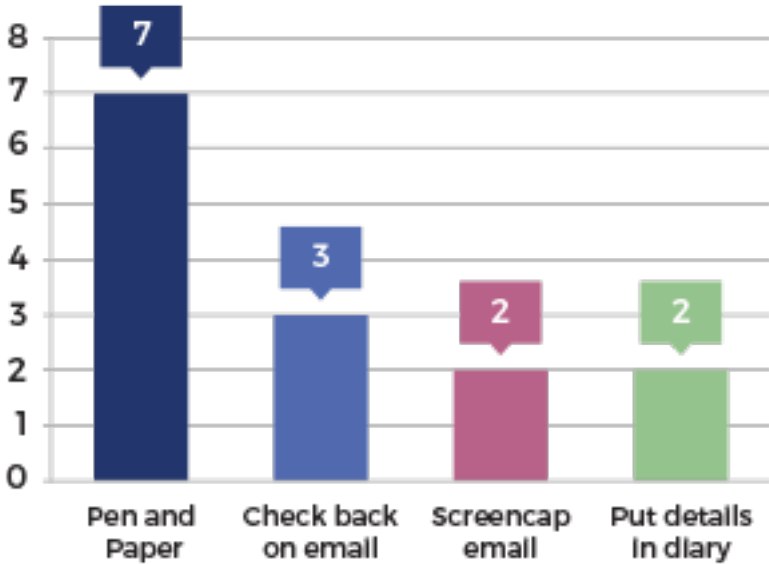


SURVEYS

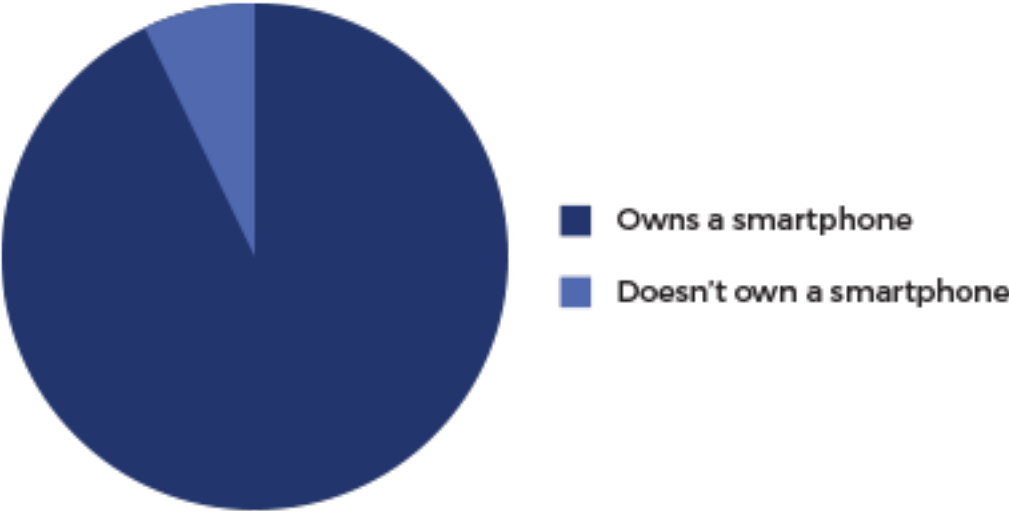
I planned and conducted interviews and surveys with stakeholders and potential users within our branch and other branches across New Zealand.



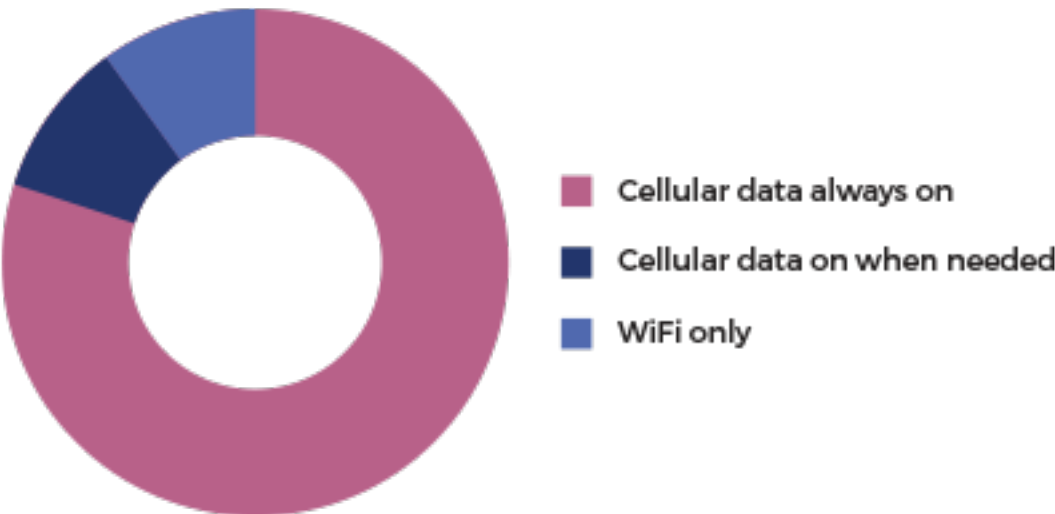
Devices volunteers use to check for requests



How volunteers remember which deliveries are assigned to them



Volunteers who use smartphones



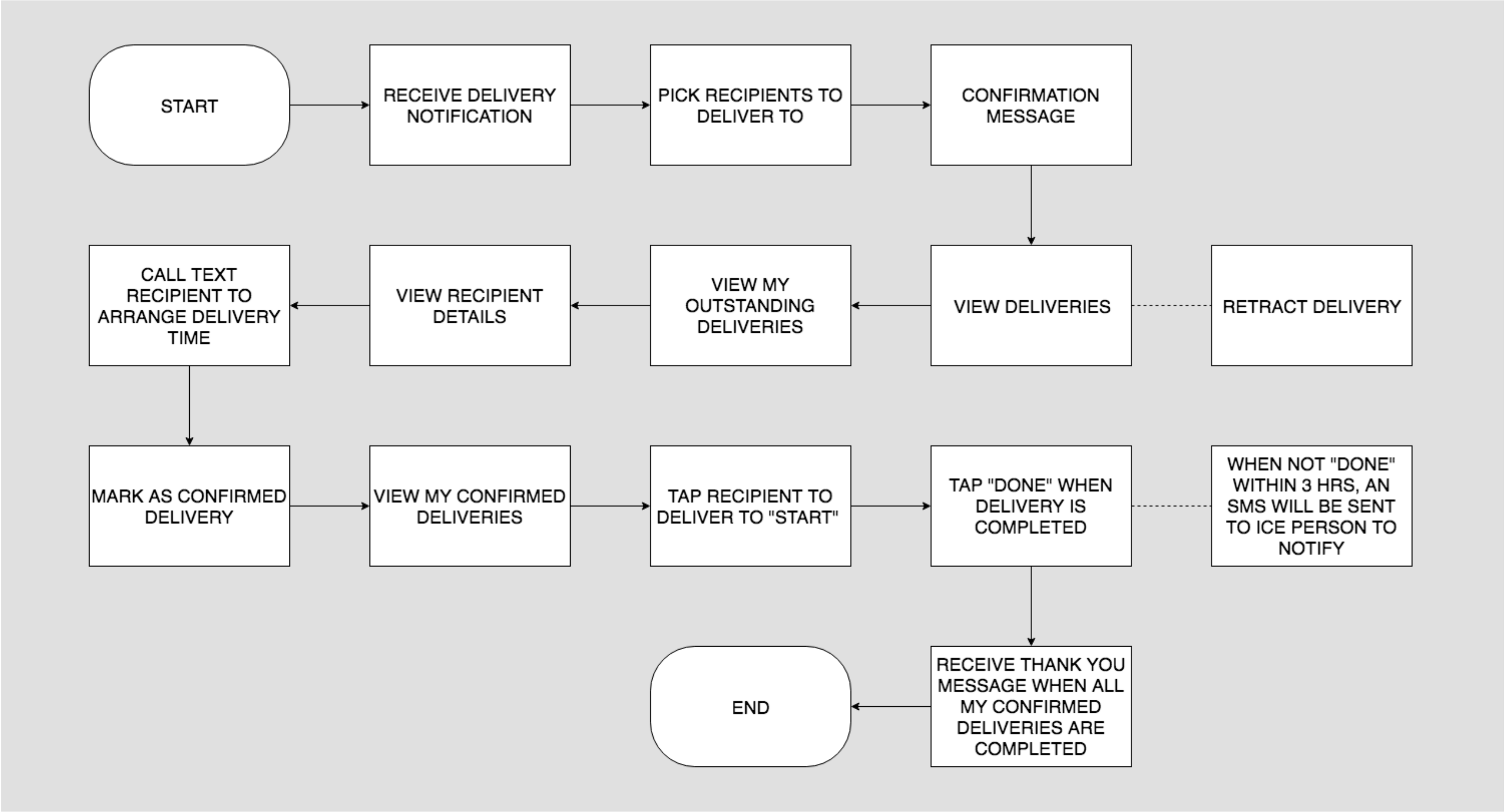
Cellular data use habits of volunteers

USER FLOWS

I reviewed our current process and looked at areas which can be automated.

Among the sticking points were deliverers remembering assigned recipients and coordinators resending unassigned recipients to everyone.

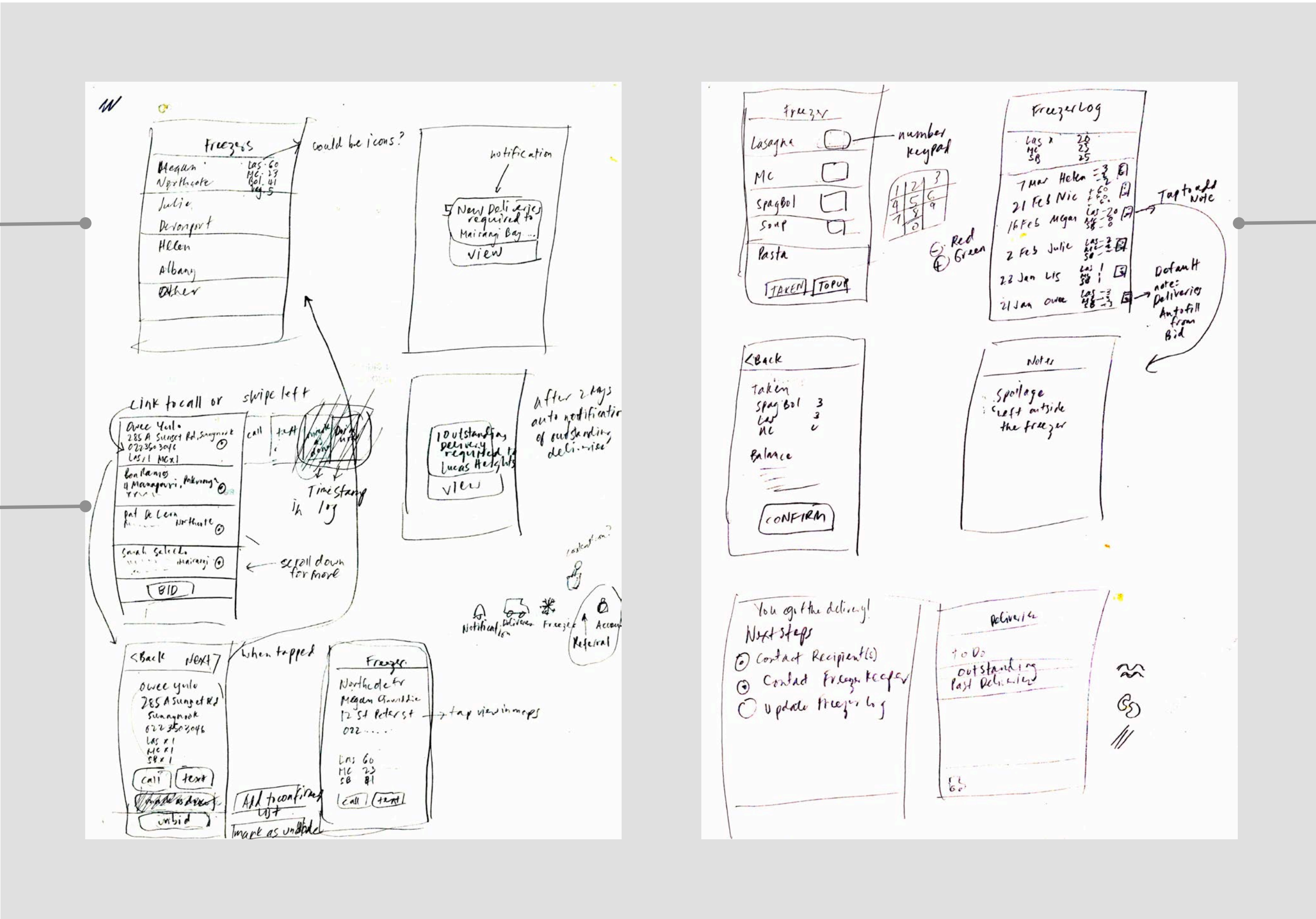
This user flow illustrates the delivery process a volunteer goes through in the app.



Quick view of meal stocks in each freezer

Deliverers can easily pick the recipients they want

Real time updates on freezer stock logs

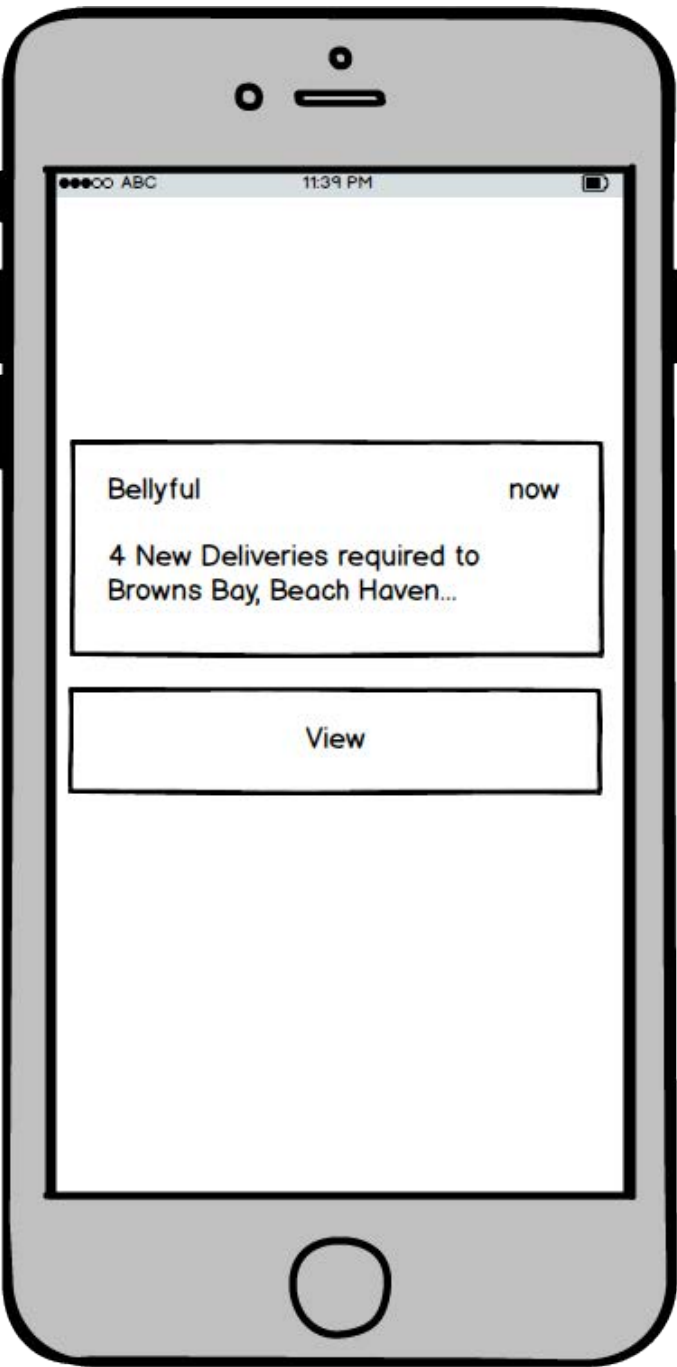


WIREFRAMES

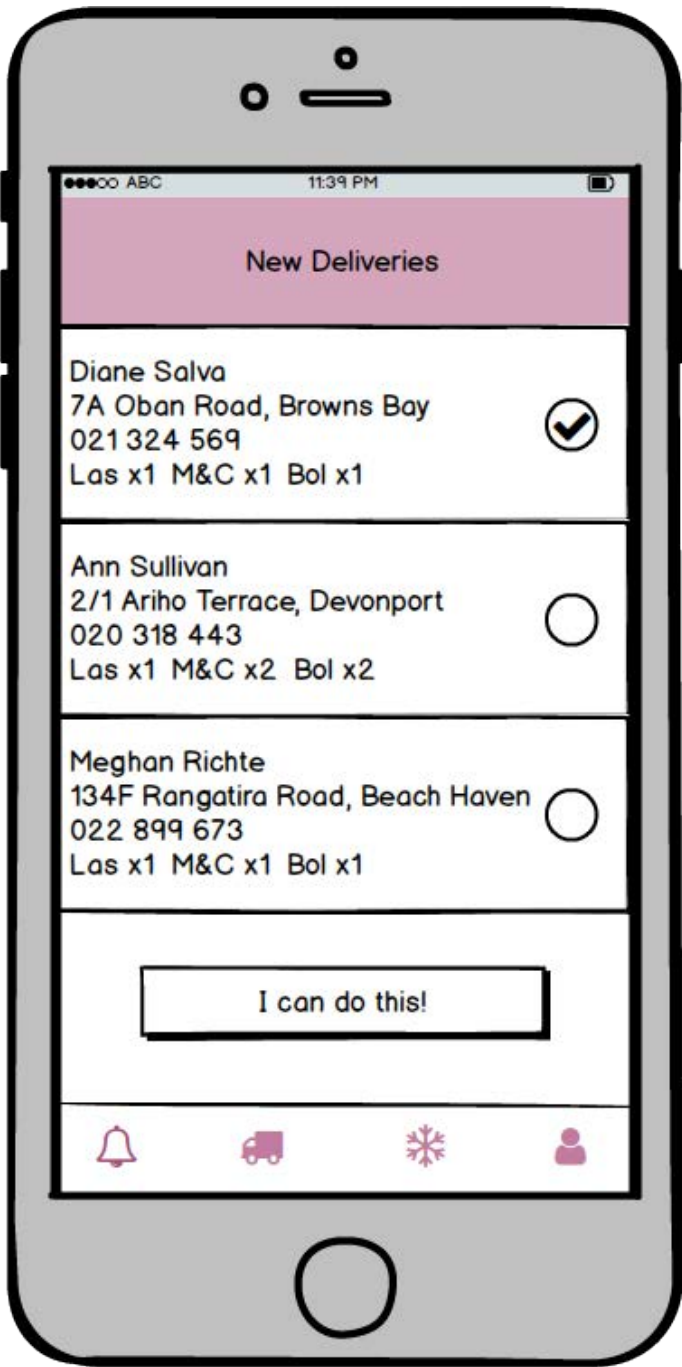
I created pencil wireframes to visualize how certain problems could be solved. In this case, I drew them as soon as the solutions came to mind.

LO FI MOCK UPS

The solutions were distilled when the low fidelity mockups were created in Balsamiq.



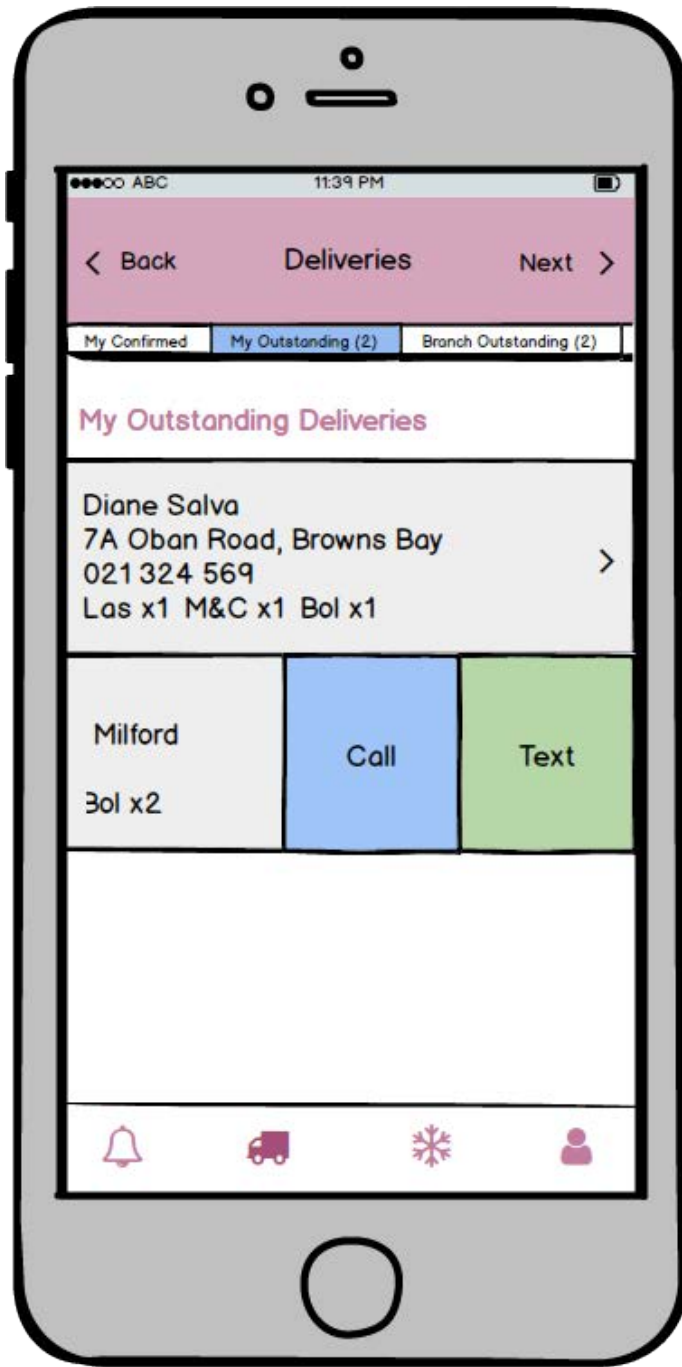
Notifications to encourage urgency among volunteers



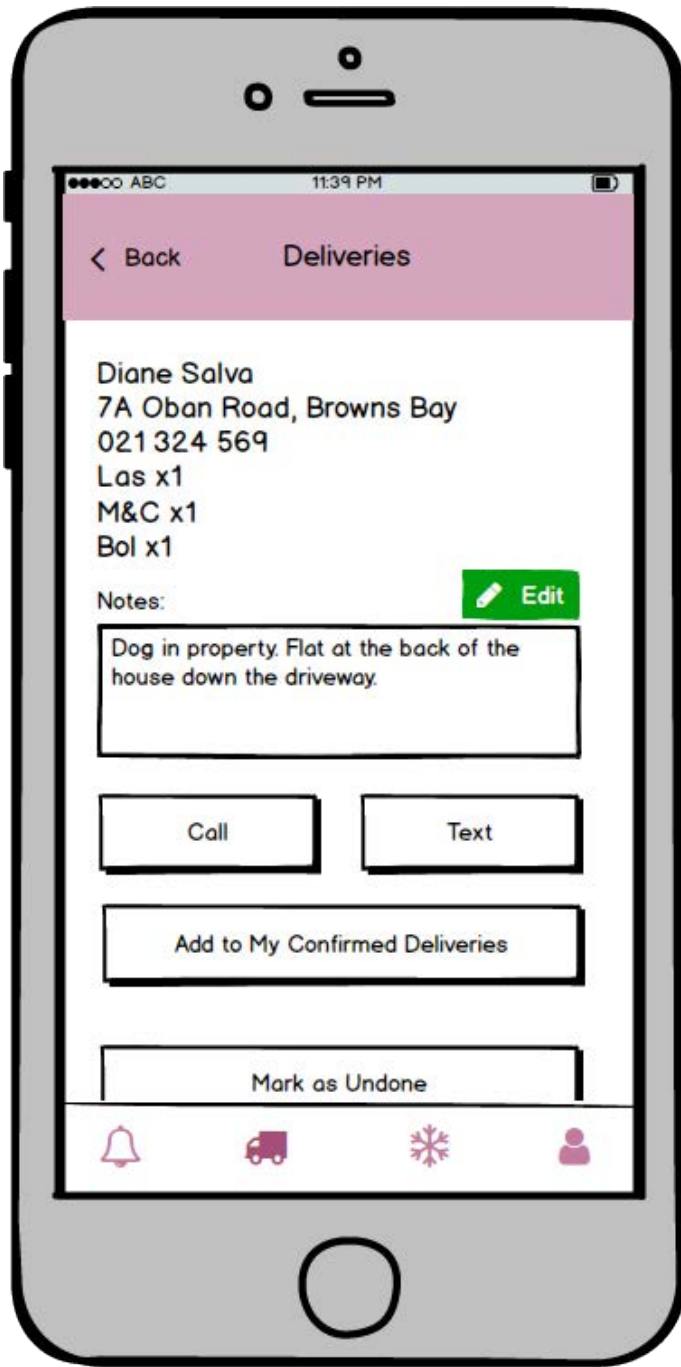
Deliverer ticks the recipients she prefers to deliver to



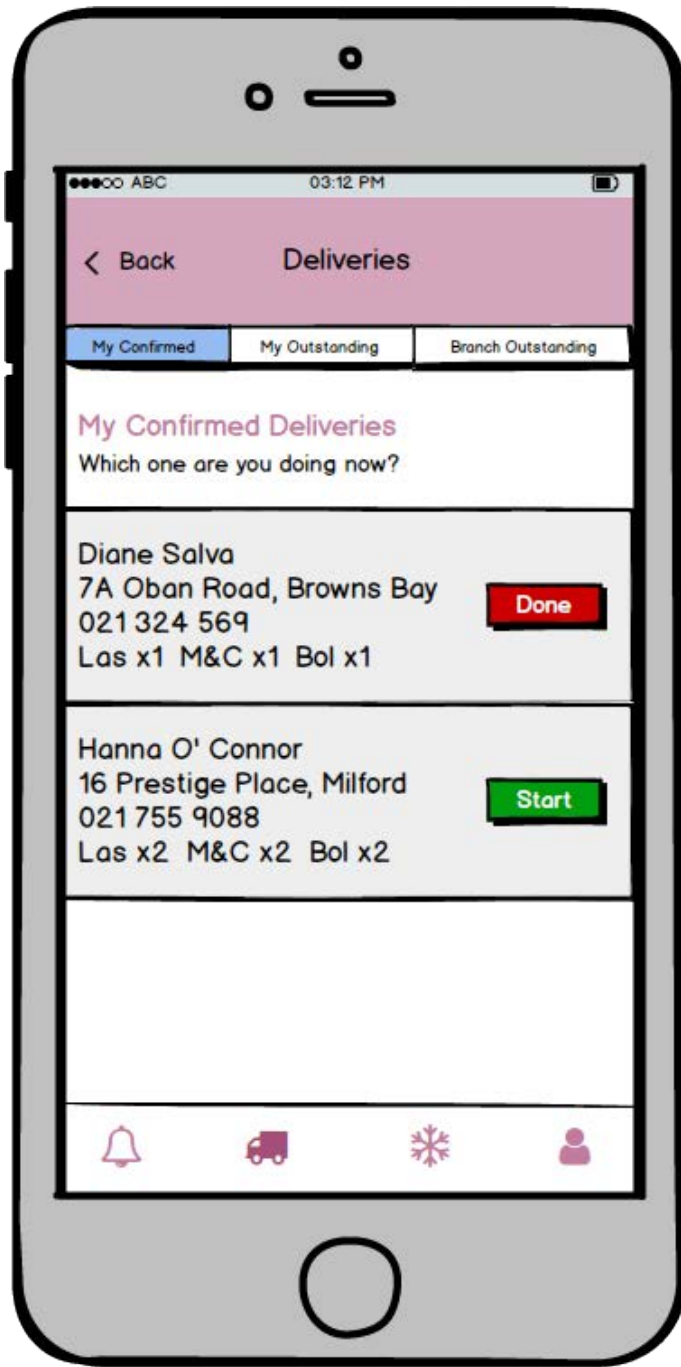
Confirmation message to say it's been assigned



Swipe left on a recipient to reveal contact shortcut



Tap on a recipient to Add to Confirmed, add notes

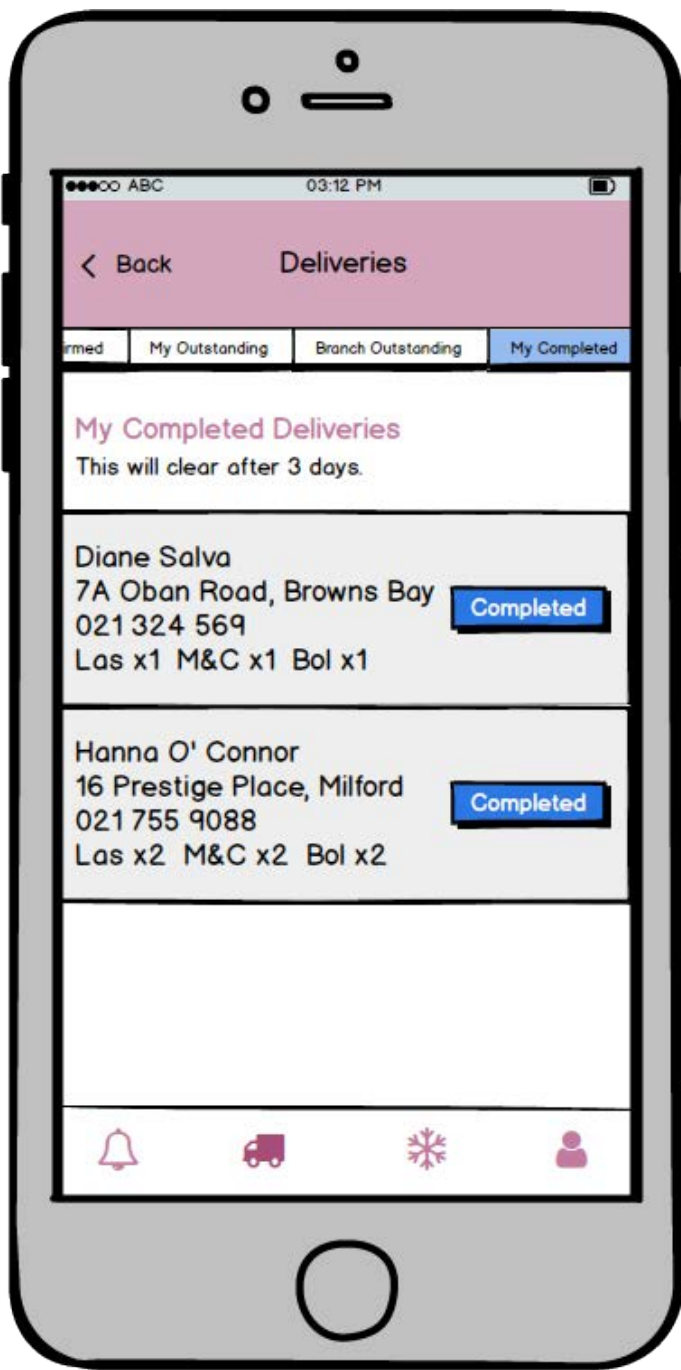


Start/Done record time when delivery was completed.

LO FI MOCK UPS

With this app, volunteers can clearly see which recipients they agreed to deliver to, which ones have not been assigned, and which are completed.

They can also see accurate stock levels so it saves time on having to ask which freezer has enough meals to cover a delivery.



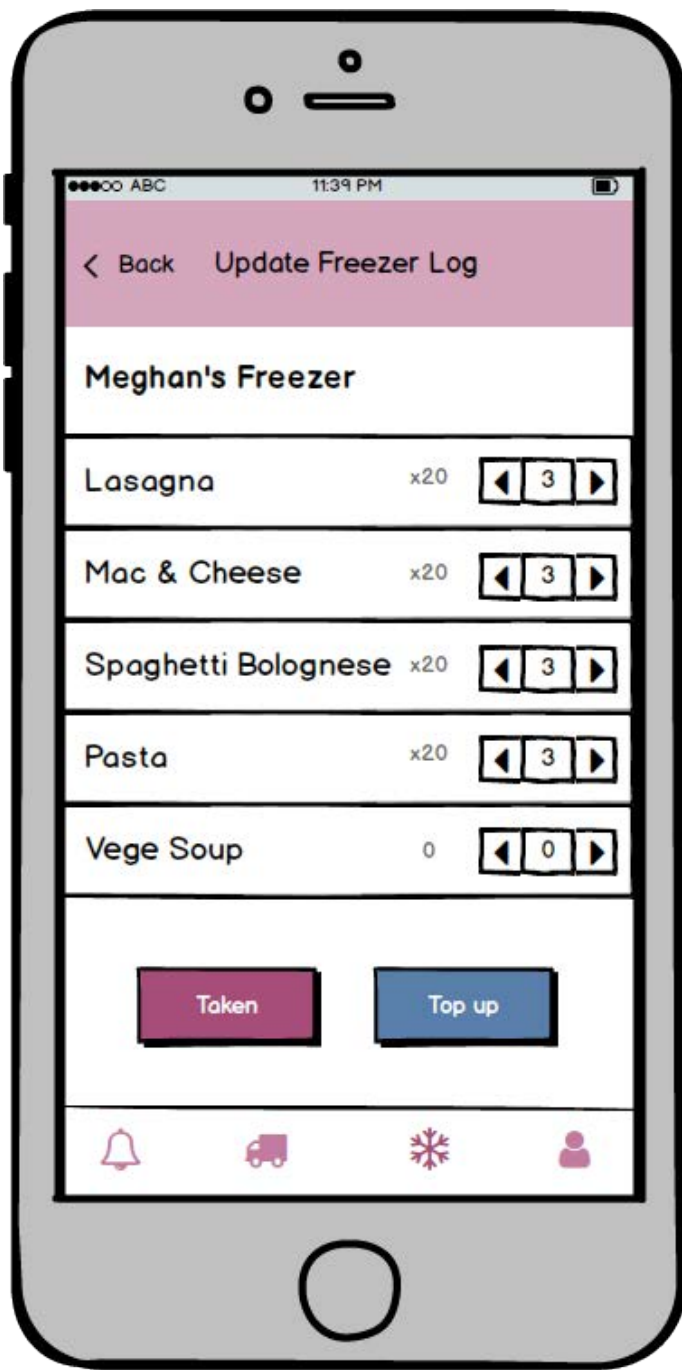
Deliverers have 3 days to add info about the recipient



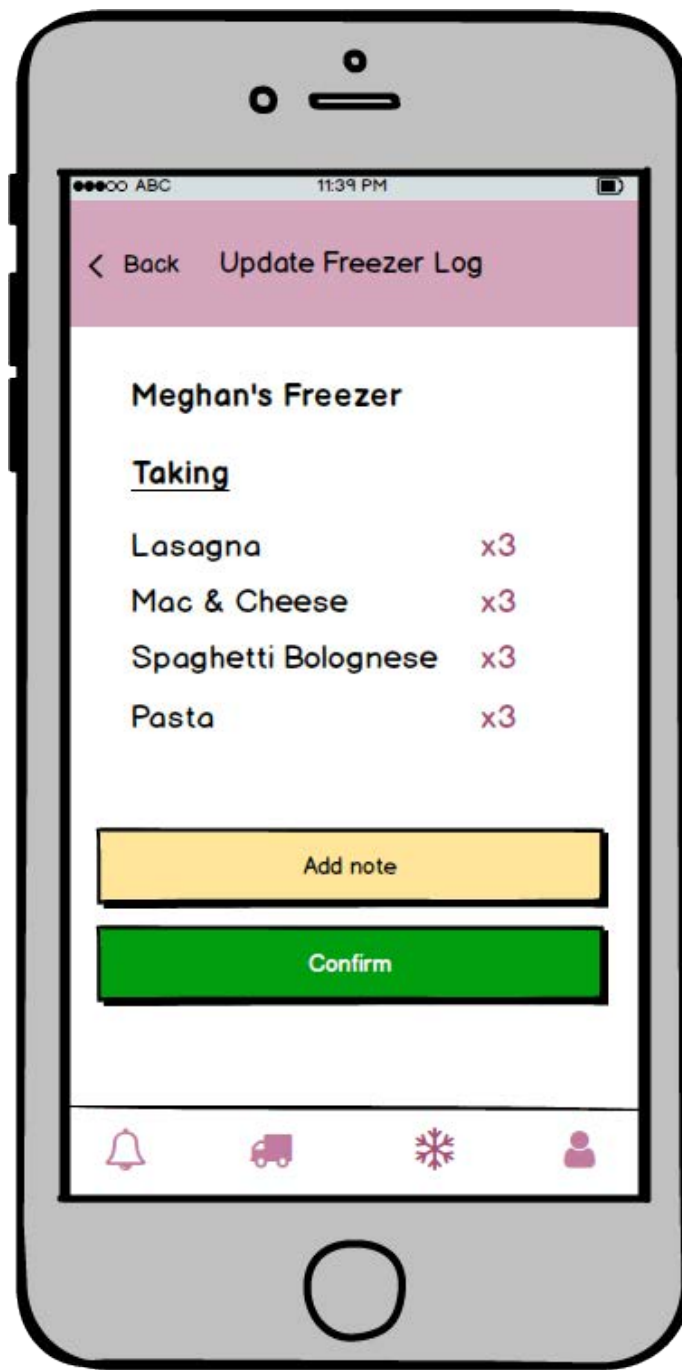
Thank you message to motivate volunteers



Quick view of meal stocks in each freezer



Update the freezer log real time every pick up or top up

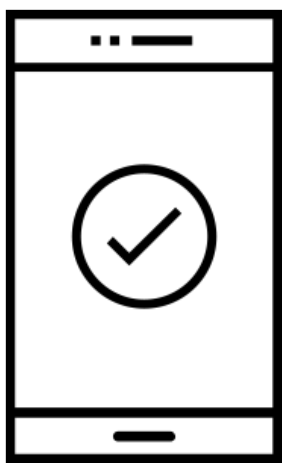


Confirmation screen for freezer log update

CONSTRAINTS

I presented the initial design to the Bellyful volunteers for feedback.

After discussions, these constraints were brought up.



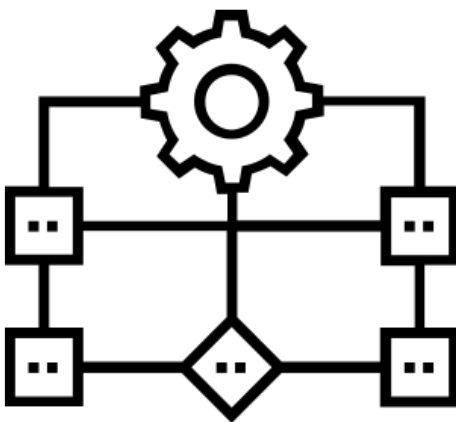
SMARTPHONES NEEDED

There are still a few volunteers who do not use smartphones.



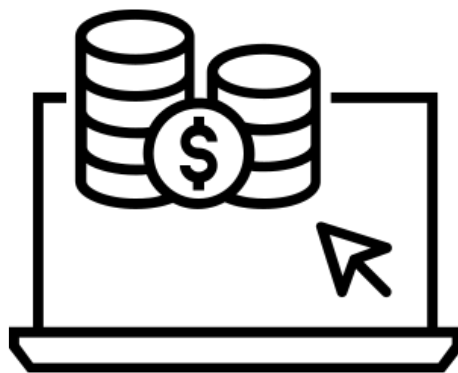
CELLULAR DATA USE

Cellular data would have to be turned on for some features to function as intended.



DIFFERENT PROCESSES

Not all branches across NZ have exactly the same process. The app would have to accommodate the other branches' systems.



LOW COST PLATFORM

It would have to be built on a free or relatively affordable platform, as it is for a not for profit charity.