

Volunteer Registration Flow REACH1 Organization

Benjamin Tetteh

Project overview



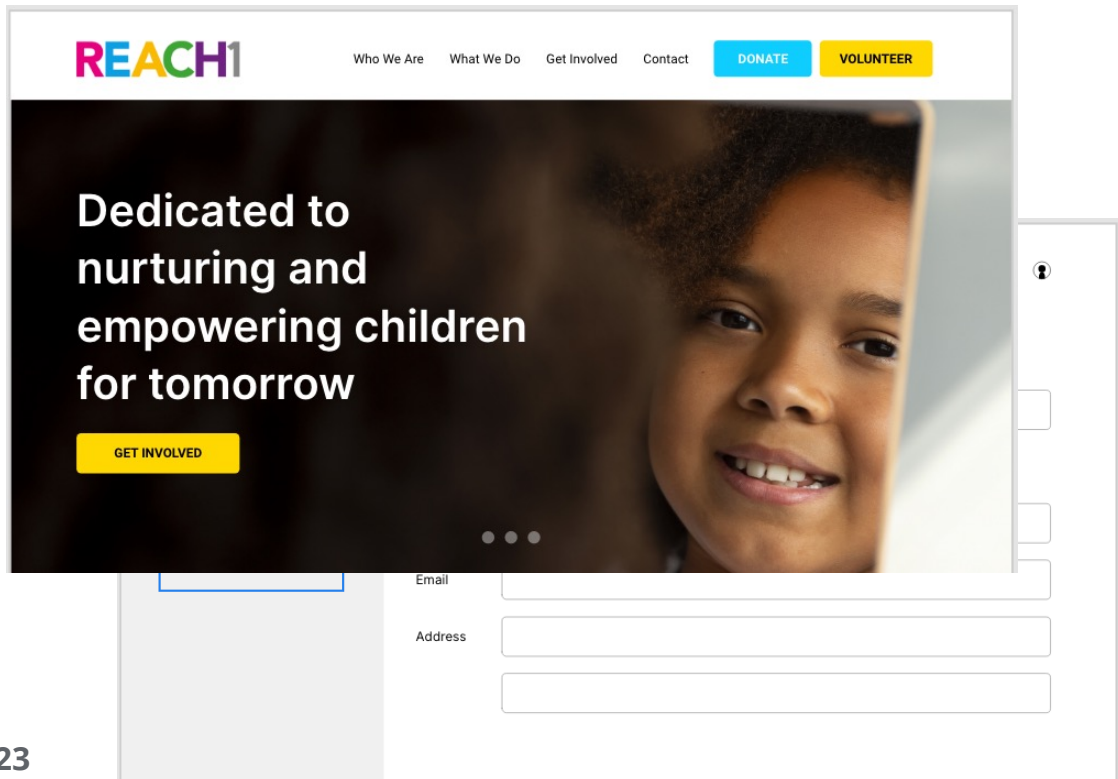
The product:

REACH1 is a foundation that empowers children through faith development, mentoring, academic support, career counselling, and extracurricular activities. Volunteers make this work possible throughout the year.



Project duration:

October, 2023 to November, 2023



Project overview



The problem:

Available volunteering websites are confusing with long application forms where users don't get any information about the duration of the volunteer recruitment process. It is discouraging and leads to loss of interest in probable volunteers.



The goal:

To design a responsive website for a charity organization that makes the sign-up process for volunteering easy and user-friendly.

Project overview



My role:

I worked on this project as a UX Designer.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



The preliminary user research was focused on people already volunteering for a similar charity organization. I wanted to find out more about the real situation as my own experience could create biases. I reached out to those with previous volunteering experience to fill a survey. And found out that most aspiring volunteers stop applying because of confusing volunteer application forms and lack of information about the duration of the recruitment process.

User research: pain points

1

Experience

Volunteer applications forms are usually confusing and unnecessarily lengthy

2

Interaction

Usually, there is no information on the duration of recruitment process

3

Navigation

Many charity websites have busy and confusing navigation

Persona: Name

Problem statement:

Ben is a university student who likes to volunteer towards humanitarian causes during vacation periods.



Ben

Age: 24
Education: Student
Hometown: Accra, Ghana
Family: Single
Occupation: Volunteer

"The world needs more people with helping to make it a better place"

Goals

- To use his time and skills to support humanitarian causes.

Frustrations

- "layouts and navigation are complicated and confusing"
- "They require too much information during the registration process."

Ben is a 3rd year undergraduate studying Computer Science. In between semesters, he prefers to volunteer his services towards humanitarian initiatives. He feels disappointed that sometimes the volunteer requirements listed on the websites don't match his skills and are long and tedious.

User journey map

I created a user journey map of Ben's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Ben

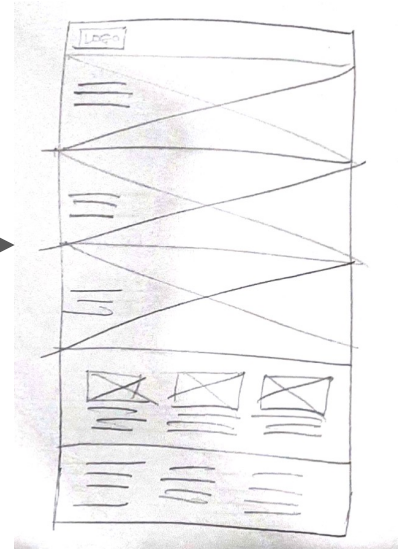
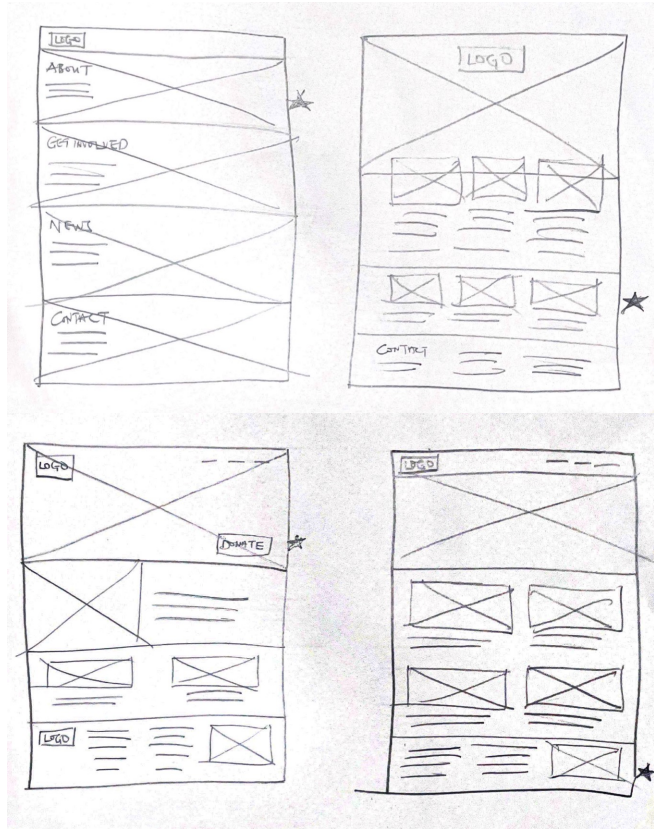
Goal: To use his time and skills to support humanitarian causes.

ACTION	Searches for jobs	Browse opportunities	Selects Opportunity	Fills in application	Sends form
TASK LIST	Tasks A. Searches for volunteerism roles on the web. B. Finds an organization he's interested in	Tasks A. Researches more about the organization B. Searches for volunteer opportunities	Tasks A. Finds suitable role	Tasks A. Fills in the online application form B. Goes to 'About Us' and 'Help' and search engines for clarification	Tasks A. Selects 'Save and Continue' at the bottom of the form.
FEELING ADJECTIVE	Happy and relieved	Overwhelmed and anxious	Excited	Frustrated	Relieved and hopeful
IMPROVEMENT OPPORTUNITIES	Design a website dedicated to volunteering opportunities	Simplifying the language used in role descriptions	Area to improve	Simplify application form	Area to improve

Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.



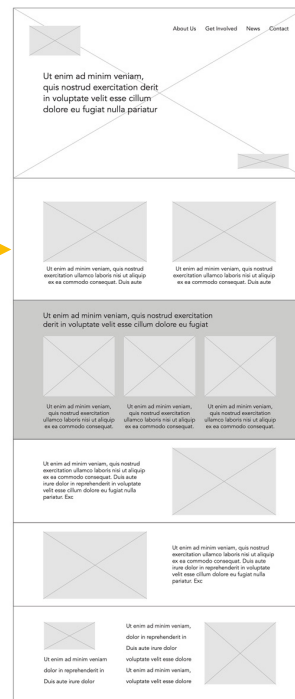
Refined paper wireframe

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

Because REACH1's website can be accessed on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.

Desktop screen version of the home page



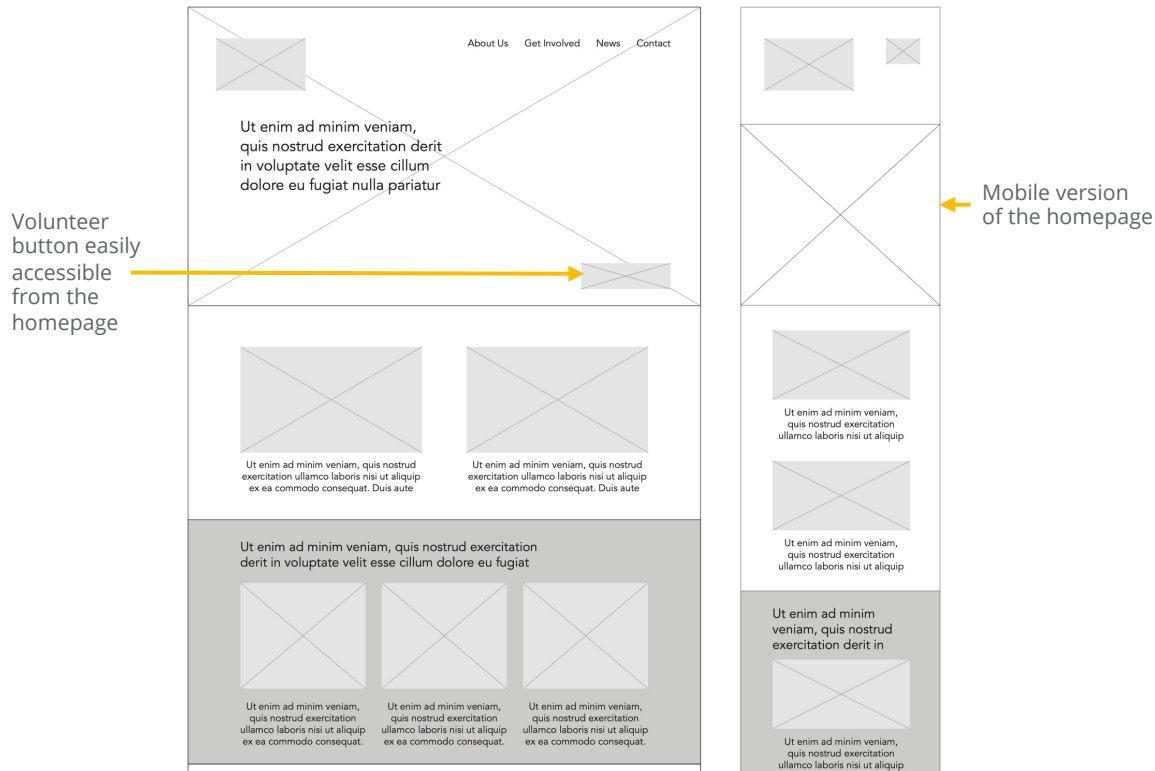
Mobile screen version of the home page



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.

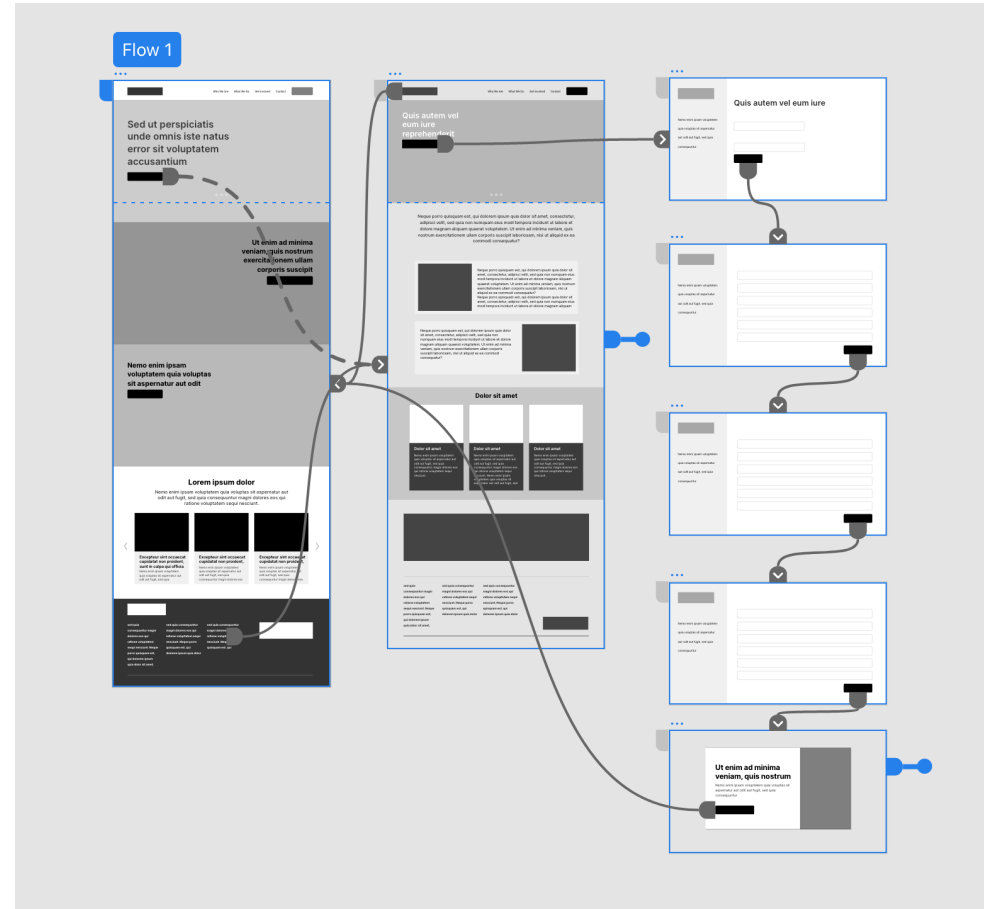


Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of applying to be a volunteer.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.

View the REACH1 website [low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users wanted a more simplified form
- 2 Users wanted to select how long they could volunteer for
- 3 Users weren't sure about where to tap to volunteer

Round 2 findings

- 1 Users wanted a confirmation message after filling the form
- 2 Users wanted to receive a confirmation email

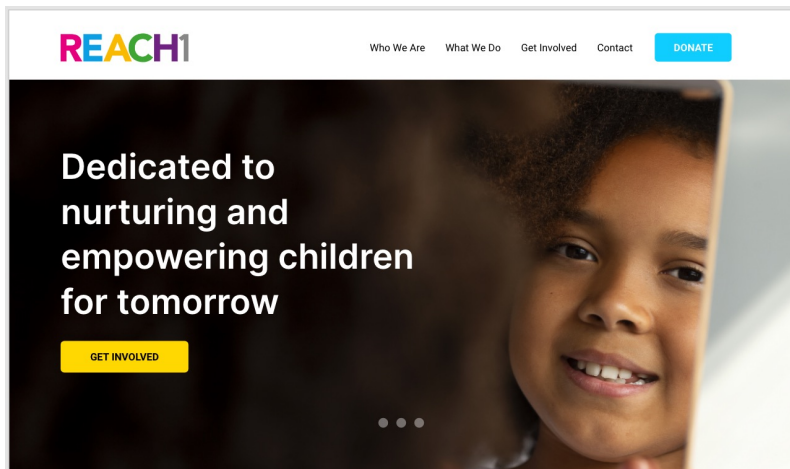
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

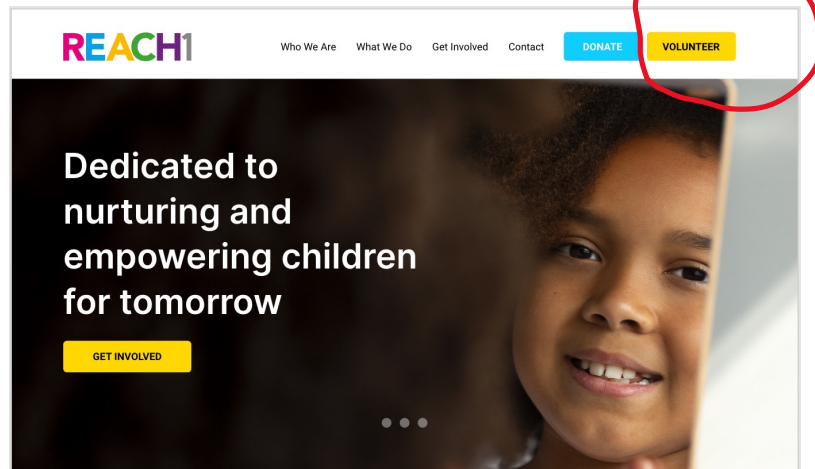
Mockups

The earlier design did not include an obvious volunteer button. After the usability studies, I added a static volunteer button at the menu.

Before usability study



After usability study



Mockups

The previous design required applicants to go through five stages of the application process. Following the usability studies, I combined the forms into one screen, reducing the initial five screens to one.

Before usability study

The image displays a vertical sequence of five mobile application screens, representing the old five-stage process. Each screen has a 'REACH1' header and a 'Next' button. The screens contain various form fields and text prompts, such as 'Hi, You're Welcome!', 'Please enter your details', and 'Please indicate your skills or areas of interest'. The final screen shows a confirmation message: 'GREAT! WE RECEIVED YOUR APPLICATION'.



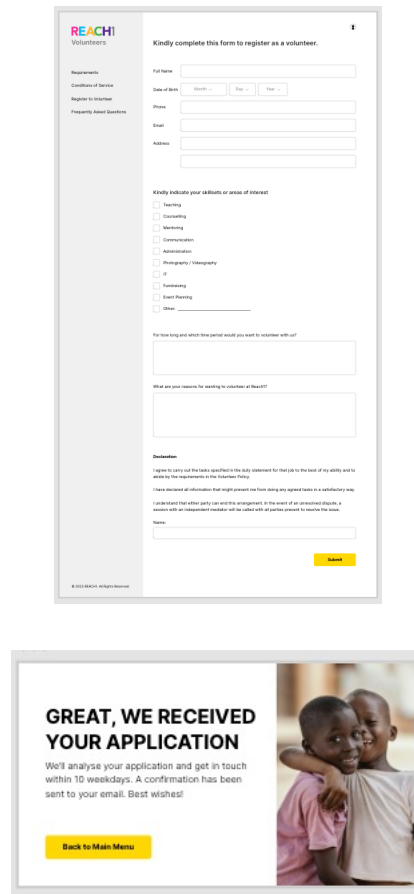
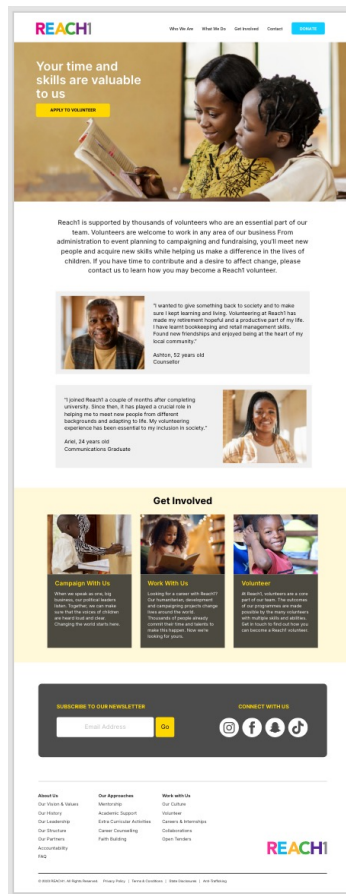
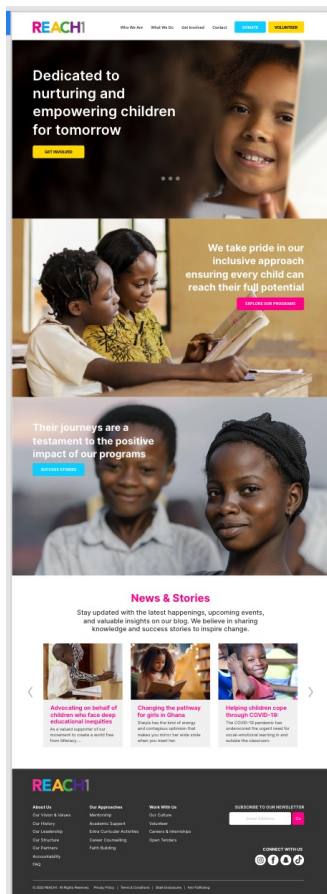
After usability study

The image shows a single mobile application screen with the redesigned, consolidated application form. The form is titled 'REACH1 Volunteers' and includes a sidebar with navigation links: 'Requirements', 'Conditions of Service', 'Register to Volunteer', and 'Frequently Asked Questions'. The main content area is titled 'Kindly complete this form to register as a volunteer.' and contains the following sections:

- Personal Information:** Full Name, Date of Birth (Month, Day, Year), Phone, Email, Address.
- Skills and Interests:** A section titled 'Kindly indicate your skills or areas of interest' with checkboxes for Teaching, Counseling, Mentoring, Communication, Administration, Photography / Videography, IT, Fundraising, Event Planning, and Other.
- Volunteering Details:** A section titled 'For how long and which time period would you want to volunteer with us?' with a text input field.
- Reasons for Volunteering:** A section titled 'What are your reasons for wanting to volunteer at Reach?' with a text input field.
- Declaration:** A section titled 'Declaration' with a text input field for the user's signature.

The form ends with a 'Submit' button. At the bottom left, there is a copyright notice: '© 2022 REACH1. All Rights Reserved'.

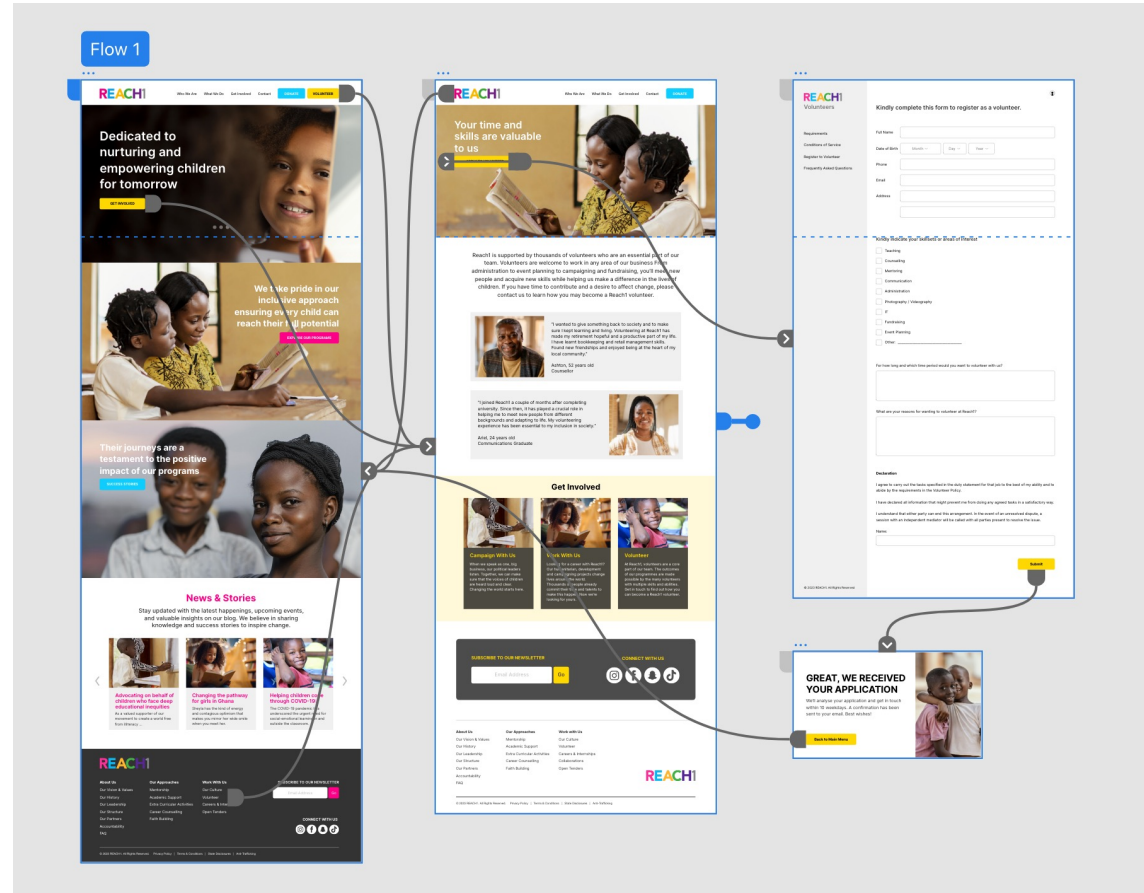
Mockups



High-fidelity prototype

The final high-fidelity prototype presented a cleaner, simple application form within one screen.

View the REACH1 website [high-fidelity prototype](#)



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I designed the site with alt text available on each page for smooth screen reader access

3

I used landmarks to help users navigate the site, including users who rely on assistive technologies

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The target users described the process as fast and easy. They received the right amount of information and were motivated to start volunteering.

"It was easy to apply as a volunteer and the form was very easy to fill. It wasn't unnecessarily lengthy."



What I learned:

The most important takeaway for me is to always make sure the communication is clear as people come from different backgrounds and do not always understand the terminology of an organisation.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Ideate how to increase engagement with people applying to be volunteers.

3

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Bliss Wedding Planning App!
If you'd like to see more or get in touch, my contact information is provided below.

Email: benjamintetteh@gmail.com Phone: (233) 244856806
<https://www.linkedin.com/in/benjamintetteh/>

Thank you!