



Reaching a Conclusion

Overcoming Assumptions to design
the Riverbat Reach Volunteer Hub



Introductions

About Me



Cheyenne J. Clark

Background:

*Stay At Home Mom
Student
UI Developer/Designer
Product Manager*

Project Contributions:

*UX Design experience
Technical Experience
Project Management
experience*

My Team



Allison Trevino



Carson Staunch



Our Project Toolkit



Main Stakeholder



Sabryna Groves

ACC Service Learning Coordinator

ACC Service Learning

Service-Learning is a form of experiential learning that integrates community service into the curricular objectives of an academic course.



Current Ecosystem - ACC Service Learning Site

Take your ACC experience to the next level by applying your knowledge to the world around you in a service learning course.

Service-Learning is a form of experiential learning that integrates community service into the curricular objectives of an academic course. You work directly with local organizations to benefit their cause while gaining a better understanding of how the content you learn at ACC can be used to generate real world change.

Interested in Service-Learning? Start Here!

I am a...

Faculty



Student



Community Organization



Contact Us

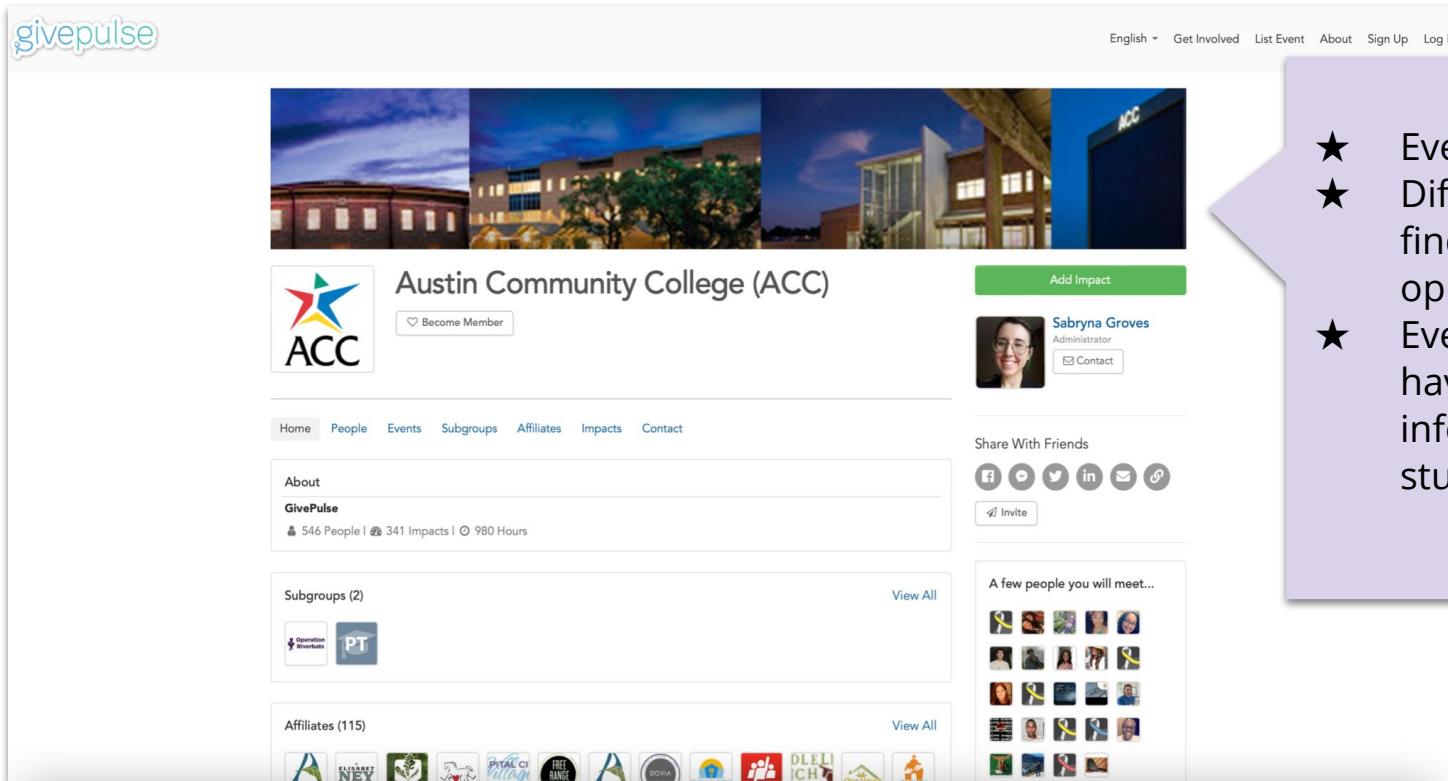
Sabryna Groves, Service-Learning Program Coordinator
Phone: (512) 223-7004
Location: Highland Campus, Room 1324
servicelearning@austincc.edu

Visit the
[Office of Experiential Learning \(OEL\) website.](#)

- ★ Not geared for students
- ★ Important info was buried
- ★ Emailing Sabryna was the first action that anyone could perform



Current Ecosystem - ACC on givepulse



The screenshot shows the GivePulse profile page for Austin Community College (ACC). At the top, there's a banner with four images of college buildings at night. Below the banner, the college's logo (a stylized star with 'ACC' inside) is displayed next to the text 'Austin Community College (ACC)' and a 'Become Member' button. A green 'Add Impact' button is located on the right. The main navigation menu includes Home, People, Events, Subgroups, Affiliates, Impacts, and Contact. On the left, there's an 'About' section with 'GivePulse' stats: 546 People, 341 Impacts, and 980 Hours. Below that is a 'Subgroups (2)' section showing icons for 'Operation Diversify' and 'PT'. At the bottom, there's an 'Affiliates (115)' section with icons for various organizations like AIA, ASCE, and SWE. To the right of the main content area, a purple callout box contains three bullet points:

- ★ Event based
- ★ Difficult to sort thru to find relevant opportunities
- ★ Events did not always have all the relevant information for students



Current Ecosystem - Riverbat Reach

The screenshot shows a website page titled "Our Community Partners". The header includes a logo of a riverboat and the text "2021 Riverbat Reach". The main content area features a purple banner with the text "Austin's vibrant nonprofit sector makes it easy for you to find ways to engage with causes and issues you care about." and "Click an organization below to learn more about their work and how you can get involved!". Below the banner, there are six organization logos with their names underneath: Central Texas Food Bank, United Way for Greater Austin, Dress for Success, Austin Angels, Austin Creative Reuse, and Championship Hearts Foundation.

2021 Riverbat Reach

Home

Our Community Partners

✓ ACC Resources

Our Community Partners

Austin's vibrant nonprofit sector makes it easy for you to find ways to engage with causes and issues you care about.

Click an organization below to learn more about their work and how you can get involved!

 CENTRAL TEXAS FOOD BANK
[Central Texas Food Bank](#)

 United Way for Greater Austin
[United Way for Greater Austin](#)

 DRESS FOR SUCCESS
[Dress for Success Austin](#)

 THE FOSTER CARE COMMUNITY
AUSTIN ANGELS
[Austin Angels](#)

 Austin CREATIVE REUSE
[Austin Creative Reuse](#)

 Championship Hearts Foundation
[Championship Hearts Foundation](#)

- ★ Longer term opportunities
- ★ Meant as a temporary site
- ★ No ability to sort or filter



Generative Research

Students and Volunteering

What did volunteering mean to students?

Where did they go to look for volunteer opportunities?

What were the things that would stop them from volunteering?

What were their experiences with signing up for volunteering?

Did they consider ACC's way to find volunteer opportunities?

Had they heard of Service Learning?

Initial outcomes

No one knew what service learning was and many thought that Student life was where to go

Students wanted volunteer opportunities that they believed in

Had been frustrated in the past trying to sign up or been misled by what they would be doing

Were interested in opportunities that would help them outside of college



Project Unknowns

What technology does ACC use for building their sites?

Where does it make sense that our solution would “live”?

Who would maintain it and what does that process look like?

What do the needs of community partners look like?



Project Troubles

- ★ Weak design direction
- ★ Overly concerned about technical constraints too early in the process
- ★ Behind on the project timeline due to Snovid in Texas



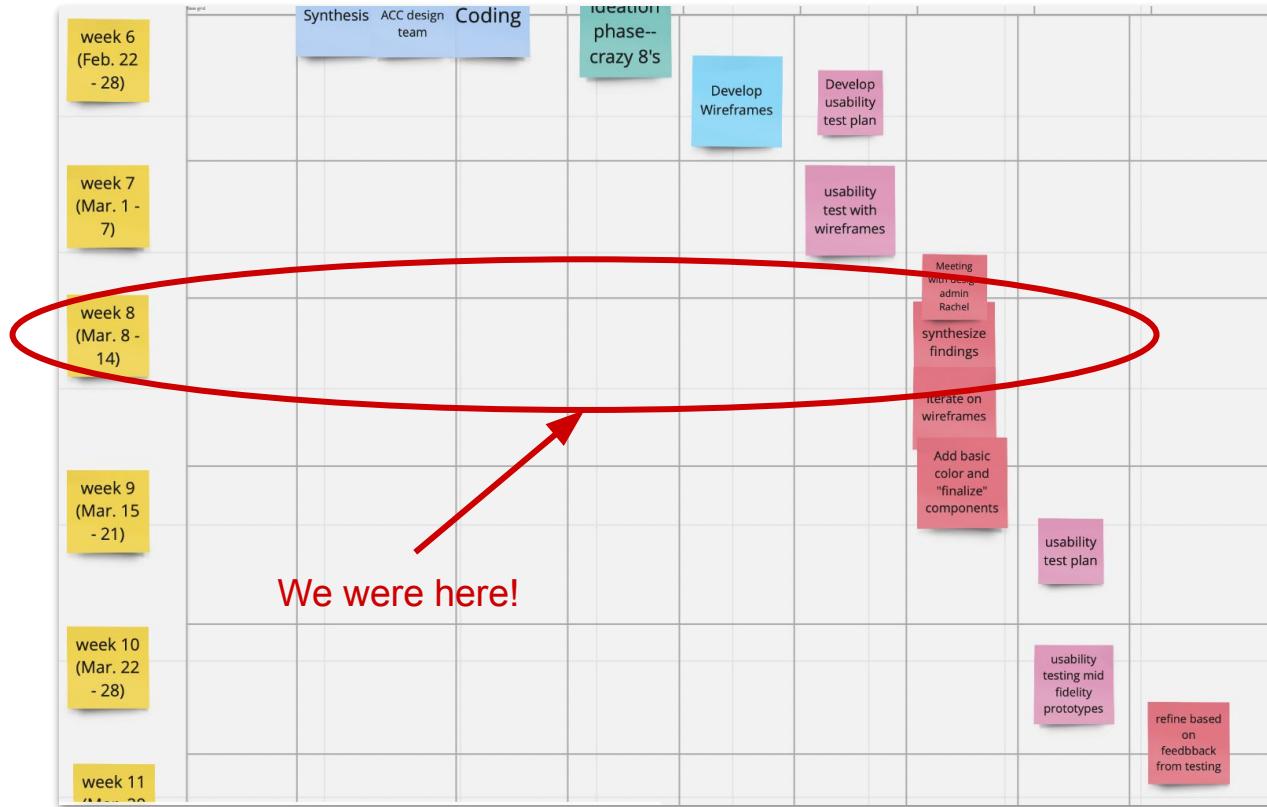
Design Objective

Guiding Principles:

- ★ Help students find opportunities that aligned with their interests and core values
- ★ Opportunities should be easy to understand and easy to sign up for
- ★ Help students find opportunities that allow them to gain experience relevant to their field of study



Adjusting the Project



Iterative Design

RIVERBAT REACH

Welcome, Carson!

COOLERS AGAINST COVID
COVID RELIEF ORGANIZATION
Frank C. Erwin Jr. Special Events Center
3/20 - 3/22

OPPORTUNITY DESCRIPTION
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

DETAILS

DATES
March 20, 2021 - March 21, 2021

TIMES
7:00am - 7:00pm

LOCATION
Frank C. Erwin Jr. Special Events Center
1701 Red River St
Austin, TX 78701

ADDITIONAL NOTES
Report to Parking Lot B at 7:00am on the morning of the event.

INTERESTS
Community Giving, COVID-19 Relief, Food Insecurity

SIMILAR OPPORTUNITIES

TEXAS FOREST & WILDLIFE ★
Help cleanup our park! Volunteers needed for cleaning local parks and habitats.
On 3/15/21 from 7:00am to 4:00pm
[Sign up](#)

AUSTIN CREATIVE REUSE ★
One man's trash is another man's (ahhh) blish... You get the picture! Come help support sustainable art!
On 4/2/21 from 10:00am to 6:00pm
[Sign up](#)

RIVERBAT REACH

Welcome, Carson!

COOLERS AGAINST COVID
COVID RELIEF ORGANIZATION
Frank C. Erwin Jr. Special Events Center
3/20 - 3/22

OPPORTUNITY DESCRIPTION
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

DETAILS

DATES
March 20, 2021 - March 21, 2021

EVENT TIMES
7:00am - 7:00pm

LOCATION
Frank C. Erwin Jr. Special Events Center
1701 Red River St
Austin, TX 78701

ADDITIONAL NOTES
Report to Parking Lot B at 7:00am on the morning of the event.

SKILLS
Lift +10lbs, Leadership, Organization

VOLUNTEERS NEEDED
30 Volunteers

VOLUNTEER SHIFT
Morning - 6 hours
Afternoon - 6 hours

REQUIREMENTS
Must be able to lift 10 lbs or more.

IMPORTANT LINKS
www.covidreliefaustin.com

READY TO HELP?
[SIGN UP](#)

SIMILAR OPPORTUNITIES

TEXAS FOREST & WILDLIFE ★
Help cleanup our park! Volunteers needed for cleaning local parks and habitats.
On 3/15/21 from 7:00am to 4:00pm
[Sign up](#)

AUSTIN CREATIVE REUSE ★
One man's trash is another man's (ahhh) blish... You get the picture! Come help support sustainable art!
On 4/2/21 from 10:00am to 6:00pm
[Sign up](#)

RIVERBAT REACH

Welcome, Carson!

OPPORTUNITIES
COOLERS AGAINST COVID
COVID RELIEF ORGANIZATION
Frank C. Erwin Jr. Special Events Center
3/20 - 3/22

VOLUNTEER OPPORTUNITY DESCRIPTION
Coolers Against COVID is an event with the purpose of distributing groceries to individuals and families struggling with food insecurity due to the COVID-19 pandemic. No one in need will be turned away. We are looking for volunteers that can load cars, take food recipient information, organize distribution and lead shifts of other volunteers.

INTERESTS
Community Giving, COVID-19 Relief, Food Insecurity

EVENT DETAILS
DATE/TIME
March 20, 2021 - March 21, 2021
7:00am - 7:00pm

LOCATION
Frank C. Erwin Jr. Special Events Center
1701 Red River St
Austin, TX 78701

ADDITIONAL NOTES
Report to Parking Lot B at 7:00am on the morning of the event.

IMPORTANT LINKS
www.covidreliefaustin.com

VOLUNTEER INFO

ROLES

SHIFT LEAD
Come help us get our groceries to families! Direct leaders and register cooler recipients.
Shift: Mar. 20 (7:00am - 1:30pm)
Shift: Mar. 21 (7:00am - 1:30pm)
Shift: Mar. 20 (1:30pm - 7:00pm)
Shift: Mar. 21 (1:30pm - 7:00pm)
Shift: Mar. 20 (7:00am - 3:30pm)
Shift: Mar. 21 (7:00am - 3:30pm)
[SIGN UP](#)

CHECK IN ADMIN
Check in people as they arrive either as volunteers or cooler recipients.
Shift: Mar. 20 (7:00am - 1:30pm)
Shift: Mar. 21 (7:00am - 1:30pm)
Shift: Mar. 20 (1:30pm - 7:00pm)
Shift: Mar. 21 (1:30pm - 7:00pm)
Shift: Mar. 20 (7:00am - 3:30pm)
Shift: Mar. 21 (7:00am - 3:30pm)
[SIGN UP](#)

LOADER
Pack coolers and load coolers into the vehicles for recipients.
Shift: Mar. 20 (7:00am - 1:30pm)
Shift: Mar. 21 (7:00am - 1:30pm)
Shift: Mar. 20 (1:30pm - 7:00pm)
Shift: Mar. 21 (1:30pm - 7:00pm)
Shift: Mar. 20 (7:00am - 3:30pm)
Shift: Mar. 21 (7:00am - 3:30pm)
[SIGN UP](#)

SIMILAR OPPORTUNITIES

TEXAS FOREST & WILDLIFE ★
Help cleanup our park! Volunteers needed for cleaning local parks and habitats.
On 3/15/21 from 7:00am to 4:00pm
[Sign up](#)

AUSTIN CREATIVE REUSE ★
One man's trash is another man's (ahhh) blish... You get the picture! Come help support sustainable art!
On 4/2/21 from 10:00am to 6:00pm
[Sign up](#)

Riverbat Reach

RIVERBAT REACH
[Log In](#)
[CREATE PROFILE](#)

OPPORTUNITIES
COMMUNITY PARTNERS
ACC RESOURCES

AVAILABLE OPPORTUNITIES

COMMUNITY PARTNER SPOTLIGHT

COOLERS AGAINST COVID

Come help us pack out groceries to families impacted by the events of Covid-19. Masks will be required.

On 3/20 - 3/22 from 7:00am to 7:00pm

[SIGN UP](#)

TEXAS FOREST & WILDLIFE

Help clean up our park! Volunteers needed for cleaning local parks and trails.

On 3/15/21 from 7:00am to 4:00pm

[SIGN UP](#)

Sort by: Date

DIY VOLUNTEERING

Peace Park could use your help. Since we've been social distancing, we have limited our annual volunteer events in the park.

On 3/20 - 3/22 from 7:00am to 7:00pm

[SIGN UP](#)

TREES TREES TREES

Join us as we give back at South Austin park Circle! We are looking for volunteers to help with community planned by Parks and Recreation's Urban Forestry Division.

3/15/21

[SIGN UP](#)

A TUTOR/MENTOR OPPOR...

Interested in helping students with math? Enjoy working with middle school students? Then the Math Classroom Coaching (MCC) program is for you!

TBD

[SIGN UP](#)

ADMINISTRATIVE SUPPORT

Join the Easter Seals Central Texas team in providing administrative services to children and adults with disabilities and their families in Central Texas.

3/30 - 3/31

[SIGN UP](#)

EMPOWER OTHERS!

The Empower Computer Program is an opportunity for individuals to develop skills with the technological skills needed to achieve their goals.

TBD

[SIGN UP](#)

TUTOR 1 HOUR A WEEK

1 hour a week consistently, no prior commitment. We will conduct a criminal background check for you.

Weekly

[SIGN UP](#)

HEALING GARDEN WORK...

All the ESR MACS Community Healing Garden, we grow herbs that can be used in everyday health. If you are interested in gardening or healing in our harvest.

3/20 - 3/22

[SIGN UP](#)

PICKUP A REFUGEE FAMILY

One of the most exciting volunteer opportunities RST offers. Be amongst the first to greet a family coming to the U.S.A.

TBD

[SIGN UP](#)

DIGITAL MARKETING INT...

The Digital Marketing Intern will be responsible for managing day-to-day online communication efforts.

3/30 - 3/31

[SIGN UP](#)

CREATE A PROFILE WITH YOUR SKILLS FOR A MORE CUSTOMIZED EXPERIENCE!

[CREATE PROFILE](#)

RIVERBAT REACH
[Log In](#)
[CREATE PROFILE](#)

OPPORTUNITIES
COMMUNITY PARTNERS
ACC RESOURCES

COOLERS AGAINST COVID

COVID RELIEF ORGANIZATION

Frank C. Erwin Jr. Special Events Center

3/20 - 3/22

VOLUNTEER OPPORTUNITY DESCRIPTION

Coolers Against COVID is an event with the purpose of distributing groceries to individuals and families struggling with food insecurity due to the COVID-19 pandemic. No one in need will be turned away. We are looking for volunteers that can load cars, take down recipient information, organize distribution and lead shifts of other volunteers.

INTERESTS
Community Giving
COVID-19 Relief
Food Insecurity

EVENT DETAILS
DATE/TIME

March 20, 2021 - March 21, 2021
7:00am - 7:00pm

LOCATION
Frank C. Erwin Jr. Special Events Center
1701 Red River St
Austin, TX 78701

ADDITIONAL NOTES
Report to Parking Lot B at 7:00am on the morning of the event.

IMPORTANT LINKS
www.covidreliefaustin.com

VOLUNTEER INFO

ROLES

SHIFT LEAD

Check in people with groceries to families. Direct them to specific cooler distributions.

Skills: Leadership, Organization

Shifts: Mar 20 (7:00am - 1:30pm)
Mar 20 (1:30pm - 7:00pm)
Mar 21 (1:30pm - 7:00pm)
Mar 21 (1:00pm - 7:00pm)
Mar 22 (7:00am - 1:30pm)
Mar 22 (1:00pm - 7:00pm)

[SIGN UP](#)

CHECK IN ADMIN

Check in people with groceries to families. Direct them to specific cooler distributions.

Skills: Organization, Communication

Shifts: Mar 20 (7:00am - 1:30pm)
Mar 20 (1:30pm - 7:00pm)
Mar 21 (1:30pm - 7:00pm)
Mar 21 (1:00pm - 7:00pm)
Mar 22 (7:00am - 1:30pm)
Mar 22 (1:00pm - 7:00pm)

[SIGN UP](#)

LOADER

Pack coolers and load coolers into the vehicles for recipients.

Skills: Must be able to lift 10 pounds

Shifts: Mar 20 (7:00am - 1:30pm)
Mar 20 (1:30pm - 7:00pm)
Mar 21 (1:30pm - 7:00pm)
Mar 21 (1:00pm - 7:00pm)
Mar 22 (7:00am - 1:30pm)
Mar 22 (1:00pm - 7:00pm)

[SIGN UP](#)

SIMILAR OPPORTUNITIES

TEXAS FOREST & WILDLIFE

Help clean up our park! Volunteers needed for cleaning local parks and trails.

On 3/15/21 from 7:00am to 4:00pm

[SIGN UP](#)

AUSTIN CREATIVE REUSE

One man's trash is another man's treasure! Help support sustainable art!

On 4/1/21 from 10:00am to 6:00pm

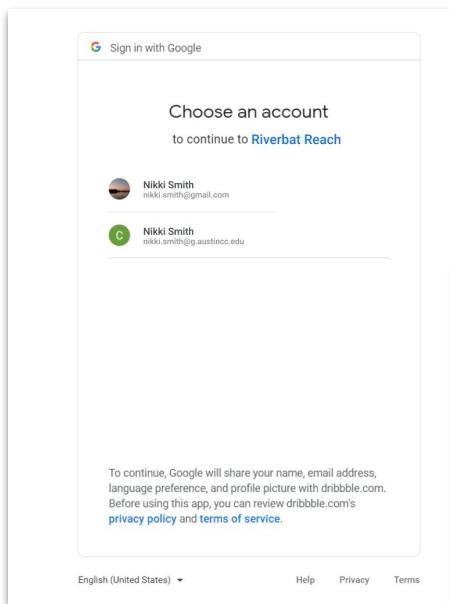
[SIGN UP](#)

Riverbat Reach

The wireframe illustrates a user flow for signing up for volunteer opportunities:

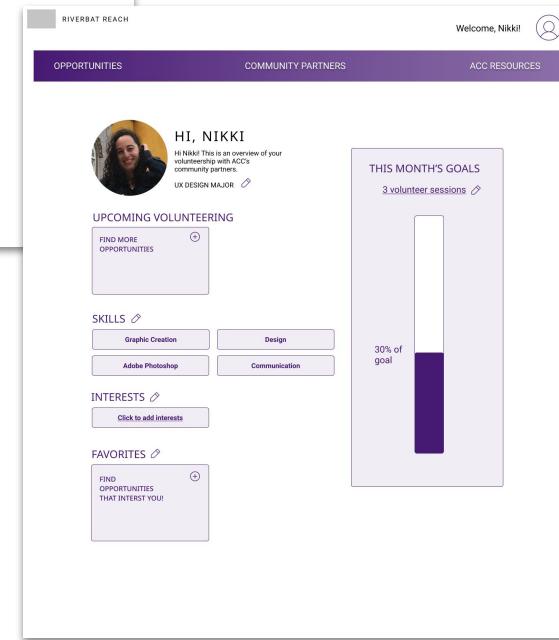
- Opportunity Sign Up (Step 1):** Shows available shifts for the Shift Leader role on March 20, 2021, March 21, 2021, and March 22, 2021. Shifts include 7:00am - 1:30pm, 1:00pm - 7:00pm, and 7:00am - 1:30pm.
- Are You Ready to Volunteer? (Step 2):** A form to enter contact information: First Name, Last Name, Phone Number, Email, and Role (Shift Leader). It also lists shift details: MAR. 20 (7:00AM - 1:30PM) and MAR. 21 (7:00AM - 1:30PM).
- Is This You? (Step 3):** A form to enter personal details: First Name (Nikki Smith), Last Name (Smith), Phone Number ((123) 555-5555), and Email (nikki.smith@g.austencc.edu).
- Confirmation (Step 4):** A confirmation message stating "CONFIRMED!" followed by a note: "Thank you for signing up for Coolers Against COVID! You can now view and manage this opportunity from your volunteer profile." A "VIEW ACCOUNT" button is provided.

Riverbat Reach



A screenshot of the "CREATE ACCOUNT" step in the Riverbat Reach app. The top navigation bar shows "RIVERBAT REACH", "Welcome, Nikki!", and three tabs: OPPORTUNITIES, COMMUNITY PARTNERS, and ACC RESOURCES. Below the tabs are three circular buttons: "CREATE ACCOUNT" (filled with a checkmark), "CHOOSE SKILLS" (empty), and "SET GOAL" (empty). A large box titled "SET YOUR GOAL" asks "How many hours do you want to volunteer a month?" with a horizontal slider ranging from 1 to 10+. Below the slider is the text "- per month". At the bottom are "SKIP" and "CREATE PROFILE" buttons.

A screenshot of the "CHOOSE SKILLS" step in the Riverbat Reach app. The top navigation bar shows "RIVERBAT REACH", "Welcome, Nikki!", and three tabs: OPPORTUNITIES, COMMUNITY PARTNERS, and ACC RESOURCES. Below the tabs are three circular buttons: "CREATE ACCOUNT" (filled with a checkmark), "CHOOSE SKILLS" (filled with a checkmark), and "SET GOAL" (empty). A large box titled "CHOOSE MAJOR SPECIFIC SKILLS" says "Next, add your major and selected related skills you want to share while volunteering. You can add more later." It includes a "YOUR MAJOR" search bar and a "MAJOR-SPECIFIC SKILLS" section with buttons for Graphic Creation, Adobe Photoshop, Communication, Project Management, Design, and Facilitation. At the bottom are "BACK", "SKIP", and "NEXT" buttons.



Good, Better, Best

ADD INTEREST FILTER

- Animals & Nature
- Arts & Culture
- Children & Family
- Disaster Relief
- Education
- Financial Services
- Food Insecurity
- Health Services
- Homelessness
- Human Rights
- Professional Development
- Senior Care
- Sustainability
- Voting
- Veterans
- Womxn

TEXAS PARKS & WILDLIFE
 Texas Parks and Wildlife

Down Home Ranch

STEM Scouts

Junior Achievement of Central Texas

Refugee Services of Texas

Operation Liberty, Inc.

iReact

Senior Access TX

Center for Child Protection

RIVERBAT REACH

OPPORTUNITIES **COMMUNITY PARTNERS** **ACC RESOURCES**

AVAILABLE OPPORTUNITIES

COMMUNITY PARTNER SPOTLIGHT

INTERESTS

- Everything
- Racial Equality
- Animals & Nature
- Health Services
- Women
- Children & Family
- Human Rights
- Senior Care
- Education
- LGBTQ+ Issues
- Veterans
- Food Insecurity
- Career Readiness
- Interfaith Dialogue
- Homeless Nest

COOLERS AGAINST COVID
 Come help us pass out groceries to families impacted by the events of Covid-19. Masks and hand sanitizers will be provided.
 On 3/20 - 3/22 from 7:00am to 7:00pm
[SIGN UP](#)

TEXAS FOREST & WILDLIFE
 Help clean up our parks! Volunteers needed for cleaning local parks and habitats.
 On 3/15/21 from 7:00am to 4:00pm
[SIGN UP](#)

DIY VOLUNTEERING
 Park could use your help. Since we've been social distancing, we have been limited on our annual volunteer opportunities. We are looking for individuals to help with various projects.
 On 3/20 - 3/22 from 7:00am to 7:00pm
[SIGN UP](#)

TREES TREES TREES
 Join us as we give back at Austin's Circle CI We all work to make trees more planted by Parks and Recreation Urban Forestry Division.
 On 3/15/21
[SIGN UP](#)

Sort by: Date

AVAILABILITY

Start End

Mon Tue Wed Thu
 Fri Sat Sun

STARTING ADDRESS
[Find](#)

How far away?

VIRTUAL OPPORTUNITIES

EMPOWER OTHERS!
 The Empower Computer Proficiency Program is an organization that provides computer training and the technological skills needed to achieve their goals.
 TBA
[SIGN UP](#)

TUTOR 1 HOUR A WEEK
 I tutor a week consistently, semester commitment. We will conduct a criminal background check for you.
 Weekly
[SIGN UP](#)

HEALING GARDEN WORK...
 At the FBMACO's Community Healing Garden, we grow fresh produce and herbs for the community. If you are interested in gardening or working in our harvest:
 3/20 - 3/22
[SIGN UP](#)

DIGITAL MARKETING INT.
 The Digital Marketing Intern will be responsible for managing day-to-day online communication efforts.
 3/20 - 3/31
[SIGN UP](#)

RIVERBAT REACH

OPPORTUNITIES **COMMUNITY PARTNERS** **ACC RESOURCES**

AVAILABLE OPPORTUNITIES

COMMUNITY PARTNER SPOTLIGHT

INTERESTS

- Everything
- Racial Equality
- Animals & Nature
- Health Services
- Women
- Children & Family
- Human Rights
- Senior Care
- Education
- LGBTQ+ Issues
- Veterans
- Food Insecurity
- Career Readiness
- Interfaith Dialogue
- Homeless Nest

COOLERS AGAINST COVID
 Come help us pass out groceries to families impacted by the events of Covid-19. Masks and hand sanitizers will be provided.
 On 3/20 - 3/22 from 7:00am to 7:00pm
[SIGN UP](#)

TEXAS FOREST & WILDLIFE
 Help clean up our parks! Volunteers needed for cleaning local parks and habitats.
 On 3/15/21 from 7:00am to 4:00pm
[SIGN UP](#)

DIY VOLUNTEERING
 Park could use your help. Since we've been social distancing, we have been limited on our annual volunteer opportunities. We are looking for individuals to help with various projects.
 On 3/20 - 3/22 from 7:00am to 7:00pm
[SIGN UP](#)

TREES TREES TREES
 Join us as we give back at Austin's Circle CI We all work to make trees more planted by Parks and Recreation Urban Forestry Division.
 On 3/15/21
[SIGN UP](#)

Welcome, Nikki!

RIVERBAT REACH

OPPORTUNITIES **COMMUNITY PARTNERS** **ACC RESOURCES**

HI, NIKKI

Hi Nikki! This is an overview of your volunteerism with ACC's community partners.

UX DESIGN MAJOR

THIS MONTH'S GOALS

3 volunteer sessions

30% of goal

UPCOMING VOLUNTEERING

COOLERS AGAINST COVID
 Come help us pass out groceries to families impacted by the events of Covid-19. Masks and hand sanitizers will be provided.
 On 3/20 - 3/22 from 7:00am to 7:00pm
[SIGN UP](#)

FIND MORE OPPORTUNITIES

SKILLS

- Graphic Creation
- Design
- Adobe Photoshop
- Communication

INTERESTS

[Click to add interests](#)

FAVORITES

TEXAS FOREST AND WILDLIFE
 Help clean up our parks! Volunteers needed for cleaning local parks and habitats.
 On 3/15/21
[SIGN UP](#)

Growth Experience

Humility

Leading my team astray with technical concerns

Adaptability

Using a Hybrid Generative/Usability Testing Method

Confidence

Sharing my industry experience to mentor my team

