



FIT5152 User interface design and usability

Submission 1 - Data Gathering and User Analysis

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Contents

Introduction	2
Part 1: Questionnaire and Data Analysis	2
1.Target Audience Description	2
2.Questionnaire and Data Analysis	3
3.Data Analysis	3
Part 2: Personas and User Stories	9
1. User Persona:	9
2. 3 User Stories:	9
3. User additional requirements:	10
4. Analysis & Reflection:	10
Conclusion:.....	11

Introduction

The FIT5152 assignment delves into Data Gathering and User Analysis for a volunteer app targeting adults up to their mid-30s. This comprehensive exploration seeks to understand user needs, preferences, and behaviors, forming the foundation of a user-centric application.

The assignment's initial focus is defining the app's target audience, adults in their mid-30s. A 10-question questionnaire captures usability and demographic insights. The questionnaire illuminates user habits, behaviors, and backgrounds, critical for informed design decisions.

The assignment progresses to creating a persona, 'Alex,' embodying user characteristics. Three user stories emerge, addressing efficient opportunity matching, seamless communication, and enhanced engagement. These stories are prioritized using the MoSCoW method, ensuring strategic focus.

Persona-driven insights prompt additional requirements. These encompass a personalized dashboard for commitment management and feedback mechanisms for user-driven enhancements.

The FIT5152 assignment orchestrates data collection, persona creation, and user story development. This meticulous approach lays the groundwork for user-centered design, culminating in an app that adeptly addresses user challenges. The assignment's methodology paves the way for heightened user experience and engagement.

Part 1: Questionnaire and Data Analysis

1.Target Audience Description

The target audience for the volunteer app consists of individuals aged 18-35, primarily from education, engineering, catering, and hospitality sectors. They have varying levels of experience in volunteering, with interests in positions such as event assistants, animal care assistants, and educational assistants. They value personal growth through diverse experiences, and they struggle with time management due to work and personal commitments.

2.Questionnaire and Data Analysis

<https://forms.gle/Vo6fjvsdiW761WaN7>

Volunteer App Design-User Preference Questionnaire

Thank you for taking the time to participate in our survey! We are working on creating a mobile application designed to assist you in discovering volunteer opportunities that match your skills and availability. Your insights are incredibly valuable as we strive to enhance our prototype. Kindly spare a few moments to provide answers to the following questions, enabling us to better understand your needs and expectations. Please rest assured that your personal information will be treated with the utmost confidentiality.

* Indicates required question

1. 1. What is your age? *



Mark only one oval.

- ☐ Younger than 18
☐ 18-25 years old
☐ 26-30 years old
☐ 31-35 years old
☐ Older than 36

6. 6. Any specific features or design elements you'd like to see in a volunteer app?



7. 7. Please describe some of the challenges or difficulties you may have encountered in your daily work and volunteer activities.



2. 2. What sector do you currently work in? *



Tick all that apply.

- ☐ Education
☐ Catering
☐ Hospitality
☐ Engineering
☐ Transportation
☐ Public Relations
☐ Medication
☐ Unemployed
☐ Other: _____

3. 3. Do you have any experience in volunteering? *

Mark only one oval.

- ☐ Not at all
☐ Volunteered in a specific position 1-3 times
☐ Volunteered in a specific position more than 3 times
☐ Experienced volunteer in one specific position
☐ Experienced volunteer in multiple positions

8. 8. For working adults, how difficult do you think it is to find suitable volunteer opportunities? *

Mark only one oval per row.

	Easy	Beginner	Normal	Hard	Very hard
Time_limit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skill_match	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. 9. What features or functions do you think an ideal volunteer recruiting app should have?



Tick all that apply.

- ☐ Offers a variety of volunteer job search options
☐ Shows job details and requirements clearly
☐ Allow online application for volunteer positions
☐ Geographic information presenting volunteer opportunities
☐ Provides user ratings and comments

10. 10. What time slots do you usually choose to volunteer?

- ☐ Daytime (5-18)
☐ Evening (18-2)
☐ 24 hours

Example: 8.30 a.m.

4. 4. What types of volunteer opportunities interest you the most? (Select all that apply) Welcome to learn about the work of volunteers, attach a video <https://www.youtube.com/embed/gvedtQMwjiY>



Tick all that apply.

- ☐ Event assistant
☐ Educational assistant
☐ Traffic assistant
☐ Animal care assistant
☐ Retail assistant
☐ Community visitor
☐ Food & beverage assistant
☐ Café assistant
☐ Online communication assistant
☐ Other: _____

5. 5. Please describe a challenge you encountered in your volunteer work and how you overcame it.
or
Share a particularly fulfilling or moving experience you have had in volunteer work.



11. 11. What aspect of your application do you value most? (please choose the most important one) *



Mark only one oval.

- ☐ Interface friendliness
☐ Functional diversity
☐ responding speed
☐ data security
☐ Personalization

3.Data Analysis

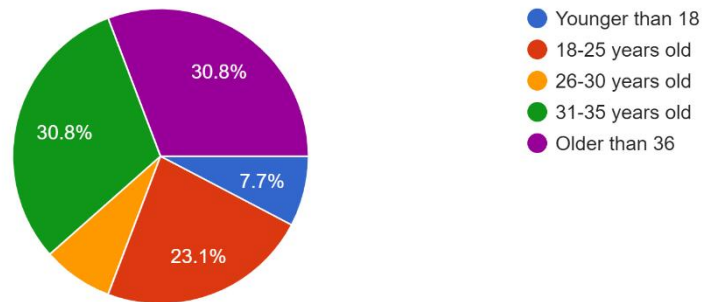
Cross-Analysis/Chart Data:

- Questionnaires Distributed: 20
- Questionnaires Collected: 13
- Questionnaire Response Rate: 65%
- Insights Percentage: 15.4% of respondents might experience challenges related to ten Listings and Scheduling: Display a calendar or list view of

upcoming volunteer events, along with essential details like date, time, location, and required skills. Allow volunteers to RSVP for events directly from the app and receive reminders leading up to the event.

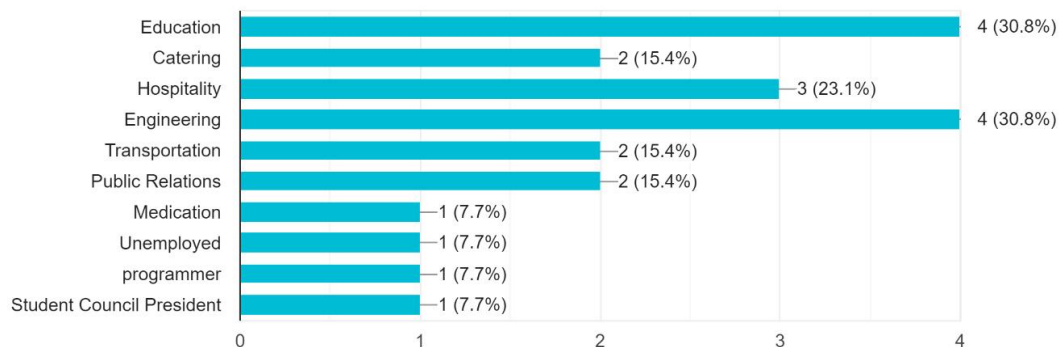
1. What is your age?

13 responses



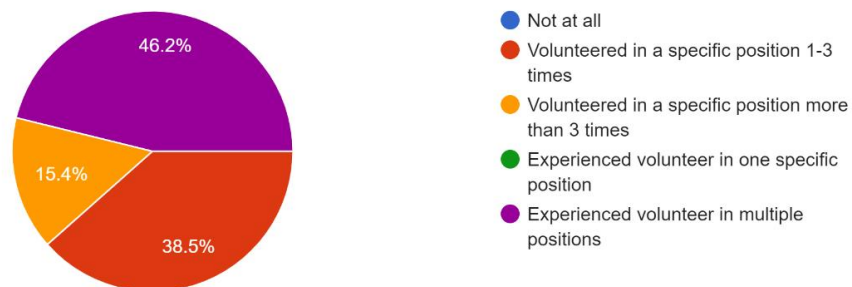
2. What sector do you currently work in?

13 responses

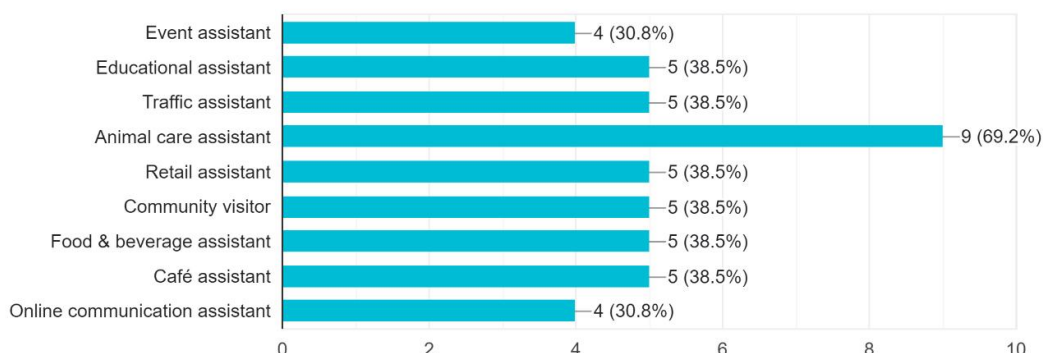


3. Do you have any experience in volunteering?

13 responses



4.What types of volunteer opportunities interest you the most? (Select all that apply) Welcome to learn about the work of volunteers, attach a video . <https://www.youtube.com/embed/gvedLQMwjiY>
13 responses



5. Please describe a challenge you encountered in your volunteer work and how you overcame it.
or
Share a particularly fulfilling or moving experience you have had in volunteer work.

13 responses

Volunteer Stories and News:

Feature success stories of volunteers making a difference in the community.
Share news and updates related to the causes the app supports.

I have experienced a different life, once I was a volunteer for a competition, and I also participated in the work of my favorite singer, it was really interesting

The volunteer starts by assessing the diverse linguistic backgrounds of the learners. They make an effort to understand the common languages spoken among the group.

Bilingual Resources: To address the language barrier, the volunteer seeks out bilingual resources that offer explanations in both the learners' native languages and English. These resources can include textbooks, worksheets, and online tools.

Visual Aids and Demonstrations: The volunteer incorporates visual aids, such as pictures, diagrams, and videos, to help convey concepts and ideas that are difficult to explain solely through words. Demonstrations and hands-on activities also help bridge the language gap.

6.Any specific features or design elements you'd like to see in a volunteer app?

13 responses



7. Please describe some of the challenges or difficulties you may have encountered in your daily work and volunteer activities.

13 responses

Resource Constraints: Limited budgets, lack of necessary equipment or materials, and inadequate funding can hinder the successful completion of projects or activities.

I can't find the location, or there is no reminder so I miss the time

Time Management: Balancing work, volunteer commitments, and personal life can be challenging. People may struggle to allocate enough time to effectively fulfill their responsibilities in each area.

Communication Issues: Miscommunication or a lack of clear communication can lead to misunderstandings, confusion, and even conflicts among team members or volunteers.

Burnout: Overcommitment and working long hours in both professional and volunteer roles can lead to burnout, affecting both mental and physical well-being.

Communication Channels:

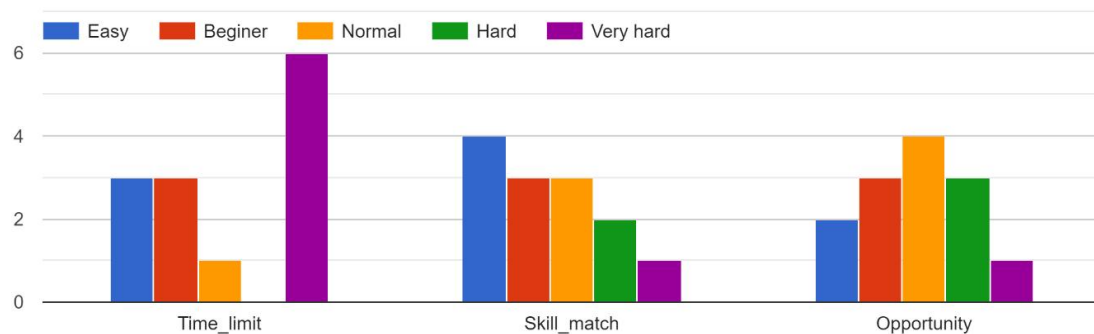
Include in-app messaging or chat functionality to facilitate communication between volunteers and organizers.

Discoveries and Design Implications:

Based on the data, several key insights emerge:

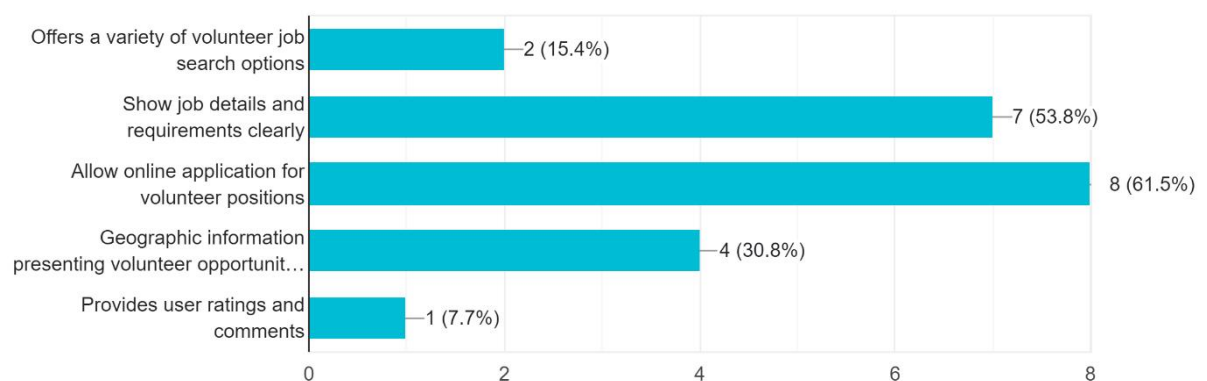
- Time Management: A significant number of respondents find it difficult to manage time between work, volunteer commitments, and personal life.
- Communication: Miscommunication and lack of clear communication can lead to misunderstandings and conflicts among team members.
- Skill Matching: Respondents suggest that skill-based matching algorithms would help them find suitable volunteer opportunities.
- Language Barrier: Addressing language barriers through bilingual resources can improve the volunteering experience.
- Emotional Engagement: Respondents struggle to maintain emotional engagement and passion, especially when tasks become routine.
- Accessibility: Inclusivity features for users with disabilities are important.

8. For working adults, how difficult do you think it is to find suitable volunteer opportunities?



9. What features or functions do you think an ideal volunteer recruiting app should have?

13 responses



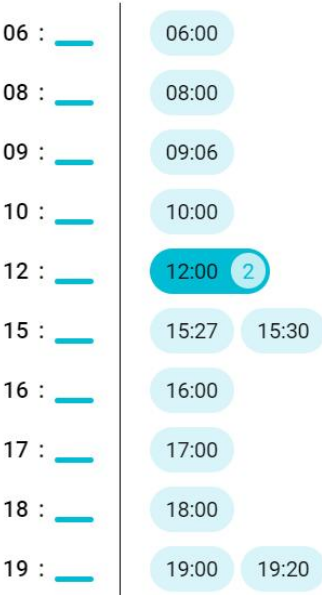
These insights guide the design of the volunteer app:

- Incorporate tools for time management and scheduling.
- Implement in-app communication features to improve collaboration.
- Develop skill-matching algorithms for better volunteer-opportunity fit.
- Provide bilingual resources to address language barriers.
- Introduce features to enhance emotional engagement, such as gamification.
- Design the app with accessibility features for a broader user base.

By focusing on these insights, the app can address the challenges faced by its target audience and create a more user-centered and effective platform for volunteering.

10.What time slots do you usually choose to volunteer?

13 responses



Part 2: Personas and User Stories

1. User Persona:

Name: Alex WILLIAMS

Age: 32

Occupation: Engineering Sector

Volunteering Experience: Volunteered in a specific position 1-3 times

Interests: Event assistant, Traffic assistant, Animal care assistant

Challenges: Balancing work, volunteering, and personal life; difficulty in finding suitable volunteer opportunities

Alex WILLIAMS
32, Vibrant
Engineering

Bio

- 32
- Mornington Peninsula
- Engineering Sector
- Volunteering Experience : Volunteered in specific 1-3 times
- Coding

Motivations

IMPACT: [Progress bar]

TEAMWORK: [Progress bar]

PROMOTION: [Progress bar]

USER NEEDS: [Progress bar]

Goals

- Engagement: Alex blends work and volunteering seamlessly. He seeks easy opportunity discovery, open communication, and engaging experiences.
- Commitments: Alex wants a dashboard for tasks, tracking events to balance responsibilities.
- Improvement: Alex gives feedback, shaping a user-centered platform for himself and others.

Frustrations

- Communication Gaps: Inadequate event communication frustrates Alex, affecting his engagement.
- Time Strain: Juggling work, life, and volunteering is challenging for Alex, causing time-related stress.
- Limited Options: Alex struggles to find relevant volunteer opportunities that match his interests and skills

Quote: Alex seeks local volunteer roles aligned with his skills, values user-friendly tech, but laments the lack of a consolidated platform for such opportunities.

Influences

- Alex's pursuit of balanced volunteering integration drives user-centric design.
- His frustrations highlight the app's need for seamless communication and rewarding experiences...

Frequently used apps

aws Amazon NBA Java

2. 3 User Stories:

● User Story 1 - Efficient Volunteer Opportunity Matching (Must-Have):

As Alex, I want the volunteer app to have a robust search and matching feature that considers my skills, availability, and interests. This will help me find volunteer opportunities that align with my busy schedule and varied interests.

- **User Story 2 - Seamless Communication (Must-Have):**

As Alex, I would appreciate in-app messaging and notifications. This will ensure that I receive timely updates, event details, and communication from organizers, allowing me to stay informed and engaged with my volunteering commitments.

- **User Story 3 - Enhancing Volunteer Engagement (Should-Have):**

As Alex, I hope the app includes gamification elements like challenges and rewards. This will motivate me to actively participate in different volunteer roles and tasks, enhancing my overall engagement and satisfaction.

3. User additional requirements:

- **Requirement 1 - Personalized Dashboard (Must-Have):**

Based on user analysis, the app should provide a personalized dashboard where Alex can track upcoming events, tasks, and achievements. This will help him efficiently manage his volunteer commitments alongside his professional and personal responsibilities.

- **Requirement 2 - Feedback and Improvement Mechanisms (Should-Have):**

To ensure continuous improvement, the app should allow volunteers to provide feedback and suggestions. This feedback loop will help Alex and other users have a direct impact on enhancing the app's features and user experience.

4. Analysis & Reflection:

The persona of Alex, a 32-year-old with a busy engineering career, resonates with the data that highlighted the challenges of balancing work, personal life, and volunteering. The user stories align with the data-driven insights, where Alex's desire for efficient opportunity matching and seamless communication reflects his identified pain points. The inclusion of gamification elements ties into the thematic analysis that highlighted the importance of motivation and engagement.

The additional requirements stem directly from the user analysis and discussions, ensuring that the app addresses the identified challenges and opportunities. The personalized dashboard and feedback mechanisms address Alex's need for efficient management and his desire to contribute to the app's improvement. This approach ensures that the personas, user stories, and additional requirements are not only relevant but also directly linked to the collected data and analysis, making the app design and development process more user-centered and effective.

Conclusion

In a society with a growing interest in community engagement and volunteer work, this design project aims to develop a user-centered volunteer app. It connects users with local organizations for volunteer positions aligned with their skills and schedules. Comprehensive data gathering and analysis, including diverse data collection methods, ensure user needs are met ethically. Demographics, user personas, and stories shape the app's design. Additional requirements stemming from analysis enrich the app's offerings. Reflection on data, personas, and requirements informs design decisions, culminating in an app that empowers users to contribute positively to their communities through volunteering. This project bridges technology and altruism for a meaningful impact.