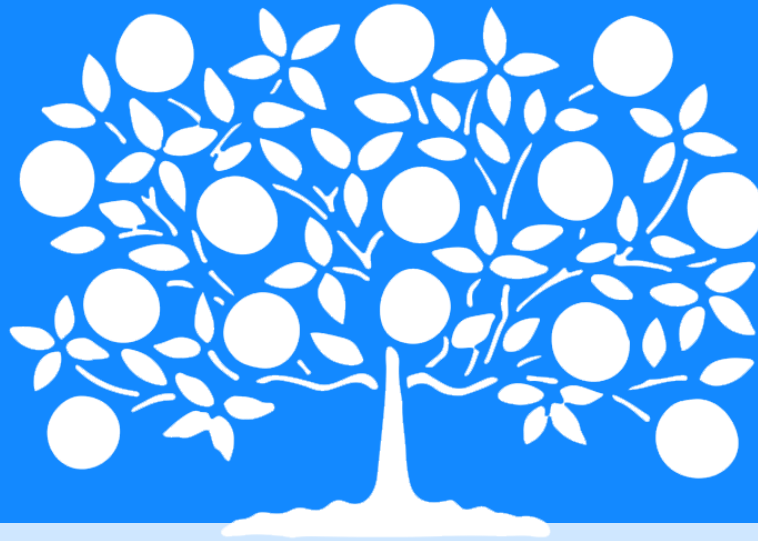


# Fruit & Nut Tree Network

## Final Recommendations



Julian Andrews, Janisa LaSalle, Michael Satzinger  
University of Baltimore

# Agenda

Problem Space

Recap of Research and Existing Work

Paper Prototype

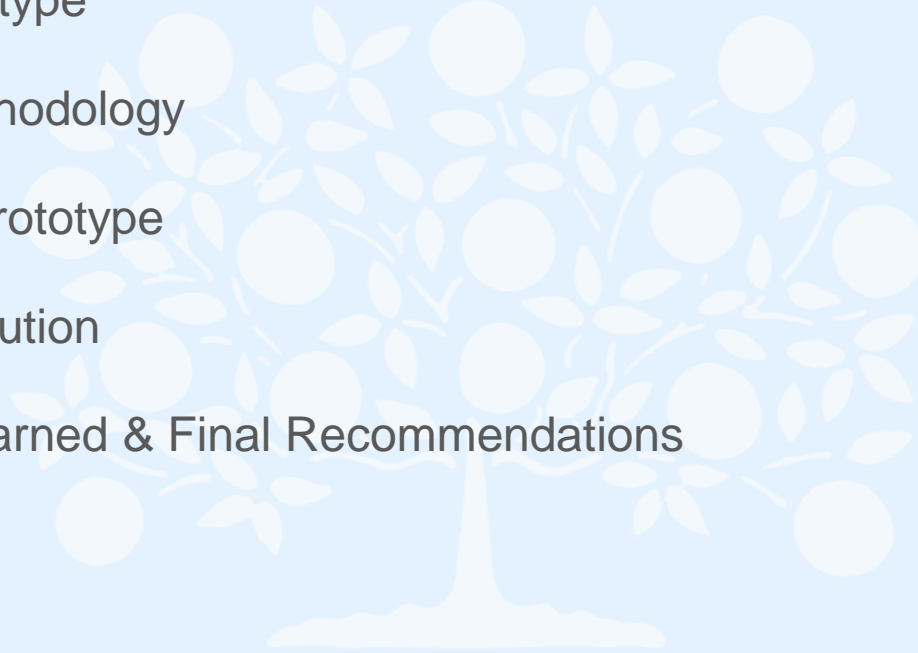
Testing Methodology

Technical Prototype

Design Evolution

Lessons Learned & Final Recommendations

Demo



# PROBLEM SPACE



# Problem and Proposed Solution

- Baltimore Orchard Project currently connects its volunteers through meet ups coordinated through an email distribution list.
- Chance to miss emails
- Information on orchard health is lost
- Difficult to connect volunteers with one another and track those who sign up for events

We are proposing the development of a social networking application which will:

- Provide a space for volunteers to better identify themselves
- Connect with like-minded individuals
- Inform volunteers of orchard status and events important to the individual
- Provide a more efficient way for interested Baltimoreans to sign up and volunteer

# RECAP OF RESEARCH & EXISTING WORKS



## Social Media Hurdles


- Many organizations fail to develop, maintain, and cultivate relationships
- Problem reaching diverse stakeholders: team members, volunteers, donors, public, other NPOs, press
- Small organizations strained for manpower/resources
- Multiple personnel responsible for different outlets creates inconsistency with responsiveness and messaging
- Organization procedures create slow response to community
- Followers show minimum support or don't take real action

## Volunteer Recruitment Best Practices

- Use the right outlet to send the right message to the right person
- Create engaging content to develop narrative and make emotional connection
- Embrace Volunteers, give more opportunities for volunteers to do more
- Provide clear roles and time requirements for volunteers
- Recognize volunteers and their contributions
- Proximity - people more interested in what happens around where they live
- There is no substitute for strong ground game

# CityFruit.org

Location: Seattle, Washington



[About Us](#) [Volunteer](#) [Learn](#) [Harvest](#) [Public Orchards](#) [Blog](#) [Calendar](#)

## Burke-Gilman Trail

Public Orchards

Amy Yee Tennis Center

Bradner Gardens

Brandon Triangle Garden

**Burke-Gilman Trail**

Danny Woo Community Garden

Dr. Jose Rizal Park


Freeway Estates Community Orchard

Good Shepherd Center Orchard

Linden Orchard Park

Martha Washington Park

Meadowbrook Playfield






**Fruit Where the People Are, Along a Popular Recreation Trail**


Most runners, walkers, cyclists and skaters winding through north Seattle on the Burke-Gilman Trail are moving too fast to see the dozens of fruit trees lining their route. This linear orchard provides healthy fruit and serves as a pollination corridor in the heart of a dense urban environment.

Fifty-four fruit trees have been rescued from blackberry-tangled, neglected areas along this 1 1/2 mile long section of the Trail. They are located between the University Bridge and the intersection where N Northlake Place branches off from N Northlake Way, west of Gas Works Park. Some are heritage apples, many are volunteer seedlings, 15 are donated nursery plantings, and 17 are transplants rescued from less than ideal locations in other parts of the city.

[History](#) [Trees](#) [Restoration](#) [Future Plans](#) [Fun Facts](#) [Interesting Plantings](#)

### History: From Railway to Pedestrian Superhighway





### Upcoming Events

No upcoming events at this time.

### Research Sources – More Information

Wedgwood Neighborhood Blog – History  
Seattle.gov – Scans of historic documents (PDF)  
Friends of Burke-Gilman Trail – History  
Seattle.gov – Wallingford History (PDF)  
History Link

DONATE

VOLUNTEER

- use volunteer stewards to organize groups of local community members.
- have pages devoted to specific orchards making it more localized.
- offer a volunteer calendar on their website giving specific invitation to action, not just a general call for help.
- provide recognition to their volunteers with a “featured volunteer” area.

# Waterlow Park Orchard

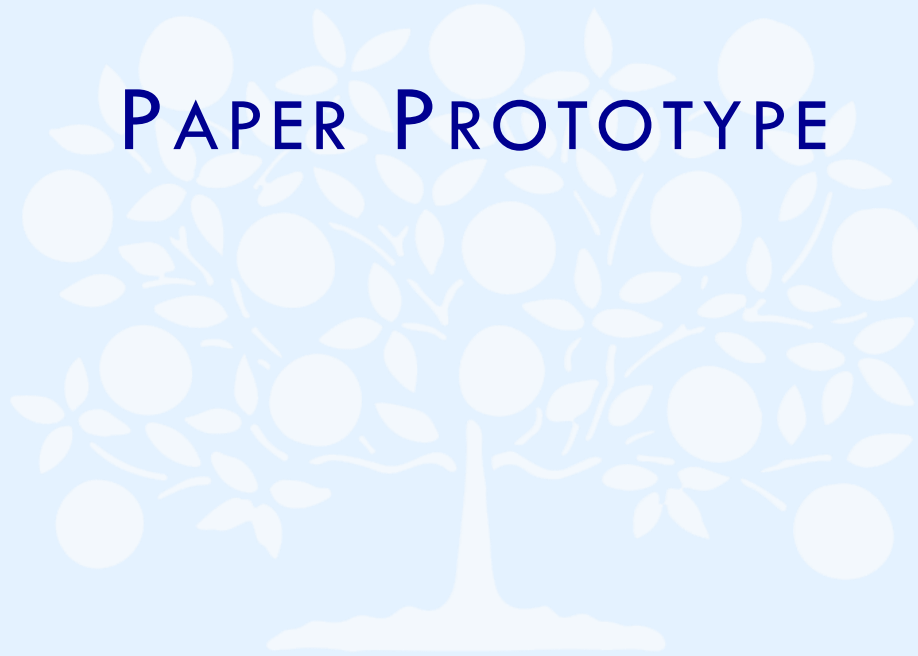
Location: United Kingdom




- single orchard that was developed through Urban Orchard Project.
- have devoted website and twitter page to organize local community.
- gives personal voice to orchard, speaks from the perspective of the orchard.
- media shows off progress of trees and orchard as well as volunteer efforts creating story narrative.



# PAPER PROTOTYPE





# Welcome and Login



BALTIMORE  
ORANGE PROJECT

## FRUIT & NUT TREE ACADEMY NETWORK

 Log in with Google

 Log in with Facebook

Email


Password


Log in

I'm New!

## Welcome!

Let's sign you up. You can either link an existing Google or Facebook account or simply enter your email address, first name, and last name to get started.

 Sign up with Google

 Sign up with Facebook

Email

First Name

Last Name

Sign up

# Registration

Hello, \_\_\_\_\_,  
please tell us a little more about yourself!

picture

(browse)

phone number

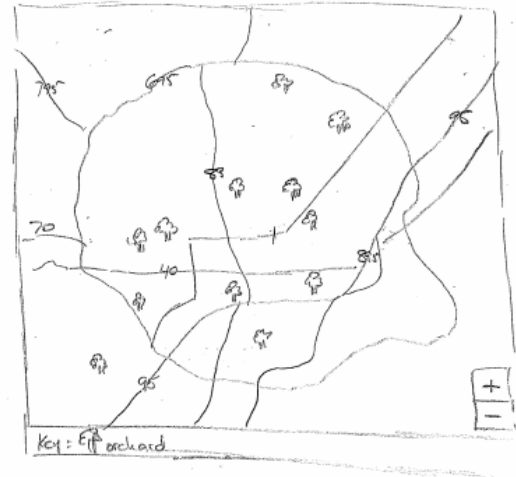
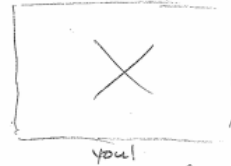
Age Group

65+ ▾

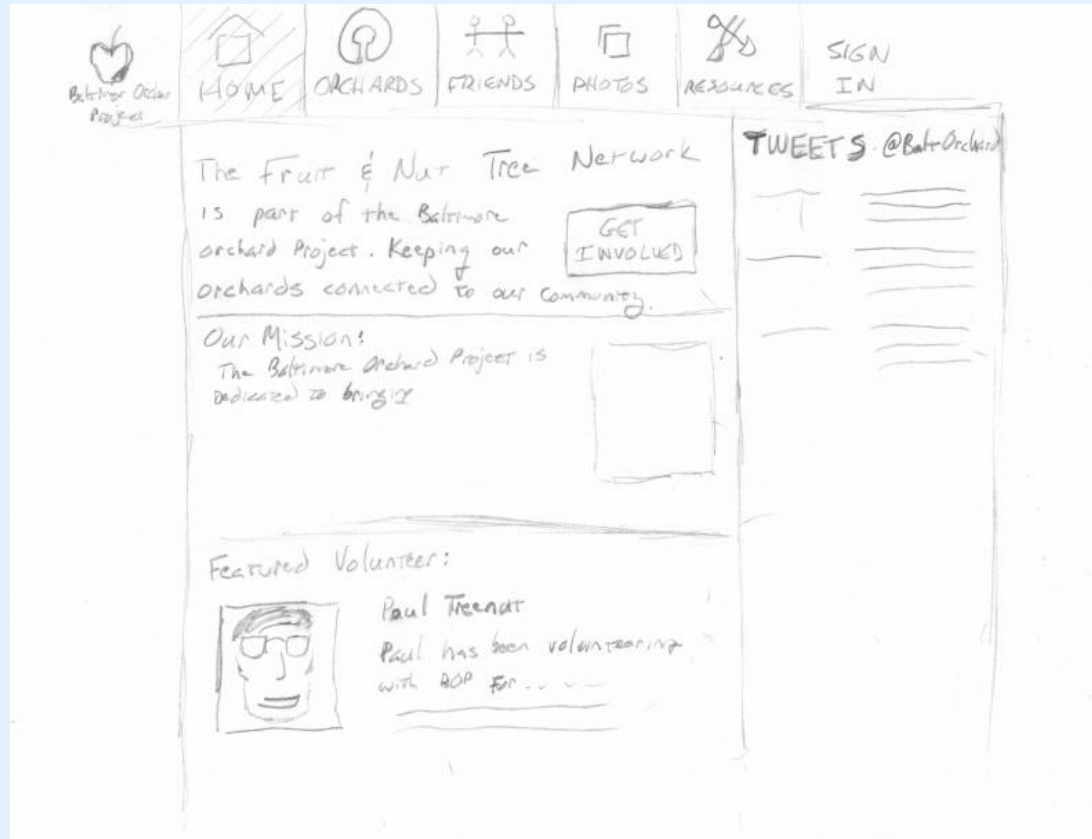
Neighborhood  
(or use map)

▾



Create Account Cancel




# Home Dashboard




# My Orchards


 |  HOME | MY ORCHARDS | MY FRIENDS | MY ALBUM | Resources | MY ACCOUNT | LOG OUT

MY ORCHARDS


Sort: A-Z 

Add Orchard 


Edison Hwy. Madison St  
Neighborhood: Madison Eastend  
Founded: April 2004  
Number of Plants: 16



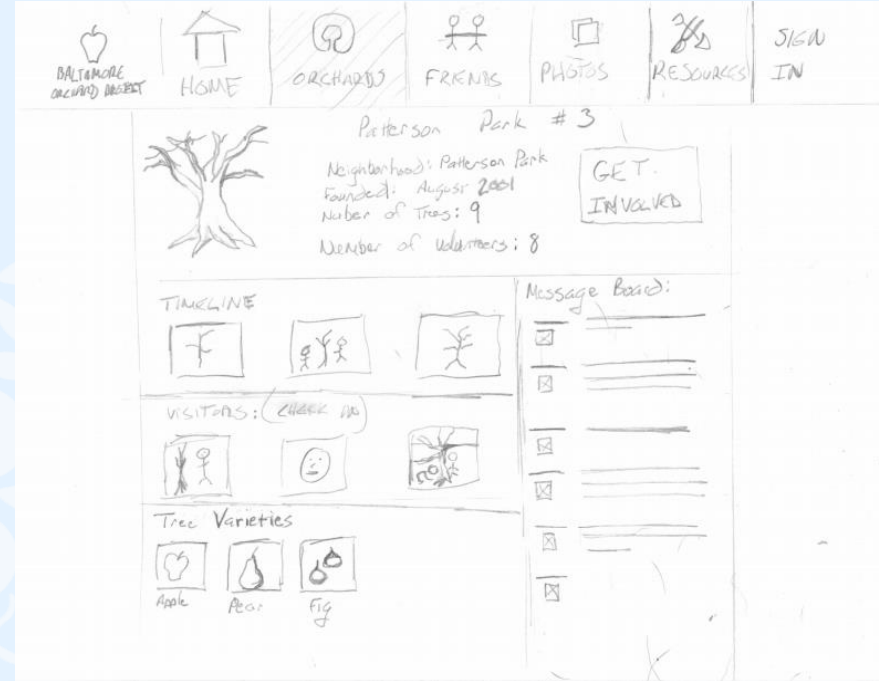
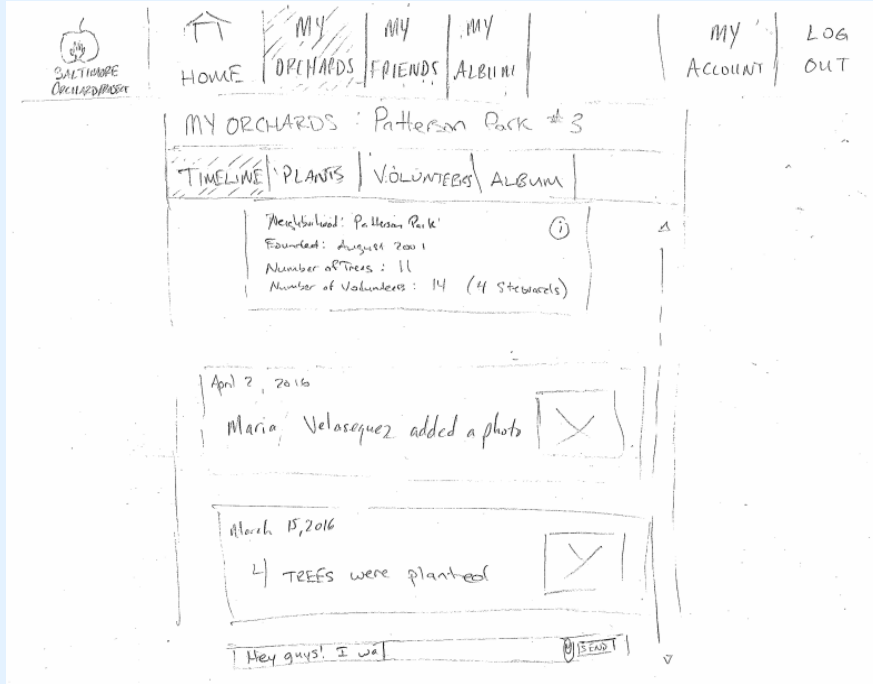
North Ave. Greenmount Ave  
Neighborhood: Greenmount West  
Founded: March 2009  
Number of Plants: 28



Patterson Park #3  
Neighborhood: Patterson Park  
Founded: August 2001  
Number of Plants: 11



# Orchard Dashboard

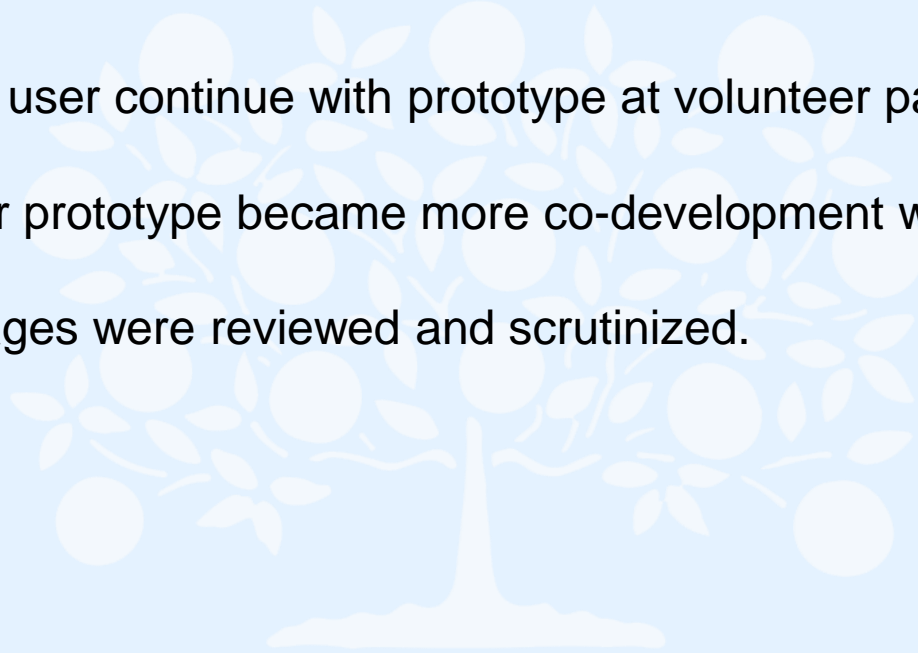


# TESTING METHODOLOGY



## Compare current BOP volunteer sign up with proposed solution.

- Have user navigate to BOP's existing volunteer sign up.
- Get feedback on current website and form.
- Have user continue with prototype at volunteer page.
- Paper prototype became more co-development with participant.
- All pages were reviewed and scrutinized.





## Provided benefits beyond prototype design

- Received feedback for existing that BOP can act on immediately
- Provided new insights on motivation and perspective of existing and potential volunteers

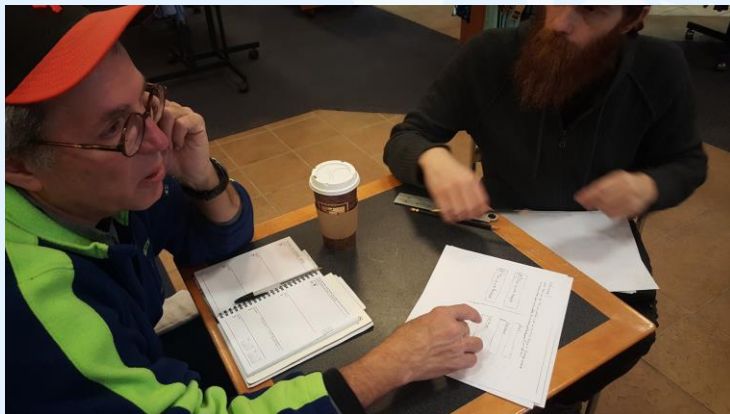


# Anthony

Fruit and Nut Tree Academy graduate

Retired

Attended a few events within BOP

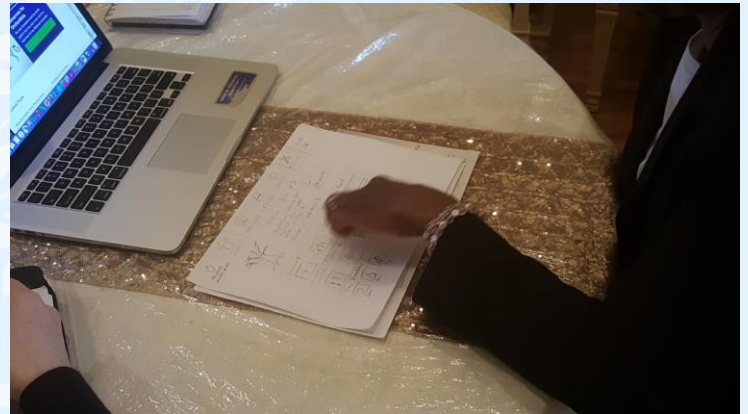
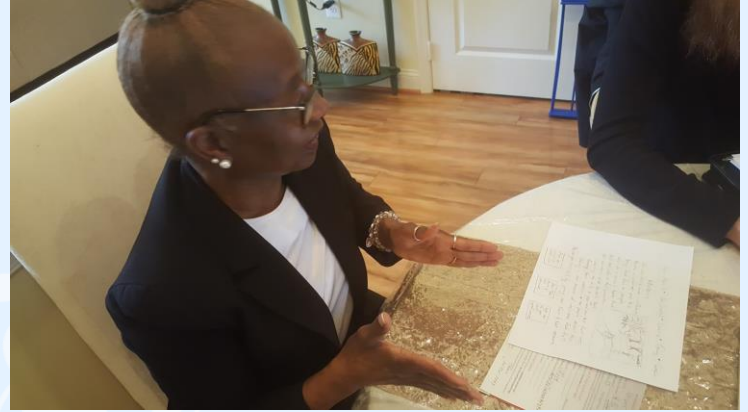
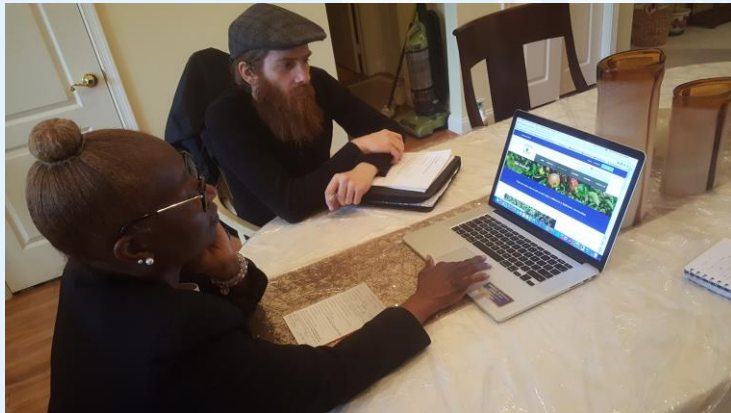


# Pamela

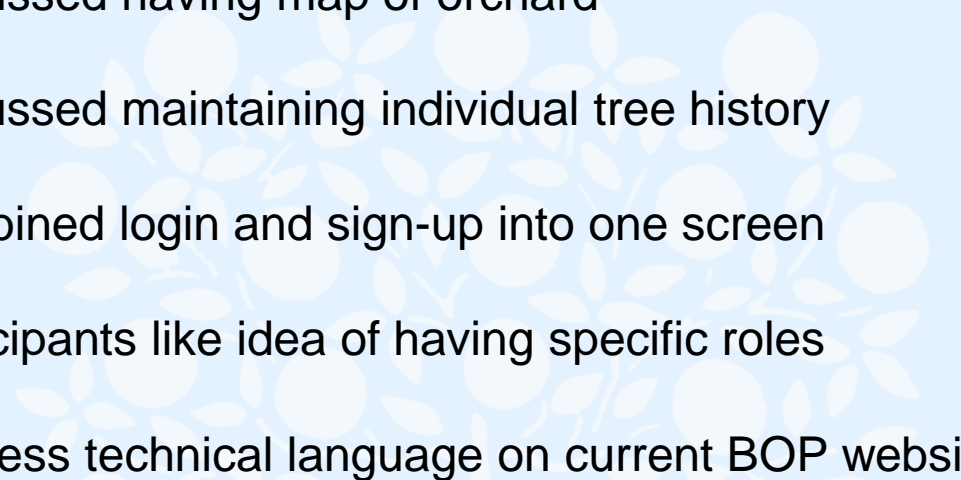
Not associated with BOP

Retired

Volunteer in her Community



# Design evolution and takeaways

- Eliminated friend invite/connect during registration
  - Discussed having map of orchard
  - Discussed maintaining individual tree history
  - Combined login and sign-up into one screen
  - Participants like idea of having specific roles
  - Use less technical language on current BOP website
- 

# TECHNICAL PROTOTYPE



# Welcome and Login

Civic Works



## Fruit and Nut Tree Network



Login with Facebook



Sign in with Google+

Email



Password

Log in

I'm New!

Find An Orchard!


# Registration (1 / 2)



## Fruit and Nut Tree Network

Hello,   !

Please tell us a little more about yourself!



Phone Number

Age Group


Zip Code

Neighborhood(choose from the list or select on the map)

I would like to be a Baltimore Orchard Project volunteer.  
 (You will select your volunteer role later.)

Fruit and Nut Tree Academy Graduate

Orchard Experience



Baltimore

443-562-8433 | [info@baltimoreorchard.org](mailto:info@baltimoreorchard.org)

# Registration (2/2)



## Fruit and Nut Tree Network

### Thanks for becoming a volunteer!

We appreciate all of the time our volunteers spend helping out.

Please select the role you would like to have as a volunteer.

Some roles need approval so you will be contacted later if you select any of those.

#### Volunteer Roles:



- ☐ **Orchard hands** - help maintain orchards, planting, pruning, harvesting, etc.  
(no experience necessary) volunteer time: approx 4 hrs/mo
- ☐ **Media contributors** - help document and post about volunteering efforts  
volunteer time: approx 3 hrs/mo
- ☐ **Graphic Designers** - help create recruitment fliers for upcoming events  
volunteer time: approx 2 hrs/mo
- ☐ **General volunteers** - help as necessary for any general calls to action  
volunteer time: approx 3 hrs/mo
- ☐ **Volunteer Ambassadors** - help organize your community and spread the word  
(requires approval) volunteer time: approx 10 hrs/mo
- ☐ **Orchard Stewards** - serve as the local community expert for taking care of  
orchards  
(requires approval and training) volunteer time: approx 6 hrs/mo
- ☐ **Not yet** - I'm not ready to be a volunteer yet, but I will think about it.  
(you can sign up or change roles anytime)

Continue

Cancel



# Home Dashboard

Fruit & Nut Tree NETWORK

John

My Dashboard


Upcoming Events & Volunteer Opportunities

My Orchards


Resources

Log Out

## Welcome, John




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.




### Create an Event

You can create an event and request for volunteers



### View Orchards

You can view and add orchards to your network






### Add Pictures

Visited an Orchard Recently?  
Share your photos




## My Friends

[View All Friends](#) [Add New Friends](#)



## My Photos

[View All Photos](#) [Add New Photo](#)




### Upcoming Events

Show: All Events

May 15

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
[Sign up for this event](#)

May 20

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
 Confirmed Attendance

June 4

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
[Sign up for this event](#)

### Message Board

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Add a Message:

Send

# My Orchards

Civic Works

  
BALTIMORE  
ORCHARD PROJECT

Fruit & Nut Tree NETWORK

John

My Dashboard

Upcoming Events & Volunteer Opportunities

My Orchards

Resources


Log Out

## My Orchards

Add Orchard


### Ubalt Orchard

Neighborhood: Mid City  
Founded: April 2011  
Plants: 16




### North Ave & Greenmount Ave


Neighborhood: Greenmount West  
Founded: March 2009  
Plants: 21



### Patterson Park #3


Neighborhood: Patterson Park  
Founded: August 2013  
Plants: 11





Baltimore

# Orchard Dashboard



Fruit & Nut Tree **NETWORK**


John

[My Dashboard](#)[Upcoming Events & Volunteer Opportunities](#)[My Orchards](#)[Resources](#)[Log Out](#)

## My Orchards

### Patterson Park

[Photos](#)[Trees](#)[Volunteers](#)[Site Map](#)






Neighborhood: Patterson Park  
Founded: August 2013  
Number of Trees: 9  
Number of Volunteers: 8




**INVOLVED**  
Since  
May 2013

[View Site Map](#)




[Photos](#)



[Trees](#)



[Visitors and Volunteers](#)



### Message Board

☐

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit.....

☐

Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam...

☐

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☐

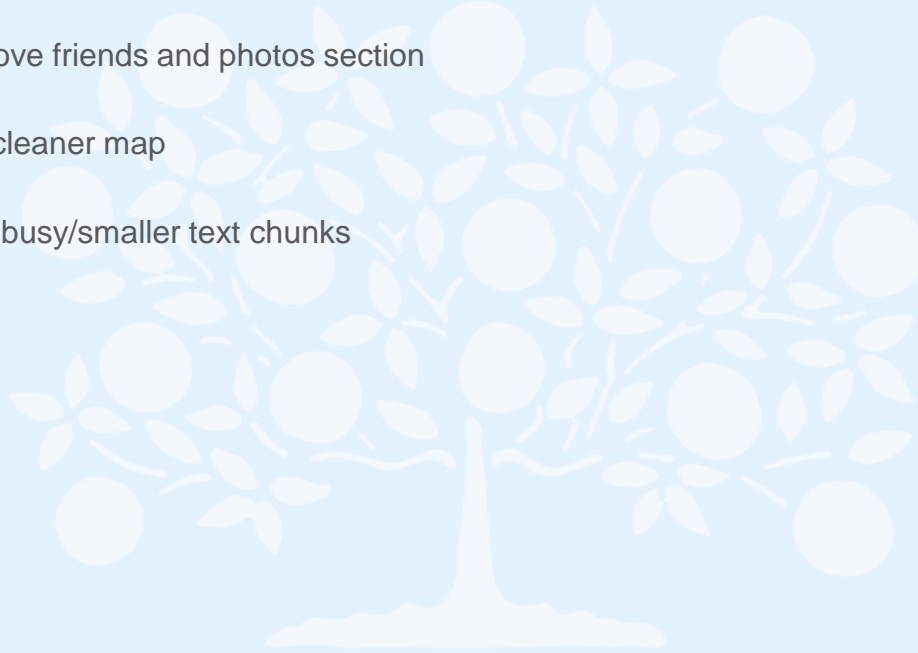
Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam...

443-562-8433 | [info@baltimoreorchard.org](mailto:info@baltimoreorchard.org)

# In-class peer review

## Prototype Feedback:

- Put more focus on volunteers and events, less on social media aspects
- Remove friends and photos section
- Use cleaner map
- Less busy/smaller text chunks



# James

“When you give back, you gain a great deal.”

Not associated with BOP

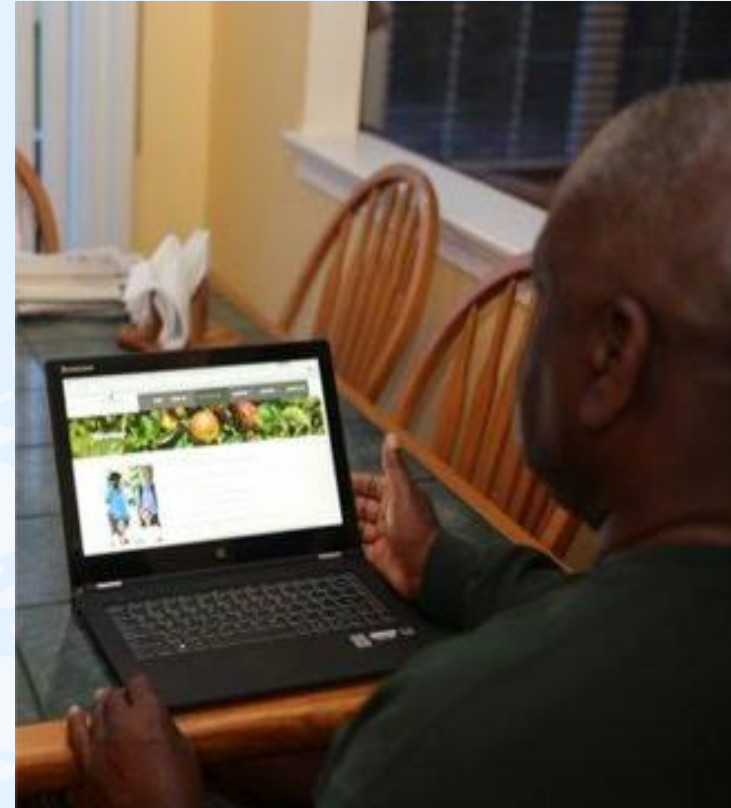
Has volunteered for literacy group helping young male how to read

Potential interest in orchards, but time availability restrictions

Preferred communication method: **Email or website**

## Prototype and BOP website Feedback:

- BOP should better explain what completing volunteer form means
- Better indicate “sign up” or “register” for interested viewers
- Asked “why is age group important?” during registration
- Thought message board send button was associated with event RSVP
- Wants to see the orchard location map under the Orchards button



# Alphonso

“It’s Important to give back.”

Not associated with BOP

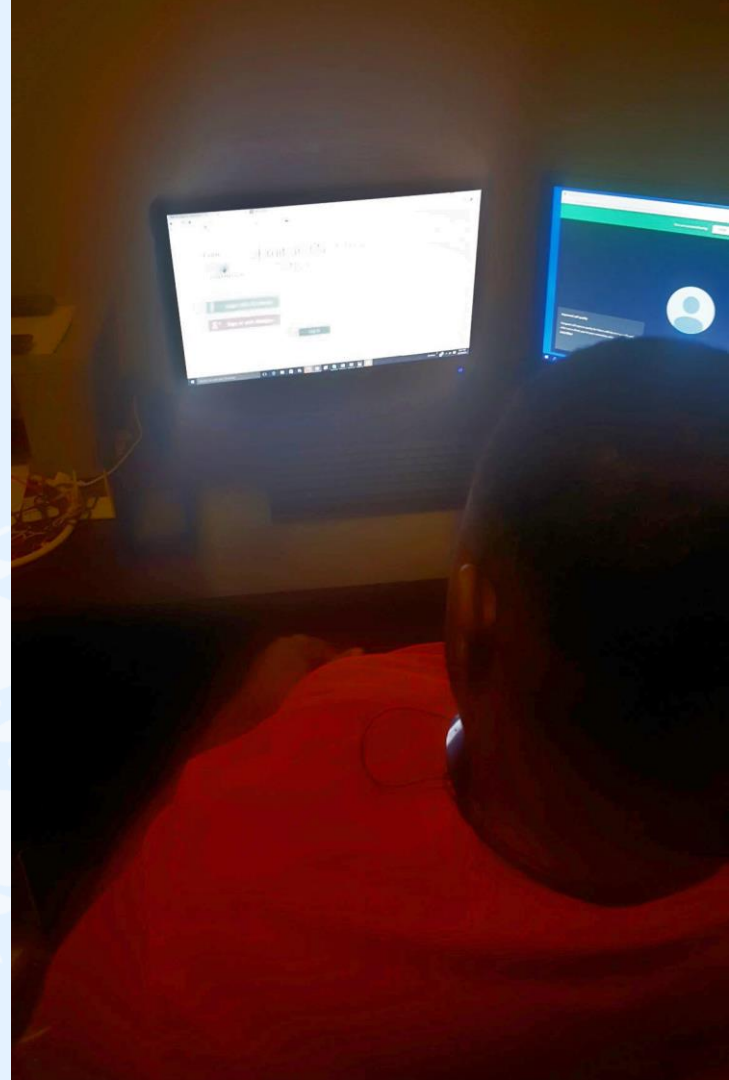
Has volunteered coaching baseball

Not interested in orchards

Preferred communication method: **Email**

## Prototype and BOP website Feedback:

- BOP needs to do better job indicating what current volunteer signup form is for
- Site map should better indicate information about orchard
- Helpful to see who are the volunteers for an orchard and an event
- Better than their current BOP site, clear path on what to do





# Greg

“I want to give back.”

Not associated with BOP

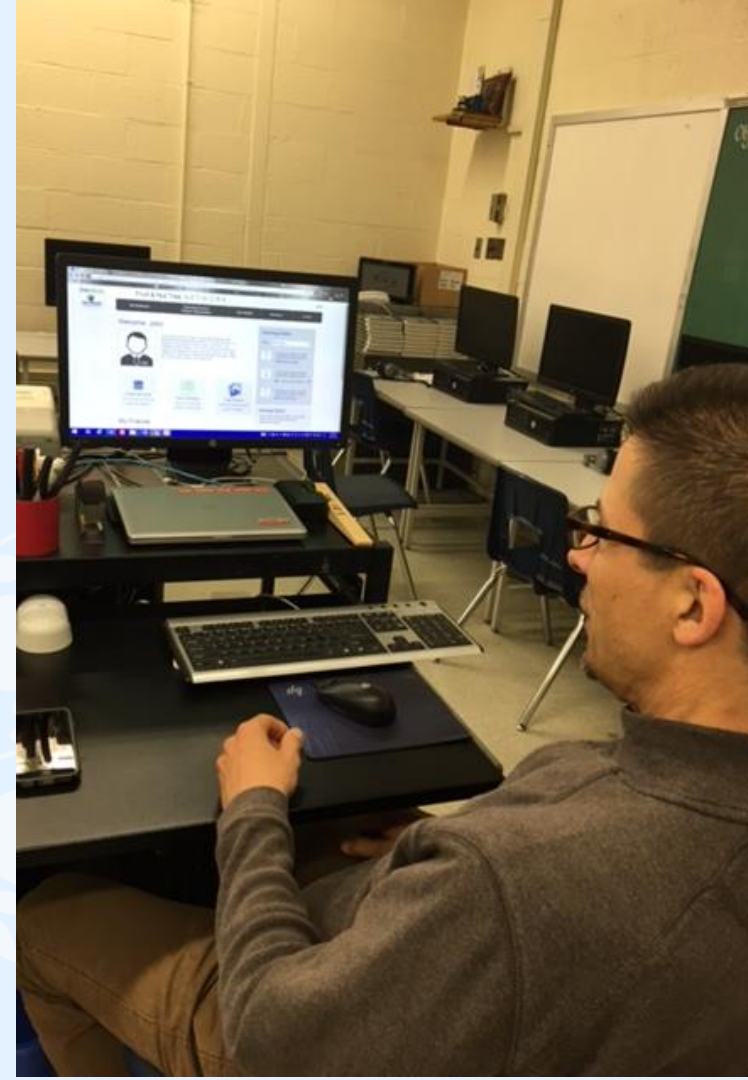
Has volunteered through church distributing sandwiches

Thought that BOP sounded interesting

Preferred communication method: **Text**

## Prototype and BOP website Feedback:

- Went through tasks easily
- Expected a special section for Orchard Stewards
- Wanted feedback when signing up for a role that requires approval
- Wanted more information from orchard sitemap
- BOP current site requires too much scrolling
- No confidence he would hear back from BOP email sign up
- Said that the social media approach creates a personal connection



# Pamela

“I can make a difference in people’s lives.”

Not associated with BOP

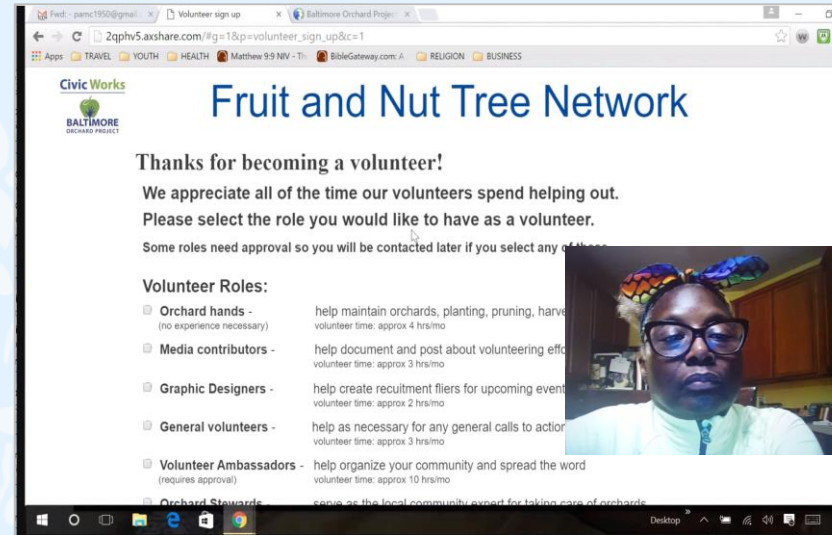
Has volunteered through various programs at church

BOP may be a good volunteer effort for youth

Preferred communication method: **Phone Calls & Email**

## Prototype and BOP website Feedback:

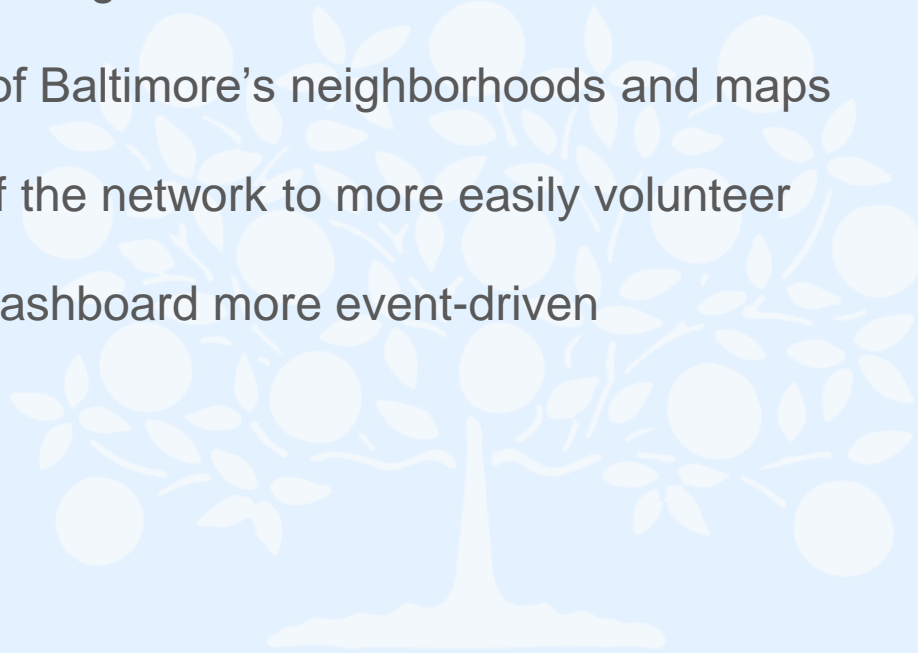
- The current site didn’t represent Baltimore
- Wants to see images of how BOP impacts the community
- Terminology on BOP site was over her head
- Wanted to know who can volunteer, is there an age limit and what would you be doing.
- Had trouble distinguishing “I’m New” vs “Login”
- Needed more details in My Orchards to show what events are happening
- RSVP needs to show more details about the event location and the Orchard



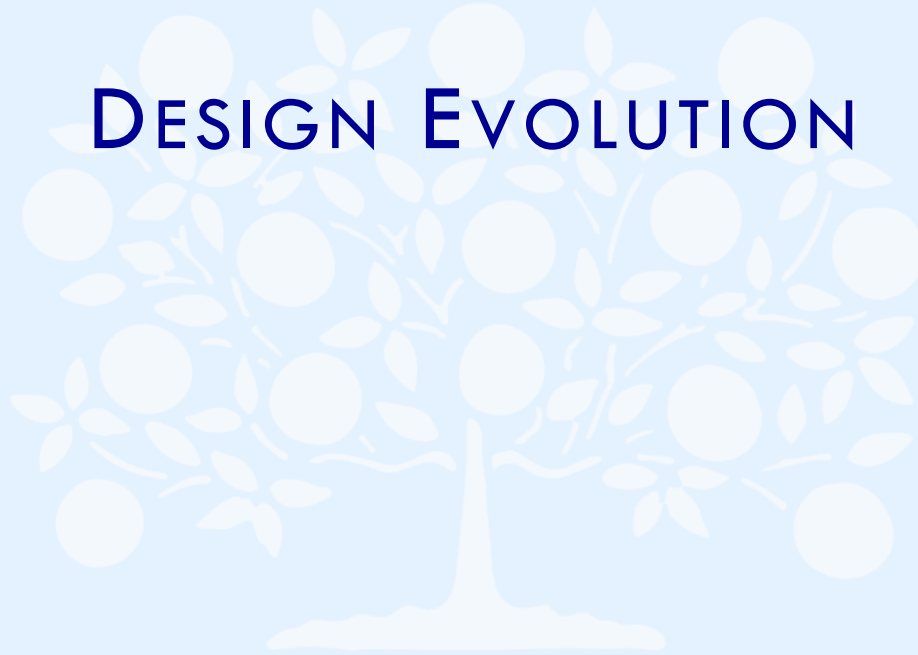


# Overall Prototype Feedback

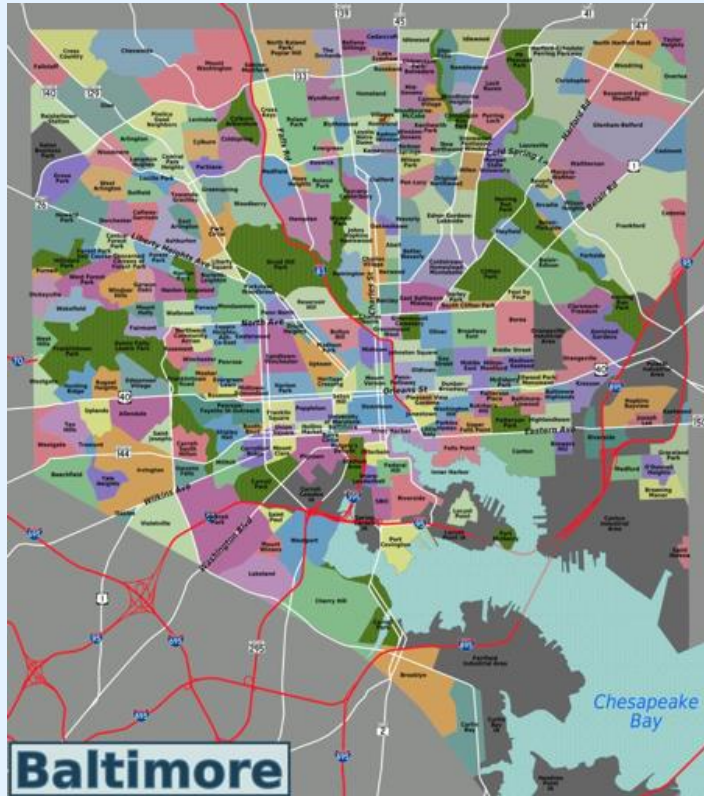
- More applicable navigational bar
- More extensive registration form
- Clearer map of Baltimore's neighborhoods and maps
- Allow users of the network to more easily volunteer
- Make home dashboard more event-driven



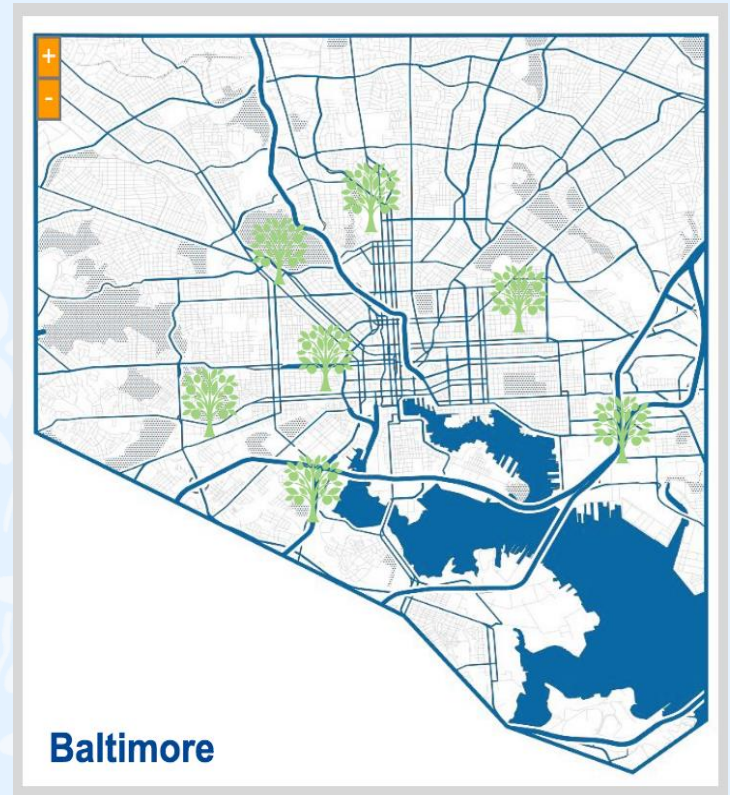
# DESIGN EVOLUTION



# Orchard Map

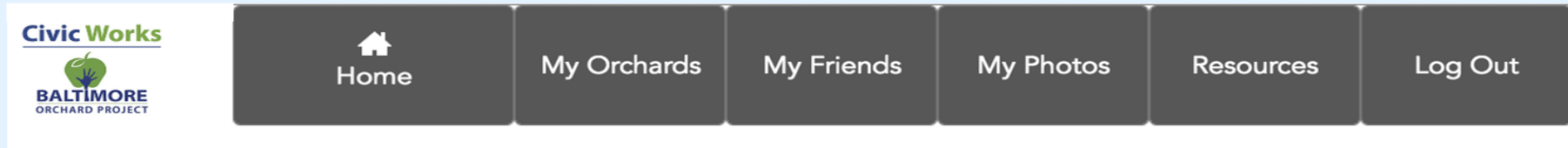


Before



After

# Menu Bar



Before & After

# Welcome Page

[Home](#)[My Orchards](#)[My Friends](#)[My Photos](#)[Resources](#)[Login](#)

## The Fruit & Nut Tree Network

is part of the Baltimore Orchard Project. Keeping our Orchards connected to our Community.

[Get Involved](#)

## Recent Tweets

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.


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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.

## Our Mission

The Baltimore Orchard Project is dedicated to strengthening communities through planting and cultivating orchards, teaching citizens to be long-term stewards, and sharing the harvest among neighbors.

## Featured Volunteer



**Alex Washington**

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Before

[Fruit & Nut Tree Network](#)[Upcoming Events & Volunteer Opportunities](#)[Find Orchards](#)[Resources](#)[Log In](#)

## Fruit & Nut Tree NETWORK


### Welcome to the Fruit & Nut Tree Network

This Network is part of the Baltimore Orchard Project. Keeping our Orchards connected to our Community.


[Sign Up](#)

## WHY JOIN?


Stay connected with people in the orchard community




Learn where you can find fresh fruit.



Volunteer at local events



## FEATURED VOLUNTEER



**Alex Washington**

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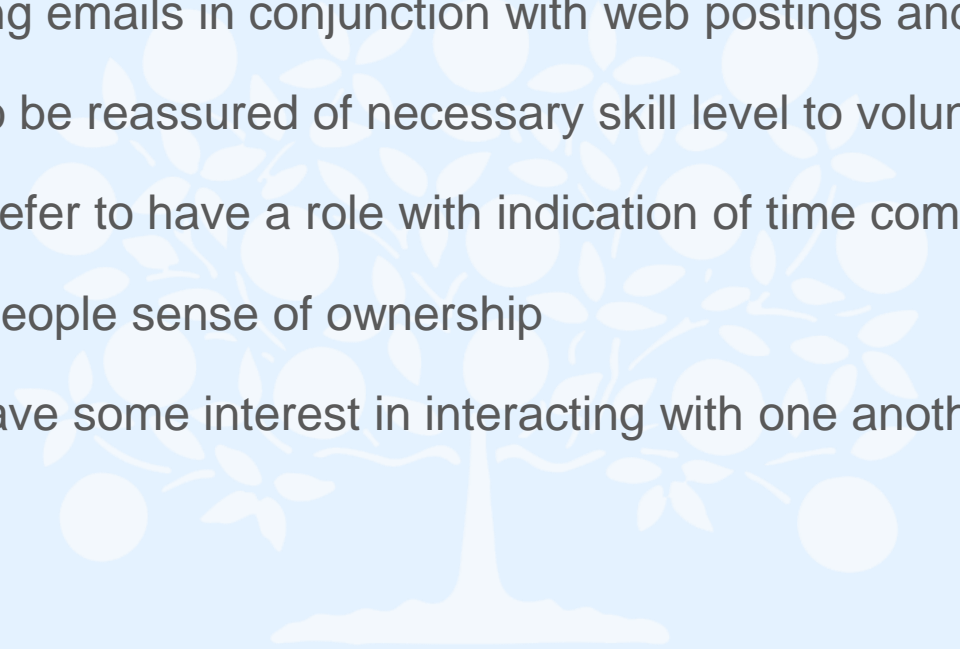
After

# LESSONS LEARNED & FINAL RECOMMENDATIONS



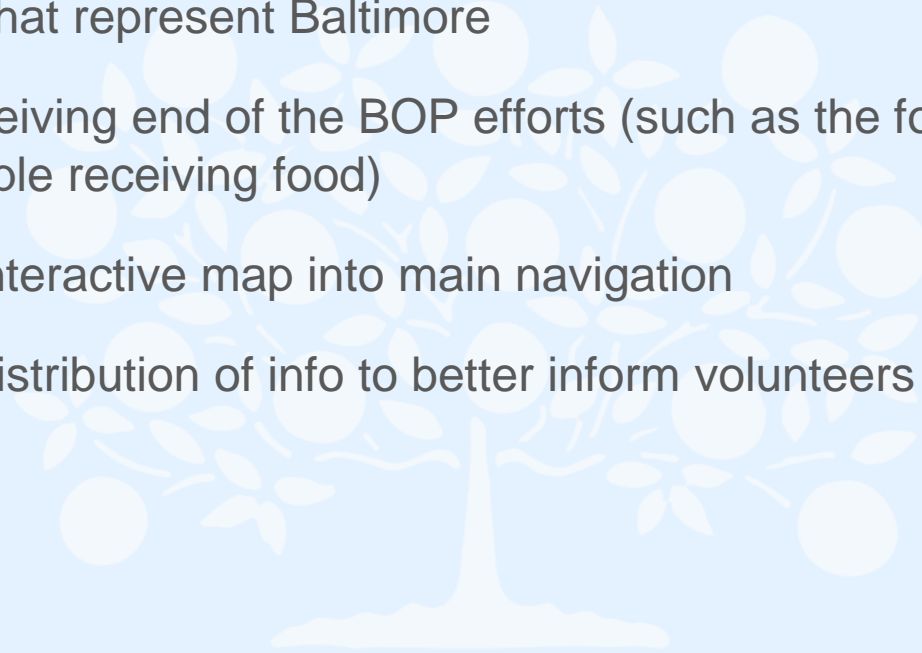
# The Big Picture

- People felt more connected with orchards and events nearby
- People want to see upcoming events, not wait for emails
- Continue using emails in conjunction with web postings and other outlets
- Users want to be reassured of necessary skill level to volunteer
- Volunteers prefer to have a role with indication of time commitment
- Log in gave people sense of ownership
- Volunteers have some interest in interacting with one another



# General advice for BaltimoreOrchardProject website

- Better communicate what signing up to volunteer means
- Simplify language used for those who may not already know about orchards
- Use images that represent Baltimore
- Show the receiving end of the BOP efforts (such as the food banks, food trucks or people receiving food)
- Incorporate interactive map into main navigation
- Expand the distribution of info to better inform volunteers of news and events in the city





# Going Forward

- Incorporate feedback into existing BOP website
- Focus design on administrative tasks for BOP employees, ambassadors, and stewards
- Incorporating automatic updating/response with tools like IFTTT
- Decide on extent of development
  - Expand current site with interactive map and orchard landing pages
  - Create orchard pages on existing social media network (facebook, twitter, etc.)
  - Develop volunteer profiles to give users more personal experience and buy-in
  - Develop proposed fruit and nut tree network

# Short Demo

<http://2qphv5.axshare.com/>

## Tasks

1. Interested resident viewing an orchard
2. Fruit & Nut Tree Academy graduate first registering for the application
3. User RSVPing for an event
4. User exploring an orchard's tree and site map information

# Thank You. Any Questions?



Julian Andrews, Janisa LaSalle, Michael Satzinger  
University of Baltimore