

truth be told

Team - Diana, Tina, Paul, Andre & Shradha



The Challenge

- Outreach to attract volunteers
- Long term engagement and retain volunteers
- Keeping track of volunteers and participants

Design Process



Empathize

- Audit Telephony Process
- User Survey
- User Interviews
- Affinity Map
- Competitive/Comparative Analysis



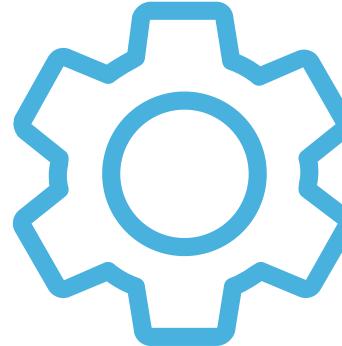
Define

- User Persona
- User Journey Map
- Problem Statement
- "How Might We..."
- Content Audit



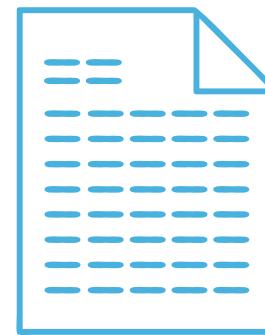
Ideation

- Generative Ideation
- Sketches
- Wireframes



Prototyping

- Mid-Fidelity Prototype
- User Content Audit
- High Fidelity Prototype

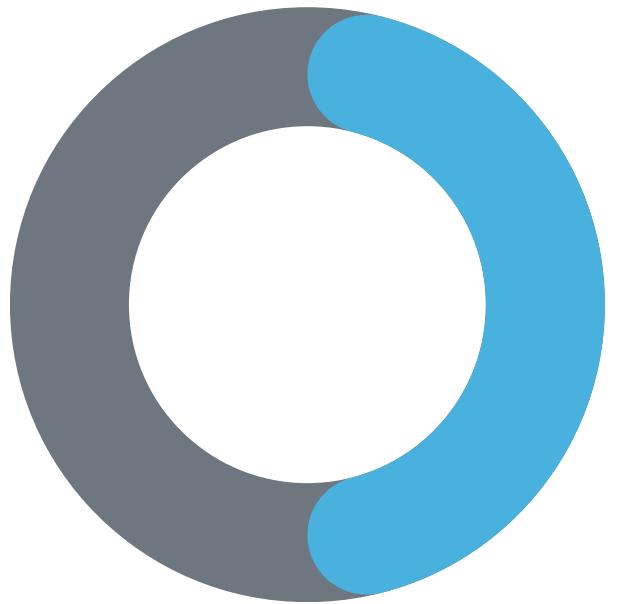


Testing

- Usability
- Testing (2x)
- Implementing
- Feedback (2x)

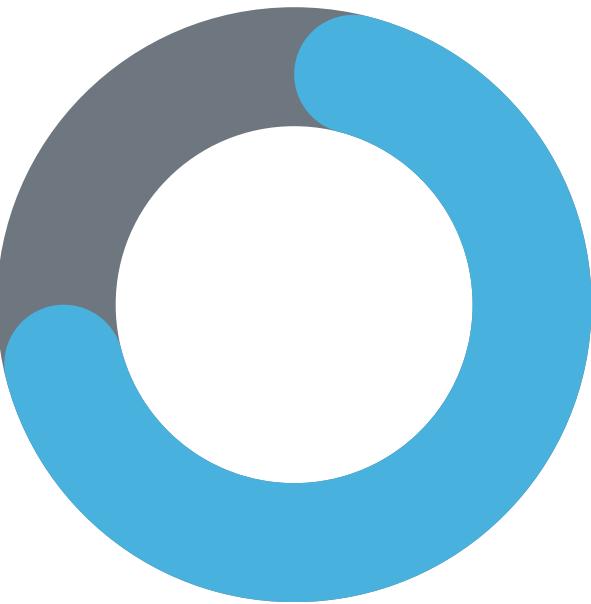


Key Insights (Survey)



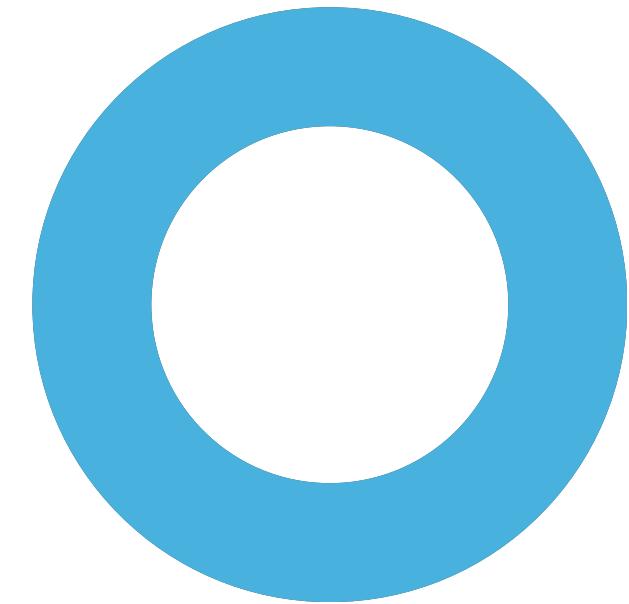
50%

Respondents would
equally prefer to
contribute their
time and money



75%

Respondents heard
about volunteering
opportunities
through **Word of
Mouth**



100%

Respondents
would like to be
given the option
for **virtual**
volunteer
opportunities



Key Insights (User Interviews)

Why People Volunteer - People are motivated by personal, emotional and professional connections

- **Social Responsibility** - Giving back to your community
- **Self-Interest** - Something they wanted to know more about
- **Community Building** - Connecting with people on a shared mission
- **Career Building** - Learn a skill
- **Social Outreach** - Making friends

How People Heard About Volunteering

- Word of mouth
- Online
- Social Media
- IRL Message Boards
- Trusted Sources - School, Faith Based, Work
- Print
- Radio
- E-mail

How Often People Volunteer

- Weekly
- Monthly
- Yearly
- A few times a year



Design Process



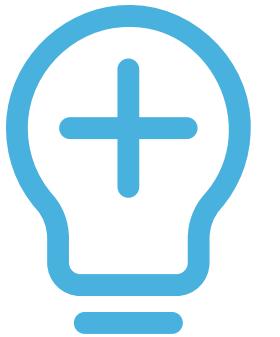
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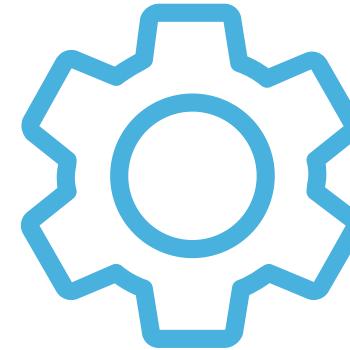
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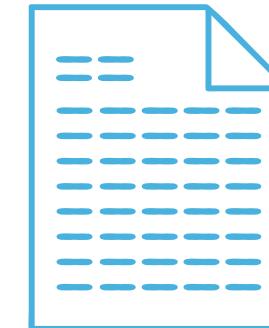
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Prototyping

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- High Fidelity Prototype



Testing

- Usability Testing (2x)
- Implementing Feedback (2x)



MARCIA CAMPBELL

"We focus so much on differences in other people, but at the core we are very much the same and want the same thing."

ABOUT

Marcia, 30, is a Call Center Manager for a large telecommunications company, she talks so much about communications - machine-to-machine technology, data over our network, call quality and download speeds - it's easy to lose sight that at the center of all this activity, our business is still inherently about people making connections.

HOBBIES

- Writing
- Hosting parties / gatherings
- Painting Murals

BEHAVIORS

- Volunteers at several organizations
- Prefers to register and sign-up online
- Volunteers a few times throughout the year
- Would donate money just as much as contributing time depending on what would yield the highest benefit for the organization

FRUSTRATIONS

- Unclear volunteer description
- The registration process to volunteer is laborious
- Obscure behind-the-scenes information of many organizations

MOTIVATIONS

- Communication / Networking
- Listening to other people's life stories
- Helping others
- Learning and expanding her skill set

GOALS / NEEDS

- To be able to put her skills and talent to good use
- To find a community that fits her interest
- To learn or experience something new

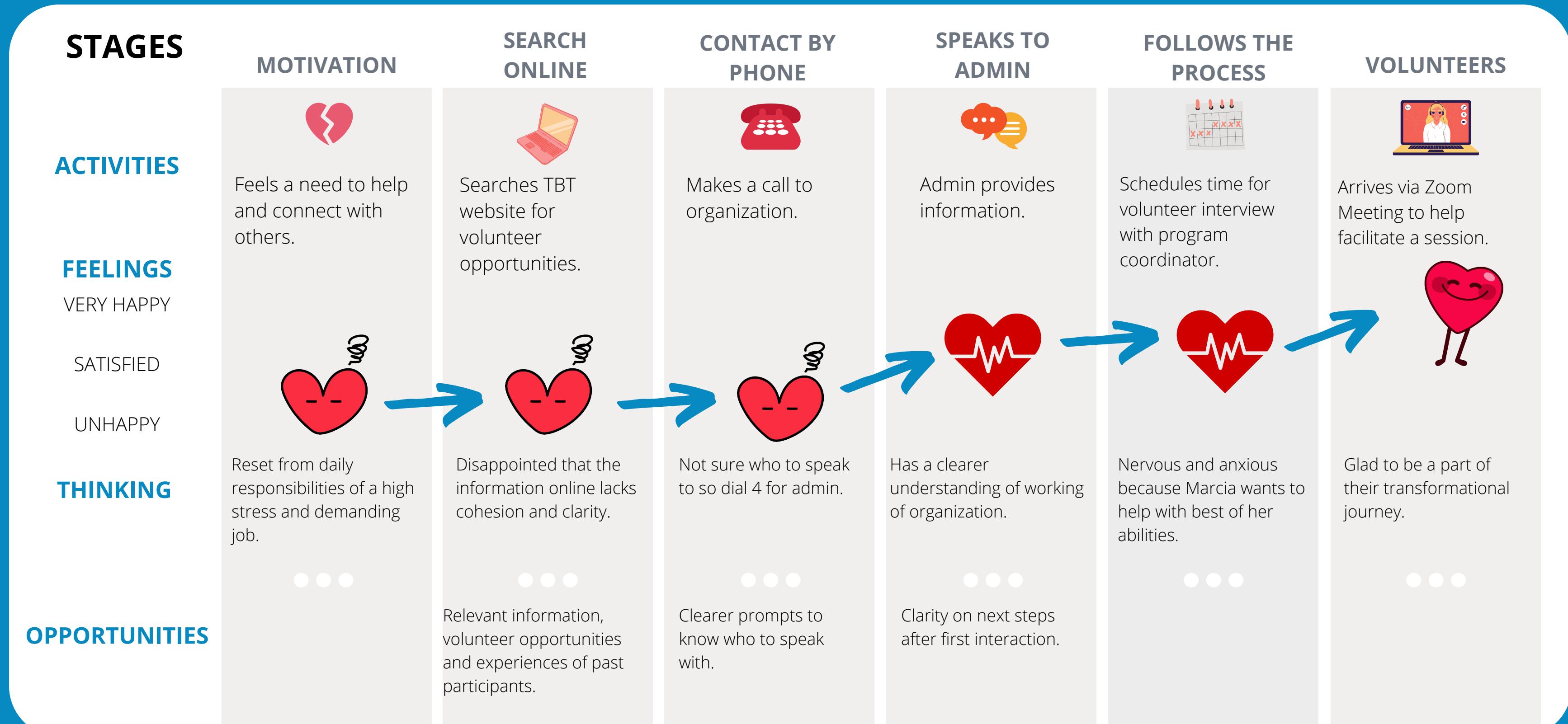


30 | SINGLE | WORKING | AUSTIN, TX



SCENARIO

Marcia needs a way to reset from her daily responsibilities so that she can feel a connection to her community by meeting new people because of the stresses and high demands of her day job. She hears about TBT from a friend and wonders if this could be a good match. She visits the website looking for more information about the non-profit. As this is an organization with a critical mission, Marcia wants to feel confident in her volunteer decision by learning about past volunteer experiences.



Problem Statement

Marcia needs a volunteer program that will provide skill-sharing **opportunities** and a **transparent** process so that she is more inclined to sign-up and continue **engagement** because she doesn't want to waste her limited time.



How Might We



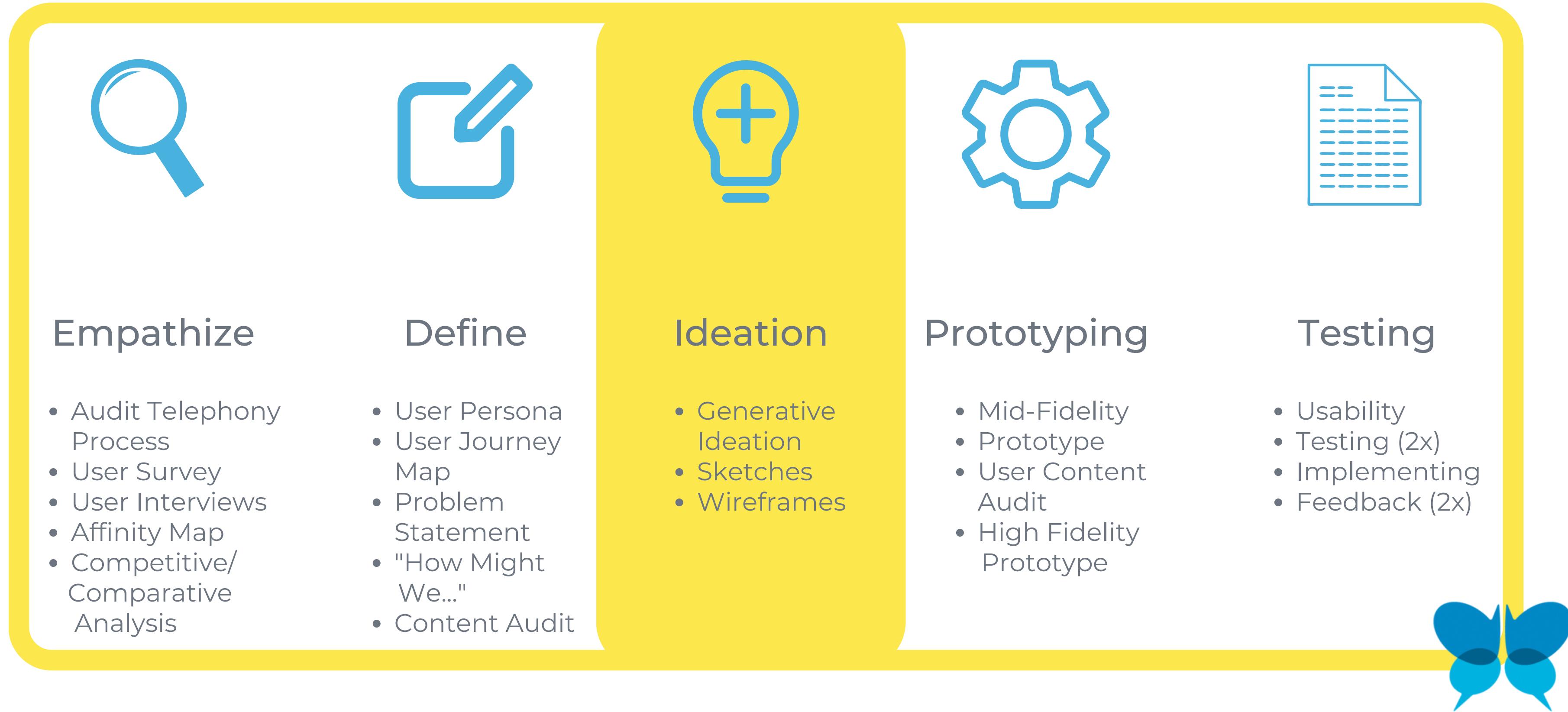
How might we help Marcia with alternative volunteer options that are suited to her interests?

How might we help Marcia to understand the impact she will be having with her volunteer opportunities?

How might we help Marcia feel secure and safe with her volunteering decision?

How might we help Marcia decide on the right opportunity and remove any barriers of entry to volunteering with a streamlined process?

Design Process



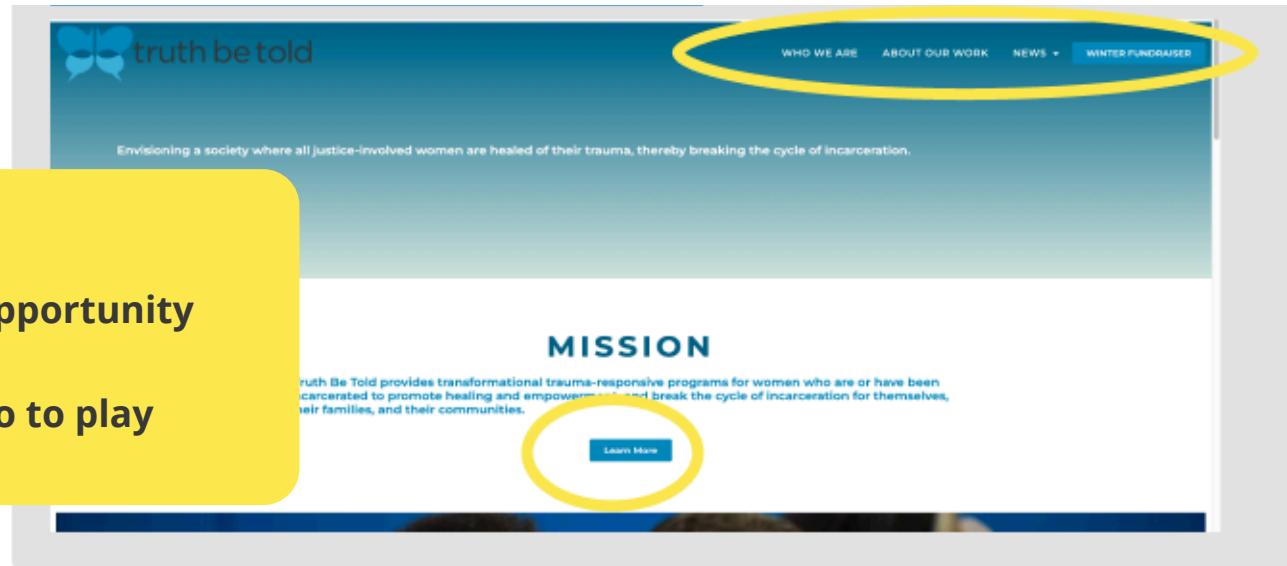
Usability Findings

Original Site (3 users)

Homepage & Header

Findings

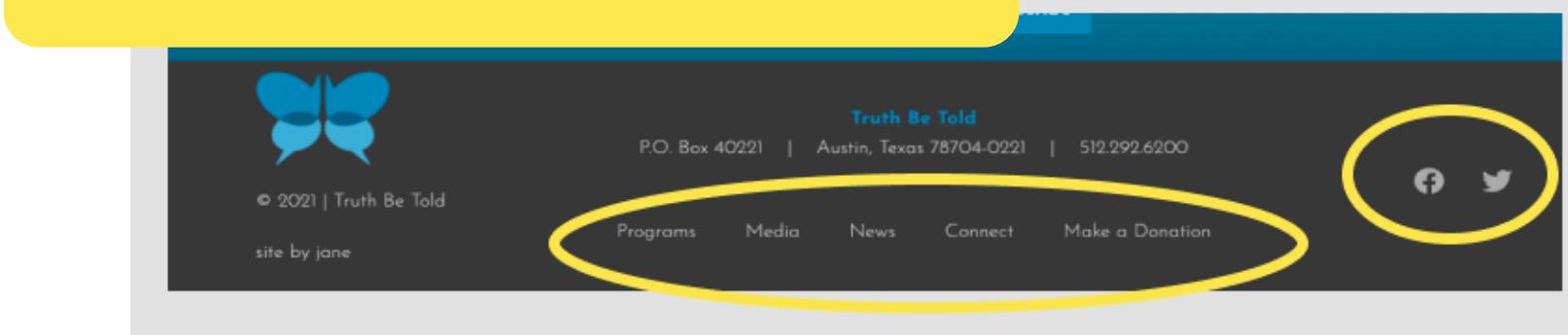
- No clear indication of volunteer opportunity
- **LEARN MORE** doesn't work
- User did not notice there is a video to play



Footer

Findings

- Unnoticeable - Volunteer form and Donation link
- Unnoticeable - Program page Link
- Media and News is same as News in header



Who We Are

Findings

- Overlap of content on pages
- Long scroll on staff information

A screenshot of the "Who We Are" page. The page has a header with the organization's name and a sub-headline: "A society where all justice-involved women are healed of their trauma, thereby breaking the cycle of incarceration." Below the header, there is a section titled "We Teach the Four C's" with a sub-section about communication skills, community building, creativity, and care for self. A yellow circle highlights the "We Teach the Four C's" section. Further down the page, there is a "Our Mission" section and a "Our Vision" section, both with small text descriptions. At the bottom, there is a "STAFF" section with three buttons: "Our Staff", "Board", and "Past Leadership". A note at the bottom states: "In August of 2001, Heather stepped down from the board of Truth Be Told and into the Interim ED".

About Our Work

Findings

- Program links do not work
- Lack of information on program page

A screenshot of the "About Our Work" page. It features a section titled "OUR PROGRAMS" with a sub-section titled "TALK TO ME". Below this, there is a "LET'S PAY IT FORWARD" section. At the bottom, there is a "HEALING TRAUMA" section. To the right of the text, there is a photograph of a group of people in white shirts standing on a stage, possibly participating in a program. A note at the bottom right states: "This peer-led program focuses on provides on ongoing support group for clients of the Talk to Me program with long sentences."



Answering HMW

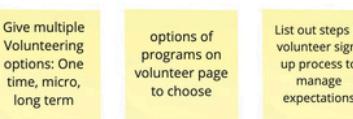
Using Findings from Competitive Analysis and Site Usability

Content Strategy

How Might We Help Marcia with alternative volunteer options that are suited to her interest?



How Might We Help Marcia remove any barriers of entry?



Sign up

How Might We Help Marcia understand the impact she is having with her volunteer opportunities?



How Might We help Marcia feel secure and safe with her volunteering decision?



Non-Digital Solution

update IVR



Our Program/Volunteer

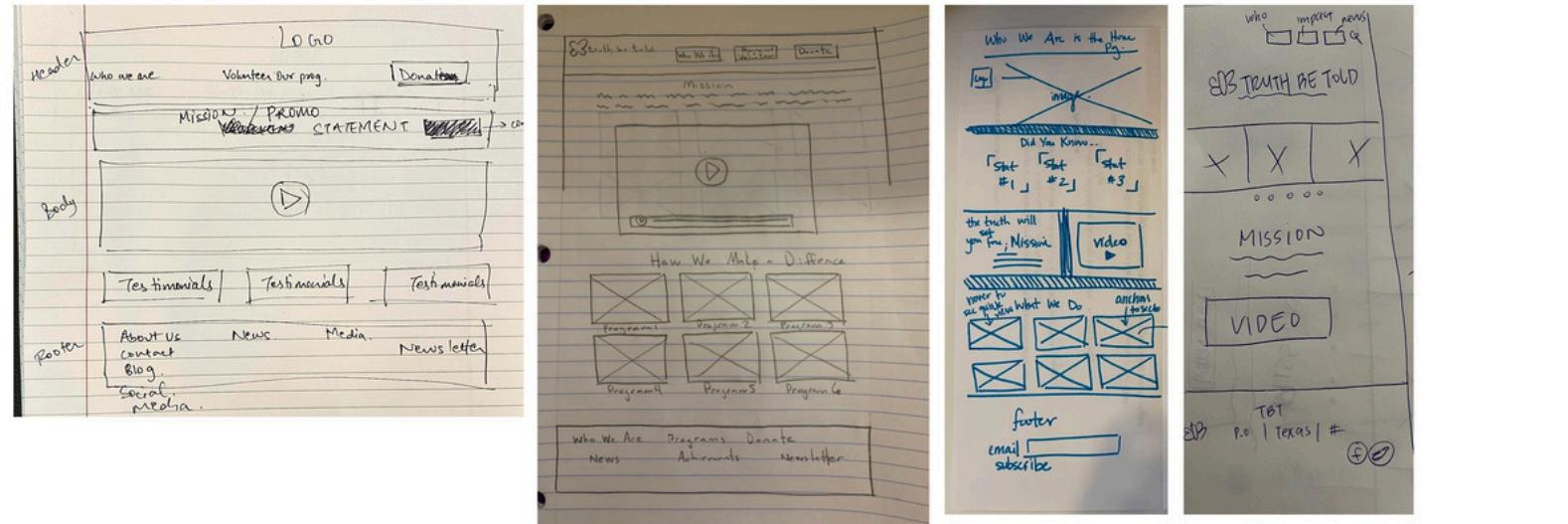


Volunteer form

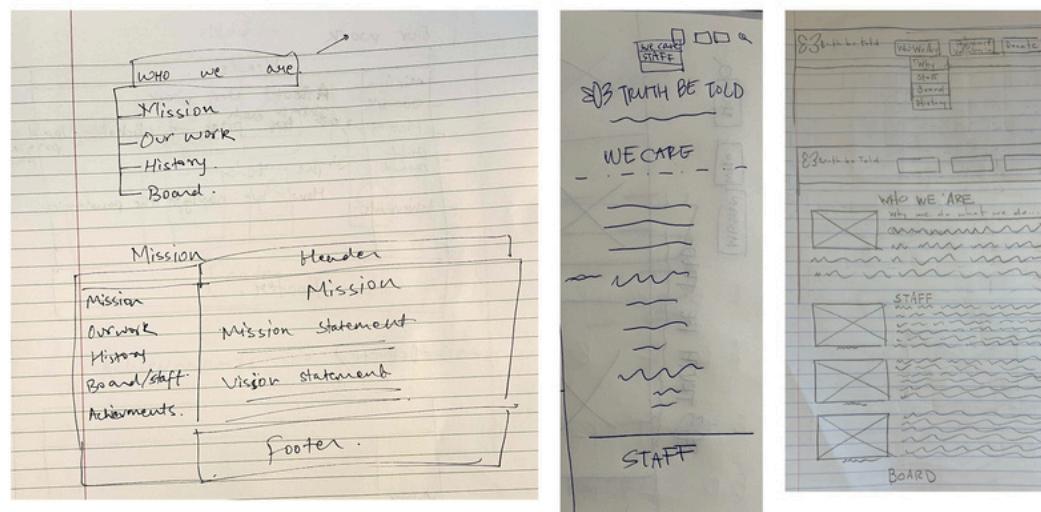


Sketches

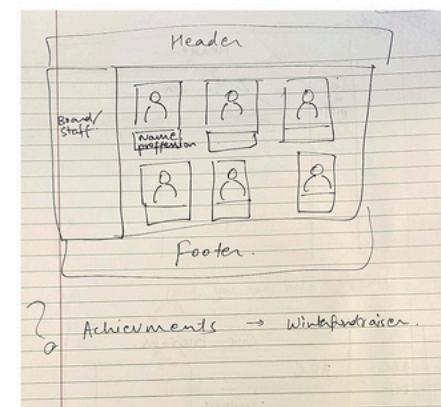
Homepage



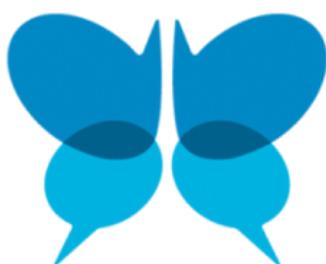
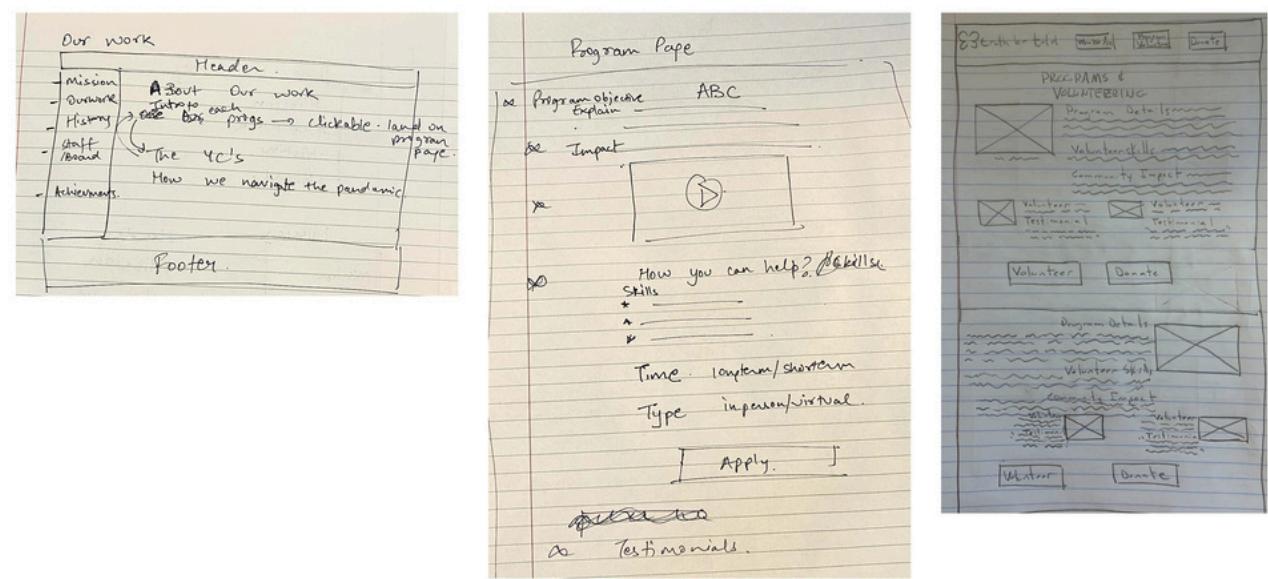
Who We Are



Staff Page



Our Program



Design Process



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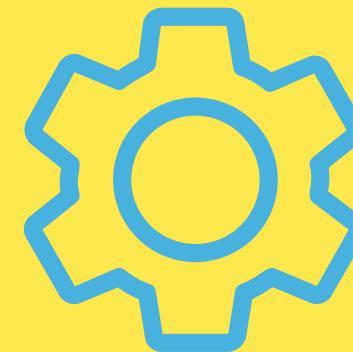
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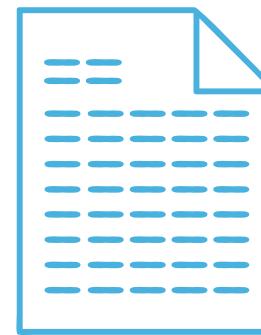
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Testing

- Usability
- Testing (2x)
- Implementing
- Feedback (2x)



Mid-Fidelity

01

Home Page

- Mission Statement
- Did You Know statistics
- Display video clearly
- Our Programs
- Testimonials

02

Header

- Who We Are
- Our Programs
- Donate

03

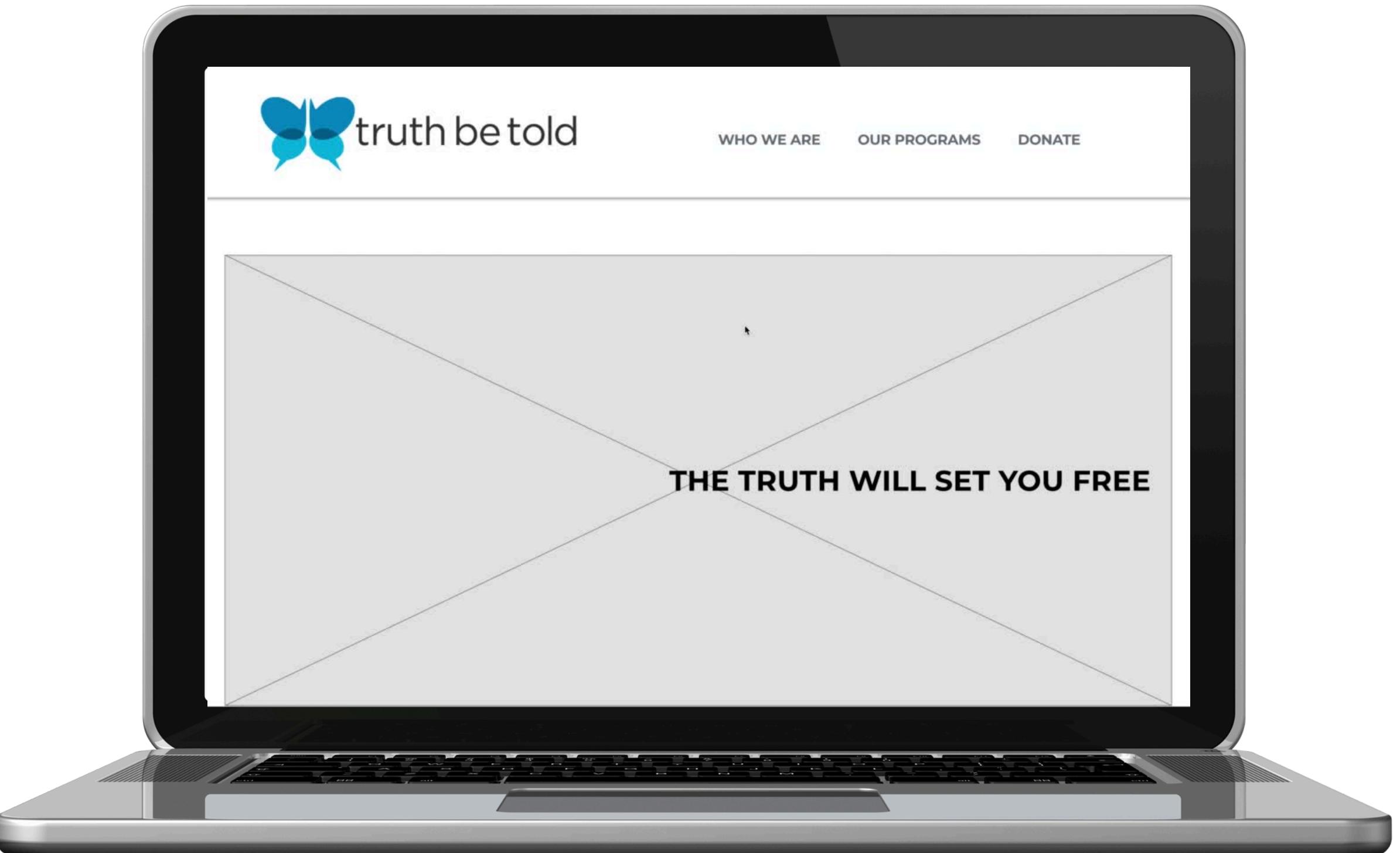
Who We Are

- Who We Are
- Vision
- What We Do
- Meet Our Team

04

Our Programs

- Dedicated program pages
- Detail volunteer skills
- Volunteer testimonials
- Provide Volunteer and donate option

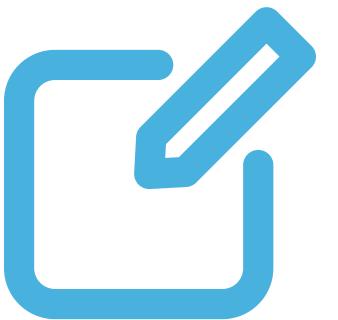


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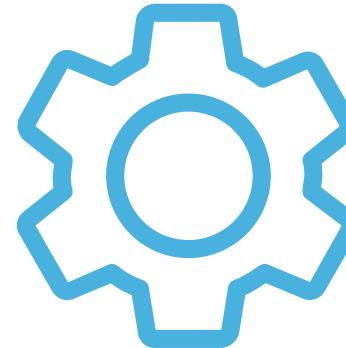
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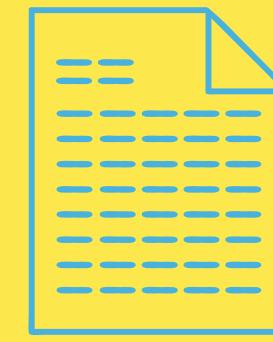
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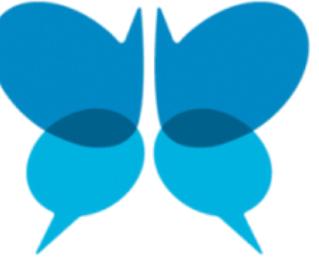


Testing

- Usability
- Testing (2x)
- Implementing
- Feedback (2x)



Hi-Fidelity Iteration



Finding

Organization looks more interested in Donate than Volunteer



01

Home Page

- Add **Call To Action** button to Hero Image

02

Header

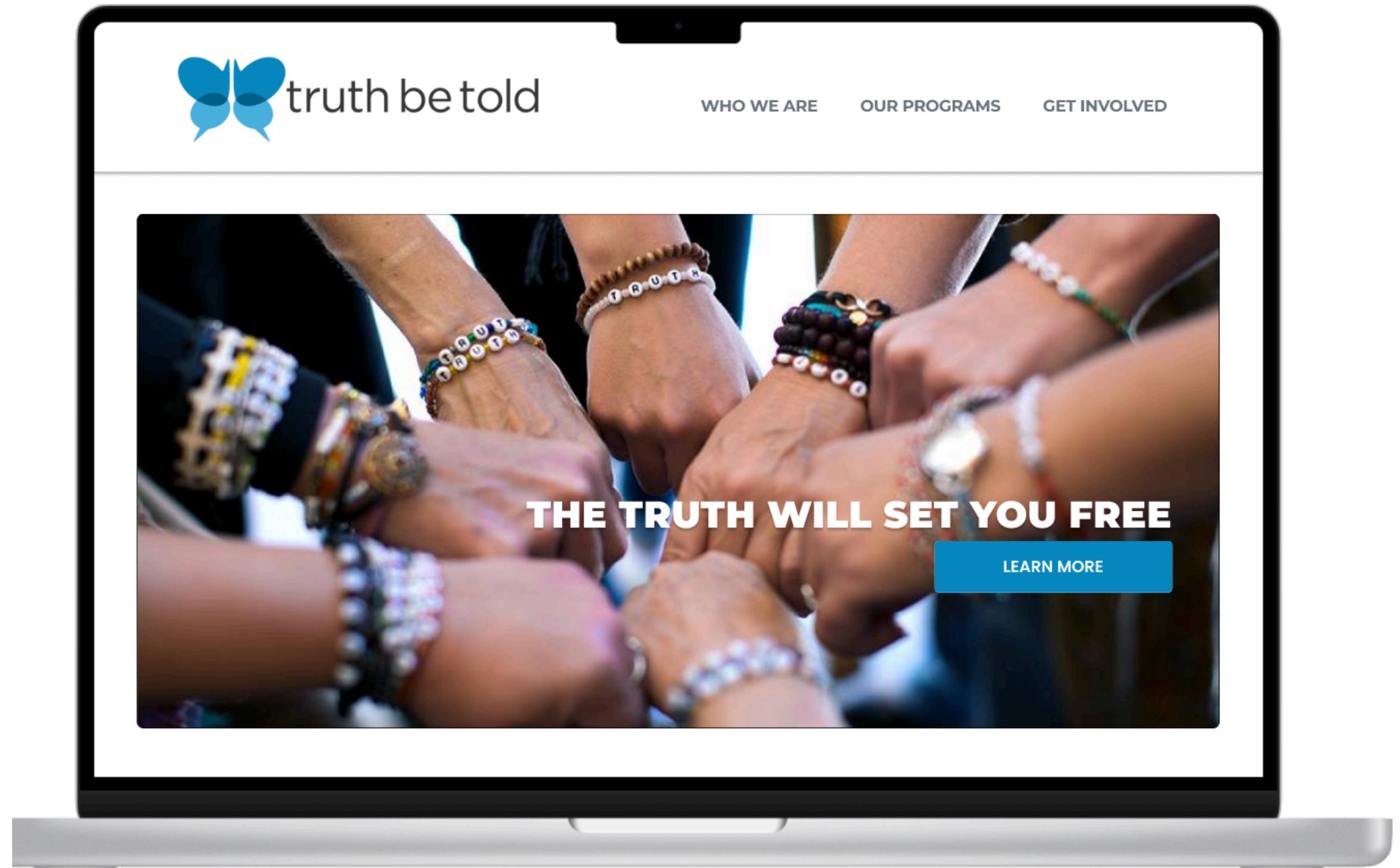
- Add **Get Involved** with sub-category
 - Volunteer
 - Donate

03

Who We Are

- Add **Our Impact**
- Join Our Community-Link **Volunteer Page**

Hi- Fidelity Prototype



Success Metrics

BEFORE

Original Site

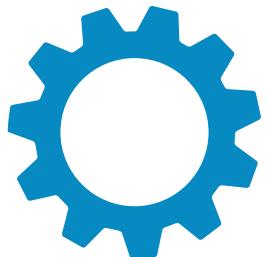
0% Video Play Rate

3 Broken Links

0% Participants

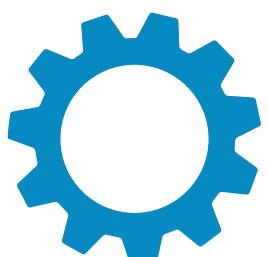
Rating 1.5

Increase Engagement

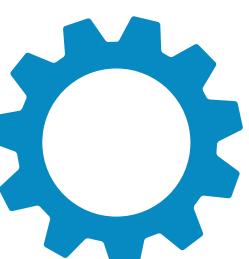
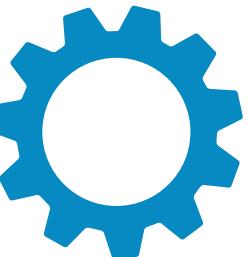


Eliminate Dead Ends

Path to Volunteer



Site Confidence



AFTER

High-Fidelity Site

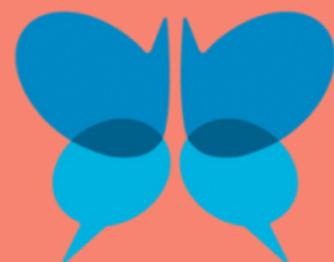
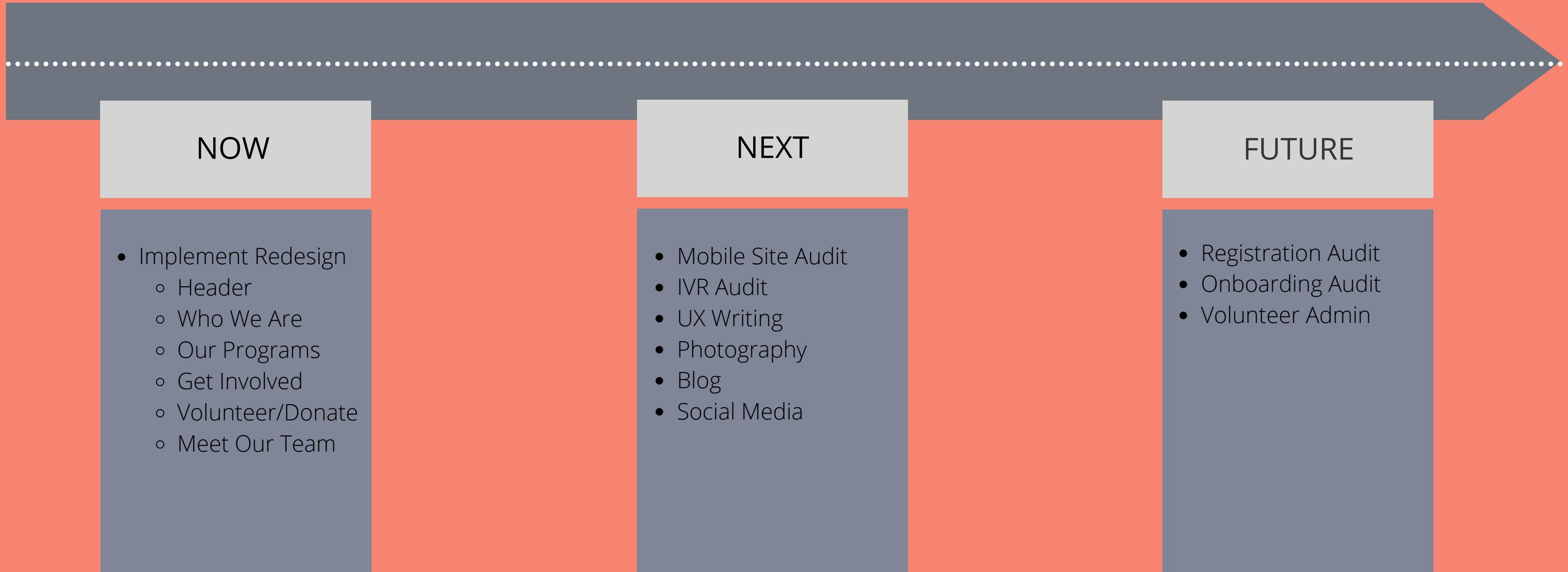
75% Video Play Rate

0 Broken Links

100% Participants

Rating 4

Future Roadmaps



Thank You!

Prototype Artifacts



 Diana L Dong



 Andre Rowe



 Paul M Lyren



 Shradha Maheshwari



 Tina KS Lee

PAPYRUS

