

Better Place App and Responsive Website

Arun Kumar M

Project overview



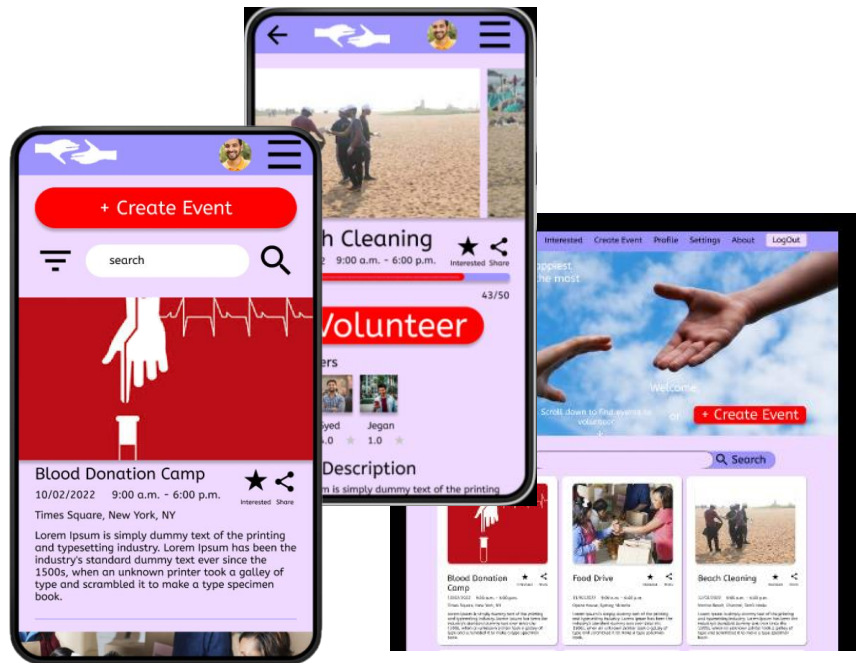
The product:

Better Place is a app create to connect like minded people who want to help the community and give something back. It is basically an app to connect organizers who need volunteers to organize events and volunteers who need to find an event to help the community.



Project duration:

February 2021 to March 2022



Project overview



The problem:

Most of today's youngsters don't have an actual knowledge of what's happening in their community. So even though they want to help their community, they don't know how to participate in social welfare events and organizers often end up without enough volunteers to conduct the events successfully.



The goal:

Design an app that will bring like minded people who want to help the community and facilitate the process of volunteering in events for volunteers and finding volunteers for organizers.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research that most of the people who want to volunteer don't have enough information about events and organizers not being able to find volunteers for their events.

Persona : June



June

Age: 29

Education: Bachelor's degree

Hometown: Miami, Florida

Family: Single

Occupation: Fashion Designer

"I want to help make the world a better place. I would like to donate some money to charities and also help the community by volunteering for welfare events"

Goals

- To find out about public welfare events in her community to volunteer and join them
- To find charities to donate to them

Frustrations

- Can't find an way to find out about these welfare events and volunteer for them in time before it starts. Can't find any charities to donate to them.

June is a 29 year old Fashion designer by herself in Miami, Florida. She is a good citizen and wants to give something back to the community. She wants to donate money to charities and she wants to volunteer in welfare and charity events to help the people. But she cant find any events before it finishes and needs a way to find some of these events and join them and help the community.

Persona : Dave



David

Age: 48

Education: High School

Hometown: California, LA

Family: Wife and two kids

Occupation: Entrepreneur

“I can’t find enough people to volunteer in my social welfare events and often find myself short handed. I need a way to find people like me who want help the community by volunteering in my events”

Goals

- To find people to volunteer in public welfare events he organizes.

Frustrations

- Can’t able to reach the necessary exposure to find enough people to volunteer in the events he organizes.

David is a 48-year-old entrepreneur and social activist. He lives with his wife and two kids in LA, California. He organizes public welfare events regularly and helps people in his community. But most of the times he couldn’t find enough people to volunteer in his events and ends up short handed. He needs help finding volunteers in time for his events and help the people of his community to make it a better place.

PROBLEM STATEMENT

June

June

user name

is a/an Fashion designer / good citizen

user characteristics

who needs

Find public welfare events in her community

user need

because

She wants to volunteer in them

insight

PROBLEM STATEMENT

Dave

Dave

is a/an Social activist

user name

user characteristics

who needs

To find volunteers to organize public welfare events

user need

because

He needs volunteers to organize events.

insight

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Better Place app.

Competitive audit

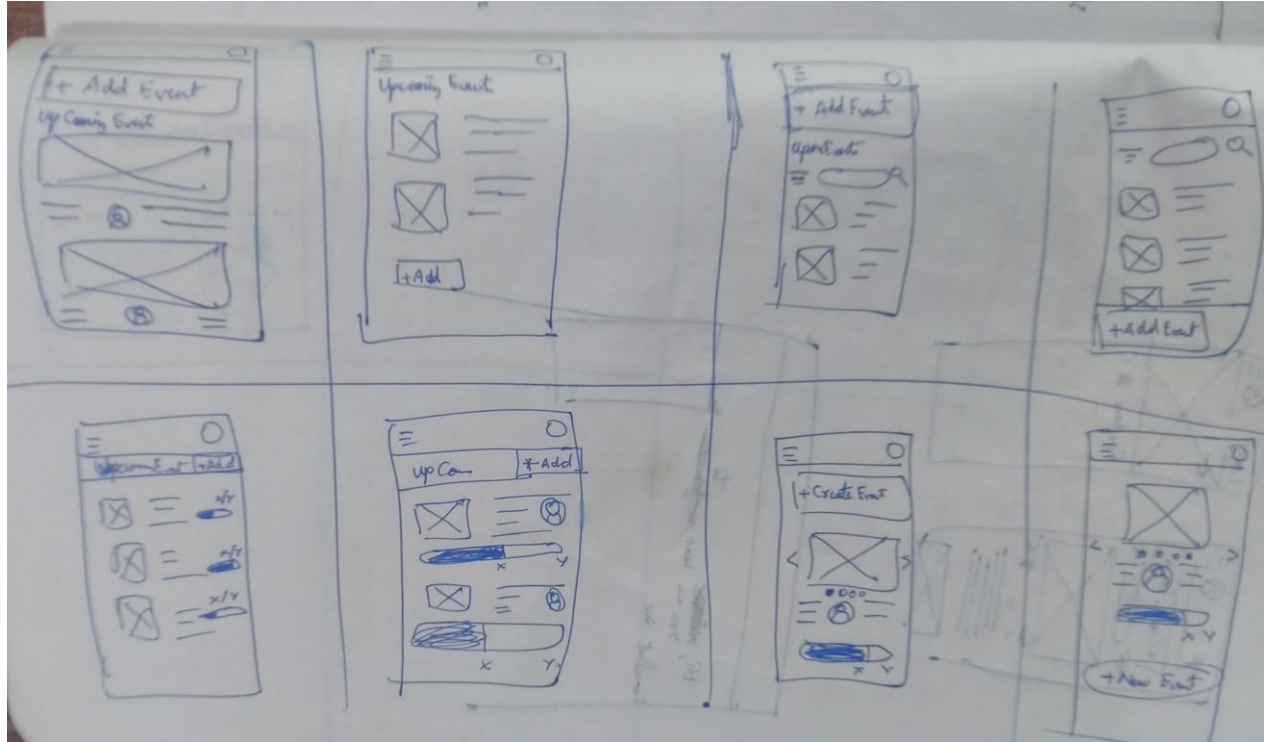
Competitive audit goal: Identify and understand the effectiveness of applications currently used to organize and volunteer in events.

General information							
Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price <small>(\$ - \$\$\$\$)</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition
Facebook	Direct	Worldwide	Social Media Platform \$	www.facebook.com	Large	Everyone	"Bring the world closer together"

UX (rated: needs work, okay, good, or outstanding)								
First impressions		Interaction				Visual design	Content	
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
RATING + Easy to navigate - Need to search a bit to find the events option - No filters to find events based on time and date	RATING + Easy to navigate - Need to search a bit to find the events option - No filters to find events based on time and date	Good	Good	Good	Good	Outstanding	Friendly and unformal	Good

Ideation

I did a quick ideation exercise (crazy eights) to come up with ideas for the better place app.



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Better Place app. These designs focused on quickly filling up and submitting the application for volunteering.

Top half of home screen contains a button to create event so that organizers can easily start creating an event straight away after they open the app.



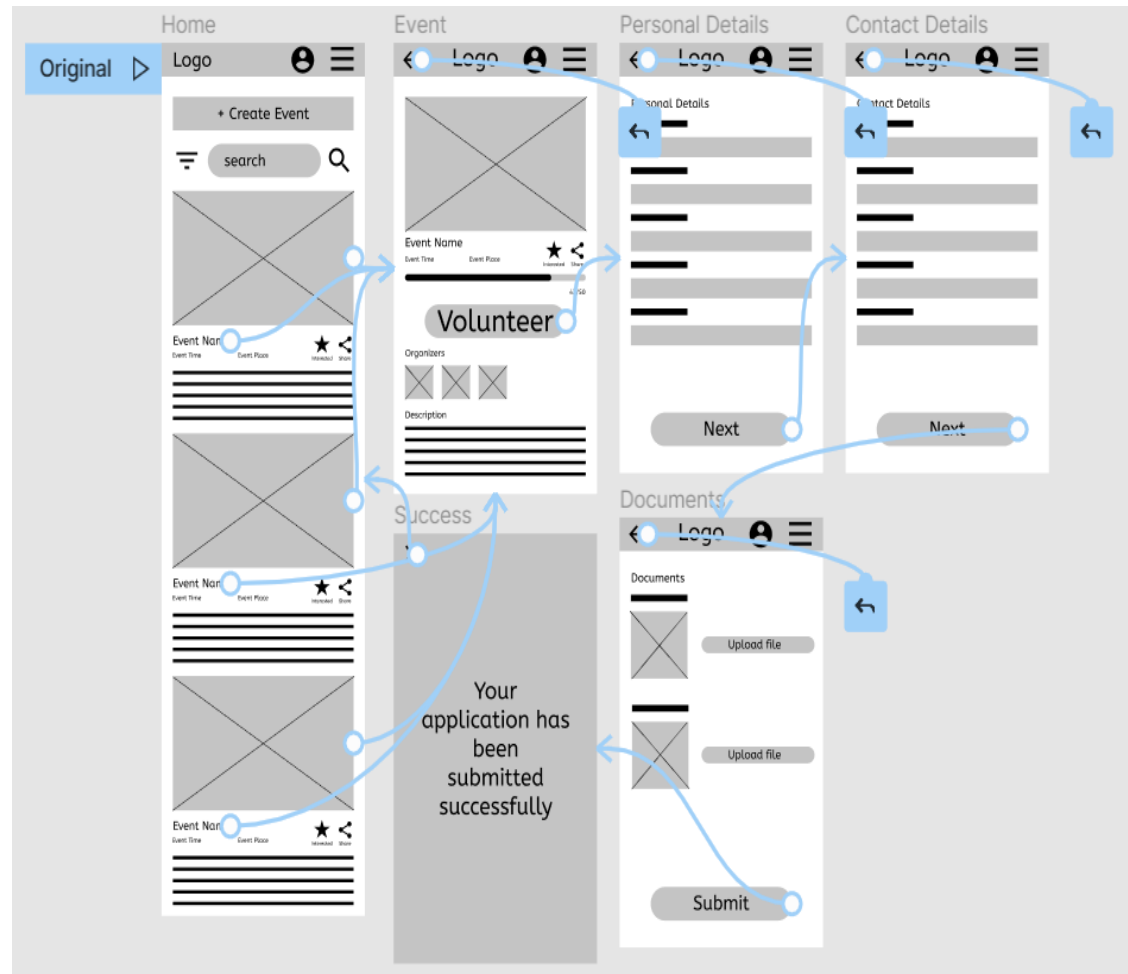
Easy access to app features from global navigation

The other part of the home page contains all the upcoming events that the user can volunteer in

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of submitting an application to volunteer for an event

View [Better Place's low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Chennai, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Verification

People want to review the details they entered in forms to make sure they are correct.

2

Questions Board

People need to ask question about the event before volunteering

3

Organizer Ratings

People wanted to know about the organizer's reputation before volunteering

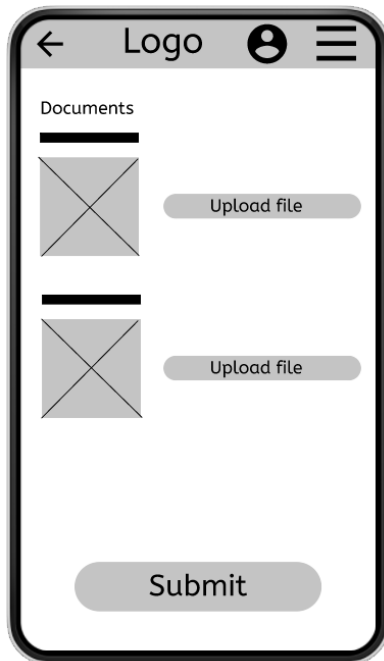
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

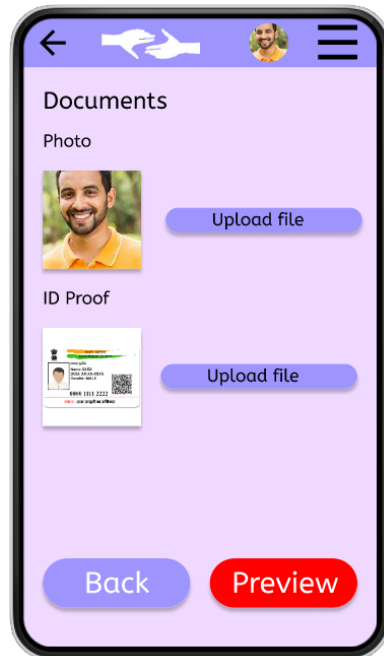
Mockups

Based on the insights from the usability studies, I applied design changes like providing a review page before submitting form.

Before usability study



After usability study



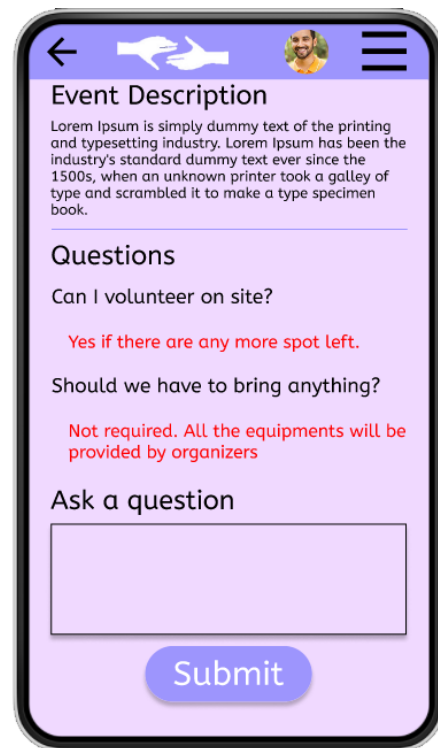
Mockups

Additional design changes included adding a questions section for volunteers to ask questions about the event to the organizers.

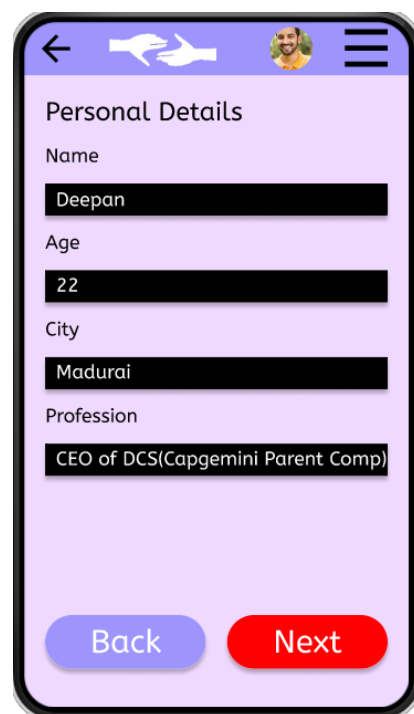
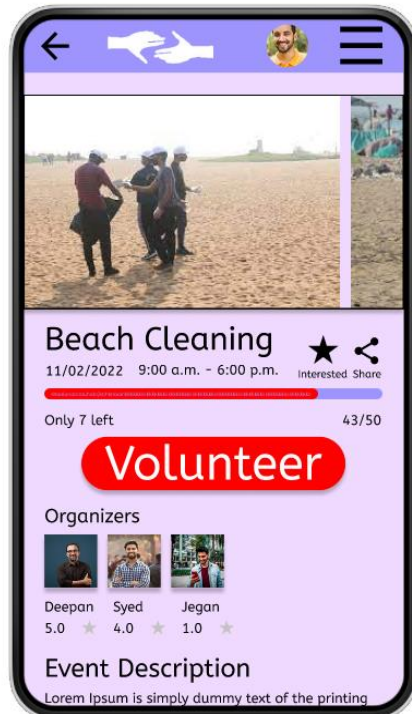
Before usability study



After usability study



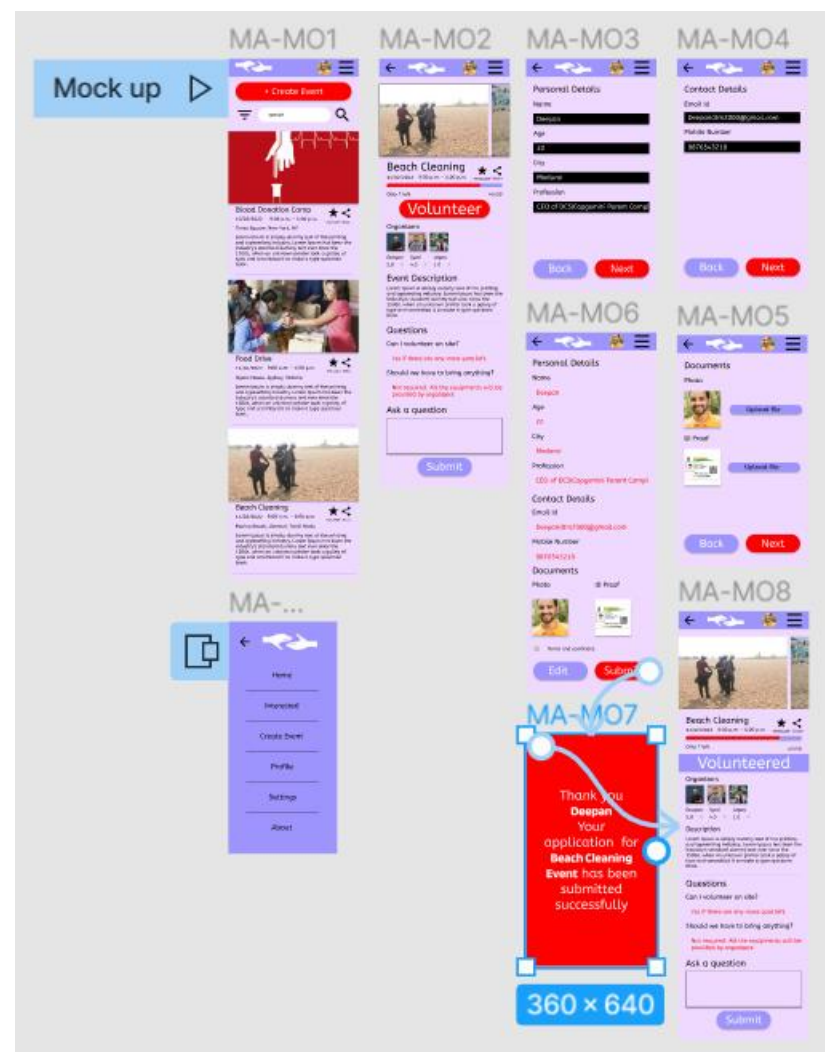
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the Better Place's [high-fidelity prototype](#)



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus Having an accessibility option of one right handed mode or left handed mode to help users use the app easily. The above designs are on right handed mode and the designs will be inverted for left handed.

3

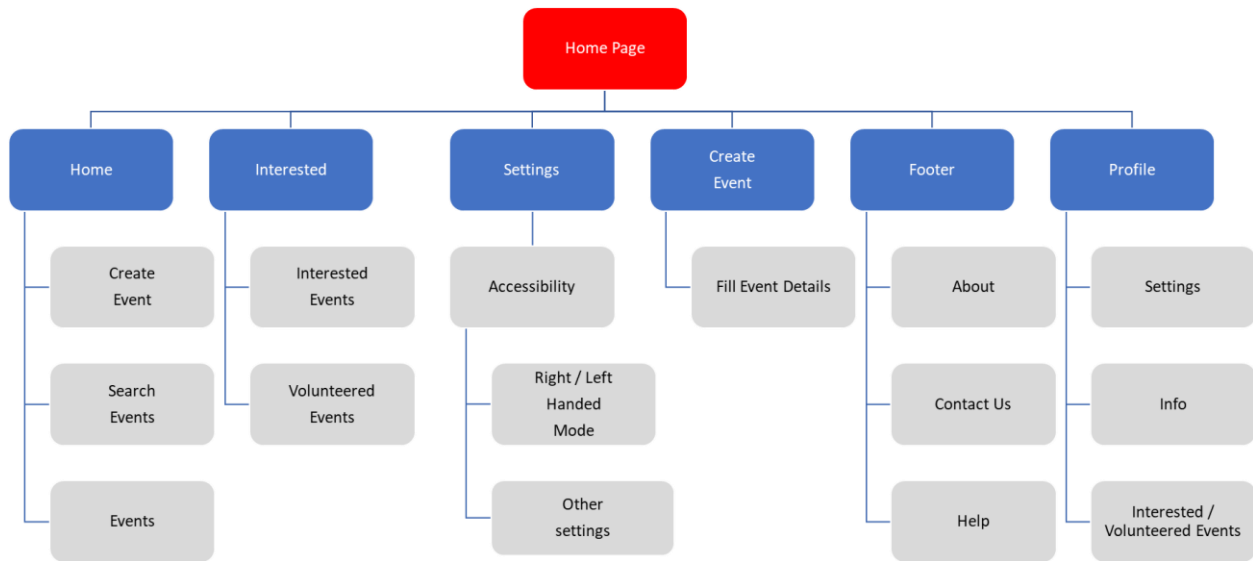
Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Better Place sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



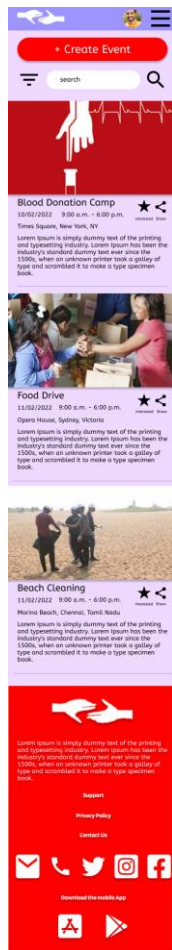
Responsive designs

The designs for screen size variation included mobile, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

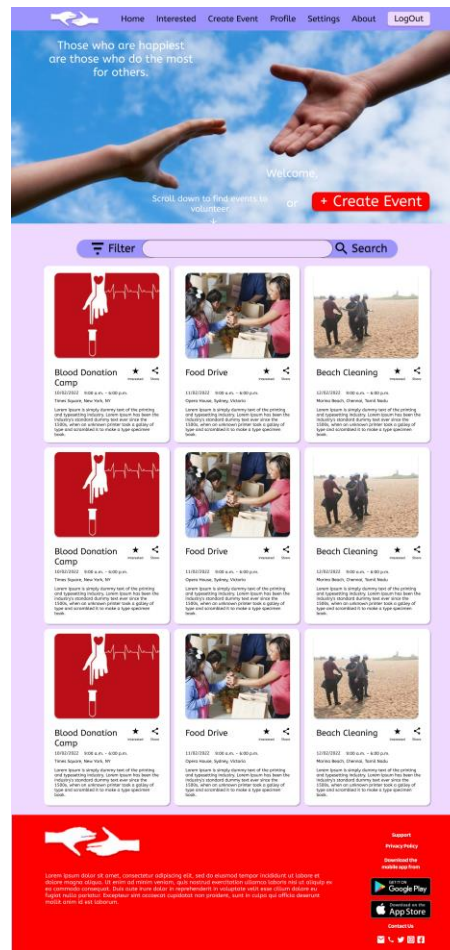
Links for prototypes of responsive design:

- [Mobile](#)
- [Desktop](#)

Mobile website



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app helped them to actually know what is happening in their community and functioned as a tool to help the community. One quote from peer feedback was that “the Better Place app helps working for the community a bit easier.”



What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal to conduct successful events.

2

Add more resources for users to conduct more events.

3

Provide incentives and rewards to users who successfully volunteer in events.

Let's connect!



Thank you for your time reviewing my work on the Food Saver app! If you'd like to see more or would like to get in touch, my contact information is provided below.

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