

SOUP

Optimizing the donation collection process.

Becca Stanger

... once masqueraded as a fluffy pink monster for Halloween. It was epic, but not nearly as epic as her creating the final paper prototype from our final brainstorming session.

Brian Carlo

... revealed his true viking form one Halloween night. He has since returned from the hallowed halls of Valhalla to bless us mere mortals with Volume 2 in the Scenarios of Soup comic strip series.

Danielle Dai

... dressed up as Sriracha for Halloween last year. When she wasn't busy making all foods more delicious, she was spicing up our personas with images and tangy backstories.

Todor Tzolov

... once hugged a really large pumpkin. He lit up Soup from within by carving out some compelling scenarios. Surprisingly, however, he never provided pumpkin spice lattes.

Ricky Holtz

... went to a marching band competition as a rather bad werewolf one Halloween. Fortunately, the moon is waning, so he was able to transform some personas and howl at other UIDD teams.

Brainstorming happened organically and in large groups. Some key sessions were:

October 6, 1:30-2:30: Becca, Brian, Ricky, Todor, Danielle

October 14, 2:30-4:00: Becca, Brian, Todor, Danielle

October 14, 7:00-10:30: Brian and Ricky

October 15 6:00-8:00: Danielle, Todor, Ricky, Brian, Becca

Personas



Jon Tran

25. Male. In a relationship. Introvert. No children. College graduate. Savvy tech user.

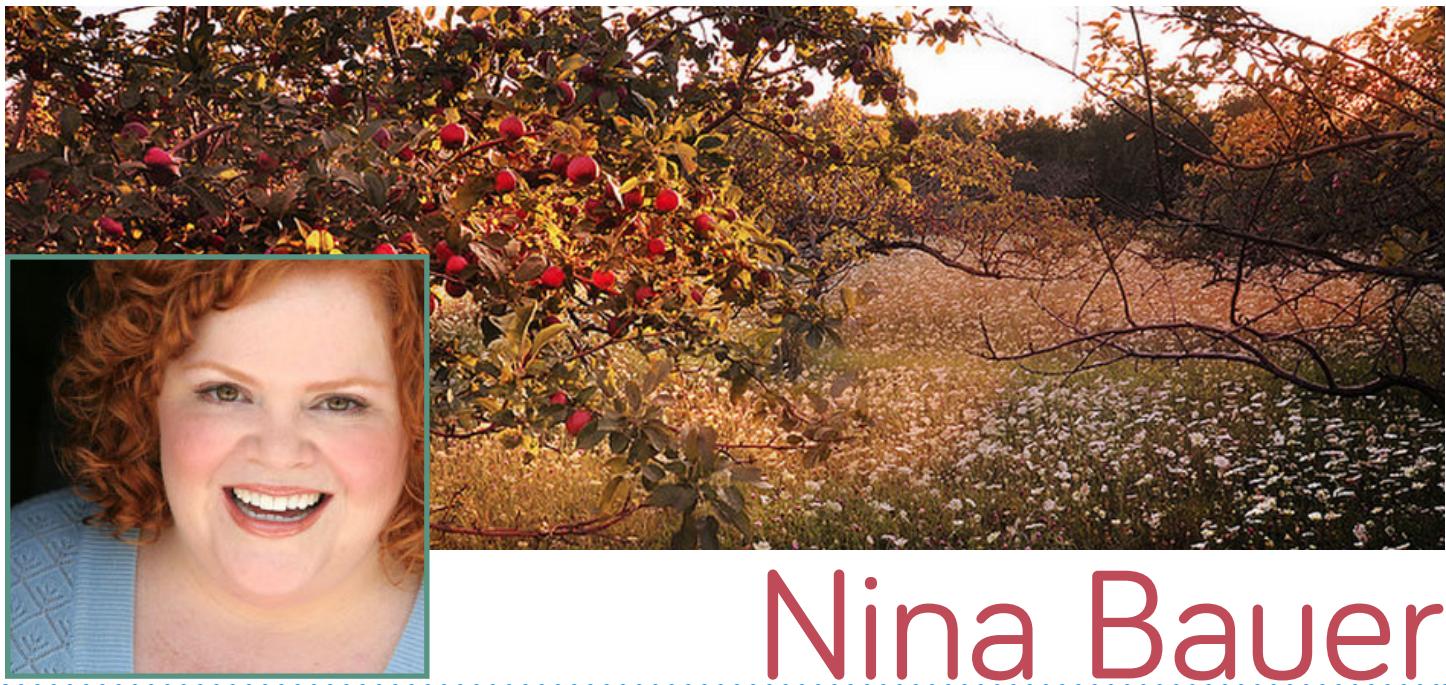


Jon is from Cupertino, but even as a kid he knew he wanted to get out of the South Bay. Last year he graduated from Long Beach State and moved back to the Bay Area after landing a social media marketing job with a startup that works with databases. He's happy with his apartment, but it's in Millbrae, which is still a little slow but way cheaper than trying to live in the city. He's dating a high-school friend, Charlene, but they're taking it slow. Charlene is still living in Berkeley, where she just finished undergrad. Their relationship is a good distraction from the post-grad blues, and they love to splurge on an occasional Bloomin' Onion at Outback Steakhouse. They like to meet up in San Francisco and explore the city, and maybe head to their respective areas of the Bay if the city ends up being boring. Usually, though, this means Charlene bringing him to Berkeley or Oakland for something like First Fridays. He knows it's probably good for him to get exposed to the arts and stuff, Jon's biggest focus, beyond his new career, is bass fishing. He spends most weekends testing new rigs and competing in small tournaments. He drives a Toyota Yaris, but it's not big enough to haul all his gear. Someday he wants a Subaru with all-wheel drive.

Jon has to admit that his work life challenges him without consuming him too much. He didn't really anticipate that going in, since he was more focused on getting a job in the first place, but it worked out for the lifestyle he wanted. There's even a nice lady named Nina with a funny accent who's always joking with him about his fishing. It can get a little irritating when she jokes about his catch after a bad weekend, but he knows it comes from a good place, so he'll usually just smile and continue working. He's still happy that he doesn't need to work in a cubicle.

Most of Jon's friends from high school stuck around the South Bay. It seems like all his buddies - especially his new friends at work - are early adopters of interesting tech like GoPro, Google Glass, Pebble watches, etc. He particularly likes the GoPro, but it's mostly because he likes the videos people make with them. Jon borrows his friends' cameras from time to time for his fishing tournaments and snowboarding trips. Charlene is more of a do-gooder type. She's always bugging him to pitch in on Indiegogo campaigns or tag along to Habitat for Humanity, which thankfully overlaps with most of his fishing trips. As far as Jon's concerned, he'd rather donate his money than his time, which he's kind of embarrassed about. He once asked Charlene if Kickstarter counted as doing good, and she got a little frustrated at him for trying to skirt around the idea of service. For Christmas, he wants to surprise Charlene by finally joining her at a Habitat event.





Nina Bauer

47. Female. Married. Extrovert. Three children. Some college. Casual tech user.



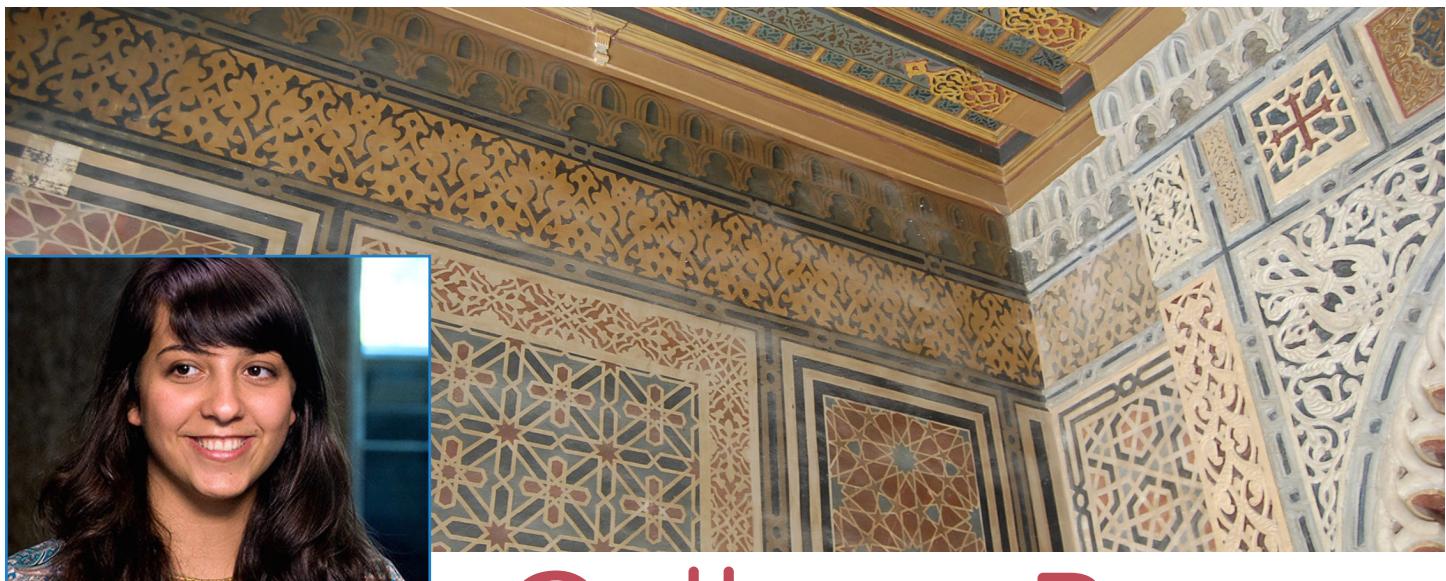
Nina works as an administrative assistant for a startup that works on enterprise databases, but she's not really into the whole tech thing. She got her first smartphone a year ago, an LG, but she hasn't downloaded too many apps except for Candy Crush. She spends most of her day answering the phone and routing calls, answering e-mails, and organizing company functions, like ordering cakes to celebrate longtime employees' birthdays. She loves cats, and she never misses her kids' school plays. Her favorite lunch treat is a turkey sandwich from Subway and a Diet Coke, but usually she just brings leftovers to the office.

Nina grew up in Wisconsin, where her mom was a teacher and her dad worked for a factory that produced automotive belts. Looking back, she can't help but feel a little nostalgic about the charm of her childhood. Things in the Bay Area always feel just a bit too rushed, and everybody is so busy thinking about the future that no one hardly takes the time to enjoy the moment. Heck, outside of her birthday cakes, it seems like traditions don't mean anything these days — what about that movie night she's always talking about? Or maybe an office prom, or, ooh, even a knitting circle if that's what it would take. The folks in the office mention "hackathon" parties from time to time, which sounds intimidating — but Halloween is coming up. Being around such a young and tech-savvy crowd is secretly a little invigorating, but sometimes that Silicon Valley spirit is enough to make a girl abuse the cooking sherry.

Anywho, after high school, Nina attended college for two years but fell in love and moved away to California because her boyfriend got a job at IBM. Her parents were skeptical, but she married Jim, and now they have three kids: Samantha, Kurt, and Anne. So, the grandparents are content. Nina would definitely call herself a people person, but she's not a social media person. Most of her friends don't have accounts. Recently, though, she's been exploring cake decorating ideas on Facebook and Pinterest. She also found some fun subscription services to a monthly wine club, which is a nice little treat. She secretly dreams about starting her own small business once all the kids are off at college.

Recently, though, her company received an investment from a venture capital fund that fancies itself to be "socially driven" and requires that all of its companies actively contribute to their community. So the CEO, to whom Nina reports directly, has asked her to start a tradition, and make an annual holiday donation drive. Nina helped manage a few one-off holiday food drives for her office in the past and ended up putting in way too many hours to get everybody to participate, leading her to stay late at work and away from her family during the entire pre-holiday season. It was stressful and put a real damper on her Yuletide spirit. Since this will now be a recurring project, she's eager to figure out a system that requires less effort but still delivers results.

 Skip to my Lou 35 Pins Follow	 Handmade Chiarisse 101 Pins Follow	 Creativebug 24 Pins Follow	 Chloe Jo Davis Girleegirl... 129 Pins Follow	 Betty Goodin 113 Pins Follow	 Jennifer 176 Pins Follow	 Valentina The Baking F... 310 Pins Follow	 cha cha 103 Pins Follow	 Sim Libb Follow
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Collette Barton

19. Female. Single. Extrovert. No children. College student. Casual tech user.



Collette attends the University of California, Berkeley, where she's majoring in Near Eastern Studies. Despite her origins as a Pre-Haas student, she found her studies soulless. All talk about the invisible hand, contracts, and some vague concept of "professionalism" that seemed a little forced. Fortunately, she had pursued her interest in Arabic and Middle Eastern culture as a way to edge her way into the world of international business, while also exploring her heritage on her mother's side more deeply. By the end of her first year, though, she found herself enamored with the lyricism of Arabic, and the richness of a region steeped in thousands of years of culture. She dropped her pursuit of Haas, declared Near Eastern Studies (NES) as a full plan of study, and never looked back.

But Collette didn't come to Berkeley just to study. When she found out that she got into Berkeley she screamed so loudly that her dog started barking and her dad ran into the kitchen to help. He assumed it was a bug. Collette HATES bugs. As he read the letter, however, he practically screamed, too — but he opted to hug her instead, proud that his daughter had earned such an incredible opportunity. Growing up in a small suburb of Chicago, most people in the neighborhood just wanted to stay close to home and buy a house within 50 miles or so — if they were feeling adventurous. Collette is the daughter of a first-generation immigrant and a military officer, though. As far as she is concerned, travel and adventure are in her blood.

Saying goodbye to her family, including even her horrid little brother, was tough. She spent the entire plane ride missing his stupid little 13-year-old face, but by the time she landed at SFO, she found herself swept up in a brand-new life. There was so much going on that she could barely find time to be nostalgic about Chicago. Within the first few weeks, she was going out for formal sorority recruitment with her roommate, Alex. It was an incredible experience meeting so many outgoing and accomplished women, and the worst part was having to choose at the end of each night. It all came down to Kappa Alpha Theta (Theta) and Alpha Omicron Pi (AOII), but AOII won her heart with its lovely symbols and incredible philanthropy (arthritis, the leading cause of disability for women).



Collette recently began her second year at UC Berkeley. She has a major she loves, a couple of friends around campus, a whole lot of sisters in her sorority, and even though she gets homesick every once in a while, things are going surprisingly well for her. Last year, Collette lost in an officer election, but this semester she has her eye on Philanthropy Chair. If she gets the position, she's going to push studying abroad off for a semester, so she's going the extra mile to get the girls excited about their community service this year. The sorority is about to use a fun new app to make a huge donation to a local charity, and while Collette isn't in charge, she's eager to get involved and do as much as she can to make everything work out. In the meantime, though, she has plenty to deal with outside of AOII — she's starting Advanced Arabic, and she just signed up to try out for a dance team at the urging of Alex, who she's rooming with again this year!

Lo-Fi Prototypes



Ingredient Confirmed

SOUP

UC Berkeley | School's Back to School Recipe

About Help Jon ▾

Chefs

Invite

Your Ingredients

Updates

**Boba got 10 shirts
Stacey can't get shoes
Going volunteered for 6 bags**

Master Chef

Contact

Mixing Event

Oct 20, 2014
6-8 pm
Board Room B

Export to my Cal

Join Maybe Decline

see who's going

About Education Unlimited

40%

20 Days left

10 Ingredients left

10 2 in binders

20 black pens (Bent)

15 mechanical pencils (Sara)

4 backpacks (Ken)

6 boxes crayons

6 staplers

9 lunch boxes (Tracy)

13 glue sticks

6 2 in binders

4 2 in binders (Jon)

15 mechanical pencils (Sara)

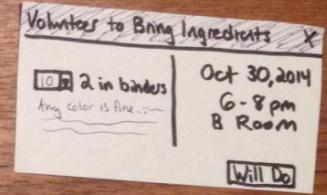
4 backpacks (Ken)

6 boxes crayons

6 staplers

9 lunch boxes (Tracy)

13 glue sticks



Jon gets the email link page from Nina and agrees to get four two-inch binders.

2.1 Feed Block

1 school
Yahoo
Kwanza

SOUP

Optimizing the Donation Collection Process

Enter Your Zip Code Find a Recipe

HOW WE WORK

Recipe NOV 8

Oct 8

6:00 pm
6:15 pm
6:30 pm
6:45 pm
6:00 am
6:15 am

TIP

Pick when you want to collect the recipe ingredients.

SELECTED:

- Back to School Education Unlimited
- 10 2 in binders
- 20 black pens
- 15 mechanical pencils
- 4 backpacks
- 6 boxes crayons
- 6 staplers
- 9 lunch boxes
- 13 glue sticks

UC Berkeley | schools Back to School Recipe

We let Education Unlimited know you're cooking!

20 Days left 10 Ingredients left

Mixing Event

Oct 20, 2014 6-8 pm Bond Room B

Export to my Cal! Join My Party

About Education Unlimited

Invite

Your ingredients

Updates

Boba got 10 shirts
String can't get shirts
Giving whatever to boba

Master Chef

Contact

Invite

Start This Recipe

Education Unlimited

About

Recipes

- Kindergrates Class Supplies
- Music Class Field Trip

www.education.com

Nina signs up for a recipe and invites people to it.

SOUP

About Help Collector

Your Next Ingredient:
4 binders
Sat Nov 8, 6-8 pm

Oct 7	20 Socks 1 School Education Unlimited
Oct 8	10 girls shoes Yahoo SFC Homeless Shelter
Oct	3 twin bed sheets

Oct All 1 School Yahoo Kiwanis

SOUP

UC Berkeley | School's Back to School Recipe

Chefs

Invite

Your Ingredients

Updates

Master Chef

Contact

Mixing Event

Oct 20, 2014 6-8 pm Bond Room B

Edit Ingredients

Done

Ingredient Details

- 10 2 in binders
 - 20 black pens (Bent)
 - 15 mechanical pencils (Sarah)
 - 4 backpacks (Ken)
- 6 boxes crayons
- 6 staples
- 9 lunch boxes (Tracy)
- 13 glue sticks

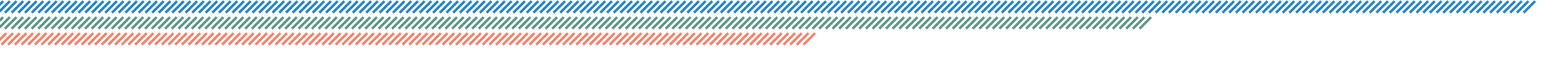
40%
20 Days left
10 Ingredients left

About Education Unlimited

Bob got 10 shirts
Stacey can't get shoes
Craig volunteered for 6 bags

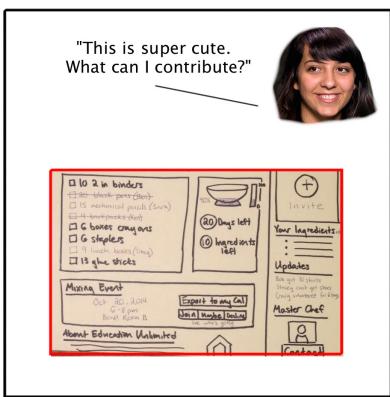
Realizes she has to fly home earlier than expected in December and needs to cancel any ingredient commitments she made for December for her wide variety of social groups.

Scenarios



Souperstar Sister

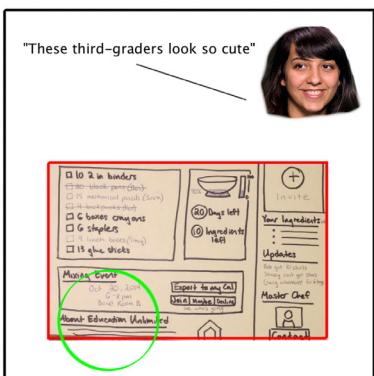
Collette gets an e-mail from a sorority sister about a back-to-school donations drive for a local elementary class. She clicks on the link, which takes her to a simple sign-up page for Soup. Then she gets into the main focus of the app.



1. Collette lands on the wish list for the elementary school classroom her organization will sponsor.

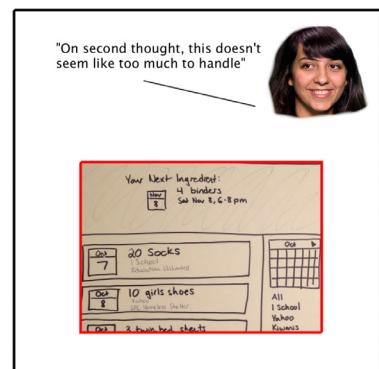
2. Collette decides she can handle a donation as simple as 13 glue sticks, so she checks that box on the recipe.

3. Now Collette can see the glue sticks in her side-panel dashboard, which includes lots of helpful information, like how to contact the person organizing the drive.



4. Collette finds out more about the classroom they're sponsoring. Now it feels a little more real to her.

5. She sees helpful information about when and where to drop off the glue sticks — it's a fun event!



6. Collette also has access to a calendar page that reminds her of when to drop off her glue sticks. Any other donations she signs up for will show up here, too.

Soup Boss

Nina's boss asks her to run a donation drive for the office. After reading a quick tutorial on Soup and creating an account, she gets into the nitty-gritty of the app.

"I'd rather not drive into San Jose ... "

Enter ZIP code ...

95014

Homeless Kits

Canned Food Drive

"I think canned food might be better for the office?"

"I guess I never thought about all the different kinds of cans there are."

Recipe: Canned Food

1. Nina enters her ZIP code to find nearby sponsors of pre-loaded recipe cards. "recipes" for donation drives.
2. Nina browses all the potential

3. Nina picks a recipe card that might fit her organization's expectations — a recipe for a canned food drive. She peruses the wish list of donation items and gets to learn a bit about the agency that sponsors the recipe — a local food pantry.

"Hmm ... I do like parties"

DATE! _____
TIME! _____

Make it an event!

"So many options ... "

— DASHBOARD —

"This is exciting!"

Recipe: Canned Food

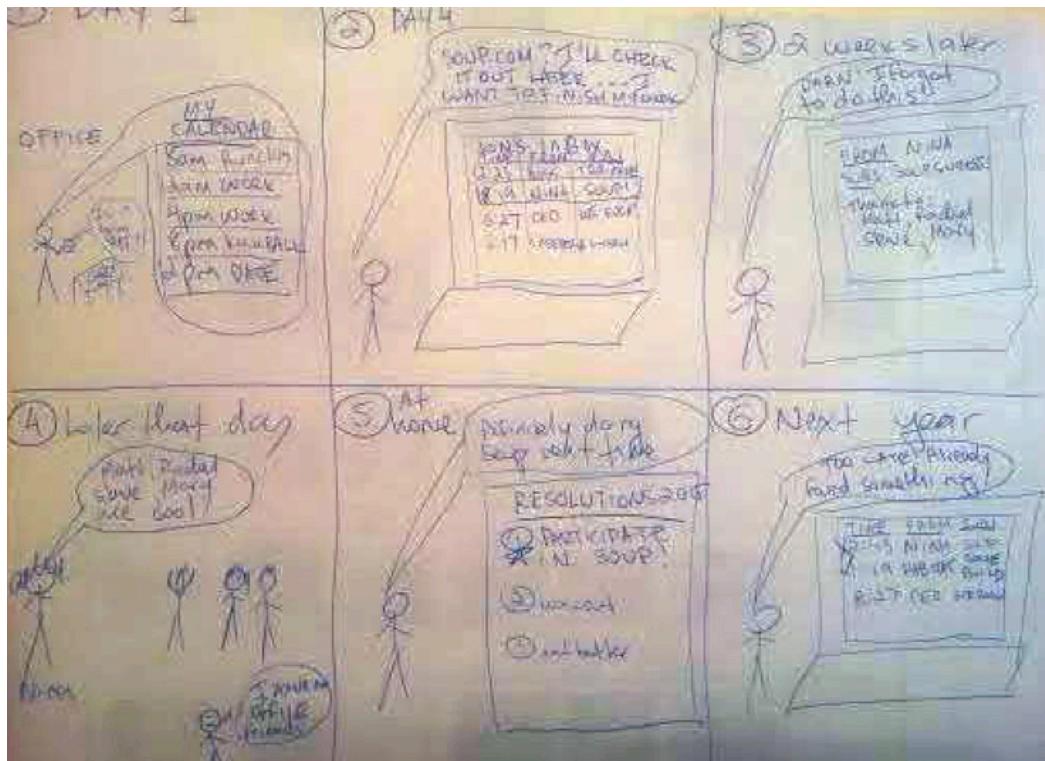
4. Nina decides to move forward and sets some of the must-haves for the donation drive — especially a deadline for her officemates to assemble the goods ... and maybe make it into a fun event.

5. After confirming that her office will take on the challenge, Nina is given an array of options to e-mail her co-workers about signing up for the drive and keep track of the donation drive's progress.

6. Nina can also go to the main recipe card and check in on individual donation pledges by her peers.

Burnt Soup

.....
Jon fails to donate to Soup.



1.Jon recently started work at Nina's company. He relocated to be closer to work and has been trying to leave at 5pm each day to get to know the town and meet people, leaving him laser focused on core responsibilities at work.

2. On his 4th day, Administrative Assistant Nina sends him an invite to participate in an office fundraiser on Soup.com. He has a look but is unclear on how it works and decides to look at it later at home.

3. Being active after work, Jon never gets around to looking at it and is frustrated when he hears that the fundraiser ends successfully two weeks later but without his participation.

4.Nina hosts a staff meeting to recognize fundraiser participants publically and Jon is frustrated he is not one of them because he wants to endear himself to his new colleagues.

5. Jon makes a resolution to definitely participate in the next Soup.com recipe fundraiser.

6. Six months later, while in search for volunteer and service opportunities, Jon joins Habitat for Humanity with the hope of making new friends. A few days later, Nina sends the next Soup.com fundraiser campaign but Jon ignores it, since he has already found a cause.

Reflection

Overall....

The paper prototyping process helped our group narrow the scope of our project. First, we had to pick one particular problem area since we actually had three (or more) potential ones in mind. After discussing the options, we chose to focus on existing social groups that were organizing drives, since we learned the most about that work flow from our contextual interviews. We understood that problem best.

Next, we needed to select which users to focus on. We quickly selected the three user personas we thought would fit best with our model, but then wrestled with choosing the right user to target. Our debating seemed abstract, though, so we went home, reflected, and came up with a prototype of an interface that we thought would accommodate our three users' goals. The next day, we got together and shared the different prototypes. This tactic turned out to be incredibly helpful for our group. Each one of us came up with a different idea on the interface type and user focus. Without planning, Brian and Ricky focused on the nonprofits; Todor and Danielle focused on the drive organizers, and Becca focused on the individual donors. Comparing the complex challenges entailed in each of these systems showed us that we really couldn't try to address all the users' problems within INFO 213. Instead, we wanted to focus on the difficulties faced by one particular user - the donation organizer. With this in mind, it became easier to imagine the primary goal: the user flow of our prototype. Being forced to create a single tangible prototype moved our discussion from abstract conversations to a more specific project idea.

That being said, we still have some lingering questions. Perhaps most importantly, we need to know the limitations of our assumptions. For example, when we began to discuss how exactly a nonprofit would input a wish list we realized that the task would bring up a whole slew of complex problems. Do we let the nonprofit describe their requested goods however they want? Or do we walk them through a categorization process with a controlled vocabulary? Realizing how much time and effort this would demand of our busy nonprofit users, we decided to instead assume that we already had all the data we needed from the nonprofits. Perhaps we could scrape the wish lists from their websites or asked them individually what they needed - but, ignoring how it happened, we had to assume that we had their concrete needs. Instead of asking nonprofits to describe what they wanted, our interface could focus on anticipating the need and addressing it. But now we wonder whether that's too broad of an assumption to make. We needed to narrow down our project somehow and this seemed like a good step, but we wonder if our solution is ignoring aspects of the problem. Perhaps it's good for us to make assumptions and focus for now, but return to these users and flows down the road.

The paper prototyping process has helped our group narrow the scope of our project. But have we narrowed too far? Not enough? We'll have to see.