
Baltimore Volunteers App

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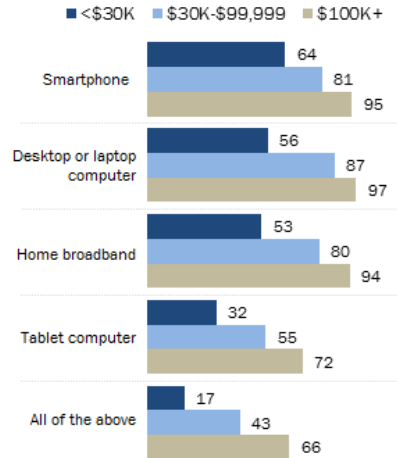
The Baltimore Volunteers mobile application aims to unite normally disparate communities in Baltimore through volunteer efforts. Features include:

- Opportunity for leadership
- Portfolio
- Mentor/mentee



Lower-income Americans continue to lag behind in technology adoption

% of U.S. adults who have the following ...



Source: Survey conducted Sept. 29-Nov. 6, 2016.

PEW RESEARCH CENTER

- Target audience is broad - 18 and over
- Break down the barriers of SES created roles
- Allow individuals and organizations to join
- Keep it simple - design the site and the language for all abilities

Leadership skills gained through volunteering (Gordon & Gordon, 2017)

- Leadership roles in volunteer organizations
- Learn new skills in less stressful environment
- Can be applied at workplace

Practical skills (Levitan-Reid & Campbell, 2016)

- Non-profit housing cooperatives
- Volunteer for different tasks
 - Serving as board members
 - Planning social events
 - Partaking in operational management

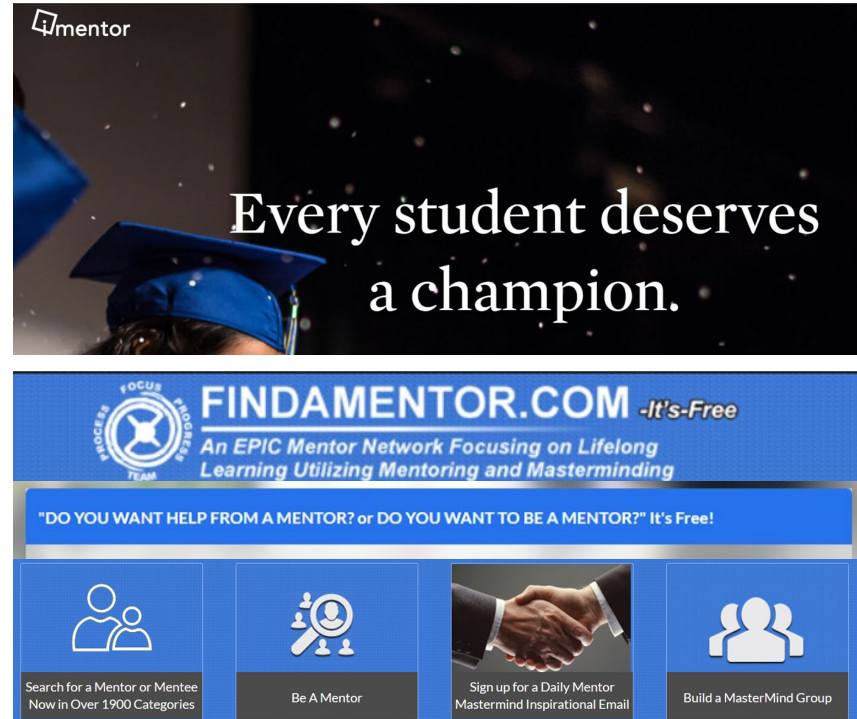
Research Findings Cont'd

Community development corporations (CDCs) (Naparstek & Dooley, 1997)

- Nonprofit organizations aimed at revitalizing these poor neighborhoods
- Focused on making four changes to the communities
 - Their ethnic composition
 - Attitudes of their current residents
 - The way individuals related to one another
 - And their interaction with external entities and institutions

Research Findings Cont'd

- imentor
 - NYC, Chicago, Bay Area
 - Help high students graduate and succeed in college
 - Focused on low-income communities
- Find a Mentor
 - Free self-service tool
 - Over 1900 categories
 - Find mentee/mentor in specific category



The image shows a banner for the Find a Mentor website. The top part of the banner features a graduation cap and the text "Every student deserves a champion." Below this, the website's logo "FINDER FOCUS PROGRESS TEAM" is visible next to the URL "FINDAMENTOR.COM -It's-Free". The tagline "An EPIC Mentor Network Focusing on Lifelong Learning Utilizing Mentoring and Masterminding" is also present. A blue bar contains the question "DO YOU WANT HELP FROM A MENTOR? or DO YOU WANT TO BE A MENTOR?" followed by "It's Free!". At the bottom, there are four blue buttons with white icons and text: "Search for a Mentor or Mentee Now in Over 1900 Categories", "Be A Mentor", "Sign up for a Daily Mentor Mastermind Inspirational Email", and "Build a MasterMind Group".

4mentor

Every student deserves a champion.

FINDER FOCUS PROGRESS TEAM

FINDAMENTOR.COM -It's-Free

An EPIC Mentor Network Focusing on Lifelong Learning Utilizing Mentoring and Masterminding

"DO YOU WANT HELP FROM A MENTOR? or DO YOU WANT TO BE A MENTOR?" It's Free!

Search for a Mentor or Mentee Now in Over 1900 Categories

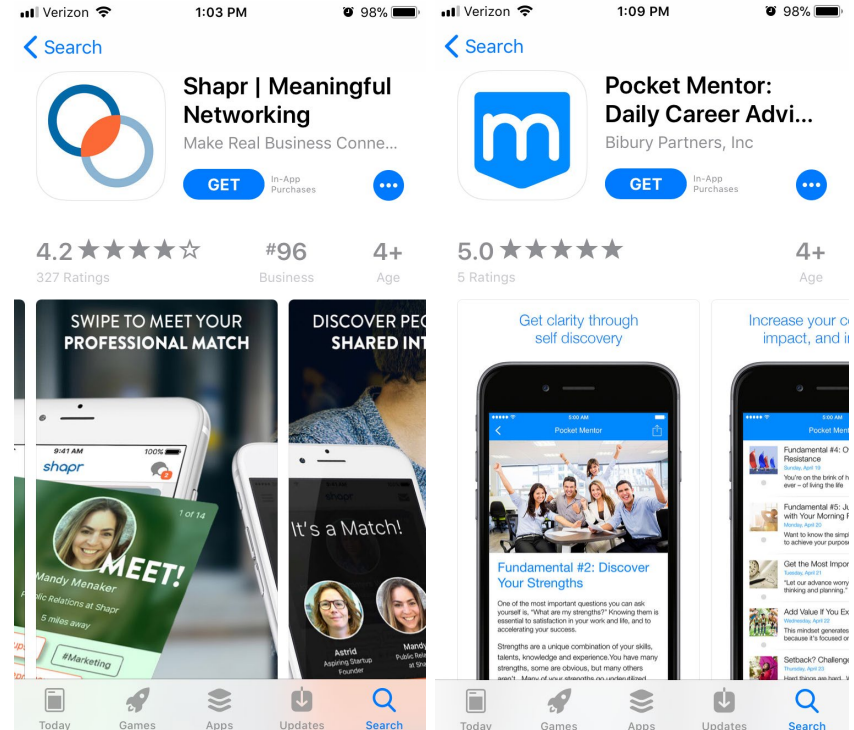
Be A Mentor

Sign up for a Daily Mentor Mastermind Inspirational Email

Build a MasterMind Group

Research Findings Cont'd

- Shapr
 - Tinder version of networking
 - matches
- Pocket Mentor
 - Personal
 - Scheduling, reminders



Research Findings Cont'd

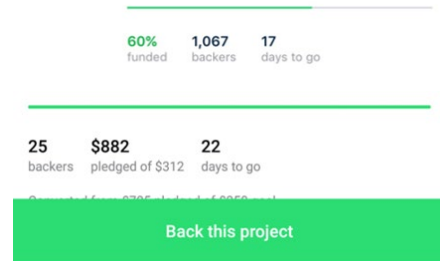
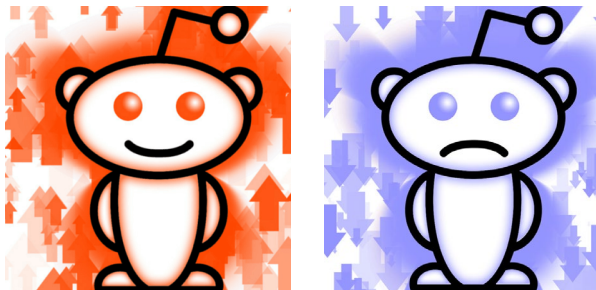
- ACTION Alexandria
 - “Civil action brokering”
 - Featured actions
 - Full time community manager
 - Users could search for available actions & generate new ideas
 - Goals and needs align with community



Design Influences

- Kickstarter
 - Tracking volunteer numbers and interest
 - Generating reward (even if it's just a thank you)

- Reddit
 - Upvote/downvote



KICKSTARTER

TOTAL DOLLARS PLEDGED
\$769 M

TOTAL PLEDGES
10.66 M

TOTAL BACKERS
4.71 M

TOTAL LAUNCHED PROJECTS
112,347

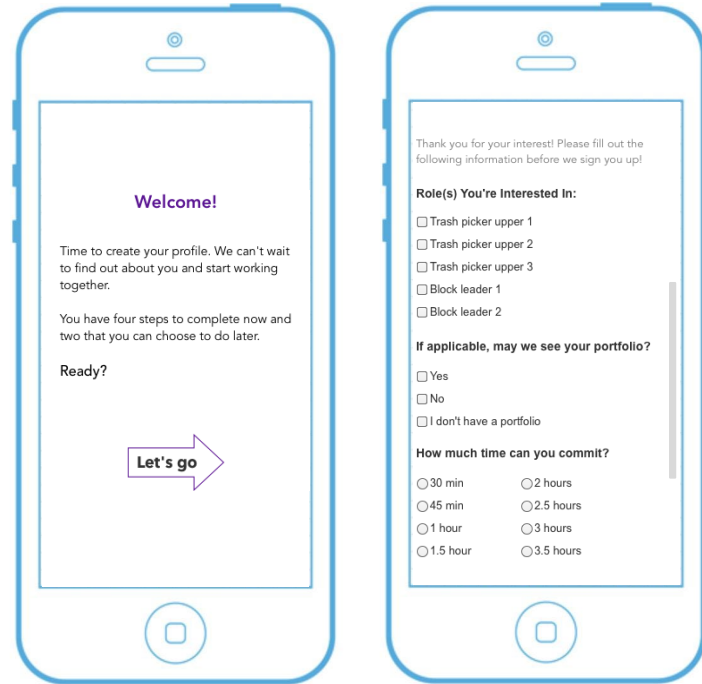
SUCCESSFULLY FUNDED PROJECTS
47,942 [44.01 %]

SUCCESSFUL DOLLARS
\$660 M

UNSUCCESSFUL DOLLARS
\$86 M

Design Findings: Heuristics

- Plain language
- Streamlined page design
- Static text
- Minimalist design
- Good dialogue design
- Mobile interactions = small steps toward larger user goals



Personas



MONDAWMIN

Nicole

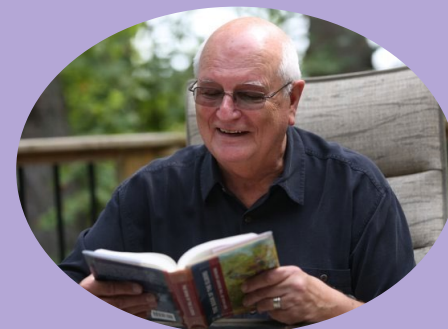
44 years old
Post office employee
Single mother of three
Primary caregiver to her mother
Somewhat tech savvy



HAMILTON

Hank and Asha

27 years old and 30 years old
Hank is in IT
Asha works in marketing
Very tech savvy

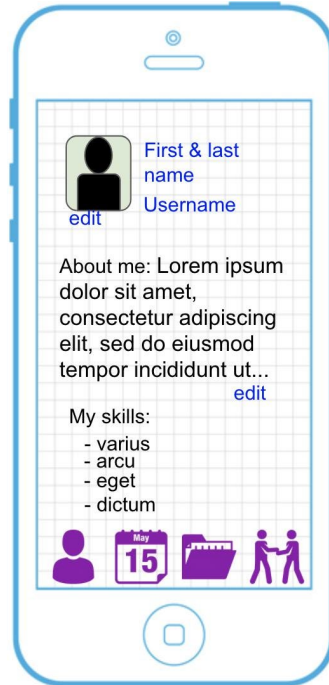
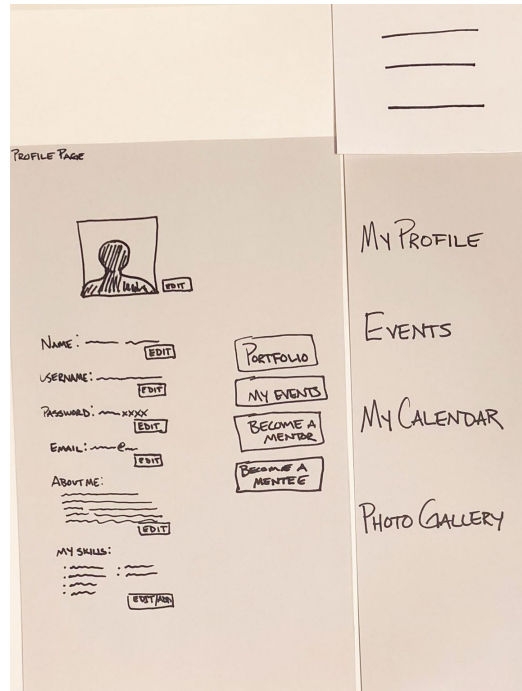


GUILFORD

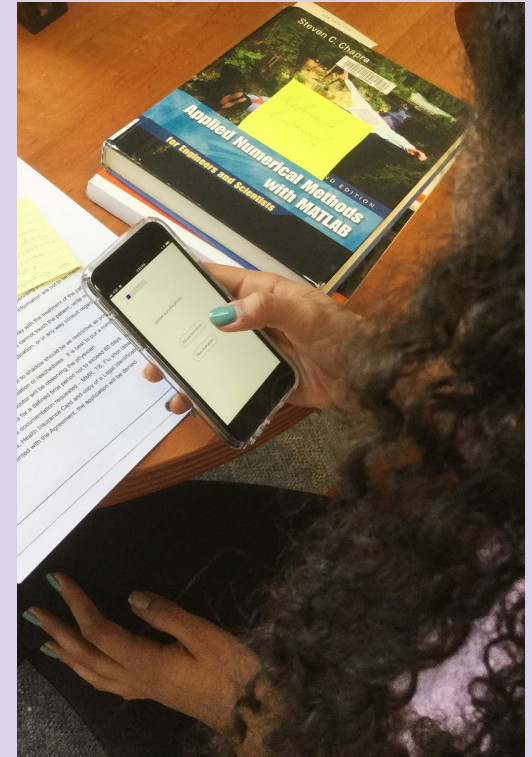
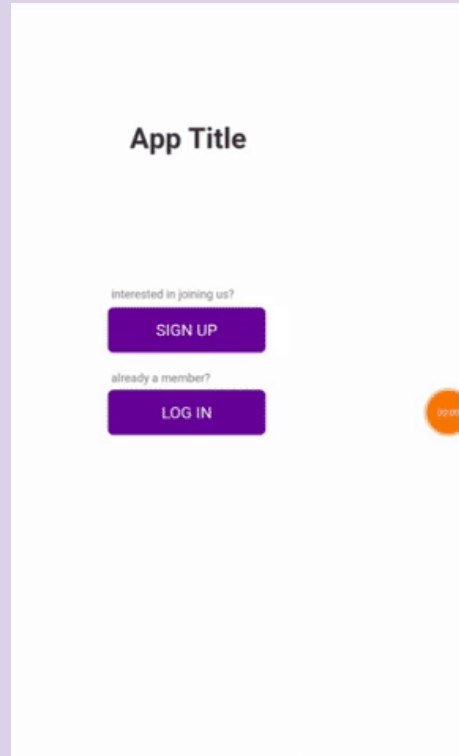
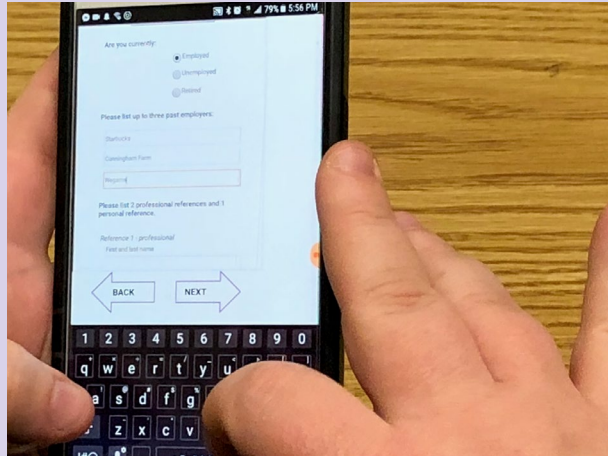
Fred

70 years old
Retired engineering consultant
Okay with technology but is
developing cataracts

Iterative Design



Prototype Testing



Jamie

"I am not the best with technology, so the easier it is, the easier it is for me."



Tell us about you. We want to know who you are and what brings you here.

Im Jamie im 32 and I really like to help people and vounteer in my spare time.]



What are your goals? Think about short-term and long-term.

Change of career, go back to school, and work full time wirh a non profit organization

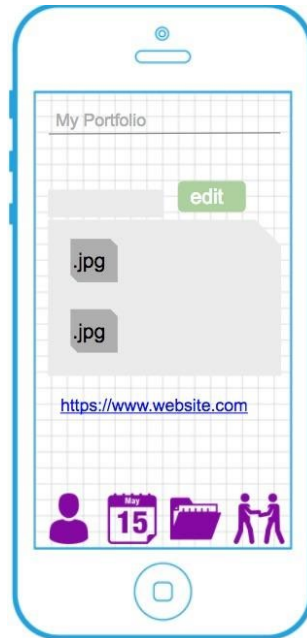
User Testing Findings

Confusing language

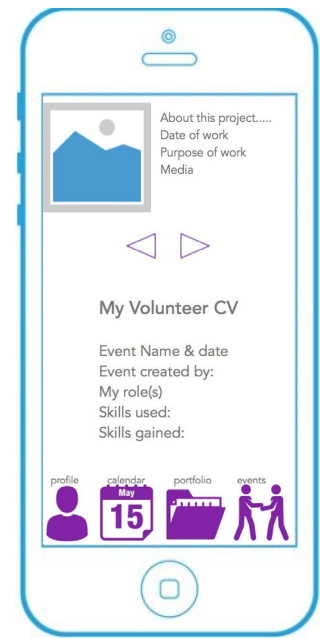
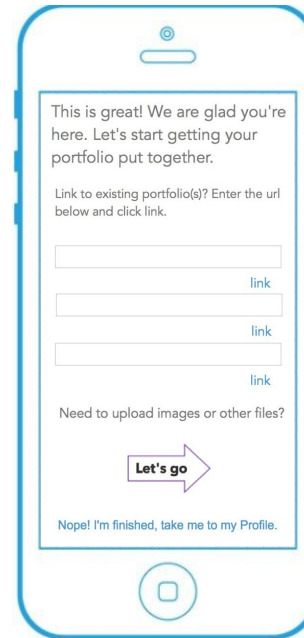
Ease of use and guidance

Notifications and prompts

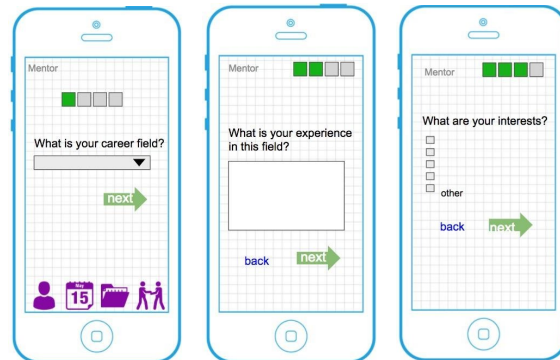
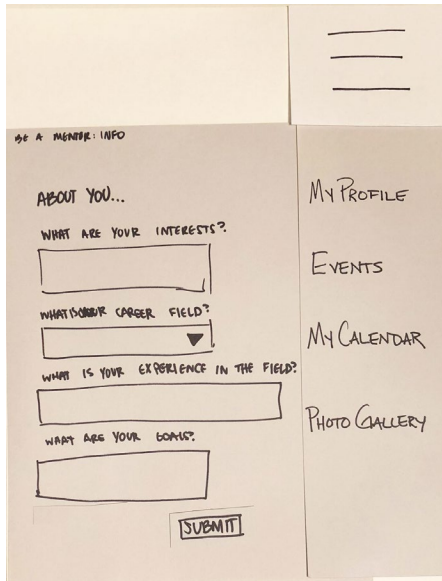
Paper Prototypes



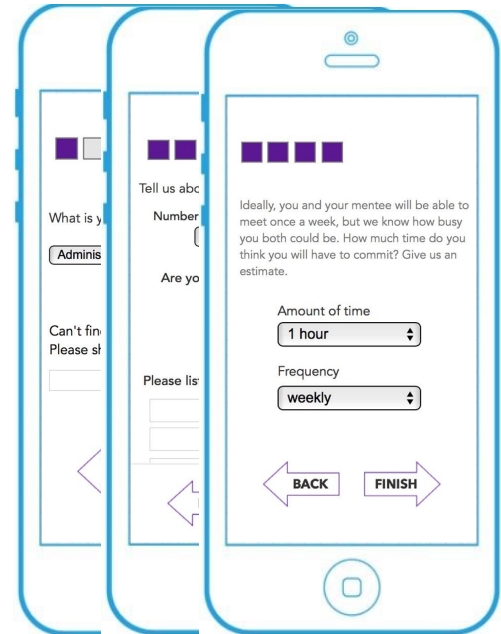
Axure Prototype



Paper Prototypes

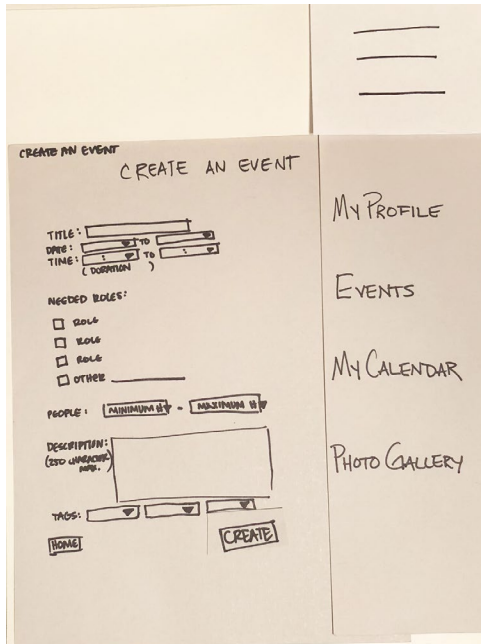


Axure Prototype

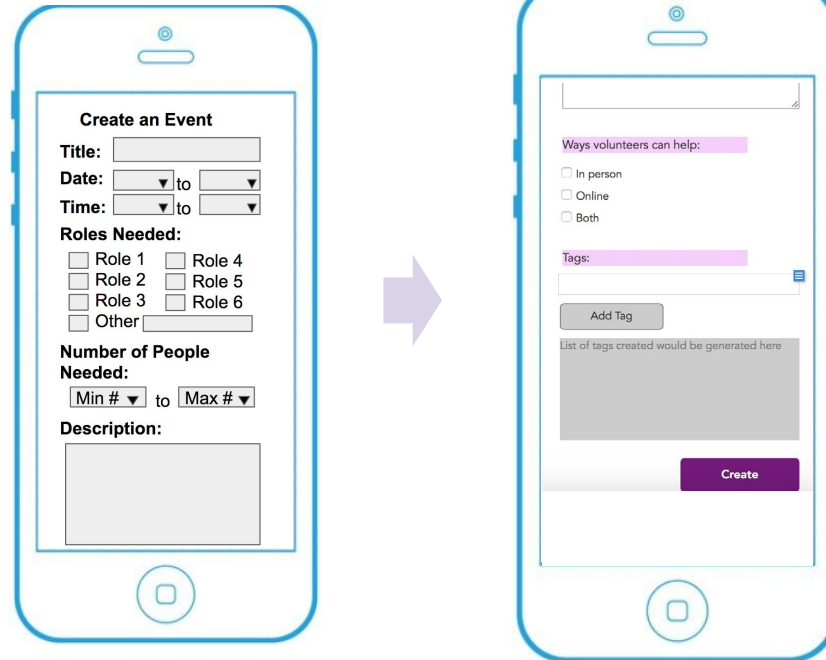


Create an Event

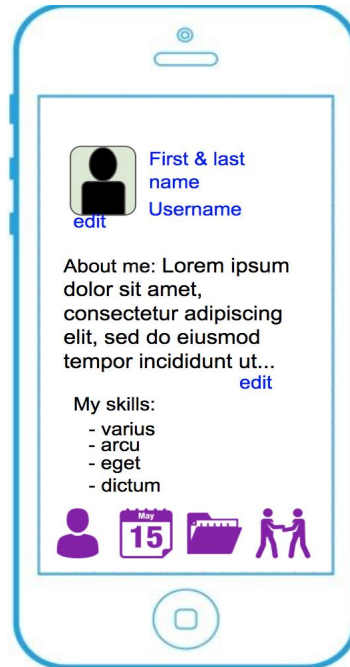
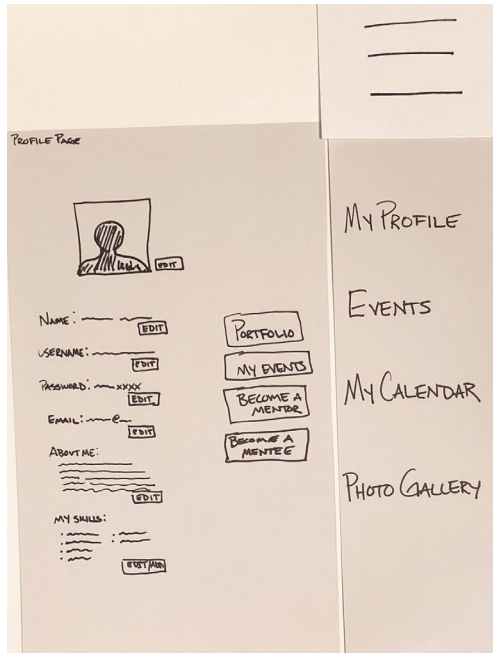
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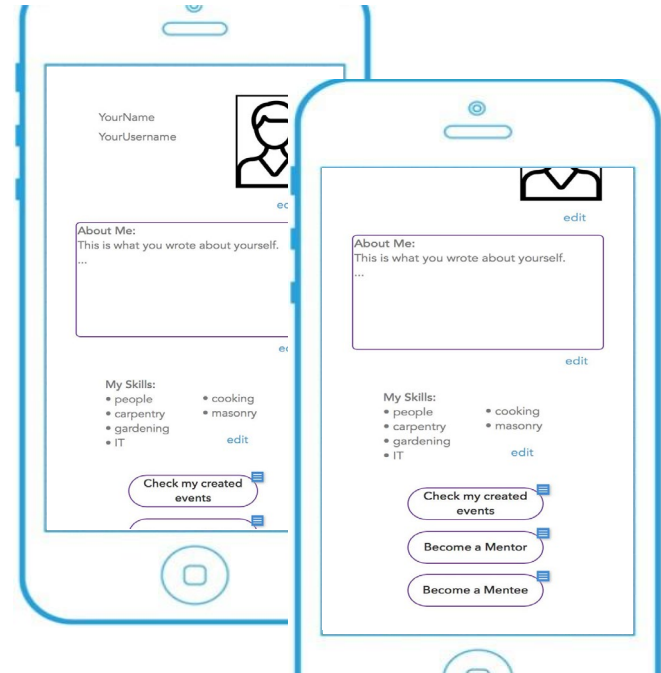
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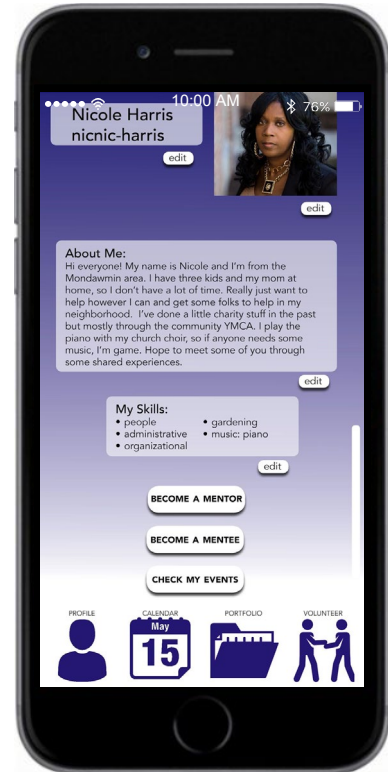
Paper Prototypes



Axure Prototype



High Fidelity: Mock-up



Moving Forward

Mobile-first design - wherever possible use multiple steps to achieve a larger goal

Design for accessibility - plain language, streamlined design

Ease of use - natural action sequences and guiding navigation

Thank you!

Questions?