Baltimore Volunteers App

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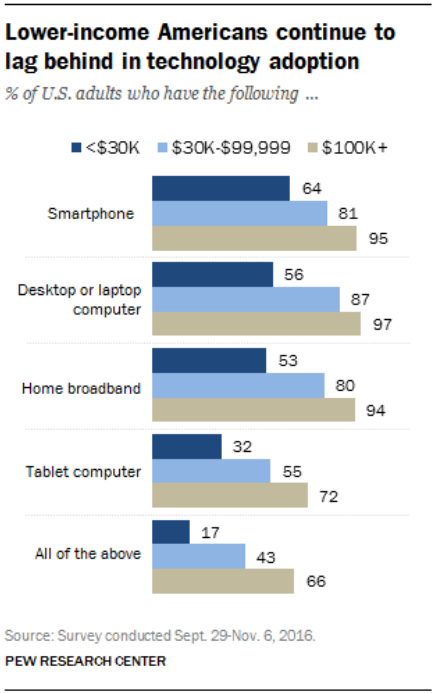
Aim

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

- Opportunity for leadership
- Portfolio
- Mentor/mentee

Aim Cont'd



- 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

Research Findings

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

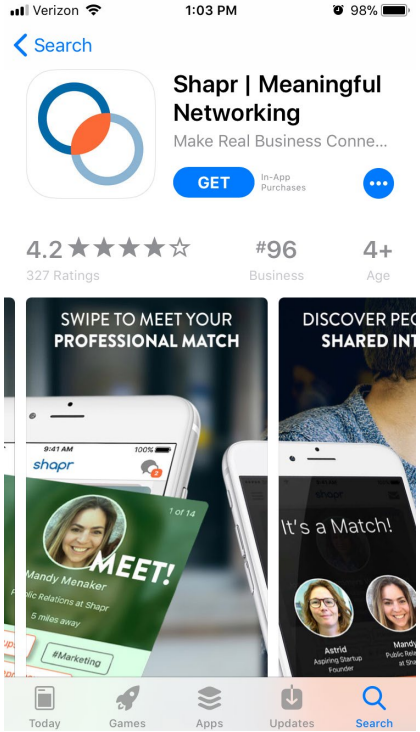
- imentor
  - NYC, Chicago, Bay Area
  - Help high students graduate and succeed in college
  - Focused on low-income communities

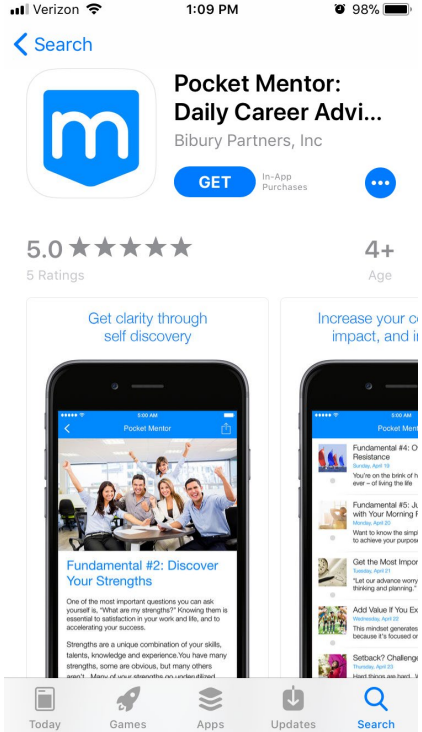
- Find a Mentor
  - Free self-service tool
  - Over 1900 categories
  - Find mentee/mentor in specific category

Research Findings Cont'd

- Shapr
  - Tinder version of networking
  - matches

- Pocket Mentor
  - Personal
  - Scheduling, reminders



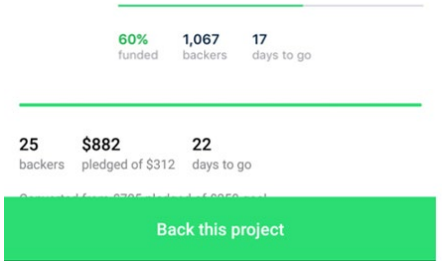


Research Findings Cont'd

- 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

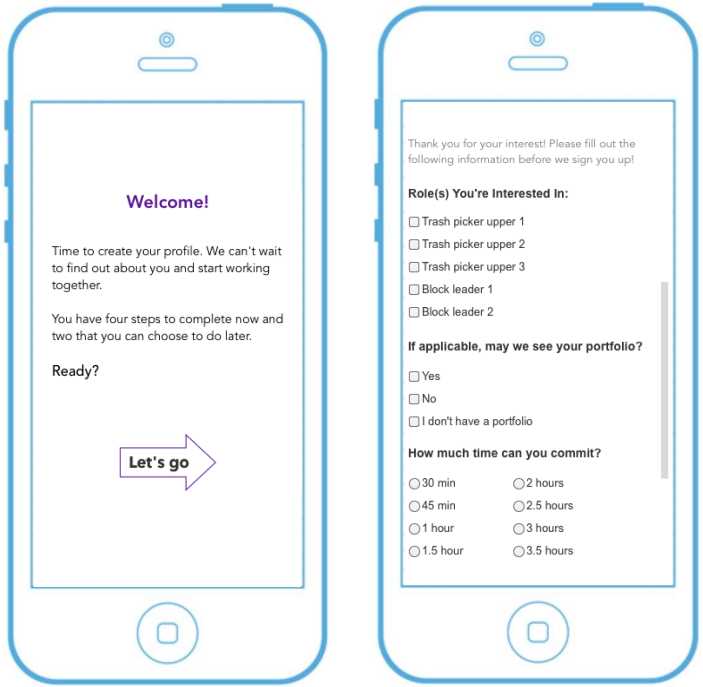
- Kickstarter
  - Tracking volunteer numbers and interest
  - Generating reward (even if it's just a thank you)



- Reddit
  - Upvote/downvote

Design Findings: Heuristics

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



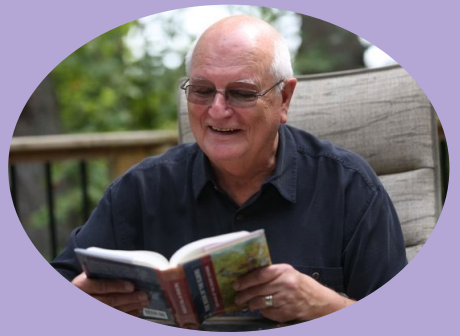
Personas

MONDAWMIN

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

HAMILTON

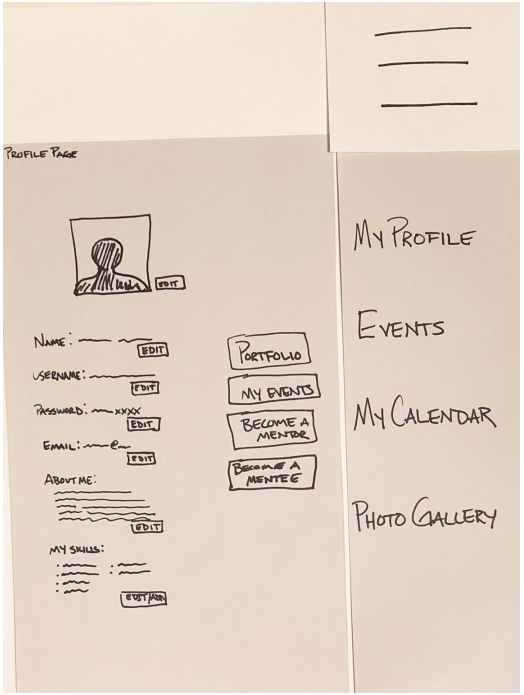
Hank and Asha
27 years old and 30 years old
Hank is in IT
Asha works in marketing
Very tech savvy



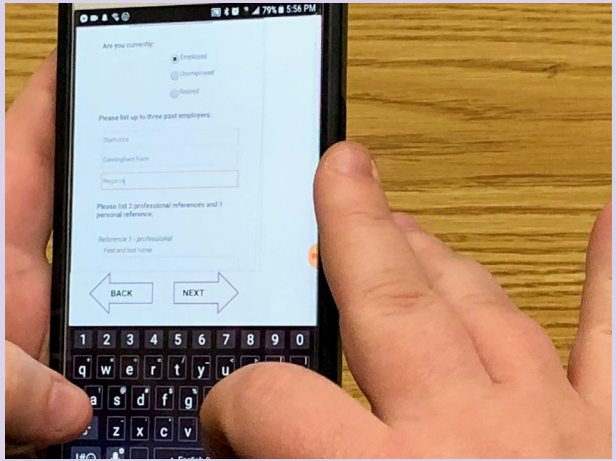
GUILFORD

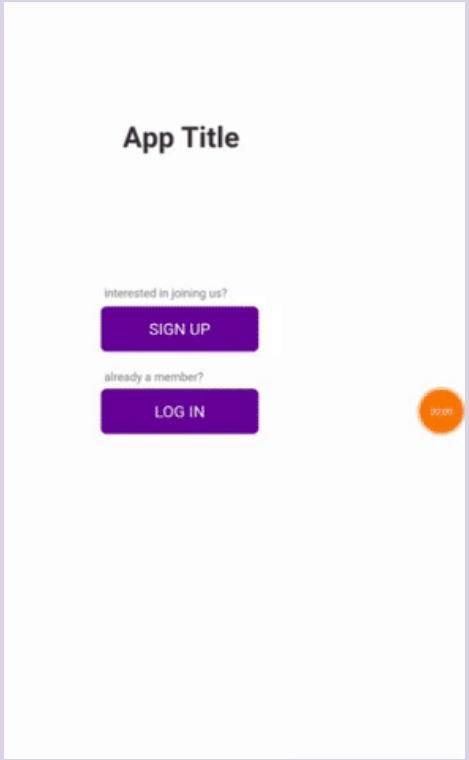
Fred
70 years old
Retired engineering consultant
Okay with technology but is developing cataracts

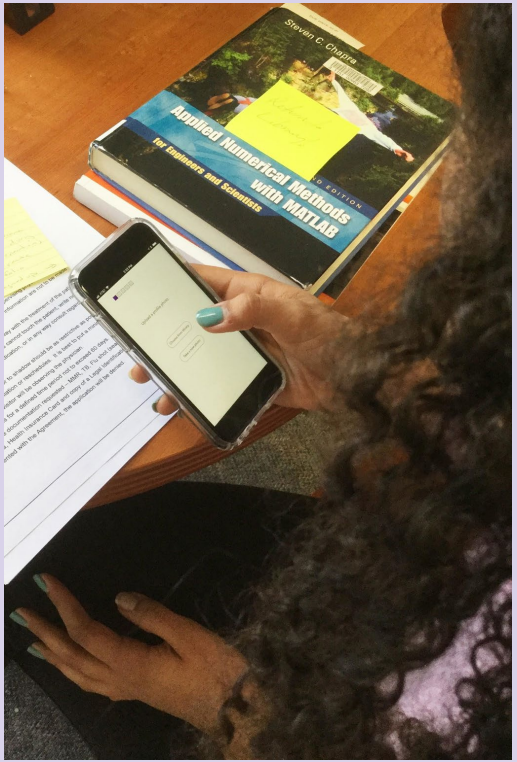
Iterative Design



Prototype Testing







Jamie

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

User Testing Findings

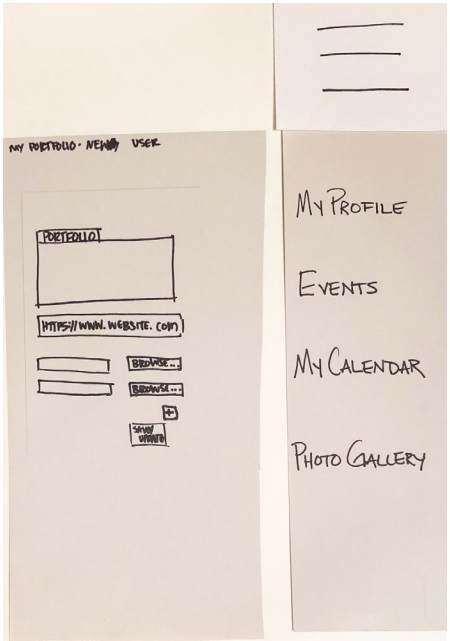
Confusing language

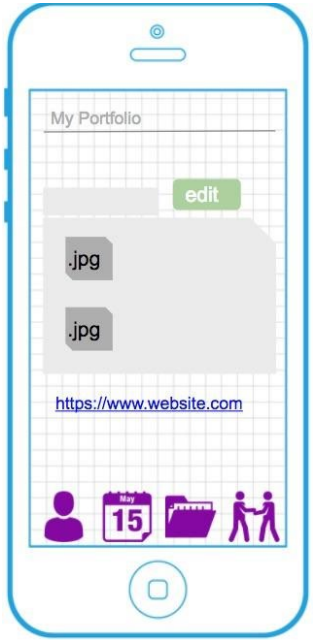
Ease of use and guidance

Notifications and prompts

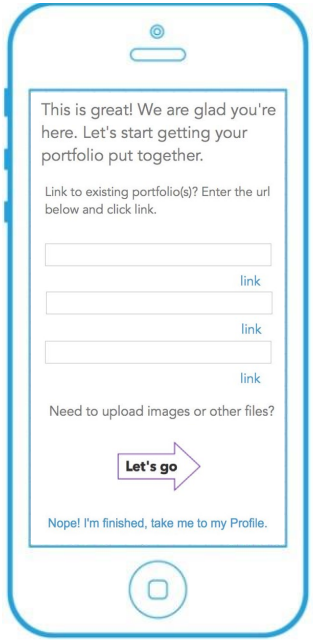
Portfolio

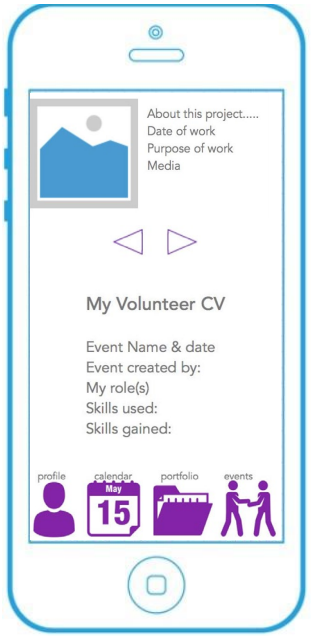
Paper Prototypes





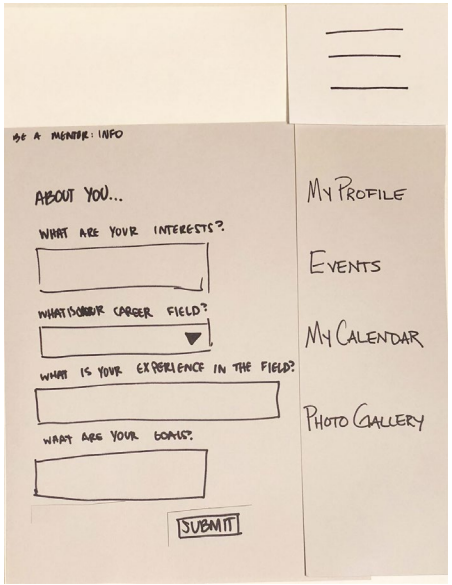
Axure Prototype

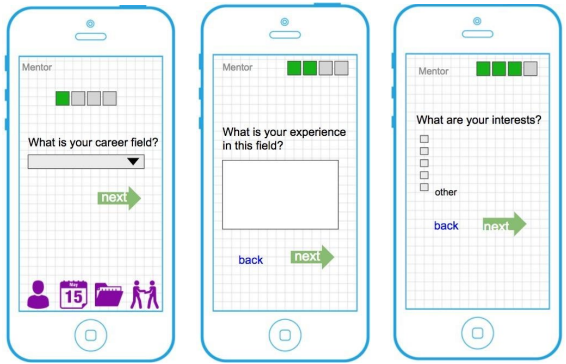




Mentor

Paper Prototypes





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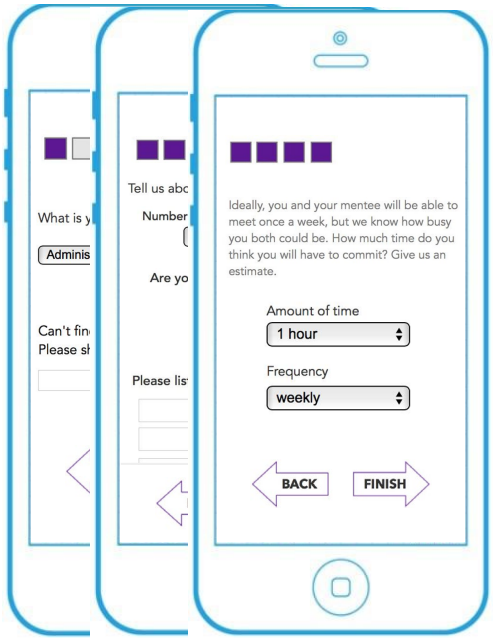
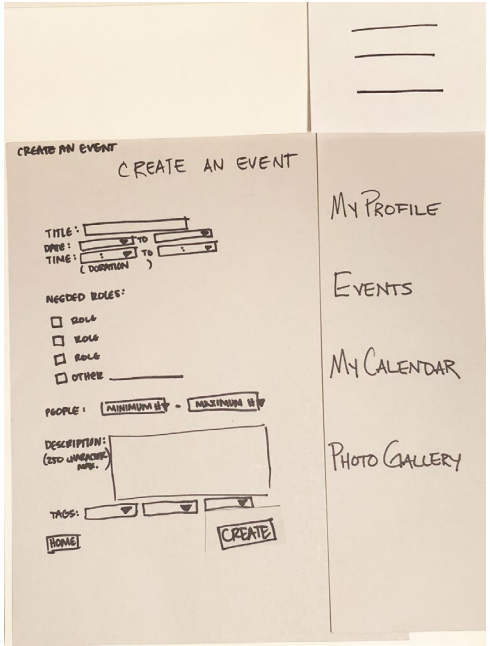
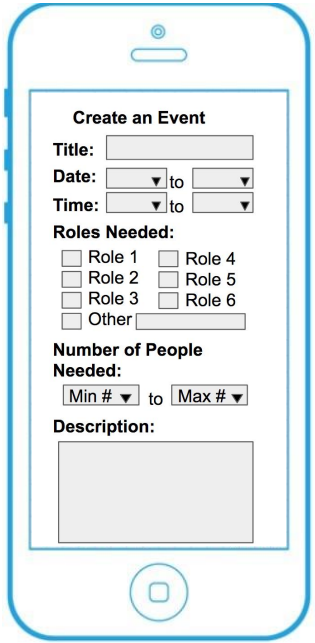


Create an Event

Paper Prototypes





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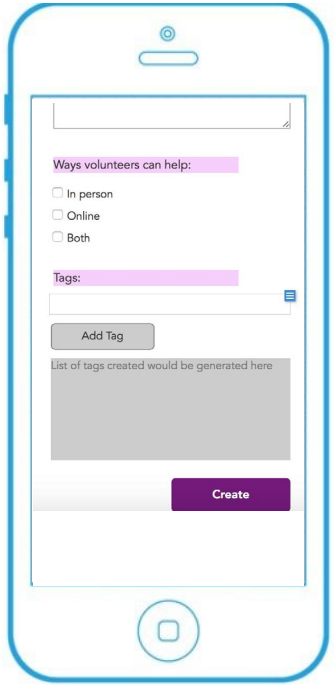
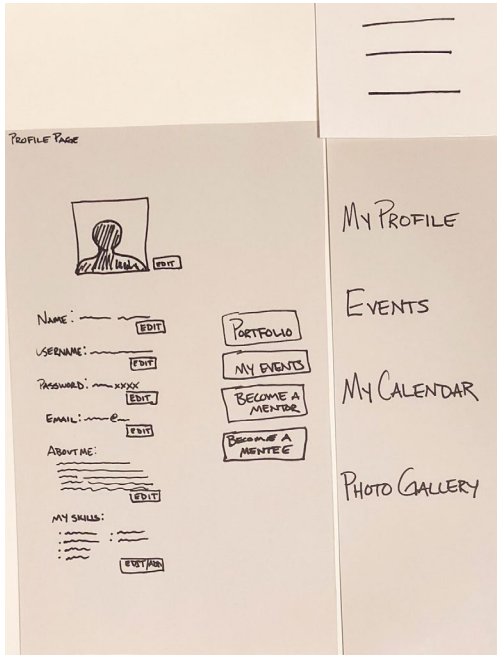
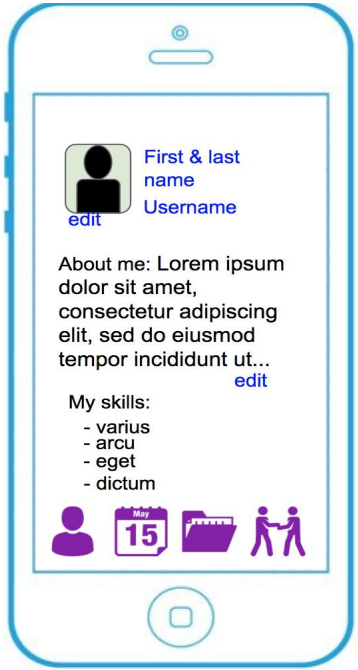


Profile

Paper Prototypes





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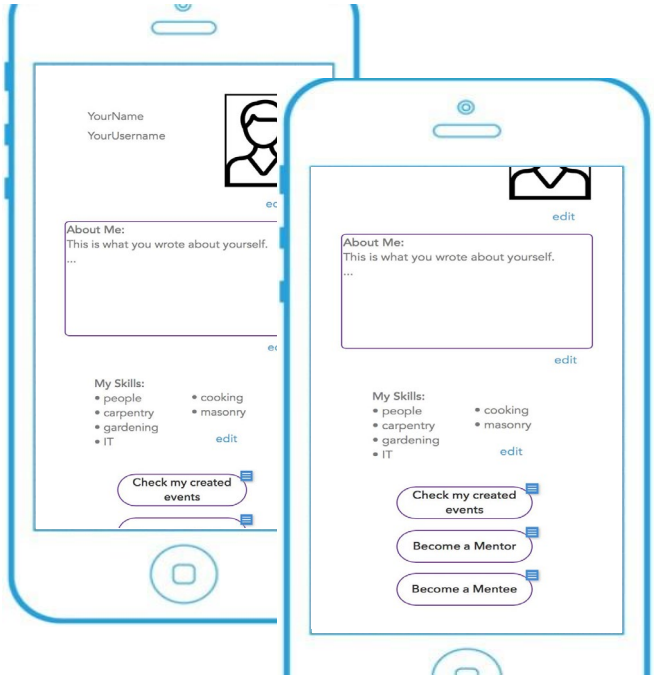

High Fidelity: Mock-up

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?