

Interview Questions and Notes

Community Forklift - Material Donation Journey Mapping

Week 3

Team Members: Kavya Ganesan, Morolasaiye Aina, Michael Lee, Jumar Demetrius, Areeb Ahmed

1. Could you please walk us through the full donation process from first contact with the donor to post-donation follow-up? (many follow-ups from this question)
 - Take donations 5 days a week through drop-offs or pick-ups of surplus salvage and make them available at a heavy discount, or give away the material to non-profits or to people who need them
 - The budget is a little under \$3 million a year.
 - 150-250 pickups a month
 - Donations are only accepted if they meet their guidelines (items that can find a new home)
 - Donation pickups would ideally cover truck expenses ~\$350
2. What are the operating procedures, checklists, or rules for handling donations?
 - Donor would initiate a drop-off through the phone, email, or pick-up request form through their website
 - Age of the item, is it functional? Volume of material? (Can you drop it off, or should a truck come pick it up?)
3. What do you believe is the biggest gap between your goal and the current state of the operation?
 - How can donors hear about the material they donated to the program so that they can feel the impact of their donation?
4. How are donors able to find out about this program?
 - Social media (Instagram, Facebook, newsletter, etc.)
 - Contractors, friends, and neighbors' word-of-mouth
 - Branded pick-up trucks
 - Billboard on Route 1
5. Are there some common frustrations or feedback you receive from donors during the donation process?
 - Why wasn't a specific item accepted, or why is it unable to be picked up
 - A threshold is not met, so the item would be declined
6. Who are some key staff members who handle large parts of the process, and what are their contact details?
7. What are the different types of data you collect from donors, and how are they stored?
 - Name, Items being picked up, number, address
8. Other important software tools used aside from the three data storing tools listed in SOW?
 - Zapier (Podio integration): provides a bridge for donor data to cross over into Siyaram
9. Ways to contact/interact with current donors for an interview?
 - a. Phone, email, website, pick-up request form
10. What do you believe are important improvements you would like to see for the project?

- Generally, would like a fresh set of eyes to look at their systems and provide any ideas about how to improve them
11. Any model workflow examples you would like to copy?
- a. They have talked to other companies and came back around to what they have now.
12. List what KPI you value the most?(# donations, repeat donors, quantity of donations)
- a. Repeat donors
 - b. Value of donation
 - c. Convenience for the company

Software Questions:

1. SOW states there are 3 main software used for data collection and storage. Would you like to just use 1 software from the list and migrate data to the particular software, or should we choose another software to integrate to your system?
 - Point of sale system: loyalty program that provides points and discounts on items in the warehouse, and further reports on items purchased
 - Podio: Daily management system that helps them sort through real-time requests
 - Siyaram:
2. Are there any sensitive data collected from donors in the donation process that requires a more secure way of handling data?
 - a. As of now the data they get is name, number, date of pick-up, what is getting picked up
3. Software or personnel issue?
 - a. The personnel are not savvy with the software. Therefore the issue does not speak to ability of the software that they are using

1. At what point does the decision to take/ not take donations be made?
 - a. Phone call- ask functionality, what is acceptable.
 - b. Usually determined by photos, etc to determine if acceptable.
2. Who decides price?
 - a. subjective
3. Inventory: Track when forklift got the equipment, the length of stay at forklift, and where the goods were distributed.
4. Podio = CRM integration
5. MWF - in person tour 10-12 ideally for in person meeting

Interview Questions- Michael, Kavya,
notetakers - Areeb, Jumar

Link to the deliverables list: [Deliverables List](#)