

# ServiceSearch: Connecting students with local volunteer opportunities

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INFO 3450 | Group 23

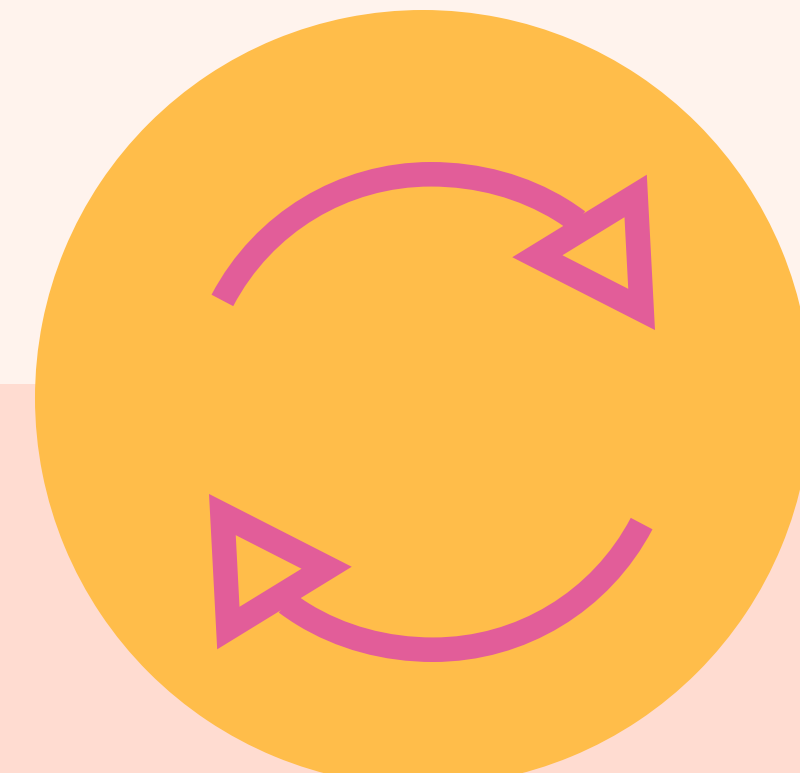


## BACKGROUND

- Difficult to find volunteer events off campus despite interest in giving back to the Ithaca community
- Students don't know how to leverage unique skillsets in volunteer opportunities
- Hard to accommodate constraints (time, interest, transportation)

## MOTIVATIONS & GOALS

- Community-building via volunteerism
- Tailor opportunities to unique needs, constraints, & goals
- Give back in own ways



## DESIGN EVOLUTION

Figure 1:  
Initial  
Sketches

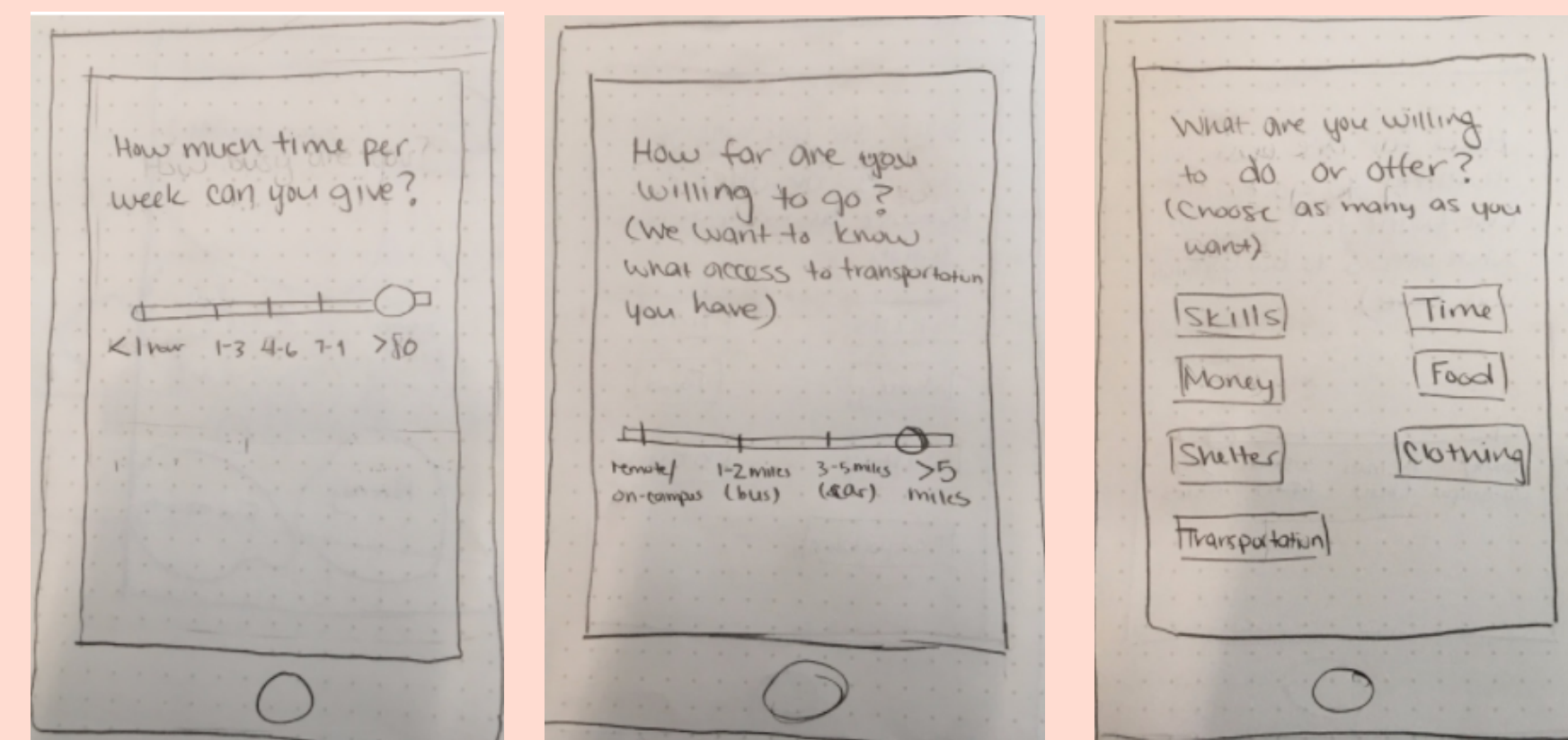


Figure 2:  
Balsamiq  
Prototype

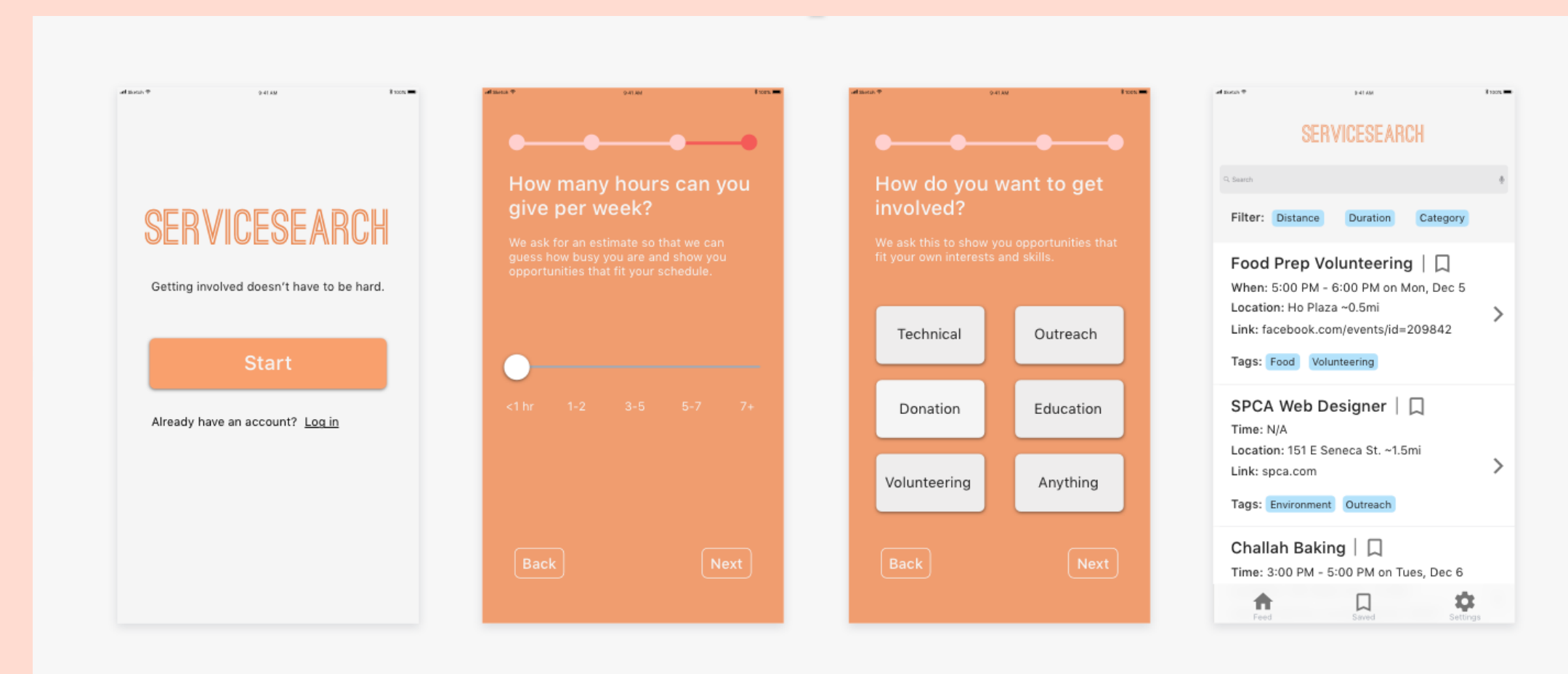
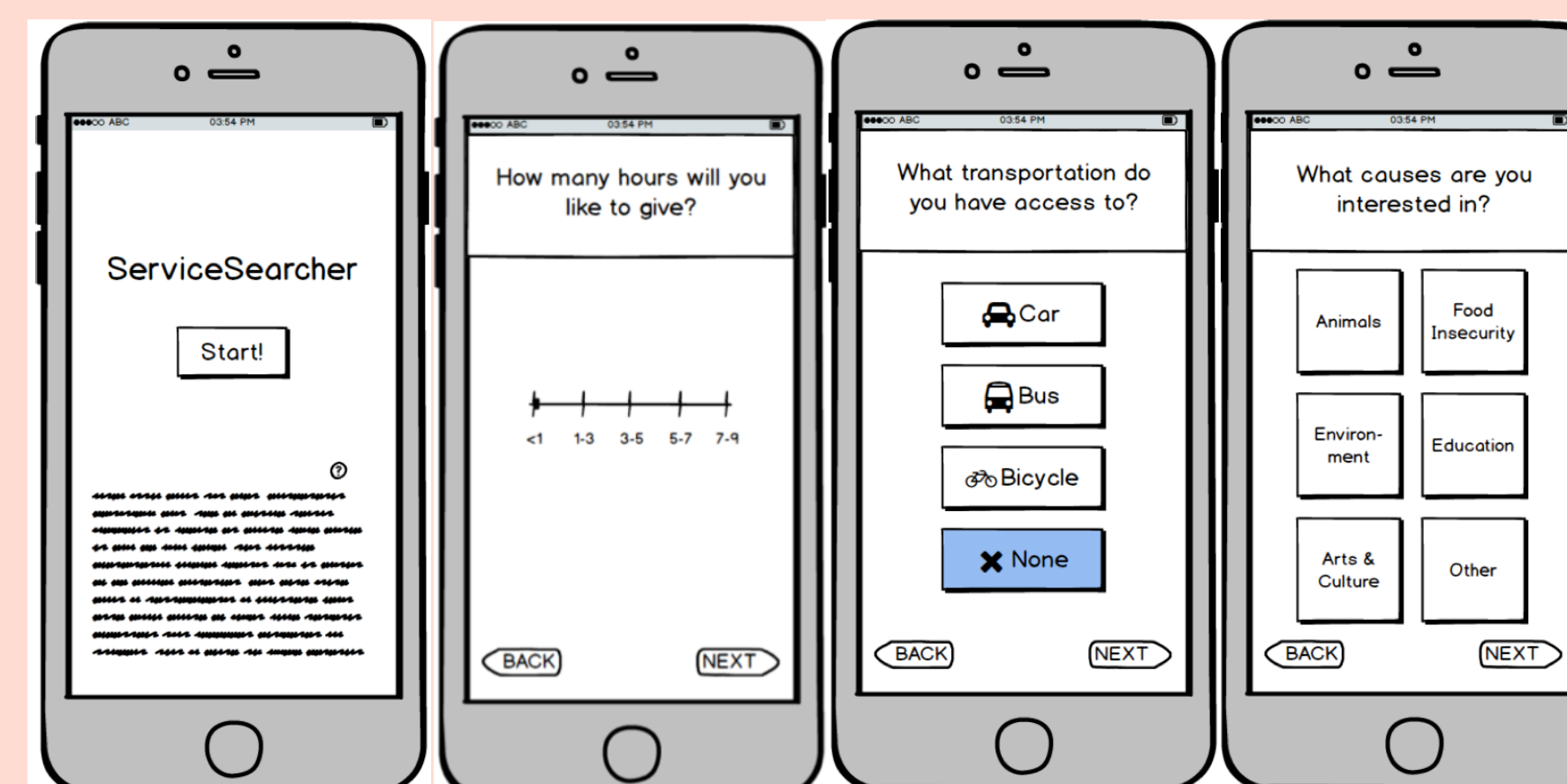
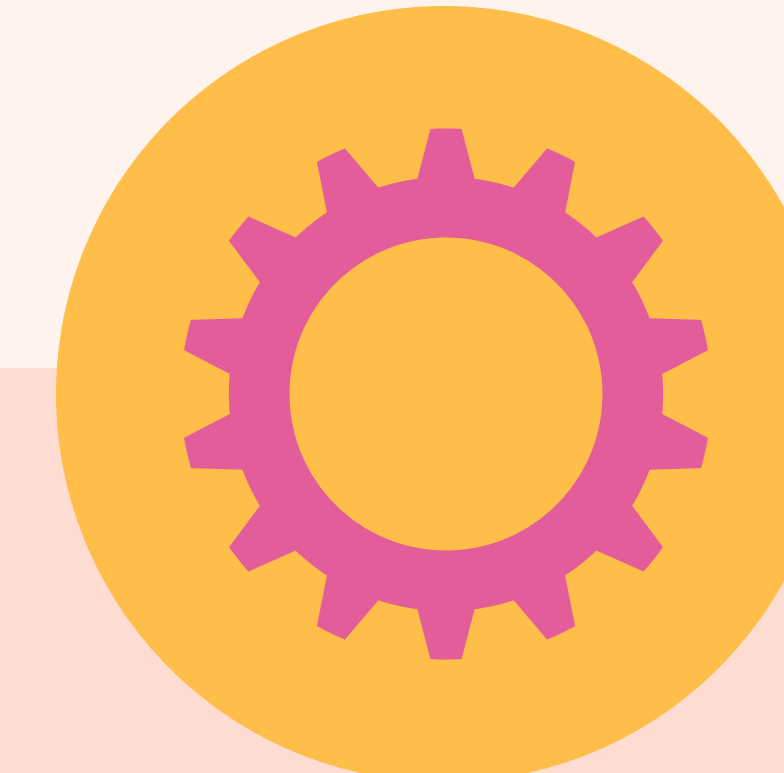


Figure 3: InVision Prototype



## METHODOLOGY

- Recruited students of diverse needs, constraints, and goals to research volunteer habits and test reactions to various prototypes



Figure 4: Storyboard

- Used Nielsen's Heuristics to identify design violations in prototypes

Design violations and user feedback inspired changes in prototypes



## KEY FINDINGS

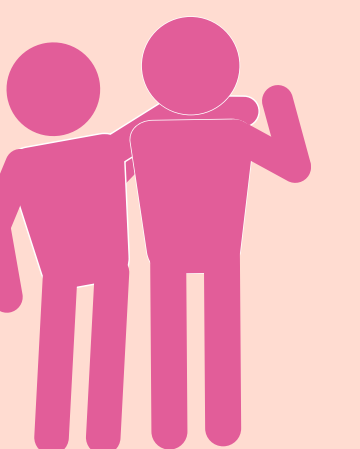
Volunteerism driven by passion for a cause



Failure to participate due to lack of interest in events, transportation & time constraints



Knowledge of events mostly from social media and word-of-mouth



**ServiceSearch** finds events based on users' passions and interests, and allows for sharing of events via social media