

Volunteer Registration Site

Madeline Allen

Project overview



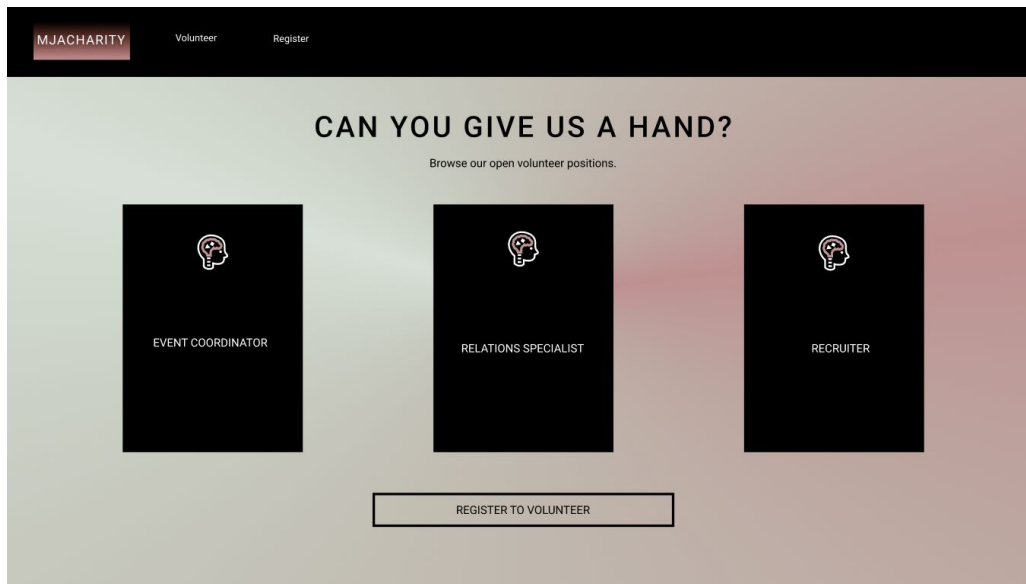
The product:

A volunteer registration site for a charity.



Project duration:

June 2022 - July 2022



Project overview



The problem:

Registering volunteers for a charity in one organized format where information can be received and collected neatly.



The goal:

Register volunteers for a charity effectively and efficiently to begin charity-based change!

Project overview



My role:

UX designer



Responsibilities:

Conducting interviews, designing paper-digital wireframing, low-fidelity prototyping, usability studies, accessibility accounting, design repetition.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was users who typically get overwhelmed when applying for positions due to confusing form completion directions.

This user group confirmed initial assumptions about MJA Charity, but research also revealed that clear directions was not the only factor limiting users from finding and attending events. Other user problems included learning about positions and the charity itself.

User research: pain points

1

Understanding roles

Users may think there is only one volunteer role available.

2

Understanding charity goals

Users may believe that any charity is a good cause, but it is important their values align with the values of the charity.

Persona: Maggie

Problem statement:

Maggie is a college student who needs a volunteer opportunity because she needs credit for school.



Maggie

Age: 22
Education: Marketing major
Hometown: Toledo, Ohio
Family: Lives alone
Occupation: Student

"I want to connect with what I'm doing even if it's a requirement"

Goals

- Find and register for a volunteer opportunity
- Understand and connect with the position she's applying for

Frustrations

- "Volunteer applications can be really extensive and it makes me not want to apply in the first place."

Maggie is a marketing major at Mercy College of Ohio and is a senior there. She needs to have some volunteer work under her belt in order to apply for her graduate school program, but among the regular stress of her personal and academic life, she is feeling lost and overwhelmed about applying.

User journey map

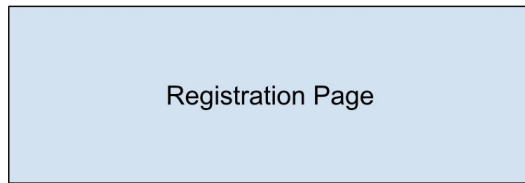
The site would do well by providing detailed information about the charity and open roles while keeping the application process straightforward.

ACTION	Visit site	Read about charity	Browse volunteer roles	Apply
TASK LIST	Tasks A. Search for MJACHARITY.org in web browser	Tasks A. Learn about the charity on the home page	Tasks A. Read about roles	Tasks A. Fill out form B. Add resume
FEELING ADJECTIVE	Curious about what this charity could be promoting change for	Excited that she can relate to this charity's goals	Hopeful that she can successfully be in one of these roles	Relieved the information that needs to be added is straightforward
IMPROVEMENT OPPORTUNITIES	Create a mobile and desktop site	Add more data about the progress of the charity	Add FAQ's or a chat option to ask about more details	Make resume upload direct and provide options for where the document is being uploaded from

Sitemap

The initial sitemap was just a straightforward registration page, but then was changed to include some informative details about what the user is signing up for.

Initial Sitemap

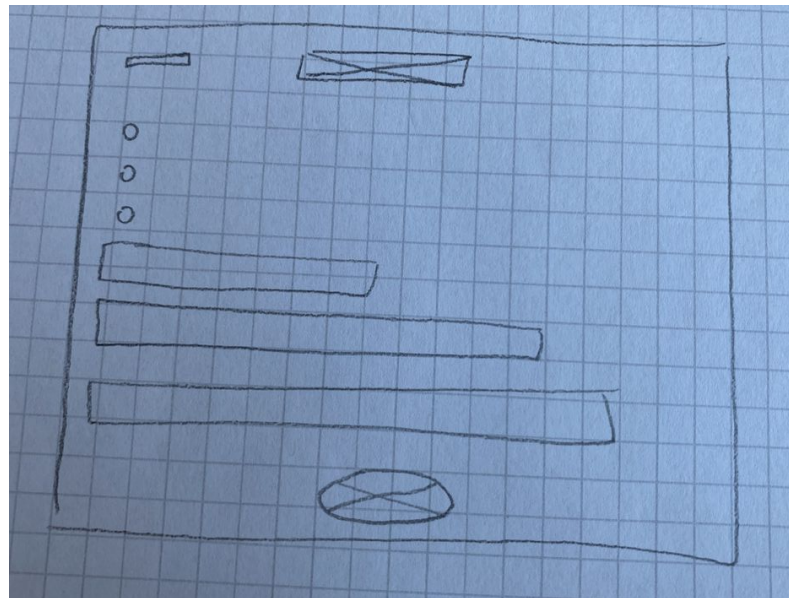


REVISED: Sitemap for designing a volunteer registration flow for a charity: Sequential sitemap



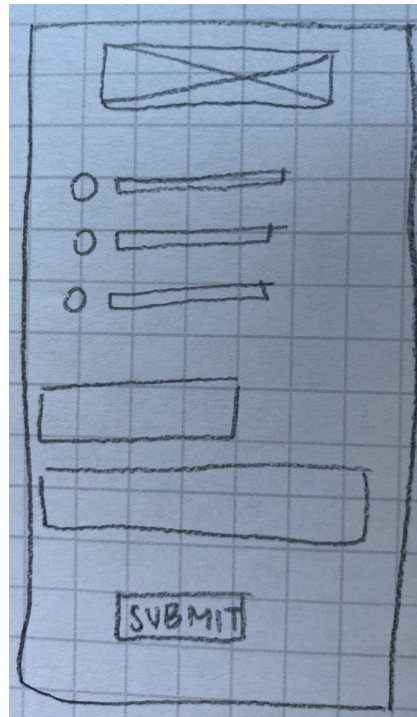
Paper wireframes

The initial draw up was intended to be a single paged form, which was changed in the digital wireframes to be more expansive and informative.



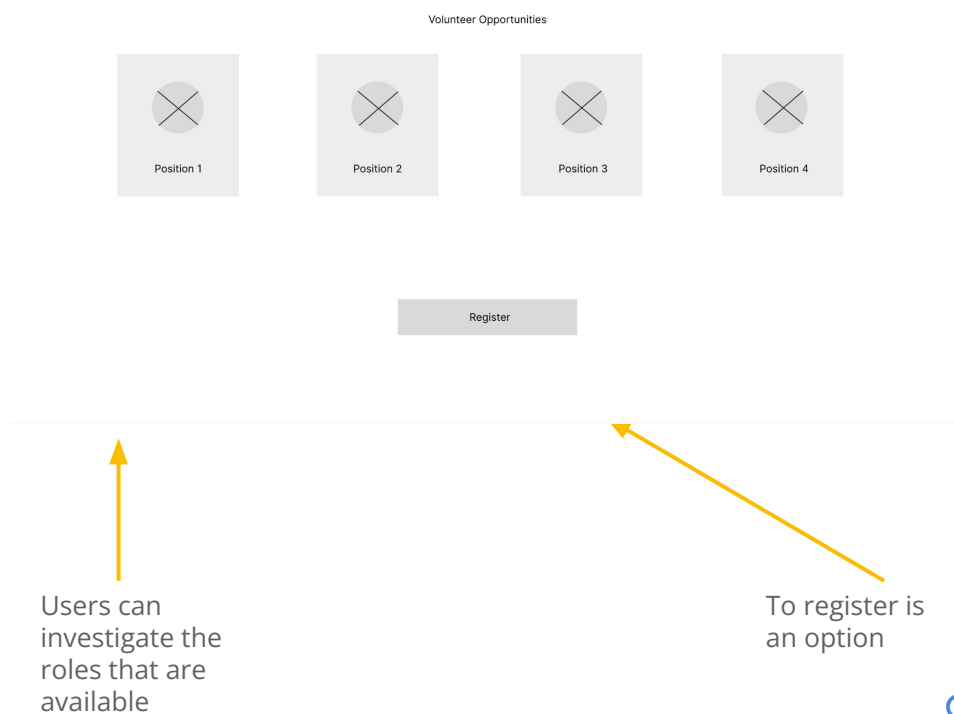
Paper wireframe screen size variation(s)

The initial draw up was intended to be a single paged form, which was changed in the digital wireframes to be more expansive and informative.



Digital wireframes

The digital wireframes reflect that more information was added and to register became an option for people who want to understand the charity first.



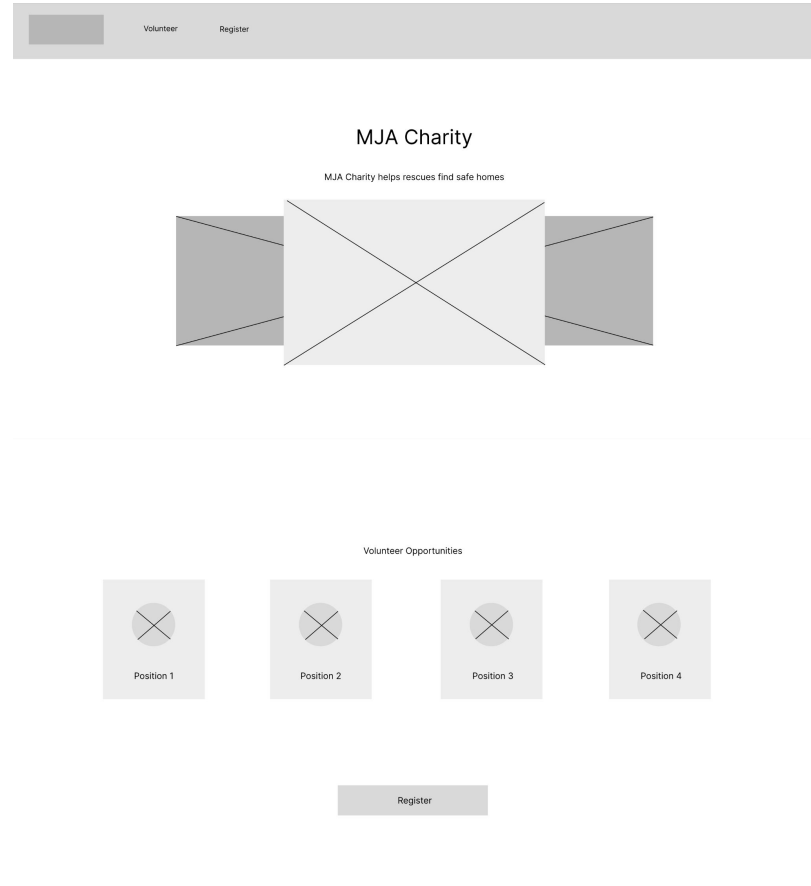
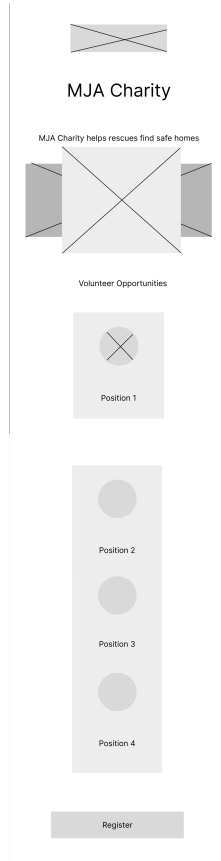
Digital wireframe screen size variation(s)

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Register

Low-fidelity prototype



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

1

Role tasks

Users want to know the requirements of the role before applying.

2

Charity data

Users want to see real data about the success of the charity in addition to the mission.

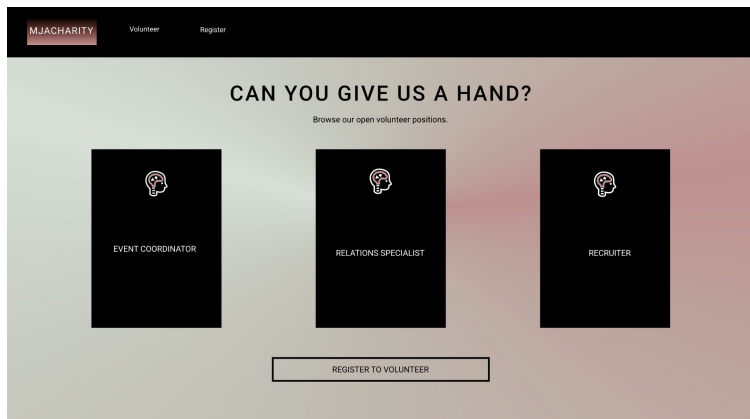
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

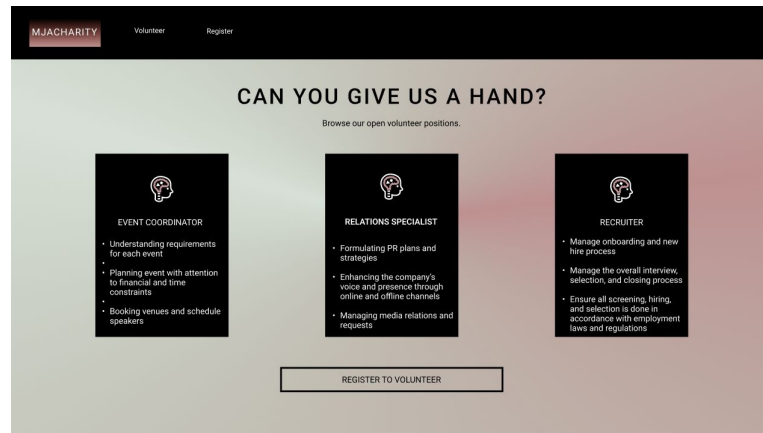
Mockups

[Early designs allowed for volunteer options, but after the usability studies, I added the job requirements for each position.]

Before usability study

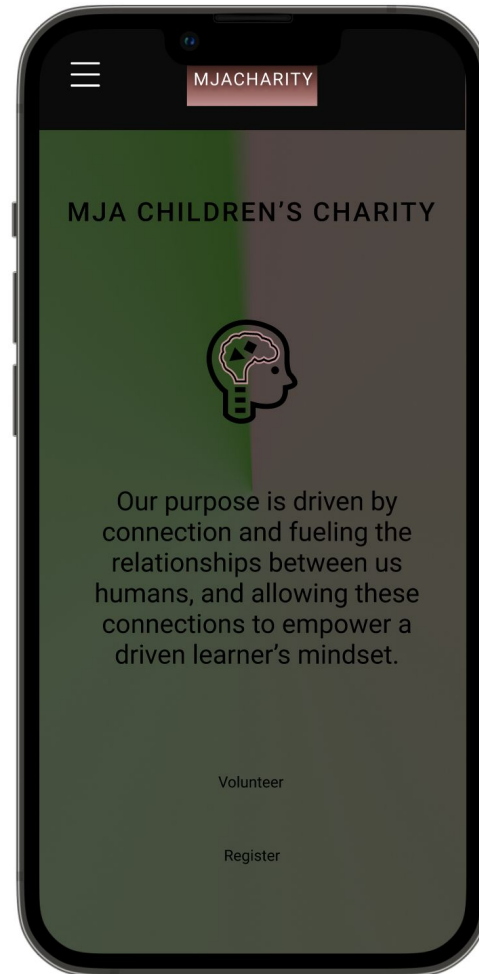


After usability study



High-fidelity prototype

[View prototype here](#)



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This site makes users understand their roles and responsibilities for a volunteer position in a clear and direct way.



What I learned:

I learned that the initial ideas are only the first steps, and that the usability studies and feedback is the key influence to the success and quality of the site.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the registration site! If you'd like to see more or get in touch, my contact information is provided below.

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