

RESILIENT LABWORK
AT

EAST
COAST
PRODUCT

BRIANMADRIGAL.COM

The Problem



There was a need to increase community involvement in the social impact sector of Boston, MA. No exclusive platform existed where organizations and community members can post about or directly become aware of events supporting social impact.

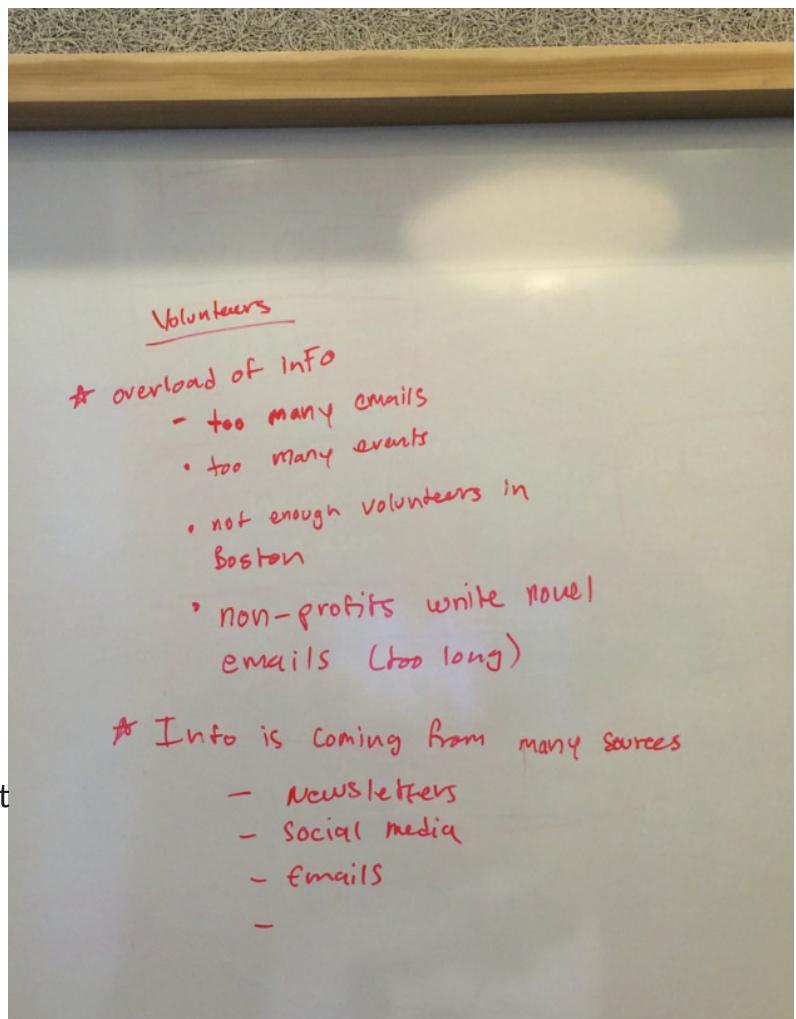
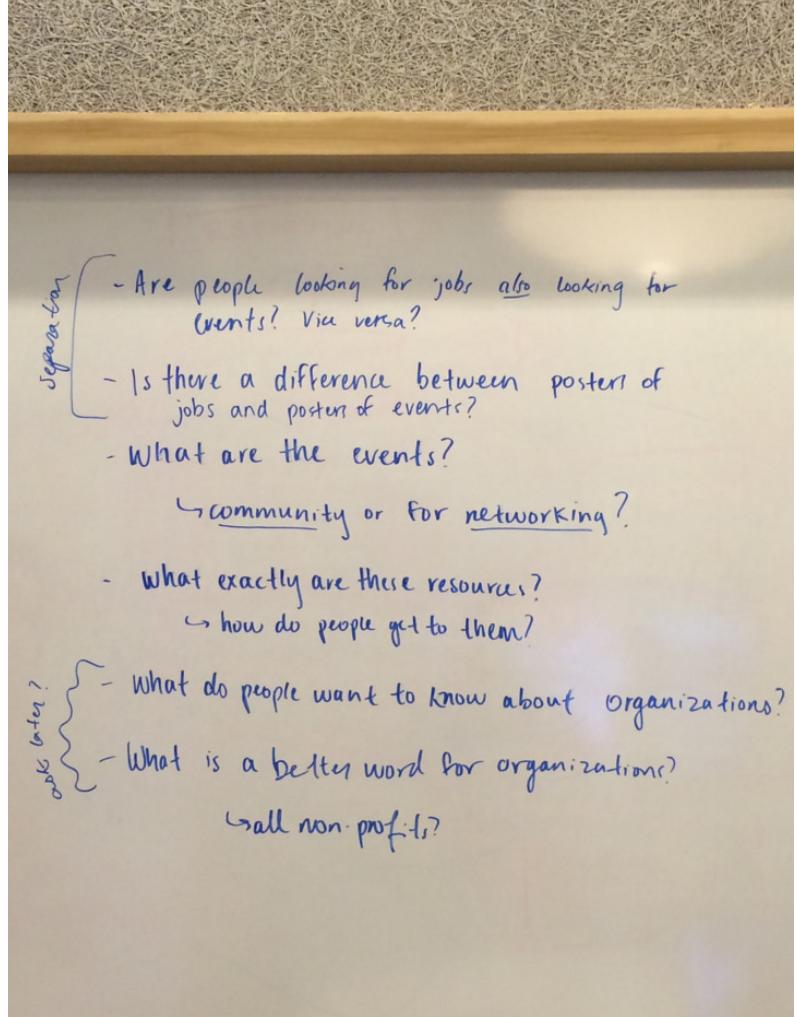


Discovery Phase

- ECP's Product Designer, Stephanie and I interviewed all stakeholders to find out their goals and the most important problems we had to target and solve with a minimal viable product.
- Interviewed 4 experts in the social impact sector in Boston, MA. Figuring out their methods of reaching out to the community and pain points they have about these methods.
- Interviewed 3 community members to find out how they became aware of the events and resources for social impact.

Pain Points:

- All the information organizations share is not centralized in one platform.
- People dislike being spammed by emails.
- Already existing outlets for posting events did not make community members feel welcomed to participate specifically in the social impact sector.
- Goal:
 - To increase youth(ages 15-24) involvement in the social impact sector in Boston, MA and centralize all social impact event postings.



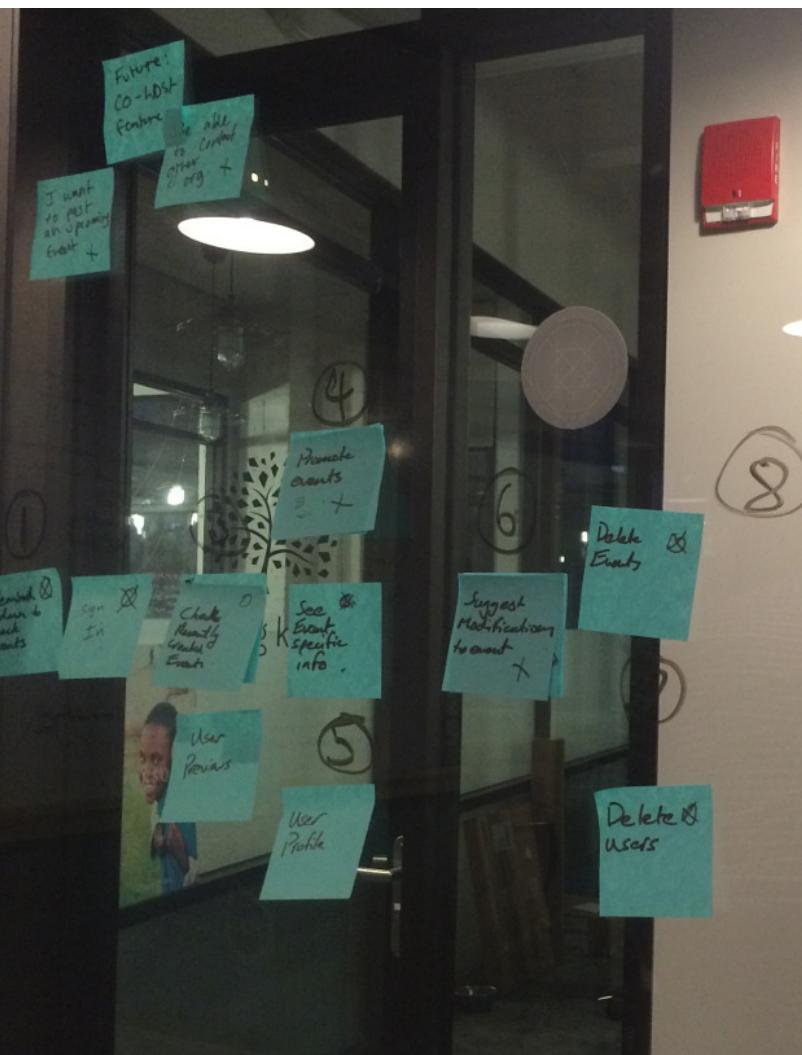
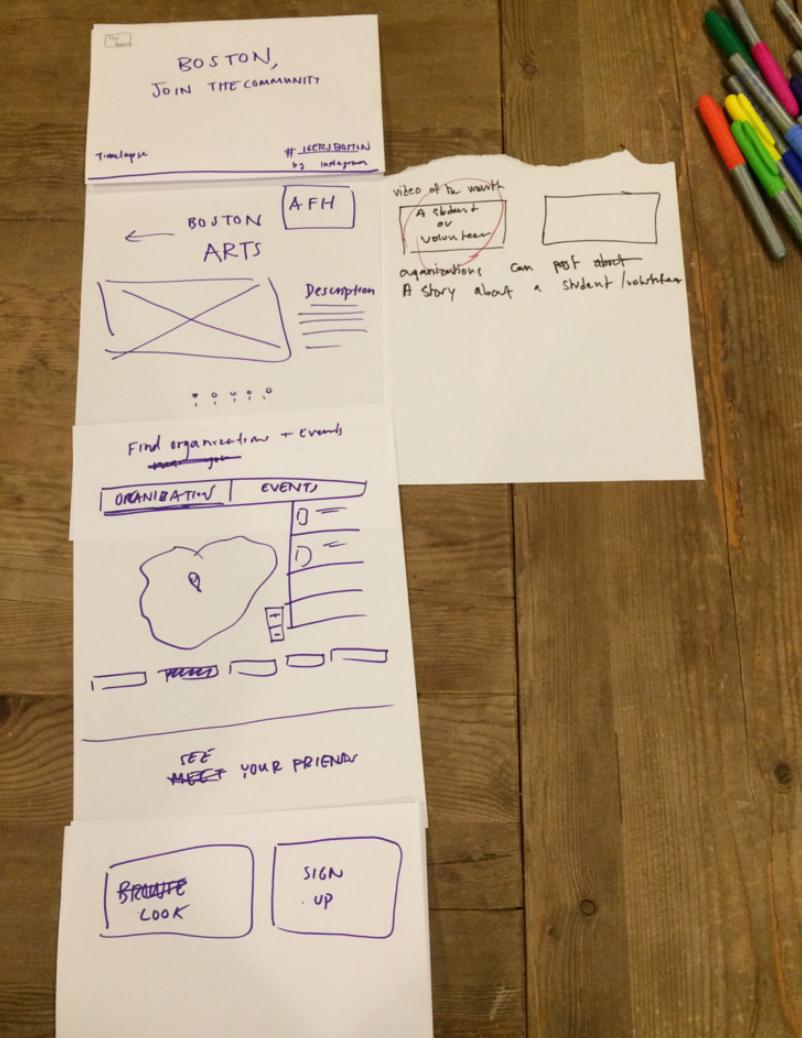


Hypothesis

We took what we learned in the discovery phase and created sketches, user flow charts, and information architecture charts. After, Steph and I synthesized our ideas and realized that this platform's landing page should welcome all of Boston. It had to introduce the purpose behind the product before people use it. This Idea derived from the pain point which stated "Already existing outlets for posting events did not make community members feel welcomed to participate specifically in the social impact sector." Since this was a minimal viable product we showcased its few but most important features..

Features:

- The ability to make a profile.
- Users can post events.
- Users can search for events.
- Users can give feedback about the platform and how it can improve.





Wire-framing, Rapid Prototyping, & User Testing

After receiving approval, for our plan , by the stakeholders we continued to build wireframes.

Wireframing

- the rough draft wireframes had a map in the "Events" section because we thought it was convenient to see the location of an event in a map. We received feedback from users that it was not necessary since people usually search locations with google maps or ways.
- The second draft had events in list form for users to search through. we received feedback from one of the stakeholders to add the option to add a picture when a user posts an event.
- The final wireframes are on the right. We ultimately did not use a map. We did add the option to use a picture when posting an event (which is the only filtered picture).

Rapid prototyping is what helped Steph and I receive useful feedback to create an intuitive user experience. Steph used the InVision tool.

* These wireframes were made by Stephanie Bond.*

MENU

Create your profile...
Share with your community.

name

email

password

re-enter password

CREATE PROFILE

What are your interests?

Health

Health

Health

MENU

Login to Post

username

password

LOGIN

Don't have an Account? [Create one.](#)

MENU

+Add New Event

Artists for Humanity
123 Fake St, Boston, MA

Social, Youths

Board Game Night
1/12/16, 6pm - 8pm

Hosted by Organization Name
Social, Youths

Board Game Night
1/12/16, 6pm - 8pm

Hosted by Organization Name
Social, Youths

Thanks, John, welcome to the Social Good Community!

Now just tell us a bit about yourself so we can recommend events you'd like.

Who are you?

Youth

Educator

Pick your location

zip

[no location now](#)

[Save and Complete](#)



BACK

MENU

John Smith
jsmith@gmail.com

[edit profile](#)

Youth, Funder

[Edit Filters](#)

Environment, Education, Housing

[Edit Filters](#)

[My Events](#)

[Create new Events](#)

Artists for Humanity
123 Fake St, Boston, MA

Social, Youths

BACK

MENU

Show

from

EVENTS

ORGANIZATIONS

POST

John Smith Profile

[Log out](#)

Settings



Final Product



WHAT ARE YOU LOOKING FOR?

- 
Learning Skills
- 
Networking
- 
Volunteer Opportunities
- 
Community Resources
- 
Adventures
- 
Adventures

This is the Landing page for the social impact platform. It is welcoming, colorful, and vibrant so that it can be appealing to youth ages 15-24.

This platform allows anyone to view events without having to sign up. Signing up is optional.

The pictures are categories. Every user who posts an event has to choose which category their event is in. Having events be in categories is important for users who know what they are looking for and don't want to view everything else. There is a "View All" button for new users who are browsing the platform.

FIND EVENTS FOR YOU

UPCOMING EVENTS

January
24



suggested. **FREE**

Education Art

Arts for the Neighborhood
Hosted by **Artists for Humanity**

January
24



FREE

Education Art

Artists Community Center Opening
Hosted by **Artists for Humanity**

This is the events in list form with the optional picture in the background .

[VIEW ALL EVENTS](#)

WE NEED YOUR FEEDBACK

This platform is just the beginning for the social good community. How can we make it better?

Feedback

Email (optional)

[SEND FEEDBACK](#)

Since this is a minimal viable product, feedback is essential to validate the features already existing or to get information to pivot and change the features.

From this page on, you are a user of the platform. You have signed up and have an account. You have the ability to post or find an event.

The screenshot shows a mobile application interface for event discovery. At the top, there is a navigation bar with three items: "LOGO" (highlighted with a red border), "EVENTS", and "MENU". Below the navigation bar, there are two buttons: "FILTER BY ISSUE" and "Save my filters".

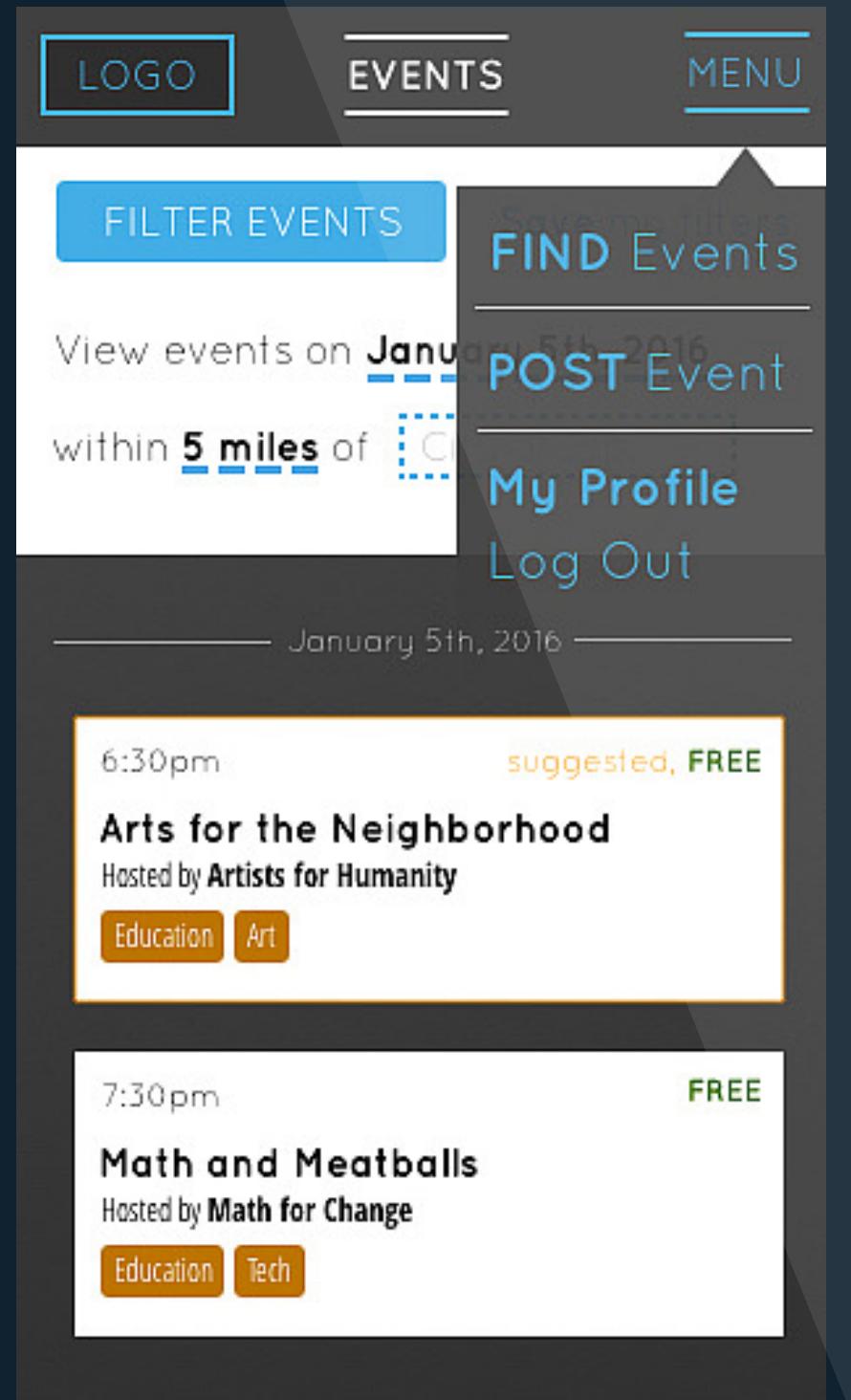
The main content area displays search parameters: "View events on January 5th, 2016" and "within 5 miles of ".

A horizontal line indicates the date: January 5th, 2016.

The first event listing is for "Arts for the Neighborhood" at "6:30pm" on "January 5th, 2016". It is "suggested, FREE". The event is hosted by "Artists for Humanity" and is categorized under "Education" and "Art".

The second event listing is for "Math and Meatballs" at "7:30pm" on "January 5th, 2016". It is "FREE". The event is hosted by "Math for Change" and is categorized under "Education" and "Tech".

When the "Events" button is clicked it takes you to a filter that optimizes the search for events.



When the "Menu" button is pressed you view a drop down that allows you to post or find events. "Find Events" is a tool to use when you would like to explore different categories other than the categories you have chosen in the beginning to automatically filter your feed.

All of this was designed by Stephanie Bond the Product Designer at East Coast Product



Validation

The most important feature this platform has is the "Feedback" feature because it allows users to interact with the product and feel like their input is helping change the direction of this product for the better. Also with that information the stake holders can see if the audience they are targeting (Ages 15-24) are the users who interacting with this product or not. There are already a lot of people involved in the social impact sector in Boston who are excited for this project and their feedback is crucial because they can validate whether or not this product is working.



About the Program & Company



Resilient Coders is a program that teaches underprivileged & incarcerated youth the fundamentals of web design and development.

East Coast Product is a company that specializes in accelerating a client's product with expertise in web design and development.

I am a Resilient Coder and got the opportunity to be hired for this UX design internship through Resilient Lab work. Companies can hire Resilient Coders who are in Resilient Lab, it means the student is proficient enough in web design or development to do client work.