

Design Requirements

Problem:

Volunteers have trouble finding organizations that align with their preferences, that they can trust, and that allow them to use or build certain skills.

Design Principles:

Simplicity: content should be curated to not be overwhelming

Nonprofit-centred: Nonprofits' feedback should be closely entwined with the design process

Consistent Quality: Nonprofits' posts should have consistent quality

Unity between Devices:: Mobile should be at the forefront of design thinking

Search-central: Search functionality should be primary and quick to access as soon as the web app is opened

Environmental Requirements:

Organizations will be onsite in their office or wherever they work from. Volunteers will be using our product wherever they are located when they are searching for volunteer opportunities, e.g. at home or at school. Our product will be focused on nonprofits and volunteers in the GTA.

Functional Requirements:

Creating a volunteering profile consisting of contact information, commitment levels, interests and past experience in volunteering.

Creating an organization profile consisting of a description of the organization, contact information, available roles or tasks, criteria for volunteers.

Searching for organizations, filtered based on the volunteer profile and other criteria.

In-application email-sending service between volunteers and organizations (similar to Kijiji).

Technical Requirements:

Our system will be a web app that will need a database to store user and nonprofit information, basic encryption of users data, a front-end framework like React. It will be a mobile friendly web-app, we will be specifically focusing on good responsive design.

Usability Requirements:

Assuming that our user has the ability to operate their computer and access to a computer, any person who wants to participate in volunteering should be able to use our system.

Verifiable nonprofit organizations are able to use our system.

Measures of Success:

We will be measuring the amount of users (volunteers or organizations) that are using our service, comparing the amounts of each against other volunteer posting services and total number of nonprofits in the GTA.

Organizations would receive feedback forms that would detail the quality of volunteers that contact them through our service as well as the increase (if any) of volunteer applications they have received.

We would also perform our own analytics on the number of applications made through our service.

Short Form Creative Brief

Project Objective: Build a web application that allows volunteers to discover charitable organizations, according to preference. Once the volunteer finds an organization that they wish to volunteer for they will be able to contact them directly. Nonprofits are able to post brief descriptions about their group as well as volunteer opportunities they offer.

Key Personas:

Persona #1: Amena Ali: 24

Starbucks Barista

Amena came to Canada with her family as a refugee from Syria 1 year ago. Amena has developed an interest in computer programming and would like to pursue it as a career, but she can't afford university at the moment. Amena speaks English well and has basic web programming skills from a 6-month course that she took.

Scenario: Amena wants to develop her programming skills and experience further by volunteering, so that she can quit her Starbucks job and become a computer programmer full-time. However, she doesn't know where to apply for such a volunteering opportunity.

Persona #2: Hamid Abdulkadir: 38

Volunteer Coordinator at Enviro (nonprofit)

Several years ago Hamid began as a volunteer at Enviro, doing various tasks for them until he got hired as Enviro's volunteer coordinator. Hamid's job includes articulating volunteering needs, finding volunteers, conducting application processes, and managing volunteers. Hamid's pet peeve with volunteers is when they don't do what they say they're going to do.

Scenario: Enviro has started a new campaign to try to pressure Toronto companies to divest from fossil fuel investments. Hamid is looking for a large number of dedicated volunteers to stay on to help with the campaign's various events and initiatives. Hamid's only criteria for the new volunteers is dedication and compatibility with his existing team.

Key Principles:

Principle #1 - Relevance The design of our system should only provide relevant information, as not to overwhelm the user.

Principle #2 - Customizability The nonprofits that users see should be easily and totally customizable.

Experience Map: Nonprofit Organizers

Stages	Entice Articulating Needs	Enter Outreach	Engage Recruitment	Exit Retention	Extend Recognition
Thinking	What do we need help with? How many volunteers do we need? When do we need them?	How can we find quality volunteers? How can we generate interest in our cause?	How do we decide on the right individuals? How do we ensure they are reliable, dedicated, and skilled?	How can we motivate volunteers to stay long-term? Why do volunteers leave? Are volunteers' experiences positive?	How do we demonstrate our appreciation of our volunteers? How can we recognize volunteer contributions?
Feeling	Anxious	Anxious Nervous Intrigued	Apprehensive Curious Satisfied	Concern Nervous	Appreciative Nervous
Actions	Planning events, campaigns, or initiatives Assessing needs	Seek training Posting positions online Tabling Collaborating with other organizations	Seek training Look at resumes Check references Conduct interviews	Seek training Reflect	Seek training Host events for volunteers
People	Volunteer coordinators Nonprofit organizers	Volunteer coordinators Nonprofit organizers Potential volunteers	Volunteer coordinators Nonprofit organizers Potential volunteers	Volunteer coordinators Nonprofit organizers Volunteers	Volunteer coordinators Nonprofit organizers Volunteers
Context	Office	Public events Office	Office Training sessions	Office	Office
Touchpoints	Meetings and communication within organization, Email	Internet Word of mouth Public events, Email	Other organizations Online communication with potential volunteers, Email	Other organizations, Email	Other organizations, Email

Bright Spots:

Articulating Needs

- Nonprofits have a good idea of their volunteering needs, e.g. tasks that need to be done

Breakdowns:

Outreach

- Generating interest in the nonprofit and cause

Retention

- Volunteers often leave before becoming long-term volunteers. As a result they do not see the impact of their volunteering
- Creating a positive volunteer experience

Recruitment

- Finding reliable, dedicated, and skilled volunteers
- Need training for good organizational practice, e.g. application processes
- Coordinating with other organizations (facilitating) is difficult

Recognition

- Recognizing volunteer contributions

Experience Map: Volunteers

Stages	Entice Articulating Preferences	Enter Research	Engage Application Process	Exit Start Volunteering	Extend Reflection
Thinking	"I want to put some experience on my resume" How available am I?	What are my options? What's best for me? Who do I apply to? How do I get in contact?	What do I say? How should my attitude be?	I've got an amazing opportunity. I've achieved my goal.	Did I enjoy my time volunteering? Should I move forward with the organization? Should I move on?
Feeling	Curious Excited Generous Passionate	Nervous Excited Outgoing	Nervous Doubt Maybe confidence	Accomplished Content	Satisfied/Dissatisfied
Actions	Research Ask for Advice, Recommendations Adjust Scheduling	Research Organizations, Seek Reviews and Reputation	Fill Out Applications, Prepare for Interviews, Go to the interviews,	Start Volunteering Training	Write Reviews Give Feedback to organization Look to more opportunities Or Stay with the organization
People	Potential volunteers Friends	Friends Current/past volunteers Nonprofit organizers Potential volunteers	Nonprofit organizers Potential volunteers	Volunteers Nonprofit organizers	Volunteers Other organizations Nonprofit organizers Potential employers
Context	At home, at school, Personal time	School, Online, Events	Online, In person	Onsite, Training Sessions	Online
Touchpoints	Scheduling, Internet	Word of Mouth, Internet, Fairs, Conferences	Websites, Organization Applications	Organization Applications, Websites	Websites, Organization Applications

Bright Spots:

Articulating Preferences

- volunteers seem aware of their schedules and free time

Reflection

- personal reflection about volunteer experience works well

Breakdowns:

Research

- not being aware of options
- how to get in contact / process of applying
- finding nonprofits using Google or Facebook leading to “popular” search results instead of nonprofits aligning with preferences
- trusting nonprofits
- finding volunteer opportunities that use or build certain skills

Application Process

- unclear process
- vague descriptions

Start Volunteering

- pressure due to lack of volunteers

Appendix: Personas, Scenarios & Principles

Amena Ali: 24

Starbucks Barista

Amena came to Canada with her family as a refugee from Syria 1 year ago. Amena has developed an interest in computer programming and would like to pursue it as a career, but she can't afford university at the moment. Amena speaks English well and has basic web programming skills from a 6-month course that she took.

Scenario #1

Amena wants to develop her programming skills and experience further by volunteering, so that she can quit her Starbucks job and become a computer programmer full-time. However, she doesn't know where to apply for such a volunteering opportunity.

Hamid Abdulkadir: 38

Volunteer Coordinator at Enviro (nonprofit)

Several years ago Hamid began as a volunteer at Enviro, doing various tasks for them until he got hired as Enviro's volunteer coordinator. Hamid's job includes articulating volunteering needs, finding volunteers, conducting application processes, and managing volunteers. Hamid's pet peeve with volunteers is when they don't do what they say they're going to do.

Scenario #1

Enviro has started a new campaign to try to pressure Toronto companies to divest from fossil fuel investments. Hamid is looking for a large number of dedicated volunteers to stay on to help with the campaign's various events and initiatives. Hamid's only criteria for the new volunteers is dedication and compatibility with his existing team.

Scenario #2

Enviro is having a march in one month in collaboration with several other local environmental organizations to protest a potential environmental being proposed by the city. Hamid is looking for as many volunteers as possible to help on the day of the march, with tasks such as leading the crowd, facilitating chants, and providing signs.

Kevin Fare: 70

Recently Retired Industrial Engineer

Married to Grace

Past Experience: Kevin worked for Ford Motor Company for 45 years. He spent his entire life around motor vehicles. He was responsible for the planning, procurement, installation, capability and launch of state of the art manufacturing systems to produce motor vehicles and their factories. He has been married to his wife Grace for 50 years.

Skills: Over the 45 years, Kevin grew into a well respected leader. Everyone at Ford knew who he was and respected him for the work he did over the years. He has excellent communication skills, organizational skills and problem solving abilities. He lacks adaptability outside his field of expertise because engineering and motor vehicles have been his entire life. He also lacks patience, as if something didn't get done on time on the job then they fall behind in quotas.

Motivations: Now that Kevin has retired, he now feels like he has to give back to the community where he lived for many years. He's seen many things come and go in the neighbourhood and he feels he can help make a difference. He also isn't quite ready yet to just give up working completely and feels that volunteering can help him ease into retirement bit by bit. His wife Grace also expressed interest in Kevin giving back, as she volunteers as well.

Scenario #1

Kevin, after working at the same company for many years, is pretty set in his ways. He's never really had to look outside the company and is unfamiliar to outside customs. However he wants to give back to his community and he doesn't know how to get started. He is very familiar with internet growth and customs because he had to use it all the time while working at Ford. Kevin wants to find a reasonably easy way to communicate with local charitable organizations. Kevin decides to look online, to try to outreach and volunteer.

Scenario #2

Kevin's wife Grace actively volunteers in the community where they both live. Grace learns from friends that she is repeatably missing volunteer opportunities that align with her values because she is not aware they are happening. Each organization usually posts these events/opportunities on their websites weeks in advance but Grace doesn't know that these organizations exist. Kevin also wants to volunteer but wants to find the right organization that fits his values. They need to find a way that they can find organizations in the area that have similar ideals so they offer up their volunteering.

Marie Green: 37

Economic Analyst

Single

Past Experience: Marie is currently working her 7th year at TD Bank. She went to the University of Ottawa for Economics and Mathematics. She analyzes the financial condition and business strategies of financial institutions with view of the entire system, building the tools and indicators to enhance the Banks analytical frameworks, and reporting and producing highest quality of research.

Skills: Marie has become an excellent team player because she has had to communicate and share information with other economic analysts in the company. Economic analysts each cover different sectors so sometimes knowing other analysts sectors is a must. She is also very flexible because she has had to switch sectors multiple times and each time she's adjusted very quickly. Marie has also developed significant observational skills in and outside work and she is always very organized.

Motivations: Even though things are going reasonably well for Marie in her career she wants more. She knows all her colleagues at work reasonably well but none of whom, she would consider friends. She wants an opportunity to meet new people and maybe find a new sense of community where she lives. She ends up deciding that volunteering in the area might be the best option because it's for the community and many are coming together for a common cause.

Scenario #1

Marie is not sure how to get started in the community. She doesn't know where to go or how to begin volunteering. She decides to ask her sister if she knows if there is any way to get started. Her sister suggests to look online as you can send in applications on charitable organizations websites. Marie has a hard time online finding an organization that she can see herself volunteering to. Some are unrecognizable and some just don't have the same values she has. She need a way to find an organizations she can connect with that have similar beliefs.

Scenario #2

Marie knows of a couple organizations in the area. After a couple years of volunteering at these locations she decides she wants to move on and try something different, however she isn't exactly sure what other organizations she can volunteer to in her area. She needs a tool to tell her what else is available for volunteering in the area she lives.

JON SMITH: 19

STUDENT

Key Persona:

John is 19 years old in his 2nd year of undergraduate studies at the University of Toronto and is currently studying economics. Currently at the top of all his classes, he is looking to apply to obtain an internship over the summer at a top company.

Scenario #1

While John is currently excelling academically, he lacks extra curricular activities and feels he needs an all round personality to excel at the interview stage. He decides to add some volume to his resume and feels that helping the homeless or educating the underprivileged children in the GTA (Greater Toronto Area) can help aid in adding to his personality.

Jessica Kim: 18

Student

Single

Past experience: Celine is in her last year of high school and has experience through extracurriculars at her school. She was the treasurer of Student Council in the 11th grade and now holds the position of secretary. Celine also has casual work experience outside of school, babysitting for her family friends.

Skills: Through her extracurriculars in school, Celine has developed great communication and interpersonal skills as well as technical skills in taking weekly meeting minutes and working with basic excel spreadsheets showing the funds of the Student Council.

Motivations: Celine's motivations in volunteering are mainly in order to fulfill her high school graduation volunteering requirements as well as to have more experience to put down in her post-secondary applications. Since it's also the time where she is thinking about what programs and majors to apply for, she thinks that volunteering in the same industry may give her a better idea of what she interests she has.

Scenario #1

Celine has always loved animals since she was little. She was contemplating veterinary options for post-secondary or a job relating to that field so she wanted to look for volunteering opportunities with animals! Most of the clinics and shelters in her area don't have postings on their website about volunteering rather it's more for adoption and their own services so she has to contact each of these places herself.

Scenario #2

Celine needs to fulfill her mandatory 40 hours of volunteering in order to graduate high school. Since she lives in a different neighborhood from her high school she

doesn't know which volunteering opportunities there are in her home community. Celine tries to look online for opportunities but is bombarded with irrelevant information as well as big organizations that have their searches "boosted" on Google. She feels overwhelmed.

Principles

Principle: Customizability: The nonprofits that users see should be easily and totally customizable.

Principle: Compatibility with Existing Processes: Our application should be able to interface with existing software such as Facebook and LinkedIn, so that our application can fit within how the user currently finds volunteers and shares opportunities via word of mouth.

Principle: Relevance: The design of our system should only provide relevant information, as not to overwhelm the user.

Principle: Neutrality: The design of our platform will not be influenced by advertisements or be biased based off organizations that are deemed popular.

Updated Calendar

Date	Activity	Participants	Details
Jan 9th	Group forms and brainstorming	Everyone	Brainstorm ideas for problem space
Jan 12th	Deciding a problem space	Everyone	Decided on a problem space and deciding research goals
Jan 15th	Finalizing A1 submission	Everyone	Editing and submitting required documents
Jan 28th	Working on compiling research	Everyone	Write research summary, fill in experience maps
Jan 29th	Finalizing A3 submission	Everyone	Edit summary, finish experience maps, submit assignment
Feb 2nd	Begin working on A4	Everyone	Went over requirements for assignment, filled out Design Requirements and started on the Short Form Creative
Feb 3rd	Discussing Design Requirement	Everyone	At this time we were realizing the confusion that we had over what each requirement meant so we emailed the TA for clarification.
Feb 4th	Working on		We went over each

	Design Requirement/Short Form Creative Brief		of the requirements and re-worded everything. We also decided to divided general key personas we chose last day, so we can individually
Feb 5th	Finalizing A4 submission	Everyone	Choosing which key scenarios and key principles to put into our Short Form Creative from our Working Documents
Feb 6th	Begin working on A5	Everyone	We will meet in tutorial/lecture to start thinking about the next iteration.