Research Analysis for Volunteering and Donor Segments

Overarching Theme	Finding	Sentiment	Type	Notes & Next Steps
Communication of credibility	Participants found that the website content was credible and transparent	Positive	Visibility	4 out of 6 participants relied on the testimonies under "Why we do this" and "What people say" sections to assess the website credibility. However 1 participant asked to add more details to further boost the transparency and credibility
	Participants thought the home page looks neat and very informative.	Positive	Visibility	3 participants liked the color selection and 2 of them thought theme used was intrigued.
	Participants have different feelings about the navigation on homepage while looking at it for the first time	Neutral	Navigation	1 participant felt the navigation was good, while another felt it was off path in the beginning but was able to understand quickly after a closer review
	Participant felt more options can be added in home page	Neutral	Mental Model	One participant was of the opinion to add more features in home page but could not elaborate when asked about specifics
	Participant thought that the website was related to food drives because of the image being used	Negative	Mental Model	Participant correlated the name of the website and the image and then drew the conclusion of helping people in terms of food
Users depend on filters for finding their events or donation drives	Participants mentioned that they use the search feature or navigation bar to find information quickly	Neutral	Usability	Two participants stressed on the necessity of a search feature. Adding a search field that would allow to search by keyword is an improvement to be taken
	Participants wanted to have the volunteering and donation events categorized by causes	Neutral	Usability	An option to list events by causes is available
Users needs when looking at events or donation drives	Participant found the task of registering for an event, easy to complete and the action sequence was intuitive	Positive	Navigation	Participants were able to complete timed tasks in less than 10 seconds
	Participants wanted to have the contact information of the event organizer	Neutral	Visibility	Option is not designed in Figma but is featured in organization entries and will become available for volunteers also
	Participants expected to see the related events and drives to the one they opened currently below	Neutral	Navigation	Feature to be considered in the future as there are three ways how it can be done: showing similar activities by cause, or showing events by organization, or showing events reviewed before. Field study needs to be conducted to determine which option will provide more benefits for users
	Participants expected to have locations and time as navigation features for the events happening.	Positive	Navigation	Add another filter in the event or donation page to navigate by desired zip code/city or day
Communication of	Participants expected the events happening to be trustworthy and credible	Neutral	Mental Model	Each event is showcased with detailed description and follow up updates, as well as organization's contact information. Pictures and videos help on credibility. We can suggest organizations to follow up with their volunteers with statistics on each event they participated

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credibility				Each donation drive is showcased with detailed description and follow up updates, as well as organization's contact information. Pictures and videos help on proving credibility. We can suggest organizations to follow up with their donors with statistics on each drive
	Participant wants to see the proof of the donations circle of work	Neutral	Visibility	
Incentives	Participants suggested adding a certification for the volunteering work completed	Neutral	Mental Model	2 participants asked for a way of recognition through certification.
Communication of idea	Participant liked the whole initiative of the website	Positive	Mental Model	All participants were pleased with the way this website would address volunteering and donation events

Research Analysis for Organization Segment

Overarching Theme	Finding	Sentiment	Type	Notes & Next Steps
Communication of credibility	Participant thought information in the home page was relevant to feel website was legit	Positive	Visibility	Participant was satisfy to see several testimonies and other statistics of events showcased through the website Home page design satisfies this requirements based on field study conducted
	Participant feels having "Why we do this" in actual sequence does not represent a logical flow of the information	Negative	Visibility	Detailed research should be conducted to assess this concern as it did not come up from other users
Communication of feature	Participant was able to find the login path easily	Positive	Navigation	Participant was able to log in in less than 10 seconds
	Participant was confused by and found redundant the presence of Sign Up feature	Negative	Usability: General	Participant suggested to add the Sign Up feature within the Login feature Additional field study to be conducted as this did not come up with other participants
User needs and painpoints	Participant expects the application to offer him a platform to manage volunteers, identify, register, and reach out to them	Neutral	Context	These needs came up during other interviewing process and we have addressed through features offered Though not fully designed, the feature of communicating with volunteers is something we have envisioned in our model
	Participant uses incentives to make their events attractive and recruit volunteers	Neutral	Context	Participant explained that incentives offered are: annual gala events, certificate of participation or accomplishments, at no cost foods or drinks
Communication of credibility	Participant felt that using the employee name or ID for login was an extra protection layer for the organization	Positive	Context	A pre approved list of users and their IDs are the only individuals and entries that can log in into an organization profile
Users depend on filters	Participant found it difficult to see their events because a filter option was missing on the organization event page	Negative	Visibility	Participant mentioned that using a keyword as filtering option is preferred. Add a filter feature in the events page to search by keyword, cause, location, or date

Users depend on filters for finding and managing their events	Participant suggested ranking events by date was preferred	Neutral	Usability	Participant suggested that the events can be shown according to the dates. Show date in the event list and rank using this data
	Participant liked the grouping of events (Future, Active, Past), but suggested to make Active Events as main drive when accessing the page	Positive	Usability	Participants were happy with the organized ways of events Make initial view the "Active Events" grouping
Managing people	Participant mentioned they would like to see people interested and those registered by event	Neutral	Visibility	This is a feature we have noted during initial interviewing process but did not develop in prototype for now. The feature to be added
Communication of idea	Participant felt the main page for the organization, and the details in it were well organized	Positive	Visibility	Participant was able to navigate the page without constant guidance
Communication of features	Participant assumed that the VIEW option would shows the number of individuals volunteering or interested into volunteering	Neutral	Mental Model	We have designed this feature with the objective to expand the event details and provide statistics about registered volunteers. However this feature will be designed in another phase
Communication of terminology used	Participant was unclear what Insight options would represent	Negative	Usability: General	Participant was confused if Insight was related to data on the specific events, or Insights on the organization in general. Insights is designed to represent organization's activities in the website (KPIs)
	Participant was unclear what Report options would represent	Negative	Usability: General	Participant was confused if Report was a feature used to report technical difficulties with the system, or a reporting feature for the organization performance in the system. Report is design to report if any problems while using the system.
Users needs when adding events	Participant found several missing input fields when adding a new event	Negative	Usability	Add the following fields: Event's date and time Description Skills needed Upload pictures or Links to previous initiatives