

Website for volunteer registration

Candice Johnson



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Project overview



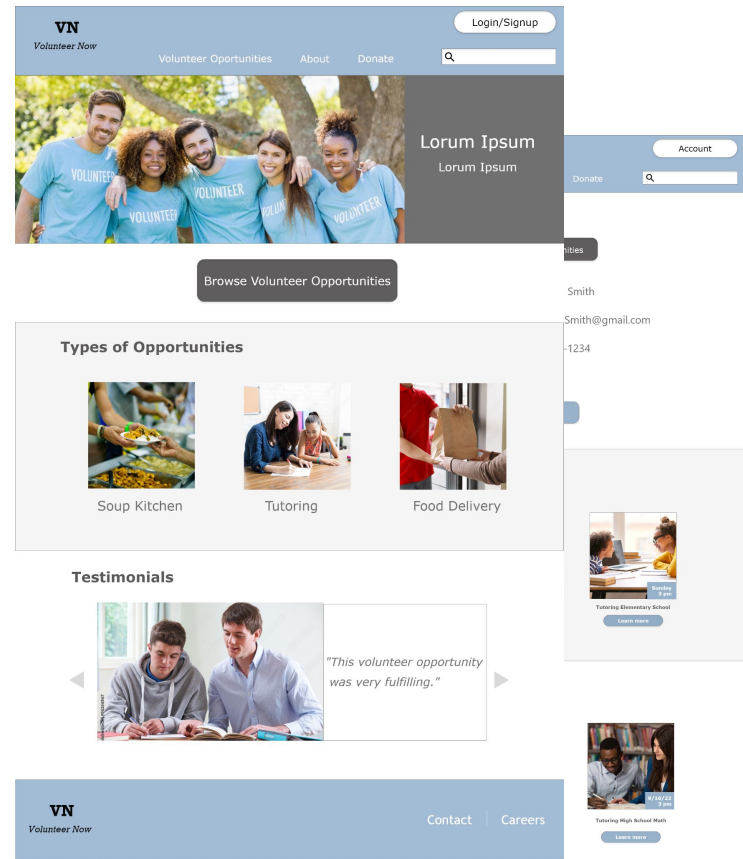
The product:

The volunteer registration website enables users to find a volunteer opportunity, learn more information about it, and register for that opportunity.



Project duration:

June 2022 - December 2022



Project overview



The problem:

It is confusing to find out what volunteer opportunities are available. Volunteers wanted a quick and easy way to search and register for opportunities.



The goal:

To provide users with a simple way to register for a volunteer opportunity.

Project overview



My role:

Lead UX Designer



Responsibilities:

User research, wireframing, and prototyping

Understanding the user

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

User research: summary



I conducted interviews to better understand the wants and needs of my end user. Through research and interviews, I identified a primary user group as retirees looking to spend their free time volunteering.

Through this research, it was evident that a major form of frustration was learning what volunteer opportunities were available and finding out where on the website to register.

User research: pain points

1

Filter

It is difficult to search and filter results for volunteer opportunities by topic.

2

Navigate

It is confusing to know how to navigate the website to view available volunteer opportunities.

3

Recurring registration

It is frustrating to not be able to register for multiple times/dates.

4

Past activities

It is sometimes not possible to view a list of past volunteer activities.

Persona: Maude

Problem statement:

Maude is an active retiree that wants to give back to her community. She wants to find available volunteer opportunities and wants an easy way to register for them.



Maude

Age: 72
Education: Master's in Education
Hometown: Long Island, NY
Family: Husband and two adult children
Occupation: Retiree

"I want to spend my retirement making the world a better place!"

Goals

- To sign-up for volunteer opportunities for her favorite charity

Frustrations

- It is confusing to see what volunteer positions are available
- She wants to be able to book multiple volunteer opportunities at one time

After spending a career in teaching, Maude wants to spend her retirement giving back to her community. She wants to volunteer with her local charity and tutor underprivileged students in her community. She finds the charity's website confusing and is unable to see what volunteer positions are still available. She also wants to book multiple opportunities at the same time.

User journey map

Mapping Maude's journey revealed how it is important to have a clear and simple way users can search for and register for volunteer opportunities.

Persona: Maude

Goal: To easily register for volunteer opportunities

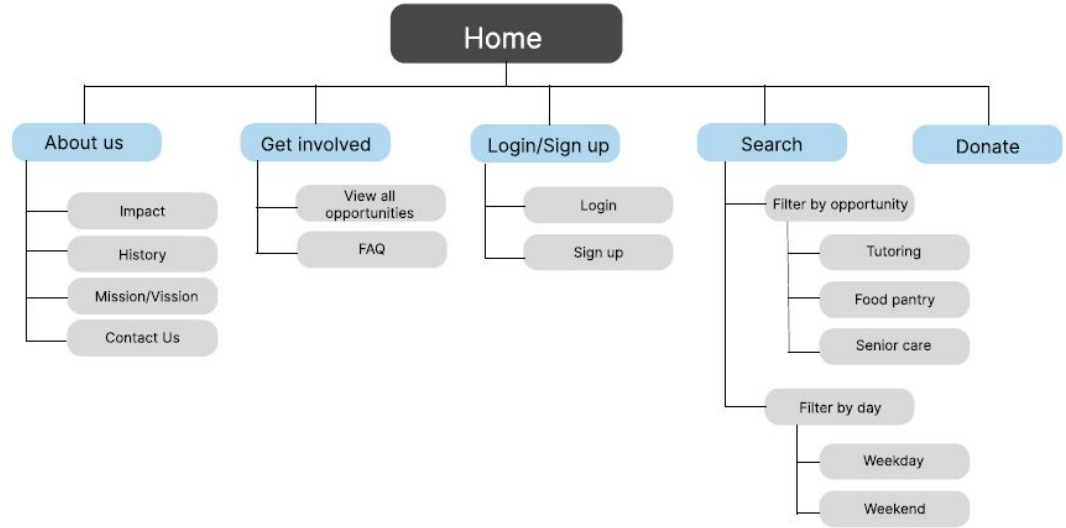
ACTION	Choose nonprofit she wants to volunteer with	Navigate to view volunteer opportunities	Browses volunteer opportunities	View more information for opportunity	Register for that opportunity
TASK LIST	Tasks A. Googles nonprofits near here. B. Browses results and chooses one.	Tasks A. Go to website. B. Click around the website until she finds the listing of volunteer opportunities.	Tasks A. Filter based time and interest. B. Scroll through the opportunities that meet her criteria.	Tasks A. Click on volunteer opportunity. B. View details about the opportunity	Tasks A. Click on register B. Input personal information.
FEELING ADJECTIVE	Excited and mildly overwhelmed.	Confused and frustrated with the navigation.	Slightly confused how to sort. Excited and energized by the opportunities.	Excited and interest	Excited to start. Frustrated entering information.
IMPROVEMENT OPPORTUNITIES	Create an easier way to find nonprofits in the area.	Make the volunteer section easier to find.	Make it easier to sort based on availability and interest.	Have all the information displayed clearly	Create an account so information is saved.

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

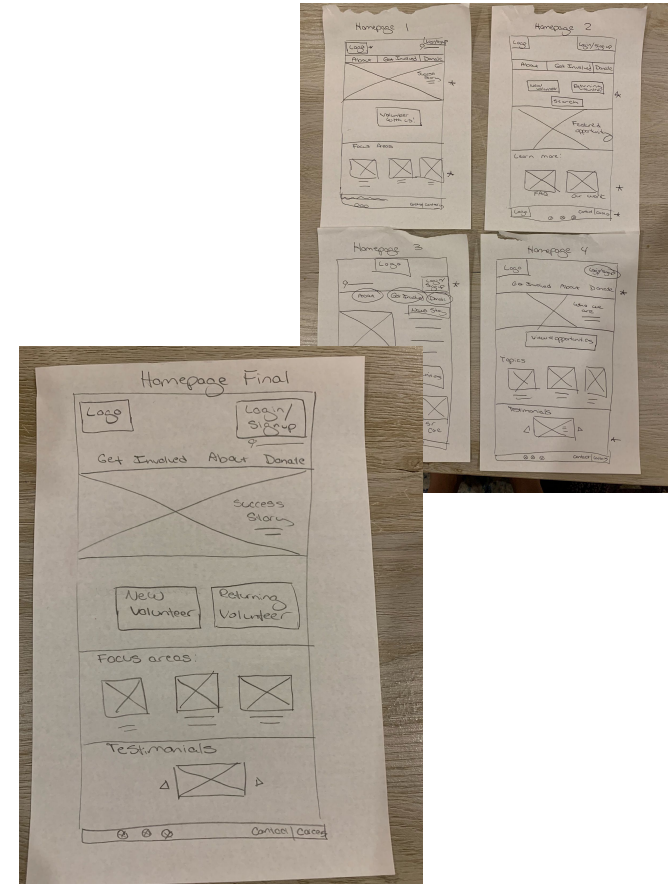
Sitemap

I created a sitemap to organize my website. It was important to add a way to view volunteer opportunities as a top menu option.



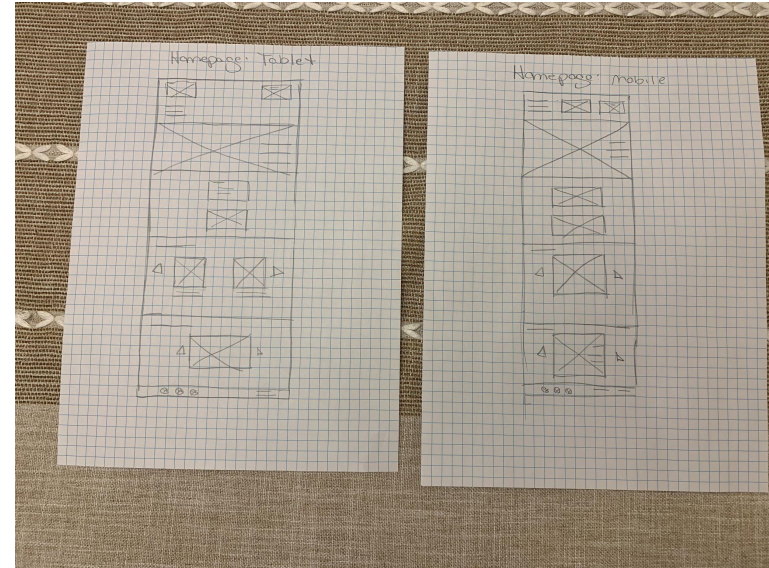
Paper wireframes

I created four different versions of my wireframe and chose the best parts of each one for my final version. For the homepage, I chose to have a hero image on top to capture the user's attention and also included a section for volunteer opportunities sorted by focus area.



Paper wireframe screen size variation(s)

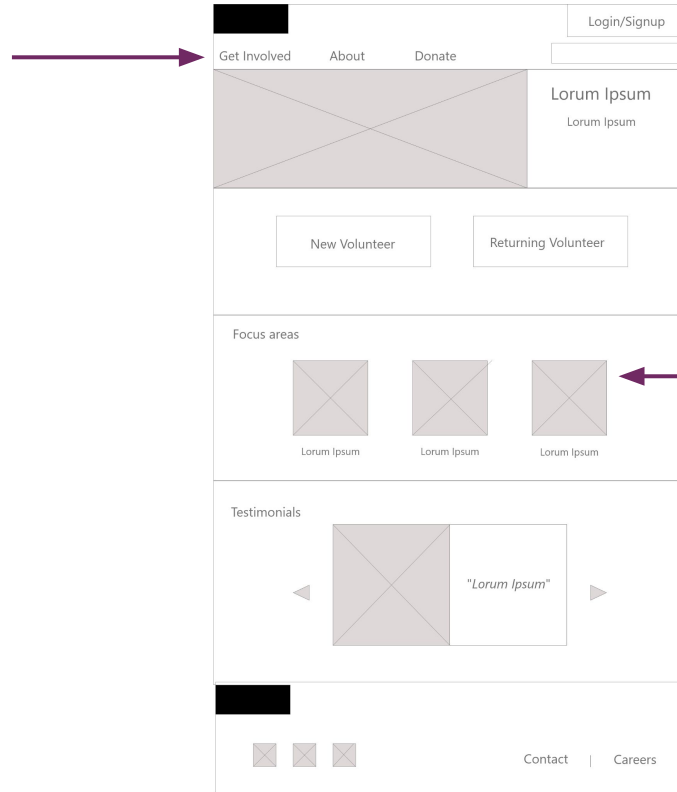
For each of my paper wireframes, I created a screen size variation for a tablet and mobile phone.



Digital wireframes

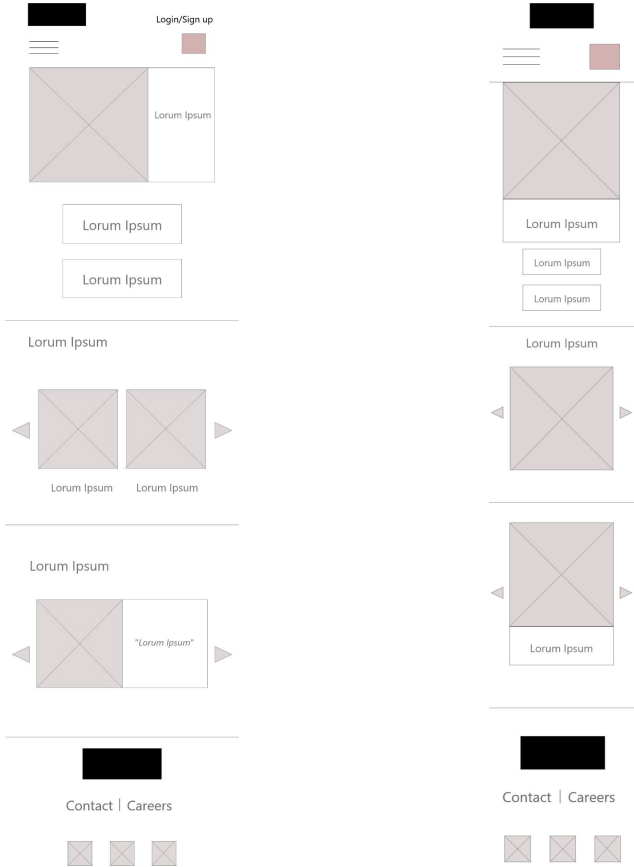
Points of frustration for those interviewed, was difficulty navigating the website to view available volunteer opportunities and not being able to search by volunteer opportunity by topic. I added "Get Involved" as the first menu option and a focus area section.

Ability to get to available volunteer opportunities by clicking the first menu option



Option to get of a filtered list of volunteer opportunity based on topic

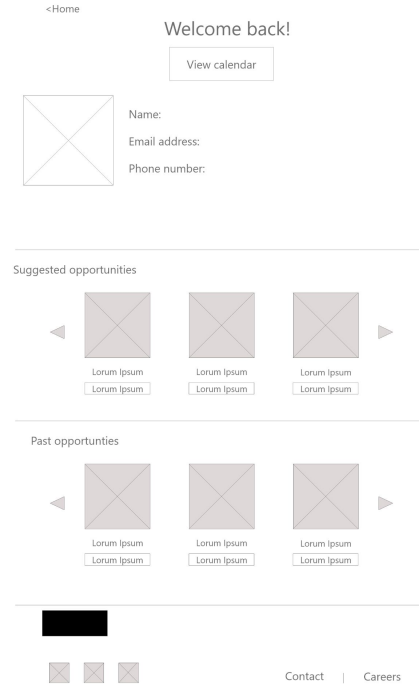
Digital wireframes screen size variation



Digital wireframe

Another point of frustration for those interviewed was difficulty viewing and re-registering for past volunteer opportunities. Through this account page, users can easily see what they previously volunteered for.

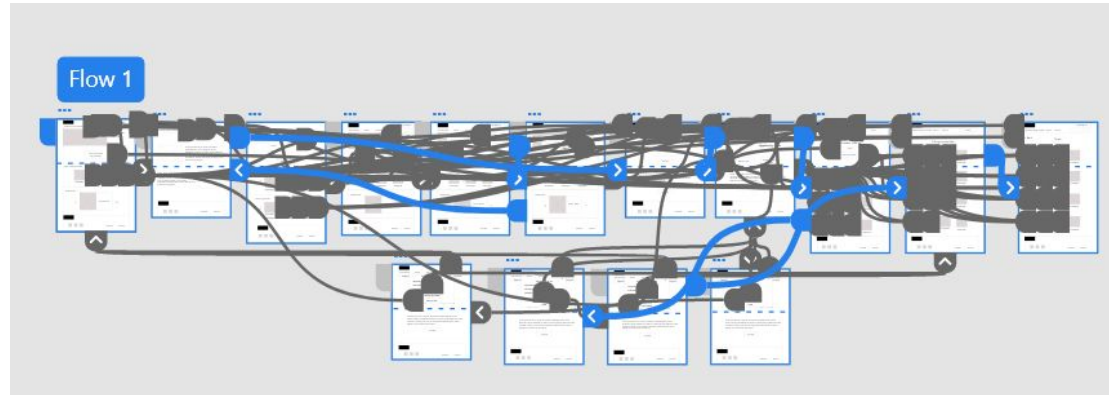
A carousel of suggested opportunities



A carousel of past volunteer activities

Low-fidelity prototype

The goal of [my low-fidelity prototype](#) was for a user to find and register for a volunteer opportunity as quickly and effortlessly as possible. I tried to enable users to navigate in the least amount of clicks possible.



Usability study: parameters



Study type:

Moderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

I conducted a usability study to understand how users would interact with my final website. After the usability study, I edited my wireframes before creating the high-fidelity mockups.

1

Homepage Navigation

There needs to be an easier way to access the volunteer opportunities section, such as a button on the homepage.

2

Menu

The menu heading, Get Involved, is confusing.

3

Registration

The language about registering for multiple days was confusing.

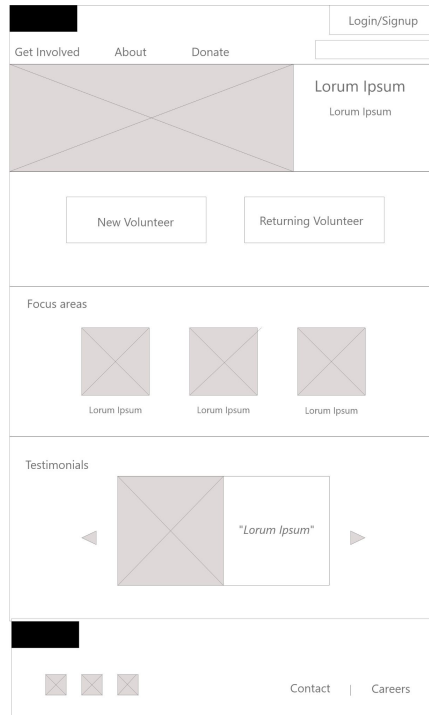
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

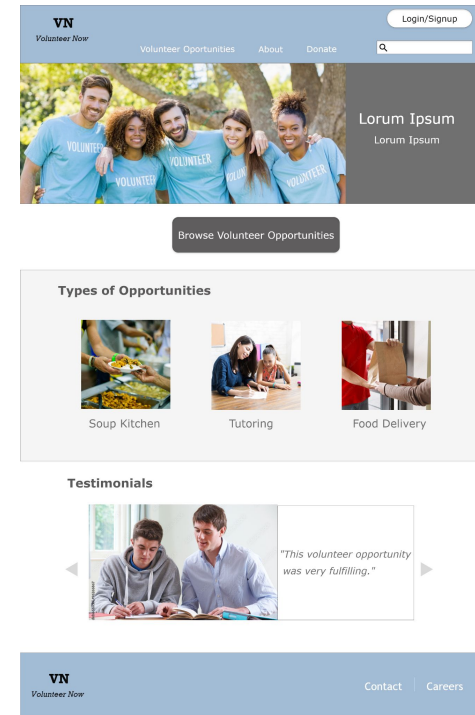
Mockups

The original version of this design had buttons for New and Returning Volunteers. During the usability study, users found this confusing. I replaced this with the button, Browse Volunteer Opportunities.

Before usability study



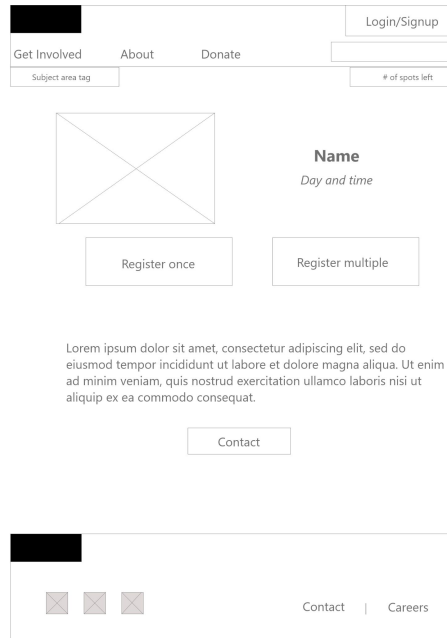
After usability study



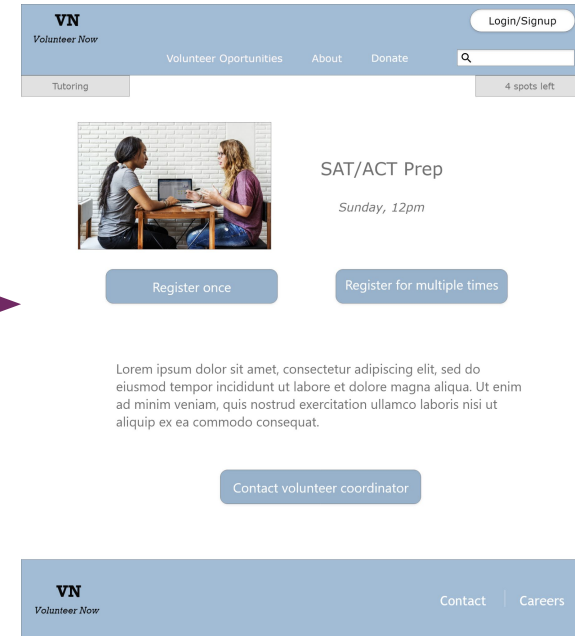
Mockups

During the usability study, another thing that users found confusing was the button, Register Multiple. I changed this button to Register for multiple times.

Before usability study



After usability study



Mockups: Original screen size

Welcome!

Browse Volunteer Opportunities



Name: Elizabeth Smith
Email: Elizabeth.Smith@gmail.com
Phone: 212-555-1234

View Calendar

Suggested Opportunities



Tutoring Middle School Math
Saturday 10 am
Learn more



SAT/ACT Prep
Sunday 12 pm
Learn more



Tutoring Elementary School
Monday 9 pm
Learn more

Past Opportunities



Tutoring Middle School English
11/28/22 12 pm
Learn more



Middle School Homework Help
10/12/22 12 pm
Learn more



Tutoring High School Math
11/28/22 9 pm
Learn more

About



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Volunteer with us!

Search

View All Opportunities

By Topic



Tutoring



Soup Kitchen



Food Delivery

By Time



Weekdays



Weeknights



Weekends

Suggested Opportunities



Tutoring Middle School Math
Saturday 10 am
Learn more



SAT/ACT Prep
Sunday 12 pm
Learn more



Tutoring Elementary School
Monday 9 pm
Learn more

Mockups: Screen size variations

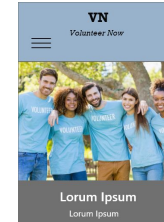
I created mockups for a tablet and mobile phone since volunteers may use different devices to access the website.



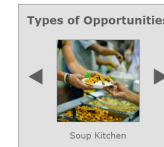
Browse Volunteer Opportunities



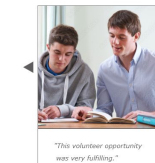
Testimonials



Browse Volunteer Opportunities



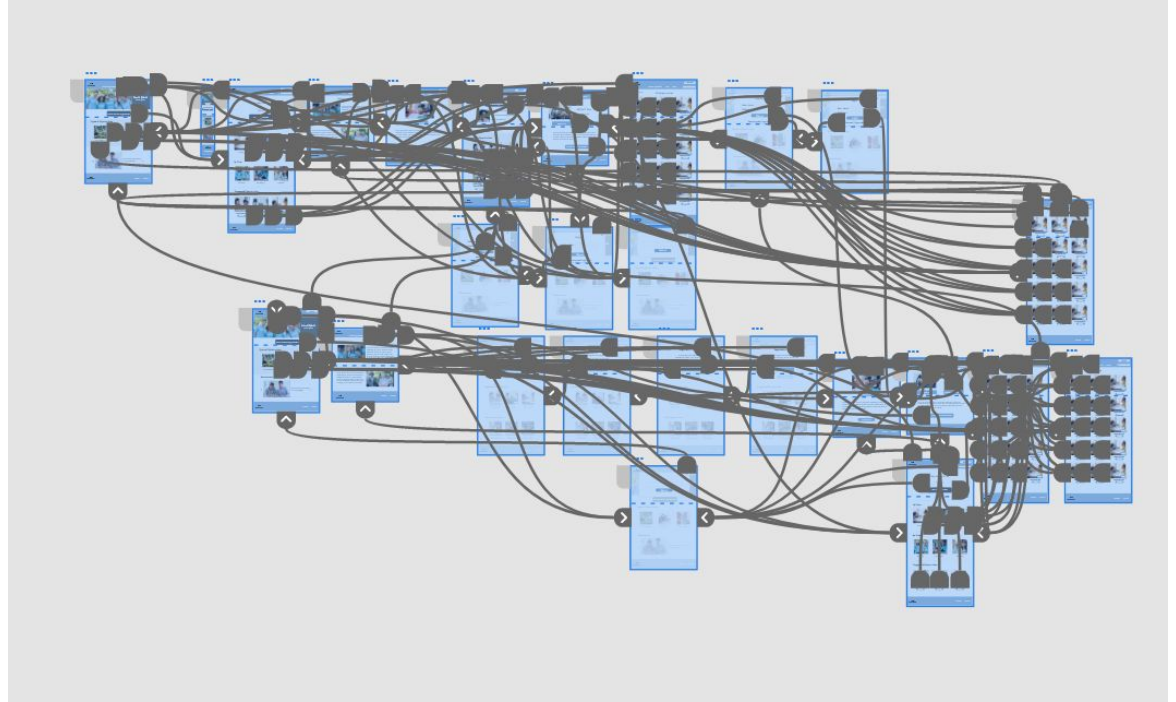
Testimonials



High-fidelity prototype

The final high-fidelity prototype provides a simple and clear way for users to search for and register for volunteer opportunities.

View the [high-fidelity prototype](#).



Accessibility considerations

1

I confirmed that the text color meets accessibility standards.

2

I included pictures with all volunteer opportunity options for those who have trouble reading in English.

Takeaways



Impact:

This app now enables users to search for and register for volunteer opportunities quickly and easily.



What I learned:

I learned how important it is to get feedback from peers and potential users through the process. Feedback gave me insights on how I could improve the user experience.

Next steps

1

Conduct another round of a usability study to see if there are any other edits that need to be made to the app.

2

Conduct additional user research to understand if there are any other user pain points this website can address.

Let's connect!



Thank you for reviewing my work! My contact information is provided below:

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