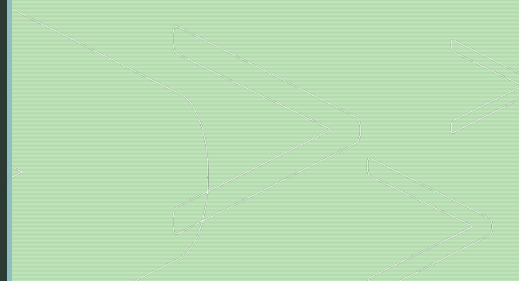


LOCAL HELP

Nate Burns



Project overview



The product:

An application to find local volunteer opportunities



Project duration:

Feb 4th 2023-Mar 5th 2023



Project overview



The problem:

People we struggling to find information about local volunteer opportunities.



The goal:

Create an easy to use application that allows users to find information about local volunteer opportunities or find a random volunteer opportunity within their area.

Project overview



My role:

Lead UX designer, and researcher



Responsibilities:

User research, wireframing, prototyping

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

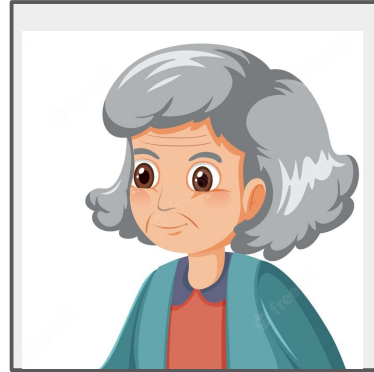


Our user is anyone who is interested in volunteering, but does not know where to look for local volunteer opportunities. From the 16 year old in high school looking for extra curricular activities, to the 67 year old retiree that wants to give back to their community, “LocalHelp” is for everyone that is looking for ways to get involved in their community.

Persona 1: Ellen Turner

Problem statement:

Ellen Turner is a retired teacher who needs an easier way of finding local volunteer opportunities from her computer because she feels like she is missing out on volunteer opportunities.



Ellen Turner

Age: 67
Education: Masters
Hometown: Denver CO
Family: Married, 3 children
Occupation: Retired teacher

"I love volunteering, but it is very difficult for me to find volunteer opportunities."

Goals

- Find local volunteer opportunities from her computer with the location, description, and amount of people going.

Frustrations

- Ellen gets frustrated when she can't find any volunteer opportunities near her.

Ellen has been retired from teaching for 5 years and enjoys volunteering around town. However there is no easy way for her to find volunteer opportunities from her computer. She would like to see what is available for volunteer opportunities, where they are, and how many people are going to be there.

Competitive audit

Competitive audit	Goal: Compare the ordering experience of each competitor's app						
	General information						
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience
Volunteer Match	Direct	N/A	Local volunteer opportunities	N/A	www.VolunteerMatch.org	Large	Everyone
American Red Cross	Direct	N/A	Red Cross Volunteer opportunities	N/A	www.RedCross.org	Large	People interested in volunteering with the American Red Cross
Habitat For Humanity	Direct	N/A	Habitat for Humanity Volunteer opportunities	N/A	www.Habitat.org	Large	People interested in volunteering with Habitat for Humanity

Based on our competitive audit research, our major competitor is “Volunteer Match”, which provided a list of local volunteer opportunities around your searched area. Both their mobile and website version work well, but there is very little appeal with images, icons, or typography. Both American Red Cross and Habitat for Humanity, offer great UI with both mobile and website for finding volunteer opportunities through them, it would be great to take the UI from the Red Cross and Habitat and combine it with the list of volunteer opportunities from Volunteer Match.

Ideation

Through the crazy eights exercise the idea of including a map continued to appear, I also liked the idea of having the opportunities in a list format with a distance tracker above each one.



Starting the design

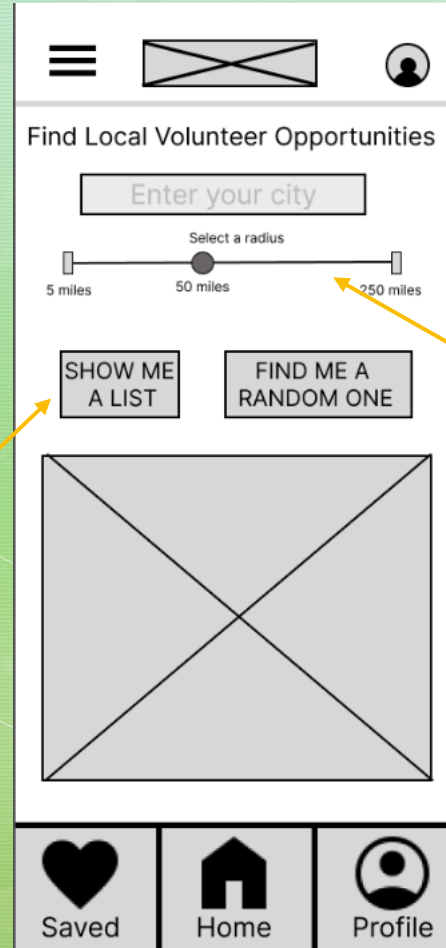
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

The home screen will show an overview of a map that will zoom in on the city entered, and will show volunteer opportunities within that city.

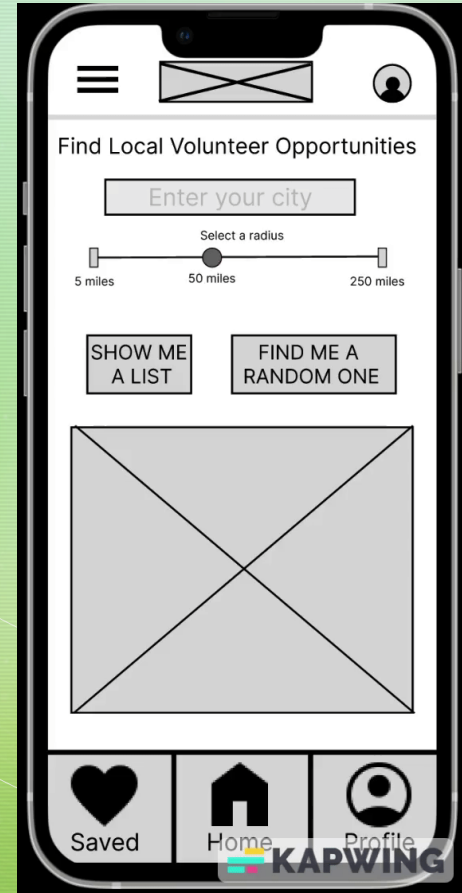
The option to be shown a list or a random volunteer opportunity

A sliding bar to select the radius of the search



Low-fidelity prototype

Lo-Fi Prototype



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Remote



Participants:

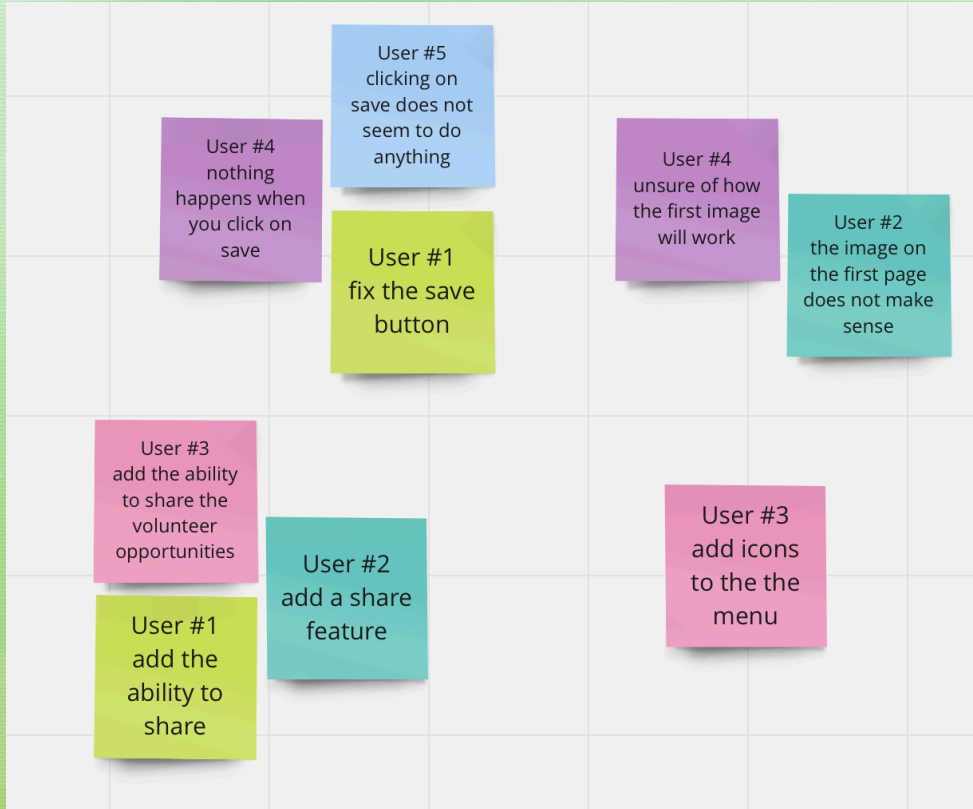
5 participants



Length:


10-30 minutes

Usability study: findings





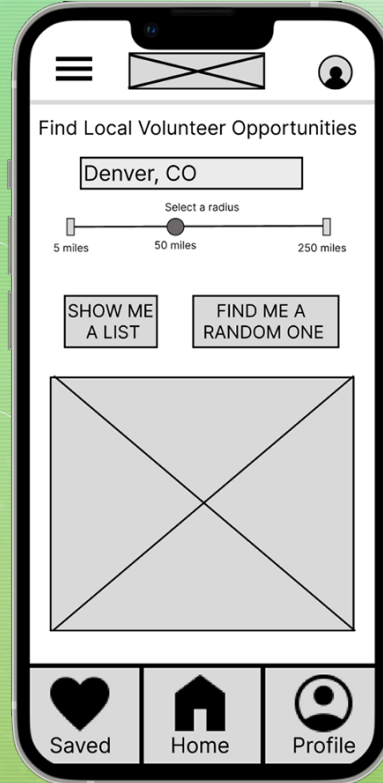
Refining the design

- Mockups
 - High-fidelity prototype
 - Accessibility
- 

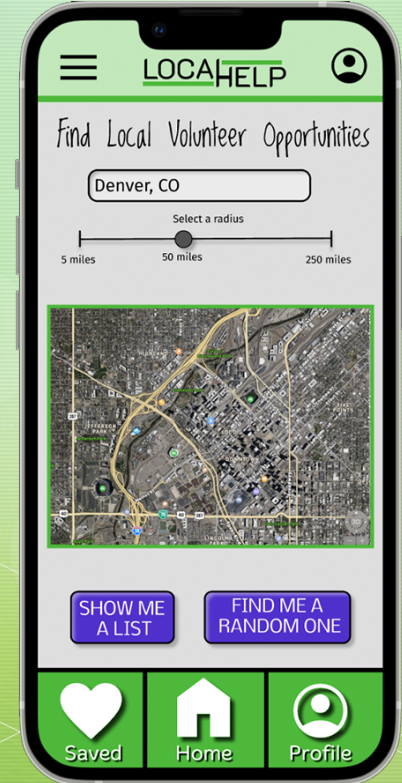
Mockups

Relocated the buttons to a more user friendly positioning, added images, and typography to the mockups.

Before usability study



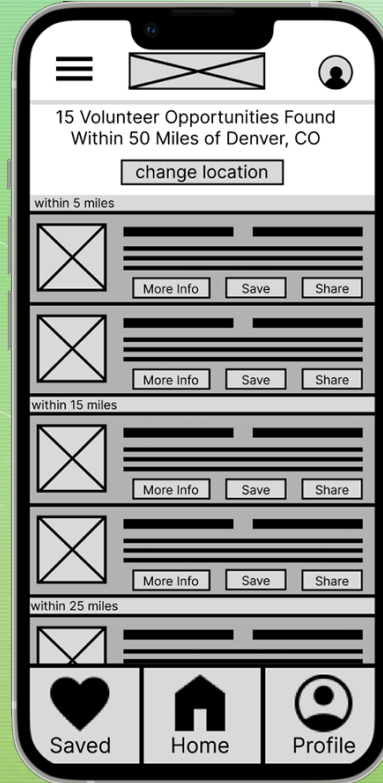
After usability study



Mockups

Added more details, colors, and typography to the mockups

Before usability study



After usability study

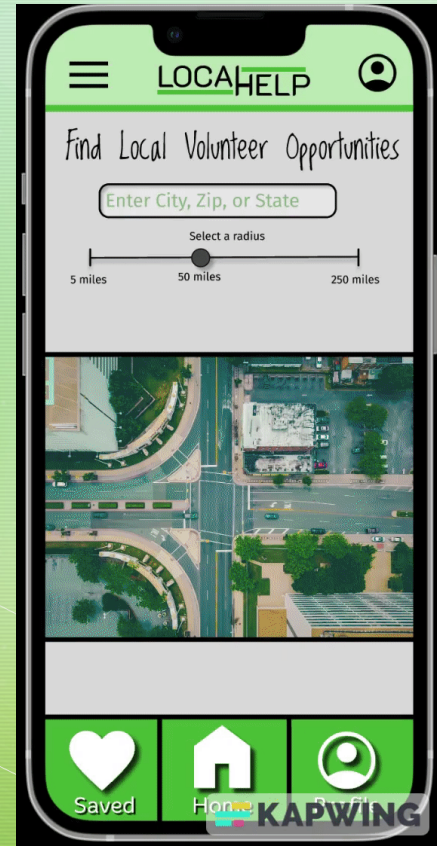


Mockups



High-fidelity prototype

Hi-Fi Prototype



Accessibility considerations

1

Adjusted the color and boldness on text to make it more accessible for users.

2

Adjusted the duration of transitions to meet accessibility standards.

3

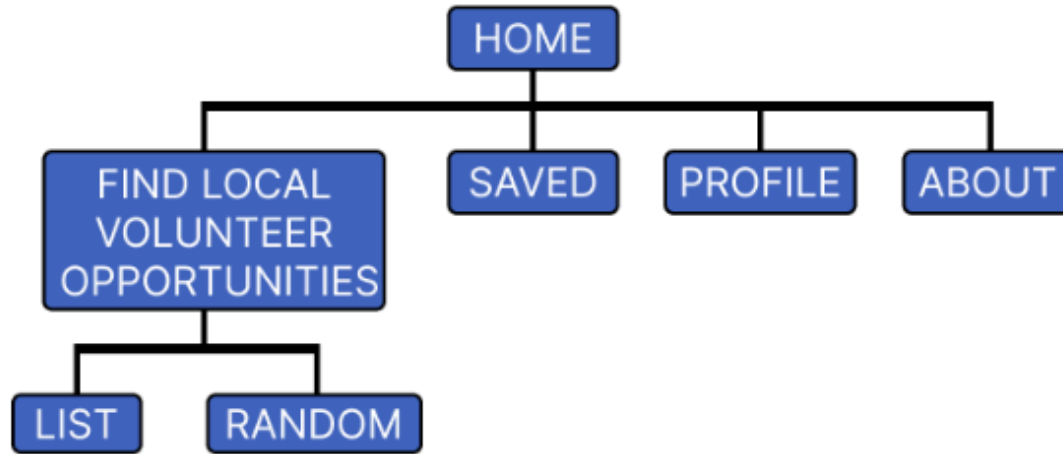
Adjusted the spacing between buttons to allow for easier use, and allowed for multiple options to lead the user to the same area.

Responsive Design

- Information architecture
- Responsive design



Sitemap



Responsive designs





Going forward

- Takeaways
- Next steps



Takeaways



Impact:

I hope that my designs help people easily find volunteer opportunities in their community.

With volunteer opportunities being easier to find, get information about, and share I hope more people will be able to get involve in their community.



What I learned:

I learned how to utilize components more to make the design process go more smoothly.

Next steps

1

I plan to continue to improve these designs, and add more details to make it more accessible and allow more people find local volunteer opportunities.

2

I plan to improve the radius bar and get it fully functioning, as well as the map feature.

3

I plan to expand the design to fit other screen sizes.

Let's connect!



I hope you enjoy my work and look forward to hearing from you about the UX Design position.

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