

Case Study: Volunteer Registration Flow

Nonprofit located in Chicago, IL to provide a seamless registration flow for volunteers interested participating in various community events.



volunteer [ˈvɒləntɪr]

NOUN a person who freely offers to take part in an enterprise or undertake a task.

VERB freely offer to do something.

Volunteer Registration



Existing Volunteer

New Volunteer

A screenshot of the "Volunteer Registration" form on the Chicago Charity website. The form is titled "Volunteer Registration" and includes a thank-you message: "Chicago Charity would like to thank you for reaching out to support us and make a difference!". The form contains several input fields: "Full Name" (with the example "Kimberly Austin"), "Email" (with the example "Kimberly@gmail.com"), "Next Available" (with the example "Fridays and Sundays"), a checkbox for "May we call you?" which is checked, and "Phone Number" (with the example "555-555-5555"). A red "Next" button with a right-pointing arrow is at the bottom of the form.A screenshot of the "Featured Event" section on the Chicago Charity website. It features a red header with the "Chicago Charity" logo and a home icon. Below the header is a "Featured Event" section with a photograph of a group of people at a running event. Underneath the photo is the text "Please select event below." and a "Filter" section. The filter section includes a dropdown menu set to "Events" and a list of three events: "Senior Day", "Earth Day", and "Beach Cleanup". Each event has a checkbox and a right-pointing arrow. A left-pointing arrow is located at the bottom of the page.

OVERVIEW

Volunteer Registration Flow / Summer 2021

This project was for my Google UX Certification course at Coursera. The objective of the course was to learn how to follow the design process, understand the basics of UX research, apply foundational UX concepts, create a professional UX portfolio, a responsive website, and a cross-platform experience. I completed this project over the course of 2 weeks, and learned an incredible amount about usability studies and strategy.

Tools used: Figma, Unsplash, Google Slides, Mural, pen and paper.

THE PROBLEMS

Application Process

The current mobile site provides volunteers to review events and have the ability to sign up for interested events via email only. The current registration flow remains outdated. The current method of registration only works via email limiting the user to experience a more in depth flow and causing more work for employees to maintain a database.

Mobile Application

The app itself is well executed, but does not solve a clear user registration flow. Many users experienced frustration and confusion trying to select an event and learn more about events.

Accessibility

Our digital volunteer registration flow is updated and provides volunteers to setup an account and track events. However, our current mobile app does not provide enough accessible icons and methods to review events and restrict many users from reviewing events accurately.

Persona



"I would like to have a simple registration flow to stay active, recruit, and provide online orientations to volunteers."

Goals

- Easy registration flow to recruit volunteers
- Online orientation
- Online application
- Online signup sheet
- Method of keeping track of volunteers

Frustrations

- "Difficult and more time-consuming to check every active volunteer"
- Frustrated that volunteers can't create profile
- No online sign up
- Discouraged that volunteers don't commit

Name Kimberly Austin

Age: 37
Education: Masters Degree
Hometown: Evanston, Chicago
Family: 1 dog,
Occupation: COO, Morning Thymes

Elena is a 37-year-old, female-identifying professional who lives in Chicago. She is the COO and Volunteer Coordinator for the largest charity in Chicago and lives alone. She works 12 hour days and dedicates her life to her work. She is working on a huge charity event and is in charge or working with a team to develop a registration flow.

JOURNEY MAP

Volunteer Journey Map



Volunteer Journey Map

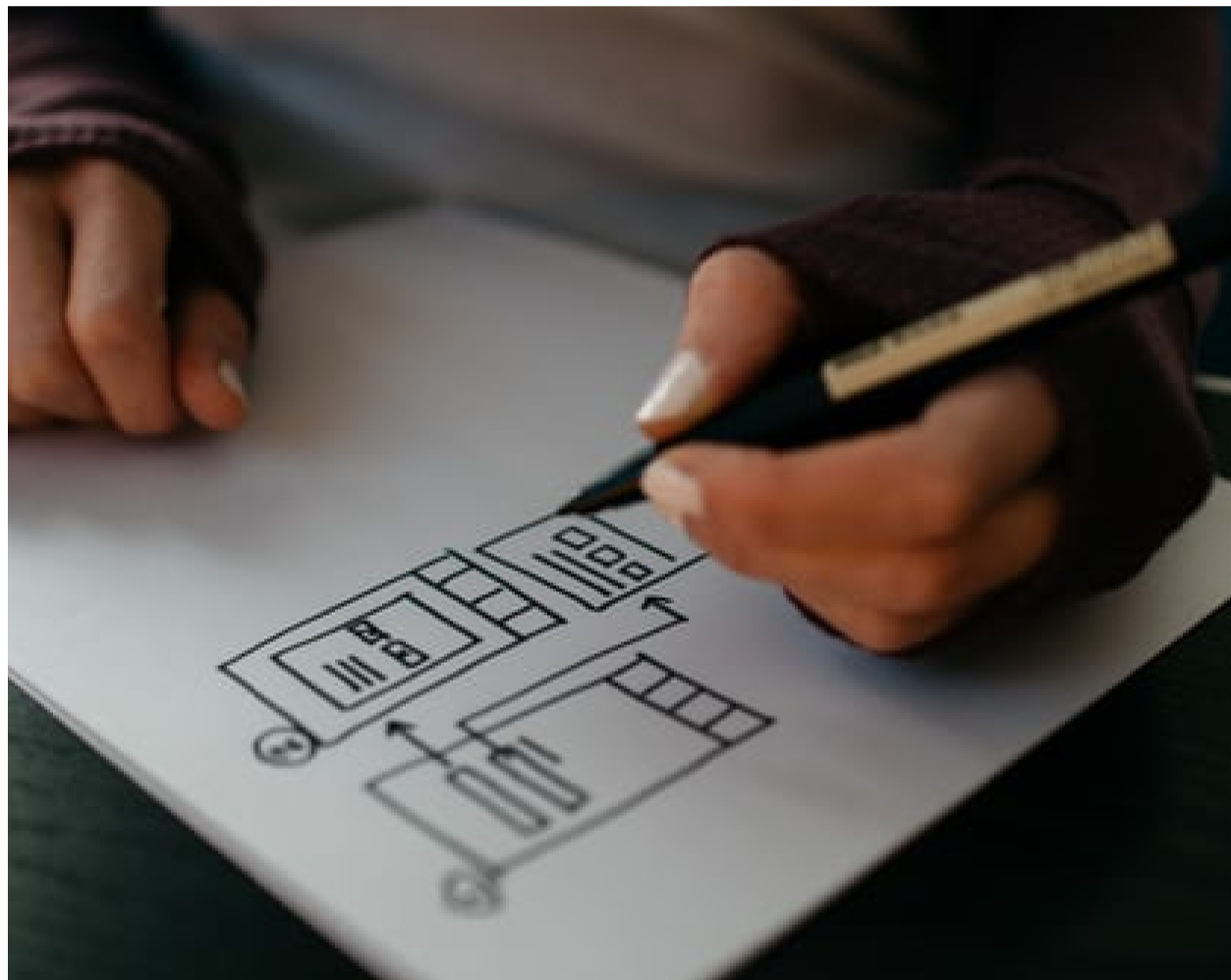
Conducting a journey map allowed me to understand the pain points volunteers and employees are experiencing to register for an event. In order to understand the pain points more in depth I created a user journey experience from secondary research. The actions demonstrated helped me identify when volunteers were experiencing frustrations, confusion, and a seamless flow.

Tasks

Get App - Create Account - Complete Orientation - Sign Paperwork - Select Event - Confirm Event - Check Email

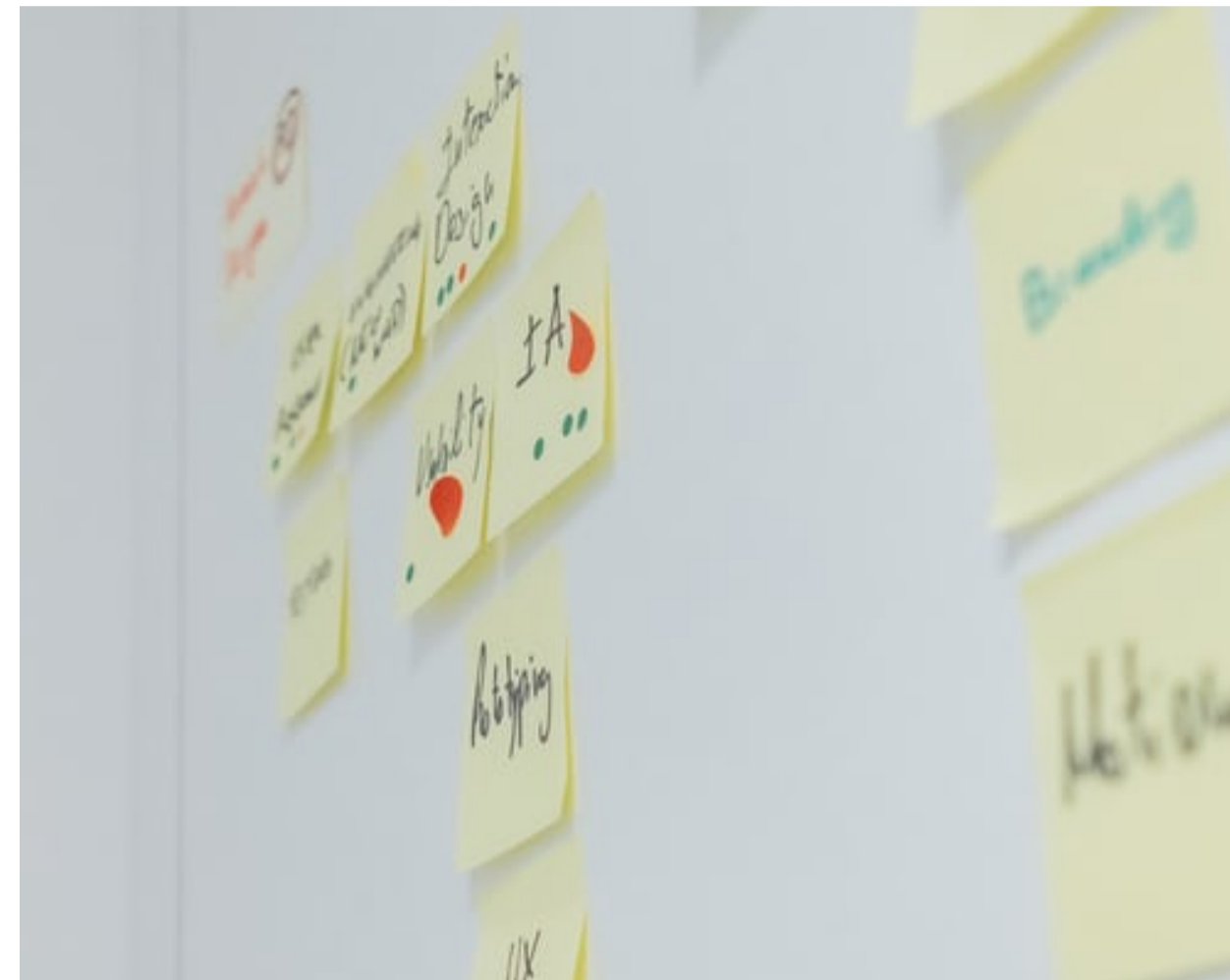
IDEATION

Sketching



My sketching is a work in process and provided valuable experience for my career. I am learning how to iterate and alter ideas with the stroke of a pencil allowing me to get quick feedback from family and friends.

Affinity Map



Throughout the process, I used sticky notes to organize my thoughts, map user flow and conduct a competitive audit.

Information architecture



Once I had created a rough concept I tranferred them onto digital sticky notes using MURAL. This helped me understand and prioritize pain points users are experiencing.

PROCESS

here's how it's done

How did you work with your team throughout the process? Below is just a high level of how a process should look from beginning to end, but feel free to branch off, since not every process looks the same.

PAPER WIREFRAME



DIGITAL WIREFRAME



LOW-FIDELITY PROTOTYPE

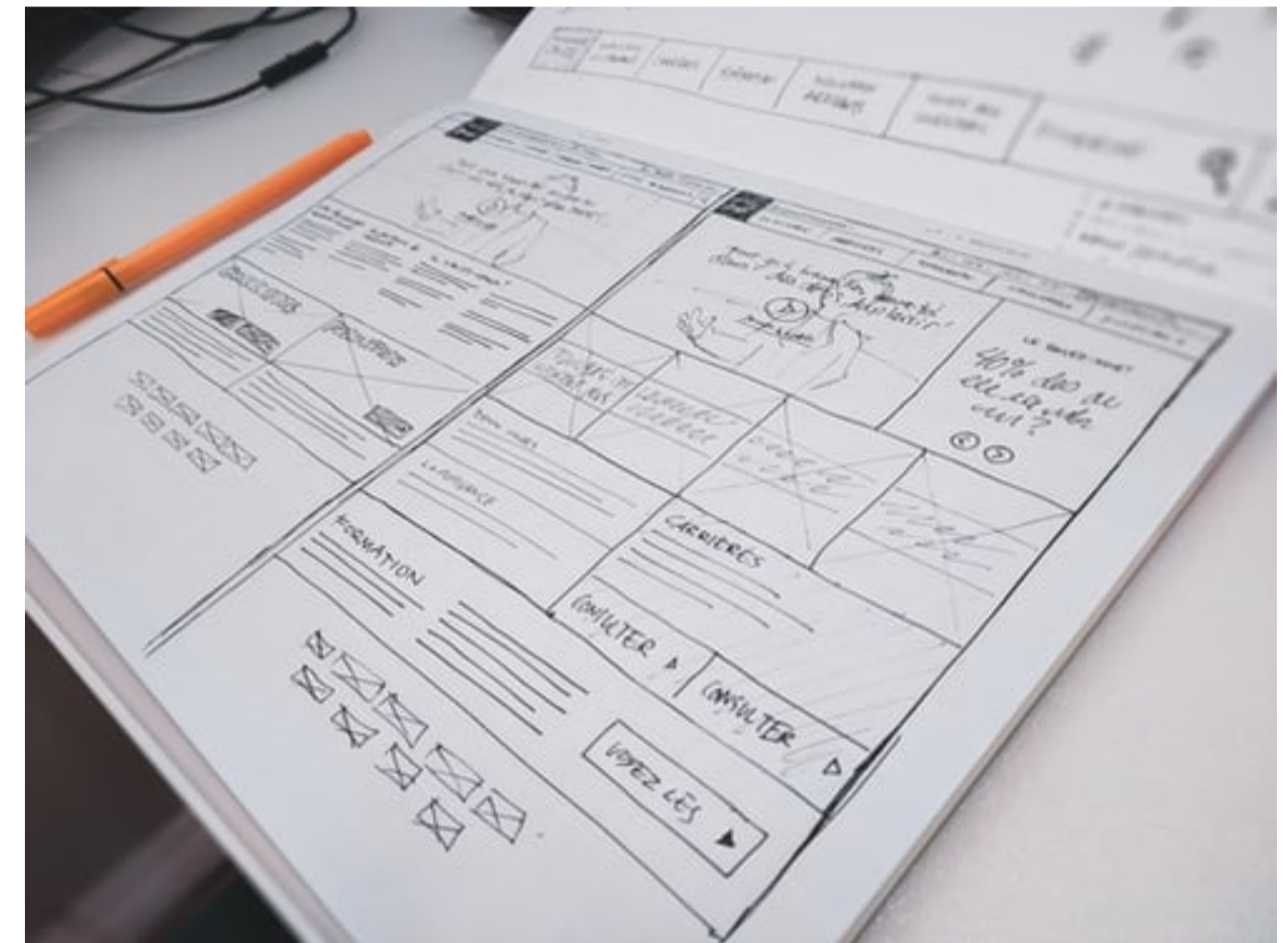


HIGH-FIDELITY PROTOTYPE



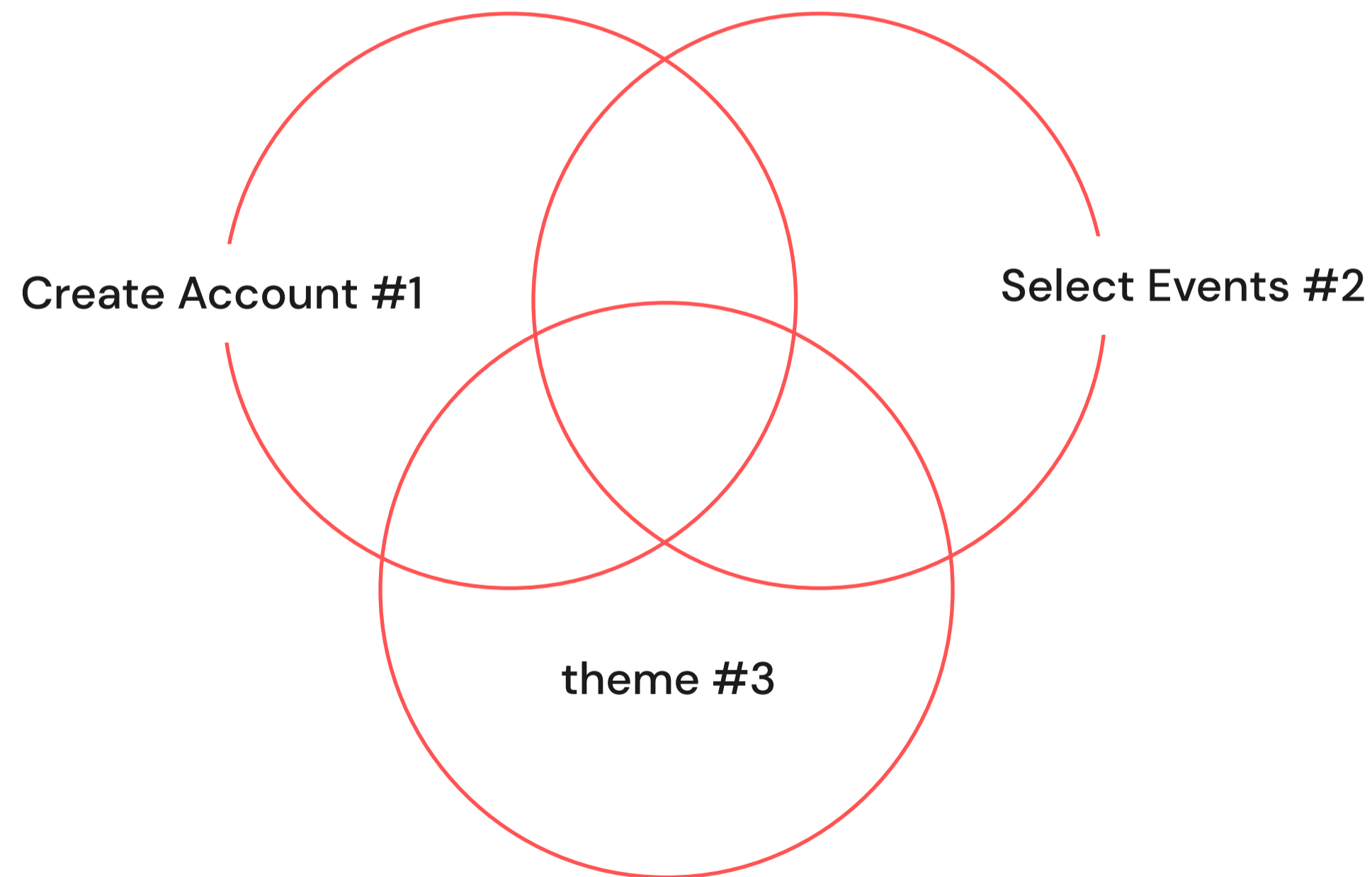
paper wireframe

Brainstorming of visual designs to begin the volunteer registration process along with developing a way for employees to keep track of volunteers.



INSIGHTS

looking for themes and insights based on secondary research



create account #1

Most users selected 'create account', an insight is users understand cues and labels to create a new account.

select events #2

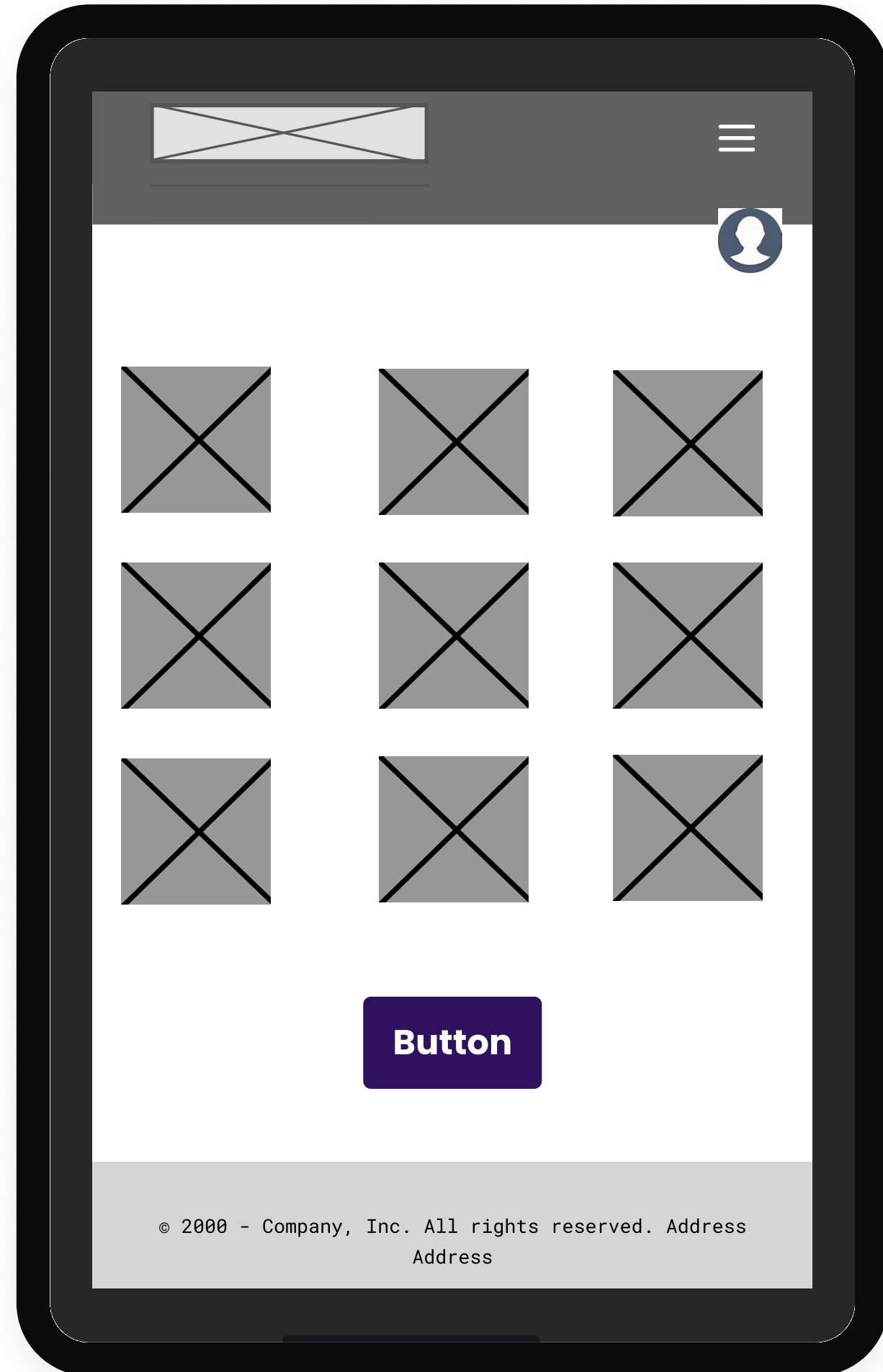
Most users found it difficult to locate events, an insight is that the event page should be accessible to all users and easier to locate.

navigation #3

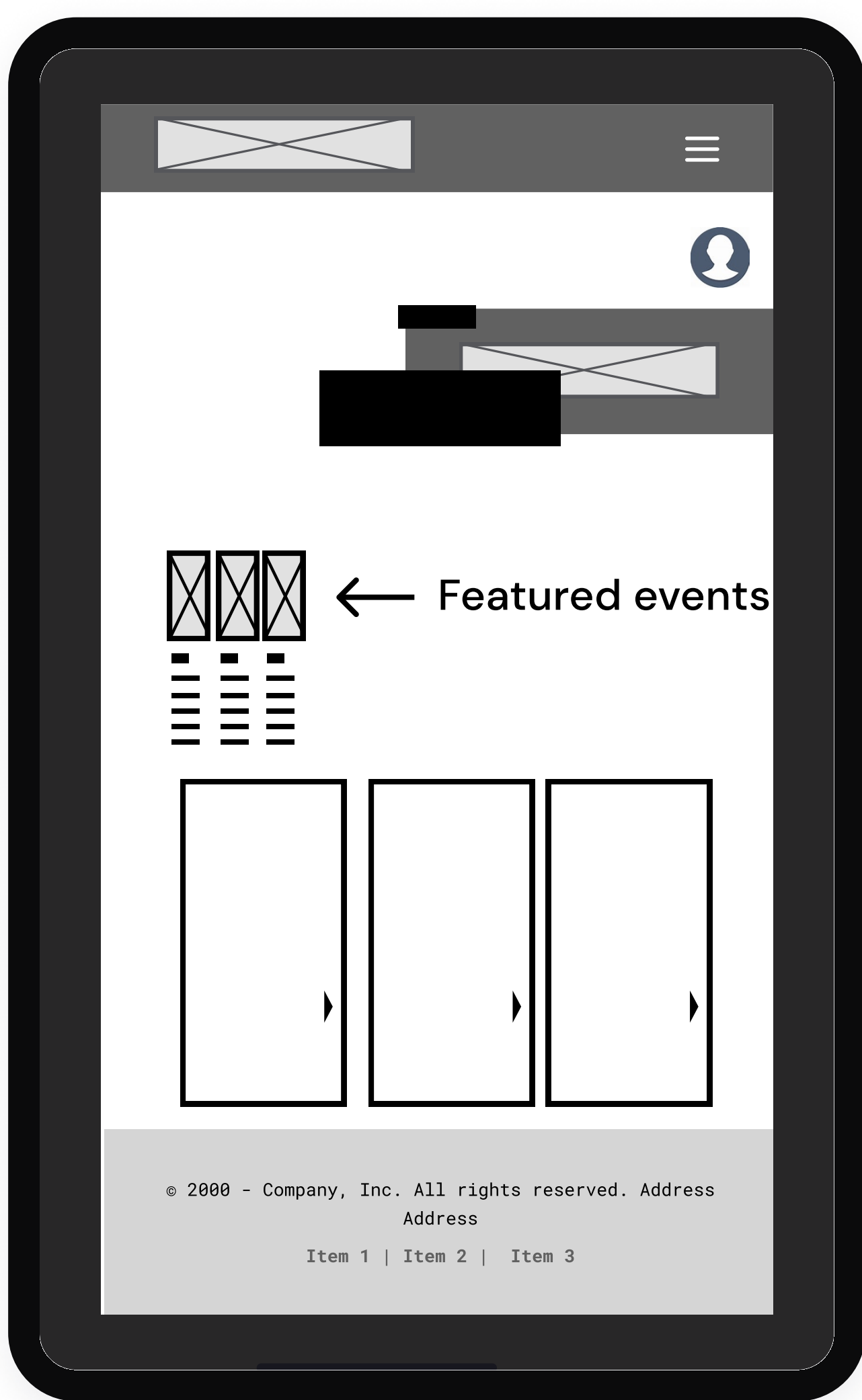
Most users found it difficult to return to the homepage, an insight is that users need a more simplistic way to navigate back to the homepage along with a clearer icon.

digital wireframe

Wanted to develop a way for volunteers to view all events at once. Some users found it to be too busy and not that accesible.



← List of events in a grid



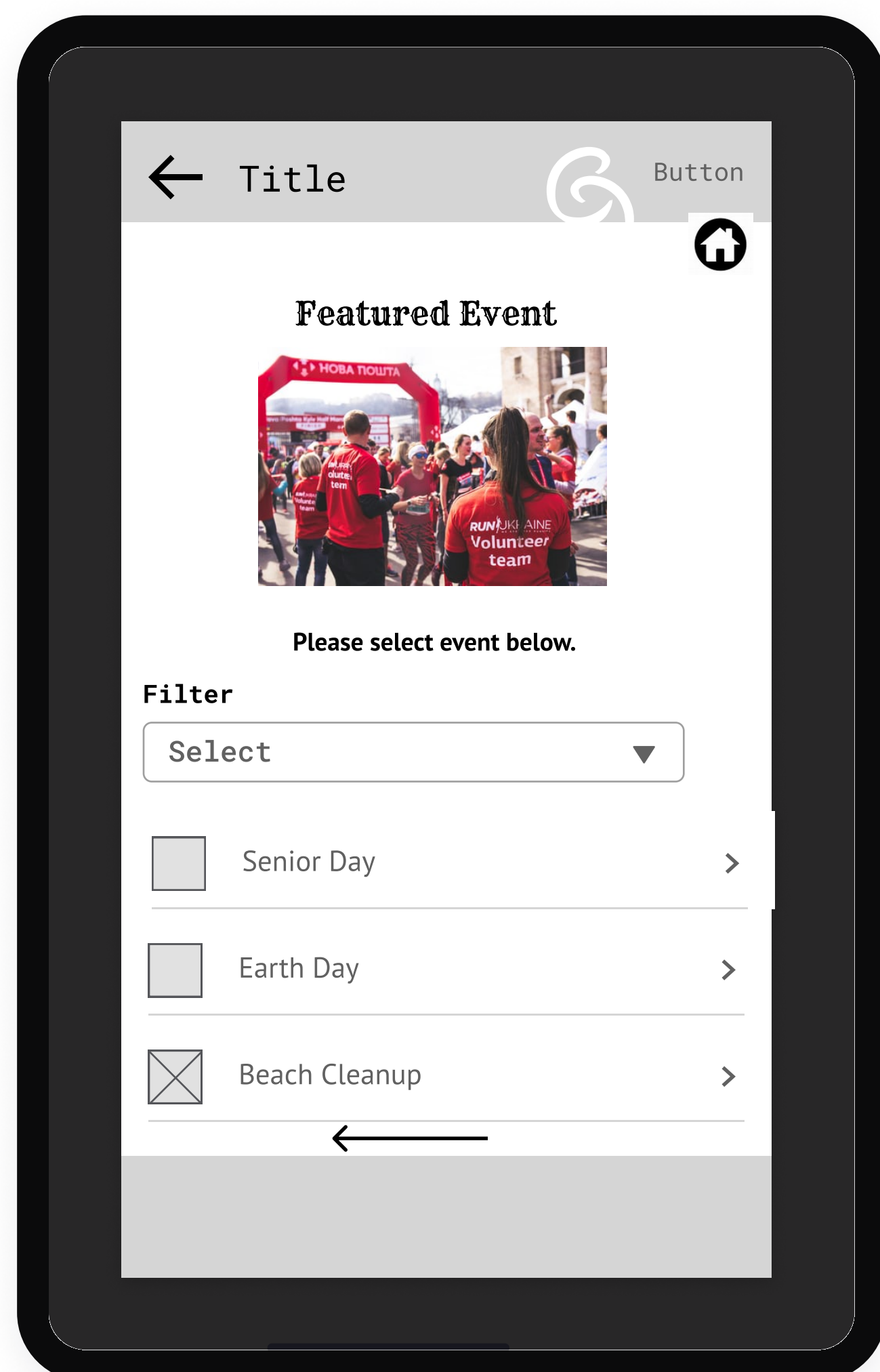
Low-fidelity prototype

Iterated the visual design to limit how many events are viewed and had small feature events listed.

← Condensed events and placed an image roll

High-fidelity prototype

Iterated visual design for the event page to have a drop down box to list all event, place a filter and added accesibility.

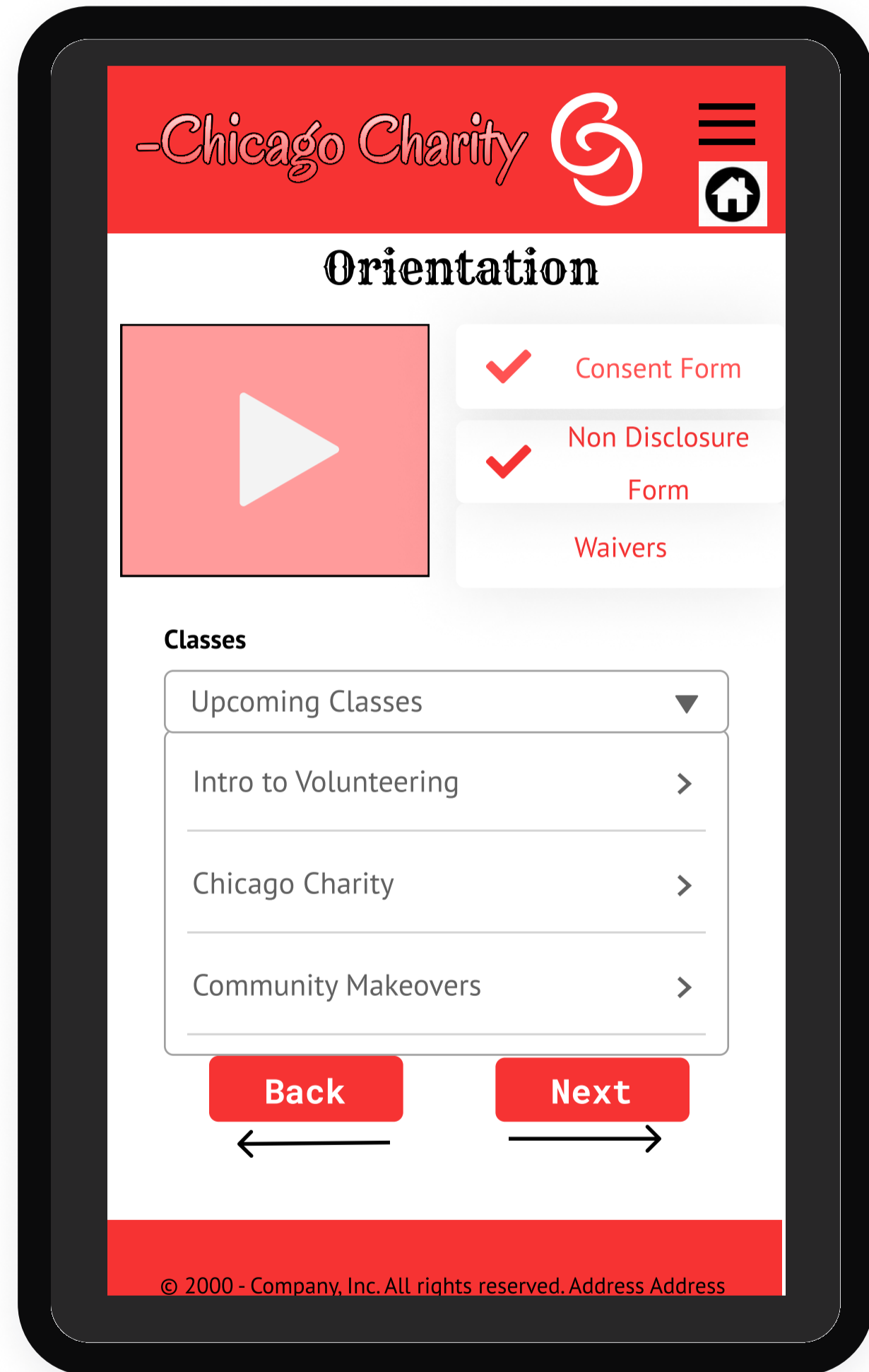


← Filter

SOLUTIONS

solutions for employees

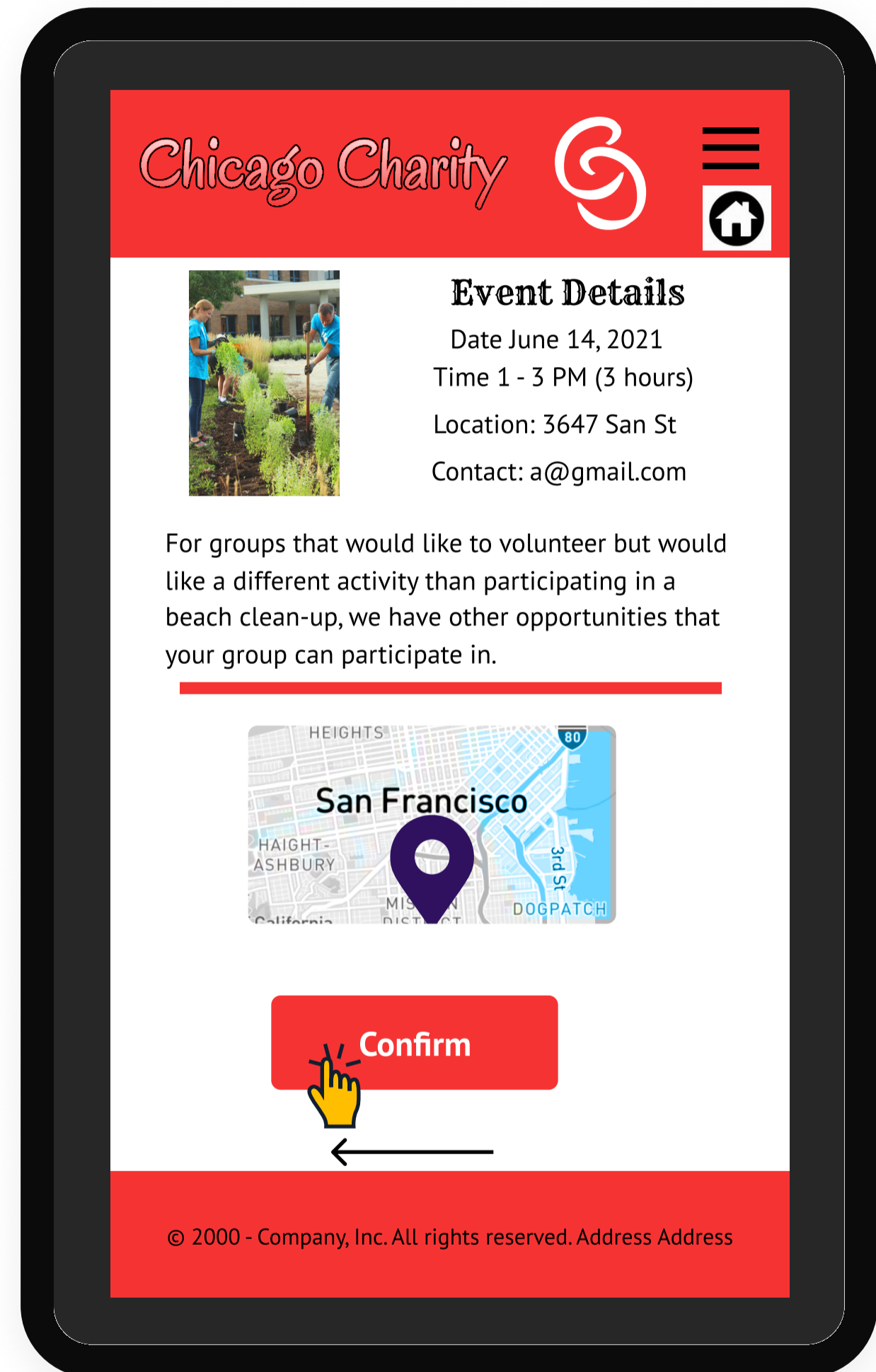
Developed an online orientation course to provide an accurate database for employees to track volunteers



SOLUTIONS

solutions for employees

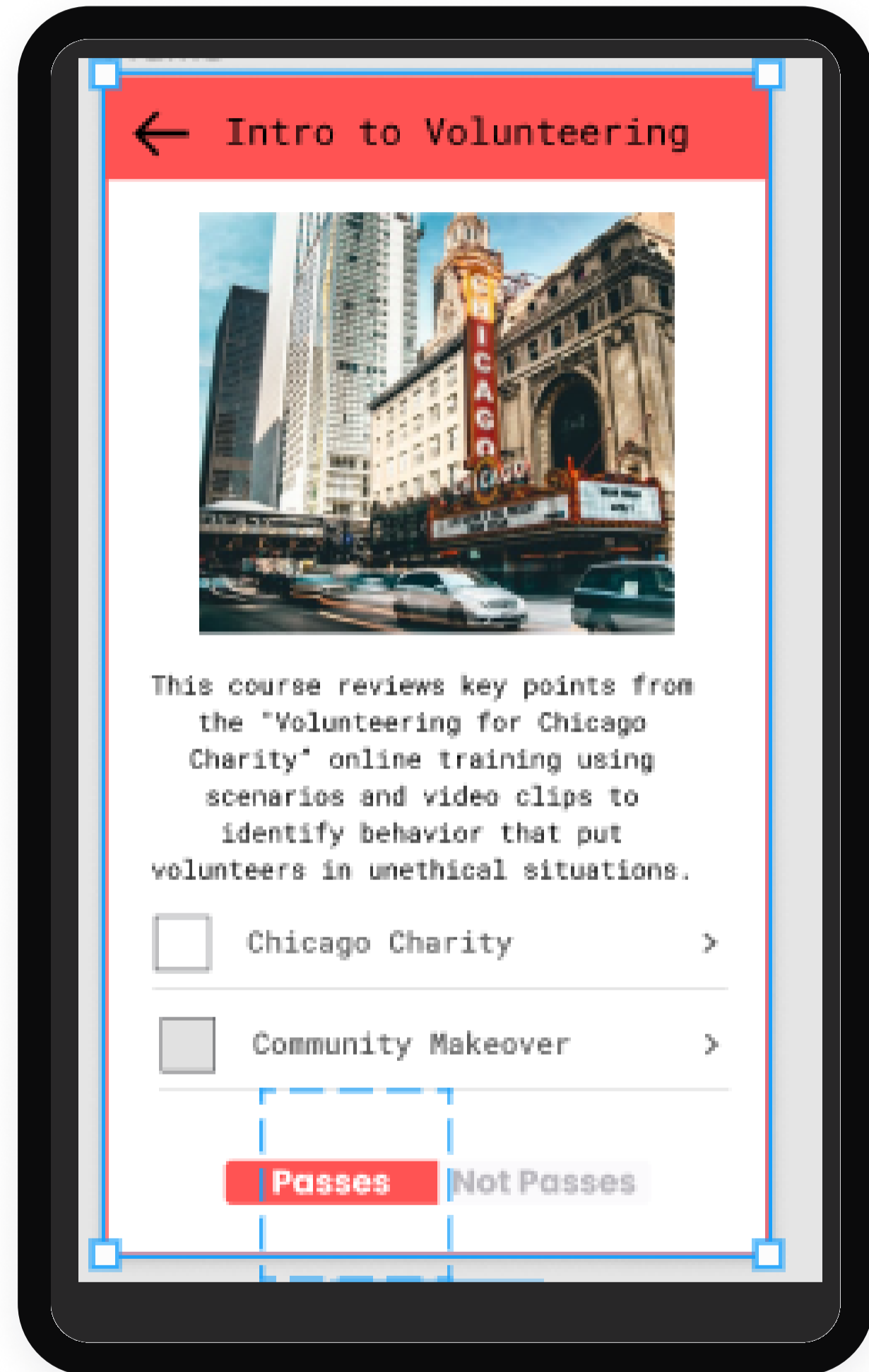
Developed a more detailed event page for volunteers along with a map. I added a confirmation button which will alert employees of the registration.



SOLUTIONS

solutions for employees

Developed an orientation course for volunteers to learn more about the charity and for employees to create a database and send out notifications and reminders.

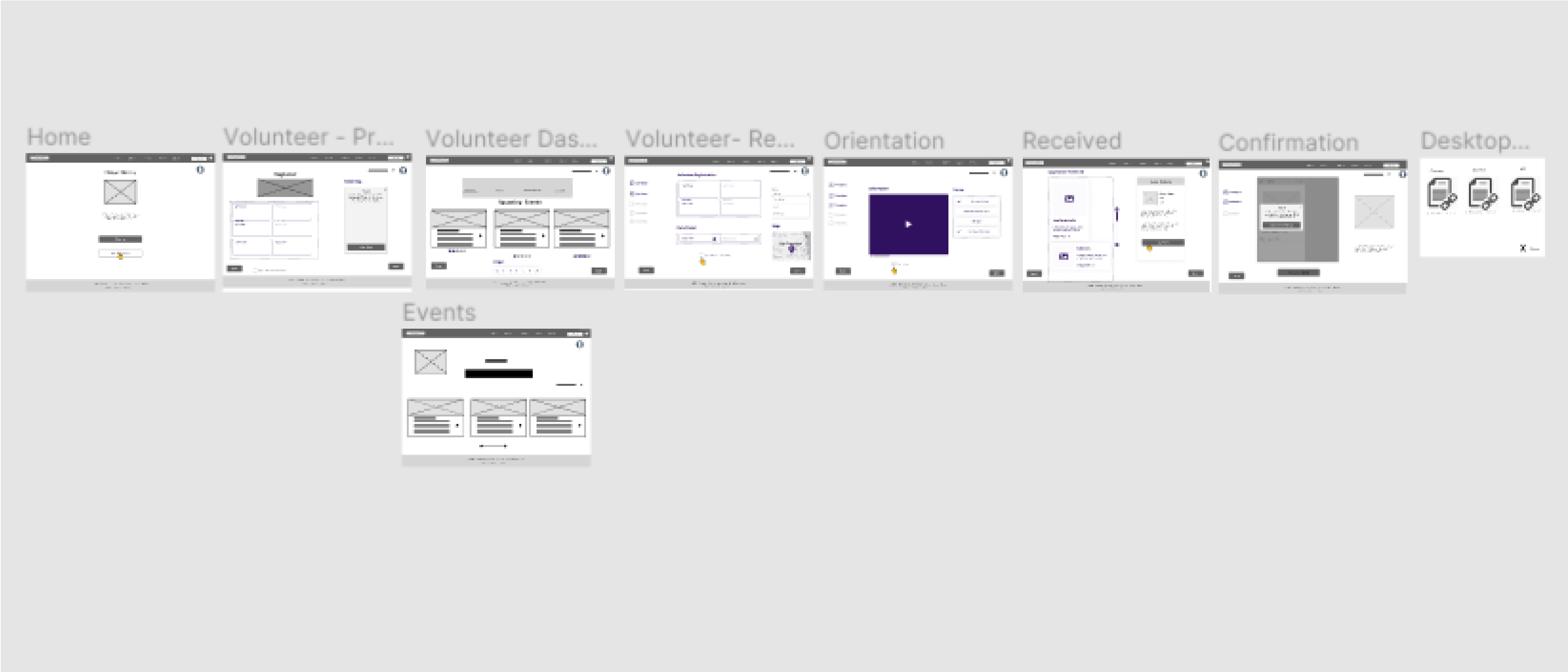


WIREFRAME



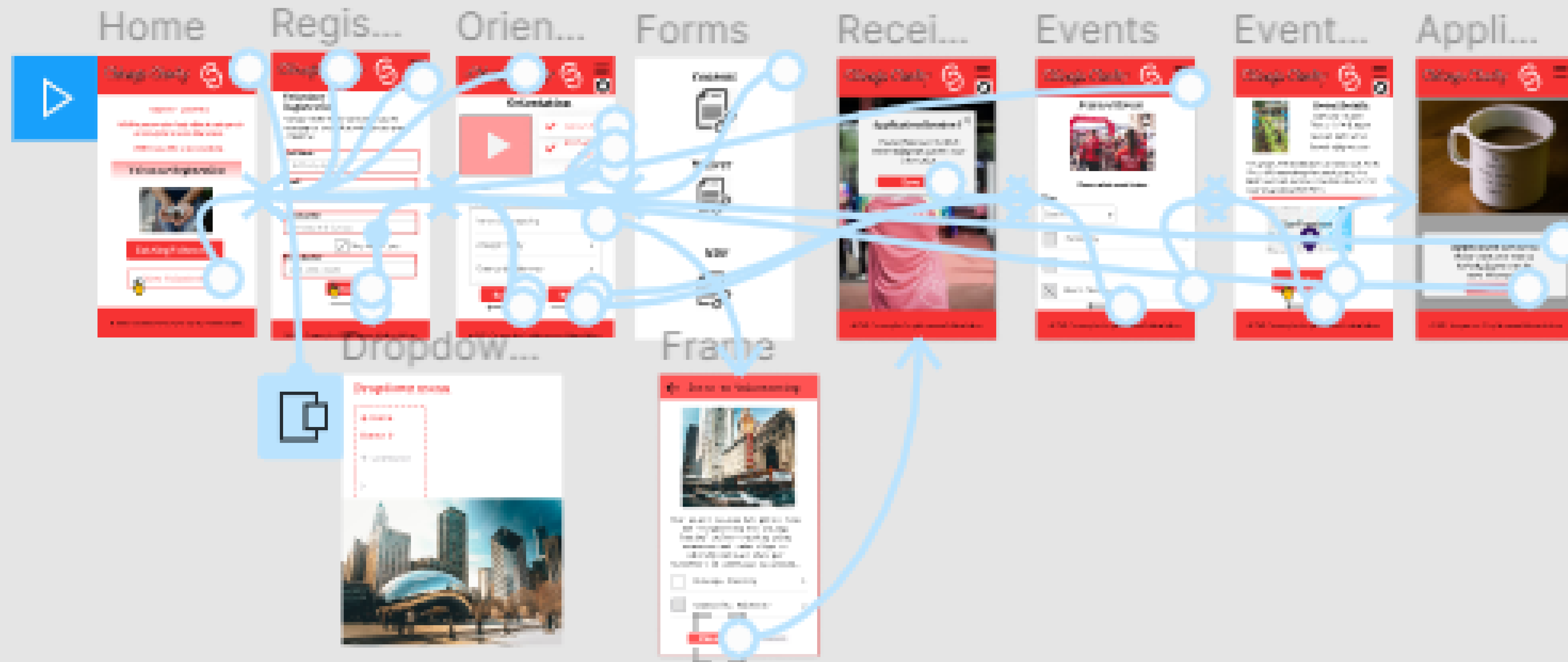
Low-Fidelity Prototype

<https://www.figma.com/file/EcEhtAwrsA6zuh8gocK9Vv/Volunteer-Registration-Flow?node-id=48%3A881>



High-Fidelity Prototype

<https://www.figma.com/file/EcEhtAwrsA6zuh8gocK9Vv/Volunteer-Registration-Flow?node-id=48%3A881>



TAKEAWAYS

not everything went as planned

During the course of creating this project, I learned valuable lessons in visual design, accesibility, and designing a registration flow.

emotional markers

Understanding how to identify emotional markers in the journey of a volunteer helped me learn how to find a balance with employees and volunteers. My other key take-away came from attempting to design an event page for volunteers and how to design to user flow when selecting an event.

tasks for volunteers and employees

Volunteering has been around for a long time and is extremely important for the sustainability for nonprofits. Developing an app that can create an interacting and intimate experience for the user the volunteer and for the employee to create a database and track volunteers. Overall, during the design process I learned that providing a seamless volunteer registration flow will keep volunteers engaged and committed to the mission.

“ I learned how to provide services and technology to volunteers with various backgrounds and understanding the constraints employees experience offered me an opportunity to design for two persons and helped me frame my design decisions and strategy with that in mind. Overall, this project taught me how to design across numerous different media touch points, and develop a solution that is aligned with the goals and needs of the user.”

IF YOU'RE INTERESTED IN THIS PROJECT AND WANT TO HEAR MORE, OR JUST WANT TO CHAT, FEEL FREE TO CONTACT ME!