



case study:

Good For Us

mobile app and responsive website

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Project overview



The product:

Good For Us is designed to connect charitable organizations with the individuals and teams who wish to enrich their communities through volunteer work. They need a dedicated mobile app and responsive website to make the volunteering process easy, informative, and fun.



Project duration:

Jan - Feb 2022

Project overview



The problem:

Users would like to have quick and easy discovery of volunteering opportunities in their communities, especially those that match their availability and interest in specific causes. Users also want the ability to volunteer in groups and to be able to share their experiences with their friends.



The goal:

To create a dedicated mobile app and corresponding responsive website that streamlines the process of discovery and signup for local volunteering opportunities and encourages the sharing of activities to social channels.

Project overview



My role:

UX researcher and designer



Responsibilities:

Defining the target audience and identifying users' needs and pain points. Paper and digital wire framing, low- and high-fidelity prototyping, conducting usability studies, determining information architecture, and accounting for responsive design and accessibility.

Understanding the Good For Us user

- User research
- Personas
- Problem statements

User research: overview



Interviews were conducted with friends, family, and co-workers as to what they might find useful in a volunteering app. Two fictional personas were created to represent findings. A number of dedicated apps were downloaded and tested to explore different UX/UI approaches, and how those enable users to search for events, customize interests and causes, and share their experiences on social channels.

User Persona: Tiffany

Problem statement:

Tiffany is a single mother who would like to find opportunities for her and her son to volunteer together, using the convenience of a dedicated mobile app they both can use.



Tiffany

Age: 41

Education: B.A. Sociology

Hometown: Springfield, MA

Family: Separated, teenage son

Occupation: Counselor

“My son is always kind, caring, and empathetic, but I’d like to see him bring those gifts into the community”

Goals

- Would like to foster a spirit of volunteerism in her son
- Would like a **mobile app** they both can use to discover opportunities in the community

Frustrations

- Son spends lots of time on his phone, using inconsequential social apps
- Wishes there were a fun way to incentivize volunteering

Tiffany is a recently-separated working mother of a teenage son. They have a great relationship, but Tiffany would like to see her son spend some of his leisure time volunteering in the community. Not only is he good at it, but it'll be an asset on his college and job applications in the future.

User Persona: Leila

Problem statement:

Leila is a graduate student who would like to keep up her family tradition of volunteering. She uses a number of different devices and screen sizes throughout her day, so she needs more versatility than a dedicated mobile app can offer.



Leila

Age: 23
Education: Graduate student
Hometown: San Jose, CA
Family: Single
Occupation: Studying communications

"My aunt was always volunteering her time to help at local churches and charities, and I found that inspiring."

Goals

- To easily find local opportunities in community service
- To be able to post and share about her experiences to encourage others

Frustrations

- A busy study schedule makes it hard to find time to search for volunteer opportunities
- Wishes local volunteer info were gathered in one place.

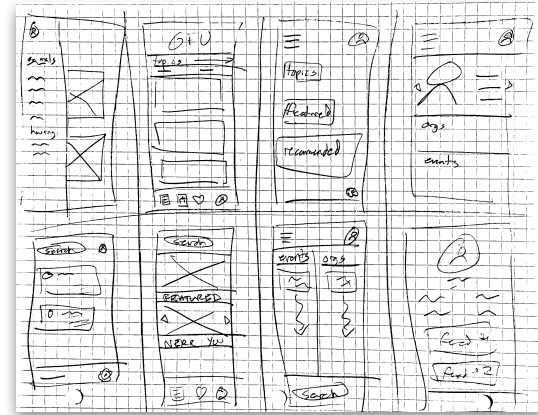
Leila is a busy graduate student who was raised in a family that valued community service, which made an impact on her at a young age. Having access to a **website** where she can sign up for local volunteering opportunities would help her balance her study schedule with her interest in community service.

**Ideation and
initial designs:
Dedicated
mobile app**

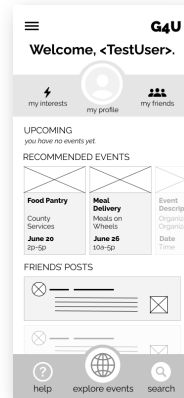
- Paper and digital wireframes
- Low-fidelity prototype
- Usability study

Paper and digital wireframes

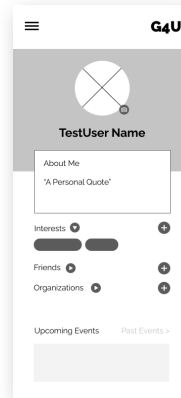
After a quick ideation exercise to come up with several versions of an app home screen, I picked the best elements and incorporated them into a series of digital wireframes illustrating basic app functions and flow.



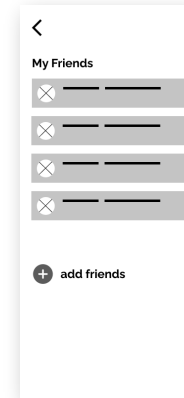
Paper wireframes



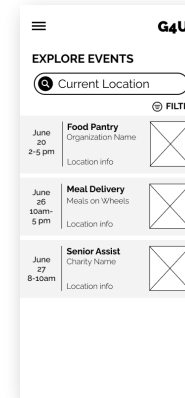
Dashboard



Profile



Friends list



Explore events

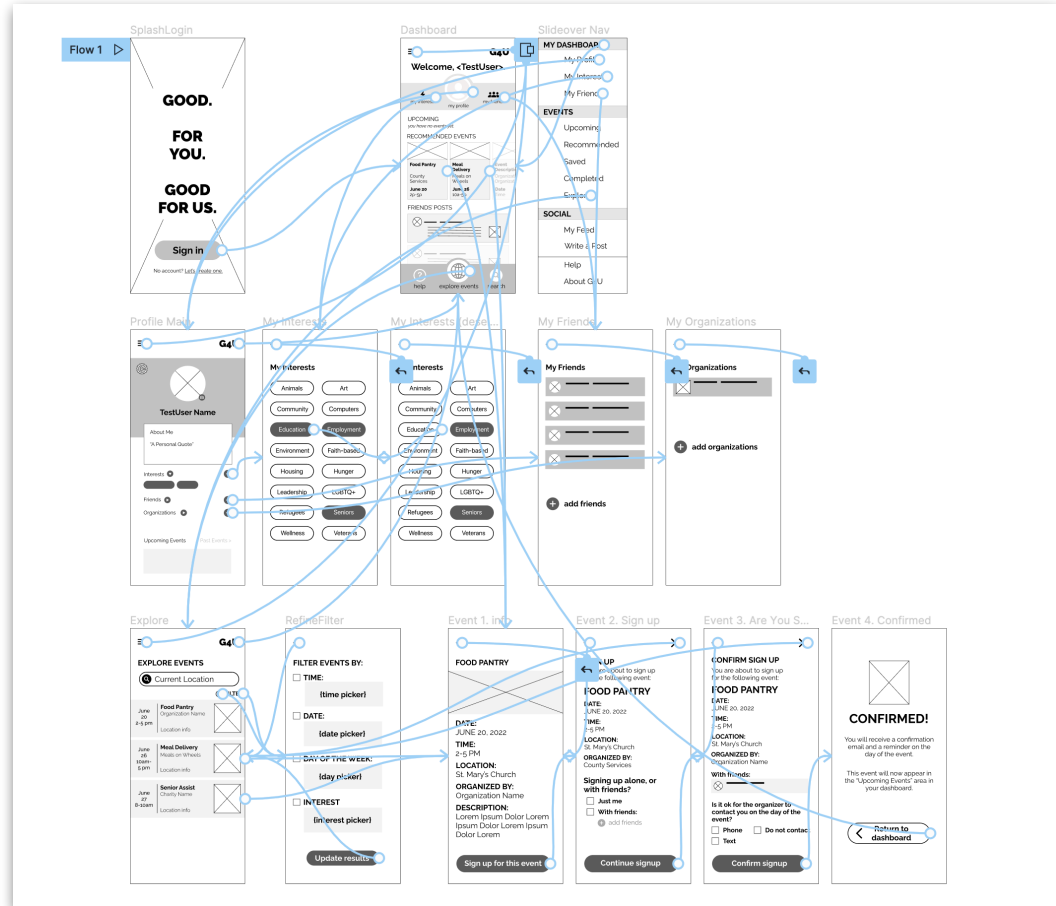


Event detail

Low-fidelity prototype

The digital wireframes were connected to create user flows for managing profile elements, exploring local volunteer events, and event signup and confirmation.

[View the Good For Us low-fidelity app prototype](#)



Usability study

A usability study was conducted using the low-fidelity wireframes, and the findings informed revisions to be incorporated into the mockups and eventual high-fidelity prototype.

Study parameters



Study type: Unmoderated



Participants: 5



Location: Remote



Length: 3 days

Study findings

1

Users would like to see event-related tasks grouped into the same area of the dashboard.

2

When exploring events, users were unclear on whether filters were applied, and how to return to dashboard.

3

Users wanted the final step of event signup to simply be a confirmation, rather than asking additional questions.

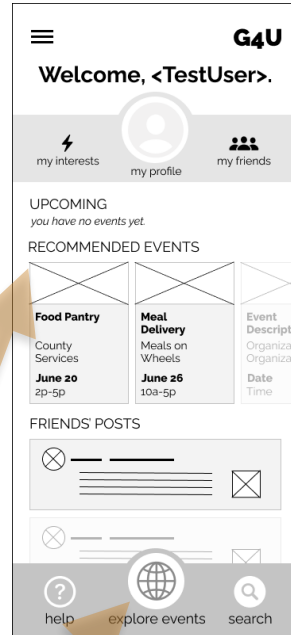
Refining
the design:
Dedicated
mobile app

- Mockups
- Design system and sticker sheet
- High-fidelity prototype
- Accessibility

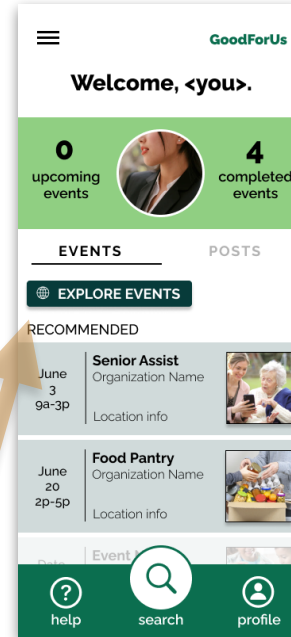
Mockups

Usability study finding #1:

Users would like to see event-related tasks grouped into the same area of the dashboard.



In the original low-fidelity prototype, the dashboard presented event-related info in different areas.



In the revised high-fidelity mockup, all event-related info is now grouped into a single column. Similarly, social posts are now under a separate column, and the user may toggle between EVENTS and POSTS.

Mockups

Usability study finding #2:

When exploring events, users were unclear on whether filters were applied, and how to return to dashboard.



BEFORE



AFTER

Search filter now shows status of whether filters are applied or not.

A "Return to dashboard" floating button was added.

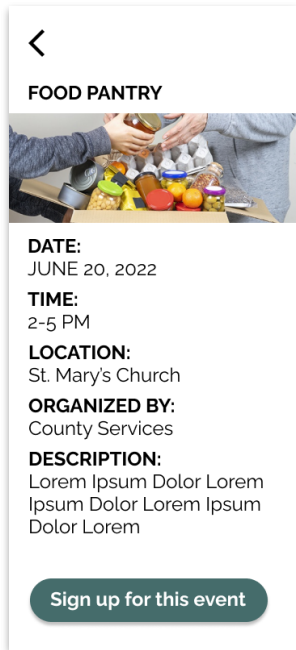
Mockups

Usability study finding #3:

Users wanted the final step of event signup to simply be a confirmation, rather than asking for additional details.

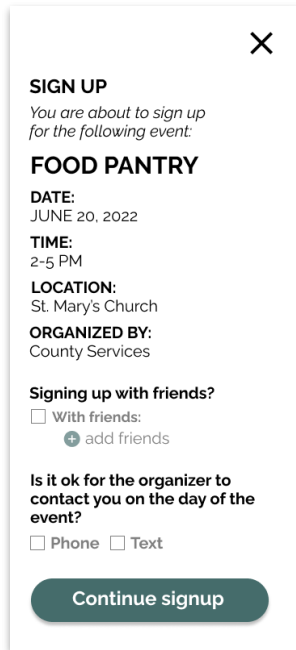
The revised signup flow moves all options into step #2, and leaves step #3 as a confirmation call-to-action.

After signup, users may directly write a post about it or return to the dashboard.



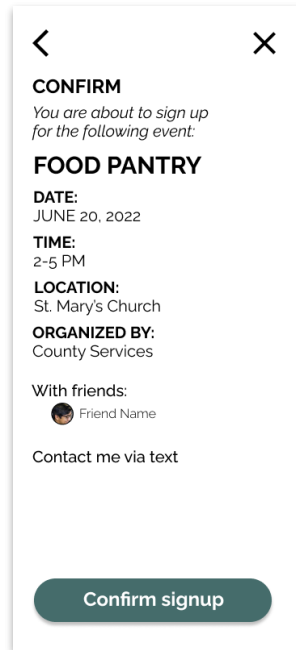
Mockup 1: Event info screen. It features a back arrow in the top left, a close 'X' in the top right, and a header 'FOOD PANTRY' with a photo of hands filling a bottle. Below the photo are fields for DATE (JUNE 20, 2022), TIME (2-5 PM), LOCATION (St. Mary's Church), and ORGANIZED BY (County Services). A DESCRIPTION field contains placeholder text. A dark green button at the bottom says 'Sign up for this event'.

1. Event info



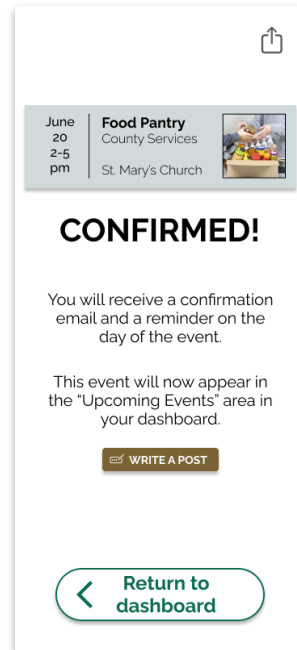
Mockup 2: Add details screen. It features a close 'X' in the top right. The header is 'SIGN UP' with a sub-header 'You are about to sign up for the following event:'. Below is the event title 'FOOD PANTRY', followed by fields for DATE (JUNE 20, 2022), TIME (2-5 PM), LOCATION (St. Mary's Church), and ORGANIZED BY (County Services). There is a section for 'Signing up with friends?' with a checkbox for 'With friends:' and a '+ add friends' button. Below that is a question 'Is it ok for the organizer to contact you on the day of the event?' with checkboxes for 'Phone' and 'Text'. A dark green button at the bottom says 'Continue signup'.

2. Add details



Mockup 3: Summary and confirm screen. It features a back arrow in the top left and a close 'X' in the top right. The header is 'CONFIRM' with a sub-header 'You are about to sign up for the following event:'. Below is the event title 'FOOD PANTRY', followed by fields for DATE (JUNE 20, 2022), TIME (2-5 PM), LOCATION (St. Mary's Church), and ORGANIZED BY (County Services). There is a section for 'With friends:' with a profile icon and 'Friend Name'. Below that is a 'Contact me via text' option. A dark green button at the bottom says 'Confirm signup'.

3. Summary and confirm



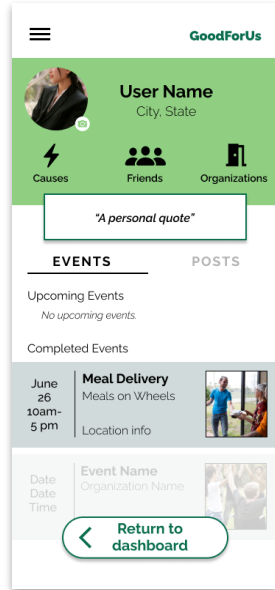
Mockup 4: Confirmation screen. It features a share icon in the top right. At the top, there is a summary card with the date 'June 20, 2-5 pm', the event title 'Food Pantry', the organizer 'County Services', and the location 'St. Mary's Church', along with a small event photo. Below the card is the word 'CONFIRMED!' in large bold letters. The text reads 'You will receive a confirmation email and a reminder on the day of the event.' and 'This event will now appear in the "Upcoming Events" area in your dashboard.' Below this is a 'WRITE A POST' button and a dark green button with a back arrow that says 'Return to dashboard'.

4. Confirmation

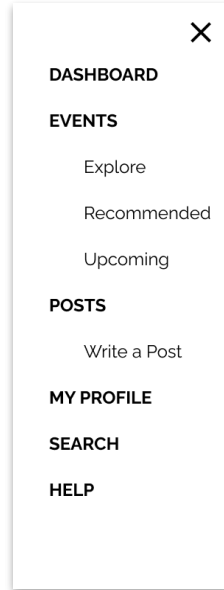
Additional mockups



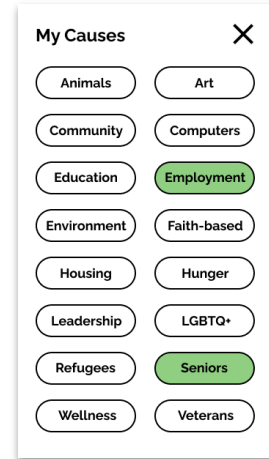
Login / splash screen



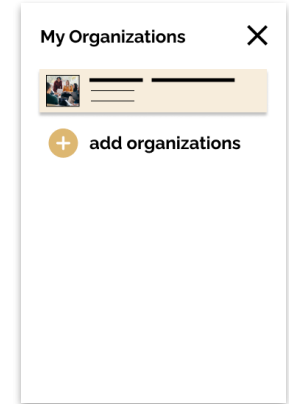
Profile screen



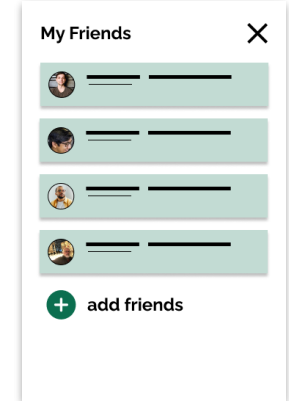
Navigation slide-over



My Causes pop-up



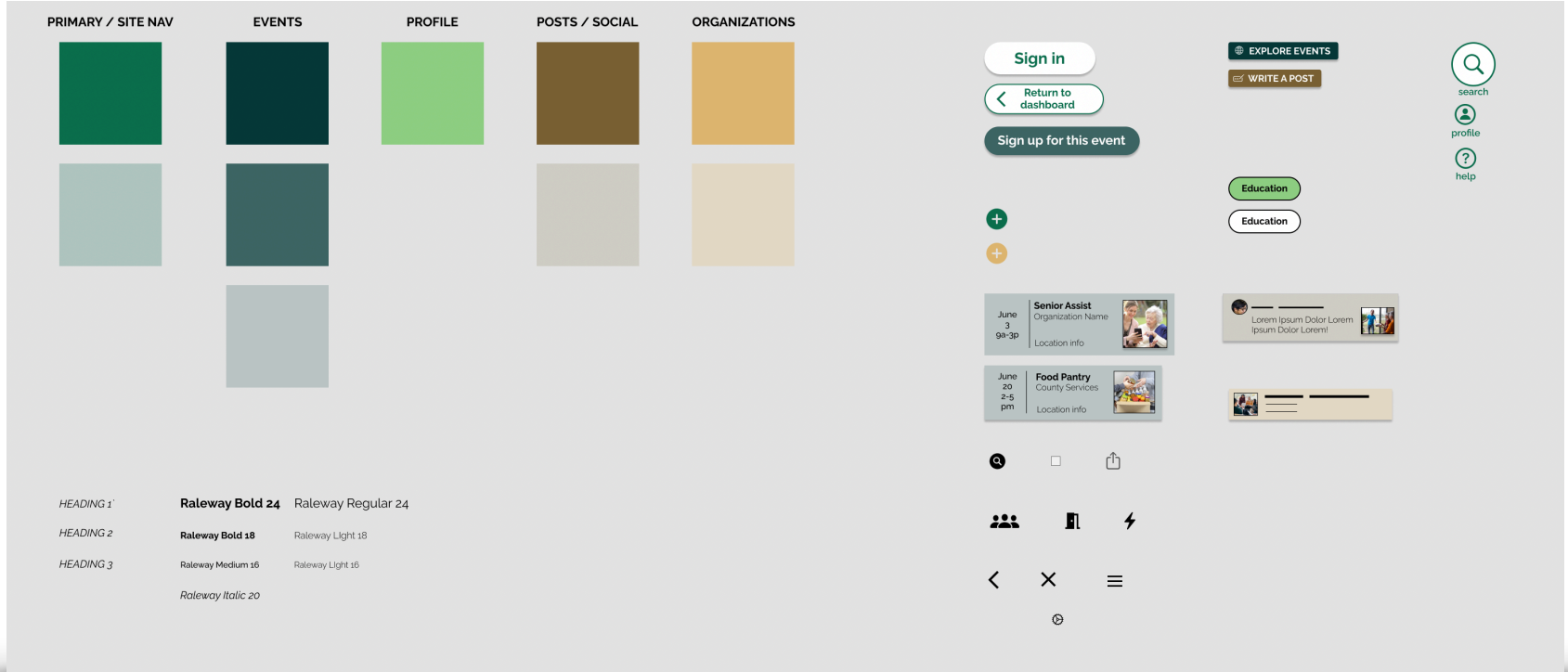
My organizations pop-up



My Friends pop-up

Design system and sticker sheet

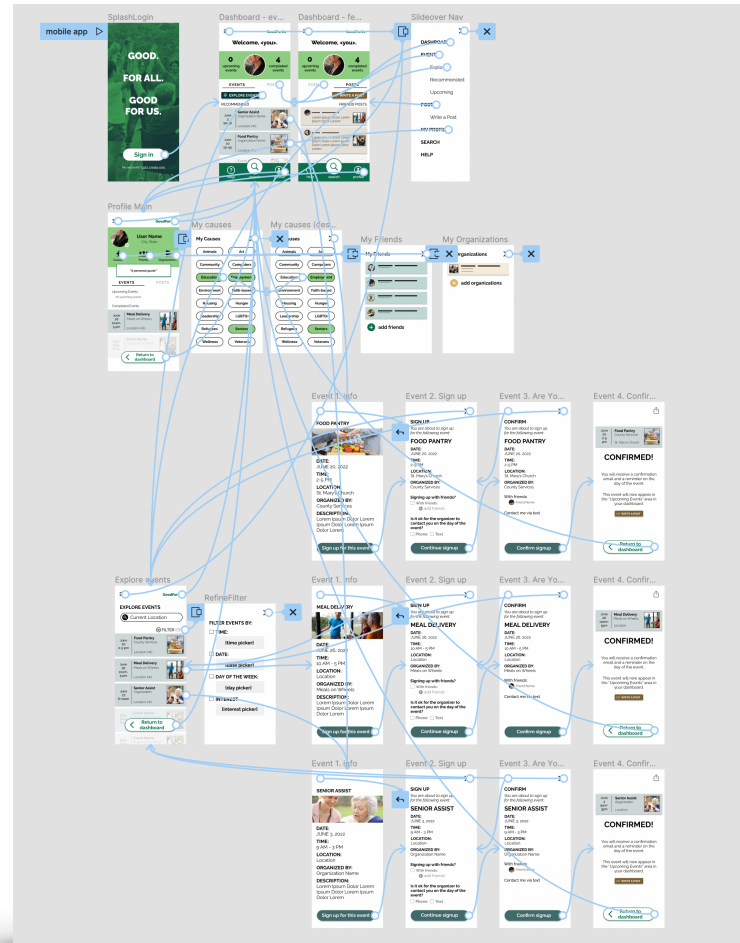
Typography, Iconography, and Color were implemented and standardized across screens and categories.



High-fidelity prototype

Mockups were connected to create a high-fidelity prototype of the dedicated mobile app, offering profile-editing flow and three variations of event signup flow.

View the [Good For Us high-fidelity prototype \(mobile app\)](#)



Accessibility considerations

1

The chosen colors were tested to meet contrast and readability standards.

2

Icons were utilized alongside text wherever possible: search, settings, profile.

3

Alt-text for screen readers will be added to images to aid users with impaired vision.

Adapting the design: Responsive website

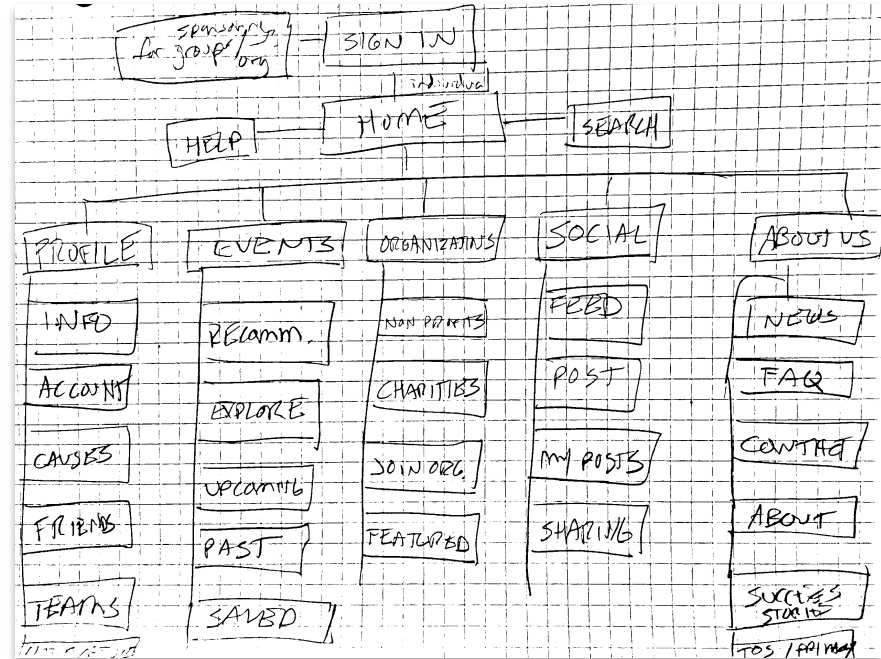
- Information architecture and sitemap
- Mockups
- High-fidelity prototype and accessibility

Information architecture and sitemap

Converting the Good For Us dedicated mobile app into a complementary responsive website required revisiting the problem statements and use cases. Whereas the mobile app emphasizes quick, easy navigation to the most common mobile tasks, the website version needs to offer deeper integrations into the information architecture behind the site, accessible across a variety of screen sizes.

A sitemap sketch was beneficial in determining the primary architecture behind the site's features.

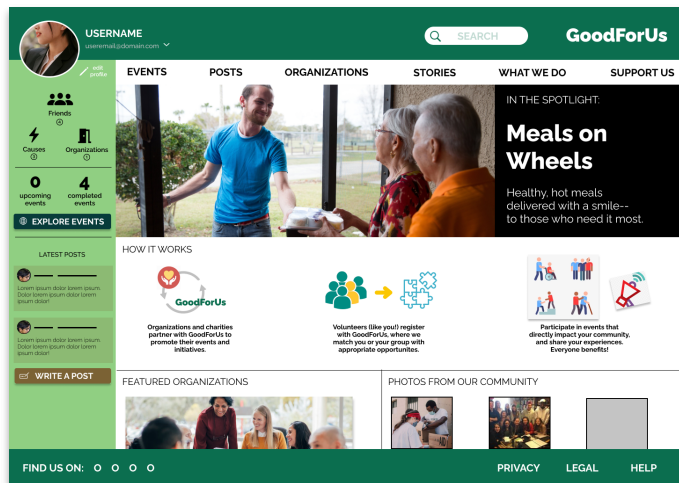
Good For Us' website also allows administrator login options for those managing volunteering teams or setting up new events.



Initial sitemap sketch

Mockups

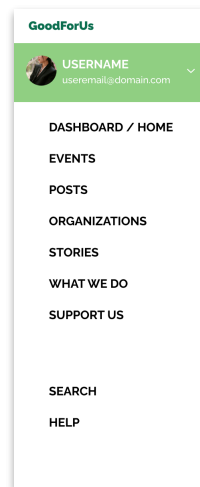
Mockups were created to represent the home screen/ landing page at three different screen sizes: mobile, tablet, and desktop browser.



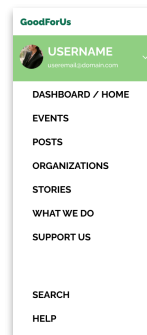
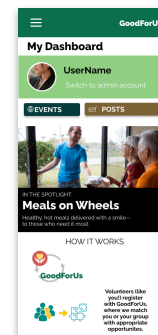
On desktop or laptop browser, the user's profile and quick-access functions are in a sidebar column on the left, while major site features are accessible via drop-down menu under the header.



At mobile-phone size, the user's sidebar column becomes a dashboard-style banner.

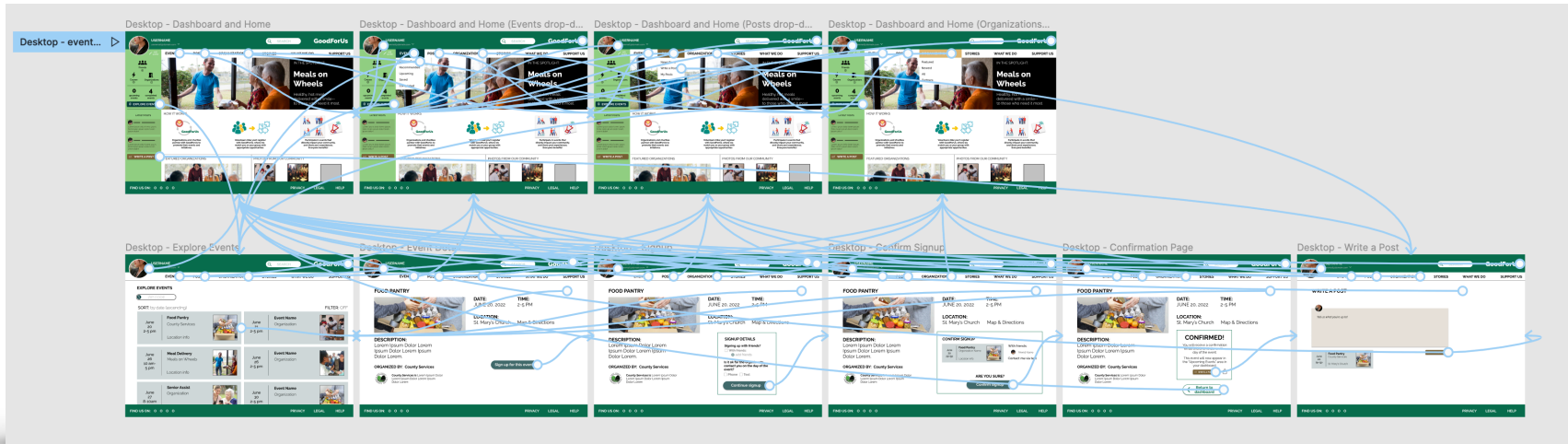


At tablet size, the site features collapse to a hamburger menu with slide-over navigation, and two-column content in the main window is condensed to a single column.



High-fidelity prototype

Mockups were connected to create a high-fidelity prototype of event signup flow. Accessibility provisions were brought over from the dedicated mobile app by utilizing the same design system and sticker sheet detailed earlier.



View the [Good For Us high-fidelity prototype \(desktop\)](#)

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users generally share a desire to participate in volunteer work to benefit their communities and society as a whole. The very nature of unpaid volunteer work means that it must be very easy to integrate into users' busy lives balancing work, home, family and friends.

By making the discovery of volunteer opportunities quick and easy across a number of platforms, and by incentivizing the sharing of experiences on social media, users will be more inclined to engage in their own communities by volunteering



What I learned:

Adapting the design of a dedicated mobile app into a responsive website required considering specific use cases first and foremost. What functions are a mobile user most likely to need front-and-center? Conversely, how should information be organized on a more comprehensive website for those who wish to dig deeper into participating organizations, charities, and volunteer groups?

Planning the information architecture was enormously helpful in clarifying these differences and customizing them for different use cases.

Next steps

1

Build out social features

The social media and sharing features of the app and site need to be built out and prototyped, and issues such as privacy and newsfeed algorithms need to be addressed.

2

Profile customization

Add deeper customization options to user profile pages, including the ability to view and edit past event participation.

3

Scaling

The website should offer the ability to login as an administrator of groups of volunteers, such as employer-sponsored events.

Administrators also need to be able to create and register new organizations and custom events.

Let's connect!



For more information on my UX, VR, and Music Design portfolios, visit:

www.grobiemix.com

or email me at: andygrob@gmail.com

A dense forest of evergreen trees, likely spruce or fir, filling the frame. The trees are dark green and appear to be covered in a light mist or fog, creating a soft, atmospheric effect. The lighting is somewhat dim, suggesting an overcast day or early morning/late evening. The trees are packed closely together, creating a textured wall of greenery.

THANK YOU!