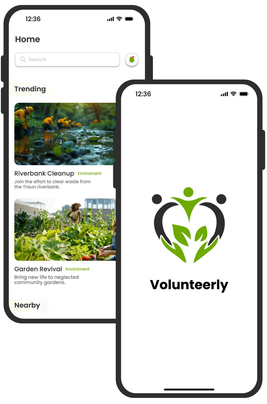
UX Case Study

Volunteerly

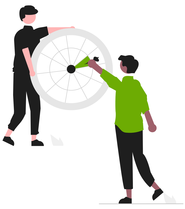
Get Involved, Make a Difference!
- Volunteerly Shows You How.



Project Overview

About Product

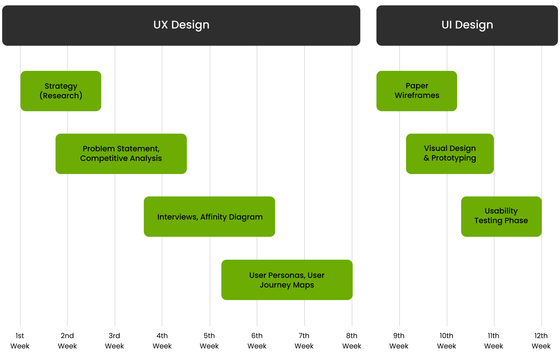
Volunteerly is a mobile application designed to connect individuals with local projects that align with their passions and interests. The platform enables users to volunteer, donate, or create their own projects, fostering a sense of community and collaboration. This case study examines the conception, development, features, impact of Volunteerly, emphasizing its role in transforming local engagement through technology.



Project Goals

- Develop a seamless interface that simplifies the discovery of local initiatives based on user preferences and locations.
- Incorporate features that promote collaboration, recognition, and a sense of belonging among users.
- Provide clear communication of project goals, progress, and outcomes to build trust and encourage participation.
- Reduce barriers like time constraints and complex processes through intuitive navigation and efficient functionality.
- Introduce gamification features like badges and progress tracking to sustain user interest and involvement.

Project Timeline



Design Thinking Process

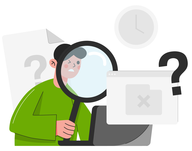
01 Plan	02 Understand	02 Define	04 Prototype	05 Evaluate
Problem Statement	User Research	Personas	Paper Wireframes	Usability Testing
Solution	Affinity Diagram	Journey Maps	Low Fidelity-Prototype	Refinements
Competitive Analysis	Key Insights			High Fidelity - Prototype

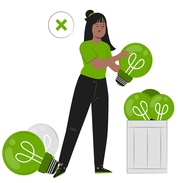
Plan Phase

Problem Statement | Solution | Competitive Analysis

Problem Statement

Communities face challenges in organizing and scaling local projects due to a lack of visibility and resources. Potential volunteers and donors often struggle to find initiatives they resonate with. Moreover, there is no centralized platform to manage projects, coordinate efforts, and track community contributions. Volunteerly was conceived to solve these issues by creating a single hub for local engagement.





Solution

- **Project Discovery:** Users can browse projects in their area using filters like categories, distance, and activity type.
- **Participation:** Users can donate funds, volunteer, or both, with transparent progress tracking for each project.
- **Project Creation:** Community members or organizations can create and manage their own initiatives directly through the app.
- **Gamification:** Features like badges and reviews motivate users to stay engaged.
- **Social Features:** Group chats, sharing options, and collaborative tools enhance the community experience.

Competitive Analysis

In the competitive landscape of crowdfunding and community engagement platforms, Volunteerly fills a unique niche by combining aspects of volunteering and funding into a single, local-focused app. To understand its positioning, an analysis of competitors considered features, target audience, and impact scope.

Traits	GoFundMe	Meetup	Kickstarter	Idealist	Nextdoor
Local Focus		●			
Crowdfunding	●		●		●
Volunteering		●		●	
Community Building		●		●	●
Gamification			●		
Progress Tracking					
Project Discovery	●	●	●		

Understand Phase

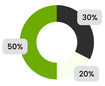
User Research | Affinity Diagram | Key Insights

User Research

Structured interviews were conducted with 9 participants from diverse demographics, including varying ages, locations, and levels of engagement with local community projects. The goal was to understand their motivations, barriers, and expectations regarding volunteering and donating to local initiatives.

What motivates you to participate in community projects?

- Intrinsic Motivation
- Sense of Community
- Acknowledgment



What prevents you from engaging in local projects?

- Time Constraints
- Lack of Information
- Unclear Outcomes

How do you prefer to discover new projects?

- Social Media
- Word of Mouth
- Local Newsletters/Boards

Affinity Diagram

The affinity diagram helped organize research insights into key topics such as Awareness, Motivation, Information Access, Experiences, Previous Engagement, Rewards, Hour Tracking, Improvements, and Donations. This method revealed patterns like the importance of clear communication, tangible incentives, and streamlined tracking systems, providing a foundation for addressing user needs effectively.

Key Insights

Participants highlighted difficulties in discovering local projects due to inconsistent communication and a lack of centralized platforms. Time constraints, unclear project information, and concerns about trust were major barriers to participation. Despite these challenges, intrinsic motivations such as personal fulfillment and a sense of community were strong drivers. Participants also emphasized the need for transparent outcomes, simplified processes, and visible impact to enhance engagement.

Define Phase

Personas | Journey Maps

Personas

Personas were created to represent key user groups, providing a deeper understanding of their habits, core needs and frustrations, which helps guide the development of tailored and effective solutions.

Anna Keller

Age	29
Education	Master in Business
Status	Single
Occupation	Marketing
Location	Linz

Personality

Ambitious | Adaptable | Creative

Biography

Anna currently lives in Linz. She holds a Master's degree in Business and was recently promoted to Marketing Specialist. Despite her demanding career, she enjoys spending her free days traveling with friends. Anna is single, goal-oriented, and ambitious, but also someone who embraces new challenges.

Habits

- Uses productivity apps to organize her schedule.
- Checks her email daily and prefers clear, concise communication.
- Regularly updates her calendar to ensure all commitments are well-managed.
- Relies on reminders and notifications to stay on top of tasks and deadlines.

Core Needs

- Volunteer projects that can adapt to her busy schedule without requiring long-term commitments.
- Clear, concise details about tasks, time commitments, and required skills.
- An intuitive platform that allows for quick searches and easy registration.
- Recognition and appreciation for her time and efforts, such as through feedback or expressions of gratitude.
- Opportunities to connect with like-minded individuals and build new social relationships.

Frustrations

- It's challenging to find projects that align with her packed work and personal schedule.
- Platforms or organizations often fail to provide sufficient information about requirements and actual time commitments.
- She feels disappointed when her contributions are not recognized or appreciated.

Markus Weber

Age	45
Education	Master in Business
Status	Married
Occupation	Department manager
Location	Linz

Personality

Responsible | Efficient | Organized

Biography

Markus Weber is 45 years old, a department manager at a bank in Munich, married with two teenage children. He is interested in sports and occasionally participates in social projects. Due to his busy workday and family commitments, he seeks flexible, well-structured opportunities to get involved.

Habits

- Uses calendar apps to efficiently manage his schedule.
- Prefers communication that is clear, concise, and to the point.
- Shares interesting projects with friends and colleagues.
- Reviews platforms during breaks to quickly find relevant opportunities.

Core Needs

- Volunteer projects that easily fit into his busy work and family schedule.
- Clear, concise details about project goals, time commitment, and volunteer expectations.
- A user-friendly platform that quickly suggests relevant and suitable projects.
- The ability to see measurable results or receive feedback to understand the impact of his contributions.

Frustrations

- It's difficult to find projects that fit into his busy work and family schedule.
- Platforms or organizations often lack sufficient information about time commitments and project details.
- He feels frustrated when his contributions are not acknowledged or appreciated.

User Journey Map

The user journey maps outline the key stages users go through when engaging with the platform: Discovering the Platform, Searching for Projects, Selecting a Project, Registration, Receiving Details, Participation, Feedback, and Future Opportunities.The analysis identified key pain points, such as information overload, difficult project selection, and complex registration processes. Opportunities include simplifying navigation, providing clear and concise project information, streamlining registration, and offering personalized recommendations based on user activity.

Prototype Phase

Paper Wireframes

Low Fidelity-Prototype

Paper Wireframes

The sketching phase focused on translating initial ideas into visual layouts. Paper wireframes were created to explore different design approaches for key screens, such as the homepage, project search/filter, project details, settings, and user profile. These quick, rough sketches helped visualize user flows and interactions, ensuring the structure and layout aligned with user needs.

Low Fidelity-Prototype

Low-fidelity prototypes were built to test basic functionality and layout, including features like search filters, project categories, and simplified registration process. These prototypes emphasized usability, showing how users would navigate the platform and interact with core features.

Evaluate Phase

Usability Testing

Refinements

Usability Testing

Usability testing was conducted with seven participants who explored the app's primary features, including project discovery, donating, and progress tracking. User behavior was observed, and feedback on navigation and overall experience was gathered. Key pain points were identified, leading to design adjustments aimed at making the interface more intuitive. Notably, the registration process was simplified, and visual elements were refined to improve usability.

01 The homepage felt cluttered and overwhelming, making it difficult to navigate and find projects.

02 Projects weren't clearly categorized, which made it hard to find relevant or nearby options.

03 There was no clear indication of available spots, causing uncertainty about a project's availability.

04 The donation process lacked visibility on how much had been raised and how much more was needed.

05 The project creation process was confusing, with an unclear location field and no guidance.

06 It was difficult to track saved, joined, and created projects. The site lacked clear organization for managing activities.

Refinements

Based on the feedback from usability testing, several refinements were made to address the identified issues and enhance the overall user experience. These improvements focus on streamlining navigation, providing clearer information, and simplifying key features to better meet user needs.

Homepage Optimization
The homepage was restructured to prominently display projects in clear categories like Trending and Nearby, removing unnecessary elements for a cleaner design.

Before

After

Interactive Map Search
A map-based project search was implemented to allow users to explore projects visually through interactive pins.

Before

After

Enhanced Progress Tracking
Progress bars were added to project detail pages to show available volunteer spots and donation goals, ensuring transparency.

Before

After

Improved Project Creation
The project creation process now includes a mandatory location field, optional map integration, and clear options for saving drafts or publishing.

Before

After

Streamlined Activity Management
An Activity tab was introduced, organizing projects into Saved, Involved, and Created categories for better navigation.

Before

After

Filter Expansion
New filters, such as Experience/Skills and Project Size (Small, Medium, Large), were introduced to improve project discovery.

Before

After

Style Guideline

Typography

Aa

Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Thin Light Regular Medium **Semibold** **Bold** **ExtraBold**

Colors

#6DAD04 #2F2F2F #F8FEFC #D7D7D7

Visual Design

Search Bar
Users can easily search for specific projects with a prominently placed search bar for quick access.

Project Card
Each card displays essential information like title, category, and distance, ensuring a clear and consistent overview.

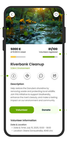
Notification
Users receive notifications about important updates, upcoming projects, project details, and progress toward goals to stay informed and engaged.

Key Information
Projects display key details such as the number of saves and distance, providing relevant information at a glance.

GPS Integration
Users can enable GPS to enhance the map experience by finding nearby projects easily.

Project Pin
Clickable project pins on the map allow users to directly access the project detail page.

Project Information
Each project displays clear details, including progress bars for volunteer spots and donations, ensuring transparency and engagement.



Project Image
A large project image at the top provides instant visual context and makes the initiative more engaging.

Project Card
Four buttons provide quick access to: About Us, Navigation, Group Chat, and Share options.

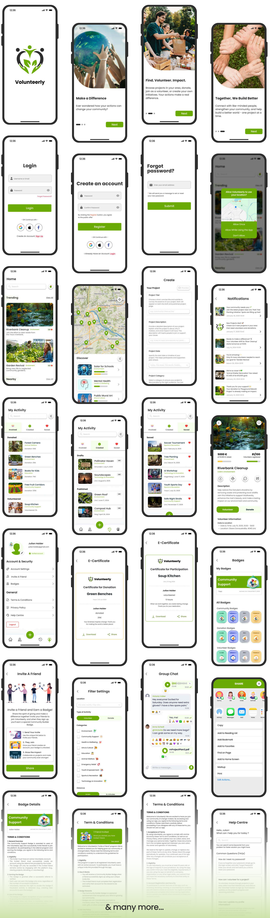
Save Button
Users can save projects to their personal list, making it easy to track and revisit favorite initiatives.

Key Information
The project page prominently displays essential details, including a fundraising progress bar and volunteer capacity.

Information Switcher
A toggle lets users switch between volunteer and donation details for quick access to project information.

High Fidelity Wireframes

The high-fidelity prototyping phase focused on translating the low-fidelity concepts into polished, interactive designs. These prototypes incorporated branding elements, such as color schemes, typography, and imagery, to create an appealing and cohesive user experience. Features like an intuitive search and filter system, detailed project pages, and a seamless registration process were refined based on feedback from usability tests.



& many more...

Key Takeways

Design Thinking Process

Plan Phase
The planning phase established the foundation for the project by identifying the target audience's challenges. This phase emphasized the importance of focusing on user needs and setting a clear direction for a user-friendly, community-focused platform.

Understand Phase
User research helped identify pain points, such as information overload and lack of clear project details. Understanding user motivations, like the desire for community engagement, was key to shaping the platform's design.

Define Phase
This phase helped pinpoint core problems, using personas and journey maps to document user needs. It highlighted the importance of clarity and transparency in both communication and platform features.

Prototype Phase
Prototyping allowed for quick visualization of ideas, testing key features like project filters and registration. The phase emphasized the need for an iterative design process based on feedback and usability.

Evaluate Phase
Usability testing provided critical insights into improving navigation, project discovery, and engagement. Feedback showed that clear structure and transparency were essential for a smooth user experience.

Personal Takeaway

This project highlighted the importance of not just analyzing user needs but implementing them concretely at every stage of the design process. Combining user-centered approaches with strong visual communication was key to creating a platform that is both functional and motivating. The iterative design process and continuous feedback underscored the value of agility and flexibility in product development.

Thank you for your time :)

Feel free to provide your valuable suggestion and comments