

BACKPAC

PARTNER APP

REDESIGN

FINAL REPORT

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ABOUT BACKPAC



BackPac is a company that strives for their users to increase their civic engagement and help give back to their community.

They provide value through their partner and volunteer applications. BackPac aims to provide users an easier way to find and sign up for volunteer opportunities and NPO Volunteer Coordinators, or “Partners”, an easier way to recruit and retain volunteers.

OUR GOAL

Our team has been tasked to solve the problem of **designing a user interface** that is meaningful and efficient for the **BackPac Partner application** intended for Volunteer Coordinators.



To achieve this, we defined our project and research goals. This set a **baseline** for our project and kept us **on track** throughout the process.

PROJECT GOALS

Create and prototype a mobile design solution for the Partner App which provides a sustainable and intuitive experience for Volunteer Coordinators.

Recruit the help of additional non-profit organizations to test and provide feedback about the overall usability, aesthetic, and longevity of various Partner App design solutions.

Explore the challenges mobile technologies pose with volunteer recruiting, and research how we can work to improve these issues through this design experience.

RESEARCH GOALS

Understand the current resources used to recruit volunteers at nonprofit organizations, both across the United States and specifically within Washtenaw county.

Determine the most important needs and difficulties experienced by Volunteer Coordinators.

Investigate the sources of success and failure with current coordinating methods and technologies.

Explore design methods that may help boost volunteer retention.



PHASE I: RESEARCH

RESEARCH

I. Informal Competitive Analysis

Identified direct, indirect, and analogous competitors to understand the different platforms currently available to non-profit organizations.

II. Heuristic Evaluation

Assessed the iOS beta version of the Partner App against nine heuristics to gauge how our design requirements will improve the overall experience for our end users.

RESEARCH

III. Informational Interviews

Conducted six, 15-30 minute phone call interviews with volunteer coordinators and program managers at NPO's that are using BackPac or will be onboarded soon.

IV. Micro-Usability Testing

Performed five micro-usability tests on the iOS beta version of the Partner App on University of Michigan School of Information students.

KEY FINDINGS

NPO Volunteer Coordinators...

Need **easy integration** to systems/platforms currently used such as GMail, Microsoft Excel, Apple and Google Calendar.

Are excited for opportunities to use a new platform to **gain a wider reach**.

Have **varying levels of technological savviness**. Some are not well versed in mobile applications and often recruit volunteers from web applications and prior connections/relationships.

USER PERSONAS

After interviewing volunteer coordinators, we created an affinity diagram to synthesize our findings. There, we noticed several themes regarding our target demographic.

Among many, our volunteer coordinators emphasized the need and excitement for...

having an automated platform, reaching a wider audience, and building a community

... based off these themes, we developed three user personas that encompassed each one.

PERSONA #1: NANCY BROWN



Experience: Expert in the volunteer space

Occupation: Program Manager

Traits: Passionate, driven, and a leader

Motivations

- To give back to the local community
- Bring individuals together over their passion for volunteering
- Make working at non-profit organizations less straining

Attitudes

- Comfortable with current process
- Excited about opportunities to improve efficiency of recruitment
- Feels positively about BackPac

Skills

- Email
- Prefers in-person and phone communication
- MS Word and Excel

Goals & Needs

- To make recruiting volunteers an automated process
- Improve communication between volunteers and the organization
- Ensure volunteers are committed to the program and organization

Pain Points

- Recruiting is a very manual process
- Very busy dealing with logistics such as scheduling and communication
- Spends too much time emailing prospective volunteers who don't end up following through

Nancy is an industry professional who is comfortable with her current recruitment methods. With her busy schedule, she is excited for the opportunity to **leverage an automated, efficient and engaging platform.**

PERSONA # 2: JACK SMITH



Experience: Middle Aged with eight years at NPO's

Occupation: Volunteer Coordinator

Traits: Empathetic, open-minded and enthusiastic

Motivations

- To help individuals in need
- To give everyone the opportunity to help their community through service
- Wants to recruit volunteers in anyway he can

Attitudes

- Excited to educate new volunteers on his organization
- Regularly instills a "come one come all" attitude
- Uses any platform that will allow him to gain a wider reach for volunteers

Skills

- Highly skilled in excel
- Likes to communicate on the phone
- Email
- Highly skilled at interpreting another person's emotions

Goals & Needs

- To recruit as many individuals as needed for volunteer events
- To create a positive experience for volunteers that contribute their time to his organization
- Ensure that the mission of his organization is upheld and communicated to all volunteers who sign up
- Wants to improve reach and retention of volunteers

Pain Points

- Wants to make sure his volunteers feel appreciated
- Needs to have easy to use platforms so he can manage the different services he uses to recruit volunteers
- Platforms that don't allow him to export his data into an excel file frustrate him

Jack understands the value of civic engagement and **wants to give everyone the opportunity to volunteer**. He does not have a lot of experience using a mobile application for recruiting volunteers, but is excited for the opportunity.

PERSONA # 3: SARAH ROBINSON



Experience: under a year at her organization

Occupation: Volunteer Coordinator

Traits: honest, creative, extroverted

Motivations

- Wants to make a change in her local community
- Intends to make a positive impact through volunteer opportunities

Attitudes

- Excited to onboard to a platform that will allow her a wider reach
- Interested in joining a new mobile platform for recruiting volunteers

Skills

- Advanced social media skills
- Excellent interpersonal skills
- Experience with invision and sketch

Goals & Needs

- Grow the organization
- Build a more sustainable community of volunteers for the future
- Have a faster way to acquire and interact with volunteers
- A system that is designed well and aesthetically pleasing to appeal to a younger audience

Pain Points

- Current systems that are used at her organization are “clunky” and hard to understand
- Complicated and dated systems make her job tedious
- She is frustrated with this dated system because she knows that there has to be a better way to get her job done

Sarah is a recent graduate who understands the **power of social media** and markets her volunteer opportunities on several platforms. She is thrilled at the idea of a mobile app that is accessible to everyone and will gain the interest of a younger audience.

KEY FINDINGS

After conducting our heuristic evaluation and usability tests on the iOS beta version of the Partner application, we discovered the following...

Breadcrumbs and **navigation** help text are essential for users to achieve their goals

Recurring events are important

Contact information for all users is essential

Based on these findings, we were able to recognize key features that are needed to improve the basic functionality of BackPac. They've been included in our "must-have" UX requirements.

UX REQUIREMENTS

MUST HAVE

1. Calendar Integration

Volunteer coordinators need to improve scheduling by linking events directly to their email and calendar

2. Pre and Post Volunteer Communication

Volunteer coordinators need a method to send automatic emails to their volunteers

3. Onboarding Process

Volunteer coordinators need a structured, organized and informative onboarding process

UX REQUIREMENTS

4. Help Section

Need a help section to reference common, but easy-to-fix issues

5. Help Text Fields

Need clear and visible help text fields when creating an event to post on BackPac

6. Back Button

Ability to return to previous pages quickly and easily

7. Dashboard

Volunteer Coordinators need a dashboard that organizes volunteer sign-ups, upcoming and past events

UX REQUIREMENTS

SHOULD HAVE

8. Resources

Volunteer Coordinators would like to conduct and provide background checks, training for volunteers, and include general resources directly on BackPac

UX REQUIREMENTS

NICE TO HAVE

9. Direct Message/Chatbot

Volunteers Coordinators want a way to communicate with other coordinators and/or BackPac when issues arise

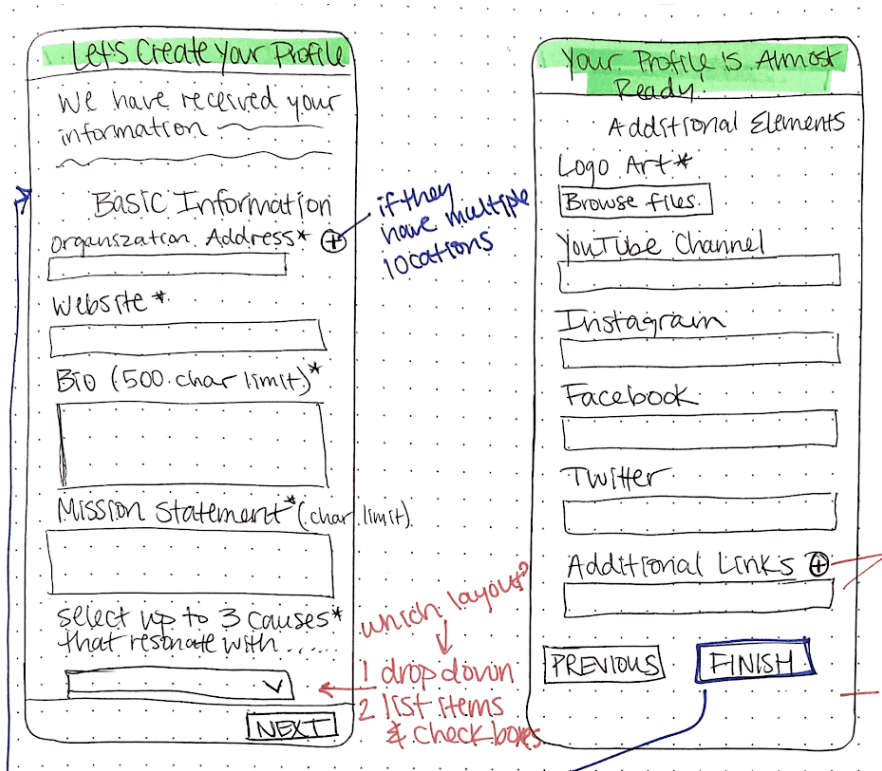
10. Excel Integration

Volunteer Coordinators want to integrate BackPac with Microsoft Excel so that volunteer data can be stored automatically and efficiently



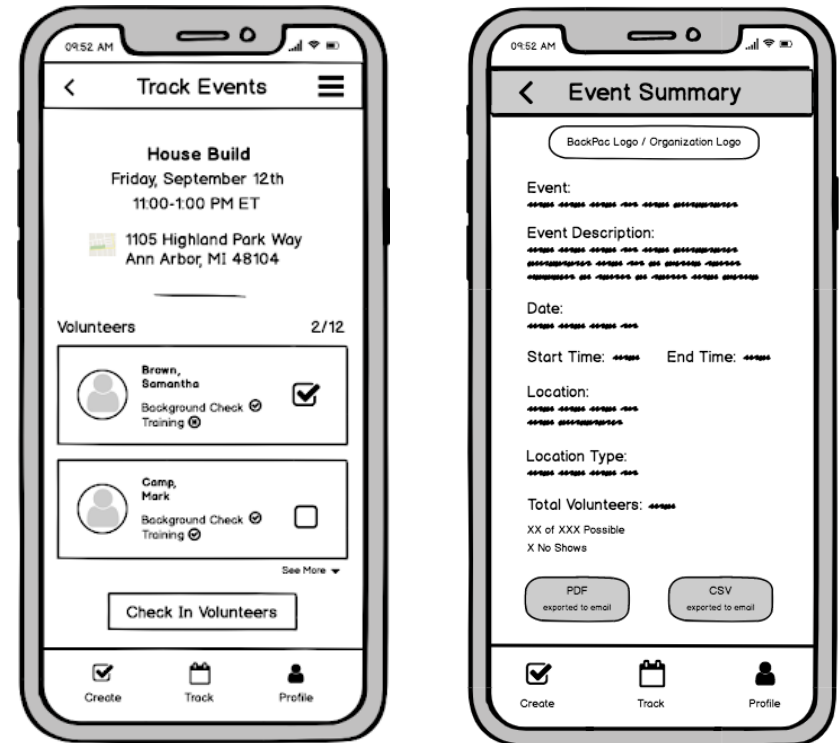
PHASE II: DESIGN

DESIGN PROCESS



Lo-Fidelity Sketches

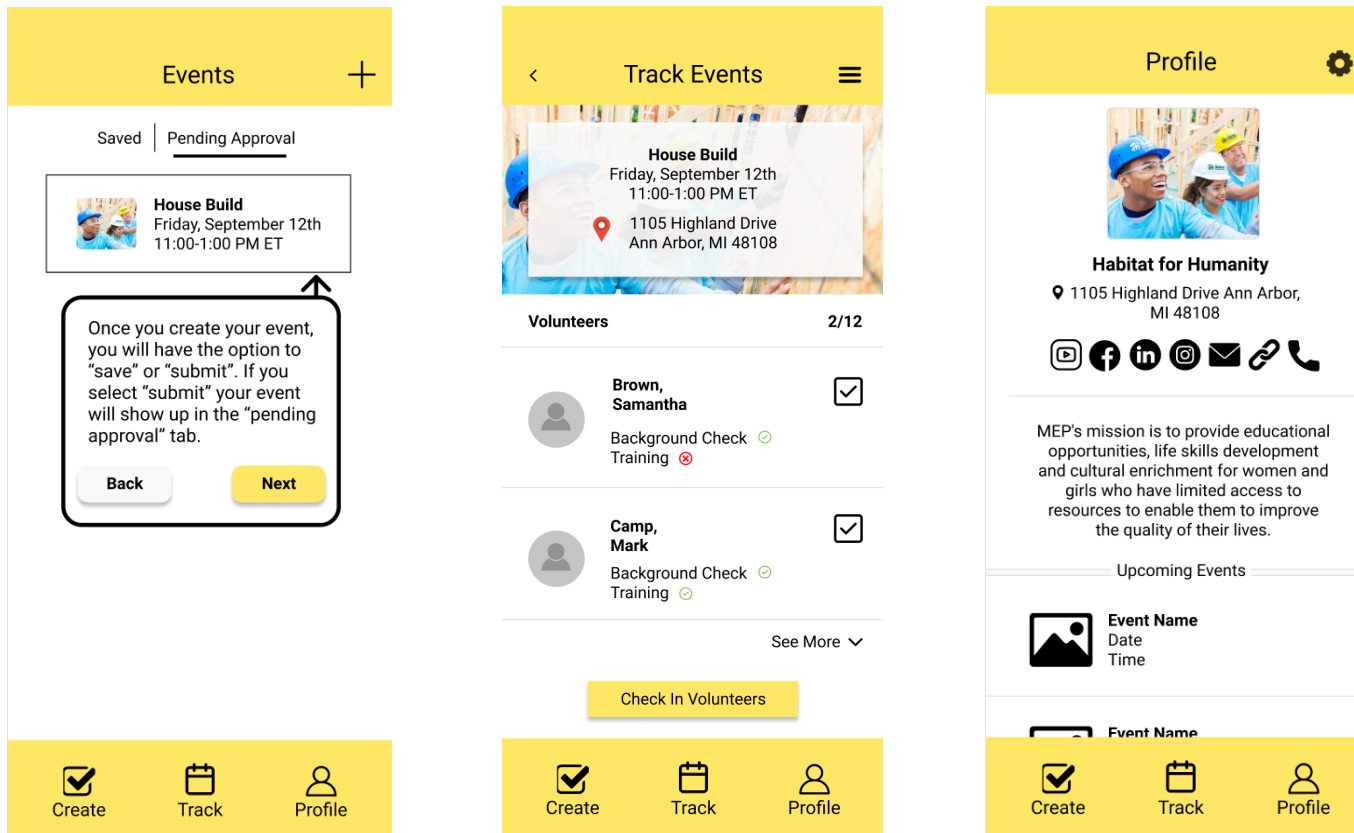
Individual paper sketches to experiment with potential design ideas.



Mid-Fidelity Wireframes

Used Balsamiq to design the basic functionality of the application.

DESIGN PROCESS



High-Fidelity Prototype

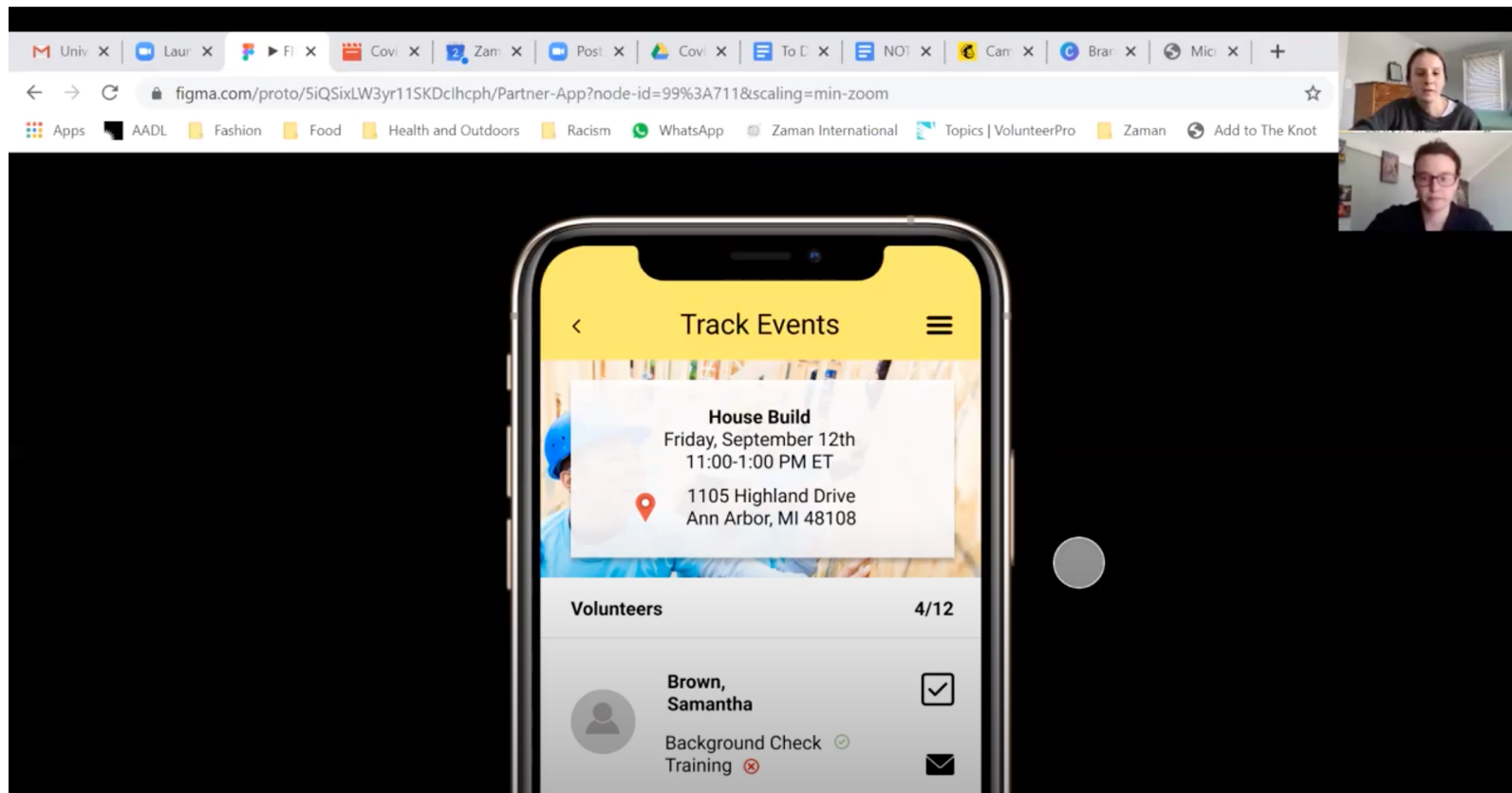
Tied together the functionality of the application and the brand aesthetic to create a high-fidelity prototype on Figma.



PHASE III: VALIDATION

USABILITY TESTING

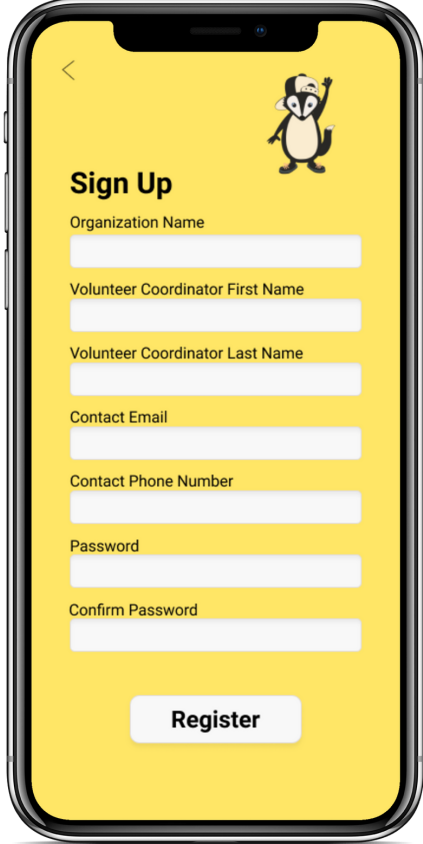
We conducted **eight** remote usability tests with Volunteer Coordinators to understand how users **navigate** our High-Fidelity prototype.



FINAL PROTOTYPE

Our final prototype is broken down by five main features of the application:
Onboarding, Tutorial, Create, Track and Profile.

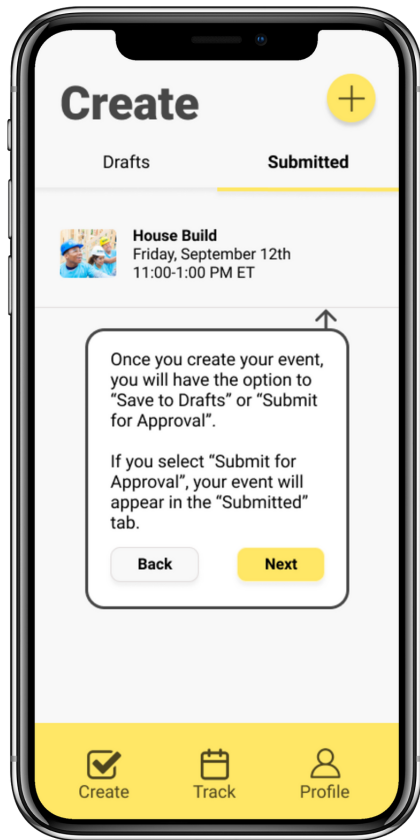
The results are based on our design rationale, feedback from the BackPac team, and usability testing done on our target demographic.



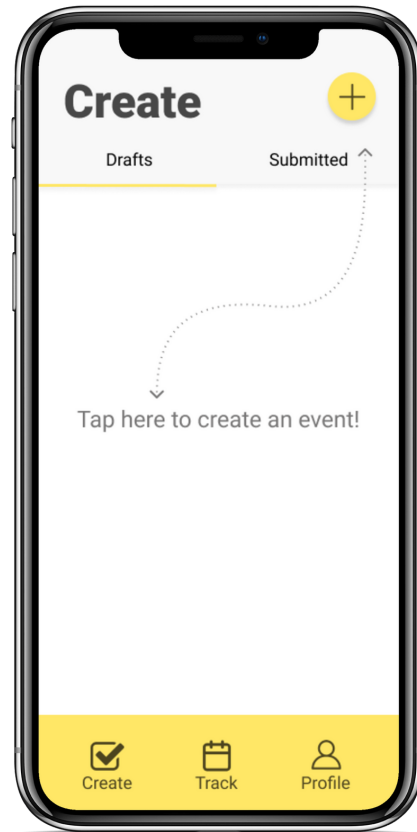
The image shows a smartphone screen with a yellow background. At the top right, there is a small cartoon penguin icon. Below it, the text "Sign Up" is displayed. The form consists of several white input fields with labels: "Organization Name", "Volunteer Coordinator First Name", "Volunteer Coordinator Last Name", "Contact Email", "Contact Phone Number", "Password", and "Confirm Password". At the bottom of the form, there is a white button with the text "Register".

Onboarding

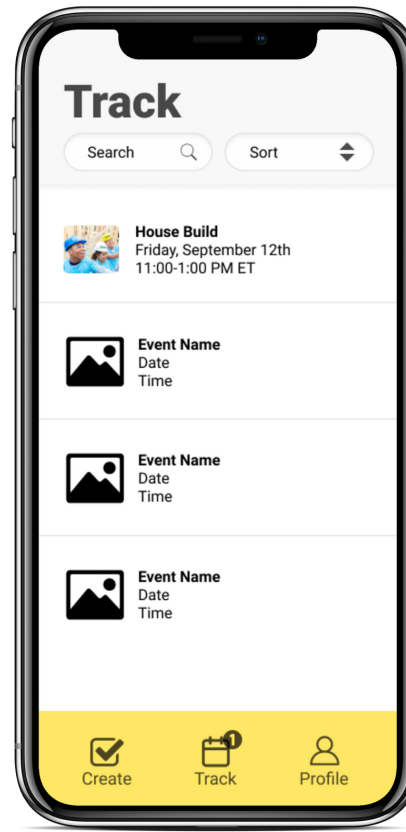
FINAL PROTOTYPE



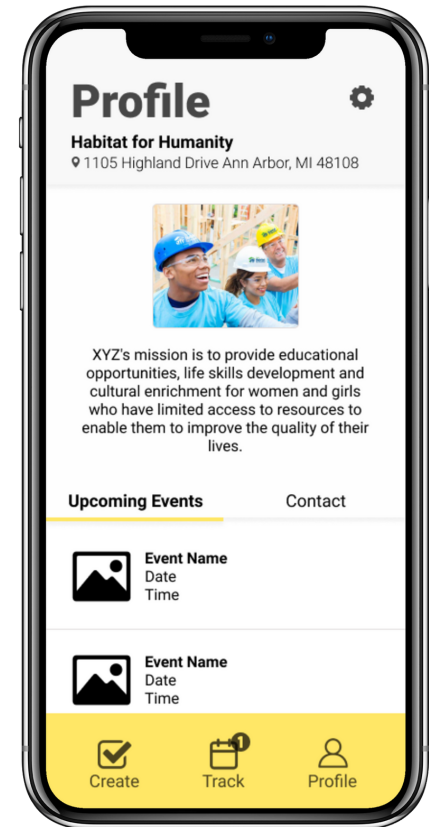
Tutorial



Create



Track



Profile

FINAL TAKEAWAYS

Our usability testing yielded the following takeaways:

Our redesigned app had several actions that users could **execute quickly and without hesitation.**

Locating a user's event history was **a little confusing to find**, but overall not difficult

Users **took a second to understand the difference** between events that had been saved as drafts versus events that were submitted and are now pending approval

RECOMMENDATIONS

We recommend our client make a few adjustments to our current redesign. These improvements include:

Consider relocating the information found within Event History out from under Settings and into the Events tab for more logical organization

Change the terminology under Events to say "Drafts" and "Submitted - Pending Approval", rather than "Saved" and "Pending Approval" to help eliminate confusion

Play around with different color schemes incorporating around 3-5 contrasting colors to boost the interface's attractiveness to better engage users

APPENDIX

RESEARCH

Heuristic Evaluation

DESIGN

Low Fidelity Sketch Progression

High Fidelity Prototype

VALIDATION

Final Presentation

Final UX Specification

EXPO Poster