



SNIPPETS



Microvolunteer in your spare time



Mobile app to facilitate microvolunteering for people in their spare time.



Snippets Vision



Snippets' Vision

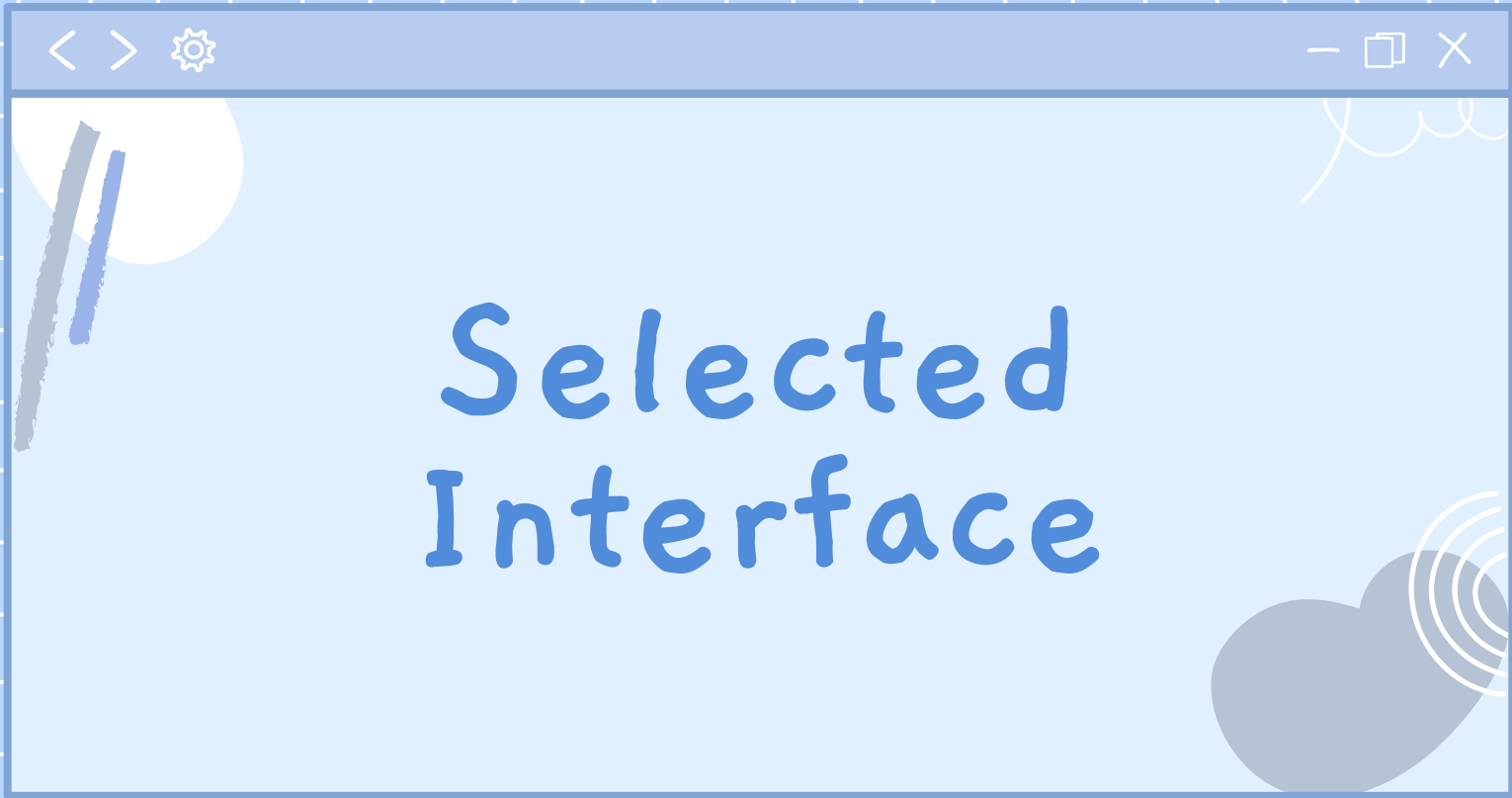


Mission Statement

To empower people to
microvolunteer in their
spare time

Value Proposition

Repurposing spare time
and promoting
volunteering



Selected Interface



Feeds

Translation 15 min
skills: Mandarin, English
organization: ACLU Immigrant's Rights

Proofreading 10 min
skills: English
organization: Liaison for pigeons

Voting for a logo 1 min
skills: Graphic familiarizing
organization: Environmental defense

Explore by domain

Explore by skill

Explore by skill

Your skills

Spanish x English x Media x

Graphic Design x Computer x

Snippets selected for you according to your skills

match: Spanish, English
Translate letter

match: computer
Data analysis

ACLU representative

How can I help you?

Can you tell me more about your tasks?

Sure!

Next

Mobile App - Snippets in your pocket

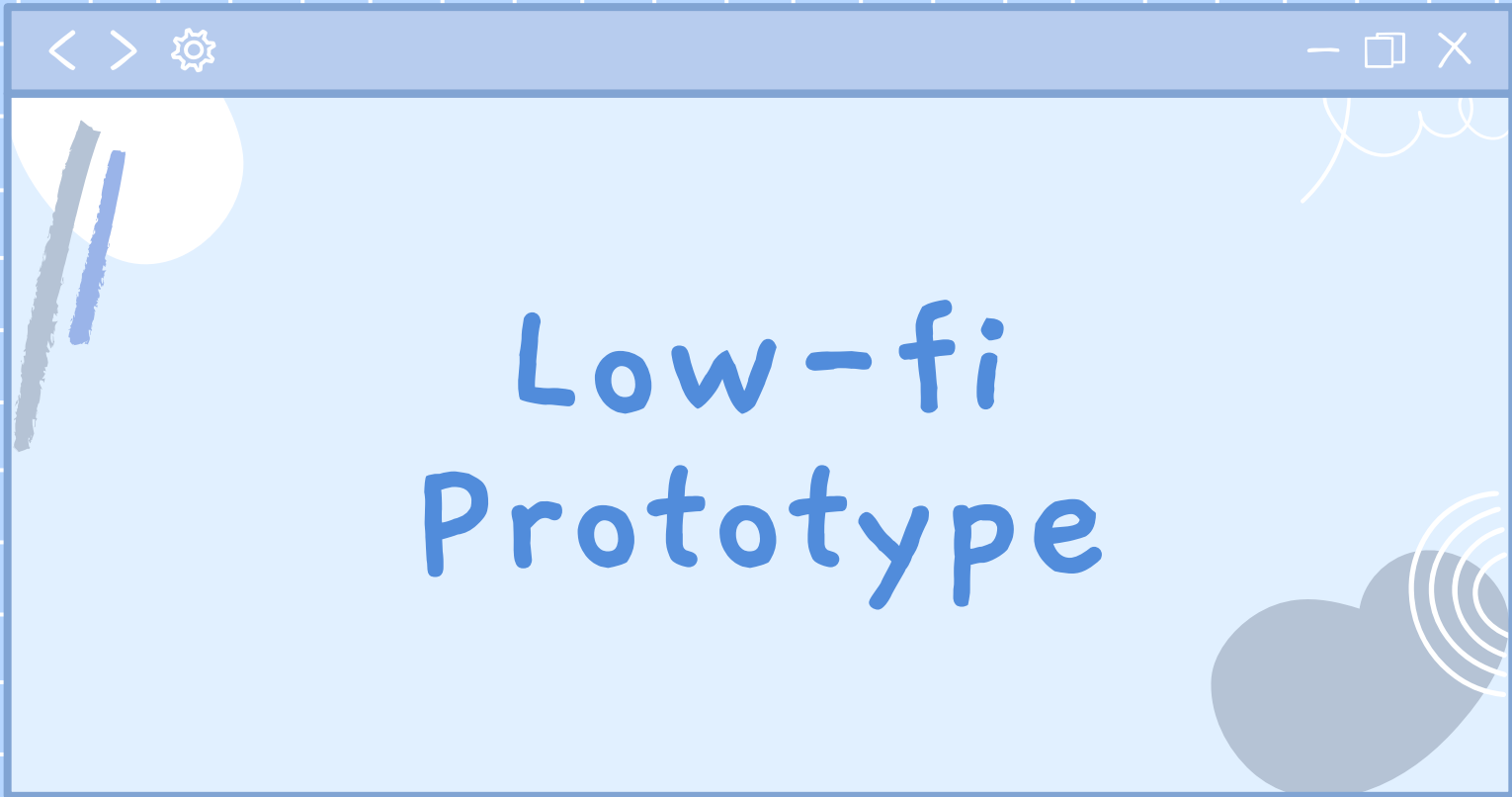


Reasoning

- Leverages several modalities (audio, video, text, etc.)
- Most versatile to user's needs/availability; can be used anywhere
- Easiest adoptance of modality as users are used to using their phone

Potential Concerns

- A lot of weight is placed on the NGOs
- Less motivated to do long-term volunteering



Low-fi Prototype



Low-fi prototype structure



Feeds

- 🐾 Pets in Need** 20 min
Translation Needs [Spanish v] [English v]
- 🐾 ACLU Immigrants Rights** 10 min
Proofreading Needs [English v]
- 🌿 Environmental defense** 1 min
Voting for our logo Needs [Graphic design]

Explore by domain | Explore by skill

Home Screen

< Translation

🐾 Pets in Need
Description: Our mission is to provide animals with loving care ...

Snippet requirements: We are giving out letters to Spanish speaking communities and need help with translations. Estimated time: 20 min. You have 15 min left.

Valid until 2/23/2023

I'll do this! ❤️

Task Descriptions

< Voting for our logo

🌿 Environmental defense
Description: We work on climate change ...

Snippet requirements: We want to get the public's opinions on our logo candidates. Estimated time: 1 min. You have 15 min left.

Valid until 1/1/2023

I'll do this! ❤️

< Translation

All donations to Pets in Need are tax-deductible EIN 94-6139667 Pets in Need has a strict donor privacy policy ...

Text entry

Save Progress | Next page

< Translation

If you have any questions, please contact XXXX at (XXX) XXX-XXX.

Text entry

Last page | Save Progress | Submit

< Translation

Thank you!

lv:3 | lv:4

Back to feeds

Working on Task

< Translation

⚠️ Alert
Are you sure you want to go back without saving? You may lose your work.
Cancel | Go back without saving

< Translation

🔔 Notification
Your progress has been saved. Snippet expires in 15min.
OK

Saving Notices

< Explore by domain

Animals | Children & Youth | Community Development

Education | Environment | Health

Women's Empowerment | Tourism | More

Filter by Domain

< Snippets 4 Animals

- 🐾 Pets in Need** 20 min
Translation Needs [Spanish v] [English v]
- 🐾 Humane Society** 15 min
Promotion Video Needs [Video editing?]
- 🐾 Nine lives** 9 min
Cats Mapping Needs [Google maps?]

< Explore by skill

Your skills: Spanish | English | Media

Graphic Design | Computer | Edit

Snippets selected for you according to your skills:

- 🐾 Pets in Need** 20 min
Translation Needs [Spanish v] [English v]
- 🐾 Affordable housing** 28 min
Data Entry Needs [Computer v] [EXCEL?]

Filter by Skill

< Snippets that need Computer

- 🐾 Affordable housing** 28 min
Data Entry Needs [Computer v] [EXCEL?]
- 🐾 Community Centering** 8 min
Info matches Needs [Computer v]
- 🐾 Future of Peer Teaching** 20 min
Poster Making Needs [Computer v] [Prototyping?]

< Saved Snippets

In progress: Translation 25% expires in 15min

Liked: Proofreading 10 min

Voting for our logo 1 min

Saved Tasks

< Saved Snippets

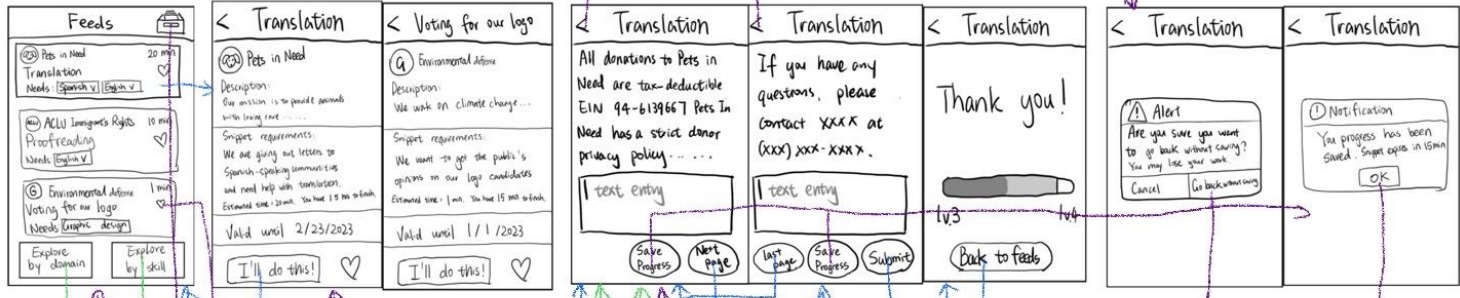
In progress: Translation 25% expires in 15min

Liked: Proofreading 10 min





Low-fi prototype structure

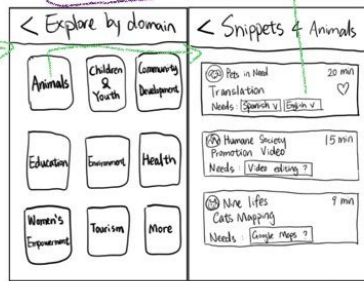


Home Screen

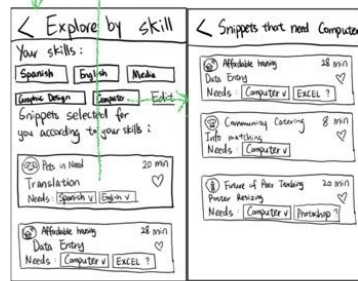
Task Descriptions

Working on Task

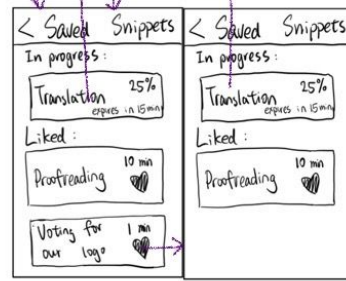
Saving Notices



Filter by Domain



Filter by Skill

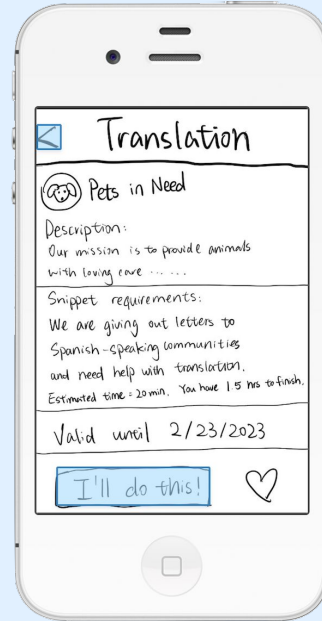
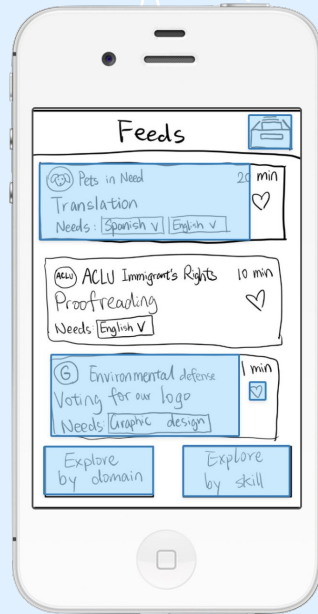
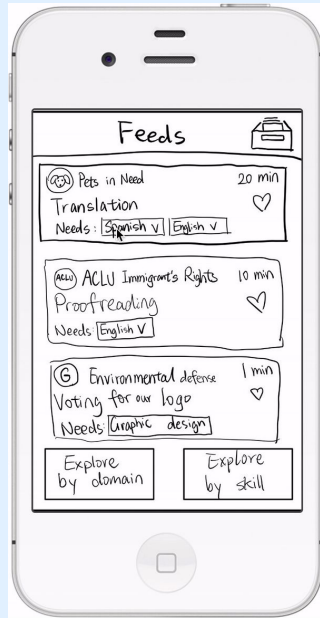


Saved Tasks





Low-fi prototype structure



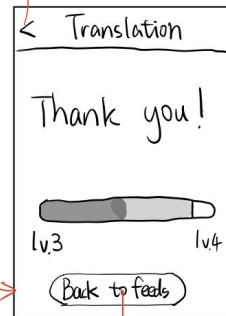
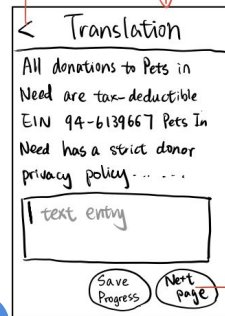
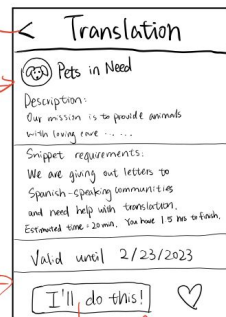
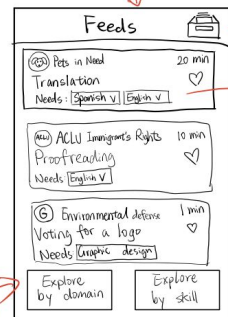
- Marvel App
- User can click on the buttons to simulate the actual experience using the app
- User can see what buttons are clickable





Easy: Complete a random task

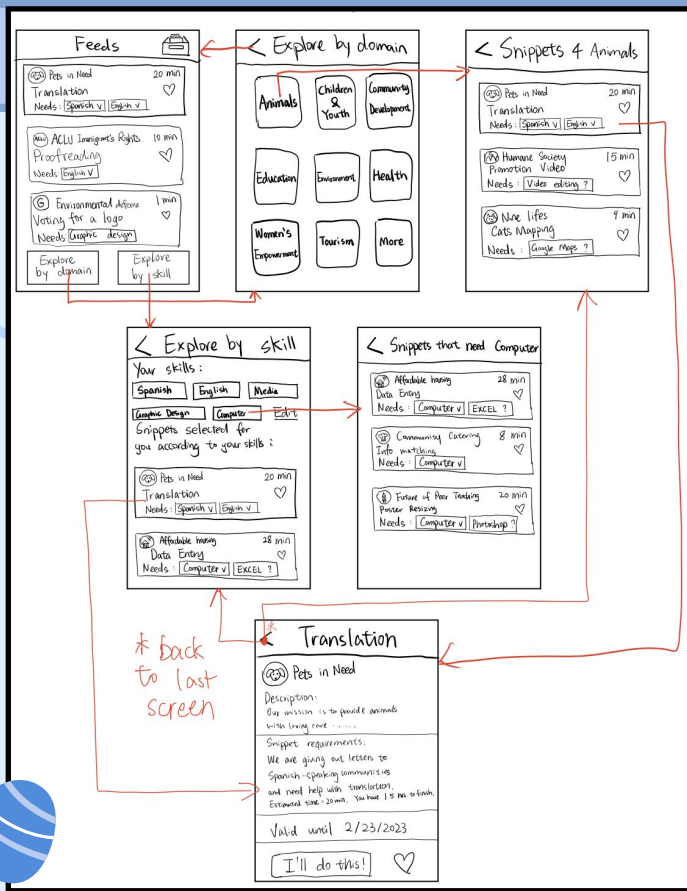
If a user clicks a task on the Feeds page, they will be directed to the task details and choose to do it or not.





Moderate: Filter tasks by domains or skills

When user clicks [Explore by domain/skill], they will be directed to the page where they can select specific domain/skill and get a list of tasks in that domain/need that skill.

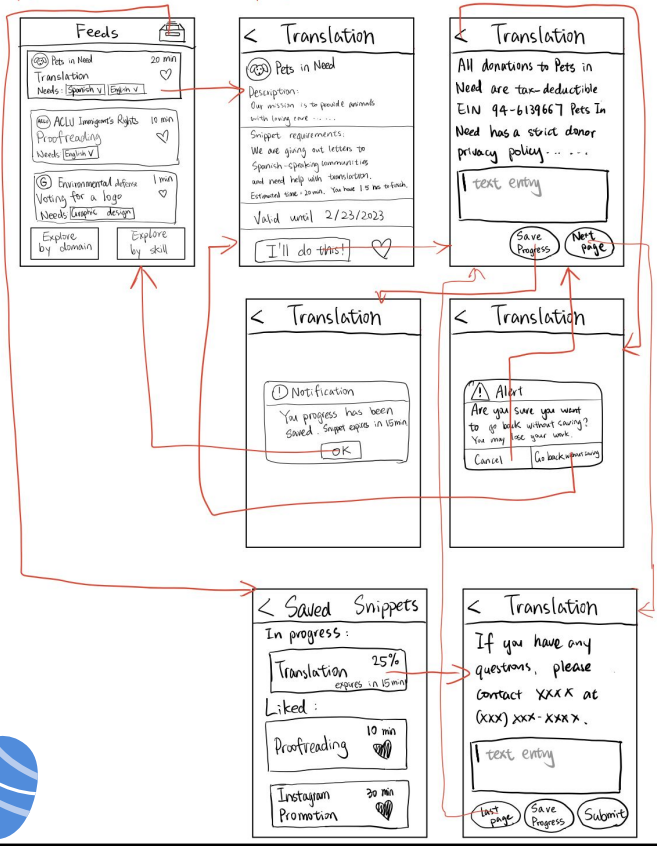




Hard: Save a task to complete later

If a user starts a task and wants to quit the app mid-way, they can save their progress and resume later from the Saved folder.

Hard: Save task in progress and finish later

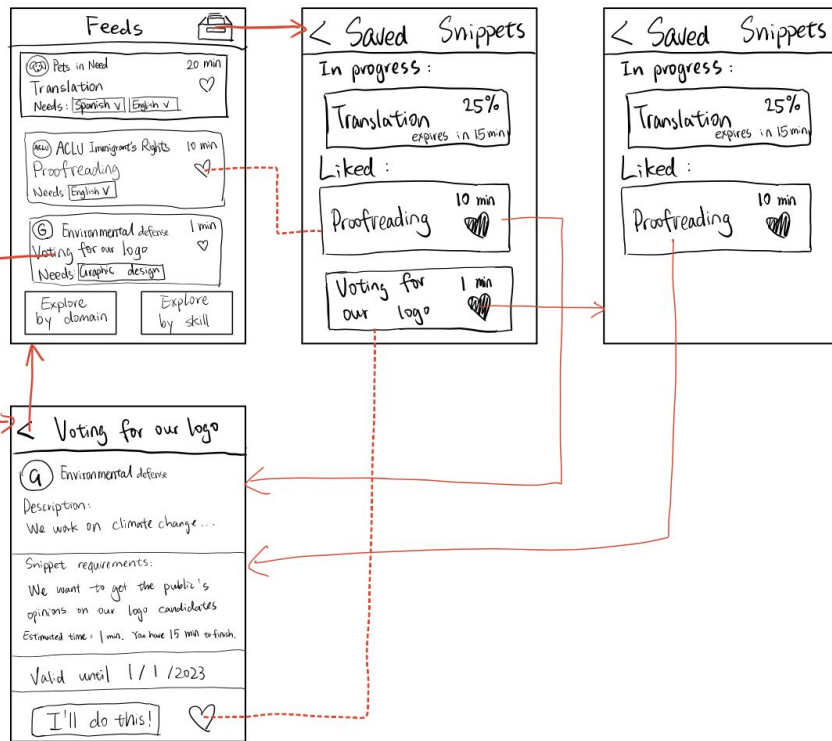




Extra moderate: Like a task for future spare time

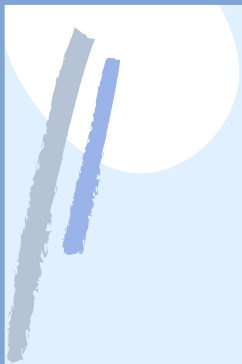
When a user finds an interesting task but doesn't want to do that immediately, they can click the heart in the task banner or in the details page and the task will be flagged and put in the Saved folder.

Extra moderate: Like snippets to do in future spare time

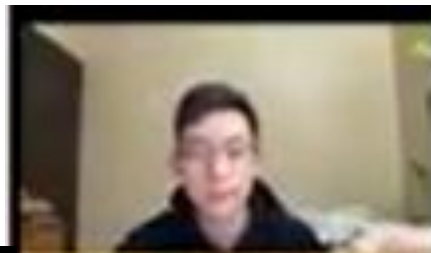




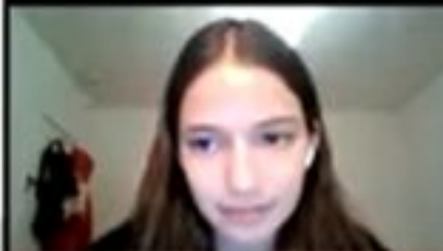
Experimental Results



Fengzhou(20 y/o)



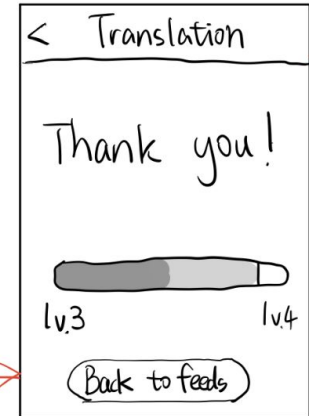
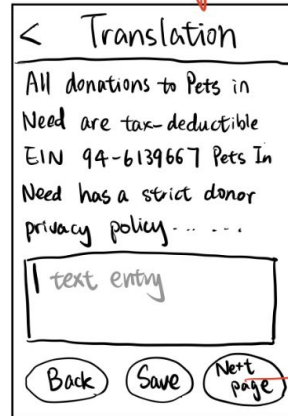
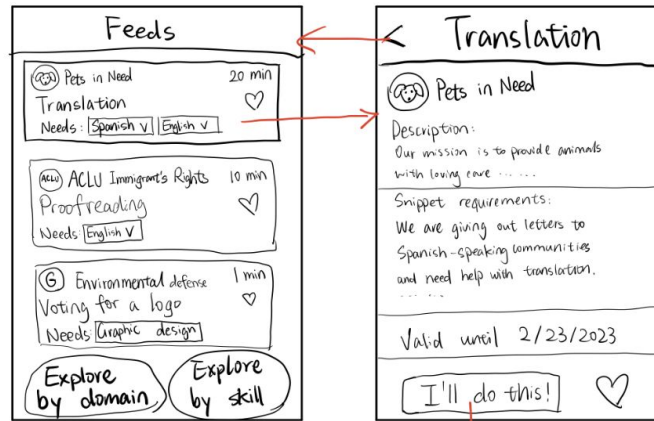
Julia (21 y/o)



Josefina (25 y/o)





Task 1: Complete a Snippet







Observations:

- Easy to find


Feeds

 Pets in Need 20 min
Translation 
Needs: Spanish English

 ACLU Immigrant's Rights 10 min
Proofreading 
Needs: English

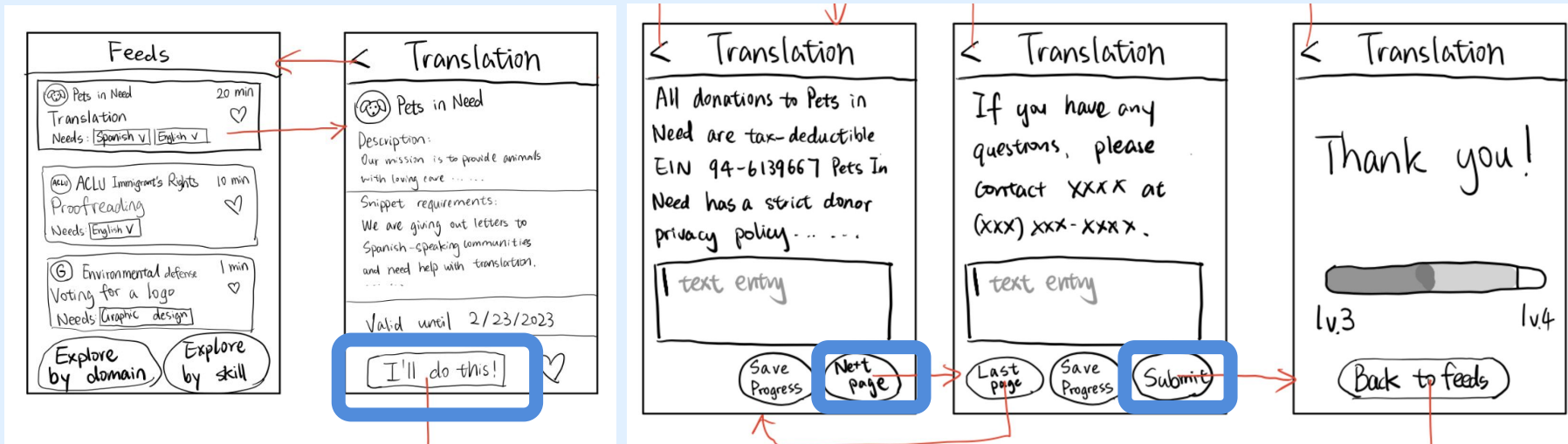
 Environmental defense 1 min
Voting for a logo 
Needs: Graphic design

Explore by domain Explore by skill

 Pet
Description
Our mission
with loving
Snippet
We are g
Spanish-
and need
Valid
 I'll

Observations:

- Easy to find
- Intuitive end-to-end



Observations:

- Easy to find
- Intuitive end-to-end
- Enjoyed post completion reward



Observations:

- Easy to find
- Intuitive end-to-end
- Enjoyed post completion reward
- Confused by “Save Progress”

< Translation

All donations to Pets in Need are tax-deductible
EIN 94-6139667 Pets In Need has a strict donor privacy policy.....

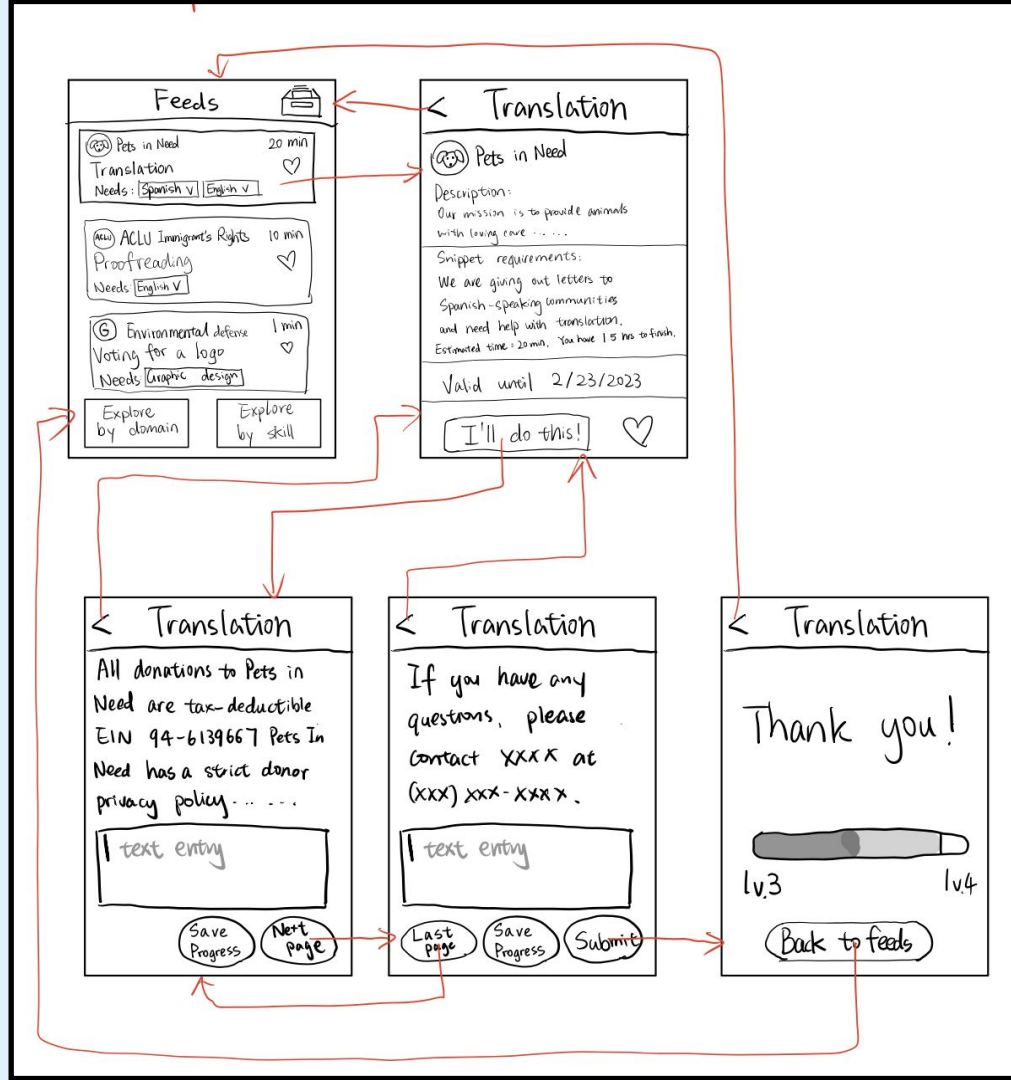
| text entry

Save Progress

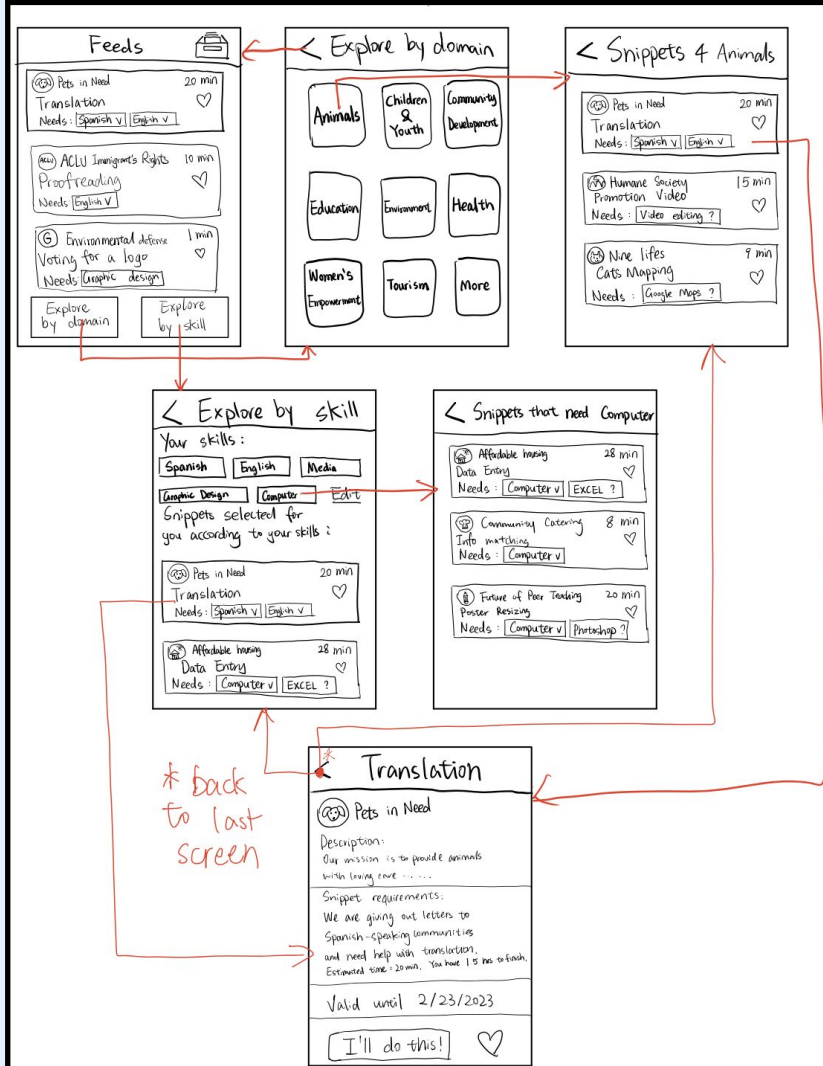
Next page

Observations:

- Easy to find
- Intuitive end-to-end
- Enjoyed post completion reward
- Confused by “Save Progress”
- No errors

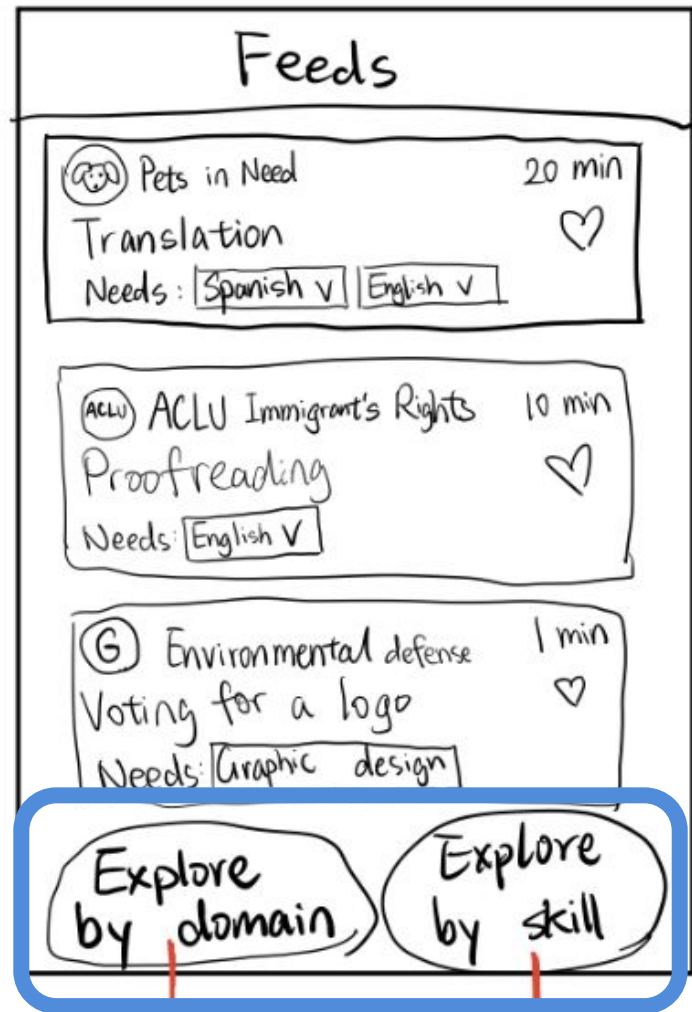


Task 2: Filter Snippets



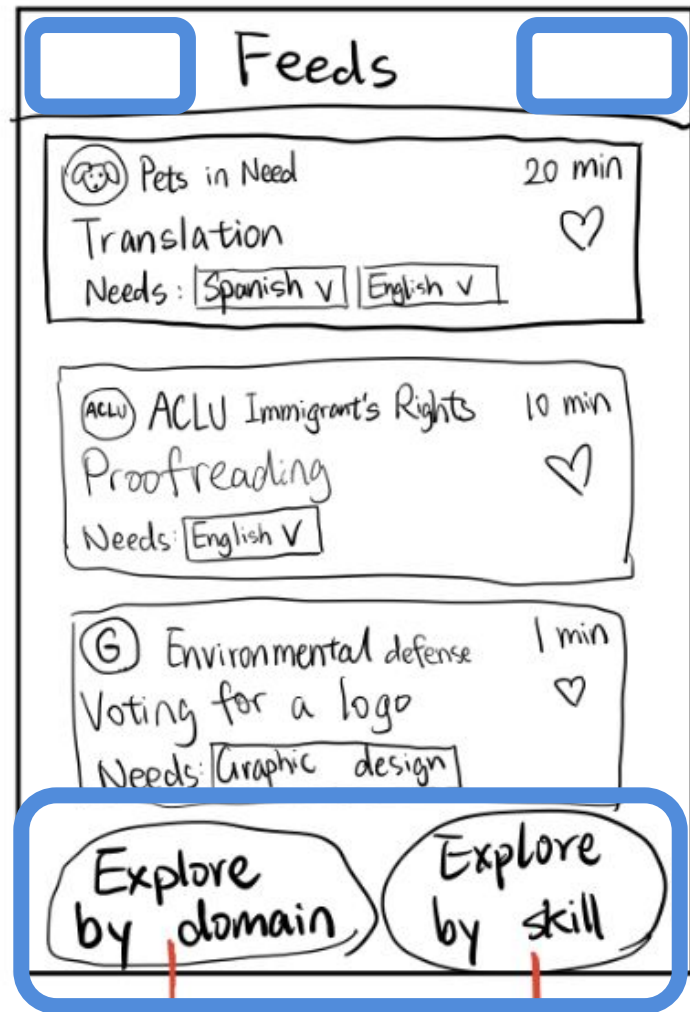
Observations:

- Easy to find



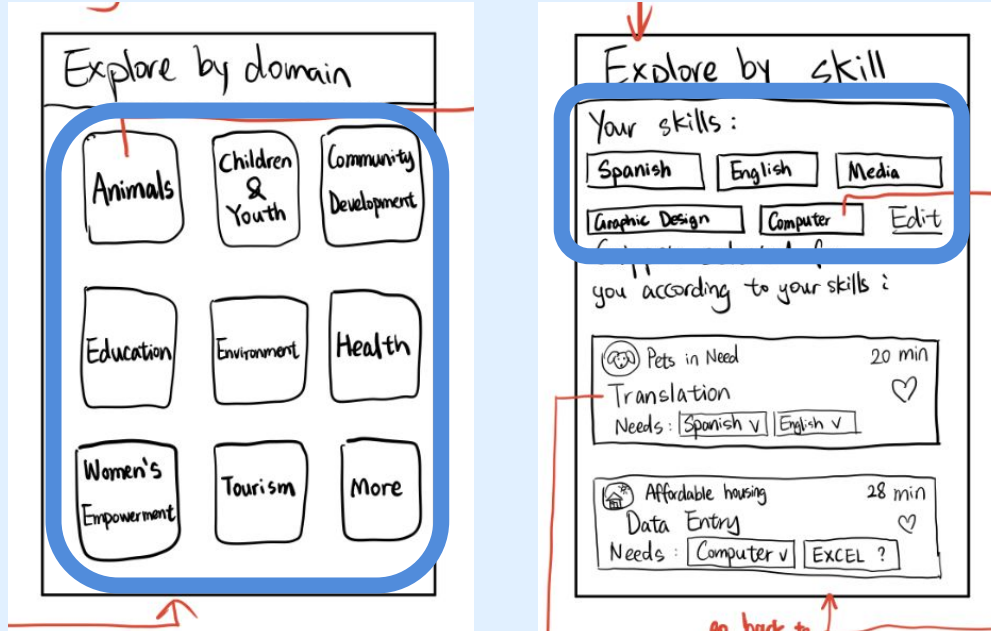
Observations:

- Easy to find
- Button placement seems unnatural



Observations:

- Easy to find
- Button placement seems unnatural
- Preferred domain explore over skill explore



Observations:

- Easy to find
- Button placement seems unnatural
- Preferred domain explore over skill explore
- Liked ability to select multiple



Explore by skill



Your skills:

Spanish English Media

Graphic Design Computer Edit

Crippets selected for you according to your skills:

 Pets in Need	20 min
Translation	
Needs: Spanish v English v	

 Affordable housing	28 min
Data Entry	
Needs: Computer v EXCEL ?	

go back to

Observations:

- Easy to find
- Button placement seems unnatural
- Preferred domain explore over skill explore
- Liked ability to select multiple
- **Minor confusion**



Explore by skill



Your skills:

Spanish English Media

Graphic Design Computer Edit

Snippets selected for you according to your skills:

 Pets in Need	20 min
Translation	
Needs: Spanish v English v	

 Affordable housing	28 min
Data Entry	
Needs: Computer v EXCEL ?	

go back to

Task 3: Save Snippets for Later

Hard: Save task in progress and finish later

Feeds

- Pets in Need 20 min
Translation
Needs: Spanish v | English v
- ACLU Immigrants Rights 10 min
Proofreading
Needs: English v
- Environmental defense 1 min
Voting for a logo
Needs: Graphic design

Explore by domain | Explore by skill

< Translation

Pets in Need

Description:
Our mission is to provide animals with loving care ...

Snippet requirements:
We are giving out letters to Spanish-speaking communities and need help with translations.
Estimated time: 20 min. You have 15 min to finish.

Valid until 2/23/2023

I'll do this! |

< Translation

All donations to Pets in Need are tax-deductible EIN 94-6139667 Pets In Need has a strict donor privacy policy ...

| text entry

Save Progress | Next page

< Translation

Notification

You progress has been saved. Snippet expires in 15min.

OK

< Translation

Alert

Are you sure you want to go back without saving? You may lose your work.

Cancel | Go back without saving

< Saved Snippets

In progress:

Translation 25%
expires in 15min

Liked:

Proofreading 10 min

Instagram Promotion 30 min

< Translation

If you have any questions, please contact XXXX at (XXX) XXX-XXXX.

| text entry

Last page | Save Progress | Submit

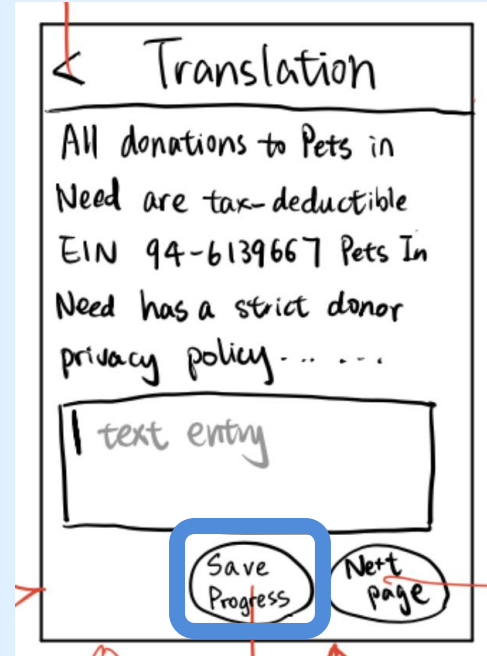
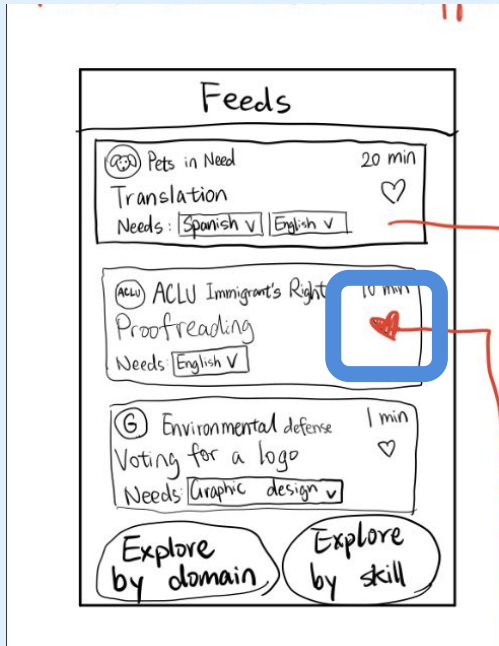
Observations:

- Easy to find - saved icon could be better



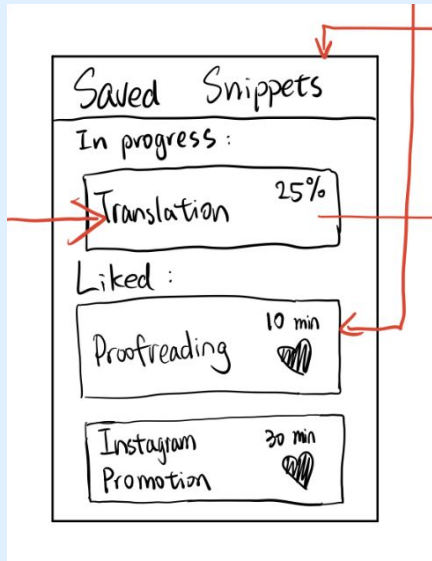
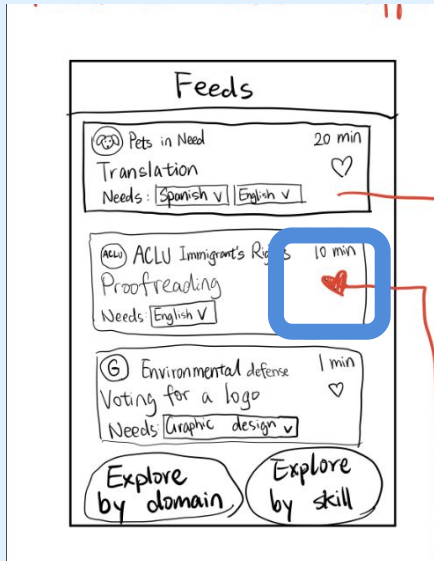
Observations:

- Easy to find - saved icon could be better
- Confused about what is meant by “Saving a task”



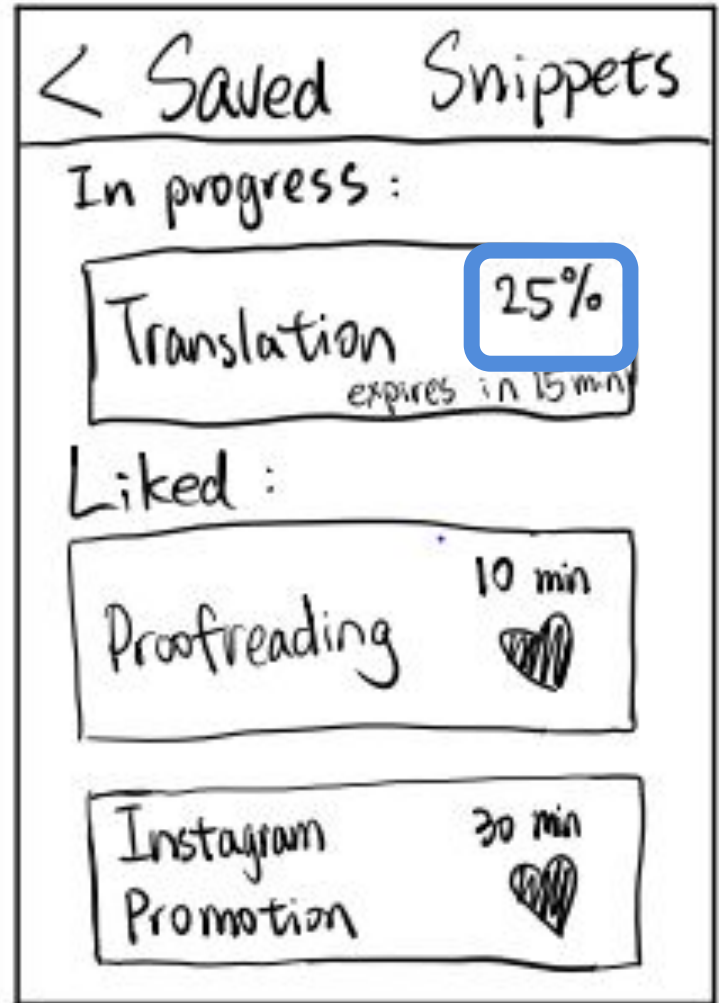
Observations:

- Easy to find - saved icon could be better
- Confused about the difference between liked and saved
- Did not expect heart to navigate to Saved page



Observations:

- Easy to find - saved icon could be better
- Confused about the difference between liked and saved
- Did not expect heart to navigate to saved
- Enjoyed progress tracking



Observations:

- Easy to find - saved icon could be better
- Confused about the difference between liked and saved
- Did not expect heart to navigate to saved
- Enjoyed progress tracking
- **Several errors**





Usability Goals



Usability Goal	Measurement Metric
Ease of use or efficiency	Clicks required to complete a task
Discoverability	How easy it is for users to find the tasks
Robustness	Amount of errors completing the task

lee





Grading Performance



Ease of use

Discover

Robustness

Easy



Moderate



Hard





Suggested UI Changes

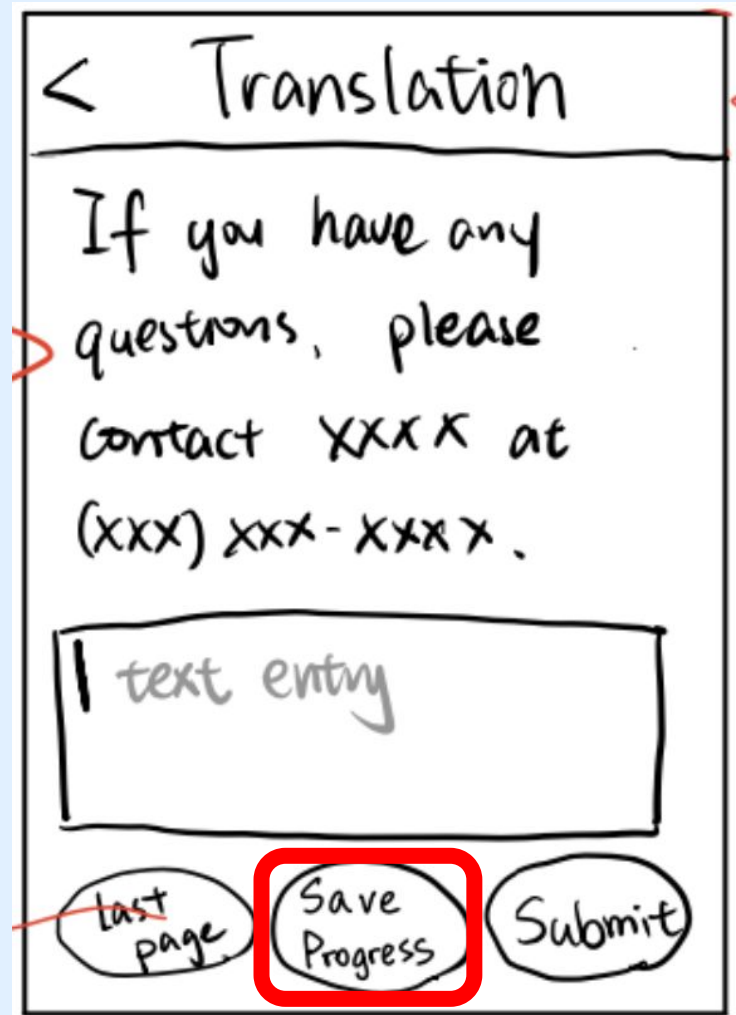
Navigation:

- Add bottom navigation bar (Feed, Archive, Profile)
- Move archived to the navigation bar
- Move filters to the header section



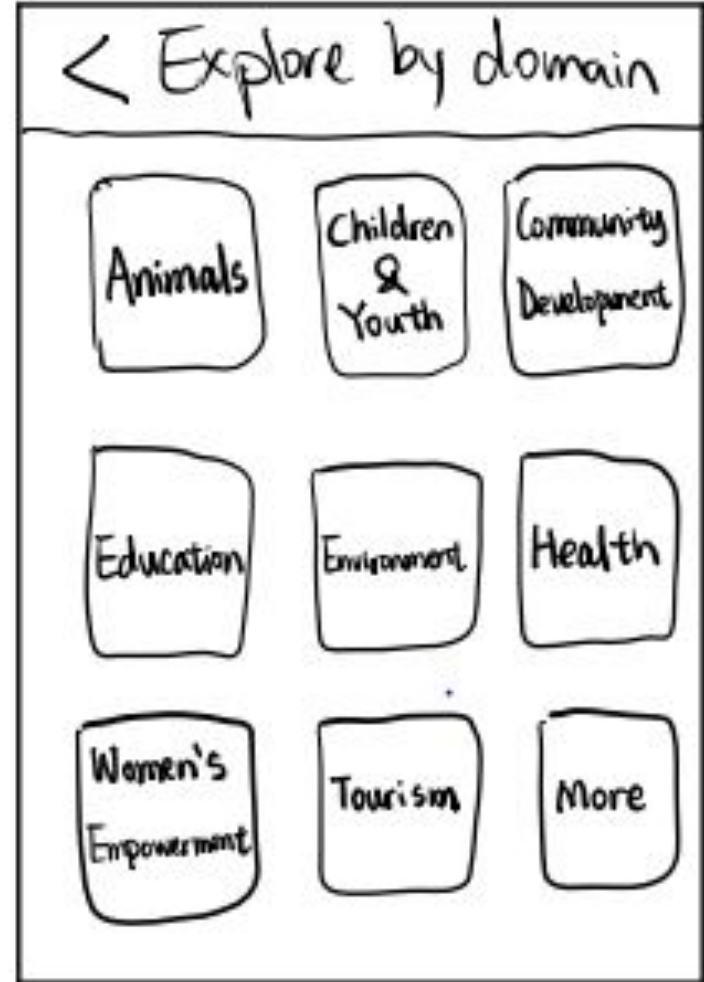
Saving:

- Automatically save progress (remove save button)
- Hearts only for “like” which archives the snippet
- No navigation when snippet is saved
- Change archive icon to better represent liked snippets



Unify Filtering:

- We need a common filtering interface for domain & skills
- Leaning towards domain UI as it is more visual (less text)
- Still need to allow selecting multiple





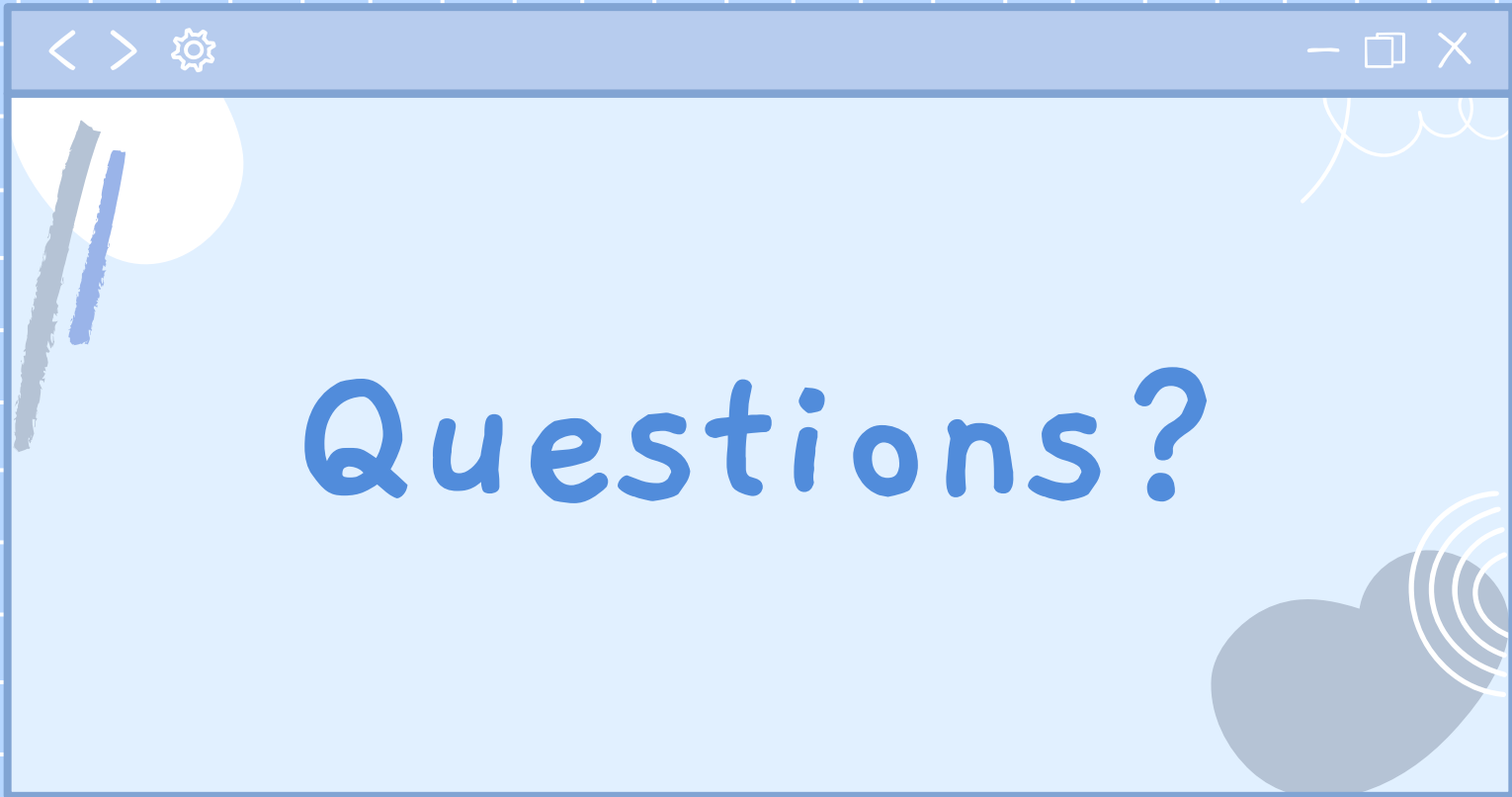
Summary



For future improvement, we need to...

- Be more intentional about the use of icon and button positioning
- Differentiate similar tasks better or remove one (like and save)
- Allow for snippet history





Questions?