



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



What is Snippet trying to solve?

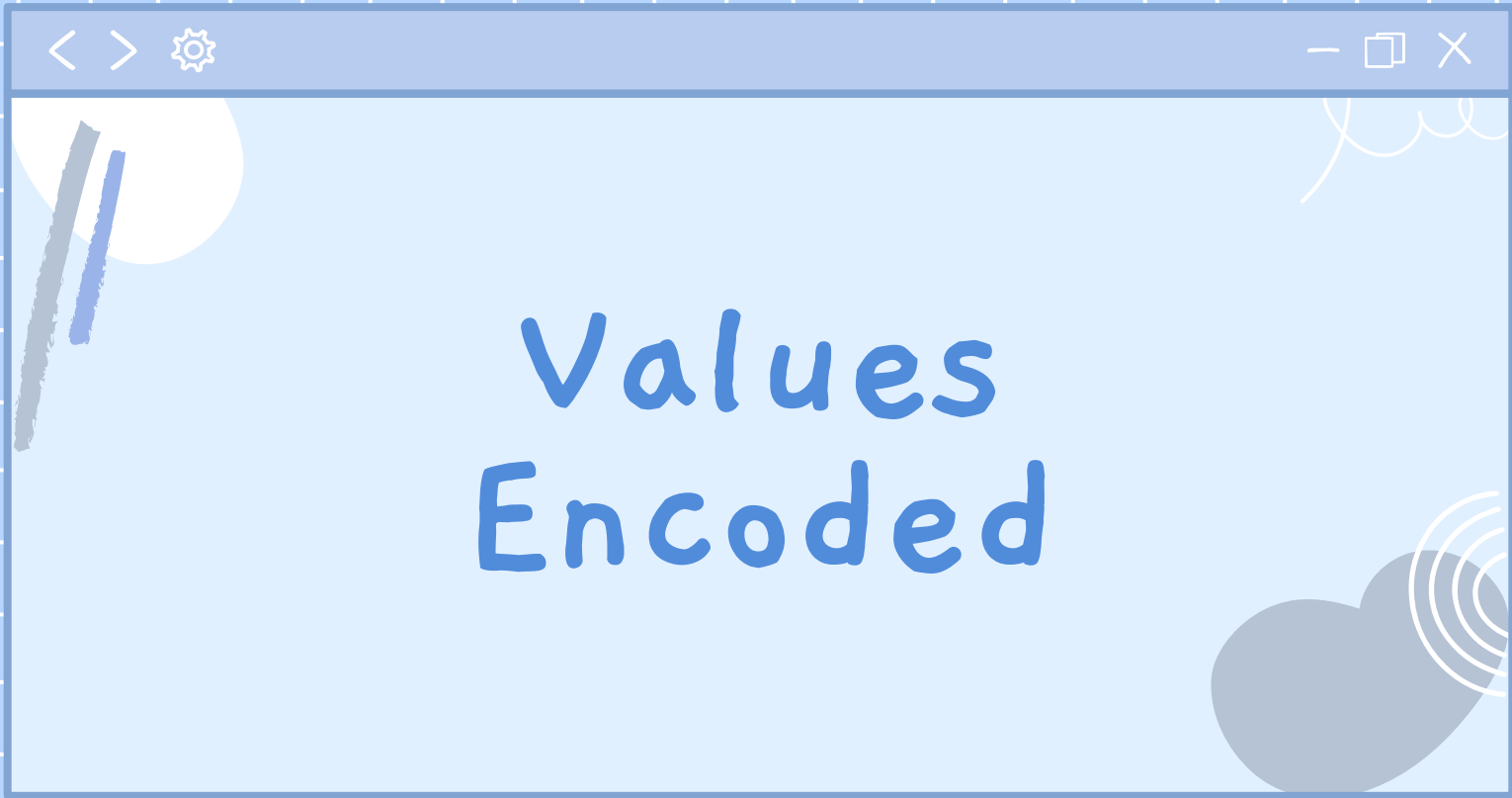


Problem

We learned from the needfinding interviews that interviewees often find themselves overwhelmed with life and can't commit regularly to donate their time to NGOs.

Solution

An mobile app that enables people to microvolunteer any time and any place. They can complete small tasks for NGOs in minutes, leveraging their skills and their spare time.



Values
Encoded



VALUES IN DESIGN



01

SERVICE

Allow users to volunteer their time for a good cause

02

PRODUCTIVITY

Provide an alternative to mindless scrolling

03

DYNAMISM

Allow for low commitments and fast changes to tasks

04

FUN

Create an enjoyable experience for volunteers



How our values guide our choices



Service

We designed our app to be a “service first” platform

- The main action buttons in all pages encourage users to complete Snippets
- Organizations are promoted through prominence in the Snippets
- Leveling up is based on quantity and quality of service

Productivity

Repurposing wasted time gives an intrinsic sense of productivity

- We clearly outline the purpose of the Snippet (NGO goal) to make users feel productive
- We stand as a (productive) replacement for endless scrolling
- All Snippet work is directly tied to a greater purpose



How our values guide our choices



Dynamism

Our app is meant to be used for a few minutes as a time

- We placed a strong emphasis on the time commitment of each Snippet
- Task flows are optimized to spend the least amount of time possible on each Snippet
- We added instant feedback for users to feel like they come in, help out and leave

Fun

Nothing would work if users don't enjoy the experience

- We added progress tracking and leveling up as a way to increase engagement
- Animations will be added to make the app more playful (hard to prototype)
- We added a social component to make the experience a shared one



VALUE CONFLICTS



free



SERVICE

Organizations need users to commit for them to have a long impact on a community

DYNAMISM

Dynamism encourages fast changing activities and low commitment from volunteers



Possible resolutions



- 1) As users worked on more and more projects for an organization, they can join the organization for long-term commitments
 - a) We can adjust recommendations in the filters to reflect this
 - b) We can add highlights within history or profile
- 2) Organizations can contact frequent users to encourage them to join for different roles
 - a) We can send notifications to NGOs with people interested in in their mission





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

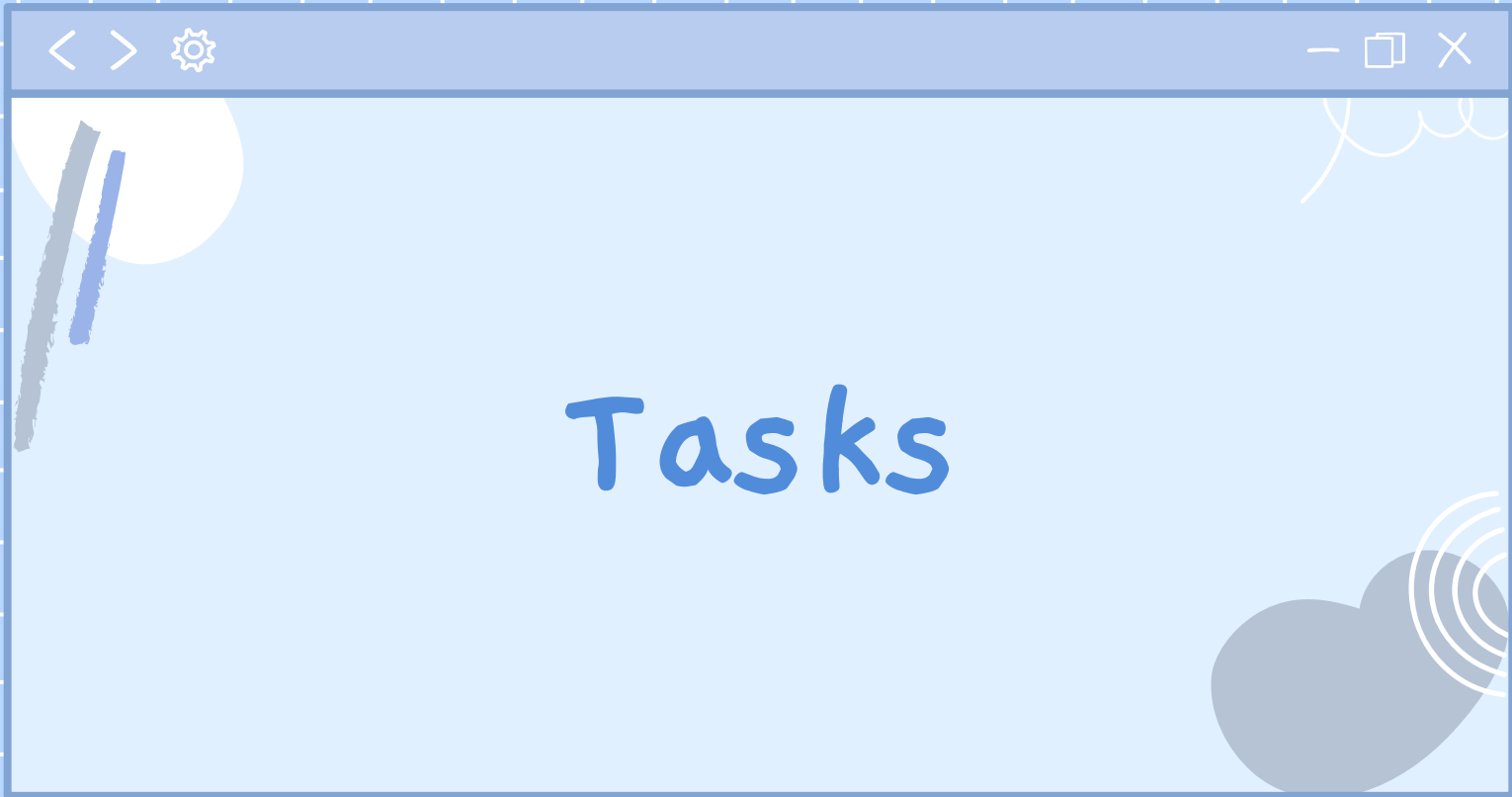
How can I help you?

Can you tell me more about your tasks?

Sure!

[Input field] [Send icon]

Mobile App - Snippets in your pocket



Tasks

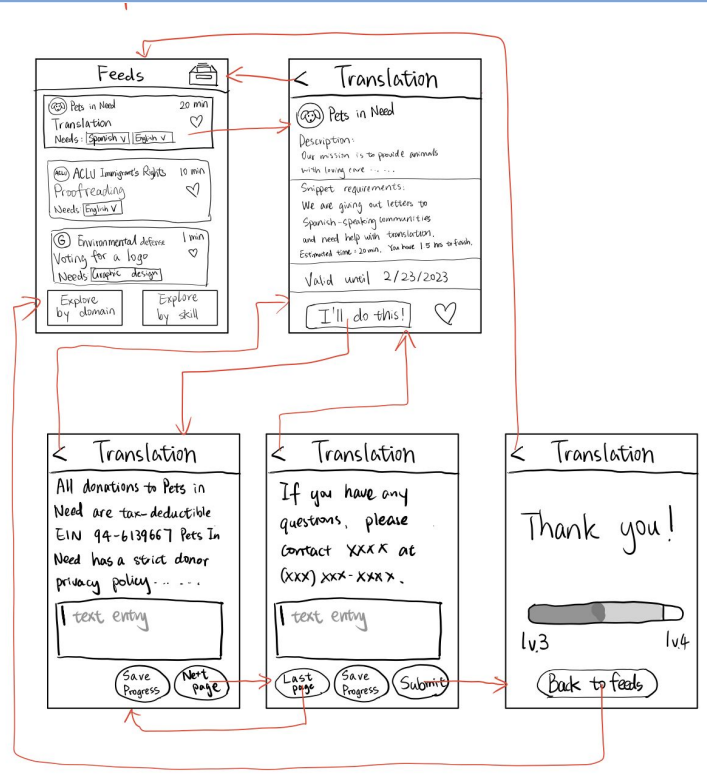


Lo-fi Prototype Tasks - Easy



Complete a
random snippet

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

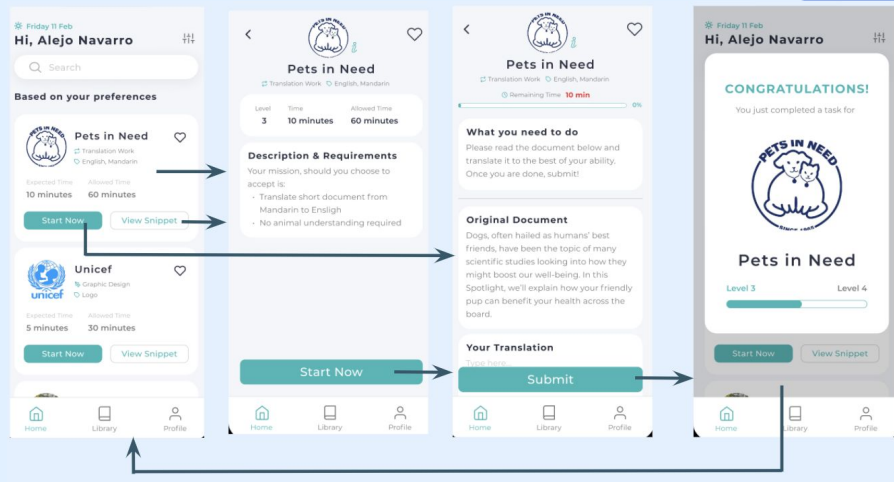




Med-fi Prototype Revision - Easy



Most parts of the easy task remains unchanged, except that we allows the user to start without seeing the description from the snippet cards.



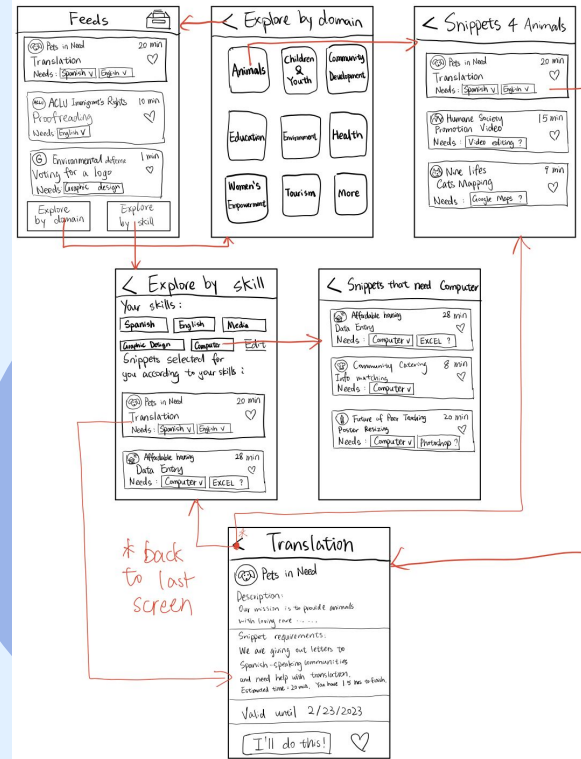


Lo-fi Prototype Tasks - Moderate I

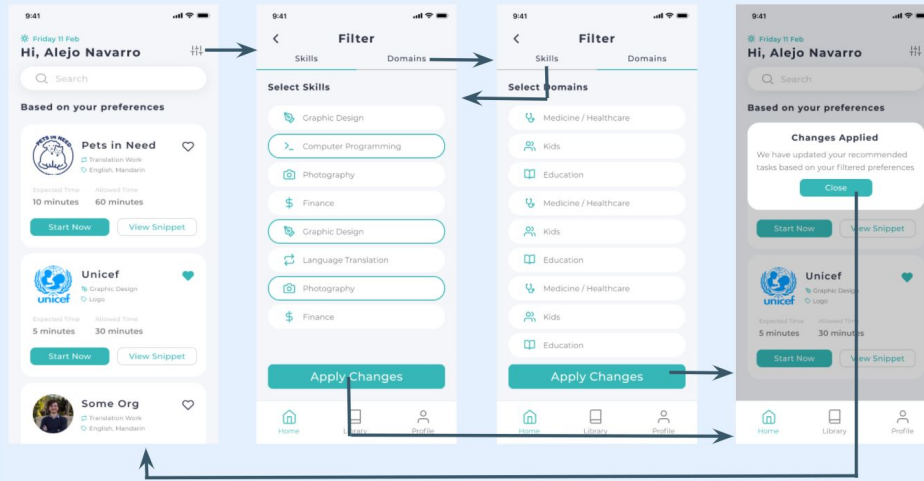


Filter snippets by domains or skills

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 snippets in that domain/need that skill.



We simplified the filtering task a lot according to the feedbacks we got from our lo-fi prototype. It seemed unnecessary to have filtering pages for skills and domains separated so we combined them.





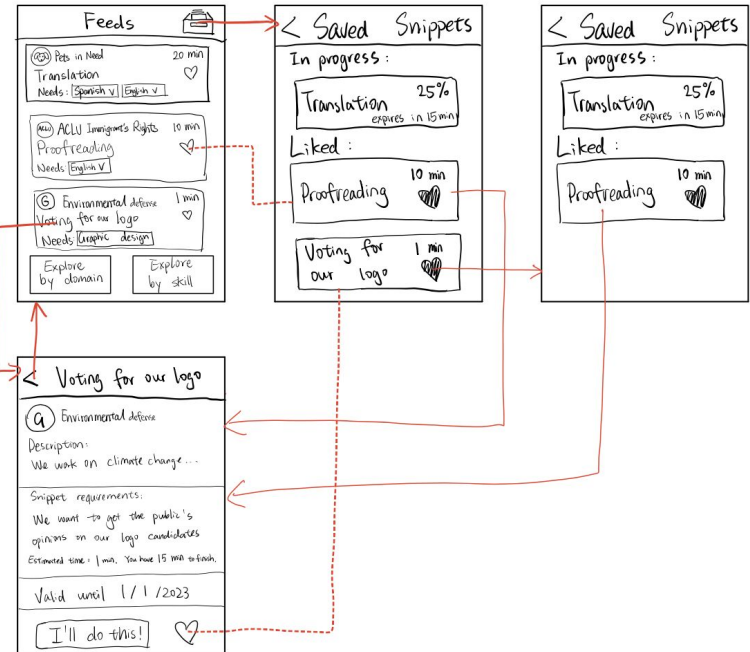
Lo-fi Prototype Tasks - Moderate 2



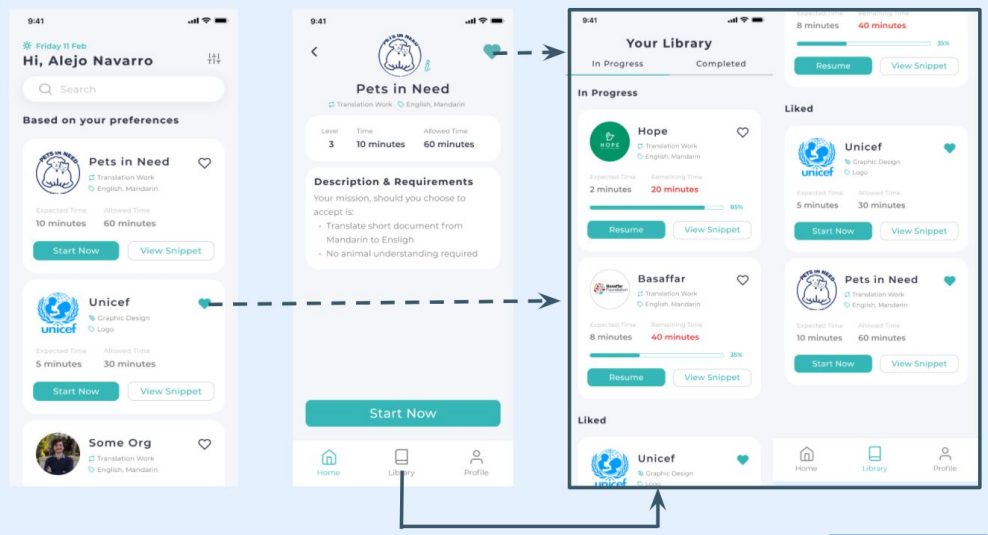
Like a snippet for future spare time

When a user finds an interesting snippet but doesn't want to do that immediately, they can click the heart in the snippet 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



Most parts of this task remains unchanged, except that the liked tasks are now in the Library page.





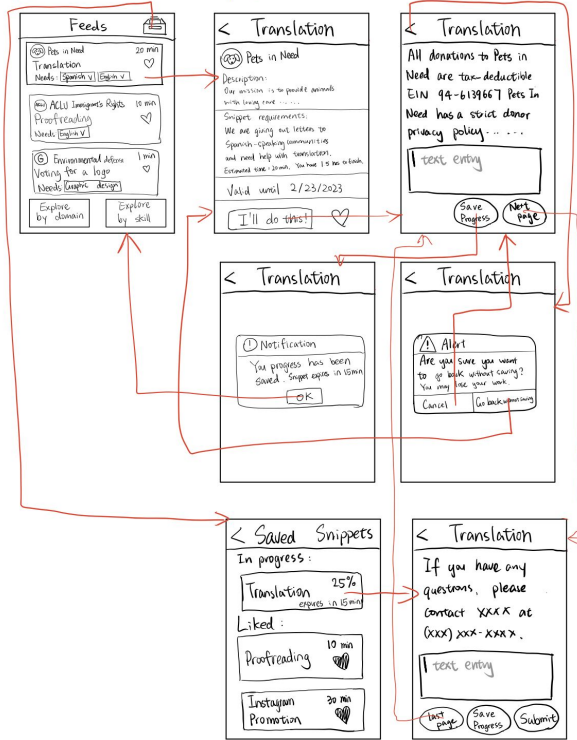
Lo-fi Prototype Tasks - Hard



Save a snippet to complete later

If a user started snippet 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

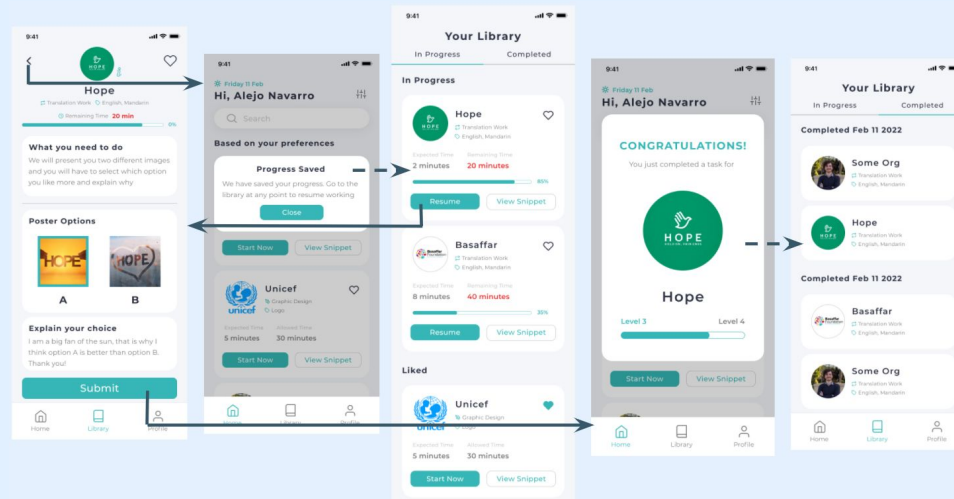




Med-fi Prototype Revision - Hard



Users wanted their progress to be saved automatically instead of they saving their work manually, so we removed that saving feature. Users will be noticed that their work was saved when they exit their in-progress snippet, and will be able to find that in their library and resume later.





Usability Goals and Key Measurements



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

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How we are progressing...



Usability Goal

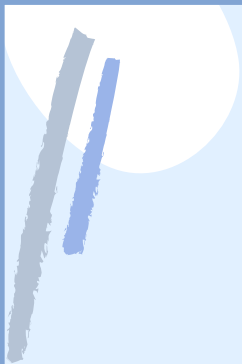
Ease of use or efficiency

Discoverability

Robustness

- Removing redundant screens and action buttons for Snippet completion
- Working in iconography, layout and spacing to increase discoverability
- Focusing on being consistent and intuitive with our designs to minimize the chances of errors in flow
 - We allow for user errors but add safety nets and feedback
- Overall positive results; will be addressed in later slides

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Major Design Changes





Change #1: App Navigation

Our users complained that the navigation was not intuitive. They wanted to easily move between screen and be able to break the linear flow if they made a mistake.



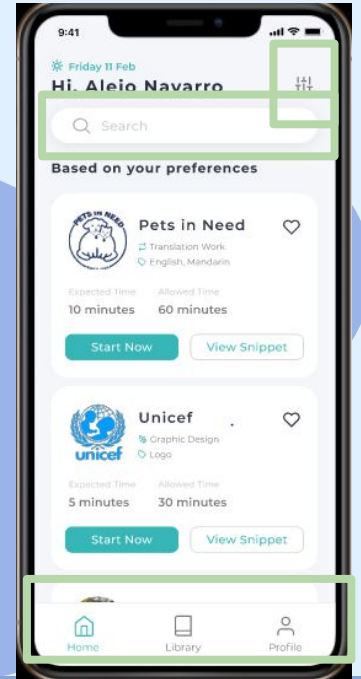
Old



Changes

- Added a simple search bar
- Moved Filtered feature to the top
 - Combined both types of filtering
- Added Bottom Navigation Bar
- Should help with discoverability and ease of use

New





Change #2: Snippet Card

Our users wanted to see more information for each Snippet. They wanted to track progress, understand why they were seeing that Snippet and how long it would take them to complete it



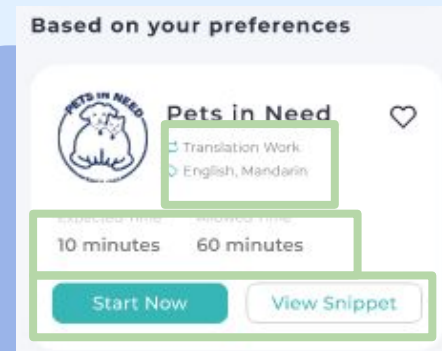
Old



Changes

- Added easy view and start buttons
- Added more detailed tags for the type of work and skill required
- Added data on the time taken and allowed
- Should help with ease of use and Robustness

New





Change #3: Completion flow

Our users were confused about the save buttons, why they needed multiple screens and were annoyed by the button redundancy in the congratulations screen

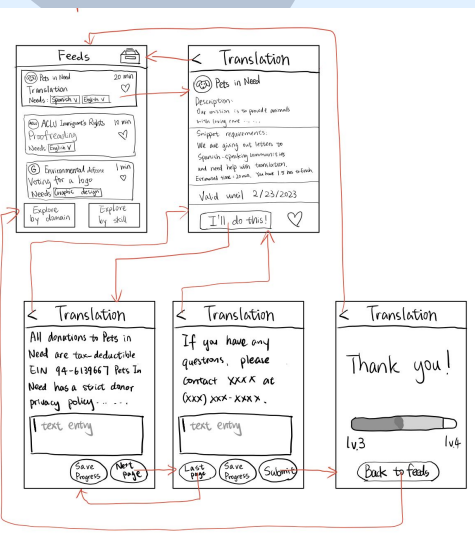




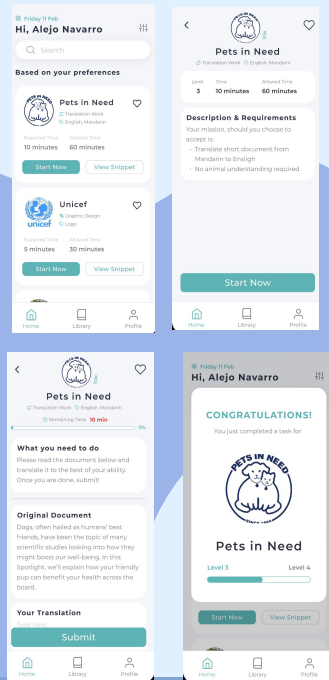
Old

Changes

New



- Reduced the number of screens from 5 to 3 (and a pop-up module)
- Removed save buttons
- Added autosaving
- Added progress tracking
- Should help with ease of use





Change #4: Filtering Categories

Our users seemed to like the domain filtering selection more than the skills filtering. We wanted a consistent UI for quick selection and easy shifts between domain/skill





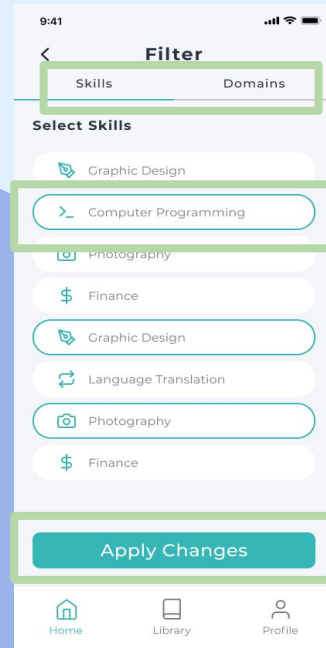
Old



Changes

- Easy navigation between Skills and Domain
- Single Filtering UI
- Easier selection of categories
- Simple Apply Changes
 - This also allows us to have a single feed and not specific feeds based on the selected filters
- Good for robustness and ease of use

New



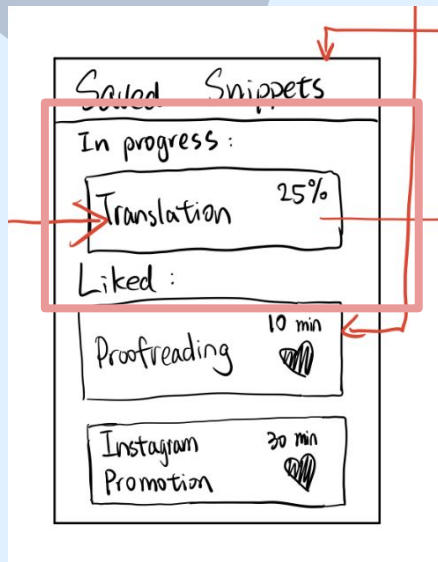


Change #5: Saving, Liking and History

Our users were confused by the difference between liked and saved Snippets and also wanted the ability to see old Snippets they had already completed



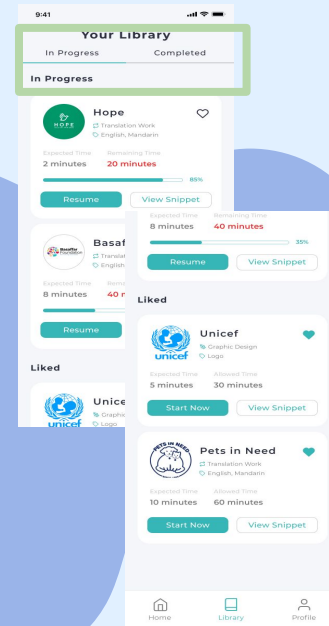
Old



Changes

- Removed all Save Buttons and added autosave
- Added ability to see history
- Added key metrics for in progress snippets
- Clarified distinction between saved and liked snippets
- Improves discoverability and robustness

New





Change #6: User Feedback

We wanted to add ways for our app to tell the user when they were about to do something important or when they had just done something important for them to understand their action had gone through



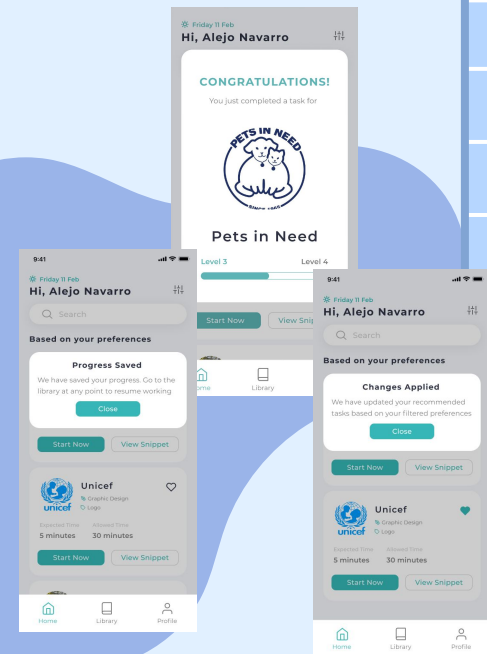
Old

Changes

New

None!

- Added pop-up for: progress saved (snippet completion), changed applied (for filtering), changed discarded (filtering) and a congratulations pop-up (snippet completion)
- This should improve the overall experience as well as decrease confusion (robustness)





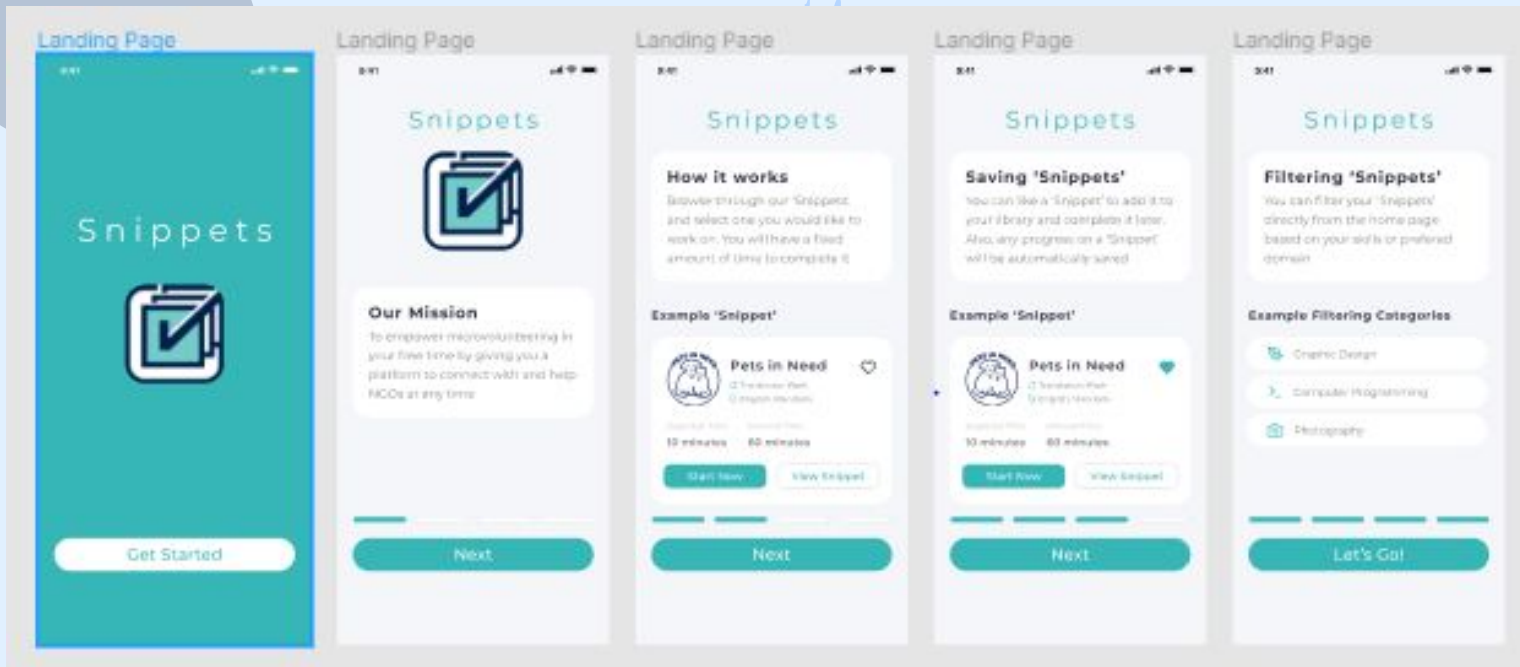
Change #7: Onboarding

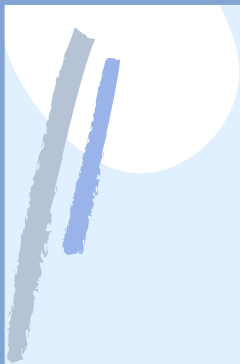
We wanted to add an onboarding component to our app to explain to users how to complete tasks.

This was entirely new but based on feedback we got about how some features could be confusing at first



Onboarding

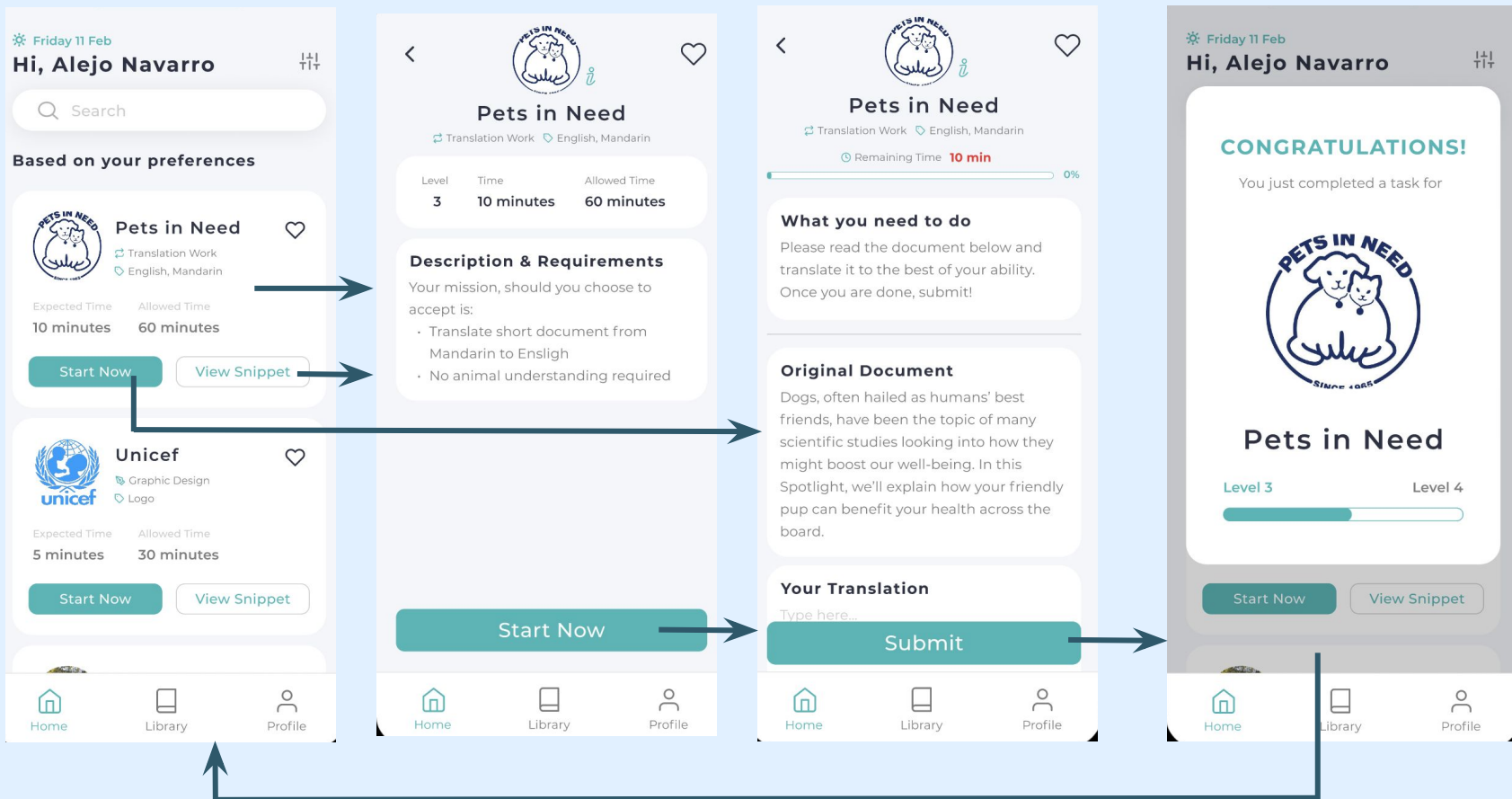




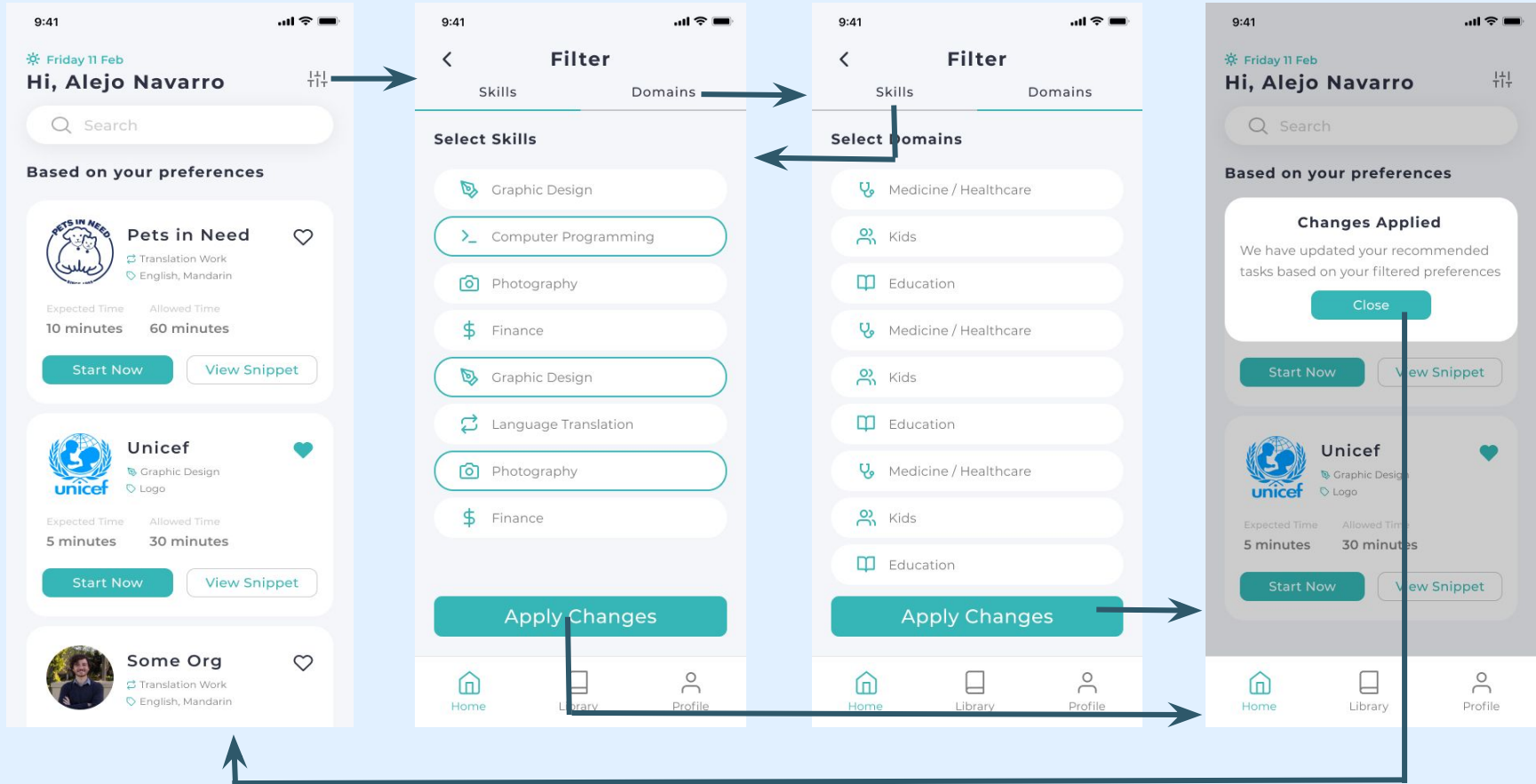
Medium-Fi Prototype Task Flow



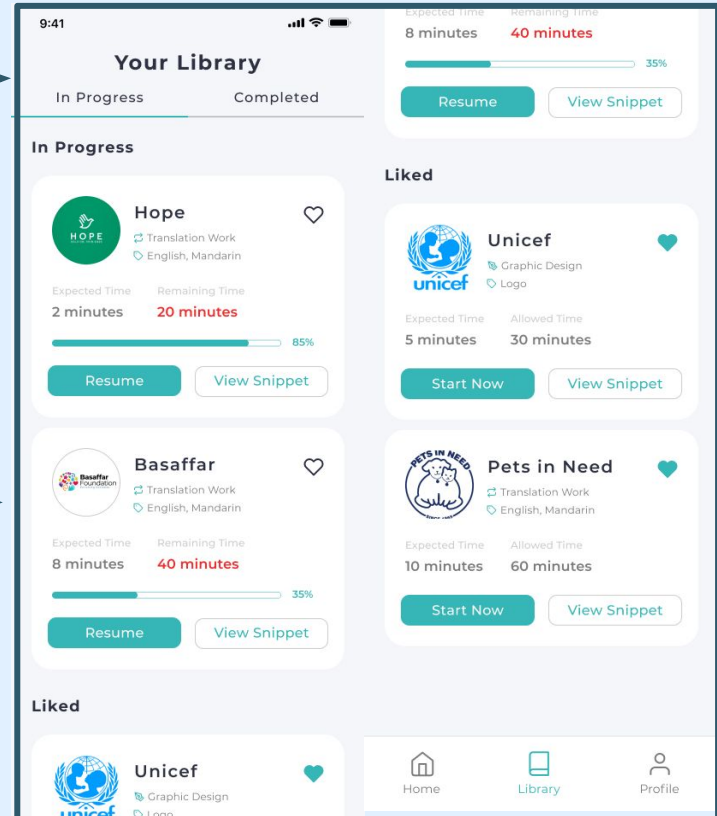
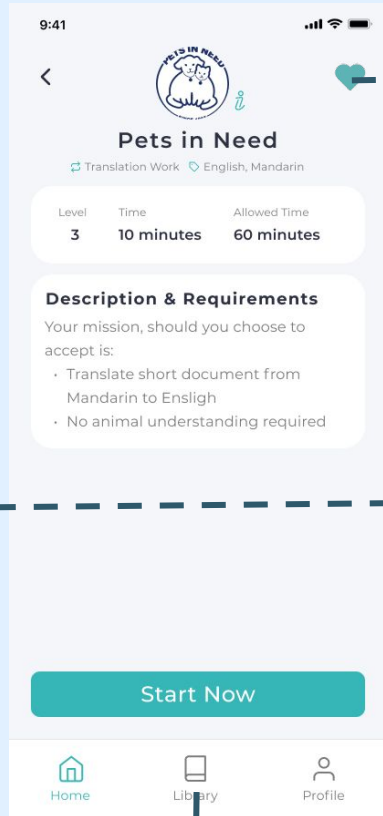
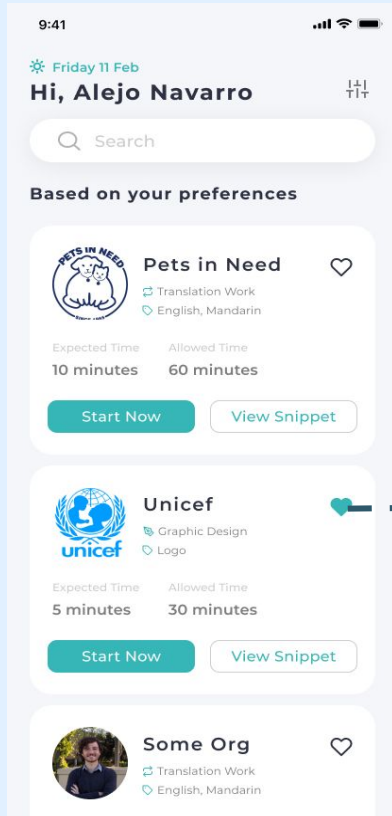
Easy: Complete a Random Snippet



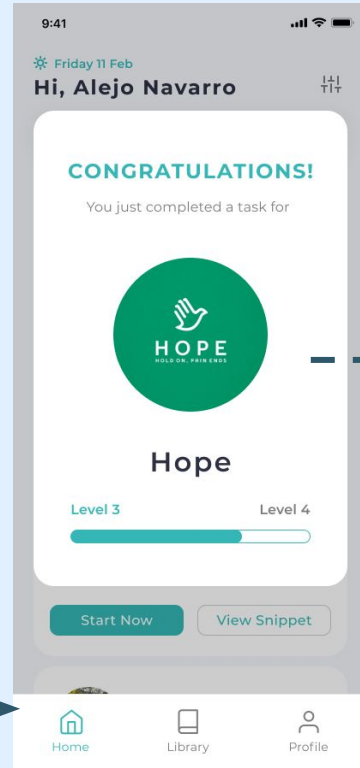
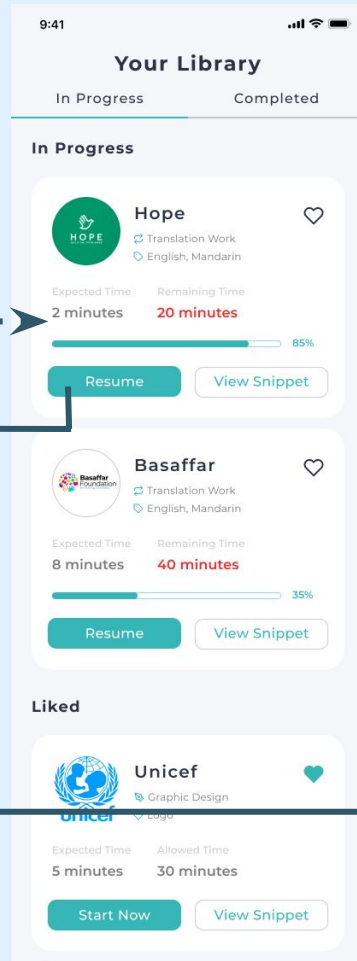
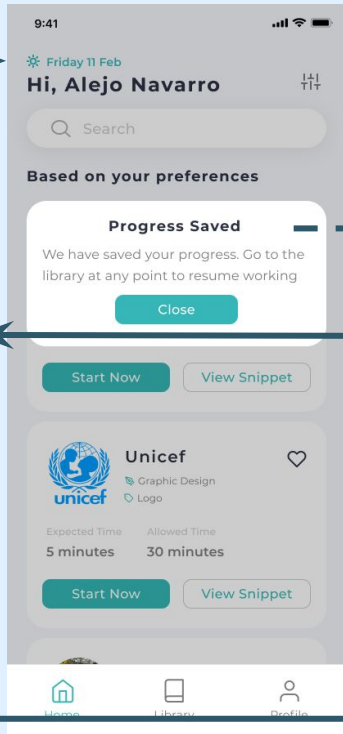
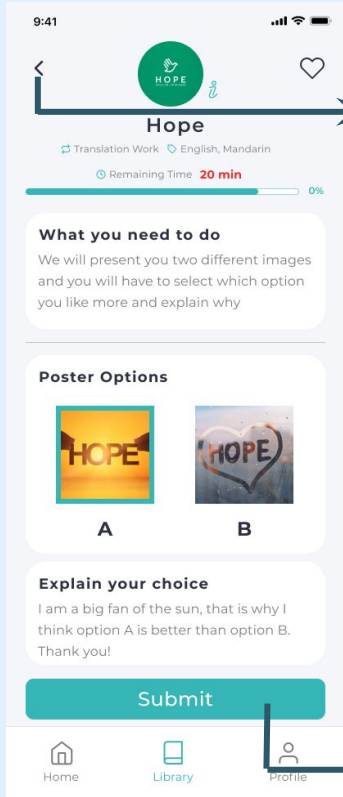
Moderate 1: Filter Snippets by Skills or Domains

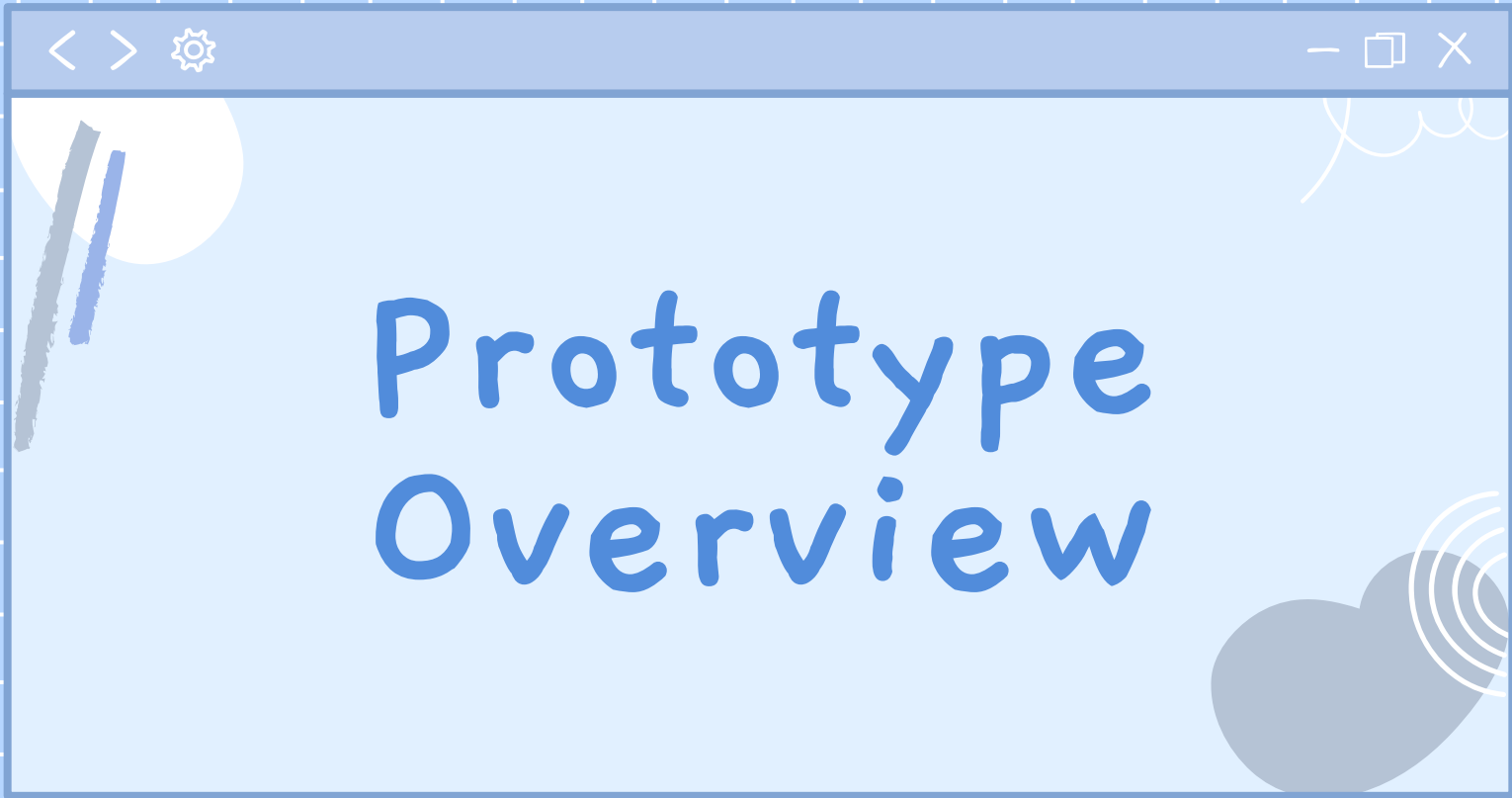


Moderate 2: Like Snippets and Do Later



Hard: Resume In-progress Snippets

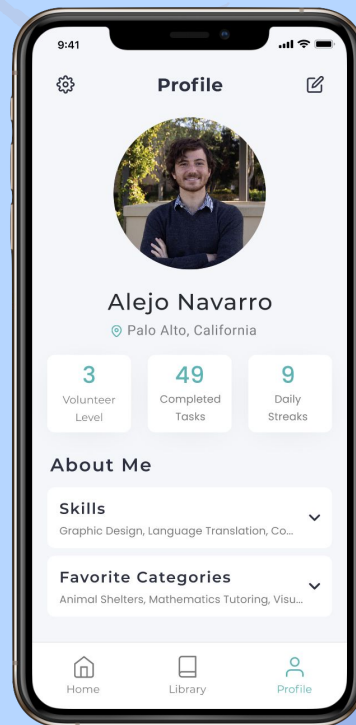
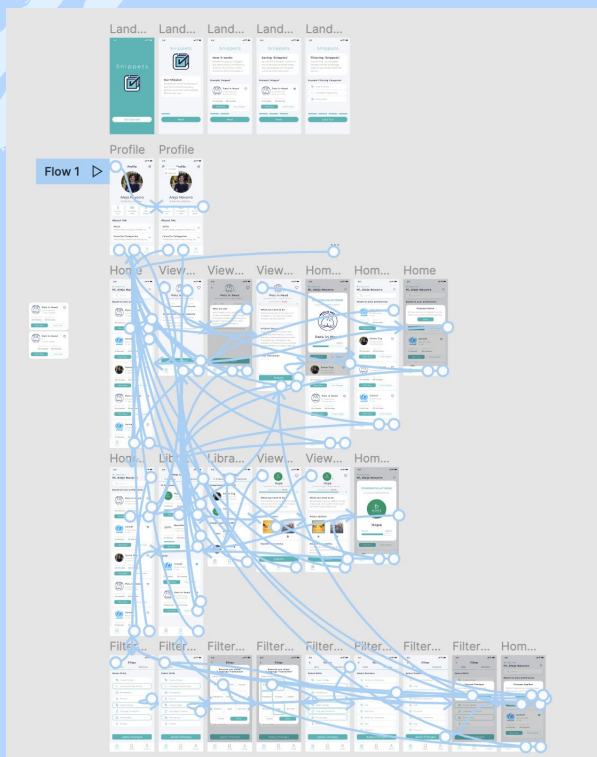




Prototype Overview



Figma Prototype



Try it!



Design Tool - Figma



Positives...

- Very easy to use drag and drop features
- Great component reusability
- Prototyping is made very easy (arrows to screens)
- A lot of open sourced support (we used a Feather plugin for our icons)
- Grid system made layout process easier

Negatives...

- Steep learning curve for Figma
- Very time consuming (especially when fixing details)
- Limited animation and transition capabilities



Current Limitations/Tradeoffs



- Only a few of the Snippets are actually clickable (and connected)
- We can't prototype actual Snippet completion (as this would require having fully functioning NGO tasks)
- Functionality (saving, filtering, completing, uploading) it not present in the prototype

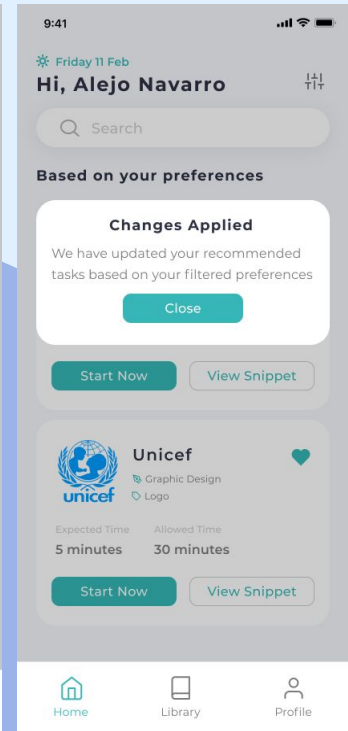
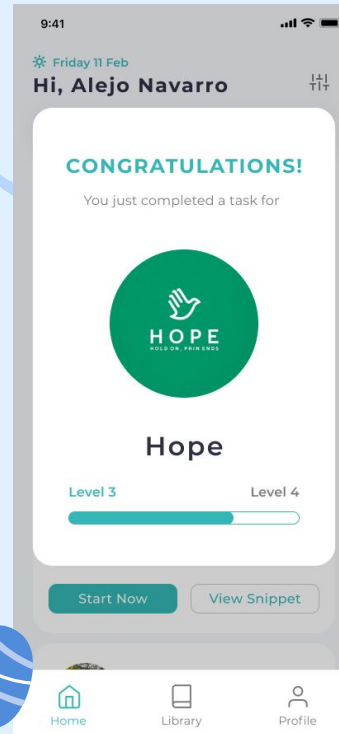




Wizard of Oz Technique



- When user applies filter, we manually change the Snippets on the Feed (no actual algorithm)
- When user completes Snippets, we manually level up
- We skip the Snippet completion process altogether

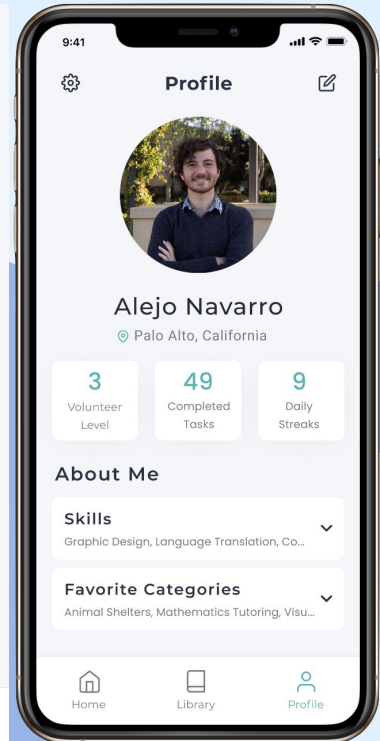
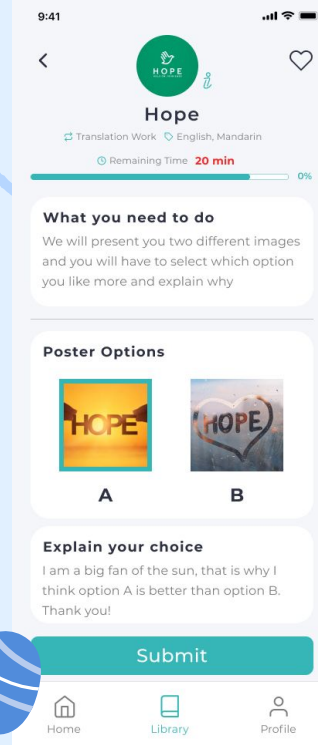




Hard coded features



- Most aspects of the app are hard-coded:
 - User information and data
 - NGO information
 - Snippet content





Progress towards goals



Overall we were able to:

- Reduce the number of screen required for our main tasks and our additional tasks
- Facilitate navigation between screens and tasks
- Make design more intuitive (expected) and consistent for users
- Add safeguards for users





Summary



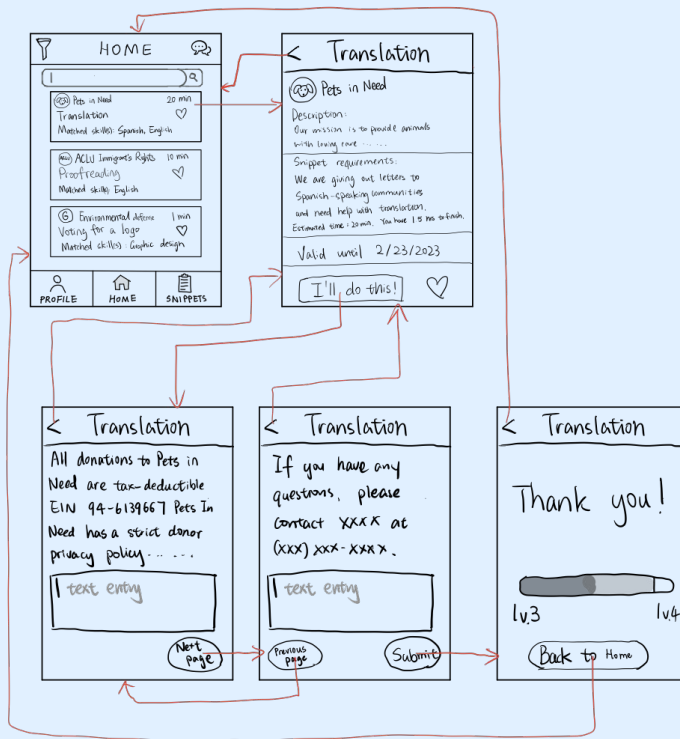
For future improvement, we need to...

- Run more tests to see what the next pain points are
- Try to test some real snippets on people (or find a better simulation strategy)
- Continue to get UI/UX feedback for spacing and clarity



Appendix - Task flows iteration 2

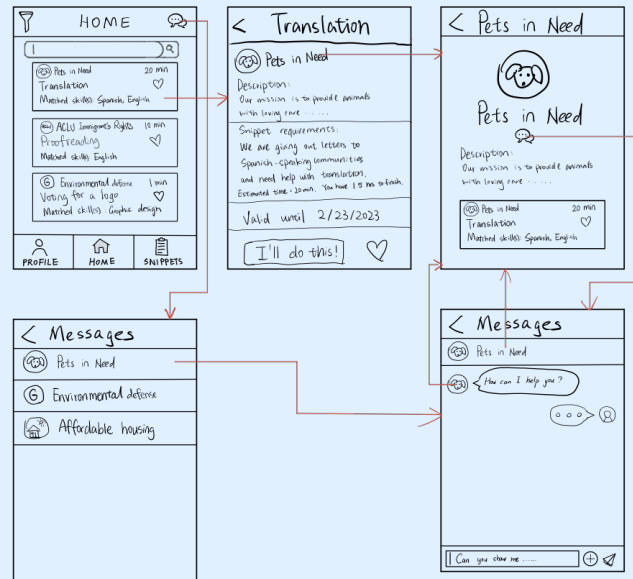
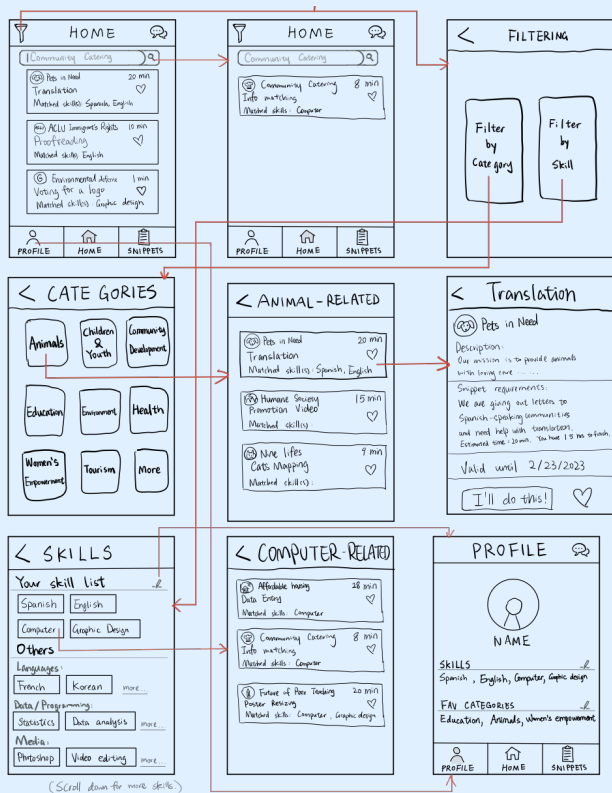
Easy: Complete a Random Snippet



Appendix - Task flows iteration 2

Moderate 1: Filter Snippets by Skills or Domains

Moderate 2: Like Snippets and Do Later



Appendix - Task flows iteration 2

Hard: Resume In-progress Snippets

