

Assignment 2: POVs and Experience Prototypes

Siddharth Gehlaut, Tolúlopé
Ògúnrẹ̀mí, Yi Feng, Alejo Navarro
Goldaraz



Introduce - Team Members



Alejo Navarro Goldaraz

CS Cotermin Student
Buenos Aires, Argentina



Yi Feng

CS Master's Student
Guangzhou, China



Sid Gehlaut

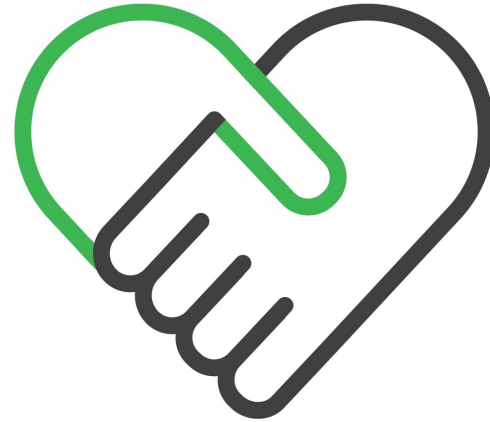
Economics Senior
Inverness, IL



Tolúlopé Ògúnṛẹ́mí

CS PhD
London, England

Connecting Volunteers and Organizations



Domain Theme: The Future of Philanthropy and Volunteering



Initial POV

POV



We met Claire, a tech professional in Scotland who stopped volunteering when she had to balance volunteering with working

We were surprised to realize how practical her volunteering efforts were. They needed to come easy to her.

We wonder if this means Claire volunteers only if opportunities are required or extremely accessible

It would be game changing to increase the accessibility of opportunities for people like Claire



Think about connections

Additional Needfinding Interviews



Our Questions Revisited

How did you get involved with
(volunteering, philanthropy,
nonprofit)?

What motivates you
about what you do?

What do you like/dislike
about your work?

Tell us about a challenge you
face regularly

Tell us about an unexpected
experience you had in your
time

Our Questions Revisited

How did you get involved with
(volunteering, philanthropy,
nonprofit)?

What do you look for in volunteers?

What motivates you
about what you do?

What do you like/dislike
about your work?

How do you keep your volunteers
motivated?

What motivated you to volunteer?

Tell us about a challenge you
face regularly

Tell us about an unexpected
experience you had in your
time

What do you look for in
organizations?



Juan Jose
[Zoom]

“We are looking for volunteers that can not only help the kids learn but also motivate them and be their role model”

Insights



- Uses social media (mostly Instagram) to recruit volunteers and participants for the coding clubs
 - Finds himself spending most of his time nurturing the community of volunteers as a strong community leads to more accountability and happier volunteers
-



Tyler Benjamin
[Zoom]

“I dislike the need for volunteering. I dislike that there are gaps created when families lose their homes and access to medicine. That creates a need for volunteering”

Insights



- Tyler found his current organization by emailing all the verified Afghan resettlement groups in his Area
 - He sometimes finds it hard to balance med school with long hours volunteering (3+ hours at airports)
 - His unique skill set (speaking Pashto) gives him a sense of responsibility to help people in need
-



Diana Lancaster
[Zoom]

“Gone are the days of
volunteering for altruistic
reasons. You must understand
what volunteers need and
what drives them”

Insights



- She worked in a school and decided to step up to its board “in order to have more influence”.
 - Diana had a unique insight as a volunteer with Girlguiding (The Girl Guide Association) managing tens or hundreds of volunteers. She said that to help volunteers succeed at their work, she “Provid[es] an environment which is conducive enough to make them stay with ‘us’”
-



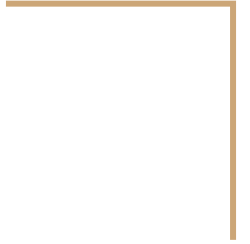
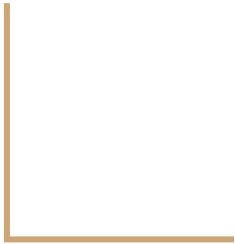
Insights from all interviews



Insights

- **Motivation** was identified as a key factor in both choosing to volunteer and recruiting volunteers
- A lot of **initial volunteering** experiences are required
- There is a correlation between **passion** for a cause and **time dedicated** to finding an opportunity or staying in it
- **People make time** to volunteer at all ages
- Many **dedicated volunteers transition** from being beneficiaries, to volunteers to leadership or policy roles

Refined POVs



POV 1



We met Manuela, a 23 y/o volunteer from Uruguay who repeatedly volunteers at impoverished neighborhoods with her church group

We were surprised to find that Manuela only volunteers on weekends and very close to where she lives, despite wanting to volunteer more and with different communities

We wonder if this means that she has very limited time and cannot afford to volunteer further away or during the week.

It would be game changing for her if we could make less burdensome to volunteer

POV 2



We met Tyler, a 38 year old first year med student from Colorado who formerly served in the military for 10 years providing humanitarian aid in Afghanistan. He volunteers to resettle Afghan refugees into communities in Colorado

We were surprised to find Tyler randomly emailed organizations related to Afghan resettlement, until one responded, offering to help

We wonder if this means there aren't many well established routes for volunteers to connect with organizations

It would be game changing if we were able to connect volunteers with organizations that can maximize their skills

POV 3



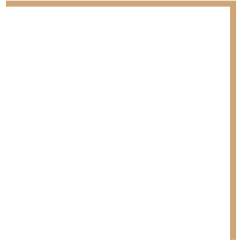
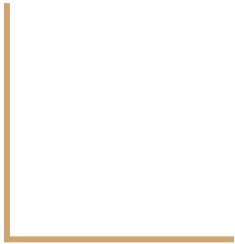
We met Diana, a 59 year old girl guide leader/board member from Hong Kong, who also worked closely with schools

We were surprised to find Diana regretted that she left the girl guiding association in her twenties and thirties despite wanting to continue

We wonder if this means she didn't understand how important it was for her to volunteer before she quit

It would be game changing if we could get people to understand the value their commitment to volunteering

Brainstorming HMW



It would be game changing for her if we could make it less burdensome to volunteer

POV: Manuela

Our favorites

- **HMW** help her volunteer more efficiently
- **HMW** reduce the time and effort needed to volunteer
- **HMW** help her find local opportunities more easily
- **HMW** remove the need for travel to volunteer

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POV: Tyler

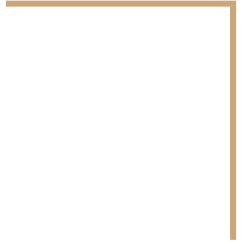
Our favorites

- **HMW** help volunteers promote their skills
- **HMW** NGOs build trust to attract more volunteers
- **HMW** make it less of a time commitment for people to make an impact
- **HMW** better promote volunteering opportunities

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Solutions & Prototypes



HMW help her volunteer more efficiently

HMW help her volunteer more efficiently (so she can work with more orgs)

An app that allows people to volunteer in their dead time

A guiding manual for her volunteering

A website where volunteers share their experiences/skill tutorials/tips

A app for her to communicate with other volunteers to distribute tasks

A matching system for people and organizations based on skills and needs

Break up big tasks into smaller tasks for volunteers

A website that connects her with experienced volunteers

An app that allows NGOs to organize & prioritize work before for volunteers

A tracker that automatically fills up free blocks of time with volunteering

A calendar for her to find opportunities on her available days

Connect from anywhere, for short periods of time

A way for her to identify a unique skill of hers that she can use to help multiple orgs

A method of incentivising variety in volunteering (across orgs)

A platform where she can help train other volunteers rather than volunteer herself

An app that rewards volunteers for efficient work

gamify like snap streaks

A set of listings for fixed term volunteering opportunities that she can fit into her schedule

AI that calculates expected time for various volunteering tasks

A platform where orgs can post short projects for anyone to work on remotely

A map for her to find nearby volunteering activities that can be done together in the same day




Solution

An app that allows people to complete small tasks
for NGOs in their spare time

Analogy: Duolingo for Volunteering





Assumption: People will actually enjoy using
spare snippets of time to do such tasks



Experience Prototype #1

1. Asked people to do small task (splitting names) in their spare time (watching tv, procrastinating, etc.)
2. Told them the work would be used to help NGOs
3. Recorded extra any comments

The image displays two side-by-side Excel spreadsheets, both titled "Volunteering Contact Book". The left spreadsheet shows a single column for "Complete Name" with the following entries: Sandra Blake, Jovan Trujillo, Kali Gill, Laylah Deleon, Katelynn Camacho, Veronica Lin, and Noel Fisher. The right spreadsheet shows the same data but with the "Complete Name" column split into two columns: "First Name" and "Last Name".

Complete Name	First Name	Last Name
Sandra Blake	Sandra	Blake
Jovan Trujillo	Jovan	Trujillo
Kali Gill	Kali	Gil
Laylah Deleon	Laylah	Deleon
Katelynn Camacho	Katelyn	Camacho
Veronica Lin	Veronica	Lin
Noel Fisher	Noel	Fisher
Karson Rodriguez	Karson	Rodriguez
Ali Choi	Ali	Choi

Participant

- We interviewed Cecilia, a 62 year old retired mother from Lucca, Italy, now living in Houston Texas.



Cecilia did not want to be photographed. Here is a picture of Lucca, Italy instead.

Pros

- Participant would **definitely use this in their spare time** (maybe 15 min a day)
- They now believe volunteering can be a low commitment activity
 - Pre response: volunteering takes **2+ hours**
 - Post response: **15 minutes** is enough
- **Felt more productive** than just being on their phone

Cons

- They did not like how **impersonal** the volunteering was (would prefer an emotional connection)
- The work itself was **not very fulfilling**. Copying names over does not seem more productive than social media (issue with prototype)
- Would find it challenging to know how to break up tasks (from the perspective of the NGOs)

Surprises

Participants were **compelled by helping NGOs** but they are **not willing to complete any (boring) task**

Participants expected a **higher level of personal connection**

Learnings

- People want the same **sense of accomplishment** for this form of volunteering
 - We need to find ways to **make the experience/tasks more personal**
-

Assumption: People will actually enjoy using spare snippets of time to do such tasks

Validity

Overall **positive** response

Tasks need to be **rethought**

New assumptions

- **Gamifying the app** will make people enjoy the experience more and complete more tasks
- Adding a **social validation** component will make the experience more personal

HMW help her find local opportunities more easily

HMW help her find local opportunities more easily

Location-based push notifications for volunteering opportunities

A platform like Nextdoor for local orgs to post needs

An app where existing volunteers invite other volunteers in their area

A service where governments publish opportunities in different locations

A platform for volunteers to post about their skills

Leveraging existing local comms (newspaper? maps?) to post volunteering apps

random survey of town residents - where do you volunteer? and compile yearly

A platform that shares postings from webscraped volunteer pages

"Yelp" for volunteering

A platform for organizations to post about their needs

What Claire used: mailing list with local opportunities

Maps where users can post volunteer opportunities

An app that allows users to share volunteering opportunities with others

A platform where former military members can post volunteering opportunities related to their experience

Social media accounts/groups to post local activities

Posting opportunities at local supermarkets

Leaflets distributed to local communities each week

Something allows people to subscribe to local volunteering opportunities

free marketing through schools for nonprofits




Solution


An app that tracks daily location and provides a summary of NGOs close to the route taken

Analogy: Strava for mapping NGOs



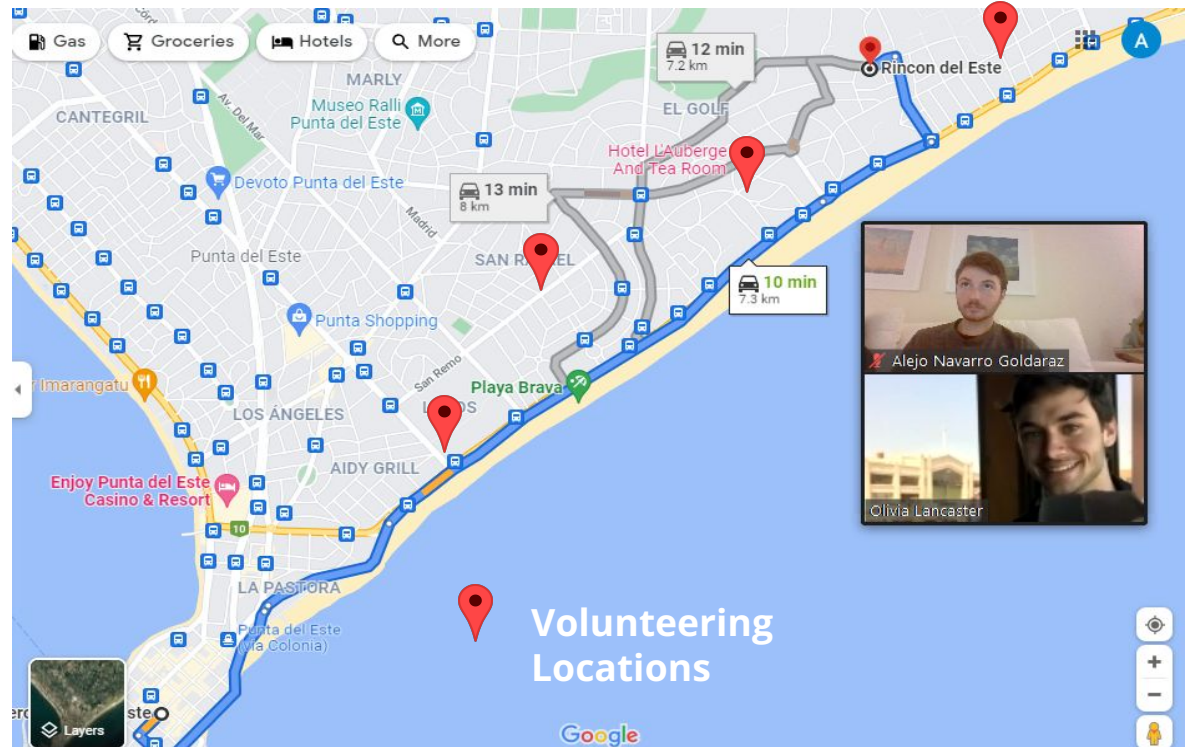


Assumption: The proximity of the volunteering opportunity to the user's route home will have an effect on their takeup of an opportunity



Experience Prototype #2

1. Asked for their most common route (home, work, etc.)
2. Pinned some NGOs along their way
3. Asked them about their likelihood to volunteer in their neighborhood
4. Recorded extra any comments



Participants

- We interviewed Akshay, a 34 year old software engineer from India, now living in Menlo Park
- We interviewed Lucas, a 17 year old high school student from Uruguay, living in Punta del Este.



Pros

- Responses for how likely are you to volunteer in your neighborhood went from **1.5/5** to **3.5/5** when showed the experience prototype
- Average expected volunteer time fell from around **4 hours** to around **2 hours**
- **Discovered many places to volunteer** they didn't even know existed
- Could easily see themselves walking to the volunteer location

Cons

- Hard to understand what each pin represents (there is **very little information** in the prototype)
- Still **don't have too much time** to volunteer
- They would want to be able to **specify the radius** of search (given their mobility or transportation capacity)

Surprises

People thought volunteering was a **high commitment** activity and they don't have enough time

Participants wanted **more information easily available** before deciding

Learnings

- Participants would benefit from seeing the **actual time** it would take to volunteer
 - Users would benefit from **more information being displayed** on the map.
-

Assumption: The proximity of the volunteering opportunity to the user's route home will have an effect on their takeup of an opportunity

Validity

Overall **positive** response

Must **rethink** what supplemental info is shown

New assumptions

- **Adding more context information** will make people make better decisions and try to volunteering
- Showing the **time requirement** will encourage low activation energy people to participate

HMW help
NGOs build
trust to attract
more
volunteers

HMW help NGOs build trust to attract more volunteers? (Or filter out bad orgs)

An app where
orgs can upload
photos/past
reviews to
showcase their
credits

An app that
collects
government-
certificated
orgs

An app that
allows NGOs to
communicate
with volunteers
before meeting

App that
allows
users to
rate NGOs

Build an app
that certifies
NGOs for
volunteers

Present
prospective
volunteers with
detailed info on
orgs (financial
reports, e.t.c)

A blacklist of
unacceptable
contacts

An
organization
that surveys
NGOs and
releases data

An platform
like linkedin
focused on
NGOs

An agency
that certifies
"real NGOs"

Arbitrarily rate
orgs according
to
'trustworthine
ss' criteria

A platform where
governments can
certify NGOs and
people can search
for them

An app that
foments the
community of
volunteers
within NGOs

An app that allows
volunteers to see
their personal
impact of their
volunteering work
on communities

*Yelp - have
community
members
rate orgs*

NGO-
focussed
Glassdoor



Solution

Collecting and showing volunteers' reviews of the
NGOs

Analogy: Yelp for NGOs





Assumption: Other volunteers' reviews will attract
new people to volunteer at certain NGOs



Experience Prototype #3

Humane Society of Silicon Valley

Humane Society Silicon Valley (HSSV) is the world's first model shelter, accomplished by meeting the guidelines put forth by the Association of Shelter Veterinarians. Established in 1929, the organization offers quality adoptions, affordable spaying/neutering, vaccinations and microchipping services, pet care services and education programs to enhance the human-animal bond.

Organization 1: Humane Society of Silicon Valley

Would NOT volunteer 1 2 3 4 5 Would DEFINITELY volunteer

VS

Humane Society of Silicon Valley

Humane Society Silicon Valley (HSSV) is the world's first model shelter, accomplished by meeting the guidelines put forth by the Association of Shelter Veterinarians. Established in 1929, the organization offers quality adoptions, affordable spaying/neutering, vaccinations and microchipping services, pet care services and education programs to enhance the human-animal bond.

VOLUNTEER RATING: 4.7/5

Reviews from other volunteers:

"I loved volunteering here! I got to work with so many cute puppies and cats. The work requirements were super clear, and I can't wait to volunteer again next week." - Sandy

"The staffs there are very friendly and extremely helpful. They made the training quick and easy to understand. Now I think I am a pro in animals now." - Benji

Organization 1: Humane Society of Silicon Valley

Would NOT volunteer 1 2 3 4 5 Would DEFINITELY volunteer

We provided two versions of a list of NGOs, one with descriptions only and one with descriptions accompanied with ratings and either positive or negative reviews. Users were asked to rate whether they would volunteer at each NGO and interviewed afterwards.

Participants



- Kai, 22 yo, a researcher at a cognitive psychology lab in Waterville, Maine, volunteered at a senior living and a cat shelter in college.



- HC, 23 yo, a senior student at NYU, majoring in sociology, volunteered as teachers and researchers in NGOs.

Pros

- Good knowledge of **work culture and colleagues** at the NGOs from reviews
- Users **Trusted** the NGOs more if told the reviews were from real volunteers
- Users felt more **motivated** to volunteer at the highly-rated NGOs
- Reviews were viewed as more **important** than the descriptions
- Reviews **impacted** the user's decisions of going to an NGO or not heavily

Cons

- Users may **doubt** whether the reviews are from **true volunteers** if the website is not well-established
- Users definitely don't volunteer at the NGOs with **terrible reviews**, so we need to make sure the reviews are not biased or we screen out haters who attack with no reason

Surprise

- When the rating of an NGO is 3.7/5 and reviews of are overall positive with some negatives, users feel less likely to work there than when there was no review at all

Example review: "Volunteering here was pretty fun! Got to know some great staff members and help out some sick puppies. Wish I had a bit more training but all around a solid experience."

Learning

- Users may want to volunteer at a place with very positive reviews but not the ones with **mixed reviews**, even when most of them are positive.



Assumption: Other volunteers' reviews will attract new people to volunteer at certain NGOs

Validity

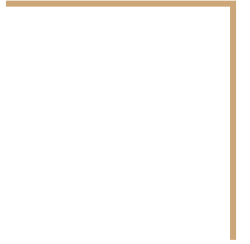
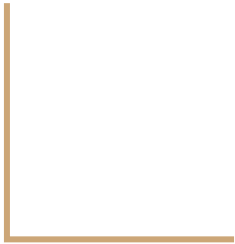
Overall **positive** responses

Must **rethink** how users interpret negative reviews

New assumptions

- The impact of the reviews on users will change based on the **trustworthiness of the reviewer** that wrote them
- **Images** of people volunteering at the NGO make them look more trustworthy

Evaluating Solutions



Which solution would best solve our problem?

An app that allows people to complete small tasks for NGOs in their spare time

Why?

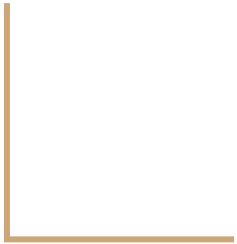
It leverages technology to connect potential volunteers and organisations, empowers people to make the most of dull moments.

Helps the organization with basic tasks and gives the users a sense of achievement.

Which communities that might be interested in your solution does it leave out?

- Those without digital devices
- Organisations that work with vulnerable populations and cannot outsource tasks in such a way
- Volunteers that can give more than a few minutes a day and want to significantly contribute to an organisation

Summary



Key Learnings

- Prospective volunteers want as much information as possible.
- Organisations want honesty about commitment from volunteers
- Volunteers need an emotion connection to an organisation
- Volunteers trust other volunteer's account of their experience

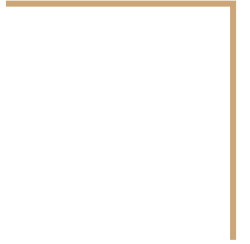
Next steps

- Test more assumptions - new and existing assumptions
- Do market research on our solutions
- Try and include some already excluded communities into our solution

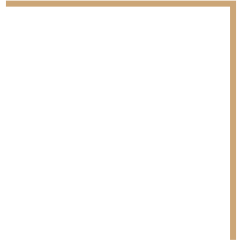
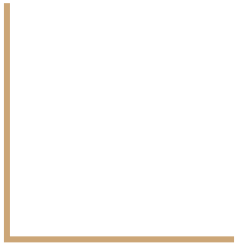
Questions?



Appendix



Extra POVs



POV

We met Claire, a tech consultant based in Scotland who did remote consulting for a local food bank.

We were surprised to realise how little she enjoyed the experience, which she attributed to a lack of social interaction.

We wondered if this means Claire connotes social interaction with a good, motivating volunteering experience.

It would be game changing to provide her with volunteering opportunities that suit her preferences.

POV

We met Alisha, who started volunteering in high school and led a non-profit project herself

We were surprised to realize that she was so jaded by non-profit founders working on the same thing separately and applying for the same resources.

We wondered if this means Alisha thinks non-profit founders should collaborate on their projects to avoid wasting resources.

It would be game changing to help non-profit founders with similar interests to find each other and encourage them to collaborate.

POV

We met Alisha, a Stanford cotermin that founded her own non-profit whilst at high school.

We were surprised to realise that although she started a grassroots organisation, she prefers contributing to established causes and doing policy work.

We wondered if this means Alisha's new set of circumstances (being a Stanford student) have impacted the type of volunteering work she now prefers to do

It would be game changing if Alisha could seamlessly transition into a different type of service (policy work).

POV

We met Manuela, a 23 y/o volunteer from Uruguay who repeatedly volunteers at impoverished neighborhoods with her church group

We were surprised to find Manuela only goes out to the neighborhood if her friends/congregation is going with her

We wonder if this means that she has trouble staying motivated to volunteer when not held accountable

It would be game changing for her if we managed to find ways to motivate her volunteering efforts

POV

We met Juan, a 57 year old businessman from Uruguay who founded Chicas Programadoras to help teach teenage girls to code and Involucrate to help connect volunteers with non-profit organizations

We were surprised to find that Chicas Programadoras focuses their efforts on Instagram to reach out to girls about participating in their clubs

We wonder if this means they are worried other conventional advertising routes will not reach young audiences

It would be game changing if we were able to help Chicas Programadoras adapt to their users needs for recruiting

POV

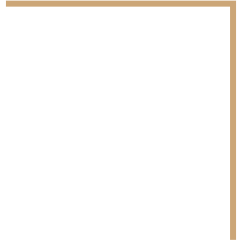
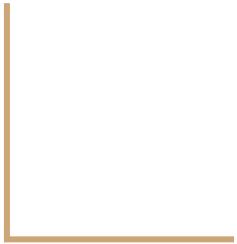
We met Juan, a 57 year old businessman from Uruguay who founded Chicas Programadoras to help teach teenage girls to code and Involucrate to help connect volunteers with non-profit organizations

We were surprised to find Juan spends most of his time nurturing the “mentor” community

We wonder if this means a strong mentoring community encourages mentors to keep volunteering

It would be game changing if we were able to help Juan strengthen the bonds between the mentors

HMW boards



Our favorites

- **HMW** help her volunteer more efficiently
- **HMW** reduce the time and effort needed to volunteer
- **HMW** help her find local opportunities more easily
- **HMW** remove the need for travel to volunteer



POV recap for Tyler

It would be game changing if we were able to connect volunteers with organizations that can maximize their skills



POV recap for Tyler

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Participants

- 3 additional interviews
- Nationalities: American (Colorado), Uruguayan (Uruguay), Scottish (Hong Kong)
- Ages: 34, 57, 59 (complementing our previous young participants)
- Experiences: range from individual volunteering to organization leading (or both)



Assumptions Tested: Prototype #1

- People want to volunteer but don't have enough time to do so
- People will want to complete small tasks for NGOs in their spare time
- If the activities are made fun, users will want to keep coming to the app
- Completing small tasks for NGOs will make people want to volunteer more for these organizations (stepping stone)
- A social component added to the app (seeing what tasks your friends are doing) will increase the level of involvement

Assumptions Tested: Prototype #2

- People want to volunteer but don't have enough time to do so
- People have a hard time discovering where to volunteer and need help to find places
- People are more likely to volunteer if they know about the opportunities in organizations close to where they live
- Leveraging existing movement of people (going home or to work) will make it easier for them to want to travel to volunteer sites

Assumptions Tested: Prototype #3

- Seeing other people's reviews make people more likely to choose an NGO that works for them
- Having a place to review NGOs will make people want to stay longer at companies that they value
- People have a hard time deciding where to volunteer because they don't have any knowledge about what experiences to expect
- NGOs will benefit from being able to advertise their organization on a platform that reaches volunteers directly