

SG Volunteers App Design

Anna

Project overview



The product:

<SG Volunteers> is a digital platform under SG Cares - a national movement dedicated to guide and support the goodwill of all who live in Singapore to better help those in need. <SG Volunteers> helps Singaporeans find volunteer opportunities. Organisations can also create volunteer opportunities online.



Project duration:

October 2022 to February 2023.

Project overview



The problem:

Many people want to volunteer but they do not know how to find an opportunity that matches their interests. Agencies and organisations find it difficult to find volunteers as well.



The goal:

Design an app and responsive website that will enable people to easily find and share volunteering opportunities in Singapore.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I used news articles and SG care's website to develop interview questions, which were then used to conduct user interviews. Most interview participants reported that they did not know where they can find volunteer opportunities that matched their interests. The feedback received through research made it very clear that users would be open and willing to volunteer if they had access to an easy-to-use platform to explore, register and stay updated.

User research: pain points

1

Awareness

Users do not know that they can find volunteer opportunities online

2

Accessibility

Platforms are not equipped with assistive technologies

3

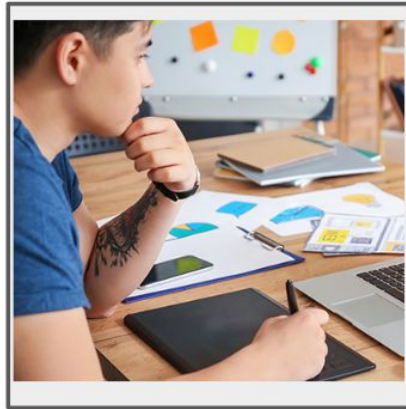
IA

Text-heavy menus in apps are often difficult to read

Persona 1: Adriel

Problem statement:

Adriel is a working adult who needs a platform where he can find regular volunteering opportunities in Design, because he wants to use his skills and experience to help organisations promote their cause.



Adriel

Age: 34
Education: Bachelor
Hometown: Singapore
Family: Single
Occupation: Art Director

"I want to help social organisations that need Design support"

Goals

- Work with social organisations where he contribute to projects that do good with his skills in marketing and design.
- Find a single platform where he can search for such projects easily

Frustrations

- Does not know where to find these volunteer opportunities
- Most volunteer opportunities online are not skills-based

Adriel has always wanted to use his skills to help non-profits or charities. As a young middle income Singaporean who has loans to pay, he feels bad that he cannot contribute a lot of money for charity. Instead he hopes that he can give back in other ways and marry his passion for Design, with Volunteering. He feels that looking out for volunteering opportunities should be as common among Singaporeans as checking their social media pages.

Persona 2: Jess

Problem statement:

Jess is a retiree who needs an easy to use website to find volunteer opportunities, because she wants to give back to society during her free time.



Jess

Age: 63
Education: Post Graduate
Hometown: Singapore
Family: Single
Occupation: Retiree

“I want to do social good. I heard that I can find volunteer opportunities online but i’m not that digitally savvy”

Goals

- Explore more volunteer opportunities
- Introduce volunteering to more people

Frustrations

- Many websites have fonts that are too small for her
- She regularly volunteers at church, but noticed that they are having difficulty finding new volunteers

Jess volunteers whenever her church is hosting an event . Since she recently retired and has a lot more time on her hands, she wants to explore more volunteer opportunities in the community. She learns about opportunities via word of mouth, but she was recently recommended a digital platform just for volunteers which she believes will be useful for herself and the community.

User journey map

Mapping Adriel's user journey revealed how helpful it would be for users to have access to a dedicated SG Volunteers app.

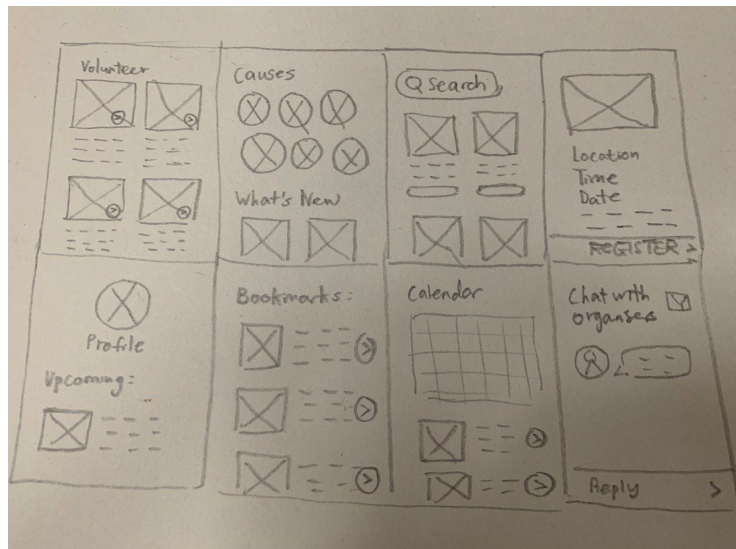
Persona: Adriel

Goal: Find a volunteer opportunity that matches my interests

ACTION	Read up about SG Volunteer's purpose and Login using Singpass (Singapore's official digital ID system)	Find a volunteer opportunity	Sign up for volunteer opportunity	Receive updates or chat with organisers	Show up to volunteer opportunity
TASK LIST	Tasks A. See what's new B. Read about SG Volunteer's mission C. Login using Singpass	Tasks A. Browse catalogue B. Search by cause, time, date C. Read up about different agencies' purpose and mission	Tasks A. Go to account B. Check registration C. Open e-ticket to review details	Tasks A. Receive updates from the organisers in-app B. Ask questions using the message function	Tasks A. Go to meeting point on time B. Present registration confirmation email/in-app to person in charge
FEELING ADJECTIVE	Glad to have found a platform for social good	A little daunted by the multiple steps required.	A little nervous to check whether or not the details are correct	Appreciative that any enquiries can be easily answered.	Excited that the event day has finally arrived
IMPROVEMENT OPPORTUNITIES	Ensure the mission and purpose behind SG Volunteers win the hearts of users	Make the search process as easy as possible	Make the booking process as seamless as possible	Inbox functionality so messages and updates from the organisers can be easily shared to everyone	Remind users about upcoming event

Paper wireframes

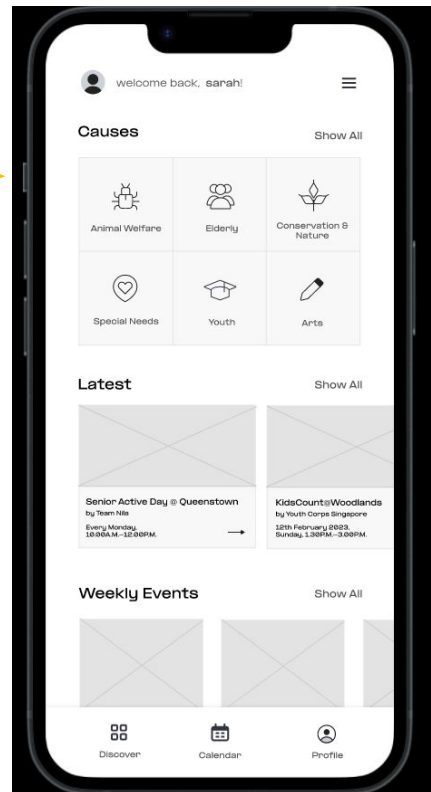
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

First screen displays important categories so that users can narrow down their interests easily.

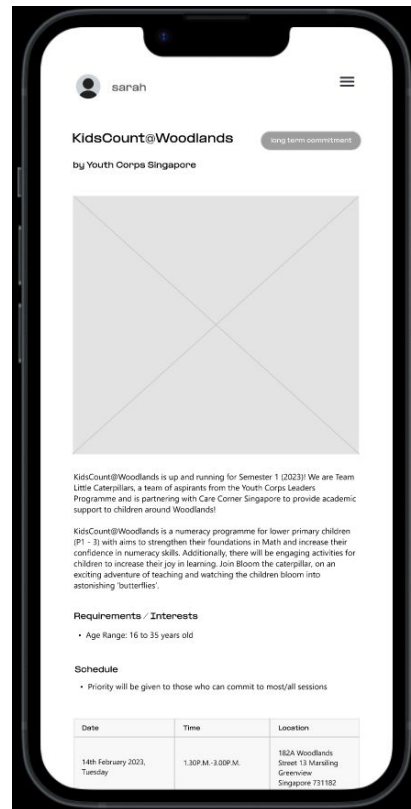


Easy access to features from navigation

Digital wireframes

Organising loads of information was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

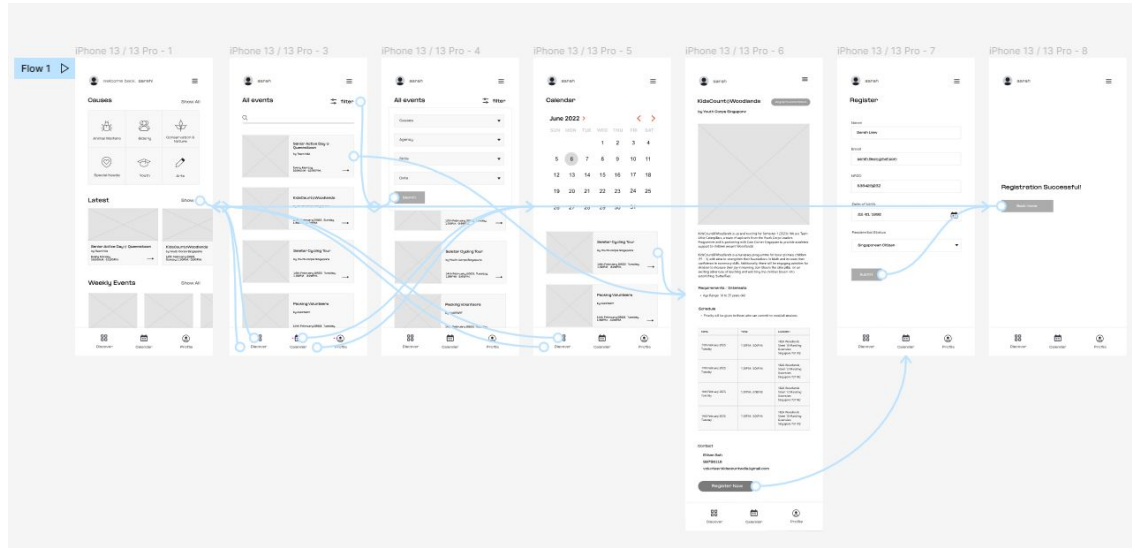
Highlighting key information



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was browsing available volunteer opportunities to signing up for one so the prototype could be used in a usability study.

View [SG Volunteer's low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to search for volunteer opportunities quickly
- 2 Users want information to be organised more clearly
- 3 Users want more icons to highlight key details

Round 2 findings

- 1 The volunteer opportunity thumbnail is quite cluttered
- 2 Colors of buttons and icons can contrast more with other colours on the page so it becomes more obvious to the eye

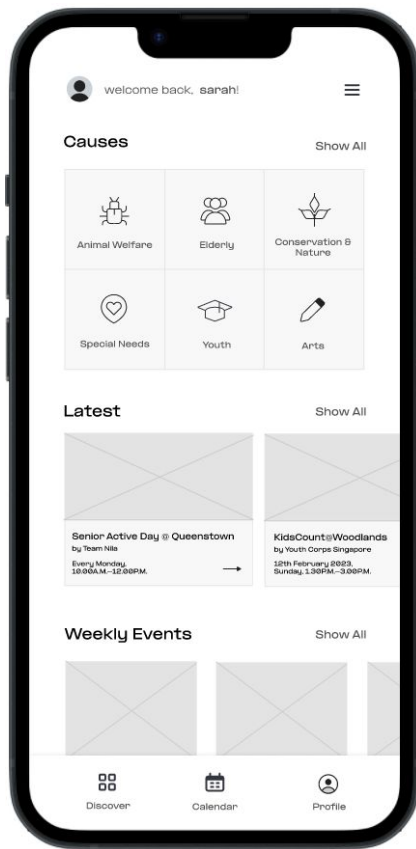
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

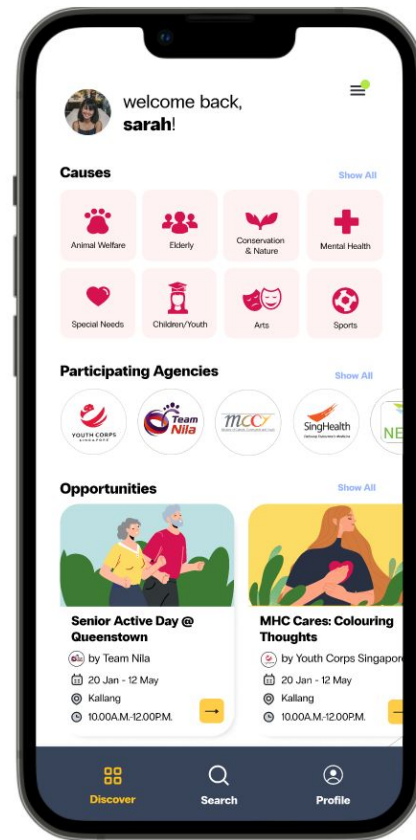
Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear icon on the navigation bar to browse and search for volunteer opportunities. I removed the Calendar option as the catalogue is more important to users.

Before usability study



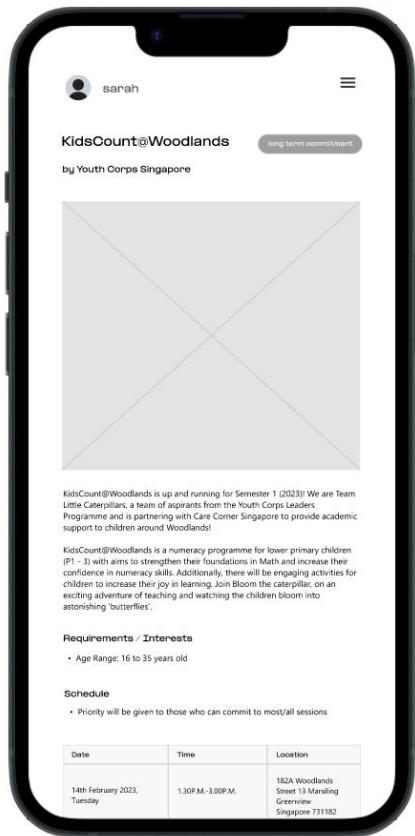
After usability study



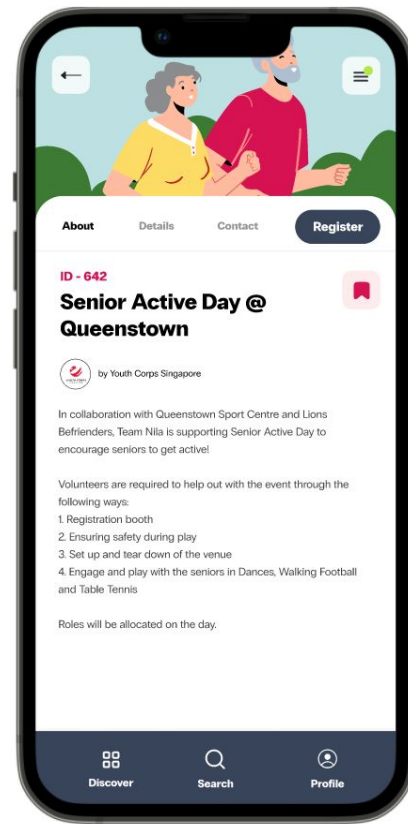
Mockups

Additional design changes included totally revamping how information is presented. A tab system was used to organise loads of text. In this way, users do not get lost in the amount of information on the screen at one time.

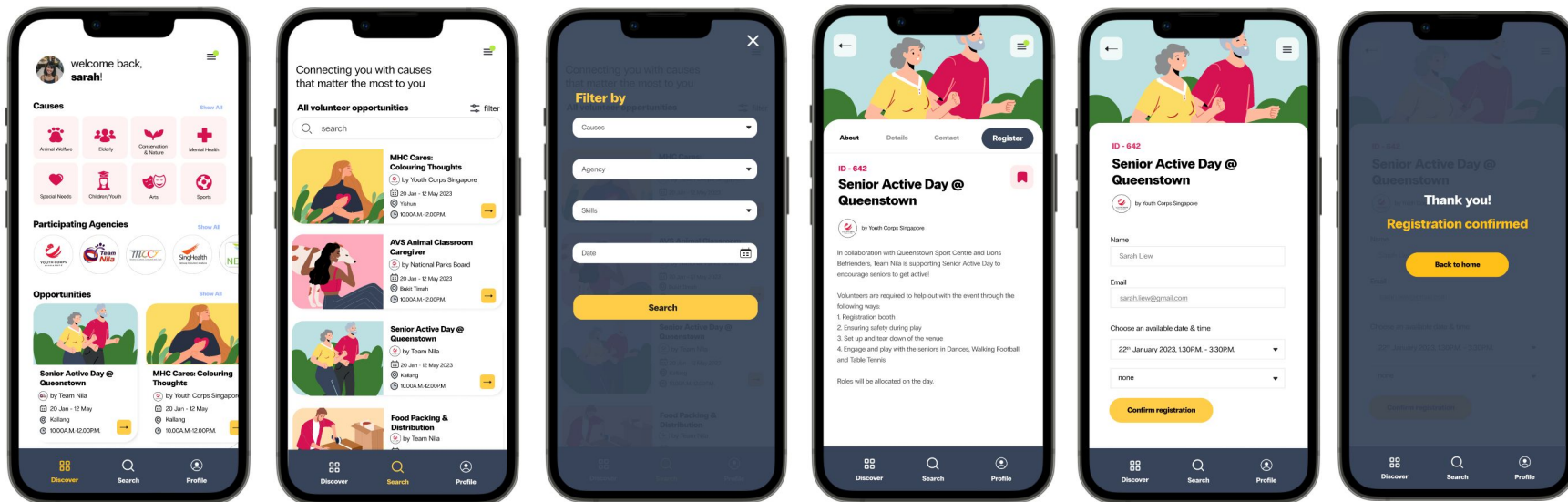
Before usability study



After usability study



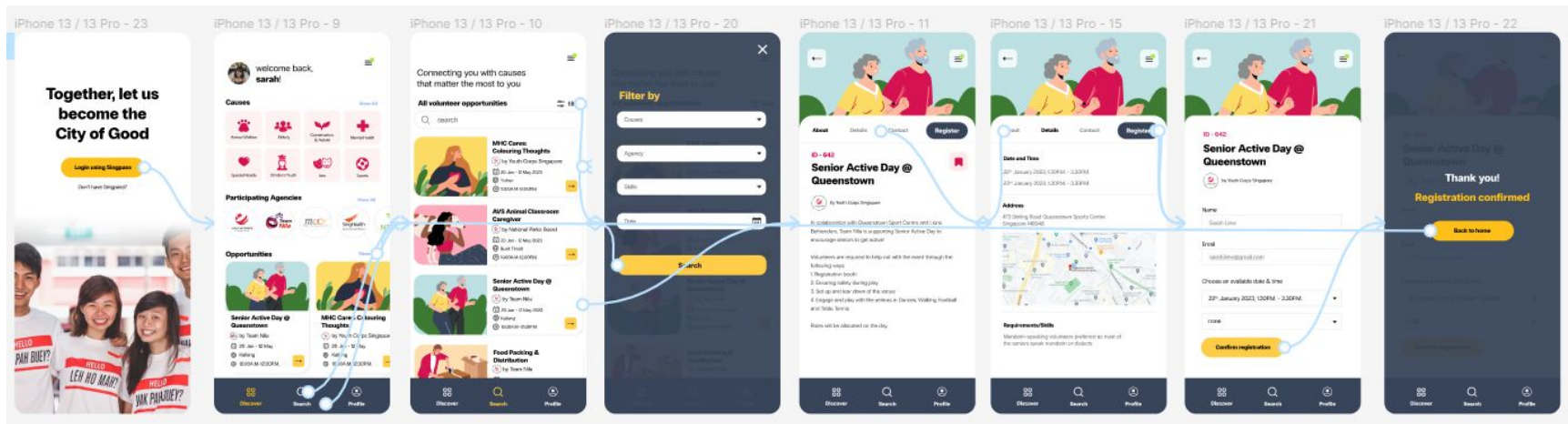
Mockups



High-fidelity prototype

The high-fidelity prototype had a slightly different user flow as the low-fidelity prototype, including design changes made after the usability study.

View the [SG Volunteers app high-fidelity prototype](#)



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Used icons and starker color contrast to help make navigation easier.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like SG Volunteers app really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and clear to find volunteer opportunities. I would definitely use this app regularly."



What I learned:

While designing the SG Volunteers app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the SG Volunteers app! If you'd like to see more or get in touch, my contact information is provided below.

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