

# Project Brief

## Deliverables

- A project plan, including key activities, timeline, estimated / actual hours
- Key research insights and learnings
- A minimum of three user personas
- A proposed navigational and organisational scheme for your solution
- Clear problem statements for what you wanted to solve, and well-defined solution statements of how you believe you solved it
- User flows that support your problem statements and personas
- At least one journey map (separate from your user flows) that shows the touchpoints of the experience
- A usability testing summary, including how you iterated your response to user feedback – should document the “before” and “after”
- An interactive, high-fidelity Figma prototype that demonstrates the content and functionality required by your user flows (if you are creating a responsive website, focus on the mobile or desktop experience based on your research insights; however, you must show key screens in on both desktop and mobile)
- Propose future opportunities to extend your solution
- Supporting documentation created during the redesign process, including meeting notes after your team’s retrospective.

## Files

[Figjam](#)

[Figma](#)

[Prototype](#)

[Google Drive](#)

## File Submissions

- Project Plan (this file)
- User Interview files
- GI files
- Usability Testing files
- Presentation PDF
- Journey map

# Project Overview

## About Tyfeng Studios

Established in 2024. At Tyfeng Studios, we believe in the power of empathy-driven research to truly understand user needs and behaviours. Through a combination of qualitative and quantitative methodologies, we delve deep into user insights, uncovering valuable perspectives that inform the design process.

## About the Client

Client: **Willing Hearts**  
[willingheartsingapore@gmail.com](mailto:willingheartsingapore@gmail.com)  
[admin@willinghearts.org.sg](mailto:admin@willinghearts.org.sg)

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(entrance via Joo Chiat Place)  
Singapore 425792

Willing Hearts is a volunteer-run charity in Singapore apart from a handful of employees. They operate a soup kitchen, providing 7,000 meals daily to various beneficiaries including the elderly, disabled, low-income families, children from single-parent households, and migrant workers. Willing Hearts also offers additional services like dental care and bereavement support. We aim to enhance their user experience to better serve the community.

## Assumptions

1. Willing Hearts may encounter challenges with their current volunteering processes, including registration and logistical organisation.
2. Volunteers might find the current processes cumbersome or unclear, leading to potential inefficiencies.
3. Volunteers prefer to schedule volunteering work together.
4. Donors are unsure about the payment methods to make a donation on the website and need a better, more secure way to do it.

## Objective

1. Enhance the volunteer registration process to make it more user-friendly and efficient.
2. Improve the organisation and coordination of volunteering tasks to ensure smoother operations.
3. Increase volunteer engagement and retention by addressing any pain points in the volunteering experience.
4. Enhance the efficiency of volunteer scheduling by implementing user-friendly systems or tools within the volunteer network.
5. Measure the effectiveness of the changes implemented through feedback mechanisms and performance metrics.

# Phases and Activities

	Discovery	Discovery	Discovery	Discovery	Ideation	Ideation	Proposal Presentation	Design	Design	Design	Validation	Validation	Validation	Submission Day
Project Proposals														
Project Plan	Project Planning													
Timeline	Timeline													
UX Research Interview	User Interviews													
Contextual Inquiry @ Willing Hearts		Comparative / Competitive Analysis												
Affinity Mapping			Contextual Inquiry											
Personas			Affinity Mapping											
Problem Statement & HMW			Personas											
Comparative/ Competitive Analysis			Problem Statements / HMW											
					Proposal Slides / Script									
Information Architecture				IA / Sitemap										
User Flow					User Flow									
Wireflow					Journey Mapping									
Initial Sketches of wireframes					Wire flow (sketches)		Mood board							
Wireframes							UI Guideline / Kit							
Prototyping							Mid-fi Frames							
Usability Testing							Prototyping			Usability Testing				
Usability Testing Synthesis										Synthesis				
Iteration										Iterations				
Presentation Slides													Presentation Prep	
	26 March   Tue	27 March   Wed	28 March   Thur	29 March   Fri	30 March   Sat	31 March   Sun	1 April   Mon	2 April   Tue	3 April   Wed	4 April   Thur	5 April   Fri	6 April   Sat	7 April   Sun	8th April   Mon

# Timeline

	Activities	Deliverables	Estimated	Completed
Discovery	Project kicks off	Project plan - PDF	26 Mar (2h)	27 Mar (2h)
	Create user experience strategy and planning out key phases of project journey	Timeline - PDF	26 Mar (2h)	27 Mar (2h)
	User interviews - up to 15 interviewees	User interviews - transcripts and audio files in Drive	27 Mar (5h)	28 Mar (5h)
	Competitive / Comparative Analysis	Pluses and Delta table in FigJam	28 Mar (3h)	29 Mar (3h)
	Site visit - to understand current processes in order to identify gaps and improvements	Contextual Inquiry at Willing Hearts	29 Mar (2h)	28 Mar (1.5h)
	Synthesising user research insights	3 User personas Problem statements / How Might We	29 Mar (3h)	30 Mar (3h)
	Compile research findings and formulate solutions	Proposal presentation	31 Mar (3h)	31 Mar (3h)
Ideate	Reorganise website structure and conduct content audit on key pages	Information Architect	30 Mar (1h)	30 Mar (2h)
	Map out each persona's user flow of activities and at least 1 user journey	User flow and Journey mapping	31 Mar (3h)	4 Apr (3h)
	Sketch wireframes of key screens	Wire flow	2 Apr (3h)	1 Apr (3h)
Design	Research design choices and propose design elements	Moodboard and UI Kit Mid-Fi wireframes	2 Apr (2h)	1 Apr (2h)
	Prototype key desktop screens related to user flows	Figma prototype link	4 Apr (12h)	4 Apr (14h)
Validate	Test prototype with users	Usability Testing	6 Apr (2h)	5 - 6 Apr (5h)
	Synthesise testing results and formulate design solutions	Usability test synthesis Team's retrospective notes on design iterations	7 Apr (3h)	6 Apr (3h)
Final	Presentation to client	Slides	8 Apr (15 mins)	8 Apr (15 mins)

# Competitive Analysis



## Pluses (+)




- |  |  |   |   |
|--|--|---|---|
| <ul style="list-style-type: none"> <li>• Uses give.asia API for credit card donations</li> </ul> | <ul style="list-style-type: none"> <li>• Compiles various organisations' volunteer projects</li> <li>• Navigation is clear and easy to find opportunities that suits individuals' needs</li> <li>• Volunteer projects have clear description of what is required from volunteers (depends on which organisation)</li> <li>• Shows which volunteer campaigns are under-served or how many vacancies left</li> <li>• Easy sign ups as a volunteer (uses SingPass)</li> <li>• Shows progress bar of fundraising projects</li> <li>• Labels each category of causes clearly on project description page</li> <li>• Uses Stripe API for payments</li> </ul> | <ul style="list-style-type: none"> <li>• Clear labelling of categories and subcategories</li> <li>• Articles detailing their past work and achievements</li> <li>• Availability of quantitative data to back up their cause and successes</li> <li>• Financial statements and annual reports are easily accessible on their website to increase the credibility of their organisation</li> <li>• Listing of various projects and initiatives which they have organised</li> <li>• Visually attractive home page with clear call to action buttons</li> <li>• Availability of various payment modes</li> <li>• Video detailing what first time volunteers can expect during the process</li> </ul> | <ul style="list-style-type: none"> <li>• Uses HitPay API for donations</li> <li>• Encourages regular donations and has specific campaigns that people can contribute to others</li> <li>• Accepts non-monetary donations such as food items, which are critical for their distribution programs.</li> <li>• Offers online sign-up for volunteer opportunities, making it simple for individuals and groups to participate.</li> <li>• Actively promotes community involvement and encourages volunteers to initiate their own food drives.</li> </ul> |
|--|--|---|---|



## Deltas (Δ)

- |   |   |  |  |
|---|---|--|--|
| <ul style="list-style-type: none"> <li>• CTAs aren't really clear</li> <li>• Lots of information to sift through before finding relevant information</li> <li>• Outdated design</li> <li>• Confusing and inconsistent layout</li> <li>• Donation payments looks untrustworthy</li> <li>• Instructions aren't clear</li> <li>• Broken links</li> </ul> | <ul style="list-style-type: none"> <li>• No clickable links to organisation's webpage to find out more on project description page</li> <li>• Unable to contribute to various projects at one time</li> </ul> | <ul style="list-style-type: none"> <li>• Different sign up process for different volunteer roles</li> <li>• Link to sign up for other volunteer roles is not clickable</li> <li>• Doesn't indicate what payment gateway is used for donations</li> <li>• Forces users to key in personal data to make donations</li> </ul> | <ul style="list-style-type: none"> <li>• Doesn't allow you to choose a donation amount. Only fixed amounts listed</li> </ul> |
|---|---|--|--|




# Comparative Analysis

## Local Organisations

What are we comparing?			
<b>Navigation</b>	<ul style="list-style-type: none"> <li>• CTAs aren't really clear</li> <li>• Lots of information to sift through before finding relevant information</li> </ul>	<ul style="list-style-type: none"> <li>• Photos of volunteer work all over site (some looks unrealistic - too posed)</li> <li>• information can be quite wordy</li> </ul>	Volunteer page <ul style="list-style-type: none"> <li>• Slider images of actual volunteers at work</li> </ul> Donation <ul style="list-style-type: none"> <li>• Clear information on where the donation goes to help</li> </ul>
<b>Donation Processes</b>	<ul style="list-style-type: none"> <li>• Bank transfer</li> <li>• Image of PayNow QR code and UEN number not at the same place</li> <li>• Giving.sg link (broken)</li> <li>• Cheque</li> <li>• DOES NOT solicit cash donations on the street, face-to-face or door-to-door</li> <li>• Deliver food directly to location 4.30am to 3pm</li> </ul>	<ul style="list-style-type: none"> <li>• Donations to various causes (not just one)</li> <li>• Donation amounts goes to a "cart" where you can add donations to multiple causes and "checkout" online</li> <li>• Options for donating one-time or repeated</li> <li>• Need to check out by signing up for an account</li> <li>• You can buy "gifts" for specific people through the platform</li> <li>• in person or online options</li> <li>• Uses Mastercard API for payment gateway</li> </ul>	<ul style="list-style-type: none"> <li>• PayNow QR code</li> <li>• Giving.sg</li> <li>• Bank transfer</li> </ul> Sponsorship <ul style="list-style-type: none"> <li>• email / call directly for information</li> <li>• List of sponsors attributed on site</li> </ul>
<b>Volunteer Registration</b>	<ul style="list-style-type: none"> <li>• Long text on volunteer page (a lot of irrelevant information)</li> </ul> <div data-bbox="293 1043 898 1209" style="border: 1px solid gray; padding: 5px; margin: 5px 0;"> <p>The flurry of activities starts as soon as the doors to the kitchen are open. Pots and pans are constantly clanging. Grills sizzle while dishes for the day are prepared. Smells of freshly cooked rice fills the air. Hands busy scooping and packing meal boxes. Sloshing and splashing water while cleaning and washing up. Preparing ingredients such as the chopping of vegetables of the next days. It continues through the day until the last task is completed and the kitchen cleaned and ready for the next day.</p> <p>(Phew! What a mouthful!)</p> </div> <ul style="list-style-type: none"> <li>• Multiple links to click to register "Click here then here then sign up for a portal here"</li> <li>• Each link opens a new window</li> <li>• Sign up on the portal isn't clear. Clicking on image banner leads to a "Understand what we do" page</li> <li>• PDF of instructions on how to use the account opens in same window</li> </ul>	<ul style="list-style-type: none"> <li>• Contact via email</li> <li>• List of various volunteer needs on websites e.g. admin, photographers etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Clear information on what type of volunteers they are looking for</li> <li>• Information is organised and easy to navigate</li> <li>• Registration is through email</li> </ul> <div data-bbox="1563 1145 2179 1382" style="border: 1px solid gray; padding: 5px; margin: 5px 0;"> <p><b>Volunteering Opportunities</b></p> <p>As an Esplanade Volunteer, you'll be involved in any of these four volunteer categories.</p> <ul style="list-style-type: none"> <li>Welcome Ambassador</li> <li>Festival Assistant</li> <li>CARE Buddy</li> <li>Expertise-based</li> </ul> <p>Esplanade is a not-for-profit arts centre and a registered charity. Your support as an Esplanade Volunteer will help us make a difference to the communities that we reach out to.</p> <p>Contact us at <a href="mailto:engage@esplanade.com">engage@esplanade.com</a></p> <p><a href="#">Follow Telegram Channel</a></p> </div>




	<ul style="list-style-type: none"> <li>• No user control and freedom when registering a time slot (no back button after I select date to volunteer)</li> <li>• Healthy amount of volunteers daily though</li> </ul>		
	 Singapore Red Cross Society	 Lions Befriending Singapore	
<b>Navigation</b>	<ul style="list-style-type: none"> <li>• The website offers a clean and user-friendly experience, with well-defined sections for services, volunteer opportunities, courses, and news.</li> <li>• Navigation is intuitive, with a focus on how individuals and organisations can donate or get involved in various initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• User-friendly website with clear sections on their services, events, and ways to get involved.</li> <li>• Focus on ease of access to information about their senior care programs, volunteer opportunities, and donation methods.</li> </ul>	
<b>Donation Processes</b>	<ul style="list-style-type: none"> <li>• Online donation form for easy and secure giving, with various payment options including credit/debit card transactions.</li> <li>• Provides options for regular monthly donations or one-off contributions to various causes and funds.</li> <li>• Also encourages donations of blood through their blood bank services, and lists upcoming blood drives.</li> </ul>	<ul style="list-style-type: none"> <li>• Features an online donation option, facilitating contributions via various payment methods.</li> <li>• Encourages both one-off and regular donations to support their services for the elderly.</li> <li>• May also welcome donations in kind, depending on the current needs of their service users.</li> </ul>	
<b>Volunteer Registration</b>	<ul style="list-style-type: none"> <li>• Provides an online volunteer registration form, detailing the different roles and opportunities available for individuals and corporate volunteers.</li> <li>• Offers a variety of volunteer opportunities including community service, first aid, and participation in events and fundraising activities.</li> <li>• Emphasises youth engagement through the Red Cross Youth Chapters in schools and institutes of higher learning.</li> </ul>	<ul style="list-style-type: none"> <li>• Provides information on various volunteering opportunities, including befriending services, conducting activities, and assisting in daily operations.</li> <li>• Offers a straightforward online sign-up process for potential volunteers.</li> <li>• Emphasises the value of community engagement and personal connection in supporting elderly clients.</li> </ul>	

## Best-in-class Global Organisations

<b>What are we comparing?</b>	 World Food Program	 HEIFER <small>INTERNATIONAL</small>	 ACTION AGAINST HUNGER
<b>Navigation</b>	<ul style="list-style-type: none"> <li>Well-structured with clear Calls to Action (CTAs)</li> <li>Intuitive navigation with segmented areas for donations, learning, and volunteer information</li> </ul>	<ul style="list-style-type: none"> <li>Clear navigation with easy-to-locate sections for donations, project information, and success stories.</li> <li>User-friendly design with impactful visuals and stories showcasing the organisation's work.</li> </ul>	<ul style="list-style-type: none"> <li>User-friendly interface with straightforward navigation.</li> <li>Prominent donation and advocacy action buttons for easy user engagement.</li> </ul>
<b>Donation Processes</b>	<ul style="list-style-type: none"> <li>Options for monthly or one-time donations</li> <li>Supports fundraising campaigns and gifts in kind</li> </ul>	<ul style="list-style-type: none"> <li>Online donations via credit/debit card, PayPal, or electronic funds transfer. • Gift catalogue available for symbolic giving.</li> </ul>	<ul style="list-style-type: none"> <li>Secure online donation options available via credit/debit card and PayPal. • Supports monthly giving, tributes, and legacy gifts.</li> </ul>
<b>Volunteer Registration</b>	<ul style="list-style-type: none"> <li>Not typically applicable as the WFP works through partners on the ground and does not generally recruit volunteers in the conventional sense</li> <li>Opportunities may exist through UN Volunteers or internships for those looking to contribute to WFP's work</li> </ul>	<ul style="list-style-type: none"> <li>Heifer International focuses on training and empowering local individuals in program countries, hence traditional volunteer opportunities may be limited.</li> <li>They offer educational experiences at Heifer farms and learning centres in the U.S. for people to engage with and learn about their sustainable development approach.</li> </ul>	<ul style="list-style-type: none"> <li>Primarily engages volunteers for awareness campaigns and fundraising events.</li> <li>Opportunities for digital advocacy and community fundraising.</li> <li>Internship and employment opportunities listed for those interested in more involved roles.</li> </ul>



## Non-Food Charities

What are we comparing?			
<b>Navigation</b>	<ul style="list-style-type: none"> <li>Efficiently organised site with navigation tailored to different user needs, such as donating, learning about their work, and finding job opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Site design offers straightforward access to donation options, information about programs, and current initiatives.</li> <li>Navigation menus are clear and provide quick links to learn about the organisation, how to get help, and how to give help.</li> </ul>	<ul style="list-style-type: none"> <li>The website offers easy navigation with a clear layout to guide visitors to information about their mission, work, and ways to contribute, whether through donations, advocacy, or partnerships.</li> </ul>
<b>Donation Processes</b>	<ul style="list-style-type: none"> <li>Clear and accessible information on their missions, news updates, and how to get involved.</li> </ul>	<ul style="list-style-type: none"> <li>Online donations can be made through their secure website using various payment methods including credit/debit cards.</li> <li>Provides options for donors to designate their gift to specific programs or to where the need is greatest.</li> </ul> <p>Others</p> <ul style="list-style-type: none"> <li>In-kind donations of medical supplies from corporations are welcomed and facilitated through a specific process.</li> </ul>	<ul style="list-style-type: none"> <li>Direct access to program information, current projects, and comprehensive resources about the organisation's global impact is also provided.</li> </ul>
<b>Volunteer Registration</b>	<ul style="list-style-type: none"> <li>Offers field positions for medical and non-medical staff, with detailed application processes outlined.</li> <li>Provides opportunities for office internships and volunteering at MSF offices, with specifics varying by location.</li> <li>Recruitment information for logisticians, administrators, and other professionals crucial to their operations is also featured.</li> </ul>	<ul style="list-style-type: none"> <li>While Direct Relief primarily works with healthcare professionals and does not offer a wide range of traditional volunteer opportunities, they do have occasional needs for volunteer support, especially in times of emergency response.</li> <li>Interested individuals can sign up for notifications about volunteer opportunities or other ways to get involved through their website.</li> </ul>	<ul style="list-style-type: none"> <li>Does not typically engage in traditional volunteer opportunities as its model is more focused on employment and partnerships for program implementation.</li> <li>They encourage individuals to get involved through advocacy actions, participating in events, or joining their CARE Action Network to influence policy.</li> </ul>

# Feature Inventory



<b>Chatbot</b>				
<b>Steps to donate</b>	5	8	8	8
<b>Steps to volunteer</b>	8	3	7	4
<b>Secondary navigation</b>				
<b>Fully responsive</b>				
<b>Evidence and Testimonials</b>				
<b>Payment gateway (API)</b>				
<b>Volunteer Portal</b>				
<b>Newsletter</b>				
<b>Financial reports</b>				
<b>In-kind donations</b>				
<b>Basic information in footer</b>				
<b>Choice of monthly or one time donations through secure payments</b>				

# Task Analysis

## Volunteering



1. Land on home page
2. Click on "get Involved"
3. Click on " to volunteer"
4. Click on link to "portal"
5. register account
6. Choose slot
7. Choose role
8. Complete



1. Land on home page
2. Click on "volunteer"
3. Send email and wait for reply



1. Land on home page
2. Click on "opportunities to help"
3. Choose " as an individual"
4. Fill in survey for different roles available
5. Choose role
6. Fill in details
7. Sign up and wait for reply



1. Land on home page
2. Click on "Volunteer"
3. Click on " apply"
4. Fill out google form and wait for reply

# Donations



1. Land on home page
2. Click on "Donate" on global navigation
3. Scan paynow qr code or use bank details
4. Key in amount
5. Donate



1. Land on home page
2. Click on "Donate" at the bottom right
3. Choose monthly donation amount on give.asia payment gateway
4. Fill in details
5. Donate



1. Land on home page
2. Click on "Donate"
3. Click on "Donate now"
4. Choose amount and payment method
5. Key in details
6. Fill in personal details
7. key in card details
8. Donate



1. Land on home page
2. Click on "Donate"
3. Choose "one time donation"
4. Choose amount
5. Fill in personal details
6. Choose payment method
7. key in card details
8. Donate



1. Land on home page
2. Click on "Donation"
3. Fill in name and email
4. Choose amount
5. fill in personal details on "ssl secure payment" gateway
- 6.Redirected to "hit pay"
7. Scan paynow qr code
8. Donate



1. Land on home page
2. Click on "Donate" at the bottom right
3. Choose monthly donation amount on give.asia payment gateway
4. Fill in details
5. Donate

# Content Audit

Brand Voice – There is mix of different brand voices, no clear tone and personalities

ID	Navigation	Page Title	URL	Comments	Rating Scale	Keep?	Quality of UX writing	Meets User's Needs
0	HOME	Home	<a href="https://willinghearts.org.sg/">https://willinghearts.org.sg/</a>	a lot of blank spaces on the home page, gives users a feeling where the organisation is not reliable	L	Improve	Good	No
011	Home Slider	What willing heart does	<a href="https://willinghearts.org.sg/what-willing-hearts-does/">https://willinghearts.org.sg/what-willing-hearts-does/</a>	very limited information	L	Improve	Bad	No
0.2	Home Slider	A Day as a WH Volunteer	<a href="https://willinghearts.org.sg/our-volunteers/">https://willinghearts.org.sg/our-volunteers/</a>	focused on a single volunteer's experience rather than in general	M	Cut	Good	No
0.3	Home Slider	Willing Hearts Commemorative Cookbook	<a href="https://willinghearts.org.sg/willing-hearts-10th-anniversary-commemorative-cookbook/">https://willinghearts.org.sg/willing-hearts-10th-anniversary-commemorative-cookbook/</a>	A brief introduction of their cookbook and link to buy it, could include some more information	M	Preserve	Bad	Yes
0.4	Social media	Willing Hearts Facebook	<a href="https://www.facebook.com/WillingHeartsSingapore/">https://www.facebook.com/WillingHeartsSingapore/</a>		M	Preserve	Bad	Yes
1	About us	About willing hearts	<a href="https://willinghearts.org.sg/about-us/">https://willinghearts.org.sg/about-us/</a>	Same information as the "What does willing hearts do" page, also includes their mission and vision	L	Improve	Good	No
1.1	Committee members	Willing Hearts Executive Members 2021 – 2022	<a href="https://willinghearts.org.sg/committee-members/">https://willinghearts.org.sg/committee-members/</a>	Only has an image but there's no information of the executive members, outdated information (2022)	L	Improve	Bad	No
1.2	Core Values	Core values	<a href="https://willinghearts.org.sg/core-values/">https://willinghearts.org.sg/core-values/</a>	Could be described in a more detailed and passionate manner	M	Improve	Bad	No
1.3	Data protection Notice	Data Protection Notice	<a href="https://willinghearts.org.sg/data-protection-notice/">https://willinghearts.org.sg/data-protection-notice/</a>		NA	Preserve	NA	Yes
1.4	Terms Of Use	Terms of Use	<a href="https://willinghearts.org.sg/terms-of-use/">https://willinghearts.org.sg/terms-of-use/</a>		NA	Preserve	NA	Yes
2	Get involved	Get involved	<a href="https://willinghearts.org.sg/get-involved/">https://willinghearts.org.sg/get-involved/</a>	An outdated information of operating hours, volunteer roles and responsibility	L	Improve	Terrible	No
2.1	What do you need to be aware of	What do you need to be aware of	<a href="https://willinghearts.org.sg/what-do-you-need-to-be-aware-of/">https://willinghearts.org.sg/what-do-you-need-to-be-aware-of/</a>	Detailed regulations of Willing hearts	L	Improve	Terrible	Yes
2.2	Kitchen Volunteer Opportunities	Kitchen Volunteer Opportunities	<a href="https://willinghearts.org.sg/volunteer-opportunities/">https://willinghearts.org.sg/volunteer-opportunities/</a>	instructions of how to use the "portal" to sign up	L	Improve	Terrible	Yes
2.2.1	Kitchen Volunteer Registration & Booking	Kitchen Volunteer Registration & Booking	<a href="https://willinghearts.org.sg/wp-content/uploads/2021/11/WH-Kitchen-Volunteer-Registration-and-Booking-Steps.pdf">https://willinghearts.org.sg/wp-content/uploads/2021/11/WH-Kitchen-Volunteer-Registration-and-Booking-Steps.pdf</a>	A pdf version of how to use the "portal"	M	Improve	Bad	NA

2.3	Willing Hearts Portal	Willing Hearts Portal	<a href="https://portal.willinghearts.org.sg/">https://portal.willinghearts.org.sg/</a>	External link for registration, account required	M	Improve	Terrible	NA
3	Donate	Donate	<a href="https://willinghearts.org.sg/donate/">https://willinghearts.org.sg/donate/</a>	outdated link for Giving.sg, a picture taken by phone for Paynow QR code donations	L	Improve	Terrible	No
4	News	News	<a href="https://willinghearts.org.sg/news-and-events/">https://willinghearts.org.sg/news-and-events/</a>	As the title says "News & events", the page only contains information about their newest location	L	Cut	Bad	No
5	Contact us	Contact us	<a href="https://willinghearts.org.sg/contact/">https://willinghearts.org.sg/contact/</a>	Contains information of where they are located and how to contact them	M	Preserve	Bad	Yes
6	FAQ	FAQ	<a href="https://willinghearts.org.sg/frequently-ask-questions/">https://willinghearts.org.sg/frequently-ask-questions/</a>	Features frequently asked questions and links to answers, most links direct users to the "Get involved" page	L	Cut	Bad	Yes
6.1	Driver Volunteer Opportunities	Driver Volunteer Opportunities	<a href="https://willinghearts.org.sg/driver-volunteer-opportunities/">https://willinghearts.org.sg/driver-volunteer-opportunities/</a>	This page can only accessed through FAQ, it should	L	Preserve	Bad	Yes

# Heuristics

	What they do well	What can be improved
Visibility of system status	<p>Site immediately shows what they do through images, and tests on the Home Page.</p> <p>There's evidence of a status map that shows where users are at in the site</p> <p>There is evidence of showing error</p>	<p>The error message for the email field is a good start as it provides immediate feedback. However, it could be more instructive by suggesting the correct format, such as "Please enter a valid email address, like user@example.com."</p>
Match between system and the real world	<p>The main navigation is easy to read and calls users to take action such as "Get Involved" and "Donate". There are also standard terms used by other charity websites.</p>	<p>Site uses jargon languages that may not necessarily be understood by users. This may cause slightly heavier cognitive load which may lose user retention in the site. Example:</p> <p>"A Day as WH Volunteer"</p> <p>"This is to record your attendance for submission to MSF." - <a href="https://willinghearts.org.sg/volunteer-opportunities/">https://willinghearts.org.sg/volunteer-opportunities/</a></p> <p>"We are a secular, non-denominational and non-affiliated charity." - <a href="https://willinghearts.org.sg/about-us/">https://willinghearts.org.sg/about-us/</a></p>
User control and freedom	<p>There are evidence of back and cancel buttons</p> <p>Multiple donation methods are provided, offering users the freedom to choose how they wish to contribute, catering to different preferences and capacities.</p> <p>The inclusion of a QR code for donations adds a convenient and quick option for mobile users!</p>	<p>Although there are several methods for donation listed, direct links to payment services or a simple online donation form could streamline the process further. Adding clear, step-by-step instructions or a FAQ section about the donation process could help users understand what to expect and how to complete their donation, reducing any potential confusion or error.</p> <p>It would be beneficial to include the ability to set up recurring donations, modify them, or cancel them, offering more control over their financial commitment.</p> <p>The page could benefit from a "back to top" feature or sticky navigation for long pages, allowing users to quickly navigate to other sections without having to scroll excessively.</p>

<p>Consistency and standards</p>	<p>The important pages maintain a consistent header and navigation menu layout, which is good for user orientation and navigation consistency.</p> <p>The instructions for volunteers are detailed and clearly laid out step by step, which can help users understand what is required of them.</p> <p>The use of a consistent colour scheme and font style aids in maintaining a cohesive look across the website.</p> <p>The information is segmented into clearly defined sections (NOTE, To Register, To Cancel time slot(s), etc.), which is helpful for users to find specific details.</p>	<p>Buttons are of different styles. It can be improved by standardising button styles.</p> <p>The presentation of notes and instructions could be standardised for better readability; currently, they are in a mix of bold and regular text which can be visually overwhelming.</p> <p>Key terms and actions could be highlighted or colour-coded for emphasis and quick recognition, aiding users in scanning the content more efficiently.</p> <p>There seems to be a mix of font sizes and styles within the instructions, which can disrupt the flow of information. A more uniform approach to typography would enhance readability.</p> <p>The call-to-action (CTA) for registration could be made more prominent through visual design elements such as buttons instead of hyperlinks to attract user attention.</p> <p>Bullet points or numbering for sequential instructions would benefit from better formatting to guide the user's eye through the process.</p> <p>Consistent terminology should be used for action items; for example, "Click Confirm" could be standardised to always refer to completing an action throughout the website.</p> <p>Information about QR codes and the check-in process could include icons or images for a more intuitive understanding and to maintain consistency with other visual instructions on the site.</p>
<p>Error prevention</p>	<p>Clear and detailed instructions are provided to prevent user errors, such as the need to scan the Check-in and Check-out QR code and the requirement to book slots 14 days in advance. This proactive information can prevent mistakes before they occur.</p> <p>Emphasising the importance of using the QR code on the same day to ensure volunteer hours are recorded is a critical piece of information that can help avoid the common error of volunteers forgetting to check in or out.</p>	<p>Instructions could be simplified to minimise the cognitive load on users. Long paragraphs might lead to skimming and thus missing important details.</p>



<p>Recognition rather than recall</p>	<p>The instruction to "Please note" at the top of the page helps users recognize important information they need to be aware of without having to recall it later. It reduces the cognitive burden by making critical information stand out immediately.</p> <p>The segmentation of the instruction into distinct steps, such as registration and cancellation, aids in recognition by structuring the process into recognizably different parts.</p>	<p>The process for registering as a volunteer could be accompanied by visual icons or step-by-step graphics. This would help users recognize each stage of the process without having to remember text instructions.</p> <p>To enhance recognition, it could be helpful to provide visual examples of completed tasks or processes, such as a filled-out form or a snapshot of the QR code in use.</p> <p>The use of consistent visual cues across the website for actions, such as buttons or links for registration, could improve recognition for recurring users who would become familiar with these elements.</p> <p>To support recognition, interactive elements like dropdown menus or date selectors for booking a volunteer slot could be standardised in appearance and behaviour throughout the site.</p>
<p>Flexibility and efficiency of use</p>	<p>Offering different times for volunteering (early morning, morning, afternoon) provides flexibility for users to choose a time slot that fits their schedule.</p> <p>The note that volunteers need to scan the QR code on the same day adds a level of efficiency to the process, as it likely integrates with their system for tracking hours and attendance.</p>	<p>Advanced users or frequent volunteers could benefit from a quicker, more streamlined process for registration, such as a "quick book" option that remembers their preferred times and information.</p> <p>The page could offer personalised recommendations or saved preferences for returning volunteers, which would speed up the booking process.</p> <p>Allowing users to copy previous bookings for new dates or set up recurring volunteer commitments could save time for regular volunteers.</p> <p>Implementing an interactive calendar for selecting volunteer dates might help users more efficiently visualise and choose their available slots.</p> <p>There might be room for a more advanced feature, such as integrating volunteer schedules with personal calendars or sending reminders to users' phones or email.</p>

<p>Aesthetic and minimalist design</p>	<p>The colour palette is consistent with the Willing Hearts brand, maintaining a unified look.</p> <p>The use of a white background with clear sections makes the information easy to read and visually digest.</p> <p>The text is organised in a logical flow, which is good for directing the user's attention from one piece of information to the next.</p>	<p>The site is text-heavy and has little visual breaks.</p> <p>They have a lot of typography styles in one page.</p> <p>Global Nav could be simplified.</p> <p>The page seems text-heavy, which can be overwhelming. Breaking up text with relevant images or icons could help to create visual interest and improve user engagement.</p> <p>Important actions, such as how to register and the process to follow, could be highlighted with distinct buttons or design elements that stand out from the rest of the text.</p> <p>Utilizing bullet points or icons for the steps involved in registering and booking slots could help distill information into digestible pieces and avoid presenting large blocks of text.</p> <p>The use of whitespace could be optimized to create a clearer visual separation between different sections of content.</p> <p>A more prominent hierarchy in the typography could be used to guide the user's eye more effectively. For example, action items or important notes could be in bold or a different color to stand out more.</p>
<p>Help users recognize, diagnose, and recover from errors</p>	<p>Detailed instructions are provided, which can help prevent errors by giving users clear guidelines on what actions to take.</p> <p>The use of bold text for important notes may help users identify key information that could prevent common errors.</p>	<p>Error recovery could be improved by providing explicit information on what users can do if they make a mistake, such as missing a check-in or booking the wrong slot.</p> <p>While instructions are provided, they could be made more user-friendly with an FAQ section that addresses common mistakes and their solutions.</p> <p>Adding a search function for users to quickly find solutions to problems could enhance error diagnosis.</p> <p>Visual cues such as warning signs or icons next to critical steps where errors commonly occur could help users recognize potential errors before they make them.</p> <p>It would be helpful to have a simple, clear process for users to follow if they need to cancel or change their volunteer slot, including how they can confirm that their changes have been saved.</p>

<p>Help and documentation</p>	<p>The inclusion of clear and detailed steps for the registration process serves as helpful documentation for new volunteers.</p> <p>The hyperlink to the "Kitchen Volunteer Registration and Booking Steps" offers a direct resource for users needing more information, which is an excellent support tool.</p> <p>Providing notes upfront (as seen at the top of the page) is useful for setting expectations and offering guidance before users begin a task.</p>	<p>Resources may be featured on the footer as it currently does not offer much use case.</p> <p>The page could benefit from a dedicated FAQ section addressing common queries and concerns, which would serve as a quick reference guide without users having to read through all the detailed instructions.</p> <p>For complex processes, having tooltips or pop-up help icons next to certain terms or instructions could provide just-in-time help, making the process smoother and more informative.</p> <p>The visibility of help and support options, like a contact email or phone number for the volunteer coordinator, could be improved, ensuring that users who need personal assistance can easily find this information.</p> <p>Help resources could be diversified to include different formats like video tutorials or diagrams, which can cater to different learning preferences and clarify the process further.</p>
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# User Interview

## Plan

### Objective

1. Understand users' motivations, needs, and frustrations for volunteering and donations.
2. Identify pain points and areas for improvement for their volunteering and donation processes.
3. Determine user preferences and expectations for accessing information, volunteering, and donating through a website.

### Research Questions

1. What motivates you to volunteer or donate?
2. What challenges do you face during the volunteer or donation processes?
3. How would you describe the orientation or training process for your first volunteer experience?
4. What are the key hesitations you have when donating to an organisation?

### Participant Selection

A variety of people who have different levels of experiences in either volunteering or donations from frequent, ad hoc and no experiences.

### Recruitment Plan

Current network of friends.

If not enough, expand to friends of friends.

Approaching actual volunteers or donors at Willing Hearts premises.

### Data Collection Method

An audio file will be recorded and transcribed using an AI tool.

# Interview Script

Section	Yes	No
Intro	<p>Hello, [Interviewee's Name]! Thank you so much for taking the time to speak with us today. My name is [Your Name], and I'm currently a student at the General Assembly. As part of this course, we're conducting some user research to better understand people's experiences with volunteering and donating to charitable causes.</p> <p>Before we begin, may I seek your consent to record this interview? For the purpose of protecting your personal privacy and identity, could you give us an alternative name for our research report?</p> <p>Please briefly tell us a bit about yourself? like what do you work as, how old are you? (we don't need their name only a bit about their demographics)</p>	
Volunteer	<ul style="list-style-type: none"> <li>● Have you ever volunteered to charity before?</li> <li>● What motivated you to get started?</li> <li>●</li> <li>● How did you get ready for your initial experience as a volunteer?</li> </ul> <p><b>Registration:</b></p> <ul style="list-style-type: none"> <li>● How did you find and reach out to the organisation or opportunity where you volunteer?</li> <li>● Could you walk me through the process of how you signed up as a volunteer? Was it online or in person?</li> <li>● What worked for you and were there any challenges during the volunteer process?</li> </ul> <p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>● Can you describe your experience with your most recent volunteer work?</li> <li>● Were there any surprises or challenges you encountered?</li> <li>● How would you describe the orientation or training process for your first volunteer experience?</li> <li>● For volunteers who may need extra help or guidance for the volunteering process, are there any support systems in place?</li> </ul> <p><b>Expectations and Motivations:</b></p> <ul style="list-style-type: none"> <li>● Has volunteering in [location] met your initial motivations and expectations?</li> </ul>	<ul style="list-style-type: none"> <li>● Have you ever volunteered to charity before? (if No)</li> <li>● May I ask why not?</li> <li>● Have you ever considered volunteering? If so, what would motivate you to consider it?</li> <li>● Do you have any concerns or reservations about volunteering? What are they?</li> <li>● In your opinion, what are some common misconceptions about volunteering for charity? //LT not sure if this will help get us any insights?</li> <li>● How important is it for you to see the direct impact of your contribution?</li> <li>● How do you prefer to learn about opportunities to contribute to society? (social media, emails, word of mouth, etc.)?</li> <li>● Have you ever participated in a social cause without volunteering? What was your experience?</li> <li>● What can charity organisations do better to engage and communicate with potential volunteers like yourself?</li> <li>● Can you share a memorable experience where you helped someone or made a positive impact? How did it feel?</li> </ul>

	<ul style="list-style-type: none"> <li>• What challenges, if any, have you faced as a new volunteer, and how did you overcome them?</li> <li>• How comfortable do you feel asking for help or clarification when needed?</li> <li>• What kind of support or improvements would you like to see for new volunteers?</li> <li>• How likely are you to recommend volunteer work in [location] to a friend or family member? Why?</li> </ul>	
Donation	<ul style="list-style-type: none"> <li>• Have you ever considered donating to any organisations?</li> <li>• What motivates you to donate?</li> <li>• Can you walk me through the process you typically follow when making a donation? From finding an organisation to making the donation.</li> <li>• What is the mode of payment you prefer to use when making donations? (e.g., mode of payment - online platforms, in-person events)</li> <li>• What factors do you consider when choosing which organisations to donate to?</li> <li>• What information would you need to know about a charity before feeling comfortable to donate? Any concerns or hesitations?</li> <li>• How important is it for you to see clear evidence of the impact of your donation? (related to prev question)</li> </ul>	<ul style="list-style-type: none"> <li>• Have you ever considered donating to a charity? If not, can you share why?</li> <li>• Are there types of contributions other than money (e.g., time, skills) you'd be more willing to provide? Why?</li> <li>• What information would you need to know about a charity before feeling comfortable to donate? Any concerns or hesitations?</li> <li>• How important is it for you to see clear evidence of the impact of your donation?</li> <li>• If an organisation provided a secure, transparent, and easy way to donate, would that influence your decision? How so?</li> <li>• Would you be more likely to donate if someone you know recommended a charity? Why or why not?</li> <li>• Would you be more inclined to donate if you could do so as part of a group or community event? Why?</li> <li>• What could an organisation do to demonstrate it's worthy of support from someone who has never donated before?</li> <li>• Are there any incentives or acknowledgments that would motivate you to take the step to donate?</li>   <li>• Can you recall a moment when you felt compelled to help someone or support a cause, even if you didn't end up donating money? What motivated you?</li>   <li>• If you were to donate, what would make you choose one charity over another?</li> </ul>
Conclusion	<p>Thank you very much for sharing your experiences and insights with me today. Your input is incredibly valuable and will help me understand the various aspects of charity work. Before we end this interview, may I check if you would be open to be interviewed again in the future?</p> <p>If you have any further thoughts or questions after our conversation, please feel free to reach out. Have a wonderful day! //NA</p>	

## Interview Schedule

No.	Team Member(s)	Interviewees	Background	Date	Time	Status
1	Nathaniel	VL	In his fifties Have a family with grown up kids. Working full time. Volunteers with wife and kids	26 March, Tuesday	8:30 PM	Done
2	Nathaniel	TB	In her early thirties A special needs education officer	26 March, Tuesday	9:00 PM	Done
3	Nathaniel	JM	31 Special Needs Teacher	26 March, Tuesday	9:30 PM	Done
4	Leanna	JY	34 Tuition teacher	27 Mar, Wed	9.30am	Done
5	Nathaniel & Seow Wei	KK	GA Staff	27 March, Wednesday	2:00 PM	Done
6	Seow Wei	YL		27 March, Wednesday	3.00pm	Done
7	Nathaniel	AG	Young Mother	27 March, Wednesday	11:00 PM	Done
8	Nathaniel	LW	Uni Student in Australia	27 March, Wednesday	8:30 PM	Done
9	Nathaniel	RT	Architect	27 March, Wednesday	9:00 PM	Done
10	Alex	AT	Data analyst	TBC	TBC	Cancelled
11	Nathaniel & Leanna	NR	NKF Social Worker	28 March, Thursday	9:00 AM	Done
12	Alex	JT	Architect	27 March , Wednesday	2:00 PM	Done
13	Alex & Nathaniel	MC	Toy designer	27 March , Wednesday	4:00 PM	Done

14	Alex	AL	Copywriter	27 March , Wednesday	11:00 PM	Cancelled
15	Seow Wei	DG	Operations Specialist	27 March , Wednesday	TBC	Done
16	Alex & Nathaniel	SG	Art Director	27 March , Wednesday	4:00 PM	Done
17	Nathaniel	ST	Kidney Dialysis Patient Volunteer	28 March, Thursday	10:00 AM	Done
18	Nathaniel	DA	Developer	27 March, Wednesday	TBC	Cancelled



## Interview Notes

SG	<p>Passionate Volunteer: Siti is deeply involved in volunteering, especially at the NKF Dialysis Center, driven by a strong passion to contribute positively to the community.</p> <p>Engages in Various Activities: Her volunteer activities are diverse, including instructing music for the elderly and conducting exercise sessions for dialysis patients, showcasing her commitment to enhancing the well-being of different community segments.</p> <p>Initiative to Join and Contribute: Demonstrates initiative by seeking opportunities to join volunteer groups within the community center and NKF, aiming to expand her impact.</p> <p>Donates to Charity: Beyond volunteering her time, Siti also donates to charity, including practical items like a cooking book designed by a dietician for the benefit of dialysis patients, reflecting her desire to offer tangible help.</p> <p>Focus on Patient Well-being: Her efforts are particularly focused on improving the life quality of dialysis patients through various engaging activities, aiming to foster a sense of joy and positivity.</p> <p>Community Building: Aims to create a supportive community among patients by encouraging them to participate in group activities, workshops, and events, enhancing their social connections and sense of belonging.</p> <p>Challenges in Engagement: Faces challenges in motivating some patients to participate in activities or open up about their experiences, highlighting the need for patience, empathy, and effective communication skills in her volunteer work.</p> <p>Positive Influence: Aspires to be a positive influence on the patients, encouraging them to adopt a positive outlook on life despite their health challenges, indicating her deep empathy and understanding of their emotional needs.</p> <p>Goal of Empowerment: Through her volunteer work and charitable donations, Siti seeks to empower individuals in her community, particularly the elderly and those undergoing dialysis, to lead happier, more fulfilling lives.</p>
NR	<p>Background and Profession</p> <p>Social worker with over 10 years of experience in the social service sector.</p> <p>In her early thirties.</p> <p>Volunteering Experience</p> <p>Active volunteer with both her organization and other organizations across Singapore.</p> <p>Started volunteering during her study time and continued into her professional career.</p> <p>Engages in volunteering to gain wider knowledge and insight into various age groups and communities.</p> <p>Believes in the importance of passion for helping people and engaging with stakeholders as part of preparation for volunteering.</p> <p>Motivations for Volunteering</p> <p>Driven by exposure to the community sector from an early age.</p> <p>Aims to expand her knowledge and insight into different communities.</p> <p>Sees volunteering as a way to continue personal growth and contribute to society.</p> <p>Preparation for Volunteering</p> <p>Organizations provide training sessions to prepare volunteers.</p> <p>Emphasizes the importance of having a mindset for helping and engaging with others.</p> <p>Experience with Training for Volunteers</p> <p>Training varies among organizations but focuses on purpose, agenda, and challenges of helping.</p> <p>Training sessions often include sharing of experiences by seasoned volunteers.</p> <p>Challenges and Adaptability</p>

	<p>Has not faced significant challenges in the signup process or in volunteering engagements. Balancing volunteering with personal life and commitments poses a challenge.</p> <p>Donations to Charity Motivated by faith and the belief that donating helps oneself as well.Emphasizes the importance of sincerity in giving. Chooses charities based on the causes they support and their reliability and recognition within Singapore.</p> <p>Views on Volunteering and Donations Recommends volunteering to others based on their comfort level and readiness. Considers donations an extension of faith and a personal contribution to someone else's blessing. Careful consideration of the charity's cause and reliability before making a donation.</p>
AN	<p>Background: Previously worked in the preschool industry and as an educational consultant. Currently a stay-at-home mom. 27 years old.</p> <p>Volunteering Experience: Has volunteered for Rainbow School and with a muscular dystrophy organisation in Australia. Motivated by the cause and impact on beneficiaries. Values a structured induction and clear duties outline but found these lacking in her experience with Rainbow School. Positive volunteering experience in Australia, highlighted by required certifications and structured training for volunteers. Has volunteered for four years with the muscular dystrophy organisation, indicating a preference for long-term commitments when the experience is positive. Experience and expertise in her work area influenced her choice and satisfaction with volunteering roles.</p> <p>Challenges in Volunteering: Found some registration processes for volunteering opportunities to be cumbersome and not user-friendly. Felt that a proper induction and meaningful support could improve volunteer retention and motivation. Noted the sustainability of volunteers as a challenge, linking it to the organisational approach towards volunteers.</p> <p>Charitable Donations: Motivated to donate by the long-term impact of charity programs on beneficiaries and the transparency of how donations are used. Prefers convenient and simple donation processes, such as "Pay now." Conducts background checks on charities through their websites and social media to assess their activities, longevity, and approach to privacy before donating.</p> <p>General Outlook: Finds difficulty in locating volunteering opportunities, suggesting a need for a centralized platform or listing. Open to being interviewed again in the future, indicating a willingness to engage in discussions about her experiences and insights. Views on volunteering and donations are influenced by her desire for impact, transparency, and ease of engagement.</p>
RI	<p>Works as an architect and volunteers at the church as a choir member on weekends</p> <p>Volunteering Involvement: Has volunteered with St. Vincent DePaul, a nonprofit under the Catholic Society, and in a choir group. Motivated by a friend's request for help due to a lack of volunteers, particularly for distributing food to the needy around the parish. Finds personal fulfillment in volunteering, contributing to the community, and being part of a choir.</p>

	<p>Challenges in Volunteering:  Balancing commitment to volunteering with personal time can be daunting, especially due to unpredictable schedules.  Emotional toll from seeing people in poverty and acknowledging the limits of how much one can help.  Difficulty in finding volunteers with specific technical skills for the choir.</p> <p>Donations:  Donates to St. Vincent DePaul and a friend caring for 50 cats.  Motivated by the direct impact seen from donations and the personal connection to the causes.  Understands and appreciates how even small amounts can significantly help those in need.</p> <p>Volunteer Recruitment and Training:  Notes the importance of personal connections in recruiting volunteers for specific parish activities.  Mentions the absence of a formal recruitment process for St. Vincent DePaul, relying instead on personal commitment and occasional informal ceremonies for regular volunteers.  Choir has a more structured training and membership process, including auditions, regular practices, and maintaining a certain level of attendance for continued participation.</p> <p>Experiences and Insights:  Describes volunteering as requiring passion and a significant emotional investment, especially when facing the realities of those they help.  Highlights the importance of managing expectations among volunteers concerning commitment levels and technical skills.  Stresses the need for emotional support for volunteers as a way to manage the emotional impact of volunteering work.  Suggests improvements for volunteer support, such as more technical resources for choir practices and emotional support mechanisms for volunteers.</p>
MA	<p>24-year-old year three student studying pharmaceutical science at the National University of Singapore.  He was on an overseas exchange trip in Melbourne, Australia, and planned to return in June.</p> <p>Volunteering Experiences:  Has volunteered with multiple organizations, most recently with Hardware Network.  Participated in a literacy program, tutoring primary school children from underprivileged backgrounds to improve their English literacy skills.  Volunteering activities included organizing and conducting weekly tutoring sessions.  Motivated by a desire to serve his community and make constructive use of his spare time.  Prepared for his volunteering role by researching educational materials and consulting friends with expertise in early childhood education.  Faced challenges with the irregular attendance of mentees and adapting from online to physical tutoring sessions.</p> <p>Donation Habits:  Donates to charities whose principles and values align with his own, especially those supporting social causes.  Regular donor to the Catholic church in Singapore, contributing to the Gift Fund for various church and social activities.  Values transparency from charities about how donations are used and prefers donating to well-established organizations.</p> <p>Personal Values and Preferences:  Highly values community service, both in terms of volunteering and financial donations.  Seeks meaningful engagement in volunteer activities, aiming to make a positive impact on the lives of underprivileged children.  Prefers organizations that are transparent about the use of donations and have a good reputation.</p>
TA	<p>About: Tabitha, in her early thirties, works as a special education needs officer within the Education System, aiding students with special needs in a mainstream school setting. She enjoys art, music, and me-time due to the demanding nature of her job.</p>

**Volunteering Experiences:**

**Past Volunteering:**

In the United States: Tabitha volunteered with a non-profit/charity helping children and teenagers with special needs through recreational sports on weekends. She found her commitment waning over time due to the perception of being replaceable, which led to decreased attendance and eventually, disengagement.

Volunteer Tutor: Worked with underprivileged teen girls as a volunteer tutor, experiencing similar feelings of replaceability, leading to a cessation of volunteering.

**Current Volunteering:**

The Tapestry Project: Engages as a volunteer writer and editor for an online publication focusing on personal mental health journeys. Values the flexibility and personal relevance of the role, appreciating the opportunity to work on her schedule due to the digital nature of the volunteering.

**Motivations for Volunteering:**

Seeks to engage in meaningful activities aligned with her values during periods of stability in her professional life.

Desire to learn and explore potential career avenues, especially in special education, through hands-on experiences.

Personal connection with mental health issues, leading to involvement with The Tapestry Project.

**Challenges in Volunteering:**

Overcommitment and managing personal mental health while fulfilling volunteer responsibilities, particularly in more demanding roles like editorial tasks.

Physical distance and logistical challenges in previous in-person volunteering roles.

**Volunteering Impact and Satisfaction:**

Positive impact through direct support and engagement with communities and individuals in need.

Satisfaction from contributing to causes that resonate personally and professionally.

**Reflections on Volunteering and Donating:**

Emphasises the importance of personal alignment with the mission and operations of charitable organisations when choosing to volunteer or donate.

Preference for online platforms for making donations for ease and convenience.

JO

**Personal Details:**

Age: 31

Occupation: Teacher at a special needs school specialised in autism

Personality: Jovial, tends to be happy

**Experience with Charity and Volunteering:**

Limited experience with charity, mostly participated in flag days

Has not volunteered much due to perceptions of limited ability to contribute, control over how to help, and organisations having enough manpower

Open to volunteering but has concerns about timing and being late to help

**Motivations for Volunteering:**

Inspired by the plight of others and personal motto of seeking to understand first  
Driven to volunteer at special needs school due to personal identification with the students and desire to help as much as possible

Challenges and Hesitations:

Initially hesitant about volunteering due to fear of interacting with unfamiliar people  
Concerns about committing personal time and being too tired after work  
Wary of scams and ensuring the legitimacy of charity organizations before donating

Past Volunteering and Donations:

Volunteered at a dog shelter and donated to causes related to animals, specifically hamsters  
Chooses organizations to donate to based on their advocacy, visibility, and the appeal of their cause  
Ensures organizations are legitimate and government-approved before donating

Volunteering Preferences and Considerations:

Prefers volunteering in backend roles due to discomfort with facing people  
Would be motivated to start volunteering by seeing the impact and stories of those in need  
Concerned about the time commitment and personal availability for volunteering

Views on Charity Organizations:

Believes in the importance of legitimacy and clear communication from charities  
Open to being interviewed again for user research on prototyping a website

VI

About

Age: In his fifties  
Family: Has grown-up kids  
Occupation: Works for a US agency in Singapore

Volunteering Involvement:

Engages in volunteering work, particularly on weekends  
Involves his family in volunteering activities

Areas of Volunteering:

Gardening: Regularly volunteers at St. Vincent Home in the Bras Basah area, assisting in growing plants and interacting with seniors and staff.  
Willing Heart Orphanage: Collaborates with founder Thomas on an outreach program for children in a small village on Batam Island, aiming to encourage Singaporeans to serve and give.  
Health and Wellness: Works with a doctor and an artist to serve the Mandarin-speaking senior community, focusing on health education and preventive care, especially regarding intensive care and lifestyle changes.  
Youth Work: Volunteers with a Boys Club, organizing activities for high school boys.

Motivation for Volunteering:

Deeply influenced by his Catholic faith and the belief in serving and giving as expressions of his faith.

Passionate about sharing knowledge, particularly in areas like gardening.  
Believes in the positive impact of helping others lead better lives.

Connection with Willing Heart Orphanage:

Became involved with Willing Heart through Thomas V and has supported the organisation, including planning regular visits to Batam to assist village children.

Challenges in Volunteering:

Balancing time between work, family, and volunteering.  
Managing financial contributions to support various causes.

Experience in Volunteering:

Finds the experience fulfilling and enjoyable, emphasising the joy and connection shared with others.

Approach to Donating:

Prefers donating directly to causes to ensure maximum impact of the contribution.  
Selective in choosing organisations, prioritising transparency and directness in how donations are used.

Openness to Future Engagement: Willing to participate in further interviews or testing related to designing a website for charity work.

JY

Background Information:

Age and Occupation: 34, a full-time private tutor.

Volunteering Journey: Began in junior college (JC), motivated by the desire for more meaningful involvement beyond compulsory community involvement program hours in secondary school.

Motivations for Volunteering:

Found volunteering more fulfilling than other activities, starting with children at Family Service Centers and extending to diverse groups including elderly leprosy survivors and children of sex workers.

Organisations Volunteered With:

Early Involvement: Family Service Centers for children from low-income families.

JC and Beyond: Old folks' homes, shelters for children of sex workers, and initiatives for youth at risk.

Methodology and Recruitment:

LEO Club Membership: Utilised the club's platform for project initiation and recruitment, emphasizing flexibility in choosing causes.

Project Execution: Projects ranged from regular programs to event-based volunteering, such as grocery delivery to needy families.

Personal Involvement: Spearheaded initiatives, particularly those aiding children of sex workers, emphasizing the necessity of trust and discretion in sensitive projects.

Challenges and Insights:

Recruitment and Trust: Highlighted the importance of being part of an organization for credibility and ease of coordinating with charity organizations.

Project Implementation: Discussed the significance of proper selection and genuine need among beneficiaries, recounting instances where selection criteria were not met, leading to reflections on equity and effectiveness.

Volunteer Engagement: Emphasised the value of empathy, open-minded recruitment, and the balance between new and seasoned volunteers for project success.

Donation Practices: Expressed a preference for donating items over cash, stressing the importance of transparency and the effective utilization of contributions.

Overall Reflections:

Speaker 2 shared their comprehensive journey and the evolution of their engagement from a requirement to a passion. They highlighted the multifaceted nature of volunteering and donating, including the logistical, emotional, and ethical considerations that shape these experiences. The narrative also touched on the learning and growth that comes from direct involvement and the continuous quest for impactful and meaningful contribution to society.

JA

Introduction: Jane, using an alternative name for privacy, introduces herself as a 30-year-old working at General Assembly as a student success specialist for over a year.

Volunteering History: She mentions minimal volunteering experience, primarily during secondary school due to compulsory requirements. As an adult, she has not engaged in volunteering, attributing this to a lack of interest among her friends and personal time constraints.

Motivations and Barriers to Volunteering: Jane expresses interest in volunteering, citing a desire to help people but finds time to be a significant barrier. Her weekends are often busy, and she prefers to rest or spend time with family. The commitment required for volunteering, particularly with organisations, and the preference to volunteer with someone she knows for comfort, are highlighted as obstacles.

Familiarity with Organisations: She notes a lack of familiarity with volunteering organisations, attributing this to a lack of discussion about volunteer work within her social circles. Jane suggests that increased awareness and information could encourage her to volunteer.

Donation Practices: Jane discusses her approach to donations, mentioning her history of donating to her previous school's alumni fund to support students in need. She uses credit cards for donations and prefers organisations that she perceives as trustworthy and reliable.

Decision-Making for Donations: The importance of an organisation's reliability and charitable status is emphasised in her decision-making process for donations. She also acknowledges that tax incentives can motivate some people to donate.

Learning About Volunteering Opportunities: Jane expresses a preference for learning about volunteering opportunities through word-of-mouth, especially if friends or family are involved. While social media can play a role, personal connections are more influential in her decision to volunteer.

Impact and Engagement: The discussion touches on the importance of seeing the impact of her contributions, whether through donations or volunteering. Jane values making a positive difference in others' lives.

Organisational Engagement Strategies: Suggestions for engaging potential volunteers include hosting informational talks in schools or public spaces and utilising social media and influencers to promote volunteering opportunities.

Future Volunteering Considerations: Jane is open to future volunteering, particularly if opportunities align with her interests and time availability. She is also willing to participate in future interviews or research related to volunteering and charitable work.

YL	<p><b>Identity and Background:</b> YL is a 24-year-old final year student at SUTD. She has engaged in volunteering activities, particularly with Exclusively Mongrels, a charity organization.</p> <p><b>Motivations and Entry into Volunteering:</b> YL's motivation for volunteering stems from an interest in helping others. She got involved in volunteering through a friend who introduced her to Exclusively Mongrels.</p> <p><b>Volunteer Experience:</b> Her experience with Exclusively Mongrels has been largely positive, characterized by smooth processes and ample support from the organization. She primarily engages in fostering Singapore specials, with tasks including housing dogs and facilitating interactions with potential adopters.</p> <p><b>Communication and Support:</b> Communication with the organization primarily occurs through WhatsApp and Facebook, with quick responses and assistance whenever needed. She feels comfortable reaching out for help or clarification whenever required.</p> <p><b>Orientation and Training:</b> Unlike some other organizations, Exclusively Mongrels did not provide formal orientation or training sessions for volunteers. She relied on prior experience gained from volunteering at another animal shelter.</p> <p><b>Recommendations and Takeaways:</b> She would recommend volunteering with friends or family members, particularly those willing to open their homes to foster animals. The most fulfilling aspect of volunteering for her is witnessing dogs find loving homes.</p> <p><b>Donation Activities:</b> She has also engaged in donating to charitable organizations, including the Red Cross and the organization they volunteer for. Her motivations for donating include a desire to help and a discomfort with keeping surplus funds.</p> <p><b>Donation Process and Considerations:</b> Donations are prompted by appeals seen on social media, with payments often made through online platforms or bank transfers. Trustworthiness and transparency of the organization are key factors considered when choosing where to donate.</p> <p>Overall, YL's involvement in volunteering and donation activities reflects a commitment to making a positive impact, driven by a desire to help others and contribute to meaningful causes. Her experiences underscore the importance of support, transparency, and trust in charitable endeavors.</p>
DG	<p><b>Introduction and Background:</b> DG is a 29 year old male working as an operations specialist in the shipping industry</p> <p><b>Volunteering Experience:</b> He admits to not having volunteered much recently but recall participating in community projects during their schooling days. These projects involved activities like visiting old folks' homes and teaching children overseas.</p>



He describes their experiences during these projects, highlighting the importance of providing companionship and entertainment to the elderly.

#### Reasons for Not Volunteering:

He attributes his lack of recent volunteering to his demanding job, which he describes as a 24/7 commitment. Despite considering volunteering, he expresses difficulty in finding time due to his busy schedule.

#### Motivation for Volunteering:

He expresses willingness to volunteer, particularly if opportunities were made available through his workplace, such as visits to soup kitchens or similar activities.

He mentions the absence of such opportunities due to COVID-19 restrictions.

#### Concerns and Reservations:

He voices concerns about the legitimacy of charitable organisations, citing instances of scams or misuse of donations. He emphasises the importance of credibility and transparency in charitable endeavours.

#### Impact Evaluation and Contribution Preferences:

He expresses a belief that seeing a direct impact of his contribution is not essential for short-term volunteer activities.

He mentions a preference for convenient access to information about volunteering opportunities and organisations.

#### Experience with Social Causes:

He shares an experience of patronising a restaurant that supports social causes, highlighting the ease of contributing to charity through routine activities.

#### Engagement with Charities and Donations:

He acknowledges considering donations but expresses reservations due to uncertainty about the impact of their contributions.

He recalls using a meal-sharing app to donate but eventually stopped due to doubts about the effectiveness of their donations.

#### Donation Process Preferences:

He discusses his considerations when making donations, including the flexibility of donation amounts and preferred payment methods.

#### Information Needs and Trust Issues:

He expresses a need for credible information about charities and highlights the importance of trustworthiness in charitable organisations.

He stresses the significance of transparency and accountability in charity operations.

# Usability

## Plan

Purpose and Goal	<p>To evaluate the ease of navigation for 3 main users on the "Willing Heart" Website.</p> <p>Financial Donor: To complete the donation payment process with no more than 1 error. New Volunteer: Evaluate the clarity and navigability of information for first-time volunteering opportunities with no more than 2 errors. Seasoned Volunteer: Determine the effectiveness of registration and engagement features for experienced users with no more than 1 error.</p>
Logistics	Moderated Remote testing via Zoom
Participants	Minimum of 5 users who are either open to volunteer or donate to charity.
Scenarios and Tasks	<p>Scenario 1: You are looking to volunteer for the first time, and you have ended up at the "Willing Hearts" website. You are looking to find a volunteer role that you're comfortable with and register for it. Task 1: Show me how you would find information about the different opportunities available. Task 2: Show me how you would register as a volunteer.</p> <p>Scenario 2: The long weekend is coming up, and you are looking to volunteer together with a group of friends. Task 1: Show me how you would utilise the platform to volunteer with your friends.</p> <p>Scenario 3: You have decided to make a financial contribution to "Willing Hearts". You want to ensure that the payment methods are secure. Task 1: Show me how you would make a \$10 donation.</p>
Metrics	<p>Success rate Number of errors Number of attempts</p>

# Script

*You will do a quick introduction here to break the ice*

Hello!

Thank you for participating in this usability test. The objective of this test is to observe how users would navigate a prototype for an improved website for Willing Hearts, a charitable organisation that runs a soup kitchen to provide daily meals for the underprivileged.

Just to keep it on record, you're alright for me to record this session, yes?

*Invitation to open link to prototype*

Thank you, let us begin! You may click the link I have provided you with to open the prototype. Before you start, please know that there is no right or wrong way of doing these tests, you're not the one being tested here and our objective is

to find what works and what doesn't for the prototype. I will make notes and observe silently but you are encouraged to speak with an open mind! That means, you may say comments as you make an action.

The key thing here is to think out loud, for every page you are at, share with me what you feel, your thought process and where you think you should go next. After you have accomplished a task, let me know that you have done the specific task.

Before starting, do you have any questions for me?

If you have any questions and if you are unsure of what to do during the test, feel free to ask me.

Let's begin!

# Usability Test Notes

<b>Participant LW</b>	<b>Date: 4 April</b>	<b>Observer: Leanna</b>
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## Scenario 1 Lucy

You are looking to volunteer for the first time, and you have ended up at the "Willing Hearts" website. You are looking to find a volunteer role that you're comfortable with and register for it.

Task 1: Show me how you would find information about the different opportunities available.

Task 2: Show me how you would register as a volunteer.

	Number of Errors	Comments
Successfully navigated to Volunteer page	1	Thought she had to sign up first in order to find out information
Found information about each volunteer role	2	Unsure about whether the timings are for her to choose or not Unaware that there are different volunteer roles, just expected that she'll be helping in the kitchen. Expected that she'll be doing all the activities said in the pie chart. Site map- did not know that can click
Successfully registered as volunteer		

## Scenario 2 Sandy

The long weekend is coming up, and you are looking to volunteer together with a group of friends on 20th April.

Task 1: Show me how you would utilise the platform to volunteer with your friends.

	Number of Errors	Comments
Successfully logged into portal	1	Didn't know where the login is
Signed for new slot	1	Didn't see timeslot and role field
Managed to invite friends		Copy invite link no idea what it does

## Scenario 3 Andy

You have decided to make a financial contribution to "Willing Hearts". You want to ensure that the payment methods are secure.

Task 1: Show me how you would make a one-time \$10 donation.

	Number of Errors	Comments
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Successfully navigated to donation page	1	Navigated to stories page first to find out more before deciding to go donation page
Selected credit/debit card	1	Did not want to share credit card details on the website. Would rather use PayNow
Successfully confirm payment		
<b>Overall</b>	<p>Thank you for completing the tasks!</p> <p>(1) Overall, how did you feel using the website? Was it easy to use?</p> <p>(2) Were there any challenges you faced when completing the tasks?</p> <p>(3) What areas do you think can be improved?</p>	
What went well	Website was easy to use and navigate	
What could be improved	Didn't really trust credit card input and would rather use PayNow	
<p>Thank you for sharing your insights! Your feedback is valuable and will be used to improve our website design. If you have any further thoughts or questions, please let me know!</p> <p>Have a pleasant day ahead!</p>		

<b>Participant "Duckque"</b>	<b>Date: 4 April</b>	<b>Observer: Nathaniel</b>
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**Scenario 1 Lucy**

You are looking to volunteer for the first time, and you have ended up at the "Willing Hearts" website. You are looking to find a volunteer role that you're comfortable with and register for it.

Task 1: Show me how you would find information about the different opportunities available.

Task 2: Show me how you would register as a volunteer.

	Number of Errors	Comments
Successfully navigated to Volunteer page	0 - User was able to find volunteer page successfully	User went to looked at upcoming volunteer opportunities first User intended to click other timing but because it is unclickable, her ended up clicking "view all" under volunteering opportunities. User was impressed and managed to fine the page successfully Post usability study sharing: User was using the company logo button to go home
Found information about each volunteer role	0 - User was able to find out adequate information about the volunteer page	User was able to find out more information about a particular role. User was able to select "Learn More" and understand the steps involved
Successfully registered as volunteer	1 - User was not sure if he has created an account already and made another attempt to sign up; a feedback page is needed	User tried to sign up under "volunteer here" but was taken back to the home page where he will need to log in again

**Scenario 2 Sandy**

The long weekend is coming up, and you are looking to volunteer together with a group of friends on 20th April.

Task 1: Show me how you would utilise the platform to volunteer with your friends.

	Number of Errors	Comments
Successfully logged into portal	0 - User managed to log in	
Signed for new slot	0- User was able to find a new slot in split second	Post Usability Study sharing: User was confused between "Upcoming" and "pending"
Managed to invite friends	0 - User was able to invite friends with issues	

**Scenario 3 Andy**

You have decided to make a financial contribution to "Willing Hearts". You want to ensure that the payment methods are secure.

Task 1: Show me how you would make a one-time \$10 donation.

	Number of Errors	Comments
Successfully navigated to donation page	0 - User manage to find the donation page	
Selected credit/debit card	1 - User did not click one-time under "How often do you want to donate"; Error message may need to be added. 1 - User selected PayNow as his first choice despite "secure payment" icon	When the user selected credit/debit card payment, the user expressed that it would be good if it scrolls down to the next section of the page. He did not initially notice the card details that he needs to settle below the page
Successfully confirm payment	0- User was able to make payment	
<b>Overall</b>	Thank you for completing the tasks! (1) Overall, how did you feel using the website? Was it easy to use? (2) Were there any challenges you faced when completing the tasks? (3) What areas do you think can be improved?	
What went well	Navigation and Information Discovery: Participants were generally successful in navigating to key pages such as the Volunteer page and Donation page without errors, indicating that the site's information architecture and navigation cues are effective. Information Clarity: Users were able to find detailed information about volunteer roles and the donation process, which suggests that content is well-organized and clearly presented. Functionality for Group Activities: The platform supports group activities well, as evidenced by a participant successfully inviting friends to volunteer, highlighting the platform's social functionalities.	
What could be improved	Registration and Sign-In Process: The user <b>encountered confusion during the registration process</b> . There is <b>a need for clearer instructions or feedback mechanisms to inform users that they have logged in</b> . Payment Process Clarity: In the donation scenario, the <b>user did not select a one-time donation</b> or monthly donation. This <b>could be improved with an error message with a guide designed to give suggestion on what to select</b> . Visual Feedback and User Expectations: The <b>user expected clicking on the company logo</b> to navigate back to the homepage. Confusion Between Upcoming and Pending Slots: There was <b>confusion differentiating between "Upcoming" and "Pending" slots</b> for activities. Suggests a need for <b>better UX</b>	

**writing or explanations** to help users understand the difference and make more informed choices.

Thank you for sharing your insights! Your feedback is valuable and will be used to improve our website design. If you have any further thoughts or questions, please let me know!

Have a pleasant day ahead!



<b>Participant DG</b>	<b>Date: 4 April</b>	<b>Observer: Seow Wei</b>
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**Scenario 1 Lucy**

You are looking to volunteer for the first time, and you have ended up at the "Willing Hearts" website. You are looking to find a volunteer role that you're comfortable with and register for it.

Task 1: Show me how you would find information about the different opportunities available.

Task 2: Show me how you would register as a volunteer.

	Number of Errors	Comments
Successfully navigated to Volunteer page	1	Tried to view other timings from the volunteer opportunities banner at the home page
Found information about each volunteer role	2	Completely skipped past the site map because he did not know that it is clickable. Says that the text is too small for him to notice  Says that there is too much information on the Volunteer page which discourages him from reading everything in detail  Tried to click on the blue icons as well
Successfully registered as volunteer	0	Managed to create an account from clicking the "Login in/ Sign Up" button

**Scenario 2 Sandy**

The long weekend is coming up, and you are looking to volunteer together with a group of friends on 20th April.

Task 1: Show me how you would utilise the platform to volunteer with your friends.

	Number of Errors	Comments
Successfully logged into portal	0	Successfully logged in to the portal first
Signed for new slot	3	Tried to click on his friends first and create a group before registering for a slot together  Tried to click on "My Schedule" to see the calendar so that he can select the date  Did not know that he has to join more slots first to invite his friends
Managed to invite friends	0	Managed to invite friends after clicking on "Join More Slots"

		Thinks that clicking to invite his friends one-by-one will be challenging if he has many friends
Scenario 3 Andy		
You have decided to make a financial contribution to "Willing Hearts". You want to ensure that the payment methods are secure.		
Task 1: Show me how you would make a one-time \$10 donation.		
	Number of Errors	Comments
Successfully navigated to donation page	1	Successfully selected "Cash Donations" but asked what is "In-kind Donation"
Selected credit/debit card	3	<p>Claims that he did not manage to find any information on the Donation page that makes him feel more secure donating</p> <p>Clicked on "Stories" and "About Us" so that he can find more information about the organisation to make him feel more secure</p> <p>Says that paying via Credit/ Debit card does not help in making him feel more secure because it's just another mode of payment. It does not show that the money is going directly to Willing Hearts</p> <p>Feels that the most secure payment method is still going down to Willing Hearts in person to make a donation so that he can see his money being handed directly to the person-in-charge</p>
Successfully confirm payment	0	Confirmed payment after selecting Credit/ Debit card option
<b>Overall</b>	<p>Thank you for completing the tasks!</p> <p>(1) Overall, how did you feel using the website? Was it easy to use?</p> <p>(2) Were there any challenges you faced when completing the tasks?</p> <p>(3) What areas do you think can be improved?</p>	
What went well	<p>Thinks that it is good that he can find out a lot of information from the Home Page</p> <p>Does not take a lot of clicks to volunteer or donate if he is already familiar with the website</p>	
What could be improved	<p>More obvious clues that the site map is clickable</p> <p>Make signing up as a group more intuitive</p>	

Thank you for sharing your insights! Your feedback is valuable and will be used to improve our website design. If you have any further thoughts or questions, please let me know!

Have a pleasant day ahead!

<b>Participant ZH</b>	<b>Date: 4 April</b>	<b>Observer: Seow Wei</b>
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**Scenario 1 Lucy**

You are looking to volunteer for the first time, and you have ended up at the "Willing Hearts" website. You are looking to find a volunteer role that you're comfortable with and register for it.

Task 1: Show me how you would find information about the different opportunities available.

Task 2: Show me how you would register as a volunteer.

	Number of Errors	Comments
Successfully navigated to Volunteer page	0	Successfully navigated to the volunteer page  Finds that having the operating hours on the page is useful because he will be concerned whether it aligns with his schedule  Thinks that having the regulations on the page is not as important, so it is good that it is located at the bottom of the page
Found information about each volunteer role	2	Did not know that the site map is clickable, assumed that there is only one volunteer opportunity  Tried to click on the blue icons before finding out they are not clickable
Successfully registered as volunteer	0	Managed to click on the "Volunteer Here" button to create a new account

**Scenario 2 Sandy**

The long weekend is coming up, and you are looking to volunteer together with a group of friends on 20th April.

Task 1: Show me how you would utilise the platform to volunteer with your friends.

	Number of Errors	Comments
Successfully logged into portal	3	Tried to click on "View other timings" under the Volunteer Opportunities banner at the home page. Wants to find a timing where

		<p>there are enough slots for him and his friends</p> <p>Clicked on the "View All" button under the Volunteer Opportunities banner on the home page. Confused when he lands on the Volunteer Opportunities page as he was expecting to see all the available volunteer slots left for the different timings</p> <p>Went back to the home page and decided to sign up through the Volunteer Opportunities banner in the end</p>
Signed for new slot	1	Was not sure if the volunteer slots displayed in the portal are available slots or slots which he has already signed up for
Managed to invite friends	0	Managed to invite friends after clicking on "Join More Slots"

### Scenario 3 Andy

You have decided to make a financial contribution to "Willing Hearts". You want to ensure that the payment methods are secure.

Task 1: Show me how you would make a one-time \$10 donation.

	Number of Errors	Comments
Successfully navigated to donation page	1	<p>Successfully selected "Cash Donations" but asks what does "In-kind Donation" mean</p> <p>Does not know what the social media and copy link icons mean under the "Donate Now" button. Unsure if it will share the current webpage on social media or whether it tells people how much he donated</p>
Selected credit/debit card	1	<p>Clicked on PayNow as the preferred payment method</p> <p>Says that it is the most convenient way to pay because he does not have to fill in all his credit card details</p> <p>Feels that PayNow is also secure enough for him because it is widely used</p>
Successfully confirm payment	0	Confirmed payment after selecting Credit/ Debit card option

<b>Overall</b>	Thank you for completing the tasks! (1) Overall, how did you feel using the website? Was it easy to use? (2) Were there any challenges you faced when completing the tasks? (3) What areas do you think can be improved?
What went well	Thinks that it is good that there are plenty of information available on the Home, Volunteer and Donate page
What could be improved	More obvious clues that the site map is clickable  Make the volunteer portal more intuitive
Thank you for sharing your insights! Your feedback is valuable and will be used to improve our website design. If you have any further thoughts or questions, please let me know!	
Have a pleasant day ahead!	

<b>Participant KS</b>	<b>Date: 4 April</b>	<b>Observer: Alex</b>
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**Scenario 1 Lucy**

You are looking to volunteer for the first time, and you have ended up at the "Willing Hearts" website. You are looking to find a volunteer role that you're comfortable with and register for it.

Task 1: Show me how you would find information about the different opportunities available.

Task 2: Show me how you would register as a volunteer.

	Number of Errors	Comments
Successfully navigated to Volunteer page	1	Clicks on the sign up on the homepage thinking it would lead her into the volunteer page
Found information about each volunteer role	2	User was scrolling around the volunteer page did not realise that the site map was clickable
Successfully registered as volunteer	0	

**Scenario 2 Sandy**

The long weekend is coming up, and you are looking to volunteer together with a group of friends on 20th April.

Task 1: Show me how you would utilise the platform to volunteer with your friends.

	Number of Errors	Comments
Successfully logged into portal	3	Did not realise she had to log in first
Signed for new slot	4	She was trying to press on the existing slots thinking that its a slot that she could join and invite her friends rather than booking a new slot, did not choose date when booking a new slot
Managed to invite friends	0	

**Scenario 3 Andy**

You have decided to make a financial contribution to "Willing Hearts". You want to ensure that the payment methods are secure.

Task 1: Show me how you would make a one-time \$10 donation.

	Number of Errors	Comments
Successfully navigated to donation page	2	She logged in first before navigating to the donation page, subconsciously thinking that users have to log in first before they

		could donate
Selected credit/debit card	0	
Successfully confirm payment	0	
<b>Overall</b>	<p>Thank you for completing the tasks!</p> <p>(1) Overall, how did you feel using the website? Was it easy to use?</p> <p>(2) Were there any challenges you faced when completing the tasks?</p> <p>(3) What areas do you think can be improved?</p>	
What went well	The user mentioned that the website was easy to use and user friendly, but some features did not align to what she is familiar with	
What could be improved	A legend or a note beside the site map indicating it is clickable. A rename of the existing slots so it would not confuse the users, and allowing users to invite friends to their existing slots too.	
<p>Thank you for sharing your insights! Your feedback is valuable and will be used to improve our website design. If you have any further thoughts or questions, please let me know!</p> <p>Have a pleasant day ahead!</p>		

# Usability Test Insights

Task	No. of users who failed	Notes and observations
<b>Scenario 1 Lucy</b>		
Successfully navigated to Volunteer page	3	2 users thought that they have to sign up first before volunteering 1 user tried to view other timings from the volunteer opportunities banner at the home page first
Found information about each volunteer role	4	4 users did not realise that the site map was clickable. Most of them missed the small text under "Site Map" completely 2 users tried to click on the blue icons without knowing that they are not clickable
Successfully registered as volunteer	1	1 user was not sure if he has created an account already and made another attempt to sign up
<b>Scenario 2 Sandy</b>		
Successfully logged into portal	3	1 user did not realise she has to login first 1 user tried to click on "View other timings" under the Volunteer Opportunities banner at the home page. He was expecting to see all the available volunteer slots left for the different timings. He wants to find a timing where there are enough slots for him and his friends
Signed for new slot	4	2 users were not sure if the existing slots displayed in the portal are available slots that they can join or slots which they have already signed up for 1 user did not see the timeslot and role field 1 user tried to click on his friends first and create a group before registering for a slot together
Managed to invite friends	0	
<b>Scenario 3 Andy</b>		
Successfully navigated to donation page	4	2 users asked what does "In-kind Donation" mean 1 user did not know what the social media and copy link icons mean under the "Donate Now" button. He is unsure if it will share the current webpage on social media or tell people how much he donated 1 user logged in first before navigating to the donation page, thinking that it's the only way she can donate



Selected credit/debit card	4	<p>3 users selected PayNow as their preferred payment method.</p> <ul style="list-style-type: none"> <li>- 1 user did not want to share her credit card details on the website.</li> <li>- 1 user said that paying via credit/ debit card does not help in making him feel more secure because it does not show that the money is going directly to Willing Hearts</li> <li>- 1 user said that PayNow is the most convenient way to pay because he does not have to fill in all his credit card details and he feels that it is secure enough because it is widely used</li> </ul> <p>2 users navigated to “Stories” page to find more information about the organisation before deciding to donate</p>
Successfully confirm payment	0	
<b>Overall</b>		
Good	<ol style="list-style-type: none"> <li>1. Availability of information on the main pages: Users appreciated that there is plenty of information available on the Home, Volunteer and Donation pages</li> <li>2. Support of group activities: Users mentioned that they found the invite friends function useful as they usually prefer to volunteer in groups</li> <li>3. User friendly: Users appreciated that the website is easy to use and user friendly, other than some features which are unfamiliar to them. They mentioned that it is very easy for them to volunteer or donate if they are already familiar with the website</li> </ol>	
Points of improvement	<ol style="list-style-type: none"> <li>1. Better indication that the site map is clickable</li> <li>2. More intuitive sign up process for a new volunteer slot with friends</li> <li>3. Ways to allow users to feel more secure with their donation/ payment</li> <li>4. Allow users to view all available timings with remaining slots on Volunteer/ Portal page</li> <li>5. More clarity on “In-Kind Donation” option</li> </ol>	

# Recommendations

## Include better indication that the site map is clickable [Critical]

4/5 users did not realise that the site map was clickable

- 2 users tried to click on the blue icons without knowing that they are not clickable

## Analysis

- The instruction under the “Site Map” header is too small and it is easy for most users to miss it completely
- By having “Site Map” as the header, most users assumed that it is purely a site map showing the location of the facilities rather than an interactive map
- There is no legend or instruction to distinguish the pink drop pins and blue icons, hence users have no clue which ones are clickable and which are not

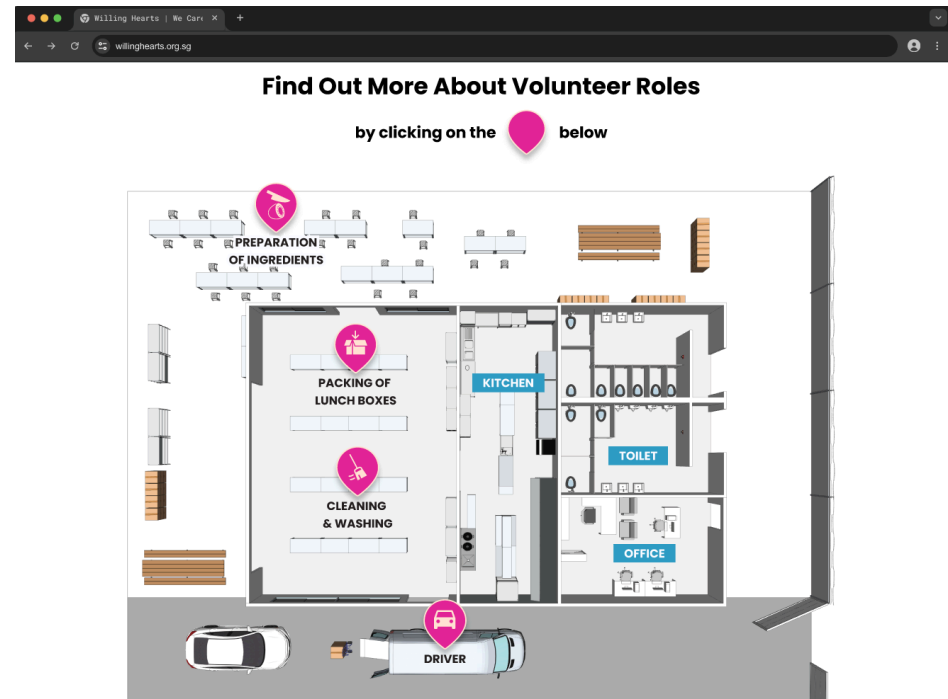
## Recommendations

- Rename the “Site Map” to “Find out more about volunteer roles by clicking on the [drop pin icon] below”
- Remove the blue icons to avoid confusing the users, having the location name on the site map will suffice
- Allow the pop-up to appear and stay on the page when users hover their mouse over the drop pins to increase the chances of them interacting with the site map

## Before



## After



### Find Out More About Volunteer Roles

by clicking on the  below

**PREPARATION OF INGREDIENTS**

**PACKING OF LUNCH BOXES**

**CLEANING & WASHING**

**DRIVER**

**Packing of Lunch Boxes**  
Line lunch boxes, scoop a portion of rice along with the dishes for the day, close lunch box and put it into the delivery basket!

[Learn More](#)

## More intuitive sign up process for volunteer slots with friends [Critical]

4/5 users did not manage to sign up for a volunteer slot with their friends in 1 try

- 2 users were not sure if the existing slots displayed in the portal are available slots that they can join or slots which they have already signed up for
- 1 user tried to click on his friends first to create a group before registering for a slot together
- 1 user tried to click on “View other timings” under the Volunteer Opportunities banner at the home page. He wants to find a timing where there are enough slots for him and his friends

## Analysis

- The “Volunteer” header does not provide any indication that those are slots which they have already signed up for
- There are no clues indicating that they can join a volunteer slot with their friends on the Portal’s main page, hence it is not intuitive for the users to click on the “Join more slots” button
- There is no information on the number of slots left for the volunteer roles in the portal, hence users are unsure if there are enough slots for their group of friends

## Recommendations

- Rename the “Volunteer” header to “Registered Slots”
- Relocate the “Volunteer as an Individual” or “Volunteer as a group” option to the main portal page
- Include number of slots left under “Choose timeslot” option

## Before

The screenshot shows the Willing Hearts website interface. The top navigation bar includes the logo, 'About Us', 'Volunteer', 'Donate', and 'Stories' links, along with a user profile for 'Sociable Sandy' (3rd year). A blue banner displays 'Hello, Sandy!' and '284 Total Hours Volunteered'. Below this, the 'Volunteer' section features two upcoming slots: 'Kitchen Volunteer' on Apr 14 (5:00am) and 'Driver Volunteer' on Apr 17 (1:00pm). A '+ Join more slots' button is present. To the right, a 'Friends' list shows 'Tyrone Tan', 'Reserved Lucy', and 'Siao Wai', with an 'Add new friend' button. At the bottom left, there is a 'My Schedule' button.

## After

The screenshot shows the updated Willing Hearts website interface. The top navigation bar remains the same. The blue banner is identical. The 'Registered Slots' section now features two upcoming slots: 'Kitchen Volunteer' on Apr 14 (5:00am) and 'Driver Volunteer' on Apr 17 (1:00pm). Below the slots, there are three buttons: 'My Schedule', 'Volunteer Individually', and 'Volunteer As a group'. To the right, the 'Friends' list is updated to include 'Tyrone Tan', 'Reserved Lucy', and 'Siao Wai', with an 'Add new friend' button.

Willing Hearts | We Care

willinghearts.org.sg

WILLING HEARTS

About Us Volunteer Donate Stories

Sociable Sandy 3rd year

< Back

### Sign up for a new volunteer slot

Select the date using the calendar below..

April 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Choose your role

Choose timeslot

Are you volunteering...

Individually

As a group

Invite friends on next page

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WILLING HEARTS

About Us Volunteer Donate Stories

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Packing lunch boxes

Choose timeslot

5 am - 9 am (20 slots available)

9 am - 1 pm (4 slots available)

1 pm - 5 pm (0 slots available)

## Ways to allow users to feel more secure with their payment [Major]

4/5 users did not choose credit/ debit card as the preferred payment method

- 3 users selected PayNow as their preferred payment method
- 2 users navigated to “Stories” page first to find more information about the organisation before deciding to donate
- 1 user said that paying via credit/ debit card does not help in making him feel more secure over the other payment methods
- 1 user said that PayNow is the most convenient way to pay because he does not have to fill in all his credit card details

### Analysis

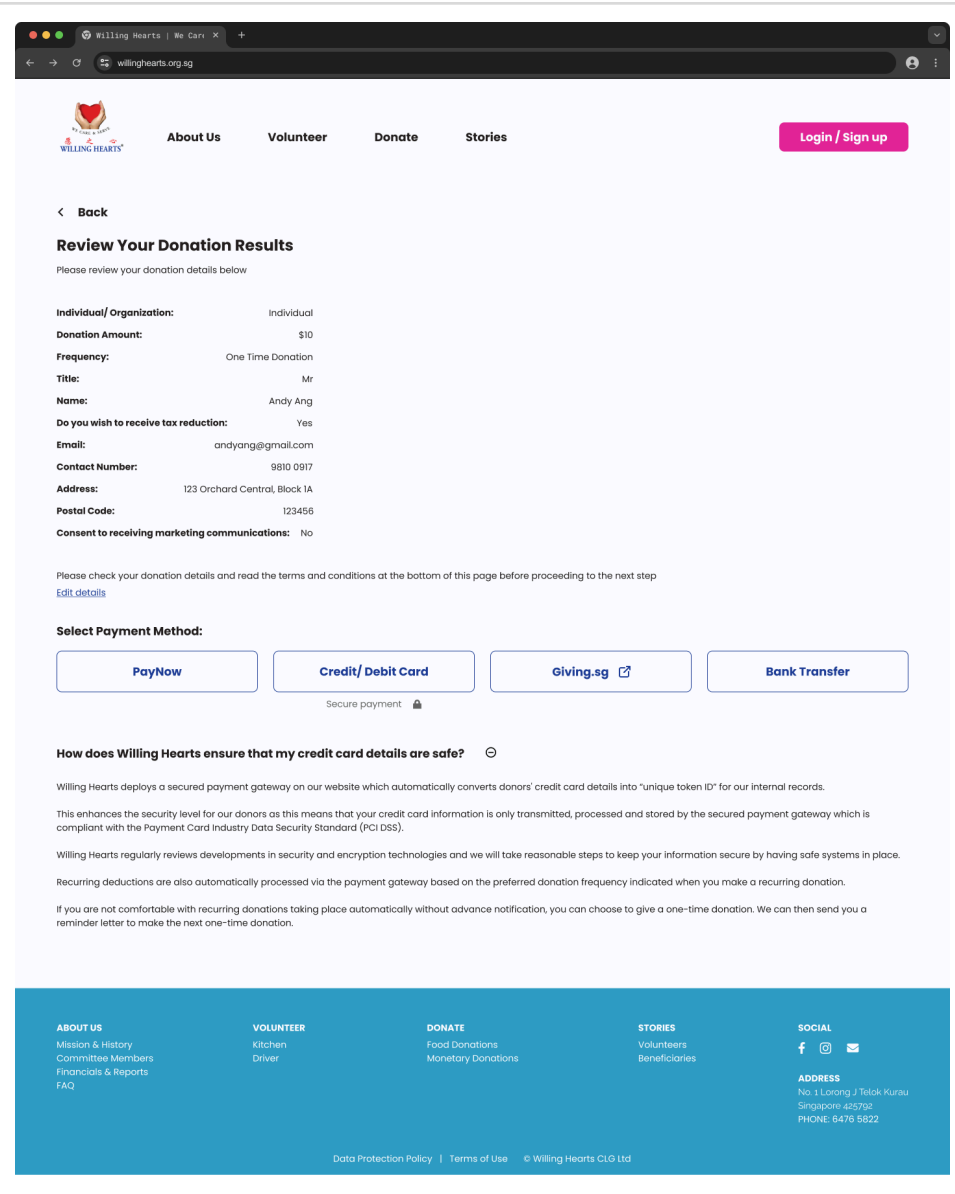
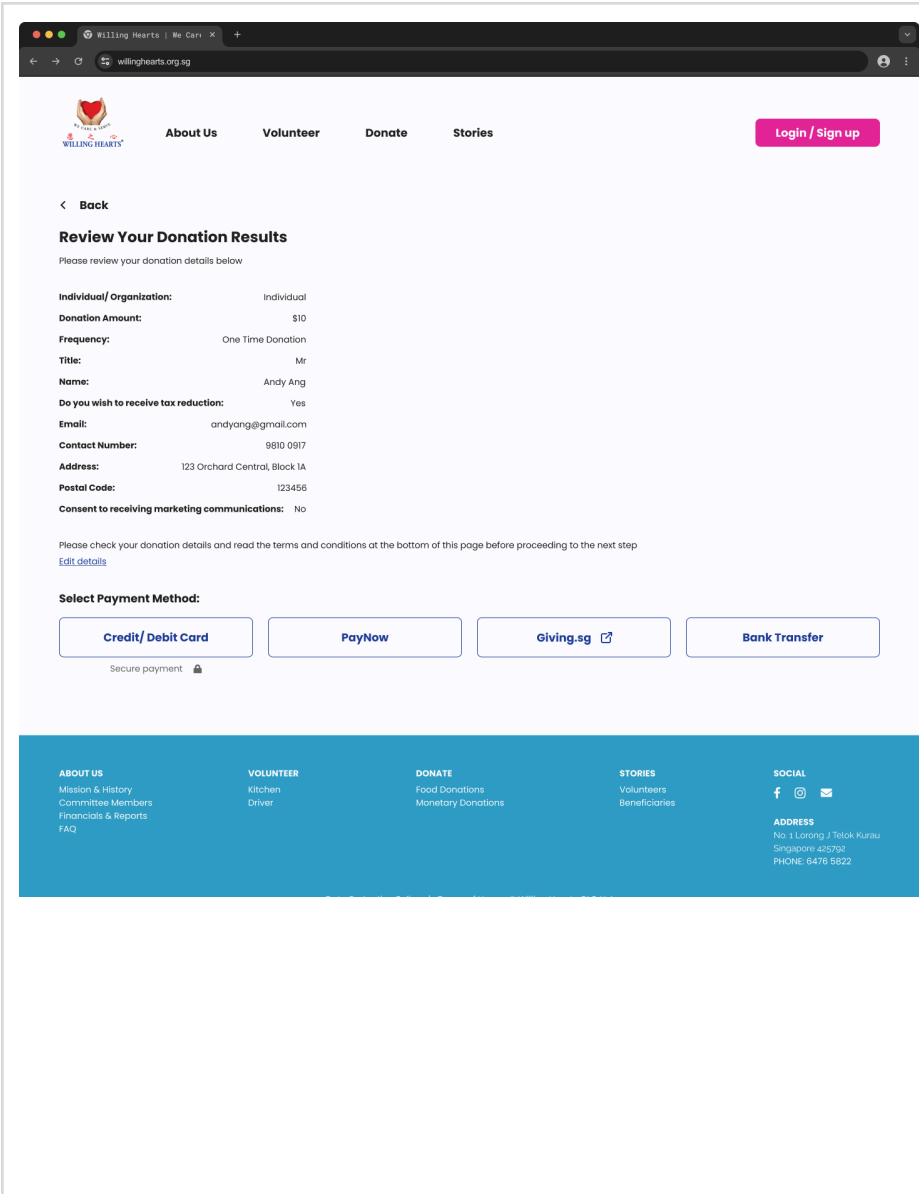
- Most users still prefer PayNow as their payment method as it is the most convenient
- They feel secure enough with PayNow as it is widely used in Singapore
- Adding the “Stories” page in our redesign was a good decision as it provides users with evidence that their donation is put into good use

### Recommendations

- Include details on how Willing Hearts ensure that the users’ card details are safe to provide an added layer of assurance for users who are still doubtful
- Change the location of the PayNow and Credit/Debit card options for easy access as it is still the most preferred payment method by users

**Before**

**After**



## More clarity on in-kind donations option [Minor]

2/5 users did not understand what “In-kind Donations” mean

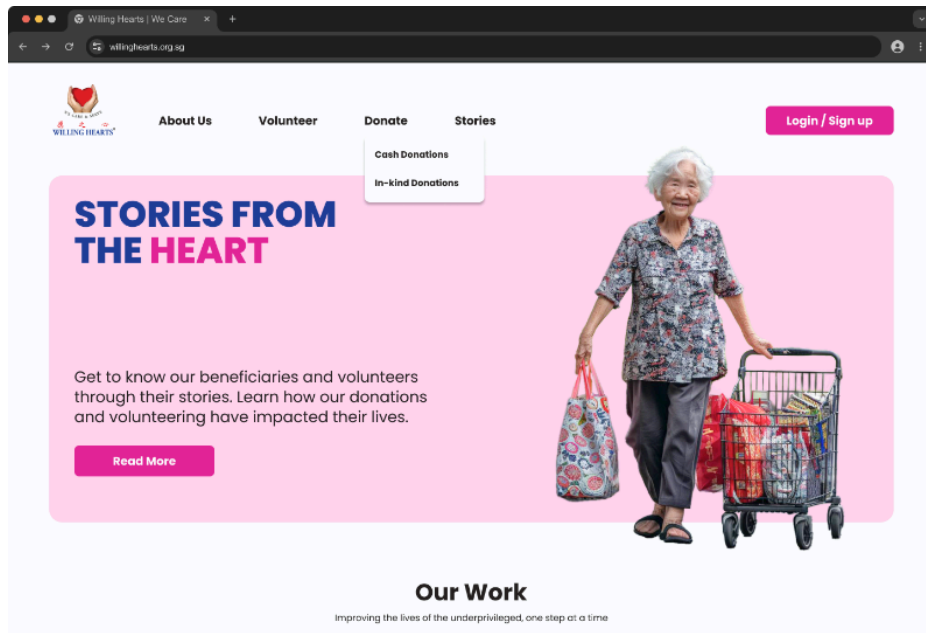
### Analysis

- It is not a term that is widely known by the public, especially those who do not donate

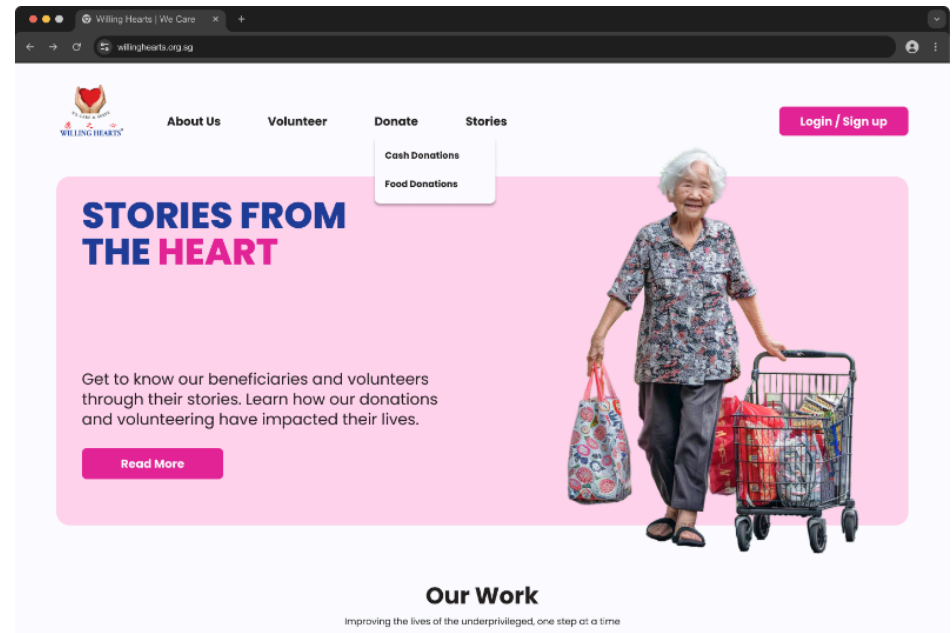
### Recommendations

- Change “In-Kind Donation” to “Food Donation”

### Before



### After





# Retrospective

## What we did well

Cluster post its to similar themes and discuss why.

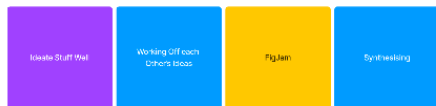
### Team Synergy



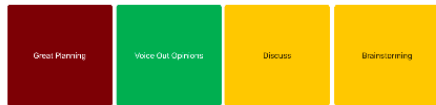
### Efficiency



### Idea Sharing



### Communication



## What can be improved

Group ideas together. One idea per note.

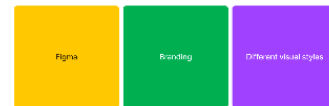
### Task Delegation



### Scheduling



### Consistent Design Systems

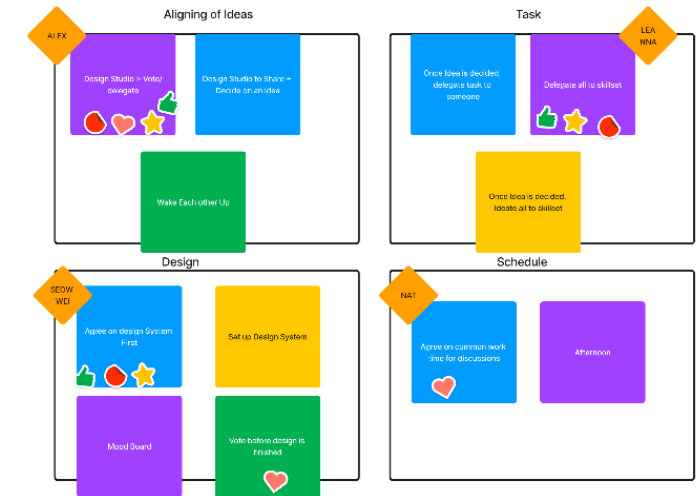


### Aligning Ideas



## Actions

Take each group of problem area and brainstorm actions to take. Pick the best solution by using dot voting and assign to one person.



## Roles:

1. Alex: Conducts and facilitates team's design studio exercise whenever we need to brainstorm a design idea
2. Seow Wei: Organises team collaboration in design systems and makes sure we implement it
3. Nathaniel: Keeps us in schedule and plans group discussions and meetings
4. Leanna: Delegates work according to team member's skillsets