

Agenda

About Me

My experience, design influence and process.

The Work

- Altruist product inception process
- Community Connect revamp examples

Why Me?

What sets me apart.

Jonathan Barrick

10+ years as a Product Designer, UX Design
Leader, and Avid Woodworker





Altruist Volunteer Management

Altruist is a brand new way to find, train, schedule, coordinate, empower, and manage all things volunteer.





What Happened

Impact

10%

Daily Active Users

Over 6k new users signed up

60%

Task Completion Rate

Decrease in time needed to
complete tasks

15%

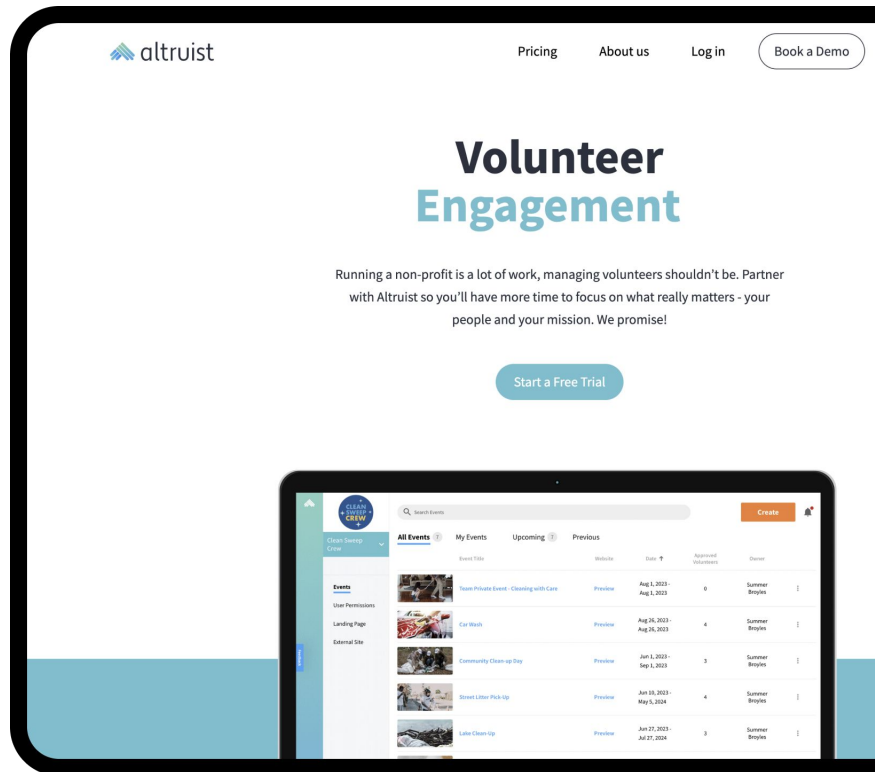
Engagement Rate

Total engagement x DAU



Hypothesis

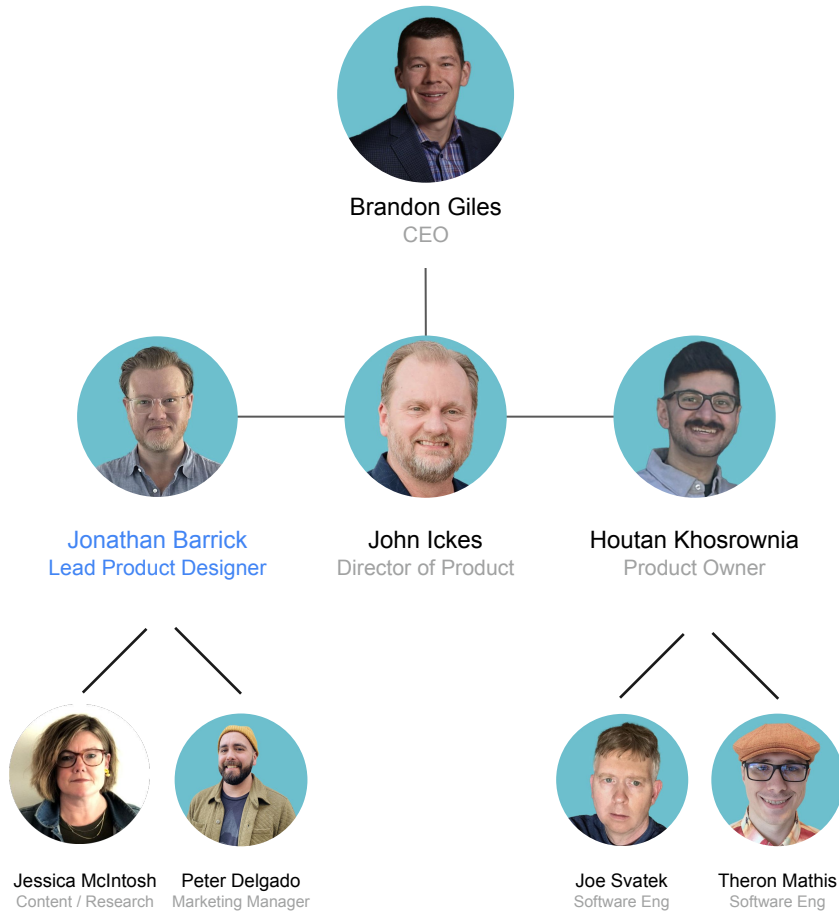
Introducing a volunteer management solution to the market will lead to augmented company value, revenue generation, expansion of daily active users, and establishment of brand awareness for forthcoming offerings.





Altruist Volunteer Management

My Team





The work

My Contributions

Directed all Design Efforts

Led product design, user testing, and research

Collaborated with Engineering on Implementation

Provided acceptance criteria, and quality assurance for high product value

Product Thinking with Stakeholders

Created alignment between customer and business needs

Led Product, UX Roadmapping, and User Story Mapping

Worked cross-functionally across all partners



User Needs

User Problems

No Single Source of Truth for Data

Users currently lack the ability to work from a unified system or dataset.

Discovery

Finding shifts and connecting with potential volunteers can be extremely challenging.

Communication

Tracking cancellations, approvals, and notifying individuals of last-minute shift changes can be challenging.





Competitive landscape

Business Strategy



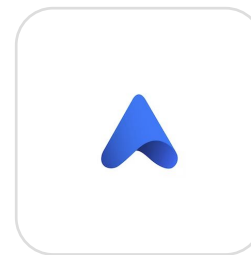
Volunteer Match

Volunteer Engagement



Monday.com

Scheduling



Accelevents

Event Management



What Do We Want to Achieve

Goals & Strategy

Increase Conversion of New Users

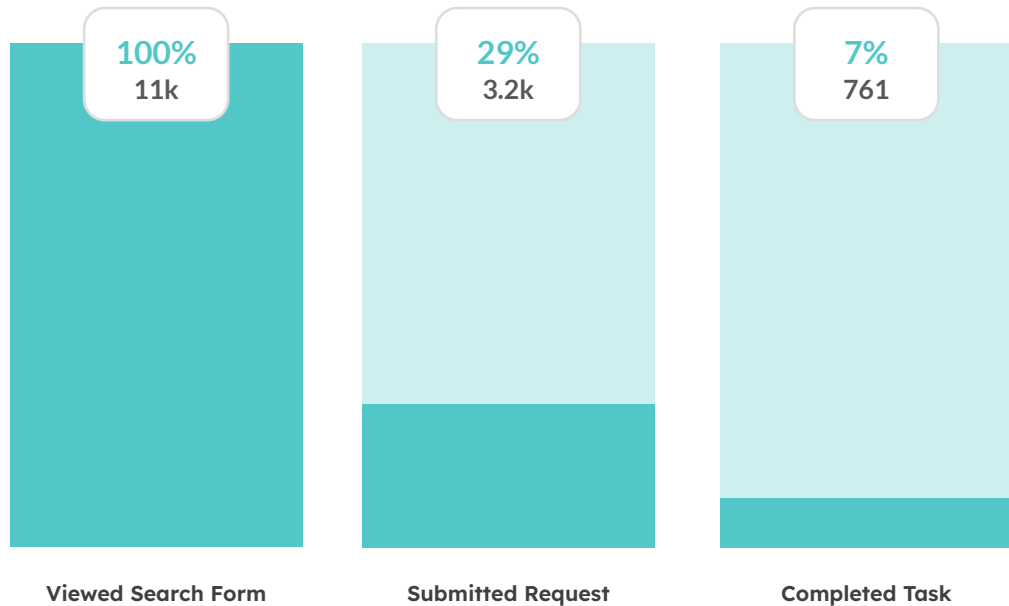
Enhance the bottom-line of enterprise users with the Altruist app.

Increase Community Center Annual Revenue

With IPO and new web app design and UX

Improving ROI

Leverage existing resources and data to save company time and money (startup mentality)



Validation

Measuring Success

Task Completion Rate

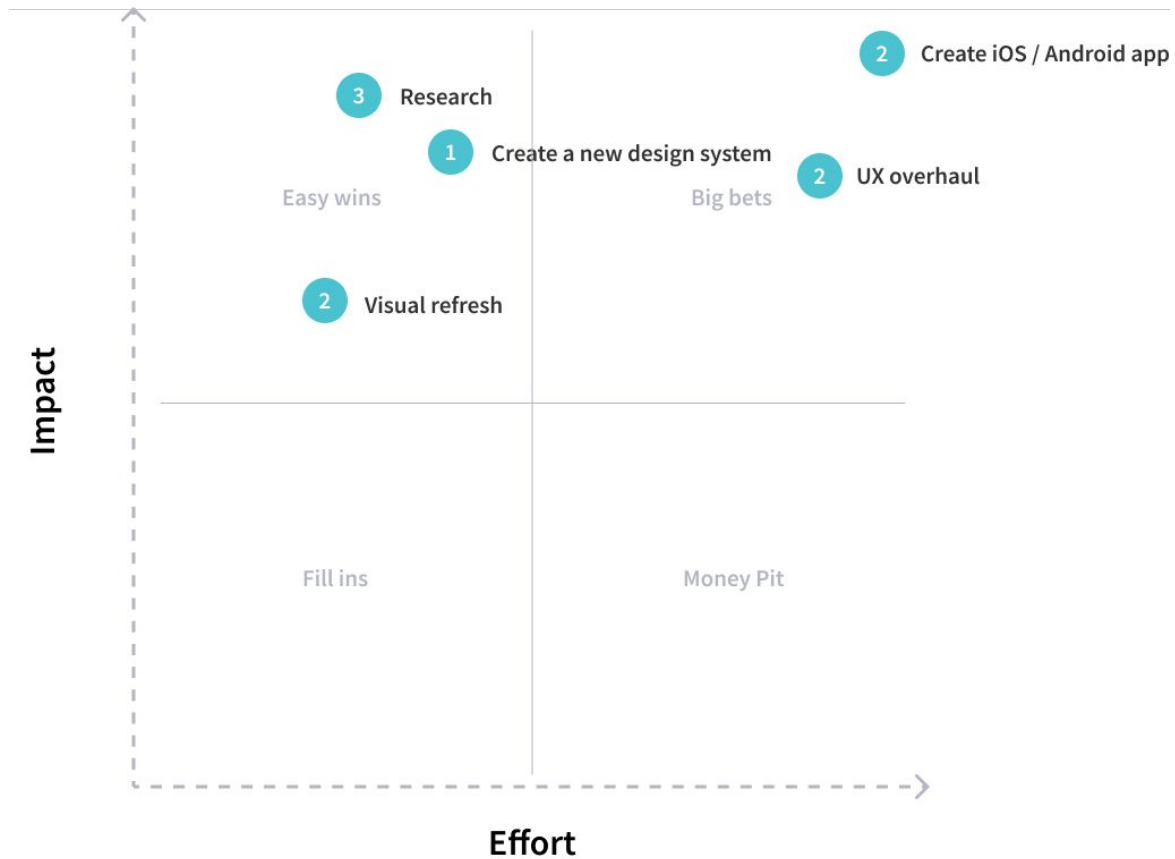
Completing Specific Tasks

Client Lifetime Value

How Much Time User Spends on Site

Engagement

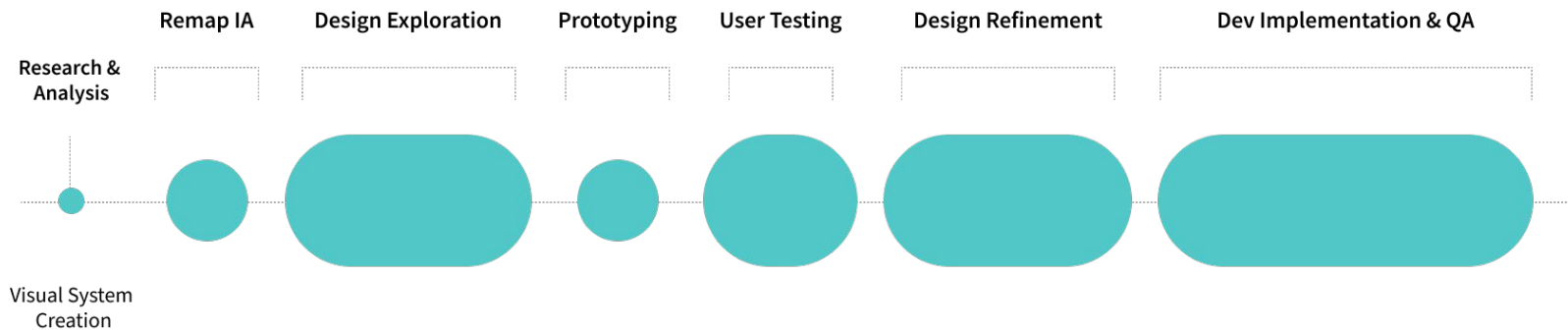
Measure Value of Product





Building the Product

Our Workflow





Understanding Motivations / Behaviors

Persona Creation

- Admin Staff
- Paid Staff Managers
- Group Leaders
- Group Members
- Individual Contributors



Dianne Fuegal

Non-Profit



Motivations

Time



Training



Price



Personality

Dianne works in non-profit and is constantly communicating with volunteers and donors. Her work often takes over her personal life leading to a lot of stress.



Devices

- iPhone
- iPad
- Macbook Air

“Managing volunteers can be so time consuming...”



Jobs To Be Done Framework

Applying JTBD

When I use the Altruist App (situation), I want to have a seamless management experience (motivation), to avoid the frustration of switching between separate platforms to manage, schedule, and update volunteer information (expected outcome).



The key Areas of Focus

Core Cases



Marketing Site

Opportunity marketplace
with easy sign-up and
core value.



Search

Find events and shifts
easily in cities.



Events

Details, available
shifts, and roles for
events.



Profile

Manage personal data,
upcoming and past shifts,
and groups.



Open Event Admin Page





First Explorations

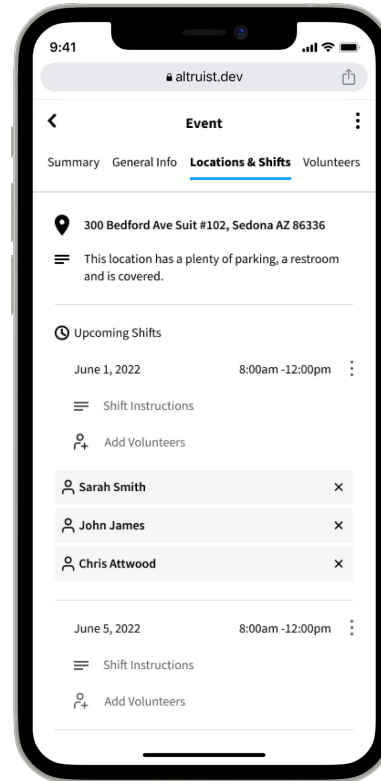
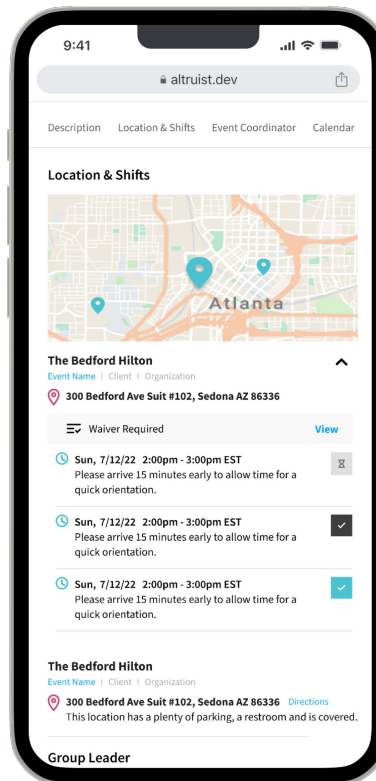
Initial Solutions

Constrained by MVP Timeline

Addressing as many readily achievable tasks as feasible.

Improving Overall Component System

Establish consistency within the design system.





Unmoderated User Testing

Experimentation

Navigation and Shift Selection Confusing

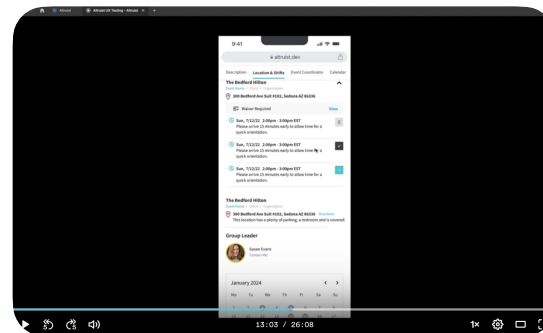
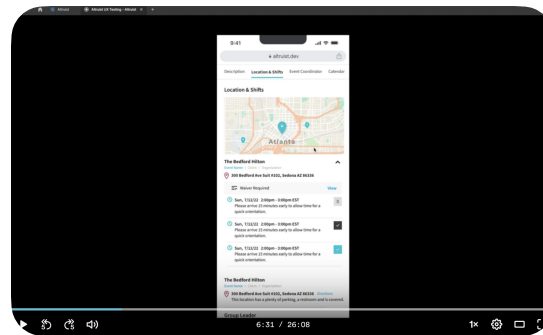
Increase volunteer opportunity adoption rate via the Altruist App.

Difficult to Finding New Opportunities

Challenging to discover alternative methods of engaging with new volunteer shifts.

Corporate Volunteer Market Not Understood

Partnering companies require an improved method to identify opportunities on behalf of their organization.





Refinement After Validation

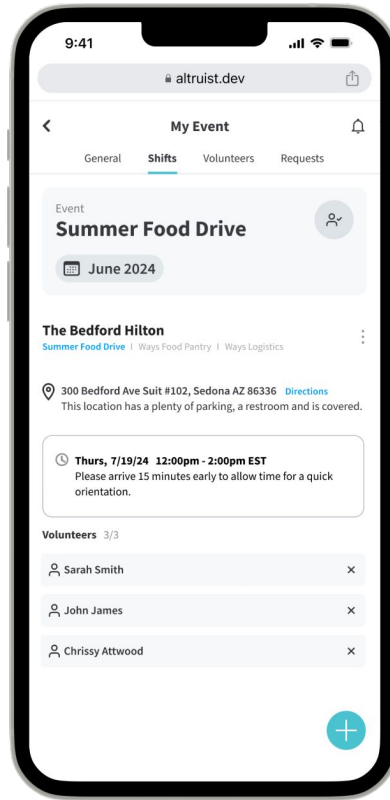
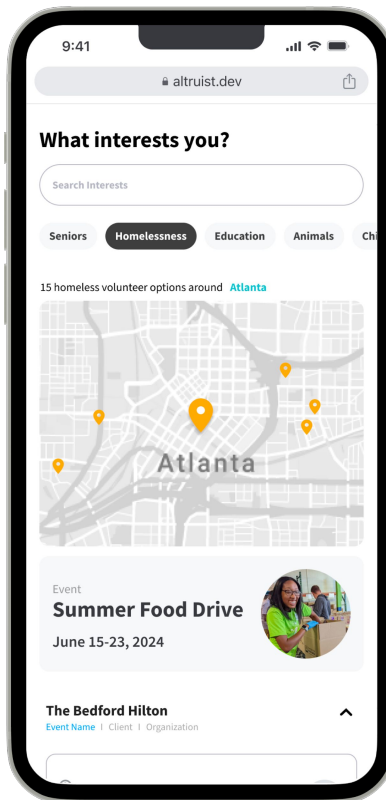
Refined Solutions

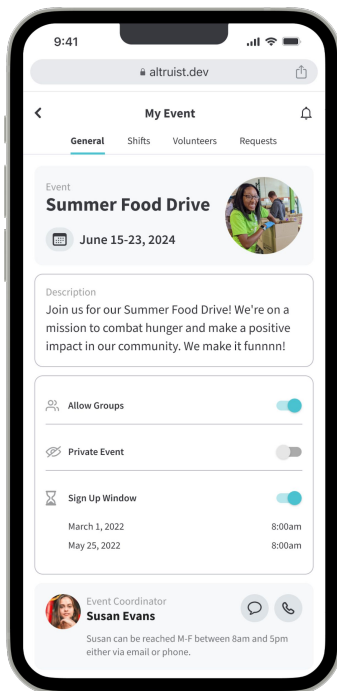
Improved UX for Admin Users

Users can create, manage, and execute events seamlessly.

More Clear Product Value

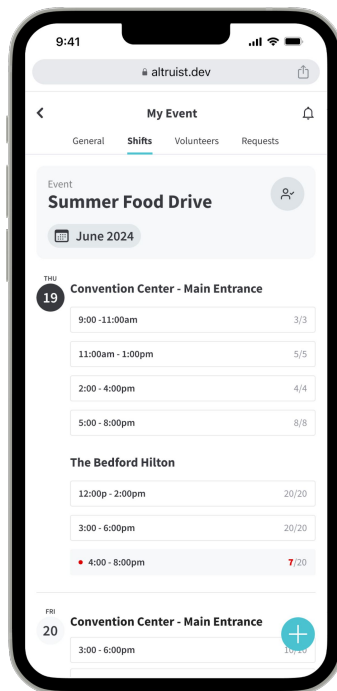
Users can effortlessly discover and sign up for events.





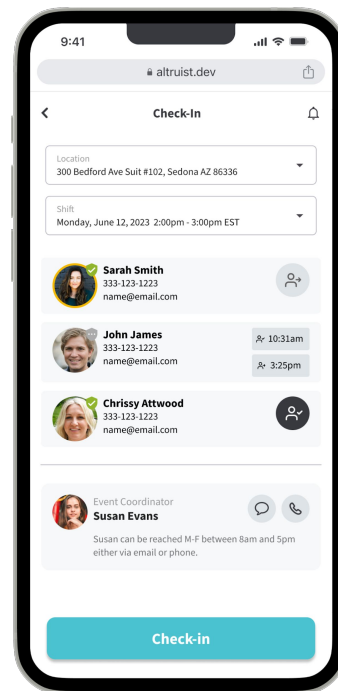
Event Creator

Communicate with volunteers
more efficiently.



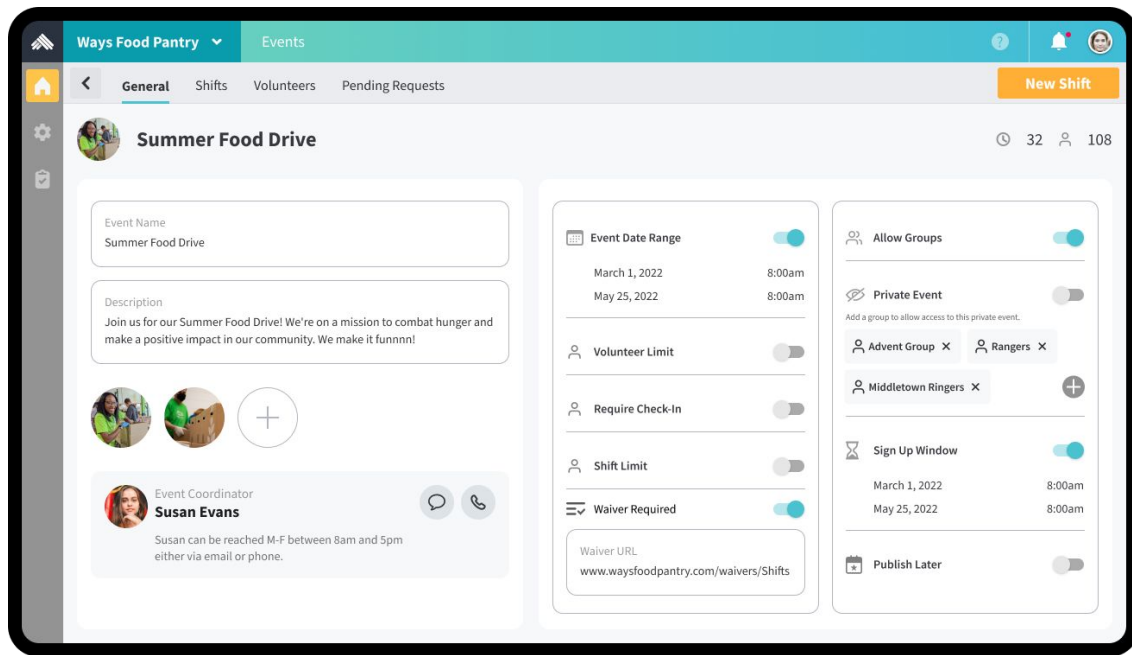
Shift Manager

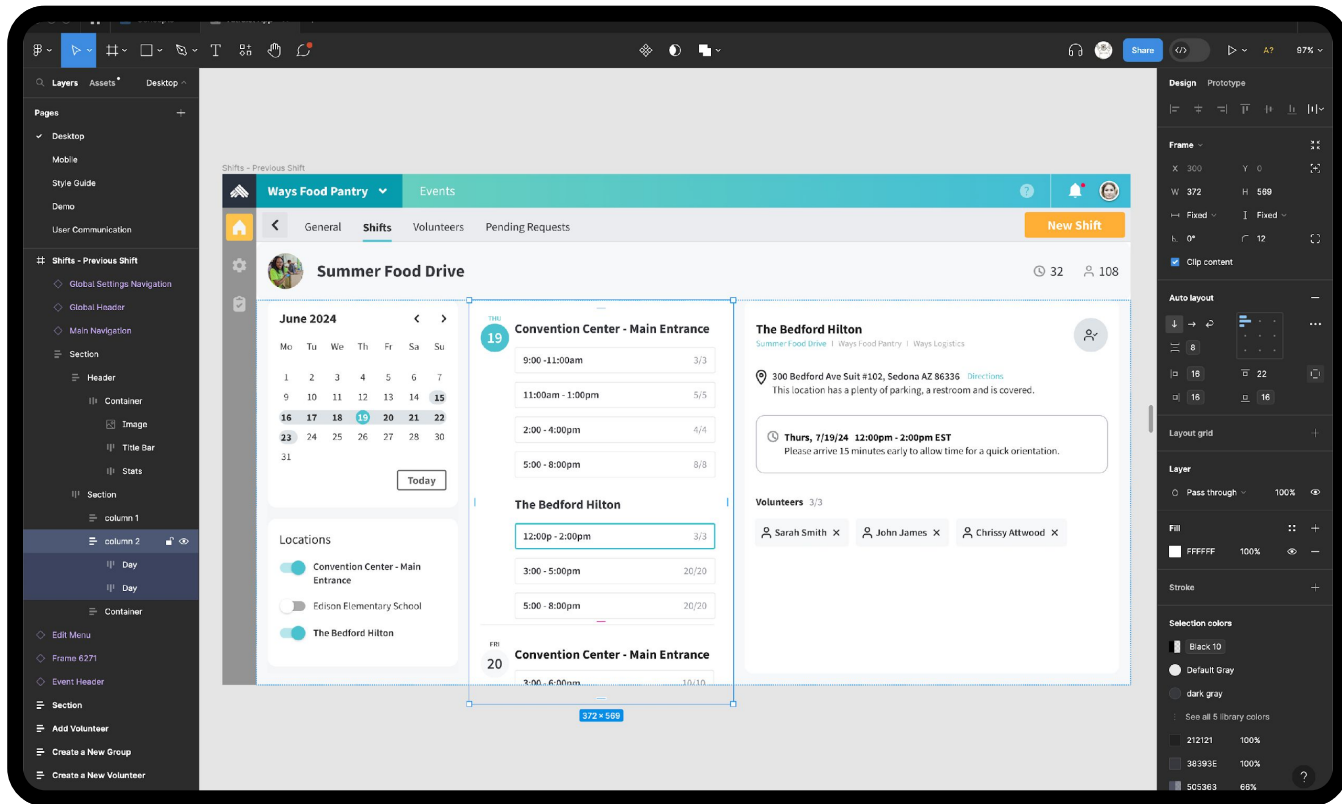
Quickly assign shifts to
volunteers.



Check-in & Out

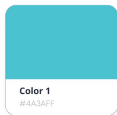
Effortlessly monitor real-time
attendance of volunteers.





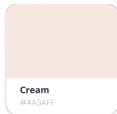
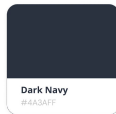
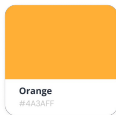
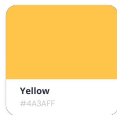
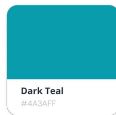


Primary Color



Digital
Use RGB color values for all digital applications.

Secondary Colors



Headings

Heading H1

Source Sans Pro Bold
64px / 84px

Donec et odio pellentesque diam volutpat commod.

Heading H2

Source Sans Pro Bold
38px / 38px

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Heading H3

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24px / 30px

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Heading H4

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22px / 28px

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Body

Body Small

Source Sans Pro Regular
16px / 24px

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Paragraph Default

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18px / 24px

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Body Medium

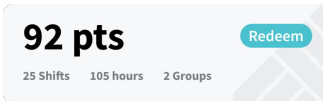
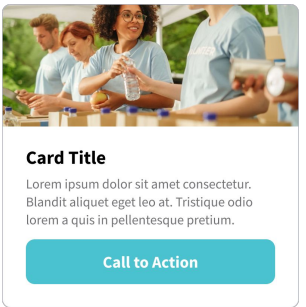
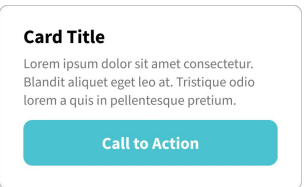
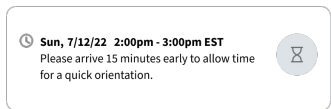
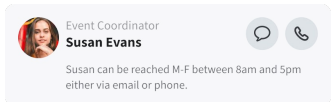
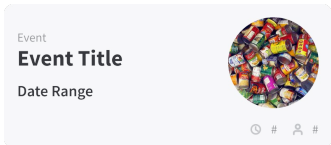
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20px / 26px

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Body Large

Source Sans Pro Regular
24px / 38px

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Illustrations

Adding Delight



9:41



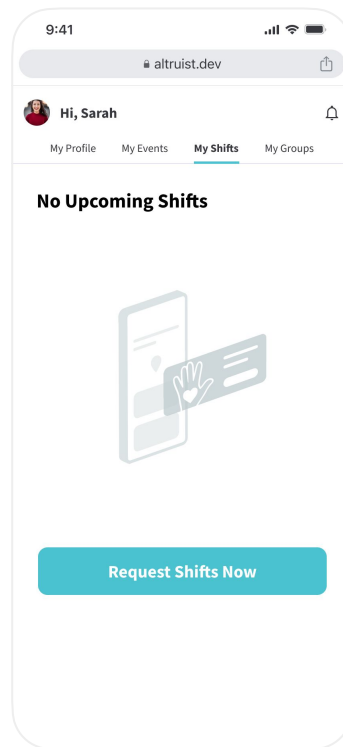
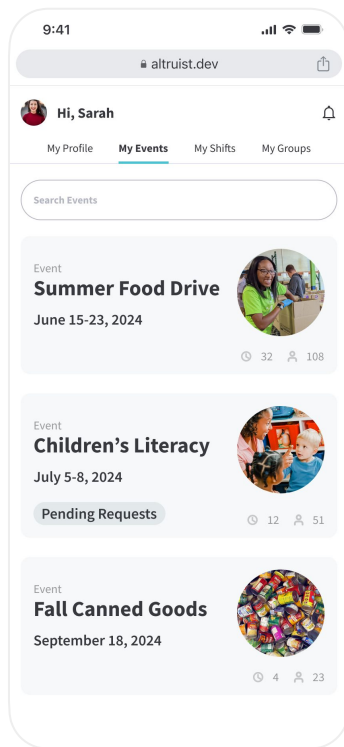
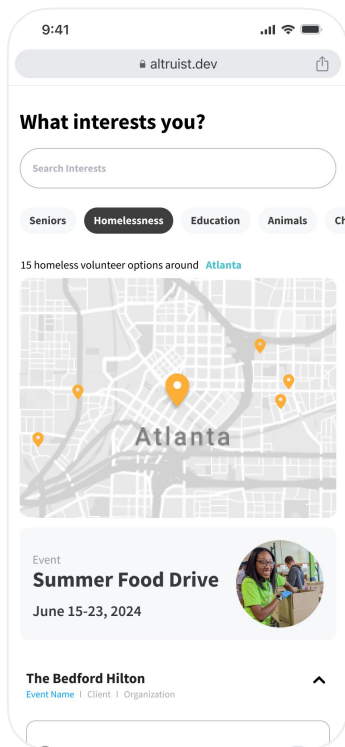
altruist.dev

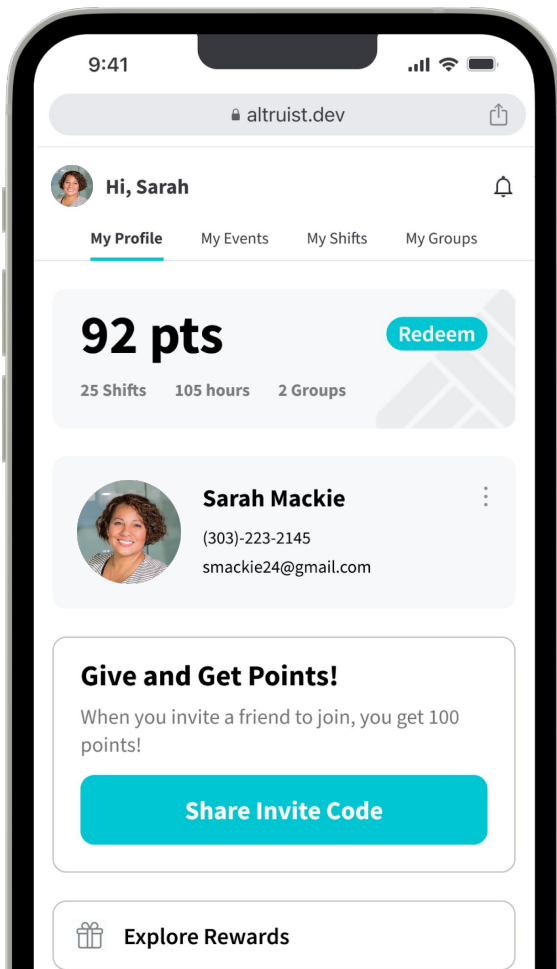


Shift Requested!



**We will let you know ASAP when your
shift is approved.**





Thinking Towards the Future

Future Initiatives

Rewards Program

Revenue retention strategy.

Smarter Recommendations

Simplify user access to relevant classes and events.



What did I learn and take away

Learnings



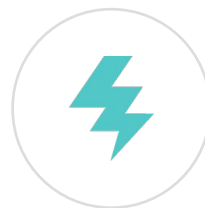
Design Without Politics

More Creative Freedom



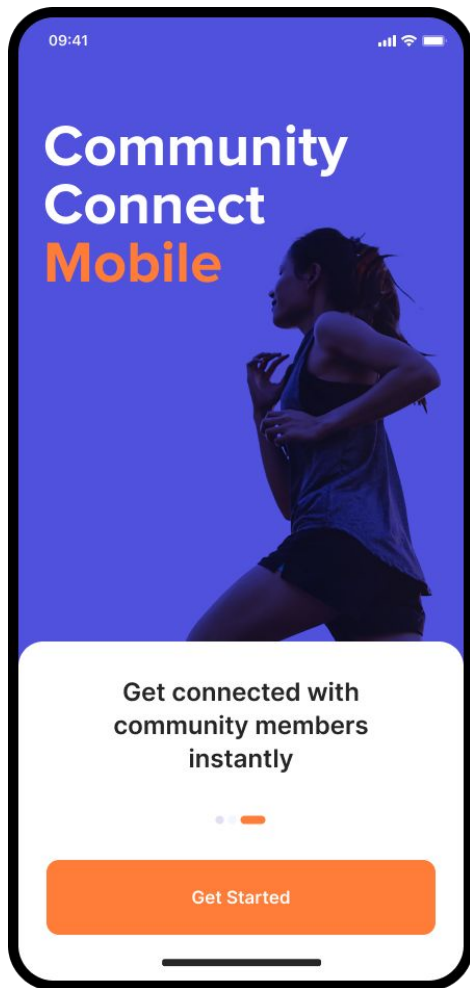
Failing in Order to Succeed

Experiment and Regular
Refinement



Moving Fast

Prioritize Tasks and Meeting
Deadlines



Product Reimagined

Community Connect

Product Redesign

User growth strategy.

Better UX for Increased Engagement

Simplify user access to relevant classes and events.



2016

CLASS DETAILS

Girls' Volleyball \$12.00
Jane Doe | Jill Sanders | Sarah Smith...
3:00-4:00pm S M T W T F S OCT 1 - NOV 3

DETAILS ACTIVITIES SCHEDULE ROSTER WAITLIST

This beginner class helps adults learn basic skills such as floating, gliding, pulling and kicking. Participants will learn ways to be safe in and around water and how to help themselves or others in an aquatic emergency. Must be comfortable in the water. No class May 27

☐ Registration Ends July 19th **Waitlist**

Age 8-12 #725GQKGI
Female Only

Venue Title, Venue Title, Venue Title, Venue Title,
Venue Title, Venue Title, Venue Title

Instructed by Jane Doe, Chris Enders, Jill Sanders, Sarah Smith,
Andrew Weisman

Wavers & Forms
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consequ Vestibulum ante

Notes: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Curabitur finibus lacus varius dolor efficitur, in varius nisi ornare...

HIGH PRIORITY

2023

12:07

Class Details

Aqua Fit \$15.00
12:30pm-2:00pm
Swimming | Youth ★ 4.5

This class is designed to improve flexibility, range of motion, strength, and cardiovascular endurance while using the resistance of the water to cushion.

Indoor Pool | Andrea Norden

Ages 4-8 Years 12 spots

Sat 26 Sun 27 **Mon 28** Tue 29 Wed 30

2 Spots Available

Roster Schedule Waitlist

12:07

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Amy Owens
Member - Gold Plan

12:07

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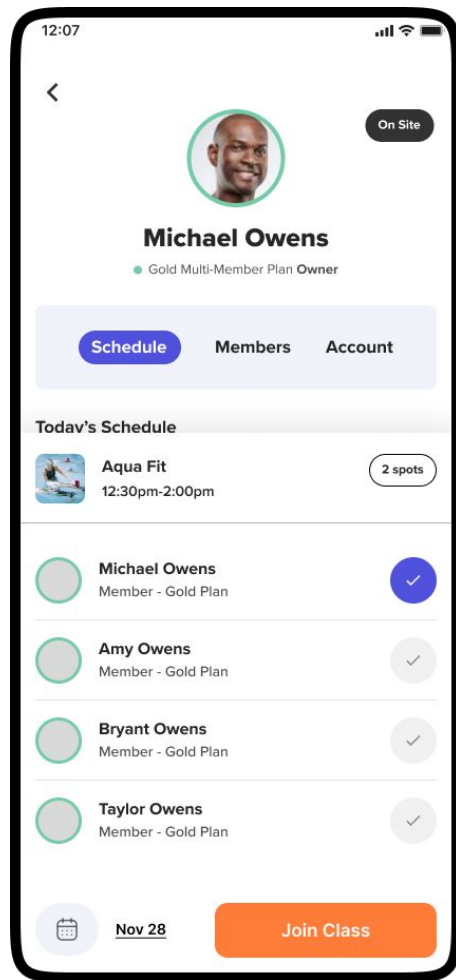
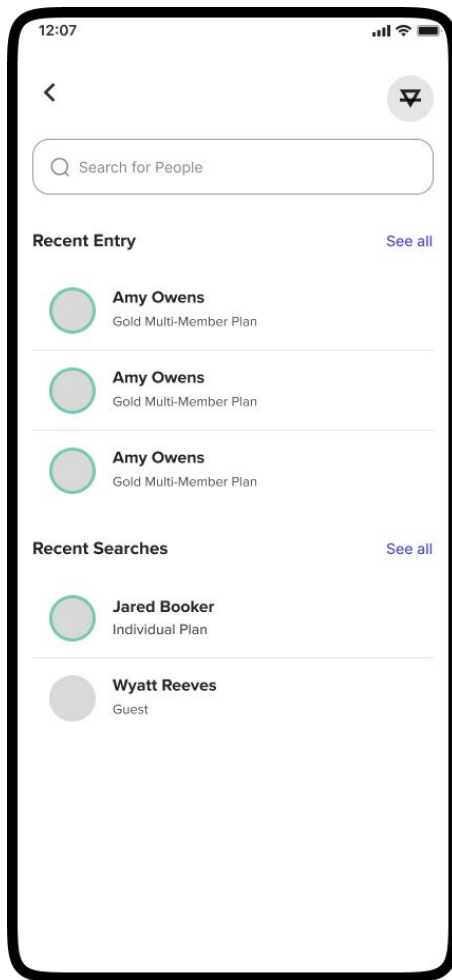
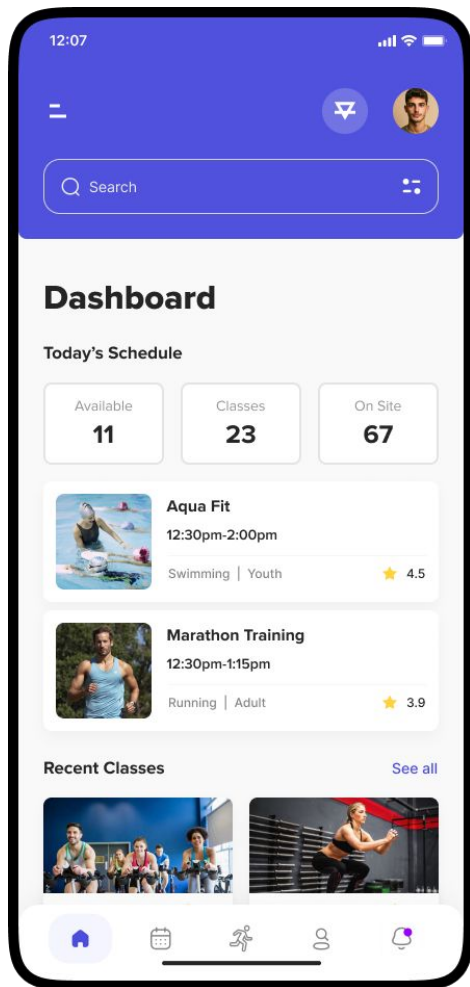
Indoor Pool | Andrea Norden

Roster Schedule Waitlist

Amy Owens
Member - Gold Plan

Mary Jackson
Member - Gold Plan

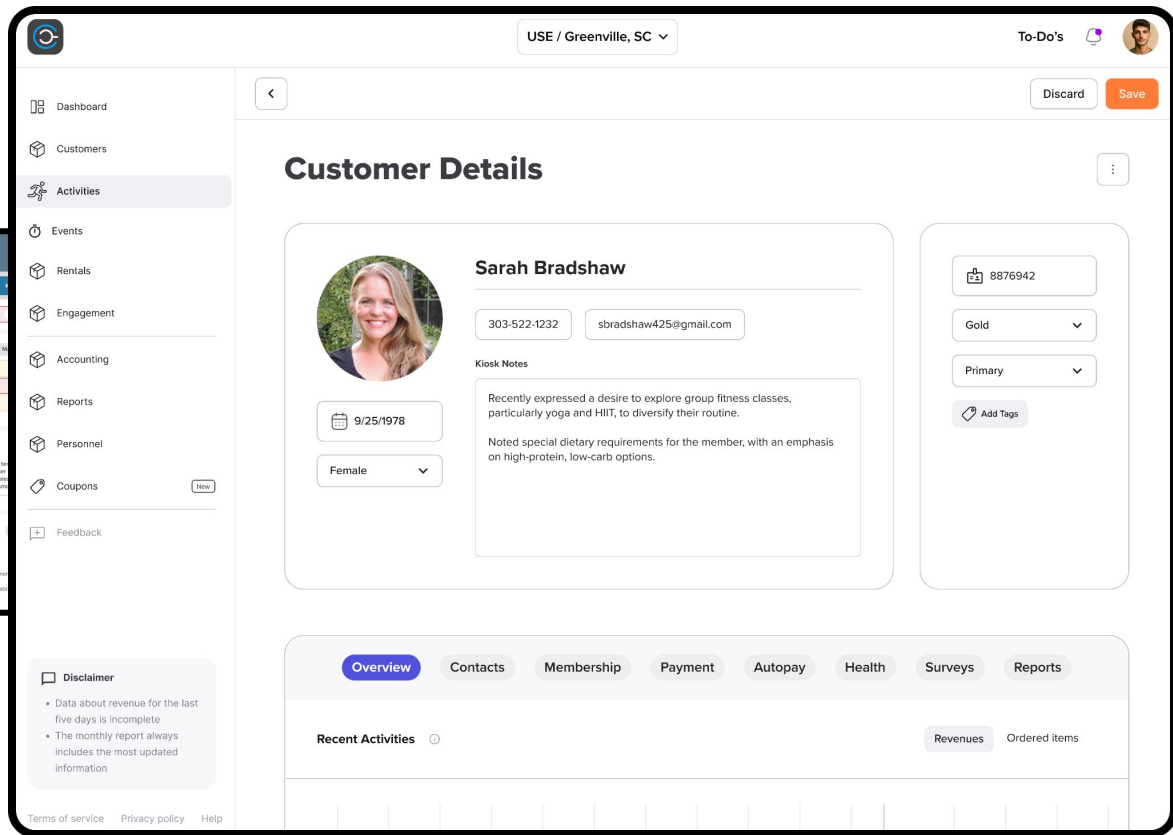
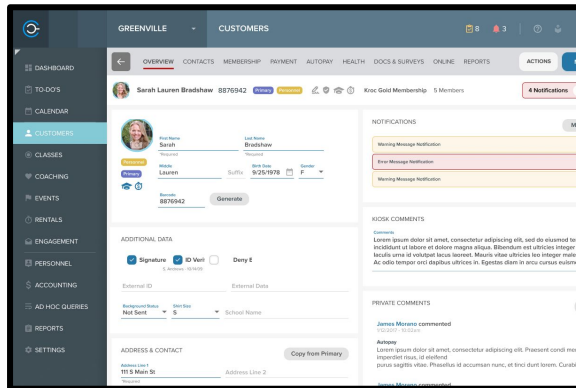
Nov 28 **2 Spots Available**





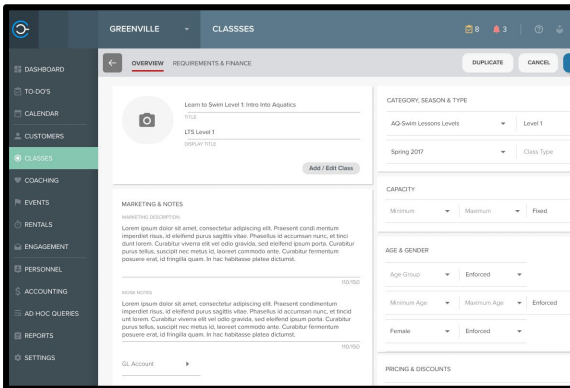
2023

2016

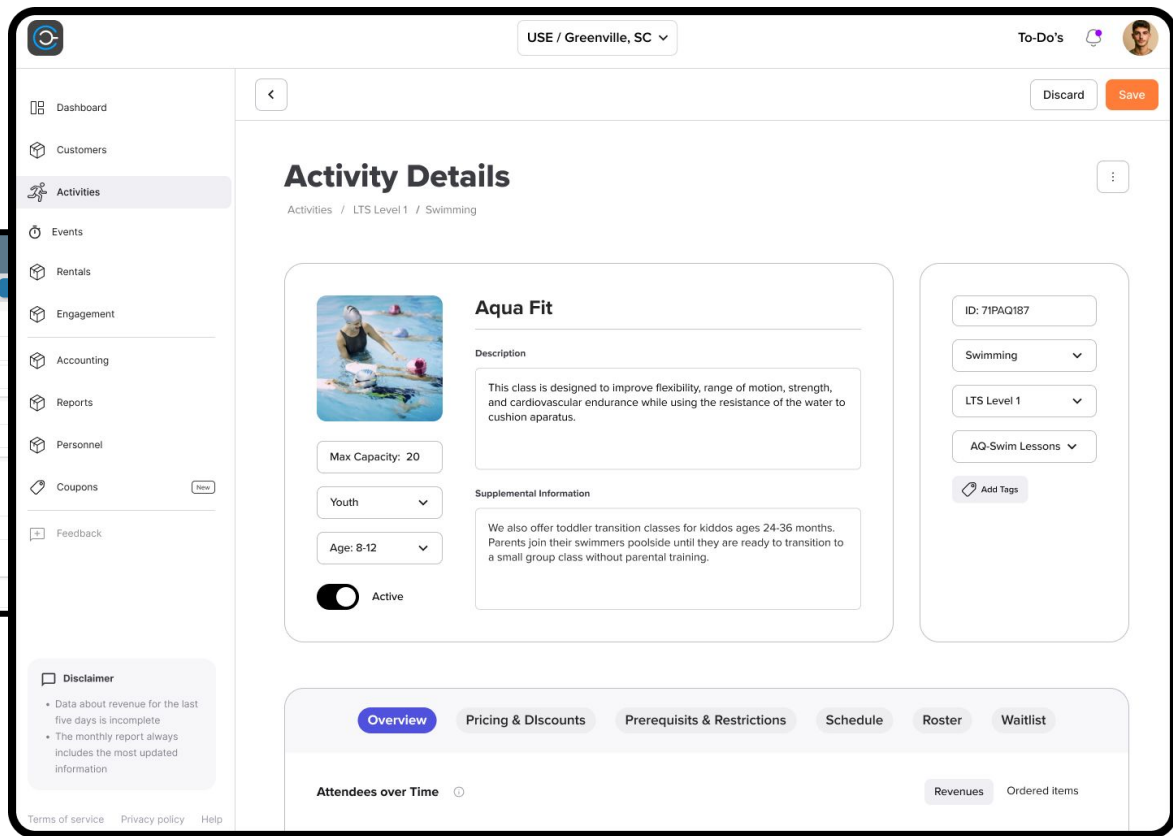




2016



2023



Thank You

I value trust, courage, and working for the greater good. I create systems that connect people to their passions. I collaborate humbly with diverse teams to achieve goals. Empathy and respect for others guide my actions. Ultimately, my greatest joy comes from serving and engaging with people, recognizing the unique value each person brings.

