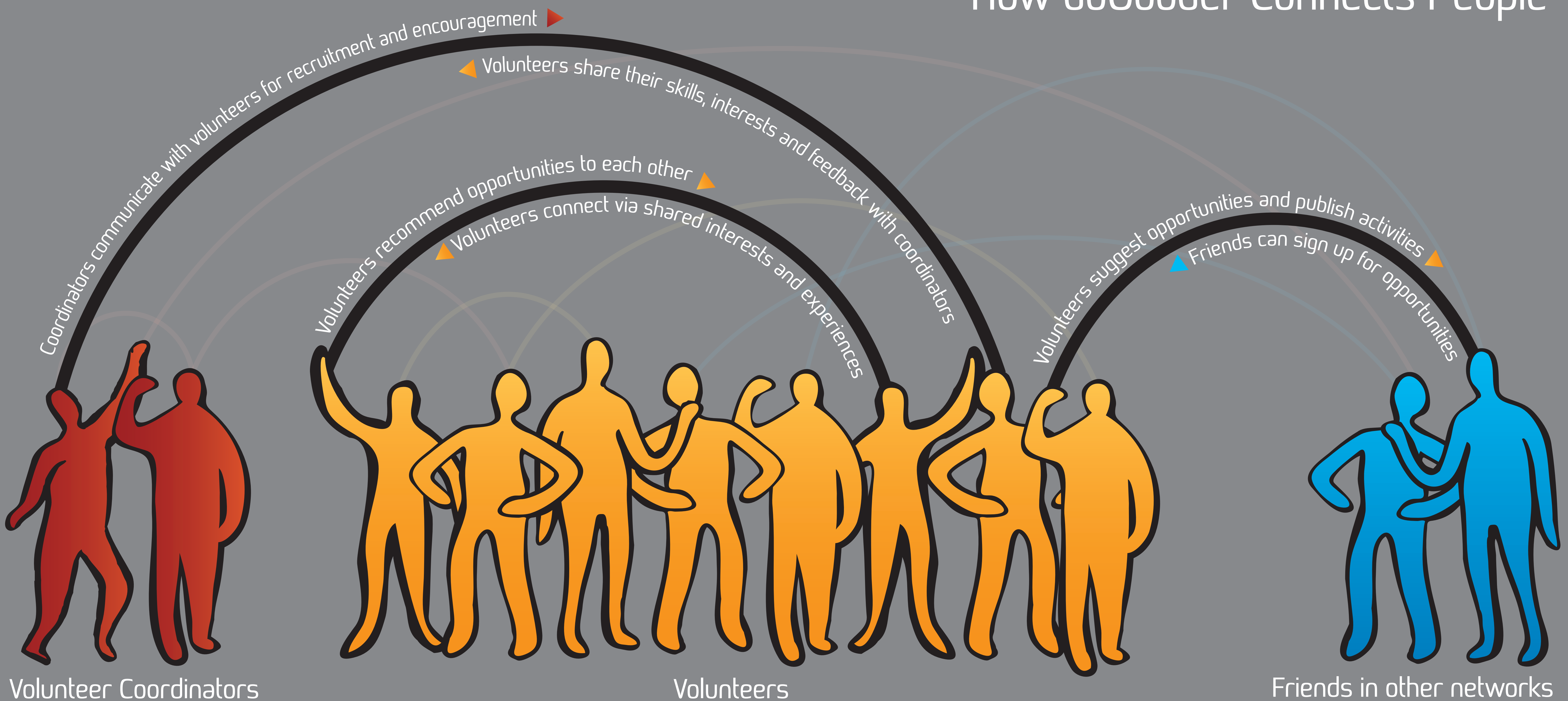


## How doGooder Connects People



### Coordinator Toolbox

A simple wizard interface guides coordinators through the process of creating opportunities, ensuring that they post information important to volunteers. The tools track opportunities and help coordinators maintain communication with volunteers before and after events.

### Recommender System

A user-user algorithm suggests opportunities to volunteers, while an item-item algorithm suggests potential volunteers to opportunity coordinators. Implicit ratings feed the algorithms and are derived using a modified form of Oard and Kim's framework.

### Storytelling

Volunteers and coordinators share their experiences using stories, audio, video and pictures. By enriching the profiles of regional organizations and activities, they increase community awareness and volunteer recognition.

### Integrate with Outside Networks

Volunteers can choose to publish recent activities to systems like Twitter and FriendFeed. Volunteers are prompted to share relevant opportunities with friends in other social networks, helping to expand the volunteer network.

## Why a Volunteer Social Network?

### Homelessness is a highly contextual problem

By supporting multiple patterns of communication and coordination, doGooder supports a wide variety of volunteers and organizations that best know how to serve the needs of the specific homeless populations in their community.

### Organizations that serve the homeless have limited resources

Since service organizations are unable to meet all of their needs with paid staff, they rely on volunteers to extend their operating capacity. A volunteer coordinator at a large homeless shelter told us that volunteers allow them to stretch their budget by 30%.

### Volunteers continue to participate when they feel appreciated and connected

By providing avenues for social recognition within doGooder and in other social networks, the system enables volunteers to identify as supporters of specific causes or organizations. By building relationships surrounding activities and organizations, volunteers can foster a sense of belonging which encourages them to continue volunteering.

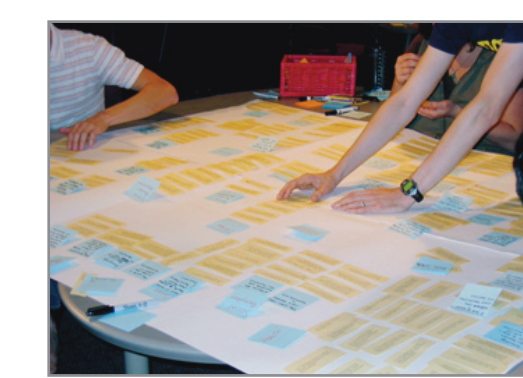
### Individuals are more likely to volunteer for opportunities that are more relevant to them

doGooder's recommender system suggests opportunities that match individual volunteers' needs and expectations. It also encourages members to share opportunities with potential volunteers, both within doGooder and other social networks, furthering the reach of community effects and collaborative filtering.

### Volunteer coordinators need to nurture relationships with a large number of volunteers

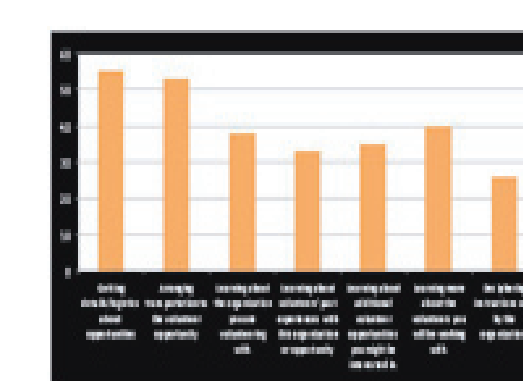
By providing tools that simplify coordination tasks, such as identifying skilled volunteers and managing schedules, doGooder enables coordinators to track volunteer contributions and maintain long-term relationships with them.

## User-Centered Design Process



### Contextual Inquiry

Conducted 12 interviews and a literature review, then built an affinity diagram. Found issues with volunteer retention and communication.



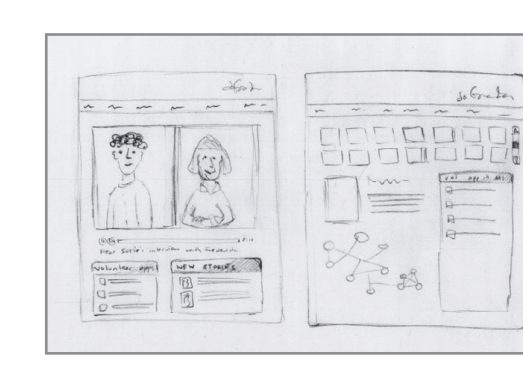
### Survey

Conducted a survey to supplement our research on volunteers and volunteering (n = 66).



### Personas & Scenarios

Created 5 personas and conducted cognitive walkthroughs to analyze the effectiveness of our prototypes.



### Iterative Prototyping

Drafted iterative low-fidelity sketches and built a working high-fidelity prototype using Adobe Flex.



### User Testing

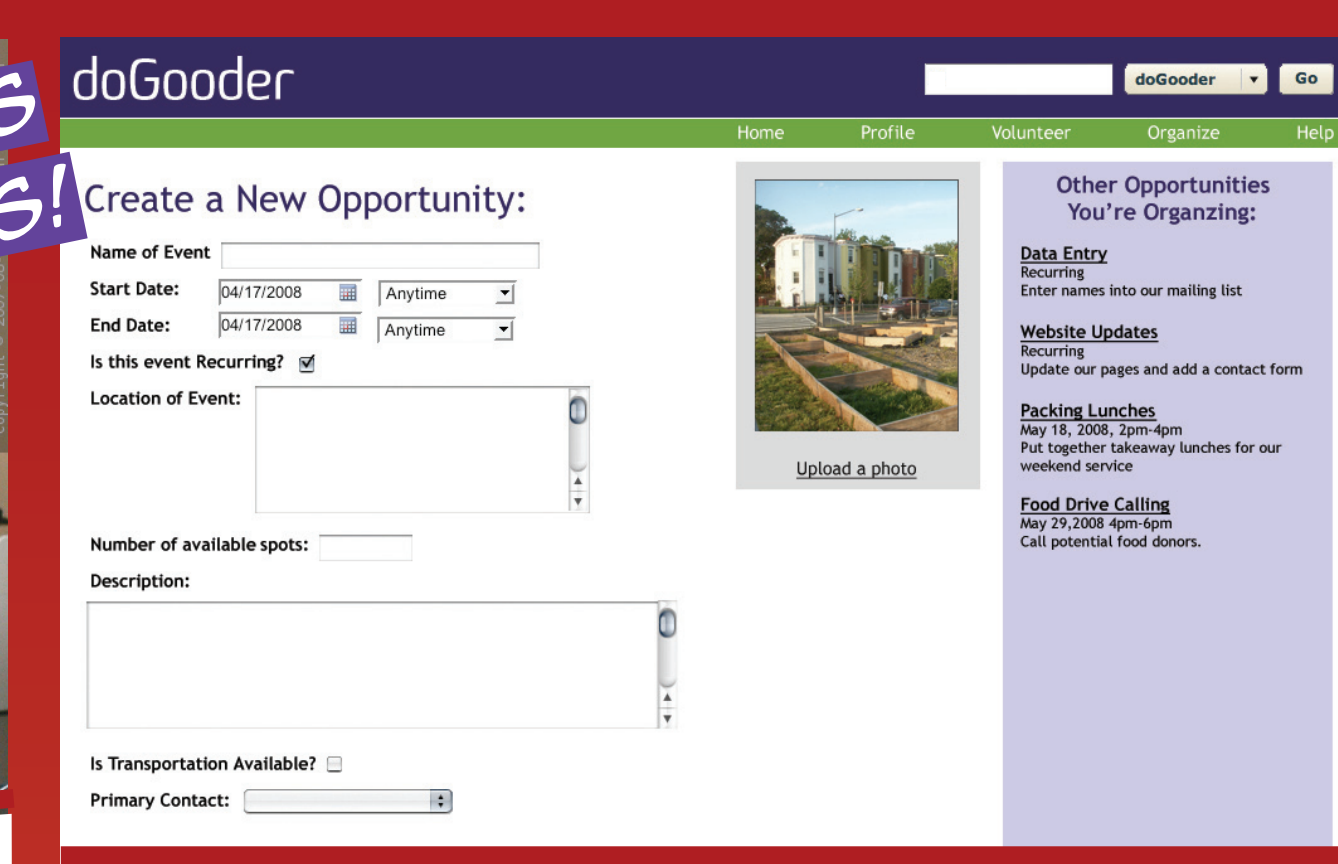
Ran 7 tests with users from 21-62 years old. Proposed changes to our prototype based on the analysis of results.

## doGooder in Action



**ANNA NEEDS VOLUNTEERS!**

ANNA, A VOLUNTEER COORDINATOR AT A HOMELESS SHELTER, IS LOOKING FOR VOLUNTEERS TO SERVE MEALS. A CO-WORKER TELLS HER ABOUT DOGOODER, SO SHE SURFS OVER & QUICKLY LOGS IN!

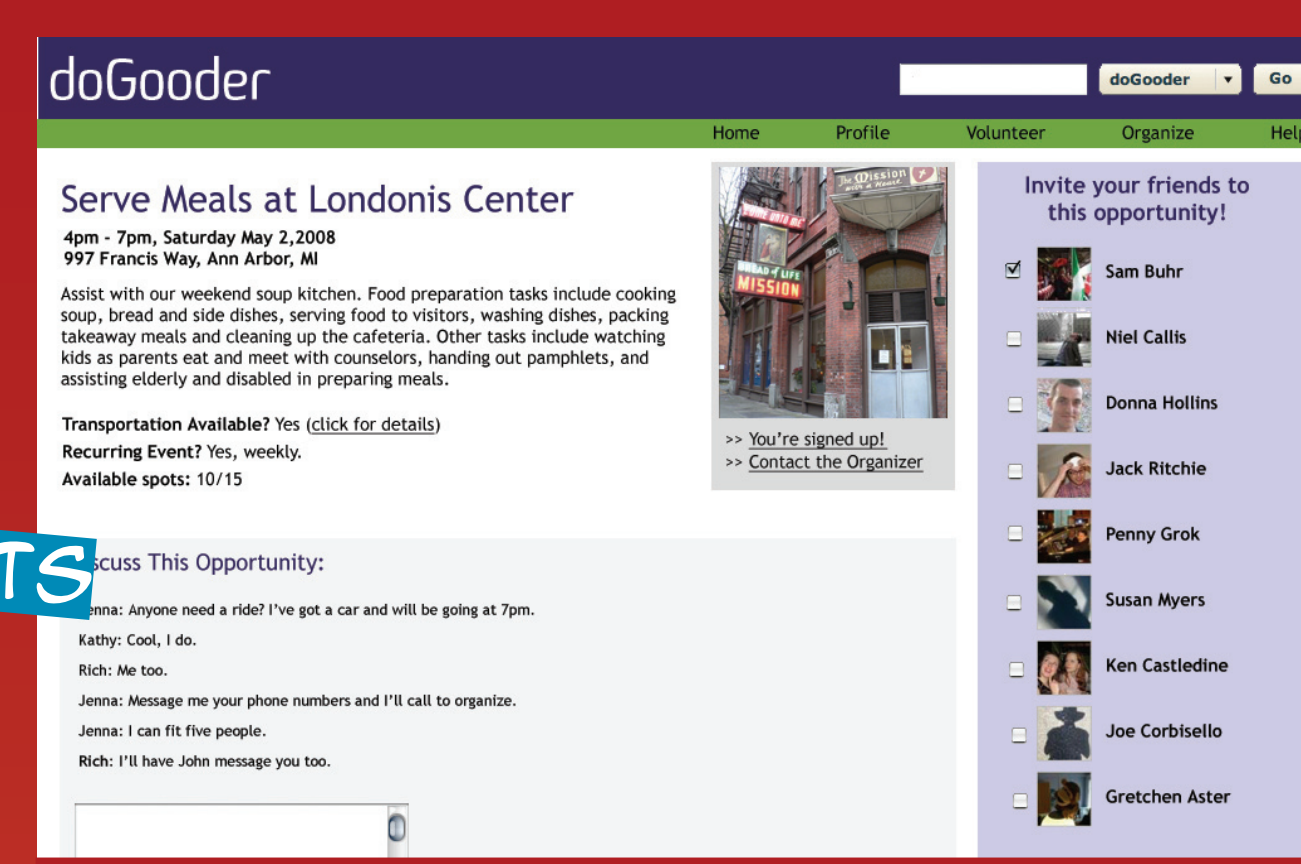


ANNA CREATES A VOLUNTEER OPPORTUNITY USING DOGOODER'S BUILT-IN WIZARD. SHE'S HAPPY TO SEE THAT DOGOODER MANAGES HER VOLUNTEERS & OPPORTUNITIES, FREEING UP TIME FOR OTHER TASKS.

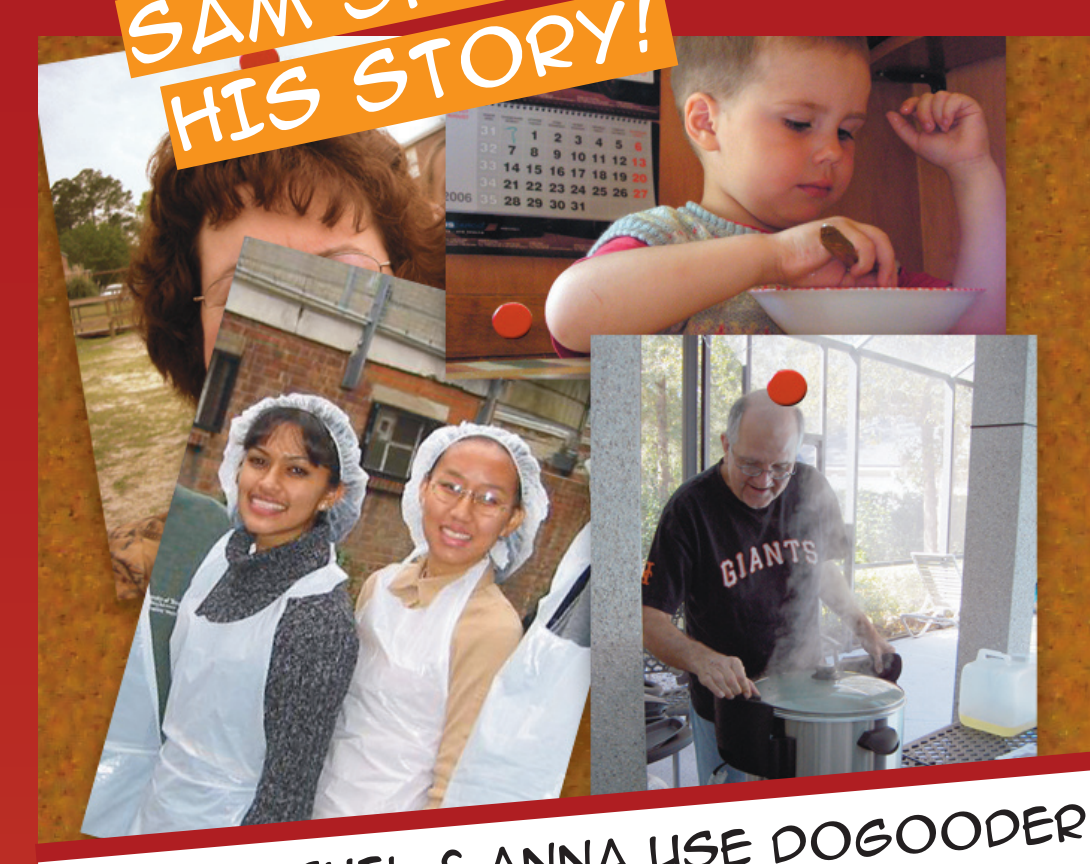


**RACHEL WANTS TO HELP!**

RACHEL HAS RECENTLY MOVED TO ANNA'S CITY AND WANTS TO VOLUNTEER ON SATURDAYS. RACHEL HAS USED DOGOODER IN THE PAST, SO SHE SIMPLY CHANGES HER LOCATION AND UPDATES HER AVAILABILITY!



DOGOODER RECOMMENDS ANNA'S OPPORTUNITY TO RACHEL. AFTER RACHEL ACCEPTS, DOGOODER PROMPTS HER TO SHARE THE OPPORTUNITY WITH HER FRIENDS. SHE FORWARDS THE OPPORTUNITY TO HER FRIEND SAM.



**SAM SHARES HIS STORY!**

SAM, RACHEL & ANNA USE DOGOODER TO COORDINATE TRANSPORTATION. AFTER THE FIRST SATURDAY VOLUNTEERING AT THE SHELTER, SAM POSTS HIS STORIES AND PICTURES ON DOGOODER AND ON HIS FACEBOOK FEED.