User research: Objectives & Interview schedule

BACKGROUND

Vtime will be designed with both volunteers and organisations in mind. However, owing to the scope of the project, focus will be on the experience of volunteers only. The goal of Vtime is to encourage civic engagement, mainly by promoting volunteering opportunities as flexible, easy to find and easy to get involved in.

Objectives

WHO

- People who like volunteering and/or have volunteered in the past
- People who are open to volunteering but haven't found opportunities that best fit in with their time schedule, lifestyle, etc.
- People who have considered volunteering but never really acted on it, either because they don't know where to start or they're put off by the search and registration process
- People who travel and want to 'volunteer on-the-go'
- Young people 18+, Middle aged and Retired (depending level of tech literacy)

WHAT

- Searching for and finding volunteering opportunities that align with their needs and desires: location, remote, flexible, cause type, role type etc.
- Liking/saving and sharing opportunities
- Registering for opportunities directly through the app – easy and hassle free
- Communicating with organisations where necessary
- Keeping a record of volunteering achievements, such as activity and hours
- Following any favourite organisations to keep updated about any opportunities they post

WHEN

- When actively seeking volunteering opportunities
- When making plans and looking for potential volunteering opportunities that could fit in

WHERE

- Anywhere – at home or on-the-go

WHY

- They want a regularly updated resource where they can search for volunteering opportunities that align with their wants and needs, all in one place
- They want to be able to easily register for volunteer opportunities, without having to go through the separate websites
- They've gone out for the day and want to find a volunteering opportunity to help out with, last minute
- A desire to help a specific cause
- A desire to 'give back'
- A desire to gain experience and develop skills

- A desire to do something useful and impactful with their spare time

HOW

- Personalising their search results by selecting their wants and needs
- Browsing opportunities and registering directly through the app
- Recording the outcome of their activity, e.g. rating the opportunity, recording hours
- By giving them the option to like/save and share an opportunity

Hypothesis

People will be encouraged to volunteer if opportunities are flexible, easy to find and easy to register for.

METHOD

Qualitative interviews with three participants surrounding their attitudes and perceptions around volunteering.

Interview schedule

1. When did you last volunteer for something?
   Roughly how many times have you volunteered in the last year (long-term and one-offs)?

2. What was attractive to you about your previous volunteering roles?
   Did they align with your desires and needs?

3. How did you acquire your last volunteering opportunity?

4. Was there anything about the process that frustrated you or could have been better?

5. If you were considering volunteering now, how would you go about doing so?

6. What would drive you to actively seek out a volunteering opportunity?

7. What would encourage you to volunteer for something and keep volunteering?

8. How much of a role would interacting with other potential volunteers play in your enjoyment of volunteering or motivation to volunteer?

9. Has anything ever put you off volunteering? Why?

10. Have you ever used an app for volunteering?
    No – How do you think it would help or encourage you to volunteer?
    Yes – What did you like and dislike about it?

11. What features or functions would be most useful to you in a volunteering resource such as an app? Why? What features do you think are redundant or that you wouldn't use?

12. Can you think of other ways of encouraging civic engagement/'helping out' (other than volunteering) that would be appealing to you?