



 **CLIENT PRESENTATION**
POWERED BY CUED-IN

INDEX

Vanguard Systems: Our Team.....	3
Use Case Diagram.....	4
ERD	5
Design Requirements.....	6
Client Goals.....	7
User Research	8-9
Nonprofit Needs Data Visualization.....	10
Personas.....	11-13
Personas Explained	14
Design & Feature Inspiration	15-16
Site Map.....	17
Content Audit.....	18
Wireframes.....	19-21
Visual Mockups.....	22-24

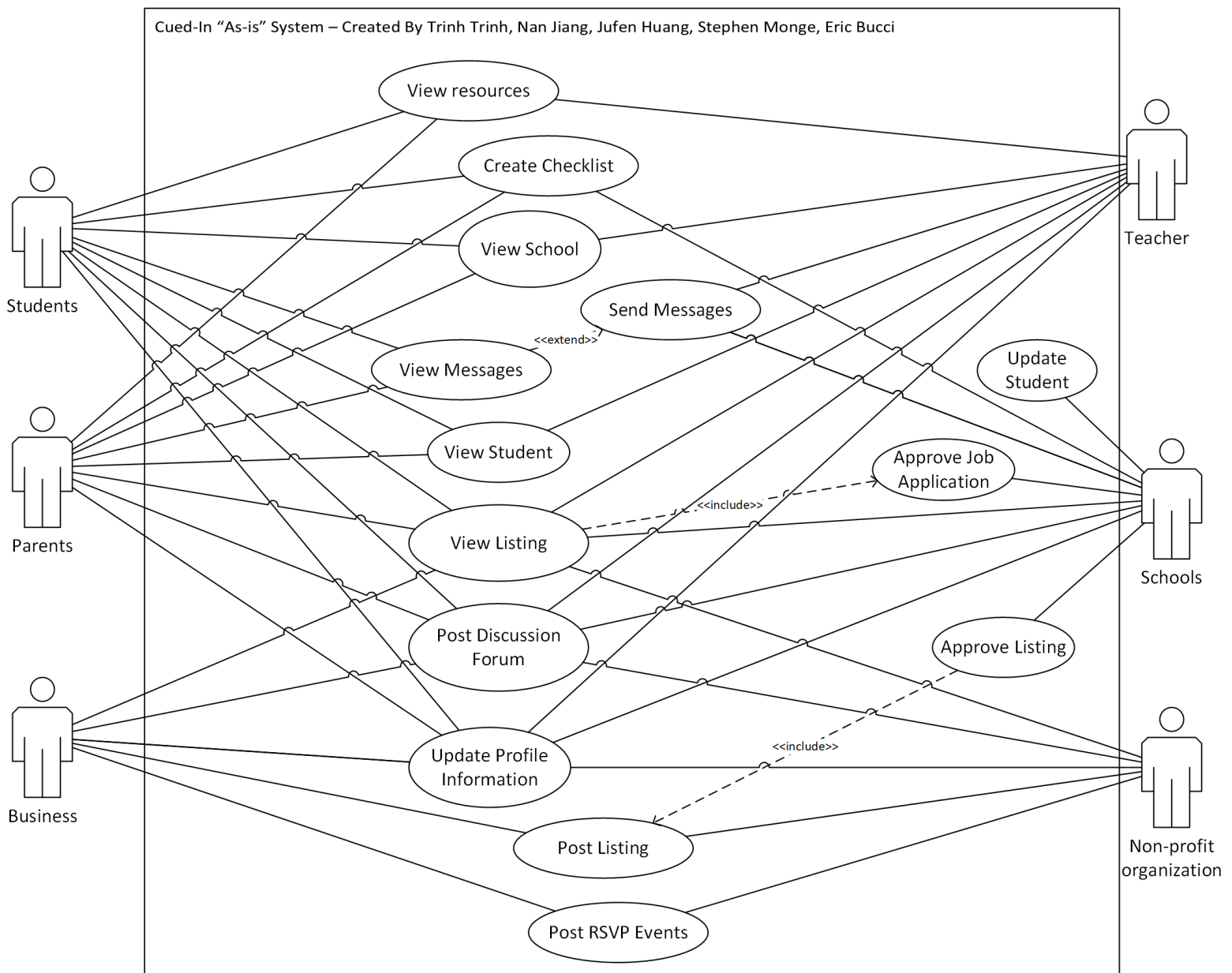
VANGUARD SYSTEMS: OUR TEAM



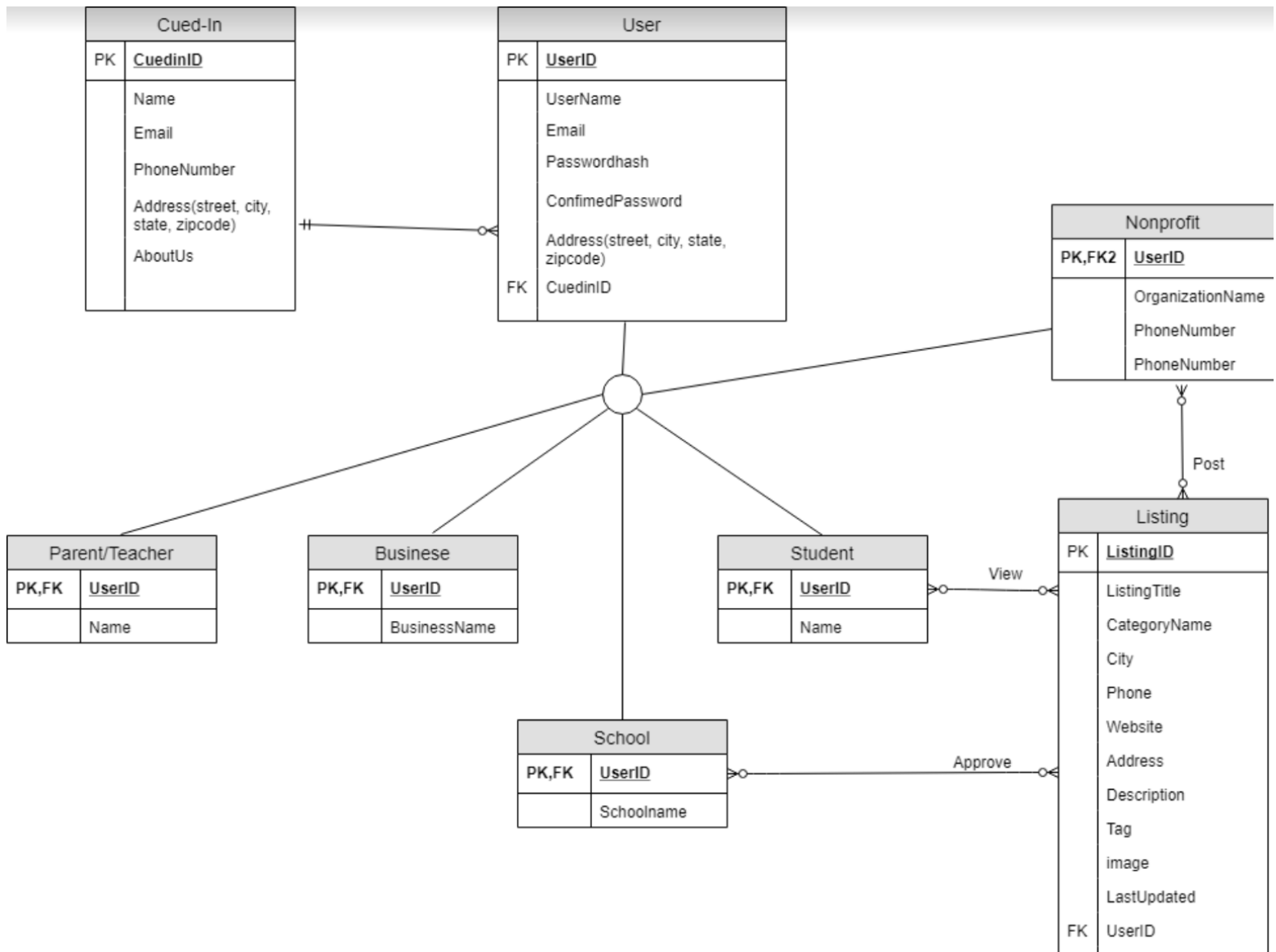
vanguard

If you are in the **vanguard**, you're up front.
It could be that you are in the *vanguard* of
an advancing army, or in the *vanguard* of
any movement, trend, or occupation.

USE CASE DIAGRAM



ERD



DESIGN REQUIREMENTS

1. This site should **connect students** with non-profits because nonprofits currently have trouble employing the “right” people for the job.
2. This site should feature a **discussion forum** because nonprofits want students to share their experience at their company with others who are interested as well.
3. This site should allow for a **point of contact information page**, (profile page) because if students are interested or have any questions they can ask directly.
4. This site should let nonprofits **post job listings, upcoming events, and scholarships** so that students can not only look up jobs, but sign up for programs that are hosted by companies.
5. This site should allow nonprofits to post listings by **categories** such as events, scholarships, and jobs to better target interested students who search based on these categories.



CLIENT GOALS

1. Be able to post job and volunteer opportunities that reach targeted local audience
2. Be able to post outreach events and information sessions on profile
3. Establish a personalized profile that includes contact information and work opportunities
4. Allow for two-way communication in a discussion forum

DESIGN QUESTION

How might we improve the experience of non-profit employers trying to connect students to local non-profit opportunities within their community?



USER RESEARCH

Our user research strategy began with brainstorming and reaching out to local nonprofit organizations. We chose to interview with the supervisors of a variety of non-profit companies including: Goodwill, New Hampshire SPCA, Habitat for Humanity, and United Way. We chose these particular nonprofits because they range in their size and missions. Each interview lasted approximately thirty minutes each. We travelled to the office locations of the non-profits for three of the interviews. The Habitat for Humanity interview was conducted via the telephone. We used a notepad and pen to take notes during each of the interviews and prepared a range of interview questions that addressed any potential frustrations and needs their organization might have.

INTERVIEW QUESTIONS

1. What is the mission of your nonprofit?
2. What kind of events and services does your nonprofit offer?
3. How do you currently recruit volunteers and employees?
4. Do you currently use any job board platforms or social media?
5. Can you describe your experience with it?
6. What do you use these apps or websites for?
7. What are any challenges or frustrations you have within your nonprofit?
8. What qualities would a good volunteer or employee possess?
9. How do you get the word out about your nonprofit?
10. Do you offer any scholarships? If so, what is the process of giving them out?

USER RESEARCH

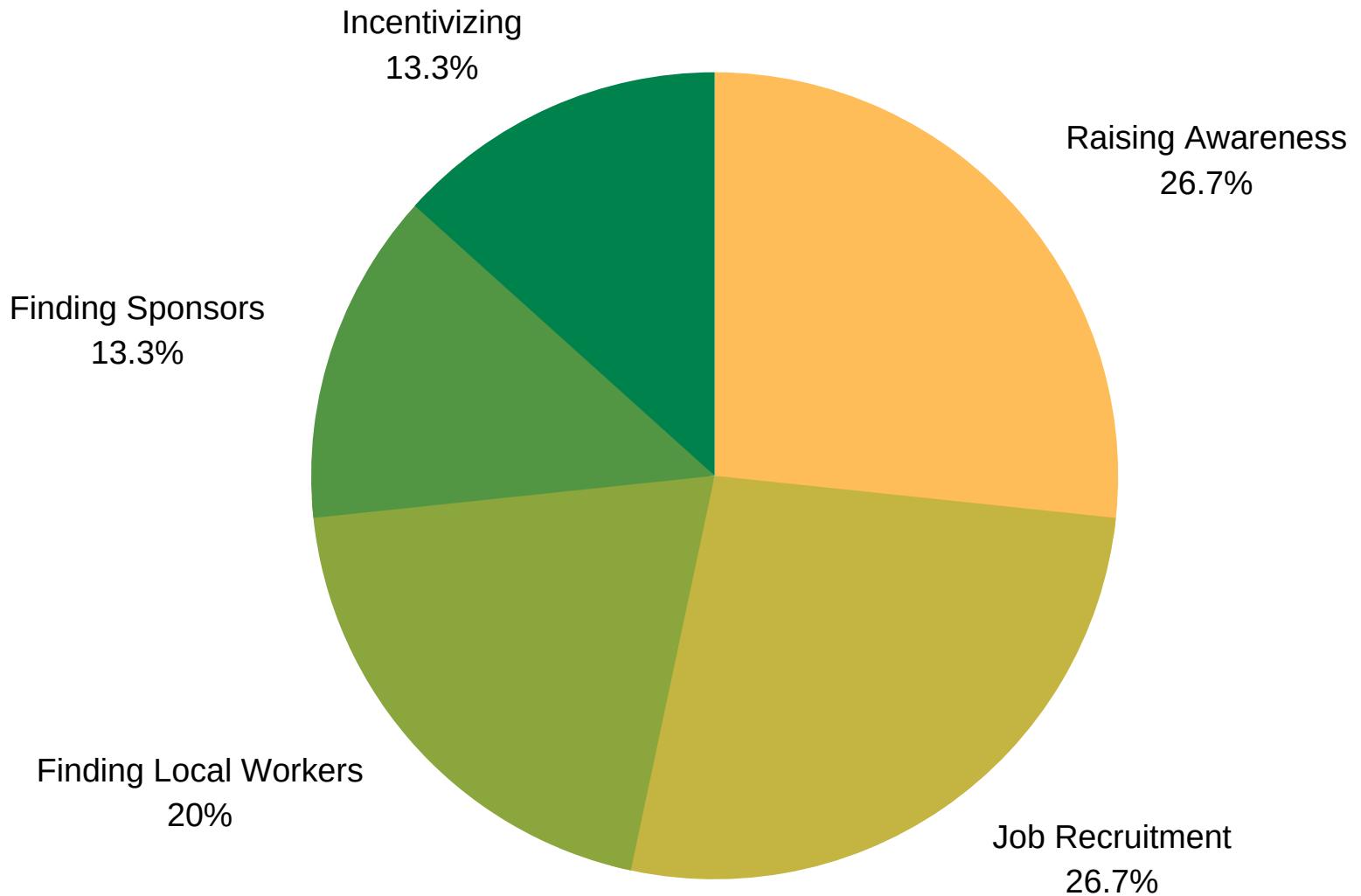
KEY TAKEAWAYS

Upon completion of our interview process, we analyzed the qualitative data we gathered from the answers to our interview questions. We found that despite each nonprofit varying in their purpose, there were a few key pain points they all had. These are listed below.

1. The challenge of raising awareness about the services, events, and scholarships the nonprofit offers.
2. Being unable to reach their target audience due to restrictions from schools.
3. Feeling like the current platforms that exist to recruit volunteers are too broad for their needs.
4. Having trouble incentivizing current and potential volunteers/employees.
5. A high turnover resulting in a lack of dependable, loyal, and passionate workers.
6. Having trouble reaching out to donors and sponsors.

From our data, we concluded that our hypothesis assumption that different nonprofits would have a different needs was not necessarily true. We found a pattern that there were challenges among nonprofits when it came to reaching out and engaging their local community. Engagement of the community is essential to the success of all nonprofits regardless of their mission or purpose. Getting the word out about events, scholarships, services, and recruiting volunteers and jobs are needs each nonprofit touched on in their interviews.

NONPROFIT NEEDS DATA VISUALIZATION



PERSONA #1

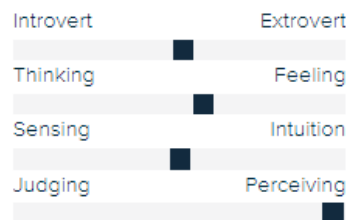
Jonathan Reckford



"Sometimes in a small community
its hard to find volunteers."

Age: 48
Work: CEO of Nonprofit
Family: 1 Wife and 1 Kid
Location: Harrisonburg, Virginia
Character: Loving.

Personality



- Loving
- Caring
- Kind
- Activist

Goals

- To find people to volunteer for his Nonprofit.
- Help the people in his community, and eventually worldwide.
- Grow his nonprofit by getting sponsors and donors.

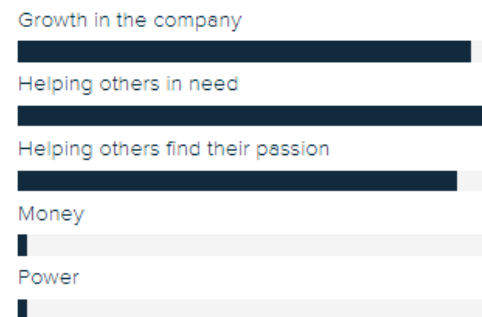
Frustrations

- Having a nonprofit in a small community, its hard to find volunteers.
- Starting a nonprofit, it is hard for us to gain exposure in the community.
- Finding ways to to gain employees, volunteers, and exposure.

Bio

Jonathan has recently started a nonprofit in his community that he has been living in for a long time now. His short-term goal is to gain more exposure for his nonprofit in his community. His long-term goal is to make an impact on a national level. Currently however, Jonathan struggles to find volunteers and employees for his new nonprofit. He his tried posting flyers around, and posting on job boards, but it still does not reach the community.

Motivation



Brands & Influencers



Preferred Channels



This persona represents 100% of users.

PERSONA #2

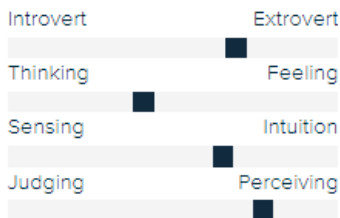
Joanne Woods



"Owning a Nonprofit in its hard to find the right employees"

Age: 39
Work: CEO of Nonprofit
Family: Married with 3 kids
Location: Rockingham, Virginia
Character: Passionate

Personality



Loving

Caring

Kind

Activist

Goals

- To find the "right" employees to work for her nonprofit.
- Help the people in her local community, and eventually expand nationally.
- Gain exposure by potentially hosting information sessions or events for her nonprofit in hopes of getting sponsors and donors to keep her company running.

Frustrations

- Owning a nonprofit in a small community, it's hard to find loyal and passionate employees.
- Owning a nonprofit, it is hard for us to gain exposure in the community and pay our employees.
- Posting on current job board sites is too broad to connect to my local community.

Bio

Joanne has been running a nonprofit for a few years now in her local community. Everything usually runs smoothly, however, now that her nonprofit is growing, she needs more employees to help man the show. Her current method to attract employees is posting flyers around the community and local businesses as well as relying on word of mouth. However, she still has trouble finding the "right" employees for her nonprofit. She has used job board sites in the past but found that their reach is just too broad for her small town nonprofit. She wants to find local employees who are passionate and willing to work for her nonprofit.

Motivation

Find the right employees

Helping others in need

Helping others find their passion

Money

Growth in her company

Brands & Influencers



Preferred Channels

Word of mouth

Flyers

Indeed

This persona represents 75% of users.

PERSONA #3

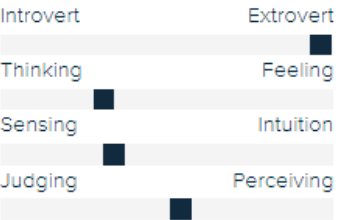
Katherine Forbes



"We struggle to find the right people to give our scholarships to."

Age: 25
Work: Scholarship Coordinator of a Nonprofit
Family: Single
Location: Fredricksburg, Virginia
Character: Giving

Personality



- Loving
- Caring
- Kind
- Activist

Goals

- To generate interest in her nonprofit's scholarship.
- To find the right candidate for her nonprofit's scholarship.
- Have candidates who apply for their scholarship potentially join their nonprofit down the road.

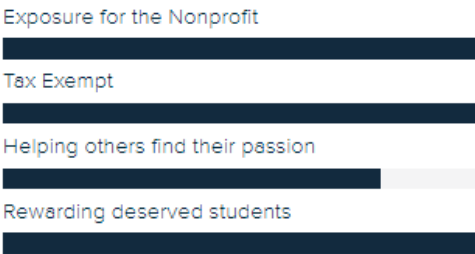
Frustrations

- Not having enough interest in her nonprofit's scholarship.
- Candidates living across the country applying for the scholarship having no interest in it.
- Getting permission from schools to advertise their nonprofit's scholarship.

Bio

Katherine is the scholarship coordinator for the nonprofit where she works. She is trying to figure out the best way to advertise their scholarship which is limited strictly their local community. Her goal is to give the scholarship to someone within the local community, and inspire them to work with and potentially join their company later down the road. However, she is finding it difficult to generate interest about the scholarship and reach the students who would be interested since she usually has to get permission from their school.

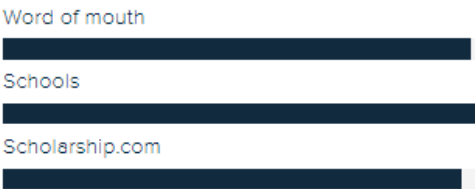
Motivation



Brands & Influencers



Preferred Channels



This persona represents 50% of users.

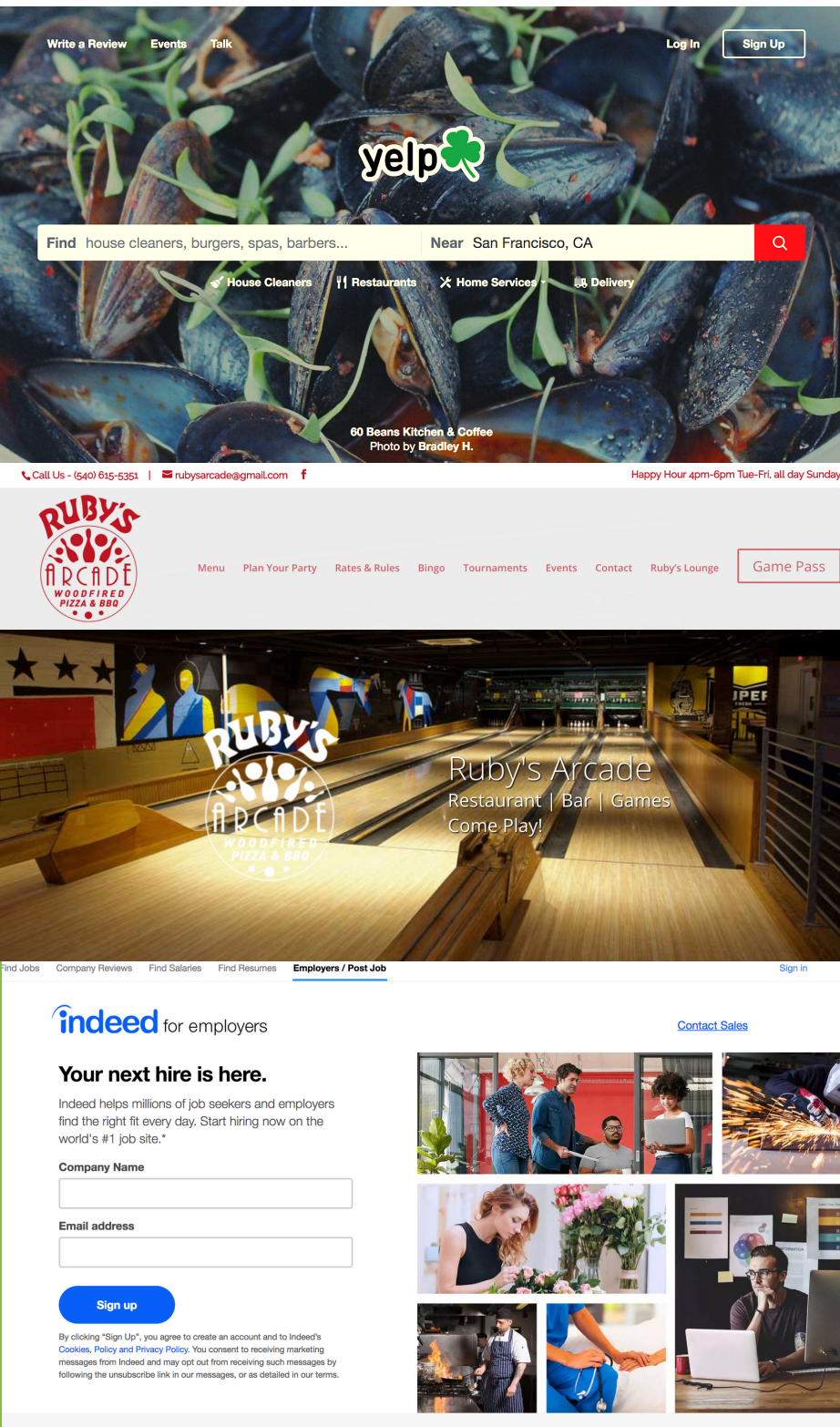
PERSONAS EXPLAINED

The creation of these personas stemmed from the responses we heard in the interview process. The first persona represents 4 out of 4 (100%) of the nonprofits we interviewed who expressed a need for generating interest and recruiting volunteers. Generating interest is addressed in our design requirements by allowing companies to create personalized profiles that advocate for their company. We also allow companies to post about upcoming events and opportunities, as well as provide contact information. This will help nonprofits get into contact with prospective volunteers and educate the community about their mission.

The second persona represents 3 out of 4 (75%) of interviewees who expressed a need for attracting the "right kind" of employees. We address this need in the design requirements by allowing nonprofits to post a job listing that appears to local students whose schools have approved their company. The discussion forum also addresses this problem by directly engaging the community fostering interest and informing perspective employees.

The third persona represents 2 out of 4 (50%) of interviewees who expressed a need to get their scholarship information out to local students. This need is addressed in the design requirement allowing the nonprofit to post a separate scholarship listing by category. Categories will allow students who are interested in viewing scholarship opportunities to narrow their search by selecting the scholarship category. This will provide nonprofits a pipeline to the student to educate them about their scholarship whereas students might not have known about the scholarship otherwise.

DESIGN & FEATURE INSPIRATION



Yelp-

The search function on Yelp is aesthetically pleasing and straightforward. This is the type of search function we would like to include in the website, where users can search by location and or category.

Ruby's Arcade-

This local business website has a clean and informative landing page to their site. This type of format and navigation is a model for our landing page. We will also make sure the landing page informs the user about what Cued-In is about.

Indeed-

The sign up page for companies on Indeeds website is what we strive for when considering the design of Cued-Ins sign up page. We liked the structure of their website and the terminology they used for the company sign in.

DESIGN & FEATURE INSPIRATION

LOG IN WITH     OR SIGN UP WITH DISQUS 

Name

 **Beckfield** · 7 months ago

Currently having to endure two forum communities based on Discourse, I feel I can safely say that Discourse has no place on this list. It's UI is horrendous, unintuitive, and feature-deficient. On top of that, their support staff are beyond arrogant. If you ask for a feature that has existed on practically every forum application on the planet for 20+ years, you get passive-aggressive insults, arrogant opinions that the feature you want is a "cop-out," or a sign of "giving up," and nonsensical arguments, leading up to "use different software if you don't like it." Believe me, if I had the choice, I would.

1 ^ | v · Reply · Share ·

 **A2 Hosting**  · Beckfield · 7 months ago

Sorry to hear about your experience with them. While I can't comment on their support staff (I have not personally interacted with them) I feel their UI was intended to be the way it is, minimalist. With so many different forum platforms out there generally keeping the same 'structure' in terms of UI/UX, Discourse is quite different and I think that is part of their success. Sure, it isn't for everyone but there does seem to be a market for it.

What forum platform have you ended up using @Beckfield?

^ | v · Reply · Share ·

Disqus-

Disqus seeks to provide comment plugins for web designers. We thought that this type of comment feature would be a good way to structure the discussion forum on the website. We liked the "Join the Conversation" prompt that seeks to engage and include members of the community.

facebook    Search

Jane Smith Home

 **Jane Smith**  

 Works at IDEO
 Studied at Stanford University
 Lives in Palo Alto, California
 Knows English, Spanish

About Friends 116 Photos 6 Map 15 Likes 74

Status Photo Place What's on your mind?

Recent Activity

 Jane posted to July 2011.

 Jane posted to July 2011.

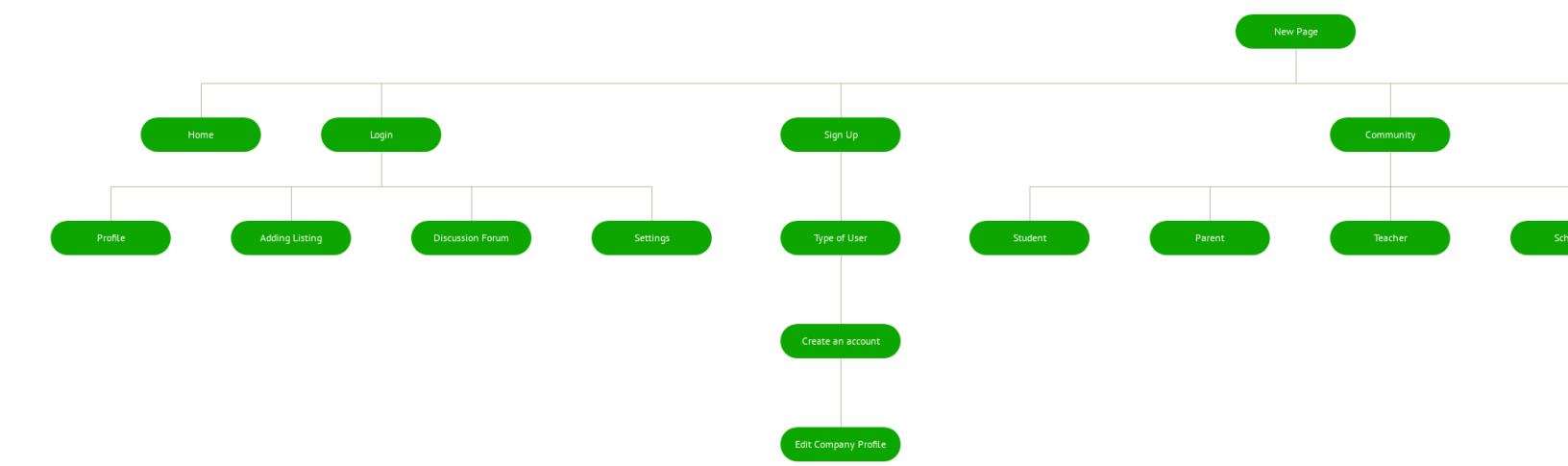
Sponsored

20% off on car insurance
unitindirect.com

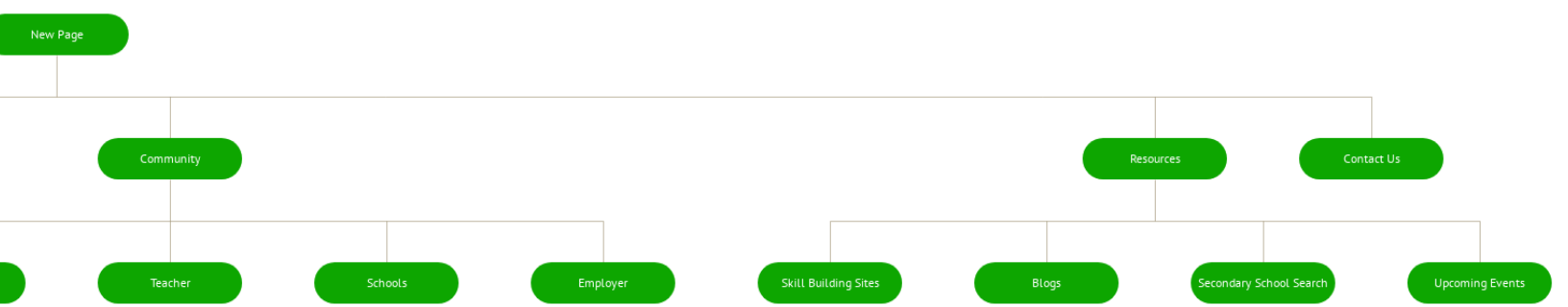
Facebook-

Facebook excels in how they provide customizable profiles. We would like to enable our users to create this style of profile for their company. It would allow for events and photo sharing as well as contact information that is all managed by the user.

SITE MAP



CONTINUED (LEFT TO RIGHT)

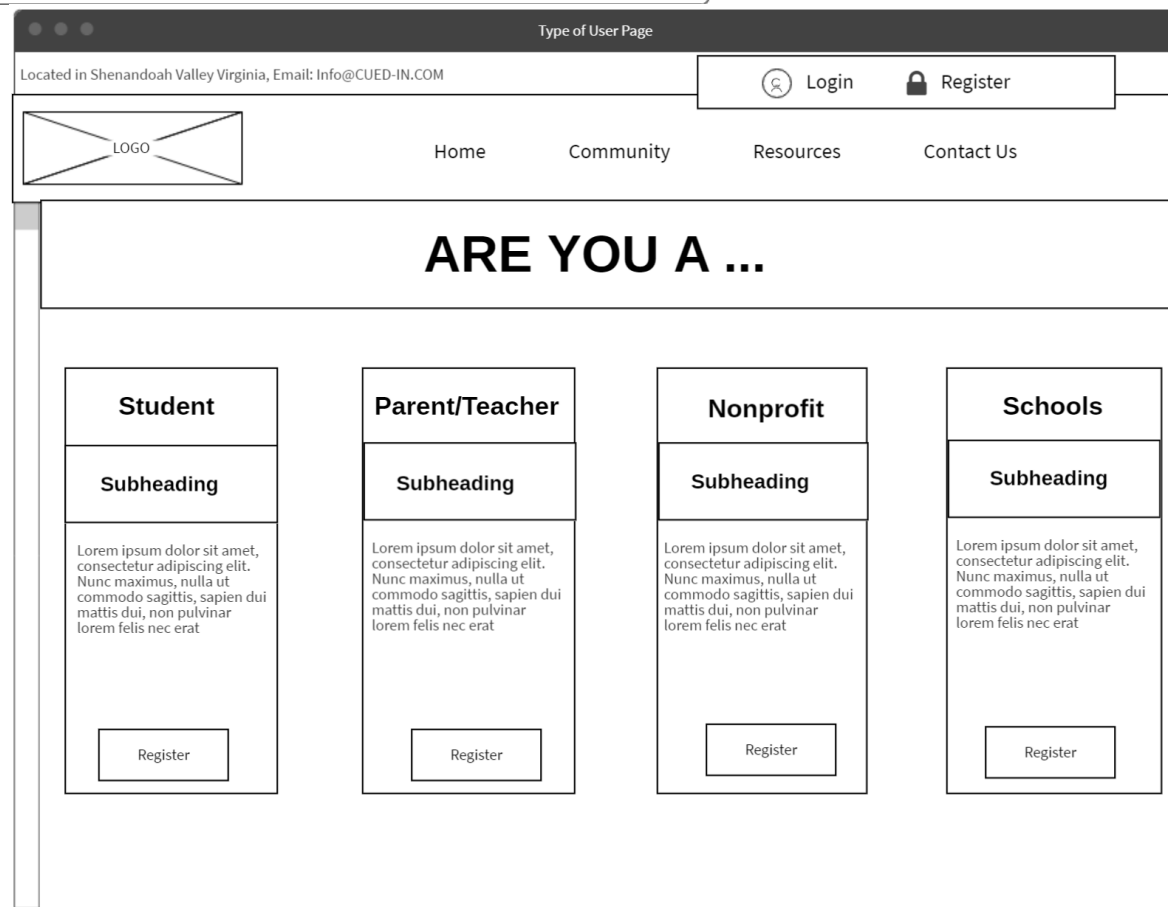
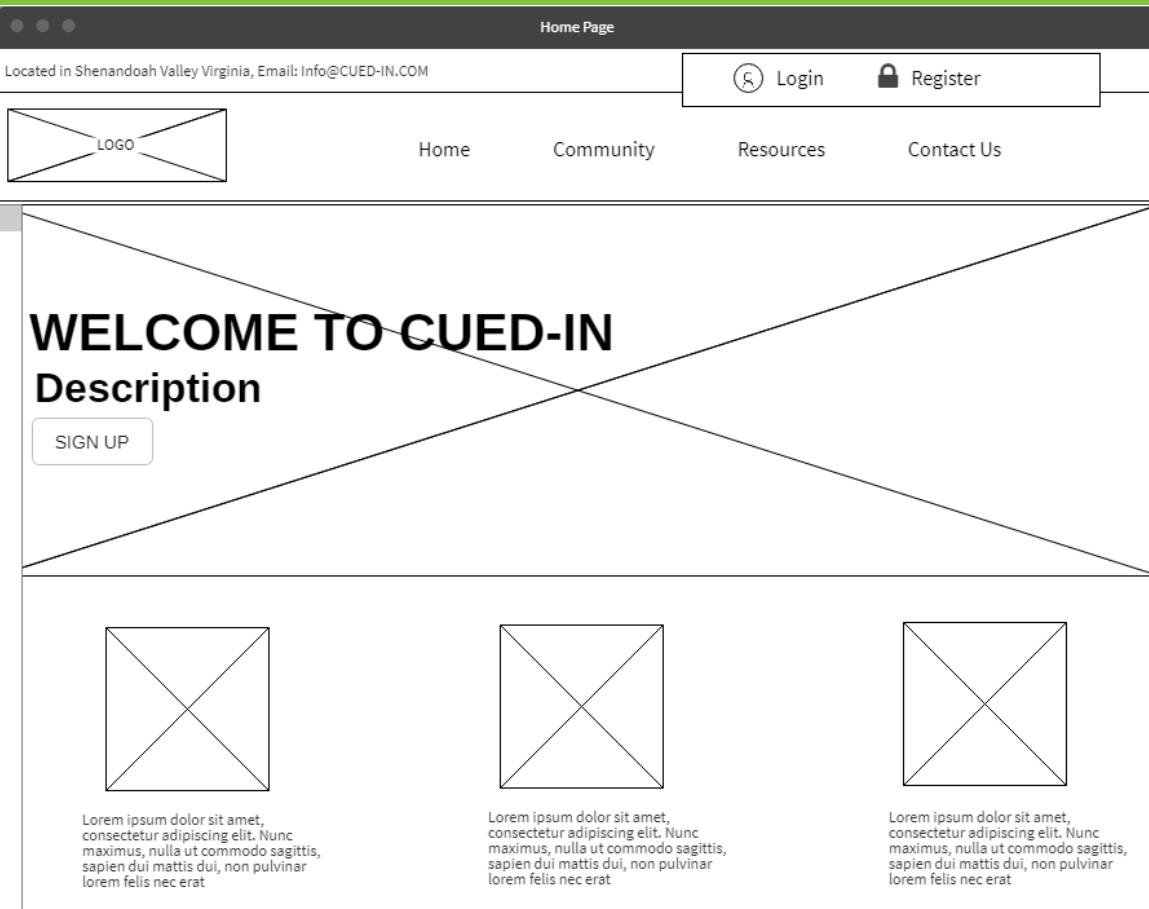


CONTENT AUDIT

Site Inventory Spreadsheet

Inventory ID	Navigation Title	Page Title	Priority level	Status	Comments
1	Home Page	CUED-IN	High	Needs editing	Need to rearrange content order
2	Login Page	Login	High	Complete	
2.1	Profile	Company Profile	High	Need to start	Important
2.2	Add Listing	Add Listing	High	Complete	Category Listing
2.3	Disccusion Forum	Discussion	Medium	Need to start	Feature, can wait though.
2.4	Setting	Settings	Low	Need to start	
3	Sign Up Page		High	Complete	
3.1	Type of User	You are a...	Medium	Needs editing	Needs more designs possibly
3.2	Create Account	Create an account	High	Complete	
3.3	Edit Company Profile	Edit Company Profile	High	Complete	
4	Community		Low	Need to start	
4.1	Student	Student	Low	Need to start	
4.2	Parent	Parents	Low	Need to start	
4.3	Teacher	Teacher	Low	Need to start	
4.4	School	Schools	Low	Need to start	
4.5	Employer	Employers	Low	Need to start	
5	Resources		Low	Need to start	
5.1	Skill Building	Learning	Low	Need to start	Feature, can wait though.
5.2	Blogs	Blogs	Low	Need to start	

WIREFRAMES



WIREFRAMES

Register Page

Located in Shenandoah Valley Virginia, Email: Info@CUED-IN.COM

LOGO

HomeCommunityResourcesContact Us

LoginRegister

Register

[Home](#) / [Register](#)

Create an account

User name

Email

Password

Confirm Password

Register now

Welcome!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui.

Register with social media

LinkedIn

Gmail

Facebook

Profile Page

Located in Shenandoah Valley Virginia, Email: Info@CUED-IN.COM

LOGO

HomeCommunityResourcesContact Us

ProfileAdd Listing

Company Profile

[Home](#) / [Register](#)

1400

My Profile

Add New Job Listing

Add New Volunteer

Add New Scholarship

Add New Event

Discussion Forum

Settings

Logout

Company Info

Company Name

Company xxx

Phone Number

(xxx)-xxx-xxxx

Email

Company@company.com

Address

Street Address

XXXX Arrowwood Drive

Zipcode

22801

City

Harrisonburg

Additional Address Line

Apt, Suite, Etc

State

Virginia

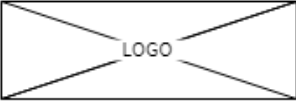
More Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat

WIREFRAMES

Add New Volunteer Opportunity Page

Located in Shenandoah Valley Virginia, Email: Info@CUED-IN.COM

LOGO

HomeCommunityResourcesContact Us

Profile

Add Listing

Add New Volunteer Opportunity

[Home](#) / Add new volunteer opportunity

Volunteer Opportunity Title*

Name of your Business

Volunteer Title

Volunteer Category*

Choose your category

City*

Your city name

Phone*

Contact number

Website

VISUAL MOCKUPS



VISUAL MOCKUPS



VISUAL MOCKUPS

