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Sparkly Panda Cats

Product/service:

<https://www.givepulse.com/>

Description:

This service allows both users looking for volunteer opportunities and organizations/groups looking for volunteers to create their own profiles, respectfully, and connect on a single platform. I chose this particular website because this two-way aspect is similar to what we planned to have on our website/app. Their community-oriented and welcoming mission also is a source of inspiration that we could potentially draw on for our project.

Analysis:

This service is effective in its goals because it provides those looking for volunteering opportunities to do so efficiently. They have included many features to narrow the range of volunteering events/opportunities to a user's desired preference. For instance, they have filters for dates, event types, age limits, causes, skills, SDGs, etc (figure 1). By doing so, each user is able to have a unique and personalized experience interacting with the site that allows them to successfully find a volunteering opportunity that fits their needs. A user is also able to keep track of their "impacts" which is a measurement of their efforts towards a volunteering event/group. There are categories for impacts (time, money, goods, research, etc.), and add them to the impact list of the specific volunteering opportunity that they registered for. This is a unique and good way for a user to track their own community involvement as well as engage with other volunteers and organizations.

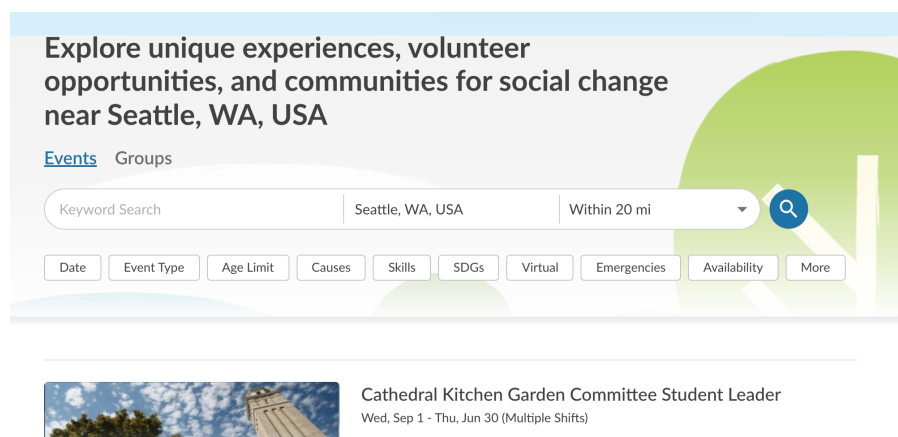


Figure 1. The available filters (date, event type, age limit, skills, SDGs, virtual, emergencies, availability, more) that are included on the volunteering search page of GivePulse [1].

Something that could be improved upon is their calendar feature. A user has the ability to search for available volunteering events based on the dates that they occur visually through a calendar. The calendar feels a bit overwhelming and cluttered due to the fact that all events are the same color and so look the same on the calendar (figure 2). There should be ways to

filter/organize events on the calendar similar to the default list option. Additionally, a user would have to scroll through an exhaustive list of options within a filter like “Skills” to find the skills applicable to the user’s needs (figure 3). This could annoy the user as it is a repetitive task, especially if filtering for other things like causes too. Finally, some events are a lot more descriptive and clear about duties, skills, requirements, and goals compared to others. This makes it hard for volunteers to find an event that is transparent and truly fits their needs. The website could implement a required minimum amount of information that an organization would need to provide about the event.

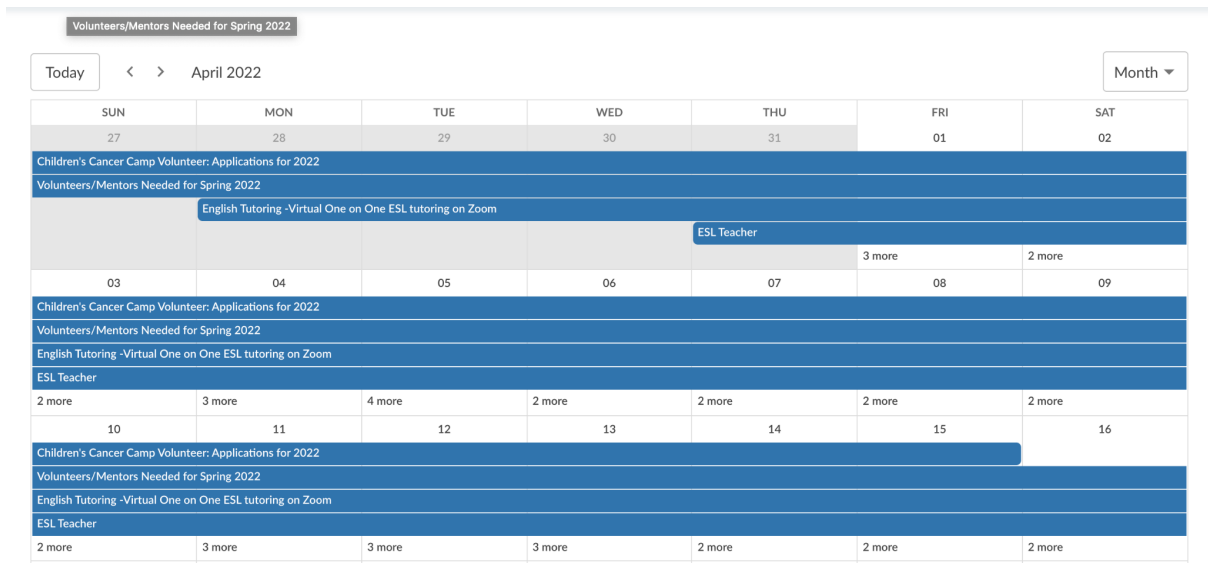


Figure 2. The available volunteering opportunities displayed on a calendar corresponding to date ranges [1].

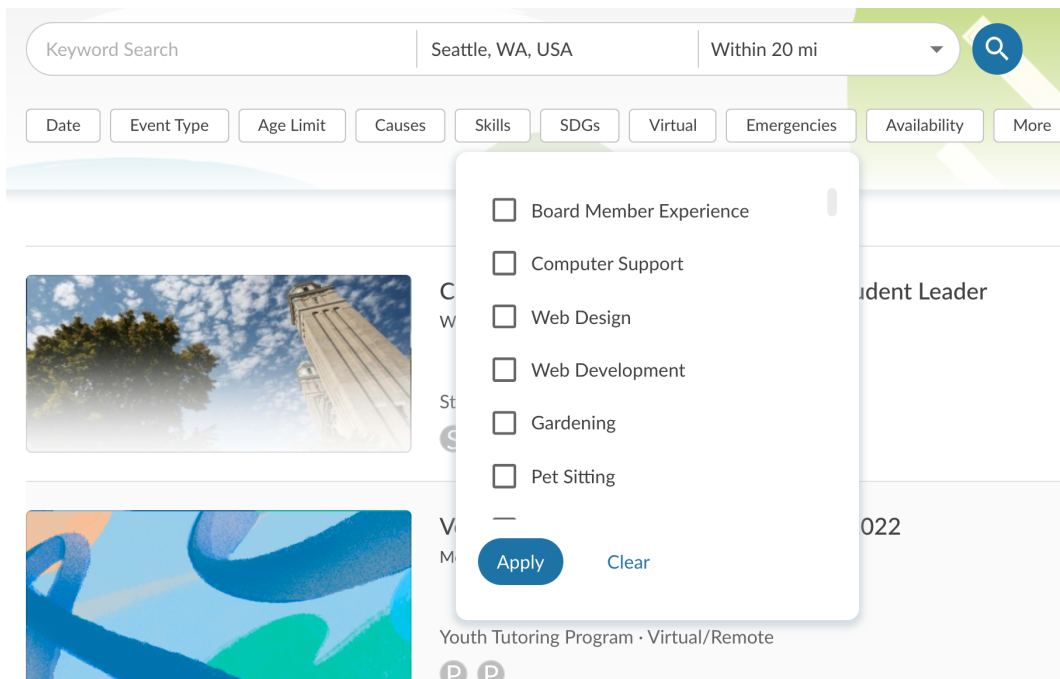


Figure 3. List of skills a user can select under the “Skills” filter. A user must scroll through all 70+ skills [1]

One way that this platform is inclusive is that the colors that they use are pretty contrasting and can probably be detected by someone who is colorblind. It is important to note that this is an assumption on my end based on my understanding of contrasting colors. This website could improve upon their inclusivity by adding more language options. Right now, they only have English, Spanish, and French. This excludes the many different cultural/ethnic groups that are looking for volunteering opportunities but do not speak these languages. Also, though they already have a filter for skills, it doesn't necessarily ensure that those with the selected skill(s) but are compromised or disabled in some way can actively and safely volunteer. Since there is such a wide range of mental and physical disabilities, it could be very useful to include a disability filter so that disabled people are able to filter opportunities to those that meet their needs and are disability-friendly.

References

[1] GivePulse, 2022. [Online]. Available: <https://www.givepulse.com/>