

**Purposely: Evaluating how culture leads track their company volunteer goals and request new
volunteer opportunities**

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With the rise in remote and hybrid work in recent years, especially following the COVID-19 pandemic, companies are searching for ways to keep colleagues cohesive, engaged, and connected with each other (Stanton, 2023). Purposely is an online platform that targets this need by connecting Canadian companies to group volunteering opportunities with local non-profit organizations, where teams can build rapport while giving back to their communities.

To determine the study direction, the research team met with the founder of Purposely and their Design Lead to discuss overarching goals of the study. Purposely recently launched the Request an Opportunity feature, a single text-box based submission form with guiding questions that allow companies to ask Purposely to organize an event specific to their needs. One challenge they face with this feature is that there are two user groups that use the platform: (1) culture leads, or those who have previously organized volunteering events for their company, and (2) local and remote employees who attend the volunteering events. Since the goals and circumstances of both these user groups are quite different, they are unsure if the feature supports both user groups' needs. They worry that this may impact Purposely's goal of increasing the engagement of both user groups on the platform. Another feature discussed was the Impact Dashboard, which shows Purposely users how many hours, activities and sign ups have been accumulated by their company. Their main goal for this feature is to both inspire more volunteering and increase the visibility of the contributions of each volunteer.

As such, the research team decided to evaluate both features, in particular: (1) the learnability and utility of the newly released Request an Opportunity feature and (2) the satisfaction levels and utility of the Impact Dashboard. This study is focused on answering how users think the Request an Opportunity feature works, what the overall experience using the feature is, and how users feel about the Impact Dashboard and its use. This is achieved by looking at participants' behaviours, attitudes, and values towards the features. Due to a limited time frame, this study will focus only on culture leads as they are likely to be the first to adopt the feature and have experience as both event organizers and volunteers. The research questions this study will ask are as follows:

Request an Opportunity

1. How likely are culture leads to use the Request an Opportunity feature?

2. Does the current Request an Opportunity experience satisfy the needs and goals of a culture lead?
3. What part of the Request an Opportunity experience is challenging for a culture lead?

Impact Dashboard

1. How do culture leads feel when seeing the Impact Dashboard?
2. What is the value of the Impact Dashboard for culture leads?

Study Methods

Evaluation Method

This study was done remotely in two rounds: first, a think-aloud usability test on the current Request an Opportunity feature along with a conceptual model extraction on the Impact Dashboard, and second, a think-aloud usability test on new Request an Opportunity prototypes. These methods were chosen as both the think-aloud usability test and conceptual model extraction allow for the collection of behavioural and attitudinal data as participants’ facial expressions, text inputs, and their verbal explanations of their thoughts and feelings will be recorded. Additionally, both methods are well-suited for early stage and lightweight features that are of high-fidelity. In particular, the conceptual model extraction encourages users to think about how they feel about the interface, providing insight into their thought process and mental model just by viewing it.

Participants

Table 1. Participant Demographics

ID	Role at Company	Level of Experience (Out of 5)	Purposely Events Organized (March 2022 - March 2023)
P1	People Partner	4	3-4
P2	Director of Operations	3-4	1
P3	Customer Success Specialist	4-5	4-5
P4	People and Culture Coordinator	4	1

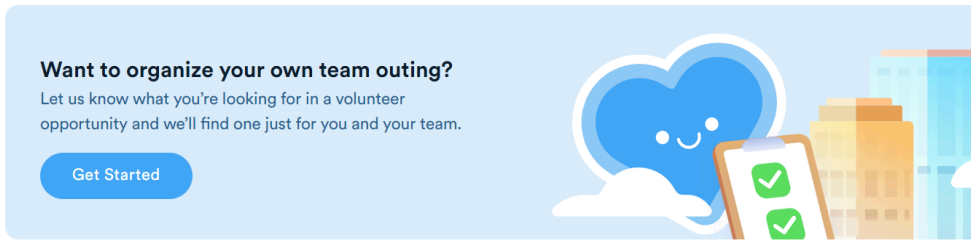
The client connected the research team to four current users to participate in the study (Table 1). All four participants were culture leads at their companies, having previously organized volunteering events for their teams. When asked to rate their level of experience using the Purposely platform on a scale of 1 to 5 (1 being very inexperienced, 5 being very experienced), the average response was 4 out of 5. Two participants rated themselves as 4, one rated themselves between 3 and 4, and one rated themselves between 4 and 5. As an early adopter of the platform, Participant 1 has been using Purposely since late 2020 and they continue to use it to find volunteering events for their company. Participant 3 has been using the platform since 2022, participating in both Purpose Days (which are pre-arranged events by Purposely) and individually organized events. Participants 2 and 4 stated that they started using Purposely in February 2023 as part of their companies' team volunteering initiatives, and have participated in one Purpose Day but intend to participate once per yearly quarter. Of the four participants, Participant 1, 3 and 4 had seen the Request an Opportunity feature's banner either while using the platform or while being shown new features by the founder of Purposely, but none of the four participants have used the feature.

Procedure

Prior to beginning each round, the research team explained the details of the study and informed participants that they could stop participating at any time. Upon consent, the participants completed a verbal pre-study questionnaire, consisting of open-ended questions and self-rating scales (see Appendix 2). These questions helped the research team gain a better understanding of participants' roles and familiarity with Purposely's platform.

In the first round, the study was split into two parts: a think-aloud usability test evaluating the Request an Opportunity feature, and a conceptual model extraction evaluating the Impact Dashboard. For the first part, the think-aloud usability test, participants were given two tasks along with various questions. In the first task, participants were asked to navigate to the Company Dashboard and then the Discovery page. Within each page, participants were asked about their familiarity, initial impressions, and expectations of the Request an Opportunity banner (see figure 1).

Figure 1
Request an Opportunity Banner



In the second task, participants filled out the request form based on a given scenario (see Figure 2). Upon completing the form, participants were asked about their initial thoughts including what they valued and what they found challenging about the feature. The research team then instructed the participants to submit the Request form and asked a set of questions regarding the post-submission experience in relation to their expectation, feelings, and ideas for improvement.

Figure 2
The Request an Opportunity form

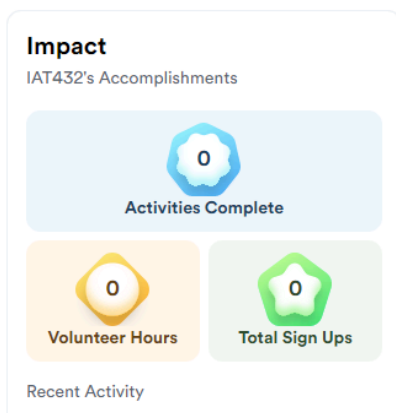
A screenshot of a web form titled "Request an Opportunity". At the top left is a decorative banner with a blue heart, a smartphone with checkmarks, and a city skyline. Below the banner, the title "Request an Opportunity" is followed by the text: "Let our team help you find the perfect volunteer opportunity. You can be as general or as specific as you'd like, we'll take care of the rest!". A section titled "Some things you might like to include:" contains four bullet points: "How many people will be there?", "When would you like this event to happen?", "Are you looking to support a specific cause?", and "What is the ideal location?". Below this is a "Details" section with a text input field labeled "Tell us about the kind of opportunity you're looking for". At the bottom left is a blue "Submit" button.

Through each task, the research team was able to identify the feature's areas of success and improvement, as well as define participant's expectations of the Request an Opportunity feature; this related back to key research goals regarding the learnability and utility of the Request feature.

For the second part, the conceptual model extraction, participants were shown the Impact Dashboard on Purposely’s platform (see Figure 3). Having participants observe the Dashboard without interacting with it, the research team asked the participants questions regarding their familiarity and initial thoughts towards the feature. Through these questions the team wanted to gauge participants’ familiarity and initial impressions of the feature. The team also asked questions regarding what values and improvements participants’ desired for the feature. Through these questions, the team wanted to explore what changes could be made to ensure the Impact Dashboard meets participant’s needs sufficiently; reflecting back on key research goals regarding the Dashboard’s utility and satisfaction.

Figure 3

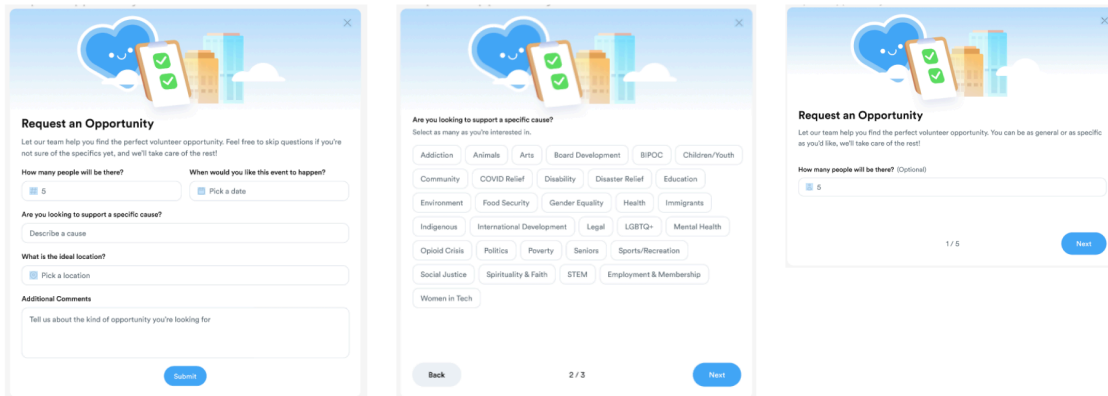
Impact Dashboard



In the second round, participants completed a think-aloud usability test on three varying prototypes of the Request an Opportunity feature, which were created by the research team (see Figure 4). Testing each prototype one at a time, participants were sent a Figma link of a prototype with a related task to complete. Following participants’ completion, they were then asked questions regarding their overall experience, which included their likes and dislikes, as well as ease and challenges in relation to the prototypes they had tested. This continued until participants completed usability tests on all three prototypes. To note, the order in which the prototypes were counterbalanced to improve the validity of the study. The second round of the study allowed the research team to test each variation of the Request an Opportunity feature, as a way to explore different solutions for improvement.

Figure 4

Prototype Variations



Lastly, at the end of each round, participants completed a post-study questionnaire consisting of open-ended questions and likert scales. This allowed the research team to gain a better understanding of participant’s overall experience, and to better contextualise the data collected throughout the study.

Constructs and Data Collection

Beginning with the Request an Opportunity feature, the research team focused on aspects of learnability and utility. To assess the learnability of the feature, the study explores how easily culture leads are able to discover, fill out, and submit a volunteer request for the first time. To assess the utility of the feature, the study aims to understand whether culture leads’ goals and needs, when submitting a volunteer request, are met. Throughout the study, the research team mainly collected qualitative data through note taking and video recording, which were later transcribed. In addition to qualitative data, the study also collected attitudinal and behavioral data. Questions asked during the interview catered towards understanding participants thoughts in relation to utility. Meanwhile, observations during the recording gave insight on participants’ actions, and thus learnability. Furthermore, with the addition of likert scales in both the pre and post-study questionnaires, the research team also gained qualitative data, allowing them to better contextualize and triangulate the results of the study.

In continuation, for the Impact Dashboard, the research team focused once again on aspects of utility, in addition to aspects of satisfaction. To assess the utility of the feature, the study aims to understand whether the values of culture leads are supported by the use of the current Impact Dashboard. To assess the satisfaction of the feature, the study aims to better understand whether Culture Leads are satisfied with the interaction of the data on the Impact Dashboard. Data collected

included qualitative, quantitative, attitudinal, and behavioral data, through forms of note taking, video recording, and surveys.

Reliability & Validity

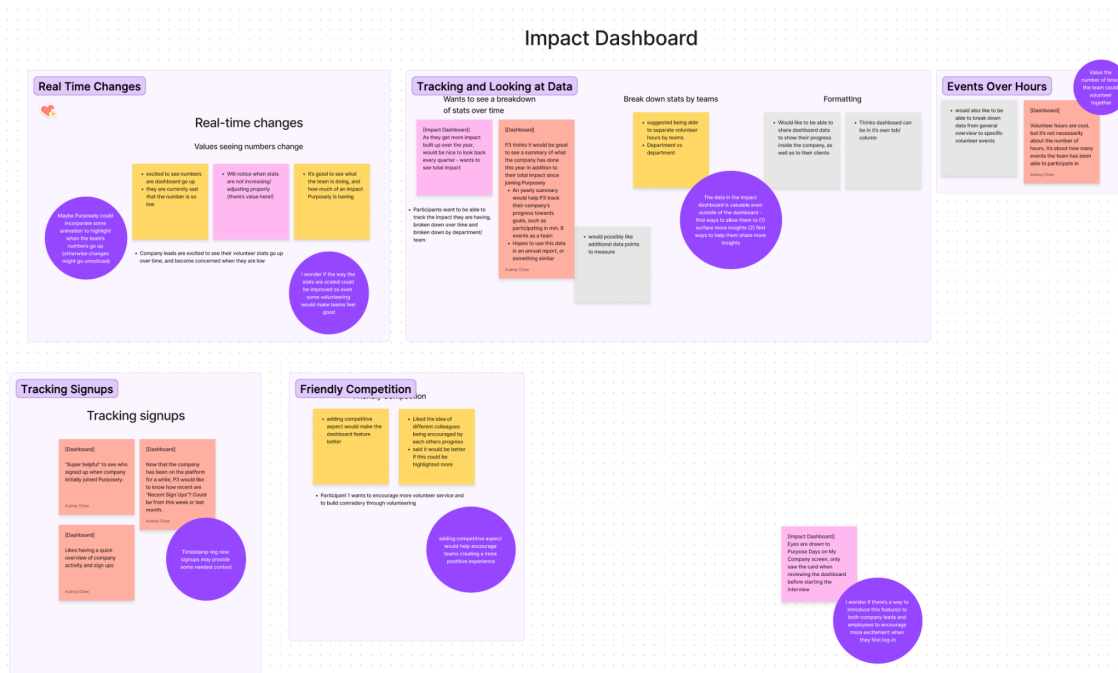
Throughout this study, there were three main challenges that affected reliability and validity. Firstly, there were some concerns in regards to reliability. The participant pool of our study was particularly small, creating uncertainty if the results of the study could be recreated if conducted with more participants, therefore, halfway through the study, more participants were procured through snowball sampling. While this method did improve the participant pool, it is recommended for more participants to be tested by the stakeholders for more reliable data.

The second challenge that was met in this study was concerning the construct validity of tasks created to evaluate the effectiveness of the Request an Opportunity feature. For the first participant, the team provided the participant with an overly detailed pre-written prompt that indicated the date, attendees, location and even type of volunteer event. At this point the participant could easily just copy and paste the prompt as their email. The team realized that the precise prompt did not reflect a real world situation where a user would have very little information about the opportunity they are requesting, and might be looking for ideas rather than a specific event. The provided prompt prevented our user from imagining how they would expect to use the feature, affecting the validity of the data gathered from the exercise. To address this, the team revised the task for the following participants by changing the prompt to be more general, creating the space for participants to act as they would in a real life situation.

The third challenge that affected validity was the team's choice of evaluation method. Originally, the team planned on evaluating the emotional response of participants to the Impact Dashboard through an affective evaluation. However further investigation led the team to the understanding that the Impact Dashboard did not have enough interactive components to evoke a sufficient emotional response from participants. As a result, the team adjusted their evaluation method and focused on measuring the dashboard's usability and functionality through a Conceptual Model Extraction. This change in the study ensured further construct validity as a Conceptual Model Extraction is more appropriate for the study objectives and the nature of the dashboard itself.

Figure 6

Affinity map of Impact Dashboard data



By observing the common pain points and user experiences, the team was able to create the different prototypes for the second round of the study. The reactions of the participants and the qualitative data gathered from the testing of each prototype was then analyzed further using the affinity map, with the goal of creating substantial recommendations that accurately reflect the needs of the interface’s user groups (Figure 7). This was done by grouping and analyzing both general comments on each prototype and reactions to specific interface components.

The comments and reactions were grouped using similar themes that relate to touchpoints within the user journey, such as: post submissions, flexibility of forms, and topic suggestions (Figure 8). By grouping the gathered qualitative data, the team was able to identify specific components that either address discovered pain points in round one of the study, or components that improve upon the existing user journey. These discoveries then drove the recommendations made to the stakeholders.

Figure 7

Grouping and analyzing of comments for the three different prototypes on specific touchpoints.

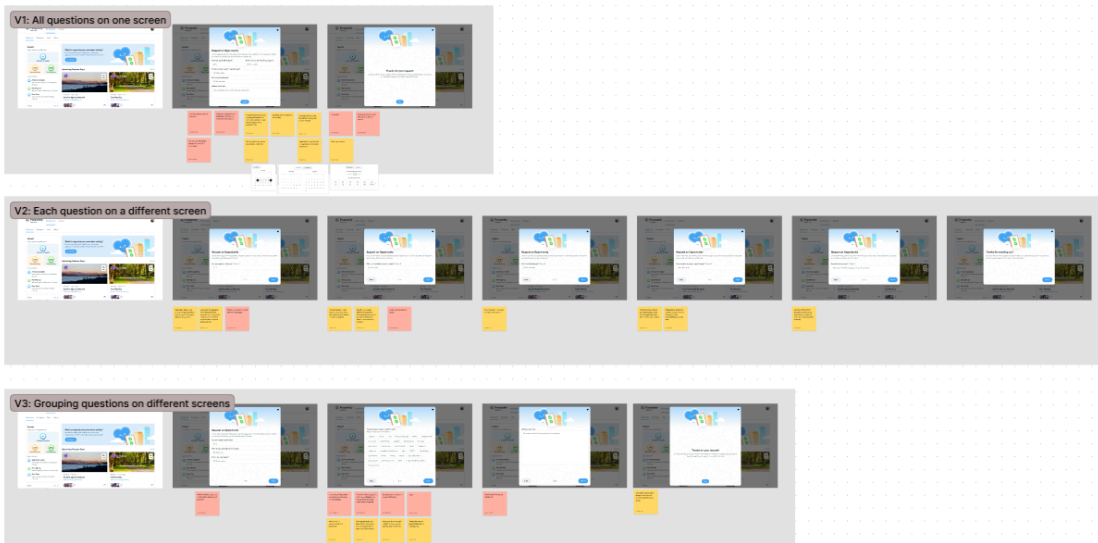
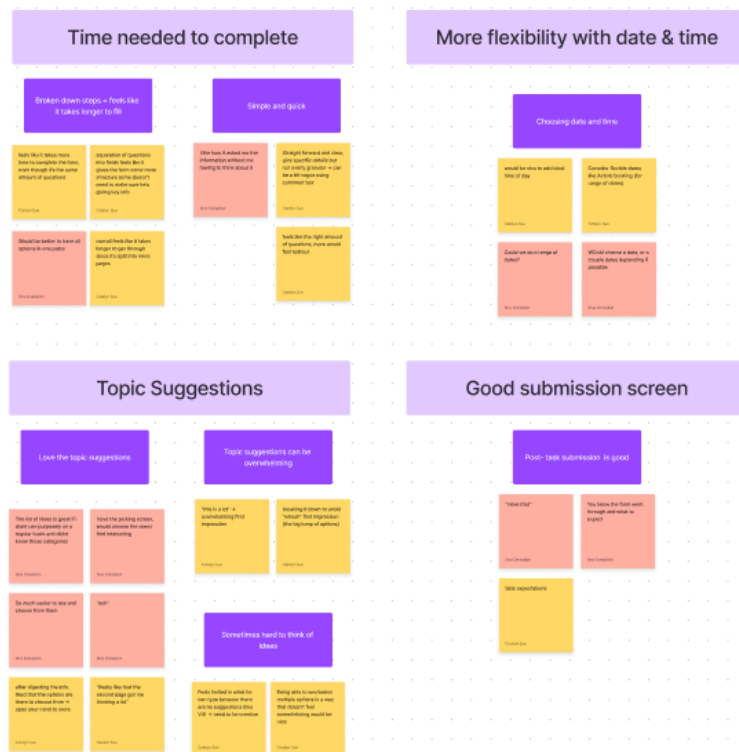


Figure 8

Grouping and analyzing of comments based on discovered themes.



Results

Request an Opportunity

In this section, we describe the results from round one of testing the current Request an Opportunity feature.

Perceived Value and Ideal Use Cases of Request an Opportunity Form

After testing the current Request an Opportunity form, all of the participants reported that they were “very likely” to use the new feature. The culture leads believed that it would help streamline the process of organizing group volunteer events for their company by directly connecting them to opportunities that meet their needs for group size, location, date, and interests. The feature would save them time otherwise spent browsing opportunities and contacting non-profit organizations. The time-saving aspect of the Request an Opportunity form was particularly valuable for participants that worked in smaller teams with less time to actively search for volunteer opportunities.

“I love this idea. I think that it's gonna make things a lot easier to organize a team event.”

[P1R1]

“It's a great feature because it will help you find opportunities that are catered towards what you're actually looking for.” [P1R1]

Currently, Participant 4 typically prefers to organize their company's volunteer outings through Purpose Days due to a difficult prior experience communicating with a non-profit on the platform. However, Participant 4 felt confident that the Request an Opportunity form would provide a more reliable means of coordinating an independent event, since the request would be handled by a team member at Purposely. In addition, Participant 4 noted that it can be tedious to browse volunteer opportunities on the Discover page because certain constraints, such as group size, are not visible until the user clicks into the opportunity. They saw the Request an Opportunity form as a solution for this issue, as they would be able to specify their team's needs and receive tailored suggestions.

Challenges with the Request an Opportunity Form

Assuming the feature is for remote team members. When viewing the two banners that appear on the Company Dashboard and Discover pages, participants correctly assumed the

feature’s functionality, despite the lack of explicit labeling (See Figures 1). However, some participants were confused about the intended audience of the banners. Since most opportunities on Purposely are hosted in British Columbia, participants assumed that the banner’s message of “Can’t find what you’re looking for?” targeted remote team members to get involved in volunteer opportunities outside the province.

“This seems like something for good for our remote team members” [P4R1]

“So I thought that it was eye-catching in the sense that . . . I think [it would be] for our remote team members” [P3R1]

Feedback on open-ended format. While participants generally found the form straight-forward, they suggested changing the format from a single textbox to a series of questions. Participants explained that doing so could further reduce the time and effort required to organize an event by helping users think through the details of their initial request.

“I think information could definitely be missed in this [current] format.” [P3R1]

“If the details section was broken apart into key questions, it might not be as overwhelming for the person typing it.” [P4R1]

It should also be noted that with the current interface, several participants were observed writing their request similar to an email. As such, participants would spend extra time on the structure and tone of their request.

Figure 8

Request an Opportunity form filled out by Participant 2.

Details

TEST

Hello, I'm reaching out with the hopes of organizing a team event for Jan 2024. We're a team of roughly [redacted] people, based in [redacted]. I'd expect a turnout of roughly 10-15 people.

With sustainability being a core part of what we do, we'd like to support something that does good for the environment. Ideally something like a shoreline cleanup, etc. We are open to suggestions.

Thank you,

Unclear next steps for submitted requests. After submitting a request, the user is presented with a brief banner at the top of the screen confirming the submission, but some participants miss this message. Those that do see the confirmation message want to know when they can expect to hear back from Purposely and what their next steps will be.

I think what I would like to see is when I would hear back. Like I'm totally fine with it taking a while, but I would like to know what the timeline is going to look like. [P1R1]

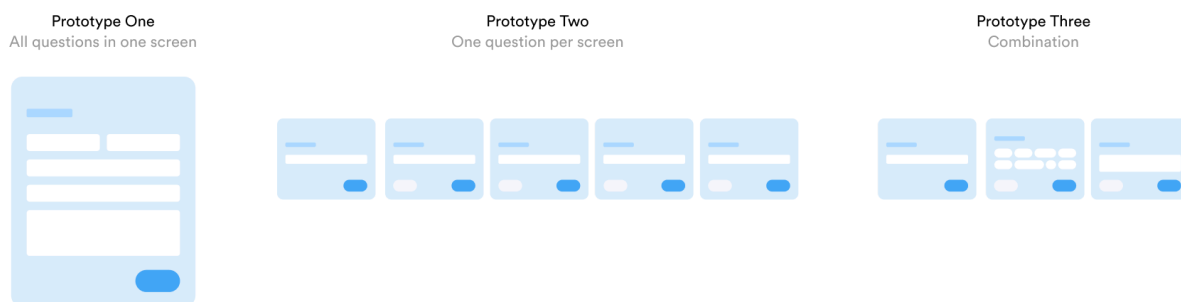
After I fill in the form and click submit, I would expect some sort of confirmation saying, 'Hey, we got your request and these are the next steps. [P4R1]

Alternatives to Current Interface

Based on the Session One results described above, the research team prototyped three new versions of the interface. In Prototype One, all questions were fit into one screen. In Prototype Two, each question was placed on a different screen, amounting to five screens total. In Prototype Three, the user interacted with three screens: a first screen for key information, a second screen for selecting causes, and a third screen for additional comments. In this section, we summarize how participants responded to these key changes.

Figure 10

Low Fidelity Wireframes of Three Prototypes



Structured questions. While the number of questions on screen varied across the three prototypes, the overall response to this change was positive. Participants appreciated that the questions provided guidance and structure, minimizing the need to think about how to phrase the request or what information to include.

I don't have to worry about how to write it out and make sure I hit those key points. [P2R2]

I like how it asked me for key information without me having to think about it. [P1R2]

Figure 11

Prototype One: All questions on one screen.

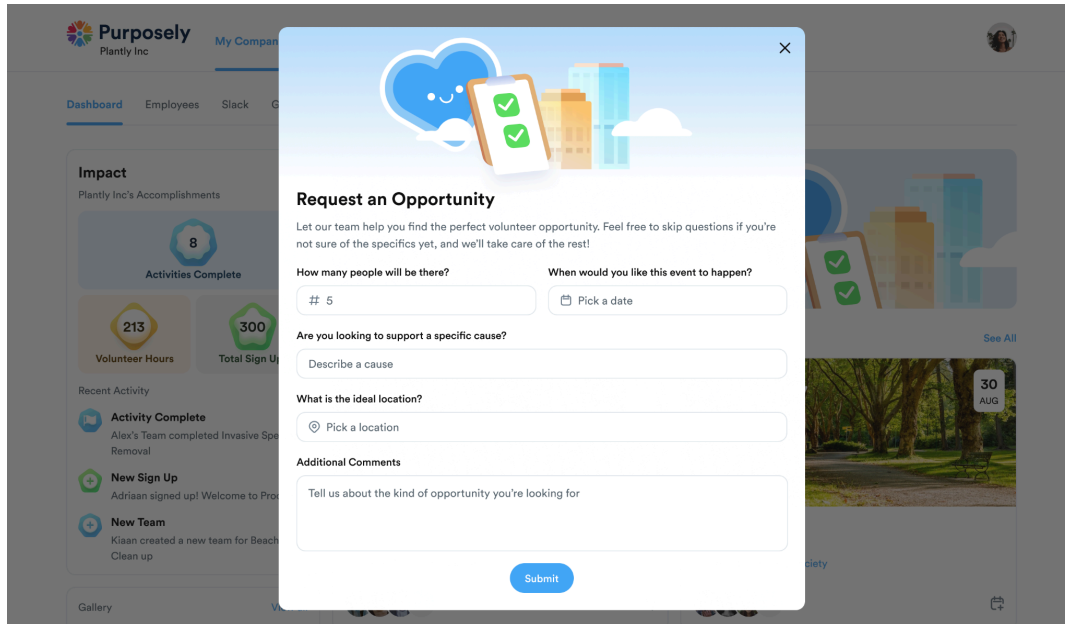


Figure 12

Prototype Two: One question per screen.

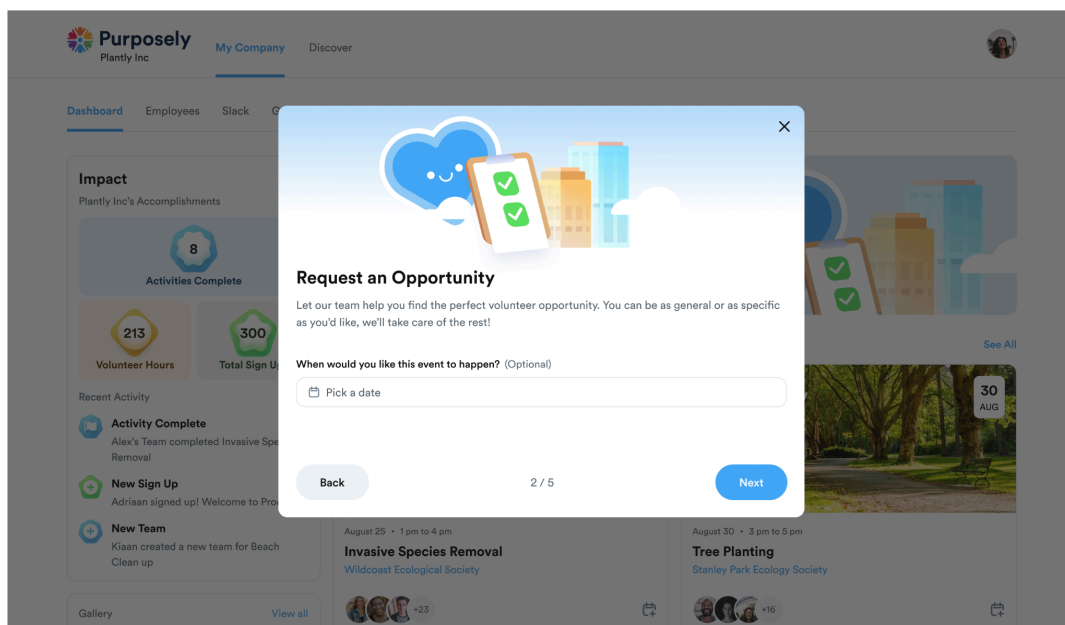
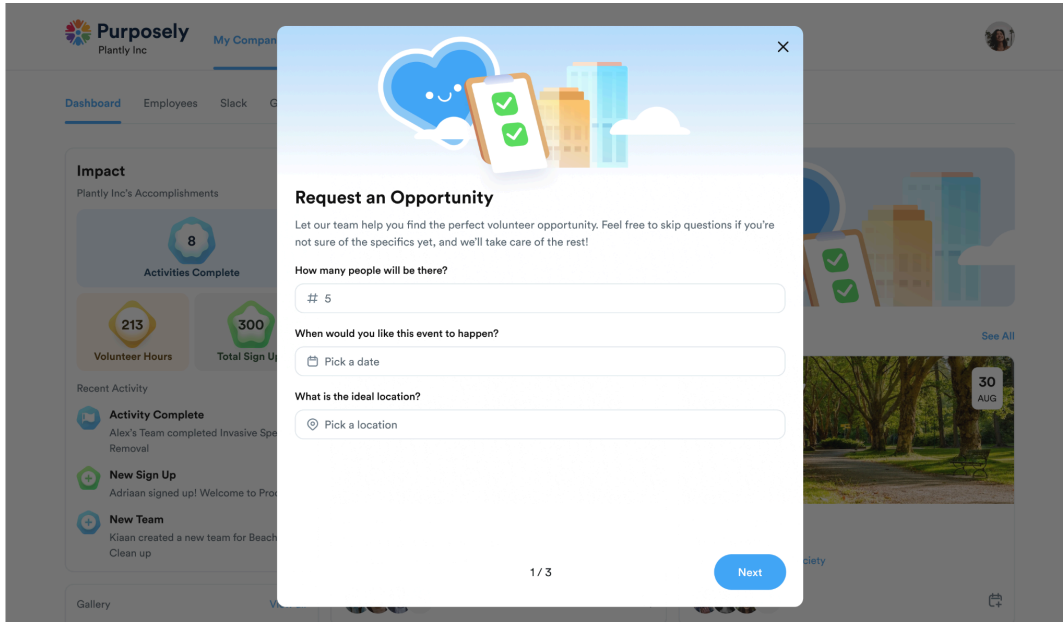


Figure 13

Prototype Three: Combination



Multi-step form. Participants expressed that Prototype Two required more of their attention and time, while Prototype One felt efficient and straightforward. However, this is not to say that having multiple screens is an issue, as participants still demonstrated a preference for Prototype Three which uses three screens.

I like having [the questions] all in one place better, but I know some people focus better with one at a time. [P1R2]

I like how simple [Prototype One] is, and that there aren't any barriers to filling it out and it can be done quickly... The second one is split into different pages, so it feels more involved, maybe because you don't know what's to come. [P2R2]

Broken up into multiple steps, [Prototype Two] feels longer and like more of a time investment than it is. [P2R2]

I think they were all good. The multiple step one isn't my preference, but I wouldn't take out any of the questions or anything. [P1R2]

Cause selection tags. In Prototype Three, users are prompted to select one or multiple options from a list of possible causes. Overall, participants responded positively to this interaction,

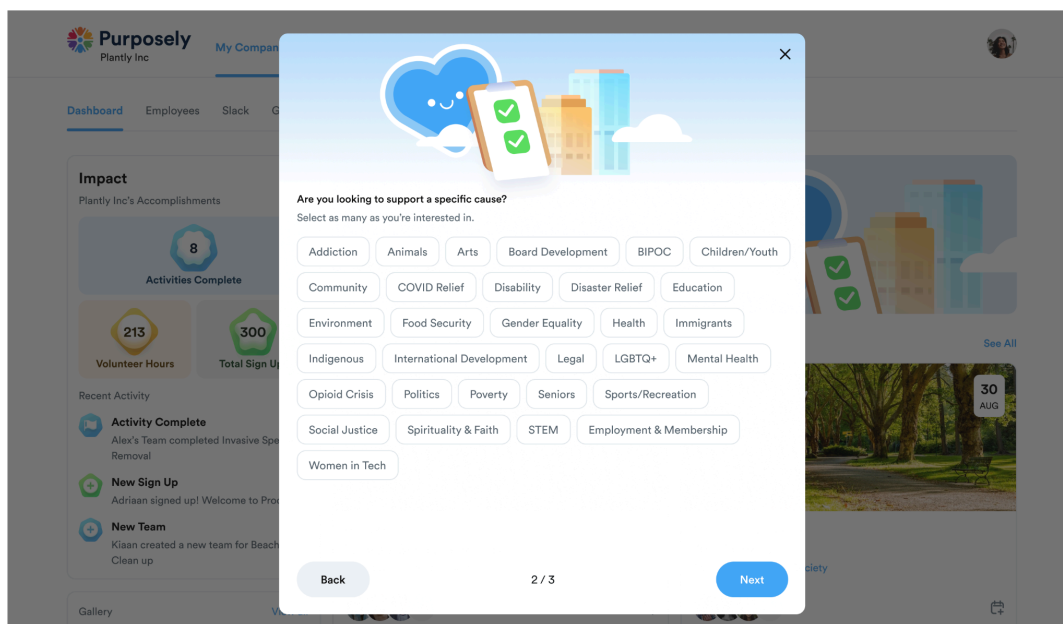
sharing that it opened their mind to causes that they would not have thought of volunteering for otherwise.

Categories to choose from are really great. [P1R2]

Initially, I thought ‘woah this is a lot’ but after I sat for a second, I liked that the options are there. [P2R2]

Figure 14

Prototype Three: Selection tags



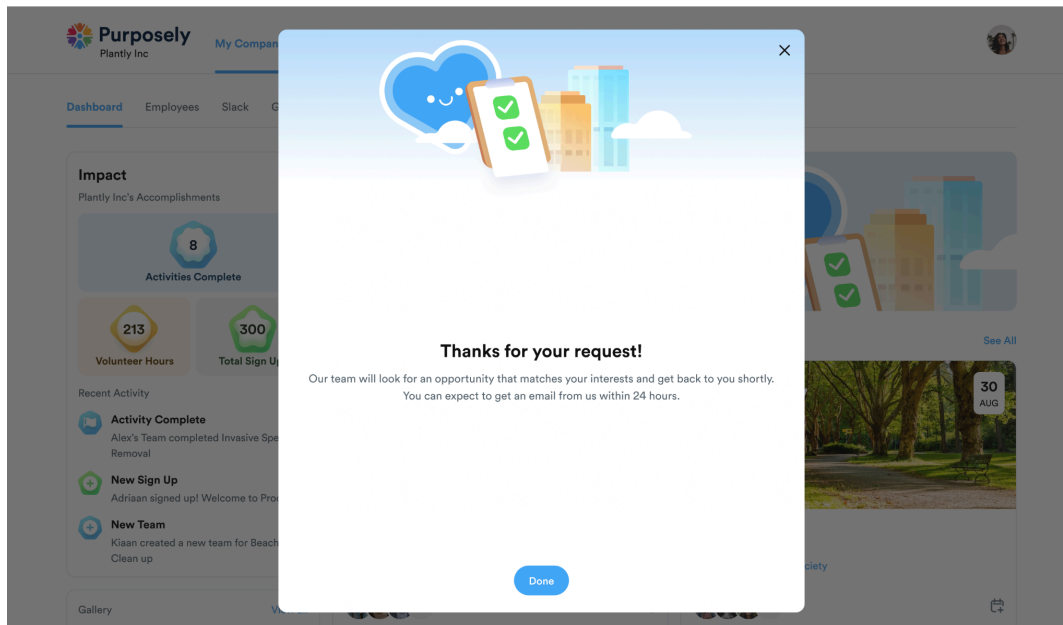
Post-submission state. Participants stated that it is useful to see the next steps and receive clear confirmation of successful submission.

I like that it sets the expectation of when we will hear back. If we're trying to set up something next week, it's short notice but knowing that we'll hear back in a day or so is helpful. [P2R2]

The message at the end that tells you that it went through and what to expect is very useful. [P1R2]

Figure 15

Submission screen for all three prototypes



Impact Dashboard

Overall, the participants found the Impact Dashboard to be a valuable way to measure their progress towards their company volunteer goals. Several participants shared that having access to a summary of their company-wide volunteer hours was helpful. A couple participants expressed that they were excited to see the dashboard numbers update and grow over time.

I like having this really quick overview and the volunteer hours, this was super helpful for me.
[P3R1]

I love it, it makes me a little sad that we got such a low number, but apart from that I really like it and it's a great way to get a snapshot. It's gonna be really fun to see those numbers go up.
[P1R1]

When we first started exploring . . . [the Impact Dashboard]. . . we were really excited about having volunteer hours. These are data points that we want to use in the future to see how our employees are actually volunteering. [P4R1]

Perceived Value and Ideal Use-Cases for the Impact Dashboard

Accessing Data. As stated above, participants were quite satisfied with the Impact Dashboard in its current state. However, looking into the future, participants expressed that access to a more detailed breakdown and additional data points would be valuable to track. There were two ways that the participants wanted to break the data down: first, they wanted to see volunteer hours and participation broken down by individual, team, and department. Second, they wanted to see data broken down by quarter or by year and the ability to compare their data overtime. Participants expressed that having access to these additional data points and breakdowns could promote friendly competition between teams and better allow companies to track their progress.

We'd like to have the holistic view of like, what's our total impact? It would be great to look back every quarter and be able to see that we did 30 collective volunteer hours.

[P2R1]

Sharing Progress: Celebrating volunteer goals by sharing data internally and externally.

Participants stated that they value the ability to share and celebrate their volunteer progress outside of the Purposely platform. Internally, participants want to share their progress in internal reports and to their employees to encourage them to continue volunteering. Externally, participants want to share their volunteering data to keep their key stakeholders in the loop. Participants suggested a couple formats that would be valuable, including: summaries, pie charts, small form content that could be exported and placed in a company report.

We can say we've done 20 volunteer hours in this quarter, and share that with the staff to show that that's the impact we're having. We also have loyal members and shareholders that we send newsletters out to, to share what our employees are up to aside from work.

[P4R1]

We like to celebrate those successes. [P2R1]

Challenges with the Impact Dashboard

Feeling concerned when the dashboard data is not up-to-date. Participants shared that they wanted additional context about the frequency in which the volunteer data on the dashboard is updated. One participant shared that they felt concerned and worried when the dashboard did not reflect up-to-date numbers for volunteer hours, events, and sign-ups.

What's the timeline? I'm not sure when things get updated. I'm wondering because we have all these people that signed up. But it only says that two did. So I like the idea of having those data points. I just don't know when it updates. [P4R1]

How recent is recent? This was a couple months ago. [P3R1]

Discussion and Implications

This section will evaluate the findings against the constructs outlined earlier: learnability, satisfaction, and utility.

Principal Findings

Overall, participants found the Request an Opportunity feature easy to learn, but they wanted more guidance while filling out the form. For the Impact Dashboard, participants are satisfied with the current experience, however, they want additional functionality and data. This section discusses these qualitative findings in further detail.

Request an Opportunity

In terms of learnability, the results indicate that participants were able to understand the functionality of the Request an Opportunity feature based on the design and copywriting of the banners, but further clarity may be needed around its intended audience. The interface itself is straightforward and allows for flexibility when writing a request. However, participants suggested that changing the format from a single textbox to a series of structured questions could improve learnability by minimizing the risk of important information being missed. When prototyped and tested, participants found this approach favourable to the current interface and appreciated the added guidance.

In terms of utility, participants perceived the Request an Opportunity feature as a highly valuable, time-saving solution that would directly connect them to opportunities that meet their specific needs. However, unclear next steps for submitted requests were identified as a challenge. Addressing this challenge would improve the utility of the feature by setting clear expectations and allowing users to plan around Purposely's timeline.

Impact Dashboard

In terms of satisfaction, participants are satisfied and excited when they can track their progress towards their volunteering goals in real-time. However, it is important to note that participants become concerned and less satisfied when the dashboard data is not accurate or, if they can not figure out how recently data were added. This suggests the dashboard may violate one of Jakob Nielsen's 10 heuristics, "Visibility of System Status" (1994). There is an opportunity here to make the system status more visible leading to Purposely building more trust with their users.

In terms of utility, participants want to tell a story with their data and share the data with others. This is a valuable finding because it suggests three things. First, the ability to explore, share, and interact with the data on the dashboard will encourage culture leads to increase their engagement with the Purposely platform. Second, that viewing and sharing data from the Impact Dashboard can encourage and inspire more employees to volunteer. Third, that culture leads are excited to use the data that Purposely offers outside of the platform which can introduce Purposely to users and companies who are not currently using or are aware of the platform.

Design Recommendations

Finally, this section will share potential design improvements for both the Request an Opportunity feature and Impact Dashboard.

Request an Opportunity

Recommendation 1: Guide users with structured questions. The findings suggest that changing the single textbox to a series of semi-structured questions would provide users a more guided experience. However, Purposely should consider the number of questions on each screen, as participants commented that Prototype Two took longer to walk through with only one question per screen. Purposely should also keep in mind that the request form should still allow for flexibility, since it is used early in the process of organizing an event. For example, users may prefer to provide a range of possible dates instead of a specific one, which would impact the interaction design for this question.

Recommendation 2: Provide users with ideas of causes to volunteer for in the request form. This would reduce the need for the user to think of causes and potentially expand their interests. Additionally, it is recommended to allow users to select more than one option.

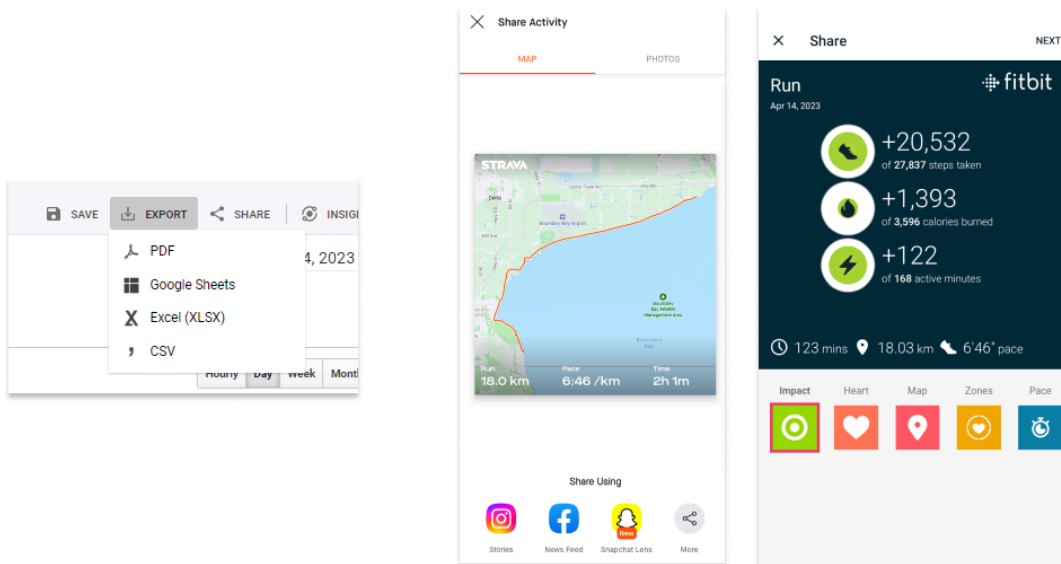
Recommendation 3: Provide users with clear next steps after they submit a request. This will alleviate concerns about successful submission and improve their understanding of the timeline.

Impact Dashboard

Recommendation 4: Allow Users to Interact with the Dashboard. To help users tell a better story with their data, it is recommended that Purposely adds additional data categories to the Impact Dashboard that can be filtered and compared over time. Culture leads would benefit from having volunteer hours and participation broken down by: (1) individual, team, and department; and (2) fiscal year (i.e., quarterly, yearly). Additionally, adding a ‘share’ or ‘export data’ button for the data on the dashboard could allow for more engagement. The ‘share’ button could share an overview of the dashboard data to celebrate volunteering progress with internal employees over Slack, email, or newsletter. The ‘export data’ button could export the dashboard data in PDF, CSV, or other format types for easy integration into company reports. See examples from Google Analytics, Strava, and Fitbit in Figure 16.

Figure 16

Screenshot of Export Button, Strava, and Fitbit UI

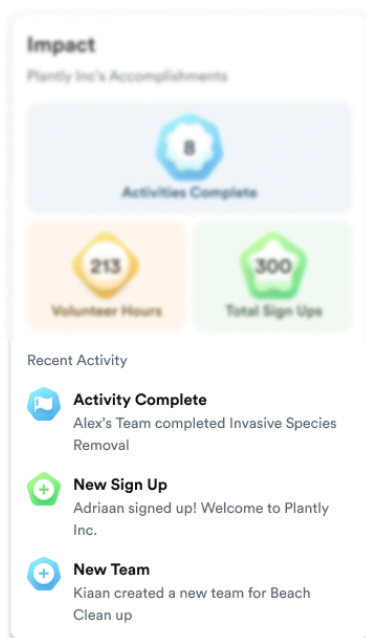


Note. On the left is an export button in Google Analytics, on the right is an example of shareable data from Strava and Fitbit.

Recommendation 5: Timestamp Recent Updates. To help users build trust and gain context about the data shared on the Impact Dashboard the Impact Dashboard should indicate how recently the data was added by adding a timestamp to each new activity in the ‘Recent Activity’ section (See Figure 17). This type of timestamping can be seen in other dashboard interfaces such as Strava or Google Analytics. It would also be valuable to provide a time range for the data that is being presented on the dashboard such as, ‘Last Seven Days’, ‘Last Calendar Year’, and ‘All Time’ to provide time-related context for the data they are seeing (See Figure 18).

Figure 17

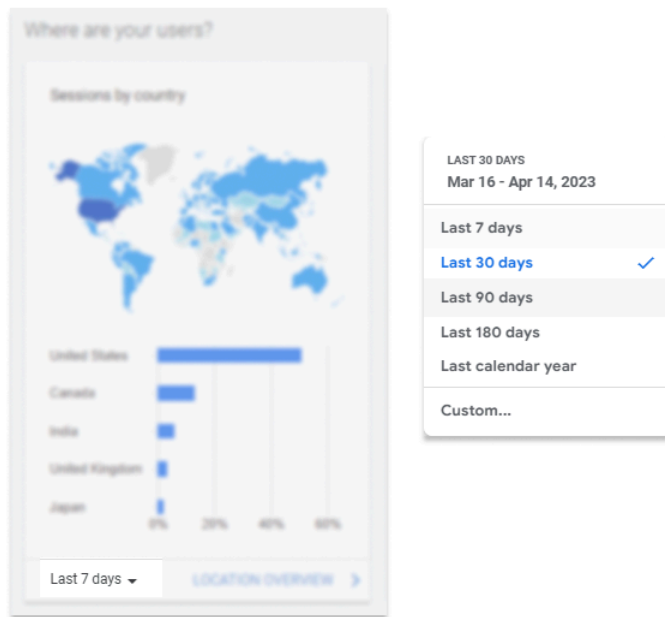
Impact Dashboard



Note. Above is the Impact Dashboard.

Figure 18

Screenshot of Google Analytics UI



Note. This is an example from Google Analytics.

Limitations

The findings from this study must be evaluated with several limitations in mind. First, the study used convenience sampling by recruiting participants through the connections with the CEO of Purposely. Therefore, our participant pool may not represent the culture lead user group in general. Self-selection bias may have influenced the responses in the interviews as participants who were recruited had a connection with the founder at Purposely and were generally more enthusiastic about helping to improve the product. Second, this study was limited to the perspectives of culture leads and did not involve any employees, remote employees, or remote culture leads. Lastly, the sample size of four participants may not be generalizable to the experience of most culture leads.

The validity of this study could be improved with a larger sample size and the use of random sampling. Additionally, repeating the study with a more varied participant pool could help the Purposely team discover how the experience of the Request an Opportunity feature and Impact Dashboard differ between a company lead, employee, and remote employee. To assist with this, a document outlining the full research procedure that includes interview questions for both company leads and employees can be found in Appendix 5. With additional perspectives from employees and

remote employees, it will clarify how each participant group expects to use the Request an Opportunity Dashboard and Impact Dashboard. For the Request an Opportunity feature, this could help inform a different question structure and the choice of which questions are optional or not. For both features, this may provide insight into the value and context in which each participant group would use both features.

Conclusion

This study aimed to serve two goals: (1) assess the learnability and utility of the newly released Request an Opportunity feature and (2) assess the satisfaction levels and utility of the Impact Dashboard. The findings demonstrate that culture leads are excited about both of these features. They found the Request an Opportunity feature easy to learn and the Impact Dashboard data exciting to view. However, to help culture leads achieve their goal of curating and organizing their own volunteer events in the future, the current experience could be improved with step-by-step guidance and feedback. Interestingly, with the Impact Dashboard, participants viewed this feature as a way to assess their progress towards their company volunteering goals, which opens up an opportunity for Purposely to explore how culture leads can interact with and share volunteer-related data through Purposely. Overall, it is clear that both features are in line with the overarching goals of the culture leads that use their platforms, and with a few tweaks and iterations these features will further Purposely's mission, “. . . to get companies volunteering and giving back to the community” (Purposely, n.d.).

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Appendix 1

The raw data has been attached in a separate pdf file that has been uploaded to the Canvas assignment.

Appendix 2

The study questionnaire instrument have been attached in a separate pdf file that has been uploaded to the Canvas assignment.

Appendix 4

The final slides for the presentation have been attached in a separate pdf file that have been uploaded to the Canvas assignment.

As well, here is the figma link to our presentation on Figma:

[https://www.figma.com/file/gEs3wGCMQEGE6JYDtV1uIj/Final-Presentation-\(Moved-for-lag\)?node-id=0-1&t=T7VH5of1G3PQnq3o-0](https://www.figma.com/file/gEs3wGCMQEGE6JYDtV1uIj/Final-Presentation-(Moved-for-lag)?node-id=0-1&t=T7VH5of1G3PQnq3o-0)

and the figma link to our prototypes:

<https://www.figma.com/file/wcFO9AkXBbwxnUBsdLImNo/Purposely-Prototype?node-id=1-3&t=T7VH5of1G3PQnq3o-0>

Appendix 5

The hand-off study plan for Purposely has been attached in a separate pdf file that has been uploaded to the Canvas assignment.