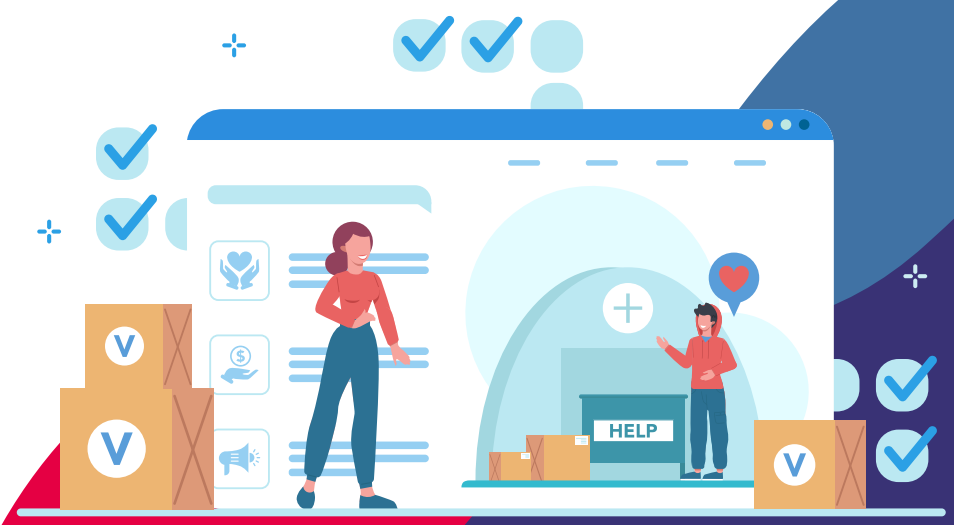
xpand it

SUCCESS CASE

BOLSA DO VOLUNTARIADO

Volunteering experience revamp

Meeting point between UX and technology



ENTRAJUDA

APOIO A INSTITUIÇÕES DE SOLIDARIEDADE SOCIAL

ENTRAJUDA was founded in 2004 to provide social solidarity institutions with management and organisational tools to increase the efficiency of their resources' and the effectiveness of their results. Since its inception, ENTREAJUDA has launched a variety of projects such as Bolsa do Voluntariado, Banco dos Bens Doados, Banco dos Equipamentos, Dr. Risadas, among others.

Bolsa do Voluntariado is a project launched by ENTREAJUDA in 2006, with the objective of serving as a meeting point between the demand and supply of volunteer work. The result is a virtual volunteering "market", where it's possible to articulate the need for volunteer work by area with the current availability of people and entities.

Challenge

Within the Bolsa do Voluntariado project, ENTREAJUDA wanted to update its website, both technically and functionally.

Given the website's technological limitations and the considerable effort that its technical update would entail, **ENTREAJUDA and Xpand IT set out to develop a website from scratch. The aspiration for this new website was, on the one hand, to improve and update all the technical architecture and, on the other hand, to design a modern experience that would optimise the user's journey**.

Along with a wholly renewed user experience, the new solution set out to achieve making matching opportunities for volunteer work and the availability of volunteers easier.

- The new website's mission is to become a central hub connecting entities that need human resources to support people and volunteers who want to invest their time in helping them.
- While revitalising the experience for this digital channel by streamlining workflows and reducing task completion time, ENTREAJUDA also wanted to captivate a broader target audience, inviting younger people to joining in with virtuous volunteer work.

Xpand IT's Solution

Experience ideation

Given the challenge, Xpand IT's UX team focused on rebuilding the experience to make it useful, accessible and entirely focused on the needs of the channel's users.

Using the UX process, in the strategy, discovery and analysis phases, the team mapped crucial journeys, identified obstacles to completion of these journeys, defined user profiles and built the mental model that would support the experience map.

As a result of this initial process, the team devised and proposed a general UX concept based on uncomplicated, relevant, emotionally impacting interactions for the two most essential journeys: "I want to be a volunteer" and "I require a volunteer".

In the next phase, the concept was tested and improved using wireframes and low-fidelity functional prototyping. Throughout this process, collaborative sprints between all teams involved (UX, Tech and ENTREAJUDA) were crucial for the success of this initiative.

The implemented design system facilitated:

Documentation
The recording of all components and behaviours so that they are applied coherently and consistently;

Reuse
Reusing all the components of the project lifecycle efficiently, as well as building more complex compositions;

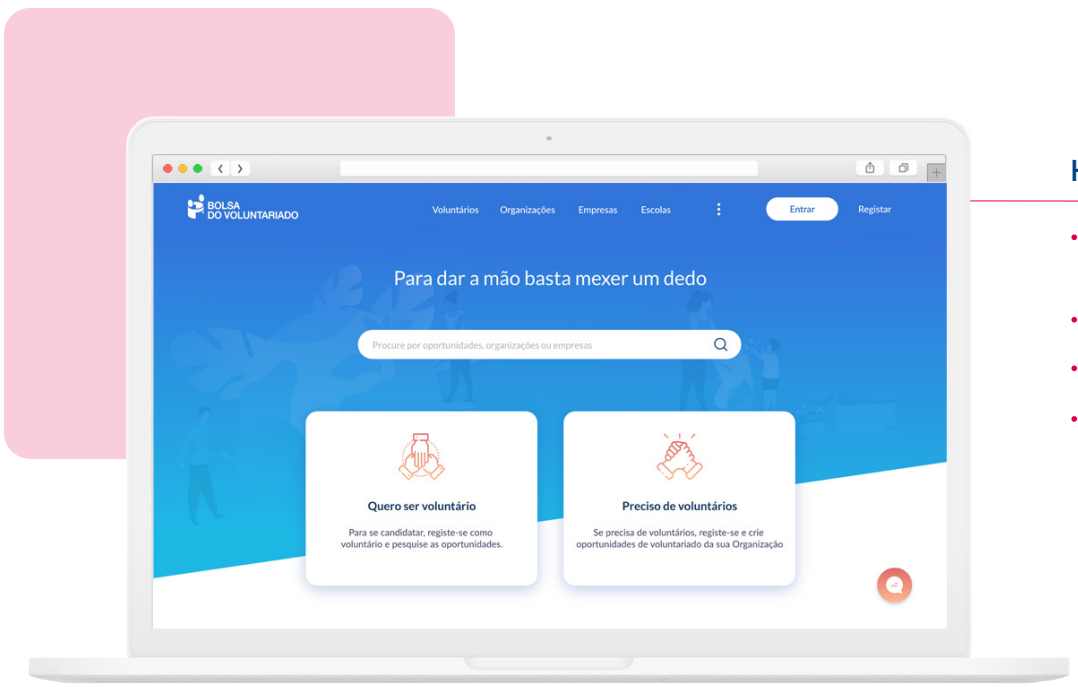
Sharing
Sharing all the information regarding the project between the development team.

Following this responsive approach, Xpand IT's UX team also designed modular components that could be readjusted to any type and size of the device (web, tablet, and smartphone).

Materialisation with technology

While Xpand IT's UX team focused on building the experience, they also had to update the entirety of the website architecture.
The team's main concern was to give the website a modern, up-to-date technological infrastructure, using the latest technologies; technologies prepared to keep up with this digital channel's future evolution.

And so, the team developed a **responsive website built on Orchard Core**, a portal that supports all content management needs.
The **website's backend is supported by PaaS services in Microsoft Azure** – Microsoft's cloud platform.

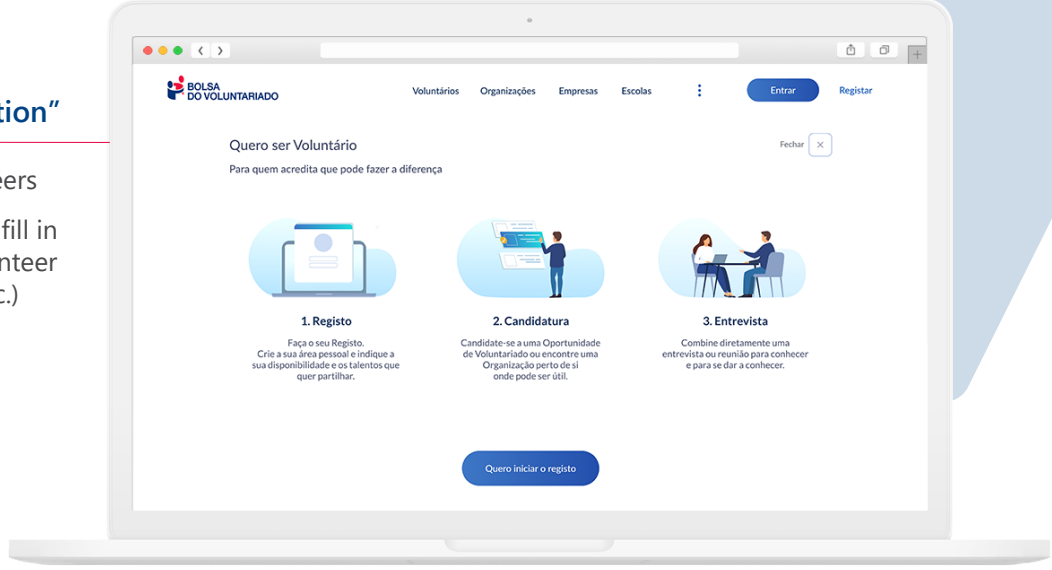


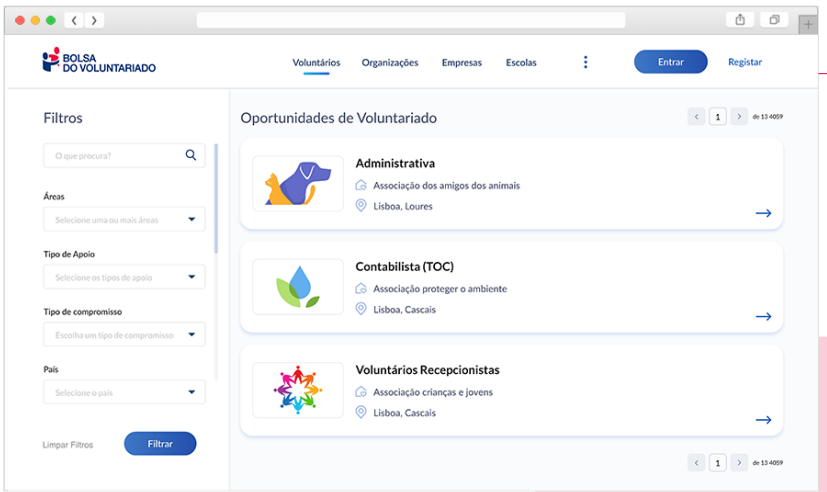
Home

- Website homepage with access to different registration options
- Search bar
- Bot access
- Access to all other website features

Detail screen “Volunteer registration”

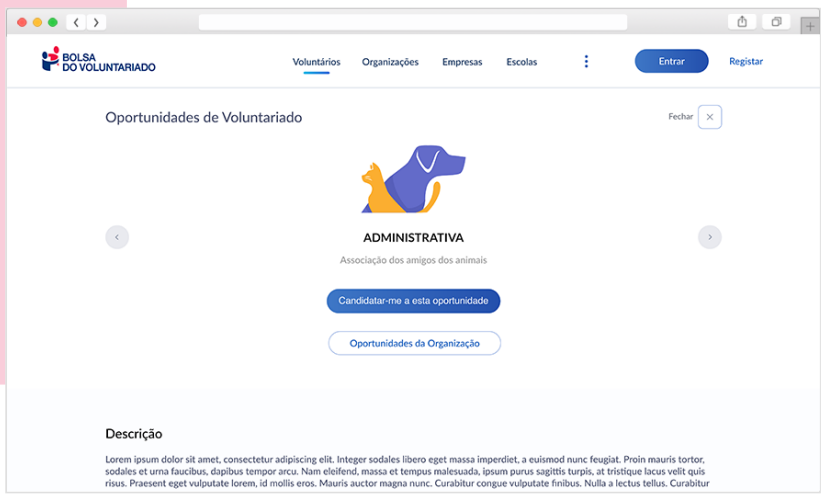
- Onboarding process for new volunteers
- Access to the form for volunteers to fill in (personal data, areas where the volunteer wishes to collaborate, availability, etc.)

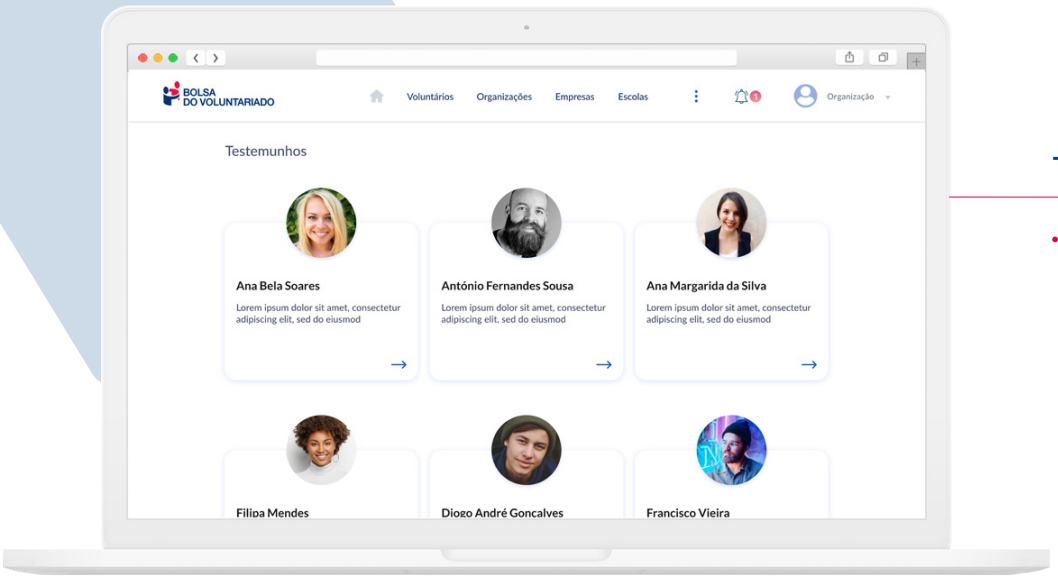




Detail screen “Volunteer work opportunities”

- Search for volunteer work opportunities
- Filtering of opportunities by area, type of support, availability, country
- Opportunity details
- Apply for a specific opportunity





Testimonials Area

- Focus area for testimonials

Technologies

Orchard Core

Orchard Core has two distinct layers: on the one hand, it's an open-source framework for building modular and multi-tenant applications in ASP.Net Core. On the other hand, it's a CMS (Content Management System) platform for the web.

Azure

Azure is Microsoft's cloud platform. Azure has integrated tools, pre-built templates and managed services, meaning that developers and IT professionals can quickly build and manage their apps with technologies they are familiar with, using skills they already have.

Furthermore, Azure supports mainstream operating systems and almost every programming language, framework, tool, database and device.

Benefits

The result is an up-to-date website with a modern, dynamic image;

The new website's user experience is simple and focused on essential journeys;

Interaction with the website is made accessible and intuitive for any user;

The website is based on a modern technological infrastructure, using technologies prepared to keep up with technological evolution.

"Bolsa do Voluntariado, currently, the largest Portuguese site for volunteer work, wanted a digital solution with better performance, and one that would provide a better user experience for those who wish to volunteer their time and for the institutions that need help to carry out their mission to support those most in need.

Therefore, a functional and requirements analysis was required as expectations today are completely different from those of 15 years ago when the site was first created. The way in which we access information has changed as well: today, we use smartphones more, a connection to social media is essential, and people expect to complete a search in just a few steps.

The new solution has precisely this ambition. We hope to make it easier for volunteers and organisations to come together, generating social impact. It was crucial to have a committed partner like Xpand IT, who captured our needs and proposed the most appropriate solution with outstanding professionalism and assertiveness."

Isabel Jonet
President of ENTREAJUDA xpand-it.com

HQ: Portugal

Croatia . Germany . Sweden . United Kingdom