Helping Hand

Matthias, Zoe, and Isaac

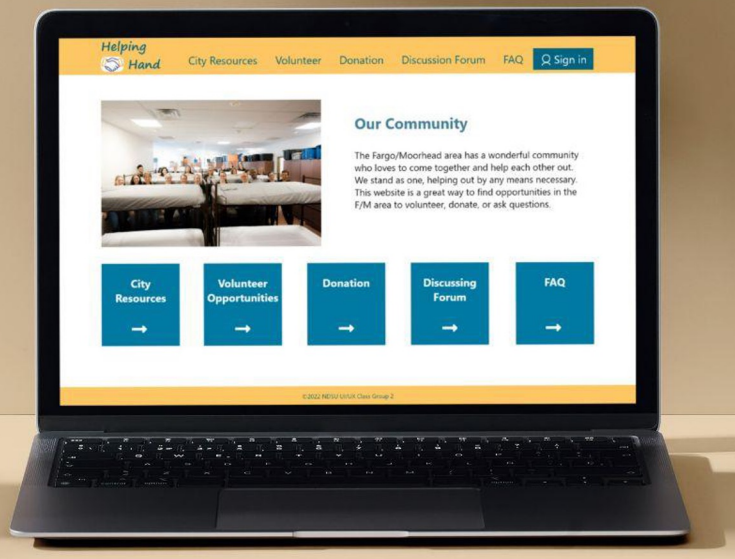
Introduction

Helping Hands unites the City of Fargo to aid its homeless community. This website offers accessible resources for the basic needs of homeless individuals in Fargo. It also provides a platform for the Fargo community to come together, donate to, and volunteer with initiatives for the good of their homeless neighbors. This website gives access to useful answers and directions that can be pulled up at a moment's notice.

The goal of Helping Hands is to provide hope to the homeless community through the support of individuals and the united community.

Helping Hand

- Having all the city sources for the homeless (and directions and contact info)
- Offer volunteer and donation opportunities for people who wants to help the homeless
- Discussing area for them to communicate
- Frequently asked questions/Advice of helping the homeless
- Easy sign-up for the activities



User Research

User Interviews

People We Interviewed

- Students
- Service Worker
- Hotel Clerk

Sample Interview Questions

- What is your experience with homelessness in the community?
- What do you think are the most helpful things you can do for someone in the homeless community?
- What services are you aware of in your community?

Affinity Diagram

Personas

Sam Sloan

"Life is good, but it could be better." - Max Lord

Age: 36
Education: Masters Degree, Marketing, NDSU
Hometown: Fargo, ND
Family: Wife, Son (9)
Occupation: Advertiser, Downtown Fargo

Sam Sloan grew up in rural Rogers, North Dakota. He enjoys running, hunting, and going to plays. He ran cross-country in Highschool, and now regularly runs in the Fargo marathon. He has always enjoyed uniting people for common causes and the art of making a sale. Because of these interests, he majored in marketing at North Dakota State University. He has stayed in the Fargo area since graduating. He was hired in town straight out of school. He now regularly walks and takes the bus from home to work. He is frequently approached by members of the homeless community for assistance, and is unsure of the best course of action. He is interested in taking part in a coordinated effort to help the homeless community in Fargo.

Goals

- To know the best he can do to help homeless men and women when he is approached.
- Take part in a long-term plan to help the homeless in his community.
- Educate, equip and inspire others - individuals and organizations - to help their community as well.

Frustration

- Having heard varying opinions and reasoning on the best thing to do for the homeless community and individuals.
- Being uncertain whether the people who ask for help are always being honest.
- Lack of knowledge of the systems already in place and the resources already available to help the homeless community

Personas

Tony Johnson

"Staying healthy is the most important thing in life."

Age: 22
Education: A Pharmacy student in NDSU
Hometown: Hopkins, MN
Family: Parents, a girlfriend, and a dog
Occupation: Student in NDSU

Tony was born in Hopkins, MN. He loves basketball, swimming, and playing PC games. He grew up with good grades, and after graduating from high school, he chose NDSU because the tuition fees at the University of Minnesota were more expensive. He chose pharmacy on the advice of his elders, which is difficult but pays well after graduation. In class, he and his classmates discussed the health problems of homeless people, and he has been paying attention to them since then. His dream is to work and earn money after graduation and buy a house to settle down with his girlfriend.

Goals

- Find health resources for homeless people.
- Get some suggestions on how to communicate with homeless people.
- Participate in volunteer activities for helping the homeless.

Frustration

- Resources to help homeless people are so scattered that it's frustrating to search.
- It's hard to find volunteer activities in Fargo to help the homeless.
- Lack of a communication platform for the community that helps the homeless.

Personas

Bill Murphy

Age: 42
Education: Bachelor's Degree in Social Work
Hometown: Fargo, ND
Family: Wife, daughter
Occupation: Owner of a Supportive Housing building

Bill Murphy grew up in Fargo, ND. During his free time he enjoys spending time outdoors and helping those in need. He is an Army veteran who was deployed overseas when he was 23 years old. After returning from overseas, it was a hard transition into civilian life. He was lucky to have people around him who loved and supported him. He used his social work background and purchased an apartment unit and renovated it to fit the needs of people in need. He has been helping homeless people get back on their feet for almost 10 years now.

Goals	Frustrations
- Provide help in anyway he can to those in need. - Find a way to get the word out about his supportive housing units. - Expand his supportive housing into another building so he can help more people.	- Not having a full staff to help with the large need in the community. - Not having enough funding. - Not being able to help more people due to the size of his supportive housing units.

User Stories

Sam Sloan

As a business marketing specialist,
I want to find credible advice and available resources for helping the homeless,
so that I can educate myself and others on the best way to help homeless individuals.

Tony Johnson

As a NDSU student in pharmacy,
I want to find more health resources about homeless people,
so that I can get a better way to help them.

Bill Murphy

As an owner of a supportive housing unit,
I want to increase awareness of my supportive housing,
so that I help out as many people as possible.

User Journey Map

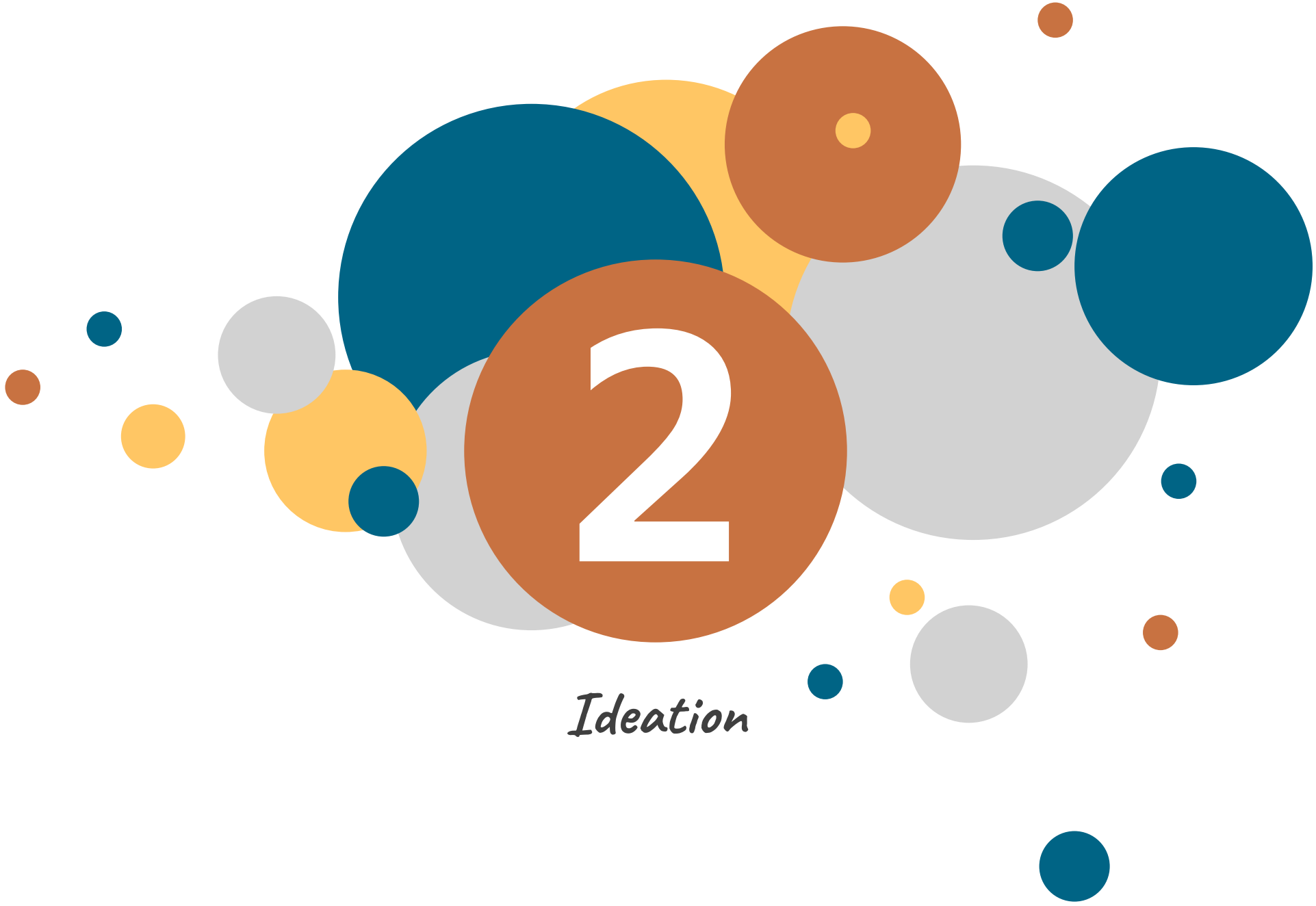
Action	Seek out information and opinions about the best thing to do for the homeless.	Have a course of action ready when he is approached	Test the advice
Task List	1. Search the internet 2. Talk to family, friends, colleagues 3. Find authorities on the subject 4. Fact check opinions with real conditions	1. Determine personal plan from various opinions 2. Remember plan 3. Have access to resources or directions	1. Listen to the need of the individual 2. Determine whether to trust the individual 3. Determine whether to give or withhold the desired resource 4. Determine best course of action
Feeling Adjective	- Confused - Overwhelmed - Scattered	- Uncertain - Overwhelmed - Hopeful - Nervous	- Sympathetic - Suspicious - Hopeful - Uncomfortable - Uncertain - Second-guessing
Improvement Opportunities	- Consolidate information and opinions, list of resources - Summaries of authoritative opinions - Quick facts	- Access to tried and true plans that have helped people in the past - Quick links/access to any required resource	- A way of knowing the result + outcome of what he did - A way of knowing if this individual is really in need or is deceiving you - Access to information and resources to point the individual to

User Journey Map

Action	The professor asked him to discuss the homeless health problems in class, so he wanted to find some resources.	Search for health resources about homeless people	Browse the information	Recording the important information	Repeat previous actions until all the resources are browsed	Ask friends about the homeless health information	Recording the important information
Task List	1. Open the laptop	1. Open the google website. 2. Type “health resources for homeless in Fargo” in the search box. 3. Click the “search” button.	1. Open the first showing website. 2. Browse the information. 3. Scroll down. 4. Browse the information. 5. Close the website.	1. Take some notes of the important information 2. Use the phone to take some photos as well.	1. Open another showing website on the search page. 2. Browse the information. 3. Record the important information. 3. Repeat the steps until done.	1. Open the phone. 2. Open the Text. 3. Send a text to a friend. 4. Repeat sending texts until all the friends he wants to ask are texted. 5. Wait for the responses.	1. Take some notes of the important information from the text messages. 2. Screenshot if necessary.
Feeling Adjective	Easy	Easy	Easy	Tired Boring	Impatient Boring	Impatient Boring	Tired Boring
Improvement Opportunities	No improvement for this action.	Opening a website that offers resources to help the homeless can avoid the search step.	No improvement for this action.	One-click collection function will be very useful.	A website that brings together all the resources to help the homeless could be better.	A communication platform for the community that helps the homeless will be very useful.	One-click collection function will be very useful.

User Journey Map

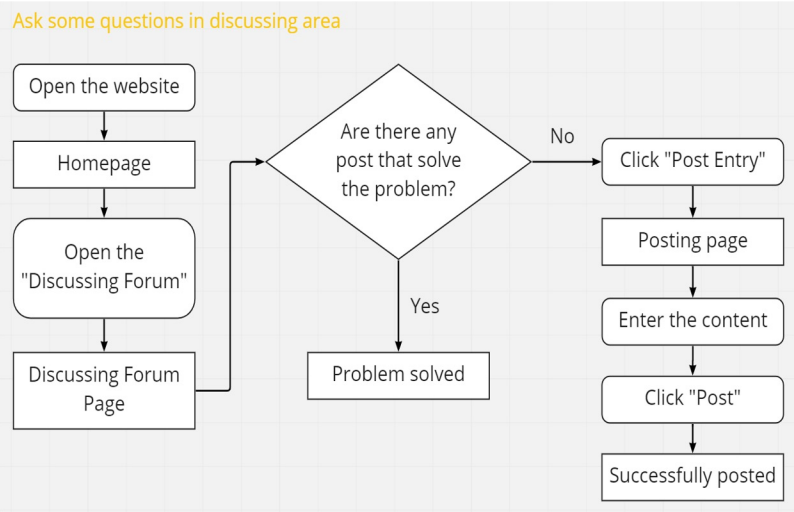
Action	Expand awareness of homelessness.	Volunteer at a food bank	Help the homeless
Task List	1. Spread the word of places that can help the homeless. 2. Go out of your way to inform people of shelters.	1. Sign up and gather friends to go and help. 2. Spend time talking to the people you are helping out.	1. Give money 2. Inform them of support in the area
Feeling Adjective	Tedious Time consuming	A sense of pride and identity	Unsure
Improvement Opportunities	A website with a list of support.	Have a place that has many forms of volunteer opportunities	Have a website that tells you what to do when approached by someone asking for money.

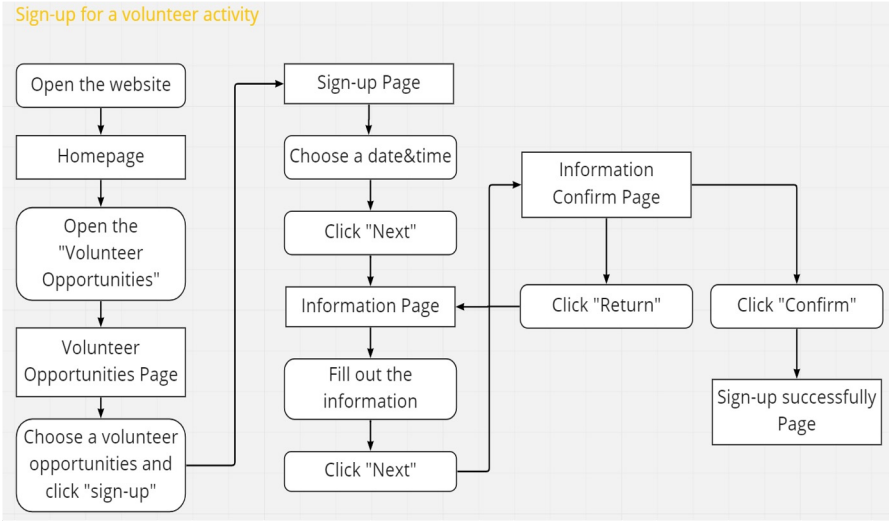

2
Ideation

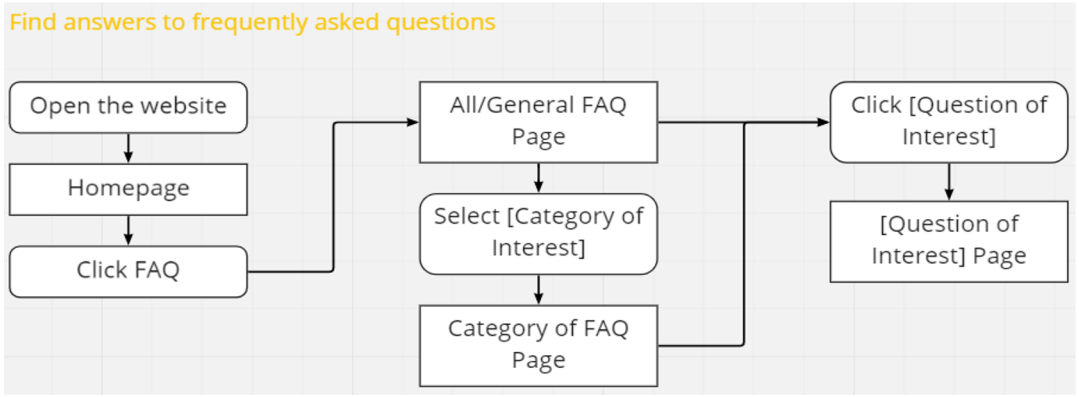
Website Features

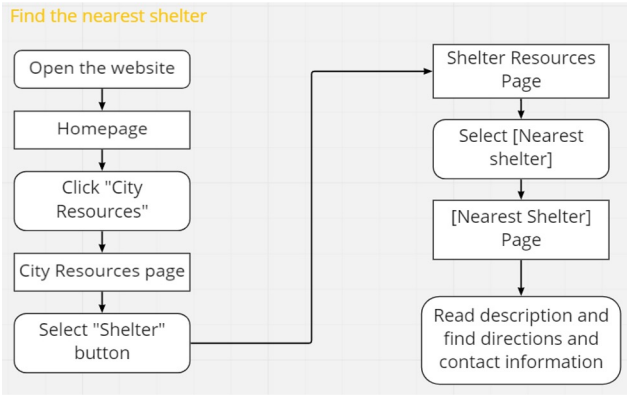
- Having all the city sources for the homeless (and directions and contact info)
- Offer volunteer and donation opportunities for people who wants to help the homeless
- Discussing area for them to communicate
- Frequently asked questions/Advice of helping the homeless
- Easy sign-up for the activities

User Flow

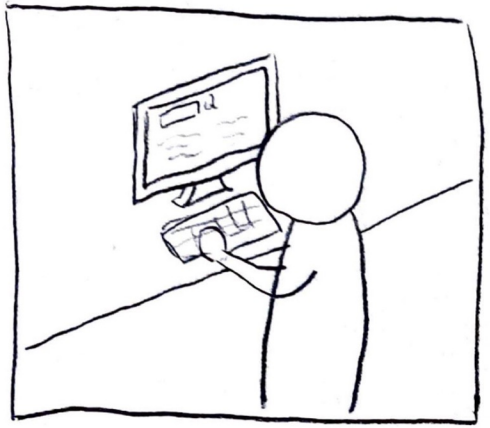

Ask some questions in discussing area
Open the website
Homepage
Open the "Discussing Forum"
Discussing Forum Page
Are there any post that solve the problem?
No
Yes
Problem solved
Click "Post Entry"
Posting page
Enter the content
Click "Post"
Successfully posted


Sign-up for a volunteer activity
Open the website
Homepage
Open the "Volunteer Opportunities"
Volunteer Opportunities Page
Choose a volunteer opportunities and click "sign-up"
Sign-up Page
Choose a date&time
Click "Next"
Information Page
Fill out the information
Click "Next"
Information Confirm Page
Click "Return"
Click "Confirm"
Sign-up successfully Page

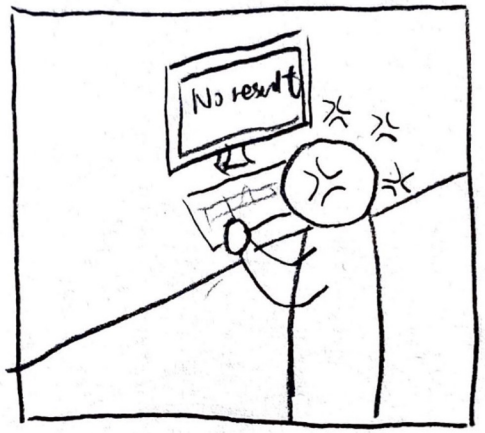

Find answers to frequently asked questions
Open the website
Homepage
Click FAQ
All/General FAQ Page
Select [Category of Interest]
Category of FAQ Page
Click [Question of Interest]
[Question of Interest] Page


Find the nearest shelter
Open the website
Homepage
Click "City Resources"
City Resources page
Select "Shelter" button
Shelter Resources Page
Select [Nearest shelter]
[Nearest Shelter] Page
Read description and find directions and contact information

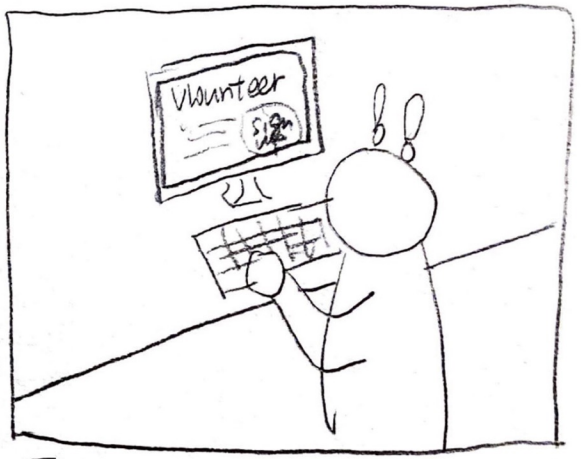
Storyboards



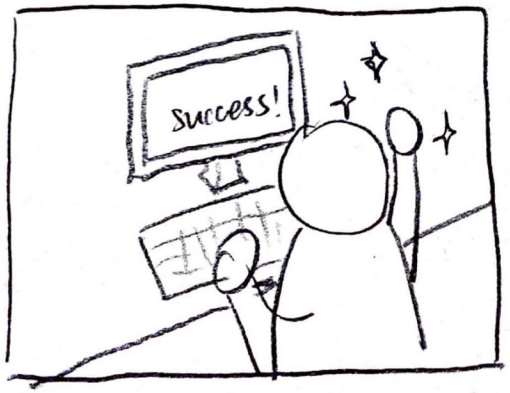
Tony wants to find some volunteer opportunities to help the homeless.



Tony finds it's really hard to find a volunteer opportunity.

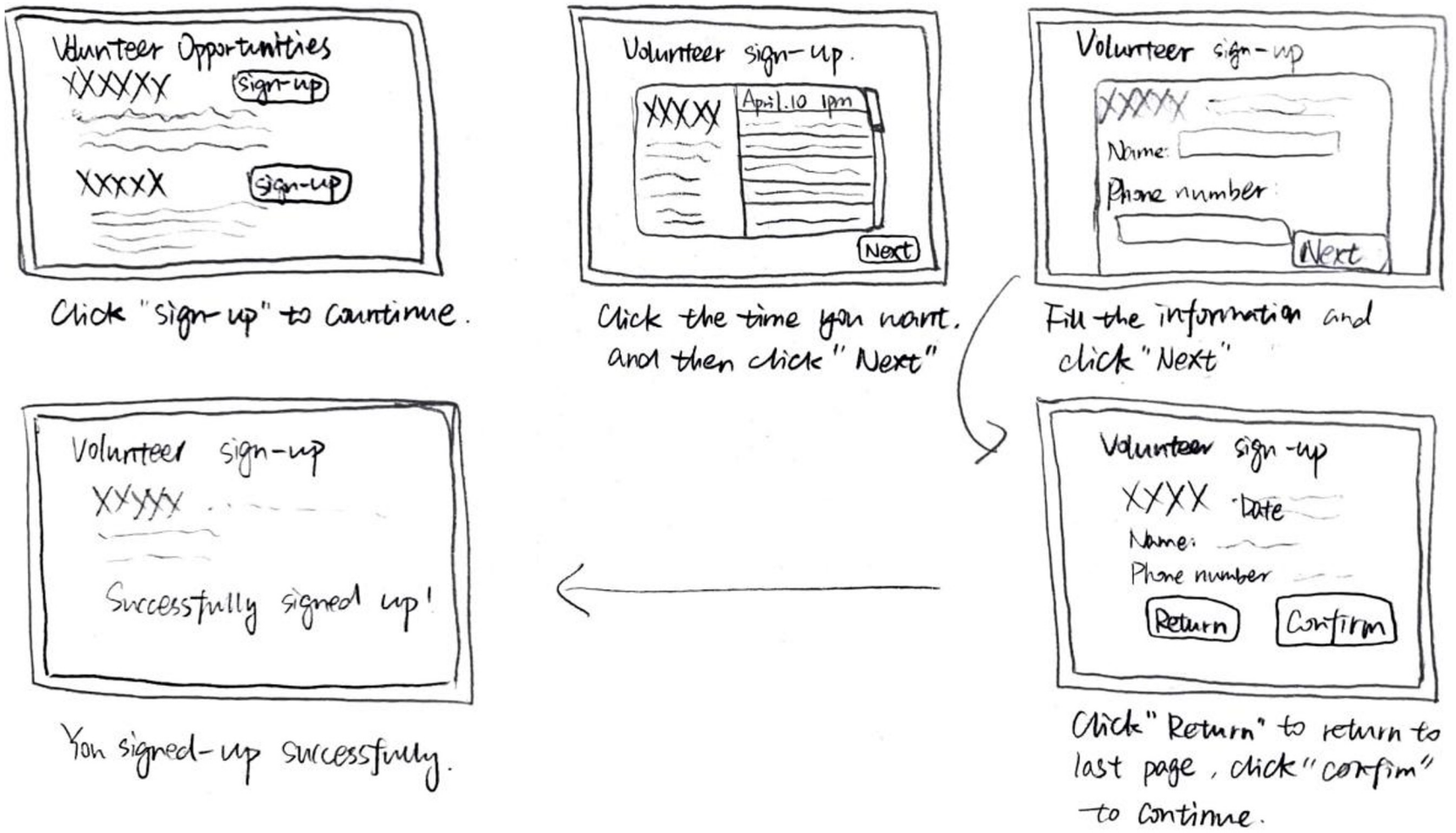


Tony finds the homeless website that offer volunteer opportunities and ~~s~~ signs up.

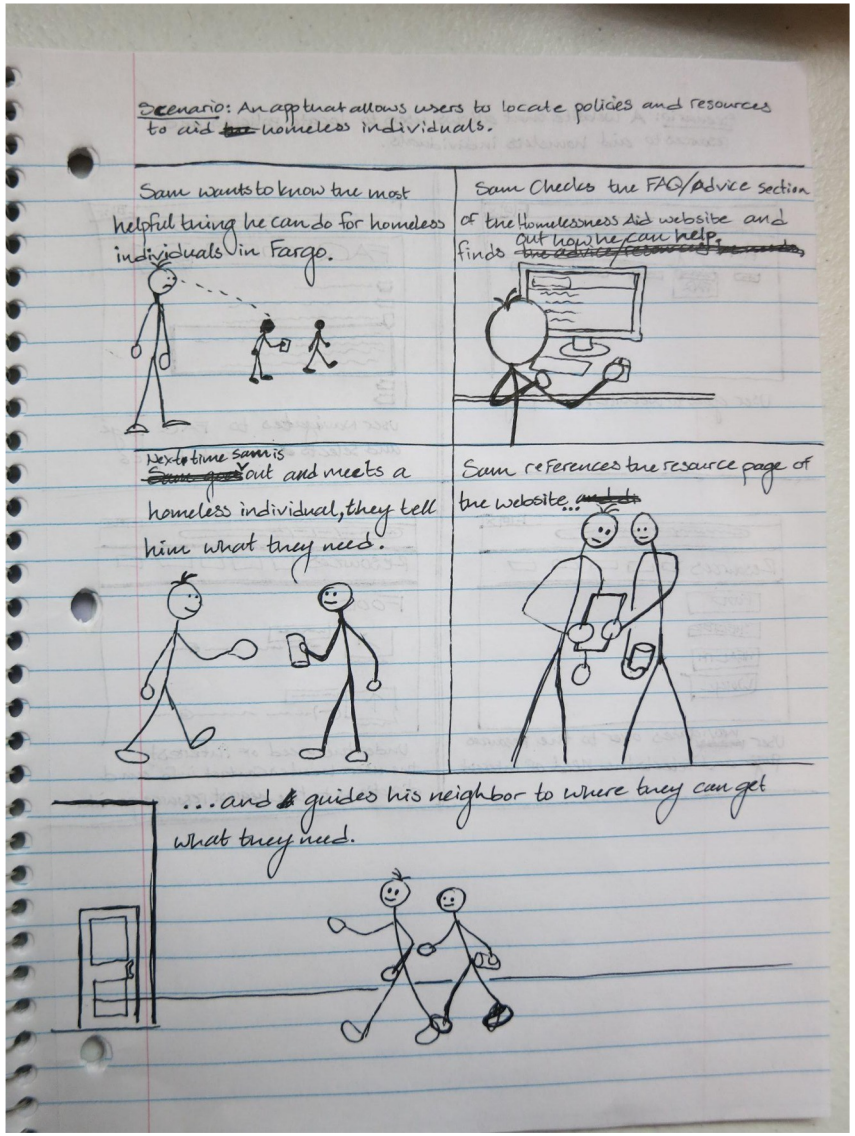


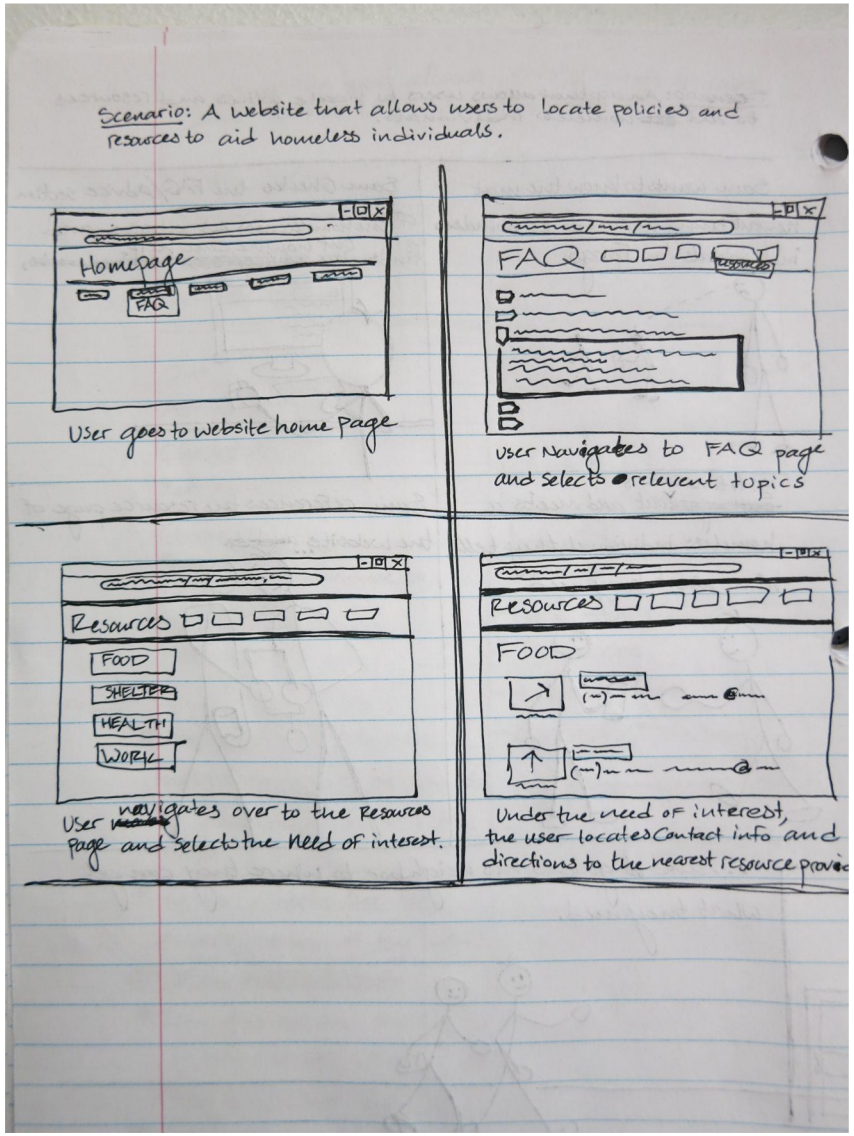
He successfully signs up for the volunteer activity and he feels happy.

Storyboards

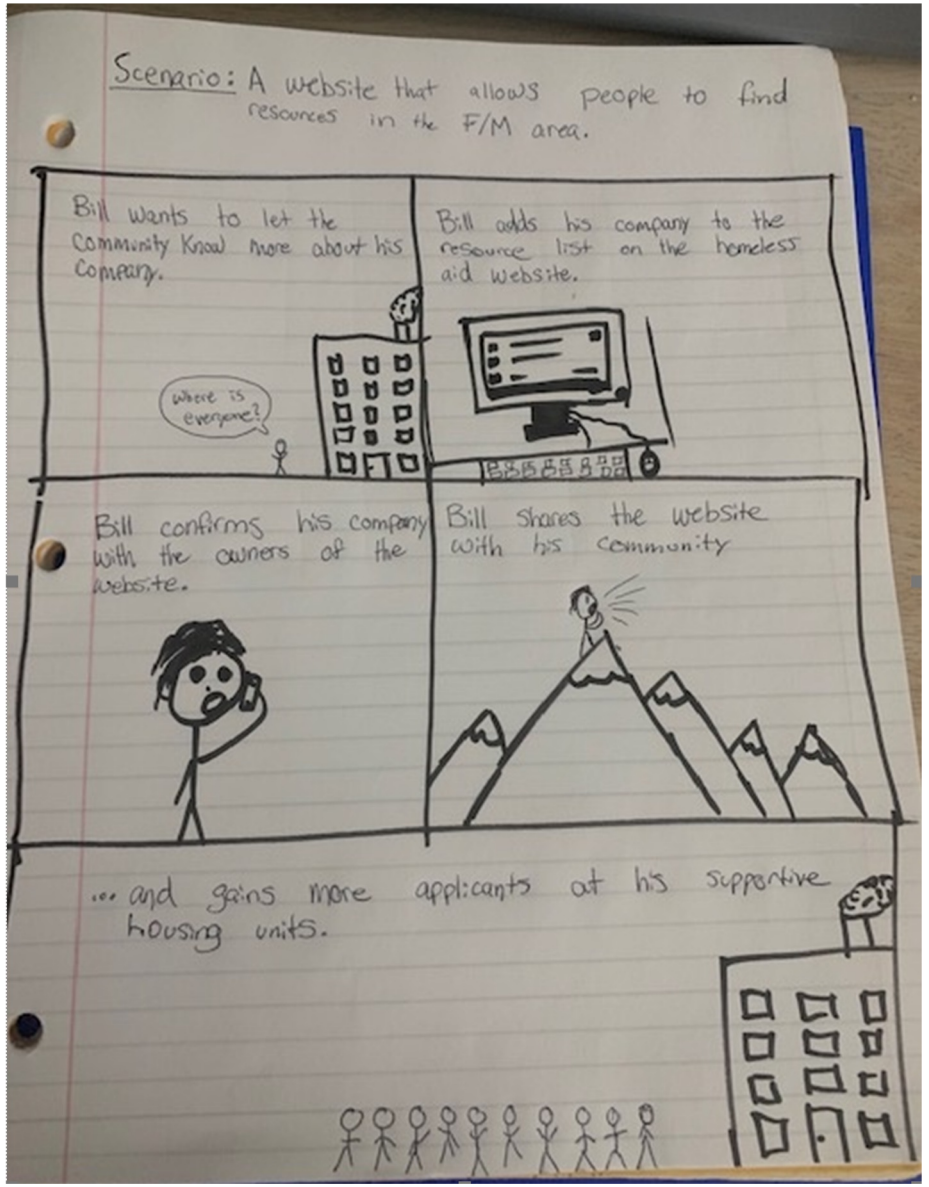


Storyboards

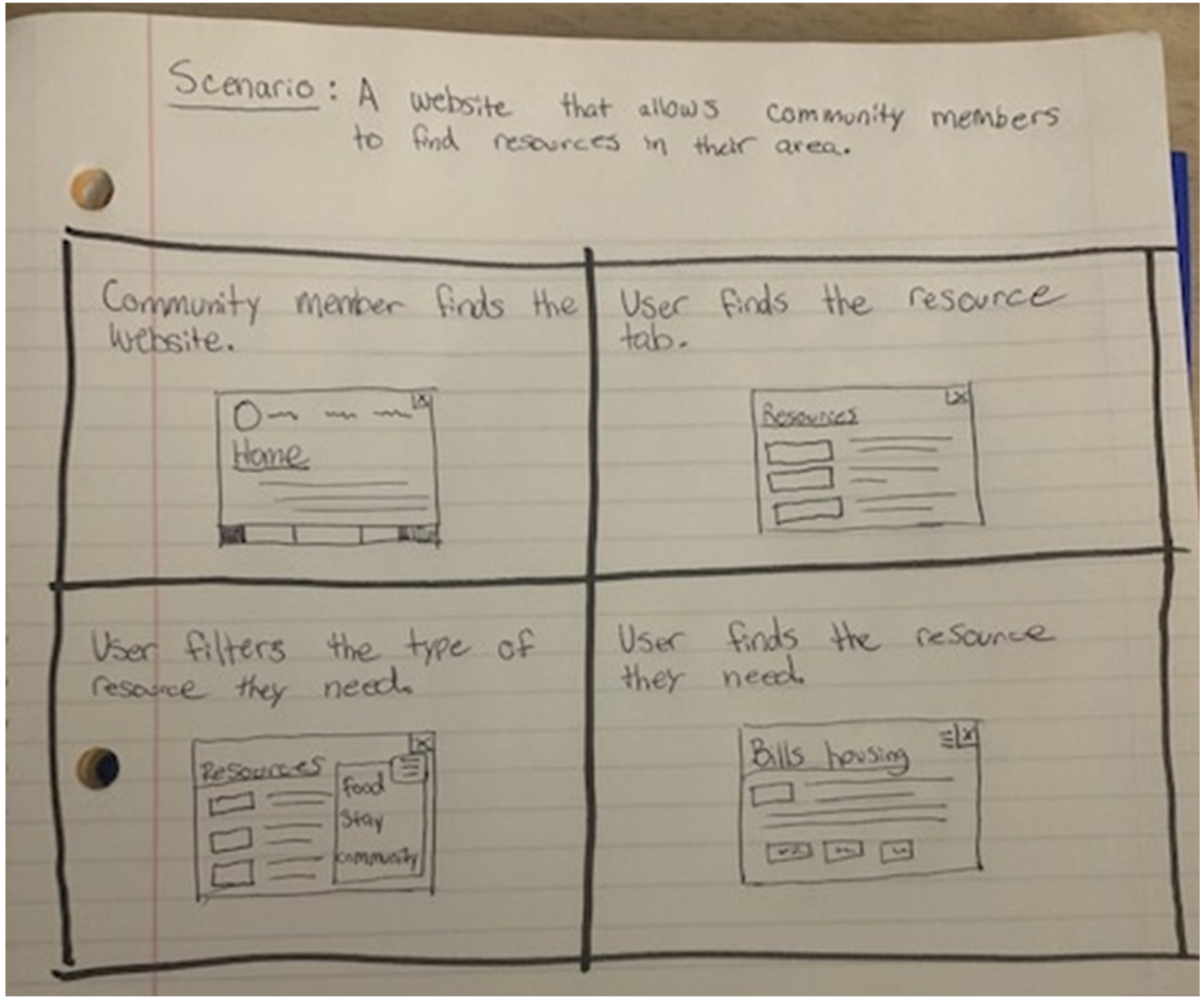




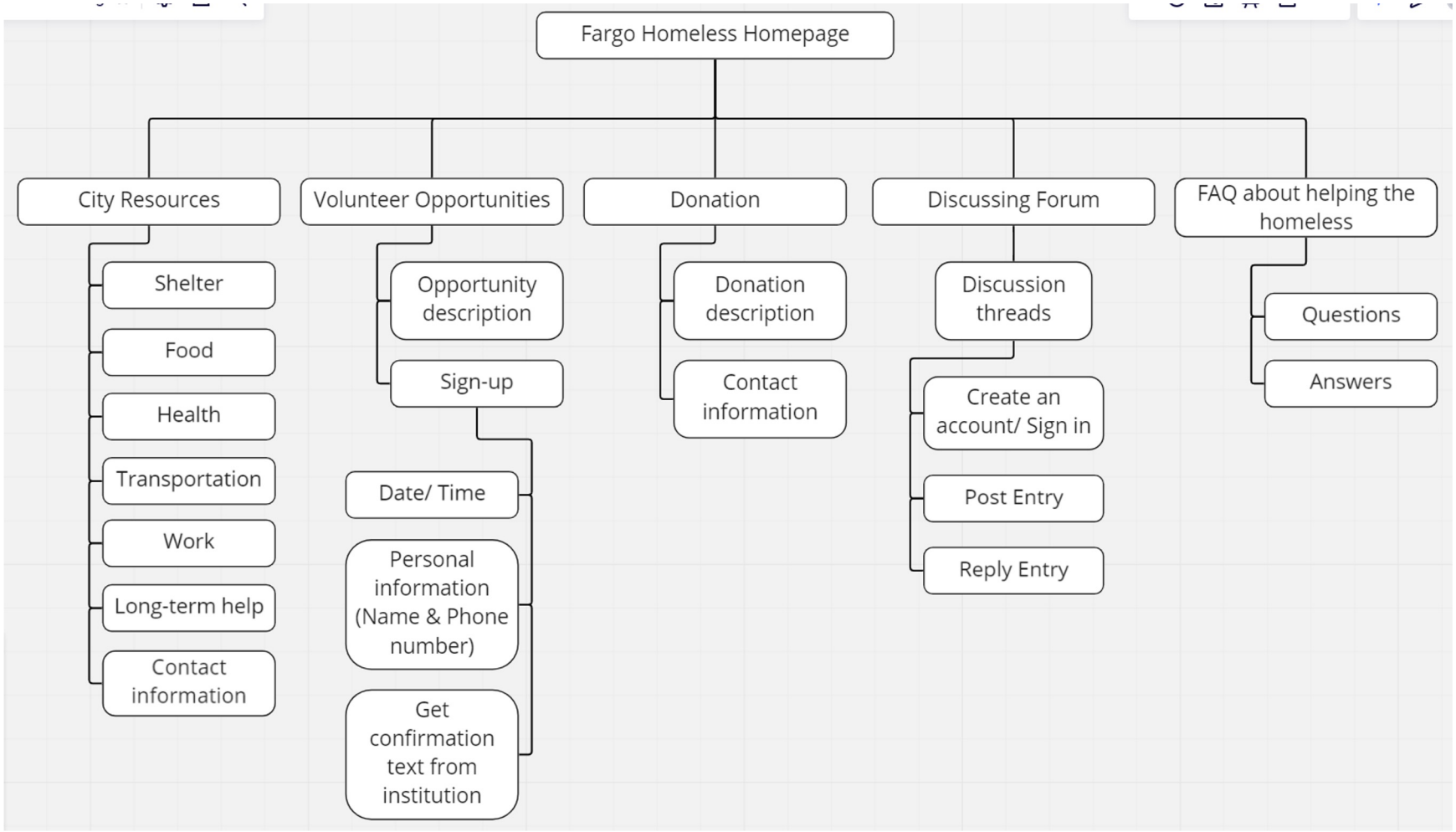
Storyboards



Storyboards



Information Architecture



Prototype and Testing

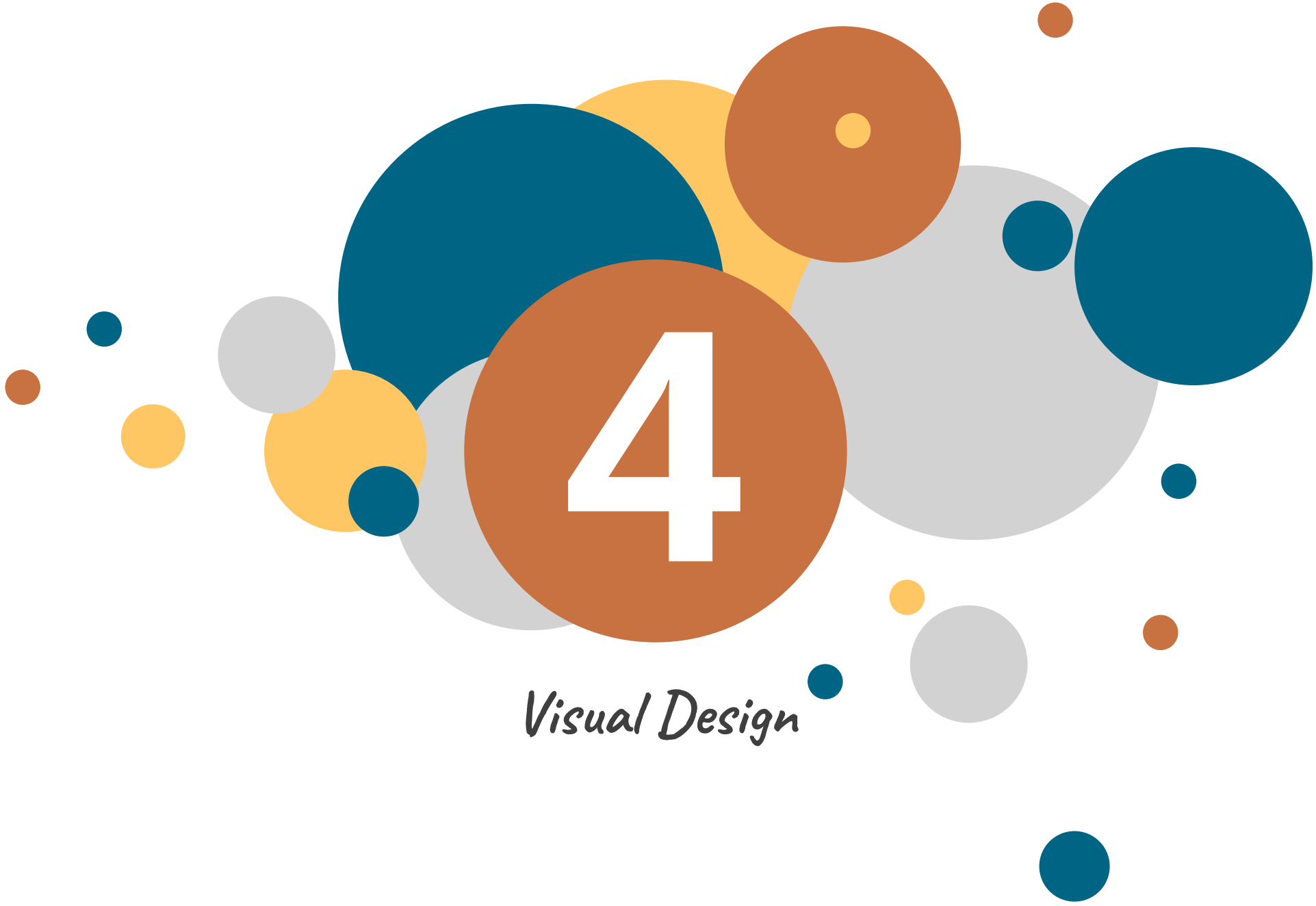
Prototype Test

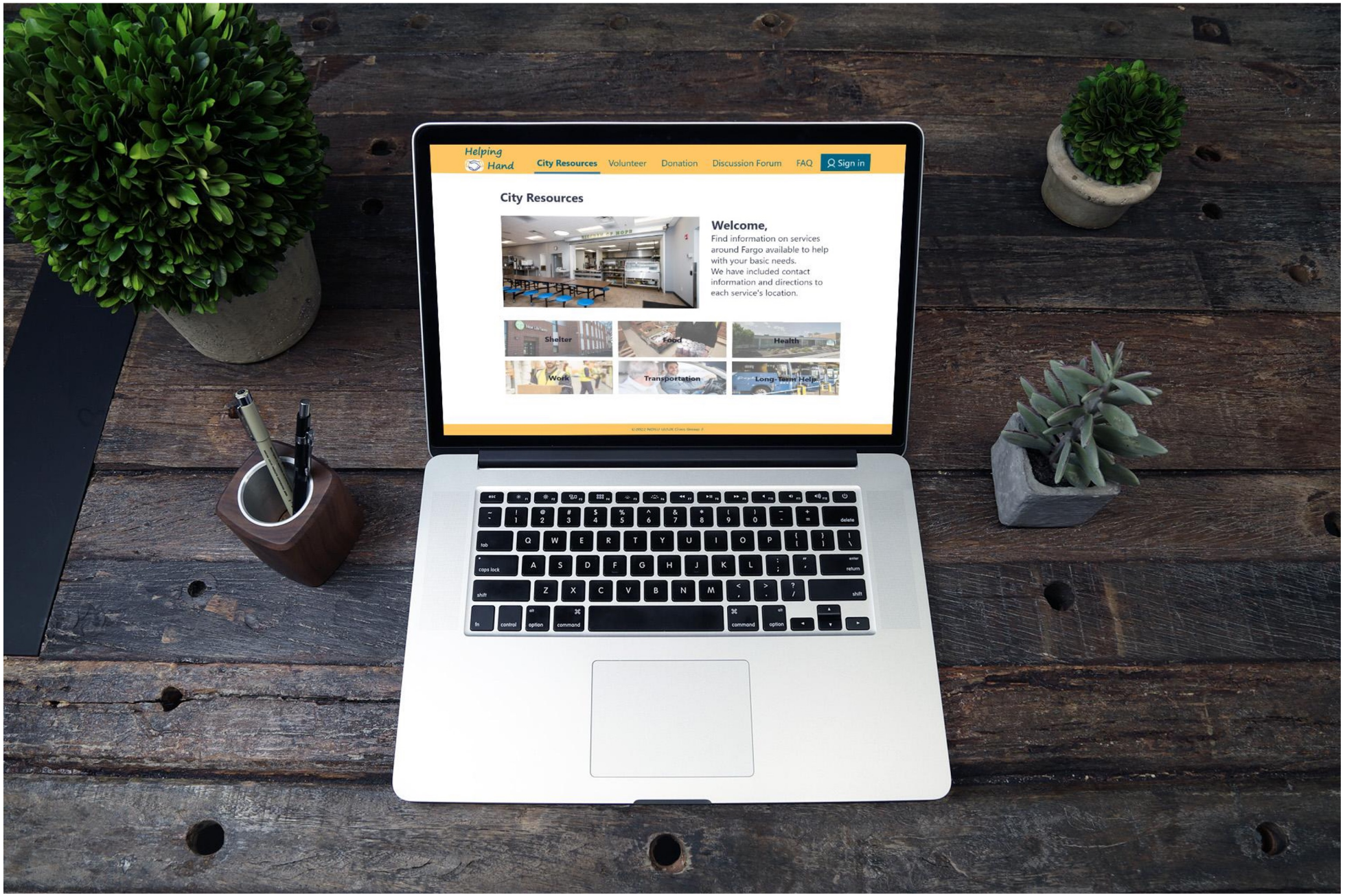
Test Questions

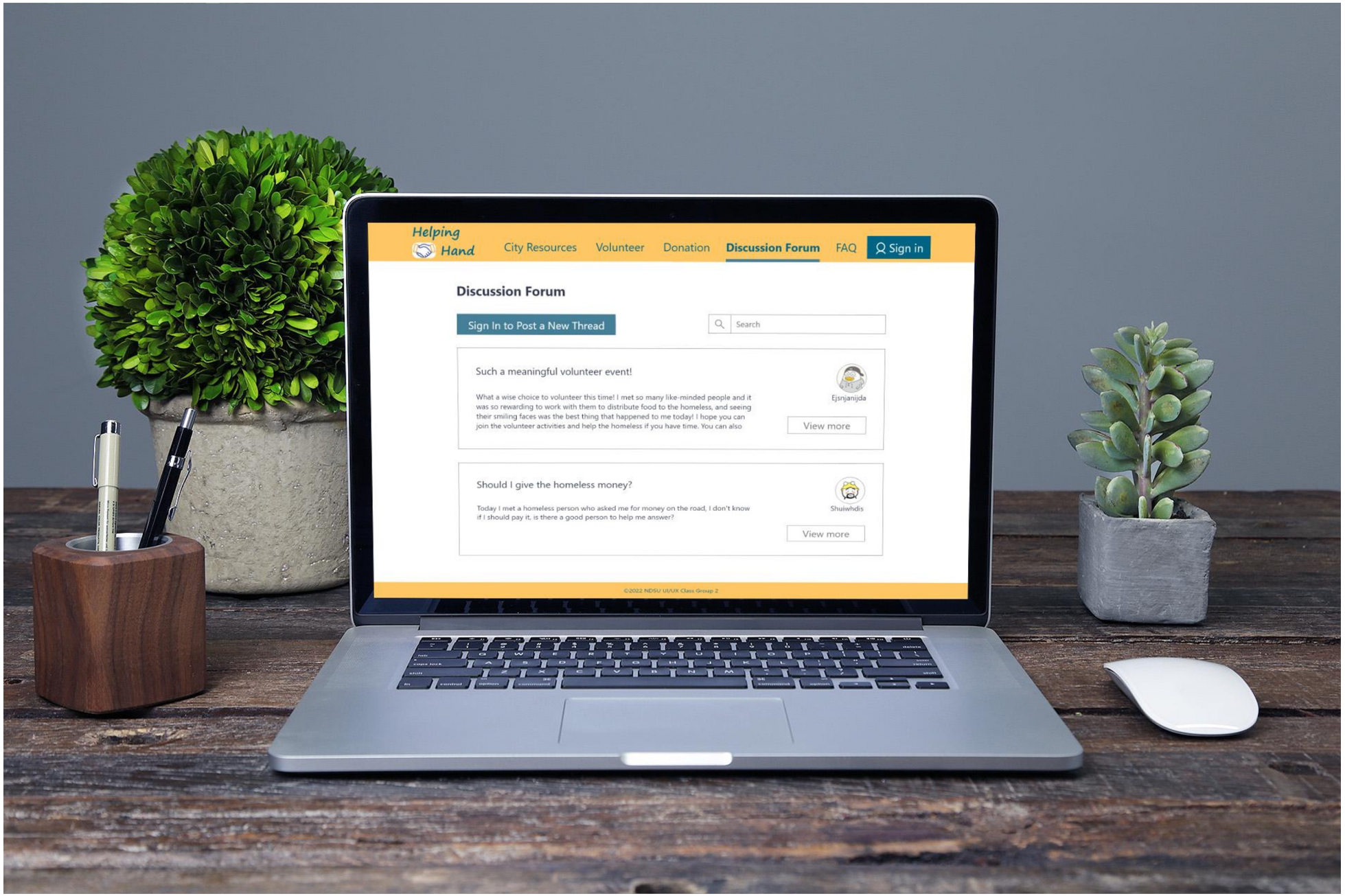
- Please open the shelter resources page.
- Please sign up for a volunteer opportunity.
- Please go to the donation page.
- Please post a new thread in the discussion forum.
- Please view more information about a thread.
- Please add a post to the thread.
- Please reply to Hunter.
- Please go to the FAQ page.
- Please use the search function.

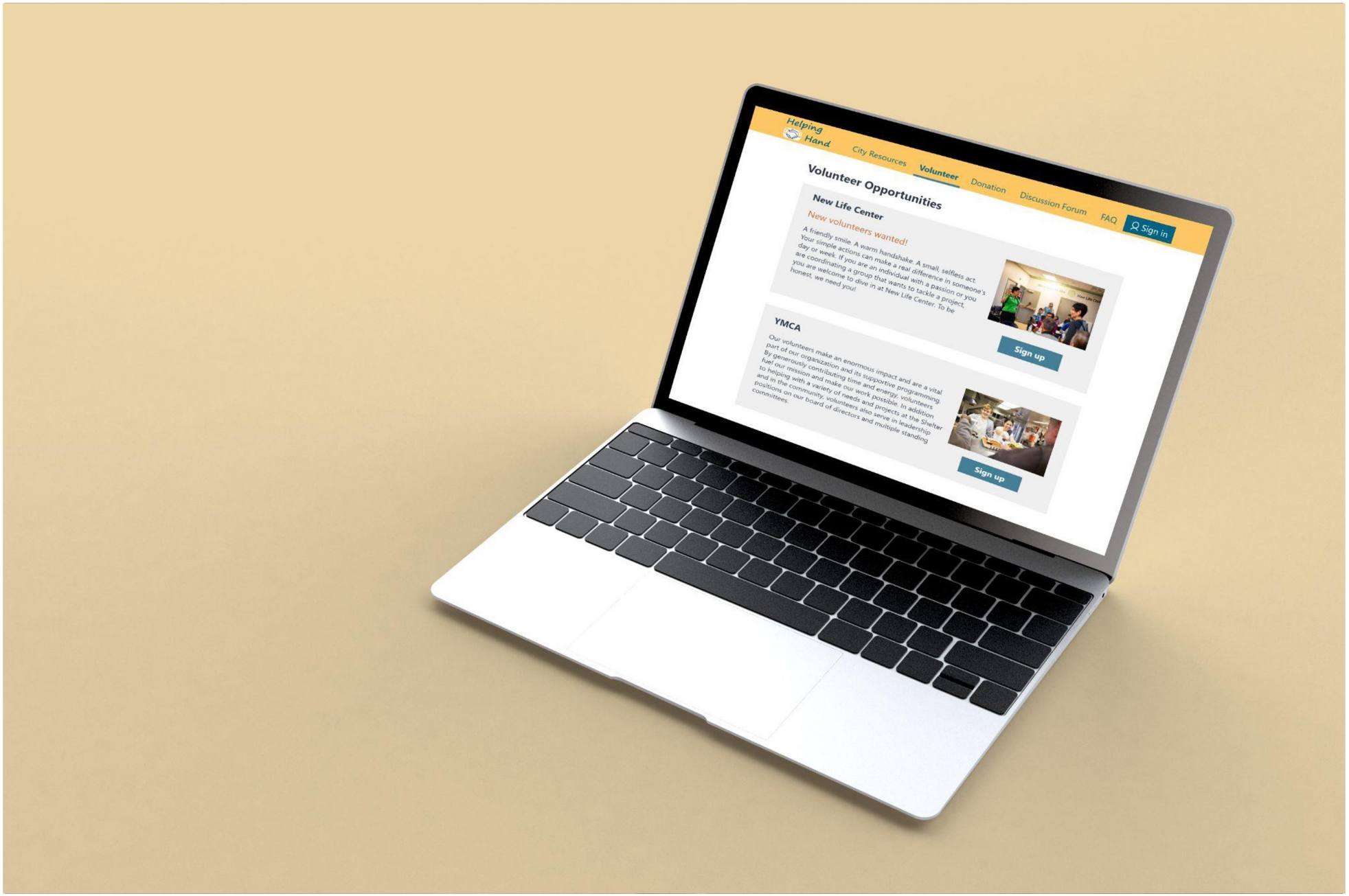
Prototype Issues

- Put the login page immediately after clicking the discussion forum
- In the Discussion Forum, Confusion between “Post in Thread” and “Reply” buttons
- Add “Back” option from Log in/Create account page
- Emphasize difference between “create account” and “log in”
- Resource Page: Add “Back to City Resources” function
- Buttons should add a base color.
- Move the “add to thread” function up, or click the first reply button to show.
- The forum account could be the whole website account.

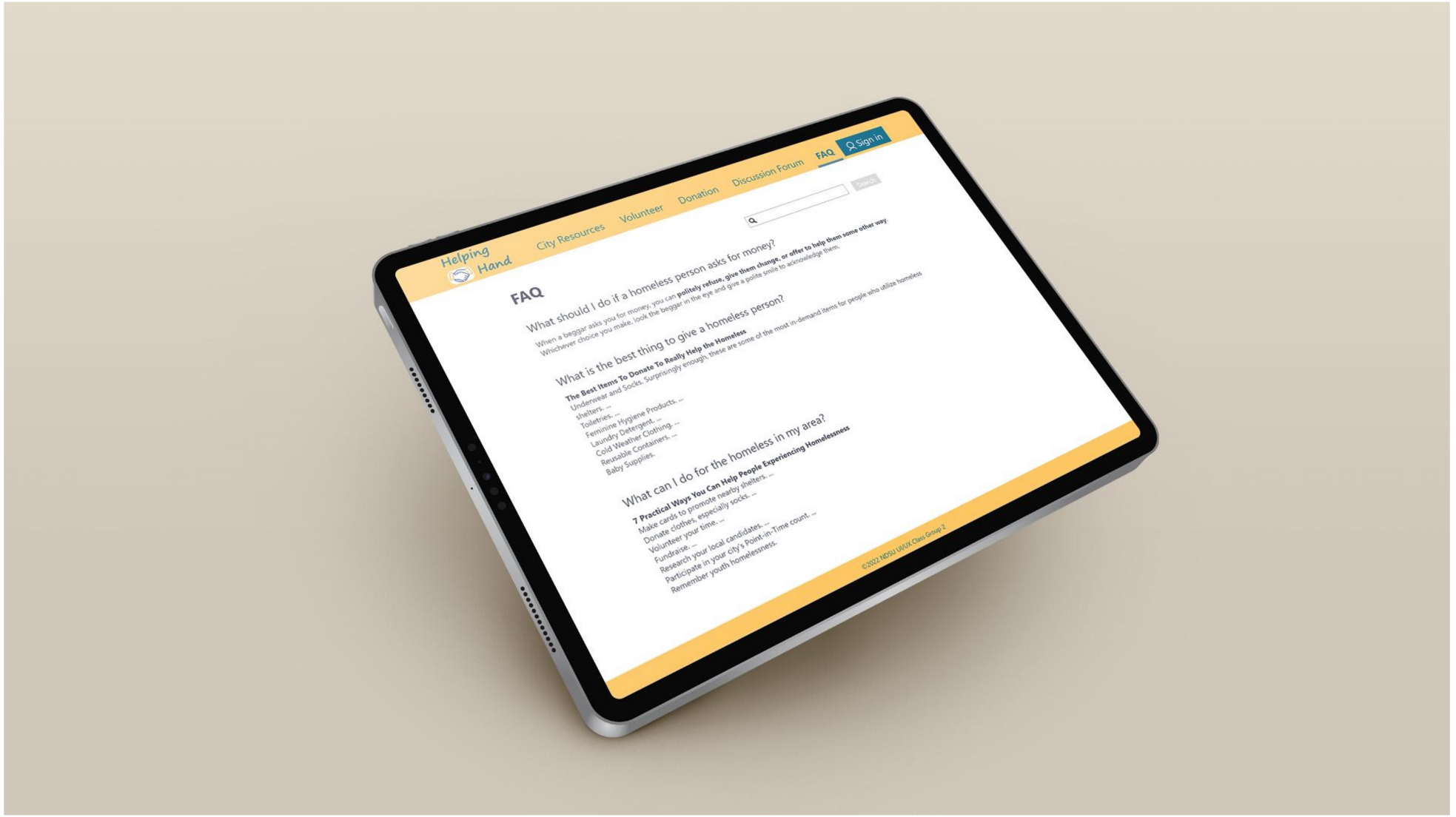

4
Visual Design

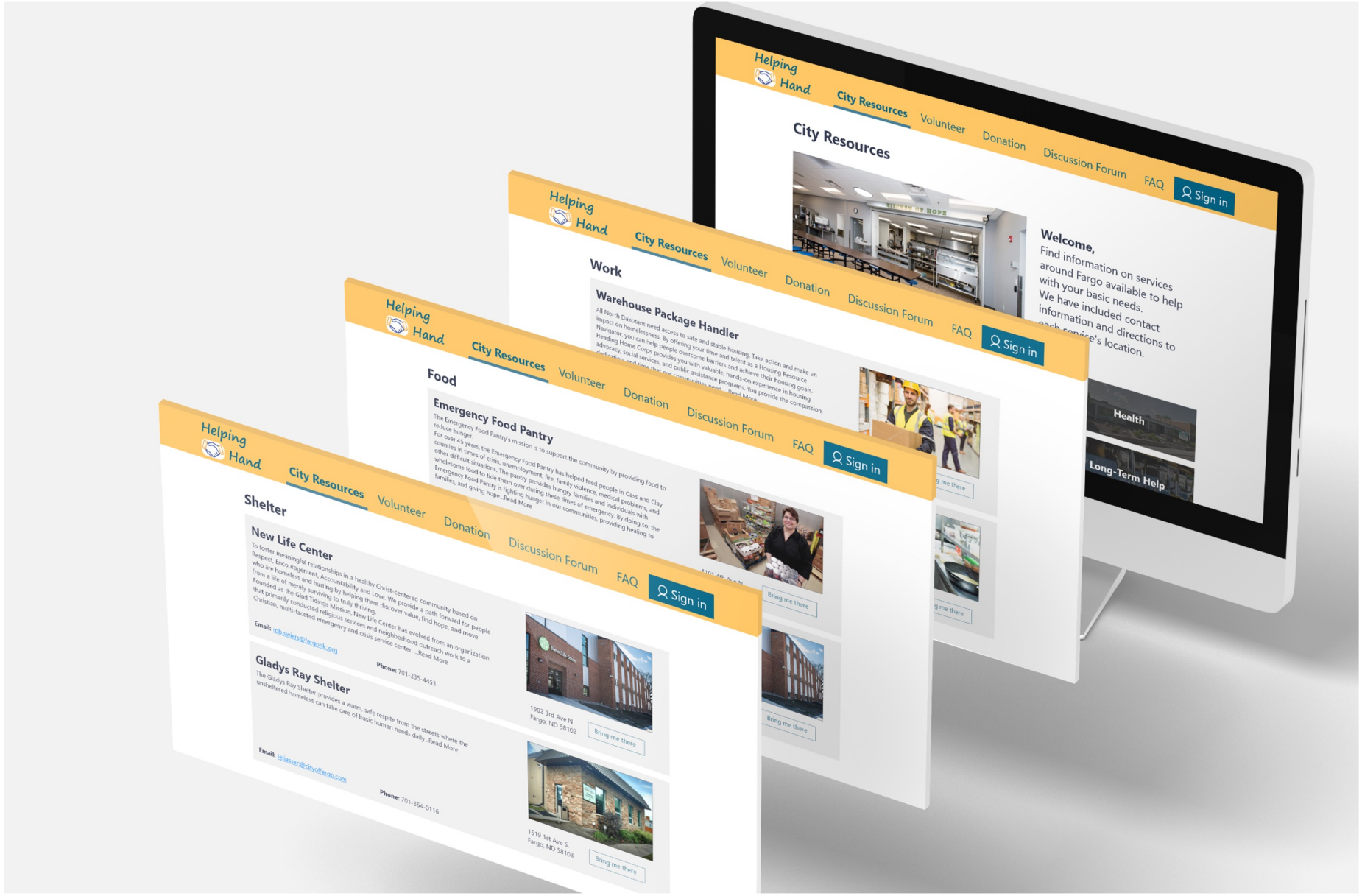

Helping Hand
City Resources
Volunteer
Donation
Discussion Forum
FAQ
Sign in
City Resources
Welcome,
Find information on services around Fargo available to help with your basic needs.
We have included contact information and directions to each service's location.
Shelter
Food
Health
Work
Transportation
Long-Term Help


Helping Hand
City Resources
Volunteer
Donation
Discussion Forum
FAQ
Sign in
Discussion Forum
Sign In to Post a New Thread
Search
Such a meaningful volunteer event!
What a wise choice to volunteer this time! I met so many like-minded people and it was so rewarding to work with them to distribute food to the homeless, and seeing their smiling faces was the best thing that happened to me today! I hope you can join the volunteer activities and help the homeless if you have time. You can also
Ejsnjanijda
View more
Should I give the homeless money?
Today I met a homeless person who asked me for money on the road, I don't know if I should pay it, is there a good person to help me answer?
Shuiwhdis
View more
©2022 NDSU UI/UX Class Group 2


Helping Hand
City Resources
Volunteer
Donation
Discussion Forum
FAQ
Sign in
Volunteer Opportunities
New Life Center
New volunteers wanted!
A friendly smile. A warm handshake. A small, selfless act. Your simple actions can make a real difference in someone's day or week. If you are an individual with a passion or you are coordinating a group that wants to tackle a project, you are welcome to dive in at New Life Center. To be honest, we need you!
Sign up
YMCA
Our volunteers make an enormous impact and are a vital part of our organization and its supportive programming. By generously contributing time and energy, volunteers fuel our mission and make our work possible. In addition to helping with a variety of needs and projects at the Shelter and in the community, volunteers also serve in leadership positions on our board of directors and multiple standing committees.
Sign up

Helping Hand
City Resources
Volunteer
Donation
Discussion Forum
FAQ
Sign in
Donation
Las Vegas Rescue Mission
Contact for Donation
Contact information: (701) 936-7171
More information: http://donationtown.org/charity/las-vegas-rescue-mission.html
The Las Vegas Rescue Mission is a Christian organization that offers not only food, clothing and shelter to the homeless and other people in need, but also an opportunity for recovery and to rebuild their lives through Bible study. The goal is to foster a life-long relationship with Jesus and to follow in his path. Towards this goal, the Las Vegas Rescue Mission provides a variety of services for people in need, and the Las Vegas Rescue Mission Thrift Store provides much of the necessary funding to keep these programs running. The Las Vegas Rescue Mission Thrift Store accepts a wide variety of items in good condition, including furniture donations, appliance donations, clothing donations, jewelry donations, book donations, mattress donations, other household item donations, as well as other items too.


Helping Hand
City Resources
Volunteer
Donation
Discussion Forum
FAQ
Sign in
FAQ
What should I do if a homeless person asks for money?
When a beggar asks you for money, you can politely refuse, give them change, or offer to help them some other way. Whichever choice you make, look the beggar in the eye and give a polite smile to acknowledge them.
What is the best thing to give a homeless person?
The Best Items To Donate To Really Help the Homeless
Underwear and Socks. Surprisingly enough, these are some of the most in-demand items for people who utilize homeless shelters. ...
Toiletries. ...
Feminine Hygiene Products. ...
Laundry Detergent. ...
Cold-Weather Clothing. ...
Reusable Containers. ...
Baby Supplies.
What can I do for the homeless in my area?
7 Practical Ways You Can Help People Experiencing Homelessness
Make cards to promote nearby shelters. ...
Donate clothes, especially socks. ...
Volunteer your time. ...
Fundraise. ...
Research your local candidates. ...
Participate in your city's Point-in-Time count. ...
Remember youth homelessness.
©2022 NDSU UI/UX Class Group 2


Helping Hand
City Resources
Volunteer
Donation
Discussion Forum
FAQ
Sign in
City Resources
Welcome,
Find information on services around Fargo available to help with your basic needs.
We have included contact information and directions to each service's location.
Health
Long-Term Help
Work
Warehouse Package Handler
Food
Emergency Food Pantry
Shelter
New Life Center
Gladys Ray Shelter
Bring me there

Prototype

THANK YO