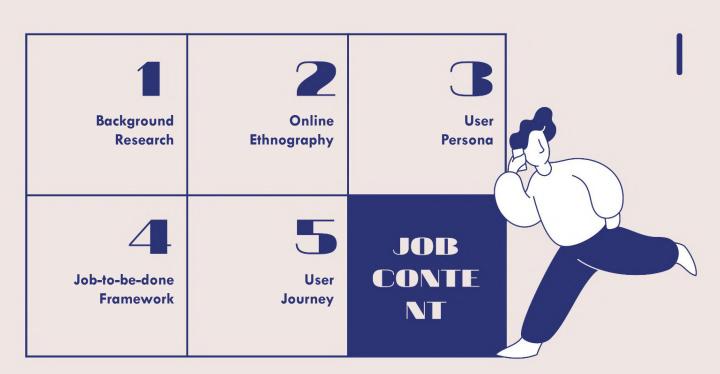
IDEA9105
A1 User Research

One Group Jingqi Huang (Ginky) 530793832 Rui Li (Lori) 520071755 Shibo Lu (Lucy) 520317468

VOLUNTEER COORDINATION



CONT ENTS



Page:02

Background Research

- Volunteers play a vital role in the success of the Olympic Games.
- Design an app that is convenient for volunteers to coordinate their work.
- 1. mobile app or website,
 - 2. smartwatch app
 - 3. website displayed on a tablet in portrait mode
- The app have two versions:
 - 1. tourist version
 - 2. staff version



Background Research

Assign volunteers specific roles based on their personal experiences. It is also convenient for volunteers to obtain feedback and adjust work arrangements appropriately. These roles can vary widely, from assisting with ticketing and guest services to providing medical support or helping with logistics. The purpose of this mission is to ensure that events run smoothly and provide a good experience for athletes, officials, spectators and other stakeholders. Given the international nature of the Olympic Games, language skills are very important for volunteers. Multilingual volunteers are often required to assist athletes, officials and visitors who speak different languages. According to our research, the existing information more introduced the required number of volunteers and the interview experience of volunteers, but did not find literature on volunteer coordination. Now is the Internet era, we want to design an app that is divided into two versions. The first is the tourist version, which mainly includes the Olympic event schedule, venue maps (with navigation function), volunteer distribution, online inquiries and emergency contact information; The second is the staff version, which has more online work groups than the tourist version, which is convenient for personnel arrangements in response to emergencies, and you can also check the rest places of employees.

Online Ethnography – Facebook

Exploring Volunteers in Sports Events and Travelers

key issues

- "Help needed: I registered but can't login and don't receive an email with my new password. Who to cantact? Thank you."(Dennis Philipse, 2019)
- "As a volunteers, do we get tickets to some events or access to discounted hotel rooms?" (Paulina Carreras, 2019)
- "Do we have to be Japanese residents?" (Raúl Hernández, 2019)
- "Does anyone who apply for the volunteer program received any confirmation letter?" (Shi K See,2019)

observation

- login issues
- Accommodation Problem
- Visa issues
- No online staff
- No application link

issues & needs

- Network staff to answer volunteer's questions
- Help them to finish the application
- Clarify the volunteer accommodation
- Emergency contact
- Clear application process





Online Ethnography – Facebook

Exploring Volunteers in Sports Events and Travelers

key issues

- "Just stayed in a fan village. It had air conditioning and travel was free. The staff there were friendly and really helpful."-(Nathan Maloney, 2022)
- "Who is making the coolest World Cup?
 | World Cup: China's "Wind" GREE sends 40,000 sets of air-conditioners to cool the world." (Phoenix TV, 2022)
- "It started raining heavily in the 9th inning and we had to stop, and I sprained my leg on the way home, so I was a bit down, but I wanted to come back here again and again."- (Katz Fukuta, 2023)
- "NPS Photos of the Sunrise area during and after last weekend (August 12-13), including overflowing trash cans, patches of trampled meadows, and illegally parked vehicles and camping."- (Mount Rainier National Park, 2023)

observation

- A comfortable way to cool off in the summer
- · Convenient transportation options
- Bus service from your hotel to the competition venues
- Precautionary measures for inclement weather
- · Layout of public trash cans
- · Ample parking spaces

issues & needs

- · Accurate tour of the competition venues
- · Detailed competition schedule
- · Detailed tourist attractions guide
- Convenient shuttle bus service to the competition venues
- Professional volunteer counseling support
- Conveniently located supply points
- Emergency help mechanism
- · Local food recommendations
- Transportation connectivity between
 Australian cities
- Language interpreter support
- Information on shopping venues
- · Cultural experiences
- Free Wi-Fi coverage
- Travel safety and security



User Personas

As Volunteer



(Maxence, 2023)

Tony

Age:21 Gender: Male

Occupation: Student studying foreign languages

Location: Brisbane Archetype: Student

Tony is a university student studying foreign languages. Passionate about cross-cultural communication, he actively organizes language corners and cultural activities on campus and also participates in some volunteer activities, including rescuing stray cats and dogs. During his volunteering period at the Olympic Games, his goal is to provide quality foreign language support to athletes, spectators, and organizations, and at the same time to improve his speaking skills and international outlook by communicating with international volunteers to help foreign athletes, their teams, and tourists with their needs.

Interests

- · Passionate About Volunteering and Culture
- Organize Language Corners
- Cross-Cultural Exploration

Goals

- · Build Global Connections
- Assistance to Olympic Success

Needs and expectations

- Efficient Translation Tools
- Thorough supply station planning
- Emergency guidance

Influence

- · Encourage School Activities
- Enhance International Communication
- · Make a good impression on tourists

Pain points and Frustrations

- · Balance Workload
- · Fear of Making Mistakes

Motivations

- · Passion for Cultural Exchange
- · Pursuit of Personal Growth
- · Impact on Global Event

As Visitor



(Zhen Renshuo, 2018)

Li Lei

Age:36
Gender: Male
Occupation: Engineer
Location: China
Archetype: Visitor from other country

Li Lei is an engineer from China who supports his country's Olympic Games. He enjoys many sports, especially table tennis, and would like to see his favorite player win an Olympic gold medal. This is his first visit to Australia, not only to support the Chinese team players but also to take the opportunity to explore the culture and landscape of an unfamiliar country. His English is not very good and he hopes to get timely help during the course of this journey.

Interests

- · Sports, especially table tennis
- · Enjoy different culture

Goals

- Support national athletes
- Experience foreign cultures
- Sightseeing

Needs and expectations

- Efficient Translation Tools
- Easy-to-understand guidance
- Competition Schedule

Influence

- · Get a good travel experience
- · Make a good travel impression of Australia

Pain points and Frustrations

- · Language Barrier
- · Cultural unfamiliarity
- · Unfamiliar transportation systems

Motivations

- National Honor
- Passion for Sports
- · Cultural exchange

Job-to-be-done Framework



Lori Li 520071755

User Journey

Becoming a Volunteer



Submit an application



Receive the offer



Attend in-person training



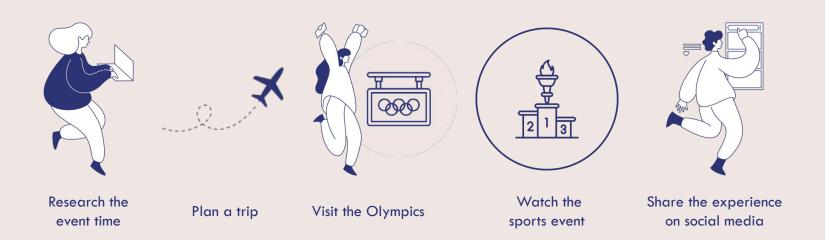
Check the task via phone during the event



Interview after the event

User Journey

Visiting the Olympics as a tourist



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- https://www.paris2024.org/en/volunteers/
- https://olympics.com/ioc/news/the-amazing-story-of-an-olympic-volunteer



TH/NK YOU

One Group

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Rui Li (Lori) 520071755

Shibo Lu (Lucy) 520317468

IDEA9105 A1 User Research

Digital Wireframes

This design aims to create a comprehensive app that enhances collaboration between Olympic Games volunteers and visitors. It provides event schedules, venue information, and real-time volunteer location tracking for visitors. For volunteers, it offers workgroup details, task schedules, and supervisor contacts. The app also features an online consultation service for instant support. The goal of this poster is to ensure a seamless experience during the Olympic Games, promoting efficient communication between volunteers and visitors.

Analysis



Powerful instant messaging tool suitable for business communication, supports text, voice, and video calls.

Lacks location sharing and family tracking features, not designed for real-time team collaboration.



Teams

Tailored for enterprise team collaboration, supports file sharing, online meetings, scheduling, and more.

Not suitable for home or personal use, relatively complex user interface.



Focused on family and personal safety, offers real-timelocation sharing, driving behavior monitoring.

Relatively limited in the

support instant messaging

or business collaboration.

functionality, does not



Primarily focused on navigation and mapping, lacks real-time team collaboration or family tracking features.

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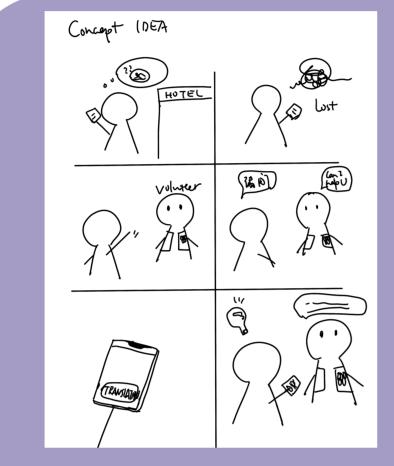
Wireframe

S

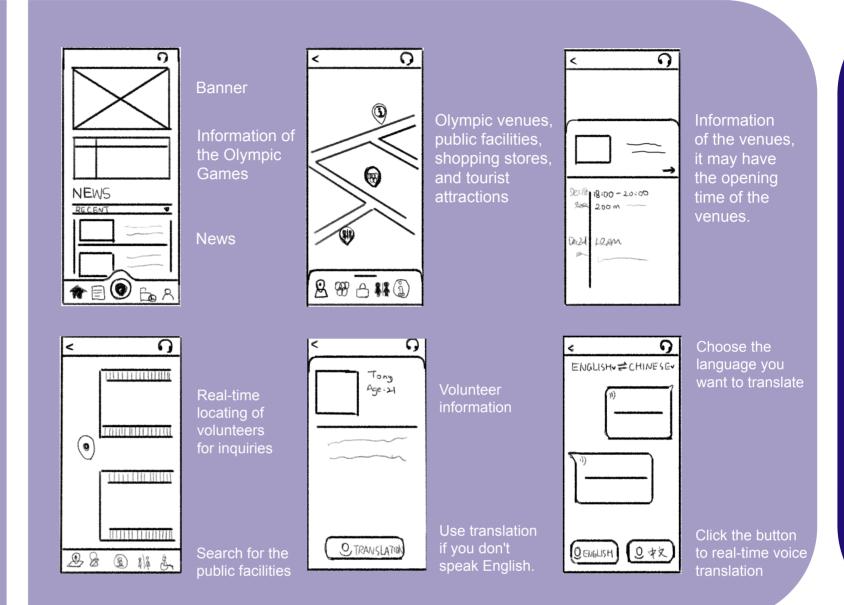
Extensive map coverage and

navigation features, real-time

traffic information, street view.



It's not uncommon to get lost in a foreign country. Improving communication between volunteers and visitors during the Olympics could enhance the experience for visitors. If there is a real-time positioning and translation function for volunteers, it can solve the problem of not being able to find someone when you need help.





Medal Rankings

lews About the Olympic Games and travel ecommendation



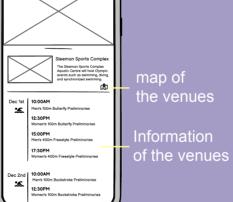
MAP

the city

The map of

The venues of the Olympic Games

VENUES

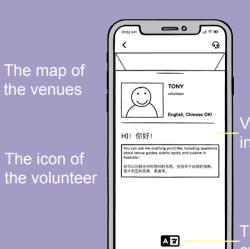


VENUES

(9)

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MAP various public service information such as



Volunteer

translation feature below.

TRANSLATION

まっすぐ行って左に曲がると えます, The button of translation



Go straight and turn left to

すみません、トイレ こですか。

May I ask which side is the restroom?

TRANSLATION VOLUNTEER

Clicking on a volunteer's On this interface, location on the map you can select your provides access to their preferred language relevant personal for real-time voice information. If needed, effective communication consultation can also be with the volunteer. facilitated through the

HOME

This interface is the main interface, primarily composed of modules such as advertising banners, Olympic medal rankings, news, and travel recommendations. It can also navigate to the Olympic event schedule, maps, my schedule, and the personal interface.

MAP

HOME

This interface will provide you with all the mapping services, and you can also obtain location routes by searching for your desired

VENUES

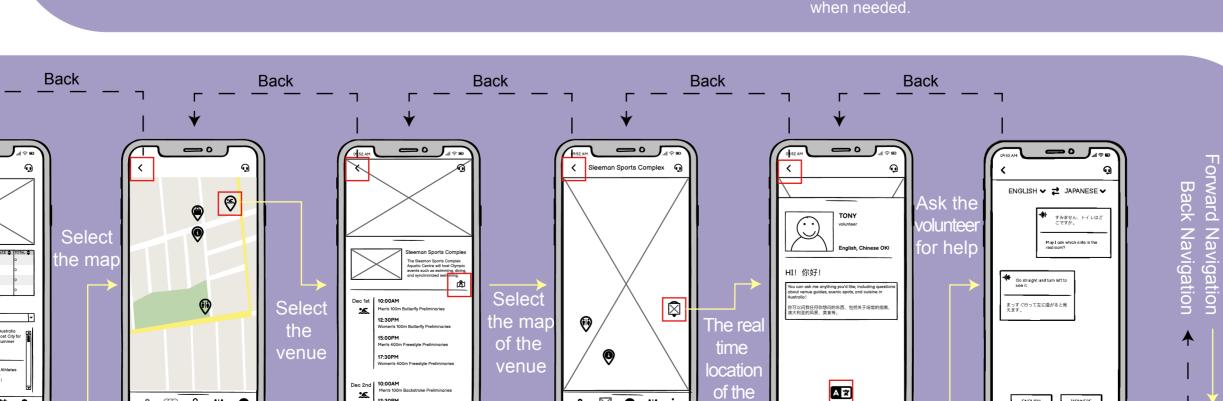
INFORMATION

Clicking on the information on the map will redirect you that location. If it is an Olympic venue, it will also provide a schedule of events that you can view.

INFORMATION



VOLUNTEER



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VENUES

MAP

of the



Introduction

Based on our research, we identified a gap in the market as there is currently no app that effectively addresses both volunteer coordination and tourist experience simultaneously.

In our design for the 2032 Brisbane Olympics, we have strategically chosen to address this gap through a comprehensive solution named "One Group." This design is centered around enhancing the working experience for volunteers while ensuring an enjoyable experience for tourists. The key feature of "One Group" is its ability to facilitate effective communication between **volunteers** and **tourists** through a unified platform.

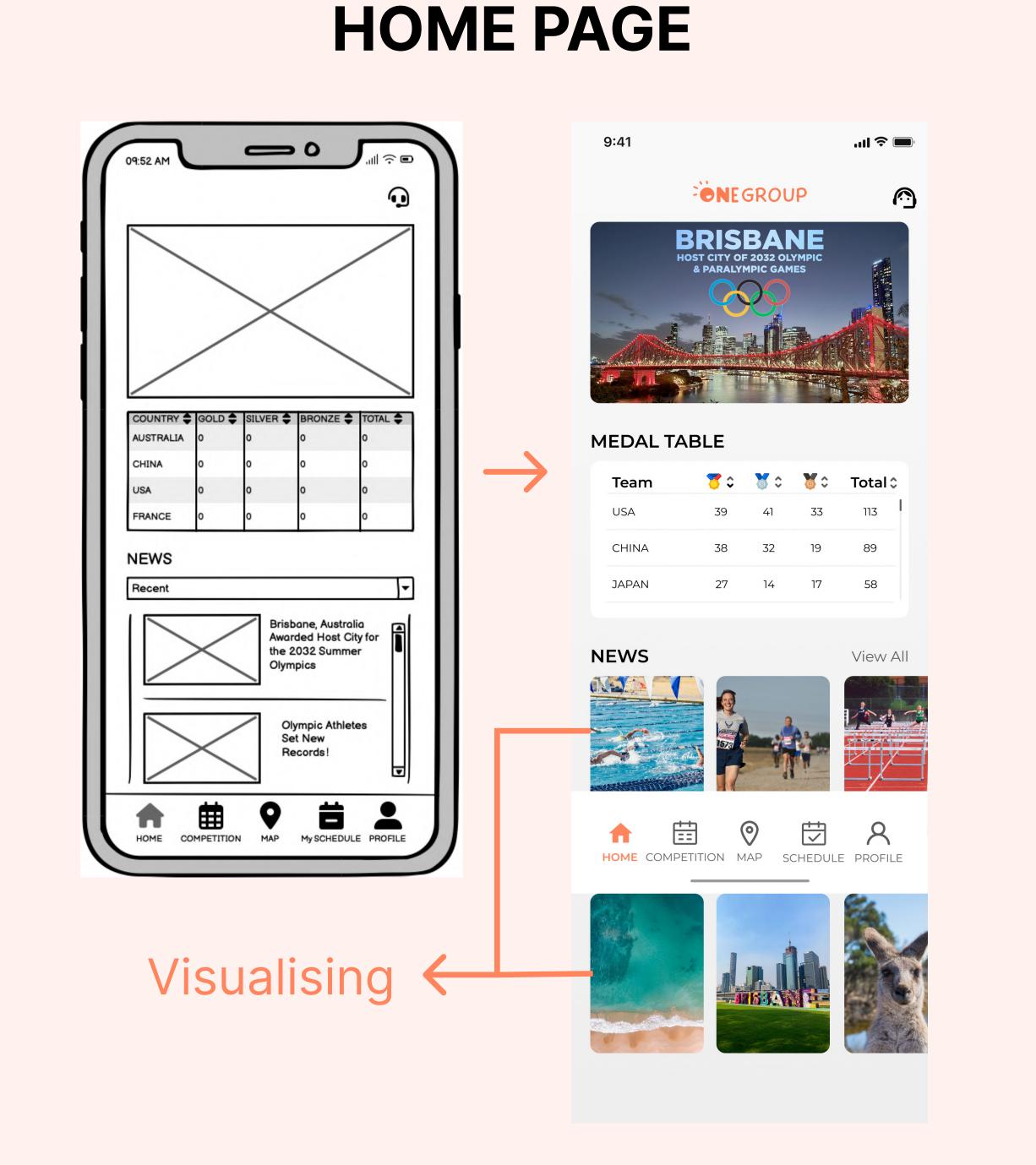
Design Solution

In A2, we conducted a competitive analysis of Wa Business, Teams, Life360, and Google Maps. Taking into account the strengths of these competitors and user needs, we have decided to incorporate elements of Teamwork communication and real-time navigation into our app design. Our app comes in three different versions: a mobile app, a tablet app, and a smartwatch app. The main features of our app are as follows:

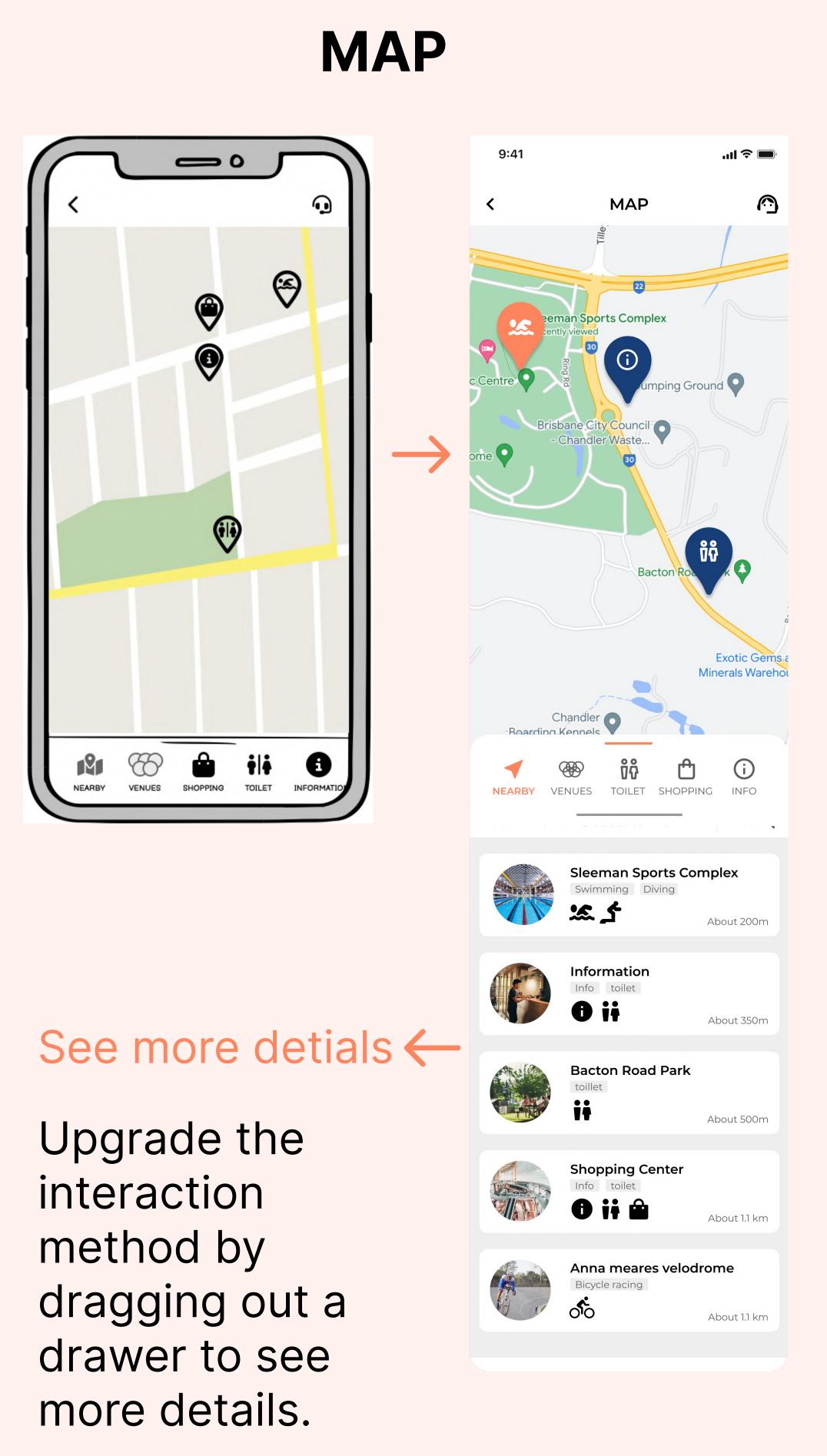
- Volunteers: Use the app to coordinate their work, communicate in real time, and view and modify tasks.
- Tourists: Navigation services, online services, access to competition information, and the ability to set reminders.

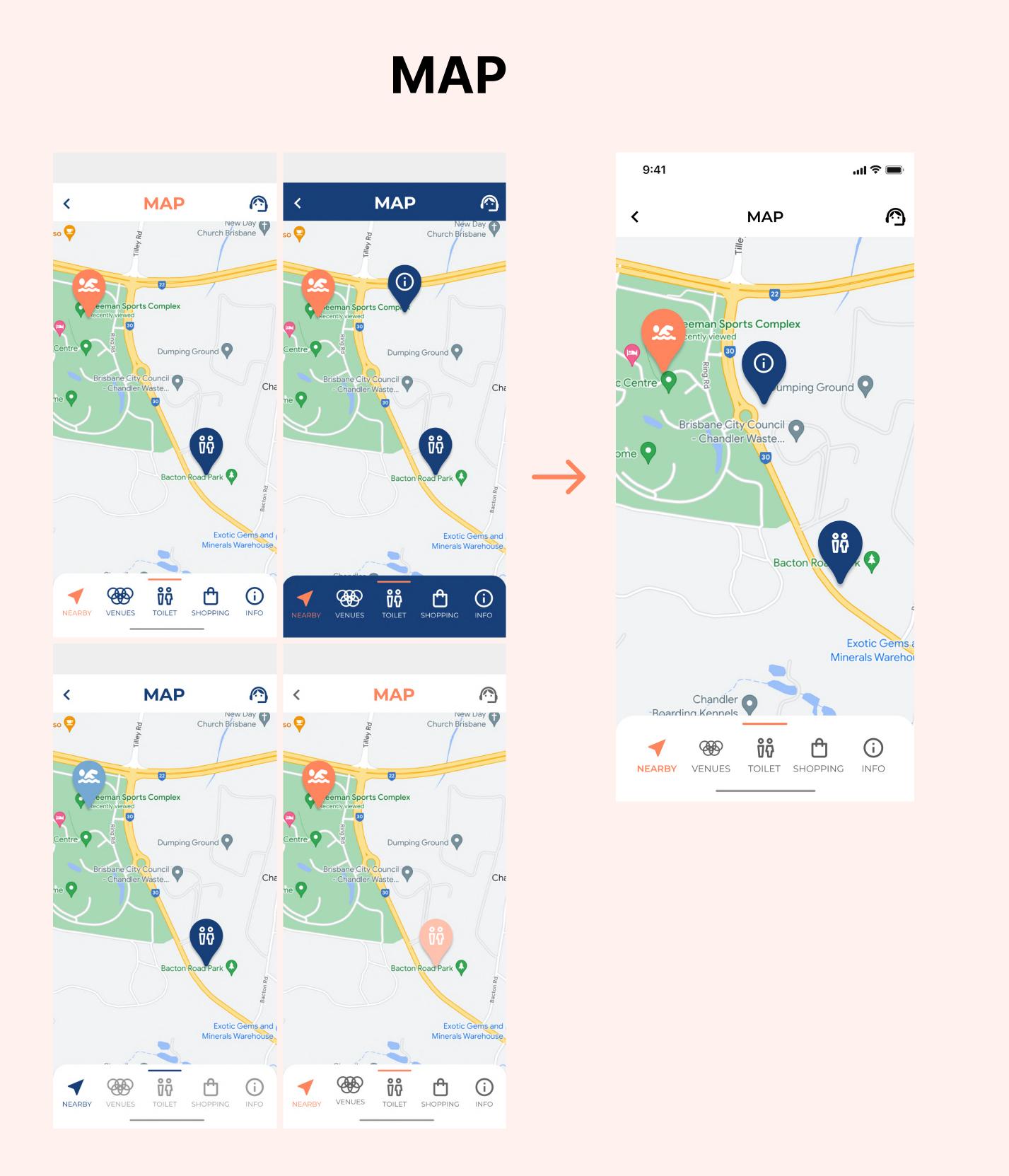
In this mobile app design, the primary focus will be on providing seamless navigation for tourists en route to the venue and facilitating efficient communication between tourists and volunteers.

Iteration of the Prototype



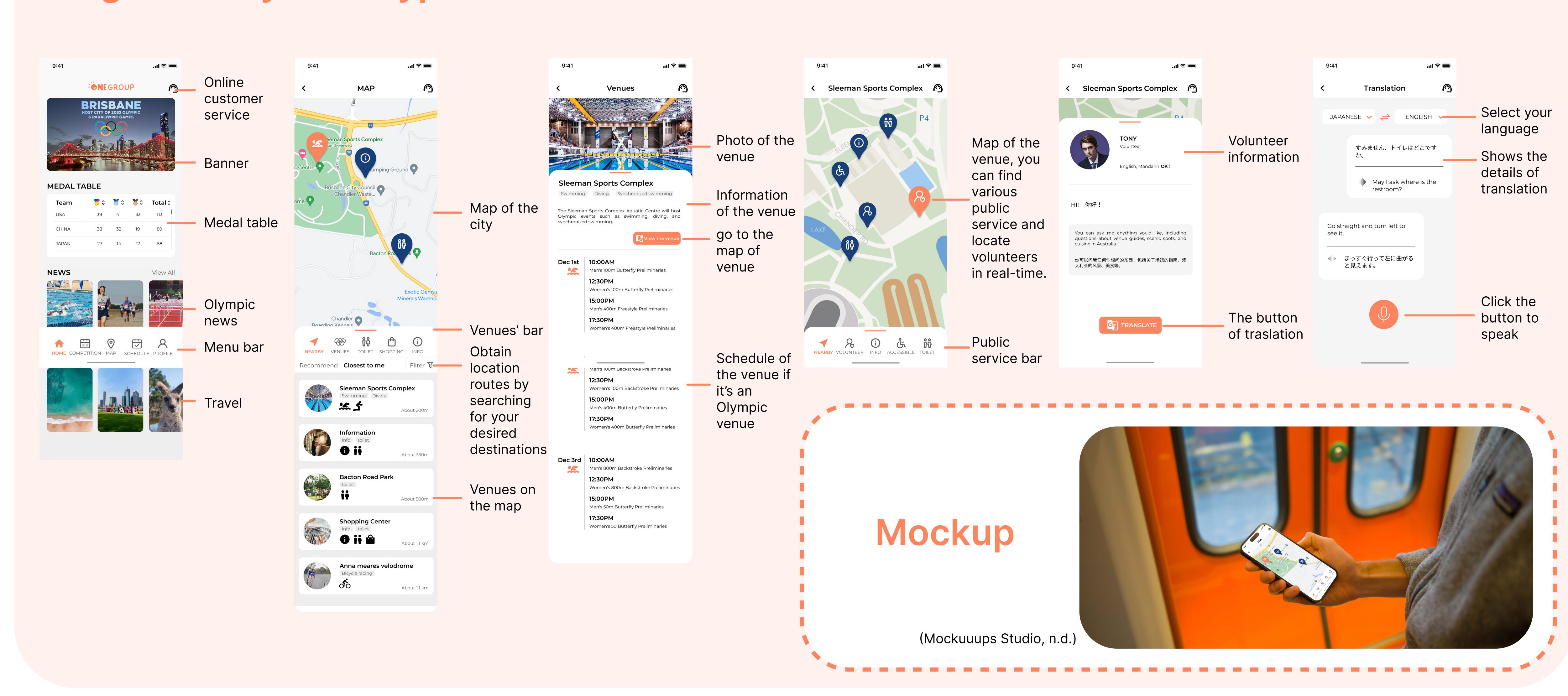
Rather than relying on scrolling to gather information, we have implemented a visualization approach at the top of the news section. This enhancement allows for a more visually engaging and efficient means of accessing Olympic-related news and travel recommendations.

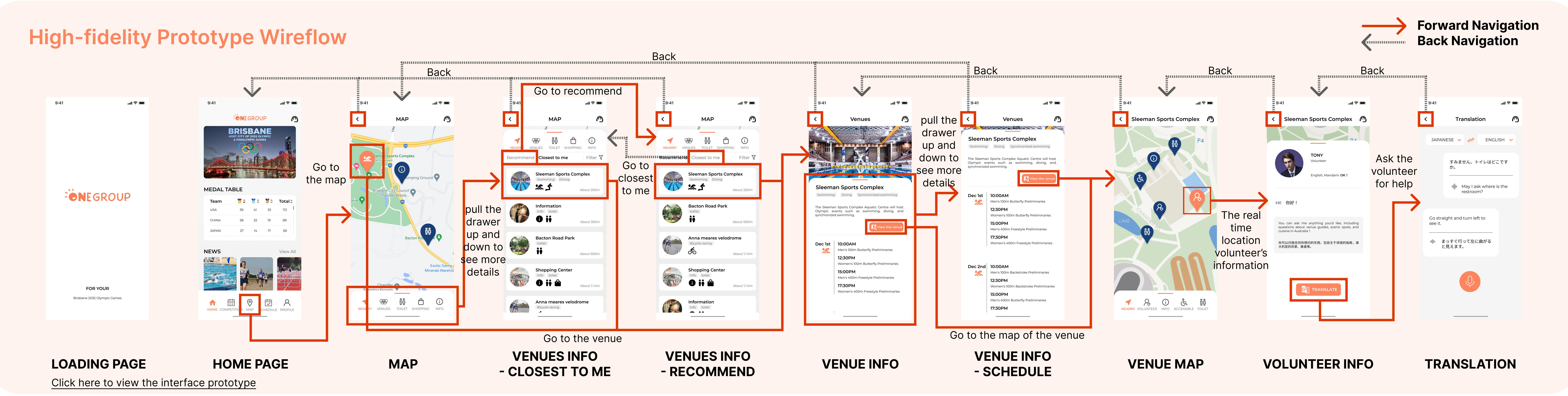




Based on the primary color being orange and the secondary color being blue, we experimented with various color combinations. Through heuristic evaluation, we finalized the interface design.

High-fidelity Prototype



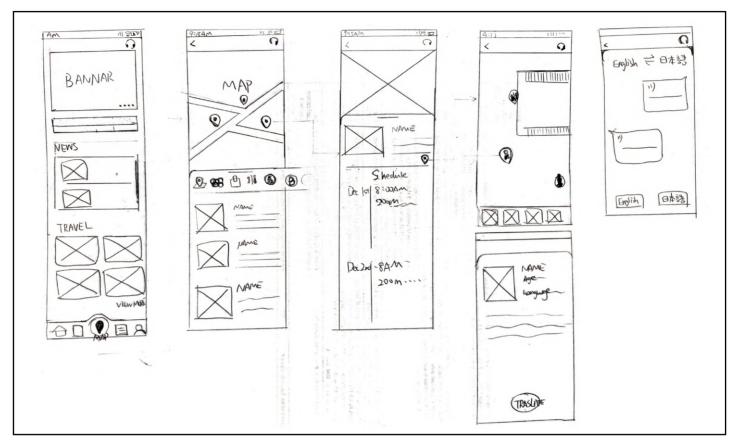


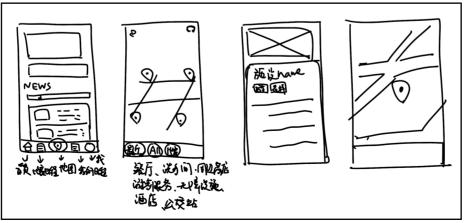
Competitor Analysis



Appendix

Hand-sketched Wireframes

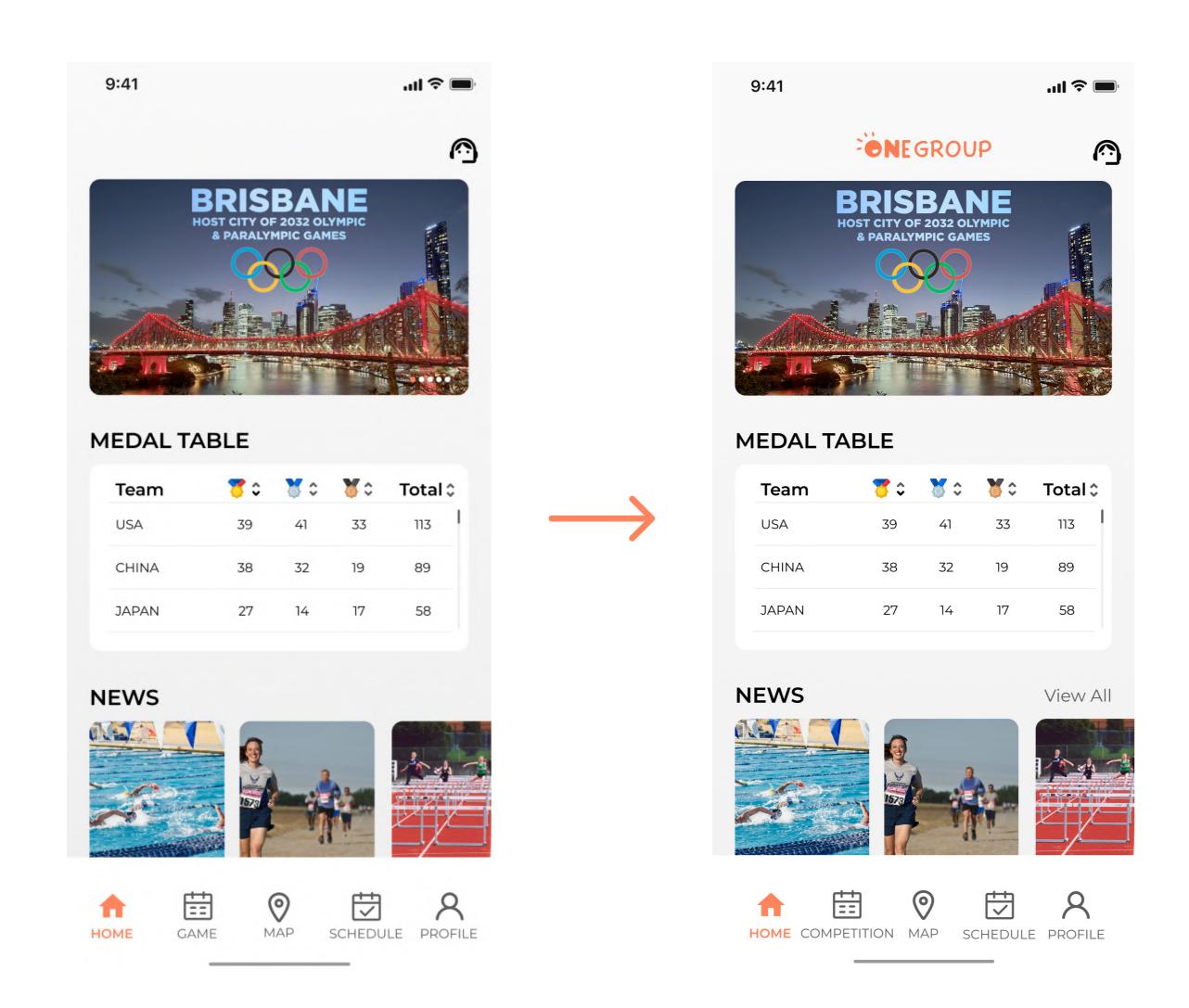




Appendix

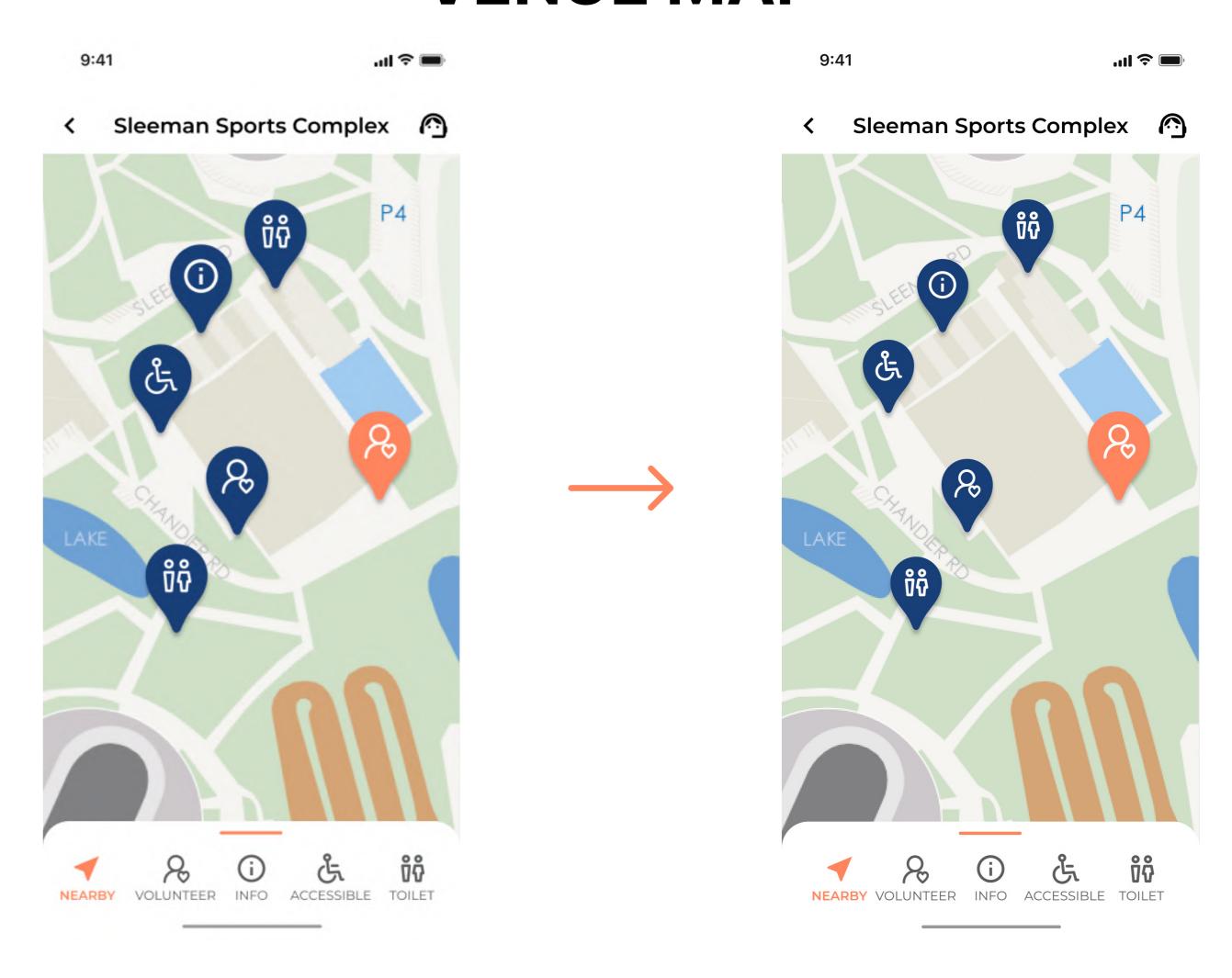
Iteration

HOME



Add the logo on the top banner

VENUE MAP



Adjust the size of the icons on the venue map to make it look more comfortable