Code For Athens
Checkpoint 2: User Research

Deliverable Prepared By

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NMIX Capstone Fall 2021

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Objective & Research Goals

Our objective for our client is to create an easy-to-navigate website, a social media presence, and a kickoff event to establish the Code For Athens brigade.

Our main research goals include:

1) Finding out how to launch a successful brigade
2) Crafting an agenda for initial brigade actions & priorities based on those findings

Methodology

Our project will consist of **two main** pieces of user research.

1) Gaining information from people who have started a brigade through a **survey** & follow-up phone **interview**
2) Creating an agenda with that information on initial **actions and priorities** for the Athens brigade

Action Plan

To obtain the most relevant information, the bridages we reach out to will be targeted towards those in college towns or citites with heavy student populations in general. We will also try to get a variation between brigades that began pre & post-COVID beginning.
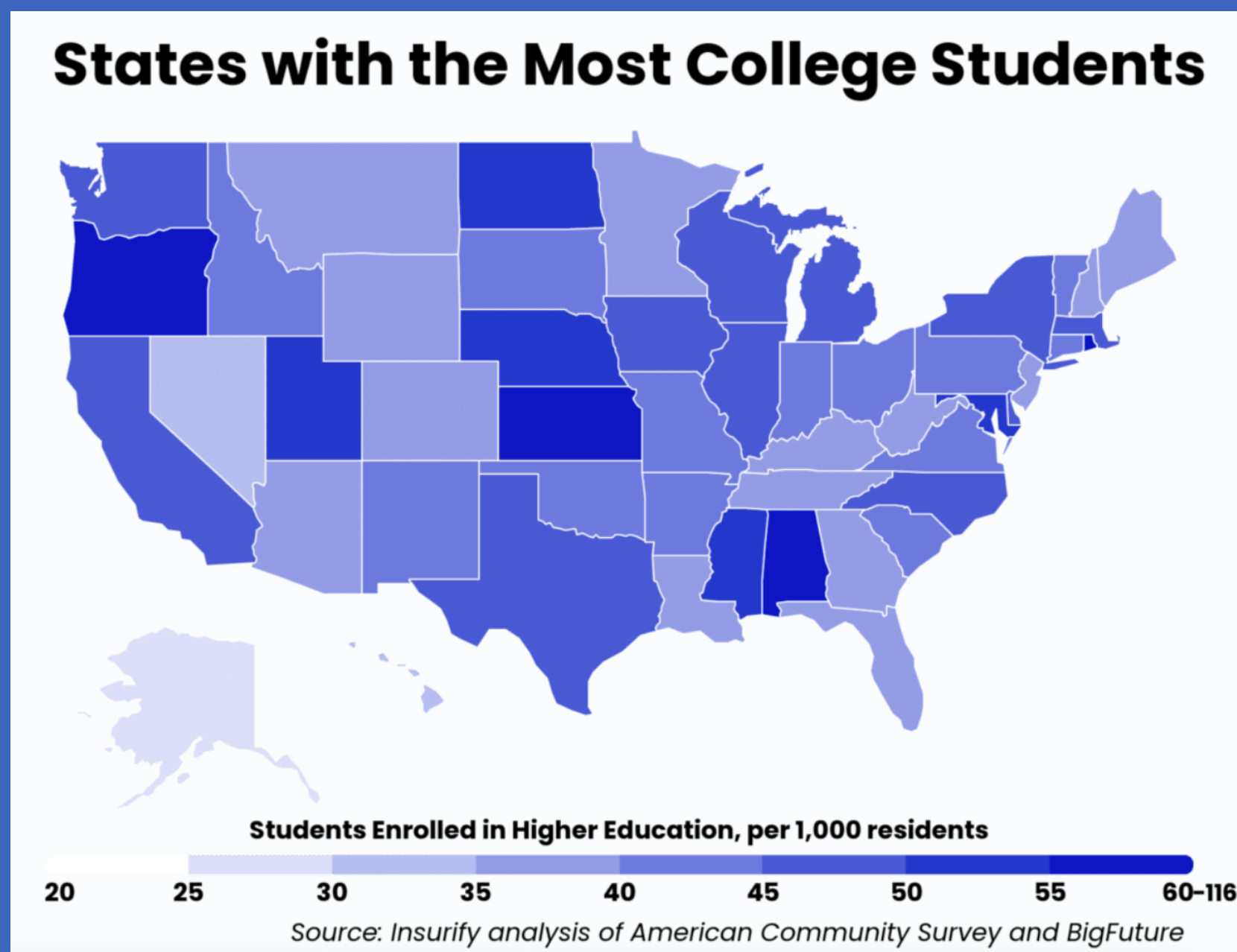
We will begin with sending them a general survey, which will conclude with the option for them to allow us to follow-up for a 10-15 minute interview.

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Targeted Brigades

Being that we want to hear from university affiliated brigades, we first researched the most populous college towns in the U.S.

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States with the Most College Students

Students Enrolled in Higher Education, per 1,000 residents

20   25   30   35   40   45   50   55   60–116

Source: Insurify analysis of American Community Survey and BigFuture

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We were asked by our client to find **6-12** brigades. From here, we went to the Brigade section of the Code 4 Athens website and created our list of main brigades to target:

- Code for Phoenix
- Code for South Florida
- Code for Chicago
- Code for Boston
- Beta NYC
- Code for Chapel Hill
- Open Charlotte Brigade
- Code for Tulsa
- Code for Pittsburgh
- Code for Houston
- Code for D.C.
- Code for San Francisco

Initial E-Mail

To reach out to our targeted brigades we plan on sending out the survey over the Code For America slack and the brigade email if applicable.

Template

Hi _____,

We are reaching out to understand some insights of the development process of your Brigade. Our brigade is getting ready to launch by the end of 2021 and we're intrigued and impressed by your digital presence.

To help out Code for Athens, located in Georgia, please fill out our survey linked below. If you're willing and able to answer some of our post-survey questions via email or phone please respond to this message.

Survey link_____

Best regards,

Heather McAbee & Jess L'Hommedieu

Survey Details

Code For America Brigade Information

Hi! We are in the midst of developing a new Code For America brigade in Georgia called Code For Athens! We are looking to obtain some more information and guidance so we can have a successful launch. Thank you so much in advanced!

Preview of planned survey questions being sent to targeted brigades:

City of Brigade *

Short answer text

Year Brigade Started *

Short answer text

What was your biggest struggle in starting a brigade?

Long answer text

How do you keep volunteers involved/active? Any incentives?

Short answer text

Do you have student volunteers?

- ( ) Yes, a good bit!
- ( ) No, little to none.
- ( ) A few, but not too many.
- ( ) Other…

Do you have any tips on engaging with local government?

Short answer text

If you have any successful projects you'd like to tell us about, let us know here:

Long answer text

If you have any other general advice on building a brigade or anything else you think would be helpful, feel free to drop that here!

Long answer text

If you have the time, we would love to follow up with a 10-15 minute phone interview. Are you willing to speak with us?

- ( ) Yes, I am!
- ( ) No, I'm sorry!
- ( ) Maybe

Phone Number/availability (if you are willing to interview)

Short answer text

Follow-Up Interview

We are hoping to get an interview with at least 3 brigades. Here are the questions we have planned:

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?'s

- Can you expand on the biggest struggles and successes of starting a brigade?
- What would you consider your most successful project and why? How was your brigade able to accomplish this?
- How did you go about getting college students involved?
- Have you found ways to get local government interested and involved?
- Do you have any other advice for us?

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Additional Website Research

For a little extra user research, we looked at similar activism websites rooted in Athens that require volunteers.

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Inspiration:

- Athens Housing Advocacy
- Athens Queer Collective
- Athens PBJ
- The Sparrow's Nest Athens
- Historic Athens

The main findings when looking through these sites & their corresponding social media showed us that we are on the right track with our site. They are all very user-friendly and engaging, and since they are already established and successful we have very high hopes for the rest of our project!

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Sources

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