

User Research

Group Nonprofit Athens

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OBJECTIVES

Our goal for our user research is to better understand the needs and behaviors of individuals who support nonprofit organizations in the Athens area. Through surveys and qualitative interviews, we aim to identify pain points and areas of improvement in the user experience of donating to and supporting these organizations. Additionally, we seek to gain insight into the challenges faced by nonprofits and explore ways to address these challenges. Gaining a deeper understanding of user preferences and attitudes towards local nonprofits will inform the development of our platform that connects donors with nonprofits in the community, and ultimately contributes to greater social impact.

RESEARCH METHODS

We utilized various research methods to collect data and insights for our user research. Our primary method was two Qualtrics surveys, which mostly consisted of multiple choice questions that allowed us to gather both qualitative and quantitative data from users and nonprofits. We included demographic questions to help us understand the audience better, which will help us better tailor our platform to their needs. In addition to surveys, we also scoured online posts about people expressing interest in donating to local nonprofits, which provided further evidence that our platform is needed. Lastly, we conducted in-depth interviews with selected participants to gain a more well-rounded understanding of user experiences, preferences, and pain points related to nonprofits.

ONLINE POSTS

We tried to gauge current user sentiment by first examining what people were currently saying about their experiences trying to donate to nonprofits. We looked at posts on the NextDoor App and Reddit, as well as an email expressing a need for our platform. Based on our findings below, it is clear that there is a need for a streamlined and easy-to-use platform for donating to nonprofits. This reinforces our goal of creating a better user experience and helping to address the challenges that nonprofits face.

W

Update: ...looking to **donate** a used c-pap (sleep apnea) machine! I need names of PLACES that are active in doing so with these machines. I want it to be cleaned and ready by professionals and **donated** to someone in...

Women's Clothes Donation Alternatives to Goodwill

I usually donate my clothes that I don't wear/don't fit anymore to Goodwill, but I'm wondering if anyone on here works with any organizations that accept clothes as a donation or are in need of some women's clothes. I have quite a few pairs of jeans that were rarely worn, size 6, and other women's items around that size. Just looking for alternatives rather than just dropping stuff off at Goodwill!

13 Comments Share Save Hide Report

94% Upvoted

where's a good alternative donation facilities?

Helping Others

Where can I donate clothes to non goodwill like places where they just re sell the donations? I want to make sure my donations are actually being given to someone in need or given for free at least.

30 Comments Share Save Hide Report

90% Upvoted

G

Do any neighbors participate in Dog agility? I have a geriatric dog who sadly can no longer participate. I have some equipment I could **donate** to a person or organization involved in agility.

K

Does anyone know of a charitable organization that does pick ups? I have a few pieces of furniture for donation.

Thrift store donation alternatives?

I've been steadily getting rid of a good amount of old possessions over the last couple years, but I've mostly been making trips to Goodwill or St Vinny's. I'd much rather donate to somewhere that will use it rather than someone that will sell it, as good as their missions are.

What are the best alternatives in the Milwaukee area for things like clothes, blankets, pet-related items/furniture, or even beds/mattresses? Humane society, shelters, etc.?

9 Comments Share Save Hide Report

90% Upvoted

G

Anyone know of a place to donate food in watkinsville. Looking to make a **donation** of food for the holiday season.

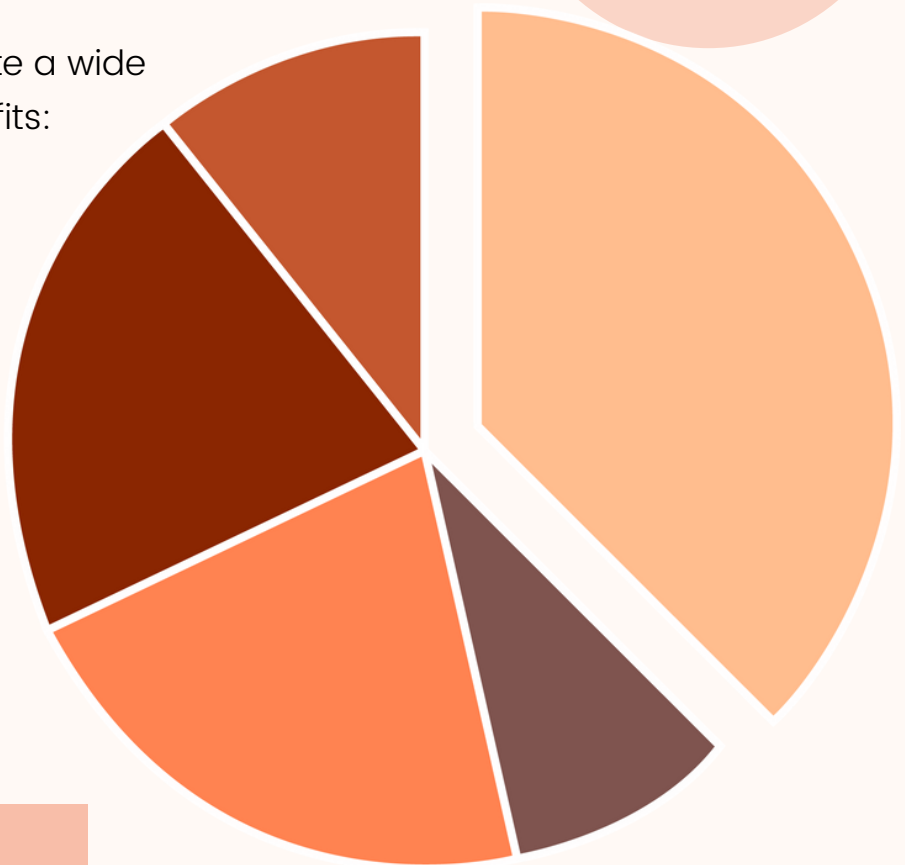
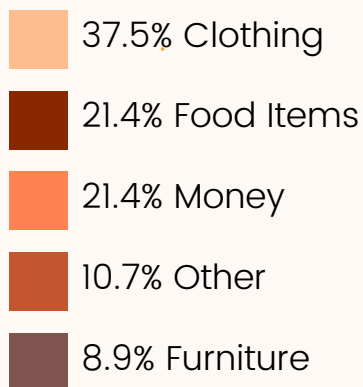
Is there an animal clinic or shelter nearby that would accept/needs donations of dog crates/toys/etc? Or does anyone know of a shelter that has a list of items it will accept for **donation**? Trying to declutter but not fill up the dump.

My sister in Lawrenceville will be moving out next Saturday and we have several pieces of furniture we are not taking and can be picked up for free. Not sure if someone knows a person that can use the furniture or a local charity organization that will come get it. Pics attached but would need to be picked up next Sunday/Monday.

SURVEY RESULTS

So far, our survey has allowed us to draw the following main conclusions:

Survey respondents donate a wide variety of items to nonprofits:



57%

Answered "yes" or "maybe" when asked if they struggled to find suitable nonprofits to donate to.

68%

Answered "yes" or "maybe" when asked if it mattered to them how their donation was being used.

For a detailed master list of our survey questions and findings as of this checkpoint, [click here](#)

NONPROFIT INTERVIEWS

CHRISTOPHER JORDAN

ACCA Director of Development

- 1.** Can you tell me a little about the Athens Community Council on Aging and the work that you do in the community?

"Absolutely! Our main goal is to improve the lives of senior citizens in the Athens area. We provide a range of services to help seniors live independently and stay in their homes, such as meal prep, transportation, and personal care. We are basically here to help them age well and live well."

- 2.** Does your organization currently accept non-monetary donations? If yes, what type of items?

"Yes, we do and it depends on the time of the year. For example in the summer, we need fans to help bring comfort to those who do not have AC in their homes. And in the winter we are mostly looking for blankets, gloves, and other items that help our elderly citizens keep warm. We also accept monetary donations."

- 3.** How does your organization typically use the donations of goods it receives?

"All of the donations are being used in our programs, and the end user of those programs are our senior citizens."

- 4.** How do you typically acquire the goods you need for your programs or services?

"We are always looking for new ways to find donors to support our older friends at ACCA, therefore we use various outlets. The main ones would be social media, our website, community outreach and events, and fundraisers, partnering with other like minded nonprofits."

NONPROFIT INTERVIEWS

CHRISTOPHER JORDAN

ACCA Director of Development

5. Have you ever used an app to help find donors? If there was such an app, what features would ACCA need to see on there?

"I have not used such an app in my experience working with nonprofits, but if there was such an app we would need it to be extremely user friendly and easy for our older friends to use."

NONPROFIT INTERVIEWS

BROOKE FREEMAN

Administrative Worker at Project Safe

- 1.** Can you tell me a little about Project Safe and the work that you do in the community?

"Project Safe is an organization that is working to help end domestic violence in the Athens area. We have a confidentially located emergency shelter, which provides a safe place for survivors to stay while they figure out their next steps. We also offer counseling services, both individual and group, to help survivors heal from the trauma they've experienced, and we have a 24/7 hotline that people can call for immediate assistance."
- 2.** Does your organization currently accept non-monetary donations? If yes, what type of items?

"We definitely do. We have a needs list that we post on our social media each month, so the types of items we accept usually changes. But overall, we are always looking for donations for our thrift shop."
- 3.** How does your organization typically use the donations of goods it receives?

"We give our donors an option to choose where their donations go to. The items can either go to the thrift store or they can go directly our friends living in the shelter that might need the item. "
- 4.** How do you typically acquire the goods you need for your programs or services?

"We are very big on community outreach. We have team members constantly in communication with organizations like Greek Life at UGA, we partner with like-minded organizations. We also have people going into schools to talk about our mission. Lastly, we use our website and social media to reach out to potential donors and to maintain a relationship with our previous donors."

NONPROFIT INTERVIEWS

BROOKE FREEMAN

Administrative Worker at Project Safe

5. Have you ever used an app to help find donors? If there was such an app, what features would ACCA need to see on there?

"To my knowledge, we haven't. We would definitely be very excited to use an app like that that would connect us to potential donors in the area. A feature that would be beneficial to Project Safe would be a section where we can upload our needs list and update it if needed."

USER INTERVIEWS

SEDAT AKGUN

Student at the University of Georgia

1. Could you describe your experience with donating/finding nonprofit organizations to donate to?

"My experience with donating has been mostly with thrift stores, donating items like books and clothes. When I think of a donation center I immediately think of Goodwill, and I haven't had much resources to connect me with other nonprofits. I admit that stems from a lack of knowledge about local organizations that can benefit from my donations. I usually resort to thrift shops because I am not aware of many local nonprofits. There hasn't been resources for me to discover local profits, and I don't know if my items would be accepted there. But knowing thrift stores will, I go there. My number one donations are clothes, books, and money. My intention is to help people, and if the organization that I donate to resells them for profit, but it still helps people then it kind of fulfills my intentions. In a perfect world it would go to ones in need directly."

2. What challenges have you encountered when trying to donate to nonprofit organizations?

"Last year when we were moving out, my roommate threw out a lot of furniture because he didn't have a truck to carry them. I think in that sense having to physically drop off the items was a challenge, and we didn't know of any places that did pick-ups. This ties into another major challenge: not knowing any places to donate other than Goodwill that might offer different ways of donating."

NONPROFIT INTERVIEWS

SEDAT AKGUN

Student at the University of Georgia

3. What do you consider when deciding which nonprofit organizations to donate to?

"I typically go to places that are convenient to drop off, such as Goodwill or America's Thrift. When I donate, it is very important to me that a person in need receives them. I try and consider who my donation is going to go to and whether or not it will be for a good cause. I usually try to find other organizations to give other than thrift stores because I would rather them not be resold, but that's not always easy or possible."

4. Could you describe your experience with online platforms for donating to nonprofit organizations?

"I've donated through GoFundMe quite a few times, and I recently tried Instagram's donation feature. Both these experiences were very seamless and required very minimal effort, and that made donating very convenient and fast. Other than that, I don't have much experience, especially with non-monetary donations."

5. Have you ever used an app to make donations? If there was such an app, what features or functionality would you like to see?

"Only for monetary donations on platforms like GFM and Instagram. Because I struggle with the knowledge part the most, seeing information about causes of the non-profits would be great! One other feature I'd like to see is a drop-off/pick-up options listed for organizations. Overall I'd love to see an app that lists the when, where, who, and for what all in one place!"

USER INTERVIEWS

GABBY WOOD

Student at the University of Georgia

1. Could you describe your experience with donating/finding nonprofit organizations to donate to?

"I work with the American Foundation for Suicide Prevention, which is a nonprofit that raises money and awareness for suicide prevention. I have worked with them for the past three years and have helped them raise money for their suicide prevention efforts in Georgia."

2. What challenges have you encountered when trying to donate to nonprofit organizations?

"Sometimes the websites are really confusing. I've run into problems with trying to donate through different cards, like my credit card or my debit card, and sometimes it doesn't accept a certain type of payment. So that's probably the biggest issue I've run into."

3. What do you consider when deciding which nonprofit organizations to donate to?

"I consider my connection to the cause and also where the money is going when it enters the nonprofit. Those two factors specifically."

4. Could you describe your experience with online platforms for donating to nonprofit organizations?

"Like I said earlier, sometimes the websites are really difficult to navigate. It can also be really hard to find a nonprofit that lines up with my values or the non-monetary items I'm looking to donate."

NONPROFIT INTERVIEWS

GABBY WOOD

Student at the University of Georgia

- 5.** Have you ever used an app to make donations? If there was such an app, what features or functionality would you like to see?

"I've never used an app for donations, and if I were to use an app, I'd love for it to be able to correctly connect to my Venmo, so I could use my Venmo balance to donate, rather than just my card."

FUTURE PLANS

After conducting user research through surveys and interviews, it is clear that there is a need for a platform that connects local nonprofits with community members in a more efficient and effective manner. The feedback received from both nonprofits and potential donors highlights the challenges faced in the current process of donation collection and distribution. The potential for a platform that matches donations with nonprofits in need is evident and presents an opportunity to improve the overall donation process.

Moving forward, the team plans to set up further interviews with non-profits and potential users, as well as to connect with Farooq Ansari, CEO of Gone for Good, to gain more insight and expertise in the donation space. This will allow us a deeper understanding of the needs and challenges of both the nonprofit and donor communities, ultimately leading to a more successful and impactful platform.