

WONDROS

Mark2Cure Ecology Model

March 12, 2018



THE SCRIPPS RESEARCH INSTITUTE®

Hello! We're happy to be back.

What you will see today:

- Findings and recommendations
- UX audit and survey

Where we are in the process:

Step 1: Plan interview process

Step 2: Develop interview guide and survey

Step 3: Schedule interviews

Step 4: Interview M2C stakeholders

Step 5: Synthesize information

Step 6: UX audit of M2C website

★ **Step 7: Share findings and recommendations**

★ **Step 8: Get your feedback**

★ **Step 9: Discuss possible future steps**

Design Research Process

To gain a better understanding of behaviors and goals related to Mark2Cure (M2C), we conducted a series of qualitative interviews and drew from information you provided.

Interviews were conducted by phone between December 2017 and January 2018. Our approach was to interview a cross-section of individuals who represent M2C's different stakeholder groups.

We then synthesized the information to define important themes and issues.

In addition to our interviews, we conducted a survey of M2C volunteers. The purpose of the survey was to gather supplementary demographic and other qualitative information related to health, engagement with health care, and volunteerism.

Interview guides and the survey may be found in the appendix.

Interview Structure and Conversation Topics

The interviews we conducted focused on issues such as how M2C was developed, M2C's vision and mission, how it has evolved over time, what its challenges are, what success looks like, and, in particular, how the user experience of the platform might be optimized and enhanced. People had a lot to say about the platform.

Each interview lasted approximately 60 minutes. We created a master interview guide for all stakeholders and then tailored guides for each participant to help direct the conversation. While the guides provided structure, the nature of qualitative research enables conversations to flow freely—we encouraged participants to speak to topics they felt were important so as to discover issues that might have otherwise been overlooked.

Who We Talked To

To get a range of perspectives, we spoke with a cross section of stakeholders who are a part of your world:

- M2C volunteers
- NGLY1 parents
- The founders of [NGLY1.org](https://www.ngly1.org)
- And, of course, you

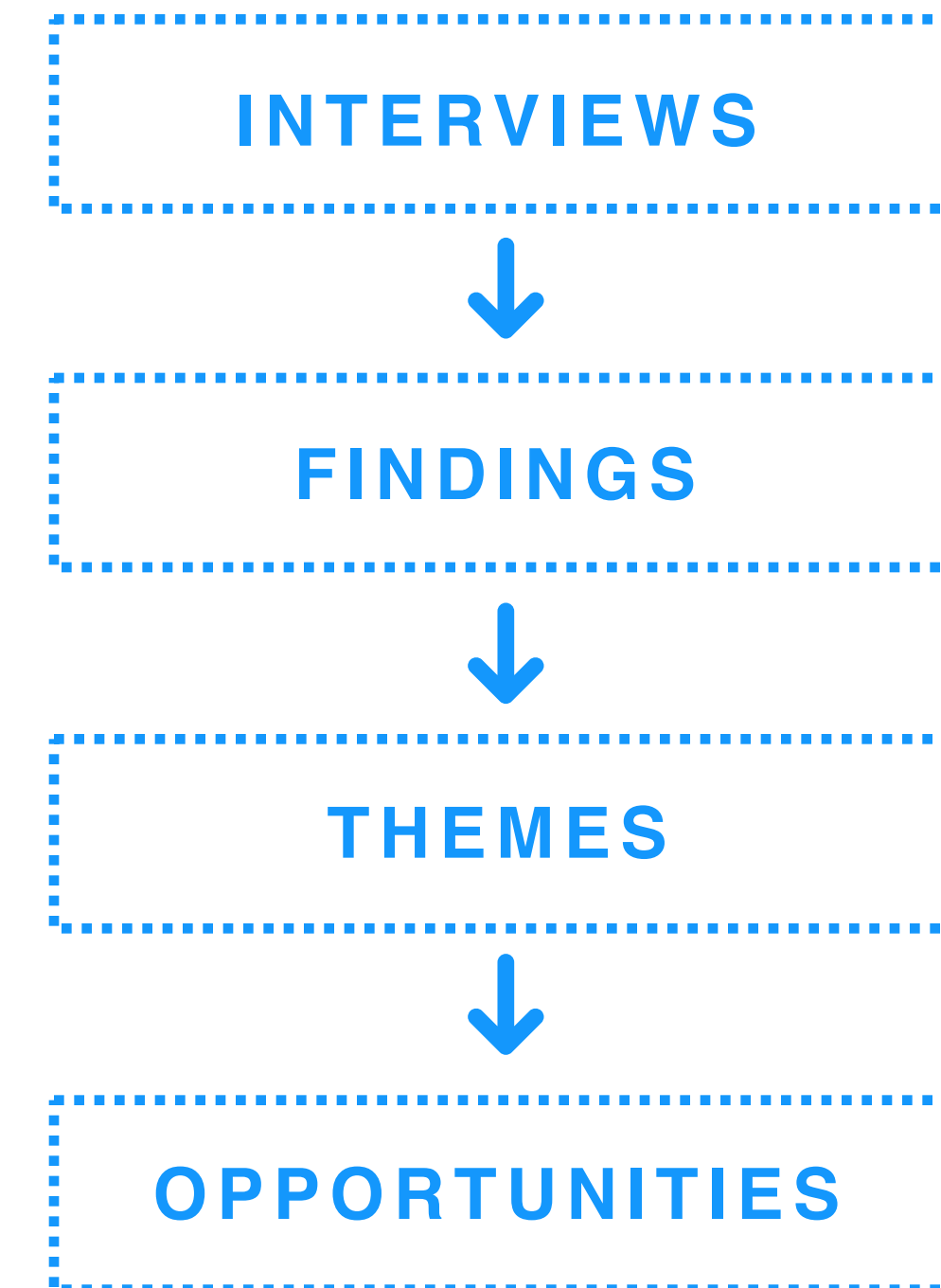
In total, we conducted **13** qualitative interviews.

The internal group we interviewed is unique in that they may represent the best of your current volunteer pool and are extremely self-motivated to help and engage. Because they are so involved, they were willing and able to provide insights and ideas about how M2C can continue to evolve and improve the experience to attract more people.

Synthesis

During each interview, our research team took detailed notes. Once the interviews were complete, we spent many hours culling through notes to collect a set of high-level findings from each participant. We then grouped the findings into patterns, themes, and commonalities—a repository of information that encompassed the interview group as a whole.

Through the analysis of themes, we identified potential opportunities, which led to strategic recommendations.



Key Themes and Findings

A few of the dominant themes and findings
that emerged from the interviews.

Your volunteers want you to succeed.

The people we spoke with shared a positive perception of what you are doing and want to help you succeed. They would look forward to more opportunities to provide M2X with feedback and appreciated that you had us talk with them.

M2C is perceived as difficult to learn and master.

People expressed that there is a big learning curve with M2C. Initially, the tool appears complicated and it is not easy to understand how M2C works. This is a barrier to recruiting new volunteers. Part of the improvement is about communicating M2C in an easy-to-understand way that also addresses the reality of needing to learn and gain experience with it.

Volunteers want more interaction with you.

They believe in what you are doing and would like to hear from you in additional, different ways. This also relates to them wanting you to succeed. They want you to hear them and want more of an exchange of knowledge with you. On a basic level, they also want to get to know you and your team, and even more about researchers, doctors, and patients.

Volunteers want more acknowledgement for their contributions.

One dominant theme from our conversations is that people would like to be acknowledged more for the work that they put in. They see it as a lot of work but worth the effort. While they may be intrinsically motivated for altruistic reasons, or by curiosity, or gaining knowledge, volunteers also appreciate basic forms of acknowledgement and expressions of gratitude.

Volunteers desire more return of information.

One theme that kept emerging is the desire volunteers have to receive more information from you about the impact they are having, the work they are enabling, the studies they are helping with, etc. They are curious about what happens with their work. Volunteers would like to know when something about the work they are doing or about the disease cases gets published. They would also like to hear more about what is going on at M2C.

Volunteers would like more contact and interaction with other volunteers.

The volunteers we spoke with expressed a desire to be more engaged with other volunteers, through either digital or face-to-face interactions. They view themselves as a special class of “geek” or “nerd” community and these volunteers see value in formalizing this more in the future, and possibly even having an association.

Volunteers want to be more engaged with health science in general.

Another theme that emerged is that volunteers would like more access and exposure to the science they support. This could include conferences, WebEx presentations given by researchers they may be helping, and other forums.

General Recommendations

In this section, we will share some general recommendations about the overall volunteer experience, along with some high-level ideas about how to focus recruitment, engagement, and retention of volunteers.

Recruitment

Recruitment entails two aspects:

First, volunteers are recruited. There are several different cohorts of society that current volunteers think provide an ideal pool for this process.

The second aspect involves the specific methods of recruitment targeted toward different population sectors/demographics.

“Having a challenge is interesting. Many students are academically motivated and looking for volunteer opportunities. And this is a great volunteer opportunity that can also cure diseases.”

Recruitment Targets

Volunteers identified the following groups as ideal targets for recruitment:

- Middle and high school students who want/need volunteer hours and are seeking remote opportunities, as well as those in STEM and STEAM programs or magnet/charter schools.
- Retirees looking for remote volunteer opportunities to stay sharp mentally and to feel they have a purpose beyond their daily routine.
- Medical students interested in learning, as reading articles increases fluency exponentially.

Other potential groups:

- Graduate students in the sciences
- Undergraduates who may use volunteer hours for credit
- Clinical research registry participants--people who have already expressed an interest in supporting research
- Patient advocacy group members
- Patients at different health groups

Recruitment Tactics

- Online advertising on sites such as WebMD and research volunteer sites like [Trialspark.com](https://www.trials.org), [ClinicalTrials.gov](https://www.clinicaltrials.gov) and others. Also AARP and other senior sites. Student STEM/STEAM sites like [Stemtosteams.org](https://www.stemtosteams.org). Homeschooling organization and support sites.
- Social media ads to targeted zip codes where there are STEM/STEAM schools, universities, senior populations, etc.
- Strategic partnerships with patient and research organizations to help amplify your recruitment efforts.
- Partnerships and content sharing with citizen science and science bloggers.
- PR so you get published more on blogs, websites, and in health and science magazines.
- Posters and brochures for schools.
- Give presentations at schools and universities, and also at medical conferences such as the AMA.
- Empower volunteers to recruit friends and family by arming them with materials. Reward people who bring in new volunteers.

Recruitment Tactics

The difference between willing/unwilling and interested/uninterested volunteers is intrinsic motivation. Thus, these factors stand out:

- An opportunity for volunteers to help real people
- The ability to be altruistic
- An opportunity to satisfy people's intellectual curiosity

Barriers to Recruitment

Even those who are medically trained or possess advanced degrees have turned away because...

- It looks complicated—even if it's not
- The abstracts are often incomprehensible at first glance
- There are no dictionary resources for potential volunteers, so they abandon the project quickly
- While everyone might be able to do this, it's unclear why they should want to
- Incentives are unclear
- It takes time to figure out
- The results and impact are not obvious in the short term

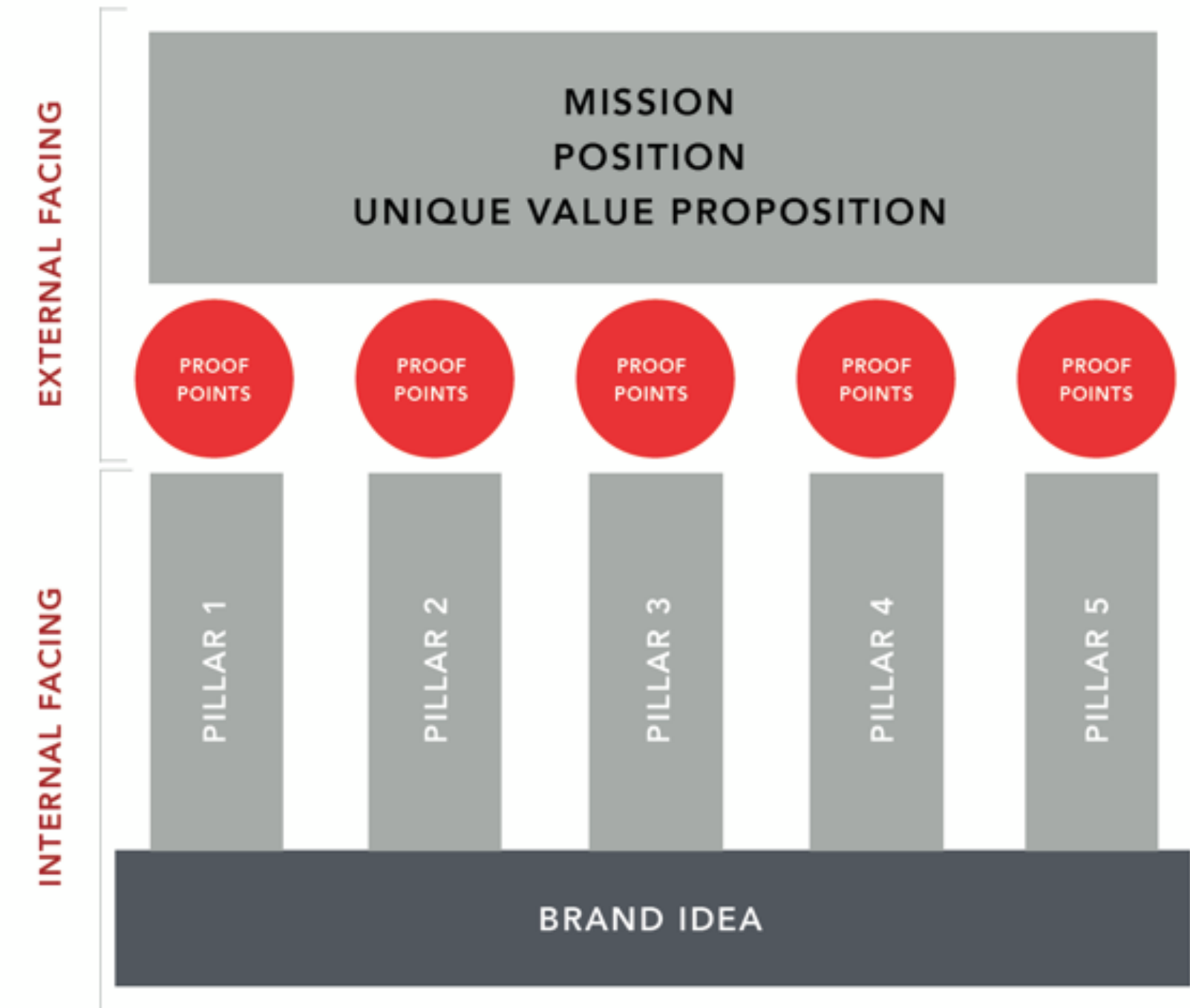
Branding

Branding matters:

Your brand expresses who you are and what you are passionate about.

We recommend refining your brand to include:

- A clearly articulated and compelling public-facing mission statement
- A strong tagline that encapsulates what you are about
- Clear value proposition
- More alignment between visual and copy elements to present a more unified brand identity to your audience



Brand Recommendations

We recommend further refining your brand by establishing a brand guide that helps clarify your internal and external communications. Develop a clear brand idea and pillars (what makes you different) and the proof points about why this is true. This becomes a foundation for developing the public voice and image of M2C and a way to keep the brand consistent.

For example, possible taglines:

- **15 minutes a day = a big difference in someone's lifetime**
- **Converting time into lives**
- **A few minutes of your life, a lifetime for someone else**

Incentives

Incentives are central because volunteers are unpaid. Internal motivation cannot sustain volunteers, especially as this work, after a while, becomes repetitive and tedious. They need and want a “payoff.” Therefore, incentives must be both online and offline. They must also be administered regularly.

“At one point, when I first got started I got a Christmas card, and it was the group of kids who have a disease. It gave me such a kick in the pants to see these parents, to see these kids, and to know who this person was, to personalize this process, and to know his story.”

Offline Incentives

- Certificates for volunteers who attain a certain level of proficiency or read "x" number of articles
- Point system for number of abstracts hourly, daily, weekly, or monthly
- After collecting a certain number of points, receive a tangible reward
- Mark milestones, tied in with point system
- Monthly newsletter
- Spotlight a volunteer
- Spotlight a disease
- Spotlight a beneficiary
- Periodic volunteer surveys to get feedback and improve the experience
- Volunteer conferences, meet-ups, roundtables

Be clear about what is required of volunteers

"If you can read, you can help" is misleading since the labor involved in reading usefully to inflect the data compiled is considerable.

That this is labor-intensive and on a volunteer basis should be acknowledged clearly on the opening page. This directly impacts recruitment because the work is difficult, tedious, and involves a steep learning curve.

Many who are technically-minded have declined to volunteer because of the learning curve and tedium—acknowledging that their efforts to learn are greatly appreciated at the outset could change this.

The term “Citizen Scientist” can be problematic since it ignores that the work requires a high level of technical expertise, which is not mitigated by the knowledge that 6 people = 1 PhD because each of these individuals is still working alone.

The exhortation *“Don’t worry”* automatically makes people worry.

UX/UI Recommendations

What you'll see here are some general and specific recommendations for UX/UI and different aspects of the website.

Volunteer Interaction on the Website

- Make cooperating with other users easier
- Allow volunteers to form teams and have stats and rankings
- Install a discussion board on articles so they can discuss topics like whether it was interesting or potentially useful, and that creates an investment in the volunteers toward the volunteer process
- Install a comment or note feature so volunteers can add notes or mark up articles, and post questions for other volunteers
- Allow volunteers to see how others mark up the articles
- Allow for volunteer collaboration on articles similar to Google Docs or Wikipedia so people can work in groups and edit and improve the work
- Allow a voting function for evaluating possible connections so the group can vote
- Allow ability to check against other volunteers who have finished an article—useful if accuracy of their answers is measured
- Talkpages aren't well-structured to encourage interaction
- Improving volunteer interaction will also improve motivation and retention

High-level Website Organization and Flow

- The organization of the website needs to be more linear to help potential volunteers who are less technically and scientifically oriented to acquire expertise on the website. This will also motivate them to continue volunteering.
- All volunteers suggested expanding the website beyond a single disease. They suggested not only categories of diseases, but ways to approach this so that it could address more than one disease at a time. Website expansion would also improve recruitment as there would be a larger pool of self-interested volunteers affected by a correspondingly larger pool of diseases.
- Make it clear that there are multiple diseases being addressed, not just NGLY1.
- Explain diseases in easy-to-understand language, using non-technical terms as much as possible, with short descriptions. You may consider a hierarchy of knowledge about the diseases, moving from a layman's summary to a more-detailed explanation for those who are interested.
- Website needs to outline basic objectives for volunteers.
- Website needs a clear tutorial of how to proceed from page-to-page. This shows people the tasks in a straightforward manner and demonstrates that they are accomplishable.
- Need detailed, step-by-step instructions on required tasks to demonstrate how to complete them successfully. Successful completion of the tasks is a goal for all volunteers—learning that results were useless is discouraging.
- Website reflects the use of social media like Facebook, so there are myriad ways to get from one place to the next. This is disorganized and hinders volunteers from learning the very linear tasks required. The current format is therefore only comfortable for people already familiar with Facebook. This format potentially undermines the goal of getting volunteers to complete a discrete, linear set of tasks.

“People need a context to understand what they’re doing and where they need to get to.”

Landing Page

How you make your first impression counts.

You can win or lose people in a few seconds so clarity and impact are important.

“The key reason for Mark2Cure is that science literature is vast and lots of papers out there are only very sparingly utilized. You really have to read a science paper to extract information from it but there is not yet a larger attempt to identify linkages between various papers in a large body of papers to extract useful information.”

General Assessment

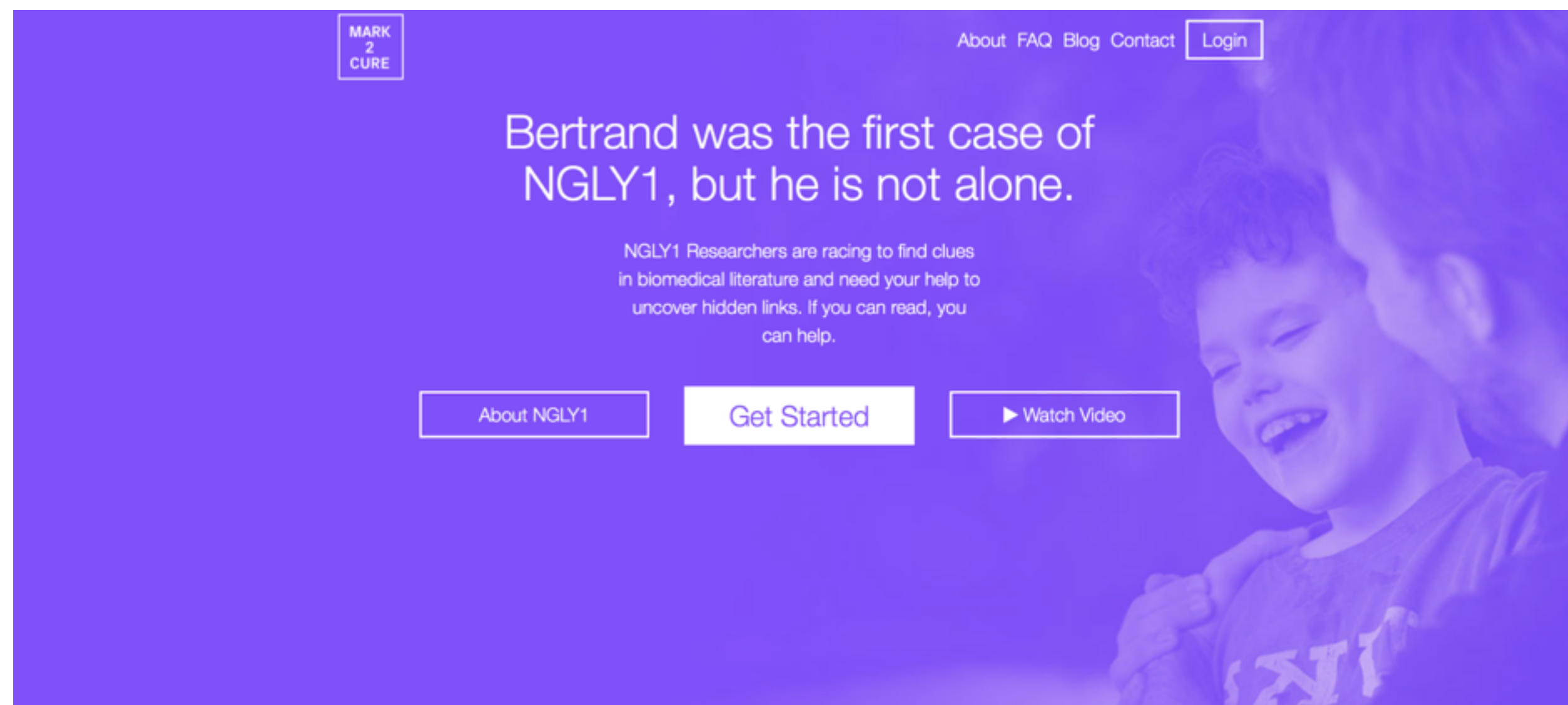
- The opening page of the website appears inaccessible and opaque. This fact deters potential volunteers from proceeding further to understand the good M2C can do if they participate. Focus more on introducing M2C in a non-academic tone to make it more accessible.
- The page should clearly explain what the intent is for the website—to get people to volunteer remotely in a specific, technical manner.
- It should also allow potential volunteers an opportunity to explore the website without making them sign up first, which can be intimidating and troublesome. Therefore, it becomes a deterrent.
- Strengthen your brand image and identity. Currently, it's a tiny logo in the header. Reinforce the brand throughout the site and on all channels and assets.
- At first glance, this looks like a website dedicated to NGLY1.

Landing Page

Hero Panel

The current hero panel makes it seem that the site is about to NGLY1. Lead with what M2C is about and what its mission and impact is—why it matters and why people should care. This would be a good place for an animation, video, or slide carousel to explain M2C 101.

The video link from the NGLY1 hero panel jumps down to the conference video. The connection is unclear.



Landing Page

CTA: "Learn More"

The context of this call to action statement is unclear since people may not know what annotations mean if they are first-time visitors to the site.

This links to The Su Lab website, but this is the first time we are learning about this. What is this website and why should visitors to M2C visit it? This might work better if moved to a “Links” or “Additional Resources” page. Unless there is a specific reason for having this link here.



annotations have been submitted so far, but we're not done! Your help is still needed... [Learn More >](#)

Landing Page

"Current Missions"

It’s unclear what these missions are at this stage and the links direct you to pages that appear to be inactive.

These panels are not easy to read or understand.

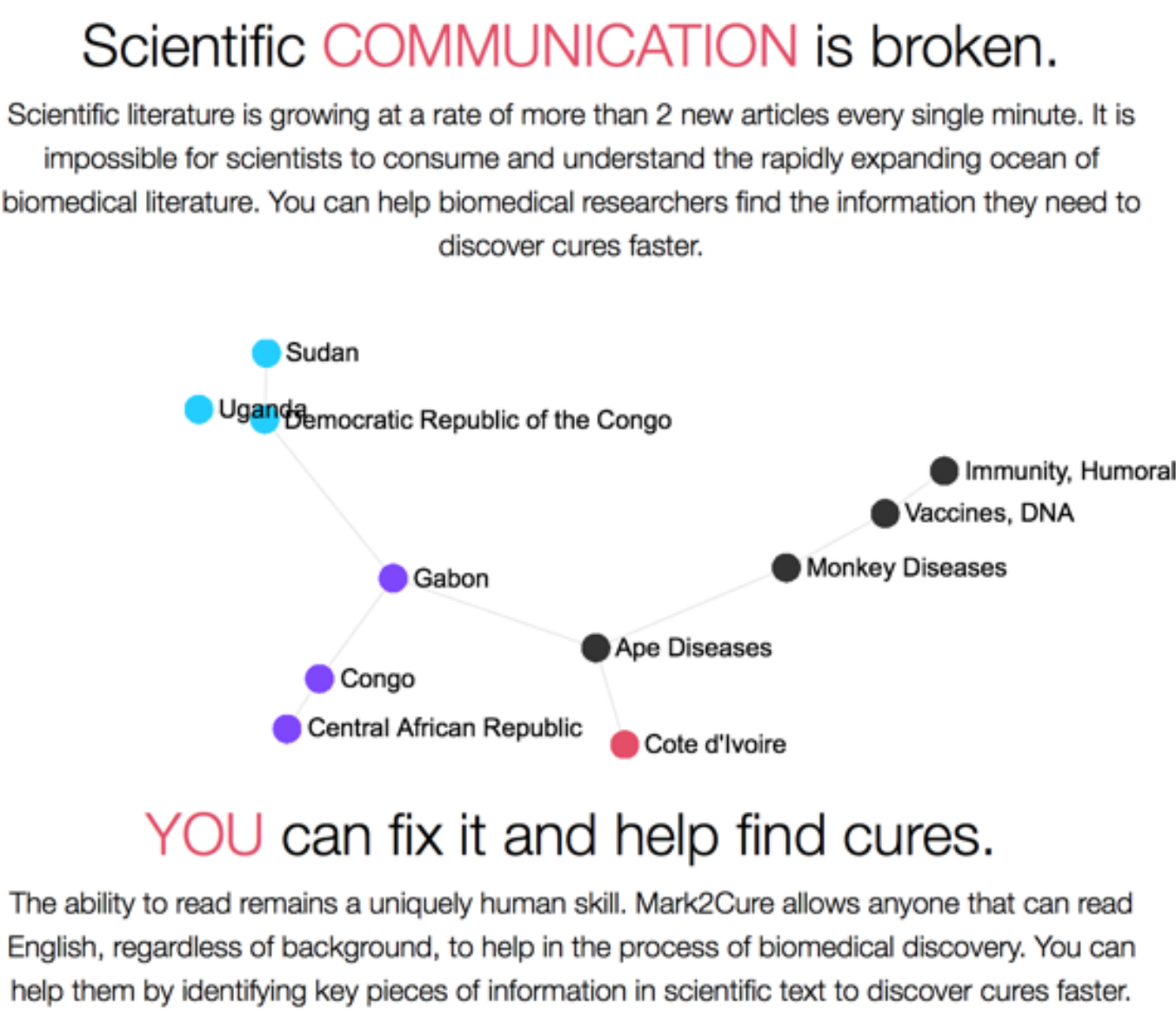
It would be better to highlight the overall mission of M2C on this page and focus on the details of the diseases the program is helping elsewhere.



Landing Page

Diagram: "Scientific Communication is Broken"

The landing page needs a more clearly defined logical flow of information from general to specific, with more explication (e.g. the current order with the diagram between “Scientific communication is broken” and “You can fix it and help find cures” is unclear. The diagram is not clearly explained as to how this illustrates the mission, goals, problem, or solution. What does the diagram mean? What are the colors for, etc?)



Landing Page

CTA: "Learn more at NGLY1.org"

After “You can fix this and help find cures” there is a link to the [NGLY1.org](https://ngly1.org) site. This, again, makes it seem that the focus is on NGLY1. This may be true for now, but you want to highlight the broader mission of M2C to a wider audience.



It wasn't that long ago that all of our NGLY1 kids were undiagnosed and without hope. With your help and support, a diagnosis can be found much faster.

[Learn more at ngly1.org](https://ngly1.org) ➤

Landing Page

Video

Use a shorter (30-60-second) intro video or animation to clearly convey the mission, goals, and importance of M2C. Most people who visit the site won't watch a 13-minute video. It should be easy to understand and relatable to non-scientists. The current video is conference footage and doesn't fit as a way to effectively communicate information to volunteers.

The imagery in the video intro suggests a possible direction for future branding to strengthen your brand image and to differentiate yourselves from others. If you are the only ones doing this, then position a brand image that owns and expresses this unique quality.

Another option for an introductory video is a case study of M2C's impact or volunteers speaking about why they joined to inspire others.



Landing Page

CTA: "I want to help"

The call to action “If you can read, you can help” should be moved up on the page. It’s currently hidden below the fold and follows the conference video. Consider a new call to action since it’s a little more involved than just knowing how to read.

The “I want to help” is a clear call to action, but “If you can read, you can help” requires more explication.

This seems like a tagline. We recommend further exploring your branding and developing a strong tagline that could accompany your logo.

If you can read **you can help.**

I want to help

About Page

"What is Mark2Cure?"

Simplify the explanation for what M2C does and why it matters. Make it as easy as possible to understand.

Clarify why it is important to keep up with scientific literature and make it clear that science needs more people to help read and identify key information.

It's not clear what the highlighted text means; it looks like random words. This may work better in the explanation for how it works. People won't make the connection between highlighting certain words and identifying key information in scientific literature. We recommend showing an example of what the work and output looks like.

You can help them by
identifying key pieces of
information in scientific text.

This allows **researchers** to find the
information they need more **efficiently**
enabling them to move more **quickly** to
identify new **cures**.

About Page

"How exactly does Mark2Cure work?"

It says “teaches citizen scientists.” But most people outside of academia don’t know what citizen scientists are. We recommend explaining the term.

Start by breaking this explanation down so it’s much simpler and easy to grasp. Link to deeper, more detailed text.

Diagram

It’s not clear what the significance of hidden connections are or how the diagram illustrates this. Explain the diagram. Why are their countries and diseases and other terms. All the connections seem to be the same since they are all represented by the same type of line. Why are there angles and different directions? Etc. Make the diagrams more meaningful and useful to people visiting the site for the first time. For example, what does the cyan indicate in relation to the purple?



About Page

"What are the goals of Mark2Cure?"

Lead with "goals" and follow with "how it works."

It's still not clear how these connections are made just by identifying text in abstracts. Not everyone knows what abstracts are. It would help to explain this more.

On this page, research literature is mentioned, but abstracts are also referred to. The differences in word choice are potentially confusing.

About Page

"Why should you join Mark2Cure"

This should ideally be presented higher up on the page and featured more prominently on the landing page as a call to action.

Remove exclamation points.

Explain each item to prove your point. How does it keep your mind sharp? How are you learning something new? How does it prove humans are better than machines? This is an opportunity to communicate how you are different and important to your audience. This is also another opportunity to use a case study or talking volunteer video.

Why should you join Mark2Cure?

- Keep your mind sharp and flex your brain for a great cause!
- Learn something new!
- Help advance biomedical research!
- Help others while enjoying citizen science!
- Improve your critical reading skills, sharpen your reading comprehension, and build your biomedical vocabulary!
- Put your love for biomedical trivia to work!
- Prove that humans are still better than machines!
- Help change the 'I' in 'Illness' to 'We' in 'Wellness'!
- Influence the selection of future Mark2Cure biomedical research areas

About Page

"What is the current status of Mark2Cure?"

This helps clarify the relationship between NGLY1 and M2C that was missing on the landing page. But it's not clear why this is relevant when introducing people to the concept and mission. This would be better for a page that talks about NGLY1's significance and M2C's mission.

“What is NGLY1?”

Move to a page that uses NGLY1 as a case study or example for how Mark2Cure is needed and the impact it can have.

FAQ Page

- Consider supplementing with a tutorial video.
- Expand FAQs to cover more basic questions.
- Update based on user feedback.
- Consider adding a volunteer Wiki page so volunteers can also provide answers to questions and help others. You can also learn valuable lessons about your volunteers by watching which threads are evolving.

Blog Page

- Make the branding clearer at the header. Have consistent branding with your logo and tagline.
- Consider having more of a newspaper or magazine layout with images and graphics, when possible.
- Use more photography and video.
- It's not clear to outsiders why these posts are important. Make headlines and sub-headlines that are more transparent and engaging. Subheads add another layer of clarity to posts.
- Make blog posts easier to understand. It's not clear what CitSciMed Blitz is all about and takes considerable reading and digging to understand.
- Assume people don't know anything when composing posts.
- Use more of a journalistic style with shorter paragraphs and quotes.
- This header is the first time we see a "Help Now!" call to action in the header.
- Develop an editorial calendar to plan future posts.
- Have a clear understanding of your blog audiences.

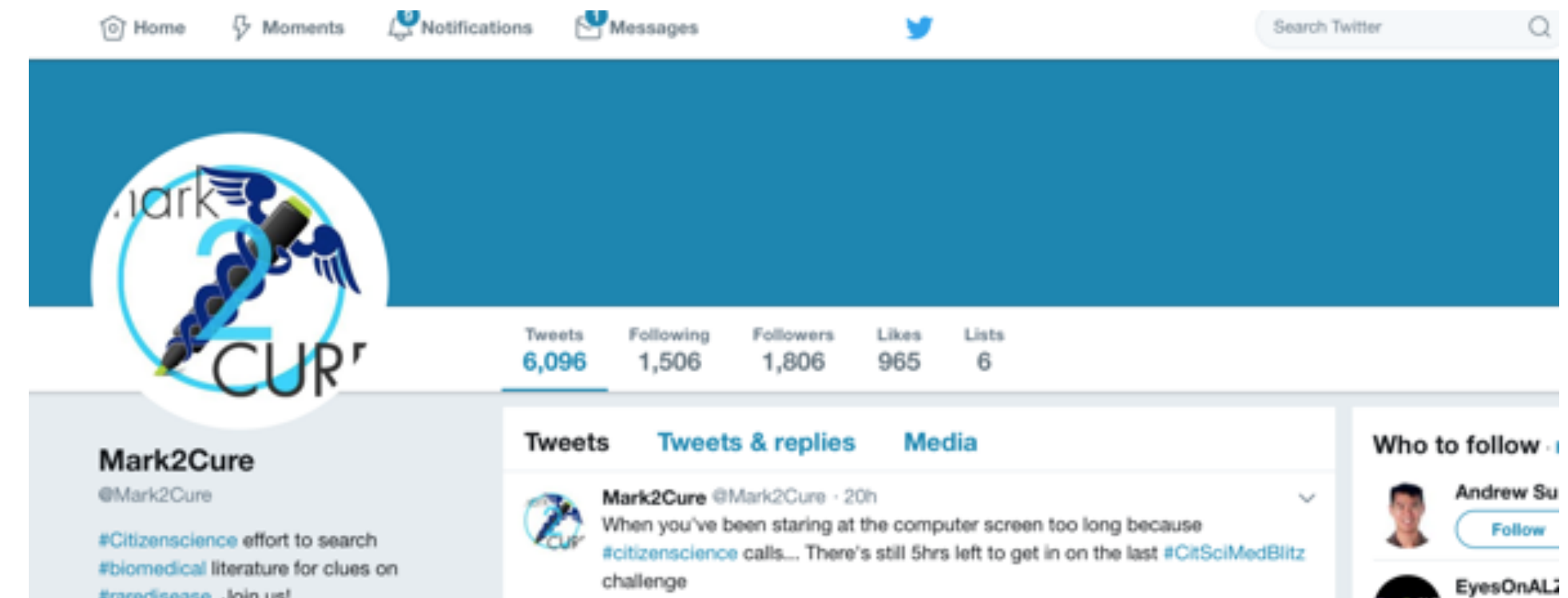


Contact Page

- Provide phone number or live chat feature (future).
- Remove exclamation points.

Social Media

- Provide more description about these channels. Question: What are people doing on these pages? Consider a live feed to show the most recent updates.
- Standardize and unify the brand experience. The logo on your social channels is different from the M2c website. Have one logo and tagline and stay true to them on all channels. This prevents confusion and reinforces M2C's identity to your community members. Align the overall visual identity to match the website (colors, tone, look and feel).



Contact Page

Team

- Provide more information about you to accompany your head shots: name, title, roles, brief bio. Don't have photos go to Twitter pages. If you have LinkedIn pages, these would be better.
- It's unclear why the Scripps logo and link are under your photos. The link goes to the general Scripps homepage. Is this where you want people to go?

Research

- It's unclear why this section is on this page. This could go on a future media, news, or publications page.

Contact

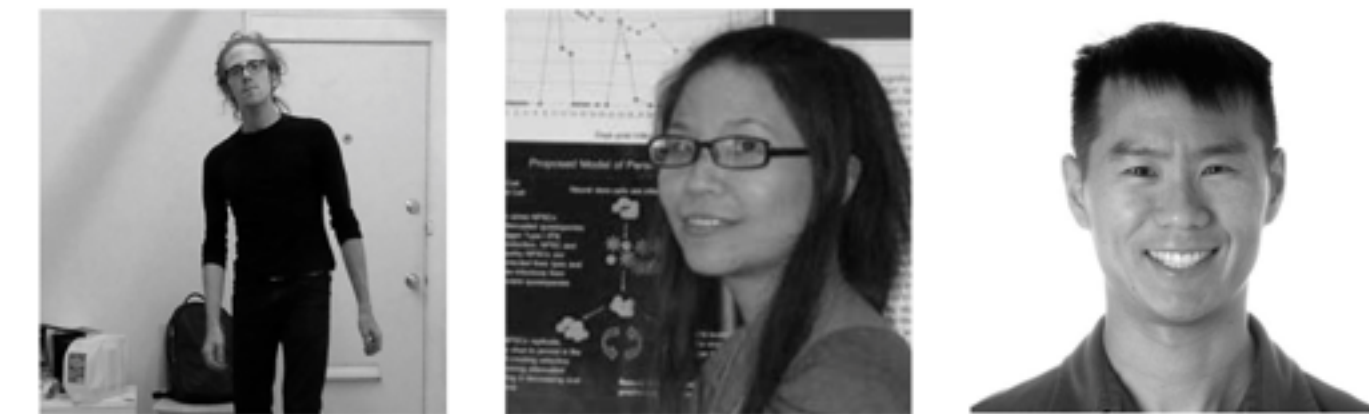
Do you have a question about Mark2Cure, want to hear more about the science or curious about wanting to help out in other ways? Please feel free to reach out to us at one of our outlets below or send us an email contact@mark2cure.org!

Social Media

[Mark2Cure Facebook Community](#)

[@Mark2Cure](#)

Team



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General Software Recommendations

- Fix bugs quickly so that there is not an erosion of enthusiasm by volunteers. Volunteers become frustrated when they have to continually deal with the same problems/issues.
- Make the website more interactive.
- Show words linking up together in relationship extraction.
- Institute a drag and drop feature for linking words and abstracts so if it has a relationship, it turns one color, if not, then it turns a different color.
- This “gamification” of the process may help keep volunteers interested and motivated.

Website Expansion

- Expanding disease types included on website would motivate more self-interested volunteers.
- To increase efficiency, identify commonalities amongst different diseases. Then the papers being reviewed can be used across different diseases.
- Include mental health diseases.
- Expand the types of annotations made. Currently there are three classes but they aren't related to each other. Having volunteers provide relationship information about the annotations could be more useful.

User Experience: Documents

- How volunteers interact with the documents addresses their motivation and retention. If the user experience is improved, volunteers believe that it would increase recruitment and retention.
- Wait time between uploaded sets is too slow and risks potentially losing volunteers to other projects because there's nothing to do.
Recommendation: Institute rolling uploads of articles rather than waiting for all volunteers to finish a set before uploading the next one.
- To address the issue of tracking, track set completion for each volunteer.
- Allow volunteers to switch between document sets, assuming that more than one set has been uploaded.
- Allow for ability to return to older docs that volunteers have completed to make corrections and to learn. Currently, you can't return to older docs that have been completed unless it is referred to in talk pages.
- For relationship extraction, there is a constant repetition of incorrect categorization in relating term A to term B.
- It's important that volunteers understand they are able to extract important info from papers to make it usable.

“I would love to see if they could make it more interactive and at least make it more interesting.”

Website Resources

Website resources should first include a sample tutorial of the volunteer process. Another requested resource is to embed online tools that comprise an approved set of dictionary resources. Embedding these tools will save volunteers significant time throughout the markup process. That can potentially improve their output.

- Provide a step-by-step sample tutorial of the process required of volunteers--could be animation, video, or infographics with text
- Provide a briefing tool or plain language abstract to acquaint volunteers with diseases they're reading about
- Reminder of task rules at top of page instead of at the bottom
- Embed a dictionary/database/software that can look up words
- Embed link to bio GPS would be useful
- Embed link to HGNC also
- Embed link to NCBI
- Embed link to Jensen Lab for diseases
- Current disease database helpful, but going through process of scrolling in opened tab to find definition is too time-consuming, is discouraging, and erodes motivation/retention

Website Incentives and Retention

Implement a website section dedicated to volunteers that could include the following:

- Announce the number of articles volunteers have completed and/or documents their level of proficiency
- Volunteer spotlight—interview volunteers and feature their stories
- Volunteer case study videos
- Tutorial video that features a volunteer—volunteers teach volunteers
- Emphasize how volunteers are appreciated (this could also reside on the landing page)
- Personalize the benefit volunteers are producing for recipients via beneficiary stories and case studies (could be video or text narratives)

People need to see, believe, and understand how someone is benefitting from their volunteer work. This could be achieved via rankings and gamification and take the form of competitions amongst volunteers over time based on:

- Accuracy
- Number articles in certain amount of time
- Head-to-head challenges
- Scoring against volunteers who are accurate
- Show how people move from beginner to expert level

Survey Results

We created a survey to supplement
our qualitative interviews.

Overview

The survey results are revealing on several levels. The response level was 40%. Though this is not a large sample, we feel there is value in periodically surveying your volunteer pool as an engagement tactic.

Certain basic facts stand out.

- Email is the preferred mode of communication
- Volunteers either highly educated or motivated to become so
- They all trusted scientific and medical institutions
- All were comfortable using technology

“It would be nice to have volunteers find other people.”

There was a general willingness to help M2C expand.

- 75% of volunteers were willing to help M2C by advocating for the website
- This same 75% was also willing to appear on videos to further this goal
- 100% told others about the M2C site but almost all responded that their friends were uninterested because it required too much effort. This is supported by the fact that 50% of respondents felt that technical expertise was required in volunteering for M2C

Key Survey Findings

Institutional Trust

- 100% of respondents trusted doctors
- 100% of respondents trusted the healthcare system
- 75% of respondents trusted science and scientists very much; 25% trusted science and scientists

Volunteer Characteristics

- 75% of respondents were retired; 25% were still in school
- 25% of respondents held Master's degrees; 50% held PhDs
- Of the 75% who were retirees, volunteer length exceeded two years; for students, volunteer length was > 1 year
- The age of respondents, i.e. retirees, corresponded to amount of weekly work which was between 8-10 hrs/week

Access to Electronics

- 100% of respondents had smartphones
- 75% used PCs
- 25% used tablets

Web Usage

- 100% of respondents used the web for reading scientific articles
- 75% of respondents used the web for volunteering
- 50% used the web for news

Other Volunteer Work

- 100% of volunteers donated time to other causes

Next Steps

How we might be able to help in the future:

- Grant support
- Short form videos and animations
- UX strategy and design
- Web design and development
- Brand strategy, identity, and messaging to develop a unique and consistent brand
- Content strategy
- Social media strategy
- Copywriting and content creation
- Infographics and graphic design
- Volunteer recruitment, engagement, and retention strategies and planning
- Online/focus group user testing, A/B testing, and analytics

Thank you.

Handmade by
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