



# Eleanor

Homemaker  
New Jersey

## Scenario:

Wants to sign up to volunteer with friends at a children's hospital

## Expectations:

- Wants to easily find volunteer events on children's hospital websites
- Sign ups for one locally

### Search

- Searches for St. Jude's group volunteering

### Discovery

- Google results immediately shows 'Donate' page
- Finds 'Volunteer' page

### Options

- Selects group option, only sees options for Tennessee
- Eventually finds NYC, only 1 opportunity, no group option

### Start Over

- Gives up, searches for other hospital volunteering opportunities



- Foreground relevant search result from Google

- Reorganize volunteering options for a more seamless route

- Share button/suggested network
- Get updates for volunteer opportunities from St. Jude's