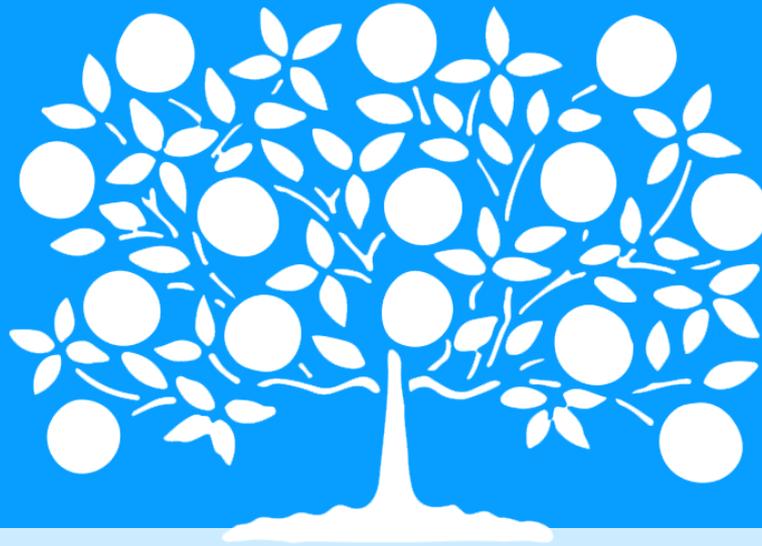


# Fruit & Nut Tree Network

## Final Recommendations



Julian Andrews, Janisa LaSalle, Michael Satzinger  
University of Baltimore

# Agenda

Problem Space

Recap of Research and Existing Work

Paper Prototype

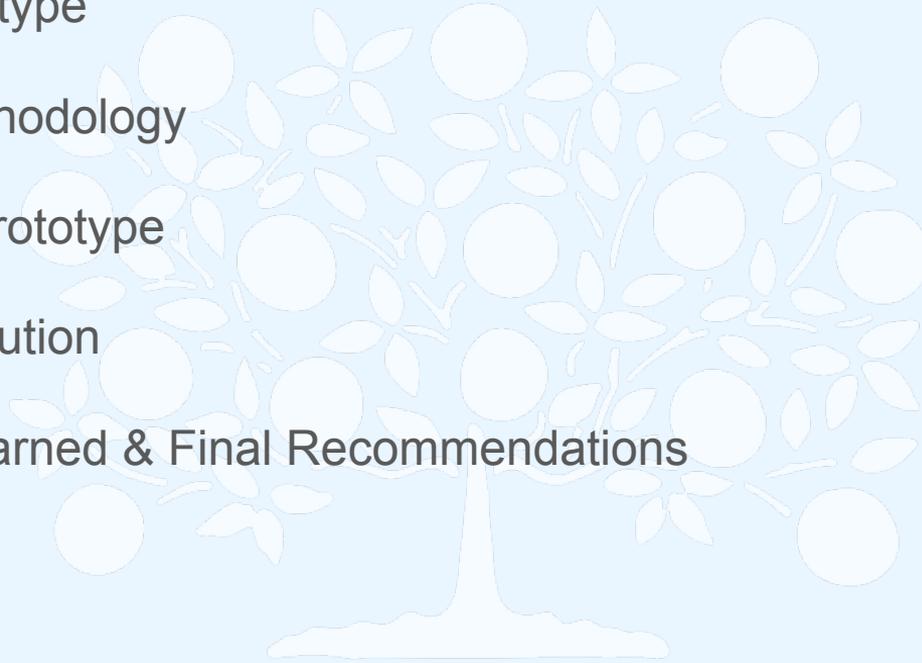
Testing Methodology

Technical Prototype

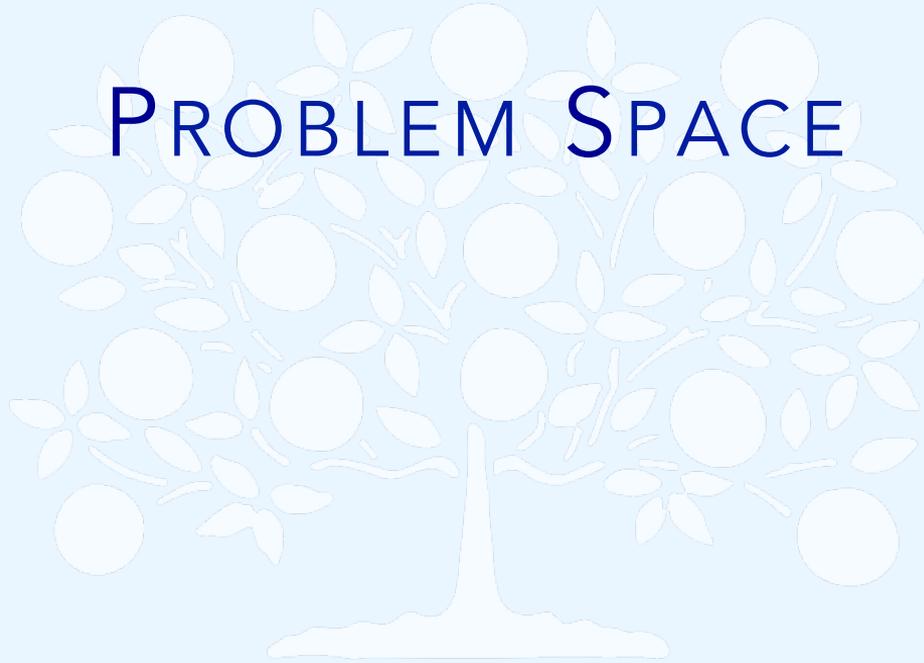
Design Evolution

Lessons Learned & Final Recommendations

Demo



# PROBLEM SPACE



# Problem and Proposed Solution

- Baltimore Orchard Project currently connects its volunteers through meet ups coordinated through an email distribution list.
- Chance to miss emails
- Information on orchard health is lost
- Difficult to connect volunteers with one another and track those who sign up for events

We are proposing the development of a social networking application which will:

- Provide a space for volunteers to better identify themselves
- Connect with like-minded individuals
- Inform volunteers of orchard status and events important to the individual
- Provide a more efficient way for interested Baltimoreans to sign up and volunteer

# RECAP OF RESEARCH & EXISTING WORKS



## Social Media Hurdles

- Many organizations fail to develop, maintain, and cultivate relationships
- Problem reaching diverse stakeholders: team members, volunteers, donors, public, other NPOs, press
- Small organizations strained for manpower/ resources
- Multiple personnel responsible for different outlets creates inconsistency with responsiveness and messaging
- Organization procedures create slow response to community
- Followers show minimum support or don't take real action

## Volunteer Recruitment Best Practices

- Use the right outlet to send the right message to the right person
- Create engaging content to develop narrative and make emotional connection
- Embrace Volunteers, give more opportunities for volunteers to do more
- Provide clear roles and time requirements for volunteers
- Recognize volunteers and their contributions
- Proximity - people more interested in what happens around where they live
- There is no substitute for strong ground game

# CityFruit.org

Location: Seattle, Washington

The screenshot shows the CityFruit.org website for the Burke-Gilman Trail. The header is green with the CityFruit logo and navigation links: About Us, Volunteer, Learn, Harvest, Public Orchards, Blog, and Calendar. The main content area features a large photo of a person on a bicycle on the trail. Below the photo is a description of the trail as a popular recreation route with many fruit trees. A map shows the location at 555 NE Pacific St. There are sections for 'Upcoming Events' (none at the time), 'Research Sources - More Information' (including Wedgwood Neighborhood Blog, Seattle.gov scans, Friends of Burke-Gilman Trail, and Wallingford History), and a 'History: From Railway to Pedestrian Superhighway' section with historical photos. At the bottom are 'DONATE' and 'VOLUNTEER' buttons.

**CITYfruit** About Us - Volunteer - Learn - Harvest - Public Orchards - Blog - Calendar

## Burke-Gilman Trail

Public Orchards

Amy Yee Tennis Center

Bradner Gardens

Brandon Triangle Garden

**Burke-Gilman Trail**

Danny Woo Community Garden

Dr. Jose Rizal Park

Freeway Estates Community Orchard

Good Shepherd Center Orchard

Linden Orchard Park

Martha Washington Park

Meadowbrook Playfield

**Fruit Where the People Are, Along a Popular Recreation Trail**

Most runners, walkers, cyclists and skaters winding through north Seattle on the Burke-Gilman Trail are moving too fast to see the dozens of fruit trees lining their route. This linear orchard provides healthy fruit and serves as a pollination corridor in the heart of a dense urban environment.

Fifty-four fruit trees have been rescued from blackberry-tangled, neglected areas along this 1 1/2 mile long section of the Trail. They are located between the University Bridge and the intersection where N Northlake Place branches off from N Northlake Way, west of Gas Works Park. Some are heritage apples, many are volunteer seedlings, 15 are donated nursery plantings, and 17 are transplants rescued from less than ideal locations in other parts of the city.

History   Trees   Restoration   Future Plans   Fun Facts   Interesting Plantings

**History: From Railway to Pedestrian Superhighway**

Upcoming Events  
No upcoming events at this time.

Research Sources - More Information

Wedgwood Neighborhood Blog - History  
Seattle.gov - Scans of historic documents (PDF)  
Friends of Burke-Gilman Trail - History  
Seattle.gov - Wallingford History (PDF)  
History Link

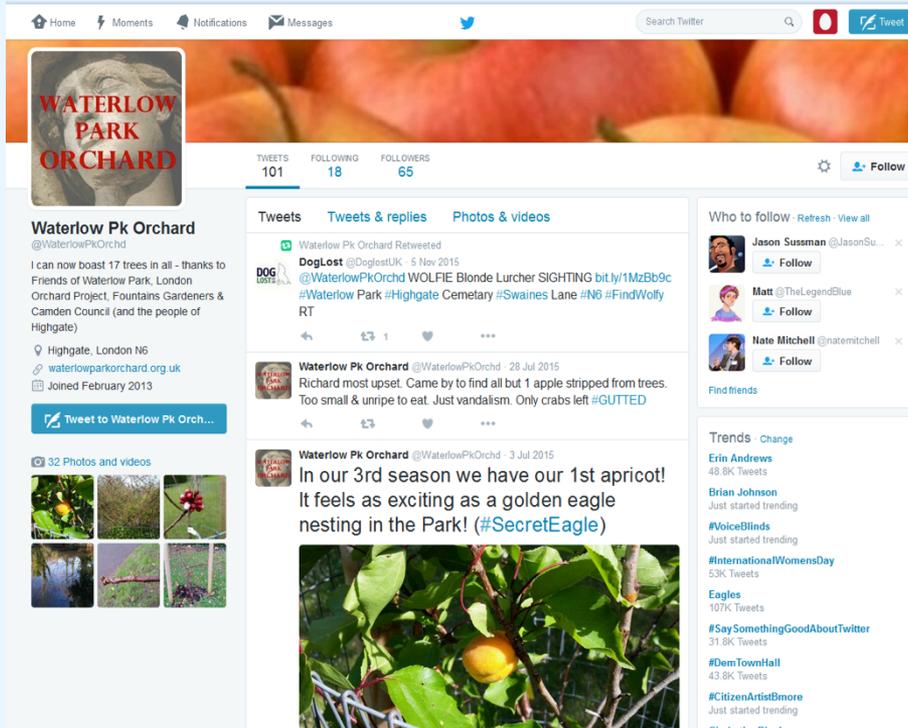
**DONATE**

**VOLUNTEER**

- use volunteer stewards to organize groups of local community members.
- have pages devoted to specific orchards making it more localized.
- offer a volunteer calendar on their website giving specific invitation to action, not just a general call for help.
- provide recognition to their volunteers with a “featured volunteer” area.

# Waterlow Park Orchard

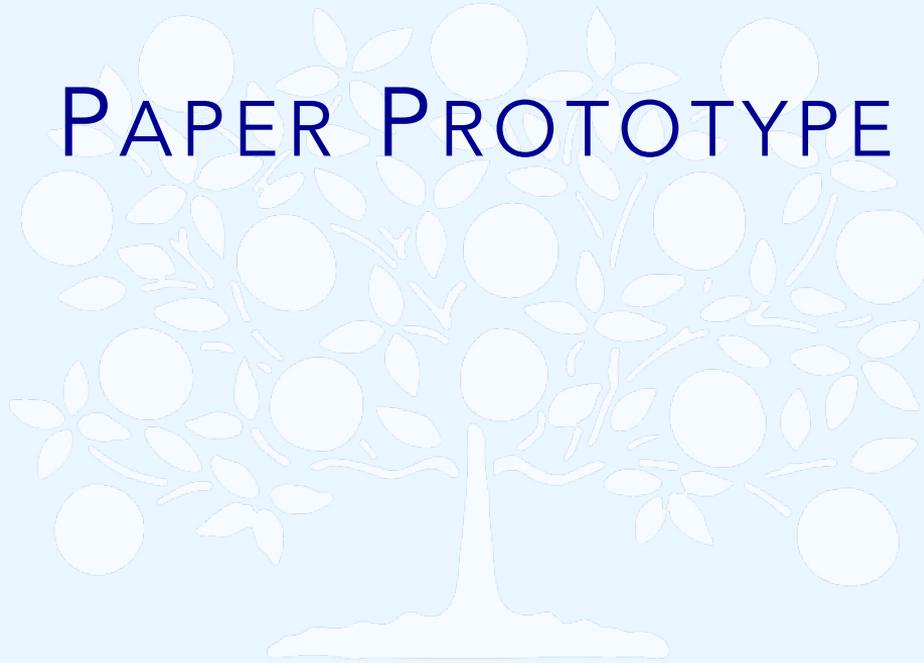
Location: United Kingdom



The screenshot shows the Twitter profile for Waterlow Pk Orchard. The profile picture is a logo with the text "WATERLOW PARK ORCHARD" over a stone bust. The bio states: "I can now boast 17 trees in all - thanks to Friends of Waterlow Park, London Orchard Project, Fountains Gardeners & Camden Council (and the people of Highgate)". The profile includes statistics for 101 tweets, 18 following, and 65 followers. The main content area shows a tweet from July 3, 2015, celebrating the first apricot harvest with a photo of a yellow fruit on a tree. Other tweets mention vandalism and a sighting of a wolfie. The right sidebar shows a list of users to follow and trending topics like #SecretEagle and #SaySomethingGoodAboutTwitter.

- single orchard that was developed through Urban Orchard Project.
- have devoted website and twitter page to organize local community.
- gives personal voice to orchard, speaks from the perspective of the orchard.
- media shows off progress of trees and orchard as well as volunteer efforts creating story narrative.

# PAPER PROTOTYPE



# Welcome and Login

  
BALTIMORE  
ORCHARD PROJECT

## FRUIT & NUT TREE ACADEMY NETWORK

g+ Log in with Google

f Log in with Facebook

Email

Password

Log in | I'm New!

Welcome!

Let's sign you up. You can either link an existing Google or Facebook account or simply enter your email address, first name, and last name to get started.

g+ Sign up with Google

f Sign up with Facebook

Email

First Name

Last Name

Sign up

# Registration

Hello, \_\_\_\_\_,  
please tell us a little more about yourself!

picture

phone number

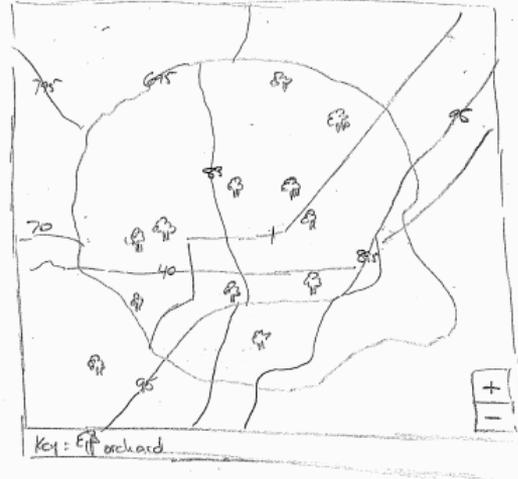
Age Group

 ▾

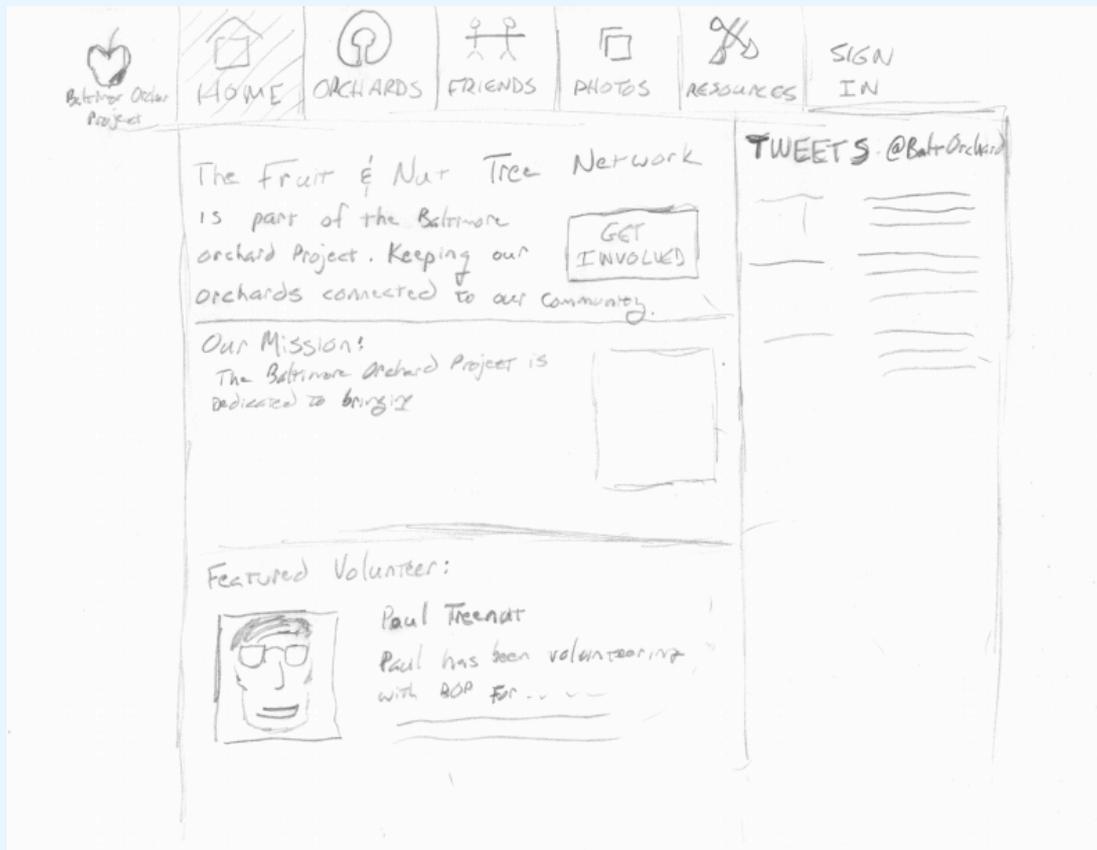
Neighborhood  
(or use map)

 ▾ 

you!



# Home Dashboard



# My Orchards

The image shows a hand-drawn wireframe of a web application titled "My Orchards". At the top, there is a navigation bar with several items: a logo for "BALTIMORE ORCHARD PROJECT" featuring an apple, a "HOME" button with a house icon, a "MY ORCHARDS" button with a hatched background, a "MY FRIENDS" button, a "MY ALBUM" button, a "Resources" button, a "MY ACCOUNT" button, and a "LOG OUT" button. Below the navigation bar, the main content area is titled "MY ORCHARDS". It includes a "Sort" dropdown menu set to "A-Z" and an "Add Orchard" button. The main content area displays a list of three orchards, each with a text box containing details and a square icon with an 'X' inside. The orchards are: 1. "Edison Hwy # Madison St" in the "Madison Eastend" neighborhood, founded in April 2004, with 16 plants. 2. "North Ave # Greenmount Ave" in the "Greenmount West" neighborhood, founded in March 2009, with 28 plants. 3. "Patterson Park #3" in the "Patterson Park" neighborhood, founded in August 2001, with 11 plants. A vertical scrollbar is on the right side of the list.

BALTIMORE ORCHARD PROJECT

HOME MY ORCHARDS MY FRIENDS MY ALBUM Resources MY ACCOUNT LOG OUT

## MY ORCHARDS

Sort: A-Z

Add Orchard

Edison Hwy # Madison St Neighborhood: Madison Eastend Founded: April 2004 Number of Plants: 16	X
North Ave # Greenmount Ave Neighborhood: Greenmount West Founded: March 2009 Number of Plants: 28	X
Patterson Park #3 Neighborhood: Patterson Park Founded: August 2001 Number of Plants: 11	X

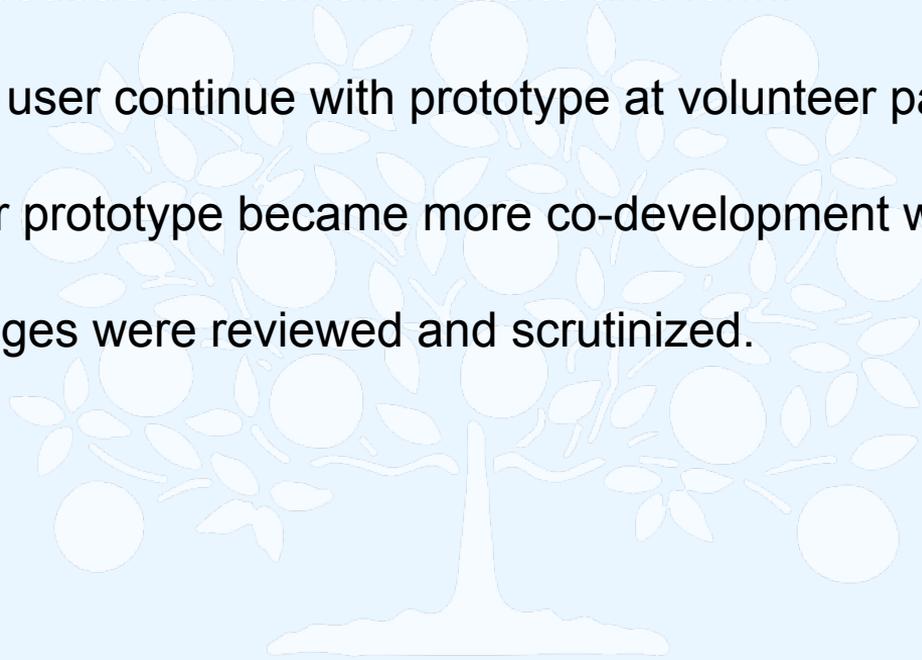


# TESTING METHODOLOGY



## Compare current BOP volunteer sign up with proposed solution.

- Have user navigate to BOP's existing volunteer sign up.
- Get feedback on current website and form.
- Have user continue with prototype at volunteer page.
- Paper prototype became more co-development with participant.
- All pages were reviewed and scrutinized.



## Provided benefits beyond prototype design

- Received feedback for existing that BOP can act on immediately
- Provided new insights on motivation and perspective of existing and potential volunteers

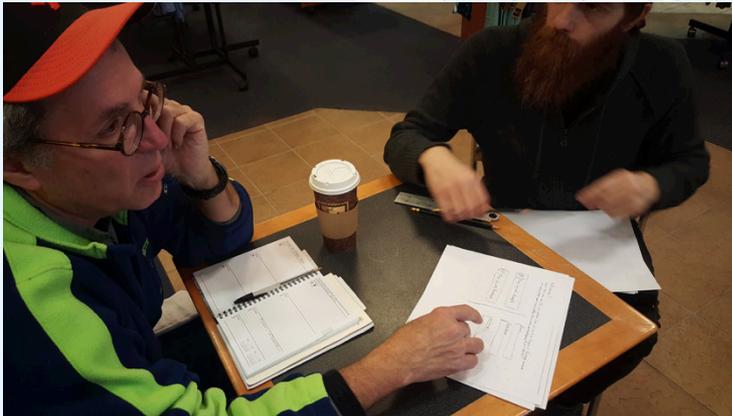


# Anthony

Fruit and Nut Tree Academy graduate

Retired

Attended a few events within BOP

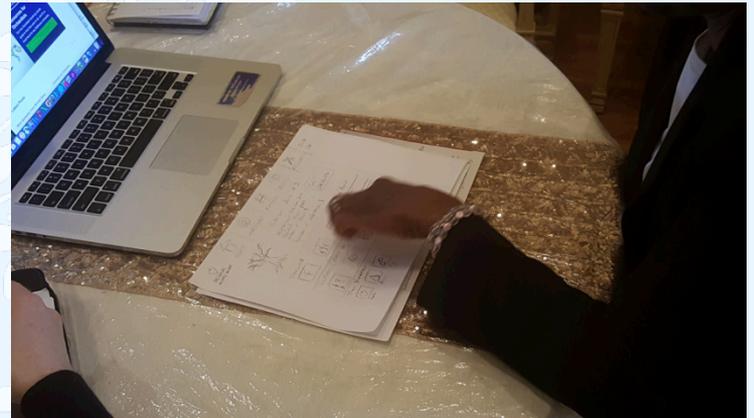
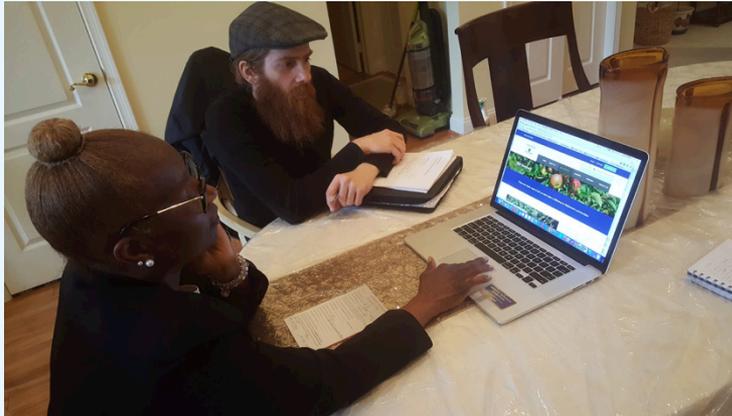
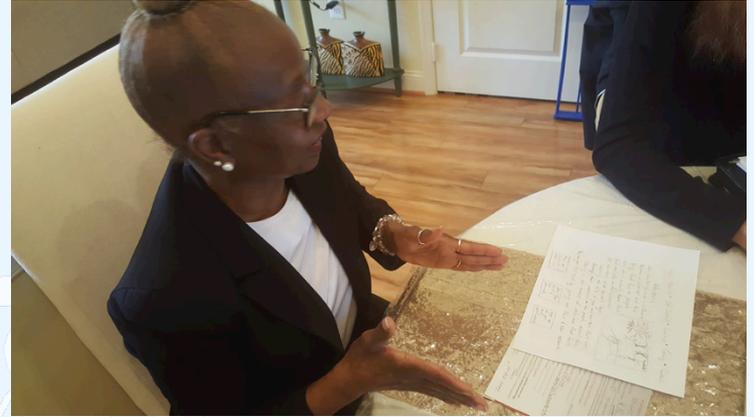


# Pamela

Not associated with BOP

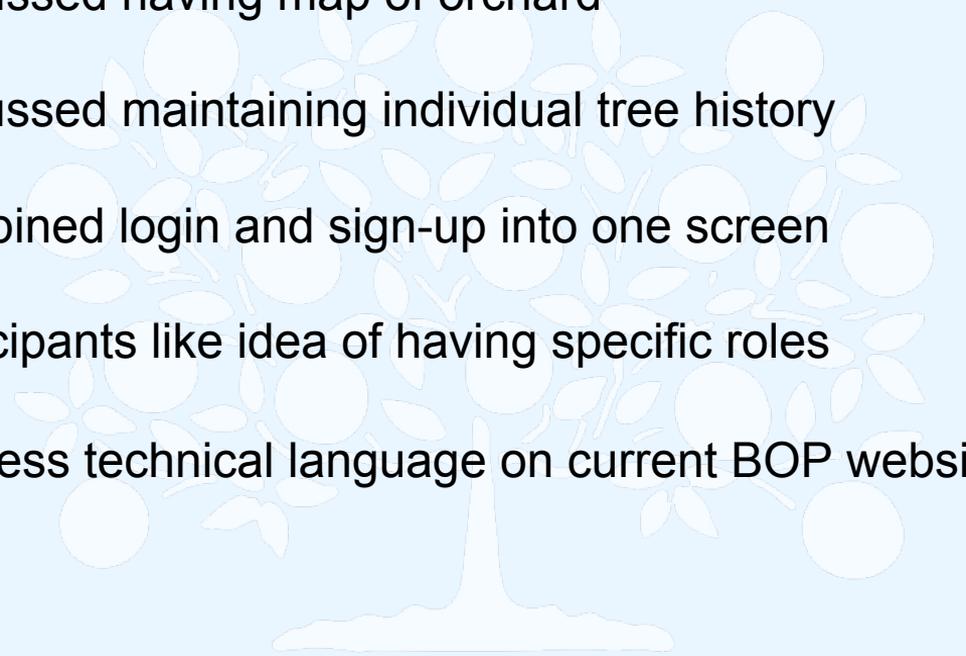
Retired

Volunteer in her Community

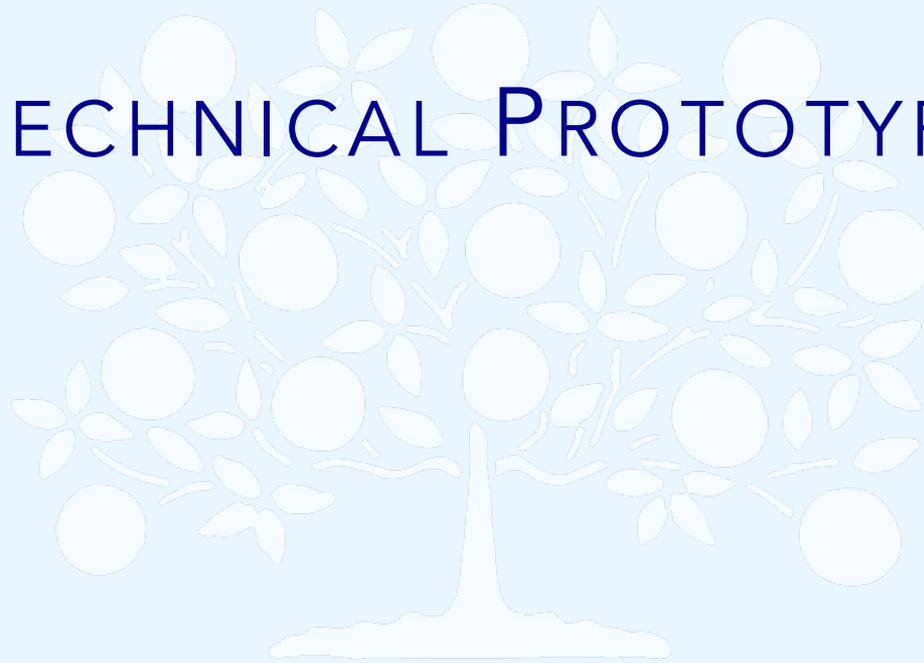


# Design evolution and takeaways

- Eliminated friend invite/connect during registration
- Discussed having map of orchard
- Discussed maintaining individual tree history
- Combined login and sign-up into one screen
- Participants like idea of having specific roles
- Use less technical language on current BOP website



# TECHNICAL PROTOTYPE



# Welcome and Login

Civic Works



## Fruit and Nut Tree Network



Login with Facebook



Sign in with Google+

Email

Password

Log in

I'm New!

Find An Orchard!

# Registration (1/2)

**Civic Works**  
**BALTIMORE**  
ORCHARD PROJECT

## Fruit and Nut Tree Network

Hello,   !  
Please tell us a little more about yourself!

Phone Number   
Age Group

Zip Code  Neighborhood (choose from the list or select on the map)

I would like to be a Baltimore Orchard Project volunteer.  
 (You will select your volunteer role later.)

Fruit and Nut Tree Academy Graduate

Orchard Experience



**Baltimore**

443-562-8433 | [info@baltimoreorchard.org](mailto:info@baltimoreorchard.org)

# Registration (2/2)

Civic Works



## Fruit and Nut Tree Network

### Thanks for becoming a volunteer!

We appreciate all of the time our volunteers spend helping out.

Please select the role you would like to have as a volunteer.

Some roles need approval so you will be contacted later if you select any of those.

#### Volunteer Roles:

- Orchard hands** - help maintain orchards, planting, pruning, harvesting, etc.  
(no experience necessary) volunteer time: approx 4 hrs/mo
- Media contributors** - help document and post about volunteering efforts  
volunteer time: approx 3 hrs/mo
- Graphic Designers** - help create recruitment fliers for upcoming events  
volunteer time: approx 2 hrs/mo
- General volunteers** - help as necessary for any general calls to action  
volunteer time: approx 3 hrs/mo
- Volunteer Ambassadors** - help organize your community and spread the word  
(requires approval) volunteer time: approx 10 hrs/mo
- Orchard Stewards** - serve as the local community expert for taking care of  
orchards  
(requires approval and training) volunteer time: approx 6 hrs/mo
- Not yet** - I'm not ready to be a volunteer yet, but I will think about it.  
(you can sign up or change roles anytime)

Continue

Cancel

# Home Dashboard



Fruit & Nut Tree NETWORK John

My Dashboard   Upcoming Events & Volunteer Opportunities   My Orchards   Resources   Log Out

## Welcome, John



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.



**Create an Event**  
You can create an event and request for volunteers



**View Orchards**  
You can view and add orchards to your network



**Add Pictures**  
Visited an Orchard Recently?  
Share your photos

## My Friends

[View All Friends](#)   [Add New Friends](#)



## My Photos

[View All Photos](#)   [Add New Photo](#)



### Upcoming Events

Show: All Events

May 15  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
[Sign up for this event](#)

May 20  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
 Confirmed Attendance

June 4  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
[Sign up for this event](#)

### Message Board

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Add a Message:

# My Orchards

CivicWorks



Fruit & Nut Tree NETWORK

John

My Dashboard

Upcoming Events &  
Volunteer Opportunities

My Orchards

Resources

Log Out

## My Orchards

Add Orchard

### Ubalt Orchard

Neighborhood: Mid City  
Founded: April 2011  
Plants: 16



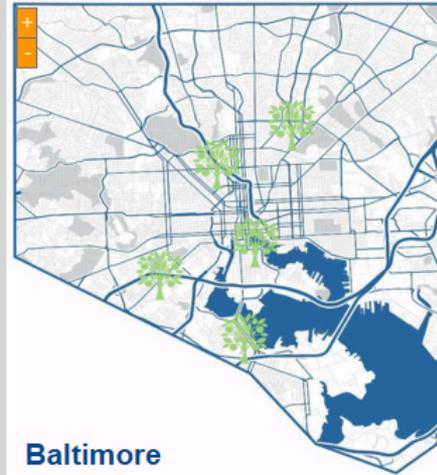
### North Ave & Greenmount Ave

Neighborhood: Greenmount West  
Founded: March 2009  
Plants: 21



### Patterson Park #3

Neighborhood: Patterson Park  
Founded: August 2013  
Plants: 11



Baltimore

# Orchard Dashboard

**Civic Works**  
BALTIMORE ORCHARD PROJECT

Fruit & Nut Tree NETWORK John

My Dashboard | Upcoming Events & Volunteer Opportunities | My Orchards | Resources | Log Out

## My Orchards **Patterson Park**

Photos | Trees | Volunteers | Site Map



Neighborhood: Patterson Park  
Founded: August 2013  
Number of Trees: 9  
Number of Volunteers: 8

**INVOLVED**  
Since May 2013

[View Site Map](#)

**Photos**



**Trees**



**Visitors and Volunteers**



**Message Board**

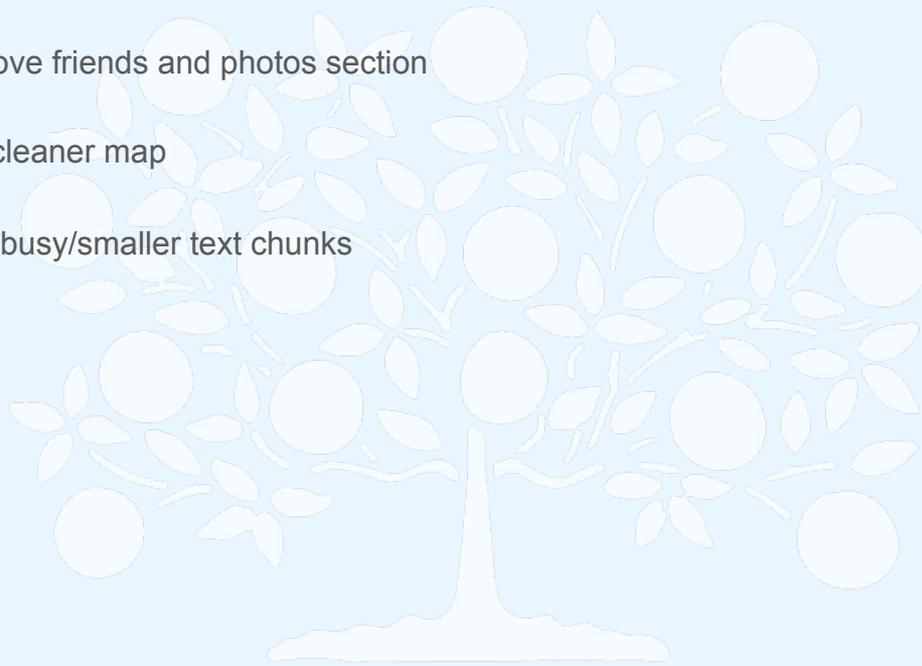
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443-562-8433 | [info@baltimoreorchard.org](mailto:info@baltimoreorchard.org)

# In-class peer review

## Prototype Feedback:

- Put more focus on volunteers and events, less on social media aspects
- Remove friends and photos section
- Use cleaner map
- Less busy/smaller text chunks



# James

“When you give back, you gain a great deal.”

Not associated with BOP

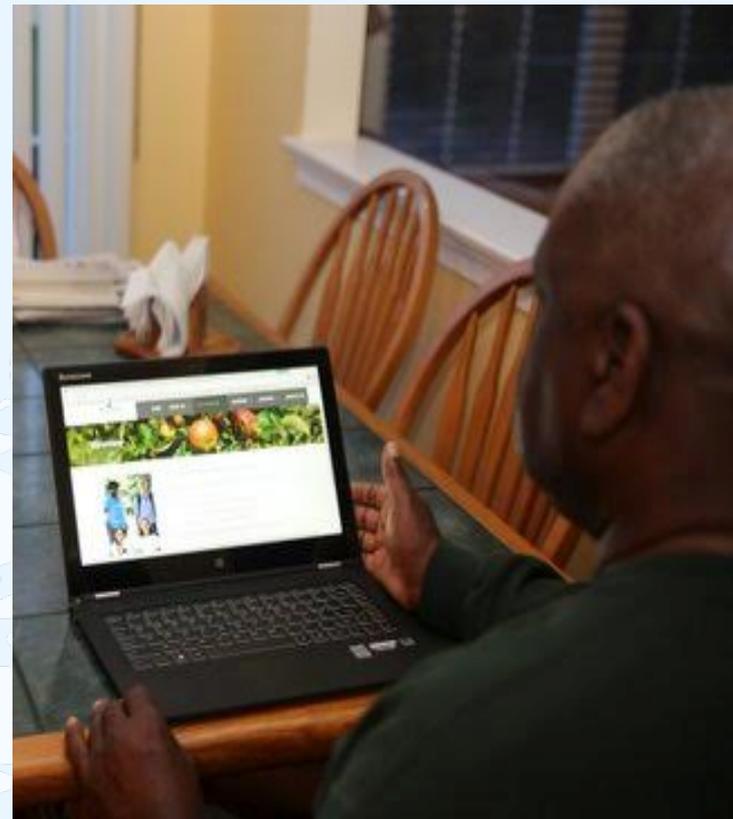
Has volunteered for literacy group helping young male how to read

Potential interest in orchards, but time availability restrictions

Preferred communication method: **Email or website**

## Prototype and BOP website Feedback:

- BOP should better explain what completing volunteer form means
- Better indicate “sign up” or “register” for interested viewers
- Asked “why is age group important?” during registration
- Thought message board send button was associated with event RSVP
- Wants to see the orchard location map under the Orchards button



# Alphonso

“It’s Important to give back.”

Not associated with BOP

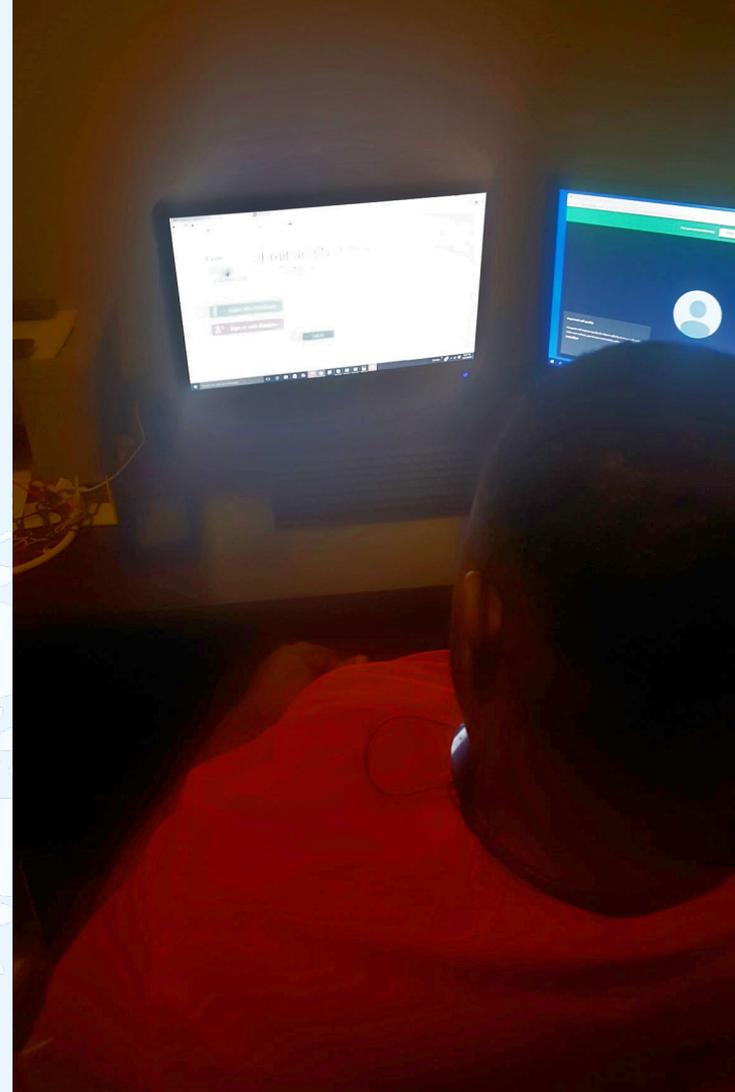
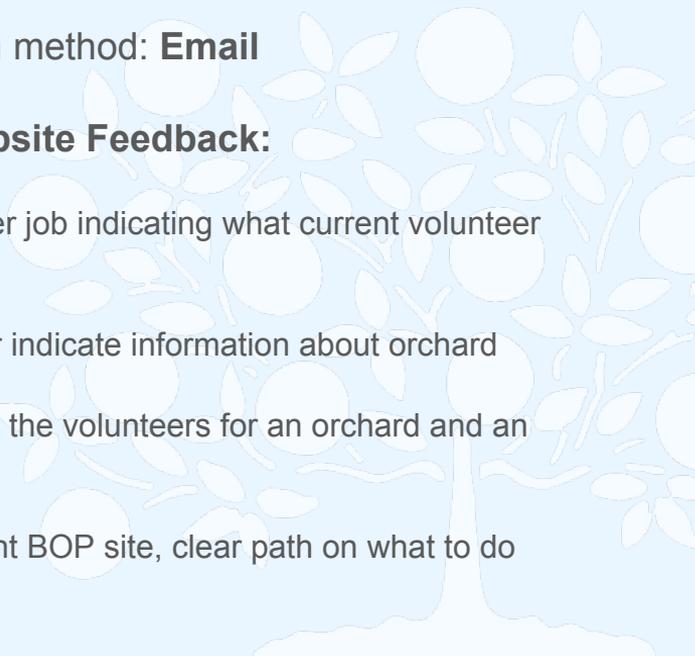
Has volunteered coaching baseball

Not interested in orchards

Preferred communication method: **Email**

## Prototype and BOP website Feedback:

- BOP needs to do better job indicating what current volunteer signup form is for
- Site map should better indicate information about orchard
- Helpful to see who are the volunteers for an orchard and an event
- Better than their current BOP site, clear path on what to do



# Greg

“I want to give back.”

Not associated with BOP

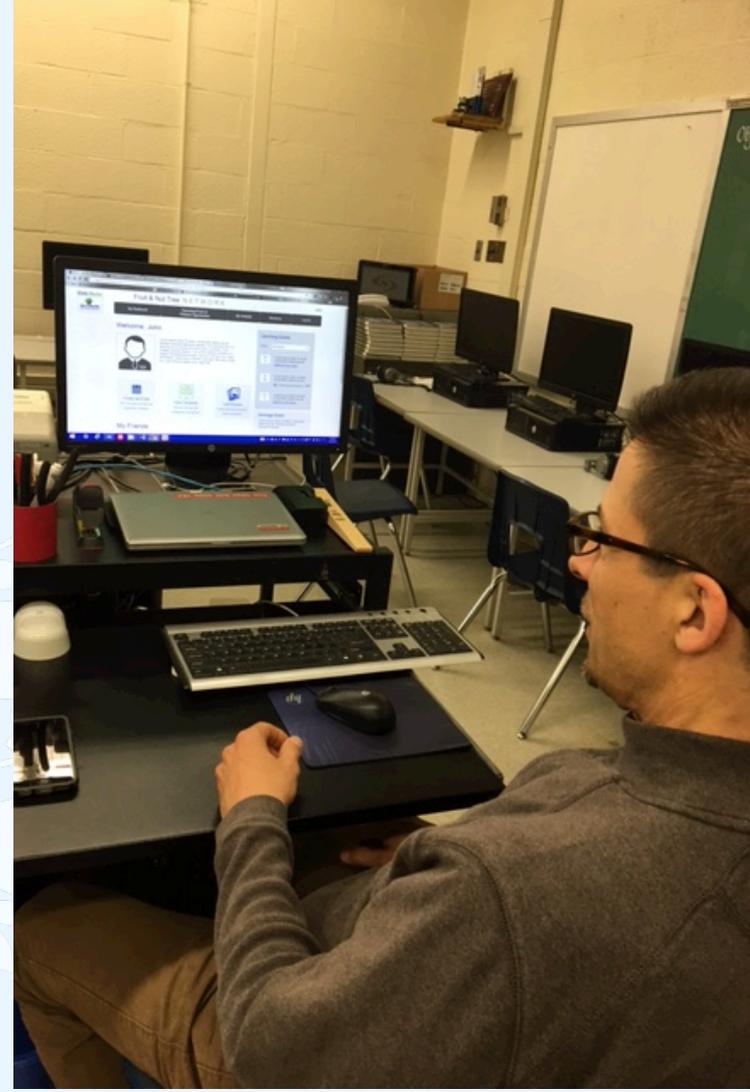
Has volunteered through church distributing sandwiches

Thought that BOP sounded interesting

Preferred communication method: **Text**

## Prototype and BOP website Feedback:

- Went through tasks easily
- Expected a special section for Orchard Stewards
- Wanted feedback when signing up for a role that requires approval
- Wanted more information from orchard sitemap
- BOP current site requires too much scrolling
- No confidence he would hear back from BOP email sign up
- Said that the social media approach creates a personal connection



# Pamela

“I can make a difference in people’s lives.”

Not associated with BOP

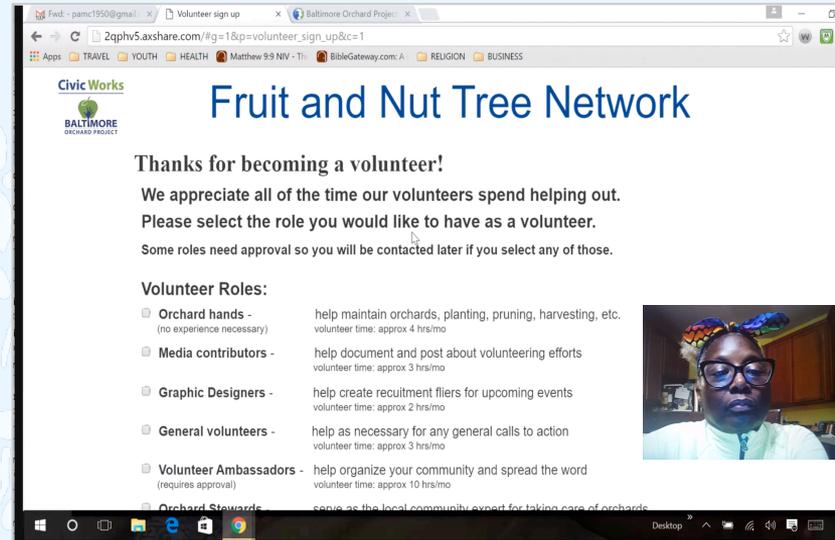
Has volunteered through various programs at church

BOP may be a good volunteer effort for youth

Preferred communication method: **Phone Calls & Email**

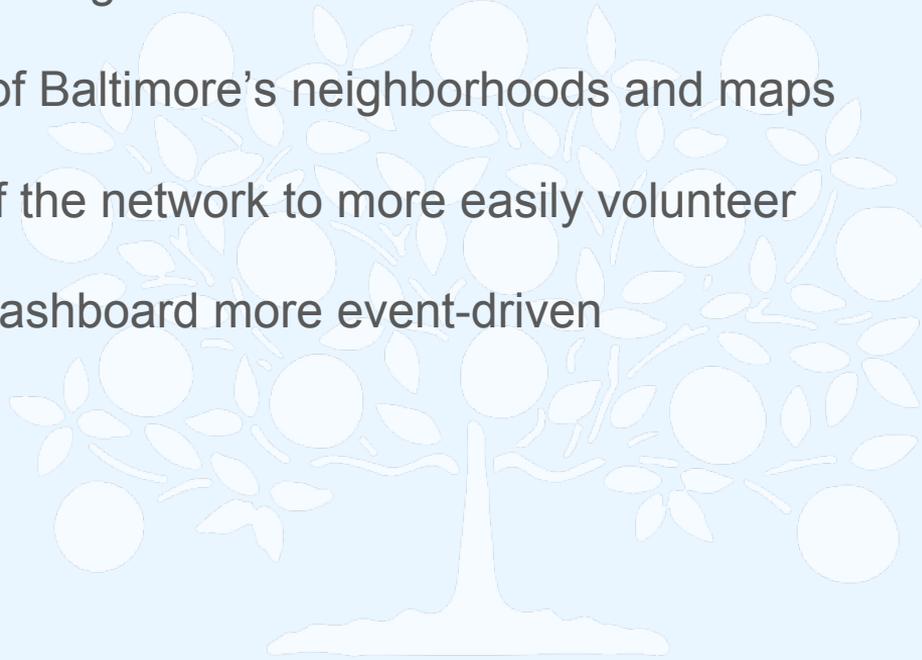
## Prototype and BOP website Feedback:

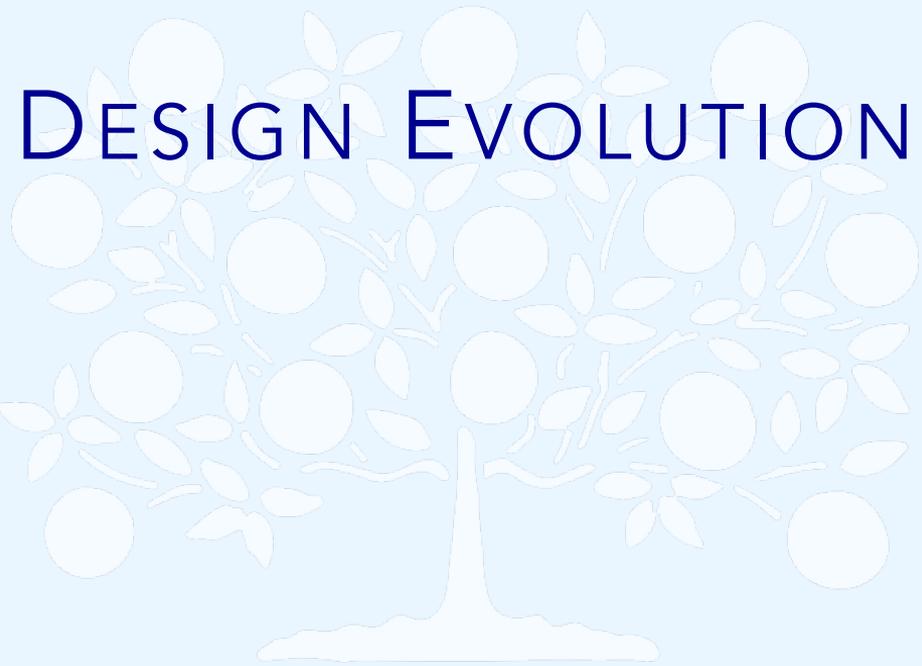
- The current site didn’t represent Baltimore
- Wants to see images of how BOP impacts the community
- Terminology on BOP site was over her head
- Wanted to know who can volunteer, is there an age limit and what would you be doing.
- Had trouble distinguishing “I’m New” vs “Login”
- Needed more details in My Orchards to show what events are happening
- RSVP needs to show more details about the event location and the Orchard



# Overall Prototype Feedback

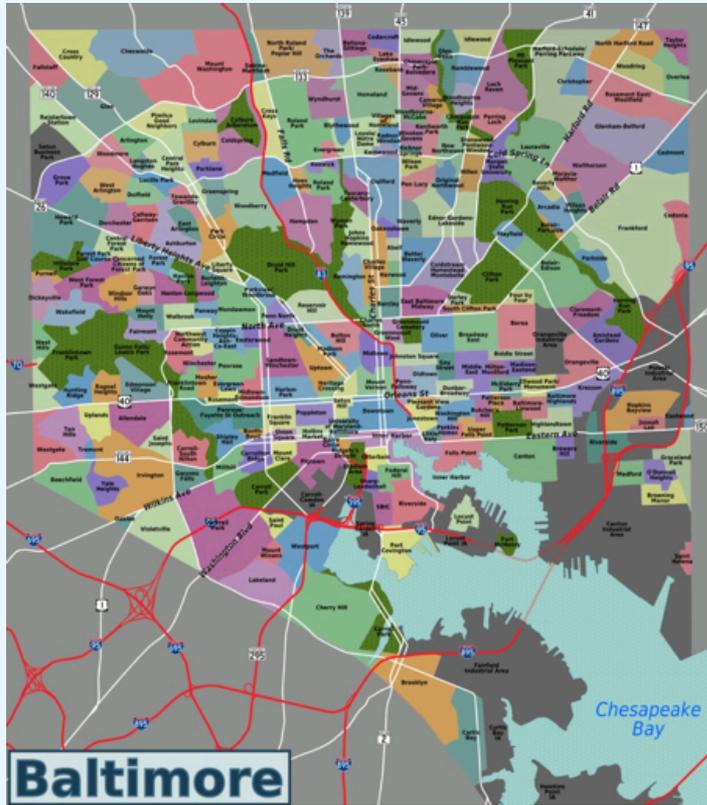
- More applicable navigational bar
- More extensive registration form
- Clearer map of Baltimore's neighborhoods and maps
- Allow users of the network to more easily volunteer
- Make home dashboard more event-driven





# DESIGN EVOLUTION

# Orchard Map

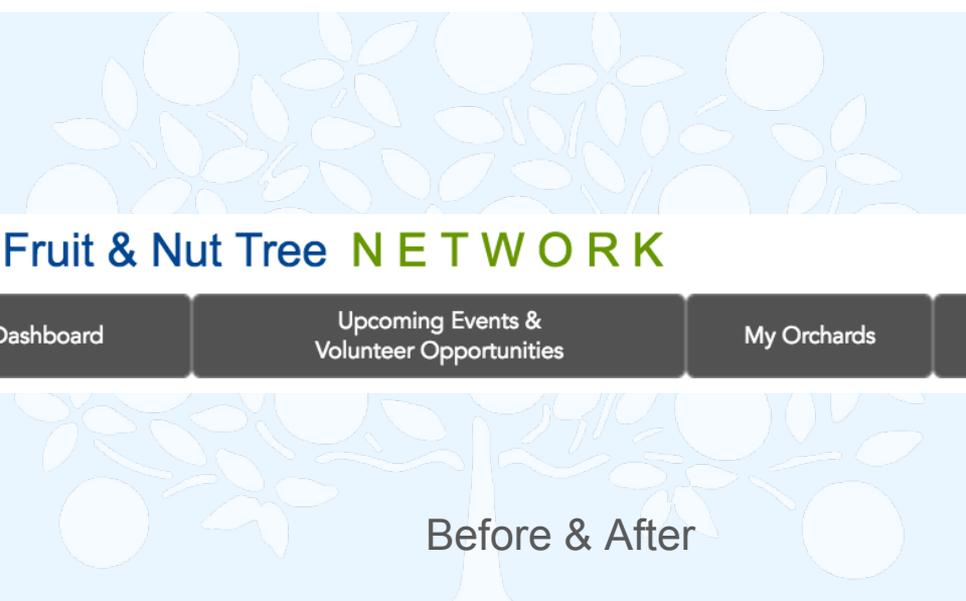


Before



After

# Menu Bar



Home	My Orchards	My Friends	My Photos	Resources	Log Out
------	-------------	------------	-----------	-----------	---------



Fruit & Nut Tree NETWORK John

My Dashboard	Upcoming Events & Volunteer Opportunities	My Orchards	Resources	Log Out
--------------	---	-------------	-----------	---------

Before & After

# Welcome Page



## The Fruit & Nut Tree Network

is part of the Baltimore Orchard Project. Keeping our Orchards connected to our Community.

[Get Involved](#)

### Recent Tweets

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.

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## Our Mission

The Baltimore Orchard Project is dedicated to strengthening communities through planting and cultivating orchards, teaching citizens to be long-term stewards, and sharing the harvest among neighbors.

## Featured Volunteer



**Alex Washington**

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## Welcome to the Fruit & Nut Tree Network

This Network is part of the Baltimore Orchard Project. Keeping our Orchards connected to our Community.

[Sign Up](#)

### WHY JOIN?

Stay connected with people in the orchard community



Learn where you can find fresh fruit.



Volunteer at local events



### FEATURED VOLUNTEER



**Alex Washington**

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Before

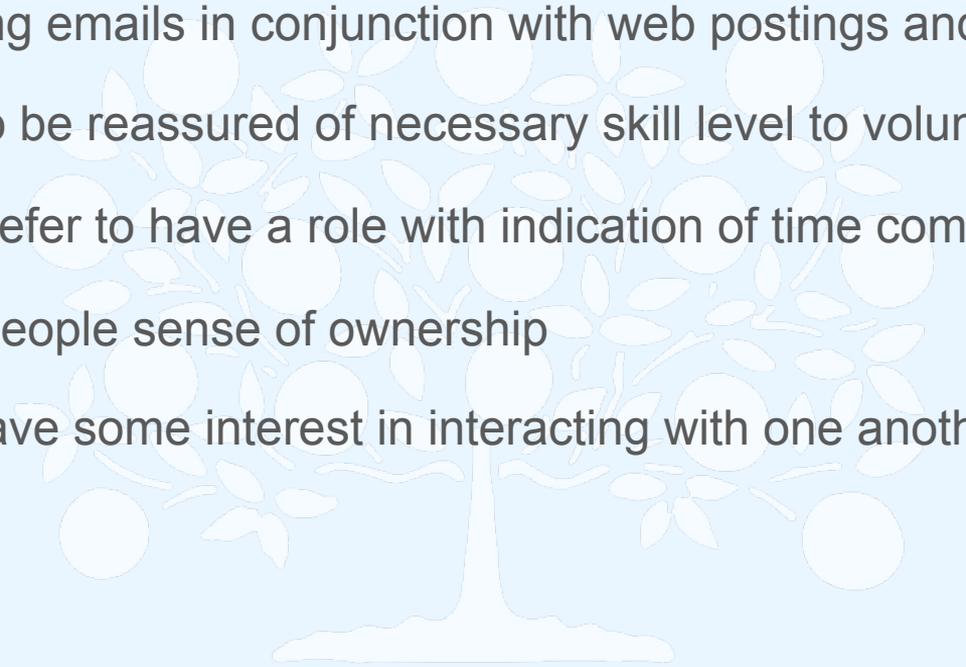
After

# LESSONS LEARNED & FINAL RECOMMENDATIONS



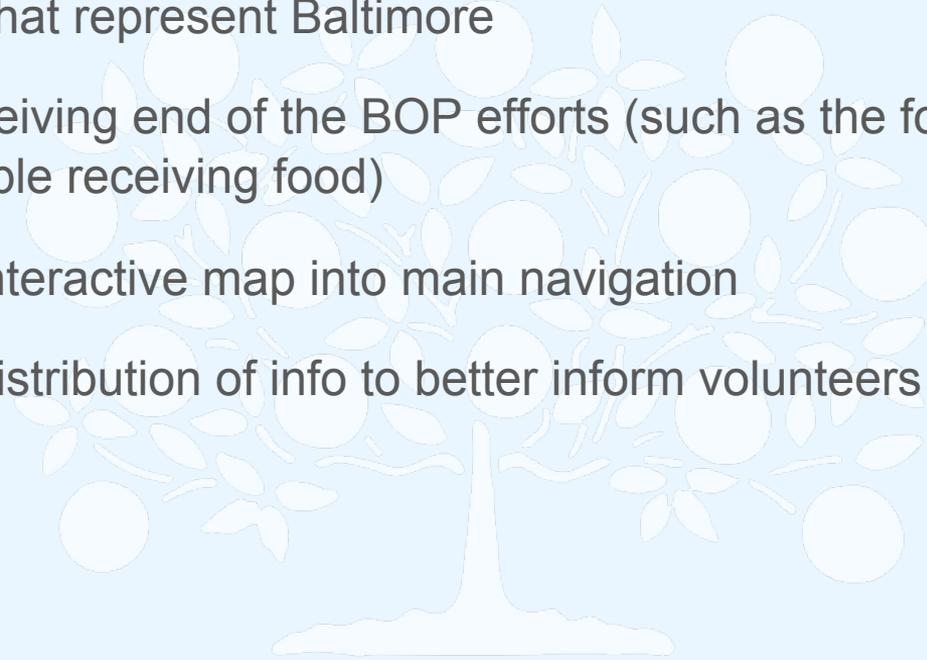
# The Big Picture

- People felt more connected with orchards and events nearby
- People want to see upcoming events, not wait for emails
- Continue using emails in conjunction with web postings and other outlets
- Users want to be reassured of necessary skill level to volunteer
- Volunteers prefer to have a role with indication of time commitment
- Log in gave people sense of ownership
- Volunteers have some interest in interacting with one another



# General advice for BaltimoreOrchardProject website

- Better communicate what signing up to volunteer means
- Simplify language used for those who may not already know about orchards
- Use images that represent Baltimore
- Show the receiving end of the BOP efforts (such as the food banks, food trucks or people receiving food)
- Incorporate interactive map into main navigation
- Expand the distribution of info to better inform volunteers of news and events in the city



# Going Forward

- Incorporate feedback into existing BOP website
  - Focus design on administrative tasks for BOP employees, ambassadors, and stewards
  - Incorporating automatic updating/response with tools like IFTTT
  - Decide on extent of development
    - Expand current site with interactive map and orchard landing pages
    - Create orchard pages on existing social media network (facebook, twitter, etc.)
    - Develop volunteer profiles to give users more personal experience and buy-in
    - Develop proposed fruit and nut tree network
- 

# Short Demo

<http://2qphv5.axshare.com/>

## Tasks

1. Interested resident viewing an orchard
2. Fruit & Nut Tree Academy graduate first registering for the application
3. User RSVPing for an event
4. User exploring an orchard's tree and site map information

# Thank You. Any Questions?



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