

Metrics for Team Leader Hub/Dashboard/Tool

M. Hamilton Dec 2019

Overview of metrics used to evaluate a proposed tool to help team leaders manage their projects, see their volunteer history, and browse and sign up to lead new projects. This is a living document.

The goal of this tool, framed as a “job to be done”:

As a team leader I want to be able to operate seamlessly within the New York Cares-established ecosystem because being a successful team leader is emotionally rewarding.

In order to operate within this ecosystem a team leader needs to be trained, permitted, and assigned by the organization to specific leadership roles. They need to contact volunteers, to make sure the volunteers will show up, contact them to make last minute changes, and potentially contact them to recruit them to other projects. Some of the high volume volunteers will need to carefully track their volunteer credits in order to judge their progress for service awards.

New York Cares controls team leader assignments, permissions (awarded through additional training), volunteer data, the messaging system (although it is often bypassed), and adjudication.

Evaluating the tool with the “useful, usable, and delightful” [framework](#):

This framework centers around evaluating how a product relates to users in terms being ‘**useful**’ (it solves a user’s problem), ‘**usable**’ (it functions well), and ‘**delightful**’ (it is pleasurable to use and creates emotional attachment).

Key Flows

- 1. Become a team leader (not currently part of this tool)**
- 2. Express interest in leading a project**
- 3. Be assigned to a project**
- 4. Manage and submit attendance and impact data**

Flow 2 potential metrics: Express interest in a project

	Discovery: projects that need Team Leaders	Express interest via website:
Delightful	<i>ease of browsing [5 second comprehension test]</i>	
Useful	<i>rate of inquiries</i>	
Usable	<i>qual interviews for usability testing</i>	<i>qual interviews for usability testing</i>
Delightful	<i>how do you feel survey, ask about pain points in the process</i>	

Flow 3 potential metrics: Be assigned to a project

	Discovery: projects that need Team Leaders	Express interest via website:	Get assigned	Ease of managing upcoming projects		
Delightful	<i>ease of browsing [5 second comprehension test]</i>		<i>qual interviews</i>			
Useful	<i>rate of inquiries</i>					
Usable	<i>qual interviews for usability testing</i>	<i>qual interviews for usability testing</i>				
Delightful	<i>how do you feel survey, ask about pain points in the process</i>					

Job to be done	Communicate with volunteers (follow current recommended	Communicate last minute update to volunteers	Communicate with community partner about	Communicate with new volunteers differently	On site: work with new volunteers differently	Take attendance for a calendar project
-----------------------	--	---	---	--	--	---

	cadence or new cadence?)		volunteer numbers	than returning volunteer	than returning volunteer	
Possible metrics						
Possible metrics						

Job to be done	Submit attendance for a project	Submit accurate evaluation numbers	Edit attendance numbers		Share management tasks	Appoint another person team leader
Possible metrics						
Possible metrics						

Job to be done	Recruit volunteers (from list of past attendees)	Update public profile				
Possible metrics						
Possible metrics						

Misc notes/working

Signals of success stem from the team leader's usage of these flows:

Become a team leader

1 Project sign up: From initial expression of interest in leading the project interest and

- Manage projects

 - Confirmation email

 - project reminder email

 - additional emails (ie potential and actual cancellation)

 - communicate successfully with the community partner

 - registering volunteers ahead of time (?) on the day of, taking attendance, submitting attendance, thank you contact evaluating, communicate with program manager. Mul.

- Project Discovery

 - Browse projects, sign up, get approved

- Self-Tracking

 - Synopsis of data about past volunteering (hours, # of projects, breakdown of volunteered or team lead

1. Some specific metrics:

Team Leader stats

Attendance

- Time between project start and attendance taken (usable).

 - Set up report in salesforce that shows at noon each day projects that have had attendance reported.

- Attendance taking from mobile devices

-Time spent taking attendance and submitting evaluations

-Attendance modification by staff

Contacts

~~-Number of volunteers experiencing a contact from TL within 48 hours of project~~

~~Signup~~

Measure something about the goal of the messages not the fact that there are messages itself???

-Time spent by TL while contacting volunteers

- May be able to measure amount of time on page for 'manage' urls.

-Time spent by TL in advance of project, during project, post project

Diary study with 5 team leaders? Help from Carrie?

-Time spent sending a reminder email 48 hours prior to project

-Time spent on the "Projects that Need Team Leaders" page from mobile devices (useful and useable)

Staff stats

-Time spent managing Team Leaders

-Messages sent prior to a project start, by volume, and cadence. (useful and useable)

-Survey post launch to gauge Team Leader's feelings about the tool (delightful)