Usability Improvements Proposal for www.rescueme.org

By Amanda Martel

Executive Summary

Recommendations to the website include:

- Making better use of space on the homepage.

- The addition of a home button to the website.

- Redesigning the navigation menu.

Site Analysis

Strongest areas of the website:

- The site uses images that contribute to site's purpose
- The site is informative
- The site's mobile version is a responsive design

Areas that need improving:

- Excessive use of open space on the homepage
- Navigation menu clarity
- User's access to information

Mobile View

The website's mobile version does not appear much different than the full web version.

The contents of the page are stacked and can be scrolled through, but the navigation issues remain with finding specific animals and breeds.
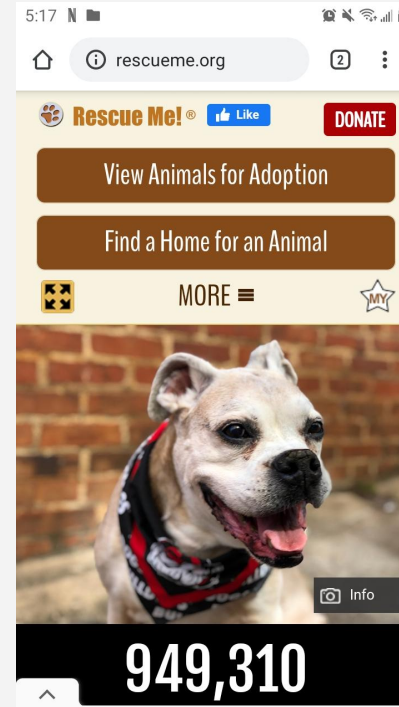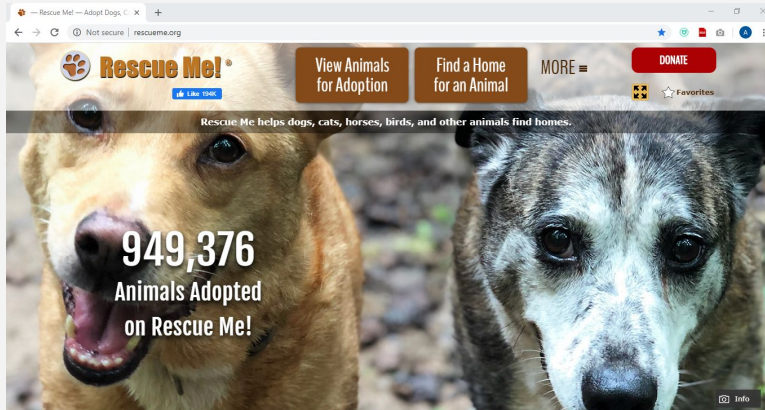
There is still no presence of a "home" or "scroll to top" feature.

The page does show some responsive design because the images and features shrinking to fit the size of the mobile device, such as the home page image.
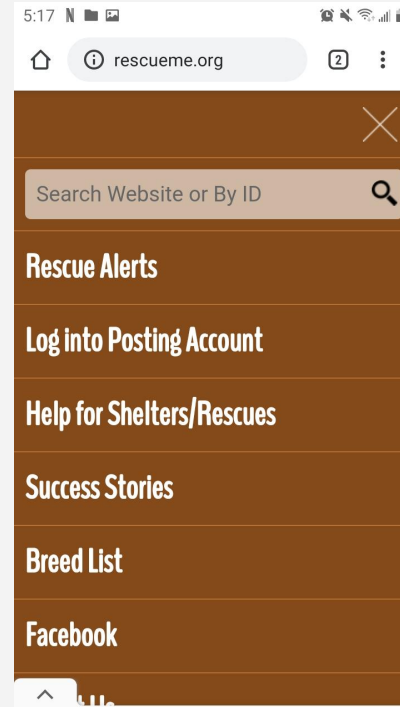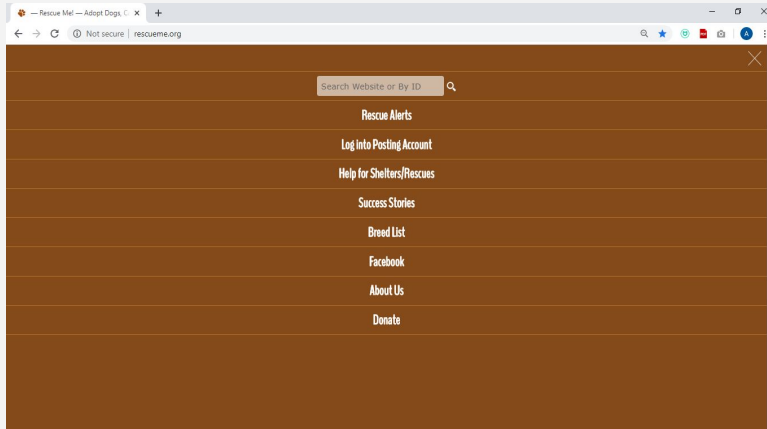
Web Browser   VS   Mobile Device

Web Browser   VS   Mobile Device

Web Browser   VS   Mobile Device

Summary of Usability Test

3 out of 3 users were able to describe www.rescueme.org as an "adoption site", however, none of the users described the service as an adoption and rehoming network.

3 out of 3 users expressed frustration with the lack of a home button. One user commented, "I hate that the logo is the home button, because I only found that by accident. I had to use the back button for everything."

1 out of 3 users did not utilize the navigation menu at all to complete assigned tasks. One user used other links and methods to navigate to information. This shows a lack of usability in the navigation menu.

Summary of Usability Test Continued

2 out of 3 users were able to complete all three tasks, although users used the terms, "disorganized" and "hard to find" when describing information on the site.

3 out of 3 users were displeased with how long information took to find and expressed concern over navigation. One user stated, "Honestly, my biggest problem is that everytime I went to a page I had to click so many times to find information that could have been easier to get to."

3 out of 3 users expressed an interest in a search bar function to make navigation easier.

Redesign Strategy

The homepage that says it all.

By including a better description of the purpose of the website, users will know without a doubt what kind of website they are visiting.

The description of the website should be brief but informative. I suggest: "The Rescue Me! Organization is an online animal adoption and rehoming network, helping connect people and animals all over the world."

The description should be paired with an image that compliments the websites purpose, but not overpower it.

Redesign Strategy

The simple addition of a home button.

Users generally want a website that is easy to use. One of the best ways to make things easy is to simplify them.

The website currently has the logo as a home link but that is not easily identifiable to all users.

To simplify how users get home, simply adding a "home" button takes out the user guess work.

Redesign Strategy

## The redesigned navigation menu.

The navigation menu requires a redesign to help take out the overthinking some users might have.

Steps to redesigning the menu I suggest are:

- Creating a tab menu bar to make the navigation more visible on the website.

- Labeling the links in tabs with clear directories.

- Keeping the navigation simple.

Redesign Strategy Continued

The redesigned navigation menu proposed wireframe.

| Logo | | Home | Find an Animal | Find A Home | About Us | Donate |
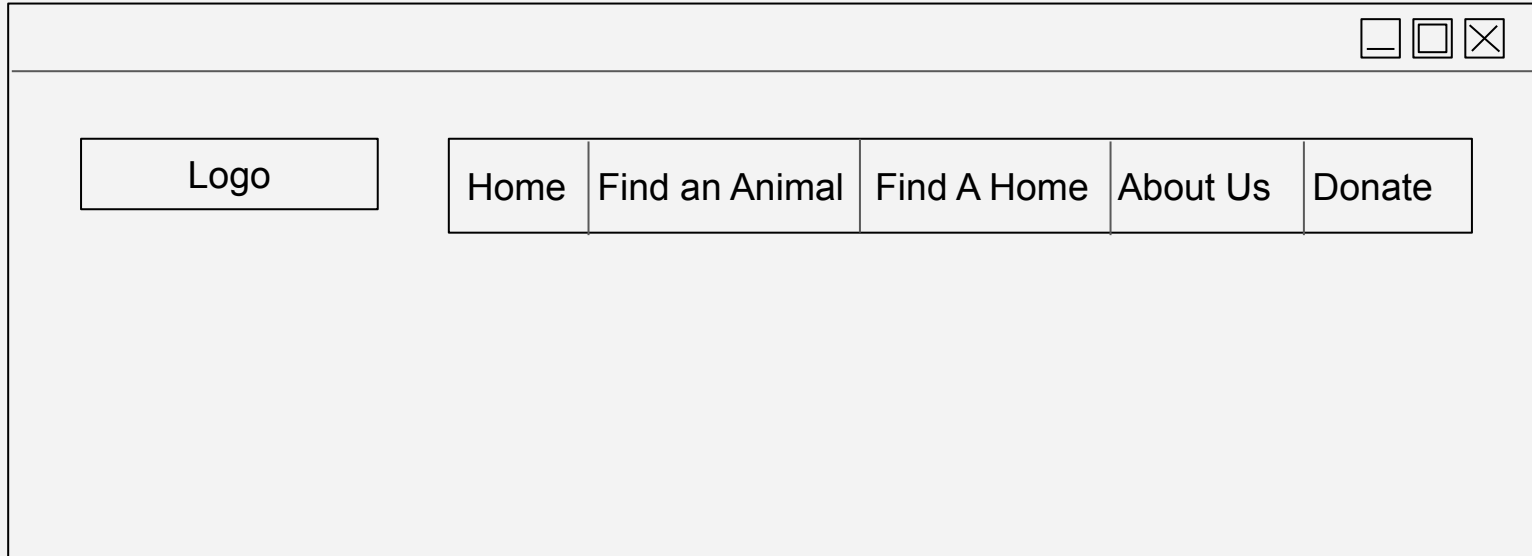
Resources

" Rescue Me!" *Rescue Me!*, www.rescueme.org/.

Krug, Steve. *Don't Make Me Think, Revisited: a Common Sense Approach to Web Usability*. New Riders Publ., 2014.