Hypermedia Applications
Usability Report

www.unicef.org

POLITECNICO
MILANO 1863

Benelle Francesco	10727489
Cavicchioli Michele	10706553
Lo Presti Irene	10765687
Lodelli Riccardo	10790201

A.Y. 2023/2024

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1 Abstract

This report presents a usability evaluation of the UNICEF website (unicef.org), conducted to increase its effectiveness and efficiency for the users. The evaluation consists of two parts: inspection review and user testing.

In the first part of the document, the team members conducted a heuristic-based expert review, analyzing various aspects of the website related to navigation, content, and presentation. This review utilized two sets of heuristics, namely Nielsen's Heuristics and MILE (Milano Lugano) Usability Evaluation Method, as it will be analyzed more deeply in the later sections.

The second part of the document involves user testing, during which team members observed how the website was utilized by a group of real users during the completion of a specific set of tasks that aim to emulate real life scenarios. These users were selected based on specific profiles designed by the team members.

By employing these two methods, we aimed to provide a comprehensive and robust evaluation about the website's features and its usability.

2 Inspection

2.1 Introduction

The initial website evaluation is conducted by the group members using the Inspection evaluation method. When conducting this type of evaluation, we provide an expert opinion on website usability, specifically linked to UX (User Experience), which includes how individuals interact with a product, their feelings during the usage, and the ease of achieving their objectives through the website. The primary inspection method of significance is Heuristic evaluation.

Performing a heuristic evaluation involves applying predetermined principles to assess the overall usability of a website, as well as specific features such as content, navigation, design, and aesthetics. Expert evaluators will utilize the heuristics described in the following section as guidelines to evaluate usability.

2.2 Nielsen Heuristics

H1 - Visibility of system status
The system should consistently provide users with relevant feedback to keep them informed about ongoing processes within a reasonable timeframe. For instance, employing "breadcrumbs" can be an effective solution. Breadcrumbs typically display a navigational trail, guiding users from the homepage to their current location on the website.

H2 - Match between system and the real world
The system should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than technical language. Follow real world conventions, making information appear in a natural and logical order. For instance, Windows uses a paper basket image as the document bin, to give users the idea of what the icon is used for.

H3 - User control and freedom
Users often perform actions by mistake so they need a marked "emergency exit" to go back rapidly without going through an extended process. For example, give users an alternative to clicking the browser back button like a shortcut on the website.

H4 - Consistency and standards
Users should not be left to wonder whether various words, situations, or actions have the same meaning. It is important to adhere to platform and industry standards. For instance, positioning the shopping cart icon consistently at the top right of the page is a common convention that users are accustomed to.

H5 - Error prevention
Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action. The website should have solid defaults and user support, such as confirmations, to support slips and mistakes.

H6 - Recognition rather than recall
To minimize the user's memory load, ensure that elements, actions, and options are visible throughout the interface. Users should not be required to recall information from one part of the interface to another. Essential information for using the design, such as field labels or menu items, should be readily visible or

easily accessible when needed. It is preferable to present users with a set of options (recognition) rather than requiring them to recall the information from memory.

H7 - Flexibility and efficiency of use

Shortcuts — hidden from novice users — can accelerate interactions for experienced users, allowing the design to accommodate both ones. Users should be permitted to customize frequently used actions. "Landmarks" are web accelerators that are consistently present on most pages and offer features such as language switches.

H8 - Aesthetic and minimalist design

Interfaces should exclude information irrelevant or rarely needed. Each additional piece of information reduces the visibility of relevant information. The principle of "less is more" also applies to website design.

H9 - Help users recognize, diagnose and recover from errors

Error messages should be written in plain language, avoiding the use of error codes. They should clearly identify the problem and offer constructive suggestions for resolution. It is recommended to communicate what went wrong to users in a language they can easily understand, avoiding technical jargon. Additionally, providing users with a solution, such as a shortcut to resolve the error promptly, can enhance the user experience.

H10 - Help and documentation

Ideally, the system should be intuitive enough to not require additional explanation. However, in some cases, providing documentation may be necessary to assist users in completing their tasks. It is crucial to ensure that help buttons and documentation are easily visible and accessible to users.

2.2.1   MILE Heuristics

Information overload

This heuristic represents the density of information available on a page.

Consistency of page content structure

Consistency is maintained across pages within the same category or with similar types of elements.

Contextualized information

The pages provide information to help users understand their current location within the website's hierarchy.

Content organization

The hierarchical organization of topics presented on the website is both suitable and consistently aligned with their relevance.

Interaction consistency

Pages of the same type should have identical links and interaction capabilities.

Group navigation 1

Navigation among groups of items, both from and within them, should be straightforward. Additionally, transitioning between a list of items and their individual members, as well as moving between consecutive members within the same group, should be effortless.

Group navigation 2
Menus should avoid causing cognitive overload by not presenting excessive information that necessitates users to undertake significant mnemonic efforts.

Structural navigation
Navigating among different components of a topic should be straightforward.

Semantic Navigation
Navigation between two related topics should be effortless in both directions.

Landmarks
Landmarks are links that appear on every page of the website or within a macro-area of the site. They should be designed to efficiently guide users to the most relevant sections of the website.

Text layout
This heuristic evaluates the readability of text, taking into account factors such as font choice, size, colour, and placement on the page.

Interaction placeholders semiotics
Interactive elements should be intuitive for users, with textual and visual icons and labels clearly conveying their functional meaning.

Interaction placeholders consistency
Textual or visual labels of interactive elements should maintain consistency in terms of their wording, shape, colour, and position.

Consistency of Visual Elements
Visual elements should maintain consistent visual properties when they appear on pages of the same type.

Hierarchy
The on-screen placement of content and visual elements within a page should be appropriate relative to their relevance.

Spatial allocation
Elements that are semantically related should be positioned close to each other, while semantically distant elements should be placed farther apart.

Consistency of Page Spatial Structure
Pages of the same type should maintain consistent spatial organization for various visual elements.

2.3 Evaluation Process

Score Criteria
Each heuristic will be evaluated by all the inspectors according to the scoring criteria:

Score	Severity Level	Explanation
0	Critical	The issues are critical.
1	Serious	Some of the issues are minor flaws but many problems are of important relevance.
2	Sightly Serious	The problems found are substantial but not yet critical.
3	Noticeable	Some issues can impact the user's experience.
4	Minor	The evaluated heuristic is not fully satisfied at its possible best.
5	Zero	The evaluated heuristic is fully satisfied or it's been even exceeded.

2.4 Results

2.4.1 Nielsen Heuristics

H1 - Visibility of system status
    Final Score: **1**
The only section containing breadcrumbs is the "What We Do" section; however, not all topics within this section have breadcrumbs (for instance, the "Children with Disabilities" item). Additionally, these breadcrumbs are location-based rather than path-based, meaning they remain the same regardless of the different paths used to access the pages. Moreover, when opening the menu in the navbar, there's no indication of our current location on the website. The page we are visiting lacks highlighting compared to the other items in the menu.
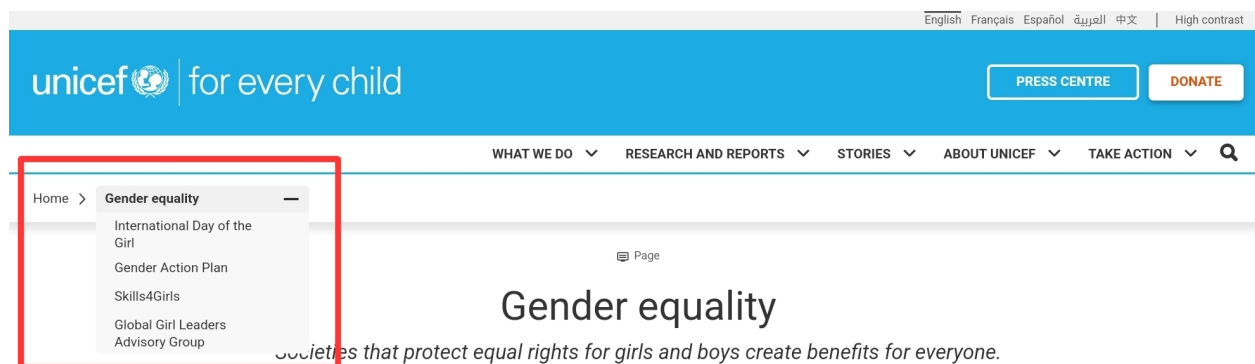

Figure 1: Location-based breadcrumbs

H2 - Match between system and the real world
    Final Score: **5**
In general, the website is self-explanatory as it avoids using language beyond everyday vocabulary. Icons, when employed, maintain consistent meanings aligned with the content they represent.

H3 - User control and freedom

Final Score: **1**

Within the website, the concept of a back button is generally absent. Additionally, on certain pages, the link inside the logo intended to return to the home page may not function properly, sometimes doing nothing or simply returning to the main page of the current section being viewed. In such cases, the only way for users to navigate back is by using the browser's "back" button. During the donation procedure, a back button is available, but it does not retain the parameters entered by the user.
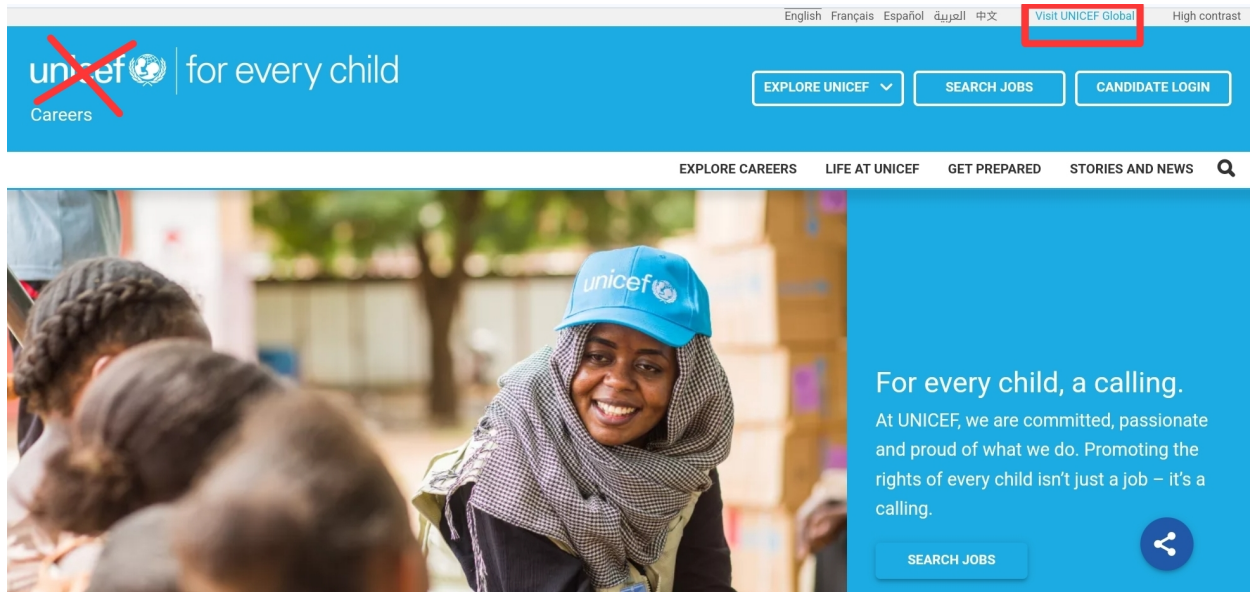
Figure 2: User control problems

H4 - Consistency and standards

Final Score: **4**

The icons used in the website are consistent among the entire website in terms of size, alignment and colour (even though some of them do not change colour when the high contrast button is clicked). The only other noticeable thing was the style of the donate button, when it is repeated in the middle of the page content its style is different than the button Donate in the navbar.

Figure 3: Navbar button

Figure 5: Footer button

Figure 4: Mid-content button

H5 - Error prevention

Final Score: **2**

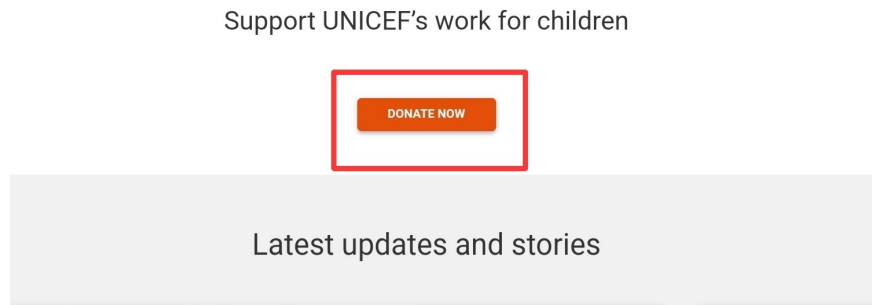The error prevention of the website is generally weak and in some cases absent. The only existing error prevention is the confirmation window that appears after submitting a donation amount greater than 50€ on the donation page. One significant issue relates to the inconsistency in the functionality of the UNICEF logo. On certain pages, clicking on the logo does not direct users to the home page as expected, sometimes users are redirected to the main page of the current section they are visiting and sometimes it does not work at all. Consequently, users may encounter difficulty navigating back to the home page if they inadvertently enter such pages. The absence of specific links to return to previously visited pages further aggravates this navigational challenge. Furthermore, the login forms on various sections of the website exhibit inadequate error-handling mechanisms. For example, when attempting to sign up for the volunteering section with an invalid password, users are not provided with specific error messages indicating the reason for password failure (e.g., "password too short," "missing a number"). Also, in the career section, which does not require a password, users may encounter an error message prompting them to re-enter the password due to suspected incorrect input.

H6 - Recognition rather than recall

Final Score: **5**

Throughout the website, there are different kinds of suggestions. For instance, the search bar uses an auto-completion mechanism to show the user hints based on what they wrote. Also, on the home page, there are some examples of articles to read.
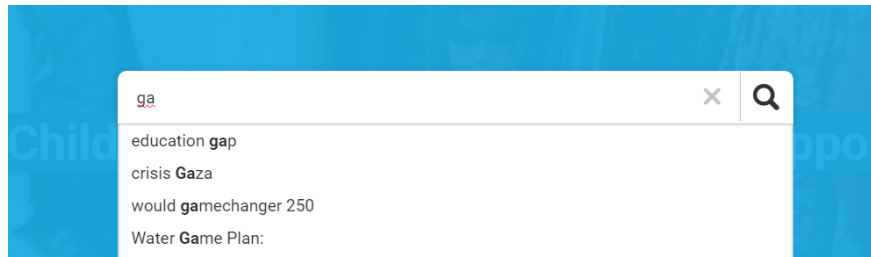
Figure 6: Searchbar

H7 - Flexibility and efficiency of use
   Final Score: **1**
The only accelerators present on the website are those to change the language and the high contrast button. The problem is that they are not present on all pages and sometimes they do not even work properly (a concrete example can be found at the link here where the language accelerators are substituted with a non-intuitive link to the home page).

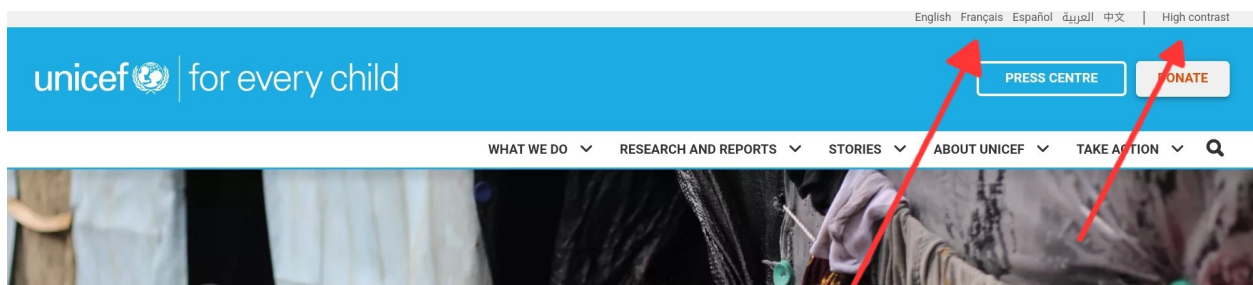Figure 7: Accelerators

H8 - Aesthetic and minimalist design
   Final Score: **4**
The design is minimalistic, the main colours are the ones of the logo (light blue and white) and the icons used are always stylized. The text is organized with titles, subtitles and paragraphs, there are hardly ever walls of text, and sometimes those are avoided using the toggle lists. However, there are a lot of external sites (correlated to UNICEF) that have a different design.

H9 - Help users recognize, diagnose and recover from errors
   Final Score: **3**
When the user changes the query string in the URL and the requested resource does not exist, the website handles this exception by redirecting the user to a default page where the following error message is displayed, "404 error: page not found". 404 is an error code known only to people who work or study in the IT context. Apart from the code, the error message is clear. A better solution than the current one could be to delete the "404 error" and use the message "page not found" (the sub-text below works so it does not need to be updated).
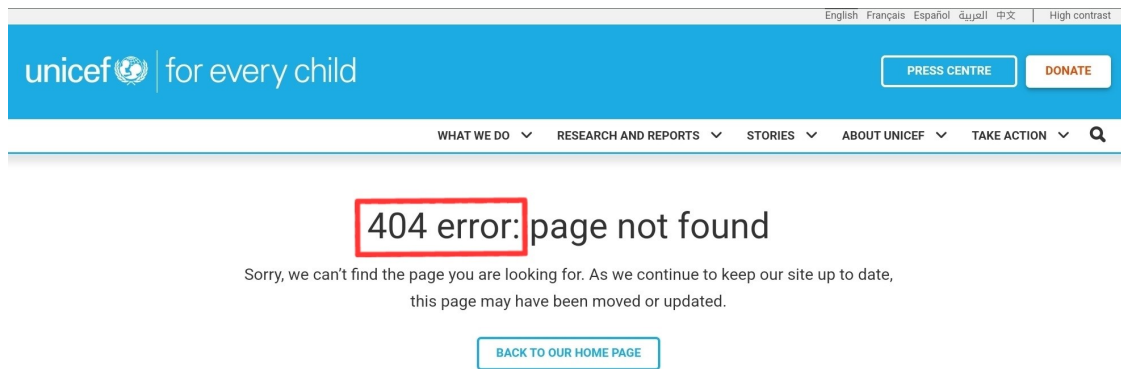
Figure 8: 404 error

H10 - Help and documentation
　　Final Score: **0**
The documentation of the website is not present. The FAQs can be useful as they contain a couple of specific guides to explain to the user how to perform some actions (e.g. donate) but they do not cover every action that can be made.

2.4.2　MILE Heuristics

Information overload
　　Final Score: **5**
The information is in the right amount, and it is well organized with titles and subtitles, links, images and sometimes bulleted lists. There are no pages with walls of text, some pages use toggle lists to avoid having too much text on screen at the same time.

Consistency of page content structure
　　Final Score: **2**
Articles are consistent in the content as the stories (What's happening – How is UNICEF supporting – Donate to help – Other resources) and the Emergencies Spotlight. Unfortunately, focus areas are all different: some of them have reports and data, others have challenges and resources, as well as in the section What we do it is harder to identify a fixed structure.

Contextualized information
　　Final Score: **2**
Pages always have titles that help the users understand the section of the website that they are in. Sometimes the UNICEF logo changes according to the branch of the website that the user is in. Breadcrumbs are poorly developed and not always present. Looking at the dropdown menu in the navbar the page currently visited is not highlighted.

Content organization
　　Final Score: **5**
The content hierarchy is always respected and consistent in every menu or page.

10

Interaction consistency

Final Score: **2**

Every page contains the UNICEF logo in most of the pages it redirects to the "home", but sometimes it redirects to the home page of the section or it does not do anything. The navigation bar changes in some sections (often the ones where the logo does not redirect to the home page). Articles have the same structure (titles, photos, link to similar articles, donation for a specific cause), but focus areas are all different as sometimes there is a menu to navigate and often they have different links, some of them are "Page" and others are "Programme" but the reason is not clear. For example, in the Partnership section, the pages about the Corporate Partnership and the Foundation Partnership should be similar but they are not, for instance, they have two completely different "Meet our partners" pieces (see the images below).
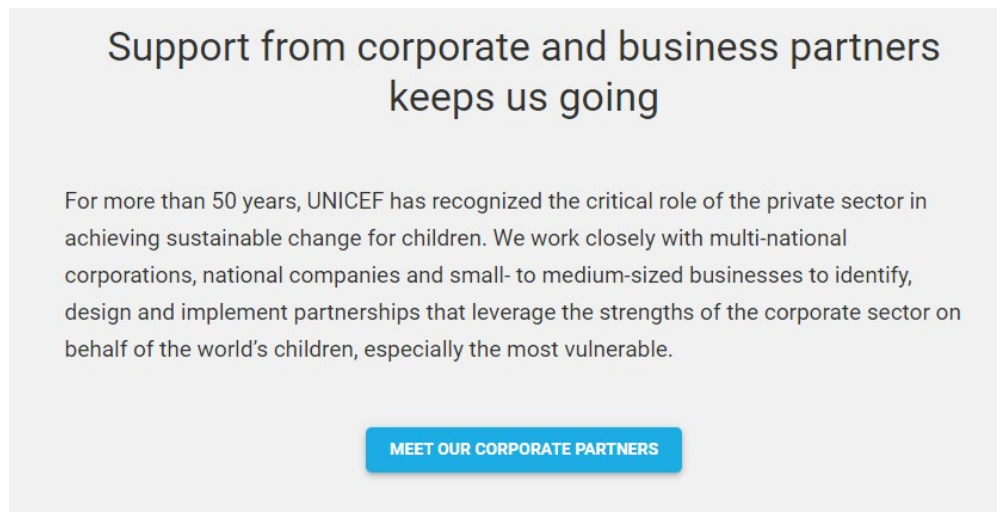

Figure 9: Corporate Partnership

Figure 10: Foundation Partnership

Group navigation 1
    Final Score: **2**
It is hard to navigate among pages of the same group since it can be done only through the navigation menu. Moreover, the current page is not highlighted and the breadcrumbs are rarely present (they are only in the "What We Do" section).

Group navigation 2
    Final Score: **4**
Overall the navigation menu is very well organized with two types of classifications, one wider (What We Do, Research and Reports, Stories, About UNICEF, Take Action) and one more precise one within each previously mentioned section. However, some links are repeated among different menus or even among different sections of the same menu, for example, "Work with us" in "About us" is senseless and it is a duplicate link because it is also present in "Take Action/Get involved".

Structural navigation
    Final Score: **2**
In some sections, the navigation is smoother thanks to well-done breadcrumbs and the "jump to" sections, however, these pages are rare and most of the time the navigation results are difficult and unintuitive.

Semantic Navigation
    Final Score: **2**
Navigation through similar topics is hard because, even if the navigation menu is organized by topics, the related links (if present) are not always coherent, also there is no back button so it is not possible to go back to the previous page.

Landmarks
    Final Score: **1**
Landmarks such as the language switch and the high contrast mode button are present on almost every page (top right corner). However, regarding the language switch, even though there are always available the same five languages, in some sections there is an additional language switch in the middle of the page with a smaller set of languages, so clicking on a language that is not on the subset will not change anything. The UNICEF logo is always in the top left corner but, on some pages, it does not take the user back to the classical home page but to the main page of that section (see UNICEF Careers), also the navigation menu changes on some pages.

Text layout
    Final Score: **5**
The text is readable with an appropriate size font. The choices of the background colour, the font and the relative size are good.

Interaction placeholders semiotics
    Final Score: **4**
The buttons are always labelled correctly with a clear indication of their use. However, sometimes it is not indicated when a link leads to downloading a PDF file, it should always be specified correctly as in the following link.

Interaction placeholders consistency

Final Score: **4**

Link labels are consistent: the links to the articles are all in light blue and in the bottom right corner of the article box, the buttons are all of the same size but the color changes with the area of interest. The two buttons for the donation have the same style but different labels: "Donate" and "Become a Donor".

Consistency of Visual Elements

Final Score: **4**

Visual elements are consistent in most parts of the website: pages of the same type have the same colours, menus and image format. For instance, each story starts with a big image that fills the screen horizontally. On the other hand, in the focus areas, the menu used to navigate through the article switches its style.

Hierarchy

Final Score: **4**

Website content is arranged with respect to a correct visual hierarchy: photos, paragraphs, and fonts are designed with proper dimensions, depending on their importance. The only issue is the dimension of the top right "Donate" button: it should be larger since it is one of the main features of the website.

Spatial allocation

Final Score: **4**

Pages are organized by topic, so semantically related elements are close to each other, while semantically distant elements are placed distant from each other, even though some of the suggested topics are not coherent, so they are "distant" from the topic of the page.

Consistency of Page Spatial Structure

Final Score: **5**

There is a noticeable consistency in the spatial organization of the visual elements among the pages of the same type, and in general the structure of the website is clearly recognizable.

2.5   Inspection Conclusions

Let's analyze the results of the inspection. Assuming we combine the Nielsen and MiLe heuristics into one comprehensive group, we can categorize them into three main categories: Navigation, Presentation, and Content.

Average Heuristic Evaluations
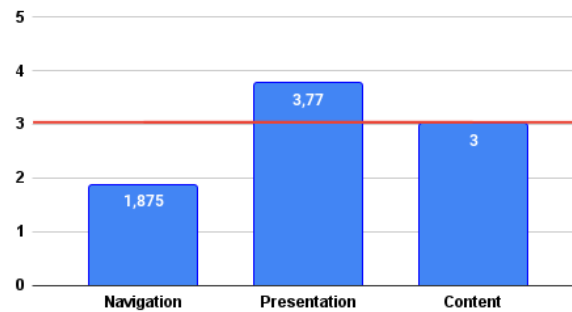
Starting with the Navigation heuristics group, an assessment of the average grade suggests that the website lacks proper organization to ensure a sufficient level of navigation efficiency across all pages. In fact, the average grade for the Navigation category is close to 2.

Navigation
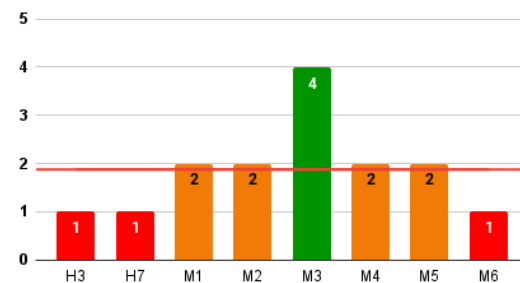
When analyzing the Presentation category, the average score significantly improves (≈ 3.77), although there is notable variance for a couple of heuristics (*H1, H5*). Assuming a redesign of the website is planned, it's evident that the Presentation aspects of the website would not be the top priority for updates. Overall, these aspects are already in a relatively good configuration.

Presentation
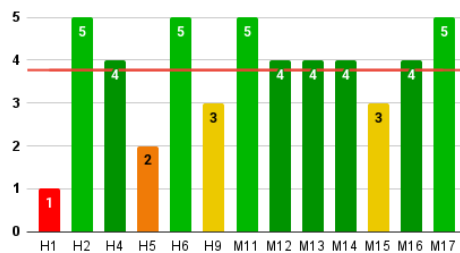
Content
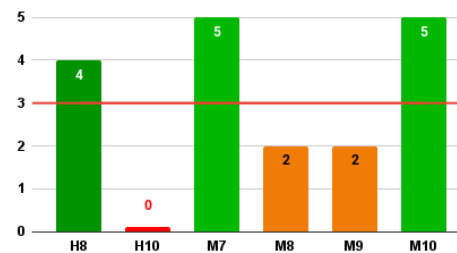
Considering the Content set of heuristics, it's apparent that the pages are generally well-structured. However, the average score is diminished ($= 3$) due to inconsistent page structures and inadequate documentation.

3 User Testing

3.1 Introduction

The inspection method has helped identify certain issues with the website, but expert opinions alone may not fully capture user experiences.
Therefore, the objective is to assess the reactions of typical website users to these issues. User testing methodology is employed for this purpose, by selecting 20 users and asking them to perform tasks to explore website functionalities. The users' behaviours will be observed, recorded and analyzed to highlight the issues that come from the experiences of the users while they interact with the system. Then, the users will be asked to complete a questionnaire to provide insights into their experiences and thoughts while using the website. The outcome is a comprehensive summary highlighting the genuine and significant problems encountered on the website.

3.2 User Selection

According to Nielsen's Rule for usability testing, involving 15 users should be sufficient to identify most usability problems. However, we have decided to include a total of 20 users, with 5 users assigned to each group member.
The target participants will be individuals who are familiar with interacting with websites but are not regular users of the UNICEF website, aged between 18 and 28. This decision was primarily influenced by a statement found on the UNICEF website: "Young people have long stood at the forefront of calls for peace, justice and equity. They have an internationally recognized right to be heard on matters that affect them. That's why UNICEF engages more young people on global issues than any child rights organization on the planet."

3.3 Tasks

The tasks assigned to users are derived from realistic scenarios that reflect the actions and goals a typical user might want to perform. These tasks are designed to address critical sections of the website where issues were identified during the inspection. The objective is to observe whether users encounter difficulties completing the tasks or if they can find workarounds. This will provide insights into the usability of these sections and help identify areas for improvement.
Here is a complete list of the tasks, as they will be proposed to the users:

1. UNICEF is a worldwide known association, but do you know what the acronym UNICEF means? Try to find it out on the website.

2. Water crisis is a real-world problem! There is an article about it on the website, find it and tell us how many children live in areas without enough drinking water due to drought or lack of hygiene (hint. The article was written on March 15, 2024)

3. UNICEF actions are reported year by year so that no one will forget them. Can you download the 2022 UNICEF report?

4. Now it's your turn! Join UNICEF with a volunteer position in Chad; in particular, they need an Administrateur Politique Sociale.

5. Become a donor for UNICEF! In particular, we want you to help children in Yemen by donating 25€ to this cause! [It will not be necessary to get to the payment, just complete all

the steps before and accept to receive communications via email in the process].

6. Many famous people, from different nations all over the world, choose to join and participate in UNICEF's actions. Try to find out the last (chronologically) Italian who joined UNICEF.

3.4 Evaluation Criteria

The users will be evaluated based on their usage of the Search Bar, Home button, back button, and main menu. Additionally, the evaluation will consider the time taken to complete each task, as well as the number of attempts and failures made. Each task will be assigned an evaluation mark for each user according to the following criteria:

- 1: The task could not be completed or the user gave up on it.
- 2: The task required many attempts to be completed, while the user committed many errors.
- 3: The task required a hint from the inspector or multiple attempts to be completed.
- 4: The task is completed successfully without errors.

The success rate of each task will be measured as follows: a score of 1 will be assigned a value of 0, a score of 2 will be assigned a value of 0.3, a score of 3 will be assigned a value of 0.7, and a score of 4 will be assigned a value of 1. These values will be used to compute the success rate for each task individually as well as for the entire set of tasks.

3.5 Pilot test

A pilot test was conducted with two users, who respect the chosen profile. Specifically, both users were computer science engineering students (not enrolled in the Hypermedia Applications course). Their feedback was valuable as they provided precise suggestions regarding the clarity and feasibility of the tasks and questionnaire. Thanks to their input, we were able to assess how the user testing would proceed, adjust our requests, and make both the tasks and the evaluation system more precise.

3.6 Execution of the test

3.6.1 Pre-Test procedures

Before the test, the objective was immediately explained to the users, who were assured of the value of their contribution and the importance of their honest feedback. They were informed that they could stop at any time for any reason. Additionally, they were informed that their screen and voice would be recorded, but that the recordings would only be accessible to their evaluator and would not be shared with anyone else. Finally, they were encouraged to think aloud during the test, with the option for the evaluators to ask questions such as "What are you doing?", "Why are you doing it?", and "Do you have any doubts?" to prompt them and to start collecting feedback already during the process.

3.6.2 Test execution

Throughout the test, evaluators observe the interactions of the user with the website, intervening only upon explicit user requests for assistance or to prompt verbalization of thoughts and feelings. Evaluators maintain detailed notes about the main errors and feedback and keep track of the time

needed for each task to evaluate the test based on the performance metrics that have been explained before.

### 3.6.3 Post-Test procedures

Upon completion of the tasks, users were invited to fill out a questionnaire to provide detailed feedback. They were encouraged to freely navigate the website to provide more precise responses. The questionnaire aimed to gather users' opinions, allowing for a deeper understanding of the experiences and insights of the users.

3.7 Results

Now, we will analyze the results obtained from the user testing, focusing on specific sections: the average amount of time spent on each task, the success rate, the average number of attempts, and the usage of the home page, the menus, the browser's back button, and the search bar. Additionally, we will report some of the most common comments expressed by the users.

Average Time

It is crucial to access the most relevant and specific information on a website within a reasonable timeframe, if not immediately. We observed that for certain tasks, such as the first and the third, the average completion time is satisfactory with minimal variance. However, for other tasks, the average time exceeds expectations, potentially leading to user disengagement. It's worth noting that the high variance in completion time can be attributed to individual user preferences and navigation habits.
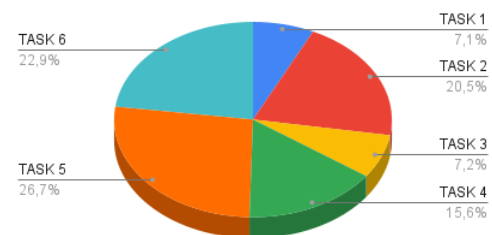
Success Rate

As previously mentioned, the success rate is calculated as a value between 0 and 1 based on the evaluator's rating (with a range from 1 to 4) for each user's task. The average time spent on tasks generally aligns with their success rate.

Tasks one and three ("UNICEF acronym" and "Report 2022," respectively) have the highest success rates, although they are more trivial tasks. Tasks four and six have slightly lower success rates but are still acceptable. Notably, task four ("Volunteering in Chad") achieved a good result, with most users able to complete it successfully, indicating strong alignment with UNICEF's core mission.

However, tasks two and five have significantly lower success rates despite being the most relevant. Task two ("Article about water") unexpectedly presented challenges for users, even though accessing articles should be a key feature of the website. Task five ("Donation to Yemen") highlights
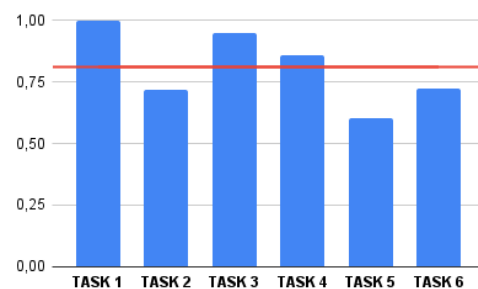
a critical issue with a failure rate of approximately 40%. It is unacceptable that users encounter difficulties selecting their desired cause through the main donation page, necessitating navigation to specific pages to donate, since the main donation page only shows some of the possible causes. This flaw requires attention to improve user experience and facilitate the donation process.

Average number of attempts

Upon examination of the plot, it is apparent that each task typically requires more than one attempt for completion, with an average number of attempts approaching three. This observation indicates that the website's usability may not be as intuitive and user-friendly as it was initially expected.
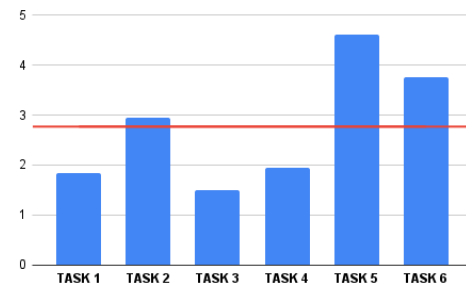
Frequency of Home button usage

Considering the absence of back buttons on the website, the home button could act as a resource for users encountering difficulties during task execution and wishing to start over. However, during User Testing, the home button was not frequently utilized. Notably, the average value was significantly influenced by Task 5. This observation corresponds with other data points related to Task 5, particularly its notable usage of the browser's back buttons and its relatively low success rate compared to the data about the other tasks.
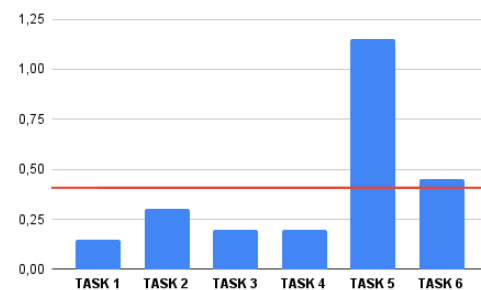
Frequency of Menus usage

The menu is a fundamental component of a website, as it directs users to the appropriate pages by providing suggestions and organizing items into categories or sections based on their purpose or semantics. As depicted in the accompanying plot, the menu was frequently utilized during User Testing, indicating that it effectively guided users to the necessary information to complete tasks.

Additionally, the menu was often used as a pseudo *back* button, with users opting to return to the main page of a section rather than navigating back step by step through their history. However, some users encountered difficulties in locating the correct item
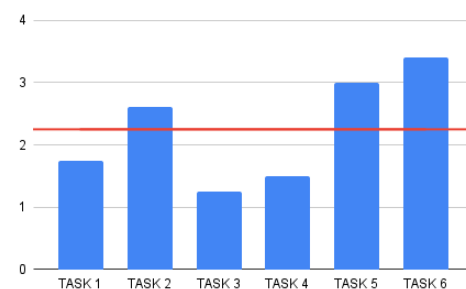
within menus due to cognitive overload, likely caused by an excessive number of items within the same menu. This highlights the importance of maintaining a clear and concise menu structure to enhance usability and reduce user frustration.

Frequency of Search bar usage

During the inspection, as evaluators, we found the search bar to be quite useful as it facilitated easy access to the resources we needed. However, during user testing, it was observed that users rarely utilized the search bar, despite being explicitly informed beforehand that they could utilize it to complete the provided tasks. The few times it was utilized, it was shown to be not very effective since the search algorithm needs to be provided with very specific keywords in order to find the correct articles.
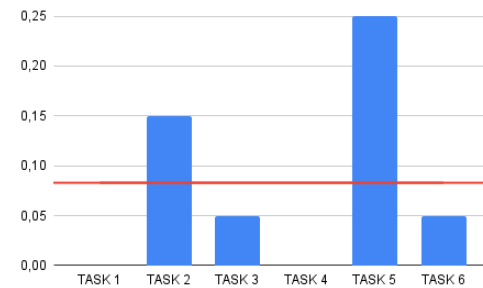
Frequency of Back button usage

As emphasized in the Inspection Report, the lack of buttons allowing users to navigate back to previously visited pages represents a notable flaw in the website's design. This issue is compounded by the absence of a dedicated Home button. This deficiency becomes more apparent in the frequency with which users relied on the browser's back buttons to navigate during each task.
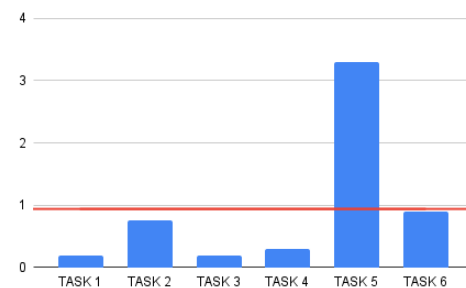
3.8 Questionnaire

After each user completes their testing, the evaluator provides them with a questionnaire to complete. This questionnaire is essential for us because it provides another method to gather additional information from the users regarding the testing they just completed. Please note that most questions require a rating within a specified range, but there are also multi-option questions and questions with open-ended answers. The full set of questions is provided in the annexes.

It follows a compilation of users' opinions regarding the website. This list does not contain responses to close-ended questions, but consists in a list of comments provided in the questionnaire dedicated section, or feedback collected during user testing:

- The navigation menu was deemed useful, but some users felt it contained too many links. Consequently, some users preferred alternative navigation methods.

- Users encountered issues with the UNICEF logo not consistently directing them to the home page. Additionally, users faced challenges returning from certain website sections.

- The task involving donation to Yemen was particularly difficult, leading to negative feedback regarding the overall process of selecting a donation cause.

- Users criticized the absence of an Italian translation for the website, citing the limited language options available.

- Minor issues related to navigation and image size were also noted, particularly regarding oversized images affecting user experience.

- The users' opinions on the aesthetic suggest that the website is pleasing but has room for improvement. The majority rated it as a 3, indicating sufficiency.

- Over four out of five users indicated that they would not utilize the UNICEF website for information. This is concerning, as one of the primary objectives of the website should be to keep users informed about global children's issues.

In addition, down here you can find the plots of the grades given by the users in the questionnaire, regarding the difficulty of each of the assigned tasks.
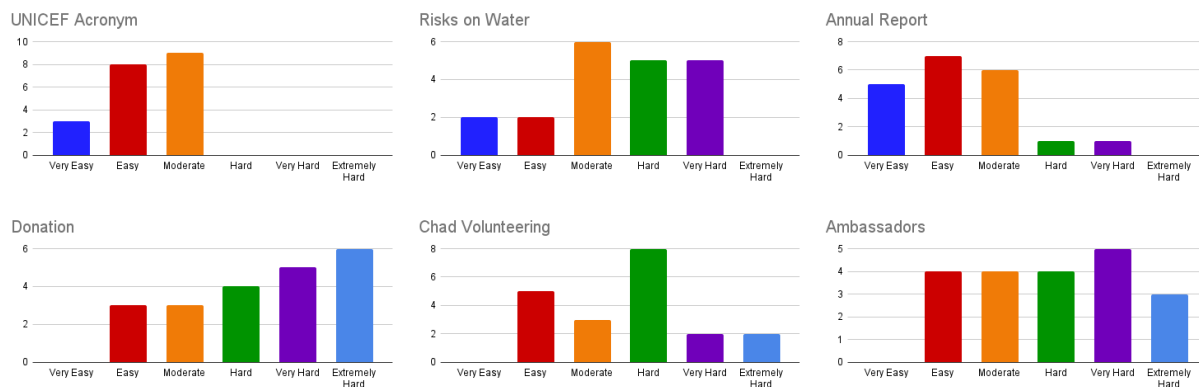
3.9 User Testing Conclusions

User testing not only validated the primary issues and observations noted during our inspection but also revealed that these issues are indeed significant problems that can impact the everyday users of the website. Additionally, user testing generated new insights, such as the excessive amount of information in the navigation menu, which led some users to use the one on the bottom.

As evidenced by the success rate data and user feedback, users encountered significant difficulties in completing key tasks (such as 2, 4, and 5). The website's lack of intuitive organization and the many inconsistencies in content location contributed to experiencing these difficulties. This emphasises the importance of improving the website's structure and content organization to enhance overall usability and user experience.

4   Conclusions

4.1   Report Conclusions

The two methods employed (Inspection Review and User Testing) highlighted the strengths and the point of weakness of the UNICEF website.

The aesthetic and the design are well-developed, we as evaluators and the users both found them pleasing. Furthermore, the language used is clear and coherent, understandable by all users. Information on the pages was appropriately balanced and well-organized into paragraphs, with consistent font sizes and colours for titles, enhancing readability and user experience.

Some flaws start to be encountered when the attention is focused on the aspects related to the **navigation**. One of the main problems is the near absence and inconsistency of **breadcrumbs**, which significantly impacts the website's ease of use, particularly for inexperienced users trying to navigate and understand different sections. Moreover, it would be useful to incorporate a dedicated **back button** into the web page to avoid using improper browser buttons. Furthermore, the navigation **menu** is too dense with links and sections, this makes the users spend a large amount of time finding the right link to click. The lack of highlighting for the current section in the menu complicates navigation, making it challenging for users to identify their current location within the menu. Regarding the **search bar**, significant improvements are needed as many website contents do not appear as results for user queries. A concerning issue with the website is that the UNICEF logo does not consistently redirect the user to the home page as expected. Additionally, the logo itself also changes its graphics alongside part of the main menu. Another significant challenge lies in selecting a specific cause during the **donation process**. While the UNICEF website facilitates general donations seamlessly, the process of selecting a specific cause requires an excessive amount of time, as revealed through user testing.

4.2   Proposals for a redesign

Based on the results of the Inspection and the User testing, it is evident that the main problems to be resolved on the website are mostly related to Navigation. Both analyses indicated that the presentation of the website is satisfactory, and the content aspects are good enough.

Assuming a redesign of the website, the primary focus should be on navigation. User testing confirmed difficulties in understanding the user's current position on the website. To improve this aspect, we can increase both the quantity and quality of breadcrumbs, as they are currently limited and location-based. Additionally, highlighting the current page within the menu would help users understand their position in the hierarchy.

To address the cognitive overload of the navigation menu, there should be a thorough evaluation of the current menu items and prioritization of the most important ones, and also, it should be possible to open sub-menus of each section. For example, in "What We Do", a sub-menu for the focus areas should be present, as well for the emergencies spotlight in "Stories".

Regarding the change of the structure of the website in some sections (such as UNICEF Careers, Innocenti – Global Office of Research and Foresight, or the region sites), it is necessary to redesign those pages inserting the same navigation menu and the possibility of going to the home page through the UNICEF logo.

Finally, it is important to specify when a link goes to another page or when it downloads a file.

5 Annexes

5.1 Heuristics Evaluation Tables

5.1.1 Nielsen Heuristics

		FB	ILP	MC	RL
H1	vote	2	1	2	1
	comment	Bread-crumps are not path based. One example is the https://www.unicef.org/immunization/polio page, you can access it both from the home and from the 'Immunization' page and the bread crumps will show the complete path either way. Also they aren't present in every page, for instance this is the case of https://www.unicef.org/innocenti/ page.	The bread crumbs are rare and in the second step of donation it state the amount of it and if it periodic but not to which case the person is donating.	Bread crumbs are location-based and they are present only in the "what we do" section. Moreover, the user cannot understand their current location in the website (apart from the title on top of the page) since there is no highlighting in the dropdown menu inside the navbar	Website breadcrumps are nice, but usually absent. So they also disappear switching pages
H2	vote	5	5	5	5
	comment	All the concepts and titles are expressed with common language, in order to let it be natural for the final user. The icons are standard, as the link or the search ones.	In general, the terms used in the website are clear and understandable for the average user.	The language used in the website doesn't include words out of the every-day language (apart from sparse instances). The choice of the icons used to represent some article are self-explanatory and they do not assume any non-intuitive meaning	There are few icons in the website, but thay match real word concepts. Also menu interface is easy to read and to understand
H3	vote	2	0	2	2
	comment	You often get redirected to external sites, or some links do not send you to other pages, but they download pdf files without warning. Many times there is no way to go back to the home page, since the homepage button doesn't redirect to the actual homepage. 'Back' buttons are completely absent, the only way to go back to the previous page is by means of the bread crump, if they're present in the current page.	There is no "back" button, in some pages the UNICEF logo does not take the user back to the classical home page but to the main page of that section (see UNICEF Careers), there are many external links that are not clearly marked as such and from which there is no way to return to the UNICEF website, if the user is in the payment page for the donation and goes back to the previous page with the form all the personal data is not saved so the user has to fill it again in order to make a donation.	In some sections the main page is on another endpoint (not the default endpoint), this causes some problems because the home link assigned to the UNICEF logo does not redirect the user to the home page but in these kind of pages makes the user return to the main page of the section (an example is the carrers section). This is a big issue because the user doesn't have any other way, rather than using the back button provided by the browser, to go back for example to the home page of the website. Things get better in the donation procedure because here there are buttons to move back to previous steps, even though in this case the parameters we previously wrote are cancelled.	There is no way to navigate through pages except browser back button. Sometimes also going back to the home page becomes difficult. On the other hand, donation page asks for confirmation for every step
H4	vote	4	4	4	4
	comment	Every time the buttons, links and icons are consistent with the ones of the other pages that represent the same things. They're both consistent between each other an the rest of the page in colors and dimensions, but many of them don't change consistently after clicking on the 'High Contrast' button.	The classical icons for searching and sharing are used, the languages are always in the top righ corner but sometimes some articles are highlighted in blue with no apparent reason (see the images).	The images that are used to represents articles/pages are consistent among the entire website and they are not reused in different contexts. The same happens basically for every other button, apart from little differences like the donate button that has a change in the style of the component sometimes.	The website uses consistent icons, like sarching and donate buttons. Also accelerators such as language change are always in the same place (top right)
H5	vote	2	2	3	3
	comment	There are no back buttons, neither sometimes is there the possibility to go directly to the homepage. There are login forms, as in the career section that don't even require a password but show an error message asking to type the password again since it might be incorrect.	When donating more then 50€, a conformation window is opened and when leaving the donation page asks if sure, however there is no back button, the UNICEF logo does not always go to the home page, and when choosing an invalid password for signing up as a volunteer it does not say the specific reason.	As already stated, in some pages there is no option to go back directly to the home page. In the donation procedure there's the back button even though the system doesn't remember the parameter we previously wrote (you must rewrite everything in order to go forward again). Moreover, when typing the card number and the phone number there's a validity check that is live, this is pretty good since the user doesn't need to complete the entire form before the system tells them if something is wrong	Wrong links give this page that shows a nice message and a way to go back to the home, but not on a previously visited page…. Donation correctly asks for confirmation before being accepted
H6	vote	5	5	5	4
	comment	The basic menus, links and the search bar are accessible from almost every page, some of them are also repeated inside a single page.	There are a lot of suggestion in the home page of the most important topics and when searching it gives a set of option while the user is typing.	When using the search bar the system provides some suggestions based on what the user wrote. In most of the pages there's the usual navbar with menus and the links to donate and to look at the press.	Reaching a specific article requires a relatively little amount of time because sections in the menu are well defined. I don't think user needs to think a lot to go through web pages
H7	vote	2	3	2	3
	comment	Accelerators as the language switch and the high contrast mode button are present in every page and their objective should be to enhance the flexibility of the website, but the language switch is always present on top of the page with a fixed set of languages, while inside the same page it is noticeable that there is only a smaller set of languages available, so clicking on a language that is not on the subset won't change anything. The high contrast mode will change only partially the color palette of the website.	The "donate" button is always present multiple times in the page but the landmarks change when moving to unicef.org/careers/	There are accelerators to change the language of the website but they are not present on every page, for instance in the subsection https://www.unicef.org/supply/stories these accelerators do not exist	There is no "favourite" section, but from every page you can go to the "donate" page, which is the most important of the website
H8	vote	5	4	4	5
	comment	Design is always minimal, icons are always stylized, pages always follow the same patterns; color palettes are always consistent among different pages. There are hardly ever walls of texts, sometimes those are avoided by means of the toggle lists.	The design is minimalistic, the main colors are the ones of the logo (light blue and white) and the text is organized with titles, subtitles and paragraphs. However there are a lot of external sites (correlated to UNICEF) that have a totally different design.	Everything wrote in the website is auto explanatory and also the text volume is generally really low. There are a lot of examples like the cards used in the home page which describe some critical conditions in the world with an image and little text, if the user then wants to learn more about that specific scenario there's a link to go to another specific page	Website aesthetic is very pleasant and balanced
H9	vote	1	3	3	4
	comment	Error 404 visible. There are login forms, as in the career section that don't even require a password but show an error message asking to type the password again since it might be incorrect.	If there are some typing errors in the search, they are recognized and results are shown correctly. In the personal data form for the donation, the error messages are clear and immediate for any type of error while in the login form for volunteers there is only the standard message "username or password not valid".	When typing a random end-point the page displays "404 error" which for a general user doesn't mean anything, the rest of the error message is pretty good and works also without the "404 error". Moreover, this error page provides a going back to home link	User errors are managed: when typing something wrong while searching for an article, the website suggests a correction and searches for that word. Writing a wrong URL produces a page that show "Error 404" and a button that sends you to the home
H10	vote	0	1	2	2
	comment	The website documentation is not provided. There is no tutorial on how to make a donation. FAQ section is hard to find on the website.	No documentation or help icons present, FAQ are only about UNICEF and not on how to use the website.	There's no documentatio regarding the use of the website. Yes there is a page dedicated to the FAQs but it has a very little number of "specific guides" to perform some actions.	There are no help buttons that explain what a click on a link generate. Apparently there is no documentation

5.1.2 MILE Heuristics

			FB	ILP	MC	RL
Navigation	Interaction consistency	vote	4		3	
		comment	The main buttons and links are always available, the main menu is always accessible. Sometimes the home button doesn't work or redirects to the wrong page. Links to news are correlated with the subject of the page but are always present.	Articles have the same structure (titles, photos, link to similar articles, donation for the specific cause), however focus areas are all different (sometimes there is a menu to navigate and often they have different links, some of them are "Page" and others are "Programme" but it is not clear why), such as the partnership pages (see examples in the images)	Yes, every page contains the "home" link (even though in some pages it doesn't work) and in general they use the same navbar and also the same footer. Having said this, in some pages there are more interactive points like links through images, depending on the topic of the page.	These two pages of the same section have some features in common, like the opportunity to switch language, but different link style. Also the interaction is different: on the left clicking on the link moves the webpage, on the right it adds a parameter in the query. In complex the website has an idea of consistency, but often similar content pages looks different each other (show photo)
	Group navigation 1	vote	3	2	3	1
		comment	It is hard to navigate among pages of the same group as the 'Emergencies spotlight' group, since you need to open the main menu every time. It is easier in every other case.	There are coherent liks and submenus but there are not breadcrumbs or back buttons.	Outside of the "what we do " section, the only way, we as users, can change the sub-section we are visiting is to use the dropdown menu inside the navbar (even though you cannot directly see what page you are currently in). Note that to change the top-level section the only links provided are the ones inside the menu. When we are inside the "what we do" section things get a lot better thanks to the breadcrumbs, by using them we can easily change the particular topic of the subsection we are visiting (to change the sub-section though we still have to use the dropdown menu)	Website has got a pretty clear navigation menu, maybe a little bit overloaded, but the website has a lot of content so it's ok. Navigation through pages is instead very unclear and difficult. It is often useful to reopen the menu to jump among pages.
	Group navigation 2	vote	3	4	3	4
		comment	Menus are really large with different sections in each one. There are links that are repeated among different menus or even among different sections of the same menu.	Overall the navigation menu is very well organized with two types of classifications, the only problem is that "Work with us" in "About us" doesn't make sense and it is a duplicate link because it is also present in "Take Action/Get involved".	Yes but not that much. The worst item in the menu, in terms of cognitive overload, is by far the "what we do" window since it contains a lot of items to list (the good thing is that they limited the list to the first level of the hierarchy, there are sub-topics of each item)	Website has got a pretty clear navigation menu, maybe a little bit overloaded, but the website has a lot of content so it's ok. Navigation through pages is instead very unclear and difficult. It is often useful to reopen the menu to jump among pages.
	Structural navigation	vote	2	2	3	4
		comment	You can both click a link on the page, navigate from the bread crumbs (when present) and open the menus, but this options don't cover all the possible pages. 'Go Back' buttons are absent.	It is not always easy to navigate, for the reasons I stated above.	Yes but it's pretty annoying with time since you always must use the menu inside the navbar	The website presents a "jump to" section in the pages presenting a topic. It is helpful to avoid scrolling the page to find the part you are interested in 😊
	Semantic Navigation	vote	3	2	2	2
		comment	It is really easy to move forward by means of the links inside the page, almost impossible to go back without relying on the browser's features.	It is very difficult to navigate amog topics, it is possible only through the navigation menu but otherwise there are not breadcrumbs or back buttons.	Not so much because the web page doesn't always provide links between articles. Moreover when there are suggestions about other articles, these are often unrelated to the one visiting	Until there are bread crumbs to guide you its very easy to navigate through related content, but they are present only in few pages and without them it becomes very difficult. I suggest to apply this menu to most of the website
	Landmarks	vote	2	3	2	2
		comment	Landmarks as the language switch and the high contrast mode button are present in every page, but the language switch is always present on top of the page with a fixed set of languages, while inside the same page it is noticeable that there is only a smaller set of languages available, so clicking on a language that is not on the subset won't change anything. The high contrast mode will change only partially the color palette of the website. The Home landmark doesn't work properly in all the pages.	In some pages the UNICEF logo does not take the user back to the classical home page but to the main page of that section (see UNICEF Careers), also the navigation menu changes in some pages.	The menu changes depending on the page we are currently in and also the home link (logo) doesn't always go to the home page	In the website there is always UNICEF logo in the top left corner. It should link you to the website home, but often this function is wrong: clicking on the logo brings you back on the same page where you are, which is inconsistent. Going from these pages to the home page becomes harder
Content	Information overload	vote	5	5	5	5
		comment	There are no pages with walls of texts, some pages use toggle lists to avoid having too much text on screen at the same time.	The information is in the right amount, it is well organized with titles and subtitles, links, images and sometimes bulleted lists.	The quantity of information provided is in the average, nor too much nor too little	Information is given in the right way, without overloading pages with text, even if some articles talk about big topics. On the other hand there is no page that feels "empty". Well done
	Consistency of page content structure	vote	2	2	3	4
		comment	Pages that represent the same topics have the same structure and are consistent with each other, for instance all the 'Emergencies spotlight' pages share the same structure and the same kind of content. The more uncorrelated the topics are, the less consistent the page structure becomes. Not all the pages have the same menus and landmarks on top and at the bottom of the pages. The page about the Central Africa Republic is inconsistent with respect to the other 'Stories' pages, but redirects to an empty page that is written in french.	Focus areas are all different: some of them have reports and data, others have challenges and resources... Whereas articles are consistent in the content.	More yes than no, the consistency appears in a hierarchical way, in the sense that the main page of each top-level section is consistent with the ones of the other sections, the same happens with the sub-sections among the same section and also among different sections. Still, there might be some differences in the layout between different pages due to the content type (in some pages there might be dropdown lists in order to decrease the amount of text visible at the same time)	Trying to scroll the different stories presented by UNICEF, you can simply notice the content structure: What's happening – How is UNICEF supporting – Donate to help – Other resources. In the section What we do it is harder to identify a fixed structure, but it seems also tidy
	Contextualized information	vote	2	2	1	2
		comment	Pages always have titles that help the users understand the section of the website that they're in. Sometimes the unicef logo changes accordingly with the branch of the website that the user is in. Bread crumbs are poorly developed and not always present.	No bread crumbs and no error information, but coherent suggestions and related content.	When visiting the pages under the "what we do" section you can look at the location-based breadcrumbs provided (which are not present anywhere else in the website). Aside from the breadcrumbs, there's the page title and in some cases there's an icon used to represent a page/article, there is no other information that helps the user to understand where they are in the page. If you look at the dropdown menu in the navbar you don't see highlighted the page you are currently visiting.	It happens oftenly that you can't understand where you are: if you are reading an article of "stories" or "what we do" section you can barely see differences. And again, bread crumbs are absent
	Content organization	vote	5	5	5	4
		comment	The content hirarchy is always respected and consistent in every menu or page.	The content of the site is very well organized, and the hierarchy of information is good.	I think so, yes. During the inspection I didn't find any topic under the wrong section.	Content is disposed in a hierarchical way

Presentation			Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
	Text Layout	vote	5	5	5	5
		comment	The font sizes are appropriate and consistent between the different pages.	The text is readable with an appropriate size font.	Yes, the text are readable. The choices about the background color, the font and the relative size are appropriate.	Text is readable, it is in contrast with the background and it has the right dimension, both for titles and content
	Interaction placeholders semiotcs	vote	4	5	5	4
		comment	The buttons are always labeled the right way with the label's text that always means the action that they perform. Sometimes things seem to be links, but they download a pdf file instead without warnings. A kind of warning is provided, for instance for the pdf files of https://www.unicef.org/reports/humanitarian-action-children-2022-overview page	Link labels very well named and icons are coherent with the destination of the link.	Yes, the icons that are used (which are basically always links) convey their functional meaning. The magnifying glass makes the search bar appear, the icons used to represent the critical topics under the "what we do" section are also appropriate and express the proper meaning of each article	In the website there are few interactive elements, there are lot of text links, which are obviously clear. There is a "search" section that is interactive and intuitive
	Interaction placeholders consistency	vote	4	5	5	4
		comment	'Donate' vs 'Become a Donor' are two different buttons for the same action, they have the same style and redirect to the same page. Every other button and icon seem to be consistent.	Link lables are consistent: the links to the articles are all in light blue and in the bottom right corner of the article box, the buttons are all of the same size but the color changes with the area of interest. The visual lables are all icons in light blue.	Yes, article's icons are always light-blue and always centered w.r.t. the horizontal axis, the search icon stays the same in all the pages.	In the website there are few interactive elements, there are lot of text links, which are obviously clear. There is a "search" section that is interactive and intuitive
	Consistency of Visual Elements	vote	5	4	4	5
		comment	The structure of the pages is almost always the same, the position of the menus, the colors and the fonts are always consistent.	Overall all the elements of pages of the same type have the same style but in the focus areas the menu to navigate the page can have a different design.	Apart from some slight differences the answer is yes. Note that the differences are consequences of the content type used.	As already said, in the same macro area (ex. Stories), pages has the same structure. This feature also applies to visual elements, such as the begin of an article which is an image that fills the screen horizontally
	Hierarchy 1	vote	5	5	5	4
		comment	Font sizes, colors and the position on screen of images and texts on screen is consistent with their relevance.	The hierarchy is well done: the most important causes of the moment are put at the beginning of the home page.	Yes, the decided order of display for the content is based on their importance. An example is in the the main page of the "take action" section, here the donation button is repeated and put just under the page title, then you can find the "get involved" sub-section and so on.	Website content is well designed, but, looking at the screenshot, I suggest to increase the dimension of the DONATE button, because I think it's the most important element. It is also true that this button is highlighted by color contrast, but for me is not enough
	Hierarchy 2	vote	5	5	5	4
		comment	Font sizes, colors and the position on screen of images and texts on screen is consistent with their relevance.	The hierarchy is well done (ex: the donation button is at the top right corner)	The perfect example is in the home page where the Gaaza crisis is represented by a big image appearing at the center of the website, the other crisis are then put as cards just below the image	Website content is well designed, but, looking at the screenshot, I suggest to increase the dimension of the DONATE button, because I think it's the most important element. It is also true that this button is highlighted by color contrast, but for me is not enough
	Spatial allocation 1	vote	5	5	3	3
		comment	Pages are organized by topic, so semantically related elements are close to each other, while semantically distant elements are placed distant from each other	Semantically close elements are always placed near each other	Not always. Especially in the card sections the content can be of different types, for instance you could find the annual report of the results produces by UNICEF in the past year next to the card describing the Haiti crisis.	The only example that comes to my mind is the bottom right part of the website, dedicated to social media: they are all links to social and they are placed closed each other
	Spatial allocation 2	vote	5	5	3	3
		comment	Pages are organized by topic, so semantically related elements are close to each other, while semantically distant elements are placed distant from each other	Semantically distant elements are always placed far from each other	The same as for Spatial Allocation 1	The only example that comes to my mind is the bottom right part of the website, dedicated to social media: they are all links to social and they are placed closed each other
	Consistency of Page Spatial Structure	vote	5	5	5	5
		comment	Pages that represent the same topics have the same structure. The more uncorrelated the topics are, the less consistent the page structure becomes, but overall the main elemts are always the same.	Overall all the pages have the same structure	Yes, there's a noticeable consistency in the spatial organization of the visual elements among the pages of the same type. Note that there are still slight differences like in position alignment (sometimes on the right and some other times on the left) and also in some other features.	Yes, similar pages have the same structure. As an example all the articles keep very similar format and font

5.2 User Testing

5.2.1 Evaluation Tables

		U1	U2	U3	U4	U5	U6	U7	U8	U9	U10	U11	U12	U13	U14	U15	U16	U17	U18	U19	U20
TASK 1	Completed	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
	Time	1:03	1:10	1:02	0:32	1:18	1:20	1:18	3:30	2:33	0:44	1:15	2:50	2:30	4:15	1:56	1:49	1:40	0:53	1:07	2:27
	#Try	2	2	3	1	2	1	1	2	2	1	2	2	2	2	2	2	3	1	2	2
	#Back	0	1	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	0	0
	#Home	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1
	#Search Bar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	#Menu	2	2	3	1	2	1	1	1	2	1	1	2	2	2	2	2	3	1	2	2
TASK 2	Completed	3	3	4	3	4	3	2	4	2	4	4	4	2	2	3	4	4	3	3	2
	Time	1:47	4:10	1:28	3:08	1:35	3:17	4:30	1:20	8:10	3:18	3:35	3:10	8:55	6:23	4:04	4:25	3:21	4:46	9:55	19:48
	#Try	3	3	1	4	1	3	5	1	5	2	2	2	5	3	3	1	1	3	5	6
	#Back	0	2	0	1	0	0	0	0	0	0	0	1	0	2	6	1	0	0	1	1
	#Home	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1	1
	#Search Bar	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	#Menu	3	2	1	2	0	3	5	1	5	2	0	2	4	3	3	1	1	3	5	6
TASK 3	Completed	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	3	4	4	4
	Time	1:42	1:09	1:05	1:00	1:47	0:50	0:35	5:10	0:50	0:37	1:30	2:08	2:30	1:40	1:01	2:53	6:01	1:16	1:10	0:55
	#Try	1	1	1	1	2	1	1	5	1	1	2	2	2	1	1	2	2	1	1	1
	#Back	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	1	0	0	0
	#Home	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0	0
	#Search Bar	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	#Menu	1	1	1	1	1	1	1	5	1	1	1	2	1	1	1	1	1	1	1	1
TASK 4	Completed	4	4	4	3	4	3	3	4	2	4	4	4	3	4	4	4	3	3	3	4
	Time	2:45	2:11	1:10	2:36	1:53	5:00	4:00	3:20	5:20	1:20	2:05	2:30	4:13	2:45	2:46	2:48	7:00	5:33	10:24	7:18
	#Try	1	1	1	3	1	2	2	1	5	1	1	2	3	1	1	2	4	2	2	3
	#Back	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	3	1	0	0
	#Home	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1
	#Search Bar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	#Menu	1	1	1	2	1	1	1	1	5	1	1	1	2	1	1	1	2	2	1	3
TASK 5	Completed	3	2	3	2	4	3	2	3	1	3	2	4	3	2	3	4	2	3	3	4
	Time	5:10	4:48	2:55	8:14	2:41	10:00	10:00	7:45	10:00	6:50	10:15	3:00	2:46	8:56	4:32	4:59	8:19	6:00	12:50	2:00
	#Try	4	5	4	5	2	4	6	2	6	5	11	2	4	5	3	3	5	6	8	2
	#Back	3	0	2	3	2	2	6	1	3	3	14	4	3	4	2	2	4	5	2	1
	#Home	0	0	0	1	0	1	1	1	2	1	1	0	0	2	1	2	7	0	2	1
	#Search Bar	1	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	1	0	0
	#Menu	3	4	4	2	2	3	2	2	3	4	4	1	2	2	2	2	5	4	7	2
TASK 6	Completed	3	1	4	2	3	4	4	3	4	3	3	2	4	4	4	2	3	3	4	3
	Time	3:35	7:13	2:05	10:01	6:17	5:30	1:43	7:20	1:40	6:40	7:32	5:35	1:20	2:20	2:12	10:50	5:22	9:30	3:30	12:50
	#Try	3	9	1	6	3	1	1	5	1	4	8	4	1	2	2	4	3	10	2	5
	#Back	0	0	0	2	0	0	0	0	0	2	10	0	0	0	0	1	0	3	0	0
	#Home	0	0	0	1	0	0	0	0	0	0	4	0	0	1	0	2	1	0	0	0
	#Search Bar	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	#Menu	3	8	1	6	3	1	1	1	1	3	8	4	1	1	2	4	3	10	2	5

5.2.2 Questionnaire questions

Graded questions

- Select the difficulty of Task 1 - UNICEF Acronym - [0,5]
- Select the difficulty of Task 2 - Risks on Water - [0,5]
- Select the difficulty of Task 3 - Annual Report - [0,5]
- Select the difficulty of Task 4 - Donation - [0,5]
- Select the difficulty of Task 5 - Chad Volunteering - [0,5]
- Select the difficulty of Task 6 - Ambassadors - [0,5]
- Rate the aesthetic and design of the website - [0,5]
- How would you rate the ease of the donation process? - [0,5]
- On a scale from 0 to 5, how frequently would you use the UNICEF's articles to inform yourself? - [0,5]

Articles related questions

- Self-explanatory of the title - [0-3]
- Clarity and readability of the text - [0-3]
- Length of the article - [0-3]
- Terminology used - [0-3]
- Ease of finding the main information - [0-3]
- Navigation through the sections of the article - [0-3]
- Size of images and photos - [0-3]
- Consistency of suggested articles - [0-3]

Volunteering related questions

- I understood completely how it works - [0-3]
- The volunteer opportunities' descriptions were clear, and I found all the information I needed - [0-3]
- The text length was appropriate - [0-3]
- The filters were well-designed and useful - [0-3]
- The search bar was helpful and reliable - [0-3]

Additionally, the users may provide some comments about positive and negative features that they recognized while navigating through the website, in addition to whatever kind of feedback they could provide.