Opening (interest and general feelings)

- What do you think about advantages and disadvantages of UNICEF.org?
- Do you think the time you spent in UNICEF.org is effective for the goal?
- How much effort did you need to understand the flow of usage?
- Do you feel waiting too much while using the app?
- Do you think the page you are viewing has everything you need or is there too much?

Information architecture

- Is it hard to find every information you need to making a donation
- Is it easy to reach your goal in the website? Do you find some impediments or slowdowns?
- Do you use every page of the website?
- Is it easy to come back to the other pages from a donation page?
- Did you see a connection between the interruptions or slowdowns you encountered and the way the page is organized?
- Is it useful to have a list of all page in a drop down menu with many secondary pages?
- Would you like to have more preferences to customize the website? Some examples?

Comprehensibility of graphic language & General Aesthetic

- Is the overall graphic clear for you? Any suggestions to improve it?
- What do you think about the relationship between size of the components and the amount of information displayed?
- Do you find pop up allerts are usefull?
- Do you have difficulty while reading the texts on the website ? Are they too small or invisible?
- Is the high crontrast/low crontrast mode switch well made (You find everything easily in each mode)?