

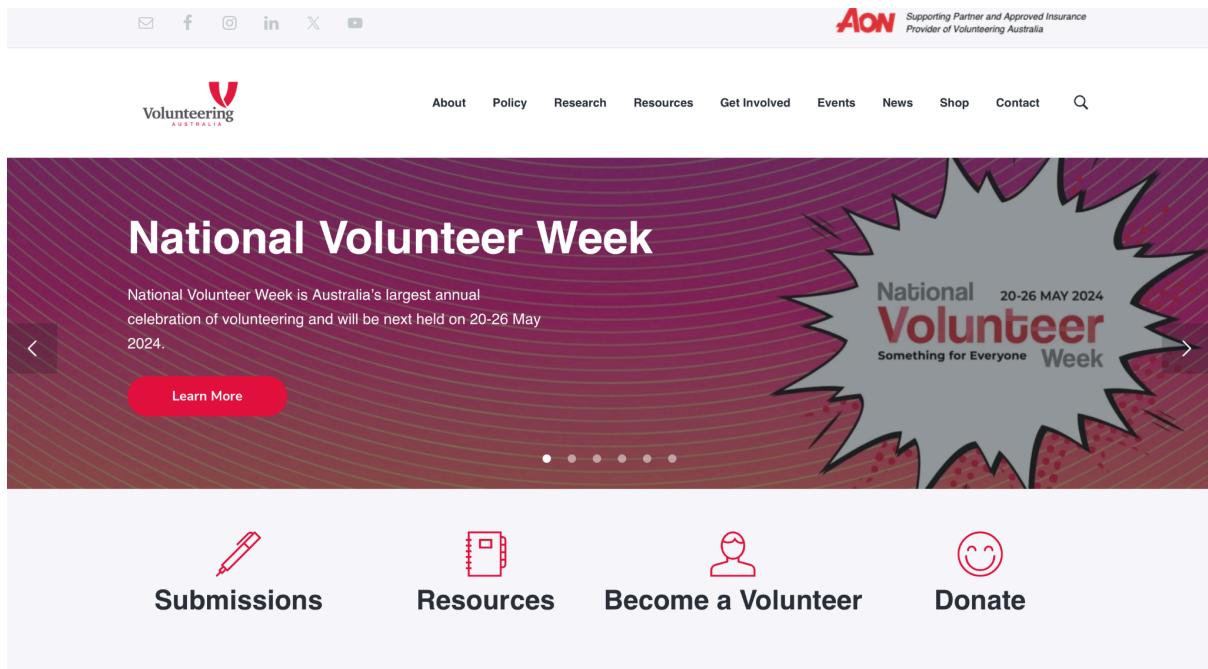
# Web and Database Computing Research

Group 73

Bao Au  
Jing Zhe Lim  
Brooke Wang  
Yaline Vong

For our research, our group analysed 3 website designs and their layout to assess their cognitive and kinematic load for users. We looked at [Volunteering Australia](#), [Save the Children Australia](#) and [Australian Volunteers](#).

## Volunteering Australia:



### Layout

The website follows a card layout, which effectively shows the latest news or research. As it is mostly non-hierarchical, none of the contents stands out over other information, allowing the viewer to look over all the information presented without increasing cognitive load. The icons help to draw viewers attention to actions they can take, and provide visual cues to better understand the organisation.

### Colours

The colour contrast of red and white, enhances user experience with a clear visual of contents, however the red is a little too overpowering, making it hard for users to focus on one thing at a time.

### Icons

Icons are used to highlight the webpage's features such as Joining or Donating.

### Images

Images feature volunteering activities, the latest news and the organisation events.

## Latest News



Want to see more previous news and updates?

[View More](#)

## Fonts

Fonts are consistent throughout the website.

- White text is used when enclosed by red containers, which highlights the overall colour theme of the organisation.
- Black text is used for general information.

## Search

A search section named “Script” takes keywords, Durations and Locations to quickly find volunteering opportunities near the users.

### Find out about Volunteering Opportunities near You!

#### Script

##### Keywords

Anything

What are you interested in?

##### Durations

Any Time

How much time can you spare?

##### Locations

Canberra, ACT

+0km

Postcode, suburb, city or state

[+ more options](#)

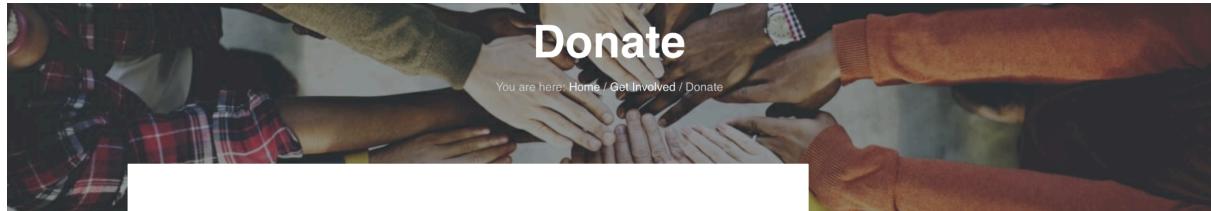
[Search](#)

## Login/Signup

This webpage doesn't have a login feature. Instead, it links to a dedicated mobile application called "GoVolunteer", which allows signing up for an account and managing their user's volunteering activities. This increases kinematic load and discourages users from joining the organisation.

## Donation

The website has a Donation Platform, which can be found in the "Get Involved" tab. It allows visitors to make financial contributions to the organisation. The red "make a donation" button is a good call to action but the many different text sizes, styles and colours make it hard to read the information.



*The generous contributions of our supporters allow Volunteering Australia to continue acting as a voice for volunteers and the wider community. We are a registered non-for-profit organisation, and donations are tax deductible.*

As an advocate for volunteers and the volunteering sector, Volunteering Australia is involved in a wide variety of activities. Donations help to fund policy development, research, community consultations, and co-ordination between Volunteering Australia and other organisations.

We are very grateful for the donations we receive from community members and supporters.

[Make a donation today.](#)

Please note: When you click the 'donate today' button you will be redirected to our donation page at 'GiveNow'.

[Make a secure](#)

## Ready to start volunteering?

GoVolunteer makes it easy to find a volunteer role that suits your interests, motivation, availability and location.



Keywords

What are you interested in?

Durations

## Logo

The logo of the organisation is in the top left corner, providing a clear visual of the webpage's name, and following the F shape users scan for.

## Header

A header on the top provides quick access to volunteering Australia's contacts such as email, social media (Facebook, Instagram, X), YouTube and LinkedIn.

## Footer

The footer at the end contains organisation details, useful links and copyrights.

| Organisation Details  | Useful Links   | Registered Charity Member  |
|---|--|--|
| <p>Volunteering Australia<br/>Ph: 02 6189 4921<br/>Address<br/>Ground Floor, 1 Farrell Place<br/>Canberra City ACT 2601<br/>ABN: 23 062 806 464</p> <p><i>Volunteering Australia receives a commission from Aon in relation to its endorsement as our supporting partner and approved insurance provider.</i></p> | <p>Terms of use<br/>Privacy Policy<br/>Shop<br/>Media Centre<br/><a href="#">Subscribe to our newsletter</a></p> |  |



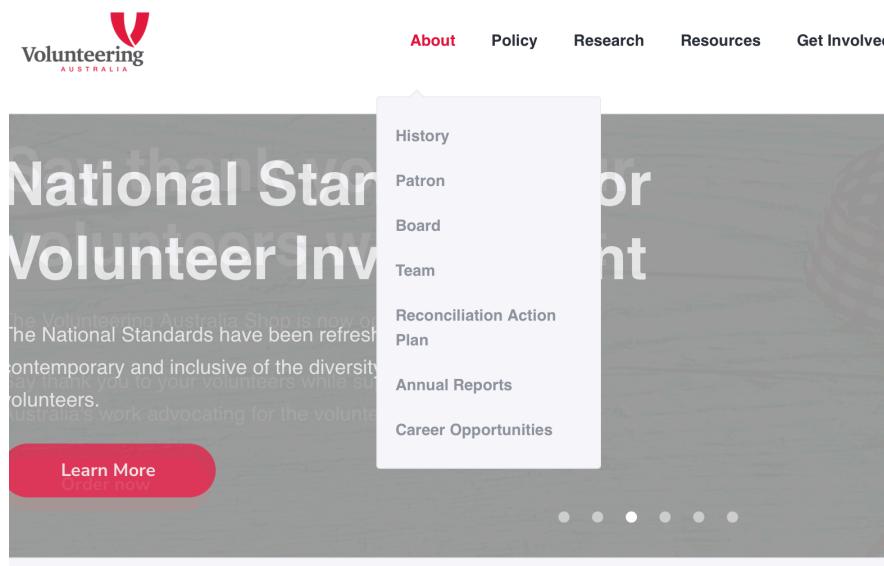
Copyright © 2024 Volunteering Australia. All rights reserved. [Return to top](#)

## Slider

Sliders are used in combination with images to show relative volunteering information such as events and joining, which encourages the users to explore further from the home page without navigating around the site.

## Navigation Bar

Clear and intuitive navigation bar, which includes useful information the visitors need such as “About”, “Get Involved”, “Events”, and “Contact”. Each section has a drop down menu, which reduces their accessibility but intuitively groups information for users to access.



The screenshot shows the Volunteering Australia homepage. At the top, there's a navigation bar with links for About, Policy, Research, Resources, and Get Involved. Below this, a large banner features the text "National Standard Volunteer Inv..." and a message about the shop being refreshed. A red button at the bottom left says "Learn More Order now". A dropdown menu is open over the "About" link, listing History, Patron, Board, Team, Reconciliation Action Plan, Annual Reports, and Career Opportunities. At the very bottom, there's a series of small dots indicating a scrollable area.

## Sections

Sections are dedicated to different aspects of the organisations such as Volunteer activities, events, news, submissions and research.

## Latest Submissions & Research



The Story Project



Federal Budget 2023-24



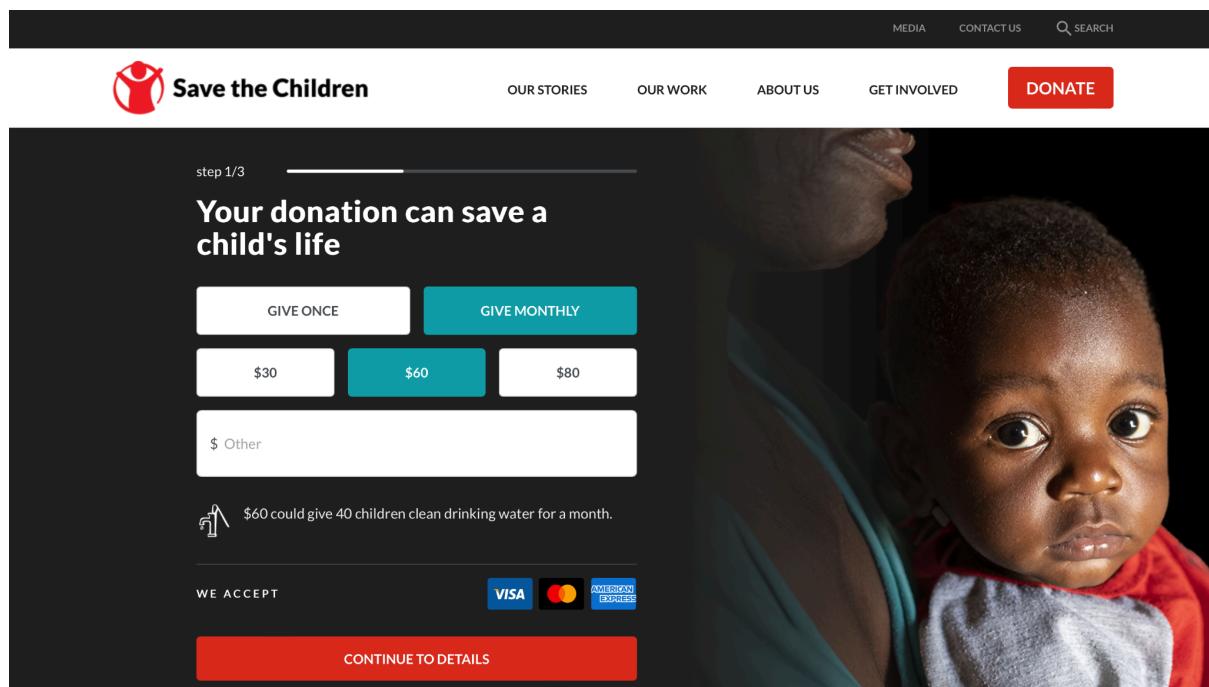
Volunteering in Australia 2022

Want to see more Submissions?

[Go to Submissions](#)

Overall we liked the clear sections of information on the homepage and the logos the website used as call to action buttons. We also liked the slideshow at the top of the page which provided information for users about what the organisation does. However we didn't like how much red the website used and the many different text sizes and colours on each page, as it made it hard to process information.

# Save the Children:



## Layout

The website is made up of clearly defined sections for donations, information and further reading with each section clearly defined using images. The navigation bar, located in the header, captures users' attention and is followed by a donations form, communicating the actions users can make with stories and icons for improved visuals.

A screenshot of the Save the Children homepage. At the top, there's a dark banner with a red "DONATE" button. Below the banner, the headline "Building a better world for and with children" is displayed. A subtext reads "We work hard to protect children from harm and help them access quality education and health services." Below this, there are four circular icons with corresponding text descriptions: "Health" (heart icon), "Education" (school building icon), "Protect" (two people icon), and "Support" (two hands icon). Each section has a brief description of the work Save the Children does in that area. At the bottom, there's a large image of a child's face.

## Colours

The main colours of the website include white, red, beige, and black. These colours are not overly vibrant, and important information is highlighted in red, to attract attention of users while maintaining easy readability.

## Fonts

Fonts are consistent throughout the website, keeping viewers oriented. Text colours are used well on each page to directly and concisely communicate with users. White text is used over images for readability, black text conveys general information and blue text is used for hyperlinks so users can easily navigate through the website and other platforms. Headers are in bold to draw viewer attention and text is well spaced.

With so many [children's charities volunteer opportunities available](#), it's important that the charity you volunteer with one that's accountable and provides short and long term benefits for the community.

For over 100 years, Save the Children Australia has been protecting children from abuse, neglect, disease, hunger, war and conflict. Volunteering with children helps us reach our [3 major goals for children in Australia and overseas](#):

- 1 That no child dies from preventable causes before their 5<sup>th</sup> birthday. We are dedicated to ensuring all children survive and thrive.
- 2 That every child gets access to basic, good quality education that will set them up for life.
- 3 That no child feels threatened with violence, abuse, neglect, war, conflict, disease, hunger or exploitation.

## Benefits Of Volunteering With Children

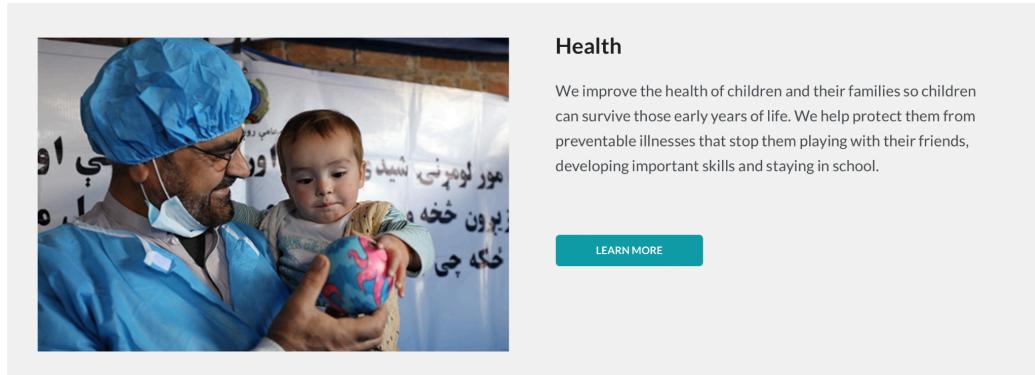
According to the [University of Sydney](#), volunteering with children's charities like Save the Children has benefits including:

- Providing a sense of purpose and meaning to life
- Improving overall mood, mental and physical health
- Feeling like you've got a sense of belonging

In 2019 the [Australian Institute of Health and Welfare](#) \* found that "volunteers bring substantial benefits to their communities. Volunteering also broadens the networks and professional skills of the volunteers". [Read stories from our volunteers](#).

## Images

Images are located on most pages at both the top and bottom, with text in between. On some pages which contain sections that link to other pages, images are used to separate information and convey information to the reader, relevant to each section. While this website contains more images than the previous website, the ratio of images to text is still well maintained so as to not increase cognitive load for readers.



## Health

We improve the health of children and their families so children can survive those early years of life. We help protect them from preventable illnesses that stop them playing with their friends, developing important skills and staying in school.

[LEARN MORE](#)

## Education

The best way to break the cycle of poverty is to keep children in the classroom. That's why we work in Australia and overseas to create greater access to quality education and ensure girls and boys are able to learn in safe and positive environments.

[LEARN MORE](#)



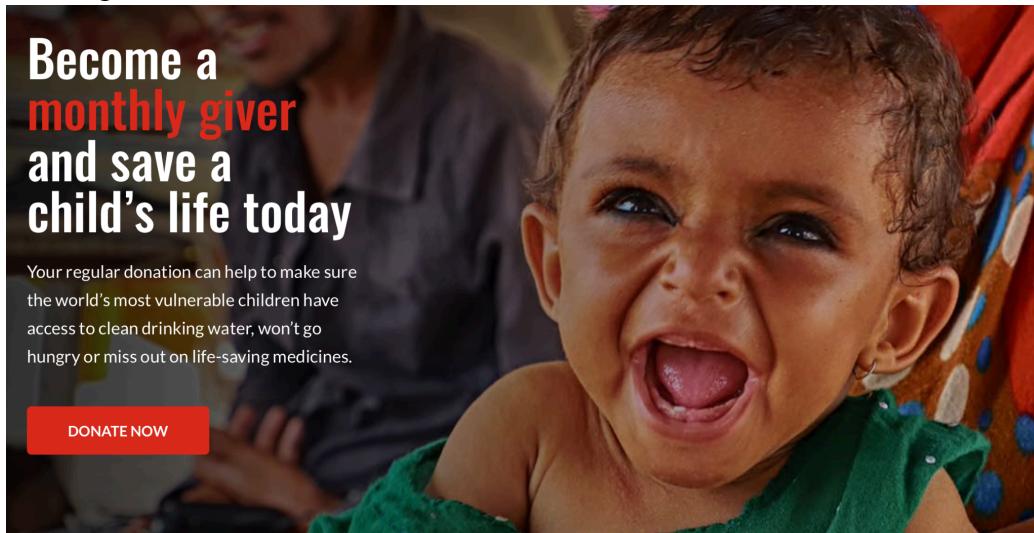
## Buttons

Main buttons on the page are bigger relative to text, drawing attention to the buttons and reducing kinematic load.

**Become a  
monthly giver  
and save a  
child's life today**

Your regular donation can help to make sure the world's most vulnerable children have access to clean drinking water, won't go hungry or miss out on life-saving medicines.

[DONATE NOW](#)

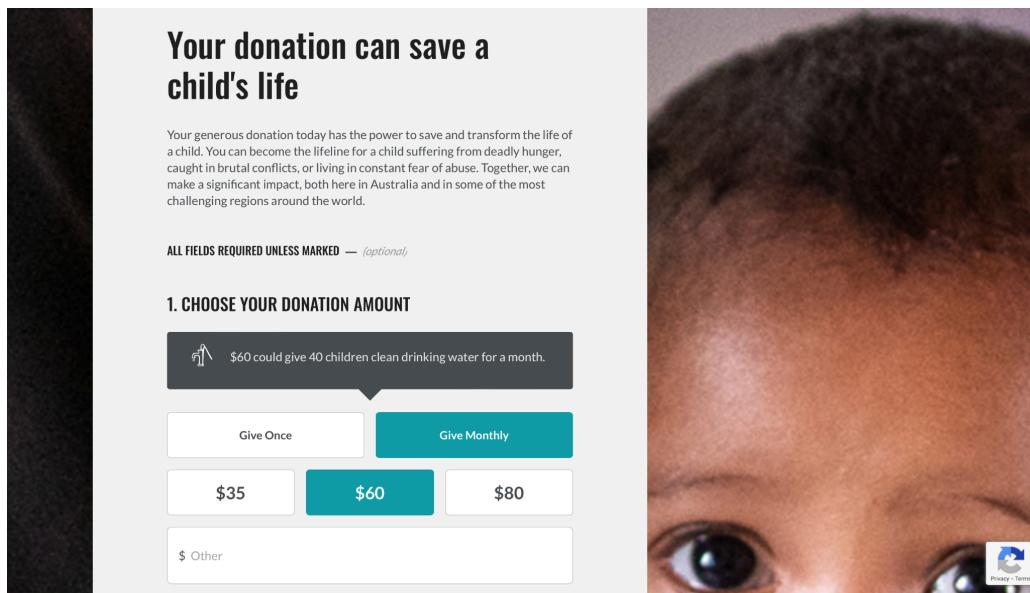


## Search

The header contains a bar with media, contact, and search. Search allows users to input keywords that will list matching articles

## Donate

There is a donate button that gives users multiple options to choose from. Directing users to a page where they can choose their donation amount and input their details.



## Newsletter

At the bottom users can also choose to subscribe to alerts. They are taken to a signup page “Sign up to E-Newsletter” where they can input their name and email.

### Sign up to E-Newsletter

Stay up to date on how Save the Children is creating a world where every child has a safe and happy childhood

Please note: All fields are required unless marked optional.

**First Name**

**Email**

**SIGN UP**

## Navigation

Users can navigate the site with a combination of buttons, hyperlinks, and drop-down menus which takes users to other subpages within the organisation with the footer containing the more links.

## Header

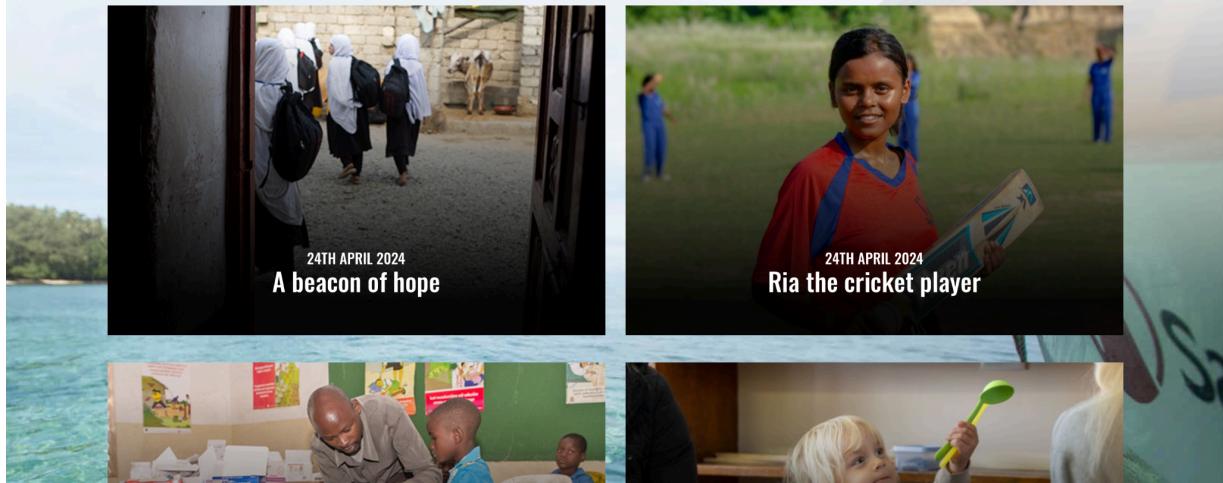
Logo of the site on the far left with title “Save the Children” and big donate button to the far right containing a navigation bar for navigating throughout the website.

## Body

The body contains a lot of information about the organisation and the site. It is split visually using images and text backgrounds to differentiate information for users. Sections include, volunteer opportunities and benefits of volunteering with children with large “learn more” buttons and images to direct users to other pages easily.

## Our stories

Our stories paint a picture of the amazing work Save the Children does around the world and explore some of the biggest issues facing children today.



## Footer

The footer contains more information about how donations are used in the form of a pie chart (a hyperlink that directs users to an annual report) along with what users would normally expect from a footer, contact details, FAQ's sitemap etc.

Stay up to date on how Save the Children is creating a world where every child has a safe and happy childhood

SUBSCRIBE

Where the money goes\*

80.90% Program expenditure  
6.60% Fundraising costs  
7.50% Administration  
5.00% Retail

\*Save the Children Australia's total expenditure for year ended 31 December 2022 expressed as a percentage. See 2022 Annual Report for full details.

Follow us

Call us to Donate

**1800 76 00 11**

Save the Children is a proud member of:  
**EMERGENCY ACTION ALLIANCE**

Overall the structure of this webpage is simplistic and uses an importance hierarchy to help users quickly find information. The organisation's main goal is to get people to donate or volunteer. The donate button is at the very top of the page; the text further elaborates on

volunteering. We liked the use of images to separate content and provide context for the Save the Children's programs and articles but we did find the website very information heavy to navigate through.

# Australian Volunteers:



Australian Volunteers | Australian Aid

About ▾ Assignments ▾ Volunteering ▾ Partners ▾ Inclusion ▾ Alumni ▾ Contact ⚡ Search Log In

## Supporting locally-led change

We match skilled volunteers with international partners to support them to achieve their development goals.

### Colours

Overall the website is made up of blue, white and aqua. These colours are used sparingly creating a page that is easy to comprehend and clear to navigate. From the home page, blue is used for links to other pages with different colours separating sections of the page.



### Our Stories

View All



< >

### Fonts

The website uses consistent font styles in different sizes to group and highlight different

information allowing users to easily identify text and navigate the website. Bold text is used to identify links to other pages users can navigate to.

[On this page](#)

|   |
|---|
| <a href="#">Program resources</a>       |
| <a href="#">Program policies</a>        |
| <a href="#">Volunteer resources</a>     |
| <a href="#">Research and evaluation</a> |

**Program policies**

Australian Volunteers Program participants must comply with the following policies in the course of their volunteer assignments.

- [AVI's Child Protection Policy](#)
  - The Australian Volunteers Program is deeply committed to the protection of children. For further resources, please visit our [Child Protection page](#).
- [AVI's Prevention of Sexual Exploitation, Abuse and Harassment Policy](#)
  - The Australian Volunteers Program is deeply committed to the protection of vulnerable adults. For further resources, please visit our [PSEAH page](#).
  - Download the program's [Prevention of Sexual Exploitation, Abuse and Harassment](#) flyer.
- To lodge a complaint, please read through and comply with [AVI's Complaints Policy](#).
- After reading AVI's Complaints Handling Policy, download [AVI's Complaint Form](#) to make a complaint.
- To read more about complaint handling, please visit AVI's [Complaint Handling page](#).

### More volunteer resource

[Learn more on the Support page](#)

### Research and Evaluation

The Australian Volunteers Program carries out a number of studies focused on different elements of the program. We produce short summaries of these studies to make them more accessible to a wider audience. Visit our [Research and Evaluation page](#) to read more.

## Images

Images are used as cards throughout the website, breaking up information and containing hyperlinks, to other parts of the website. Each image provides more context to what the organisation does and allows for lower kinematic load compared to smaller buttons, that are usually present on web pages.

## Search

Users are directed to an “assignment search” bar on the home page with multiple filters to help users locate positions with keywords, locations, types and sectors. This search option helps users quickly identify the types of volunteering available and to apply for positions on offer.

The screenshot shows a search interface titled "Find an assignment". It includes a search bar with placeholder text "Search your assignment of interest", three dropdown filters labeled "all types", "all sectors", and "all countries", and a blue "Find assignments" button.



**Where we work**



**Ways to volunteer**



**Diversity and inclusion**

## Alerts

Users can input their email and name directly at the bottom of the home page to quickly sign up for assignment alerts. This reduces kinematic load so that users can discover more about the organisation by receiving information directly to their inbox without travelling through the site.

## Login

Users can log in from the top right corner of the site, making it easy to access and meeting user expectations. They will be directed to a login page where they can also choose to create an account.

[Back to Australian Volunteers Program site](#)

Australian  
Volunteers

Australian  
Aid

Account

Welcome to the Australian Volunteers Portal. Please log in to continue your application. If you don't have an account, please click on Create Account.

Log in to your portal account

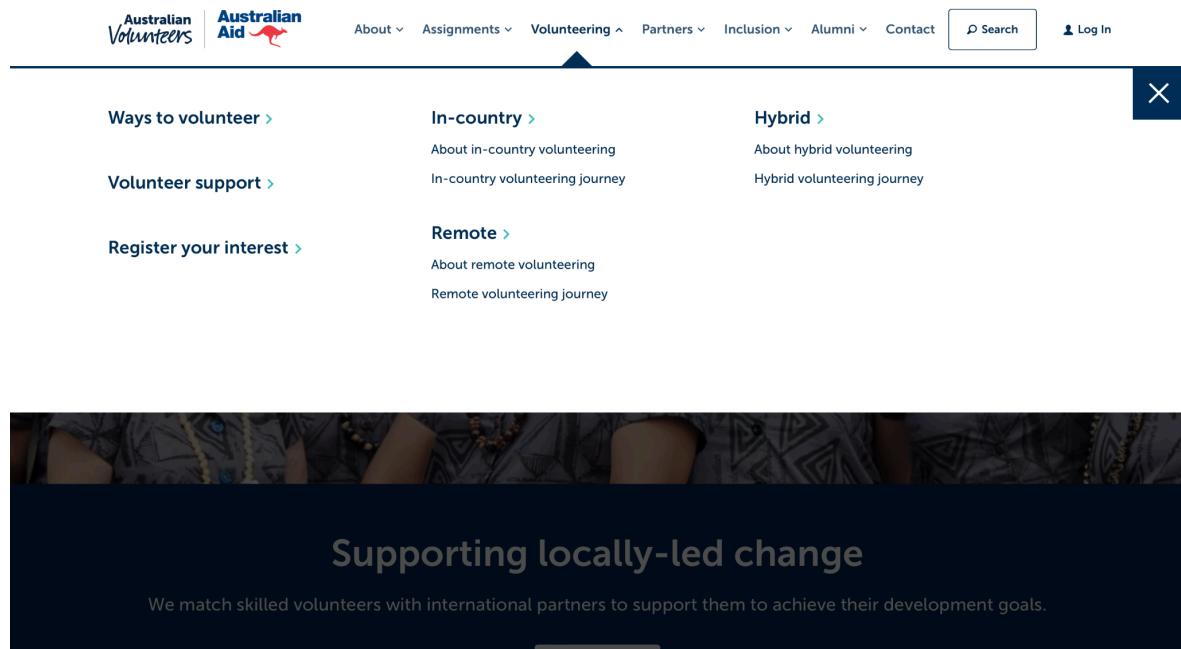
|                          |                                    |
|--------------------------|------------------------------------|
| <input type="text"/>     | Please enter your username (email) |
| <input type="password"/> | Please enter your password         |
| <b>Log in</b>            |                                    |

[Forgot your password?](#) [Create account](#)

## Navigation Bar

The navigation bar is located along the top of the website like the examples before. In this

case, rather than a drop down menu that appears while users hover over them. The drop down menu appears once users click on the nav bar. Only disappearing once a user clicks on a different part of the website or the large “X”. This is much more accessible to users and significantly reduces kinematic load.



The screenshot shows the Australian Volunteers website. At the top, there's a header with the 'Australian Volunteers' logo and the 'Australian Aid' logo. To the right of the logos is a navigation bar with dropdown menus for 'About', 'Assignments', 'Volunteering' (which has a dropdown arrow), 'Partners', 'Inclusion', 'Alumni', and 'Contact'. There's also a search bar and a 'Log In' button. Below the header, there are three main categories: 'Ways to volunteer' (with links to 'In-country', 'Hybrid', and 'Remote'), 'Volunteer support' (with links to 'About in-country volunteering' and 'In-country volunteering journey'), and 'Register your interest' (with links to 'About remote volunteering' and 'Remote volunteering journey'). A large banner below these categories features a dark background with a photo of people in traditional attire, followed by the text 'Supporting locally-led change' and a subtitle: 'We match skilled volunteers with international partners to support them to achieve their development goals.'

## Header

The header contains a logo clearly in top left for easy home page navigation with a clear navigation bar and a login/ profile button. This design meets user expectations and reduces performance load.

## Body

The body contains text with different backgrounds to present information in a legible and readable way. A search bar is used for volunteers to easily find assignments from the home page, effectively communicating the service the website provides, with cards containing links and images to stories, and further information about the site.

## Footer

The footer contains more links to contact us, partners, resources, FAQ's, acknowledgement of the country and links to more resources. It also has more links to connect on social media, privacy policy etc. This help users go to other pages without needing to scroll back up to the navigation bar at the top.



## Australian Volunteers Program

[Assignments](#)

[Innovation Hub](#)

[About](#)

[Indigenous Pathways](#)

[Volunteering](#)

[FAQs](#)

[Partners](#)

[Resources](#)

[Alumni](#)

[Contact](#)

[Inclusion](#)

## An Australian Government initiative

The Australian Volunteers Program is funded by the Australian Government. The program is managed by AVI in a consortium with DT Global and Alinea International.

Learn more about the [Department of Foreign Affairs and Trade](#) and [Smart Volunteering](#).

*The Australian Volunteers Program acknowledges the Traditional Custodians of Country throughout Australia. We recognise the continuing connection that Aboriginal and Torres Strait Islander People have to their lands and waters, and we pay our respects to Elders past and present.*



Connect with us

[Home](#) [Privacy](#) [Disclaimer](#) | Copyright © 2024 Australian Volunteers Program

The overall structure presents the hierarchy of the links and information well. It clearly communicates to the user how to use and navigate the website and meets user expectations, lowering cognitive load and improving user experience. Navigation links are located at both the top and bottom of the website to help users move through the website faster, making it more accessible and decreasing kinematic load. We liked the large image buttons users could click on and consistent colours and text styles throughout the website. Compared to the websites before, this one was also the most similar to ours because of the many different global volunteering opportunities it offers.