Usability Test Report

Africare Web Site

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I.   EXECUTIVE SUMMARY

This study of the Africare web site (africare.org) was conducted in Cary, North Carolina during the dates of November 15–20, 2013. The purpose of the test was to assess the usability of africare.org, the face of the non-governmental organization (NGO) that focuses on improving the quality of life in Africa. The study helped identify the most valuable features of the web site, as well as the obstacles that are likely to impede user satisfaction or task completion.

As a group, the users were most successful in navigating africare.org in order to find basic information about the organization, volunteer opportunities, donation options, and sponsored events. Users were least successful in finding Africare disclosure information and other ways to get involved.

This usability study of the Africare web site identified the following positive findings:
- Appealing homepage colors and background design.
- Clear labels in the navigation menu.
- Brief story summaries.
- Direct link from the main page to the donation site.
- Effective search engine.

The study also identified several key issues that hampered the users' ability to successfully complete their tasks:
- Events calendar had no information about the upcoming events.
- Donation page was not secure.
- Specific information about Africare was not clearly presented.
- Information architecture issues.
- Overwhelming donation options.
- The "Do you trust us?" pop-up.
- Non-clickable design elements.

These issues and suggested solutions are reviewed in the [Detailed Explanations and Recommendations](#) section.

All three test participants stated in their post-test questionnaires that they were unlikely to support Africare organization because the web site failed to deliver the message of a trustworthy organization that is making a difference.

Since the web site is being continuously updated, some of the issues encountered during the testing have already been fixed. But, once the suggested changes are implemented, the organization will gain even more supporters, volunteers, and donors.

II. METHOD

A.   Study Objectives

The goal of this study was to assess the overall effectiveness of the Africare web site by gathering qualitative and quantitative data from a group of likely users of the page.

The effectiveness of the web page was determined by:

1. Assessing the participants' success rate at performing basic tasks of finding information on africare.org.

2. Identifying obstacles likely to impede user satisfaction with the web site.

Participant satisfaction, as well as problems or obstacles to successful use of africare.org were recorded through series of post-task and post-test questionnaires.

B.   Study Participants

I recruited three of my friends to conduct a usability test of the Africare web site.
All of them were confident web users, two of them were software developers.
Test participants included two females and one male; all of them were in their late-twenties or early-thirties. More details are provided in the screener, Appendix A.

The participants were visiting africare.org for the first time during our test sessions. They mainly had none or very limited previous experience with NGO web sites; therefore, they provided a fresh look and invaluable feedback on many issues with the page. These issues are described in detail in the Findings and Recommendations section.

C.   Test Environment

Location

Due to the participants' availability, the tests were administered sequentially over several days and in different locations (my living room and the participant's living room).

Setup

My portable lab consisted of a Samsung Ultrabook with built-in camera and microphone and installed Morae software, as shown in Figure 1. I used the Morae software to synchronously record the participant's activity on the screen as well as the facial expressions and comments. The recording allowed me to focus on moderating the session and to log everything later. I moderated each test session sitting slightly behind and to the side of the user, in order to be visible and to interfere as little as possible.

Figure 1. Close-up of the User PC
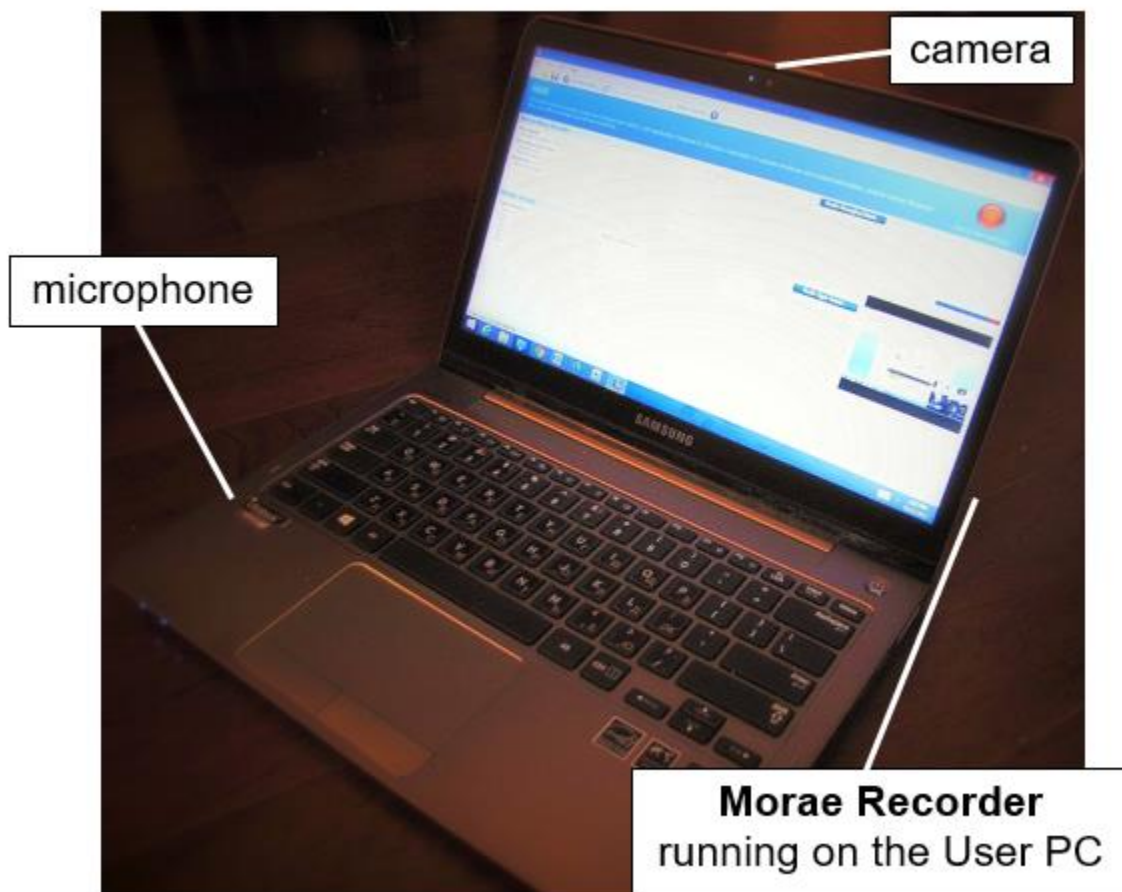
D.   Test Design

Each test session lasted around one hour. The test consisted of the three main parts:

- Welcome and pre-test questionnaire: 10 minutes
- Task scenarios (including post-task questions some tasks): 44 minutes
- Post-test questionnaire and interview: 10 minutes

The following materials were used in the study and may be found in the Appendices:

- Screener
- Moderator script
- Pre-test questionnaire
- Task instructions for participants
- Post-task questionnaire

E.   Task Scenarios

Participants were given various scenarios and goals to achieve within each task.
The scenarios were focused on using the Africare web site to learn about
the organization and to find ways to support it. Each participant had to complete seven
tasks, as shown in Table 1.

Table 1. Task Descriptions

Task No.	Task Name	Task Description	Time
1	**First impressions**	Share what you think about the home page	8
2	**Basic information**	Find mission, history (when it was founded), headquarters, and success stories	8
3	**Volunteer**	Check how one can volunteer with Africare	5
4	**Donate**	Look up ways to donate	4
5	**Disclosure information**	Find the organization's structure, officers (chair, president, director), contact information, financial statement, total budget last year, program with the biggest funding, percent of donations to cause, and 501c compliance	9
6	**Get involved**	Check if there are other ways to help Africare	5
7	**Event**	Find out when is the next Africare-sponsored event	5
		Total Time	**44**

In order to prevent any transfer of learning, I changed the sequence of tasks for each
participant, as outlined in Table 2.

Table 2. Order of Tasks per Participant

Participant 1	Tasks 1, 2, 3, 4, 5, 6, 7
Participant 2	Tasks 1, 7, 5, 3, 2, 6, 4
Participant 3	Tasks 1, 4, 6, 5, 7, 2, 3

Each session lasted about one hour. The participants filled out the pre-test questionnaire (see Appendix C), in which they answered questions about their experiences with other NGO websites. Following the pre-test questionnaire, participants were asked to perform specific tasks on africare.org. The participants were asked to think out loud as they were going through their tasks, that is to describe their actions and any positive or negative feelings about the tasks and the web site.

The task completion by participants was timed. The participants were considered to have succeeded at a task if they were able to complete the required activities within the allotted time frames. Following the task scenarios, users described their experiences in the post-test questionnaire (see Appendix E) and participated in a debriefing interview with the moderator.

F.   Data Collection

The test evaluation included the pre-test, post-task, and post-test questionnaires. The combination of quantitative and qualitative data was compiled and analyzed to develop this report.

Quantitative Measures

- Time to complete task
- Number of users able to complete task
- System Usability Scale (SUS) in the post-test questionnaire

Qualitative Measures

- User's comments and questions
- User's body language and facial expressions
- Product reaction cards

Each user's comments, questions, body language, and facial expressions were captured and logged upon reviewing session recordings. I also used 22 product reaction cards containing 13 positive and 9 negative words to describe the user experience with the tool, using the 60/40% ratio based on the Microsoft analysis of post-test interview responses. The cards contained the following words: complex, confusing, consistent, convenient, easy to use, effective, fast, essential, hard to use, intimidating, intuitive, organized, overwhelming, responsive, slow, time consuming, time saving, too technical, unapproachable, understandable, useful, and valuable. Two participants added their own words to better express their impression from the web site.

III.   RESULTS

As a group, the users were most successful at navigating africare.org in order to find information about the organization, volunteer opportunities, donation options, and sponsored events. Users were least successful in finding the Africare's upcoming events, disclosure information, and other ways to get involved.

A.   User Timing and Task Completion Rates

Table 3 shows how many users were able to complete each task within the maximum time criteria (MTC), with extra time, and with help or were not able to complete the task.

Table 3. Task Completion Rates by Number of Users

Task No.	Task	Completed Within MTC	Completed With Extra Time	Completed With Help	Unable to Complete
1	First impressions[1]	3	-	-	-
2	Basic information	3	-	-	-
3	Volunteer	3	-	-	-
4	Donate	2	1	-	-
5	Disclosure information	-	3	-	-
6	Get involved	1	1	-	1[2]
7	Event	-	-	-	3[3]

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[1] Task 1, First impressions, was focused on collecting qualitative data regarding the look and feel of the Africare home page; therefore, the success completion rate is not applicable in this case.

[2] Participant 2 failed to complete Task 6 due to a broken link.

[3] All test participants failed Task 7 because the web site does not provide any clear information regarding upcoming events.

Table 4 shows the timing results for each task and each user compared to the maximum time criteria.

Table 4. Time on Task

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7
MTC	8 min	8 min	5 min	4 min	9 min	5 min	5 min
Participant 1	3	7	2	7	21	4	5
Participant 2	5	6	4	2	20	3	4
Participant 3	3	5	2	7	12	11	6

B.   Post-test Questionnaire Data Summary

The quantitative and qualitative data was collected from the users through questionnaires and interviews.

To measure the quantitative data, I used the System Usability Scale (SUS), a tool for measuring usability through a questionnaire with ten items and five response options from strongly agree to strongly disagree. The SUS score is calculated on a scale 0-100.

The data from the SUS questionnaire is summarized in Figure 2 and is shown in detail in Table 5.

Figure 2. SUS from Post-test Questionnaire
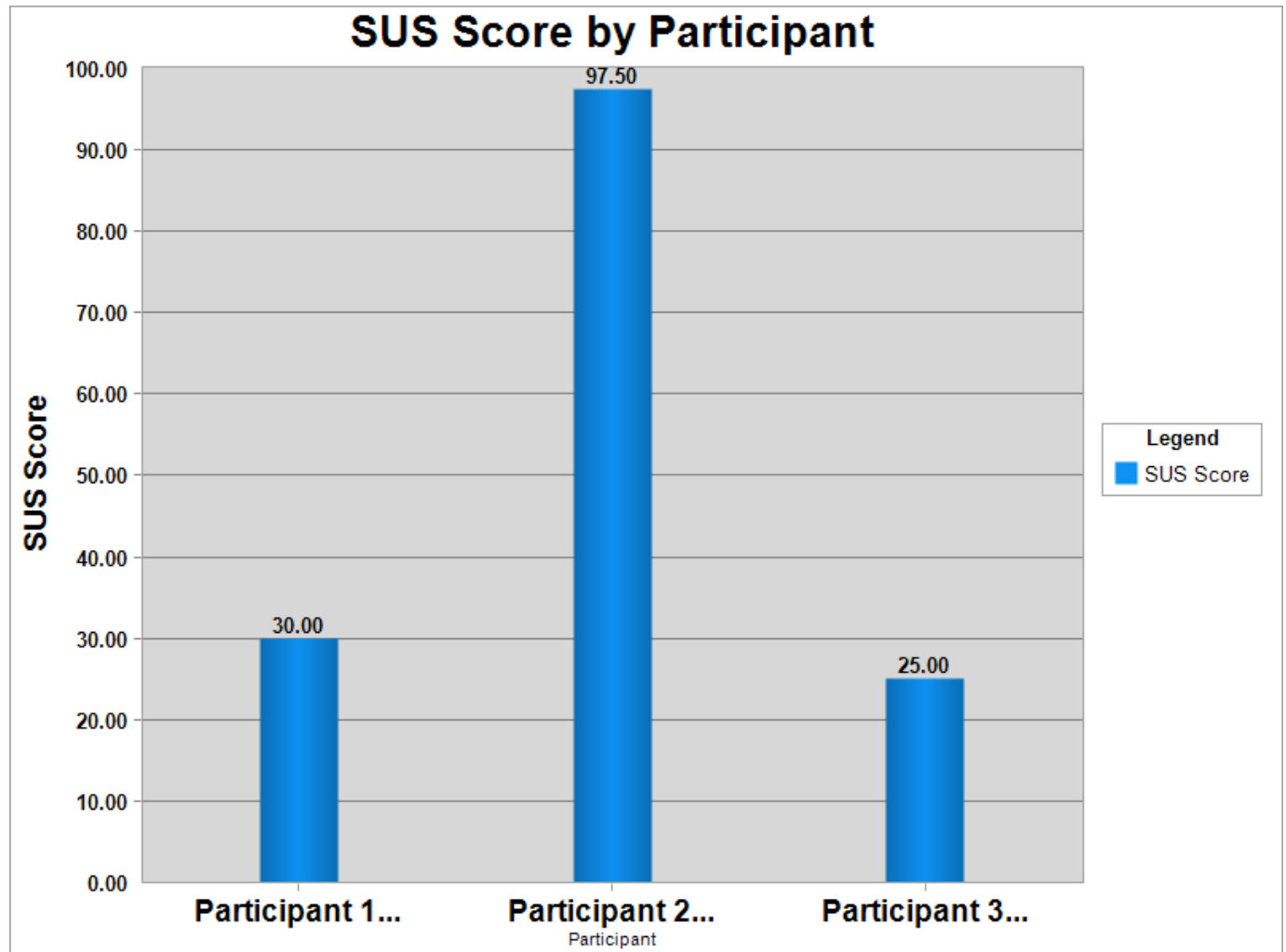
Table 5. Detailed SUS Results

I think that I would like to use this system frequently

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1			X				
Participant 2						X	
Participant 3				X			

I found the system unnecessarily complex

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1					X		
Participant 2			X				
Participant 3					X		

I thought that the system was easy to use

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1			X				
Participant 2						X	
Participant 3				X			

I think that I would need the support of a technical person to be able to use this system

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1				X			
Participant 2			X				
Participant 3					X		

I found the various functions in this system were well integrated

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1			X				
Participant 2					X		
Participant 3				X			

I thought there was too much inconsistency in this system

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1				X			
Participant 2			X				
Participant 3					X		

I would imagine that most people would learn to use this system very quickly

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1				X			
Participant 2						X	
Participant 3			X				

I found the system very confusing to use

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1					X		
Participant 2			X				
Participant 3					X		

I felt very confident using the system

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1			X				
Participant 2						X	
Participant 3			X				

I needed to learn a lot of things before I could get going with this system

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Participant 1					X		
Participant 2			X				
Participant 3					X		

As shown in Figure 2 and Table 5, Participant 2 is an outlier, who rated africare.org highly despite experiencing difficulties while navigating the web site.

The qualitative data collected from the post-test questionnaire is shown in Table 6.

Table 6. Post-Test Reflection Ratings

Evaluation Statement	Rating Count			
	Strongly Disagree			Strongly Agree
	1	2	3	4
I have a positive overall impression from the Africare web site.	-	2	1	-
I found it easy to access information on africare.org.	-	1	2	-
I like the look and feel of the Africare web site.	-	2	1	-
Based on my experience with the web page, I would probably support Africare.	1	2	-	-

The users were also asked to provide open-ended answers regarding what they identified as the best area of the web site as well as the areas for improvement. Their answers are documented below.

The best area of Africare web site is...
Two-sentence summaries in Our Stories section
Map with countries where they work
Nice color combination, web page background design

The area of Africare web site that needs the most improvement is...
Financial statement data
Pictures and stories of what they really do
Too much text
Empty pages in Our Stories section
Security certificate

Upon completing all tasks, the participants were asked to use four words that would best describe their experience with the Africare web site. They were given cards with 22 words to choose from: 13 positive and 9 negative. The cards contained the following words: complex, confusing, consistent, convenient, easy to use, effective, fast, essential, hard to use, intimidating, intuitive, organized, overwhelming, responsive, slow, time consuming, time saving, too technical, unapproachable, understandable, useful, and valuable. To better express themselves, two of the test participants added their own words: unintuitive, boring and untrustworthy. The results are shown in Figure 3.

Figure 3. Word cloud describing the users' experiences
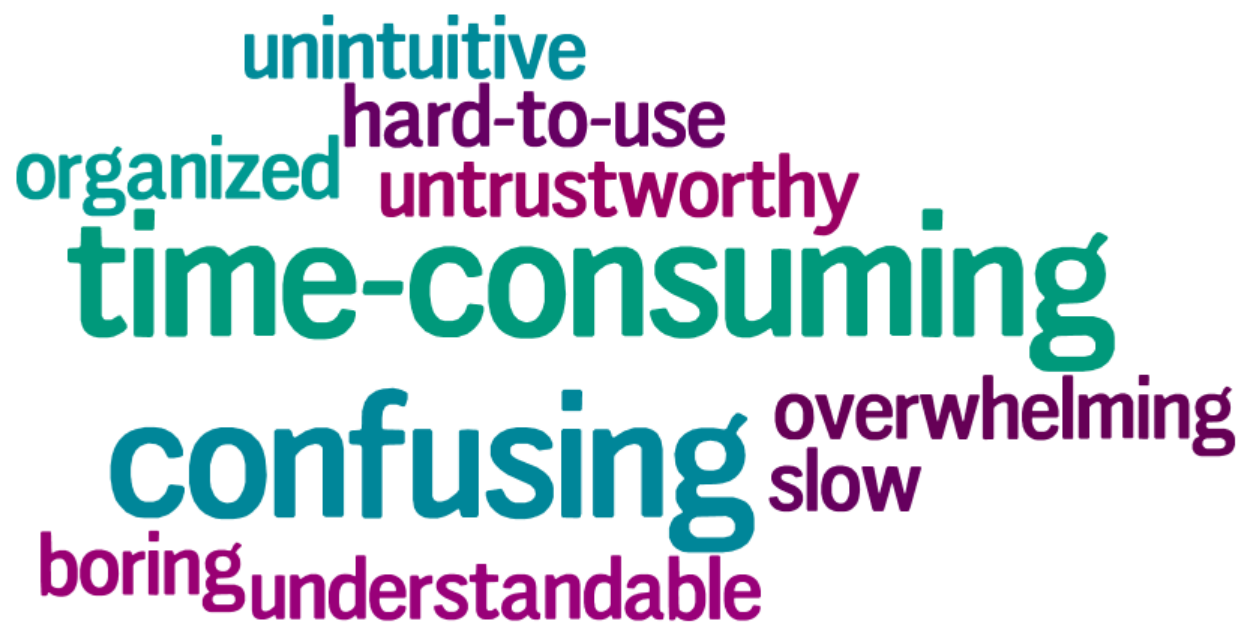
IV. FINDINGS AND RECOMMENDATIONS

A. Favorable Findings

1. Two test participants complimented the colors and the background design on the Africare homepage.

    "The colors are reasonably appealing".

    "I like the colors they used, especially the design in the background".

2. The navigation menu in the top of the home page had very clear labels, which made it easy for the users to find basic information.

    "Ok, that was easy to find because they said "Where we work".

    "Headquarters. Well, that was pretty easy to find too".

3. Brief summaries of the stories (*Our Stories > Stories*) helped users get an idea of what the story was about before clicking the link to access the full text.

    "This is good. If they could just summarize it for me in just 2 sentences".

4. The users could easily access key information: The main page had a direct link to the donation details, and volunteering information was only two clicks from the main page.

    "Well, that was pretty straightforward".

5. The donation form had a user-friendly drop-down menu that listed all countries alphabetically, but starting with the US, Canada, and the UK on top. Once the user chose the country, the next drop-down menu, States/Provinces, immediately adjusted to offer a list of appropriate regions.

    "That's a good usability function**.**

6. Search engine yielded good results. Even though only one participant used it, he was able to quickly find exactly what he was looking for.

B.   Summary of Usability Issues

The usability issues found during this study, along with the likely sources of errors, are summarized in Table 7. The issues are ranked 1-4 by severity and, due to the number of test participants, 1-3 by frequency.

Severity Ranking	
1	The issue is an irritant but did not impede the participant from completing the task.
2	The participant had to exert moderate effort to use the program, but eventually completed the task.
3	The issue severely limited the participant's attempt to use the program. The participant had great difficulty in task completion.
4	The participant was not be able to use or the program or complete the task because of the issue.

Frequency Ranking	
1	1 participant was affected
2	2 participants were affected
3	All 3 participants were affected

Table 7. Usability Issues Summary

Issue	Severity	Frequency	Combined score	Source(s) of Error
Users were unable find when the next sponsored event is, they all failed Task 6.	4	3	7	The calendar did not provide any information regarding the upcoming events.
Participants would not feel safe leaving their financial information on the Donation page.	4	3	7	The page was not secure.
Two participants were unable to find more ways to get involved.	4	2	6	The link was broken; an error message appeared.
Users didn't get a clear idea of what exactly Africare did.	3	3	6	The home page had Information Architecture issues.
Sometimes, users were unable to find specific information.	3	3	6	• Large pieces of text in small illegible font • Empty pages
Users got confused with the offered options to donate.	3	2	5	Information Architecture issues
Participants did not trust the web site.	2	3	5	• Pop-up windows • Lots of marketing hype • Clear concise information was hard to find
User tried to click non-clickable area.	2	2	4	Design element that looked like a link

C.   Detailed Explanations and Recommendations

1. The users were unable find when the next sponsored event is, so they all failed Task 6

Combined frequency/severity score 7

The events page, which was very easy to find from the main page (*News > Events*), stated that Africare "regularly hosts community events and online initiatives in addition to annual Bishop John T. Walker Dinner Memorial Gala." But the page did not provide any information about those events; it only had Google Calendar displaying the observed holidays and, possibly, future events, but it did not contain any specific information about the events.

For example, December 3 is the #GivingTuesday, a worldwide day of giving and donating; it's the day when all non-governmental and non-profit organizations get special attention and donor support. Looking at the calendar, there was no way to know whether Africare had a special program for the #GivingTuesday, or how to participate in it.
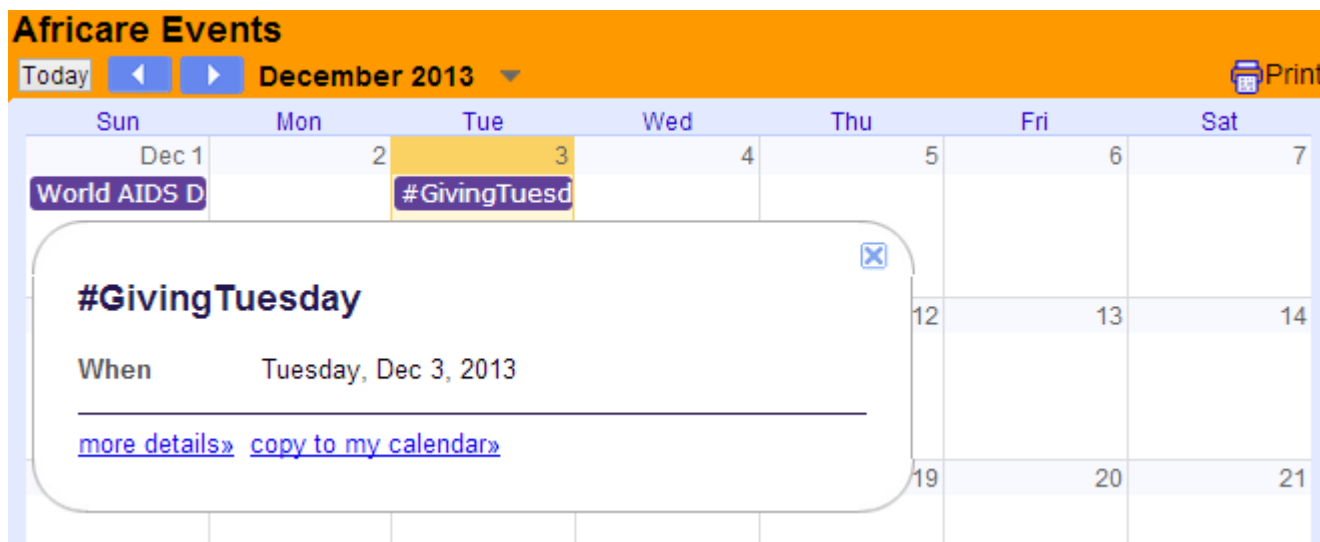
Participant comments:

- "Am I doing it right? There's nothing in there."

- "I would say that something is happening on the World AIDS Day...most likely...or Giving Tuesday...I would probably just send somebody an email and find out."

- "As I can see, there's nothing coming, just past events, but nothing in the future. This is frustrating...a charity organization should have, I don't know, at least one event every month to raise money. And they had no events since April."

- "Why would you put a calendar if it's completely empty? Especially if I need to go month by month to find if there is something to do."

- "We don't know if it's a real event sponsored by them or if they are just observing some holidays."
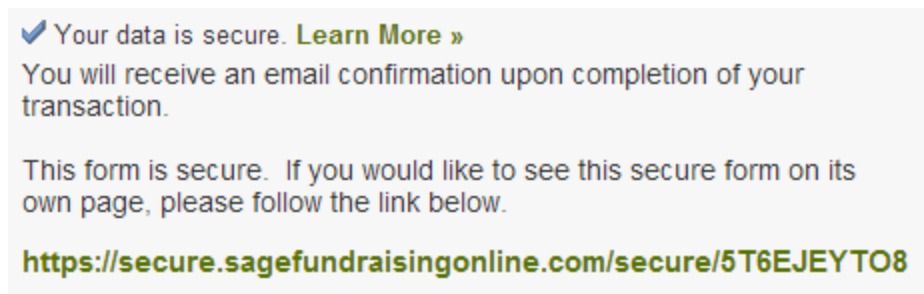
Recommendations:

- ☑ Arrange the upcoming events in a list ordered by month.

- ☑ Add more information about the events.

- ☑ Add an option to register and receive email notifications.

- ☑ Add an option for the calendar view in case some users want to export it into their Google Calendar.

2. Participants would not feel safe leaving their financial information on the donation page

Combined frequency/severity score 7

The donation form required personal and financial information, but the browser indicated that africare.org was not using a secure connection (SSL). In the bottom of the donation page, there was a small line of text saying that the page was secure, which contradicted the fact that it did not have a valid certificate. This line was followed by a link to a secure page with the same form. None of the participants noticed this and left the page feeling disappointed about the way the donor's sensitive information was handled.

> ✔ Your data is secure. **Learn More »**
> You will receive an email confirmation upon completion of your transaction.
>
> This form is secure. If you would like to see this secure form on its own page, please follow the link below.
>
> **https://secure.sagefundraisingonline.com/secure/5T6EJEYTO8**

Recommendations:

- ☑ When the users click Donate, warn them that they will be redirected to another web site and take them directly to a secure page with the donation form.

- ☑ Don't let users wander around and give up on donating because it's not safe to fill out the form on africare.org.

3. Two participants were unable to find more ways to get involved

Combined frequency/severity score **6**

The users were getting frustrated clicking a broken link. To find information about more ways to get involved, they clicked *Support Us > More Ways to Get Involved* and got an error message.

Participant comments:

- "There is an error on this page. So, it seems like there are no more ways to support at this point."

- "There is a link (*More ways to get involved*) that I am trying to click 5 times, but it doesn't work. It worked before. I am sure that I can find this information under this section, but I just can't open the page."

Recommendation:

Over the past two weeks, since the test was conducted, this issue has been fixed and the link is working now.

4. Users didn't get a clear idea of what exactly Africare does

Combined frequency/severity score 6

For the first-time visitors, the home page of Africare did not provide a clear idea of what the organization stood for.

The Africare web site has updated its look since the time that the test was conducted (2 weeks ago). Below, is the screenshot of what the page content "above the fold" looks like now: The page space is wasted on flashy banners, the link to donate, the banner regarding an upcoming event (which was not there at the time of testing); it has very little text, and it's vague. The event banner is not a link, which is misleading because it takes up a lot of space and, presumably, provides some important information. Although the text on the upper left side (also updated) now provides a link to explain what a four-star rated organization is, it still lacks specific attention-grabbing facts.

Because the key information was not shown on the main page and was not clearly mapped on the navigation menu, participants struggled to find the percentage of donation that went to the cause; one participant eventually resorted to using an external web site to get this crucial number.
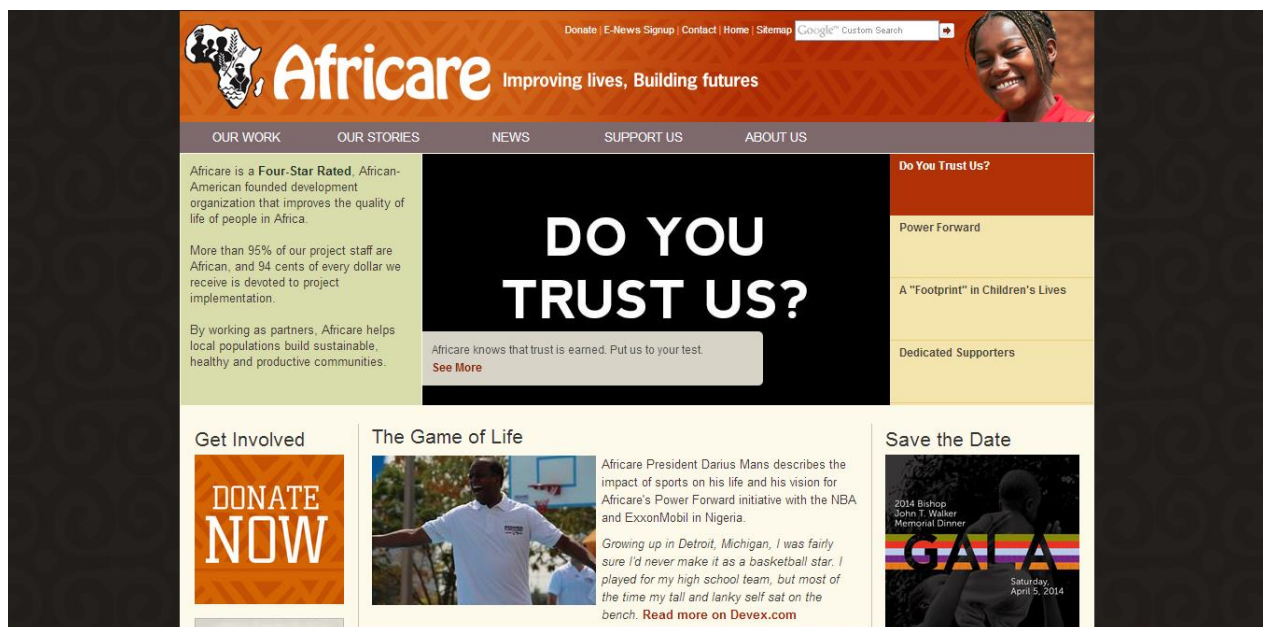
Participant comments:

- "I feel like they are not very straightforward about exposing what exactly it is that they do…they should be more upfront: Here are the people that are volunteering with us, here is what we're doing."

- "If you donate money to this website, how do they use it? To help all areas or just one? How do they choose it?"

- "It doesn't say exactly how they help."

- "Maybe, they are doing a lot of good things, but I'm sure they are losing a lot of support because of this web page."

Recommendations:

☑ Replace the banners with photos from the field to show people that are being helped by Africare.

☑ Rewrite the content for the main page highlighting key achievements and the latest progress.

☑ Add a map highlighting which countries Africare works in with the hovering option over each active country that would display some quick facts and figures.

☑ Move the following chart from the bottom of the page to the top to eliminate redundancy and to deliver the message more effectively.

Of every Africare dollar…
94 cents goes to program services in Africa
Just 6 cents goes to administration
Africare is a private, charitable organization under Section 501(c)(3) of the Internal Revenue Code.
Tax ID# 237116952 | CFC#: 11107

94% to Africa

5. Sometimes, users were unable to find specific information

Combined frequency/severity score 6

Users encountered this problem when looking for basic information and some disclosure details. The two main reasons for this problem were empty pages and large text abstracts.

For example, when the users were looking for Africare success stories, as they were working on Task 2, they clicked *Our Stories > Agriculture and Food Security*. Below is a screenshot of the page they entered.
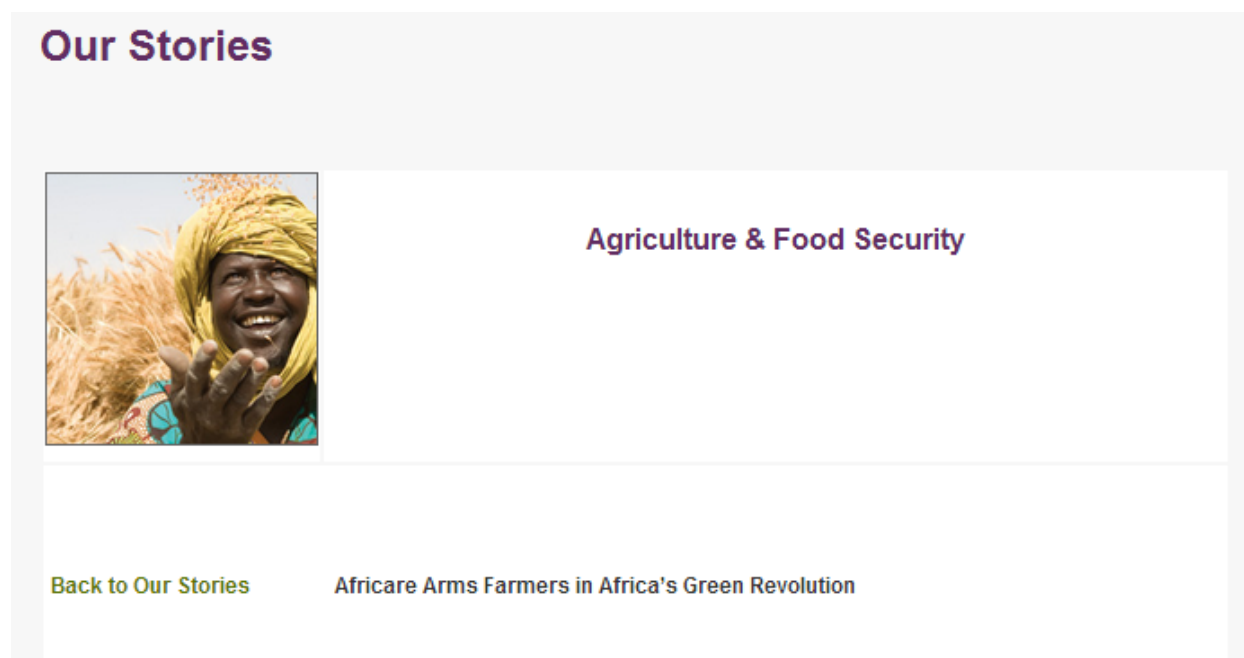
Users felt lost; they tried clicking both the title and the image thinking that there was a link to an actual story somewhere on this page, but nothing worked.

Then, the users went back to the same menu and clicked *Our Stories > Health* to look for success stories in other areas. And there, they found two-screen-long text with large paragraphs in small illegible font. Such inconsistency got participants quite confused.

Participant comments:

- "Ok, I would say that they are contributing; otherwise, they would not write that much about it! It's not clear to me what exactly they are doing here."

- "If I had 5 seconds to figure it out, I would not be able to answer that question."

- "Oh my goodness! That's a lot of reading."

- "Maybe, if I read more carefully, I will find it."

- "The information looks like they just copy-pasted the text from Wikipedia..."

- "It's a nice statement but it's not really appealing to read."

Recommendations:

☑ Fill empty pages with the appropriate content.

☑ Change the font size in the story text from 9 to 12 points.

☑ Condense the content to half the size.

☑ Start the story text with the summary.

☑ Rewrite the content to create shorter paragraphs, each starting with clear sentences that contain key words.

☑ Present the text paragraphs in bullets, highlighting key figures and achievements for easier scanning and better understanding.

6. Users got confused with the offered options to donate

Combined frequency/severity score **5**

Africare offered a lot of convenient donation options, such as recurring monthly or one-time donation; donation by mail, online (through their web site), or with a text message; payroll deduction; workplace giving; donating stock; and bequest. All of these options were poured at users without a proper structure or logic. The information about these options was presented in a confusing manner with a long text displayed in small font. The screenshot below shows how the donation information was presented on africare.org.
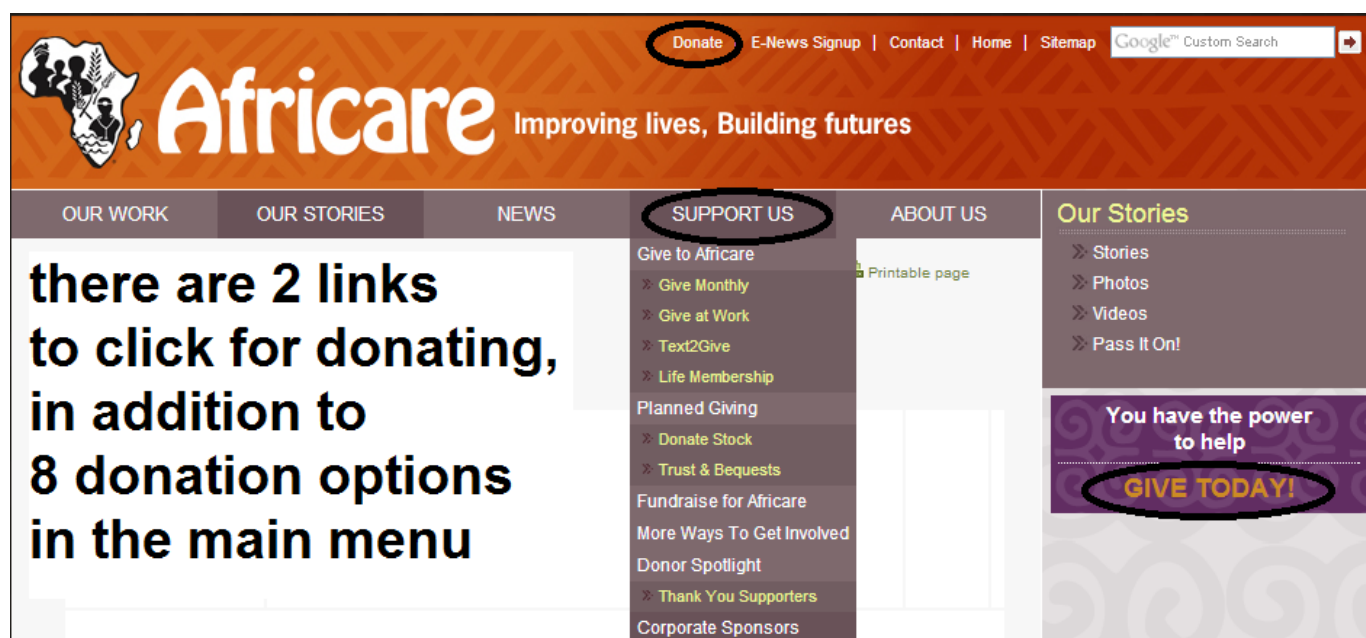
The two links outside of the main menu took the users to the same page that contained the donation form. But the pages were presented in diffent font sizes: The Donate link was in 8.5 points, and the Give Today link was in 10.5 points; both were too small to read.

The participants had a task to find ways to make a one-time donation. They were lost because the main menu did not offer that option, and they didn't focus their attention on additional links on the top or on the right side, where the advertisement banners usually are.

Participant comments:

- "It's kind of complicated."

- "It's very unclear. I would be cautious donating money to these people."

Recommendations:

☑ Rewrite the labels in the *Support Us* menu and include a clear one-time donation option.

☑ Group logically the three different ways to support the organization:

  o Donation (One-Time Donation, Give Monthly, Give at Work, Text to Give, Life Membership, Planned Giving, Corporate Sponsors, and Donor Spotlight);

  o Fundraising (Fundraise for Africare);

  o More Ways to Get Involved (Volunteer and Connect).

☑ Fix the fonts and make the page with the donation form more consistent, regardless of which link was used to access it.

7. Participants did not trust the web site

Combined frequency/severity score 5

When a participant opened africare.org, a large pop-up window covered the whole page displaying the "Do you trust us?" message. Some participants did not even notice it; as it was discussed in the post-task interview, they simply thought it was an aggressive advertising campaign. This "Do you trust us?" message showed up as big banner taking up almost half of the home page space. The banner is presented below.
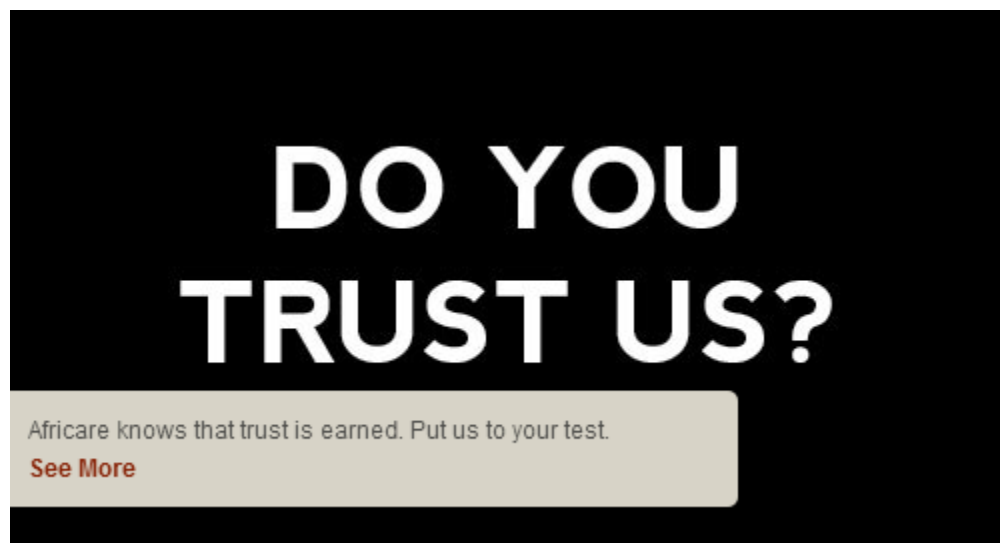
The same message came up consistently on many other pages, including the donation form page, as shown below.
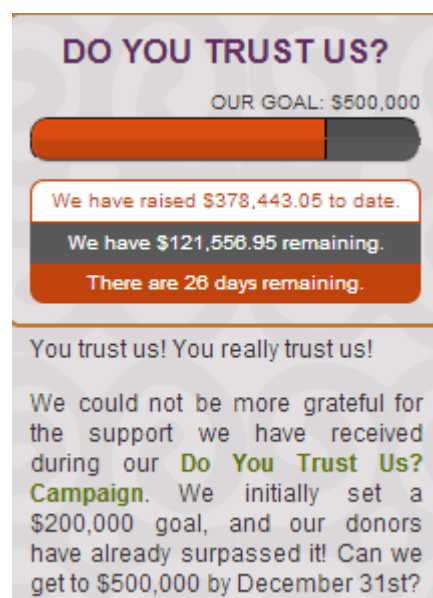
"Do you trust us?" was a special fundraising campaign, but none of the test participants read that because of the form this message was presented in.

The combination of the "Do you trust us?" pop-up, the marketing hype on the main page, and the misleading labels with large amounts of text that concealed key information about the organization caused mistrust towards africare.org, and, as a result, the organization it represented.

Participant comments:

- "Honestly, I never pay much attention to pop-up windows. For me it's some sort of advertisement."

- "The first question that they are asking me is "Do you trust us?"...I feel like that's a little weird. Why would you ask me that? If I come to your website, I'm probably interested, not because I'm questioning you."

- "Do you trust us? I wonder why they keep asking that question. That usually sounds a bit like a scam."

- "The pictures are from the fundraising dinner. They'd better provide pictures with what they are doing to improve health, to provide water, food, etc. I am not interested in how they do these dinners, or meetings, whatever; I'm interested in how they spend their money, basically, our money."

Recommendations:

☑ Remove the pop-up.

☑ Change the name of the fundraising campaign, or, at least, present it clearly by explaining what it is, instead of an ambuguous statement like "Do you trust us?".

8. User clicked the non-clickable area

Combined frequency/severity score 4

Two users kept clicking on design elements (headers, images) that looked like links, especially in the *Our Stories* section that contained empty pages.
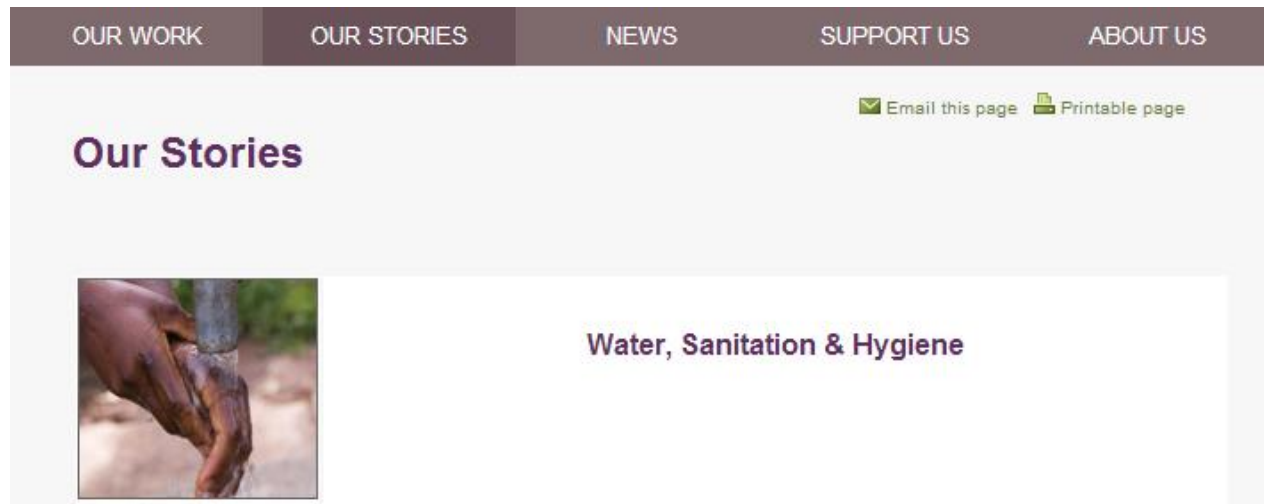
This example shows and empty page. The users were confused by all the white space and assumed that the actual story was one more click away. The web site was filled with images, banners, and headers that looked like links.

Presented on the left, is another example of a banner on the main page; the banner was added after the test was conducted. The information on the banner was all there was available: Neither the "Save the Date", nor the image were actual links. The users would need to know more about the event in order to commit and save the date on their calendars.

Participant comments:

- "This is not a link. Ok, that's confusing."

- "So, it looks like since 1970 they haven't done anything to improve the situation with water and sanitation."

Recommendation:

- ☑ Add links to banners and headers and provide the information that the users are looking for.

V. CONCLUSION

Overall, the test participants reported their experience with africare.org varying from somewhat negative to somewhat positive. They also reported not trusting the web site. Although, after exploring it for around one hour, some felt that the Africare organization was actually a credible NGO that was making a difference and that the web site failed to reflect that.

The web site would benefit from making a few changes to enhance the intuitiveness and credibility for its users. Some improvements have already taken place since the time of the test; for instance, the broken links have been fixed.

The usability issues in this report should be addressed in order of criticality, as follows:

1. Events.
   - Arrange the upcoming events in a list ordered by month.
   - Add more information about the events.
   - Add an option to register and receive email notifications.
   - Add a button for a calendar view in case some users want to export it in their Google Calendars.

2. Secure the donation page.
   - When the users click *Donate*, warn them that they will be redirected to another website and take them directly to the secure page with the donation form.
   - Don't let the users wander around and give up on donating because it's not safe to fill out the form on africare.org.

3. Clear information about Africare.
   - Replace the banners with photos from the field showing people that are being helped by Africare.
   - Rewrite the content on the main page highlighting the key achievements and the latest progress.

- Add a map highlighting which countries Africare works in, allowing the user to hover over each active country to get some fast facts and figures.

4. Information architecture.
    - Fill empty pages with the appropriate content.
    - Change the font size of the story text from 9 to 12 points.
    - In *Our Stories*, condense the content to half the size.
    - Start each story text with a summary.
    - Rewrite the content to create shorter paragraphs, each starting with clear sentences that contain key words.
    - Present the text paragraphs in bullets, highlighting key figures and achievements for easier scanning and better understanding.

5. Overwhelming donation options.
    - Rewrite the labels in the *Support Us* menu and include a clear one-time donation option.
    - Group logically the three different ways to support the organization:
        - Donation (One-Time Donation, Give Monthly, Give at Work, Text to Give, Life Membership, Planned Giving, Corporate Sponsors, and Donor Spotlight);
        - Fundraising (Fundraise for Africare);
        - More Ways to Get Involved (Volunteer and Connect).
    - Fix the fonts and make the donation form page consistent, regardless of which link was used to access it.

6. The "Do you trust us?" campaign.
    - Remove the pop-up.
    - Change the name of the fundraising campaign, or, at least, present it clearly by explaining what it is, instead of an ambuguous statement like "Do you trust us?".

7. Non-clickable design elements.

  - Add links to banners and headers to provide more information that users are looking for.

The users noted several features that they liked, such as:

- Appealing homepage colors and background design.

- Clear labels in navigation menu on the top of the home page.

- Brief story summaries in *Our Stories > Stories > Emergency Humanitarian Assistance*.

- Direct link from the main page to the donation page.

- User-friendly drop-down menu in the donation form.

- Effective search engine.

In conjunction with the above-mentioned features that are already in place, the suggested changes will result in creating a better and more intuitive web site, which will attract new users and supporters of the Africare organization.

VI. APPENDICES

A.   Screener

Hello! I am conducting a study to determine the user experience with an NGO web site. I am looking for people who have experience working with NGOs either donating, volunteering, or organizing fund raisers. The study participants must be willing to be video-taped while using the web site. I am offering a $5 Starbucks card for participating in a study that would take around one hour at any convenient time. Would you be interested?

What is your age group?

	0-21	21-29	30-39	40-49	50+
Participant 1		X			
Participant 2		X			
Participant 3			X		

What is your primary device for accessing the Internet?

	PC	Laptop	Tablet	Smartphone
Participant 1		X		
Participant 2		X		
Participant 3		X		

What is your occupation?

	College student	Employed	Homemaker	Retired
Participant 1		X		
Participant 2			X	
Participant 3		X		

Have you ever visited an NGO web site?

	Yes	No
Participant 1		X
Participant 2		X
Participant 3	X[4]	

If yes, what was the extent of your involvement?

	Donating	Volunteering	Organizing a fund raiser	Other
Participant 1	-	-	-	-
Participant 2	-	-	-	-
Participant 3	X			

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[4] Participant 3 has visited web sites of UNESCO, UNICEF, UNHCR

B.   Moderator Script

Introduction

Thanks for participating in our study. Remember, we are testing the website not you, so please try to relax.

Before we begin, I would like to take a moment to familiarize you with equipment we will be using today:

- Samsung Ultrabook running Windows 8. Please be aware of the touch screen feature.

- Morae software installed on this computer will allow me to capture your facial expressions and comments and your on-screen activity at the same time.

- The camera that is recording you is right next to the blue light that you see on; it's right above the screen.

- The microphone, to record all your questions and comments, is located on the right side of the keyboard.

Is all of this OK with you, or do you have any questions about what I've described so far?

Sign the consent form.

Test Process

We will be testing a web site of a non-governmental organization called Africare. Have you heard of it before? During our study, you will get a chance to learn a lot about it.

I really want to get a feel for what it's like for you to use the Africare web site, so I have designed a study with several specific scenarios. Right now, I want to give you a brief description of how we will do it.

Study Description

You will have 7 tasks to complete. Each task might include several steps associated with it. An example of a task is opening the Africare home page and sharing your first impressions.

I need to know what you are thinking during this process, so I will ask you to do a few things for me while you move through the scenarios:

- Read each scenario and task description _out loud_ and then stop reading when you come to a point where you take action.

- As you are taking an action, _think out loud_. Let me know what you think about what you are seeing and doing, for example, "that seemed easy," or "that was difficult," or "not sure where to go here," or "this is a breeze." Give me your thoughts while you work.

- When you have completed a scenario, please say "Finished" to let me know that you are done.

- Once you are done with all of the scenarios, I will stop the recording and initiate a brief post-test questionnaire on the computer. Then, I will ask you to choose 4 out of 22 word cards. After that, I will conduct a brief interview asking for your thoughts about the overall experience.

Do you have any questions about anything at all?

C.   Pre-test Questionnaire

How often do you visit NGO web sites?

	Regularly	Rarely	Never
Participant 1			X
Participant 2			X
Participant 3		X	

What information do you usually look for when visiting an NGO web site?

Participant 1	
Participant 2	I never visited it before
Participant 3	Cause, support, donations

Can you give several examples of NGOs you support/would be willing to support?

Participant 1	
Participant 2	One that help animals
Participant 3	UN, UNESCO, WHO

When choosing an NGO to support, you base your choice primarily on…

	Transparency and disclosure	Affiliation with the UN	Mission and cause	Celebrity endorsement	Other
Participant 1			X		
Participant 2			X		
Participant 3	X	X	X		Reliability

When researching an NGO to support, do you usually look at the organization's audited financial statements?

	Yes	No
Participant 1		X
Participant 2		X
Participant 3		X

Choosing a charity to donate to, do you only look for 501c compliant NGOs?

	Yes	No
Participant 1		X
Participant 2		X
Participant 3		X

Do you usually participate in NGO events?

	Yes	No
Participant 1		X
Participant 2		X
Participant 3		X

D.   Task Instructions with Post-task Questionnaires

Task 1. First Impressions

- Please find the **Africare** website.

- Take a moment to familiarize yourself with the home page and then speak into the microphone to share your first impressions.

Task 2. Basic Information

- Your friend John wants to get involved in Africare work. Although you have never heard of this NGO before, you want to help your friend make a well-informed decision.

- You decide to research the following items:

    o   Mission (What does it do? Where does it work?)

    o   History (When it was founded?)

    o   Headquarters (Where it is based?)

    o   Success stories (What difference has it made?)

- Once you finish Task 2, please complete the following questionnaire:

Were you able to find everything you were looking for?		
	Yes	No
Participant 1	x	
Participant 2	x	
Participant 3	x	

How easy or difficult was it to locate the information you were looking for?			
	Very difficult	Somewhat difficult	Somewhat easy	Very easy
Participant 1		x		
Participant 2				x
Participant 3		x		

How would you rate the organization of Africare home page?			
	Very confusing	Somewhat confusing	Somewhat organized	Very organized
Participant 1		x		
Participant 2		x		
Participant 3	x			

Task 3. Volunteer

- John wants to go to Africa to volunteer with Africare.

- Please help him find out what volunteer opportunities are offered and how he can register as a volunteer.

Task 4. Donate

- John is very passionate about the Africare cause; he wants to help the organization with a donation.

- Please help him find out how much and how (check, credit card, etc.) he can donate to Africare.

Task 5. Disclosure Information

- John is considering donating $1000 to Africare. As a good friend, you want to make sure that John doesn't spend his hard-earned money on a scam.

- You decide to do a small investigation to find the following disclosure information about Africare:
  - Structure
  - Officers (Chair, President, Director)
  - Contact information
  - Financial statement
  - Total budget last year
  - Program with the biggest funding
  - Percent of donations to cause
  - 501C compliance

Once you finish Task 5, please complete the following questionnaire:

Were you able to find everything you were looking for?		
	Yes	No
Participant 1		x
Participant 2	x	
Participant 3	x	

How easy or difficult was it to find information on the web site?				
	Very difficult	Somewhat difficult	Somewhat easy	Very easy
Participant 1		x		
Participant 2			x	
Participant 3			x	

Based on what you found, would you recommend John to make his donation to Africare?		
	Yes	No
Participant 1		x
Participant 2	x	
Participant 3		x

Task 6. Get Involved

- Some of your friends want to get involved in the Africare work. Since all of them are busy NCSU students with limited budgets, volunteering or donating is not an option for them.
- Please check if there is anything else they can do to help the organization.

Task 7. Event

- John would like to participate in a special Africare event.
- Please check when and where the next event is, and how he can register to participate.

E.   Post-test Questionnaire

What was your overall impression of Africare web site?

	Very negative	Somewhat negative	Somewhat positive	Very positive
Participant 1		X		
Participant 2			X	
Participant 3		X		

How easy or difficult was it to access information on Africare.org?

	Very difficult	Somewhat difficult	Somewhat easy	Very easy
Participant 1		X		
Participant 2			X	
Participant 3			X	

How would you rate the look and feel of Africare web site?

	Very negative	Somewhat negative	Somewhat positive	Very positive
Participant 1		X		
Participant 2			X	
Participant 3		X		

Does africare.org present Africare as a credible NGO?

	Yes	No
Participant 1		X
Participant 2		X
Participant 3		X

What did you like the most about africare.org?

Participant 1	Two-sentence summaries in Our Stories section
Participant 2	Map with countries where they work
Participant 3	Nice color combination, web page background design

What frustrated you the most about africare.org?	
Participant 1	Financial statement data
Participant 2	Not enough pictures and stories about what they really do
Participant 3	Too much text, empty Our Stories pages

Based on your experience with the web site, would you be more or less likely to support Africare?

	Very unlikely	Somewhat unlikely	Somewhat likely	Very likely
Participant 1		X		
Participant 2	X			
Participant 3		X		

Why?	
Participant 1	It doesn't seem like they put too much time into making this information easily "digestible."
Participant 2	I don't really trust africare.org.
Participant 3	It is not a secure page.