

Crisis Website Evaluation

Word Count: 4,836

Can be shared with charity

1. Executive Summary

A usability test was conducted on the Crisis website, a national charity aiming to end homelessness, to

- Evaluate the effectiveness of Crisis' homepage in communicating the charity's mission, goals, and ways to support, and determining its goals.
- Analyze the overall user experience (UX) of Crisis' website.
- Assess the usability of the user journey for donating, fundraising, volunteering, and applying for volunteering roles.
- Investigate the accessibility and usability of information about Crisis' activism and advocacy, including the charity's current campaigns and calls to action, and determine if users know how to get involved.

The test was conducted remotely via Zoom, with five participants. Upon the participant's consent, the session was recorded with transcripts to gain a deeper understanding of usability issues upon further inspection of these recordings. A remote qualitative user testing session was conducted using a "think aloud" methodology, where participants were asked to complete impression tests and verb-based and scavenger hunt based tasks while vocalizing their thought process. The session was carefully observed, and insightful data was collected based on the participants' interactions and expressed thoughts.

All participants started on the home page on which they gave their first impressions of the website after which they were asked to perform the tasks. The participants were also probed with Addition probes, reflecting probes, Directive probes and Defining probes to encourage the participants to verbalize their thoughts during these tasks. Quantitative metrics were also collected to understand effectiveness and satisfaction of each task and at the end of the usability test. They can also be used as benchmark for future iterations of design.

This usability test identified several areas for improvement for the Crisis website with the most severe issues being the following.

- Although most participants had a good understanding of what the charity is and how to get involved, due to the navigation bar serving a clear purpose for what the participant wanted to do, a universal issue for all participants on the home page was the hero image filling up the entire screen, which resulted in users not knowing they could scroll down. As a result, participants only used the navigation bar and the hero image on the home page.
- Many participants also reported that many pages of the website contained a lot of information in an inconsistent manner which was overwhelming. Furthermore, a significant issue was that all "cards" with information did not have clickable buttons to view more information. Instead, users had to click on the text, which resulted in many participants not knowing how to access the link or information.
- All participants found the website's design cluttered and inconsistent, with distracting and confusing aspects such as the disproportionate height of aligned grids, odd design choices for radio buttons, inconsistent visual design. Most of the tasks that users performed were hindered by these confusing design choices.
- A significant issue was that all participants found the volunteering process to be unnecessarily long with invasive and redundant questions in the application form, causing fatigue and indicating a high likelihood of abandonment of the task itself.

Several actionable recommendations were made to enhance the overall usability of the website.

- The first suggestion was to ensure that the website's design choices were consistent and straightforward across all pages, such as using uniform grids, layouts, and buttons. This would make navigation easier for users.
- Additionally, it was recommended to have clickable buttons for cards, rather than relying on text links, which can be harder to notice and may lead to missed opportunities for engagement. This would improve user experience and increase the likelihood of users interacting with the content.
- Another suggestion was to streamline the application process by using shorter forms. Lengthy forms can be daunting and can discourage users from completing the application, leading to a decrease in conversion rates. By reducing the amount of information required, the process becomes more manageable, and users are more likely to complete it.
- Furthermore, it was suggested to reduce the amount of information displayed on the screen at any given time, as participants reported feeling overwhelmed by the amount of information presented. By limiting the amount of information on the screen, users can focus more effectively on the content they are interested in, leading to improved user experience and increased engagement.

Overall, implementing these recommendations would not only enhance the usability of the website but also increase user satisfaction and engagement, leading to better outcomes for the business.

2. Introduction

Crisis is a national charity aiming to end homelessness. This usability test cover various aspects and user journeys of the Crisis website to evaluate the user experience of the following

- How well is Crisis' home page working for members of the public who might be interested in supporting the charity? Is it clear what the charity is and what can be done on the website? What are the goals of the charity?
- What is the overall UX of the website?
- Investigate the usability of user journeys for engaging members of the public:
 - Making a donation—there are multiple ways to donate to Crisis.
 - Taking part in a fundraising event
 - Finding out about volunteering for Crisis and the different types of volunteering opportunities/roles available.
 - Finding and applying for a volunteering role.
- Investigate the findability and usability of the information about Crisis' activism / advocacy. Can users understand what Crisis is currently campaigning for? How well does this information work as a call to action? Do users know how to get involved?

3. Methods

3.1 Qualitative User Testing

To gain a comprehensive understanding of the user experience of the website, a qualitative user testing session using the "think aloud" methodology was conducted (Nielsen J ,2012). Participants were asked to navigate through the website and vocalize their thought process, which allowed insight into their perceptions, behavior, and pain points.

Before starting the tasks, participants provided consent to record the sessions for analysis purposes. The testing session began with an Impression Test, where participants were asked to provide their initial impressions of the home page. This included general questions related to the website's purpose, clarity of information, and available actions to support the charity. Participants' impressions were recorded to provide a baseline measure of their first impression of the website. After the Impression Test, participants were asked to rate the home page based on their impression. This allowed for the collection of quantitative data that can be used to analyze the overall effectiveness of the website's design.

Following this, participants were presented with four tasks, of which three were verb-based, and one was scavenger-hunt based. The verb-based tasks involved specific actions that users might take on the website, such as donating or filling out an application form. The scavenger hunt based task allowed the user to explore the website to find different information and compare it. These tasks were designed to simulate real-world scenarios that users might encounter on the website (McCloskey ,2014).

Using Probes

During the verb-based tasks, Addition and Defining probes were used to encourage participants to verbalize their thoughts and gain a deeper understanding of usability issues. The Addition probes prompted participants to provide additional information about their thought process or to elaborate on their responses. The Defining probes were used to clarify any confusion or ambiguity in the participant's responses. These probes allowed the capture of the participants' thoughts and identification of areas of improvement. The scavenger-hunt task involved a more open-ended question and allowed participants to provide feedback on their overall experience of the website. This task provided insights into participants' opinions and perceptions of the website that might not have been captured during the verb-based tasks. All key user behaviors and points were noted and further analyzed after the sessions to determine key usability issues.

In conclusion, the "think aloud" methodology, combined with the use of probes and task-based scenarios, provides valuable insights into users' perceptions and behaviors when interacting with the website. The addition of an Impression Test and a rating system also provides a quantitative measure of the website's effectiveness. This information can be used to identify areas of improvement and optimize the website's design to improve the user experience.

First Impressions	Have a look at the website home page. What are your first impressions of the website, what do you think the website is for, what do you think you can do on it?
--------------------------	---

Verb-based (Task 1)	<i>"Make a donation to the charity"</i>
Verb-based (Task 2)	<i>"Find out about taking part in a fundraising event on the website"</i>
Scavenger-Hunt (Task 3)	<i>"Find out about volunteering for crisis and the different types of voluntary opportunities or roles available"</i>
Verb-Based (Task 4)	<i>"Find out about volunteering and apply for the role"</i>

User Tasks

3.2 Quantitative User Testing

After each task, quantitative metrics were collected to understand the effectiveness and satisfaction of each task on a scale of 1 to 5, similar to the Single Ease Question (SEQ) (Jeff Sauro ,2012). The time taken to complete each task was also recorded. Collecting these metrics allowed the identification of key design issues that degraded the user experience or slowed down the participants. They can also be used as benchmarks for future iterations of the website's design.

Finally, at the end of the testing session, participants were asked to provide feedback on their overall journey using the website by filling out a survey consisting of eight questions based on the widely recognized SUPR-Q. The questions were designed to gain insights into the participants' perceptions and experiences of the website's overall quality, usability, credibility/trust, loyalty, and appearance.

3.3 Demographics

The usability test participants demonstrated a diverse range of experience with similar websites, which enriched the breadth and depth of insights obtained during the study.

Participant	Occupation	Experience with charity websites
Participant 1	Lawyer	To explore and find information
Participant 2	Graduate Student	N.A
Participant 3	Accountant	To donate

Participant 4	Accountant	To browse for information
Participant 5	Product Engineer	N.A

4. Data Analysis

The usability testing process involved a thorough analysis of the recorded user sessions to identify and document any usability issues encountered during the study. A rainbow spreadsheet was used to categorize and track issues according to their location on the web page. Recommendations to fix these issues were also provided in this sheet. This allowed easy identification of areas of the website that may require further refinement to optimize the user experience.

To ensure that each issue was given proper attention and prioritization, severity scores were assigned based on the well-established Dumas and Redish severity rating system (Dumas and Redish, 1999). This system considers factors such as the frequency and impact of the issue and the user's ability to recover from it. Using this rigorous and standardized approach to issue tracking, allowed effective prioritization and address usability concerns systematically and efficiently.

Severity Level	Issue
1	Prevents Task Completion
2	Creates significant delay and frustration
3	Problems have a minor effect on usability
4	Subtle and enhancements/suggestions

In addition to documenting usability issues, the study also included an analysis of the metrics collected from each task. Time taken to complete a task was a particularly important metric in this study, as it provided valuable insights into the efficiency of the website and the potential impact of usability issues on user satisfaction. By analyzing task completion times in conjunction with participant ratings (from a scale from 1 to 5), a deeper understanding of how usability issues impacted the user experience was gained.

The average ratings and completion times for each task were calculated and analyzed. These metrics provided valuable insights into how users interacted with the website and how their experiences varied across different tasks. To contextualize this data, the maximum and minimum ratings for each task were also highlighted. This approach provided valuable insights into the best and worst-case scenarios for each task, allowing for a more nuanced

understanding of how different usability issues can affect user satisfaction and performance on a particular task. In conjunction with the rainbow spreadsheet, this approach can help to establish a clear connection between ratings, completion time, and the specific usability issue observed. By identifying the most extreme ratings for each task, a clearer understanding of the potential impact of usability issues on user satisfaction and overall website performance was gained. This helped to highlight areas of the website that are particularly problematic and prioritize which usability issues should be addressed first.

Serial No:	Task 1		Task 2		Task 3		Task 4	
	Rating	Time	Rating	Time	Rating	Time	Rating	Time
Participant 1	3	2:16	2	3:11	3	2:59	1	10:02
Participant 2	4	0:55	3	1:22	4	1:30	3	6:01
Participant 3	2	1:20	3	3:20	4	4:10	3	9:20
Participant 4	4	2:30	3	5:20	1	5:10	1	11:21
Participant 5	4	2:18	3	2:10	2	2:10	1	8:01
Avg rating	3.4	1:51	2.8	3:04	2.8	3:11	1.8	8:57
Max	4	2:30	3	5:20	4	5:10	3	11:21
Min	3	0:55	2	1:22	1	1:30	1	6:01

**Rating of 1 being least satisfactory and 5 being very satisfactory*

Qualitative data coding

To further enhance the understanding of the user experience, the transcribed recordings of user sessions were also carefully analyzed and coded for positive and negative impressions. This analysis provided valuable qualitative data that helped to contextualize the quantitative metrics collected during the study. By synthesizing both quantitative and qualitative data, a comprehensive understanding of the usability issues faced by participants was gained, and potential areas for improvement in the website's design and functionality were identified (Dumas and Redish, 1999).

Example - Task 1 (View all in appendix)

Participant 1

Clicked on donate button which was noticeably clear

- Arrow confused and monthly donation was confusing for the user
- User did not find it clear how to make one time donation

Donation flow was straight forward.

- Postcode entry was confusing as it asks you to choose country

Participant 2

Clicked on donate button which was noticeably clear

Liked the option to donate monthly or annually

- Donation flow was straight forward.

Participant 3

Clicked on donate button which was noticeably clear

Donation flow was mostly straight forward.

- Found the annual option confusing as the website did not let users pick duration for the annual donations.

Participant 4

Clicked on donate button which was noticeably clear

Donation flow was straight forward.

Participant 5

Clicked on donate button which was noticeably clear

- Dropdown for the type of donation was not clear, the participant ended up selecting personal

The final form filled by the participant indicated overall satisfaction and experience which was used to analyze the overall UX of the website

Overall, the data analysis process in this usability study was comprehensive and thorough, utilizing a range of quantitative and qualitative metrics to provide a holistic view of the user experience. By utilizing a rigorous and standardized approach to issue tracking and prioritization, usability concerns were effectively identified.

5. Results

As seen from the ratings and timings for each task along with the rainbow sheet and raw data summaries in attached appendix, the following results were obtained (Travis D ,2017).

5.1 - How well is Crisis' home page working for members of the public who might be interested in supporting the charity? Is it clear what the charity is and what can be done on the website? What are the goals of the charity?

Overall, most participants had a good idea of what the charity was and how to support it. However, multiple design choices led to a mostly negative review of other features of the home page.

Positives

- The website worked well for people who might be interested in supporting the charity due to certain navbar elements such as “get involved” and the “donate” button being very clear.
- Most participants found it very clear as to what the charity was and what could be done on the website.

Negatives

- Due to the hero image occupying the entire screen, most participants only focused on viewing the hero image and utilizing the navigation bar, instead of scrolling down. This led to participants not knowing the goals of the charity as not much information was presented on the hero image.
- A participant's interpretation of the hero image led them to believe that the website was intended for homeless individuals, rather than individuals looking to provide support.
- The participants felt overwhelmed by the abundance of information presented on the webpages.
- The visual design of the website was perceived as cluttered and inconsistent by the participants, making it challenging to comprehend the organization of content on the grid and making it difficult to find information.
- The participants found the disproportionate height of the aligned grids to be a distraction.
- The participants found it confusing to access more information on the items presented on cards, as the lack of clickable buttons required them to click on the text instead.

5.2 - What is the overall UX of the website?

- Participants had little trouble locating the tasks they needed to complete on the website. This was due to the navigation bar being prominently displayed and easy to understand. However, when it came to the overall user experience of the website, participants found it to be mediocre at best as reflected in the ratings and final survey.
- The design choices for elements such as cards, radio buttons, tabs, and grids were reported to be unclear and confusing by participants. This made it difficult for them to complete their tasks quickly and efficiently on the website. These findings were reflected in the SEQ and SUPR-Q ratings.
- Cards with no clickable button link was a prominent issue in most cases as users found it confusing how to view the information on the card as it relied on text links.
- Participants also found that there was a lot of information overload which made it difficult for them to find what they were looking for. This also resulted in people getting confused to get to a certain location to complete tasks which increased task completion time and decreased task satisfaction ratings.
- Participants also did not like the invasive application forms which was also reflected in the ratings. User's indicated task abandonment due to the sheer volume of questions. This greatly affected the user experience of the website in a negative way.

5.3 - The usability of user journeys for engaging members of the public:

a) Making a donation—there are multiple ways to donate to Crisis.

Based on the provided table, it can be inferred that the highest rating given by the participants was 5, while the lowest rating was 3, and the longest duration recorded was 2 minutes and 30 seconds. These findings suggest that although the user journey was generally perceived as easy to follow, there were some possible obstacles that could pose usability challenges.

Positives

- Discoverability I.e., finding how to donate was very straightforward

Negatives

- Participants expressed confusion about the arrow indicating a "single donation" or "monthly donation" option on the website. They reported that the arrow was not clear enough and did not provide enough context to help them understand the difference between the two options.
- Participants reported difficulty realizing that the values for donations were presented as radio buttons. This was due to the unclear styling of these buttons, which made them blend in with other elements on the page and difficult to differentiate from each other.
- Participants reported confusion with the donation dropdown type, specifically regarding the options provided. Participants found the options to be unclear, leading to selecting the "personal" option.
- Participants residing outside the UK reported difficulty donating on the website. This was due to the form forcing the user to enter a UK postcode, even though the form had already asked for the participant's country of residence. As a result, participants residing outside the UK were unable to complete their donation.

b) Taking part in a fundraising event

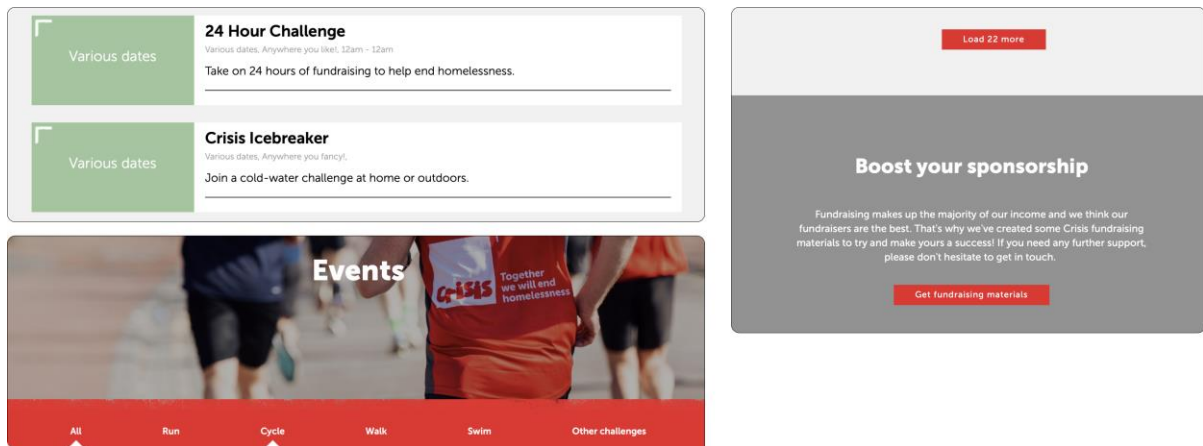
Based on the table, the highest rating was 5 and the lowest rating was 2 for this task with the highest time required being 5 minutes and 20 seconds. Findings reported that some visual aspects/ design choices of the website resulted in increased task completion time and decreased user ratings.

Positives

- Participants found the navigation bar useful as it clearly displayed the "get involved" tab indicating how to get involved with the charity.

Negatives

- Participants reported that they found the tabs for indicating the types of events to be unclear. Most participants did not realize that this tab was usable.
- Participants reported confusion regarding how to view event information on the website. The design of the event cards did not include a clear and clickable button to access the information, which made it difficult for participants to know how to access it.
- Participants reported confusion with the organization of content on the website. They found that some information was scattered across multiple sections, making it difficult to find what they were looking for. This led to frustration and longer completion times for their tasks on the website.



c) Finding out about volunteering for Crisis and the different types of volunteering opportunities/roles available.

Based on the table, the highest rating was 5 and the lowest rating was 1 for this task with the highest time required being 5 minutes and 10 seconds. Similar to Task 2, findings reported that visual aspects/ design choices of the website resulted in increased task completion time and decreased user ratings.

Positives

- Participants found the navigation bar useful as it clearly displayed the “get involved” tab indicating how to get involved with the charity.

Negatives

- A participant encountered confusion when attempting to search for volunteer roles in a specific location. The participant clicked on a link titled "Volunteer in Edinburgh" but found that there were no active roles available for that location. Despite this, the participant noticed a footer newsletter form located below the inactive roles and thought that it was a form to sign up for volunteer roles. This confusion could potentially lead to frustration and poor user experience.
- Participant could not view volunteer role information as it was unclear how to get more information due to there being no clear button for this function

d) Finding and applying for volunteering roles

- Participants found it unclear as to why there were 2 "apply" buttons
- The user journey had unnecessarily long questions for application forms with "invasive" and "redundant" questions.
- Radio buttons on the application form functioned oddly for some participants as these were not being selected unless participants clicked it multiple times
- Most participants found this process unnecessarily long for a volunteering position and indicated that they would likely abandon the process due to getting fatigued
- Participants thought being a “member” of crisis is same as registering and creating an account due to it being unclear on the website

5.4 - Investigate the findability and usability of the information about Crisis' activism / advocacy. Can users understand what Crisis is currently campaigning

for? How well does this information work as a call to action? Do users know how to get involved?

While most participants ended up finding information about the charity and what they are campaigning for, participants encountered several obstacles while searching for information, which affected their ability to complete the task efficiently. These challenges ranged from design decisions to glitches to the organization of information. As a result, participants reported a unsatisfactory user experience, despite the clear call to action that motivated their involvement in the first place.

One of the key issues identified by participants was the design of the information architecture. The information was not always presented in a clear or logical way, which made it difficult to navigate and find the relevant details. Also, the page's layout and formatting of the text were also problematic. This made it harder for users to scan the information and find what they were looking for quickly.

Another factor that affected the user experience was technical glitches. These included broken links, which added frustration to an already challenging task. Furthermore, the organization of the information was also highlighted as a significant issue. The information was not always grouped together logically, and it was sometimes challenging to determine which details were the most relevant. This resulted in participants spending more time than necessary trying to find the information they needed, which impacted on their ability to complete the task efficiently.

To improve the user experience, it is essential to address these usability issues. This includes improving the design of the information architecture, ensuring that the page layout and text formatting are optimized for readability, and fixing any technical glitches that may arise. Additionally, organizing the information in a logical and intuitive way will help users find the details they need more quickly, which will increase their satisfaction and efficiency.

In summary, while the Crisis campaign successfully motivated users to get involved, the user experience was marred by several obstacles that made it challenging to find the necessary information efficiently. Addressing these usability issues will not only improve the information findability but also create a more positive and satisfying user experience. This will lead to higher levels of user engagement and a greater impact on the campaign.

7. Recommendations

Based on the feedback received from the usability test conducted on the website, four significant recommendations have been identified to enhance the website's usability and user experience.

1. Have consistent and straightforward design choices across all pages

The first recommendation is to ensure that the website's design choices are consistent and straightforward across all pages. Design consistency is critical because it helps users navigate the website effortlessly. Participants reported confusion in grid spacing which was distracting. A consistent design approach ensures that users can understand the website's structure easily and are more likely to find what they are looking for. Consistency helps users build mental models of how the website works, making it easier for them to navigate and complete tasks. Additionally, the use of white space is an effective way to improve visual hierarchy and make content easier to scan, which aligns with the principle of visual hierarchy. By using uniform

grids, layouts, and buttons, users can easily navigate the website, leading to a better user experience.

2. Have clickable buttons for links on cards

Secondly, the recommendation to use clickable buttons aligns with the principle of affordance, which refers to the perceived and actual properties of an object that determine how it can be used. Participants found it confusing to view items on cards. Buttons are a clear and recognizable affordance that communicates to users that they can interact with the content. By using buttons instead of text links, users are more likely to perceive the content as interactive, leading to increased engagement.

3. Have shorter forms for applications and fundraiser events

The third recommendation is to streamline the application process by using shorter forms. Lengthy forms can be intimidating, and they may discourage users from completing the application process. The forms on the Crisis website asked a lot of “redundant” and “invasive” questions. By simplifying the forms and reducing the amount of information required, the application process can become more manageable, and users are more likely to complete it.

To further improve the application process, it is recommended to use a progress bar. A progress bar can help users understand how far they have progressed in the application process, making it less daunting and more manageable.

4. Reduce information overload on all pages

The fourth recommendation is to reduce the amount of information displayed on the screen at any given time. Participants in the usability test reported feeling overwhelmed by the amount of information presented. By limiting the amount of information on the screen or showing it in a concise manner, users can focus more effectively on the content they are interested in, leading to improved user experience and increased engagement.

Implementing these recommendations can significantly improve the website's usability and user experience. By making the website more consistent and user-friendly, using clickable buttons for cards, streamlining the application process, and reducing the amount of information.

8. Conclusion

In conclusion, the usability test for the Crisis campaign revealed both strengths and weaknesses in the user experience. While participants were motivated to get involved in the campaign, they faced several challenges when trying to find the information they needed to act. These obstacles ranged from design decisions to technical glitches to the organization of information.

However, by addressing these usability issues, there is an opportunity to improve the overall user experience and increase user engagement. By optimizing the design of the information architecture, improving the layout and formatting of the page, and addressing any technical

glitches, having clickable buttons, reducing information overload, and reducing the long forms, the website can be made easier for users to find the relevant details quickly and efficiently.

These improvements will have a positive impact on the campaign's effectiveness. By creating a more satisfying and efficient user experience, user engagement can be increased and drive a greater impact for the Crisis campaign. This will help the campaign achieve its goals and make a meaningful difference in the world.

9. References

Dumas, J.S. and Redish, J. (1999), *A practical guide to usability testing*. Available at: <https://www.semanticscholar.org/paper/A-Practical-Guide-to-Usability-Testing-Dumas-Redish/a1f70de54f1f81fdea3db3651b43c6e8e3b2a423>

Nielsen J (2012), Thinking Aloud: The 1 Usability Tool Available at: <https://www.nngroup.com/articles/thinking-aloud-the-1-usability-tool/>

McCloskey (2014), Turn User Goals into Task Scenarios for Usability Testing Available at: <https://www.nngroup.com/articles/task-scenarios-usability-testing/>

Sauro J (2016), How to Assign the Severity of Usability Problems Available at: <https://measuringu.com/severity-ratings/>

SUPR-Q, Available at: <https://measuringu.com/product/suprq/>

Jeff Sauro (2012), 10 Things To Know About The Single Ease Question (SEQ) Available at: <https://measuringu.com/seq10/>

Travis D (2017), How to Find More Usability Problems with Fewer Users Available at: <https://www.userfocus.co.uk/articles/more-usability-problems-with-fewer-users.html>

Appendix

This document includes data which is not included in the report.

- Raw Data summaries
- Survey form of SURP-Q
- Rainbow spreadsheet
- All issues and recommendations included in the spreadsheet

1. Raw Data Summaries

This is a summary of the raw data from the recorded transcripts. It is coded with the blue highlight being a positive remark and red highlight being a negative remark.

Homepage

Participant 1

- User doesn't end up scrolling because of hero image on home screen taking up the entire screen
- First impressions after landing on the home page didn't give an idea of what exactly can be done but gave an idea of what the charity is

Participant 2

- User doesn't end up scrolling because of hero image on home screen taking up the entire screen
- First impressions after landing on the home page gave an idea of what exactly can be done on the website and what the charity is.

Participant 3

- User doesn't end up scrolling because of hero image on home screen taking up the entire screen
- Navbar gave a clear idea as to what can be done on the website

Participant 4

- User doesn't end up scrolling because of hero image on home screen taking up the entire screen
- Navigation Bar gave a clear idea as to what can be done on the website

Participant 5

- User scrolled to find more information
- Hero image gave the participant the impression that the website was for homeless individuals due to "callcenter" like picture

Task 1

Participant 1

- Clicked on donate button which was very clear
- Arrow confused and monthly donation was confusing for the user
- User didn't find it clear how to make one time donation
- Donation flow was straight forward.
- Postcode entry was confusing as it asks you to choose country

Participant 2

- Clicked on donate button which was very clear
- Liked the option to donate monthly or annually
- Donation flow was straight forward.

Participant 3

- Clicked on donate button which was very clear
- Donation flow was mostly straight forward.
- Found the annual option confusing as the website didn't let users pick duration for the annual donations.

Participant 4

- Clicked on donate button which was very clear
- Donation flow was straight forward.

Participant 5

- Clicked on donate button which was very clear
- Dropdown for the type of donation wasn't clear, the participant ended up selecting personal

Task 2

Participant 1

- Clicked on get involved and found fundraise sub section and was straight forward
- Tabs for categories on top was useful but not clear
- Unclear how to actually view the event as user scrolled down and clicked a different button
- User found the whole process a bit confusing due to visual design issues and inconsistencies

Participant 2

- Clicked on get involved and found fundraise sub section and was straight forward
- Liked location filters

- Tabs for categories on top was not clear to the user
- Unclear how to actually view the event as user scrolled down and clicked a different button

Participant 3

- Clicked on get involved and found fundraiser sub section and was straight forward
- User found visual organization to be cluttered and confusing

Participant 4

- Clicked on get involved and found fundraiser sub section and was straight forward
- User didn't like the visual organization which made the task difficult

Participant 5

- Clicked on get involved and found fundraiser sub section and was straight forward
- Found the location title on the card for each fundraiser event to be very small and not noticeable

Task 3

Participant 1

- Clicked on get involved and found volunteering which was easy.
- Went on a role and the website didn't show any roles and showed the footer newsletter close to the heading of the role which user thought was a form to sign up for the role

Participant 2

- Clicked on get involved and found volunteering which was easy.
- Expressed the fact that they didn't like the arrangement of information

Participant 3

- Clicked on get involved and found volunteering which was easy.
- Clicked on a role which was an empty link

Participant 4

- Clicked on get involved and found volunteering which was easy.
- Didn't realize how to view the role due to no button element on cards

Participant 5

- Clicked on get involved and found volunteering which was easy.
- Found it odd as to how to actually view the role as there was no button element

Task 4

Participant 1

- User was a bit confused with 2 apply buttons
- Clicked on register to apply which was clear, user flow was creating account was straight forward. Was confused as to why emergency contact was required
- Would have preferred the availability to be shown before hand
- User thought member of crisis is same as registering so it is unclear
- The form radio buttons are glitchy and do not get clicked properly. Need to click multiple times
- Extra demographic details were annoying which extends the process which makes the entire task tedious

Participant 2

- Clicked on register to apply which was clear, user flow was creating account was straight forward.
- The form radio buttons are glitchy and do not get clicked properly. Need to click multiple times
- Extra demographic details were annoying which extends the process which makes the entire task tedious
- Too much information asked

Participant 1

- Clicked on register to apply which was clear, user flow was creating account was straight forward.
- Extra demographic details were annoying which extends the process which makes the entire task tedious. User expressed dissatisfaction due to the fact of the overwhelming number of details asked

Participant 4

- Clicked on register to apply which was clear, user flow was creating account was straight forward.
- User didn't like the entire process as it was too long

Participant 5

- Clicked on register to apply which was clear, user flow was creating account was straight forward.
- User indicated that they would likely abandon the task as it took too much time due to the application form being too long

2. SURP-Q Form

1.The website is easy to use.

- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly disagree**

2.It was easy to navigate within the website.

- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly disagree**

3.The information on the website is credible.

- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly disagree**

4.The information on the website is trustworthy.

- **Strongly disagree**
- **Disagree**
- **Neutral**
- **Agree**
- **Strongly agree**

5. I will likely visit the website in the future.

- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly disagree**

6.I found the website to be attractive.

- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**

- **Strongly disagree**

7. The website has a clean and simple presentation.

- **Strongly agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly disagree**

8. How likely is that you would recommend the website to a friend or colleague?

- **Very likely**
- **Somewhat likely**
- **Neither likely nor unlikely**
- **Somewhat unlikely**
- **Very unlikely**

Post-Test Survey

5

Responses

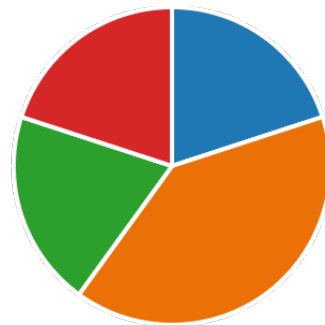
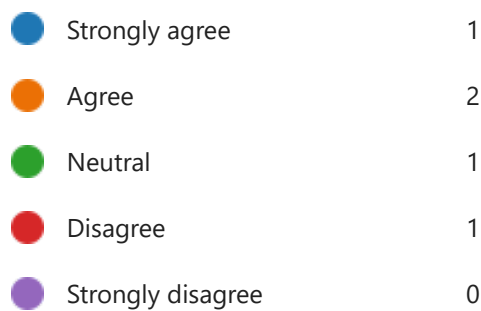
00:52

Average time to complete

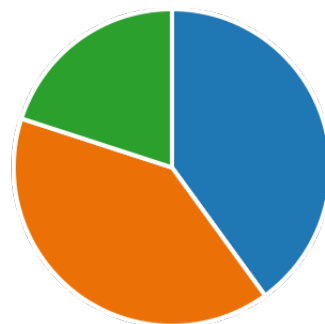
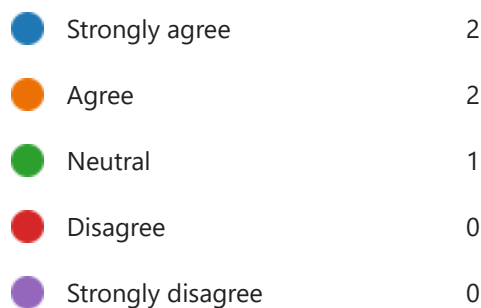
Active

Status

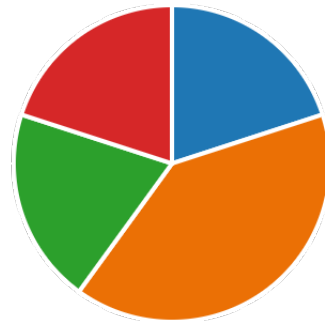
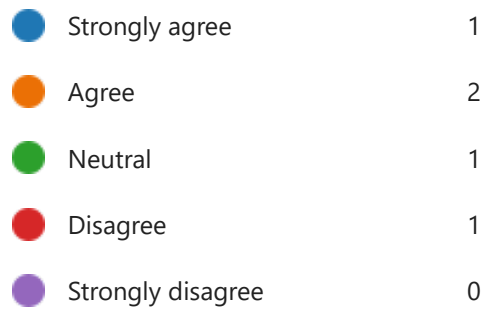
1. The website is easy to use.



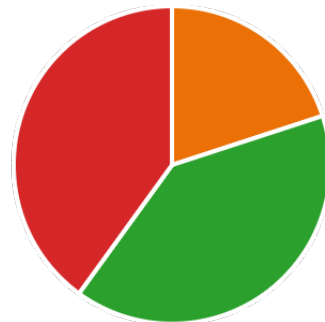
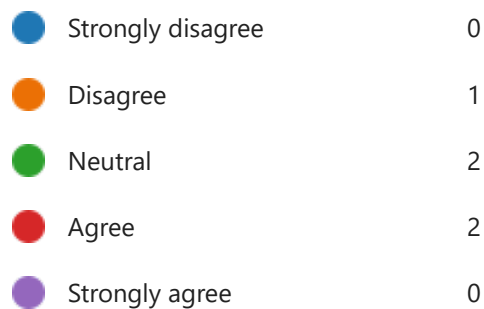
2. It was easy to navigate within the website.



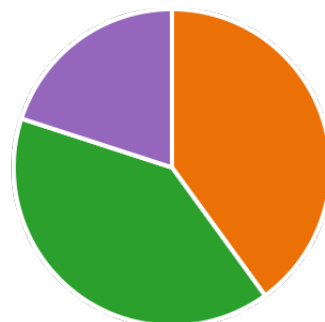
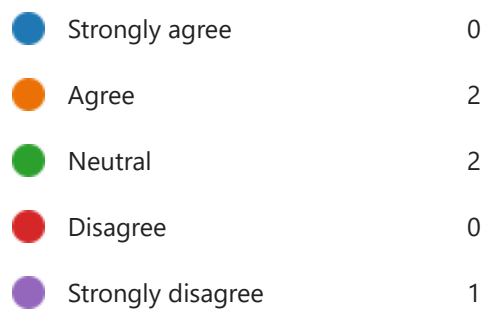
3. The information on the website is credible.



4. The information on the website is trustworthy.

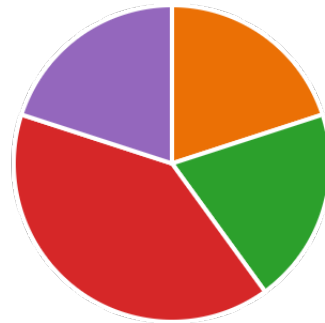


5. I will likely visit the website in the future.



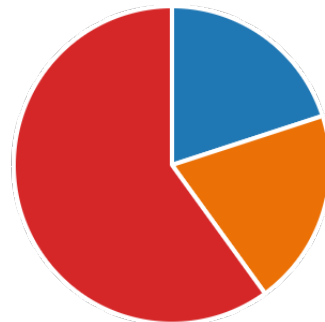
6. I found the website to be attractive.

● Strongly agree	0
● Agree	1
● Neutral	1
● Disagree	2
● Strongly disagree	1



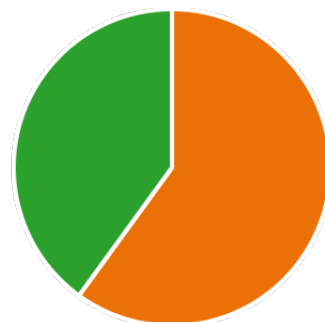
7. The website has a clean and simple presentation.

● Strongly agree	1
● Agree	1
● Neutral	0
● Disagree	3
● Strongly disagree	0



8. How likely is that you would recommend the website to a friend or colleague?

● Very likely	0
● Somewhat likely	3
● Neither likely nor unlikely	2
● Somewhat unlikely	0
● Very unlikely	0



Context	Page	Severity	Issue	P1	P2	P3	P4	P5	Recommendation
Initial Impressions	Homepage	2	The user didn't end up scrolling on the website's homepage because they were drawn to the hero image, which fills up the entire screen height. As a result, they didn't realise that they could scroll down for more information	X	X	X	X		Reduce the height of the hero image so that the user can see that the page has more content below it or having an indication to scroll down
		1	Participants found it confusing to view more information about various things on which were arranged in cards as these cards did not have a clickable button and rather depended on the user clicking the text.	X	X		X	X	Have a button element inside the card to view more information about the card topic
		2	Participants found the website's visual design to be cluttered and inconsistent, making it difficult to understand the content grid organisation	X	X		X	X	Have a systematic and consistent layout for grids and cards.
		2	Participant found the disproportionality of the height of aligned grids distracting	X	X		X	X	Have all card sizes to be of the same height
		2	Participants found the webpages to have a lot of information which overwhelmed them	X	X	X	X	X	Reduce the amount of information displayed on the page or display it in a concise manner
		4	The hero image gave the participant an idea that it was a support website for homeless people rather than a website to support the charity					X	Have a clearer hero image to make the recognizability of the charity
Task 1	Donate Now Page	3	Participants found the arrow indicating a "single donation" or "monthly donation" to be confusing	X					Have the selection for single or monthly donation to be styled in a better/more obvious manner
		2	Participants didn't realise that the values to donate were radio buttons which could be picked due to the unclear styling of these buttons	X		X			Have a clear and consistent styling format for forms
		2	The type of donation dropdown had options which were unclear which confused the participant					X	Have all types of donations be explained to increase credibility
		1	Participants living outside the UK couldn't make a donation as the form forced the user to pick a UK postcode even though the form asked for the participant's country of residence.	X	X	X			Make it clear if only UK citizens can donate or to not have a UK postcode field
		3	Participants found that having an annual option in the donation frequency dropdown for was confusing as the option indicated monthly donations.			X			Have an option to pick the number of years for annual donation
Task 2	Fundraise Page	2	Participants found that the tabs for indicating the types of events was unclear	X	X		X	X	Have a consistent styling format across the website
		1	Participants found it confusing how to view the event information due to there being no clickable button on the event cards to get event information. They eventually were able to view the event after clicking on the card.	X	X		X	X	Have a button element inside the card to view more information about the card topic
		2	Participant found that content organisation was confusing and somewhat scattered	X	X		X	X	Have a systematic and consistent layout for grids and cards.
		2	Participant couldn't easily view each event location on card as it was very small.					X	Have the location of the fundraiser event be more prominent on the card
Task 3	Volunteer Page	1	Participant went on roles based on location and the location didn't have any active roles. The title however said "Volunteer in Edinburgh" with no active roles after which the footer newsletter form was located which the participant thought was a form to sign up for the role.	X					The fact that the newsletter aligned with the title of the page caused this issue. Having a clearer distinction between the two would ideally fix this issue
		1	Participants found it confusing after clicking on the "find a role" button through the categories page as the button was an empty link.			X			Do not have any empty links
		1	Participant could not view volunteer role information as it was unclear how to get more information due to there being no clear button for this function	X			X		Have a button element inside the card to view more information about the card topic
Task 4	Application Page for a volunteering role	3	Participants found it unclear as to why there were 2 "apply" buttons	X					Have one apply button for the role
		1	Unnecessarily long questions for application form with "invasive" and "redundant" questions.	X	X		X	X	Reduce amount of information asked from the user
		1	Radio buttons on the application form were odd as they were not getting selected unless participants clicked it a couple of times	X	X		X	X	Fix button glitches on the website
		1	Most participants found this process unnecessarily long for a volunteering position and indicated that they would likely abandon the process due to getting fatigued	X	X	X	X	X	The users are applying for a volunteer role. Having a long form for this position would cause friction for the users who would generally be taking time out of their day to apply for this
		1	Participants thought being a member of crisis is same as registering and creating an account due to it being unclear on the website	X	X		X	X	Have the website explain this difference clearly