



**POLITECNICO**  
MILANO 1863

Hypermedia Application

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## Usability Report

first version - 17/07/2024

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Analyzed Website:

[UNICEF](#)

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# Contents

<b>1 Introduction</b>	<b>2</b>
<b>2 Inspection</b>	<b>2</b>
2.1 What is an Inspection? . . . . .	2
2.2 Metrics . . . . .	2
2.3 Inspections results . . . . .	2
2.3.1 Nielsen's heuristics . . . . .	2
2.3.2 Nielsen's heuristics recap . . . . .	8
2.3.3 Mile's heuristics . . . . .	8
2.3.4 Mile's heuristics recap . . . . .	16
<b>3 User testing</b>	<b>17</b>
3.1 What is User Testing? . . . . .	17
3.2 User Testing Design . . . . .	17
3.2.1 User profile . . . . .	17
3.2.2 Usability Variables . . . . .	17
3.2.3 Task Definition . . . . .	18
3.2.4 Post Test Questionnaire . . . . .	19
3.3 User Testing Execution . . . . .	20
3.3.1 Execution . . . . .	20
3.3.2 Data Analysis . . . . .	20
<b>4 Conclusion</b>	<b>24</b>
<b>5 Appendix</b>	<b>25</b>
5.1 Individual inspection 1 : Léandre Le Bizec . . . . .	25
5.2 Individual inspection 2 : Federica Giannunzio . . . . .	25
5.3 Individual inspection 3 : Isabella Guglielmelli . . . . .	25
5.4 Appendix User testing . . . . .	35
5.4.1 User Instructions . . . . .	35
5.4.2 User Responses . . . . .	37

# 1 Introduction

The purpose of this Usability Report is to outline the outcomes of the usability evaluation conducted on the Reply website. Specifically, the analysis involves the utilization of both the Inspection method and the User Testing method.

The Inspection method entails expert evaluators examining the application interface and assessing its adherence to established usability principles known as heuristics. In particular, the analysis is conducted with respect to the Nielsen and MILE heuristics.

On the other hand, the user testing method involves collecting data and observing how selected representatives of real users interact with the system. Its objective is to identify the actual challenges faced by users when engaging with the website and to gather systematic feedback on its effectiveness and usability.

## 2 Inspection

### 2.1 What is an Inspection?

Usability inspection refers to a range of methods used by expert evaluators to analyze various aspects of an application's user experience. The primary objective of these methods is to pinpoint usability issues within a design. In this report, our focus is on Heuristic Evaluation, a specific inspection method. This technique involves evaluators closely examining the interface and assessing its adherence to established usability principles, commonly referred to as "heuristics." In particular, the analysis refers to the principles outlined by the Nielsen and MILE heuristics.

### 2.2 Metrics

We performed the inspection using some metrics that are defined in the table [1](#)

Metrics	Description
N/A	Not applicable
0	The heuristic is not satisfied, several violations has been detected.
1	The heuristic is partly satisfied but several features are implemented in the wrong way.
2	The heuristic is partly satisfied but it can be massively improved.
3	The heuristic is almost satisfied but there are several imperfections.
4	The heuristic is almost satisfied but there are few imperfections.
5	The heuristic is fully satisfied, no violation has been detected.

Table 1: Metrics' Table

### 2.3 Inspections results

In this section we will report the results of the inspection we have performed enriched with screenshots and personal comments.

#### 2.3.1 Nielsen's heuristics

This section is dedicated to the study of Nielsen's heuristics. We have analyzed these heuristics while adhering to the metrics defined in section [2.2](#).

### 2.3.1.1 Visibility of the system status

*"The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time."*

#### Overall score: 1

Breadcrumbs are mostly not present and when they are present they are not showed properly, so on a given page it's difficult for an user to know where she/he is. Another difficulty for this website is that a lot of website are interconnected : Unicef global, Unicef data, Unicef careers... But because of the similarity of the front-end, that give us the impression to still be on the same website. That is leading to a global confusion at first sight.

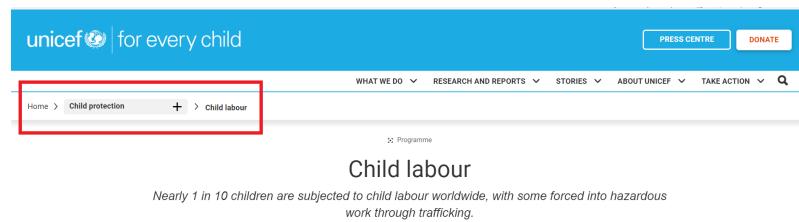


Figure 1: The path is: home -> what we do -> child protection -> child labour but we can see that "what we do" label is not present in the breadcrumbs



Figure 2: The path is: Home -> Research and Reports -> The state of World's Children -> The state of World's Children 2023 but we can see that this time no breadcrumbs are present

### 2.3.1.2 Match between system and the real world

*"The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order."*

#### Overall score: 5

The website doesn't use technical words that cannot be understood by the user and also the icons are familiar.

### 2.3.1.3 User control and freedom

*"Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo."*

#### Overall score: N/A

#### 2.3.1.4 Consistency and standards

*"Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow "platform" conventions."*

##### **Overall score:** 5

The website adheres to world design standards (dropdown menus, hamburger icon for mobile version, standard icons for searching, close button, search symbols, language selection on the top right, etc.)



Figure 3: Some examples that shows that standards are respected

#### 2.3.1.5 Error prevention

*"Even better than good error messages is a careful design that prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action."*

##### **Overall score:** 2

In most of this website, nothing is done to prevent error: the website does not provide a back button so the user has to rely on the built-in back button of the web browser. The only way to go back to the main page is to click on the Unicef logo on the top left(not so intuitive for a beginner user), by the way this option is valid only if you are in the "main" Unicef website (and not for Unicef careers, Unicef data and so on). For example if we are in the donate section



Figure 4: We can see clearly that there is no back button in this page. Furthermore, even when you try to click the button you cannot return to the main page

#### 2.3.1.6 Recognition rather than recall

*"Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate."*

**Overall scores:** N/A

#### 2.3.1.7 Flexibility and efficiency of use

*"Accelerators - unseen by the novice user - may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions."*

**Overall score:** 3.5

The website provide some well implemented accelerators: for example if you click on the lens on the top right and then you type something, the website allows you to start the research both by clicking "enter" on your keyboard (advanced user) or by clicking on the lens again (basic user) figure 5. Another good accelerator is the insertion of dates both through the textboxes (basic user) and through the calendar icon (advanced user). By the way, accelerators are often not so intuitive and useful to reach a specific information fast and it's really important to do this because there is a big quantity of information on every page figure 6.

#### 2.3.1.8 Aesthetic and minimalist design

*"Dialogues should not contain information that is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility."*

**Overall score:** 3.5

The website looks tidy and pleasant to look at, but sometimes it can feel a bit crowded because of the amount of information displayed on each page. For example, article headlines and links are displayed multiple times trough the same page, often for the same articles.

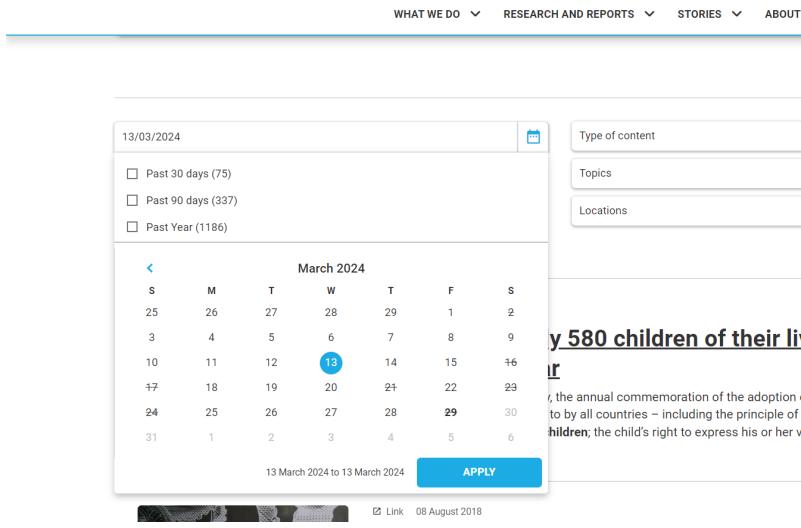


Figure 5



Figure 6: We are in Home -> What we do -> Humanitarian emergency. If you try to click on the dropdown menu on breadcrumb you will see the topics of this specific page, not the topics in "what we do" section even if it would be more useful and intuitive

### 2.3.1.9 Help users recognize, diagnose and recover from errors

*"Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution."*

#### Overall score: 4.5

There's no much possibility for the user to make errors, in the sense that the actions in which usually a user can do wrong are limited (the aim of the website is to provide news and information, not to "make the user do things"). By the way, not all of these few possible errors are well managed. For example in the donation section figure 7 you know that you cannot donate less than 5 euros only after you have tried to insert a small import. Also typos are not always managed: for example if you click on the lens on the main page typos are recognized figure 8 but are not recognized in the "Work with us" section figure 9.

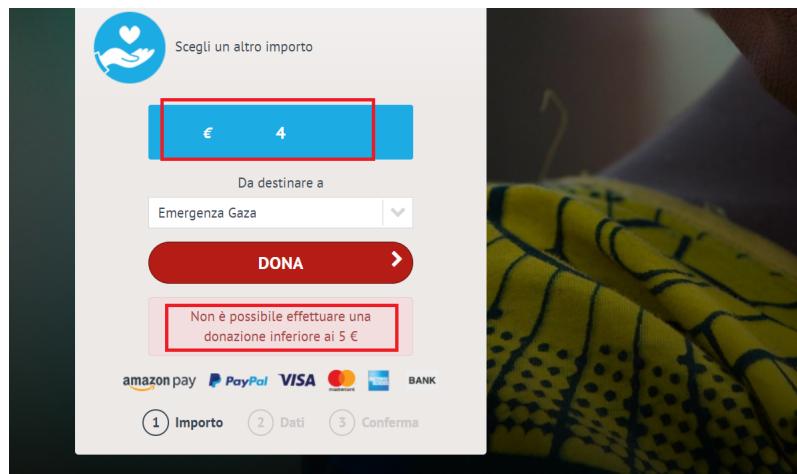


Figure 7: After the user have tried to donate 4 euros, the website shows a message to notify that the import is too low. We can see that no alert is shown to prevent this type of error.

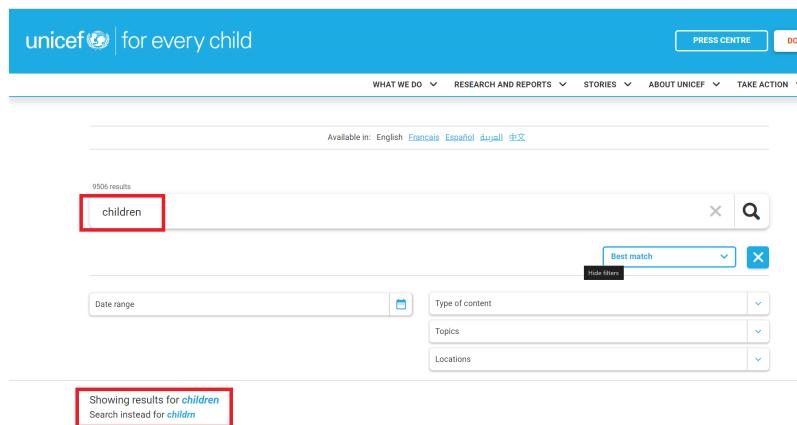


Figure 8: In this section, the typo is managed by the website the provides a suggestion of the right word.

### 2.3.1.10 Help and documentation

*"Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large."*

**Overall score:** N/A

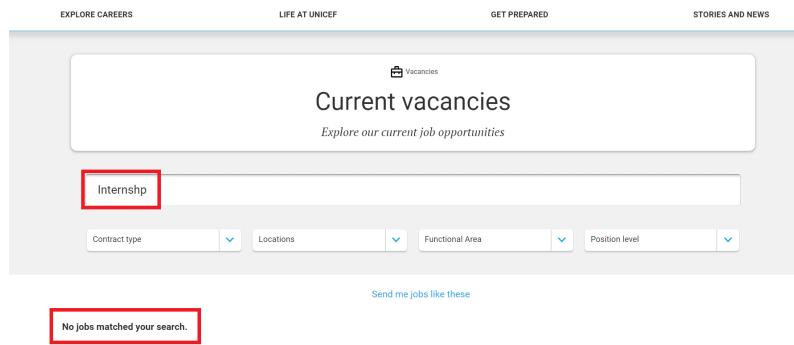


Figure 9: In this section instead, the error is not managed: the right word should be "internship" but the website do not recognize the typo and shows the message "No jobs matched your search."

### 2.3.2 Nielsen's heuristics recap

The table 2 summarized the previous section.

heuristic	score
Visibility of the system status	1
Match between system and the real world	5
User control and freedom	N/A
Consistency and standards	5
Error prevention	2
Recognition rather than recall	N/A
Flexibility and efficiency of use	3.5
Aesthetic and minimalist design	3.5
Help users recognize, diagnose and recover from errors	4.5
Help and documentation	N/A

Table 2: Nielsen's heuristic recap table

### 2.3.3 Mile's heuristics

This section is dedicated to Miles' heuristics. They can be broken down into three parts: Navigation/Interaction, Content, and Presentation. These heuristics have been analyzed while using the metrics defined in section 2.2.

#### 2.3.3.1 Interaction consistency

*"Do pages of the same type have the same navigation links and interaction capability?"*

**Overall score:** 4.5/5

Pages of the same type have similar navigation options and interaction capabilities. All pages offer multiple languages, all articles are downloadable in the same way, and the structure of pages within the same group is very similar. However, there is a difference between subgroups. In the subgroup "What we do" > "focus area," a "home" navigation option is present as presented in figure 10. This option is only available in this subgroup.



Figure 10: focus area navigation option

### 2.3.3.2 Group navigation

*"Is it easy to navigate from, among groups of "items", and within the items? does menus create Cognitive Overload?"*

**Overall score:** 2/5

Regarding navigation on this website, the only positive aspect is the fixed presence of the menu at the top of the page. However, having a fixed menu has become a standard feature on websites, so it's not really a strong point. On desktop, figure 11, the menu is fairly well-designed, clear, and functions effectively. It's relatively easy to navigate despite the significant number of subsections. However, the effectiveness of this menu diminishes when switching to a smaller window or mobile version, figure 12. The amount of information makes it difficult to read and understand. Another significant drawback of this menu is that when navigating to another site (such as UNICEF careers, UNICEF data, etc.), figure 13, the menu changes, leading to user confusion and disorientation.

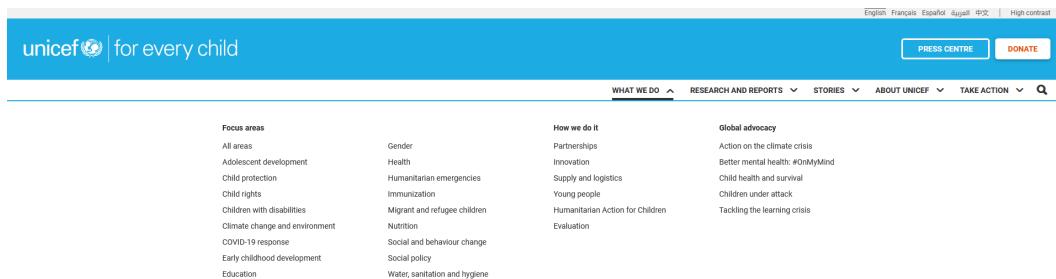


Figure 11: Full page menu

### 2.3.3.3 Structural navigation

*"Is it easy to navigate among the "components" ("parts") of a topic?"*

**Overall score:** 3/5

On most pages, the only way to move around is by scrolling. But there are a few pages where shortcuts are provided. For example, on "UNICEF Careers" > "Life at UNICEF," there are helpful links: a clickable list at the start or a "back to top" button at the end of each section, figure 14. This clickable list also appears on other pages, like "UNICEF" > "What we do" > "Focus area" > "Adolescent development and participation", figure 15. Plus, there are links to move between different parts of

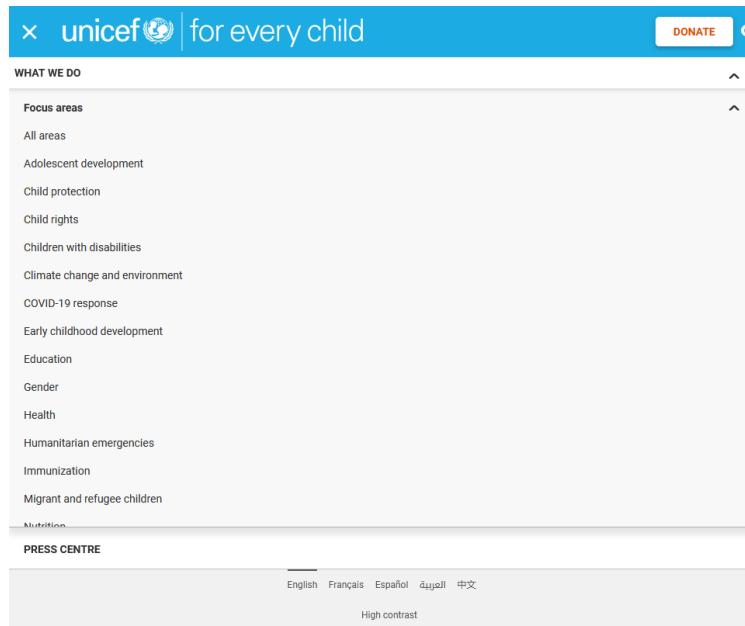


Figure 12: Mobile menu



Figure 13: Careers menu

the site, like on "UNICEF Global" > "What we do" > "More UNICEF to explore", figure 16. These navigation aids are there, but you have to search for them. They're not consistent and sometimes not even there, which can make them not intuitive to use.

#### 2.3.3.4 Semantic navigation

*"Is it easy to navigate from a topic to a related one (in both directions)?"*

**Overall score:** 3.5/5

The pages are filled with semantic links. On any given page, it's easy to access related articles, relevant sections, or additional stories and testimonials. However, once you're on one of these semantic links (article, story, other sections, etc.), it can be challenging to return to the original page.

#### 2.3.3.5 Landmarks

*"Are "landmarks" effective for the user to reach the "key" (most relevant) parts of the web site?"*

**Overall score:** 4/5

As we've seen in the study of previous heuristics, many landmarks are used on this site. They are mostly used for semantic links and to some extent for structural links.

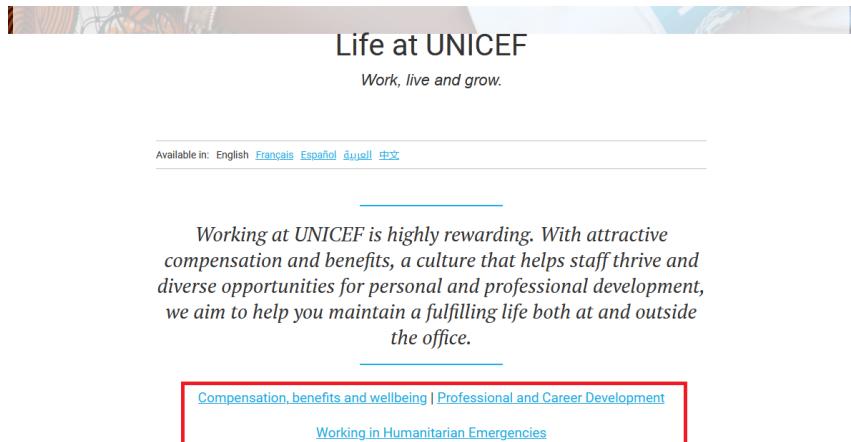


Figure 14: Link into the table of contents

Jump to: [Challenge](#) [Solution](#) [Resources](#)

Figure 15: "Jump to" links

Many of the landmarks are effective, but some are missing, which can sometimes frustrate the user experience. For example, landmarks included in a breadcrumb trail would help users know where they are and easily navigate between their search steps.

#### 2.3.3.6 Information overload

*"Is the information in a page too much/too little?"*

**Overall score:** 2/5

The website contains a lot of information overall, both in pages and in the dropdown menus as we can see in figure 17. Texts are long and sometimes a large amount of pictures and links. So those strategies that have been implemented (links, dropdown menus, search bar, etc.) are not very effective and pages tend to be crowded anyway.

#### 2.3.3.7 Consistency of Page Content Structure

*"Do pages of that present topics of the same category have the same types of elements?"*

**Overall score:** 4/5

Overall the website is consistent: pages of the same type display content in the same way and general structure is the same for each of them. By the way small differences remains as we can see in figure 18, figure 19 and figure 20 in which we notice that in the "stories" section Sudan, Ukraine, Yemen dedicated pages have the donate section displayed in three different ways. Despite this, we can keep the score high because of the website is very big and is not that easy to keep it consistent.

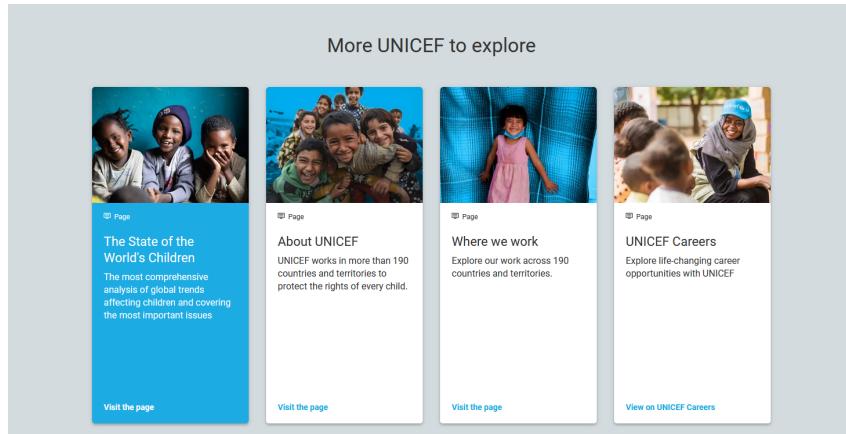


Figure 16: More section

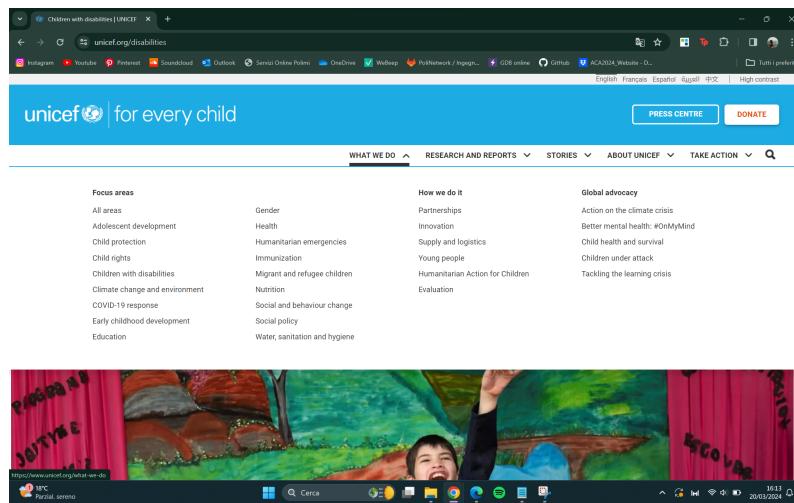


Figure 17: Example of very crowded menu

### 2.3.3.8 Contextualized Information

*"Does the page include information that helps users understand where they are?"*

**Overall score:** 3.5/5

Each page has a main title and different subtitles that help contextualize the information, but once you scroll down you can see the main title no more so maybe it would be better if it was sticky, use breadcrumbs or some menus that help the reader to understand at which point of the article he is. This is really important as the website is full of information and it's very easy for a user to get lost or feel overwhelmed.

### 2.3.3.9 Content Organization

*"Is the hierarchical organization of topics appropriate for the topic relevance?"*

**Overall score:** 5/5

The hierarchical organization of the website is appropriate with relation to the topic

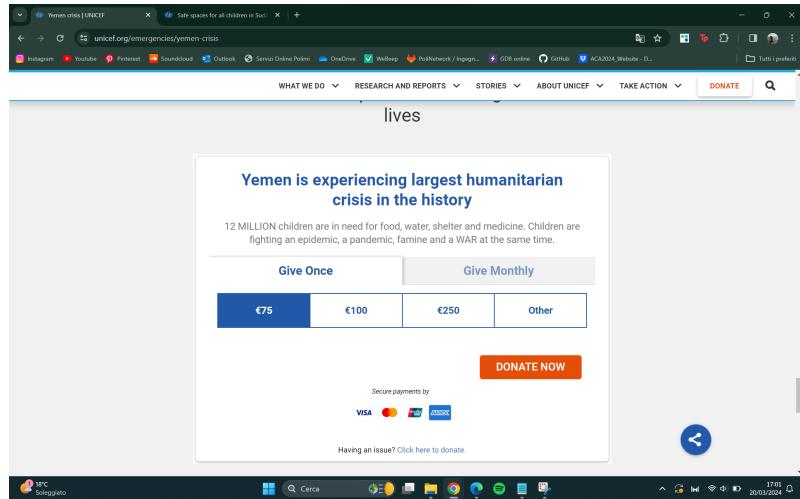


Figure 18: Yemen donate section

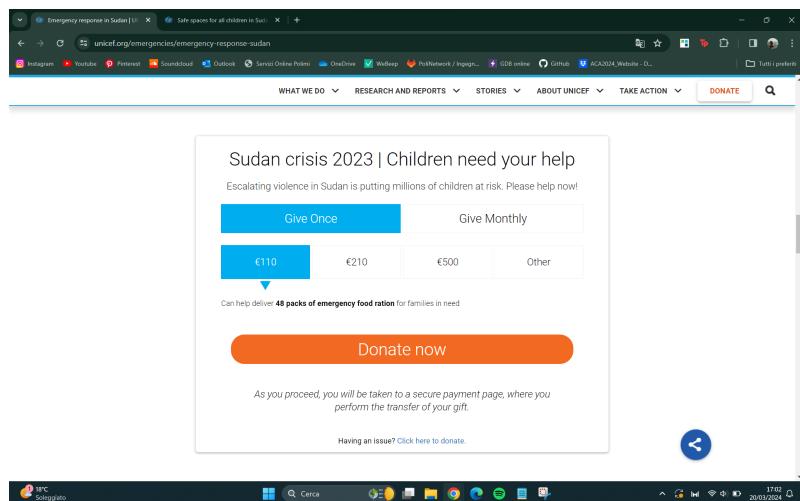


Figure 19: Sudan donate section

relevance. The main areas of interest are accessible through the navigation bar. the homepage displays first the most urgent situation/emergency (now, the war in Gaza), then links to other relevant situations (other humanitarian crisis, information about wars), then on which areas Unicef is active, and for last some interesting/more research focused articles. Most important topics are often enriched with bigger pictures to put in evidence their importance. Also quotes are put in evidence because they are written in a different format and the are easy distinguishable from all the other parts of the articles. In figure 21 and figure figure 22 we can see an example of the correct hierarchical organization of the website applied in the main page.

#### 2.3.3.10 Text lay out

*"Is the text readable? Is font size appropriate?"*

**Overall score: 5/5**

The fonts and font sizes used are clearly readable and appropriate.

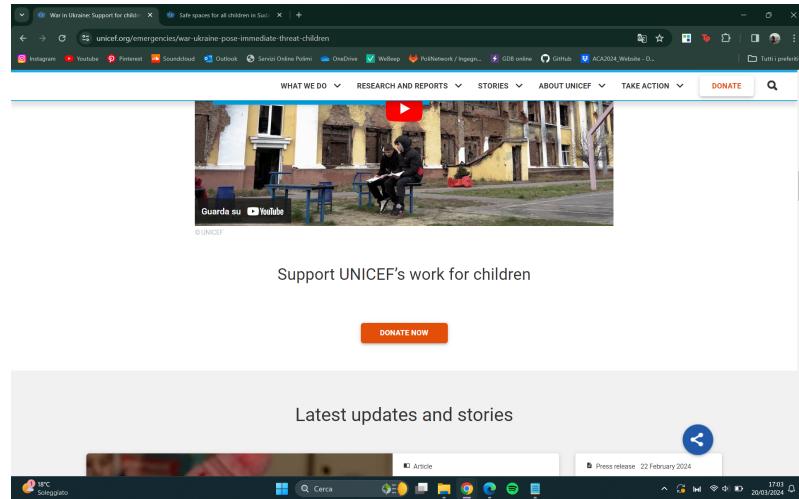


Figure 20: Ukraine donate section



Figure 21: The main important topic at the moment displayed in the main page.

### 2.3.3.11 Interaction placeholders-semiotics

*"Are interactive elements "intuitive"? i.e., do textual and visual labels/icons for interactive elements convey their functional meaning?"*

**Overall score:** 5/5

The dynamic elements of the website are highlighted in a very intuitive manner. The navigation on this website feels natural for a user familiar with the web.

### 2.3.3.12 Interaction placeholders-consistency

*"Are textual or visual labels of interactive elements consistent in terms of wording, shape, color, position, etc.?"*

**Overall score:** 4.5/5

The dynamic elements of the website are highlighted almost consistently in the same manner. There are a few differences, such as clickable links at the beginning of the page, as seen in Figures 14 and 15, which are not presented in the same way. Donation buttons sometimes have different presentations or text. However, despite these minor differences, the overall presentation remains very cohesive.

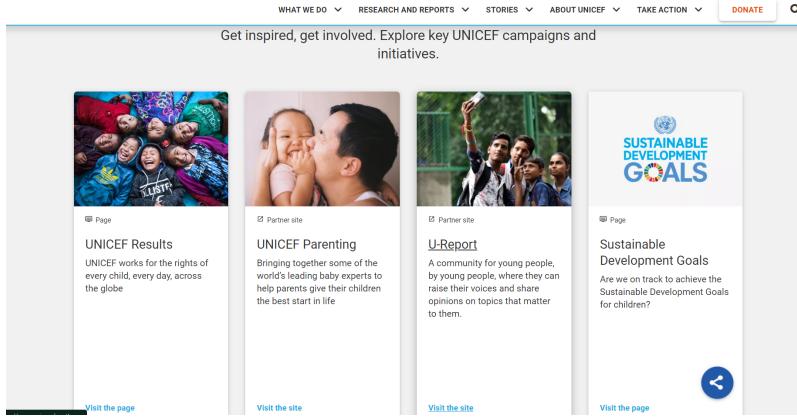


Figure 22: Some suggestions displayed at the end of the main page.

#### 2.3.3.13 Consistency of Visual Elements

*"In pages of the same type do visual elements have the same visual properties?"*

**Overall score:** 5/5

The pages are highly consistent throughout, with visual elements sharing similar properties. Clickable links change color, buttons do too, and articles become larger when hovered over, etc. These properties are consistent across the entire site.

#### 2.3.3.14 Hierarchy

*"Is the on-screen allocation of contents within a page appropriate for their relevance? Is the on-screen allocation of visual elements appropriate for their relevance?"*

**Overall score:** 4/5

The pages have a clear hierarchy, with important elements readily identifiable by the user on the majority of pages. However, the abundant content on the pages sometimes undermines the hierarchical aspect of the site. It becomes challenging to spot important information at a glance, or it requires the user's particular attention.

#### 2.3.3.15 Spatial allocation

*"Are "semantically related" elements close to each other? Are "semantically distant" element placed distant from each other?"*

**Overall score:** 4.5/5

The heuristic observed in the usability assessment emphasizes grouping semantically related elements together while separating semantically distant ones. This principle is generally upheld, with elements pertaining to the same topic positioned close to each other within pages. For instance, articles are clustered with articles, and spotlights with spotlights. Additionally, the menu structure is well-organized, with closely related elements grouped together. However, there are exceptions, such as in the "How we do it" section, where semantically distant elements are grouped

together because they address the same problem. While there are occasional lapses, overall, the heuristic ensures a clear and logical organization of content, enhancing user navigation and comprehension.

#### 2.3.3.16 Consistency of Page Spatial Structure

*"Do pages of the same type have the same spatial organization for the various visual elements?"*

**Overall score:** 3.5/5

The heuristic observed focuses on maintaining consistent spatial organization within pages of the same type, enhancing user familiarity and navigation. While there are occasional deviations, such as variations in the order of elements within sections like Stories (e.g., UKRAINE, SUDAN, SYRIA), overall, pages of the same type adhere to similar structures. For example, most Focus Area pages and those referencing other articles maintain a consistent layout. However, there are instances where variations occur, like in the Stories section, where UKRAINE differs from others by offering links to subsections and arranging content differently. Despite these discrepancies, the overall cohesion of pages remains intact, ensuring readability and ease of navigation for users.

#### 2.3.4 Mile's heuristics recap

The table 3 summarized the previous section.

heuristic	score
<b>Navigation/Interaction</b>	
Interaction consistency	4.5
Group navigation	2
Structural navigation	3
Semantic navigation	3.5
Landmarks	4
<b>Content</b>	
Information overload	2
Consistency of Page Content Structure	4
Contextualized Information	3.5
Content Organization	5
<b>Presentation</b>	
Text lay out	5
Interaction placeholders-semiotics	5
Interaction placeholders-consistency	4.5
Consistency of Visual Elements	5
Hierarchy	4
Spatial allocation	4.5
Consistency of Page Spatial Structure	3.5

Table 3: Mile's heuristic recap table

## **3 User testing**

### **3.1 What is User Testing?**

User Testing can be defined as the process of evaluating the usability of a website or an application (or more in general, a product) by observing how real users interact with it. Efficiency and ease of use are tested by asking users to perform some tasks while using the website in a realistic setting. The goals are to uncover any difficulties that users may have while using the application and to obtain a systematic feedback on the effectiveness and efficiency of use of the product.

### **3.2 User Testing Design**

This section is dedicated to how the test was designed, with particular attention to the choice of user profile, the variables measured through the test, the task design and the post-test questionnaire design.

To facilitate the process of data gathering and organization, and also to facilitate users in carrying out the test, all the questions are provided through a Google Form. It contains both task-specific questions and the post-test questionnaire, divided in different sections.

#### **3.2.1 User profile**

The UNICEF website provides a significant amount of information about humanitarian issues that concern different countries and categories of population. It also offers job opportunities, both paid and as volunteer, the possibility of doing donations and many specific sections that contain complex and dense data. For these reasons we decided that the category of users most likely to use the website is adults within age of employment. This because they would be more willing to donate money, or might be interested in working with the organization. Also, because of the complexity of the information provided, adults are more likely to understand the content of articles and reports. While the website could be used by students for research purposes, we established that it wouldn't be as relevant to test the overall usability of the website.

#### **3.2.2 Usability Variables**

The website will be evaluated according to the following usability variables <sup>4</sup>. They are both qualitative and quantitative indicators of the performance of the website.

<b>Quantitative Variable</b>		<b>Description</b>
V1	Effectiveness	Measures task success rate.
V2	Efficiency	Measures the time spent on each task.
V3	Errors	Measure the frequency in which users chose wrong paths or actions while performing a task.
V4	Perceived Task Difficulty	Measures how difficult users perceived a task.
<b>Qualitative Variable</b>		<b>Description</b>
V5	Disorientation	Measures how much users appear confused and disoriented while performing the task.
V6	Satisfaction	Measures how satisfied users are with the website.

Table 4: Usability Variables

### 3.2.3 Task Definition

To test the usability of the website we defined six tasks that simulate a set of realistic situations in which a user, as defined by the User Profile, interacts with it. The defined tasks vary in difficulty, because the website offers a wide range of articles, reports and information; it also comprises a large number of sections, some of which contain more technical information and analytics. For this reason we decided to include some more technical tasks, which could represent the use case scenario of a professional (Journalist, Reporter, Researcher) browsing the website.

<b>Task</b>		<b>Description</b>
T1	<i>Make a donation</i>	Because of the worsening of the conflict in Sudan, you decide to do a one-time donation to UNICEF to support their work in helping people and children in need in that region. After a while, you decide to commit to be a monthly supporter of the organization, subscribing to monthly donations of a certain import, according to your income.
T2	<i>Research information</i>	A lot of conflicts are happening in the world right now, so you decide to browse UNICEF's website to keep informed about the most urgent situations. In particular, you would like to know about what is happening in Gaza, and also browse the most recent articles about the war in Ukraine.
T3	<i>Job application</i>	You've always felt like helping people in need is your calling in life. Finally you decide to apply for a job at UNICEF, so you browse the website to find the most suitable position for your professional interests.
T4	<i>Data reports</i>	You're writing a research article about the impact of malaria in the African continent. You decide to browse UNICEF's website to find reliable data and information about the topic.
T5	<i>Report an abuse</i>	You're working as a volunteer for a UNICEF programme when you witness inappropriate behaviour by one of your superiors. You decide to search through the website how to effectively report the misconduct.
T6	<i>Journalists and press</i>	You're a freelance journalist that is writing an article about UNICEF's impact in helping refugees around the world. You decide to browse the website to find contacts to perform an in-depth interview.

Table 5: Tasks

Some of the tasks are followed by a question about the content that the user was supposed to find on the website. This allows for a more precise and quick understanding of the correctness of the execution. Each task is also followed by a close-ended question about the perceived task difficulty, and an optional text field that allows the user to write opinions about the task and the website.

### 3.2.4 Post Test Questionnaire

After completing all tasks and answering all post-task questions, users are asked to complete a questionnaire about their experience with the website. All questions are reported in the table below. The questionnaire is concluded with an optional open-ended question, through which users can leave additional comments about the website.

Do you agree with the following statement?	
Q1	I found the website easy to use
Q2	I could easily find all the information I was looking for
Q3	It wasn't easy to go from one section of the website to the other
Q4	It wasn't easy to get lost in the website
Q5	Information displayed in pages was easy and comfortable to read
Q6	The way the website was organized was intuitive and clear
Q7	I got what I expected when I clicked on things on the website
Q8	The highlighted areas of the website (links, buttons, particular sections) helped me find the information i needed.
Q9	The website didn't feel too crowded, with too much information on each page.
Q10	The website search function was useful.
Q11	Navigating the website was not intuitive.
Q12	I found the website visually pleasing.
Q13	I was satisfied with my experience with the website.

Table 6: Post-test questionnaire

### 3.3 User Testing Execution

This section will provide a more thorough description how the test was carried out, an in-depth analysis of the gathered data and the drawn results and conclusions.

#### 3.3.1 Execution

As stated in the previous sections, 15 users compliant with the described user profile were chosen to execute the test. Every user was provided with a pdf containing detailed instructions about the test and a google form to answer all questions. All users were recorded during the test, using audio, video and screen recording. A moderator was present during each session, to answer possible questions and monitor the user. No timeouts were set to limit the time-on-task, but users were encouraged to drop the task or partially answer if completing the task was particularly difficult or frustrating.

#### 3.3.2 Data Analysis

The information gathered during the test is presented in detail and examined in this section.

##### 3.3.2.1 Effectiveness and perceived task difficulty

The website's effectiveness is assessed by evaluating the extent to which assigned tasks are completed. This assessment is quantified as the percentage of tasks completed correctly and independently. The data collected are presented in the figure 23. Tasks are categorized as successful (S) if completed without assistance, partial (P) if only partially completed, and failed (F) if moderator intervention was needed. The system's overall success rate is approximately 73.3%.

The perceived task difficulty (/5) helps evaluate how users perceive the difficulty of the tasks they need to complete. This metric is crucial because users' perception

of their user experience is highly indicative of the ergonomic quality of a website. However, this variable can be subject to significant variance due to its subjective nature.

user \ task	task 1	task 2	task 3	task 4	task 5	task 6
1	P	S	S	S	S	S
2	S	S	S	S	S	F
3	S	S	S	F	F	F
4	S	F	S	F	S	F
5	S	S	S	F	S	S
6	F	S	S	F	S	S
7	S	S	S	S	F	S
8	P	S	S	F	F	F
9	S	S	S	F	S	S
10	S	S	S	F	S	S
11	S	S	S	F	S	F
12	S	S	S	F	F	S
13	S	S	S	S	F	F
14	S	S	S	S	S	S
15	S	S	S	S	S	S
Success rate / task	80%	93,30%	100%	40%	66,70%	60%
perceived task difficulty	1,6	2,3	1,5	4,1	3	2,6

Figure 23: Success rate per task

According to the figure 23, tasks 1, 2, and 3 were largely successful. However, some difficulties were noted with task 1, particularly regarding the inability to change the language of the page and the cumbersome access to the donation function for the specified country, requiring users to navigate to the country's specific page to donate instead of doing so directly from the homepage. Task 4 was notably poorly executed, as the process was not intuitive; participants had to search for the name of the disease rather than the name of the country to find the relevant statistic, leading many to abandon the task. Tasks 5 and 6 both saw lower success rates; these tasks involved locating specific sections of the site, and if they were not found immediately, it could be time-consuming and tedious.

### 3.3.2.2 Efficiency

System efficiency is evaluated based on task completion time, which is defined as the duration between opening the homepage and when the user declares the task completed. The recorded times are displayed in figure 24.

The table indicates that Task 4 is where users spent the most time, which aligns with the effectiveness measure, as this task also had the lowest success rate. This outcome suggests that either our problem formulation was inadequate or that searching for precise statistics is a challenging task. However, according to user feedback, the latter option seems to be favored. Regarding the other tasks, we observe that

user \ task	task 1	task 2	task 3	task 4	task 5	task 6	total
1	5,09	2,14	4,31	11,04	2,62	2,34	32,05
2	4,19	4,24	6,17	9	5,41	5,05	26,15
3	3,56	3,51	6,07	9,11	5,19	5,3	31,14
4	6,2	11,24	10,47	17,03	1,47	11	76,08
5	3,2	2,45	2,01	4,16	1,32	2,2	17,02
6	7,33	2,04	6,93	8,97	1,54	1,68	39,41
7	7,33	2,04	6,93	8,97	1,54	1,68	83,56
8	7,33	2,04	6,93	8,97	1,54	1,68	23,1
9	3	1,26	1,2	6,5	4,34	3,19	24
10	3,5	3,27	6	11,31	2,44	8,11	50,04
11	3,21	6,2	6,31	7,55	6,1	4,28	38,24
12	3,5	5,44	5,42	10	8,25	3,07	38,53
13	4,07	5,14	5,02	10,4	7,19	6	40
14	6,26	2,94	1,36	5,89	2,13	2,48	34,34
15	3,34	3,88	3,19	6,8	2,91	3,88	31,51
Average	4,74	3,86	5,22	9,05	3,60	4,13	39,01

Figure 24: Time on task (min)

the average time spent is quite similar. The total time averages 39 minutes, with a maximum of 84 minutes and a minimum of 17 minutes, showing significant variance. Our sample population ranges from 22 years old to 60 years old, and we notice that individuals familiar with current web technologies took on average half the time compared to less tech-savvy individuals. This indicates an ergonomic design appropriate to the period.

### 3.3.2.3 Errors and confidence with the design

The error variable quantifies the number of incorrect actions or paths taken by the user during navigation (e.g. using browser undo or clicking on the wrong item). The values documented by the moderator during task execution are presented in figure 25.

The tasks that resulted in the most errors related to the site design are tasks 3 and 4, which is unsurprising as these are the two tasks leading to different websites of UNICEF (careers and data). As expected, most users struggled to return to the original UNICEF site, with many opting to use the browser's undo button until they reached the homepage. Regarding the other tasks, it is noted that users often prefer to use the browser's undo function rather than utilizing the site's landmarks, indicating a design flaw.

### 3.3.2.4 Satisfaction, disorientation and wandering periods

Throughout the test, moderators meticulously analyzed users' expressions and reactions. These data, combined with the outcomes of the post-test questionnaire, are crucial for evaluating the level of satisfaction. Generally, users rated their experience with the website positively, as reported in figure 26.

Concerning the post-test questionnaire allowing the user to evaluate various criteria, including the design and usability of the website, we will apply the following criteria:

- Score < 3 = Red: User is not satisfied;
- 3 < Score < 3.5: User is partially satisfied;

user \ task	task 1	task 2	task 3	task 4	task 5	task 6
1	1	0	2	1	1	0
2	0	0	3	2	0	0
3	2	0	2	3	0	0
4	1	0	3	2	1	0
5	0	1	2	2	0	1
6	0	0	3	1	2	0
7	1	0	2	1	2	0
8	0	1	2	2	1	0
9	0	1	2	3	1	1
10	1	0	1	1	0	0
11	2	0	2	1	0	0
12	2	0	2	2	1	0
13	0	2	3	4	2	1
14	0	0	2	1	0	0
15	1	1	3	1	0	0
Total per task	11	6	34	27	11	3

Figure 25: Design error per task



Figure 26: Satisfaction assessment from the post-test questionnaire

- Score > 3.5: User is satisfied.

These criteria are applied to the figure 27 displaying the various questions along with their corresponding user responses gathered during the test.

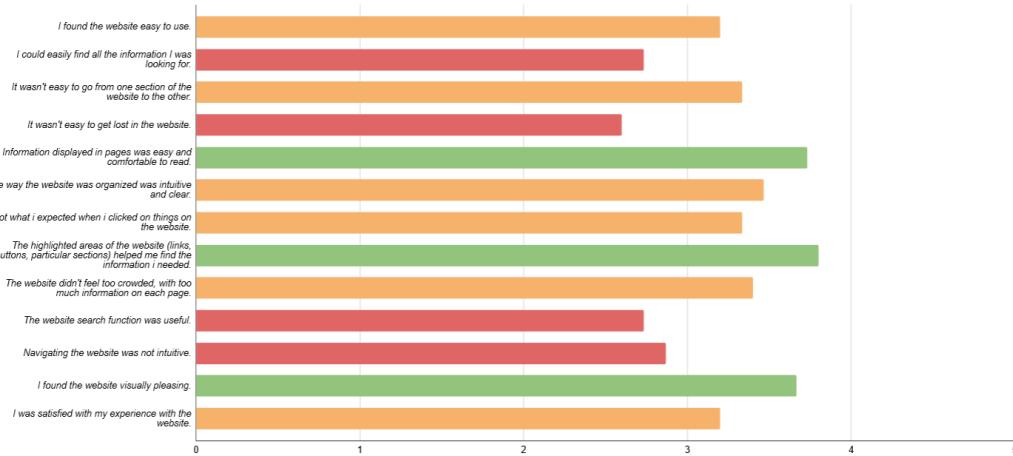


Figure 27: Post-test questionnaire

The visual aspect of the site is its greatest strength. The design has convinced the majority of users, reflected in ratings higher than 3.5 or close to 3.5 for design-related questions. However, the usability of the site has been criticized by several users. They found it easy to get lost on the site, which is slightly overloaded. Although they rated the site as generally intuitive, it can be overly complex at times, especially during advanced searches.

### **3.3.2.5 Comparison between inspection and user testing**

The results from both the inspection and user testing are consistent. The inspection concludes that the site's design is a significant strength. The organization is good, but it suffers from an excessive amount of information, which burdens it. Overall, the navigation is satisfactory, and the site is fairly easy to use and flexible. User testing arrives at the same conclusion. The design carries the site, which, despite a heavy concentration of information, remains readable, natural, and flexible. However, users easily get lost during advanced searches, and the tools provided deserve better conception.

## **4 Conclusion**

This chapter comprises the conclusions of the usability report concerning the Reply website. The considerations outlined in the following sections serve as the foundation for enhancing the system to deliver a superior user experience for end-users.

On one hand the inspection enabled us to evaluate the UNICEF website ([unicef.org](http://unicef.org)) using specific heuristics. The diversity of these heuristics allowed us to diagnose the strengths and weaknesses of the website across various points. The inspection revealed a highly satisfactory design and a smooth and enjoyable user experience. However, the information density, coupled with the major ergonomic flaw of the site, which is the interconnection of multiple websites with different menus, can lead to user confusion. On the other hand, user testing allowed us to gather feedback from 15 potential real users of the website. We established a precise protocol for conducting the user tests. The user tests corroborated our observations made during the inspection. Finally, combining inspection with user testing allows for a comprehensive assessment of the website.

## 5 Appendix

### 5.1 Individual inspection 1 : Léandre Le Bizec

The table 7 present the individual inspection of Léandre Le Bizec for the Nielsen's heuristics.

The table 8 present the individual inspection of Léandre Le Bizec for the Mile's heuristics.

### 5.2 Individual inspection 2 : Federica Giannunzio

The table 10 present the individual inspection of Federica Giannunzio for the Nielsen's heuristics. The table 11 present the individual inspection of Federica Giannunzio for the Mile's heuristics.

### 5.3 Individual inspection 3 : Isabella Guglielmelli

The table 13 present the individual inspection of Isabella Guglielmelli for the Nielsen's heuristics.

The table 14 present the individual inspection of Isabella Guglielmelli for the Mile's heuristics.

<b>Heuristic</b>	<b>Score</b>	<b>Comment</b>
Visibility of the system status	1.5	Lack of breadcrumbs makes navigation challenging, causing users to lose track of their location on the site. Links sometimes lead to different UNICEF pages with inconsistent menus, causing confusion for users. Interconnected UNICEF sites with similar front-ends create the impression of one website, leading to confusion for users trying to distinguish between them.
Match between system and real world	4	Icons are effectively utilized. Pages are clear but not exceptionally so.
Consistency and standards	5	Standards are consistently followed throughout the website. Internal consistency is maintained, except for the menu, which will be evaluated separately.
Error prevention (navigation)	2	Error prevention is minimal; users rely on browser undo. The UNICEF logo usually leads to the homepage, but not when navigating to other UNICEF sites. Some pages offer article navigation or a way back home. "Donate" lacks a return option. "Careers" provides additional navigation aids, and the footer contains useful links, albeit not always easily accessible.
Flexibility and efficiency of use	2	The menu is consistently accessible but lacks differentiation for beginner versus advanced users, leading to repetitive navigation paths. Regardless of user experience level, accessing specific information typically requires numerous clicks. The search bar with filters and research options is useful for finding information efficiently.
Aesthetic and minimalist design	3	The menu appears crowded upon navigation but becomes apparent only upon exploration. Pages are visually appealing and avoid overload.
Help users recognize, diagnose and recover from errors (input)	4	Possible errors are few but well recognized (e.g., wrong input in donate field, no match for a research, invalid email detection). Specific error recognition includes career login via Microsoft and email validation.

Table 7: Nielsen's Individual Inspection LLB

<b>Heuristic</b>	<b>Score</b>	<b>Comment</b>
Interaction consistency	4	Most pages maintain consistency, except for the "What We Do > Focus Areas" section, where users can navigate through different sections and return home. However, this feature is lacking on other subsection pages.
Group navigation	2	Overall, website navigation is difficult, with the fixed menu being the only positive aspect. However, it's the sole means of navigation, and it has several drawbacks. Users must click arrows to expand sections, which is cumbersome. The menu is overloaded with numerous subsections. Inconsistencies exist across menus (e.g., UNICEF Careers, UNICEF Data). Navigating within items (e.g., "What We Do") lacks ease.
Structural navigation	3	Most pages rely solely on scrolling for navigation. However, the menu is generally clear, despite some drawbacks. Navigating within the same subject through the menu is acceptable.
Semantic navigation	4	Pages feature numerous links to related topics, examples, and articles, facilitating semantic navigation. However, returning to the original subject is less straightforward.
Landmarks	4	A lot of meaningful and effective landmarks
Information overload	3	The menu can become overloaded due to the abundance of information on the website. However, strategies such as foldable links, search bars, and nested menus have been implemented to maintain clarity amidst the wealth of information.
Consistency of Page Content Structure	5	Considering the size of the website, it's generally consistent, although some differences persist, notably in menus like UNICEF Global, UNICEF Data, and UNICEF Careers.
Contextualized Information	4	Each page includes a title, providing clarity on the current topic but lacking information on the website hierarchy.
Content Organization	5	The menu is effectively organized, with each subsection logically connected to its parent section. Pages are well-structured, with clear and relevant information presented prominently. Key topics are highlighted appropriately, enhancing user experience and navigation.

Table 8: Mile's Individual Inspection LLB - 1

Text lay out	5	Font sizes are appropriate, ensuring easy readability of text. Colors are effectively utilized, with important information highlighted without overshadowing other content. Key elements like "Donate" and "Take Action" are prominently featured without detracting from overall readability.
Interaction placeholders-semiotics	5	Clickable links, articles, and donation buttons are intuitive and clearly visible. The research and filter bar in the careers section is straightforward, as is the application button.
Interaction placeholders-consistency	5	All clickable elements are consistent, except for specific calls to action like "Donate" or "Take Action," which vary appropriately to engage users effectively.
Consistency of Visual Elements	5	Consistent visual elements across all pages ensure uniformity in design and user interaction, including readable articles enlarging on mouse hover, clickable buttons changing color, and links underlining upon hover.
Hierarchy	4	Titles are immediately clear, and information is generally displayed from most to least relevant, guiding users logically through the site hierarchy (e.g., What We Do > Focus Areas > Child Protection: Overview > Reports > Data > News). However, due to the website's density, users must remain focused to discern this organization.
Spatial allocation	4	Pages and menu are logically organized: articles with articles, spotlights with spotlights. The menu groups related elements together, but some, like "How We Do It," address the same problem despite seeming distant.
Consistency of Page Spatial Structure	3.5	Pages vary in organization (e.g., Home > What We Do > How We Do It > Partnerships != Innovation), but similar ones often share consistent spatial layouts.

Table 9: Mile's Individual Inspection LLB - 2

<b>Heuristic</b>	<b>Score</b>	<b>Comment</b>
Visibility of the system status	2.5	Breadcrumbs are inconsistently present, reducing user orientation. Landmarks provide some guidance, but breadcrumbs would enhance usability and should be added to every page.
Match between system and real world	5	The website use words and icons familiar to the user
Consistency and standards	5	Website interfaces maintain coherence with consistent use of UNICEF's light blue color and font. Adherence to global design standards is evident, including dropdown menus, hamburger icon for mobile versions, and standardized search icons.
Error prevention (navigation)	2	The website does not provide tools to go back: for example, the only way to go to the main page is to click on the Unicef logo on the top left. Also in general, if you find yourself in a page in which you don't want to be, you can only go back using the buttons integrated in your browser
Flexibility and efficiency of use	3.5	Landmarks are present and facilitate basic operations like search or donation, but lack differentiation between basic and advanced user needs. Due to the abundance of information on each page, landmarks are not always effective for quickly accessing specific information.
Aesthetic and minimalist design	3.5	Most of the pages are crowded of information, in fact cannot be considered always "minimal". By the way, the website can be considered "good looking".
Help users recognize, diagnose and recover from errors (input)	5	The only section in which is possible to make errors is the donate section and all the possible errors are managed correctly

Table 10: Nielsen's Individual Inspection FG

<b>Heuristic</b>	<b>Score</b>	<b>Comment</b>
Interaction consistency	5	Consistency is maintained across articles, which open similarly, and conclude with sections like "Related Topics" and "More to Explore."
Group navigation	2	Navigation between pages lacks ease due to the absence of breadcrumbs and specific buttons/arrows for going back. Users must rely on the browser's "go back" arrow, and finding the main page often requires clicking the UNICEF logo, which may not be obvious. Additionally, the abundance of topics can make navigation disorienting and frustrating.
Structural navigation	2	The website offers tools to navigate within topic components, but the abundance of information and links can make finding specific content challenging. For instance, in the "Stories and Features" section, initial stories are displayed, but additional stories and filtering options are only available at the bottom of the page.
Semantic navigation	2	Once a related topic is selected from an article, it's difficult to navigate back to the main topic or explore other similar topics because the "related topic" section isn't available again. Additionally, there are no "go back" buttons to return to the page where the related topics were found.
Landmarks	4	Landmarks are generally clear, but some navigation links positioned in the middle of the page could be more user-friendly if placed elsewhere for easier access.
Information overload	1	Dropdown menus present an overload of information, leading to user confusion and difficulty in navigating effectively.
Consistency of Page Content Structure	4	Inconsistencies exist in the display of elements across pages within the same topic. For instance, the "Stories" section showcases the donation section differently on pages dedicated to Sudan, Ukraine, and Yemen.
Contextualized Information	4	Each page features titles and subtitles, but once scrolled, the main title disappears. Implementing a sticky title or breadcrumbs could improve navigation in this regard.
Content Organization	5	The website maintains a clear hierarchy across all pages: important topics are larger and often accompanied by prominent images for emphasis. Quotes stand out with a distinct format, making them easily distinguishable from other article elements.

Table 11: Mile's Individual Inspection FG - 1

<b>Heuristic</b>	<b>Score</b>	<b>Comment</b>
Text lay out	5	All icons are intuitive: search (lens), dropdown menus (with arrow), and donate button (prominently placed and distinct) enhance usability.
Interaction placeholders-semiotics	5	Buttons are mostly consistent; donate buttons vary slightly due to background color (blue background: white button, white background: orange button). However, on some pages, the top-right buttons change, causing slight confusion when the donate button disappears or the center button is not visible.
Interaction placeholders-consistency	4.5	Visual elements maintain consistency throughout the website: introduction images at the beginning of each page, links to articles displayed uniformly (images + text in squared form), and underlined links upon cursor hover.
Consistency of Visual Elements	5	Pages prioritize displaying the most relevant topics at the beginning, followed by less relevant ones. However, some elements like oversized images and large content sections can make pages feel disorganized, requiring users to stay focused to find important topics and news.
Hierarchy	4.5	Most relevant topics are prioritized at the beginning, with less relevant ones towards the end. However, oversized images and a large quantity of content in each section can make pages feel disorganized, requiring users to stay focused to find important topics and news.
Spatial allocation	5	Semantically related topics are grouped together, such as articles and news about the same topic, while semantically distant topics are placed in separate sections, enhancing organization and clarity.
Consistency of Page Spatial Structure	3	Pages of the same type, like those in the Stories section, sometimes vary in spatial organization. For instance, Ukraine, Sudan, and Syria sections display text, recent news, and donate subsections in different orders. Additionally, Ukraine includes links to reach each subsection, which the others do not.

Table 12: Mile's Individual Inspection FG - 2

<b>Heuristic</b>	<b>Score</b>	<b>Comment</b>
Visibility of the system status	2	Breadcrumbs are mostly present but lack clarity and usefulness. They often skip pages and fail to reflect the user's navigation path. Example inconsistencies include the absence of breadcrumbs on certain pages like "The State of the World's Children" and inaccurate representations like "Home > Environment and Climate Change" instead of the full path.
Match between system and real world	5	The website doesn't use technical words that cannot be understood by the user.
Consistency and standards	5	Standard symbols are used for some functionalities like close button, search symbol, share symbol, according to their common meaning.
Error prevention (navigation)	1	The website lacks a dedicated back button, requiring users to rely on the browser's built-in functionality. This can be particularly problematic in the donation section, where easy navigation is crucial for correcting mistakes.
Flexibility and efficiency of use	5	Landmarks are always present and visible through all the website; the navigation bar is sticky, which allows the user to always access landmarks while scrolling pages.
Aesthetic and minimalist design	3.5	The website has a tidy and visually pleasing layout, but it can feel crowded due to the abundance of information on each page. Duplicate display of article headlines and links can contribute to this crowded feeling, with multiple instances of the same content on the same page.
Help users recognize, diagnose and recover from errors (input)	4.5	In the donation section the website warns users about wrong input in fields, specifying which field and why the input is invalid.

Table 13: Nielsen's Individual Inspection IG

<b>Heuristic</b>	<b>Score</b>	<b>Comment</b>
Interaction consistency	5	Pages and sections of the same type maintain consistent organization. For example, "What We Do > Focus Areas" always displays the same navigation links, and "Reports" pages consistently offer a download link for the report PDF. Additionally, all pages feature language selection options, and the page type is clearly indicated at the top.
Group navigation	2.5	Navigation is facilitated by fixed landmarks and the navigation bar, but becomes less intuitive in specific sections like "Research and Reports > Data" or "What We Do > How We Do It," where returning to the main homepage is unclear. Despite containing many links, menus in the "What We Do" section are well-organized and avoid cognitive overload.
Structural navigation	2	Overall, the website offers links and menus for navigation, but some sections, like "Stories > Emergencies Spotlight," lack navigation options, requiring users to scroll through lengthy pages with scattered links. Additionally, not all reports and articles are linked, limiting access to additional resources on the topic.
Semantic navigation	3.5	All sections of the website feature links to related pages, such as articles and reports. However, there are no back buttons, making it difficult to navigate back to the previous page after clicking on an article.
Landmarks	4	Landmarks are consistently present and useful for navigation. However, in specific sections, there is no landmark for returning to the main homepage.
Information overload	2	Pages are often long and text-heavy, featuring numerous links to articles and other subsections directly on the page, leading to a crowded feel.
Consistency of Page Content Structure	4	Pages of the same type consistently display content in the same manner and are similarly organized throughout the website.
Contextualized Information	4	Each page features a main title and various subtitles that contextualize the information. Additionally, the navigation menu aids contextualization by providing different titles for each section based on the topic.
Content Organization	4	The website's hierarchical organization aligns well with topic relevance. The navigation bar provides access to main areas of interest. The homepage prioritizes urgent situations like the war in Gaza, followed by other relevant crises, UNICEF's active areas, and research-focused articles.

Table 14: Mile's Individual Inspection IG - 1

<b>Heuristic</b>	<b>Score</b>	<b>Comment</b>
Text lay out	5	Font sizes for text and titles are appropriate, ensuring readability across the website.
Interaction placeholders-semiotics	5	Interactive elements are consistently highlighted and distinguishable from static content. For instance, buttons feature distinct background colors and outlines, while links are underlined.
Interaction placeholders-consistency	5	Elements maintain consistency within their respective types. Interactive buttons share similar size and style, links are uniformly blue, and clickable pages and articles are displayed in rectangular elements with consistent visual features.
Consistency of Visual Elements	5	Pages of the same type maintain consistent visual elements, including titles, subtitles, text organization, links, and additional elements. Fonts, colors, and sizes are uniform across elements of the same type throughout the website.
Hierarchy	4.5	Content on each page is arranged based on relevance, ensuring important elements stand out. For instance, the homepage prominently features a donation button and a headline about the most urgent topic. However, with the abundance of articles and information, maintaining this hierarchy across pages can sometimes be challenging for navigation.
Spatial allocation	4.5	Elements pertaining to the same topic or area of interest are placed close to each other within pages, while elements from different areas are organized into distinct sections. However, there is inconsistency in the organization of suggested articles across different pages, as they may not always be grouped by topic but are generally placed close to each other.
Consistency of Page Spatial Structure	4	Pages of the same type maintain consistent organization, but may vary slightly in layout to accommodate different amounts of information, ensuring readability and navigation while maintaining overall cohesion.

Table 15: Mile's Individual Inspection IG - 2

## 5.4 Appendix User testing

### 5.4.1 User Instructions

User Testing UNICEF.org Test user n°\_\_\_\_\_

#### INSTRUCTIONS FOR USER TESTING

Thank you for choosing to help us in our usability evaluation. This document contains instructions on how to navigate the test, so please read it carefully before starting.

The subject of the usability test is the UNICEF website. The purpose of this test is to record how every-day users interact with the website, in order to evaluate its usability performance. Keep in mind that test aims to evaluate the website, not the performance of the tester.

#### TEST STRUCTURE

The test will take around 30 min. It consists of two main phases:

1. **Task execution:** you will be asked to navigate the website to perform some tasks. Some of them require you write down an answer in the designated area.
2. **Post-test questionnaire:** after completing all tasks, you will be asked to answer some questions about your experience while using the website.

The test will be carried out with a google form, which contains all the questions you need to answer, organized in different sections.

#### SETTING AND EQUIPMENT

You will complete the test using the PC that was provided to you. You're asked to:

- Share your screen
- Turn on the webcam
- Keep the microphone active

Make sure that you keep on screen sharing, microphone and webcam for the entire duration of the test. It is of utmost importance for guaranteeing the accuracy of data we are collecting. You're also encouraged to "think aloud", that is to speak while performing the tasks. Every comment and opinion further helps us to evaluate the website better.

#### DO NOT HESITATE TO ASK QUESTIONS IN CASE OF TECHNICAL ISSUES.

REMEMBER:

- WE'RE EVALUATING THE WEBSITE, NOT YOUR PERFORMANCE. IF YOU'RE HAVING TROUBLE WITH ONE OR MULTIPLE TASKS, IT'S THE WEBSITE'S FAULT, NOT YOURS.

1

User Testing UNICEF.org Test user n°\_\_\_\_\_

- YOU'RE FREE TO QUIT AT ANY TIME.
- A MEDIATOR WILL ANSWER ALL YOUR QUESTIONS AND HELP YOU WITH ANY ISSUE DURING THE TEST.

#### ANY QUESTIONS BEFORE STARTING?

## TASKS

- Go to the [UNICEF website](#) and perform the following tasks.
- GOOGLE FORM LINK:
- Make sure to start each task from the Home Page!

Task	Description
T1 <i>Make a donation</i>	Because of the worsening of the conflict in Sudan, you decide to do a one-time donation to UNICEF to support their work in helping people and children in need in that region. After a while, you decide to commit to be a monthly supporter of the organization, subscribing to monthly donations of a certain import, according to your income.
T2 <i>Research information</i>	A lot of conflicts are happening in the world right now, so you decide to browse unicef's website to keep informed about the most urgent situations. In particular, you would like to know about what is happening in Gaza, and also browse the most recent articles about the war in Ukraine.
T3 <i>Job application</i>	You've always felt like helping people in need is your calling in life. Finally you decide to apply for a job at UNICEF, so you browse the website to find the most suitable position for your professional interests.
T4 <i>Data reports</i>	You're writing a research article about the impact of malaria in the african continent. You decide to browse UNICEF's website to find reliable data and information about the topic.
T5 <i>Report an abuse</i>	You're working as a volunteer for a UNCIEF programme when you witness inappropriate behaviour by one of your superiors. You decide to search through the website how to effectively report the misconduct.
T6 <i>Journalists and press</i>	You're a freelance journalist that is writing an article about UNICEF's impact in helping refugees around the world. You decide to browse the website to find contacts to perform an in-depth interview.

## TASK QUESTIONS

T2: Write down the title of the most recent article about war in Ukraine and its publication date.

T3: Write down the job position you decided to apply for.

T4: What is the percentage of cases of malaria in Nigeria in the year 2021?

T6: Write down name an surname of UNICEF's chief of media.

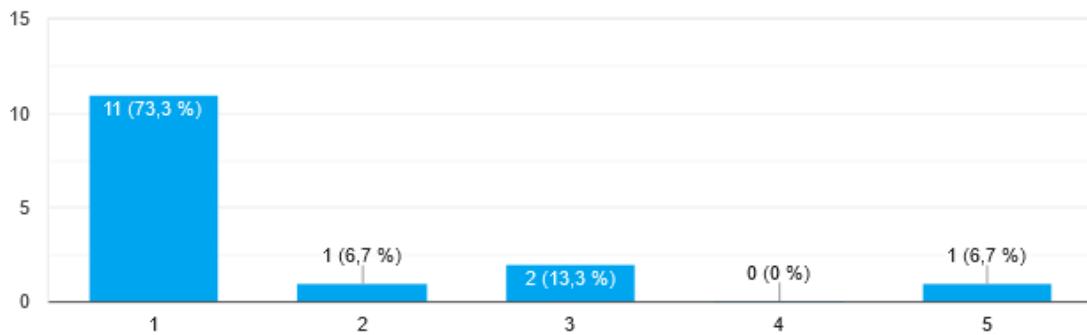
## 5.4.2 User Responses

### TASK 1: MAKE A DONATION

overall, this task was:

 Copier

15 réponses



Comments about the task or the website (positive or negative)

8 réponses

There is not the Sudan donation anymore

it's very important help the childrens, and Unicef it's very important for them

simple and clear

language of the page is only Italian and I do not understand Italian

easy it works well

mi fa arrabbiare i trick di invertire l'ordine degli importi, mi fa passare la voglia di donare.  
una seria critica riguarda il GROSSO bottone DONA, nel menu a tendina non ci sono tutte le possibili scelte

Ho trovato alquanto facile individuare l'azione per la donazione

Easy, quite fast

## TASK 2: RESEARCH INFORMATION

Write down the title of the most recent article about war in Ukraine and its publication date.

15 réponses

Ukraine Humanitarian Situation Report No. 37, 29 February 2024 published on the 28th march 2024

sheltering from war / date not found

six grave violations against children in times of war

it's not clear

Six grave violations against children in times of war 3 April 2024

Alarming increase in child casualties in Ukraine as deadly attacks continue

16 avril 2024

War in Ukraine: Support for children and families - 03.04.2024

Alarming increase in child casualties in Ukraine as deadly attacks continue April 13th

16 avril 2024

War in Ukraine: Support for children and families - 03.04.2024

Alarming increase in child casualties in Ukraine as deadly attacks continue April 13th

UNICEF delivers more than 108,000 doses of measles vaccine to Ukraine 2 apr 2024

L'Unicef consegna più di 108 mila dosi di vaccino contro il morbillo all'Ucraina, 2 aprile 2024

L'UNICEF distribuisce kit didattici per l'apprendimento a distanza in Ucraina - 29 marzo 2024

Three children reportedly killed in Ukraine this week, in more devastating attacks. 19 Aprile 2024

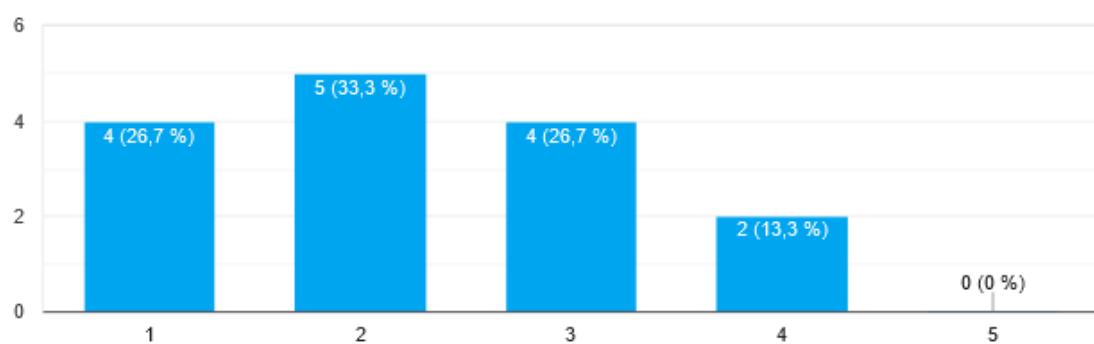
Three children reportedly killed in Ukraine this week, in more devastating attacks – UNICEF 19/04/2024

War in Ukraine: Support for children and families "Updated 3 April 2024"

overall, this task was:

 Copier

15 réponses



### TASK 3: JOB APPLICATION

Write down the job position you decided to apply for.

15 réponses

Individual National Consultant for Climate-Smart WASH Market Development Project SUpport, Viet Nam

Consultancy: global alliance policy advocacy consultant

Programme Specialist (Digital Child Rights and Business {CRB}), (P-3), Temporary Appointment (until 31 Dec 2024), Programme Group Business Engagement and Child Rights Team (BECR), Nairobi, Kenya; REMOTE, Post # 128160, Req: 571119

Volunteer

National Consultant: Immunization Supply Chain & Logistics (ISCL) based in Jakarta, 1 year

National IT consultant to upgrade the Health & Nutrition Training package into a Digital Learning Platform for health staff, UNICEF Myanmar, 3 months (Home-based/Remote)

volontaire "passeport to earning" au Rwanda

Research Specialist (Digital), P3, Global Office of Research and Foresight, Florence, Italy # 128207, 364-day

Comments about the task or the website (positive or negative)

8 réponses

I used the research bar by written Ukraine

negative

Using search function it becomes easy

engine search and selection criterias work easely

I went through "where we work" after searching on the main pages if there was stg about ukraine and didn't find. Then i could find an alphabet where i put the "U" and then i found the right page but in russian and i needed help to find the icn "english"

gli articoli vengono aperti in una nuova finestra (terrificante) e l'articolo più in evidenza non è effettivamente l'ultimo anche se è il primo ed il più grande...

Alcuni articoli non riportavano la data di pubblicazione

date is very small,

Research Specialist (Digital), P3, Global Office of Research and Foresight, Florence, Italy # 128207, 364-day Temp Appointment

Programme Assistant (Health and Nutrition), (GS5), Gaza, State of Palestine, # 128185, Temporary Appointment (364 days)

Internship: Resource Mobilization, UNICEF Regional Office for South Asia, Kathmandu, Nepal, 6 months

Consulente

consulente

National Internship: multi-media intern with UNICEF Cambodia

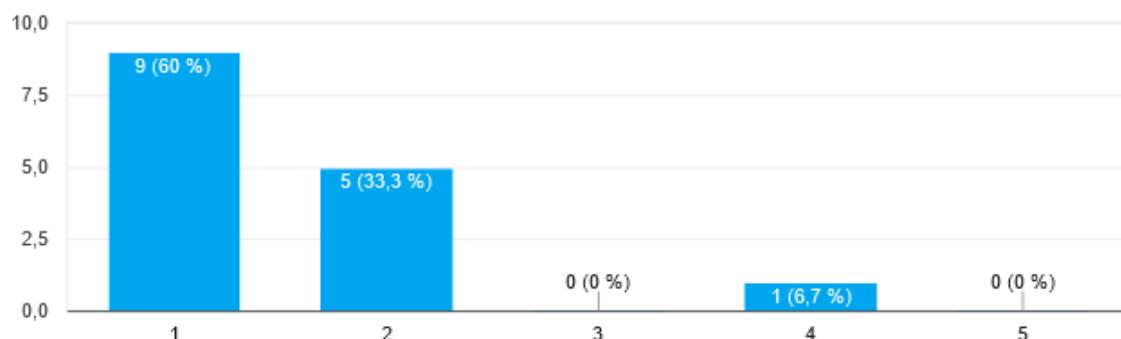
Consultant: Graphic Design for Jamaica Violence against Children Survey 2023, Kingston , Jamaica (Remote)

Deputy Director (Internal Audit), Office of Internal Audit and Investigation (OIAI), D-1, NYHQ

overall, this task was:

 Copier

15 réponses



### Comments about the task or the website (positive or negative)

7 réponses

Quite easy to find the page to apply for a job

easy

selection criterias are easy to use and relevant, results are linked

for the jobs, if you select too many informations you don't have suggestions, you could have an answer : not exactly what you asked but this is maybe stg you could apply for

COERENZA SULLA LINGUA USATA DAI<sup>III</sup> inoltre le caption sono poco informative e troppo lunghe, anche questa cosa è stata aperta in una finestra separata. l'interno dell' offerta è molto piatto e non invita alla lettura... un wall of text

E' stato facile trovare la sezione per individuare le carriere lavorative, ma i profili di queste sono spiegati in modo generico

Very intuitive

## Comments about the task or the website (positive or negative)

10 réponses

When writting "malaria" in the research bar there is not the result wanted. We need to first go in the data by country page and then write "malaria" in the research bar which make not much sense to me.

If this data exists it very well hidden in the website

search engine is not usefull for this so precise request

dans "recherche et rapport" no possibility to enter somewhere your precise research i would have enter "nigeria" then i don't really know how i found "search" in "data" and then i enter "malaria" and then i found it (easier than with nigeria), then i had trouble to understand that the number on the second line was yhe percentage, i had to try other countries to be sure

no data for this topic in the data section, probably should have found a specific article but that's not user friendly

disposizione dei filtri agghiacciante, inconsistenza nella scelta dell'apertura dei link. sito fatto senza un coordinamento o dellelinee guida interne. inoltre la pagina mi permette solo di caricare il pdf. l'informazione è presente all'interno di almeno uno dei 10 excel... organizzati male e con titoli non idonei. ci sono arrivato

La funzione di scelta del paese africano per cercare il dato richiesto non funzionava

difficoltà nella ricerca per una molteplicità di argomenti e titoli simili. Il motore di ricerca non è stato efficace

A bit of a thourough search is needed. But the path to follow is quite logical

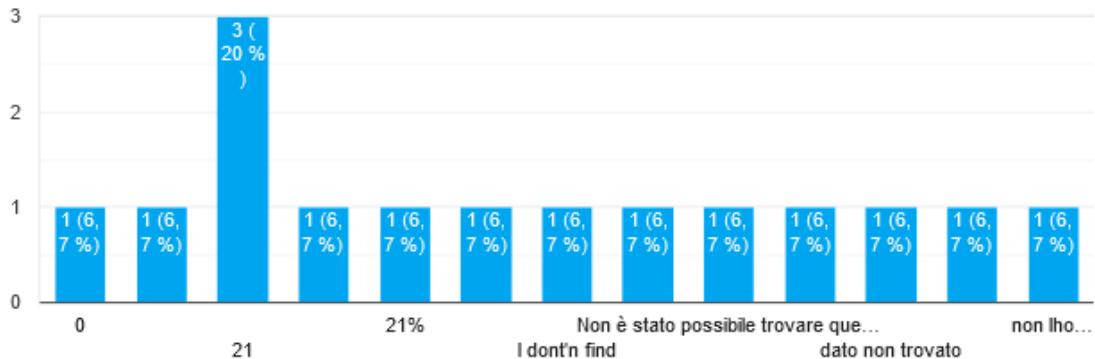
clean, easy to read, good graphics

## TASK 4: DATA REPORTS

What is the percentage of cases of malaria in Nigeria in the year 2021?

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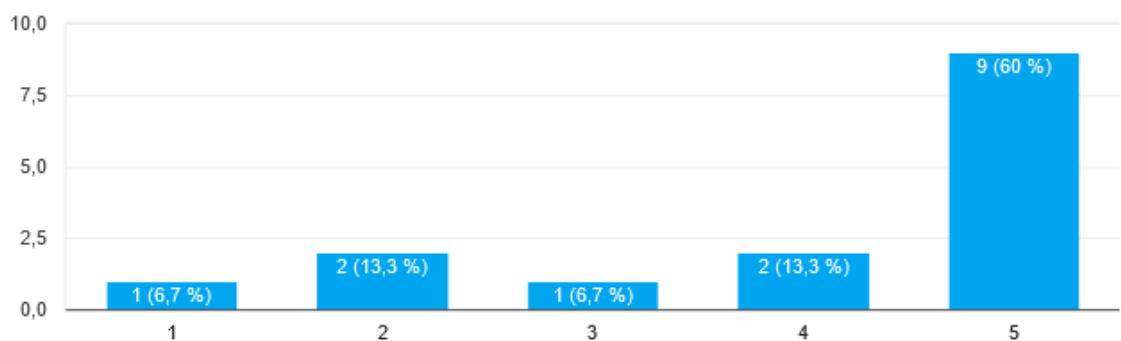
15 réponses



overall, this task was:

 Copier

15 réponses



La funzione di scelta del paese africano per cercare il dato richiesto non funzionava

difficoltà nella ricerca per una molteplicità di argomenti e titoli simili. Il motore di ricerca non è stato efficace

A bit of a thorough search is needed. But the path to follow is quite logical

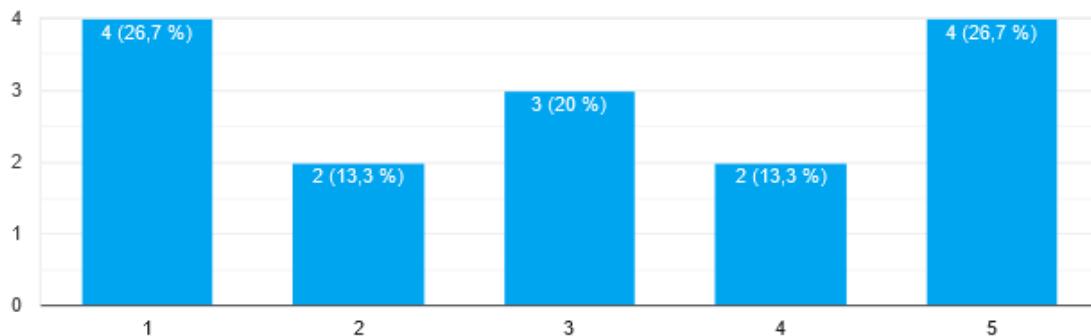
clean, easy to read, good graphics

## TASK 5: REPORT AN ABUSE

overall, this task was:

 Copier

15 réponses



Comments about the task or the website (positive or negative)

10 réponses

Easy in the sense that it is a "reclamation" so generally at the end of the webpage

positive

easy to find the topics and the explanation and the way for acting is clear

I didn't find it, too small

very small button at the bottom of the page

il processo è molto semplice (probabilmente perchè ti fa usare le mail e non il sito stesso)

Non era del tutto immediato l'accesso a questa funzione

impossibile trovare nella home la categoria pertinente al task

Pensavo ci fosse una sezione nel menu in alto e non infondo alla pagina scritto così piccolo e in un angolo; non è stato immediato trovarlo

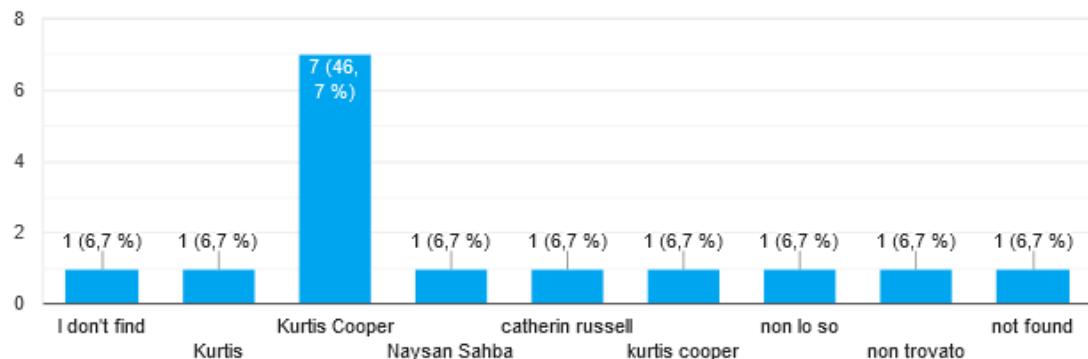
A bit tricky but not that difficult because it's quite logical at the end

## TASK 6: JOURNALISTS AND PRESS

Write down name an surname of UNICEF's chief of media.

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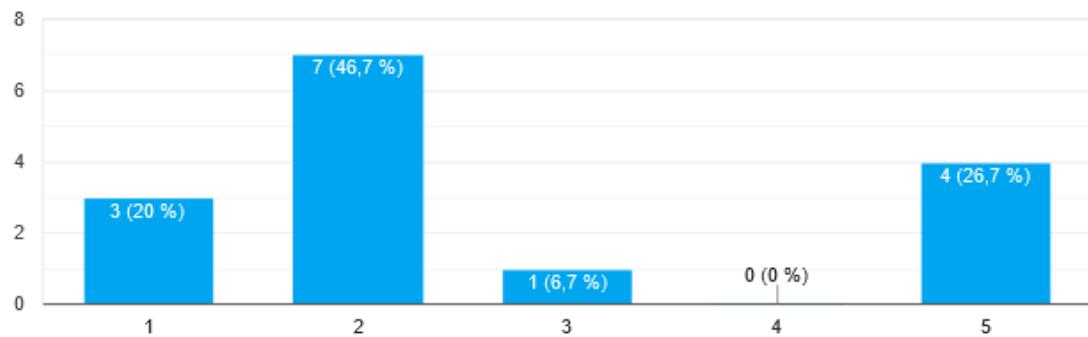
15 réponses



overall, this task was:

 Copier

15 réponses



### Comments about the task or the website (positive or negative)

7 réponses

Tiny bit less easy but still ok

negative

search a couple of times but found

easy to find

.

non so dove cercarla

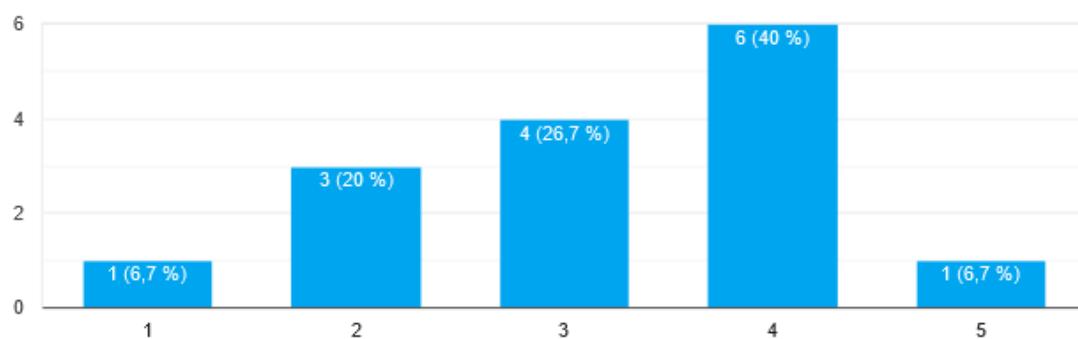
ez. Quite logical too.

### POST-TEST QUESTIONNAIRE

I found the website easy to use.

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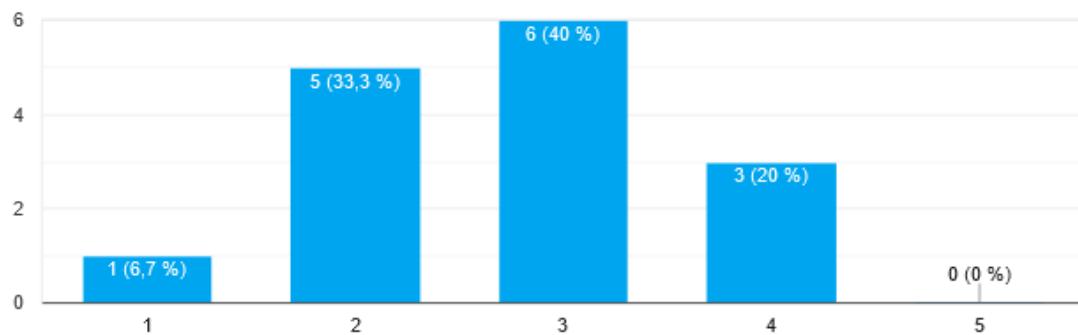
15 réponses



I could easily find all the information I was looking for.

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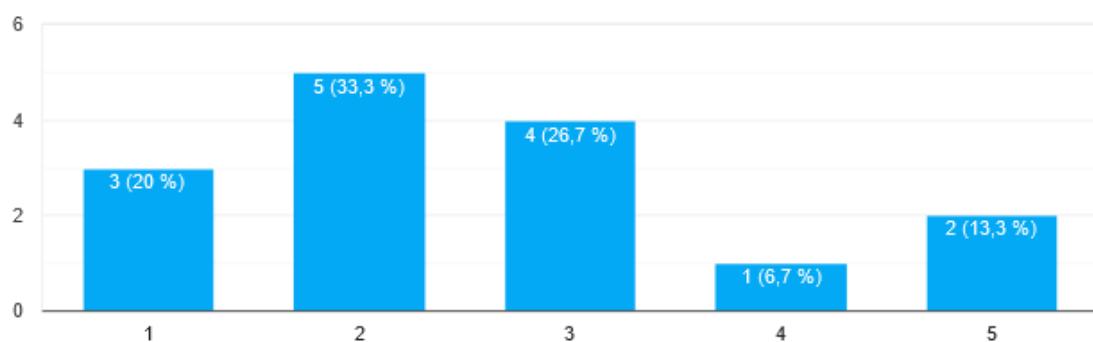
15 réponses



It wasn't easy to get lost in the website.

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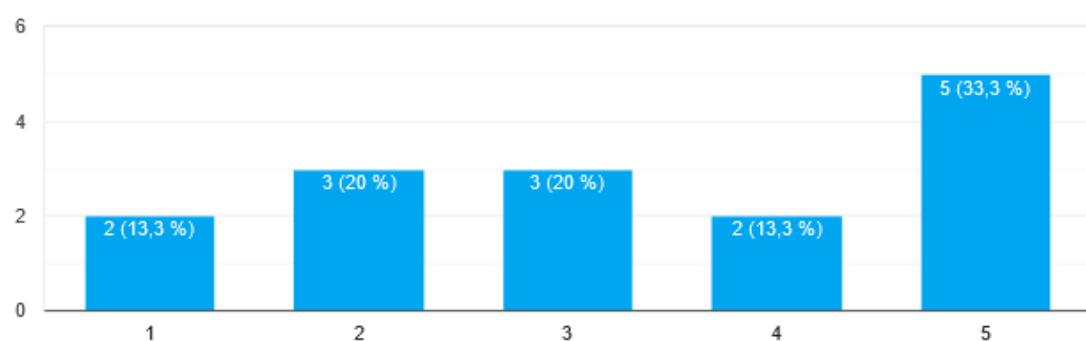
15 réponses



It wasn't easy to go from one section of the website to the other.

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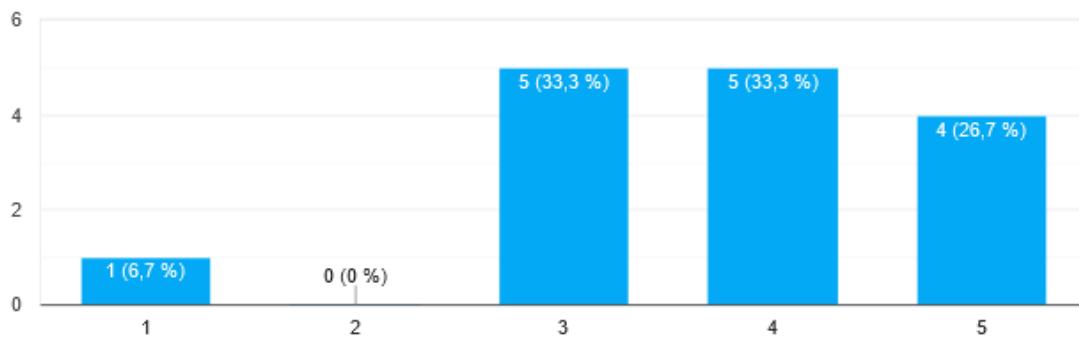
15 réponses



Information displayed in pages was easy and comfortable to read.

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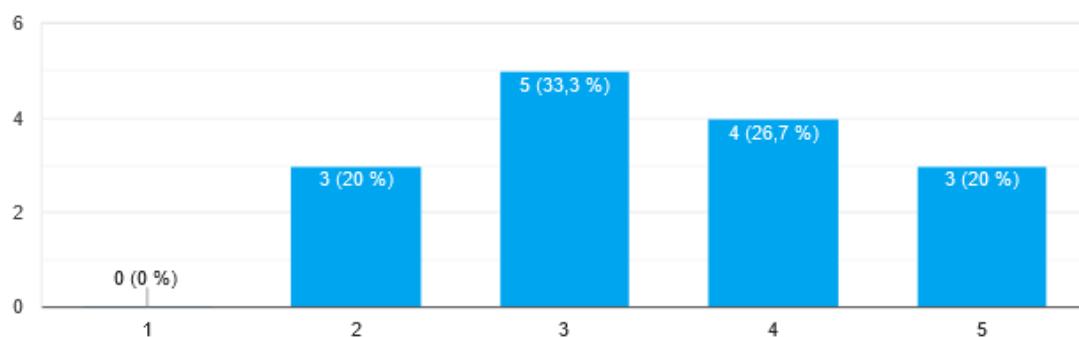
15 réponses



The way the website was organized was intuitive and clear.

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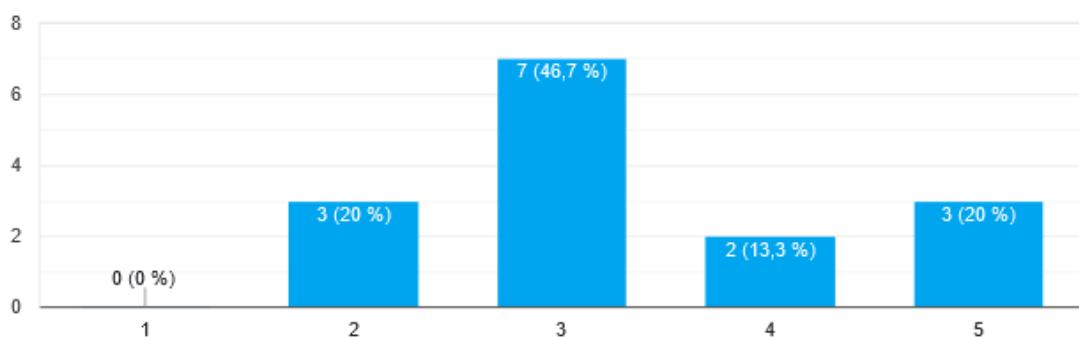
15 réponses



I got what i expected when i clicked on things on the website.

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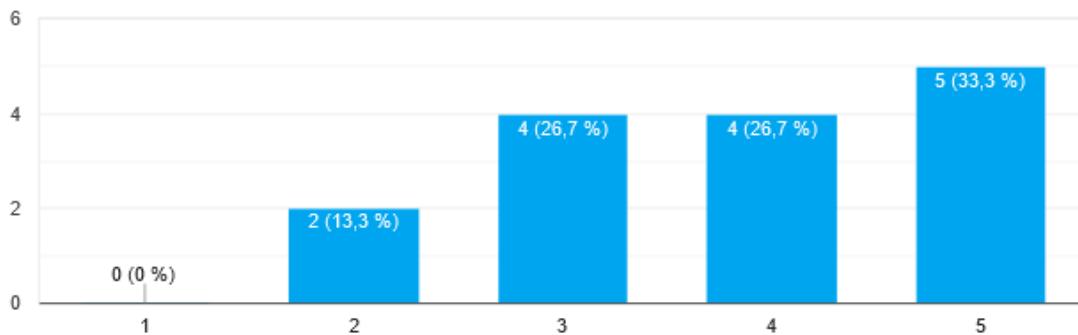
15 réponses



The highlighted areas of the website (links, buttons, particular sections) helped me find the information i needed.

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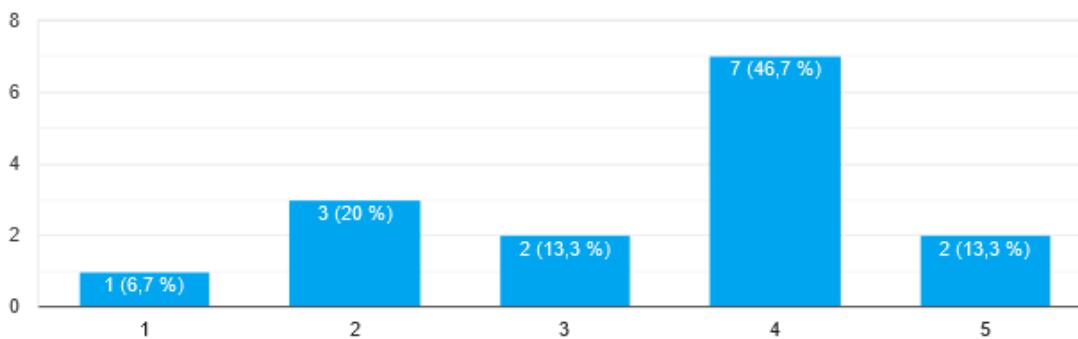
15 réponses



The website didn't feel too crowded, with too much information on each page.

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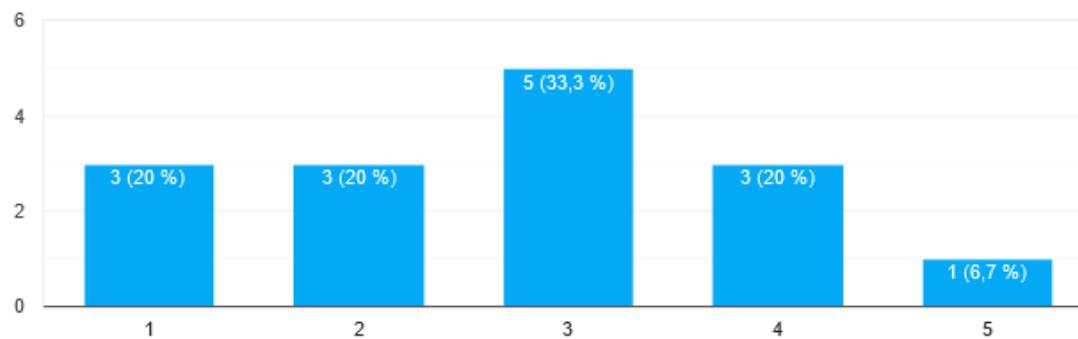
15 réponses



The website search function was useful.

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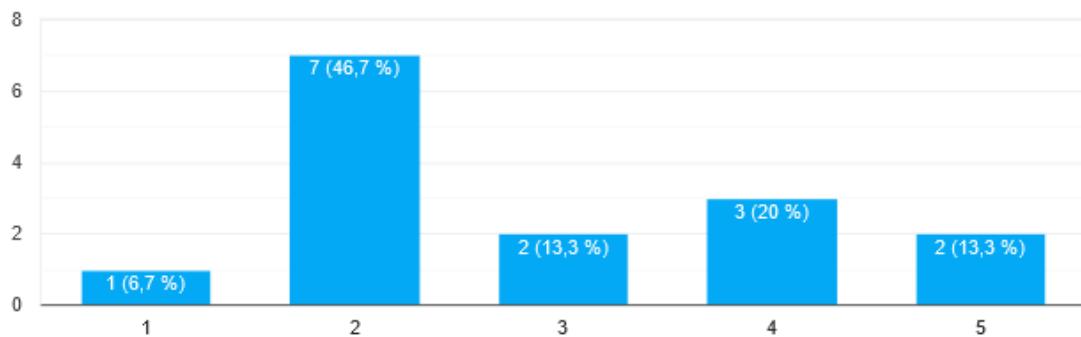
15 réponses



Navigating the website was not intuitive.

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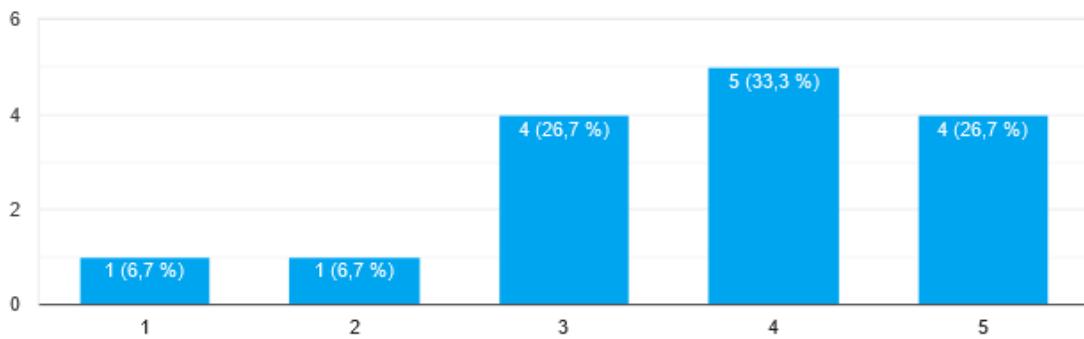
15 réponses



I found the website visually pleasing.

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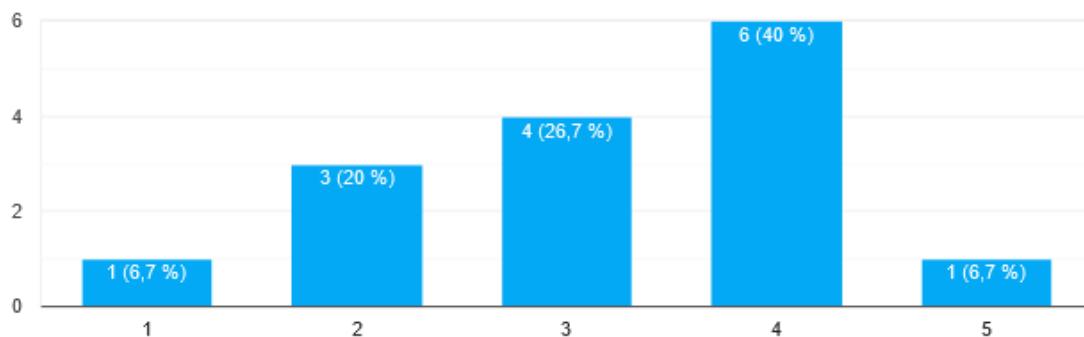
15 réponses



I was satisfied with my experience with the website.

 Copier

15 réponses



Comments about your experience, what would you change about the website and why:

11 réponses

The website is visually pleasing and clear for the huge quantity of information there is. However it is true that when clicking on a link, sometimes a new page is opened and from this page we cannot search for something else not related to the same subject.

maggior chiarezza nella divisione per argomenti

il sito non era chiarissimo, mi sono persa varie volte a cercare ciò di cui avevo bisogno, praticamente è poco intuitivo

too many links, it's easy to lose time. Add more languages

globaly the site is easy to use and friendly, except it was not able to make a donation in english or french and also the search engine is not powerful enough to deep dive

The search function didn't work well if you want to use it to reach some sections of the website and when you got into a section of the site it was hard to get back to the main page without reopening the link

more coherence in pages opening, visual guidelines for the different parts of the page (shades of colors)

more coherence in pages opening, visual guidelines for the different parts of the page (shades of colors)  
remove wall of texts. reducing the images larger than the screen size.

Darei ad ogni pagina un aspetto più ordinato e schematico e maggiore precisione nelle informazioni fornite, che non sempre sono chiare a livello comunicativo. Inoltre non è agevole, dopo aver consultato una pagina qualsiasi, ritornare alla home.

Inserire un pulsante per ritornare alla home page

le informazioni richieste spesso non si trovavano dove mi aspettavo che fossero, quindi ho fatto fatica a orientarmi nella ricerca

Not that much the information is quite well presented and organized