Near West Side Partners

April 15, 2025

Overview

This report will evaluate the functionality, usability, accessibility, and the overall performance of the [Near Westside Partners website](). The assessment identifies key issues, provides recommendations for improvement, and ensures the website meets industry standards for user experience.

Areas of focus

1. **Functionality Testing:** Verification of links, navigation, and interactive elements.

2. **Design and Visual Appeal:** Assessment of the layout and design of the website.

3. **Performance and Responsiveness:** Load times and mobile/desktop compatibility.

Testing

1. **Link Testing:** Verified each link on the website manually, assuring they all lead to the right places and work properly.
2. **Form Testing:** Tested all of the various forms on the website to make sure they all work properly, including donations, search bars, dropdowns, etc.
3. **Speed Testing:** Made use of Google's PageSpeed Insights tool to easily test the speed of NWSP's mobile and desktop versions of their website.
4. **Content Testing:** Flagged outdated/redundant content on the website

Findings

1. Looking at the donation menu, there is a problem with the website's Connect account which is preventing transactions on the website. Figure 1.
2. An event titled "Near West Side Week" from 2024 is still on the website and is one of the main tabs when navigating the site.
3. Using Google's PageSpeed Insights, I found that the website was overall rated pretty poorly for it's speed with a score of 35 on both mobile and desktop versions of the website. Fiture 2.
4. There were various links across the website that are considered "bad" and don't work properly, here is a table of what I found(Here is one example of what a majority of the broken links looked like for the most part Figure 3):

Page/Section	Specific Link/Button	Error Type	Example/Description
Wellness & Safety	SWIM link	Website Unavailable (Security Block)	Shows error: "Website Unavailable due to security measures."
CNI Page	Brad Anthony's bio link	Page Not Found	Leads to "No Results Found."
Business Resources	Brew City Match (COVID Resources)	Page Not Found	Link leads to "404 Not Found."
Business Resources	HMONG link	Page Not Found	Links to a page that no longer exists.
Business Resources	CDC Resources links	Page Not Found	Majority of CDC links lead to "Page Not Found."
Business Resources	Gener8tor link	Page Not Found	Error: "Page Not Found."
Achievements	Triciclo Peru link	Wrong/irrelevant website	Redirects to an unrelated/unexpected site.
Visit/Support	Fruition MKE "Visit Site"	Non-functional (No	Button does nothing

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Local	button	action)	when clicked.
Visit/Support Local	Fitz at Ambassador Hotel button	Wrong redirect	Links to Taco Bell's website instead of the business.
Visit/Support Local	Family Dollar Store link	Page Not Found	Leads to "Page Not Found."
Visit/Support Local	Ambassador Inn & Hotel link	Security Warning	Shows "Connection Not Private" warning (SSL error).
Business Directory	Clybourn link	Page Not Loaded	Fails to load (no error message specified).
Business Directory	Davita link	Page Not Loaded	Fails to load (no error message specified).
Business Directory	"Parks" links (all)	Generic redirect	All park links go to the same "Find a Park" page instead of specific parks.
Business Directory	Central Methodist Church link	Page Not Found (404)	Error: "404 Not Found."
Business Directory	ManaMke link	Page Not Loaded	Fails to load (no error message specified).
Business Directory	Our Saviors Lutheran Church link	Domain Doesn't Exist	Shows "Domain Does Not Yet Exist."
Business Directory	Fruition MKE button	Non-functional (No action)	Button does nothing when clicked.
Business Directory	Top Nails link	Page Not Found (404)	Error: "404 Not Found."
Business Directory	Craftmaster Land Design Contractors link	Site Unreachable	"Site Cannot Be Reached."
Business Directory	The Dance Cafe link	Domain Doesn't Exist	Shows "Domain Does Not Yet Exist."
Business Directory	Albert Story School link	Page Not Found	Error: "Page Not Found."
Business	Milwaukee Academy of	Page Not Found	Error: "Page Not

Directory	Chinese Language link		Found."
Business Directory	Professional Learning Institute link	Page Not Found	Error: "Page Not Found."
Business Resources	Brew City Link	Page Not Found (404)	Error: "404 Not Found."
Business Resources	PWD Computers link	Incomplete Site	"Site Still Isn't Finished."
Business Resources	All City.milwaukee.gov links	Page Not Found	Error: "Page Not Found."
Business Resources	Vendor Guide	Page Not Found (404)	Error: "404 Not Found."
Business Resources	City of Milwaukee Grants Application	Link to google form is closed	expired form/application
Give	"Support Near West Side Partners" button	Wrong redirect	Links to Amazon instead of expected donation page.

Key Takeaways

1. Donation link broken: There is a problem with the Connect account which may cause a direct impact on revenue.
2. 35/100 Performance score: The load times on the website are very slow in certain areas on both the mobile and desktop versions
    a. Some parts of the website had many animations that would slow down the website when they occured
3. 20+ broken links across the website.
    a. Many of the links themselves seem to be the problem, when Googling these websites myself I found most of them worked fine.
4. Outdated content: Specifically, the "Near West Side Week" event found under NWSP->Initiatives and Outreach->Near West Side Week. There are also other forms/links that are outdated/expired and need to be updated.

Recommendations

1. Broken Links: Audit monthly if possible, overall, be sure to update links once in a while, check with businesses and with people you are working with to confirm if any links need to be updated.
   a. One specific link I would take a look at immediately is the Triciclo peru link under Achievements->Business Recruitment. It leads to what looks like a malicious website.
2. Connecting account disabled: Contact Stripe support immediately to resolve the disabled Connect account.
3. Performance: Refer to this [link](#). Gives a lot of insight as to what might be causing the website to score low in performance.
4. Outdated content: Remove any content that may be outdated or label it as a past event. Specifically, the "Near West Side Week" event. There is a whole tab for it, which can be fine if it is recurring, however it has not been updated or made clear that it is for 2024 which can be misleading.

Conclusion

To conclude, this audit of the NWSP website revealed various problems that existed for the website in terms of speed/performance, content, and usability. Through manually testing each link and form I came across, I found that there were over 20+ links that led to a page not being found or it led to the right website but the page no longer exists, etc. Additionally, the disabled donations could potentially lead to a loss in incoming revenue for the website. Finally, the low performance score is also a major problem as it can lead to users not having the best experience on the website. The website's visuals and design are very clean and user friendly, which don't require any immediate changes. The focus should remain on the functionality of the site. Overall, these problems are easily fixed, once the links are fixed and load times are optimized, the website can begin to focus on any issues it has with the content. After these are all addressed, I recommend another review to ensure that the improvements are sustained for the future.

Appendix

Figure 1:

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Figure 2: Here we can see the performance of the website on mobile and desktop
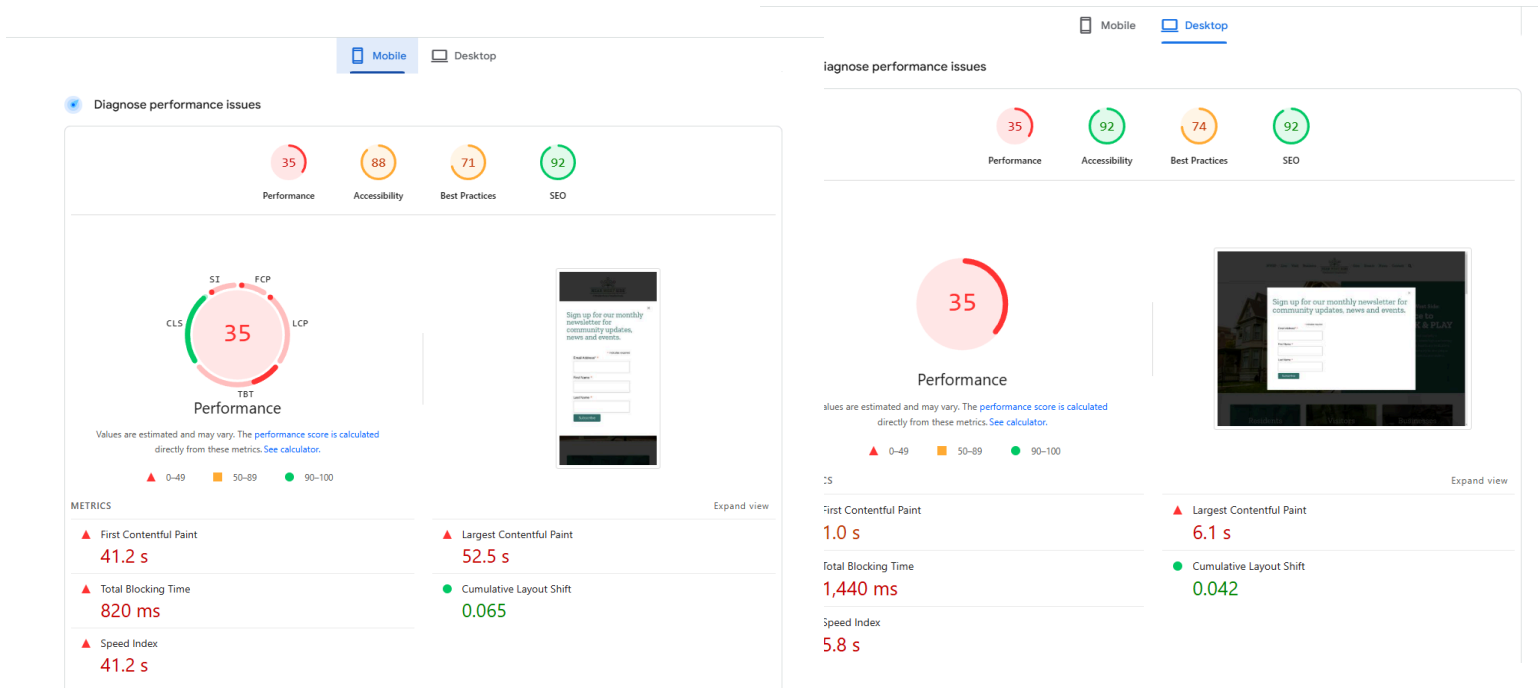

Figure 3: Most of the page not found links from above lead to a page similar to this