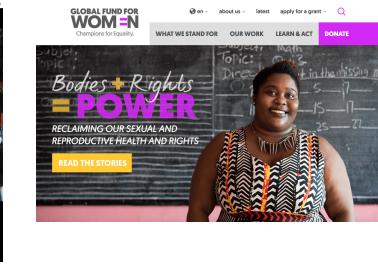


NCJW(HQ)	NCJWLA	Amnesty USA	Global Fund For Women	Asian Women's Shelter
				

<i>Mobile Friendly</i>	yes	yes	yes	yes	no
<i>Online Donation</i>	yes	no	yes	yes	yes
<i>Pleasure points</i>	Update often.	On the top right corner on landing page, users able to donate/search/connect to social medias in one place.	Use key colors effectively (white, yellow, and black).	Popup window gives users easy access to share their stories on social media.	Good navigation system, easy to find information users need.
<i>Pain Points</i>	On landing page, too many information to follow.	Too many text to read on landing page.	There is no online volunteer sign up form.	Needs better navigation structure.	Too many steps/information users need to complete donation.
	This website delivers political feeling with bold message and strong image of women marching. "Take Action" button leads users to click on it, since it's located right below strong message "Jewish Women Speak Up".	This website gives clean feeling, looks professional bold message on homepage. Displays numbers of what they accomplished (i.e. NCJWLA serves more than 12,000 individuals each year, etc.)	Similar to NCJW website, this site brings users political urgency feelings, it motivates users to take an action.	Feels political, but also very positive. Users will be able to see what they do, they are striving to achieve "freedom from violence", "economic and political equality", and "sexual rights & health".	Top page displays all information users need. Feels welcoming, warm and friendly. Visual design is dated.