RECOMMENDATIONS

1. Improve Feedback for User Actions (Visibility of System Status):

- **Recommendation:** Implement real-time feedback when users take actions, such as submitting forms or making donations. This could include a confirmation message or progress indicator that assures users their action was successful.

- **Justification:** Feedback mechanisms improve user confidence and reduce anxiety about whether their action was successful or not. This aligns with the principle of "Visibility of System Status."

2. Standardize Terminology and Visual Cues (Consistency and Standards):

- **Recommendation:** Standardize the terminology and visual icons used throughout the website. For instance, ensure that all navigation buttons and call-to-action elements are consistently named and styled.

- **Justification:** Inconsistent terminology can confuse users and make navigation more difficult. Following consistency principles ensures users can predict the behavior of the system, improving usability and efficiency.

3. Add Undo and Edit Options (User Control and Freedom):

- **Recommendation:** Allow users to edit or undo actions, especially on forms or donation pages. For example, providing an option to review and modify entered data before submission can reduce errors and improve user satisfaction.

- **Justification:** Giving users control over their actions enhances their experience, particularly in cases where they may make mistakes or change their mind. This aligns with the heuristic principle of "User Control and Freedom."

4. Use Clear, Simple Language (Match Between System and the Real World):

- **Recommendation:** Simplify the language on the website, especially in forms and instructions. Avoid jargon or technical terms and ensure the language reflects the way users think and speak.

- **Justification:** Using clear and familiar terms makes the website more accessible to a wider audience and ensures users can understand and interact with it more easily, adhering to the principle of "Matching the System to the Real World."

5. Implement Error Prevention in Forms (Error Prevention):

- **Recommendation:** Add form validation to prevent common errors, such as entering incorrect or incomplete information. For example, provide instant feedback if a user types an invalid email address or leaves a required field blank.

- **Justification**: Preventing errors before they occur is far more effective than relying on error messages after the fact. This approach supports "Error Prevention," improving the efficiency and user-friendliness of the site.

6. Ensure Aesthetic Minimalism (Aesthetics and Minimalist Design):

- **Recommendation:** Simplify the visual design by removing non-essential elements and focusing only on the most important content. Use whitespace strategically to create a clean and organized layout.

- **Justification:** A minimalist design reduces cognitive load and makes it easier for users to focus on the tasks at hand. It aligns with the principle of "Aesthetic and Minimalist Design," improving usability.