

# STEPHEN HOPER MEDIA DESIGN

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## WWW.PYAFRIQUE.COM TESTING AND RECOMMENDATIONS

\* The homepage says that money can be sent *"directly to mobile phones"*. I recommend mentioning other useful delivery options as well, e.g. *"to Tigo Cash agents and directly to mobile phones"*.

\* I recommend entering a readable Meta Description into the HTML code on every page, which will encourage people to visit the site when it appears in Google search results. For example:

*PayAfrique.com is a safe, secure and trusted UK-based online money transfer service, offering convenient and cost-effective transfers from the UK and Europe to Ghana.*

\* I recommend displaying the explanatory text *"All fields marked with an asterisk (\*) are required"* above all forms which have mandatory fields. NB the Sign Up page currently displays the text *"Fields marked with a \* are mandatory"* – I recommend changing this to *"All fields marked with an asterisk (\*) are required"* for consistency.

\* The answer to the first question on the FAQ page is slightly confusing:

*"What do I need to use your Service? Register - Free, Internet Access to Online Banking, your email account."*

I recommend rewording the answer into a formal sentence. For example:

*"What do I need to use your service? Registration is free. You will need online access to your bank account, and a valid email address."*

\* The answer to the second question on the FAQ page would be easier to follow if the 1,2,3 steps were listed vertically instead of horizontally on one row.

\* The label "*Choose a Destination*" in the Send Money form is misleading, as there's only one option and it's a currency, not a destination. I recommend amending it to "*Destination Currency*" while there is only one option, and to "*Choose a Destination Currency*" if/when additional currency options are added.

\* On the homepage Send Money Now form, when the "*receive this amount*" radio button is selected, the Summary is wrong, because the fee is deducted from the "*amount to receive in GHS*".  
For example, if you select "*receive this amount*" and enter 100 GHS, then the "*amount to receive in GHS*" is shown as 89.53 instead of 100.  
The code which calculates the amounts shown in the Summary needs to be corrected.

\* On the homepage Send Money Now form, I recommend changing the "*send this amount*" label to "*send this amount (excl. fee)*" to clarify that the amount entered excludes the transaction fee.

\* I recommend using the same label for the *Help* page and for the button that leads to it. At the moment the button is labelled *Help* but the page is labelled *FAQs*.

\* On the Help/FAQ page, for a professional appearance I recommend using lower-case names for the service and its users, and using them consistently. For example:

*service* instead of *Service*

*customers* instead of *Customers*

*recipient* (or *beneficiary*) instead of *Receiver/Recipient/Beneficiary*

*identification* instead of *Identification*

\* On the Contact Us page, I recommend inserting some blank space between the email, post and phone sections so that they're easy to differentiate.  
I also recommend removing the colon from "*By Phone:*" for consistency, and tidying up the 2x2 grid of images at the foot of the page – at the moment the grid is not neatly laid out, which affects the site's professional appearance.

\* I recommend displaying a photo (or photos) of your office on the About Us page, as well as on the Contact Us page.

\* On the Sign Up page, the address section asks for the *Street* first and then the *Building no.* This approach is rarely used in the UK. If most of your customers are based in the UK then I recommend swapping the order of these two fields, or ideally using new fields called e.g. *First line of address* and *Second line of address*.

NB My address begins with *35 Blendworth Point, Wanborough Drive* - when I created a PayAfrique account I entered *35 Blendworth Point* into the *Building no* field, and *Wanborough Drive* into the *Street* field, but the system has stored this as:

Street: Wanborough Drive  
Building no: 35

i.e. the name of my building, *Blendworth Point*, has not been stored, so my address is incomplete, and it's not possible to edit the address using the My Account page. I recommend using new fields called *First line of address* and *Second line of address* instead of *Street* and *Building no*, so that any address will be correctly stored.

\* On the Sign Up page, in the *How did You hear about Us?* section, I recommend changing *You* and *Us* to *you* and *us* (i.e. use lowercase letters), and in the dropdown menu changing *paper* to *newspaper*.

\* On the Sign Up page, if a mandatory field has not been filled in when the *continue* button is clicked, then the missing field is automatically highlighted in red and the form is not submitted. However if the red highlight is not currently on the screen (e.g. if the Gender field at the top of the page has not been completed) then the user might not know why the form has not been submitted. I recommend using a pop-up or overlaid alert box to let the user know that one or more of the fields still needs to be completed.

\* After completing the Sign Up form, the thank you page includes the phrase "*An activation link has been sent your the email address*" which should be e.g. "*An activation link has been sent to your email address*".

\* After activating an account, the system sends a confirmation email which includes e.g. "Code: AC00000143". I recommend renaming *Code* to clarify what it is – for example, is it the user's PayAfrique Account Number? *Code* is also mentioned on the My Account page.

\* After using the Password Reset form, the confirmation page includes the phrase "Your password reset done. Check your mail." I recommend rewording this to e.g. "Your password has been reset. We have emailed you a link which you can use to choose new password."

\* I recommend using either "log on" or "sign in" consistently throughout the website, but not a mixture of the two phrases. At the moment the button at the top right is labelled *Sign In*, but the instructions usually ask the user to *log on*.

\* I recommend using either "recipient" or "beneficiary" consistently throughout the website, but not a mixture of the two terms. At the moment the Help/FAQs pages use "recipient" (or "receiver") but the logged-in money-sending pages use "beneficiary".

\* On the company's Linked In page...  
<http://www.linkedin.com/company/payafrique-com>  
...for branding purposes I recommend allowing some blank space around the logo, rather than positioning the contact details so that they're almost overlapping the logo.