Heifer International - Gift Catalog

Together, we can change the world, one family, one community, at a time. And it all starts with a gift.

Heifer International's mission is to work with communities to end world hunger and poverty and to care for the Earth. The core of Heifer's model is Passing on the Gift, to help families achieve self-reliance. This is done by providing families with the tools they need to sustain themselves. Gift Givers (donors) have the power to give a hungry family the training it takes to feed themselves and their children; to give a young girl a chance at an education; to empower a woman to have a voice in her community.

Evaluation area	Notes	Notes
Findable		37
Accessible		7
Readable		33
Communicative		71
Useful		8
Credible		54
Controllable		35
Valubale		36
Learnable		47
Delightful		47
Total Product Score/540		375

Overall Product IA Rating: 69%

Information Architecture - Heuristic Evaluation: Findable

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
☐	Can users locate what they are seeking?	The core of Heifer is donations and there is nothing that says "donate"	5
☐	Is it finable across browsers and devices?	Responsive site at 760px adds "donate and animal" and "give where needed most" • no local storage to show "all products" when using back button	8
☑	Are there multiple ways to access information?		8
☐	Does it have appropriate internal SEO?	When searching "donate" results appear with additional things you can donate, and "gift baskets."	4
☑	Does it have appropriate external SEO?	Google Ad redirects to gift page (first result)	9
☐	Is the SEO formatted appropriately?	inconsistent formatting *see comments for documentation* • No field focus after clicking the magnifying glass, search bar disappears after enter button • when filtering gifts based on dollar amount there is no additional monetary filtering (ie: low to high)	3
	Total/60		**37**

Additional Comments:

Inconsistent Formatting

Recommendations:
When searching internally - top result is a donate now button.

Information Architecture - Heuristic Evaluation: Accessible

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
✔	Is it accessible across browsers/devices?	tested on iOS, Chrome, Safari	8
✔	Is it consistent across browsers/devices?	tested on iOS, Chrome, Safari	8
✔	Is it accessible to users with disabilities?	*See Accessibility Guidelines below	7
	Total/30		**23**

Additional Comments: Recommendations:

ACCESSIBILITY GUIDELINES

Satisfactory	Description	Notes	Score 0-10
✔	Heading Structure	Gift menu bar is in a different order than the "gift headers"	8
✔	Reading Order	graphics on the left reading on the right.	7
✔	Contrast	Hover on the headers are lacking contrast. • "Give where needed most" text doesn't provide enough contrast with the background.	6
✔	True Text	True text is used on conduction with images.	8
✔	Appropriate use of Caps	over used in "Give where needed most" infographic	7
✔	Font Size		8
✔	Line Length		8
✔	Recognizable links	inconsistent: lightened on hover, darkened on hover, given a border, given a background color…etc	6
✔	Link focus indicators (not just color)	Good use of border on images to indicate a link. In text color lightening not ideal.	8
✔	Main content link well utilized	When inside the gift catalog there is excessive scrolling to access the link to the main content.	8
✔	Link content makes sense on its own		

Satisfactory	Description	Notes	Score 0-10
☑	Ambiguous language	"gift basket" • "cheeses of the world" under animals?	7
☐	Appropriate use of animation/audio/video	No captions/descriptions on the "gift catalog index" • Video transitions not easy on the eyes.	4
☑	Not solely reliant upon color		8
☑	Form control language descriptive	no quantity tag on quantity field in "add to basket" • billing info form phone number formatted differently	8
☑	Media descriptions available	No alt tags or descriptions on main content images •Nice hover description on "gift providing" icons within the "add to basket"	6
	Total Accessibility Score/160		**108**

Information Architecture - Heuristic Evaluation: Readable

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
✔	Is it easy to understand?	It's not clear the goal of the project at the home page.	7
✔	Is the target demographic considered?	The minimum donation hovers around $100, unless the user digs. This may alienate potential donors.	8
✔	Is the path to task completion clear?	The sliding basket visually shows how far along the user is in the checkout process.	9
✔	Can the user easily describe the app?	The user struggles to identify what the Heifer Project is. The app itself is relatively easy to explain, pick a gift and pay for it!	9
	Total/40		**33**

Additional Comments: Recommendations:

Would like to see information the target demographic.

Information Architecture - Heuristic Evaluation: Communicative

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
✔	Are user permissions obvious?	The checkout process does state sensitive data is collected.	8
✔	Is content effective?		8
✔	Is content relevant?		8
✔	Is content consistent?	3 column layout is messy and changes the feel of the page.	8
✔	Is messaging/alerting effective?	The initial data collection alert is frustrating because it appears after the page has loaded. *	7
✔	Is messaging/alerting relevant?	For the business yes, for the user no	5
✔	Is messaging/alerting consistent?		7
✔	Is navigation effective?	The gift options are	6
✔	Is navigation relevant?		8
✔	Is navigation consistent?	Gift options in the top menu bar differ from the bottom column view	6
	Total/100		**71**

Additional Comments:

Recommendations:
Consider using the data collection alert loading before accessing the content (still with an opt out choice.)

Information Architecture - Heuristic Evaluation: Useful

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
☐	Are tasks easily completed by veteran users?	Yes	9
☐	Are tasks easily completed by new users?	No. The process of figuring out what the project does is tedious.	7
☐	Are the navigation labels clear?	For veteran users yes. • For new users the "gift topics" are confusing… what kind of a gift is "empowering women" or "holidays."	5
☐	Is the task path clear?	Timing is a problem. After clicking the item the user gives there is a time delay. • The horizontal sliding basket process visually shows how far along the user is in the checkout process.	8
	Total/40		**29**

Additional Comments: Recommendations:

Information Architecture - Heuristic Evaluation: Credible

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
✔	Is the design appropriate to the audience?		9
✔	Is the design appropriate for the content?		9
✔	Is it up to date?		9
✔	Is it free of distracting advertisements?		9
✔	Can the user easily contact a live person?		9
✔	Is there help/support content readily available?		9
	Total/60		**54**

Additional Comments:

No doubt that this is a professional organization wanting to help people.

Recommendations:

Information Architecture - Heuristic Evaluation: Controllable

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
☐	Are user tasks readily available?	Getting to the selection of a gift is a bit long but the purchasing process is smooth.	8
☐	Are users able to recover after errors?	Validation on form fields look good. If the user uses the browser's back button none of their selections/preferences are saved.	9
☐	Is is able to be customized to meet the users needs?	Lacking accessibility and contrast, but does well when the text is enlarged	9
☐	Are exists and controls clearly marked?		9
	Total/40		**35**

Additional Comments: Recommendations:

Information Architecture - Heuristic Evaluation: Valuable

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
☐	Are target users satisfied?	UNKNOWN	7
☐	Are expectations clear across all browsers/devices?		9
☐	Is overall success measured?	UNKNOWN	7
☐	Are measures are in place to improve customer satisfaction?	I did not see any survey or feedback links	6
☐	Is profitability being measured?	UNKNOWN	7
	Total/50		**36**

Additional Comments: Recommendations:

Information Architecture - Heuristic Evaluation: Learnable

Heifer International - Gift Catalog

Satisfactory	Description	Notes	Score 0-10
☐	Are users able to learn the product quickly?	With some reading	6
☐	Is there assistance for complicated processes?	chat button available (though the chat form is much closer in feel to an email)	8
☐	Is the experience memorable?		8
☐	Is the process explainable?		8
☐	Is the process consistent?		8
☐	Is the process predictable?	The checkout process is clean, clear, and concise, the selection process is lacking these things	9
	Total/60		**47**

Additional Comments:

Recommendations:

Information Architecture - Heuristic Evaluation: Delightful

Heifer International - Gift Catalog

Yes/No	Description	Notes	Score 0-10
☐	Is the application different from its competitors?	It's more people focused than $$ focused	9
☐	Is there consistency to its competitors?		9
☐	Are users expectations exceeded?	checking out is simplistic compared to the rest of the site	7
☐	Is there a component that is unexpected?	The checkout process	8
☐	Does it have any extraordinary elements?		7
☐	Are users enjoying the product?	UNKNOWN	7
	Total/60		**47**

Additional Comments:

Recommendations: