TalkAboutDepression.org

Evaluation Report

USER EXPERIENCE FINDINGS AND RECOMMENDATIONS

Daniel Holzschuh

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Executive Summary

We examined and tested the TalkAboutDepression.org website to evaluate its navigation, way finding, ability to provide information and advice, and ensure it can be used to reduce stigma around depression by sharing stories.

We utilized heuristic analysis and participant observation usability tests to evaluate how well TalkAboutDepression.org meets its intended goals. Three main scenarios were used to target navigation, information quality and discoverability, and story sharing.

Participants responded well to the organization's intent and visual style, but experienced difficulty finding and absorbing the information they sought. The navigation was confusing, and the pages were long and dense.

We recommend amending the website's microcopy, revising the bodies of text to contain more breaks, and quick digestible bites of information.

Research Goals

1. Gain insight into discoverability of mental health resources
2. Discover extent to which website's copy and collected information is helpful to the primary user
3. Gain insight into accessibility of emergency mental health tools and how to help a friend in crisis
4. Understand the extent to which reading and sharing stories is discoverable and navigable

Methodology

Evaluation Team: Ivan Figueroa, Lori Helmen, Daniel Holzschuh, Joey Pearlman

Testing Methods

Heuristic Analysis

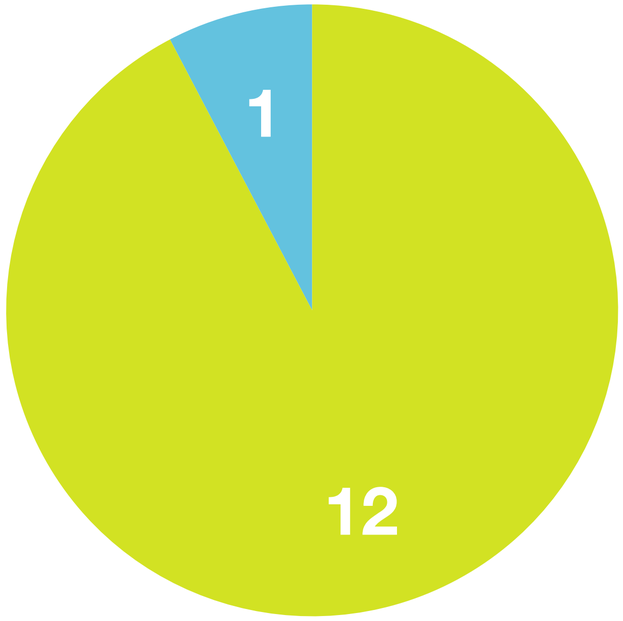
Think-aloud Usability Test

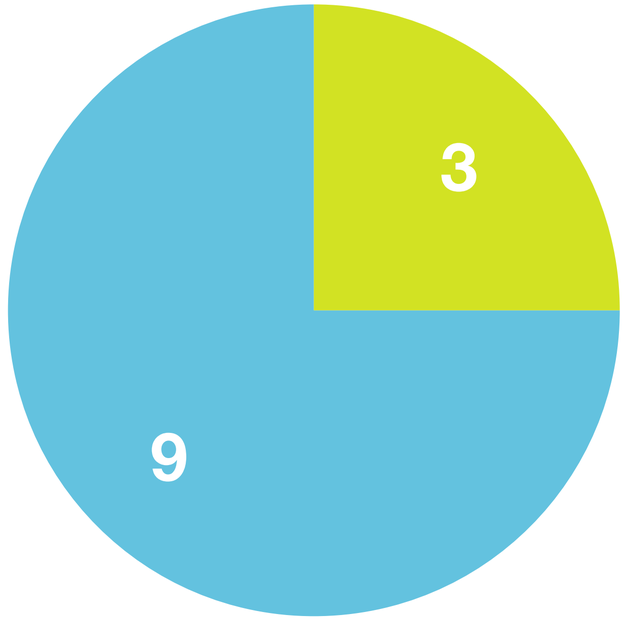
- 13 Participants
- Eight 1:1 sessions, 45 - 90 minutes
- Five group-monitored sessions, 30 minutes
- Three scenarios

Participants

13 TOTAL USABILITY TEST PARTICIPANTS

Charts based on self-reported data





Scenarios

Scenario One

[redacted]

Scenario Two

[redacted]

Scenario Three

[redacted]

Findings Overview

Participants generally responded well to the website's **goals, sources, color scheme**, and **visual hierarchy.**

Heuristic analysis revealed some key opportunities for improvement:

- **predictability**
- **simplicity**
- **linguistic clarity**
- **consistency**

Participant observation usability tests highlighted other problematic aspects:

- **navigation issues**
- **lack of actionable items**
- **copy readability**
- **messy blog system**

Successes

- Looks clean, welcoming, professional
- Nice colors - calm, casual
- Pages are clearly divided into smaller sections
- Trustworthy sources
- Participants liked having both animated videos and TED talks
- The “Please Remember” section on “Submit Your Story” is helpful

Findings: Key

Urgency Magnitude

Highest Priority

High Priority

Lowest Priority

Findings: Navigation

Highest Priority

> *“I don’t know the difference between ‘tools’ and ‘resources’…”*

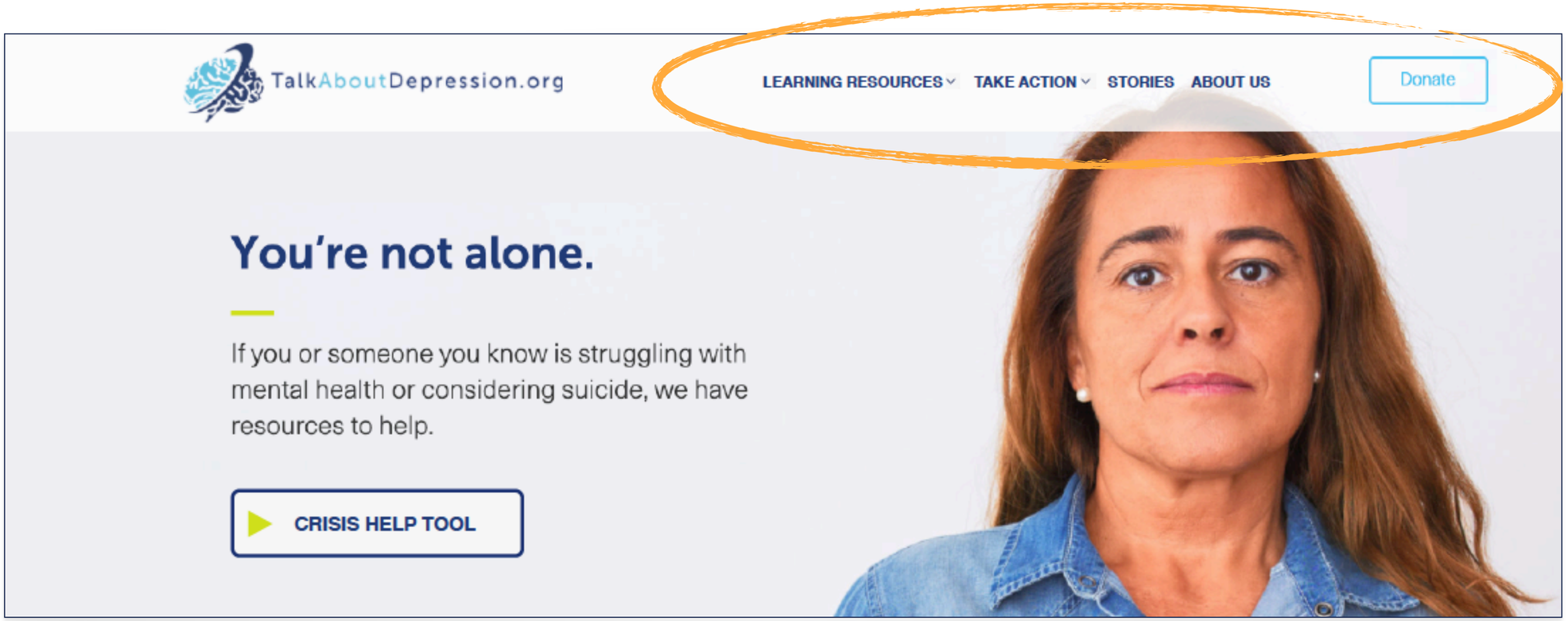
HEURISTIC ISSUES

Linguistic Clarity, Predictability, Consistency

- The word “Tools” is **too vague**.
- The words “Resources” and “Tools” are **too similar**.
- Users couldn’t tell that “Blog” would take them to personal stories, and **often overlooked** the “Blog” link in the top navigation bar.
- “Research and Articles” as a page title is **not consistent with the menu**.

Recommendation: Navigation

Highest Priority



- **Write new microcopy for the menu items** - terms that are more specific, and fit the caring and personable tone of the rest of the site.
- **Add a call to action button** on the splash image for immediate navigation to help

Findings: Getting Help

Highest Priority

Many of our test participants mentioned wanting more than just research and videos - **they want to find advice right away** on how to help a friend that's suffering.

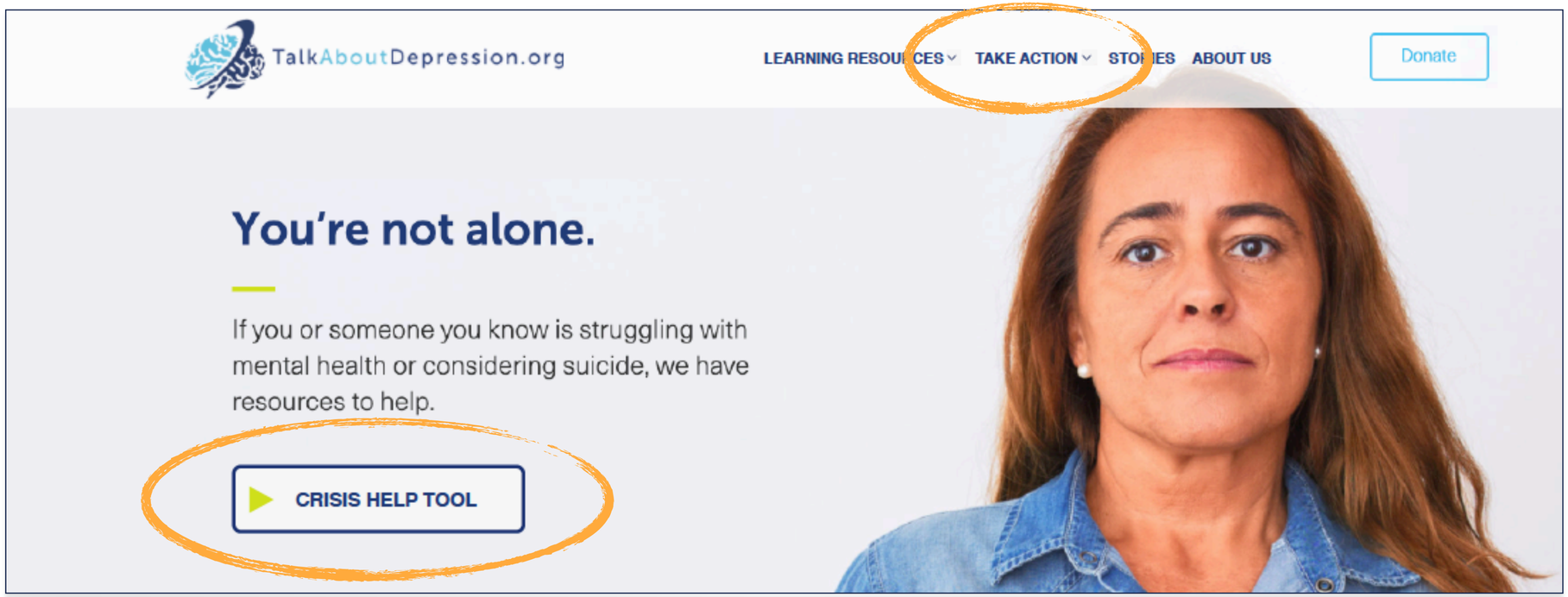
They don't want to spend a lot of time scrolling through long pages full of text.

They want to learn **actions they can take**, and **they want to know fast**.

> *"My first thought would be, I need to move fast… I don't really want to take the time and sift through."*

Recommendation: Getting Help

Highest Priority



- Having a **big button** that you can see and click on right away as soon as you land on the home page makes **help quick and easy to find and access**.

  Until the prototype is ready, this would be a good place for a button going to a page with written advice.

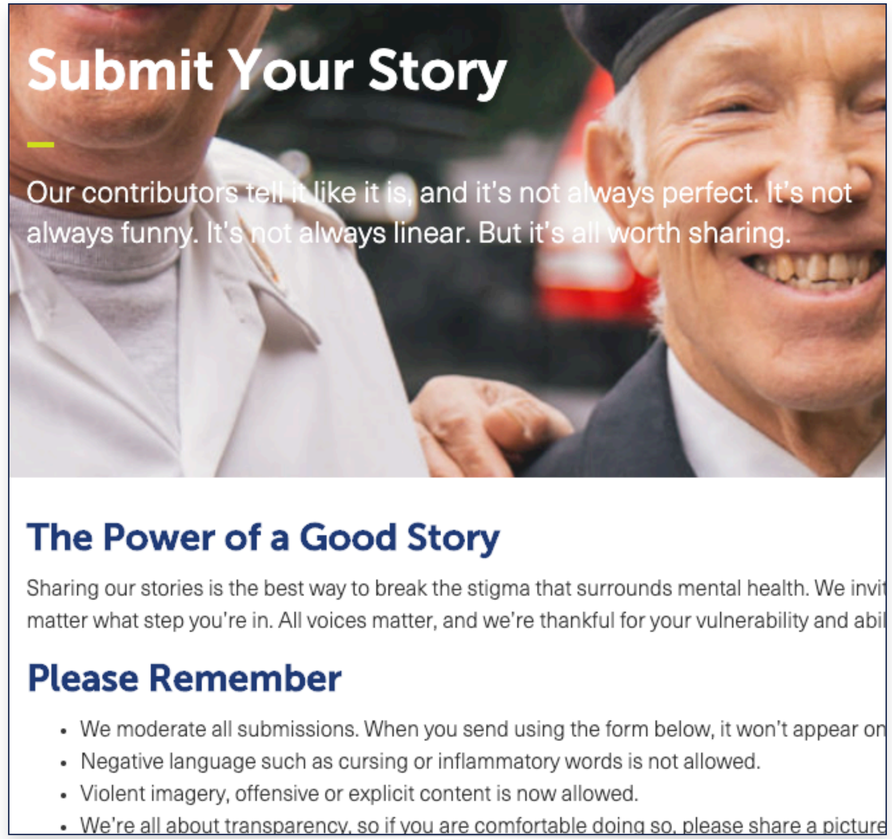
- This need for action is also reflected in a possible **new name for "tools"**.

Findings: Readability

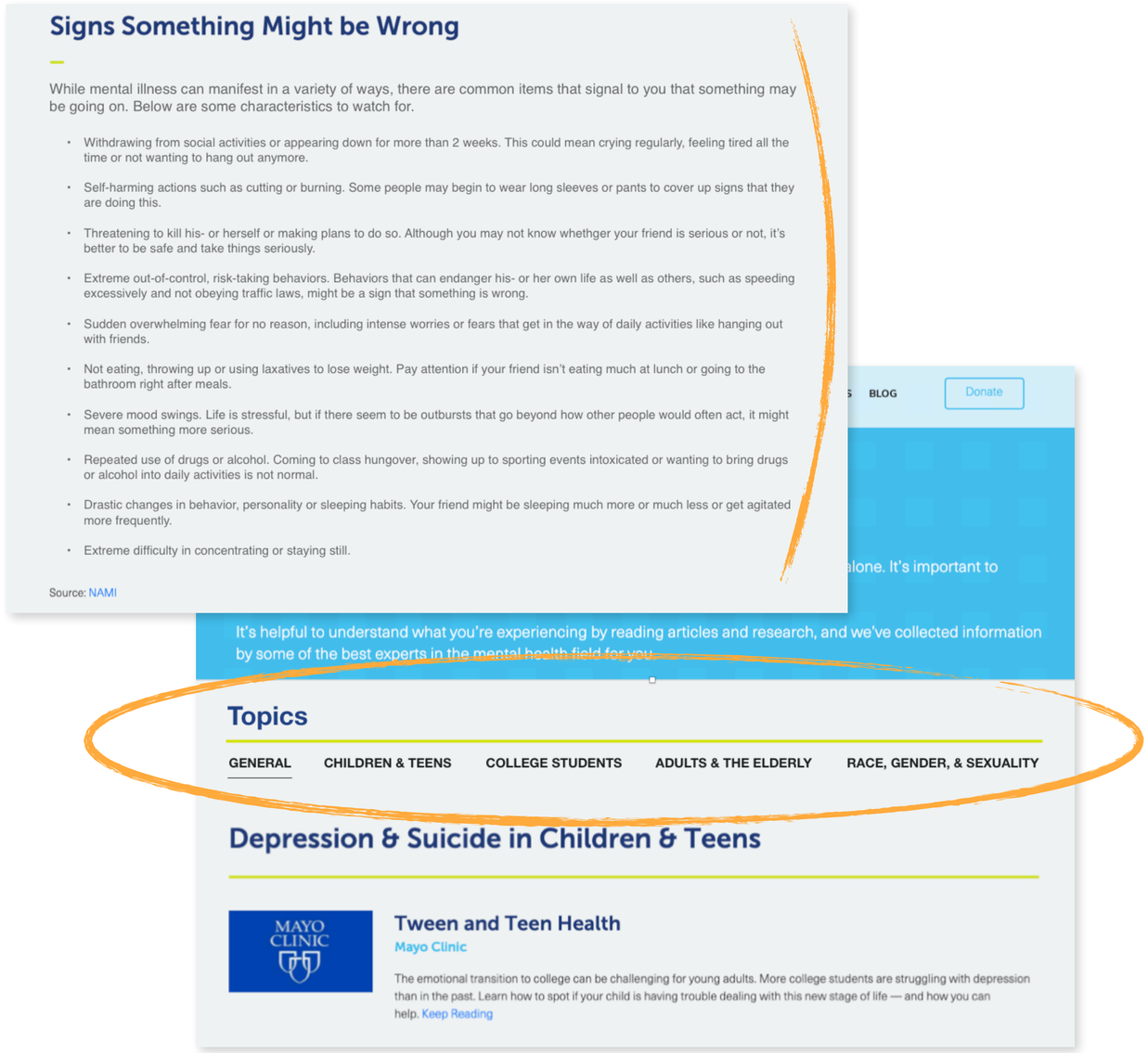
HEURISTIC ISSUES

Simplicity, Fulfillment

- **The text is small and overcrowded**, which makes it difficult to read quickly and can feel overwhelming.
- **The pages are long**, and there's no quick way to find what you're looking for on it.
- **The white text on top of photos is hard to read**, since the the photos have large white spaces like shirts or paper.



Recommendation: Readability



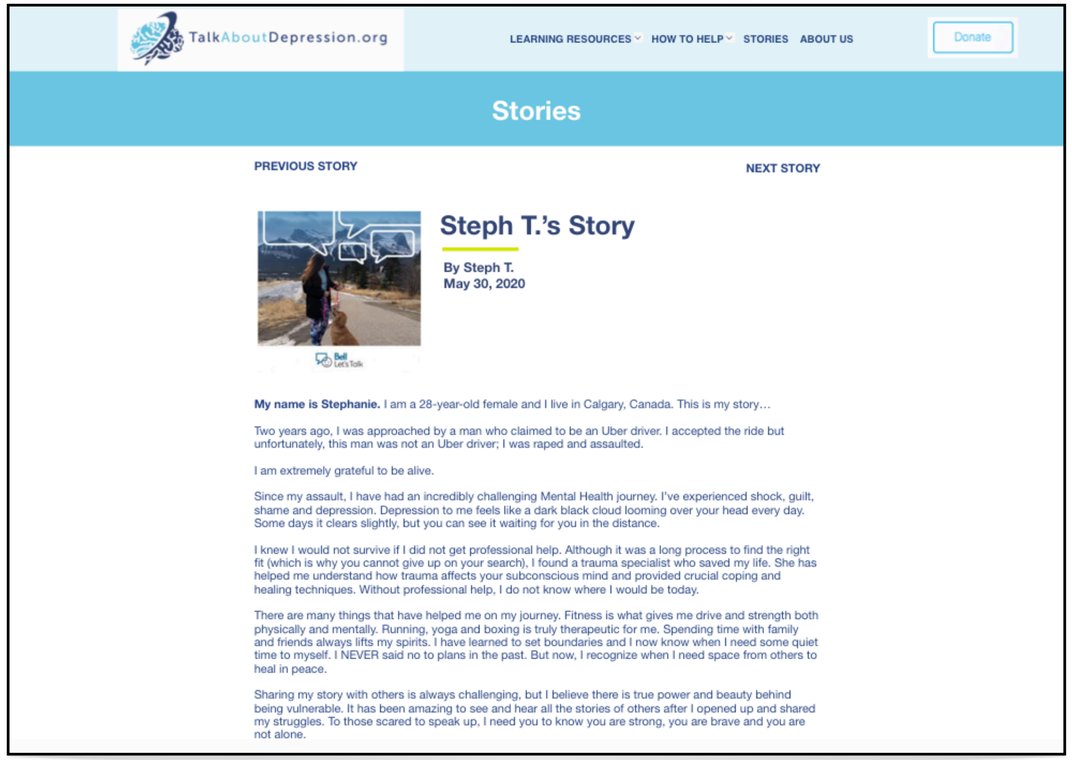
- **Add more white space** and line breaks into the website's text.
- **Increase the text size**.
- **Add anchor links** at the top of the page to allow the user to navigate different sections of longer pages like "research and articles" quickly and easily.

Findings: Sharing Stories

- Blog navigation is **inconsistent**, and **not interconnected**.
- “Submit Your Story” is buried and **hard to find**.
- The blog carousel on the front page **lacks information**.
- The word “blog” is **vague**, and many users overlooked it.
- Links are **unpredictable** and **unintuitive** - some go to a specific story or a “single blog”, with no intuitive navigation to other stories

Recommendation: Sharing Stories

- Add navigation buttons to go between stories
- Add a way to submit a story to the main stories page
- Change “Blog” and “Single Blog” to “Stories”
- Remove “by tad” - all posts are made by the website, there’s no need to tag or credit “tad”
- Make carousel on front page four stationary images with titles, and a quick blurb



Other Issues

- Blog filters are hidden by the header if you click on one of them
- First video link consistently returns “youtube refused to connect”
- Header donate button text is not vertically centered
- Most “read stories” links go to Ben’s story - should link to general blog page
- Typo on “Submit Story” page:
  “Violent imagery, offensive or explicit content is now allowed.”

Conclusion

- Good collection of **sources**, good start on **visual hierarchy**
- Pick an **audience** and a **voice**
- Break up or shorten **walls of text**
- **Simplify** the purpose of each page
- Make **actionable advice** quick and **easy to find**

Appendix