# Usability Evaluation Insights

Group G

# 1. Introduction

A usability evaluation was conducted to assess the effectiveness, efficiency, and user satisfaction of our high-fidelity prototype. Our customers were given questionnaires with 12 questions total. The questions were either task-based (quantitative) or open-ended (qualitative), aiming to test the functionality and aesthetics of our product.

# 2. Key Findings & Insights

## User Experience & Accessibility

Green Text Readability Issues: Both users noted that green text was particularly difficult to read. This could also lead to users with visual impairments facing difficulty navigating our site

Color Scheme Feedback: Some colour gradients were described as noisy and did not work well together.

## Task Completion & Efficiency

User reported difficulty in trying to find the webinars section. Menu labeling possibly isn't clear

## User Feedback & Recommendations

Clarification of Project Focus: Our team may have misunderstood the main focus of the website, with the customers suggesting that the content should emphasize fundraising resources for charitable organizations rather than portraying it as a large NPO's homepage.

Improved labeling: Clearer headings and subcategories.

# 3. Conclusion & Next Steps

## Key Takeaways

Users generally found the site intuitive, but clarity improvements are needed.

Accessibility adjustments (contrast, mobile layout) will improve usability.

The site's primary focus should be refined to emphasize fundraising resources for charities better.

## Next Steps

Clarify site purpose to focus on fundraising resources for charities.

Enhance accessibility by adjusting text contrast and mobile responsiveness.

Revise color scheme to improve readability and reduce visual noise.

Refine navigation labels and improve page structure.

Incorporate user-friendly content design.