Website Usability Review

Website Usability Review

Assessment of the existing website considering the following factors:

- Usability – Can new users easily understand the website?
- Accessibility – Can users with disabilities use the website?
- Information Architecture – Is the website easy to navigate?
- Visual Design – Is the website aesthetically pleasing?
- Content – Is the website content clear and understandable?

01

Add Website Policies

Include the following documentation: Privacy Policy, Terms & Conditions, Accessibility Statement, Data Storage Disclosure, an up-to-date Copyright Notice, and Cookie Consent Policy (if applicable).

Opportunity

02

Update Main Menu Navigation

Streamline main menu navigation to prioritize key sections and shorten names for easy scanning. Include a high-contrast "DONATE" button at the end to emphasize its importance and encourage user engagement.

HARAMBEE CENTRE   ABOUT   PROJECTS & PROGRAMS   EVENTS   BLOG   **DONATE**

Opportunity

03

Optimize User Engagement

Include a compelling title and mission statement on the homepage to communicate the organization's primary goal clearly. Provide key information for users, guiding them on what to do during their initial visit. Streamline choices to prevent overwhelm and enhance the user experience.

Harambee Centre +

PAGE TITLE HERE

DO YOU DREAM OF A BETTER WORLD FOR WOMEN, CHILDREN, AND THEIR FAMILIES, AND BETTER CULTURAL AWARENESS? WE DO.

We foster educational, healthcare, community engagement, and service projects that improve lives in rural Eastern Africa, educate Pacific North-westerners about Africa, and pull together Pacific Northwest and East African communities.

HARAMBEE CENTRE
— let's pull together! —

DONATE NOW

VOLUNTEER

Opportunity

04

Improve Information Architecture

Create an effective information architecture by logically nesting pages, improving users' ability to find information such as events, volunteer opportunities, and donation options. Additionally, remove or resolve broken and dead links for a better user experience.
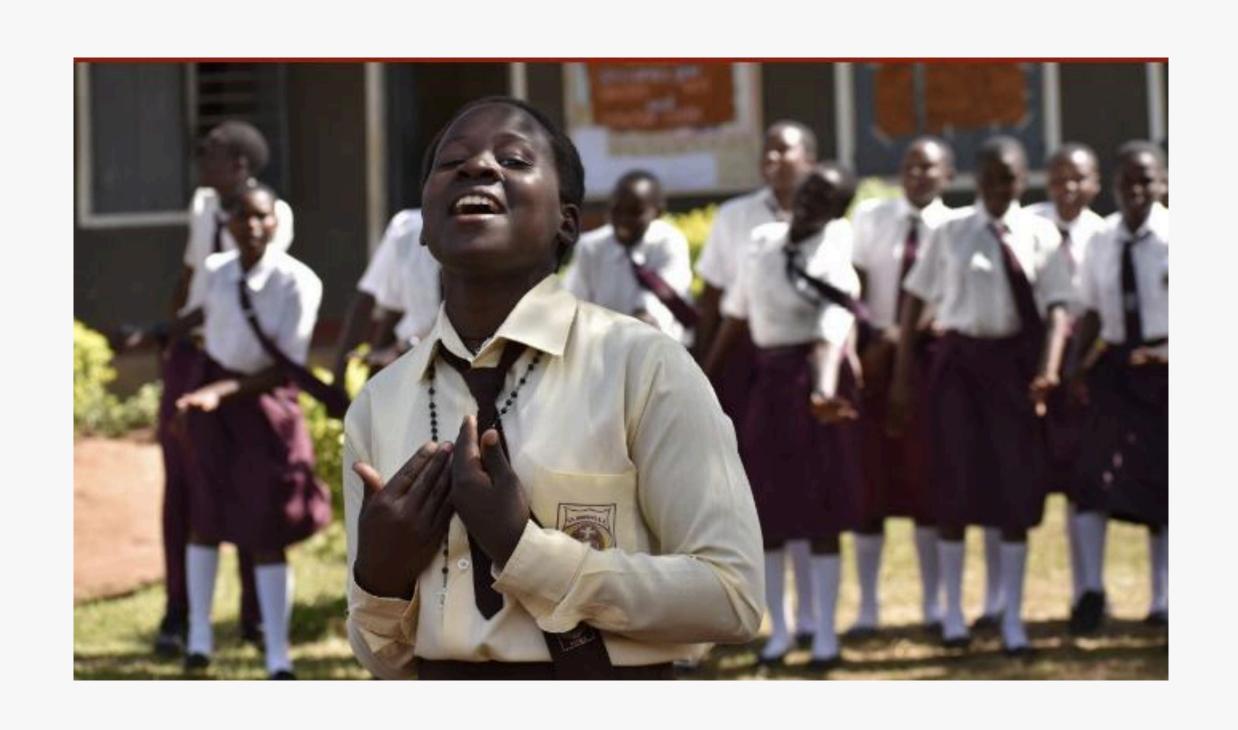
Opportunity

05

Create an Inclusive Web Experience

Enhance accessibility to ensure all users have a positive user experience:

- Improve color contrast throughout the website, including main navigation to accommodate users with visual impairments or color blindness.
- Implement semantic HTML to enhance the structure and meaning of content, improving accessibility for screen readers.
- Optimize the website for keyboard navigation to accommodate users who rely on keyboard input or other assistive technologies.

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Q&A

Thank you!

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