



User Experience Research Report

INFEMI WEBSITE REDESIGN
May 2021

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A look into the website features and its usability. Issues are categorised according to severity and impact on user behaviour. Includes recommended improvements.



The Context

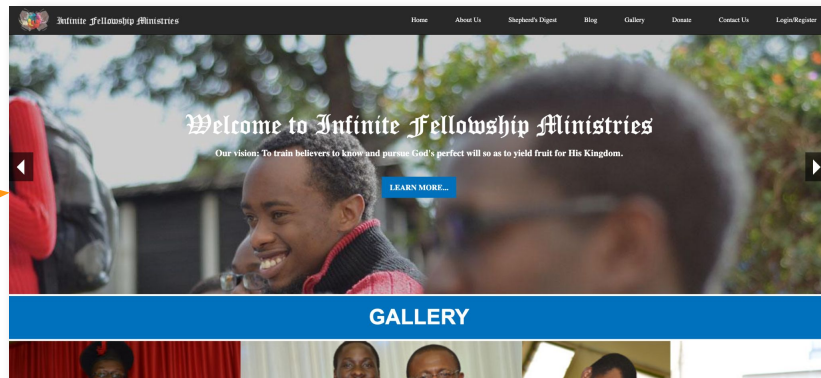
The website development team at Infinite Fellowship Ministries (INFEMI) developed the first church website in 2012. The main goal for the development of the website was ***to give the church an online presence allowing new people to find us and to provide a space for articles and sermons to be uploaded for the consumption of members of the body of Christ.*** The main pain point of this website was aesthetics. Since the changes to the site could not be easily formatted dynamically, the INFEMI website department decided to ***move to a more favourable content management system (CMS) that would allow them to make changes to the site and have more control on its appearance to the users.*** This happened between 2014 and 2015.

The current INFEMI website provided a better interface for editing for the INFEMI scribes who had grown in number at this point. It requires minimal management from the software engineers and has a host of features that could be put to use such as API integration for mobile apps and robust dynamic searches for articles, sermons, videos etcetera. However, the demand for the implementation of some of these features has not grown as fast as earlier predicted. We are yet to see the current website functions utilised to its full capacity.

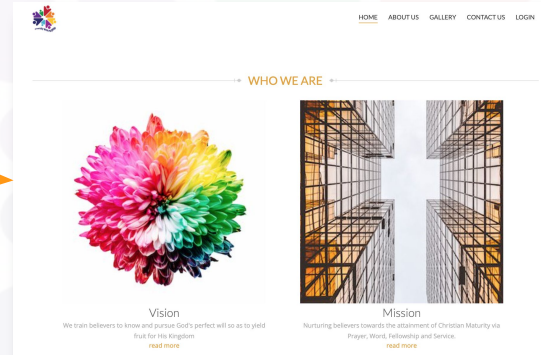
The Journey



Circa 2012



Circa 2015



Circa 2021

Problem space

At this juncture, the website development team would like to migrate to a Wordpress CMS. There are a number of benefits to this:

- *Majority of the Infemi scribes use Wordpress in their personal projects and businesses and therefore are more conversant with the CMS.*
- *They also prefer the customizability afforded by the Wordpress interface.*
- *Additionally, this migration delegates the organization of content from the engineers to the scribes and this eases the pressure on the engineers to code new features.*

It has been observed that the current website is not being fully utilised. ***The hypothesis is that the content has not been made available in the way the users would like to consume it.*** This formed part of the reason for the data migration to Wordpress as a reactive measure to allow for better formatting and display of content.

Ultimately, the goal of the infemi website revamp is to ***improve discoverability and consumption of content by current and future users of the site.*** To ensure the team achieves this goal, we need to carry out user research to find out **what content users of the infemi website mainly want to see, how to make it easier for them to access this content, the challenges currently being experienced in the use of this website and how to make the content discoverable especially for new users (unique visitors) of the infemi website.**

This is summed up in one statement known as the **design challenge**. The design challenge encompasses the problem into a singular statement that is easy to remember and captures the purpose of the project.

Design Challenge



How might we ensure current and future users of the infemi website can easily search for and consume their preferred content for their personal edification?

Why User Research?

User research is an essential foundation to any design and development journey. It helps us gain an in-depth understanding of the problem at hand through empathy, enables us to learn more about our target users and their environmental context as well as ensure the designed solution is relevant to the end users by focusing on the users instead of our own biases.

Below is a quick look into the basic design and development journey and shows how research is done at all levels.

Discovery

Figuring out the problem we are trying to solve. Exploratory research is done here before design.

Design

Based on what we found out in discovery, we create designs that we can test for appropriateness with users.

Development

Development of the product that will be released to the public. Validation research is done here before release.

Research Objectives

The following are the objectives of the research. This will serve as the guideline to ensure we remain in scope.

- To find out the **current barriers to access and use** of the infemi website
- To understand the **environmental context of use of the infemi website** such as device use and access locations from the current infemi website users
- To gain more insight on the **navigation patterns** of INFEMI website users in relation to the ease of searching and finding content on the website
- To identify the **type of content** current and future users would like to consume from the infemi website

Research Methodology

The team employed a mix of quantitative and qualitative research methods. Below is a breakdown of each method with their purpose of use.

Google Analytics analysis: this refers to analysing the data from Google Analytics based on the objectives of the research to give us a clear understanding on how the current website is used based on statistics and not user opinions.

Online Survey: this refers to the use of a questionnaire that will be administered to the entire community. This will help to get quick feedback from a large number of people in a short period of time. This quantitative method will give us numerical data with a bit of behavioural and attitudinal data.

Usability Testing: this refers to testing the website with current users to observe and note down their thoughts and actions so as to identify any usability issues and collect this data for analysis. This method reveals the 'why' behind the actions observed in real-time.

Target Users



INFEMI WEBSITE USER
(FREQUENT)

Part of the Infemi Congregation



INFEMI WEBSITE USER
(NEW+ RETURNING)

Is a member of the body of
Christ



CONTENT CREATOR

Part of the INFEMI scribes
department



Google Analytics
insights

Google Analytics

Google Analytics is a free website analytics tool that is used to track and examine website traffic to your site.

The following data points were included in the analysis of INFEMI website users

1. **User acquisition data:** *This tells us how users end up on our site. Eg from facebook, twitter etc. This will help us know how best to structure our digital marketing strategy.*
2. **User behaviour data:** *This tells us what users do once they get onto the site. This includes data such as which devices users use to access the website, which pages on the website are mostly accessed, their drop off points and how long they stay on each page. This can help reveal usability issues on the site.*

The two date periods were chosen to test if there is a difference **between a typically active website usage period which is when the church is collectively fasting and praying together and probably will involve a lot of reference to website content as opposed to a time period that was the earlier months of the pandemic.** We also chose to review the year 2020 as opposed to this year 2021 since the idea for revamping the site may have affected the rate of usage and may not be a true depiction.

Google Analytics: Acquisition

The first pie chart reveals the top sources of traffic.

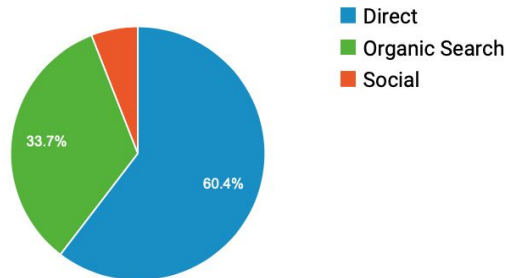
A **direct source** means links being shared directly and the user clicking on this link which is most probably on Whatsapp.

An **organic source** means the user used a search engine in this case, google.com and found the INFEMI website link and clicked on it.

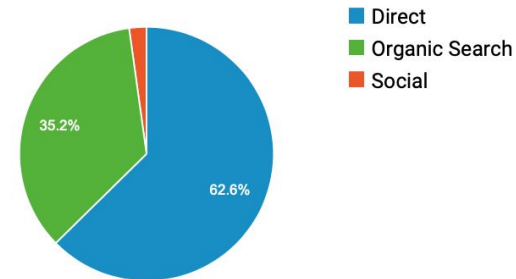
Social refers to those who landed on the site from a social media website (smw). A highly filtered search revealed it is facebook.

Top Channels

Feb 1, 2020 - Feb 29, 2020



Apr 1, 2020 - Apr 30, 2020



From the charts, **direct links are the highest source of traffic to the site making up more than 60% of website traffic.** This translates to between around 50 - 60 users per month of the total average of 100 users per month

Google Analytics: Browsers

Chrome and Safari appear to be the most popular browsers. The INFEMI website should however be optimized for all browsers.

Browser	Feb 2020	April 2020
Chrome	64	64
Safari	24	13
Samsung Internet	3	1
Firefox	2	5
Others (Edge, Opera etc)	7	3

Google Analytics: Devices

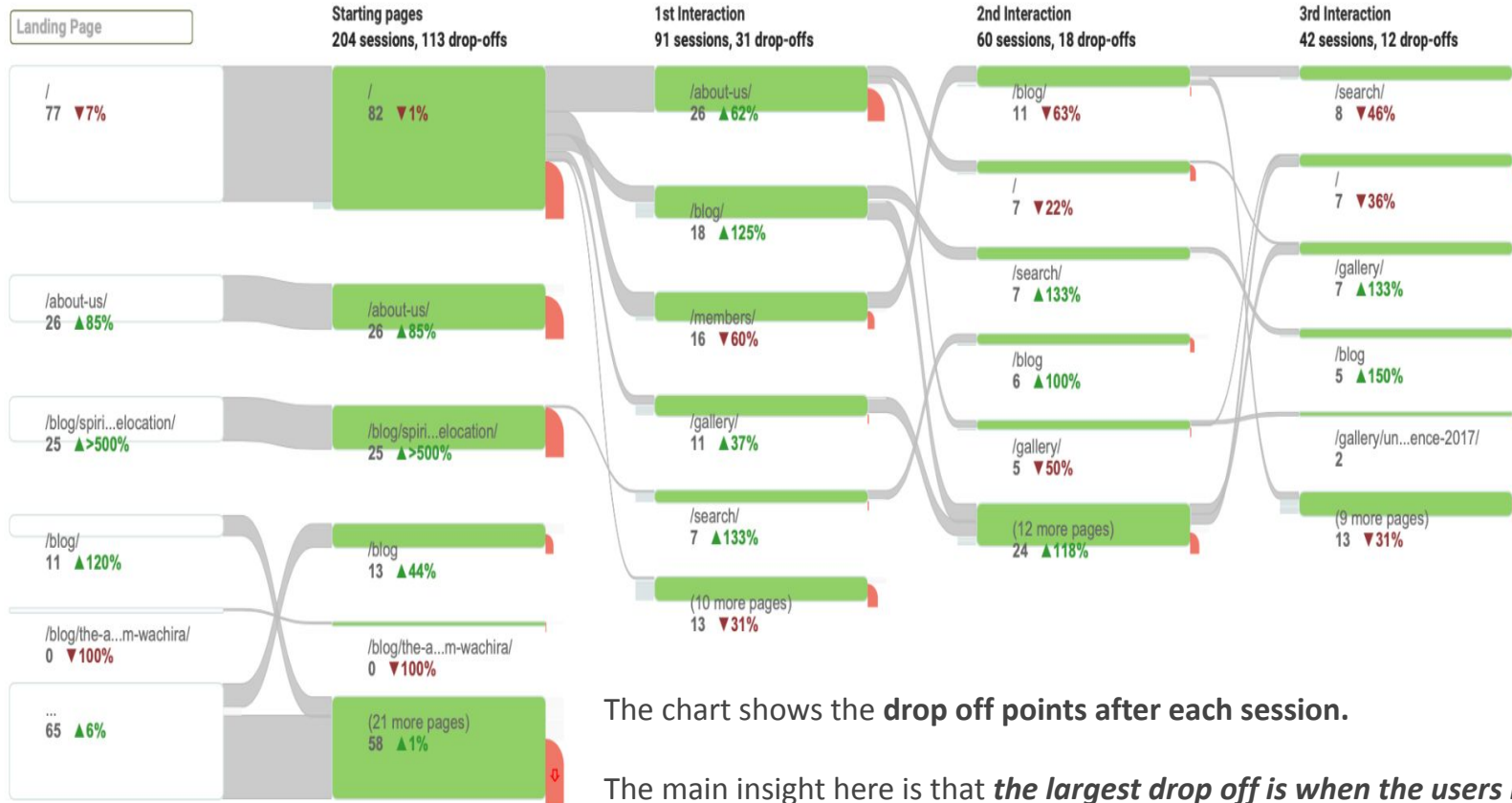
Most users access the website on their mobile phones when compared to desktop or tablet.

Device	Feb 2020	April 2020
Mobile	62	49
Desktop	35	34
Tablet	3	5

Google Analytics: Operating Systems

Most users have Android mobile phones as opposed to iOS.

OS	Feb 2020	April 2020
Android	41	39
iOS	24	15
Windows	21	21
Linux	6	2
Macintosh	6	10
Undefined	2	1






The chart shows the **drop off points after each session**.

The main insight here is that ***the largest drop off is when the users interact with the blog***. This could be from the challenge of searching for content on the blog.

Google Analytics: Page Views
















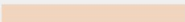



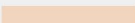
The most popular page in terms of page views is the blog landing page, followed by the website landing page and the gallery. The search bar section has high page views as well as the about us page and the members login page.

1.  /blog/		
Feb 1, 2020 - Feb 29, 2020	234	34.72%
Apr 1, 2020 - Apr 30, 2020	225	33.19%
2.  /		
Feb 1, 2020 - Feb 29, 2020	112	16.62%
Apr 1, 2020 - Apr 30, 2020	142	20.94%
3.  /gallery/		
Feb 1, 2020 - Feb 29, 2020	94	13.95%
Apr 1, 2020 - Apr 30, 2020	57	8.41%

4.  /search/		
Feb 1, 2020 - Feb 29, 2020	93	13.80%
Apr 1, 2020 - Apr 30, 2020	80	11.80%
5.  /about-us/		
Feb 1, 2020 - Feb 29, 2020	80	11.87%
Apr 1, 2020 - Apr 30, 2020	51	7.52%
6.  /members/		
Feb 1, 2020 - Feb 29, 2020	45	6.68%
Apr 1, 2020 - Apr 30, 2020	109	16.08%

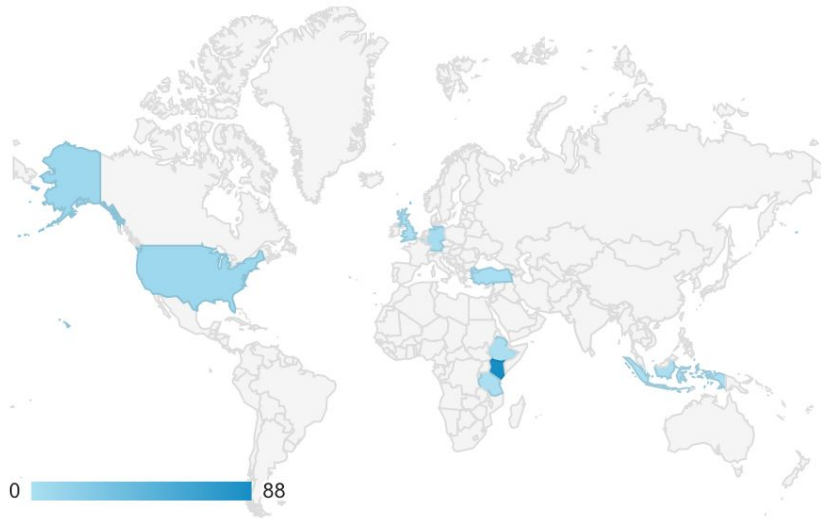
Google Analytics: Engagement

A session is the period of time a user is actively engaged with your website. The less than 10 second duration denotes users quickly navigating through pages of the website. The longer sessions means they are staying longer on pages.

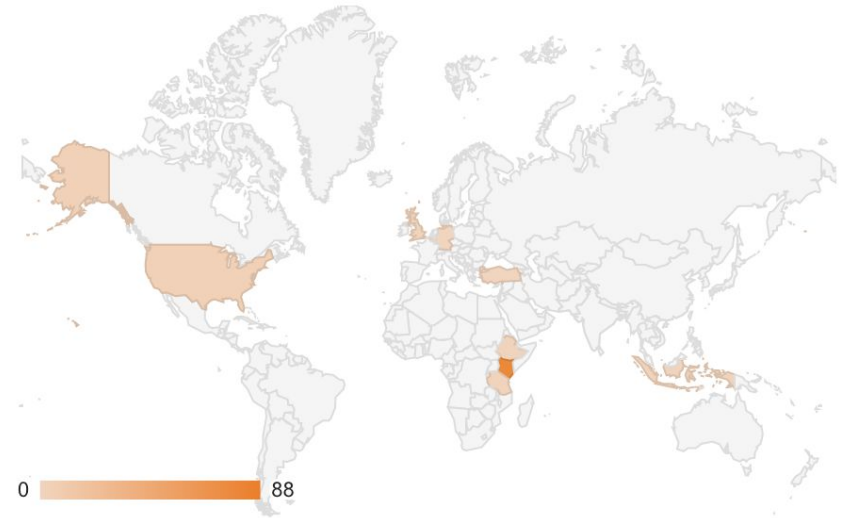
Session Duration Bucket ?	Sessions ?	Pageviews ?
0-10 seconds		
Feb 1, 2020 - Feb 29, 2020	115 	127 
Apr 1, 2020 - Apr 30, 2020	85 	90 
11-30 seconds		
Feb 1, 2020 - Feb 29, 2020	11 	27 
Apr 1, 2020 - Apr 30, 2020	10 	30 
31-60 seconds		
Feb 1, 2020 - Feb 29, 2020	13 	47 
Apr 1, 2020 - Apr 30, 2020	17 	55 
61-180 seconds		
Feb 1, 2020 - Feb 29, 2020	11 	39 
Apr 1, 2020 - Apr 30, 2020	31 	155 
181-600 seconds		
Feb 1, 2020 - Feb 29, 2020	35 	208 
Apr 1, 2020 - Apr 30, 2020	22 	114 

Google Analytics: Geographic Demographics

Feb 1, 2020 - Feb 29, 2020



Apr 1, 2020 - Apr 30, 2020



This was an interesting observation. Although majority of our users were from Kenya, we received page views from the **US(12)**, **Germany(2)**, **Singapore(1)**, **Turkey(1)**, **Belgium(4)**, **Ethiopia(1)**, **UK(1)**, **Indonesia(1)** and **Tanzania(1)**. Depending on the time period, we received many page views from multiple countries.



Online Survey insights

Online Survey

This is a questionnaire shared online **that seeks to get information from the entire infemi community in a short time**. It is structured with mostly close-ended questions and a few open ended questions.

The questionnaire was **administered through the church whatsapp group and required users to fill it in by a specified deadline**. We received a total of 57 responses from the expected around 80 participants.

It was designed to cover the **frequent users** of the infemi website as well as the **completely new** infemi members who might not yet have access to the infemi website.

The information we collected using this method was ***helpful but also a bit subjective given that what users say is not necessarily what they do.***

To mitigate this, we also conducted a usability test ***to reveal the correlation between what users say and what they do.***

Below are the results from the online survey.

Online Survey: Demographics

68% Members of Infemi
for more than 5
years

70% Wifi users

30% Data Users

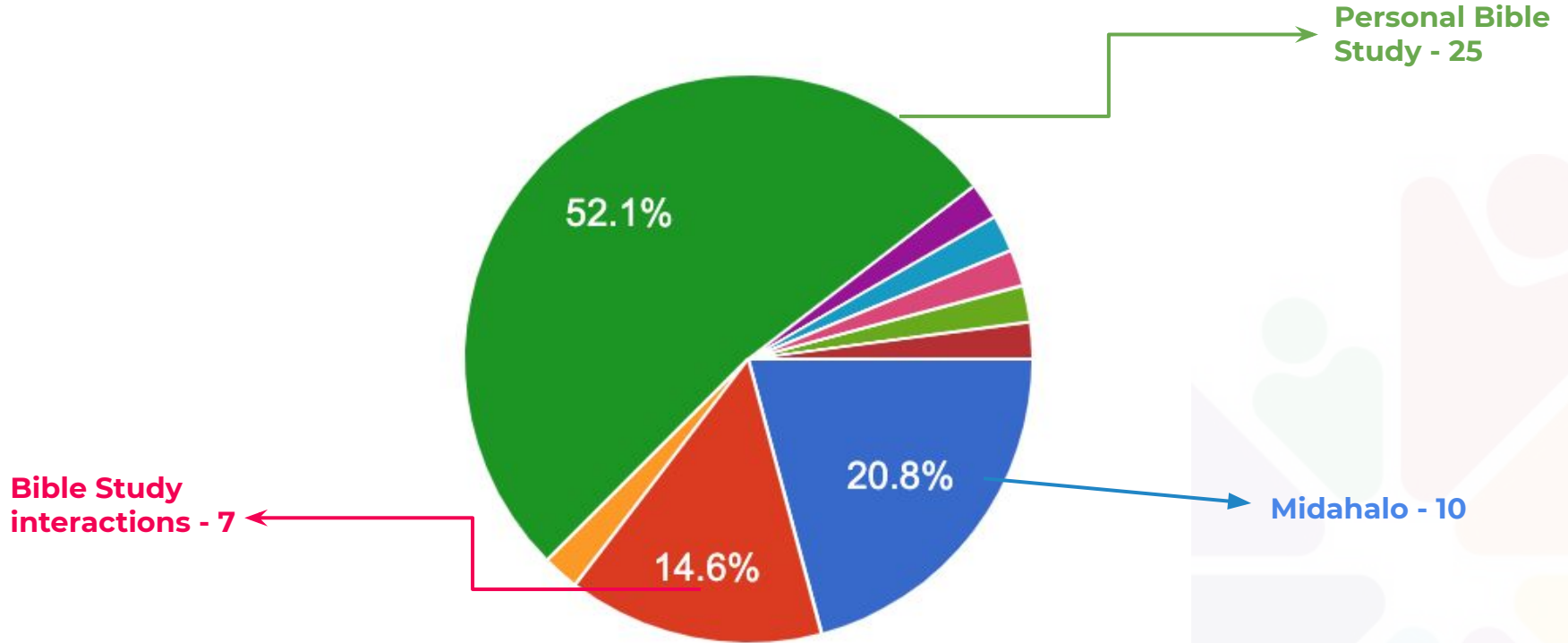
90% Participants who use
the website at home

19 Participants who use the
website daily- few times
monthly

24 Participants who use the
website a few times a
year

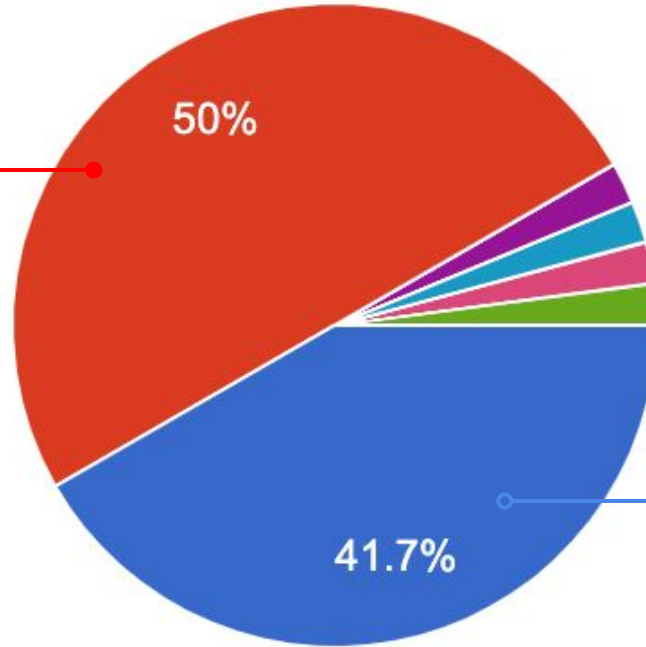
9 Participants who've
never used the
website.

Online Survey: Leads to usage



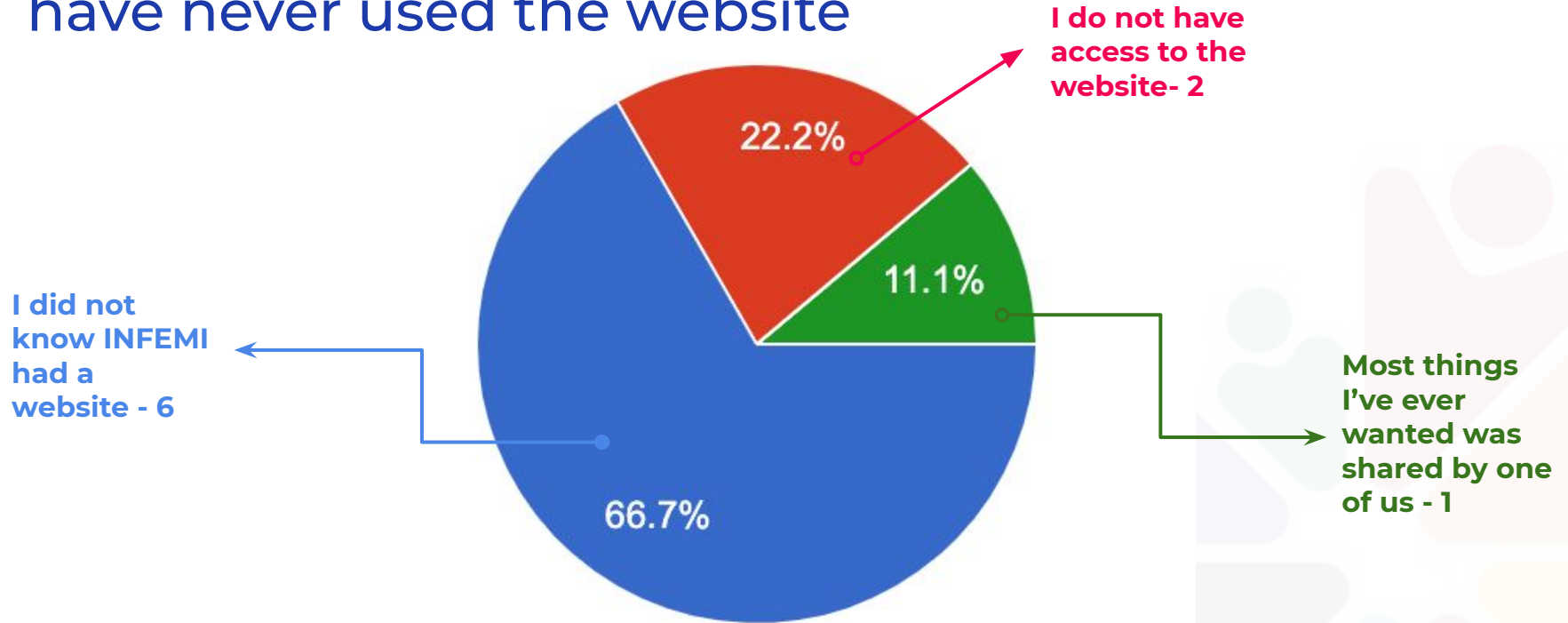
Online Survey: Content Mostly accessed

**Prophetic
word/Rhema**
- 24



Sermon notes - 20

Online Survey: Why some people have never used the website





Usability Testing

Usability Testing

Usability testing is ***a qualitative method of research that evaluates the overall user experience by measuring the intuitiveness of the product and the relative ease with which end users can accomplish a set of tasks that a typical user of the product or service would need to accomplish.***

In this case, we will be measuring how users navigate the infemi website in search of the content they would wish to view. We will be observing their pain points as they go through the process and note down any problematic points in their journey.

This is an involving process that allows the users to speak their mind as they complete tasks and allows the researcher to ask follow up questions based on what they are observing.

We used the criteria detailed in the next page to recruit participants for the usability study.

Usability Testing: Participants



Study Sites and Participants

We conducted one-on-one usability test studies with 6 participants at a location that was convenient for them.

Our user group included long term members of INFEMI, newer members of INFEMI as well as the INFEMI scribes.



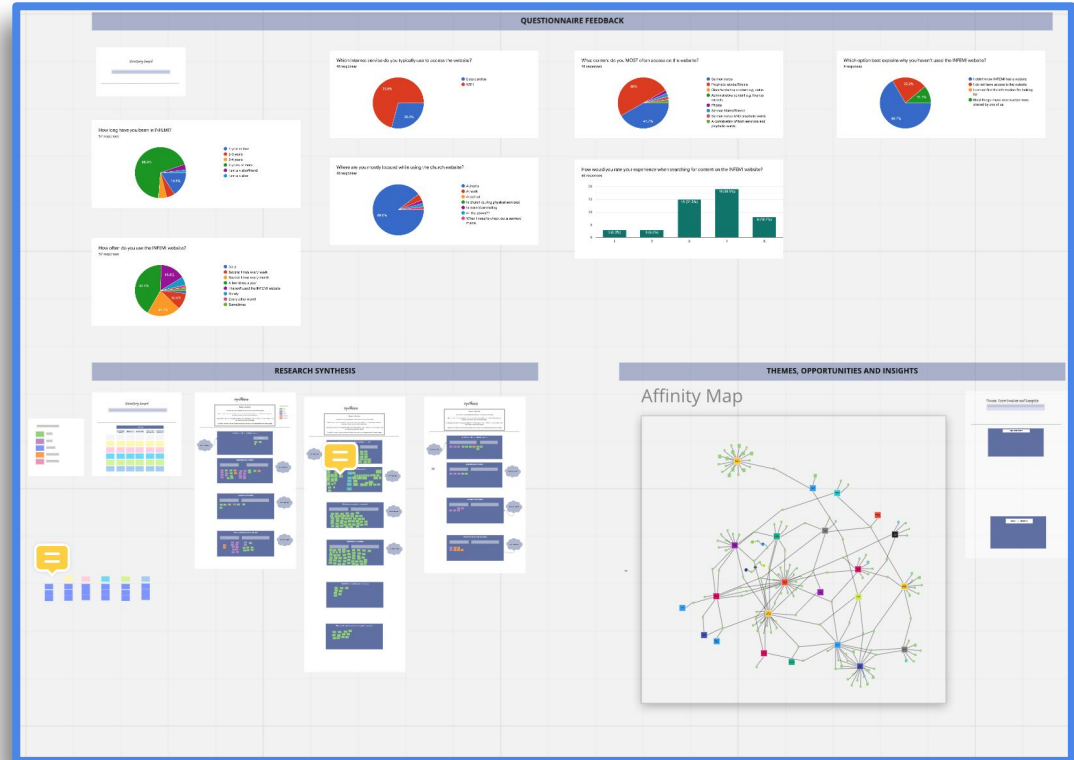
Research
Analysis

This is the process where **the researchers come together to synthesize the information from the various research methods**. It involves *a synthesis workshop that was carried out by the researchers*.

The researchers used [Miro](#) an online whiteboard tool to collaborate remotely on the research synthesis and analysis.

Overall themes were defined and individual insights noted down to be presented in a format that is easily understood by the stakeholders who are not directly part of the research process.

The following slides detail the themes and insights gathered.





Theme 1: Content Findability

The search functionality makes it difficult for users to search for and find content (sermons and rhemas) as they rarely find what they are looking for even when they search by 'keywords'.

Search functionality

From the google analytics behaviour flow, it was observed that users can take around 10 steps to get to their desired content. The path involves both the blog and search bar. The questionnaire revealed that the search functionality was the main challenge experienced on the website. The usability study revealed the pain points associated with searching such as inaccurate search results when using specific search terms on the search bar or the tags provided. Users resort to clicking 'next' on the blog pagination and scrolling through to look for specific content. This process is arduous and many times the users give up as revealed by the drop offs on the behaviour flow on google analytics as well as the feedback from the usability study.

“Most of the time it’s trial & error...If I know the title, I can search but sometimes it doesn’t pop up..”

“It’s like mining...it’s easier to search through whatsapp for content “

Content on the website is not arranged in a logical manner (chronologically & topically) making the experience cumbersome for any one who is searching for content.

Illogical content arrangement

A key challenge experienced by a number of users is the lack of chronological arrangement of content when using the search feature. When searching using keywords or tags, the sermons or rhemas appear in a jumbled manner with no logical flow of how the content appears by date. From the usability test, It is also noted that using keywords and tags at the same time does not increase the filtering of the content therefore it feels like two separate searches when the user expects it to be one.

Most of the users could not find the resources (downloadable content such as foundation notes) section and complained that they had to really think to remember where they accessed it from if they had done so before.

“One of the problems with the website is that I go round and round trying to recall where I found something before” (in reference to foundation notes)

“Sometimes the sermon titles are juggled up when you search for them....searching a word brings too many sermons, would prefer topical segments”

Users have a low affinity to self-serve and explore the platform and are not familiar with the resources that they have access to on the site

Lack of familiarity

It was noted that for many of the users, they did not know what was available to them on the website. Even though the downloadable section is the first thing that appears once a user logs in, users mostly go straight to the blog and do not seem to notice this section.

An interesting perspective was that for the very new website users, they navigated to the resources section to look for sermon and rhema content. When they browsed through the section, they stopped because they had to download the resource before viewing it so they had no incentive to continue exploring.

Some of the more experienced users only viewed the foundation notes and nothing else. In the usability test, almost all of the users could not tell that there are devotionals available for download on the website.

“Did not know the functionality exists to update the financial records”

“I’ve checked Foundation and checked a topic I’d want to delve into. I was thinking I’d open and see what’s there but now it downloaded. I would like to see the resource without having to download it”

Navigation on the site is not as intuitive as users struggle to use navigation features effectively, making it a challenge to move around the website

Counter-intuitive navigation

From the google analytics, one can tell that users click through a number of pages to get to their preferred content. There are a number of drop offs as well.

One of the challenges experienced is having to use the pagination section at the bottom of the blog section to click through the site.

When using the tablet, users found it difficult to navigate the sliding menu function.

When users are on the go, they would prefer to navigate through the website on their phone but it is usually an uphill task.

“Navigating through Rhema...The page needs be more navigation friendly like having a next button as opposed to having to go to the website tab place that indicate the page one would like to go to”

“Sometimes it’s like I can’t find the correct button/link to press to go to a certain page...Scrolling is a hectic endeavour, especially while using the phone”

How the scribes input the search words while uploading content determines its findability.

The scribes have a number of issues with the uploading of content from the text editor to the exact page that make the post go live.

It was discovered during usability testing that the scribes did not have a best practice approach when tagging content. They mostly use one word in the search description of the content they are uploading and are not sure how best to use the Promote function to assist in users searching for and finding content

“I don’t understand most of the things on the website, I don’t know the full potential of the blog”

“I’ve never tried to use more than one word” (referring to how they create the search description for a post)

Search words &
findability



Theme 2: Engaging Content

Users do not find the website interactive enough as there isn't normally an incentive to frequently interact with the content presently on the website and some of it is outdated.

It was determined that most of the website users do not use the website frequently as they lack reasons to. The biggest competition is the Whatsapp forums such as Midahalo, Marketplace and Bible Study groups where people share rhema or sermon snippets. Users sometimes visit the website to view the entire post from the link posted and nothing else.

Users also complained that the content on the website is not as frequently updated such as photos or resources. They would much rather use facebook to view photos or go to their emails or whatsapp media to find shared resources.

“Also, why is it 2019? I’d like to see updated resources.”

“...Yes...Some of the rhema is not updated”

Website interaction

There is a need for additional content besides Rhema & Sermons.

There is a need for more content to increase engagement as various users spoke of their preference for especially audio content so that they can listen on the go.

Other types of content such as daily devotionals, podcasts, articles written by congregations would be a welcome change from the norm.

Users made comparisons to other church websites on how they are more active on those websites due to the different types of content available.

It was acknowledged that community participation would be needed to make the website more engaging as well.

“Unless I’m thinking of something in the context of a sermon, you won’t find me on the Infemi website”

“If audio recordings were available alongside sermons since I’m always on the go and I love audio recordings since I can listen and move...Podcasts would also be a plus for content like Spiritual civilization sessions”

Additional Content

People are looking for a community expression when they interact with content on the INFEMI site as it's important to feel connected.

Community expression

There is a desire for users of the website to get a feel of the community from the website.

There was an expressed need to have opportunities for interaction and contribution on the website that relieves the pressure off of the Church Whatsapp groups.

Some of the users talked about allowing congregants to submit articles to the website, as well as enabling users to comment and interact on posted content.

It is acknowledged that to make the website more engaging, there needs to be community participation and that needs to be a functionality available on the website.

"It goes beyond the website & into the people"

"To make the website lively, it involves a lot of other willing participants"

"If there would be testimonials by other Infemites on the website tied to whatever sermons or devotions that were shared."

Aesthetic appeal besides functionality plays a major role in how users interact with the website since it enhances the overall user experience.

A number of users of the website expressed the desire to see more appealing design on the website in the form of animations, graphics, colour and motion.

Some of the website features are too static which makes it feel outdated. A beautiful design increases desirability of use and satisfaction while using a product.

"If we can upgrade the UI and make the content more relational and dynamic other than static"

"..Better font choice.. Better layout..Graphics that are better or more fun...(For Devs in the house): transitions and animations on load..."

Aesthetic Appeal



Website functionality
observations

Website functionality: Categorization of errors

Each of the issues have the type of error and the level of impact. The types of errors are divided into two categories, severe and non-severe issues:

- **Severe issues** prevent the user from completing the intended goal of a task.
- **Non-severe** issues are those that cause some discomfort to the user when they are trying to complete a task. They might be able to complete the task but solving these non-severe issues will make it easier and more enjoyable.

The other category is the impact of the issues. This is divided into three, High, Moderate or Low:

- A **high impact** means the user cannot complete the intended goal of a task.
- A **moderate impact** means the user experiences some difficulty when trying to complete a task but is able to complete the task.
- A **low impact** means the problem does not significantly affect the completion of tasks for the user.

Note: Severe issues have high impact while non-severe issues have either moderate or low impact.

Website User view

Feature	Issue	Type of Error	Impact
Login	<ul style="list-style-type: none"> - Frequently forgotten passwords; users do not use the 'Forget Password' function 	Severe	High
Blog	<ul style="list-style-type: none"> - Pagination - can't skip between pages have to click through each 	Severe	High
Search function	<ul style="list-style-type: none"> - Search terms used do not bring up expected content - Searched items are not arranged chronologically 	Severe	High

Website User view

Feature	Issue	Type of Error	Score
Tags	- Duplicated tags	Severe	High
	- Does not help to filter the search	Severe	High
Resources	- Inability to view resources on the website without downloading the resource	Non-severe	High
Photos	- Photos on the Gallery, About Us page and slider are not updated regularly	Non-severe	Low

Content Creator view

Feature	Issue	Type of Error	Score
Adding a blog post	<ul style="list-style-type: none"> - Two paths seem available for creating a post but only one path creates the blog post viewable publicly 	Severe	High
Text editing	<ul style="list-style-type: none"> - The CMS editor is difficult to work with on tablets and phones 	Severe	High
Tagging	<ul style="list-style-type: none"> - There is a lack of clarity on how to use the tagging feature to simplify searching for content by users 	Severe	High



Recommendations

Scribes to ***add more search words*** when uploading sermons & rhemas to improve search accuracy.

Introduce the ***ability to search by date***

Ensure that the ***content's default view even after search is by date***

Review site information architecture for a more befitting 'happy path' for users

Move 'Resources' to the main menu for discoverability and make them viewable before download

Have a ***website walkthrough feature*** for any new users well as returning users

Introduce ***text tooltips to guide users*** as they navigate the pages

Content Findability

Engaging Content

Introduce videos onto the website alongside the scribed content

Content that is a spinoff from sermons, Rhema etc.. for example an exposition on a sermon, testimonies, daily devotionals..

Have ***audio content available*** on the website e.g Podcasts, Worship session, Sermon audios etc..

Social Media integration from our other church pages e.g embedded Youtube videos

Allow users to ***comment on content on the website***

Enable the ***community members to submit articles and content*** to the website

Integration with One Desire content and collaborations between the 2 ministries

Overview of the different INFEMI departments and their functions

User Research Team



Joy Wambui Taracha

UX Research Lead



Jessica Ombeka Musyoki

UX Research and Design

Appendix

[All Research Documents and Media](#)



End