Usability testing report

☑ Done ✅

1. Executive summary

What worked well:

- The "**Registration Process**" was intuitive, with most users successfully completing it without difficulty on the first try.
- **Intuitive elements** like the next question in donor eligibility test were successfully found by users

What needs improvement:

- **Navigation consistency** between main site and donor portal needs unification
- **Critical information accessibility** (diet guidelines, center locations) is currently buried
- **Form design** (registration, scheduling) creates unnecessary friction
- **Mobile responsiveness** of center tables and maps requires optimization

2. Detailed results

👉 Info importance:
   ❗ = emphasized statement—a user gets emotional about it,
   ‼️ = the most crucial for a user, described in detail.

Mini-interviews (1)

Aa Question	≡ Case 1 (Maria)	≡ Case 2 (Tania)	≡ Case 3, Anton	≡ Case 4, Vsevolod	≡ Case 5, Olesia	≡ Case 6, Slava
How easy was the process?	Pretty smooth except for few moments. I liked the idea, but the executing is not ideal.	6/10. The navigation is not intuitive. It was hard to find information.	3/10. I was lost several times, did not expect some redirections. It was confusing that the two websites were	7/10. Overall good, few minor setbacks, but everything was intuitive.	6/10. Overall nice, but in moments I didn't like it.	7/10 the process is quite obvious, but it is confusing that the site did not load for a long time. it was not immediately clear that

Aa Question	☰ Case 1 (Maria)	☰ Case 2 (Tania)	☰ Case 3, Anton	☰ Case 4, Vsevolod	☰ Case 5, Olesia	☰ Case 6, Slava
			different systems.			there was a quiz
What did you like/dislike the most?	I hated doing this on my phone. Some elements weren't fully visible on the screen.	It was very hard to choose the donation center. I had to google each address.	The search bar was broken, that everything felt very confusing.	I like that it was mostly intuitive. But what I didn't like is that in some cases you could not understand the logic.	The registration was simple enough. I didn't like that the info was either too hard to find or spread in the article text.	Liked: quiz is very cool, very visual registration Disliked: no map
What could prevent you from donating blood?	It wouldn't prevent me, the most it would make me put it off for few days.	I was not sure about donating because of my weight.	Constant redirections and getting to places I didn't expect.	Nothing was severe enough to influence my decision.	Nothing would stop me if I had decided to donate. But maybe I wouldn't continue on this website when I couldn't search for my city [on registration page]	Criteria without explanation, inconvenience of some steps (find your city, the nearest bloodcenter)
What could DonorUA do to make it easier for you to decide?	If the whole journey would have been smooth.	If my peer could tell me about their experience or if I knew about some resque story.	Make the platform simpler and more available for not experienced users.	I think it would not make me more determinded.	Fix minor bugs.	it would be nice to get an explanation about the criteria
If you could change one thing on the website, what would it be?	It would be fixing minor lags and some buttons not functioning properly.	Easier navigation.	Unified design (about "Кабінет донора" having the same logo)	Would add some pictures to make the experience more joyful.	Simplified info in tables and short sentences about types of donations, preparations, etc.	Would add more info about the criteria

👉 Task success:
🟢 = coped at the first attempt,
🟠 = coped but with difficulties,
🔴 = couldn't cope at all,
💡 = a side idea.

Tasks with the prototype/product (1)

Aa Block	☰ Case 1 (Maria)	☰ Case 2 (Tania)	☰ Case 3, Anton	☰ Case 4, Vsevolod	☰ Case 5, Olesia	☰ Case 6, Slava
Finding the eligibility test	🔴 Clicked button "Стати донором" and decided to register, expecting to see the test there. Had to go back to the landing page, then found the test.	🟠 Visited menu first, tried button "Стати донором", went to FAQ. Needed moderator's hint.	🟢 Presses "Стати донором", and read the info about registration. Came back and found the test.	🟠 First went to side bar, chose FAQs. Found the test only with the tip from the moderator.	🔴 After pressing "Стати донором" went to side bar, explored some options there. Failed the task	🟢 "Стати донором" - returned. Found the test
Completing the eligibility test	🟢 Buttons are hidden first, had to scroll to reveal it. Completed the test	🟢 Answered all questions easily, liked the possibility to connect via messenger for more info on chronic illnesses	🟢 Wasn't sure about his illnesses but wasn't comfortable contacting via messenger.	🟢 Had no problems completing the test.	🟢 Had some hesitation on chronic illnesses question but skips it anyway.	🟢 Worries that you need to call about chronic diseases. Does not understand the reason she is asked this information.
Registration	🟢 Registered with Google	🟢 Doesn't read the advantages	🟢 Chose google registration.	🟠 Had a problem with	🟢 Used google registration.	🟢 Google registration Inconvenient

Block	Case 1 (Maria)	Case 2 (Tania)	Case 3, Anton	Case 4, Vsevolod	Case 5, Olesia	Case 6, Slava
	account smoothly. Couldn't type in the list with cities, had to scroll for few minutes.	of registration. Chooses google registration. Chooses city, no problem occurs.	Had a problem choosing his city, because the search did not work. 💡 Problem occurs only for iphone users	registration via mail. Received the confirmation letter but after confirming couldn't access the website. Decided to go with google registration.	Couldn't enter the city name, which brought some frustration having to scroll to find one.	sorting by areas (did not notice the possibility of input)
<u>Finding the closest center</u>	🟢 Went to Google Maps to find the closest.	🔴 Is frustrated that the centers aren't filtered already. Wants to see it on the map. Chooses randomly.	🟠 It's hard to choose a center on mobile; you need to go into the map, and other cities are shown even though he searched for Lviv	🟢 Found by street address. Is confused when showed other cities.	🟠 Surprised by the appearance of Drohobych and other cities when looking for Lviv. Did not like that there is no map - clear irritation. When returning to the page, the search is lost.	🟢 Scrolled through the list of centers until stumbled upon Lviv. Searches for addresses in google maps ("it would be nice to have an interactive map") It is not clear why the list of centers that work on the weekend is separate
<u>Schedule Donation</u>	🟠 Is confused by the info under the center that differs from what was asked in the eligibility test. Some of the info is duplicated.	🟢 Scrolls the dashboard first but quickly finds the right button "Schedule the donation". Is confused having to	🟢 Clicked on the notification from <u>donor.ua</u> was redirected to mail. Later found button "schedule a donation".	🟢 Had no problem with completing the scheduling.	🟠 Did not know the difference is whole blood, platelets - went to the side menu for information - assumption	🟠 Sidebar to donations, then to "де здати кров". Did not understand why whole blood is automatically specified (in this center

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	Tried to access the reviews, but they didn't load. Is confused by the numbers showed by the available hours. Expected the confirmation message after choosing the time.	choose the type of donation, because has no knowledge for choosing the right answer. Is confused by the numbers showed by the available hours.	The page of the institution has a lot of medical terminology. The numbers next to the hours are unclear.		- I can donate anything (wrong).	the only option)
Find prep info	🟢 Clicked on the link after completing the scheduling. Didn't like the length of the article.	🔴 Goes to the menu, presses "Довідка". This button doesn't work. Tries other tabs. Failed the assignment.	🟠 Spent a lot of time trying to find the info on the website, decided to google and found the article	🔴 Went through every tab but failed to find the info.	🟠 To the list of donations → the side menu → recipients My profile → donates → dashboard (assumes this is not the main page) Documents → media (searches among articles) It seems → goes to Google "what to do the day before donation"	🟢 Found the link after registration

3. Further actions

Action plan

Aa Identified problem	☰ Next steps	☰ Wireframe	☰ Prototype
The button "Стати Донором" causes confusion redirecting straight to registration.	Add an eligibility test on press for button "Стати доннором"	Adjusted	To be done
The registration and the scheduling repeat some tasks.	Harmonize the questions for registration and scheduling. Create a united flow.	Adjusted	To be done
The websites DonorUA and Кабінет донора have the same icon and its hard to navigate between them.	Make it obvious where the user is and make it possible to switch in beetween.	Adjusted	To be done
Untitled			
Untitled			