UX Audit

NYPL - Donor

Closely-Connected User

Graduated from 4-year college, active/progressive user of SCL website and involved in community organizations. Has close connections with the Library Board and indirectly impacts the decisions made to SCL. Looking for a secure and an easy way to donate and possibly an appropriate recognition for their donations.

KEY WORDS

- Involved heavily in numerous community events.
- Comfortable with library procedures.
- High level education.
- Some comfort with technology, if easy to maneuver around.
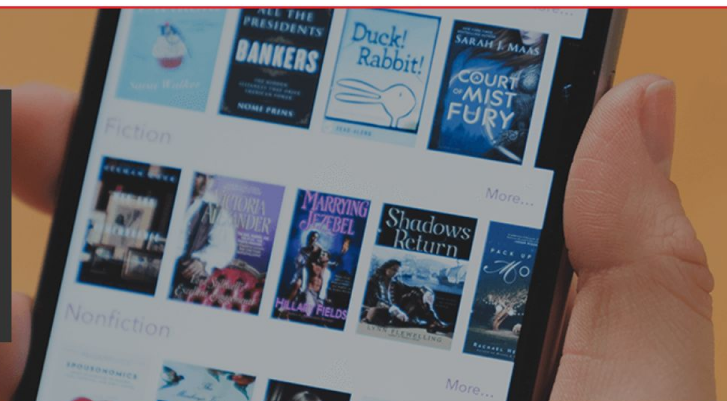
Scenario

- A donor would like to give back to the library that has helped him so many times during his research in the past.

- Red are comments about what the user may be thinking or doing
- Blue are comments about the site format

New York
Public
Library

Books/Music/Movies   Research   Education   Events   Connect   Give   Get Help   Search 🔍

I can clearly see the red donate button on the top right of the webpage.

MOBILE APP

SimplyE

Download the Library's free e-reader app to browse and read 300,000+ e-books, from bestsellers to classics.

EXHIBITIONS   AUTHOR TALKS & CONVERSATIONS   PERFORMING ARTS & FILMS   OTHER EVENTS

What's Happening

Artifacts of Change

THROUGH APRIL 29

Library for the Performing Arts

You Say You Want a Revolution: Remembering the 60s

THROUGH SEPTEMBER 1

Schwarzman Building

Leonard Bernstein at 100

New York Public Library

Make your tax-deductible gift today

Government funding pays only a portion of the Library's operating expenses. We depend on support from generous individuals like you to help fund our collections, job search resources, access to the internet, literacy classes, children's story hours, and so much more. Your gift helps keep these vital services FREE for all New Yorkers.

Please note that by making a donation on the form below, you will not receive any membership benefits. To join the Friends of the Library membership program, click here.

Please select your gift amount

🔒SECURE

$55	$125	$250
$500	$1,000	$ Other

☐ Make this a monthly gift to provide the Library with much-needed, steady support.

Billing Information

First name *

Last name *

Address: *

Apt/Suite:

City *   State *   Zip *

Good information about the importance/benefits of giving back to the library

Easy to use format.

You'll receive email updates related to the Library. You can unsubscribe at any time.

Automatically subscribed to newsletter once I give. Good way to get more involved with the library

Payment Information

◉ Credit Card   ◯ PayPal

VISA   DISCOVER   AMERICAN EXPRESS   MasterCard

Credit Card Number: *

[   ]

Expiration Date: *   CVV Number: *

[03   ▾] [2018   ▾]   [   ]

What is this?

Donation Direction

[Where it's needed most   ▾]

I can designate gifts which is very useful

Donate

VERIFIED BY GeoTrust
Blackbaud, Inc.
21.03.18 22:13 UT

CHARITY NAVIGATOR
★★★★
Four Star Charity