

## Usability Tests: ScholaHub

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Test mock up: <https://moqups.com/Rainmatter/V0gpufEI/p:ac2009752>

### Executive Summary

These usability tests were intended to assess the current design and functionality of the crowdfunding website ScholaHub. The tests mainly focused on whether the website appeared to the subject to solve the design problem presented and determine whether the purpose of certain features or design elements are clear to the subjects.

Two subjects were given a list of tasks to complete. There was a high completion rate for the first four tasks. After that, however, the completion success rate for the last four tasks declined. The last two tasks were nearly impossible to complete without assistance from the facilitator. The main issues found revolved around the visibility and appeal of the project volunteer option and the terminology used throughout the site. Other areas for concern were the understanding of the monthly donation sign up and the ability to contact the school representatives.

### Who Was Tested

#### Subject 1

Gender: Female

Age: 64

Experience with technology:

- Medium, in general.
- High with shopping.
- Very low with social media.

Final test time: 1 hour, 25 minutes

#### Subject 2

Gender: Female

Age: 36

Experience with technology:

- Medium-high, in general.
- High with shopping.
- Low with social media.

Final test time: 1 hour, 10 minutes

## What Participants Did

The subjects were set up with a laptop connected to the web site mock up. They read the directions and then were given the list of tasks below to attempt to complete. Then, they were asked a few questions about their opinions of particular pages, such as the donor dashboard and the school profile page.

The tasks given to the subject included:

1. **First click:** What does the subject first want to click on without any story?
2. **Search projects by zip code:** “You are interested in knowing about the local school fundraising projects in your area. Find projects in your area.”
3. **Find your school’s profile and project list:** “Your child/grandchild is in 3rd grade and his/her school might have projects for you to donate to or volunteer for. Find out what you can do.”
4. **Sign in:** “You are already a member, go to your personal page to get updates on the projects you donated to.”
5. **Complete a monetary donation:** “You want to donate to a project at your child/grandchild’s school. Complete a donation. (Don’t worry, no credit cards were charged in the conducting of this test.)”
6. **Request volunteer status:** “You want to volunteer for a project. Find and message a school’s administrator.”
7. **Sign up to volunteer:** “You are now approved to volunteer. Sign up for a project.”

## Data Collected

### First click tests

Based on both tests, the task that seemed most important upon first visiting the web site would be to search for projects by zip code.

### Issues and Thoughts Encountered

Here is a list of the specific issues and thoughts the subjects stated as they worked through the stories:

- Both test subjects had moments where they thought the part that said “Find projects in your local area” was a link to click on.
  - One noted the arrows did not point directly to the search box.
- One subject noted that not everyone would know the zip code of their desired school off the top of their head.
- One subject expressed that the project page was okay.
  - Liked the idea of a discussion section, if implemented.
  - Felt it would make the project feel more legitimate.
- One subject expressed that seeing the school first might be better.
  - The other subject wanted to research the school and project before donating.
- Option to volunteer not clear on project page.

- One subject suggested making it more of a focus than the monetary.
- Other subject wanted clearer ability to know what they were signing up for.
- One subject experienced a sense of rejection about inability to volunteer.
  - Thought there may be a problem with donating in general.
- Did not want to contact administrator, but okay with school contacting her.
- Both subjects expressed lack of understanding of what “sustainment” meant.
- “Donate Now” button on project page may be too ominous (like “one-click”).
- Money and time on same page made time confusing.
- Sustainment does not make sense as a part of the checkout.
- Both subjects expressed lack of understanding of school profile page.
  - Not sure who they were contacting (school or web site admins).
- One subject thought “Thank you for contributing to your local school and community” was too redundant.
  - Made her feel like her donation was not going where she expected.
- Both subjects expressed confusion over the word “Dashboard”.
  - One subject thought they were already in the dashboard.
- Both subjects were able to complete monetary donations, but it took a while.
- Both subjects had trouble completing the “request volunteer approval” and “complete a volunteer signup” stories.
  - Note: These tasks would have been failures without guidance from facilitator.
- Both subjects displayed confusion with the word “profile.”
  - Did it refer to the project or the school?
- One subject wondered if there would be any sections involved in volunteer feedback.
  - Would the volunteers give or get feedback?

### Questions and Answers

The following questions were asked during and after the tests:

- What would you like on a dashboard or personal page?
  - Change settings and account info.
  - Updates on projects donated to.
  - Recommended projects is nice.
  - Do not want updates on other people’s donations.
- What would make the school profile page clearer?
  - Use principal and vice principal.
  - Simple, like other school designs.
  - Move projects to more visible section.
  - Should show the school’s address and link to school web site.

## Further Testing

It may be helpful to try different homepage schemes to see what the first-click test results will be and whether we can make the purpose of the web site more clear.

## Recommendations

Based on the test results and observations, the following recommendations can be made:

- Remove list of popular projects on the front page.
- Add a clear reference to volunteer work on front page.
- Focus on one, most important task on front page.
- Add money/time check boxes either on the project page or its own page.
- Give volunteer sign up its own page.
- Move sustainment option out of check out to the school page.
  - Rename it something clearer, like “Monthly donation”.
- Make it clear that the school page is for contacting the school representatives.
  - Give them titles like “Principal” or “Vice Principal” and put their photos on main page.
- Using the term “Dashboard” may be confusing. Consider something simpler.
  - Redesign the concept of a personal page vs. a dashboard.
- Work on the terminology used throughout the web site.

## Conclusion

Many of the issues revolve around the volunteer process and the terminology used for the schools. It would be best to begin by focusing on improving the donor’s experience and encouraging them to consider volunteer work before working on the other user roles at this time. Improving the donors’ experience will bring out the main intent of the ScholaHub website.