

Discussion and Analysis of Usability Data Collected From Swap Session

- The carousel is eye-catching and keeps the user engaged.
- The Accordion is a good option that allows the user to digest the information at their own pace.
- The annual reports page should have links that are all a universal size, rather than links of varying sizes. Also on this page, the backgrounds of the rectangular report links could be pictures rather than just grey.
- A donate link in the header would make donating more accessible for the user.
- “Click-able” buttons could have more signifiers that they are clickable, such as the appearance of the button changing when the user hovers over it.
- The users found it easy to find information based on region and focus area.
- For the home page navigation: the users found it easy to hover and find what they are looking for; the animation prompts the user to want to stay on the page and navigate the contents of the site.
- Also on the home page, it is easy for the user to see which region was highlighted, and in the focus area drop down, it is good that the current focus area being hovered over changes colour. This indicates what is being highlighted and is useful.
- The user did not find it very easy to find the impact stories if that is what they were looking for specifically, and suggested that we add another section in the header specifically for impact stories.
- The users found that we needed a way to navigate the website without having to start from the beginning every time.
- Users generally found the navigation to impact stories to be natural.
- The design of the article seemed a bit too wordy, and could use some more visually appealing things added to it, such as pictures or a change in format.
- The need for assistance hero section made the user want to make a donation.
- The users found the filtered info-graphs easy to digest.

- A page explaining what the vital signs report is all about would be useful to users (can be on the home page). Additionally, users would appreciate a page explaining how the vital signs is linked/related to the UN sustainable goals.
- One user suggested bringing more attention to the instructions on the home page. This could include adding actual photos of the regions within the circle navigation (either quadrants or full pictures). Keep in mind the amount of text to graphics ration in the section (call to action and others).