

Case Study



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Foreward

Hope Haven Farm is a 501(c)3 non-profit farm animal sanctuary located in the greater Pittsburgh area. Their mission is to rescue neglected pigs, goats, sheep, poultry, llamas, alpacas, and more! Their goal is to provide these animals with comfortable housing, nutritious food, and companionship, as well as the endless love and affection from their human caretakers.

Hope Haven advocates for public awareness regarding the treatment of animals that are raised for food, and promotes a cruelty-free, plant-based lifestyle.

In order to continue their work, Hope Haven relies on donations to provide their farm animals with comfortable bedding, nutritious food, and medical care. UserGoodness is pleased to provide Hope Haven Farm with the following document, with the goal of supporting their vision and mission and ultimately driving more donations through stronger engagement with their ever-increasing community of supporters!

 Bee good to your users, and watch your non-profit grow!

Sincerely,

UserGoodness

Executive Summary

A task analysis was completed by evaluating the digital touchpoints that Hope Haven currently manages. Results for Hope Haven Farm revealed the following opportunities that may lead to increased financial holdings and/or education and outreach.

- Allow users to purchase Hope Haven products online
- Integrate with AmazonSmile donations across all digital properties
- Allow users to schedule a visit to the farm on the Hope Haven website
- Allow users to sign up to volunteer online
- Allow users to sign up for the newsletter across all digital properties

Practical usability ratings indicated that the most problematic tasks on the website related to signing up for the newsletter and learning about upcoming events. Both features can be easily addressed through simple website maintenance efforts to communicate effectively with users and keep them updated on current events related to the farm.

Some of the biggest opportunities to improve the website resulted from the content and desirability analyses. If Hope Haven could leverage a simple design system (or style guide), they could improve user interactions and create an elevated level of professionalism demonstrated on their site. This has the potential to attract donors with higher spending power, which will elevate Hope Haven's position to continually improve all aspects of their operations through continuous improvements.

Research Objectives

- **Identify Gaps in Hope Haven's User Engagement**

Visualize areas of opportunity when comparing experiences across devices and/or engagement platforms (i.e. website, email, social media, and more).

- **Identify UX Improvements for Hope Haven's Website**

Determine areas of UX improvement ranked in order of highest priority to lowest priority based on user impact.

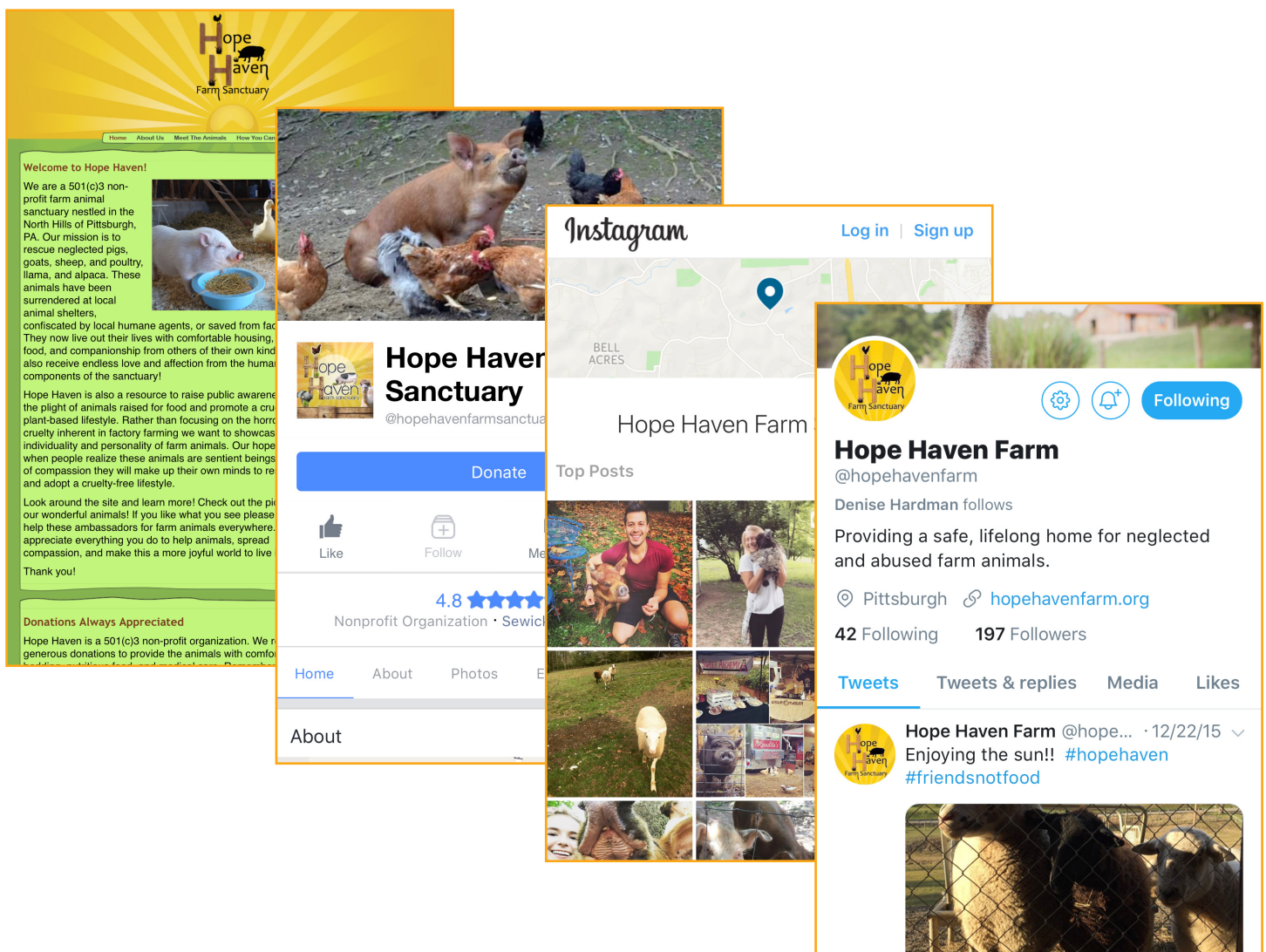
- **Evaluate the Effectiveness of Content for Hope Haven's Website**

Uncover issues related to user comprehension / communication and brand equity / trust.



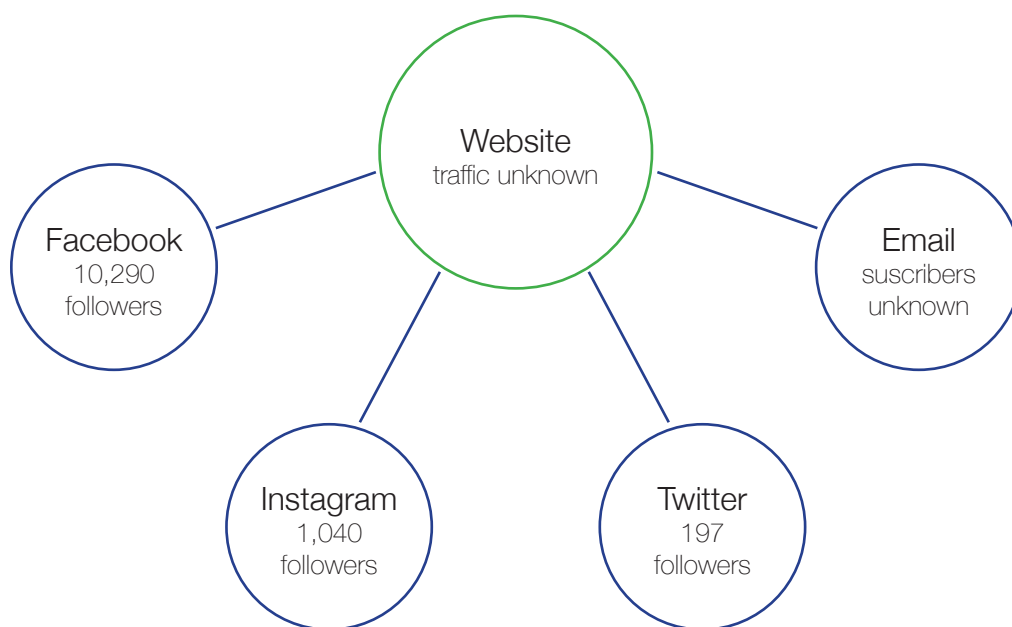
Research Methodology

UserGoodness completed a task analysis by evaluating the digital touchpoints that Hope Haven currently manages. Data results for a task analysis can be used to visualize areas of opportunity when comparing user experiences across devices and/or engagement platforms (i.e. website, email, social media, and more).



UserGoodness focuses on creating high impact ease-of-use experiences for users engaging with various products and services. For Hope Haven Farm, their digital identity starts with their website, and then branches to other outreach mechanisms, such as email and social marketing.

Hope Haven's Digital Identity



For the purpose of this case study, UserGoodness evaluated the user experience of the Hope Haven website to identify areas of improvement, ranked in order of highest priority to lowest priority based on user impact. Data collection methods consisted of gathering ratings aggregated from four usability experts, based on tasks that can currently be completed on the homehavenfarm.org website.

In addition, UserGoodness conducted a content analysis to determine the effectiveness of the textual information and visualizations provided on the website. The purpose of a content analysis can help to uncover issues related to user comprehension and communication, as well as issues that may address brand equity and trust, both integral to building a strong presence within the non-profit community.

Overview of Research Methods

- **Task Analysis**

Visualize areas of opportunity when comparing experiences across devices and/or engagement platforms

- **Website | Practical Usability Analysis**

Determine areas of UX improvement ranked in order of highest priority to lowest priority based on user impact for hopehavenfarm.org.

- **Website | Content Analysis**

Uncover issues related to user comprehension / communication and brand equity / trust for hopehavenfarm.org.



Data Results and Analysis

A task analysis of Hope Haven's digital touch points indicated that their community engagement falls within two main categories; securing financial support and building awareness through education and outreach (see table below).

	Website	Email Newsletter	Facebook 10,290 Followers	Instagram 1,040 Followers	Twitter 197 Followers	
Donate to Hope Haven						Securing Financial Support
Integrate With AmazonSmile Donations						
Purchase Tickets for Upcoming Events						
Schedule a Visit to the Farm						
Purchase Hope Haven Products						
Sign Up to Volunteer						Building Awareness through Education and Outreach
Sign Up for the Newsletter		N/A				
Contact Hope Haven						
Get Directions to the Farm						
Learn About Upcoming Events						
Learn About Hope Haven						
Virtually Meet the Animals						
Read About Hope Haven in the News						
Follow Hope Haven Thru Social Channels			N/A	N/A	N/A	

- Task is currently implemented
- Task is not implemented

Digital Traffic Analytics

Hope Haven has 11,527 followers through social media – including Facebook, Instagram, and Twitter – resulting in an estimated 72% of website traffic. 28% of website traffic is estimated to be from natural search entries through a web browser. UserGoodness was not able to evaluate additional traffic data metrics, as server statistics and web analytics are currently not set up for Hope Haven.

Financial Impact Opportunities

In order to maximize their funding potential, Hope Haven should consider all their engagement channels to assess where and when they are connecting to their supporters (and potential donors). Currently, Hope Haven is promoting financial engagement across 28% their digital channels, based on all finance-related tasks available across their website, email newsletter, and social media platforms (see table on page 6).

Financial Engagement Across Digital Platforms

Ranked By Highest to Lowest Priority

- 1 | Purchase Hope Haven products, 0% digital engagement
- 2 | Integrate with AmazonSmile donations, 20% digital engagement
- 3 | Schedule a visit to the farm, 20% digital engagement
- 4 | Purchase tickets for upcoming events, 40% digital engagement
- 5 | Donate to Hope Haven, 60% digital engagement

Most notably, there was one task relating to financial intake that was not supported through any digital platforms; purchasing Hope Haven products. As Hope Haven is a volunteer-only operation, a digital storefront may be the perfect opportunity to generate revenue without having to keep scheduled hours and staff to support product fulfillment.

As Hope Haven may garner most of its support from the greater Pittsburgh area, it is likely that they may also field support from individuals that may have to travel longer distances, therefore a digital storefront may present the opportunity to donate for a variety of supporters by way of gift giving.

If all of Hope Haven's social supporters had just \$5 in donation power, they could increase their financial intake by over \$6,000 if they leveraged donations through their Instagram and Twitter platforms. AmazonSmile, a donation service that gives back 0.5% based on the total purchase, is currently only present on Hope Haven's Instagram page. If leveraged through Facebook and Twitter, using our \$5 example, AmazonSmile could increase Hope Haven's financial intake by over \$2,500. With the implementation of donations across all their social platforms, Hope Haven has the potential to increase their social financial support by \$8,500.

Hope Haven participates in fundraising activities and farm tours for their supporters. Currently, individuals are able to purchase tickets for these events through a combination of Facebook and email marketing techniques. Making these offerings available through the website and other social channels may increase visitor traffic and continue to build awareness for the organization. For example, if most of Hope Haven's ticket purchasing is captured using Facebook, this is a lost opportunity for individuals who may prefer Twitter or Instagram, or even going to the website directly.

In addition, when using third party platforms, there is always a risk regarding the short or long-term stability of the service. Most recently, Facebook was in the news for sharing personal data of up to 87 million users with the political consultancy Cambridge Analytica. This event could trigger Facebook users to deactivate their accounts and look elsewhere for their social presence. Looping back to Hope Haven, their Facebook following could be impacted based on this event, where they have no control of the outcome.

Awareness Impact Opportunities

In order to maximize their outreach potential, Hope Haven should consider all their engagement channels to assess where and when they are connecting to their



supporters (and potential donors). Currently, Hope Haven is promoting education and outreach across 59% of their digital channels, based on all education-based tasks available across their website, email newsletter, and social media platforms (see table on page 6).

Education and Outreach Across Digital Platforms

Ranked By Highest to Lowest Priority

- 1 | Sign up to volunteer, 0% digital engagement
- 2 | Sign up for the newsletter, 25% digital engagement
- 3 | Get directions to the farm, 40% digital engagement
- 4 | Learn about upcoming events, 60% digital engagement
- 5 | Contact Hope Haven, 60% digital engagement
- 6 | Read about Hope Haven in the news, 60% digital engagement
- 7 | Learn about Hope Haven, 100% digital engagement
- 8 | Virtually meet the animals, 100% digital engagement
- 9 | Follow Hope Haven through social media, 100% engagement

One of Hope Haven's biggest areas for improvement focuses on volunteer sign ups. Currently, volunteer inquiries are not supported digitally, which may impact the volume at which Hope Haven onboards current (and future) volunteers. Since this non-profit is solely supported through volunteer efforts (no paid staff), then volunteerism should be an accessible feature across their digital platforms.

Practical Usability Ratings for HopeHavenFarm.org

	UX Expert #1	UX Expert #2	UX Expert #3	UX Expert #4	Average Rating
	Desktop / Laptop 3-Point Scale Example 1-Difficult 2-Neutral 3-Easy				
Donate to Hope Haven	3	3	3	3	3
Learn About Hope Haven	3	3	3	3	3
Follow Hope Haven Thru Social Channels	3	2	3	3	3
Virtually Meet the Animals	3	3	1	3	3
Read About Hope Haven in the News	2	2	2	2	2
Contact Hope Haven	2	1	1	2	2
Sign Up for the Newsletter	1	1	2	1	1
Learn About Upcoming Events	1	1	1	1	1

 Easy  Neutral  Difficult

UserGoodness completed a practical usability analysis for hopehavenfarm.org to assess the content and interactions on the website based on ease-of-use ratings for identified tasks. This analysis involves expert reviews (referred to as heuristic evaluations) where several evaluators assess an interface against a set of tasks or rules. The result showcases a list of obstacles that a user “may” encounter during a site experience. Usability ratings for hopehavenfarm.org uncovered problems with the following tasks.

Sign Up for the Newsletter | Rating = Difficult

It is unclear whether this interaction is a contact form or a newsletter sign up. Consider leveraging a content strategy that explicitly communicates how to contact Hope Haven versus sign up for the newsletter.

Learn About Upcoming Events | Rating = Difficult

The user is required to go to FaceBook to sign up for events. In addition, there are

no current or upcoming events on the website.

Content Analysis for HopeHavenFarm.org

	UX Expert #1	UX Expert #2	UX Expert #3	Average Rating
	Desktop / Laptop 5-Point Scale Example 1-Very Difficult 2-Difficult 3-Neutral 4-Easy 5-Very Easy			
Comprehension	5	4	3	4
Navigation	4	4	3	4
Readability	2	3	2	2
Organization	2	3	2	2
Usefulness	3	1	2	2
Interaction	3	1	2	2
Inspiration and Influence	3	2	1	2

 Easy  Difficult

UserGoodness completed a content analysis for hopehavenfarm.org to assess the effectiveness of the website content, whether this focuses on inter-relatedness, formatting, or decision making when considering the evolution of the site. Areas for content improvement focused on the following tasks.

Readability | Rating = Difficult

Site content should be broken into easily digestible chunks to avoid presenting the user with an overwhelming amount of text to read through.

Organization | Rating = Difficult

The content within each page lacks headings and does not demonstrate layout consistency, which creates disjointed user experiences across the site.

Usefulness | Rating = Difficult

The site provides a nice overview of the mission, vision, and overview of Hope Haven Farm, however user engagement with Hope Haven is very limited. As a non-profit organization that relies on volunteerism to support outreach and maintenance, the website should allow users to engage with volunteer and event sign ups without leaving the site.

Interaction | Rating = Difficult

Interaction affordances should include hover and click states that are consistent across all site pages. In addition, interaction patterns can also be utilized to manage large amounts of text for page layout and design, in order to promote content that is easy to scan and browse.

Inspiration & Influence | Rating = Difficult

The current site content is considered basic, rather than inspirational. Additional research considerations should focus on user expectations when framing voice and tone guidelines for the site.

Desirability Analysis for HopeHavenFarm.org

	UX Expert #1	UX Expert #2	UX Expert #3	Average Rating
	Desktop / Laptop 3-Point Scale Example 1-Impersonal 2-Neutral 3-Personal			
Impersonal - Personal	3	3	2	3
Unpresentable - Presentable	2	2	2	2
Boring - Interesting	1	2	3	2
Bad Use of Color - Good Use of Color	2	1	3	2
Unimaginative - Imaginative	2	2	1	2
Poorly Designed - Well Designed	2	1	1	1
Bad Layout - Good Layout	2	1	1	1
Amateurish - Professional	1	1	1	1

 Positive  Neutral  Negative

UserGoodness completed a desirability analysis for hopehavenfarm.org. This research method presents the evaluator with a variety of visual design options that best represent the user interface. When considering user-centered design practices, a desirability analysis can assist with decision marking around design decisions when considering different approaches. Areas for visual design improvements focused on the following sentiments.

Poorly Designed

The site does not demonstrate the implementation of a design system to support the typography, color palette, interaction patterns, as well as layout and hierarchy considerations.

Bad Layout

The site does not demonstrate layout and hierarchy considerations.

Amateurish

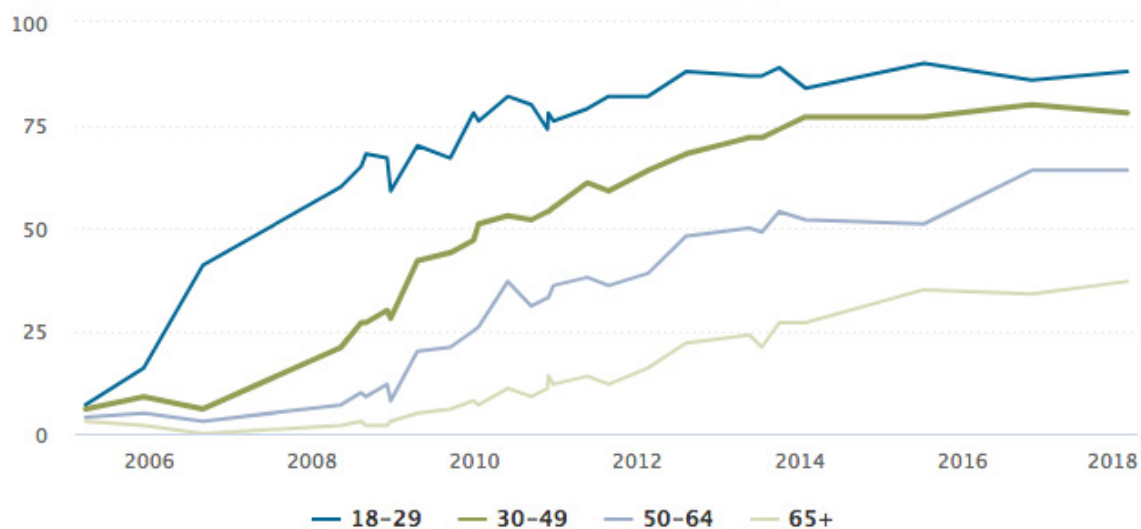
The site does not demonstrate a level of professionalism that ensures its digital properties are consistently maintained.



Recommendations Based on Findings

- Consider implementing Google Analytics on hopehavefarm.org to monitor site traffic trends and improvements.
- Social media use is highest for age groups 18-29 and 30-49. Consider evaluating supporter preference and engagement for social media channels in all age brackets. Does Hope Haven support trend young, middle-aged, or older? Based on this data, Hope Haven can better target their active audience.

% of U.S. adults who use at least one social media site, by age

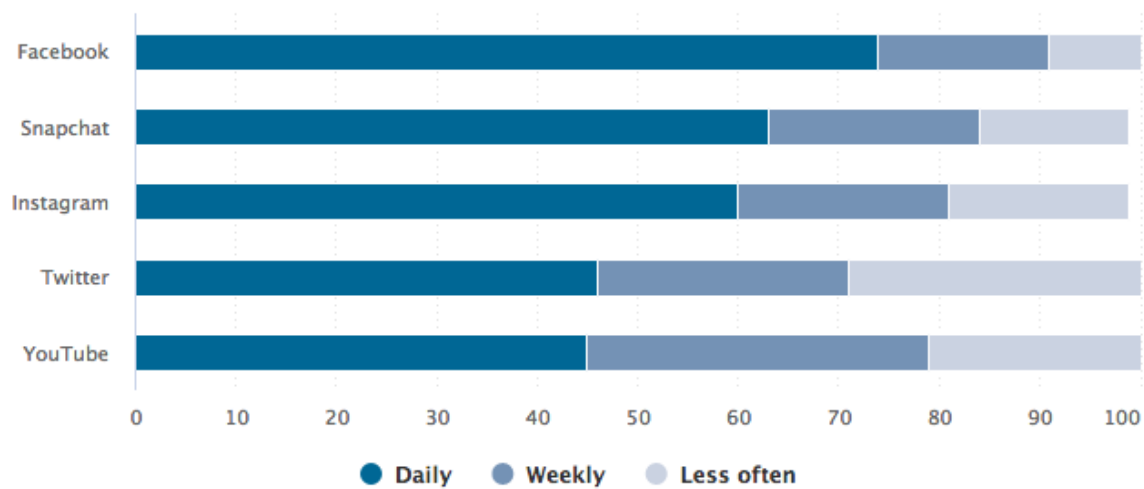


Source: Surveys conducted 2005-2018.

“Social Media Fact Sheet.” Pew Research Center, Washington, D.C. (February 5, 2018) <http://www.pewinternet.org/fact-sheet/social-media/>, date of access if accessed online (April 30, 2018).

- Consider social channels that will promote Hope Haven engagement, consider the frequency of visits on the platform. For example, FaceBook is the topmost frequently visited social site on a daily basis, followed by SnapChat, Instagram, Twitter, and YouTube. Based on this data, there are opportunities for Hope Haven to gain market share in exposing their mission and vision to a larger audience by leveraging additional social media coverage.

Among the users of each social media site, the % who use that site with the following frequencies



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 3-10, 2018.

“Social Media Fact Sheet.” Pew Research Center, Washington, D.C. (February 5, 2018) <http://www.pewinternet.org/fact-sheet/social-media/>, date of access if accessed online (April 30, 2018).

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In closing, UserGoodness would like to thank Hope Haven for the opportunity to provide these usability insights in support of the farm's mission and vision. If there are any questions or additional follow-up to this report, please contact us directly using the information provided below.

UserGoodness