

Feedback for Peter Preston

I was requested to provide feedback for this webpage: <https://global-dev-corp.herokuapp.com/>

This link takes you to the landing page of a non-profit so I assume the following requirements applies:

- The webpage shall be designed to focus on search engine optimization (SEO) and social sharing
- The webpage UI shall be designed to improve the chance of a random visitor of the site clicking the “donating” button or sign up for the mailing list.

The feedback I will be providing is broken down into two sections

1. Objective Feedback - Recommendation for how to improve the website's functionality, usability, security, SEO, and presentation. The feedback is based on web design principles / best practices and is backed up by Facebook and Google's web developer tools.
2. Subjective Feedback - Recommendations based on my personal opinion and what I would do if this were my non-profit and I'm building a website for it.

My feedback are based on:

- Trying this webpage out in both the desktop and mobile version.
- Using [Google's Lighthouse Dev Tool](#) to audit your website's performance
- Using [Google's PageSpeed Tools](#) to audit your webpage's SEO score
- Using Chrome's dev tools to inspect the HTML and HTTP response header
- Using [Facebook's Sharing Debugger Dev Tool](#) to audit your website against social sharing
- Using the desktop version of the site with javascript disabled
- My personal opinion based on my web app development experience and my knowledge of web development and UX design best practices.

Let's get started on the feedback.

Objective Feedback

1. SEO and social sharing: For your non-profit site, your top web design goals should be to build a site that is easily discoverable from a search engine such as google and can displays a gist nicely when you share it on social media. I noticed some good things and areas of improvements:
 - **Good:** The webpage is static and does not require javascript to load its content. I strongly advice against building a single page application for the landing page because static sites load faster and are more scrappable by google's bots. Google's page ranking algorithm penalizes sites that run a lot of JavaScript or takes a long time to load all the content.
 - **Bad:** PageSpeedInsight on your site says the web version of your site is very slow. The generated report, which you can access [via this link](#), gives you suggestions on you how to speed up your site. I recommend using [Webpack](#) to combine all the javascript and css files into one minified file. This should significantly improve your PageSpeed performance.
 - **Good:** There are meta tags for SEO and for social sharing. [Facebook's sharing debugger](#) does not provide any errors, just a few warnings.
 - **Bad:** The image should be resized because the text is cut off. This is what it looks like if I share it on Facebook:



Xiaoyun Yang

Just now · ▾

...

<https://global-dev-corp.herokuapp.com/>





- I recommend using facebook's sharing debugger to test out the image and text, as it gives you other information and useful tips.
- 2. From inspecting the header content returned by the HTTP request, it appears you are using express on the backend and you are not using xss protection. Please ensure you can also try to add helmet's one-liner xss protection,

```
import helmet from 'helmet';
app.use(helmet.xssFilter());
```

This ensures the following is sent in the HTTP header

```
x-css-protection: 1; mode=block
```

3. General UX Comments: A lot of the text is too small. I can barely read them without zooming in. Google's Lighthouse Report has this to say: "Document doesn't use legible font sizes" and " 83.1% of text is too small", and identify areas where you can improve:

► Document does not have a meta description ✖

▼ Document doesn't use legible font sizes ✖

Font sizes less than 16px are too small to be legible and require mobile visitors to "pinch to zoom" in order to read. Strive to have >75% of page text ≥16px. [Learn more](#).

▼ View Details

Source	Selector	% of Page Text	Font Size
/css/style.css:1375:21 (global-dev-corp.herokuapp.com)	.modal-header span	39.98%	12px
/css/style.css:370:21 (global-dev-corp.herokuapp.com)	.wthree-ab-right p	14.85%	14px
/css/style.css:690:9 (global-dev-corp.herokuapp.com)	p.left	11.73%	14px
/css/style.css:683:14 (global-dev-corp.herokuapp.com)	.ins-name p	9.11%	14px
/css/style.css:576:16 (global-dev-corp.herokuapp.com)	p.w3ls-p-text	4.06%	13px
/css/style.css:1747:18 (global-dev-corp.herokuapp.com)	.copy-section p	1.01%	14px
/css/style.css:2761:57 (global-dev-corp.herokuapp.com)	.simplefilter li, .multifilter li, .sortandshuffle li	0.85%	15px
/css/bootstrap.css:1088:7 (global-dev-corp.herokuapp.com)	body	0.41%	14px
/css/style.css:548:20 (global-dev-corp.herokuapp.com)	.jm-item-button a	0.39%	15px
Unknown		0.35%	12px
/css/style.css:1795:26 (global-dev-corp.herokuapp.com)	.icons-w31 ul li a span	0.30%	12px
/css/style.css:1626:2 (global-dev-corp.herokuapp.com)	.slick-dots li button	0.06%	0px
Legible text		16.90%	≥ 16px

83.1% of text is too small.

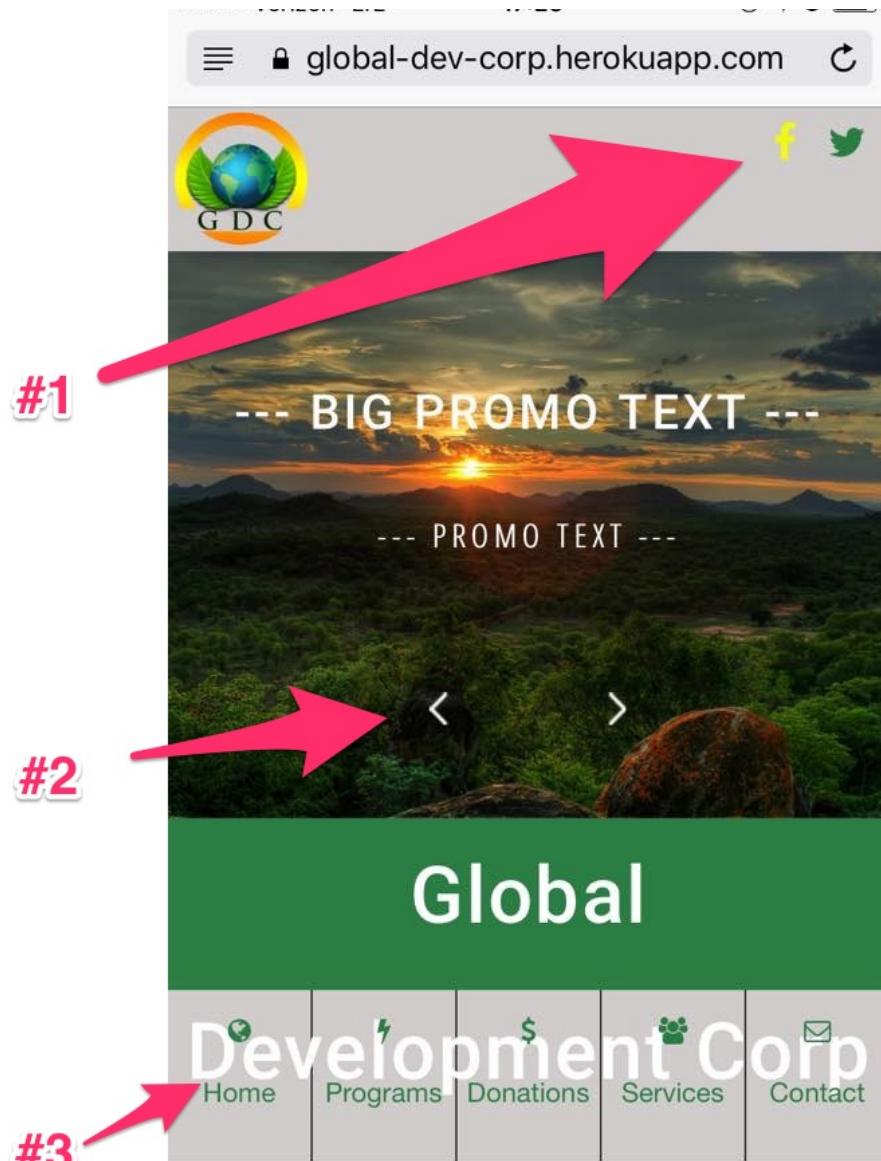
4. [Web] The “Give Now” Button

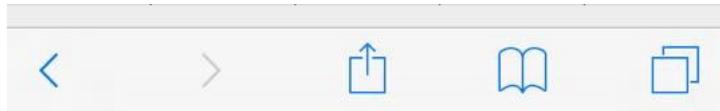
This text is too small. I can barely make it out from the background.
The color of the text is not right. I recommend making it a button instead of a hyperlink .



4. [mobile] Lots of weird UX bugs when you first load the site on a mobile device:

- #1 - The Facebook icon at the top does this weird thing in which changes color permanently to yellow after you click it.
- #2 - The “Give Now” Button ... where is it?
- #3 - The text “Global Development Corp” appears to have overflowed into the menu section





5. [web] The “Programs” section of the webpage has a few issues:

- The hover over effect, which is supposed to change the color and underline properly of the text works but is a bit laggy. There’s a visible delay in the change after the hover event is triggered. This culminates in the appearance of a “shaky animation” to the end user.
- It does not properly highlight the selected filter. Even after I press “Project Development”, it still has “All” highlighted, as shown below:

PROGRAMS

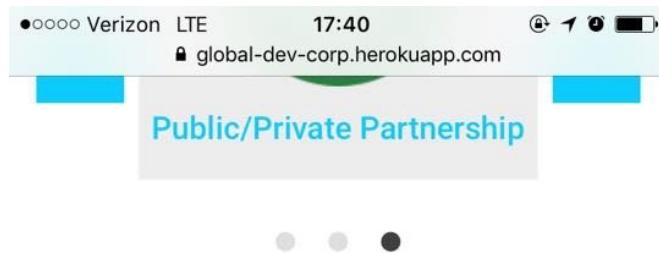
All Project Development Workforce Development

Project Preparation

Project preparedness in order to provide a pipeline of bankable projects ready to receive financing.

6. [mobile] The “Programs” section also fails to properly highlight the selected filter. When I press “Project Development”, it highlights both “All” and “Project Development”.

7. [mobile] The little button on the right hand side that lets you go to the top of the page covers up some of the text as shown in the image below. I recommend you either adding padding to the main content of your page so the up arrow button doesn't cover up the text or you make the TopNav sticky so it stays at the top of the screen no matter where you are on the page. I prefer the second approach, which I will discuss further in the Subjective Feedback section.



Add padding
in CSS or
obviate the
need for this
button by
adding a
sticky
TopNav bar.





8. The Email input - Some security concerns with this form

- **Good:** It does client-side validation of input. This should mitigate the risk of hackers performing a cross site scripting.

Subscribe To Our Newsletter

a|

! Please include an '@' in the email address. 'a' is missing an '@'.

Subscribe

- **Bad:**
 - I entered “a@b.com” into the input field, pressed “Subscribe” and it triggered a post request to the server, which then sends back a response of “Cannot POST /“.



- I understand if the part of the server that does something with that POST request hasn't been implemented. However, I would warn that your approach for implementing this has some security vulnerabilities. The request does not have a CSRF token, as evidenced by the form not having a hidden value:

```
▼<form action="#" method="post"> == $0
  <input type="email" name="email" placeholder="Email" required>
  <input type="submit" value="Subscribe">
</form>
</div>
```

This is a correctly implemented form (by Github) which sends a POST request with a CSRF token:

```

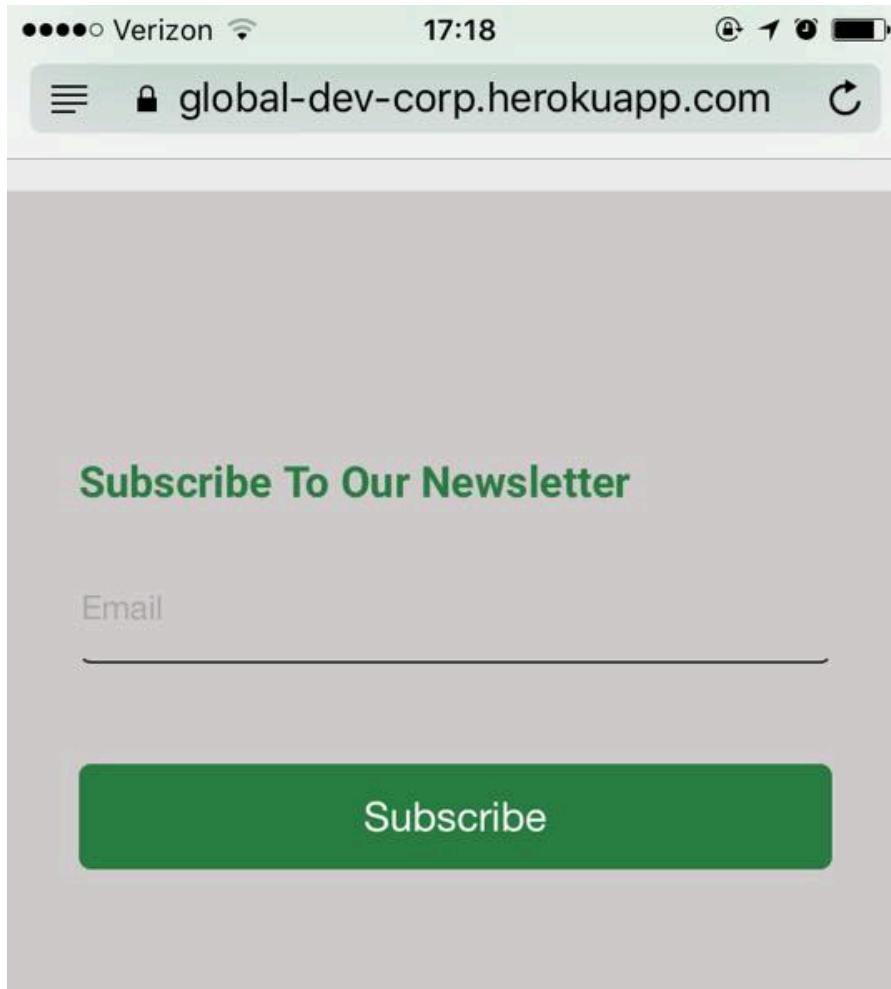
▼<form accept-charset="UTF-8" action="/users/xiaoyunyang" class="columns js-uploadable-
container js-upload-avatar-image is-default" data-alambilc-owner-id="5825343" data-alambilc-
owner-type="User" data-upload-policy-authenticity-token=
"yqks0UtrMNP6DMR4JaLM1QtY58Avaf8L3qYUtBmXoGl1ua+7BIY4ZhXizlX6s5gLFemyflfZq6U40c2yQepeIA=="
data-upload-policy-url="/upload/policies/avatars" id="profile_5825343" method="post"
novalidate="novalidate">
  ::before
  ▶<div style="margin:0;padding:0;display:inline">...</div>
  ▶<dl class="form-group edit-profile-avatar mr-4 float-right">...</dl>
  ▼<div class="column two-thirds">
    ▶<dl class="form-group">...</dl>
    ▶<dl class="form-group">...</dl>
    ▶<dl class="form-group">...</dl>
    ▶<dl class="form-group">...</dl>
    ▶<dl class="form-group">...</dl>
    ▶<hr>...</hr>
    ▶<dl class="form-group">...</dl>
    <input class="form-control" id="required_field_150a" name="required_field_150a" style=
    "display: none" type="text">
    <input class="form-control" name="timestamp" type="hidden" value="1518418659241">
    <input class="form-control" name="timestamp_secret" type="hidden" value=
    "71a0a841920000e7640238aa4175d83fb4bfee6faca30bf9f8a411326862d57a"> == $0
  
```

- My opinion, which I will discuss in the Subject Feedback section, is that you shouldn't be implementing your own form if all you want to do is to collect people's email addresses to build a mailing list. You should be using third party applications.
- Inspecting

8. [mobile] For the footer In the mobile view, I see two areas of improvement:

- The Facebook and twitter icon buttons in the footer are small and very close together. I don't have fat fingers but I have trouble pressing the button I want. I suggest adding some more space between the buttons. There are some [guidelines available](#) to help you design the spacing and sizing of buttons for the best user experience on a mobile platform. I suggest using the latest version of the CSS framework of your choice. Most CSS frameworks have been updated to incorporate better layouts and optimizations for building a responsive webpage that works well on any device.

- When I click the Facebook button, the tooltip shows up. This is because on a smart phone's browser, one touch is equivalent to a hover over on a desktop's browser. The easiest way to fix this is simply to not have tooltip for the Facebook or twitter button since these are standard icons that everyone should know and immediately recognize.





Subjective Feedback

1. Unless you want to do something complicated with the website, I don't recommend having a server at all. I recommend [Mailchimp](#) for collecting emails from visitors for the mailing list. MailChimp has a free tier that should take care of almost everything you need for a new startup or nonprofit that's still growing.
2. The "Services" section is a carousel. I'm not a fan of the carousel as it makes the visitor of your site wait or have to interact with the carousel controller to access all the information. The rule of thumb is you have 10-20 seconds to grab the users' attention or give the users the information they need before they leave the site. You should definitely not use the carousel component for the mobile app version of your site because it's prone to "fat finger" errors. I would recommend using responsive web components that load the top-to-bottom for the mobile version of the site and side-to-side for the web version as shown below:

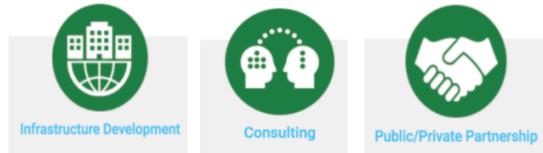
Carousel (not recommended):



Top-to-bottom (recommend for mobile)



Side-by-side
(recommend for the web)



3. I recommend adding a sticky TopNav to the landing page. This sticky TopNav should include a button to “Donate” and a button to sign up for the mailing list. These are the two main call to actions for your non-profit that I see thus far. Visitors of the webpage will always have these two buttons accessible no matter how far down they scroll on this page. This is desirable because as the visitor of the site scrolls through the webpage content, they may read something that resonates with them. You want to make it as easy as possible for them to sign up. You can read design books like [Don’t Make Me Think](#) for some additional ideas for how to design the user interface for your landing page to improve conversion rate (that is, the probability at which a visitor of the site sign up to become a customer or user of your product).

