



University of Miami Gift Hope Website Usability Test Report

Qinyu Ding, Sanchary Pal, Aishwarya Pradeep Navale, Harold Milenkovic,
Maria Del Carmen Aguilar Velez, Shiyue Qian

CIM 622 / UX RESEARCH METHODS
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Executive Summary

This report analyzes user experience of the Gift Hope website after conducting a usability test. This report presents the positive aspects and improvement opportunities detected.

Gift Hope

Gift Hope is a fundraising website which brings individual donors, fundraising groups and corporations together on one platform to make a donation with a bigger impact. It not only connects individuals with groups and organizations with similar concerns, but also facilitates the process of fundraising. The website is mainly targeted towards college students, specifically millennials and Generation Z users.

Usability Test

A formative usability test was conducted in order to identify usability problems of the Gift Hope website and to provide recommendations for redesign. The study was conducted with 6 participants that represented the target group of “college students”. Participants completed 5 tasks to evaluate ease of use in obtaining information from the website, applying to be a fundraising group, and donating to a charity. For each task, we measured success rate, time on task, and satisfaction. At the end of the study a post test questionnaire was administered in order to obtain overall perceived usability of the web site. The usability test was conducted in the User Experience Lab at the University of Miami. All participants were UM IMFA graduate students that represented the target user group of ‘College students’. Each session was completed in 25 minutes. The study was conducted using a Windows PC (Dell, 1920 x 1080 screen resolution) with the Gift Hope website displayed on Google Chrome.

Findings

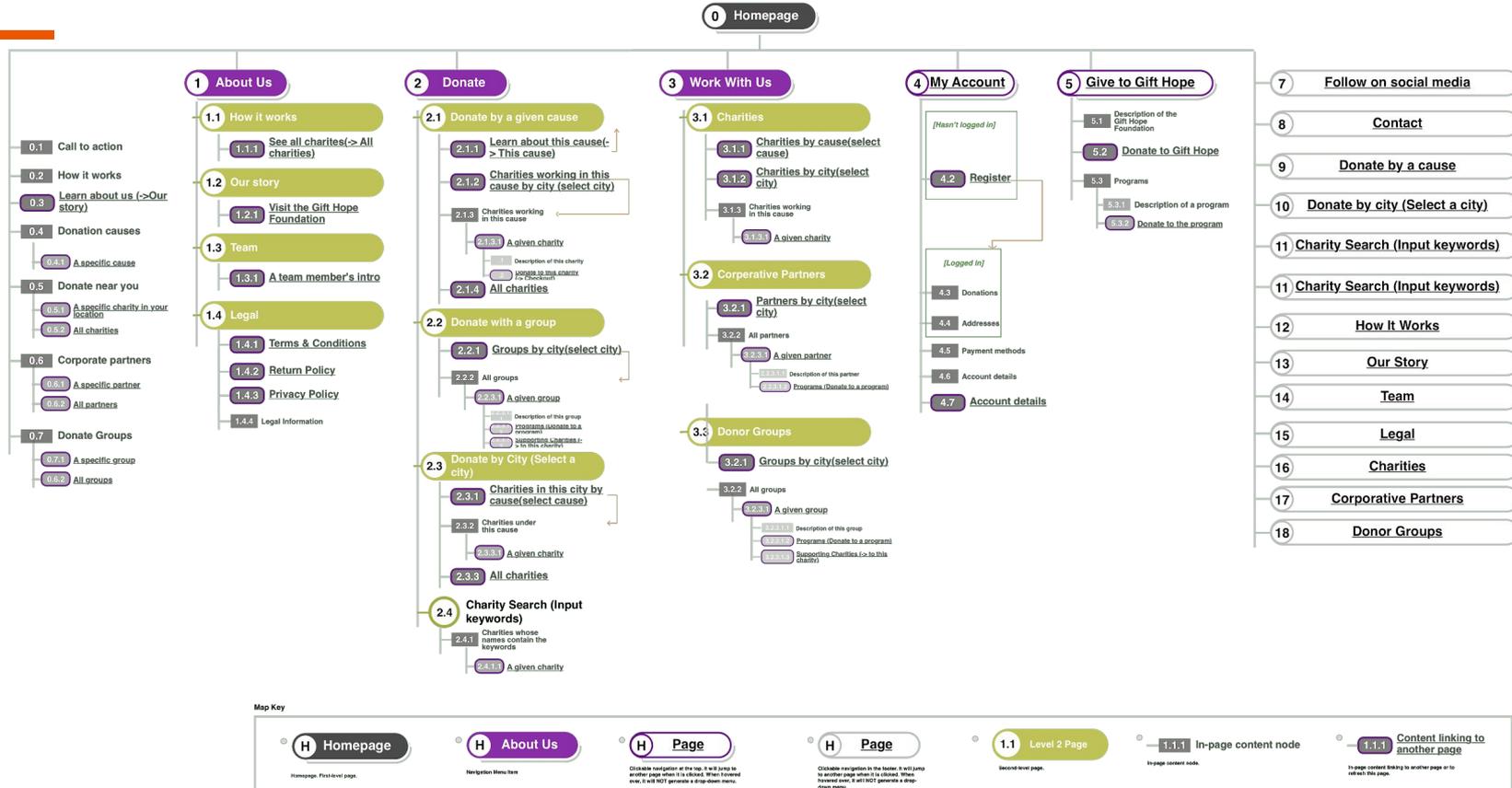
Based on the test results, there were found 23 usability issues and 5 keepers on the web page. These findings are presented in this report sorted by task and general issues that are shown across the whole web site.



Introduction – Product Description

Gift Hope is a website that provides a platform for people and fundraising groups to donate to charities they care about and share their donation. It also connects people with corporate partners which match their donation. The website has five main tabs to navigate around for the purposes of learning about the organization, finding opportunities to collaborate, donating to charities, and creating a user profile. The website also provides instructions about how to share the donation on the donors' Facebook profiles in order for corporate partners to match the amount.

Sitemap





Introduction – Test Objectives

To evaluate usability of the Gift Hope website based on the following questions. Usability problems will be identified based on the results of the study to recommend redesigns.

1. Is the information of the Gift Hope website intuitive and comprehensible?
2. Is the Gift Hope website easy to use?
3. Are users of the Gift Hope website satisfied?
4. Are the icons on the Gift Hope website intuitive?

Methods - Procedure



The usability test was conducted with six participants in the User Experience Lab at The University of Miami. All participants were UM IMFA graduate students that represented our target user group of 'College students'.

The study had a duration of 25 minutes.

1. Each participant had been previously **scheduled** to arrive at a specific time to perform the study.
2. After signing the **consent form**, the participant was asked to fill in a **demographic survey**.
3. **Introductions** on the study were verbally given to the participant prior to starting the first task.
4. The participant performed **5 tasks** in order and was asked to **think aloud** as he/she completed a task. The participant started each task from the home page.
5. A **post-task questionnaire (SEQ)** was presented to the participant after each task, followed by a **post-task interview question** asking users to share their experience with the task.
6. After finishing all five tasks, a **post-test questionnaire (SUS)** was presented to the participant.
7. The participant was then asked to finish a **icon comprehensibility test** where the participant was presented with different icons used in the webpage and asked to match them with their perceived meaning.
8. At the end of the study, the participant was asked to share **what they liked and disliked the most about the website**.

1 moderator guided the study doing timing and note taking, while 5 observers were taking notes and taking the time as back-up data.



Methods - Tools

Equipment: Windows PC (*Dell, 1920 x 1080 screen resolution*), TV Screen (*Sceptre*),

Mobile phones (*4 iPhones, 2 Huaweis*), Laptop (*Macbook Pro*)

Pen, Paper, Notebooks

Browser: Gift Hope website displayed on Google Chrome

Data Input:

- Participant Packet
- Moderator Packet
- Observer Packet
- Data Input Sheet

Methods - Participant Packet

Participant Consent Form
Intensive Health, WFA - University of Miami

The study is a trial exercise to inform the usability of QR Hope's website. It will take approximately 30 minutes to complete.

The purpose of this study is to gather insights that relate to usability issues on the QR Hope website. The collected data from this study will be used to inform the development of the QR Hope website.

A written questionnaire for demographics will be provided. After completion, the instructions for the participant to follow during the study will be verbally provided. You will be presented with the questionnaire, either in your native and/or the non-english for the QR Hope website. The data you will be asked to complete relate to the content of the QR Hope website. We ask that you take out time with completing a short or other questionnaire prior through process and elaborate. Some tasks will be available a short or other questionnaire. At the end of the test and of consent task, you will be asked to complete a short questionnaire.

This study is anonymous. We will not be collecting or retaining any information about you. Your activity will not be associated with any identifying information. Your participation in this research is voluntary and appreciated. You will not be penalized if you refuse to participate or decide to stop if you have any additional questions regarding the study, please contact the course professor, Dr. Barbara Miller at bmiller@umiami.edu.

Participant Agreement
 Signing this document means that the study, including the above information, has been described to you verbally and that you voluntarily agree to participate. You also agree to acknowledge any any concerns or areas of discomfort during the session with the moderator.

Date: _____

Please print your name: _____

Please sign your name: _____

Printed name of person obtaining consent: _____

Signature of person obtaining consent: _____

Consent Form

Demographic Information. Please put an 'x' before the answer you would like to choose

Date: April _____, 2018

1. What is your gender? () Female () Male

2. What is your age? _____

3. How is Ethnicity (select one or more):
 () Caucasian () African American () Asian
 () American Indian () Hispanic
 () Middle Eastern () Pacific Islander () Other
 () Other _____ (check box)

4. Please indicate your Education Level (select highest level achieved):
 () High School Graduate () Postsecondary Technical Certificate () Certificate
 () Associate Degree () Bachelor's Degree () Bachelor's Degree
 () Master's Degree () Doctoral Degree () Other _____ (check box)

5. What devices do you use when visiting websites? (select one or more)
 () Tablet () Laptop () Desktop () Mobile
 () Other _____ () Other _____ () Mobile

6. What is your preferred web browser? (select one):
 () Chrome () Firefox () Safari () Firefox () Firefox

7. Have you ever visited the QR Hope website (QRHope.com)?
 () Yes () No () Not Sure / Don't know

Demographics Form

Task 5

Task 4

Task 3

Task 2

Task 1

Participant Feedback

The following questionnaire is the Single Ease Question (SEQ), which evaluates how difficult each task is to complete.

Please circle your answer on the scale.

Overall, how difficult or easy did you find this task?

7 2 3 4 5 6 7

Very Difficult Very Easy

Tasks & Post Task Tests (SEQ)

Post Study - Participant Feedback

The following is the System Usability Scale (SUS), which determines subjective evaluation of usability in a product.

Please circle your answer on the scale.

	Strongly Disagree	1	2	3	4	5	Strongly Agree
I think that I would like to use this system frequently.		1	2	3	4	5	
I think the system is cumbersome to use.		1	2	3	4	5	
I thought I would like to use the system.		1	2	3	4	5	
I think that I would need the support of a technical person to be able to use the system.		1	2	3	4	5	
I found the various functions in this system were well organized.		1	2	3	4	5	
I thought I knew well enough to be confident in this system.		1	2	3	4	5	
I would imagine that most people would like to use this system frequently.		1	2	3	4	5	
I found the system very cumbersome to use.		1	2	3	4	5	
I think I would like to use the system.		1	2	3	4	5	
I needed to learn a lot of things before I could get going with the system.		1	2	3	4	5	

Post Study Test (SUS)

Icon Comprehensibility Test

For the final phase of the study, you will be determining how well some match up to the items they represent. Once listed to match each icon with the category you think it fits the best.

Icon	Children & Youth	Education	Social Justice & Human Rights	Health & Wellness	Cure	Environment & Conservation

THIS STUDY IS NOW COMPLETE.
 THANK YOU FOR YOUR PARTICIPATION!

Icon intuitiveness

*See detailed forms in Appendices



Methods - Demographics

These are the items we asked for in our demographic surveys:

- **Gender**
- **Age**
 - The website is focused towards millennials and Generation Z users. Knowing the age of the participants tells us how closely they resemble the user group.
- **Race/Ethnicity**
- **Highest Education Level**
 - The website is geared towards college students. Knowing the education level of the participants tells us how closely they resemble the user group.



Methods - Demographics Cont.

- **Primary Device Used**
 - Our test was run on a desktop computer, so experience with desktop computers affects our participants' results.
- **Preferred Web Browser**
 - Our test was run in Google Chrome, so experience with the browser affects our participants' results.
- **Experience Donating to Charities Online**
 - Our participants' understanding of online donation affects their ability to complete tasks.
- **Experience Using the Gift Hope Website**
 - If our participants have prior experiences with Gift Hope, their results will be skewed.

Methods - Moderator Packet

Pre-Task Checklist

Task Description

Post-Task Checklist

BEFORE THIS TASK

Timer is ready → The website is at the starting page - Home Page

1. Give the participant the task sheet
2. Read the following:
"Here is the scenario for task 1. Please read it first. As you complete the task, please think about whatever comes to your mind. When you are ready to go, please say 'START'. Once you have finished a task, please verbally indicate that you have finished by saying 'FINISHED'."
3. If the participant stops thinking aloud while completing a task, please prompt them to resume talking.
4. If the participant forgets to say "FINISHED", the moderator should ask the participant "Are you finished?" and stop timing when you get the answer "Yes"
5. If the participant fails to finish the task within 3 min, the moderator should tell the him/her "Thank you. Let's move forward to the next task." This task will be marked as FAIL.

TASK 1: Learning About Gift Hope

Scenario: You have recently heard about a charity website called Gift Hope from a friend. Your friend told you that the website can help amplify donations that are made through Gift Hope. Using information on the Gift Hope website, describe how Gift Hope enhances your donations.
[Answer: "By matching donations with corporate partners" (exact wording not required)]

NOTES:

POST TASK INSTRUCTIONS

6. Read the following:
"Please fill out the post-task questionnaire." (It's on the task page in the participant packet)
Obtain the task sheet with a finished post-task questionnaire
7. Ask the post-task interview question
"Could you share your experience with this task with us?" [TAKE NOTES]

RECORDS

Pass Fail
 Pass w/ Assistance

Time:

Starting page: Home Page
Ending Page: Home Page, How It Works, Our Story, Gift Hope Foundation Charity Page

Task Completion

Task Time

Notes



Methods - Moderator Packet Cont.

Task Flow



TASK FLOW: Learning About Gift Hope

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

- Home → About Us → How It Works → Scroll Down
- Home → About Us → Our Story → Scroll Down
- Home → Give to Gift Hope
- Home → Scroll Down
- Home → Scroll Down → How It Works → Scroll Down
- Home → Scroll Down → Learn More → Scroll Down
- Home → Scroll Down → Our Story → Scroll Down



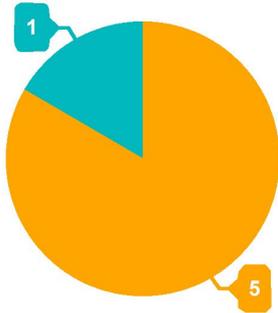
Methods - Participant Profiles

The Gift Hope website has different target users - Donors, fundraising groups, charities, and corporate partners.

In this usability study, we are going to be focusing on college students. Our scenarios will be representative of independent student donors and members of student fundraising groups.

Methods - Demographic Summaries

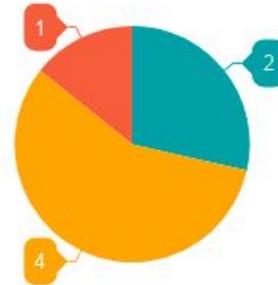
Gender



Female (83.33%) Male (16.67%)

Average Age
28
Years Old

Ethnicity

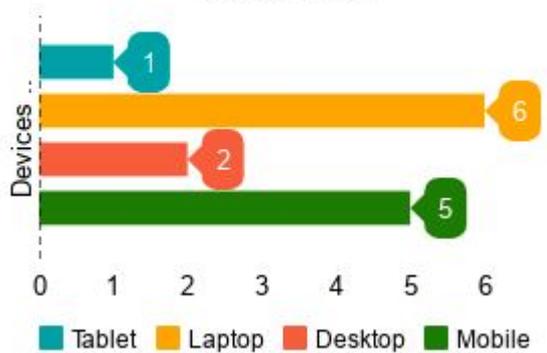


Caucasian (28.57%) Asian (57.14%)
Hispanic (14.29%)

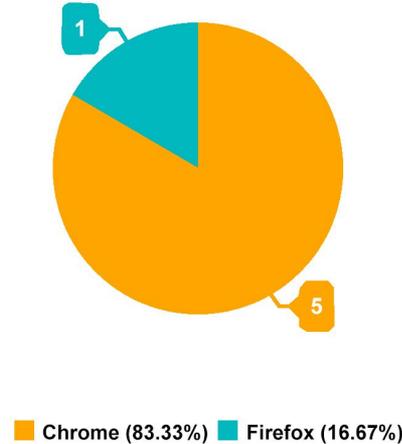
100%
BACHELOR'S DEGREE

Methods - Demographic Summaries

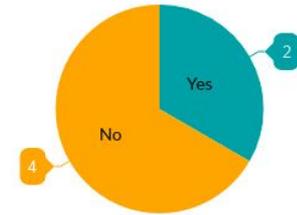
Devices Usage for visiting websites



Browser Usage



Online Donation



Previous Gift Hope Site Visit



Methods - Tasks

TASK 1: Learning About Gift Hope

Scenario: You have recently heard about a charity website called Gift Hope from a friend. Your friend told you that the website can help amplify donations that are made through Gift Hope. Using information on the Gift Hope website, describe how Gift Hope enhances your donations.

Correct answer: “By matching donations with corporate partners” (exact wording not required)

Goal:

Tests how well participants are able to find information about Gift Hope itself.

Users will want to know what Gift Hope does with their donations before they donate.

TASK 2: Signing Up as a Fundraising Group

Scenario: Your name is Jane Doe, and you are the president of a new University of Miami sorority named Alpha Alpha Alpha. You would like people to donate through your sorority using the Gift Hope website. You are gathering information so that you can sign up your sorority into Gift Hope’s community. What’s the maximum number of photos of your team that you can upload to be displayed on the website?

Correct answer: 5

Goal:

Tests how well participants are able to find information about applying as a sorority. Founders of fundraising groups will need a host of information when applying to work with Gift Hope.

TASK 3: Donating By Cause

Scenario: You are interested in donating to charities that support medical research. How many charities are listed on the Gift Hope website that support medical research?

Correct answer: 2 alternatives: 6 (Cure), 2 (Health & Wellness)

Goal:

Tests how well participants are able to find information pertaining to charity causes.

Many users are focused on certain causes, so finding information about those causes is imperative.

Methods - Tasks

TASK 4: Finding a Charity Page

Scenario: You are interested in donating to charities, but you would prefer to donate to established charities over newer ones. In what year was the organization “Big Brothers Big Sisters of Miami” created?

Correct answer: 1958

Goal: Test the ability of completing a donation to a target charity as a member of a certain fundraising group.

TASK 5: Making a donation through a Fundraising Group

Scenario: Your name is Mary Smith, and you are a member of Phi Delta Epsilon. Make a \$10 donation to the Overtown Youth Center as a member of your fraternity. Your phone number is (123)456-7890. You live at 123 Palm Lane, Coral Gables, FL, 33124. Your student email address is mjsPhiDelta99@gmail.com. Your Gift Hope password is Password!?1234.
Notes: Stop once you have completed every required item except for filling out credit card information.

Correct answer: Correct charity chosen and all items filled in correctly - particularly watch out for “Fundraising Group” section

Goal:

This task has participants donating to a charity as if they are a member of a sorority.

Tests the navigation involved in making a donation, as well as the usability of the donation checkout page.

As a portion of the users are members of student groups, it’s important to know that they are able to make donations while associated with that group.



Methods - Metrics

- **Efficiency**
 - Measured by time on task
- **Effectiveness**
 - Measured by task success rate
- **Satisfaction**
 - Measured by survey results (SEQ and SUS) and comments
- **Icon Intuitiveness**
 - Measured by participants' ability to match icons to their function
- **Usability issues**
 - Measured by participants' comments, behaviors and answers to post-task and post-test interviews.



Methods - Single Ease Question (SEQ)

- We used the Single Ease Question as post-task questions (*Tedesco and Tullis, 2006*):
“Overall, how difficult or easy did you find this task?”
- This question is on the scale 1-7, correspondingly representing **very difficult** to **very easy**.
- The mean across participants was calculated to measure the satisfaction with each task.



Methods - Post Study Questionnaire (SUS)

- We used the System Usability Scale, which asks the following questions (*Brooke, 1996*):
 - ***I think that I would like to use this system frequently.***
 - ***I found the system unnecessarily complex.***
 - ***I thought the system was easy to use.***
 - ***I think that I would need the support of a technical person to be able to use this system.***
 - ***I found the various functions in this system were well integrated.***
 - ***I thought there was too much inconsistency in this system.***
 - ***I would imagine that most people would learn to use this system very quickly.***
 - ***I found the system very cumbersome to use.***
 - ***I felt very confident using the system.***
 - ***I needed to learn a lot of things before I could get going with this system.***
- These questions are on the scale 1-5. Every other question has a “negative” connotation rather than “positive”.
- We then averaged the answers by participant, and brought them into the range of 0-4
 - Positive questions → Score - 1, Negative questions → 5 - Score
- We added the scores together and multiplied by 2.5 to get a new score from 0-100.

Keepers: Positive Aspects

Keeper Title: Clean Design

Keeper Description

Users found the design of the 'How It Works' section appealing to look at.

Voices

"The visual design is clean."

Reason to be kept

Graphics are aesthetically pleasing.

2 / 6 participants mentioned this feature.

Persistence: Global

UI Focus: Layout

Location: "How It Works", "Our Story", Home Page

Task: Learning About Gift Hope

Keeper Screenshot



Keeper Title: 'Donate by cause' is a useful option under the navigation bar

Keeper Description

The option 'Donate by cause' allows you to find the information for specific causes in an easier way.

Voices

"Donate by cause was helpful for me."

Reason to be kept

It allows to find information in an easier way.

2 / 6 participants mentioned this feature.

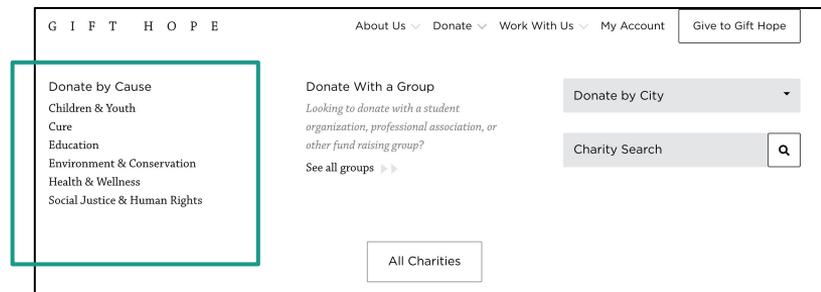
Persistence: Local

UI Focus: Navigation

Location: Home -> Donate

Task: Donating by cause

Keeper Screenshot



Keeper Title: Charity search bar function is useful

Keeper Description

Almost all users used the Search bar under Donate for charities when they wanted to look for a specific charity. For users who know the name of the charity they are looking for, this functionality is very useful.

Voices

"Since I know the exact charity, I can search it." "I found it!"

Reason to be kept

It allows to find information in an easier way.
It is helpful for expert users.

4 / 6 participants mentioned this feature.

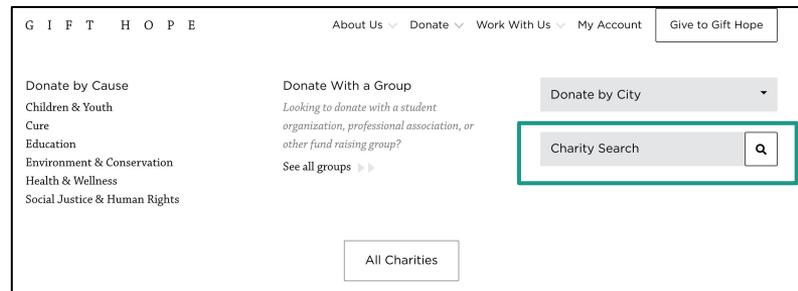
Persistence: Local

UI Focus: Interaction

Location: Home -> Donate

Task: Finding a charity page

Keeper Screenshot



Keeper Title: Suggestion bar is helpful

Keeper Description

When users finish filling the blank, a colored suggestion bar will appear at the left of the blank. If the bar is green, it means the inputs are appropriate; or if the inputs are inappropriate, the bar will turn to red.

Voices

"I like the green showing you that you have filled in and the red showing that you have not filled."

Reason to be kept

Green bar & red bar is a good design of interaction for noticing users if they type appropriately.

2 / 6 participants mentioned this feature.

Persistence: Local

UI Focus: Interaction

Location: Checkout page

Task: Making a Donation Through a Fundraising Group

Keeper Screenshot

The image shows two screenshots of a form. The top screenshot shows three input fields: 'First name *', 'Last name *', and 'Phone *'. The 'First name' field contains '8440 S Dixie' and has a red suggestion bar on its left side. The 'Phone' field is empty and has a red suggestion bar on its left side. The 'Email address *' field is empty and has a green suggestion bar on its left side. The bottom screenshot shows the same three input fields. The 'First name' field contains 'Shiyue' and has a green suggestion bar on its left side. The 'Phone' field contains '7365998660' and has a green suggestion bar on its left side. The 'Email address *' field contains '123@miami.edu' and has a green suggestion bar on its left side.

Keeper Title: Text suggesting name of program is a good reminder

Keeper Description

After users open the Donate tab under, there is a line of words suggesting which program the user is donating to, which is beneficial for error prevention.

Voices

"Oh, this says 'Donate directly to Anatomy Fashion Show'"

Reason to be kept

It is good for error prevention if users are not donating to the program that they want to donate.

3 / 6 participants mentioned this feature.

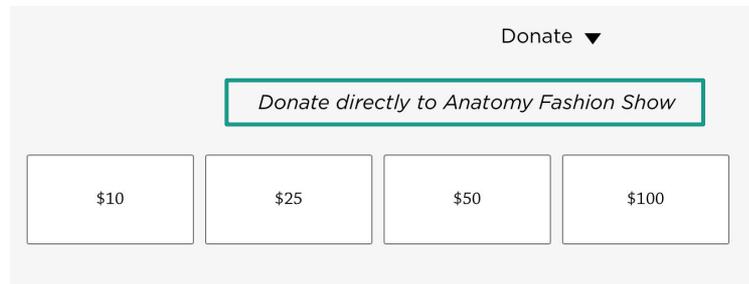
Persistence: Local

UI Focus: Content

Location: Fundraising Group page

Task: Making a Donation Through a Fundraising Group

Keeper Screenshot



Results: Usability Problems



Problem Severity Scale

Measured by participants' comments, behaviors and answers to post-task and post-test interviews. After identifying the usability problems, they were prioritized based on a severity ranking proposed by J. Rubin & D. Chisnell (2008) as follows:

Severity: 1

Irritant: The problem occurs only intermittently, can be circumvented easily. Could also be a cosmetic problem.

Severity: 2

Moderate: The user will be able to use the product in most cases, but we will have to take some moderate effort in getting around the problem.

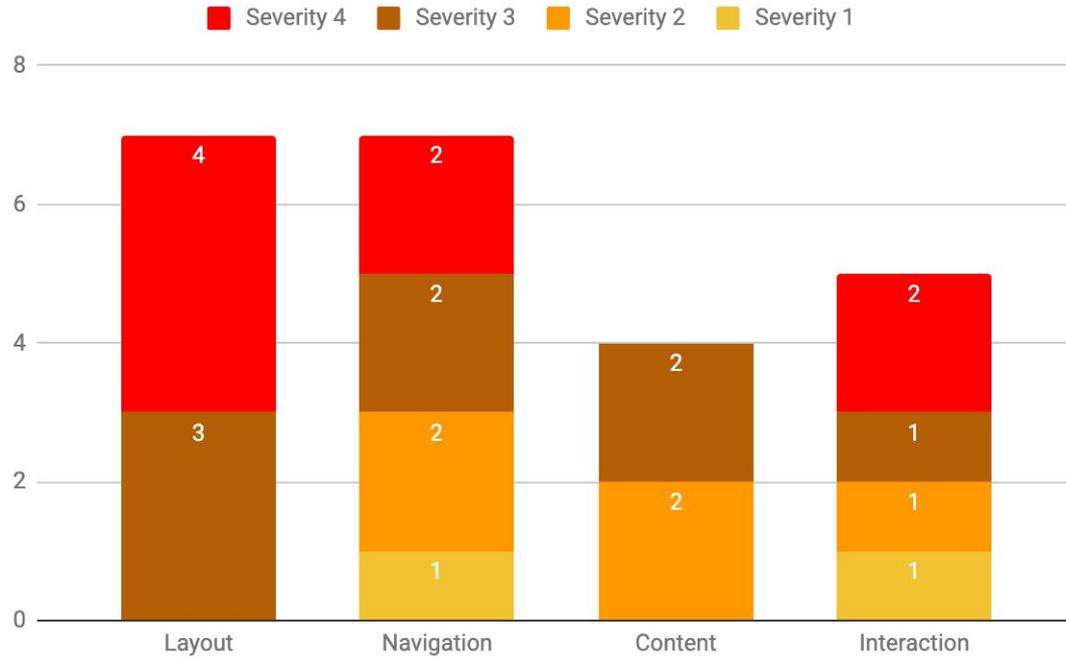
Severity: 3

Severe: The user will probably use or attempt to use the product, but will be severely limited in his or her ability to do so. The user will have great difficulty in working around the problem.

Severity: 4

Unusable: The user either is not able to or will not want to use a particular part of the product because of the way that the product has been designed and implemented.

PROBLEMS BY UI FOCUS AND SEVERITY



Task 1 - Learning About Gift Hope

33%

of participants **PASSED** Task 1.

2 min 29 sec

MIN 1 min 3 sec - MAX 3 min 30 sec

was the average **TASK 1 COMPLETION TIME**

4.00



was the average SEQ score for Task 1
“How difficult or easy did you find this task”

Home → About Us → How It Works → Scroll
Down

was **the most common path flow** to complete
Task 1

Problem Title: Too much scrolling for 'How It Works'.

Problem Description

Severity: 4

How It Works' infographics are too big and requires user to scroll between paragraphs. This makes it difficult for user to retain all the information.

Voices

"I have to read a lot before I understand it."

Recommendation

Scale down the graphics, reduce the whitespace, and place the paragraphs such that all the information can be read without scrolling.

4 / 6 participants encountered this problem.

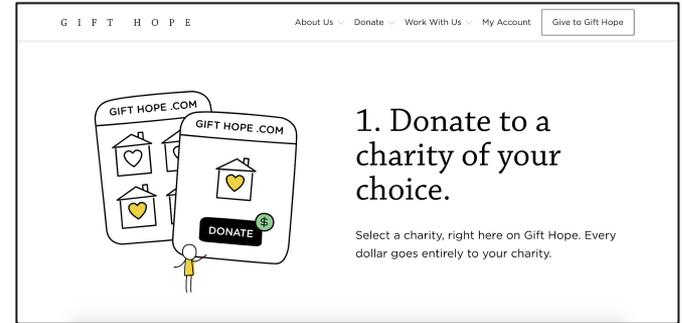
Persistence: Global

UI Focus: Layout

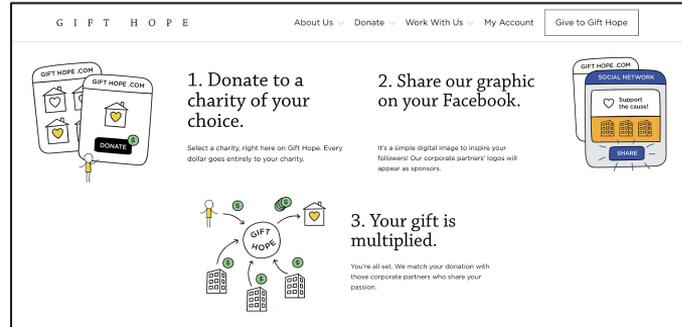
Location: "How It Works", "Our Story", Home Page

Task: Learning About Gift Hope

Problem Screenshot



Recommendation Mockup



Problem Title: "How It Works" is more related to donations than "About Us"

Problem Description

Severity: 4

Users were confused by the wording of "About Us", thinking it wouldn't contain relevant information, so they looked at "Donate" for information instead.

Voices

"I see many tabs of Donate, but can't find one relating to enhance the donations."

Recommendation

Move "How It Works" to be a part of the "Donate" tab instead.

2 / 6 participants encountered this problem.

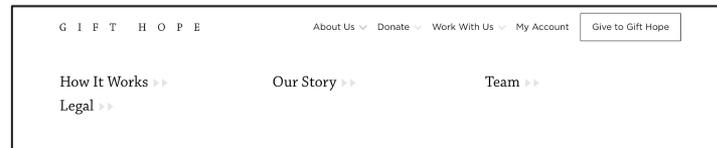
Persistence: Global

UI Focus: Layout

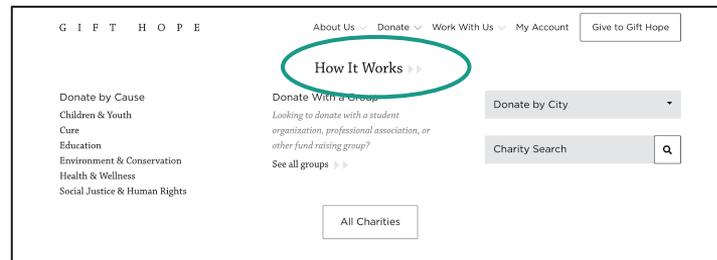
Location: Header

Task: Learning About Gift Hope

Problem Screenshot



Recommendation Mockup



Problem Title: Rotating Hero Banner is distracting.

Problem Description

Severity: 3

Users were distracted by the rotating hero banner's large moving images, making it hard for them to find information.

Voices

"The banner is distracting. It's too big and it's changing."

Recommendation

Keep the banner on a still image, and make it smaller so that it's obvious that the user can scroll down.

1 / 6 participants encountered this problem.

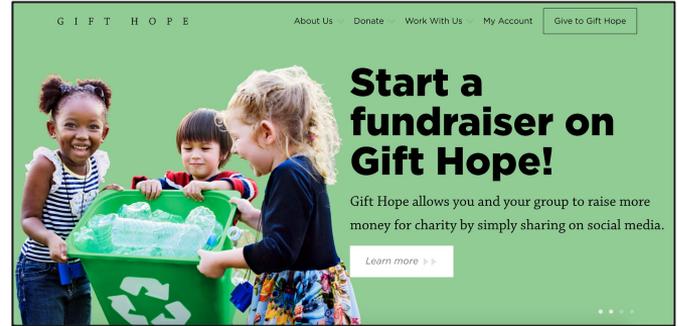
Persistence: Local

UI Focus: Layout

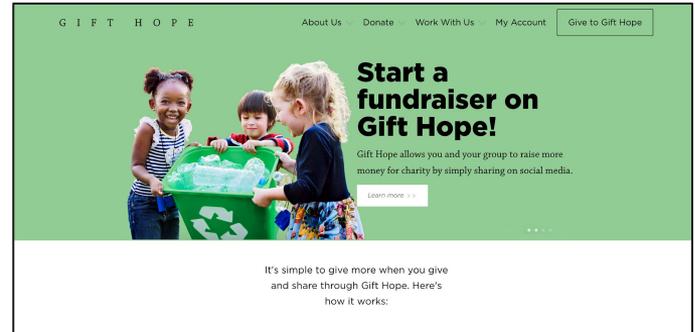
Location: Home Page

Task: Learning About Gift Hope

Problem Screenshot



Recommendation Mockup



Problem Title: Information unclear on how steps relate to Gift Hope.

Problem Description

Severity: 3

Users were confused whether as to how posting an image to Facebook helps Gift Hope in multiplying donations.

Voices

"I'm not sure if I found the specific way Gift Hope enhances donations."

Recommendation

Add clarification such as "This will allow our corporate partners to see when you donate!".

1 / 6 participants encountered this problem.

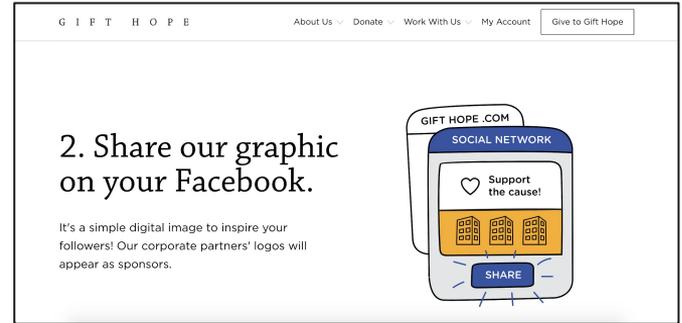
Persistence: Global

UI Focus: Content

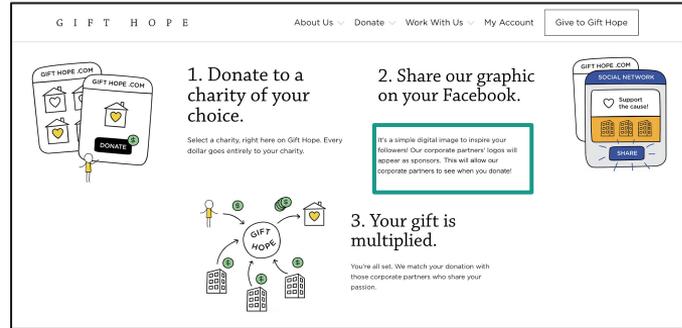
Location: "How It Works", "Our Story", Home Page

Task: Learning About Gift Hope

Problem Screenshot



Recommendation Mockup



Problem Title: Information not detailed enough when relating to corporate partners.

Problem Description

Severity: 3

Without any specific numbers on how much corporations multiply donations made through Gift Hope, users felt they hadn't actually learned how Gift Hope helps.

Voices

"I was expecting to find 'we'll match your donation'"

Recommendation

Add more specifics such as "Our corporate partners will match your gift, multiplying your donation up to 20x."

1 / 6 participants encountered this problem.

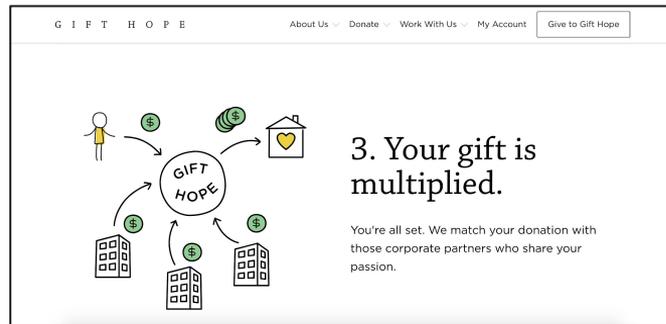
Persistence: Global

UI Focus: Content

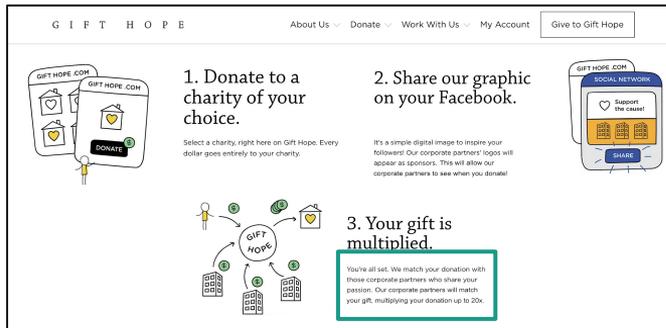
Location: "How It Works", "Our Story", Home Page

Task: Learning About Gift Hope

Problem Screenshot



Recommendation Mockup



Task 2 - Signing Up as a Fundraising Group

50%

of participants **PASSED** Task 2.

2 min 1 sec

MIN 52 sec - MAX 2 min 45 sec

was the average **TASK 2 COMPLETION TIME**

3.67



was the average SEQ score for Task 2
“How difficult or easy did you find this task”

Home → Work With Us → Fundraising
Groups → Apply Here → Scroll Down →
Under “Group Profile Images”

was **the most common path flow** to complete
Task 2

Problem Title: Crucial information only shows up after clicking “apply here”

Problem Description

Severity: 4

Information needed for fundraising application only shows up after users click “apply here”. There is not enough useful information for application in the Fundraising Group page under Work With Us menu. Users was not sure whether they were ready to apply when they were in that page.

Voices

"I'm not really ready to apply"

Recommendation

Add important and **specific information** related to application such as **benefits of working with the Gift Hope** and **requirements to apply** to subpages under Work With Us menu to provide more useful information to users before they are ready to apply. Also to build a trust of the relationship they are going to develop.

2 / 6 participants encountered this problem.

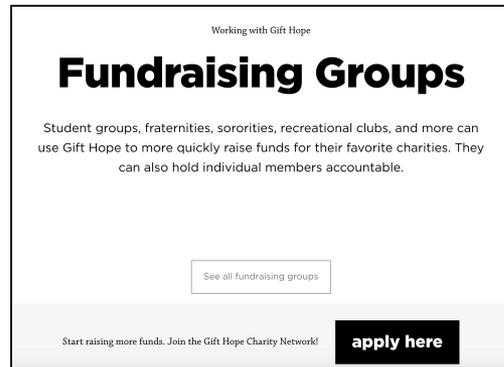
Persistence: Local

UI Focus: Content

Location: Charities, Fundraising groups, Corporate partners pages under Work With Us

Task: Signing Up as a Fundraising Group

Problem Screenshot



Recommendation Mockup



More useful and specific information.

Problem Title: Confusing headers under "Work With Us" and redundant information

Problem Description

Severity: 4

Wording of submenus under "Work With Us" as "Charities", "Fundraising Groups" and "Corporate Partners" don't indicate that the pages will help users join with Gift Hope. Users were hesitating between Donate and Work With Us as they hovered over each one. It is also currently the exact same information as the page itself. On top of that, the explanation for each subtitle is too lengthy for a category briefing.

Voices

"This task sounds like there is a relationship that I have to establish" said one participant while she was debating between submenus under "Donate" and "Work With Us"

Recommendation

- Change titles of submenus under Work with us to "Join us as xxx"
- Shorten the explanation under each subtitle and make it more concise.

2 / 6 participants encountered this problem.

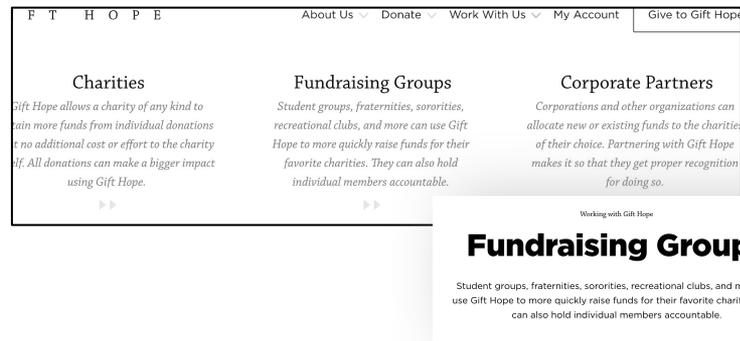
Persistence: Local

UI Focus: Content

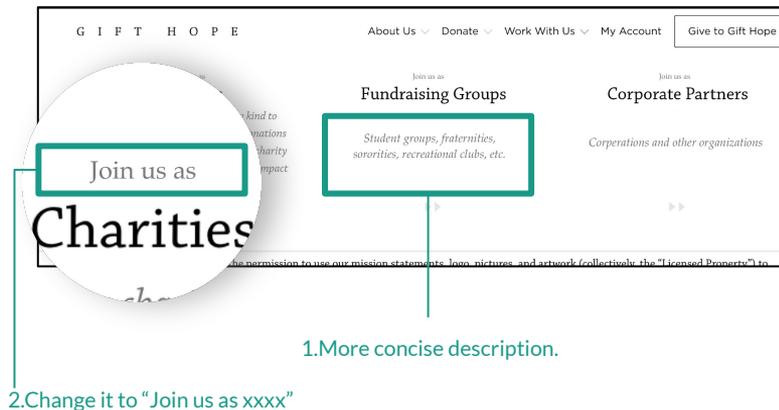
Location: Submenus under Work With Us

Task: Signing Up as a Fundraising Group

Problem Screenshot



Recommendation Mockup



Problem Title: Agreements in large font size in the fundraising group application form are distracting

Problem Description

Severity: 3

The font size of agreements are so large that users got distracted when going through the form. Users thought there would be some guidelines or important information required for application in this part.

Voices

"What are these Agreements for?"

Recommendation

- Reduce the font size
- Reduce line spacing
- Move the Agreements to the bottom before the Submit button.

3 / 6 participants encountered this problem.

Persistence: Local

UI Focus: Layout

Location: Charity Application Page

Task: Signing Up as a Fundraising Group

Problem Screenshot

Agreements

We agree to grant Gift Hope the permission to use our mission statements, logo, pictures, and artwork (collectively, the "Licensed Property") to publicize (whether on Gift Hope's Platform, or social media handles) our fundraisers and non-profit programs. *

We understand that we are not entering into a legal partnership, joint venture, or other such business arrangement. We will not treat the arrangements under this Agreement as a legal partnership or take any action inconsistent with such intention. *

We understand that the final acceptance of a fundraising group is based on the discretion of Gift Hope. *

We agree that, in the event of any dispute between us and Gift Hope, we shall first seek to resolve the dispute through informal discussions. In the event that the dispute cannot be resolved within fifteen (15) calendar days, we will part ways. *

Recommendation Mockup

First Names	Last Names	Emails
<input type="text"/>	<input type="text"/>	<input type="text"/>

Agreements

We agree to grant Gift Hope the permission to use our mission statements, logo, pictures, and artwork (collectively, the "Licensed Property") to publicize (whether on Gift Hope's Platform, or social media handles) our fundraisers and non-profit programs. *

We understand that we are not entering into a legal partnership, joint venture, or other such business arrangement. We will not treat the arrangements under this Agreement as a legal partnership or take any action inconsistent with such intention. *

We understand that the final acceptance of a fundraising group is based on the discretion of Gift Hope. *

We agree that, in the event of any dispute between us and Gift Hope, we shall first seek to resolve the dispute through informal discussions. In the event that the dispute cannot be resolved within fifteen (15) calendar days, we will part ways. *

submit

Problem Title: Most important feature for applying is not central to the page

Problem Description

Severity: 3

There is a disconnection between the button "apply here" and button "see all fundraising groups" which are put next to each. Users didn't realize that "apply" was the main goal of subpages under Work With Us menu so some of them got lost in these pages having no idea what they were looking for.

Voices

"I don't see the relationship between "apply here" button and "see all fundraising groups." button"

Recommendation

- Move the "apply here" button **below the title** to provide more visual association with the title - the goal of this webpage.
- Add a second "apply here" button **after all content** before "See all fundraising groups" button since the former is more related to the page content than the latter.

1 / 6 participants encountered this problem.

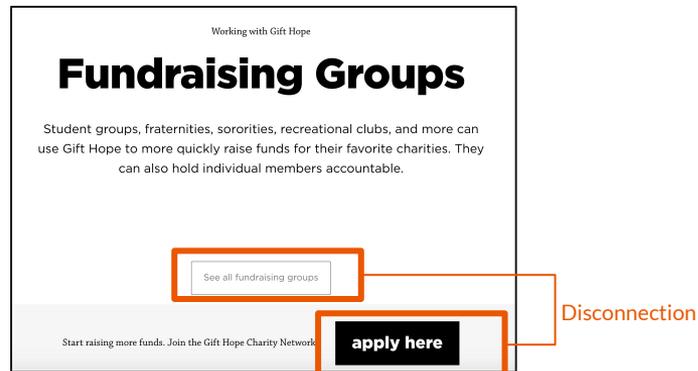
Persistence: Local

UI Focus: Layout

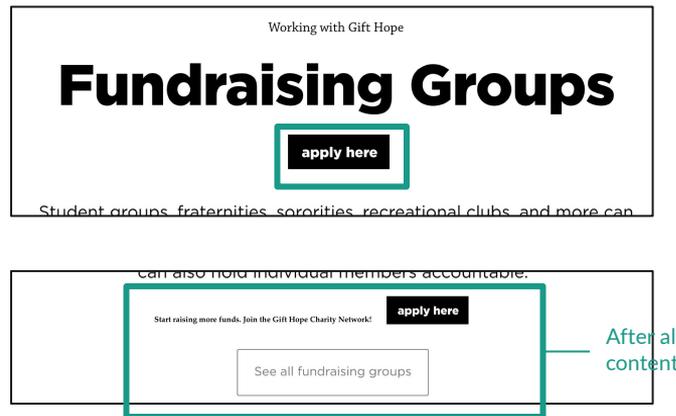
Location: Charities, Fundraising groups, Corporate partners pages under Work With Us

Task: Signing Up as a Fundraising Group

Problem Screenshot



Recommendation Mockup



Problem Title: Overwhelming information in Fundraising Group Application form

Problem Description

Severity: 2

1. Large amounts of whitespace and line spacing makes fundraising group application form too long and requires too much scrolling to browse all fields. Users felt a bit overwhelming when they went through the form.
2. Inconsistency in font size & color for the same type of content makes the form overwhelming for users. In the checkout form, the title of a group of fields has a bigger size than that of each field title. While in the application form, they are the opposite. On top of this, the title of a group of fields is in the same font style as the description of a field.

Voices

"Too much word at applying page."

Recommendation

- Reduce the whitespace and apply the whitespace rules for the checkout form to the application form.
- Keep the use of fonts consistent between application form and checkout form.

2 / 6 participants encountered this problem.

Persistence: Local

UI Focus: Navigation

Location: Charity Application Page

Task: Signing Up as a Fundraising Group

Problem Screenshot

The screenshot shows a form titled "Fundraising Group Overview". The form has several sections: "Fundraising Group Name", "Fundraising Group Type", "Parent Organization", and "Billing Details". Annotations highlight the following issues:

- 1. Large whitespace: A box around the "Fundraising Group Name" field title and its input area.
- 2. Field name has bigger font size than the group title: A box around the "Fundraising Group Name" field title, which is larger than the "Fundraising Group Overview" title.
- 3. The same font is used for both the title and the description: A box around the "Parent Organization" title and its description.

Comparison: Checkout Form

Billing Details

Country *
United States (US)

Street address *
House number and street name

Apartment, suite, unit etc. (optional)

Town / City *

Recommendation Mockup

The mockup shows the same form as the screenshot, but with the following changes:

- 1. Larger font size: The "Fundraising Group Overview" title is larger.
- 2. Smaller whitespace: The "Fundraising Group Name" field title and its input area are more compact.

Fundraising Group Overview

Fundraising Group Name *

Fundraising Group Type

- professional organization
- college or university group
- trade or technical school group
- high school group
- middle or elementary school group
- religious organization
- none of the above

Parent Organization

Name of the company, university, school, church, etc. to which your group belongs.

Description

Problem Title: Wording of "Team" item under "About Us" is confusing.

Severity: 2

Problem Description

There is an ambiguity in meaning of "Team" under "About Us". Some users thought it meant Teams that is cooperating with Gift Hope instead of the Gift Hope team.

Voices

"It says things about team members, but it doesn't show information of it."

Recommendation

Change "Team" to "Gift Hope Team".

1 / 6 participants encountered this problem.

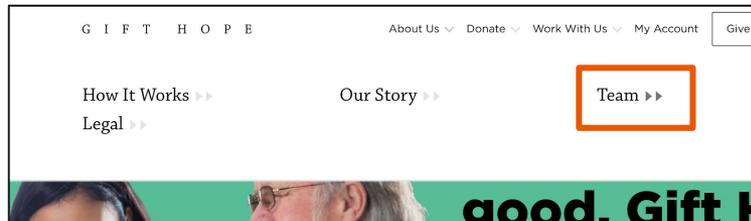
Persistence: Local

UI Focus: Content

Location: A submenu under About Us

Task: Signing Up as a Fundraising Group

Problem Screenshot



Recommendation Mockup



Task 3 - Donating by Cause

100%

of participants PASSED Task 3.

1 min 7 sec

MIN 41 sec - MAX 1 min 19 sec

was the average TASK 3 COMPLETION TIME

5.67



was the average SEQ score for Task 3
"How difficult or easy did you find this task"

Home → Donate → Health & Wellness →
Scroll Down

was the most common path flow to complete
Task 3

Problem Title: The option "All charities" under a chosen cause is confusing

Problem Description

Severity: 4

When choosing a specific cause, the charities for the chosen Cause are listed; however, below the list, there is the "All charities" button which shows all the available charities. Participants thought that there were more charities to list and clicked that option.

Voices

"I see there are only 2 here, so I go to all charities"

Recommendation

- Include a headline saying: "Charities for XX cause"
- Show 2 dropdown filters (similar to the All Charities page) with the specific cause set by default. If the user wants to see all the charities, then he will just need to change the filter to "all causes"

2/ 6 participants encountered this problem.

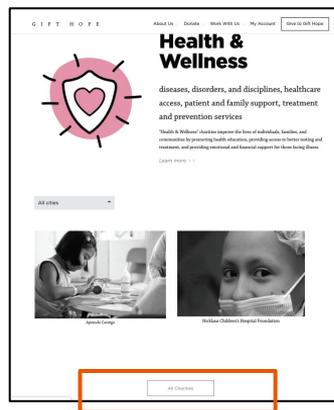
Persistence: Local

UI Focus: Content

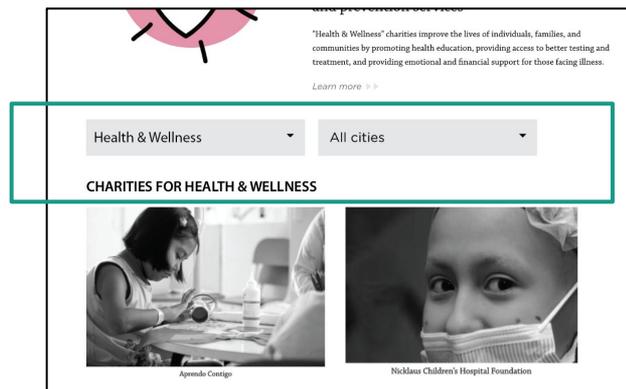
Location: Home -> Donate -> Donate by Cause

Task : Donating by cause

Problem Screenshot



Recommendation Mockup



Problem Title: Confusion between “Cure” and “Health & Wellness” categories

Problem Description

Severity: 3

All participants went to "Health & Wellness" when they wanted to look for medical research, even though Cure's page description uses the words "Medical Research". This means that participants have trouble distinguishing "Cure" and "Health & Wellness" as categories.

Voices

"I'm not sure if it's 'Health and Wellness' or 'Cure'"

Recommendation

Two Possible Recommendations:

1. Rename 'Cure' as 'Research & Cure'. Rename 'Health & Wellness' as 'Health & Treatment'.
2. Merge these sections together because they are not too different.

6 / 6 participants encountered this problem.

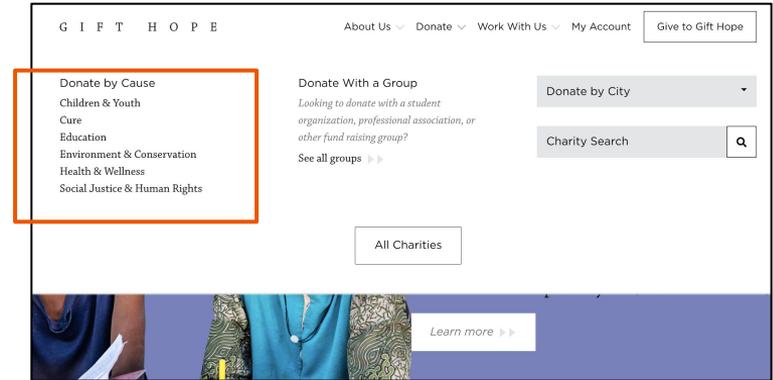
Persistence: Local

UI Focus: Content

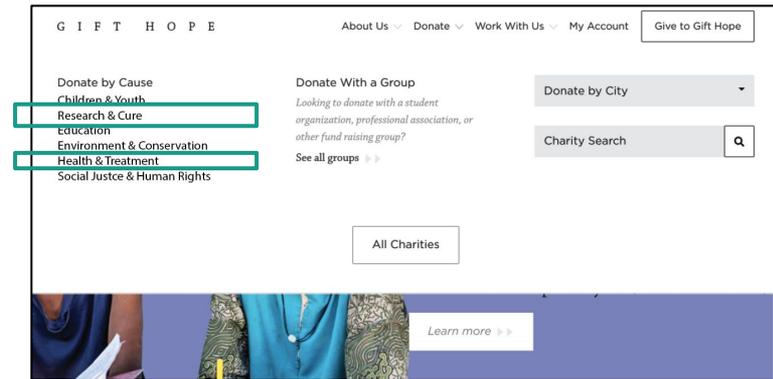
Location: Home -> Donate -> Donate by Cause

Task: Donating by cause

Problem Screenshot



Recommendation Mockup



Task 4 - Finding a Charity Page

100%

of participants **PASSED** Task 4.

48 sec

MIN 27 sec - MAX 1 min 13 sec

was the average **TASK 4 COMPLETION TIME**

6.83



was the average SEQ score for Task 4
"How difficult or easy did you find this task"

Home → Donate → Charity Search → Big
Brothers Big Sisters of Miami

was **the most common path flow** to complete
Task 4

Problem Title: Redundant search function under the Donate tab in the navigation bar.

Problem Description

Severity: 2

Donate By City option is redundant- some users used the city filter within All Charities, but nobody used the option in the header.

Voices

No users used Donate By City to search for charity.

Recommendation

Remove the search function 'Donate by City' under the Donate tab

6/6 participants encountered this problem.

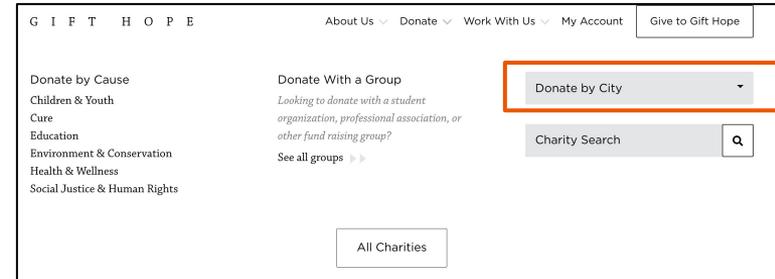
Persistence: Global

UI Focus: Navigation

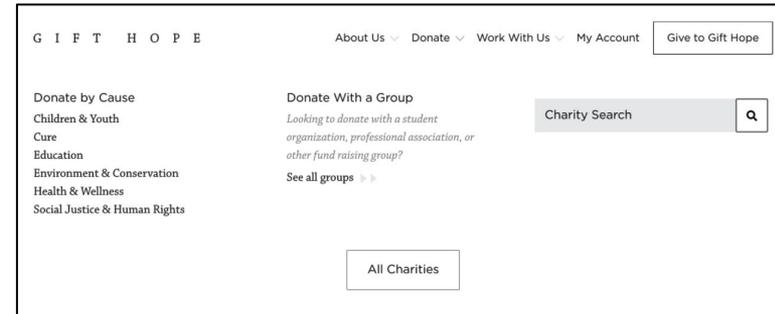
Location: Home -> Donate

Task: Finding a Charity Page

Problem Screenshot



Recommendation Mockup



Problem Title: "Donate" label is unclear. This label is not useful when the user is just trying to find information and doesn't want to donate yet

Problem Description

Severity: 1

Confusion between "donate" and "about us" when trying to find information about charities, as "donate" does not seem like it will contain information.

Voices

"'Donate' is actionable."

Recommendation

Rename the tab 'Donate' to 'Donation'.

1/6 participants encountered this problem.

Persistence: Global

UI Focus: Navigation

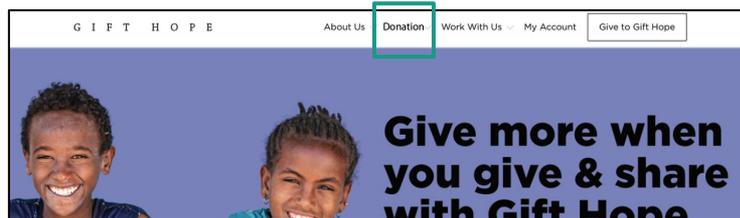
Location: Home -> Donate

Task: Finding a Charity Page

Problem Screenshot



Recommendation Mockup



Task 5 - Making a donation through a Fundraising Group

17%

of participants **PASSED** Task 5.

2 min 52 sec

MIN 2 min 33 sec - MAX 3 min 5 sec

was the average **TASK 5 COMPLETION TIME**

5.67



was the average SEQ score for Task 5
"How difficult or easy did you find this task"

Home → Donate → Charity Search →
Overtown Youth Center → Select Amount →
Fill details → Select Fundraising group →
Donate

was **the most common path flow** to complete
Task 5

Problem Title: The reminder for returning users is not obvious

Problem Description

Severity: 4

Most testers went directly to fill their information in the register form but did not notice that they already had built an account.

Voices/Notes

One participant went to log in on the checkout page cause she saw the first line on the checkout page saying "You will need a Gift Hope account in order to proceed with your donation."

Recommendation

Replace the "Returning User" and "Your Account" sections of the checkout form with buttons labeled "Returning User" and "New User", so the users have to click to reveal the login/register functions. Keep the rest of the form greyed out until they choose log in/register.

2 / 6 participants encountered this problem.

Persistence: Local

UI Focus: Interaction

Location: Checkout Pages

Task: Making a Donation Through a Fundraising Group

User cannot fill in following text until they finish the register/Login

Problem Screenshot

Checkout

Returning user? Click here to login

Your Account

You will need a Gift Hope account in order to proceed with your donation.

Your Donation

Anatomy Fashion Show - \$10

Recommendation Mockup

Checkout

New user? Click here to register Returning user? Click here to login

Your Donation

Overtown Youth Center - \$10

Total \$10.00

Fundraising Group

If you are making this donation as part of a group, please specify below.

Select Fundraising Group (optional)

None

Billing Details

Country *
United States (US)

Street address *
House number and street name

Apartment, suite, unit etc. (optional)

Town / City *

Checkout

New user? Click here to register Returning user? Click here to login

Your Donation

Overtown Youth Center - \$10

Total \$10.00

Fundraising Group

If you are making this donation as part of a group, please specify below.

Select Fundraising Group (optional)

None

Billing Details

Country *
United States (US)

Street address *
House number and street name

Apartment, suite, unit etc. (optional)

Town / City *

Problem Title: Lack of the selection bar for charities on fundraising group page.

Problem Description

Users clicked their fundraising group when they wanted to donate alongside that fundraising group, even when the charity was not listed on that group's page. Users would then donate to charities that the group is supporting, even when it wasn't the charity they wanted to support.

Voices

Chose a different charity because it was the only option under Phi Delta.

Recommendation

- Add the "XX Fundraising Group is supporting the following charities" section to each page.
- Add another section underneath that says "Want to donate to a charity that your group isn't supporting? Click [here](#), and make sure to include your group in the checkout page!" with a link to all charities & a search bar.

3 / 6 participants encountered this problem.

Persistence: Global

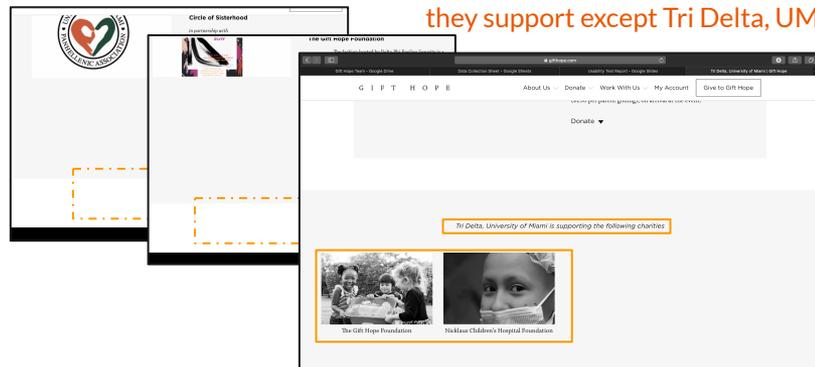
UI Focus: Interaction

Location: Each Fundraising group Pages

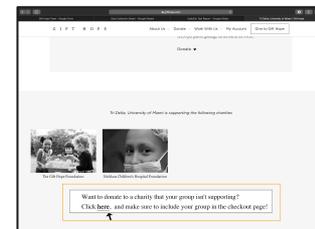
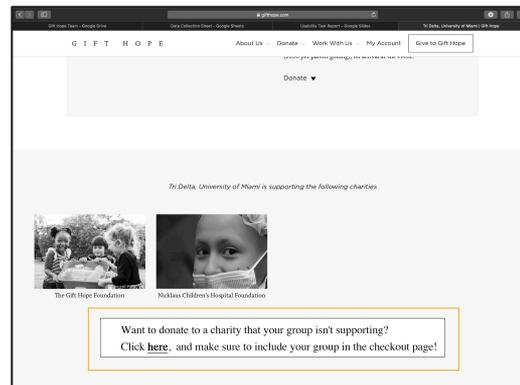
Task: Making a Donation Through a Fundraising Group

Problem Screenshot

All fundraising groups don't show the charities they support except Tri Delta, UM.



Recommendation Mockup



Problem Title: High similarity in the name of fundraising groups

Problem Description

Severity: 2

The name of charities under the down-list of fundraising groups are too similar to distinguish, as there are only four fundraising groups, three of them include 'Delta' in their name, and three belong to University of Miami.

Voices/Notes

Some fraternities have similar names, and are hard to distinguish in the dropdown because of that.

Recommendation

Since our brain is inclined to remember images rather than text, add a logo for each group here.

2 / 6 participants encountered this problem.

Persistence: Local

UI Focus: Content

Location: Checkout Pages

Task: Making a Donation Through a Fundraising Group

Problem Screenshot

Fundraising Group

If you are are making this donation as part of a group, please specify below:

Select Fundraising Group (optional)

- ✓ None
- Delta Phi Epsilon, Nova Southeastern University
- Panhellenic Association, University of Miami
- Phi Delta Epsilon, University of Miami
- Tri Delta, University of Miami

Recommendation Mockup

Fundraising Group

If you are are making this donation as part of a group, please specify below:

Select Fundraising Group (optional)

- ✓ None
-  Delta Phi Epsilon, Nova Southeastern University
-  Panhellenic Association, University of Miami
-  Phi Delta Epsilon, University of Miami
-  Tri Delta, University of Miami

Problem Title: Errors aren't obvious to users when filling the checkout form

Problem Description

Severity: 2

When participants typed in the blank, a bar will show in different colors to suggest that they are filling right or wrong; however the size of the bar is tiny to be noticed.

Voices/Notes

User did not notice the red bar which suggested the participant typed inappropriately.

Recommendation

- Add a text suggestion describing the information the form needs, for example "First name required. Please enter your first name." or "Please enter an email address in the format username@domain.com."
- Make the bar thicker.

1 / 6 participants encountered this problem.

Persistence: Local

UI Focus: Interaction

Location: Checkout Pages

Task: Making a Donation Through a Fundraising Group

Problem Screenshot

A screenshot of a checkout form with the following fields: First name *, Last name *, Phone *, and Email address *. The First name field contains a red vertical bar. The Email address field contains the text "8440 S Dixie".

Recommendation Mockup

A mockup of the checkout form with the following fields: First name *, Last name *, Phone *, and Email address *. The First name field has a thicker red vertical bar and the error message "First name required. Please enter your first name." below it. The Last name field has a thicker red vertical bar and the error message "Last name required. Please enter your last name." below it. The Phone field has a thicker red vertical bar and the error message "Please enter an e-mail address in the format (xxx)-xxx-xxxx." below it. The Email address field has a thicker red vertical bar and the error message "Please enter an e-mail address in the format username@domain.com." below it. The Create account password field has a thicker green vertical bar and the error message "Weak - Please enter a stronger password." below it. A hint at the bottom reads: "Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! * ? \$ % ^ & ; .".

Problem Title: Lack of third parties for payment

Problem Description

Severity: 1

There is only one payment method for donation – credit card. Thus, it lacks other options of payment which people prefer to use such as PayPal.

Voices

"There is only one way of credit card for payment. I prefer PayPal."

Recommendation

Add PayPal as a third-party payment method.

1 / 6 participants encountered this problem.

Persistence: Local

UI Focus: Interaction

Location: Checkout Pages

Task: Making a Donation Through a Fundraising Group

Problem Screenshot

Credit Card

Pay securely using your credit card.

Card Number *

Expiration (MM/YY) * Card Security Code *

MM / YY CSC

A red box highlights the area where a payment method button should be, with the text "Missing payment method" to its right.

Recommendation Mockup

Credit Card

PAY WITH

Pay securely using your credit card.

Card Number *

Expiration (MM/YY) * Card Security Code *

MM / YY CSC

A green box highlights the newly added "PAY WITH PayPal" button.

Issues across multiple tasks

2 Global issues were identified.

Problem Title: No feedback on where you are.

Problem Description

There's no indication for where the user is on the website after selecting an option.

Severity: 3

Voices

"I don't understand the actual flow"

Recommendation

Highlight the section the user is currently on as the header follows them.

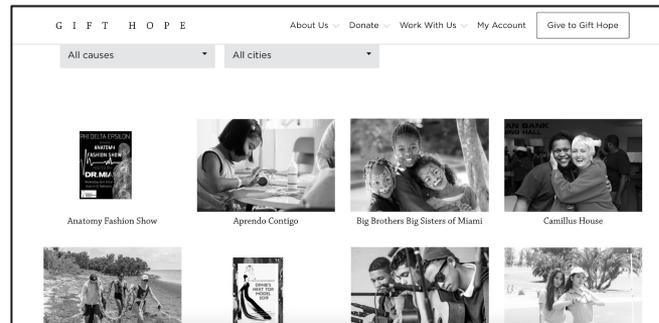
5 / 6 participants encountered this problem.

Persistence: Global

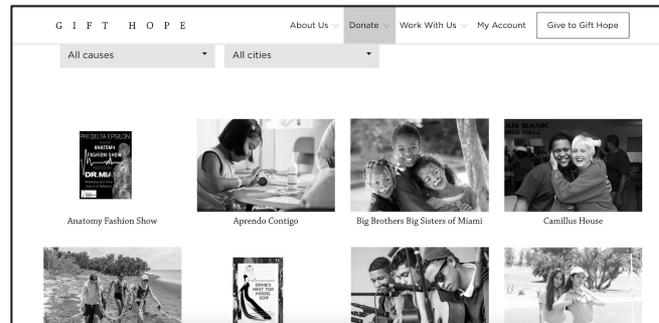
UI Focus: Navigation

Location: All Pages

Problem Screenshot



Recommendation Mockup



Problem Title: Redundant options in the footer and the top navigation bar.

Problem Description

Severity: 2

Options shown in the footer are not useful and they don't add any value to the design. The same options are shown in the top navigation bar.

Voices

No users went to the footer to complete any tasks.

Recommendation

Remove the footer options. Include only unique information as Contact us and copyright information.

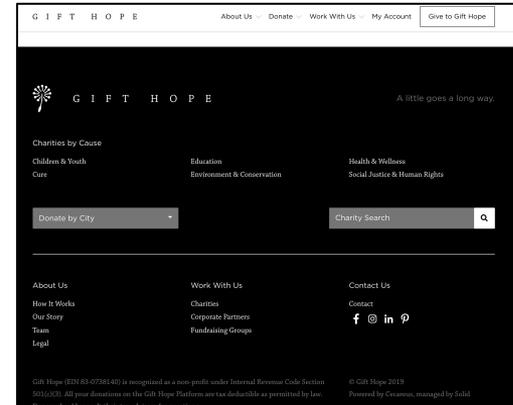
6/ 6 participants encountered this problem.

Persistence: Global

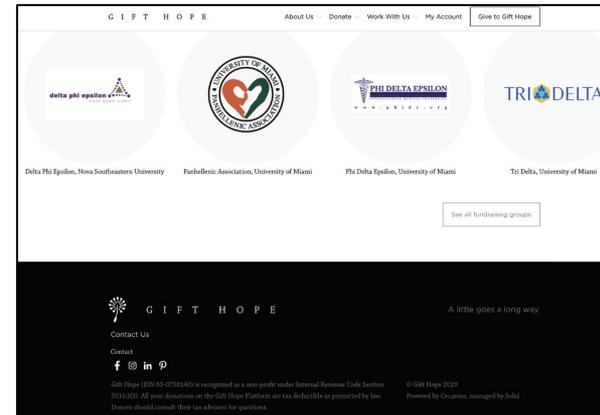
UI Focus: Navigation

Location: Footer

Problem Screenshot

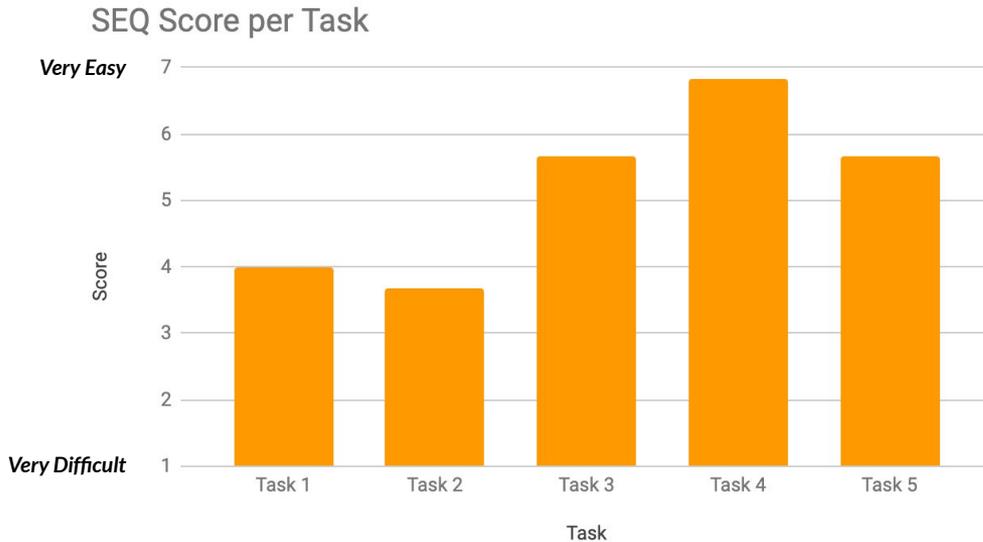


Recommendation Mockup





Results & Findings - Post Task Questionnaire (SEQ)

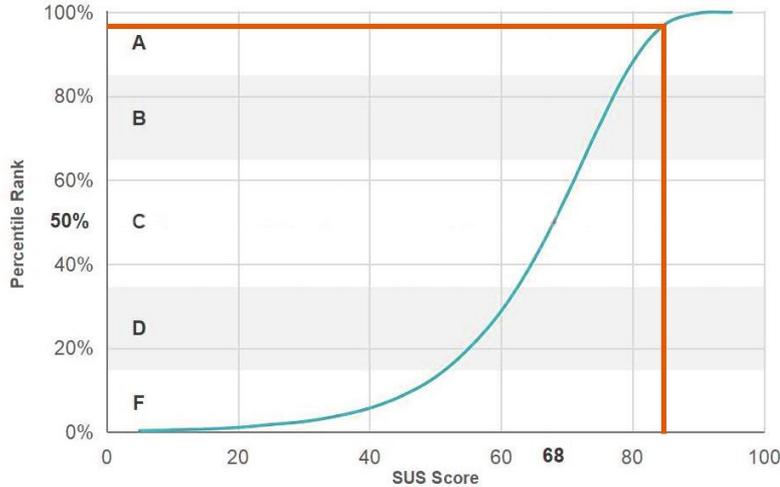


Users found tasks 3, 4, and 5 **easier** to complete than tasks 1 and 2.

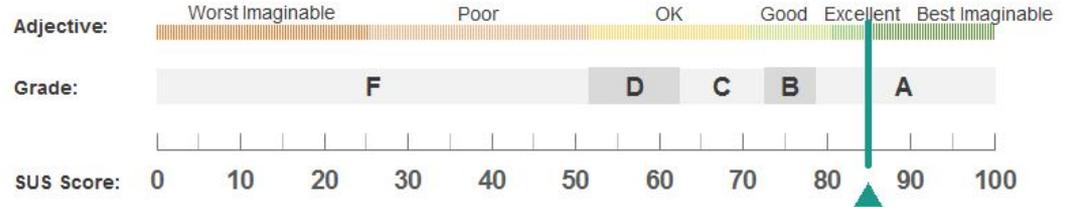
This is likely a reason why more design problems were found for tasks 1 and 2 (Learning More About Gift Hope and Applying as a Fundraising Group).

Results & Findings - Post Study Questionnaire (SUS)

Gift Hope's SUS Score was **85**



This score is in the 92nd percentile, which means that Gift Hope has a higher satisfaction than 92% of scores in the SUS database.



85 is considered an "Excellent" score on Bangor, Kortum, and Miller's adjective scale, and is assigned a grade of "A" by Sauro and Lewis.

Results & Findings - Icon intuitiveness

During this test, participants were told to match up icons from the “Donate by Cause” pages with their page titles.

Almost all icons were matched up correctly, but **two participants switched “Health & Wellness” with “Cure”**.

From this, we can tell that **those two icons need to be redone to fit their categories, or the titles need to be redone to fit the icons.**

	Children & Youth	Education	Social Justice & Human Rights	Health & Wellness	Cure	Environment & Conservation
	0	0	0	4	2	0
	0	0	6	0	0	0
	6	0	0	0	0	0
	0	0	0	2	4	0
	0	0	0	0	0	6
	0	6	0	0	0	0

Results & Findings: Post-test Interview:

 *“Could you tell us what you liked the most and the least about this website?”*

Most liked:

“The content is organized”.

“The description for menu was helpful.”

“Everything is not cluttered.”

“No overwhelming amount of information.”

“I liked the big titles, navigation is straightforward and it is easy to make selections”.

Least liked:

“ The donate button should be at the beginning rather than at the bottom on ‘Donate with a group’ page”.

“I’m more familiar with a logo for each charity rather than a real picture.”

“Images of the charities should have a logo, maybe a logo at the bottom of the picture”.



Conclusion

Gift Hope's website has quite a few elements that are well-designed. The clean look of the site was very appealing to the test's participants, and the Charity Search function is incredibly helpful to new users.

However, there are also many design flaws in the website. The site's layout and navigation are especially troublesome, as the poor organization, sub-par labeling, lack of feedback, and spread-out elements made it difficult for participants to navigate to the correct pages or find the information they were looking for.

With that said, participants generally enjoyed their time using the Gift Hope website, giving it an "Excellent" score and making some positive comments. By continuing to iterate on the design, we are confident Gift Hope can fix these flaws and have a truly incredible web page.



Appendices – Demographic

University of Miami - Usability Test

Preliminary Information. Please put an 'x' before the answer you would like to choose.

Date: April ____ 2019

1. What is your gender? Female Male

2. What is your age? _____

3. Race/ Ethnicity (select one or more)

- Caucasian African American Asian
 American Indian Alaska native Hispanic
 Middle Eastern Pacific Islander Caribbean
 Other: _____ (need text box)

4. Please indicate your Education Level (select highest level achieved):

- High School Graduate Vocational/ Technical Graduate Certification
 Some College Associates Degree Bachelor's Degree
 Masters Degree Doctoral Degree
 Other: _____ (need text box)

5. What devices do you use when visiting websites ? (select one or more)

- Tablet Laptop Desktop Mobile
 Other _____

6. What is your preferred web browser? (select one)

- Chrome Explorer Safari Firefox
 Other _____

8. Have you ever donated to a charity online?

- Yes No Not Sure / Don't know

9. Have you ever visited the Gift Hope website (gifthope.com)?

- Yes No Not Sure / Don't know



Appendices – Demographic

University of Miami - Usability Test

Preliminary Information. Please put an 'x' before the answer you would like to choose.

Date: April ____ 2019

1. What is your gender? Female Male

2. What is your age? _____

3. Race/ Ethnicity (select one or more)

Caucasian African American Asian
 American Indian Alaska native Hispanic
 Middle Eastern Pacific Islander Caribbean
 Other: _____ (need text box)

4. Please indicate your Education Level (select highest level achieved):

High School Graduate Vocational/ Technical Graduate Certification
 Some College Associates Degree Bachelor's Degree
 Masters Degree Doctoral Degree
 Other: _____ (need text box)

5. What devices do you use when visiting websites ? (select one or more)

Tablet Laptop Desktop Mobile
 Other _____

6. What is your preferred web browser? (select one)

Chrome Explorer Safari Firefox
 Other _____

8. Have you ever donated to a charity online?
 Yes No Not Sure / Don't know

9. Have you ever visited the Gift Hope website (gifthope.com)?
 Yes No Not Sure / Don't know



Appendices – Consent Form

Participant Consent Form
Interactive Media, MFA • University of Miami

This study is a test exercise to inform the usability of Gift Hope's website. It will take approximately 30 minutes to complete.

The purpose of this study is to gather insights that relate to usability issues on the Gift Hope website. The collected data from this study will be used to inform the potential iterations of the Gift Hope website.

A preliminary questionnaire for demographics will be provided. After completion, the instructions for the participant to follow during the study will be verbally provided. You will be presented with five scenarios, written in your packet, and will be given access to the Gift Hope website. The tasks you will be asked to complete relate to the content of the Gift Hope website. We ask that you think out loud while completing these tasks so we can understand your thought process and rationale. Some tasks will necessitate a short written response. At the end of the test and the end of each task, you will be asked to complete a short questionnaire.

This study is anonymous. We will not be collection or retaining any information about you. Your activity will not be associated with any identifying information. Your participation in this research is voluntary and appreciated. You will not be penalized if you refuse to participate or decide to stop. If you have any additional questions regarding this study, please contact the course professor, Dr. Barbara Millet at bmillet@miami.edu.

Participation Agreement

Signing this document means that the study, including the above information, has been described to you verbally, and that you voluntarily agree to participate. You also agree to immediately raise any concerns or areas of discomfort during the session with the moderator.

Date: _____

Please print your name: _____

Please sign your name: _____

Printed name of person obtaining consent: _____

Signature of person obtaining consent: _____



Appendices – After Task Questionnaires

University of Miami - Usability Test

Participant Feedback

The following questionnaire is the Single Ease Question (SEQ), which evaluates how difficult each task is to complete.

Please circle your answer on the scale.

Overall, how difficult or easy did you find this task?

1

2

3

4

5

6

7

Very Difficult

Very

Easy



Appendices – Moderator Packet

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BEFORE THIS TASK

Timer is ready The website is at the starting page - Home Page

1. Give the participant the task sheet
2. Read the following:
"Here is the scenario for task 1. Please read it first. As you complete the task, please think aloud whatever comes to your mind. When you are ready to go, please say 'START'. Once you have finished a task, please verbally indicate that you have finished by saying 'FINISHED'."
3. If the participant stops thinking aloud while completing a task, please prompt them to resume talking.
4. If the participant forgets to say "FINISHED", the moderator should ask the participant "Are you finished?" and stop timing when you get the answer "Yes".
5. If the participant fails to finish the task within 3 min, the moderator should tell the him/her "Thank you. Let's move forward to the next task." This task will be marked as FAIL.

TASK 1: Learning About Gift Hope

Scenario: You have recently heard about a charity website called Gift Hope from a friend. Your friend told you that the website can help simplify donations that are made through Gift Hope. Using information on the Gift Hope website, describe how Gift Hope enhances your donations.
[Answer: "By matching donations with corporate partners" (exact wording not required)]

NOTES:

POST TASK INSTRUCTIONS

6. Read the following:
"Please fill out the post-task questionnaire." (It's on the task page in the participant packet)
 Obtain the task sheet with a finished post-task questionnaire
7. Ask the post-task interview question
"Could you share your experience with this task with us?" [TAKE NOTES]

RECORDS

Pass Fail

Pass w/ Assistance

Time:

Starting page: Home Page

Ending Page: Home Page, How It Works, Our Story, Gift Hope Foundation Charity Page

TASK FLOW: Learning About Gift Hope

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

Home → About Us → How It Works → Scroll Down

Home → About Us → Our Story → Scroll Down

Home → Give to Gift Hope

Home → Scroll Down

Home → Scroll Down → How It Works → Scroll Down

Home → Scroll Down → Learn More → Scroll Down

Home → Scroll Down → Our Story → Scroll Down



Appendices – Post Study Questionnaires

University of Miami - Usability Test

Post Study - Participant Feedback

The following is the System Usability Scale (SUS), which determines subjective evaluations of usability in a product.

Please circle your answer on the scale.

	Strongly Disagree			Strongly Agree	
I think that I would like to use this system frequently.	1	2	3	4	5
I found the system unnecessarily complex.	1	2	3	4	5
I thought the system was easy to use.	1	2	3	4	5
I think that I would need the support of a technical person to be able to use this system.	1	2	3	4	5
I found the various functions in this system were well integrated.	1	2	3	4	5
I thought there was too much inconsistency in this system.	1	2	3	4	5
I would imagine that most people would learn to use this system very quickly.	1	2	3	4	5
I found the system very cumbersome to use.	1	2	3	4	5
I felt very confident using the system.	1	2	3	4	5
I needed to learn a lot of things before I could get going with this system.	1	2	3	4	5

Appendices – Icon Comprehensibility Test

University of Miami - Usability Test

Icon Comprehensibility Test

For this final phase of the study, you will be determining how well icons match up to the items they represent. Draw lines to match each icon with the category you think it fits the best.

	Children & Youth
	Education
	Social Justice & Human Rights
	Health & Wellness
	Cure
	Environment & Conservation

THIS STUDY IS NOW COMPLETE.
THANK YOU FOR YOUR PARTICIPATION!



Appendices – Moderator Packet

Usability Test Moderator Packet

TEAM: THE GIFT HOPE

Moderator: _____

Date: _____

Location: _____

Participant #: _____

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INSTRUCTIONS FOR MODERATORS AND OBSERVERS

- Make sure everything is checked off before moving on to the next step
- Moderator and observers are **not supposed to interact with participants** while they are completing tasks. This also includes not to answer any questions being asked while a participant is completing tasks
- **Both the moderator and observers** will be timing the participant. The start point of timing is when the participant says "Start" and the end point is when the participant says "Finished".
- If participants stop talking (stop "thinking aloud") while completing a task, please prompt them to resume talking.
- **If the participant forgets to say "START", the moderator should start timing when the participant starts moving the mouse.**
- **If the participant forgets to say "FINISHED", the moderator should ask the participant "Are you finished?" and stop timing when you get the answer "Yes"**
- If the participant fails to finish the task within 3 min, the moderator should tell the him/her "Thank you. It's OK. Let's move forward to the next task." This task will be marked as FAIL.

PRIOR TO THE TESTING SESSION

EQUIPMENT AND SOFTWARE SETTING UP

- Turn on the testing computer
- Open the web browser (Chrome)
- Clear the browser's cache
- Go to gifthope.com
- Make sure that no other webpages are open

MODERATOR PREPARATION

- All 6 investigators have arrived.
- Timing is ready
- Each moderator/observer has a pen. There is a pen ready for the participant.
- Participant packets are placed in order, ready to be handed out
- Each moderator/observer has 6 moderator/observer packets placed in order.



Appendices – Moderator Packet

UPON PARTICIPANT ARRIVAL

INTRODUCE THE STUDY AND OBTAIN CONSENT

- **Read the following**

"Thank you for coming today. My name is _____, and I'll be working directly with you as you complete the study today. This is _____, _____, and _____. They are here to assist the study."

"This study is a test exercise to evaluate the usability of Gift Hope's website. It is a fundraising website which brings the individual donors, groups and corporations together on one platform to make donations with bigger impact. This study will take approximately 30 minutes to complete. The purpose of this study is to gather insights that relate to usability issues on the Gift Hope website."

"A preliminary questionnaire for demographics will be provided. After completion, the instructions for you to follow during the study will be verbally provided. You will be presented with five scenarios, written in your packet, and will be given access to the Gift Hope website. The tasks you will be asked to complete relate to the content of the Gift Hope website. For each task, please complete it at your regular pace. There is no need to be rushing. We ask that you think out loud while completing these tasks so we can understand your thought process and rationale. Some tasks will necessitate a short written response. At the end of each task and the end of the test, you will be asked to complete a short questionnaire. The test will be followed by a brief matching activity."

"It's important for you to know that it is not you that we are testing. We are here to test the website so it is totally OK if you are not able to finish a task."

INTRODUCE THE STUDY AND OBTAIN CONSENT

"Before we begin, we will need you to sign a consent form. This form describes the study and your rights as a participant. Here is the consent form"

- Give the participant the consent form**

"Also I will describe the consent form for you to ensure everything is clearly communicated."

- **Read the following**

"The first two paragraphs brief you on the study. The third paragraph describes how this study works, followed by an introduction about anonymity and confidentiality of the study along with your rights. Once you finish reading it, please sign your name here."

- Obtain signed consent form**

"Do you have any questions for me before we get started?"

DURING THE TESTING SESSION

COLLECT DEMOGRAPHIC INFORMATION

- **Read the following:**

"Now let's begin our study. First, please fill out this demographic survey."

- **Give the participant the demographic survey**

- Obtain filled out demographic survey**

BEFORE THE FIRST TASK

- **Read the following:**

"Next, you will be asked to finish five tasks. Each task will include a scenario description. Please read the scenario first. You may ask questions about the scenario before you start a task. But we cannot provide you with directions on how to complete the task. When you are ready to go, please say "START" so we can start timing. Once you have finished a task, please verbally indicate that you are finished by saying "FINISHED".

Appendices – Moderator Packet

BEFORE THIS TASK

Timer is ready The website is at the starting page - Home Page

- Give the participant the task sheet
- Read the following:
 "Here is the scenario for task 1. Please read it first. As you complete the task, please think about whatever comes to your mind. When you are ready to go, please say 'START!'. Once you have finished a task, please verbally indicate that you have finished by saying 'FINISHED!'"
- If the participant stops thinking aloud while completing a task, please prompt them to resume talking.
- If the participant forgets to say "FINISHED", the moderator should ask the participant "Are you finished?" and stop timing when you get the answer "Yes."
- If the participant fails to finish the task within 3 min, the moderator should tell the him/her "Thank you. Let's move forward to the next task."
 This task will be marked as FAIL.

TASK 2: Signing Up as a Fundraising Group

Scenario: Your name is Jane Doe, and you are the president of a new University of Miami sorority named Alpha Alpha. You would like people to donate through your sorority using the Gift Hope website. You are gathering information so that you can sign up your sorority into Gift Hope's community. What's the maximum number of photos of your team that you can upload to be displayed on the website?
 [Answer: 5]

NOTES:

POST TASK INSTRUCTIONS

- Read the following:
 "Please fill out the post-task questionnaire." (It's on the task page in the participant packet)
 Obtain the task sheet with a finished post-task questionnaire
- Ask the post-task interview question
 "Could you share your experience with this task with us?" [TAKE NOTES]

RECORDS

Pass Fail

Pass w/ Assistance

Time:

Starting page: Home Page

Ending Page: Fundraising Group Profile Form

TASK FLOW: Signing up as a Fundraising Group

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

Home → Scroll Down → Work With Us → Fundraising Groups → Apply Here → Scroll Down → "How To Make Sure Your Group Logo Looks Great!"

Home → Work With Us → Fundraising Groups → Apply Here → Scroll Down → "How To Make Sure Your Group Logo Looks Great!"

NOTES:

BEFORE THIS TASK

Timer is ready The website is at the starting page - Home Page

- Give the participant the task sheet
- Read the following:
 "Here is the scenario for task 1. Please read it first. As you complete the task, please think about whatever comes to your mind. When you are ready to go, please say 'START!'. Once you have finished a task, please verbally indicate that you have finished by saying 'FINISHED!'"
- If the participant stops thinking aloud while completing a task, please prompt them to resume talking.
- If the participant forgets to say "FINISHED", the moderator should ask the participant "Are you finished?" and stop timing when you get the answer "Yes."
- If the participant fails to finish the task within 3 min, the moderator should tell the him/her "Thank you. Let's move forward to the next task."
 This task will be marked as FAIL.

TASK 3: Donating by Cause

Scenario: You are interested in donating to charities that support medical research. How many charities are listed on the Gift Hope website that support medical research?
 [Answer: 2 possible answers: 6 (Cure) or 2 (Health & Wellness)]

NOTES:

POST TASK INSTRUCTIONS

- Read the following:
 "Please fill out the post-task questionnaire." (It's on the task page in the participant packet)
 Obtain the task sheet with a finished post-task questionnaire
- Ask the post-task interview question
 "Could you share your experience with this task with us?" [TAKE NOTES]

RECORDS

Pass Fail

Pass w/ Assistance

Time:

Starting page: Home Page

Ending Page: "Cure" Close Page, "Health & Wellness" Page

Appendices – Moderator Packet

TASK FLOW: Donate by Cause

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

- Home → Donate → Cure → Scroll Down
- Home → Donate → Health & Wellness → Scroll Down
- Home → Scroll Down → Cure (Body) → Scroll Down
- Home → Scroll Down → Cure (Footer) → Scroll Down
- Home → Scroll Down → Health & Wellness (Body) → Scroll Down
- Home → Scroll Down → Health & Wellness (Footer) → Scroll Down

BEFORE THIS TASK

Timer is ready The website is at the starting page - Home Page

1. Give the participant the task sheet

2. Read the following:

Here is the scenario for task 1. Please read it first. As you complete the task, please think about whatever comes to your mind. When you are ready to go, please say "START". Once you have finished a task, please verbally indicate that you have finished by saying "FINISHED."

3. If the participant stops thinking aloud while completing a task, please prompt them to resume talking

4. If the participant forgets to say "FINISHED", the moderator should ask the participant "Are you finished?" and stop timing when you get the answer "Yes"

5. If the participant fails to finish the task within 3 min, the moderator should tell the him/her "Thank you. Let's move forward to the next task." This task will be marked as FAIL.

TASK 4: Finding a Charity Page

Scenario: You are interested in donating to charities, but you would prefer to donate to established charities over newer ones. In what year was the organization "Big Brothers Big Sisters of Miami" created?

[Answer: "1994"]

NOTES:

POST TASK INSTRUCTIONS

6. Read the following:

"Please fill out the post-task questionnaire." (It's on the task page in the participant packet)

Obtain the task sheet with a finished post-task questionnaire

7. Ask the post-task interview question

"Could you share your experience with this task with us?" [TAKE NOTES]

RECORDS

Pass Fail

Pass w/ Assistance

Time:

Starting page: Home Page

Ending Page: Big Brothers Big Sisters of Miami County Page

TASK FLOW: Finding a Charity Page

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

- Home → About Us → How It Works → All Charities → Big Brothers Big Sisters of Miami
- Home → Donate → All Charities → Big Brothers Big Sisters of Miami
- Home → Donate → Charity Search → Big Brothers Big Sisters of Miami
- Home → Donate → Children & Youth → Big Brothers Big Sisters of Miami
- Home → Donate → Donate By City → Miami, FL → Big Brothers Big Sisters of Miami
- Home → Donate → Social Justice & Human Rights → Big Brothers Big Sisters of Miami
- Home → Scroll Down → All Charities → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Charity Search → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Children & Youth (Body) → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Children & Youth (Footer) → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Donate By City → Miami, FL → Big Brothers Big Sisters of Miami
- Home → Scroll Down → How It Works → All Charities → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Social Justice & Human Rights (Body) → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Social Justice & Human Rights (Footer) → Big Brothers Big Sisters of Miami
- Home → Work With Us → Charities → All Charities → Big Brothers Big Sisters of Miami

Appendices – Moderator Packet

BEFORE THIS TASK

Time is ready The website is at the starting page - Home Page

1. Give the participant the task sheet

2. Read the following:

"Here is the scenario for task 1. Please read it first. As you complete the task, please think about whatever comes to your mind. When you are ready to go, please say 'START!'. Once you have finished a task, please verbally indicate that you have finished by saying 'FINISHED!'"

3. If the participant stops thinking aloud while completing a task, please prompt them to resume talking.

4. If the participant forgets to say "FINISHED", the moderator should ask the participant "Are you finished?" and stop timing when you get the answer "Yes"

5. If the participant fails to finish the task within 3 min, the moderator should tell the him/her "Thank you. Let's move forward to the next task." This task will be marked as FAIL.

TASK 5: Making a Donation Through a Fundraising Group

Scenario: Your name is Mary Smith, and you are a member of Phi Delta Epsilon. Make a \$10 donation to the Overtown Youth Center as a member of your fraternity. Your phone number is (123)456-7890. You live at 123 Palm Lane, Coral Gables, FL, 33124. Your student email address is msmith@deltafd@gmail.com. Your Gift Hope password is Password1234.

Notes: Stop once you have completed every required item except for filling out credit card information.

[Answer: SUCCESS: Correct charity chosen and all items filled in correctly - particularly watch out for "Fundraising Group" section]

NOTES:

POST TASK INSTRUCTIONS

6. Read the following:
"Please fill out the post-task questionnaire." (It's on the task page in the participant packet)
 Obtain the task sheet with a finished post-task questionnaire

7. Ask the post-task interview question
"Could you share your experience with this task with us?" [TAKE NOTES]

RECORDS

Pass Fail

Pass w/ Assistance

Time: _____

Starting page: Home Page

Ending Page: Checkout Page

TASK FLOW: Making a Donation through a Fundraising Group

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

Home → About Us → How It Works → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate → Donate

Home → Donate → Children & Youth → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

Home → Donate → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

Home → Donate → Charity Search → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

Home → Scroll Down → Children & Youth → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

Home → Scroll Down → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

Home → Scroll Down → Charity Search → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

Home → Scroll Down → How It Works → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

Home → Scroll Down → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

UPON TEST COMPLETION

POST-STUDY INSTRUCTIONS

- Read the following:
"Great, now we have one post-study survey for you to complete. Please fill it out and let me know when you finish it."
- Give the participant the post-study questionnaire
 Obtain the finished post-study questionnaire
- Give the participant the icon comprehensibility test sheet
"Here is the one last sheet for icon comprehensibility testing. You are provided with 6 icons that was listed in the Gift Hope website representing 6 different donating cause categories. Please draw lines to match each icon with the category you think it fits the best."
- Obtain the the icon comprehensibility test sheet
- Ask the post-study interview question
"Could you tell us:
1. what you liked the most about this website"
2. and what you liked the least about this website?"
- If the participant mentioned some specific things about the website, try to ask some following questions to probe for more details WITHIN THE TIME LIMIT.

NOTES (The following page is also available for notes) :



Appendices – Moderator Packet

NOTES:

CONCLUSION

- **Read the following:**
"Great! That's the end of the study! Thank you so much for your time! Your input has been very valuable for us. Do you have any questions before you go?"

"Thanks again!"

UPON PARTICIPANT DEPARTURE

STORE PARTICIPANT DATA

- **Make sure this participant packet includes the followings:**
 - the consent form
 - the demographic questionnaire
 - task scenarios (+5)
 - post-study questionnaire

PREPARING FOR THE NEXT TEST

- The website has been redirected to the homepage.
- The browser cache is cleared.



Appendices – Observer Packet

Usability Test Observer Packet

TEAM: THE GIFT HOPE

Observer: _____

Date: _____

Location: _____

Participant #: _____

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INSTRUCTIONS FOR MODERATORS AND OBSERVERS

- Make sure everything is checked off before moving on to the next step
- Moderator and observers are **not supposed to interact with participants** while they are completing tasks. This also includes not to answer any questions being asked while a participant is completing tasks
- **Both the moderator and observers** will be timing the participant. The start point of timing is when the participant says "Start" and the end point is when the participant says "Finished".
- **Remind the moderator to reset the webpage if he/she forgets to do so.**
- **Observers should help the moderator to track time.**

Appendices – Observer Packet

BEFORE THIS TASK

⌚ Timer is ready ⌚ The website is at the starting page - Home Page

TASK 1: Learning About Gift Hope

Scenario: You have recently heard about a charity website called Gift Hope from a friend. You friend told you that the website can help amplify donations that are made through Gift Hope. Using information on the Gift Hope website, describe how Gift Hope enhances your donations.

[Answer: "By matching donations with corporate partners" (exact wording not required)]

NOTES:

RECORDS

Pass Fail
 Pass w/ Assistance

Time:

Starting page: Home Page

Ending Page: Home Page, How it Works, Our Story, Gift Hope Foundation Charity Page

TASK FLOW: Learning About Gift Hope

Moderator: Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

- Home → About Us → How It Works → Scroll Down
- Home → About Us → Our Story → Scroll Down
- Home → Give to Gift Hope
- Home → Scroll Down
- Home → Scroll Down → How It Works → Scroll Down
- Home → Scroll Down → Learn More → Scroll Down
- Home → Scroll Down → Our Story → Scroll Down

POST TASK INSTRUCTIONS

- Take notes of the participant's answer to the post-task interview question "Could you share your experience with this task with us?"

BEFORE THIS TASK

⌚ Timer is ready ⌚ The website is at the starting page - Home Page

TASK 2: Signing Up as a Fundraising Group

Scenario: Your name is Jane Doe, and you are the president of a new University of Miami sorority named Alpha Alpha. You would like people to donate through your sorority using the Gift Hope website. You are gathering information so that you can sign up your sorority into Gift Hope's community. What's the maximum number of photos of your team that you can upload to be displayed on the website?

[Answer: 5]

NOTES:

RECORDS

Pass Fail
 Pass w/ Assistance

Time:

Starting page: Home Page

Ending Page: Fundraising Group Profile Form

POST TASK INSTRUCTIONS

- Take notes of the participant's answer to the post-task interview question "Could you share your experience with this task with us?"



Appendices – Observer Packet

TASK FLOW: Signing Up as a Fundraising Group

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

- Home → Scroll Down → Work With Us → Fundraising Groups → Apply Here → Scroll Down → "How To Make Sure Your Group Logo Looks Great!"
- Home → Work With Us → Fundraising Groups → Apply Here → Scroll Down → "How To Make Sure Your Group Logo Looks Great!"

BEFORE THIS TASK

- Time is ready → The website is at the starting page - Home Page

TASK 3: Donating by Cause

Scenario: You are interested in donating to charities that support medical research. How many charities are listed on the Gift Hope website that support medical research?
[Answer: 2 possible answers: 6 (Cure) or 2 (Health & Wellness)]

NOTES:

POST TASK INSTRUCTIONS

- Take notes of the participant's answer to the post-task interview question "Could you share your experience with this task with us?"

RECORDS

- Pass Fail
- Pass w/ Assistance

Time:

Starting page: Home Page
Ending Page: Cure Cause
Page: Health & Wellness Page

TASK FLOW: Donate by Cause

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

- Home → Donate → Cure → Scroll Down
- Home → Donate → Health & Wellness → Scroll Down
- Home → Scroll Down → Cure (Body) → Scroll Down
- Home → Scroll Down → Cure (Footer) → Scroll Down
- Home → Scroll Down → Health & Wellness (Body) → Scroll Down
- Home → Scroll Down → Health & Wellness (Footer) → Scroll Down

Appendices – Observer Packet

BEFORE THIS TASK

• Timer is ready • The website is at the starting page - Home Page

TASK 4: Finding a Charity Page

Scenario: You are interested in donating to charities, but you would prefer to donate to established charities over newer ones. In what year was the organization "Big Brothers Big Sisters of Miami" created? [Answer: "1958"]

NOTES:

RECORDS

Pass Fail
 Pass w/ Assistance

Time:

Starting page: Home Page

Ending Page: Big Brothers Big Sisters of Miami's Charity Page

TASK FLOW: Finding a Charity Page

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

- Home → About Us → How It Works → All Charities → Big Brothers Big Sisters of Miami
- Home → Donate → All Charities → Big Brothers Big Sisters of Miami
- Home → Donate → Charity Search → Big Brothers Big Sisters of Miami
- Home → Donate → Children & Youth → Big Brothers Big Sisters of Miami
- Home → Donate → Donate By City → Miami, FL → Big Brothers Big Sisters of Miami
- Home → Donate → Social Justice & Human Rights → Big Brothers Big Sisters of Miami
- Home → Scroll Down → All Charities → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Charity Search → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Children & Youth (Body) → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Children & Youth (Footer) → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Donate By City → Miami, FL → Big Brothers Big Sisters of Miami
- Home → Scroll Down → How It Works → All Charities → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Social Justice & Human Rights (Body) → Big Brothers Big Sisters of Miami
- Home → Scroll Down → Social Justice & Human Rights (Footer) → Big Brothers Big Sisters of Miami
- Home → Work With Us → Charities → All Charities → Big Brothers Big Sisters of Miami

BEFORE THIS TASK

• Timer is ready • The website is at the starting page - Home Page

TASK 5: Making a Donation Through a Fundraising Group

Scenario: Your name is Mary Smith, and you are a member of Phi Delta Epsilon. Make a \$10 donation to the Overton Youth Center as a member of your fraternity. Your phone number is (234)456-7890. You live at 123 Palm Lane, Coral Gables, FL, 33124. Your student email address is mjsPhiDelta99@gmail.com. Your Gift Hope password is Password1234.

Notes: Stop once you have completed every required item except for filling out credit card information.

[Answer: SUCCESS: Correct charity chosen and all items filled in correctly - particularly watch out for "Fundraising Group" section]

NOTES:

RECORDS

Pass Fail
 Pass w/ Assistance

Time:

Starting page: Home Page

Ending Page: Checkout Page

POST TASK INSTRUCTIONS

- Take notes of the participant's answer to the post-task interview question "Could you share your experience with this task with us?"

POST TASK INSTRUCTIONS

- Take notes of the participant's answer to the post-task interview question "Could you share your experience with this task with us?"



Appendices – Observer Packet

TASK FLOW: Making a Donation through a Fundraising Group

Moderator - Check the box of the flow that matches the participant's path. If the participant makes errors, choose the nearest path that led to success.

- Home → About Us → How It Works → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate
- Home → Donate → Children & Youth → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate
- Home → Donate → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate
- Home → Donate → Charly Search → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate
- Home → Scroll Down → Children & Youth → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate
- Home → Scroll Down → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate
- Home → Scroll Down → Charly Search → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate
- Home → Scroll Down → How It Works → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate
- Home → Scroll Down → All Charities → Overtown Youth Center → Select Amount → Fill details → Select Fundraising group → Donate

UPON TEST COMPLETION

POST-STUDY INSTRUCTIONS

- Take notes of any comments from participants and their answers to the post-study interview question:
"Could you tell us what you liked the most about this website and what you liked the least about this website?"

NOTES:



Appendices – Raw Data

See attached excel data sheets.