

Heuristic Evaluation : Gift Hope

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CIM 622: User Experience Research
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Executive Summary

Gift Hope is a charity website where users could donate to causes and charities they care about and share the donation. It connects users to a like-minded corporate partner who will match their donation. This report analyses user interface design of the website to identify strengths and weaknesses towards achieving its primary goal, which is to ensure that information is provided in an accurate and timely manner. To find the advantages and disadvantages, Jakob Nielsen's 10 general principles of heuristics and severity ratings for interaction design were applied. We made individual heuristic reviews first then collected the general comments to figure out the final spreadsheet. Current strengths relate primarily to the site's real-time feedback and concise categories; weaknesses are in terms of icon intuitiveness, navigation, layout, content and interaction. Recommendations to address these issues are demonstrated using high-fidelity mockups for redesign.



Introduction

Purpose

To identify and evaluate the experience of using the website of Gift Hope (gifthope.com), especially usability problems in the user interface (UI) design, using Jakob Nielsen's 10 heuristics, and providing suggestions to improve.

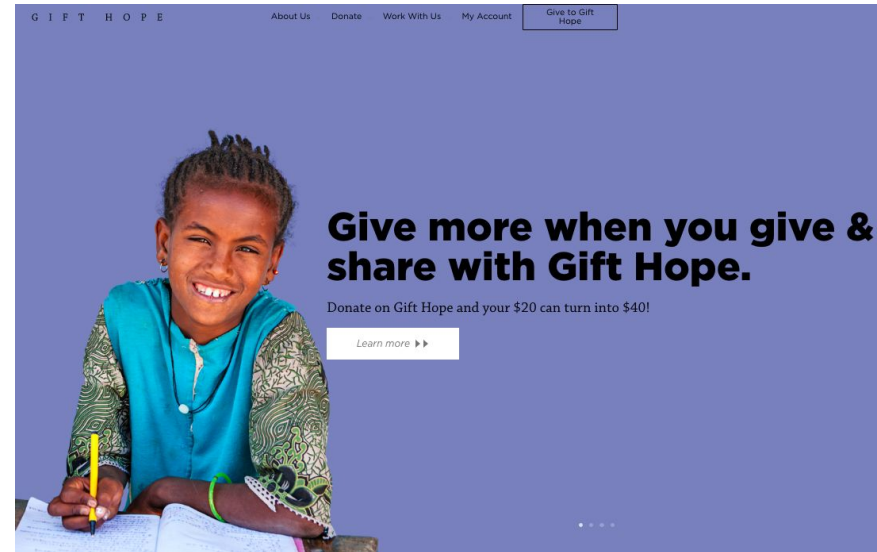
Agenda

- Product Description
- Method
- Procedure
- Evaluators
- Results
 - Keepers
 - Issues & Recommendations
 - Bugs
- Conclusion
- Appendix



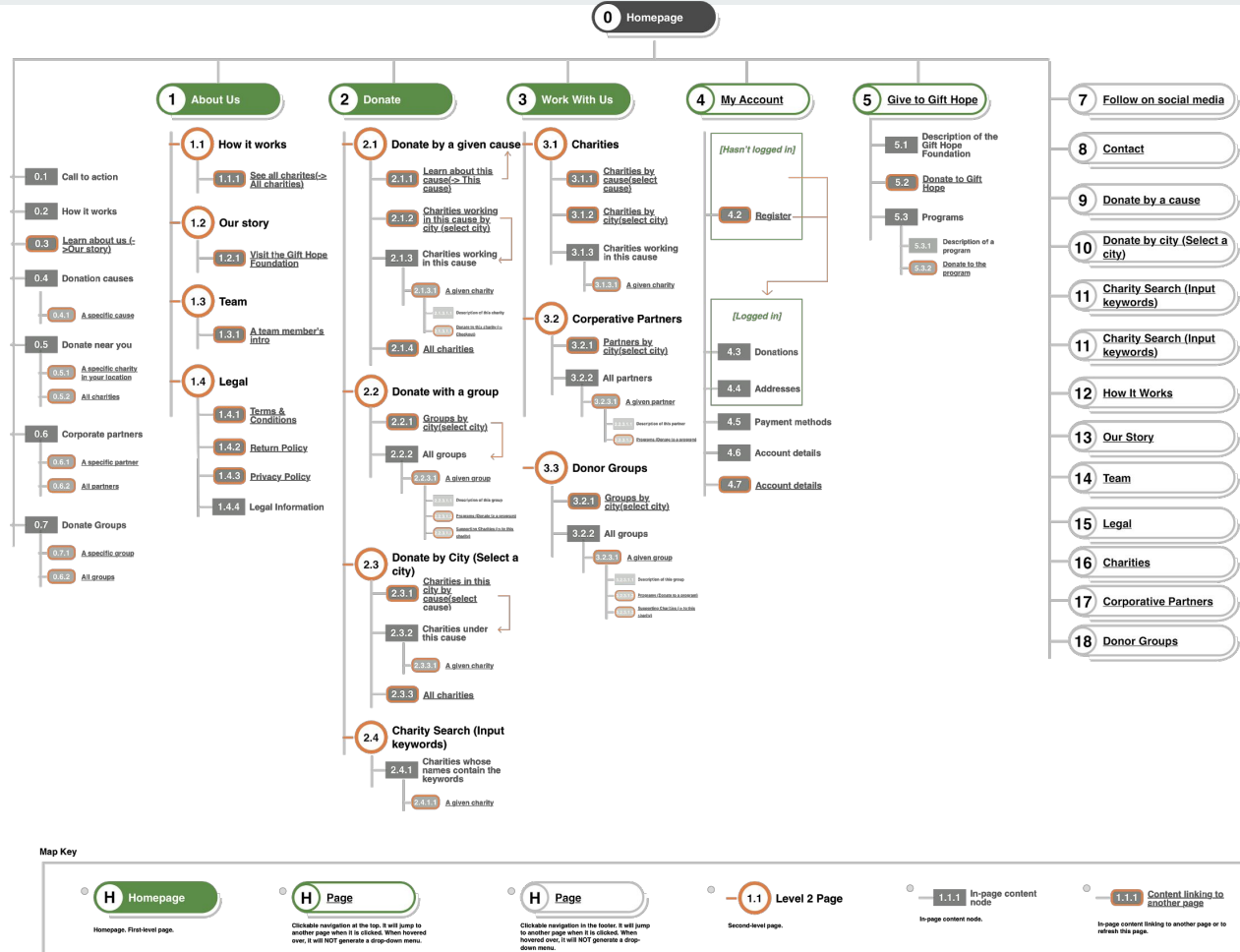
Product Description

Gift Hope is a website that provides a platform where people can donate to charities they care about and share about their donation. It also connects people with corporate partners or groups which match their donation.



Product Description

- Current Sitemap



Map Key

H Homepage

Homepage, first-level page.

H Page

Clickable navigation at the top, it will jump to another page when it is clicked. When hovered over, it will NOT generate a drop-down menu.

H Page

Clickable navigation in the footer, it will jump to another page when it is clicked. When hovered over, it will NOT generate a drop-down menu.

1.1 Level 2 Page

Second-level page.

1.1.1 In-page content node

In-page content node.

1.1.1 Content linking to another page

In-page content linking to another page or to refresh this page.



Methods

- Heuristic Evaluation
- 6 Evaluators
- Equipments used: 6 Macbook laptops
- Jakob Nielsen's 10 heuristics for interface design
 - Visibility of system status
 - Match between system and the real world
 - User control and freedom
 - Consistency and standards
 - Error prevention
 - Recognition rather than recall
 - Flexibility and efficiency of use
 - Aesthetic and minimalist design
 - Help users recognize, diagnose, and recover from errors
 - Help and documentation
- Problem severity according to Nielsen's Method
 - 0 = I don't agree this is a usability problem at all
 - 1 = Cosmetic problem only
 - 2= Minor Usability Problem
 - 3= Major Usability Problem
 - 4= Usability Catastrophe



Procedure

1. The following master task list was created for categorizing items.
 - Find all charities you can donate to
 - Make a donation to a specific charity
 - Make a donation to a specific cause
 - Find information about the gifthope organization and how it works
 - Make a donation to a specific organization
 - Contact Gift Hope
 - My account
 - Make a donation to GiftHope
 - Co-Donate with groups
 - Make a donation to a charity in a specific city
 - Register for an account
 - Learn about Donor groups
 - Search for a charity
 - Log into GiftHope
 - Follow Gift Hope on social media
2. Each evaluator analyzed the tasks on the website and listed any problems based on their judgment and assigned the severity score from 1 to 4 according to Nielsen's Method.



Procedure

3. Issues were categorized based on if they are local (a problem is in a single location, or multiple pages with the same structure) or global (a problem is on multiple pages with different structures, but the same content).
4. The Heuristic violation was identified for each issue.
5. User Interface Focus used:
 - Navigation
 - Icon Intuitiveness
 - Content
 - Layout
 - Interaction
 - Other
6. After listing, the evaluators met and reviewed the issues, removing duplicates and any that were agreed as not usability problems.
7. Then, all 6 evaluators scored all the items in the issues list using a the severity scale from 0-4. 0 was added for if an evaluator did not believe the identified issue was a usability problem at all.
8. After conducting average scores of 6 evaluators, the issues were sorted by UI focus, violations and severity.
9. Recommendations of each issue were provided.
10. Similarly, each evaluators found keepers and assigned scores from 1 to 4 with 1 being least important to 4 being most important.
11. The top 7 keepers were sorted and chosen based on highest average scores.



Evaluators

- **Sanchary Pal**
 - Team Leader
 - Introduction & Methods
- **Maria Aguilar**
 - Compiled Results Data
- **Qinyu Ding**
 - Slide Template
 - Issue Overview
 - Product Description
- **Hal Milenkovic**
 - Slide Consistency & Sorting
 - Evaluators Slide
- **Aishwarya Navale**
 - Keepers write-up
 - Conclusion
- **Shiyue Qian**
 - Keepers write-up
 - Executive Summary



Schedule

February 23	Master Task List Created
February 24 & 25	Individual Issues and Keepers Identified and Listed
February 27 & 28	All Evaluators Rated all the Issues and Keepers
March 1, 2 & 3	Individual Report Slides
March 4 & 5	Editing and Polishing Report



Spreadsheet Used:

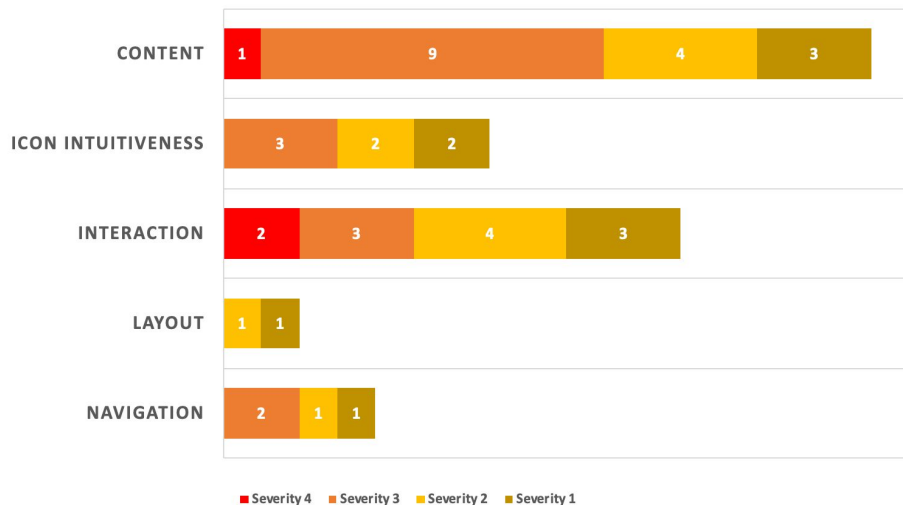
Task	Global or Local	UI focus	Other	Problem Title	Problem Description	Violation	Location	Problem Severity	Suggestions for improvement
Find all charities you can donate to	Local	Icon intuitiveness		Repetition of Image	All charities page have different names for organizations but repeated icons for 5 charities	Consistency and standards	All charities page	2	Use different associative Image for different charities



Results



PROBLEMS BY UI FOCUS AND SEVERITY



Common locations

Navigation Bar, Footer, Home Page, Donor group pages, Team pages, Charities, Causes, Contact

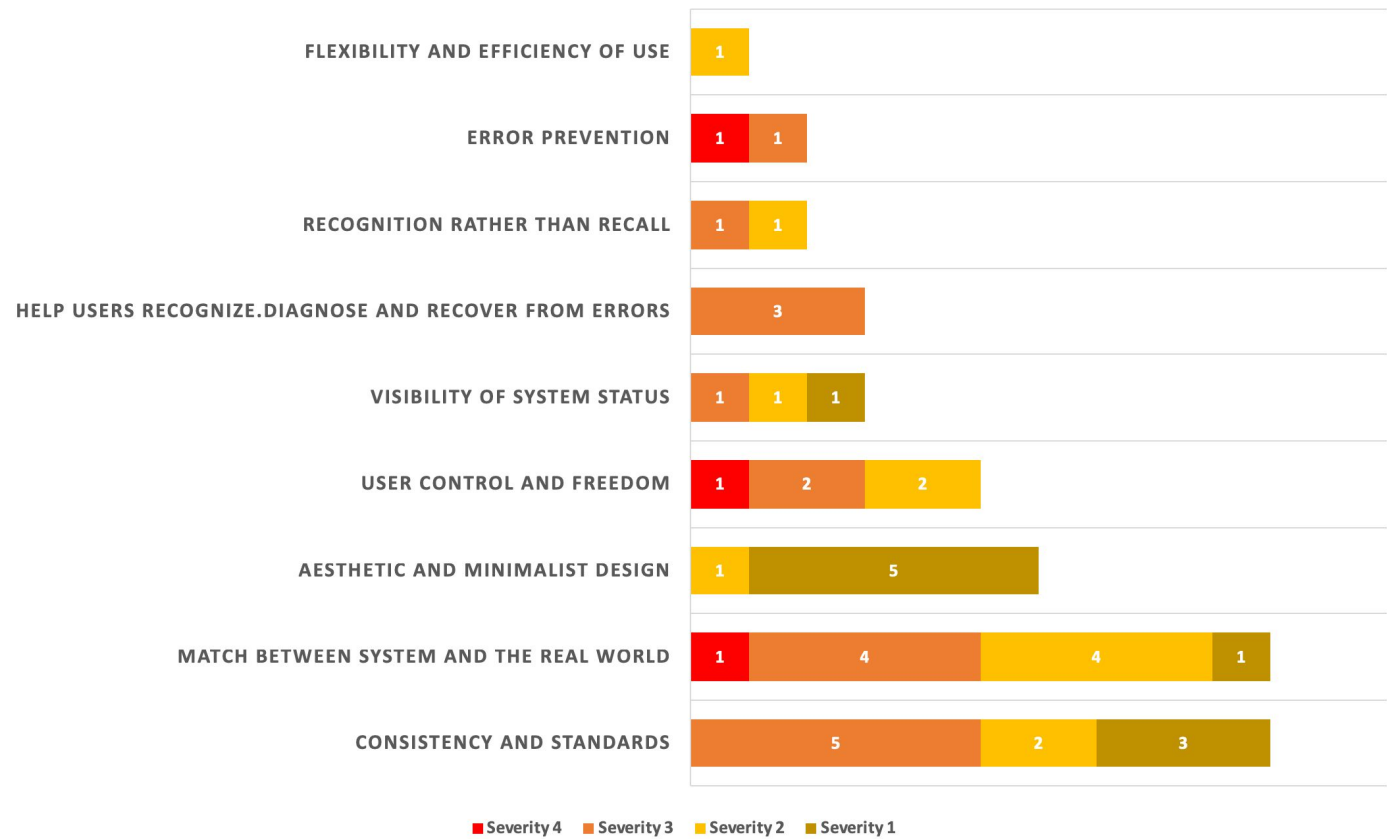
Navigation Bar, Home Page, Charities, Give to Gift Hope

Navigation Bar, Charities, Charity search, Donor groups, Corporate Partners, Checkout, My account, How it works, Legal

Projects, Test Program, My account

Navigation Bar, Footer, Charity Search, Legal

PROBLEMS BY HEURISTIC VIOLATION AND SEVERITY





Keepers

Keeper Title: Login at Checkout Page

Persistence: Local

UI Focus: Interaction

Location: Checkout

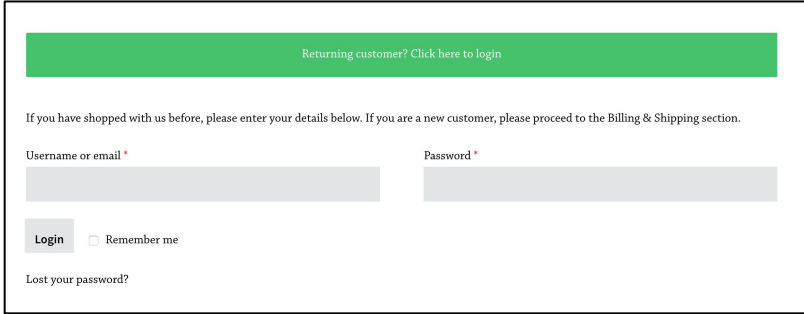
Keeper Description

Clicking login function on the final page for donation, it will extend a space to for users to login.

Reason to be kept

When users enter into the last page to donate, they may find they have not logged in. The login function on this page is quite reasonable and convenient since it will not translate to another page but generate an extra space to for users to login.

Keeper Screenshot



The screenshot shows a login form within a checkout page. At the top, a green banner contains the text "Returning customer? Click here to login". Below this, a message states: "If you have shopped with us before, please enter your details below. If you are a new customer, please proceed to the Billing & Shipping section." The form consists of two input fields: "Username or email *" and "Password *". Below the "Username or email" field is a "Login" button and a checkbox labeled "Remember me". At the bottom of the form, there is a link that says "Lost your password?".

Keeper Title: The “Give to Gift Hope” option

Persistence: Local

UI Focus: Interaction

Location: Navigation Bar

Keeper Description

This option is helpful for users who have already visited Gift Hope earlier and know about the organisation.

Reason to be kept

The users who already know about Gift Hope can directly go to the Give to Gift Hope option on the Navigation Bar. This saves time.

Keeper Screenshot



Keeper Title: Account Register Button

Persistence: Local

UI Focus: Interaction

Location: My Account

Keeper Description

Register button becomes unclickable when the password doesn't meet the requirement

Reason to be kept

Visibility of System Status. It informs users that the password doesn't meet the requirements. It stops users from going on.

Keeper Screenshot

Register

Email address *

Shiyue123@gmail.com

Password *

••

👁

Very weak - Please enter a stronger password.

Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! " ? \$ % ^ &).

Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our privacy policy.

Register



Keeper Title: Button interaction

Persistence: Local

UI Focus: Icon intuitiveness

Location: Navigation Bar

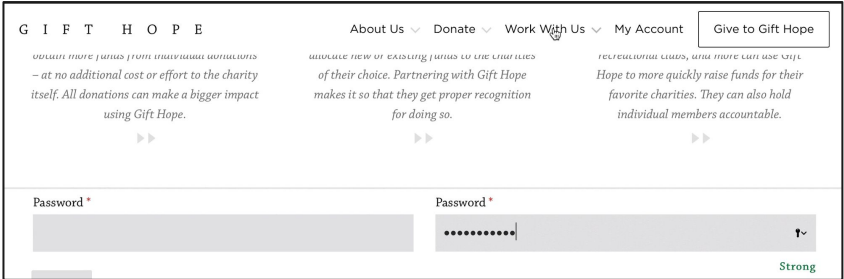
Keeper Description

When hovered over, the buttons change from light gray to dark gray.

Reason to be kept

It provides a feedback of the system status: this button is hovered over. The change of color indicates some action has been operated on it.

Keeper Screenshot



Keeper Title: Category Description

Persistence: Local

UI Focus: Content

Location: Navigation Bar

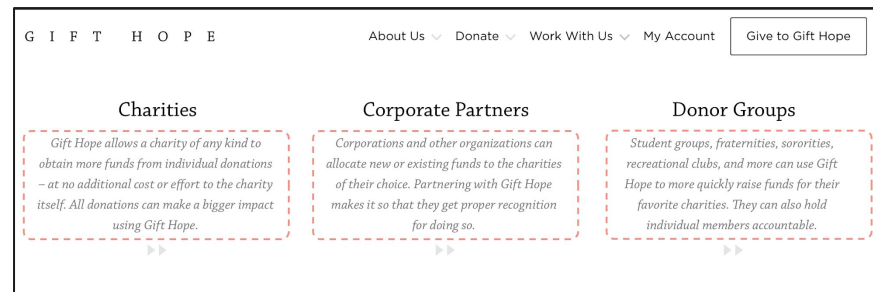
Keeper Description

For Charities, Corporate Partners and Donor groups, there are some brief description under each of them explaining what they are.

Reason to be kept

It's clear and help users understand these menu items.

Keeper Screenshot



Keeper Title: Clickable donation amount

Persistence: Global

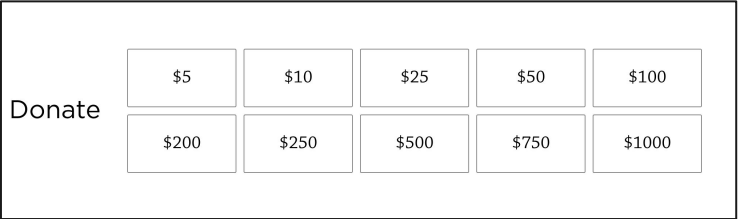
UI Focus: Interaction

Location: Charity Pages, Give to Gift Hope Page

Keeper Description

Predetermined donation amount buttons to click

Keeper Screenshot



Reason to be kept

Saves time and effort for the audience who wants to donate an amount that's the same as the options

Keeper Title: Categorized Causes

Persistence: Local

UI Focus: Navigation

Location: Navigation Bar

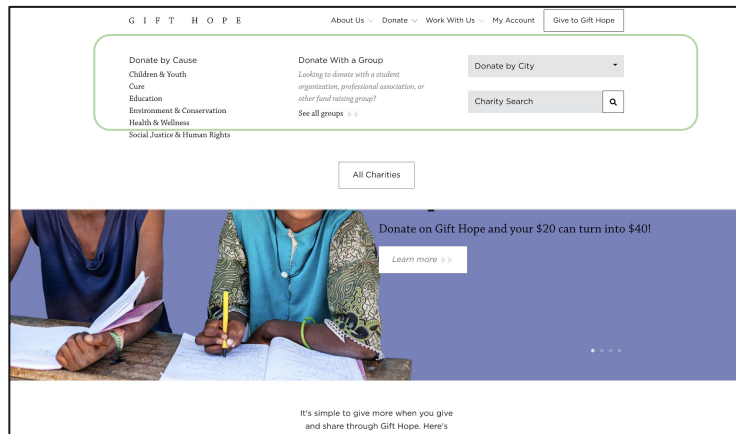
Keeper Description

By hovering the mouse on donate, the causes categorization helps users to see what all causes are there to donate to.

Reason to be kept

Users can have an idea what causes are there and choose the one they want to donate to.

Keeper Screenshot



Problems

Problem Title: Unclear Co-donation with groups

Persistence: Local

UI Focus: Content

Location: Donor Group Pages

Severity: 4

Problem Description

When clicking in the “Donate with a group” option, it just shows the information about each group, but there isn’t an option to donate with them.

The user can only co-donate with a group once he is in the payment page, where he can choose the donation group.

Recommendation

Alternative #1: Add a text explanation: “If you want to donate with this group, select it as a Donor group in the checkout page”

Alternative #2: If a Shopping Cart is added, then it will show an option saying : “Apply this group to all my donations”

Heuristic Violated: Match between system and the real world

Problem Screenshot



Recommendation Mockup



Problem Title: Edit account - user information

Persistence: Local

UI Focus: Content

Location: My Account

Severity: 3

Problem Description

When entering page Account details, all the account information is editable. Normally, it should be read-only first and become editable after clicking a 'Edit' button.

Recommendation

Make the information read-only at first. Add an 'Edit' Button for editing information.

Heuristic Violated: Error Prevention

Problem Screenshot

Account details

Donations

Addresses

Payment methods

Account details

Logout

First name *

Last name *

Display name *

This will be how your name will be displayed in the account section and in reviews

Email address *

Password change

Current password (leave blank to leave unchanged)

Recommendation Mockup

Account details

Donations

Addresses

Payment methods

Account details

Logout

First name *

Last name *

Display name *

Email address *

Maria

Aguilar

makikommt

makikommt@gmail.com

This will be how your name will be displayed in the account section and in reviews

Edit

Problem Title: Create password - Unclear Hint

Persistence: Local

UI Focus: Content

Location: My Account

Severity: 3

Problem Description

When setting a password to create a new account, it won't let the user continue if the password doesn't meet all the requirements. However, the hint sounds more like a suggestion to make the password stronger.

Furthermore, it could be hard for users to check whether they have met all the four requirements for the password or not.

Recommendation

Replace the hint with a real time checklist for these requirement. All of them are red at first.

When users are inputting the password, any of these that are met becomes green with a check mark at the beginning.

Heuristic Violated: Help users recognize, diagnose and recover from errors

Problem Screenshot

Register

Email address *

Password *

Very weak - Please enter a stronger password.

Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! " ? \$ % &).

Recommendation Mockup

Register

Email address *

Password *

Very weak - Please enter a stronger password.

HINT: The password must be strong, it should contain at least:

- 7 characters long
- ✓ 1 upper case letter
- 1 lower case letter
- 1 number
- 1 symbol like ! " ? \$ % & \$

Problem Title: Same type of contents don't have same type of attributes.

Persistence: Local

UI Focus: Content

Location: Donor Group Pages

Severity: 3

Problem Description

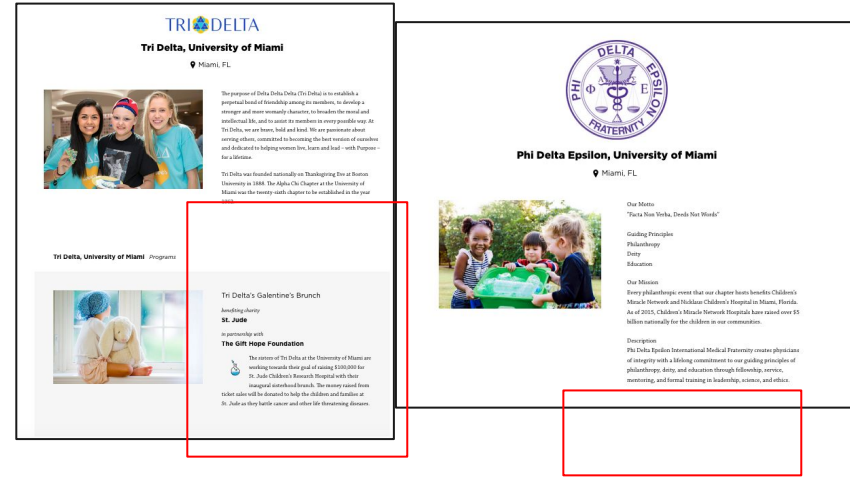
Tri Delta University of Miami, has its programs and supporting charities listed while those of other groups are not listed. If they don't have supporting charities or programs, they still should keep the same structure of content as that of Tri Delta. Inform users of the status of those information rather than get rid of them.

Recommendation

Add title 'Program' and 'Supporting Charities' under which add text like 'xxx does not have any programs for now.' / 'xxx is not supporting any charity for now.'

Heuristic Violated: Consistency and Standards

Problem Screenshot



Recommendation Mockup



Problem Title: There is no Donate option for some projects / charities

Persistence: Local

UI Focus: Content

Severity: 3

Location: "Project Elise" Charity Page, "Tri Delta" Group Page

Problem Description

Projects like Elise and Tri Delta's Galentine's Brunch don't have Donate options while all other projects have. Users might wonder why some of them have this option while others don't.

Recommendation

If there is no Donate option for this project, add text 'No Donate option for this project.'

Heuristic Violated: Consistency and Standards

Problem Screenshot

Visit the charity page to see how else you can help!



The Gift Hope Foundation

Recommendation Mockup

Visit the charity page to see how else you can help!

No Donate option for this project



The Gift Hope Foundation

Problem Title: Different level of information under Charities

Persistence: Local

UI Focus: Content

Location: All Charities

Severity: 3

Problem Description

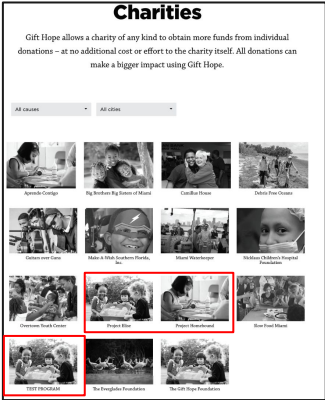
If " The Gift Hope Foundation" is a charity, then why are its programs also listed in charities? It's not the same level / type of information.

Recommendation

Get rid of those projects of the Gift Hope Foundation.

Heuristic Violated: Match between system and the real world

Problem Screenshot



Recommendation Mockup



Problem Title: Donation by cause - Unclear title

Persistence: Local

UI Focus: Content

Location: Cause Pages

Severity: 3

Problem Description

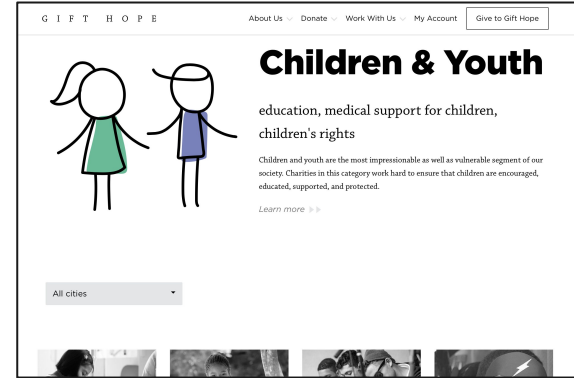
This is a page for donating to charities by different causes. Pictures and names following right after the introduction of the importance of donating for a given cause could confuse users - what are these pictures?

Recommendation

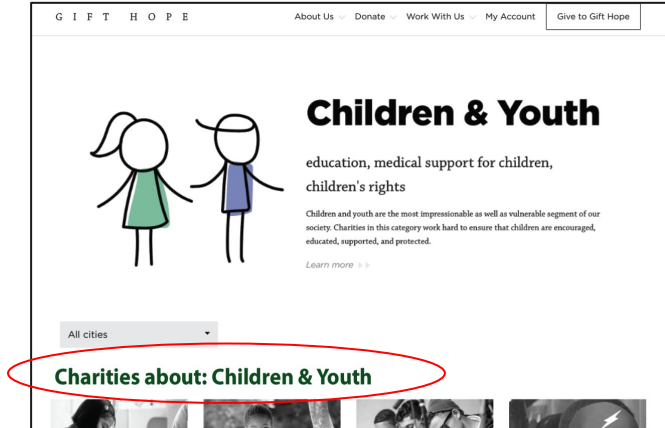
Add a title 'Charities about [a given cause]' for those pictures. For example, Charities about: Children & Youth.

Heuristic Violated: Match between system and the real world

Problem Screenshot



Recommendation Mockup



Problem Title: Language Inconsistency

Persistence: Global

UI Focus: Content

Severity: 3

Location: "Christian Jacobs" Team Page, "Test Program" Charity Page

Problem Description


These pages use placeholder dummy text rather than actual information. This could confuse users, who are not experienced with the concept of "lorem ipsum" text.

Recommendation

Finish descriptions.

Heuristic Violated: Match between system and the real world


Problem Screenshot



TEST PROGRAM


benefiting charity

TEST BENEFITING CHARITY



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a scelerisque risus. Praesent congue, metus vel posuere lacinia, tellus sapien placerat diam, sollicitudin tristique ipsum erat et dolor. Sed tellus ligula, interdum eu ligula vitae, tincidunt mollis erat. Vivamus condimentum est varius, consectetur mi nec, lacinia lacus. Quisque tempus odio et luctus semper. Aliquam eu lacus libero. Curabitur nulla diam, blandit nec pellentesque et, eleifend et sem. Duis arcu ligula, interdum condimentum accumsan eu, eleifend eu purus. Nullam vel laoreet ligula. Integer sit amet dui orci. Donec porttitor libero quis ultricies semper.

Recommendation Mockup



TEST PROGRAM

benefiting charity

TEST BENEFITING CHARITY

This Charity is for children with diseases....

Problem Title: General questions doesn't have information

Persistence: Local

UI Focus: Content

Location: Contact

Severity: 3

Problem Description

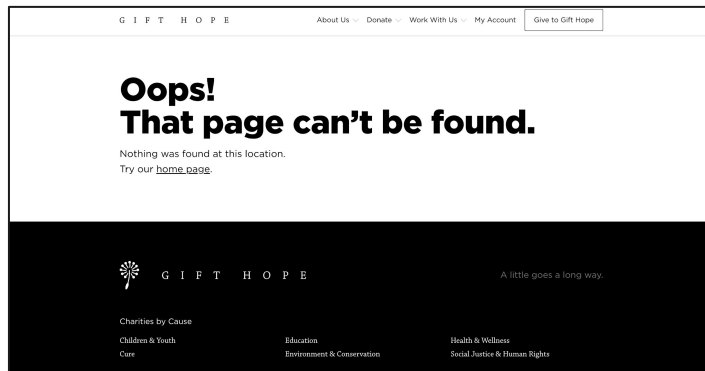
When clicking "Read Our FAQs", it shows a page saying "Oops! That page can't be found". This would lead the user to believe they have made some error in clicking the link, rather than believing that the FAQ page isn't finished yet.

Recommendation

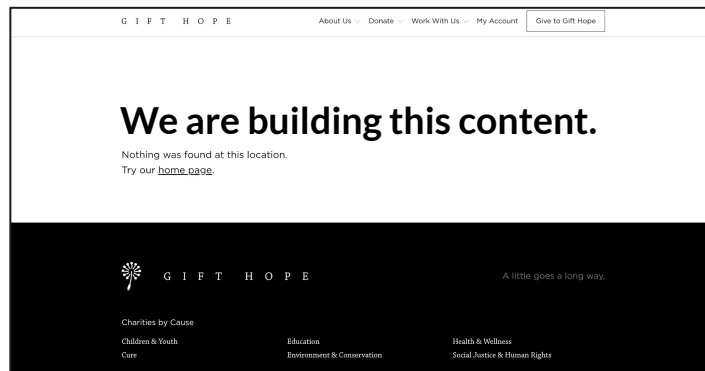
Show another message as "we are building this content" or "we don't have frequently asked questions yet".

Heuristic Violated: Help users recognize, diagnose and recover from errors

Problem Screenshot



Recommendation Mockup



Problem Title: Using "work with" irrelevantly

Persistence: Local

UI Focus: Content

Severity: 3

Location: Navigation Bar, Footer

Problem Description

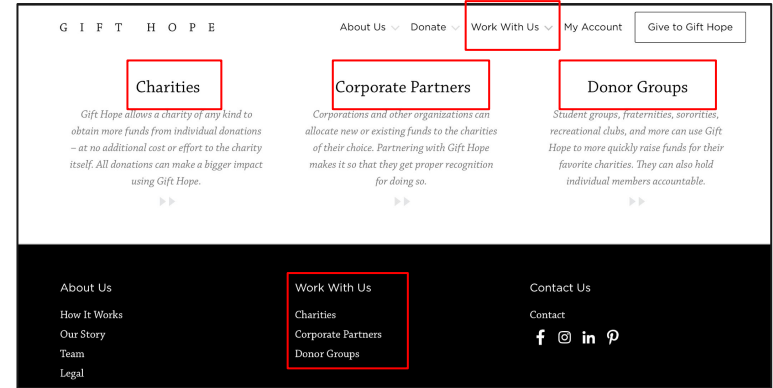
The subcategories under "work with us" is rather confusing. As general definition suggests, "work with" means engaged into a working position at the platform (i.e. Gift Hope) . However, what it gives is that a donation page to charities and introductions of their cooperative partners.

Recommendation

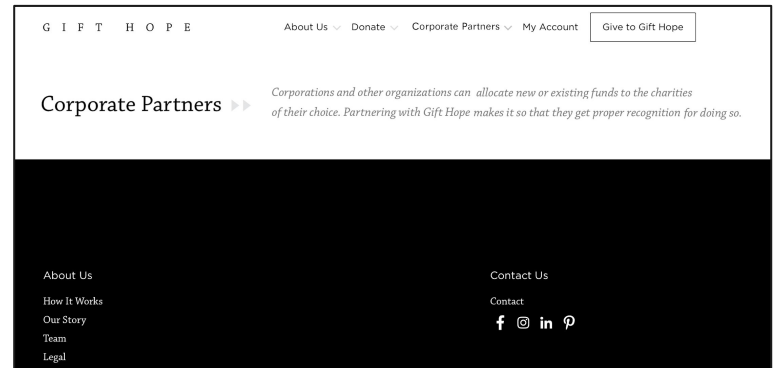
1. Remove Work With Us and its subcategories at all locations.
2. Only leave the Corporate Partners which could be a single category itself. Delete Charities and Donor Groups because they are already included in the Donate category.

Heuristic Violated: Match between system and the real world

Problem Screenshot



Recommendation Mockup



Problem Title: Unnecessary Tags

Persistence: Local

UI Focus: Content

Location: Cause Pages

Severity: 2

Problem Description

Each cause has a list of short phrases that accompany it. These serve no obvious function, as a full description of the cause is listed right below these phrases. If they're solely for organizational purposes, there's no need for the phrases to be visible to the end user. In addition, the text is entirely lower case, making these pages look unprofessional.

Recommendation

Remove the text.

Heuristic Violated: Aesthetic and minimalist design

Problem Screenshot



Recommendation Mockup



Problem Title: Team members contact information

Persistence: Local

UI Focus: Content

Location: Team Pages

Severity: 2

Problem Description

Under each profile of team members there is a button called "meet xxx". However, there is no such information could reach a meeting with them.

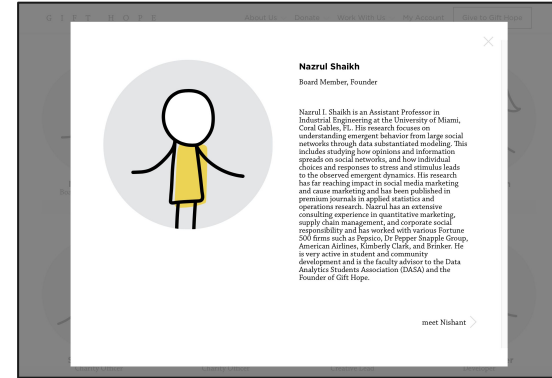
Recommendation

Alternative #1: Add their email addresses or any other contact information.

Alternative #2: Change the words "meet xxx" to "about xxx".

Heuristic Violated: Match between system and the real world

Problem Screenshot



Recommendation Mockup



Problem Title: Descriptions implies clickable buttons

Persistence: Local

UI Focus: Content

Location: Home Page, How It Works

Severity: 2

Problem Description

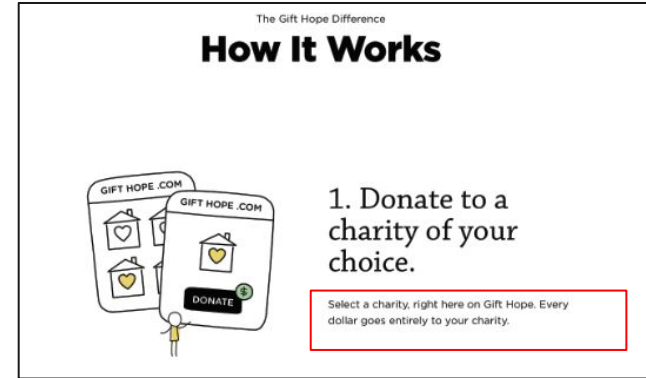
Description of "Donate to a charity of your choice" implies clickable buttons where it says "..., right here"

Recommendation

Change description to make it clear for the user that it is only information.

Heuristic Violated: Match between system and the real world

Problem Screenshot



Recommendation Mockup



Problem Title: Seemingly incomplete information

Persistence: Local

UI Focus: Content

Location: Navigation Bar

Severity: 2

Problem Description

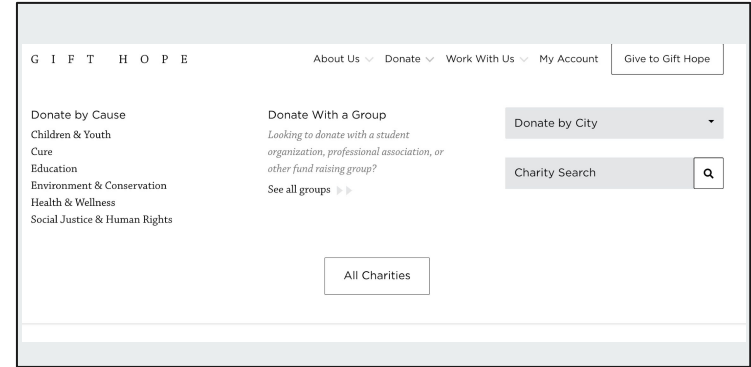
The "Donate By City" dropdown is next to "Donate with a Group" in the top menu. Because of this, a user may expect there to be also some information about the groups in the chosen city on the page shown up later other than the a list of charities based in this city only.

Recommendation

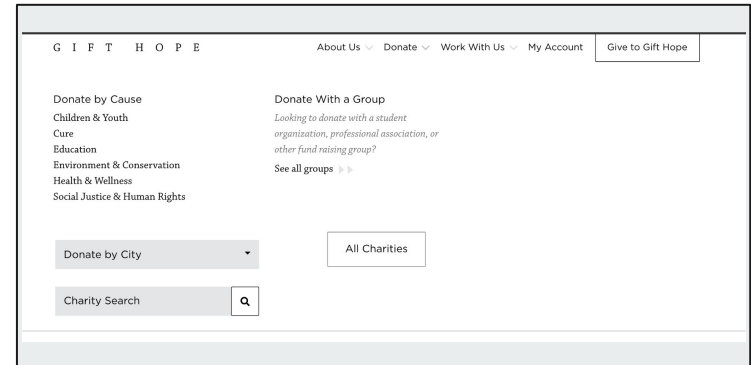
Move "Donate by City" dropdown menu below the "Donate by Cause", since the results of "Donate by Cause" are lists of charities as well. To keep the consistency and the relationship between similar functions, move "Charity Search" box below the "Donate by Cause".

Heuristic Violated: Match between system and the real world

Problem Screenshot



Recommendation Mockup



Problem Title: Password Change Terminology

Persistence: Local

UI Focus: Content

Location: My Account

Severity: 1

Problem Description

"Forgot your password?" are much more commonly used for this situation than "Lost your password". Users not being familiar with the wording "Lost your password" can cause confusion.

Recommendation

Change 'Lost your password?' to 'Forgot your password?'

Heuristic Violated: Match between system and the real world

Problem Screenshot

A login form titled "Login". It contains two input fields: "Username or email address" and "Password", both with red asterisks indicating required fields. Below the password field is a "Log in" button and a "Remember me" checkbox. At the bottom, there is a link labeled "Lost your password?" which is highlighted with a red rectangular border.

Recommendation Mockup

A login form titled "Login", identical to the one in the problem screenshot. It contains two input fields: "Username or email address" and "Password", both with red asterisks indicating required fields. Below the password field is a "Log in" button and a "Remember me" checkbox. At the bottom, the link is now labeled "Forgot your password?" and is highlighted with a red rectangular border.

Problem Title: Low Quality of Logo

Persistence: Local

UI Focus: Content

Severity: 1

Location: “Aprendo Contigo” Charity Page, “Big Brothers Big Sisters of Miami” Charity Page, “Guitars over Guns” Charity Page, “Nicklaus Children’s Hospital Foundation” Charity Page, “Slow Food Miami” Charity Page, “IISE Students Chapter University of Miami” Group Page, “Phi Delta Epsilon University of Miami” Group Page

Problem Description

Certain groups / charities have low quality, blurry logos. Yes, the logos aren’t created by Gift Hope, but the low quality reflects poorly on the site.

Recommendation

Replace them with higher quality pictures.

Heuristic Violated: Aesthetic and minimalist design

Problem Screenshot



Recommendation Mockup



Problem Title: Text Overlapping Image

Persistence: Local

UI Focus: Content

Location: Home Page

Severity: 1

Problem Description

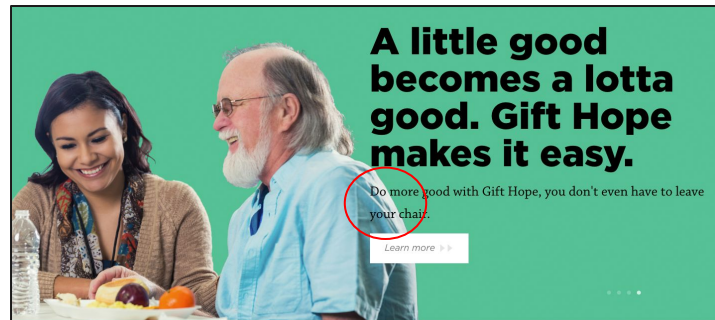
In the rotating hero gallery, some text overlaps the subjects of certain images. This reduces readability.

Recommendation

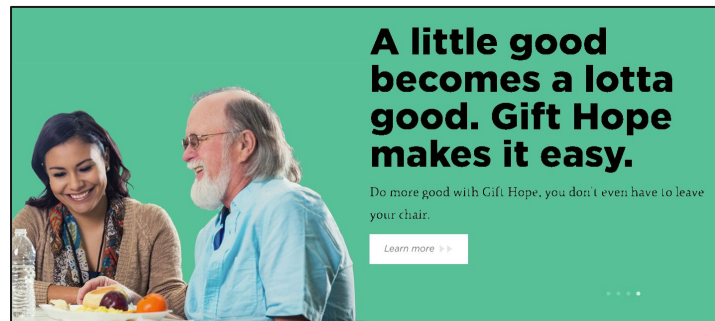
Scale down the subjects of the image slightly.

Heuristic Violated: Aesthetic and minimalist design

Problem Screenshot



Recommendation Mockup



Problem Title: Headings and items look similar but only items are clickable

Persistence: Local

UI Focus: Icon Intuitiveness

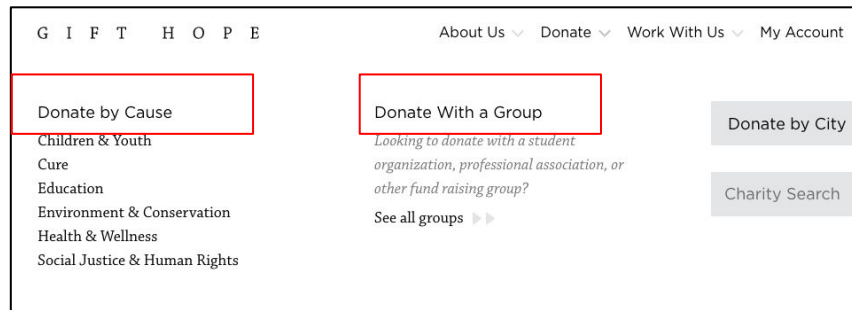
Location: Navigation Bar

Severity: 3

Problem Description

The “Donate by Cause” and “Donate With a Group” labels have the same design, but only “Donate With a Group” is clickable.

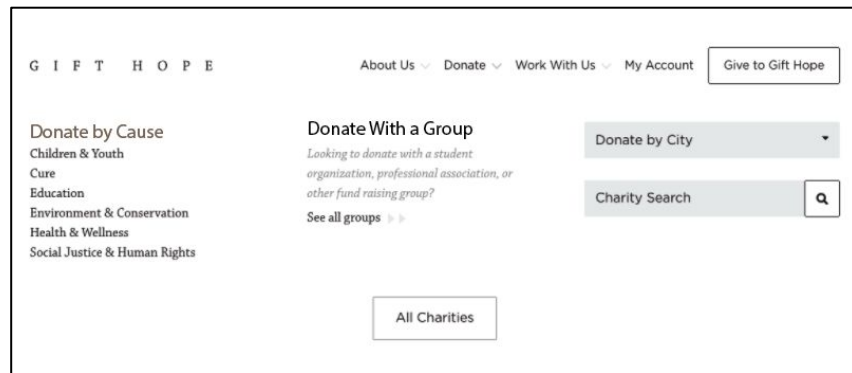
Problem Screenshot



Recommendation

Use another color or an underline to differentiate between clickable headings and non-clickable headings.

Recommendation Mockup



Heuristic Violated: Consistency and Standards

Problem Title: Icon Repetition

Persistence: Local

UI Focus: Icon Intuitiveness

Location: All Charities

Severity: 3

Problem Description

Each charity is named differently, but multiple charities have duplicate images. Specifically - Aprendo Contigo and Project Homebound use identical images, as do Project Elise, TEST PROGRAM, and The Gift Hope Foundation.

Recommendation

Use different associative images for different charities - if they are the same charity, merge the sections into one. Additionally, make sure any dummy icons are removed from the site before launch.

Heuristic Violated: Consistency and standards

Problem Screenshot



Recommendation Mockup



Problem Title: Different icons / indicators are used for clickable items

Persistence: Local

UI Focus: Icon Intuitiveness

Severity: 3

Location: Navigation Bar

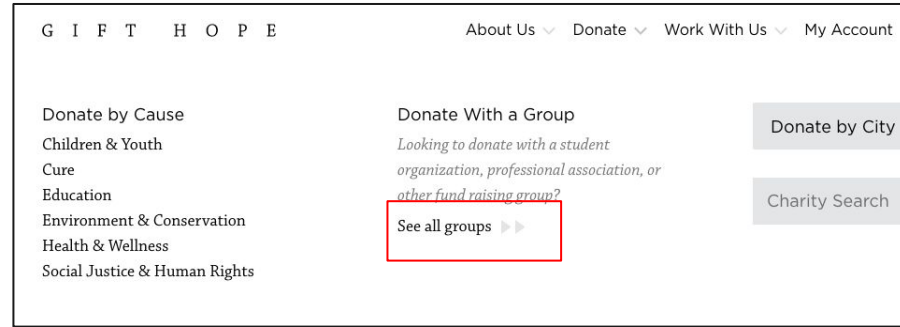
Problem Description

There are two arrows after 'See all groups' indicating this item is clickable link, while all the items under Donate by cause have no such indicators at all, nor color change while hovered over.

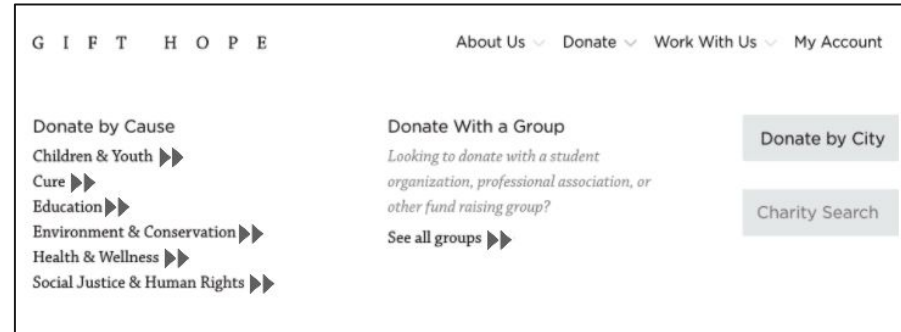
Recommendation

Add arrows for each of the items under Donate by Cause.

Problem Screenshot



Recommendation Mockup



Heuristic Violated: Consistency and Standards

Problem Title: Icon Inconsistency

Persistence: Global

Severity: 2

UI Focus: Icon intuitiveness

Location: Home Page, Donate by Cause, Corporate Partners, Donor Groups, All Charities, Team

Problem Description

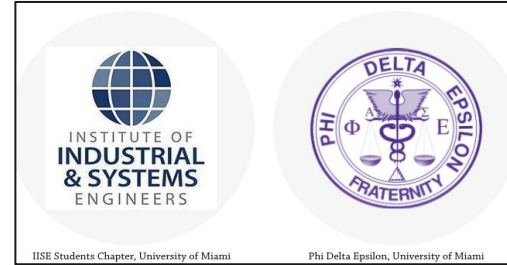
Between categories, icons look and act completely different from each other. "Causes" use a drawn icon within a large, white, rectangular box, that shows a short descriptor when moused over. "Charities" use a medium-sized rectangular photograph, that changes from grayscale to color when moused over. "Corporate Partners" and "Donor Groups" use those organizations' icons inside of a large, grey, circle, that does nothing when moused over. On the "Team" page, the icons are again drawn, but this time they are in large, grey, circles and do nothing when moused over. "Causes" also uses a different font size and style than any of the other areas.

Recommendation

Choose one icon style and stick with it. We would recommend circular icons with grey backgrounds, using icons rather than photographs, the smaller font style, and no mouse over actions.

Heuristic Violated: Consistency and Standards

Problem Screenshot



Recommendation Mockup



Problem Title: Lack of illustrations for the icon cause

Persistence: Global

UI Focus: Icon Intuitiveness

Severity: 2

Location: Charity Pages, Give to Gift Hope page

Problem Description

Although there is text explaining the icons of certain cause on the home page, there is no explanation of the icon on the introduction page of organizations. Not all users will go down the home page and see the icons. Even if they have seen the icons, fewer of them will remember which icon represents which cause.

Recommendation

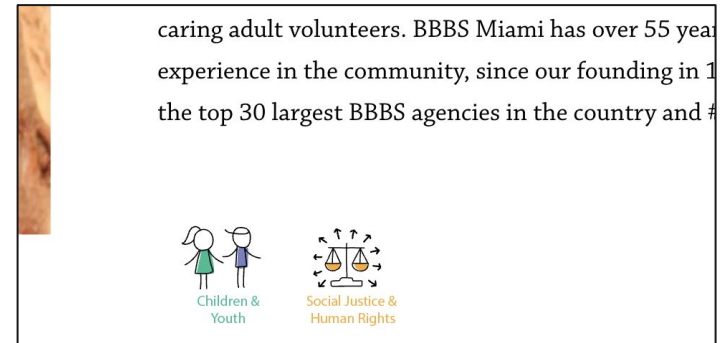
Add the cause in text under each icon.

Heuristic Violated: Recognition rather than recall

Problem Screenshot



Recommendation Mockup



Problem Title: "Cure" Image

Persistence: Global

UI Focus: Icon Intuitiveness

Severity: 1

Location: Home Page, "Cure" Cause Page, Charity Pages

Problem Description

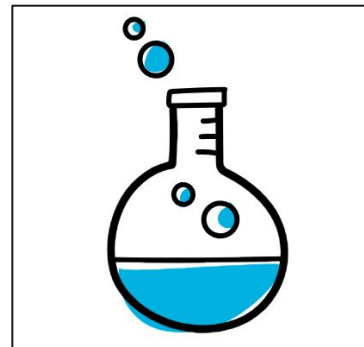
A beaker is not a good representation of 'Cure'. People commonly associate beakers with chemicals and experiments, but not as much with medicine.

Recommendation

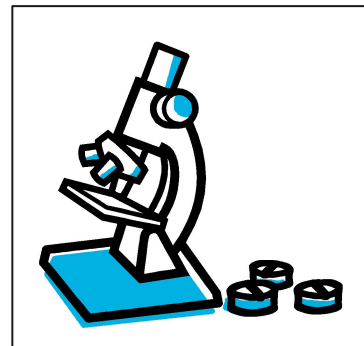
The image of beaker could be changed into a microscope and pills for representing medical research. This is also consistent with the medicine-related pictures in the rotating hero gallery.

Heuristic Violated: Aesthetic and minimalist design

Problem Screenshot



Recommendation Mockup



Problem Title: Inconsistency between the actual moving direction and arrow posing

Persistence: Local

UI Focus: Icon Intuitiveness

Location: Home Page

Severity: 1

Problem Description

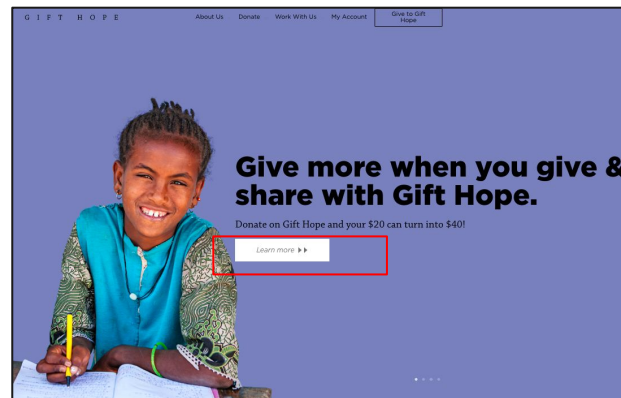
The right arrow after the 'learn more' texts on rotated hero gallery does not lead to a right move but leads to a page down.

Recommendation

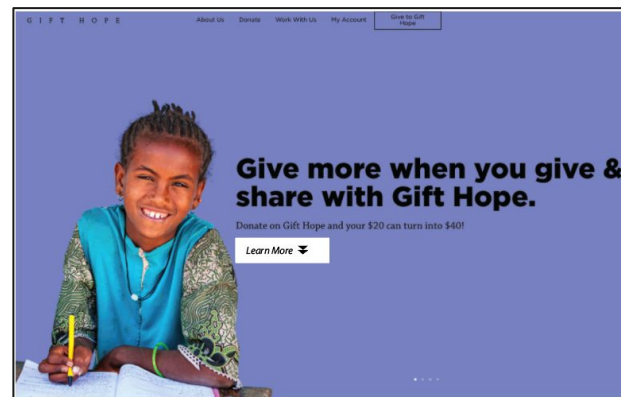
Change all right arrows to down arrows to make the action of page down.

Heuristic Violated: Consistency and Standards

Problem Screenshot



Recommendation Mockup



Problem Title: No re-enter password

Persistence: Local

UI Focus: Interaction

Location: My Account

Severity: 4

Problem Description

On the "register for an account" page, there is no "re-enter password" box under the first "enter password" box. This is an industry standard for making sure the user doesn't misspell a password when first setting it (and isn't forced to reset).

Recommendation

Add the compulsion section of re-entering password.

Heuristic Violated: Error prevention

Problem Screenshot

Register

Email address *

Password *

Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our privacy policy.

Register

Recommendation Mockup

Register

Email address *

Password *

Re-enter password *

Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our privacy policy.

Register

Problem Title: No Cart Functionality

Persistence: Local

UI Focus: Interaction

Location: Checkout

Severity: 4

Problem Description

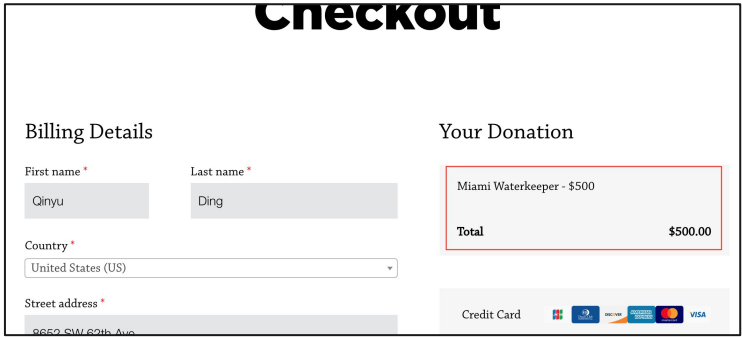
In the checkout page, no option is given to edit the donation amount. Users cannot edit the amount in the checkout page if they change their mind. They also cannot remove a donation they didn't want to make, and they cannot make multiple donations at once.

Recommendation

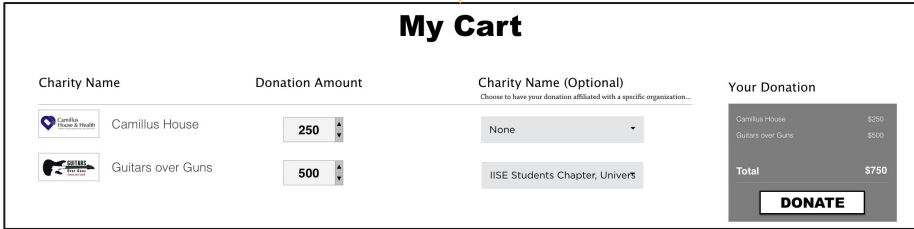
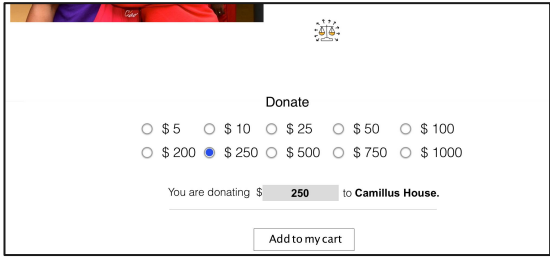
Add a cart functionality so that users can edit the donation amount in the cart before checking out.

Heuristic Violated: User control and freedom

Problem Screenshot



Recommendation Mockup



Problem Title: No contextual suggestions offered while the user types

Persistence: Local

UI Focus: Interaction

Location: Charity Search

Severity: 3

Problem Description

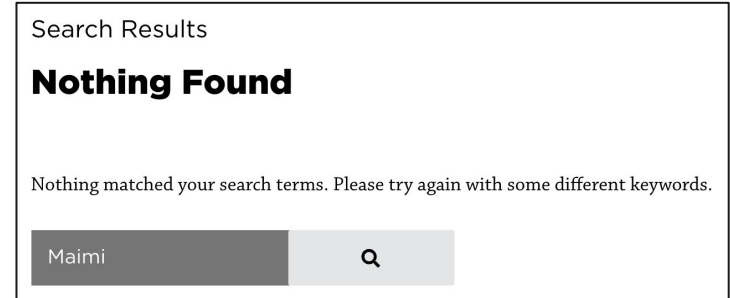
Users' typing can be inaccurate, and so are their memories. What if users cannot remember the correct name/keyword of a charity? What if they have some typos while typing? Inaccurate typing will lead to no charity matching the search and end up with a message "nothing found" shown up.

Recommendation

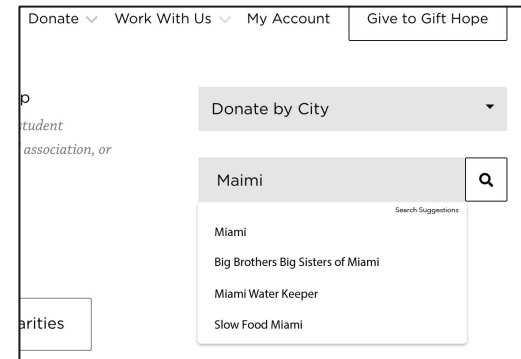
Suggest possible charity names when users are typing in the search box. Providing clickable clarity name suggestions enables users to type less and avoid slips or mistakes that would lead to "nothing found".

Heuristic Violated: Recognition rather than recall

Problem Screenshot



Recommendation Mockup



Problem Title: An error for invalid account is shown after clicking "Register"

Persistence: Local

UI Focus: Interaction

Location: My Account

Severity: 3

Problem Description

If the username doesn't follow their validation, it will show an error after clicking "Register".

Recommendation

Validate the user name as the user types rather than waiting for him to click submit.

Heuristic Violated: Help users recognize, diagnose, and recover from errors

Problem Screenshot

The screenshot shows a 'Register' form with the following elements:

- Header:** 'Register' in bold black text.
- Email address field:** Labeled 'Email address *' with a red asterisk. The input field contains 'axn541'.
- Error message:** A red-bordered box with a red exclamation mark icon and the text: 'Please include an '@' in the email address. 'axn541' is missing an '@'.'
- Password field:** Labeled 'Password *' with a red asterisk. The input field is empty.
- Privacy notice:** A paragraph stating: 'Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our privacy policy.'
- Register button:** A gray button with the text 'Register'.

Recommendation Mockup

The mockup shows a 'Register' form with the following elements:

- Header:** 'Register' in bold black text.
- Email address field:** Labeled 'Email address *' with a red asterisk. The input field contains 'axn541'.
- Error message:** A red text message below the email field: 'Please include an '@' in the email address. 'Axn541' is missing an '@'.'
- Password field:** Labeled 'Password *' with a red asterisk. The input field is empty.
- Privacy notice:** A paragraph stating: 'Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our privacy policy.'
- Register button:** A gray button with the text 'Register'.

Problem Title: Lack of the custom option of amount of donation

Problem Screenshot

Persistence: Global

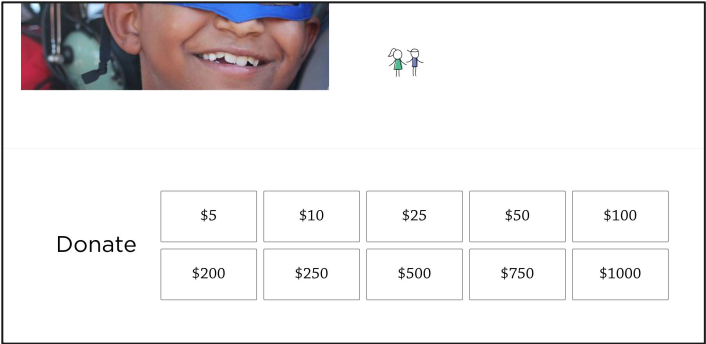
Severity: 3

UI Focus: Interaction

Location: Charity Pages, Give to Gift Hope Page

Problem Description

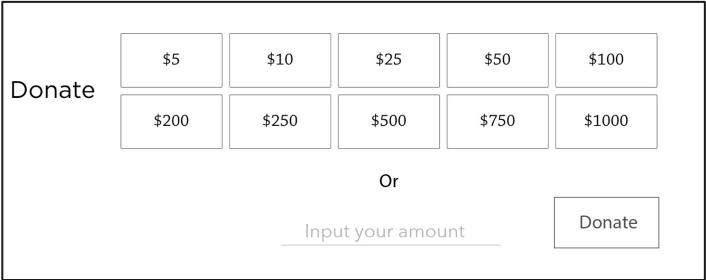
The amounts of donation are all fixed by the website, users cannot decides an amount by their own.



Recommendation

Add a type area for users who want to input the amount defined by theyselves.

Recommendation Mockup



Heuristic Violated: User control and freedom

Problem Title: Dropdown Disappearing

Persistence: Local

UI Focus: Interaction

Location: Navigation Bar

Severity: 2

Problem Description

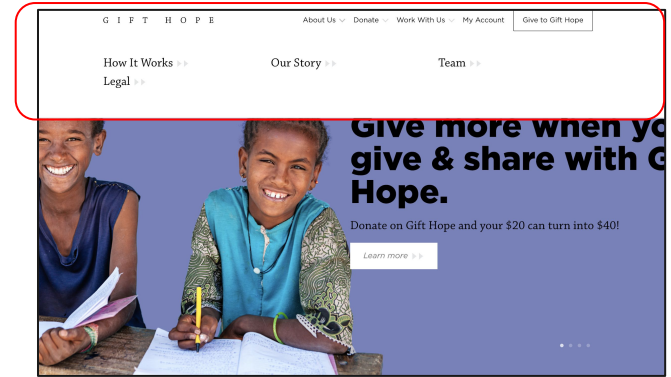
If the user mouses over a menu item to make the dropdown appear, then mouses to the link of their choice too quickly, they will miss the target and the dropdown will disappear. This forces the user to go back up to the top bar and try again (and the dropdown is big, so it's a tedious journey).

Recommendation

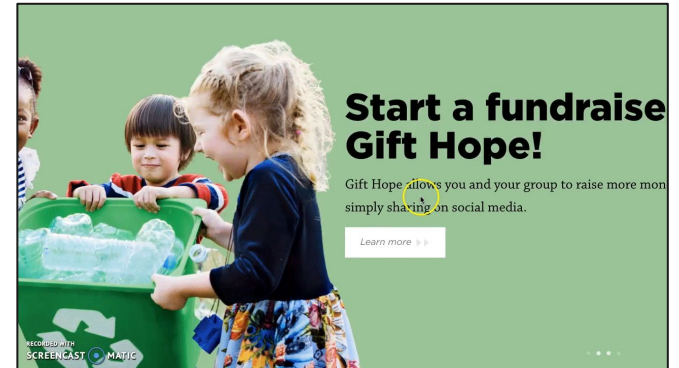
When the user's cursor is away from the dropdown, implement a delay before the dropdown disappears.

Heuristic Violated: Flexibility and efficiency of use

Problem Screenshot



Recommendation Mockup



Problem Title: No 'Back to Top'

Persistence: Global

UI Focus: Interaction

Location: All Pages

Severity: 2

Problem Description

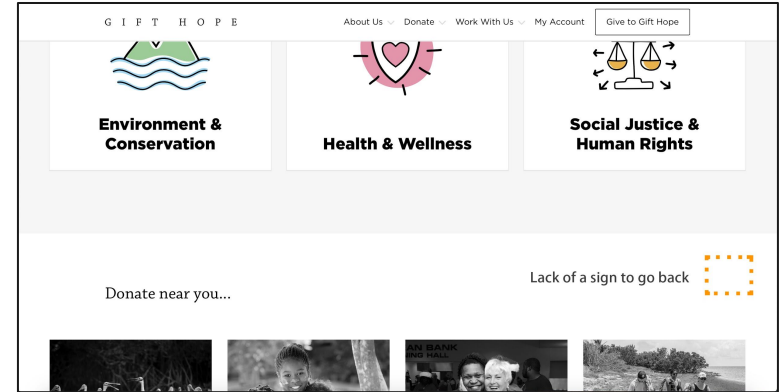
When scrolling all the way down of a page, there is no function for going back to the top quickly. It is time-consuming and inconvenient .

Recommendation

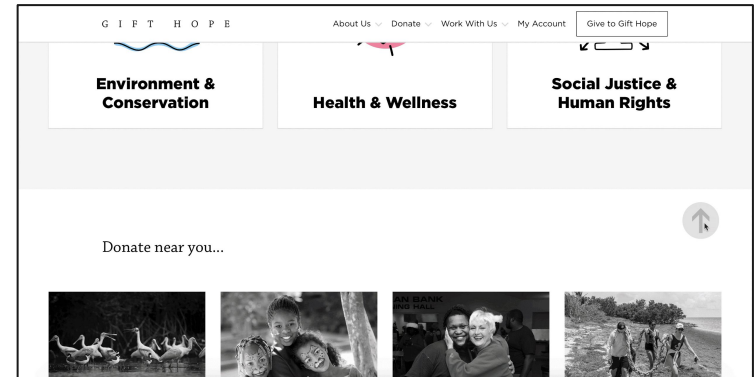
There should be a floating arrow icon pointing upwards.

Heuristic Violated: Flexibility and efficiency of use

Problem Screenshot



Recommendation Mockup



Problem Title: Lack Sign for Scrolling down

Persistence: Local

UI Focus: Interaction

Location: How It Works

Severity: 2

Problem Description

After the 'learn more' button leads browsers to the under introduction page, there are no arrows or interactive signs for browsers continue to scroll down. Although they could find the information below by touching the touchpad or scrolling the mouse, it still needs obvious signs telling people there are more informations below.

Recommendation

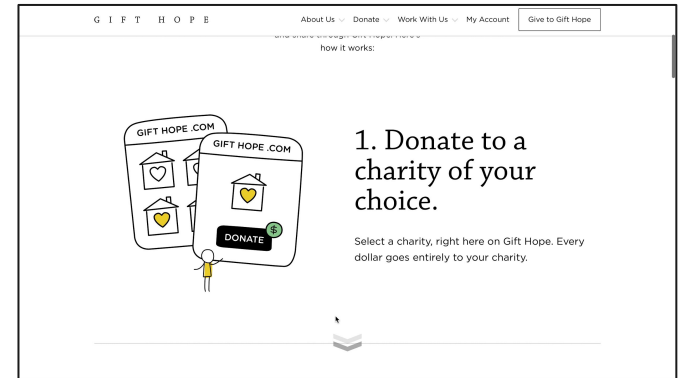
Add interactive signs letting people know the page can be scrolled down.

Heuristic Violated: Visibility of system status

Problem Screenshot



Recommendation Mockup



Problem Title: No Options of Cities

Persistence: Local

UI Focus: Interaction

Location: Donate by City

Severity: 2

Problem Description

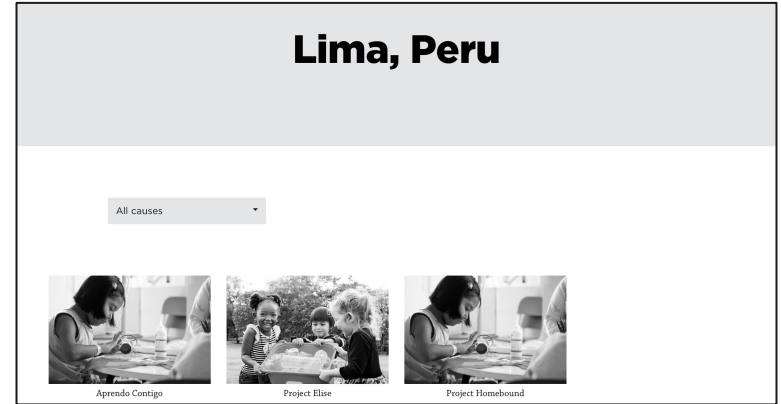
If you choose Lima by mistake then you have to do all the steps all over again to switch to Miami, vice versa.

Recommendation

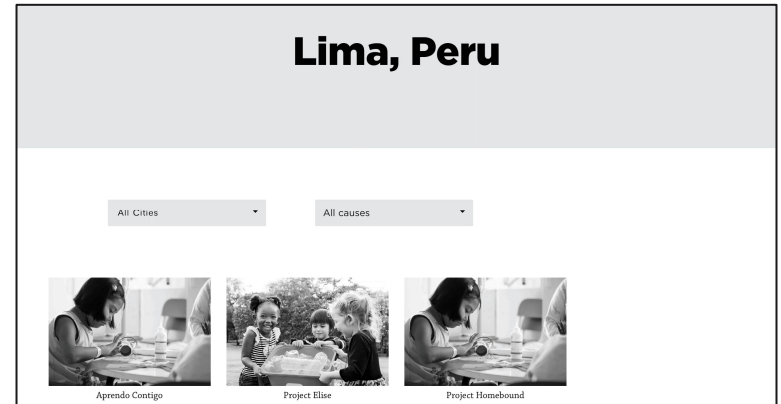
Including another button to switch to other cities in the page where all the charities from the selected city are shown.

Heuristic Violated: User control and freedom

Problem Screenshot



Recommendation Mockup



Problem Title: Mouse-Over Sluggish

Persistence: Local

UI Focus: Interaction

Location: Navigation Bar

Severity: 1

Problem Description

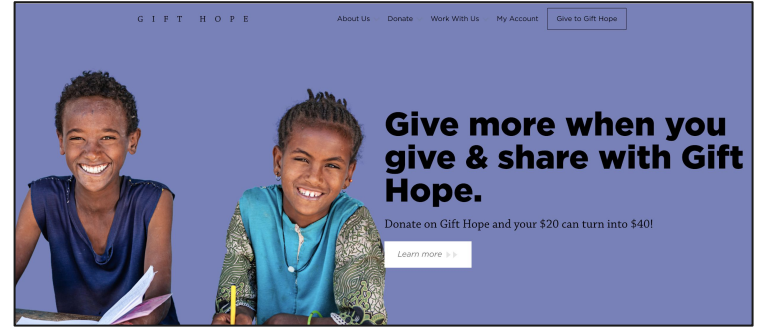
When mousing over the top bar- sometimes it turns white immediately, sometimes it gets stuck somewhere between transparent and opaque. The reverse happens when taking mouse away from the top bar.

Recommendation

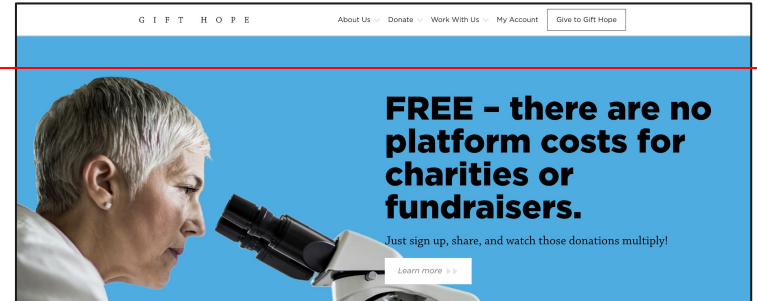
Make the top bar permanently white - it does that anyway when scrolling through the page.

Heuristic Violated: Consistency and standards

Problem Screenshot



Recommendation Mockup



Problem Title: Slow Filter Fade-In

Persistence: Global

UI Focus: Interaction

Severity: 1

Location: All Charities, Donor Groups, Corporate Partners

Problem Description

When the user clicks a dropdown option to filter out organizations by city or charities by cause/city, the icons take about a second to fade out and back in. This is too long - it makes it seem like the website is slowly processing something, even though it shouldn't take that long to filter out items.

Recommendation

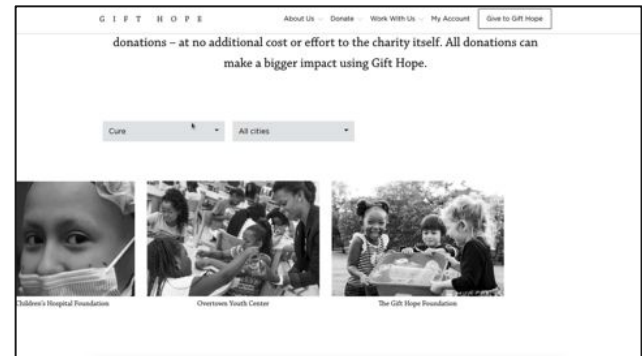
Speed up fade time.

Heuristic Violated: Aesthetic and minimalist design

Problem Screenshot



Recommendation Mockup



Problem Title: The same font style for links and non-links can be confusing

Persistence: Local

UI Focus: Interaction

Location: Legal

Severity: 1

Problem Description

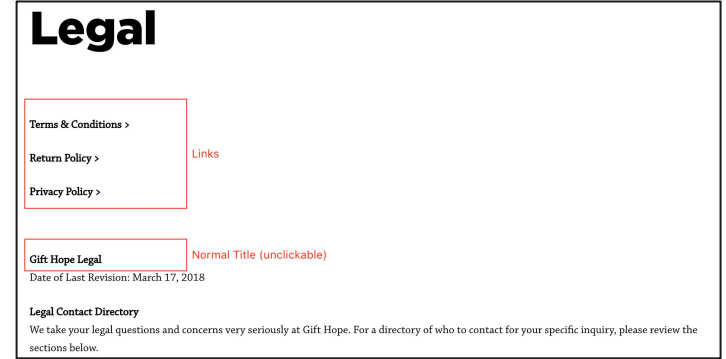
The font style of links like 'Terms & Conditions', 'Return Policy', 'Privacy Policy' are exactly the same as that of normal titles (which are unclickable). This could be confusing since users would think those normal titles are clickable, too.

Recommendation

Change the font color of links.

Heuristic Violated: Consistency and standards

Problem Screenshot



Recommendation Mockup



Problem Title: Inconsistent style of donate options

Persistence: Local

Severity: 2

UI Focus: Layout

Location: "Project Elise" Charity Page, "Project Homebound" Charity Page, "Test Program" Charity Page

Problem Description

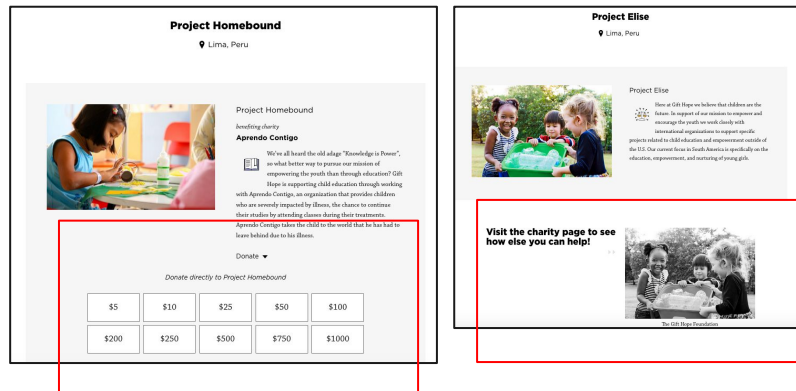
There are projects listed in 'All Charities' that use different layouts for donation - some have a list of monetary amounts, while others just have a link to visit a different charity page.

Recommendation

Add the same style donate option to everything accessible from "All Charities".

Heuristic Violated: Consistency and Standards

Problem Screenshot



Recommendation Mockup



Problem Title: Bad Location of 'Register' and 'Login'

Persistence: Local

UI Focus: Layout

Location: My Account

Severity: 1

Problem Description

After get into 'My Account", users will see a page that 'register' function is just next to ' log in' one. Users need to see the title first then decide which they will go to or they might fill in the wrong place.

Recommendation

Since the title is my account which implicitly expresses that 'I've already has an account.' So, when enter into the page, it should show the 'login' function at first, then put a button as 'do not have an account? Register now.' for who needs register. Click the button, the page will scroll down to a 'register function'.

Heuristic Violated: Error prevention

Problem Screenshot

My Account

Login

Username or email address *

Password *

☐ Remember me

[Lost your password?](#)

Register

Email address *

Password *

Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our [privacy policy](#).

Recommendation Mockup

My Account

Login

Username or email address *

Password *

☐ Remember me

[Lost your password?](#)

[Do not have an account? Click here to register.](#)

Problem Title: Current section not clear

Persistence: Local

UI Focus: Navigation

Location: Navigation Bar

Severity: 3

Problem Description

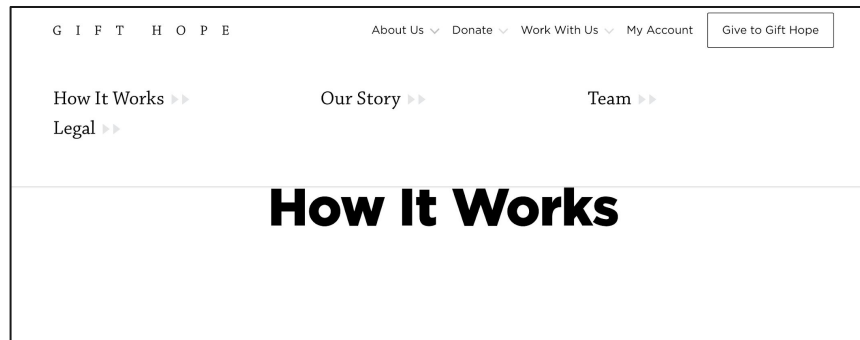
Navigation tab bar doesn't show which section of website is being surfed. Users may not know which section on the website they are reading.

Recommendation

There should be an underline or change of color to indicate which tab has been clicked.

Heuristic Violated: Visibility of system status

Problem Screenshot



Recommendation Mockup



Problem Title: How to go back to previous page?

Persistence: Local

UI Focus: Navigation

Severity: 3

Location: Legal, Terms and Conditions Page, Return Policy Page, Privacy Policy Page

Problem Description

After selecting these pages– Terms & Conditions, Return Policy and Privacy Policy – users are directed to a page without any indicators of which page they are in, which page is the previous page, nor any back button (except the one in the browser) to go back to the Legal Page.

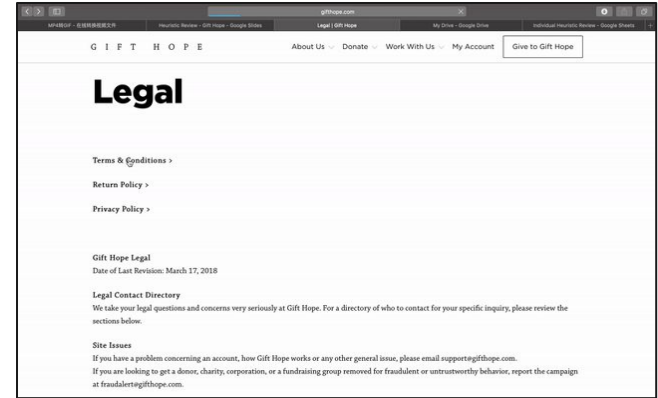
Recommendation

Alternative #1: Create a breadcrumb navigation, to show the full path list that users have taken

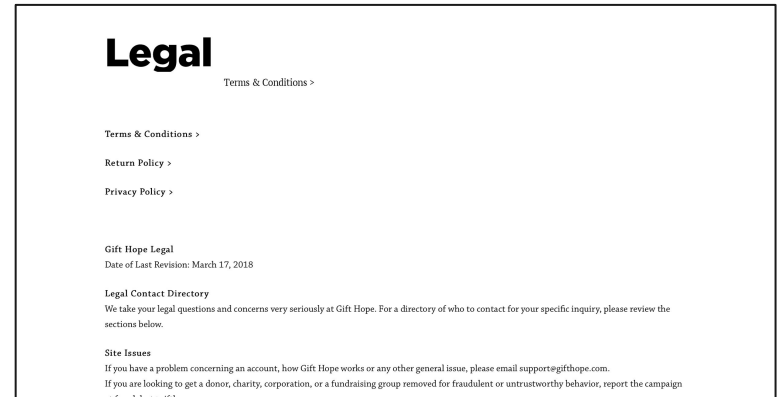
Alternative #2: Add a back button "< Back to Legal"

Heuristic Violated: User control and freedom

Problem Screenshot



Recommendation Mockup



Problem Title: Ambiguity of Search Function

Persistence: Local

UI Focus: Navigation

Location: Charity Search

Severity: 2

Problem Description

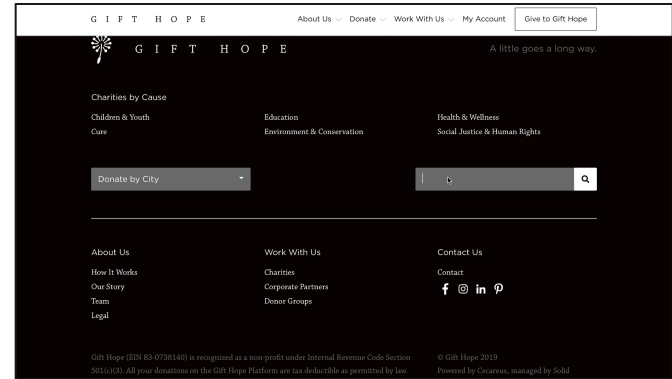
When searching words like "sister" it gives the exact charity which name includes "sister"; however, when searching city name like "miami", it not only shows the charities of which name includes "miami" but some charities locate in miami without "miami" in the name. That was really confusing.

Recommendation

Mention on the blank – "type keywords of the charities name or city where the charity is located"

Heuristic Violated: Match between system and the real world

Problem Screenshot



Recommendation Mockup



Problem Title: Repeated Options in Footer

Persistence: Local

UI Focus: Navigation

Location: Footer

Severity: 1

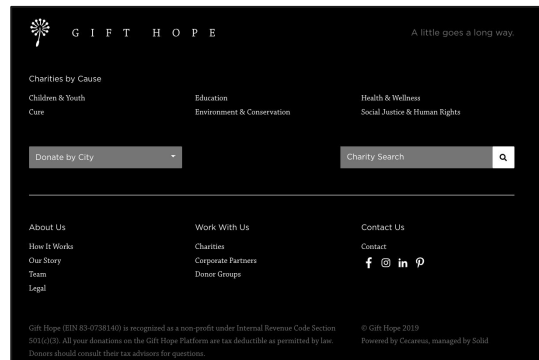
Problem Description

Every link from the navigation bar except My Account and Donate to Gift Hope is present in the footer. Not only is this redundant, it draws attention away from the unique links found in the footer (Contact & Social Media).

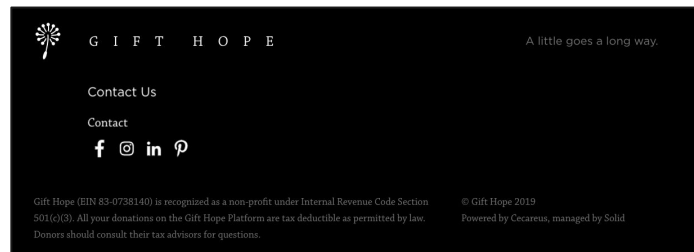
Recommendation

Remove repetitive links, and make contact & social media links larger.

Problem Screenshot



Recommendation Mockup



Heuristic Violated: Aesthetic and minimalist design

Bugs

Bug Title: "Payment Methods" bug

Persistence: Local

UI Focus: Navigation

Location: My Account

Severity: 4

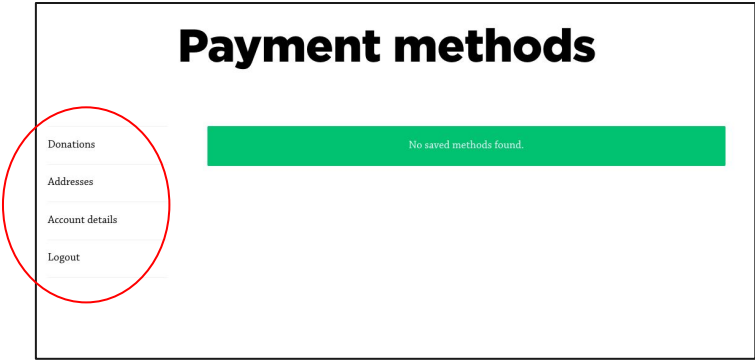
Bug Description

The "Payment Methods" button disappears while in the Payment Methods section, then re-appears once you enter another My Account section. This is clearly a bug, as none of the other sections have this issue.

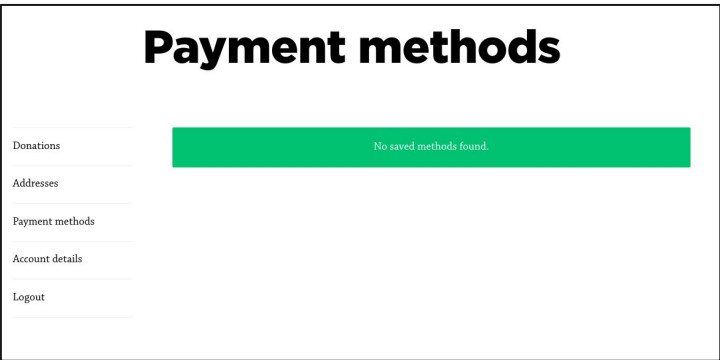
Recommendation

Add the "Payment Methods" button back into the "Payment Methods" page.

Bug Screenshot



Recommendation Mockup





Conclusion

The Gifthope.com website was evaluated using the Jakob Nielsen's heuristics and provide suggestions to improve it in terms of user experience.

Taken together, it is evident from the recommendations that the design changes can have a significant advantage over the already existing website design in terms of better usability.

By implementing these recommendations while building interfaces for website clients, it can be expected that users will be able to use the website in a more efficient and effective way according to us, as UX designers.