

Clark Give Page Redesign - Usability Testing

Tianci Zhang tzhang@clarku.edu
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Background

Usability tests were conducted in-person with 5 Clark alumni. Tests were conducted in the library, a restaurant, and home. Participants spent around 30 minutes answering questions about their past donation experiences, exploring the prototype of the new give page, and complete a few tasks through the prototype.

Summary of Findings

What works?

Page - "read more" Buttons

After each session, a button leads users to the corresponding page. Compared to arrows, Button has text as descriptions and its size is big enough for thumb touching.

Page - Bottom menu

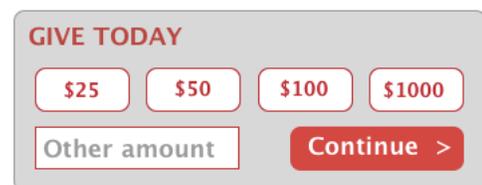
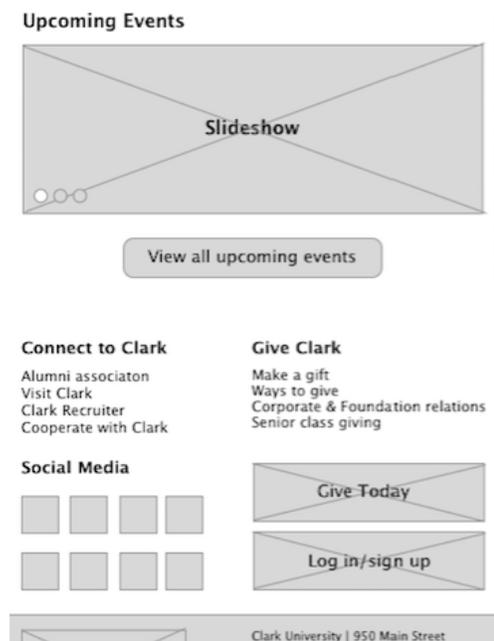
Bottom menu items are based on what users might be interested in after finish reading the current page. Users don't need to scroll up to the main menu for more information. It helps retaining users on the site too.

Page - Bottom log in/sign up

For user's convenience, they can log in or sign up even though it is the bottom of the page on the screen.

Page - Give today box

In the interview, 100% people won't choose the suggested amount. However, it doesn't mean the 4 numbers are useless. 3 users in the test told me they would choose a number between two numbers given in the box.



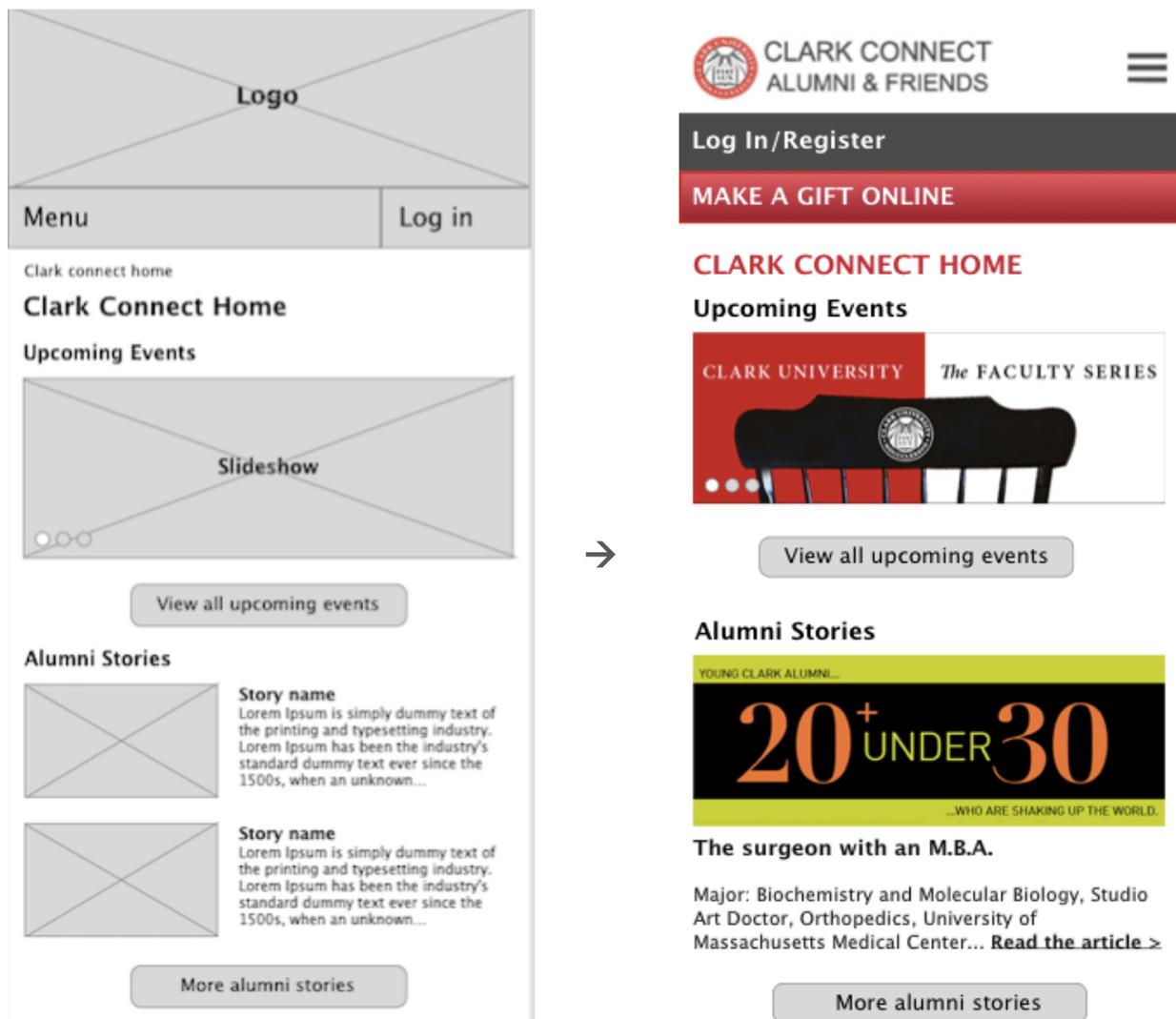
What doesn't work?

Page – Breadcrumbs

It is nice to have breadcrumbs on the page, but first, they look small and hard to press for fat fingers; second, this site is not that big that we have to put breadcrumbs on each page. Instead, when people click the menu, they will easily find where they are.

Page – Readability

The font size is small for senior users. It is better not to put a picture and a paragraph at the same row.



- Changed the layout of the header
- Deleted breadcrumbs
- Changed the layout of alumni stories
- Made all font size bigger

Form – Choose your designation button

Even though designation is a required field, participants ignored it and jumped to the gift frequency directly. It was because the button was white, they all attracted by the gray dropdown menu.

Form – Distraction

When users are filling out the form, you don't want them to be distracted by other things. Log in/register will bring them out of the process.

The image displays two versions of a 'MAKE A GIFT' form for Clark Connect Alumni & Friends. The left version is the original form, featuring a 'Log In/Register' bar at the top, a white button for 'Choose your designation(s)', and a gray dropdown menu for 'Gift Frequency'. The right version is the revised form, which has removed the 'Log In/Register' bar, changed the 'Choose your designation(s)' button to dark gray, and kept the 'Gift Frequency' dropdown menu gray. An arrow points from the original form to the revised form.

- Deleted log in/register bar
- Change the color of the designation button

Form – schedule recurring payments

Participants noticed the gray dropdown and some of them wanted to make sure it is a one-time donation. However, they could not find the option specify that it is a one-time donation. In addition, the frequency form was too complex for general users. Participants said it was for professional accountants.

Gift Frequency:

Schedule recurring payments ▾

Scheduled Payments

First payment: **\$0.00**
(Charged today)

Remaining Payments: **\$0.00**

4 ▾ of \$0.00

Total amount: **\$0.00**

Frequency of payments:

Current Date ▾ x Monthly ▾

The remaining payments will be charged between:
Oct 10, 2016 – Feb 10, 2017

Notify me days before my card will be charged.



Gift Frequency: *

Choose your give frequency ▾

One-time payment

Schedule recurring payments

Gift Frequency:

Schedule recurring payments ▾

Today I want to give \$

I want to give the rest amount

Every ▾

on the ▾

Total amount: **\$0.00**

The remaining payments will be charged between:
Oct 10, 2016 – Feb 10, 2017

Notify me days before my card will be charged.

- Change the dropdown from “schedule recurring payments” to “choose your give frequency”
- Make this field mandatory
- Give choices of one-time or recurring payments
- Simplify the form to schedule recurring payments

Recommendations

Page - Social media

A social media news feed is better than lined up buttons. Social media especially twitter updates very quickly. Users prefer to see what is happening at the top of the page.

Also, after filling out the give form, the social media feed on thank you page will be the balance after the tension brought from the form.

What's happening



Form – Chosen sign

Change the "x" to the check symbol. Some people presume the "x"

Form - Check billing information the same as personal information

Move the "Billing Information is the same as personal information" checkbox on the middle of the form. To remind people fill out the billing address on the personal information page.

Form – In the name of donation

Add donate in the name of someone, for people who donate in honor of others.

School of Professional Studies



School of Professional Studies

I prefer to make my donation(s) anonymously

I would like to donate in the name of

Tasks and findings

Tasks

1. First impression
2. Expectation and Findings
3. Feeling of making donations
4. Do suggested numbers in the donation box useful?
5. If participants know how to fill the form?
6. Do they know how the confirmation page work?

Task 1: First impression

Question: What are the participants' first reactions when they see the prototype?

Answer: All of the participants liked the designing of the pages, they thought it's clean and simple. Looks professional too. However, some of the participants pointed out that the fonts are too small. It would be hard to read on mobile phone. Also, It is better to lining up text on the log in bar and call to action bar, because the eyes would jump between left and right to read those buttons

Changes: Magnify all fonts, make sure they are readable on mobile phone. Also, relocate the menu, call to action and log in bars.

Task 2: Expectation and Findings

Question: What do you expect to see from the website? Can you find them on the home page?

Answer: Most participants cared about the news and events, some could find them easily on the page, some missed it at first but found the right place when rolled back. Also, some participants did not know what they wanted to see from the website, they just browse the page.

Changes: It is necessary to make the head bigger, for easily to be found. Also, there should be something on the page to catch user's eyes. I would like to put quotes from donors or famous alumni, to encourage people click the give button below.

Task 3: Feeling of making donations

Question: What would be the trigger to encourage participants to make a donation?

Answer: Usually, people who want to donate would jump to the form directly. They could come from email newsletters, from search engines, or event links. For now, touching quotes would be one way to bring up people's feelings.

Changes: I would like to come up with more ways to enhance the engagement of the page, including text and images

Task 4: Do suggested numbers in the donation box useful?

Question: Would participants choose any suggested numbers or they will fill their own amount?

Answer: All of the participants chose to fill the number in their mind. They would not choose the given numbers. However, some of them choose the amount between two given numbers, which means the given numbers are necessary. Anchoring Effect is working in such an alternative way.

Changes: Keep the box and raise the amount after a period of time.

Task 5: If participants know how to fill the form?

Question: What parts do they care? Can they fill out the form without any help?

Answer: Participants don't look at the form from the top to bottom, and they will focus on what caught their eyes. They will automatically skip the parts that look complex and too technical.

Changes: Change the looking of some parts that are easy to be ignored, and simplify complicated forms. Reduce brainwork on reading and understanding. Confirm the way people usually think.

Task 6: Do they know how the confirmation page work?

Question: Can they figure out how to change wrong information they made on the confirmation page?

Answer: Participants who use computer often could easily find how to make changes on the confirmation page. Others can figure it out too but used more time.

Changes: Make the explanation font bigger and add some shadows on the blocks. People can better understand functions by the look and feel of the boxes.