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Executive summary

The usability test for the desktop website of a human-rights activist organization, Crisis.org.uk was conducted to identify usability problems that may hinder users from utilizing the website to support the charity to help homeless people. The research focused on the improvement of general perception, engagement, and persuasion of the website to encourage the public who may have an aligned view regarding homelessness to support the charity. Its result is abridged below.

- 1) Improvement of *wayfinding* with consistent navigation.
- 2) *Spark* and *signal as triggers* to improve *engagement* and *persuasion* of the website.
- 3) Decluttered and streamlined content design.
- 4) Clear communication with the audience by setting the right goal and conveying a clear message to users throughout the pages.

The report contains an introduction, methodology, data analysis, results, four main recommendations, and a conclusion of the research to explicate its process and findings.

Introduction

Considering Crisis.org.uk's aims to eradicate homelessness in Great Britain and to support a number of homeless people in order to re-establish their lives, the website of Crisis should deliver its messages with clarity and impact to motivate the British public who might be interested in its service and campaigns, such as fundraising and volunteering to be part of their activism and advocacy. Vulnerable homeless people can be empowered by British people to fight collectively against social inequality and barriers and the website wants to encourage more people to partake in such activities and increase the number of donations and fundraising.

To help achieve the charity's goals on the website, the research focused on the areas specified in the brief below. The objectives were to uncover how people perceived the website in conjunction with its social actions and whether there are any usability problems that hinder users from understanding and partaking in any social actions run by the charity.

- 1) The degrees of *persuasion* and *engagement* of the website for the target audience
 - a. Does the website clearly communicate its goal with its target audience?
 - b. Does the website motivate its target audience and have a trigger that makes the audience keep engaging with the organization?
- 2) The overall *user experience* of the website
- 3) The degrees of *ease of use* and *satisfaction* with the user journeys which are closely associated with social actions such as donations that help keep the charity running and supporting people in need of help.
 - a. How do users feel while actively engaging with the user journeys?
 - b. Does the website allow its target audience to partake in social actions without much effort?
- 4) The degrees of *comprehensibility* and *wayfinding* while exploring the website's campaigns
 - a. Does the website clearly communicate with its target audience and successfully deliver its messages to them?

- b. Is the target audience aware of what kind of social actions are required to support homeless people?
- c. Are they motivated and willing to take action accordingly after reading about a campaign?

The test for the desktop website, Crisis.org.uk was conducted between 30th March and 3rd April 2023 regarding the aforementioned objectives. A remote moderated usability test was adopted, with 6 participants including a participant for a pilot test. As explicated in the objectives of the test, its methodology will be explained.

Methodology

The research was planned rigorously from operationalising the tasks to making main recommendations for the website. Usability tests were conducted remotely via Teams with recordings to capture participants' attitudinal and behavioural data along with their screen shares due to the nature of the tests running remotely.

I. Recruiting participants

Participants were recruited via Microsoft Forms with a screening questionnaire to find people whose interests align with the charity's human-rights activities so that the test could reflect the likelihood of its target audiences' behaviours and attitudes while interacting with the website. The recruitment took place with a mix of *convenience sampling* and *volunteer panels* which are the most common approaches of the *nonprobability sampling methods* for data gathering, hence the generalizations of the findings of the research for a bigger population could be argued to be unfit (Sharp et al, 2019)¹. However, taking this and the constraints of the research into account such as available resources and time, the right screening questions and *triangulation* would counteract its disadvantage. The specific demographics were not considered apart from their attitudes towards human-rights activities and their prior experience for the same reason mentioned above to determine the participants for the test. The screening questionnaire and its result can be found in Appendix 1 and the demographics of the participants in Appendix 2.

As a consequence of the pilot test and my enthusiasm for the usability test, 6 participants undertook the test even though Nielsen (2000) stated that most usability issues can be found by up to 5 participants, and the more people we observe, the less the outcome one would get considering the cost-benefit trade-offs. 21 responses were received via the screening questionnaire. Apart from two participants for *convenient sampling*, there was a high number of unresponsive survey participants after the consent forms were sent out to *volunteer panels* to explain what would be involved, how the test would run and the requirement of session recording. Presumably, they were reluctant to take part and changed their minds after finding out the session needed to be recorded once they read the consent form. As an administrator, it was felt necessary to recruit backup participants as a contingency plan in anticipation of this. Otherwise, unexpected unresponsiveness from participants could affect the timeline for the research and potentially also hamper gathering a sufficient amount of data for discovery and data reliability. Except for the participants for *convenience sampling*, the remaining participants for *volunteer panels* were incentivized with a £10 Amazon coupon as a small token of appreciation for their time and effort.

II. Research design

Taking into account the constraints of remote usability tests and a lack of available resources such as time, tools and support, *Triangulation of data* was chosen to collect the data from different sources at different times. Those are namely the review of the website by myself as a UX professional in the name of desk research to find out about the organization and possible task ideation, *System Usability Scale (SUS)* as a study-based UX metric for quantitative data, and *mixed methods approach* with *qualitative* and *quantitative* data as a task-based metrics from the usability tests. *Triangulation* would increase the validity and reliability of the data rather than relying on one method as the generalizations from different perspectives and resources are less risky and provide a holistic picture of the problem. Moreover, biases from one method could also be mitigated (Anderson, N., 2022).

The website review was conducted prior to designing a set of tasks. The process was required to interpret and refine the goals of the brief for the coursework. This allowed me to choose the right task methods according to the context and goal of each task and subsequently, a set of tasks for the test was generated with a mix of *verb-based*, *scavenger hunt* and *interview-based tasks* to gain insights related to the objectives with the expectation that they would uncover attitudinal behaviours of the participants about the organization's website based on their past experience and interests in human rights activities. In addition, each task comprised a set of questions which were a combination of *open-ended* (qualitative) and *closed-ended* (primarily quantitative) questions depending on their purposes.

Variations of perceptions of the task experience, such as persuasion and engagement depending on a task's aim were included as *task-based metrics* to gauge the usability of the website and achievement of the objectives of the test between the website and its users and they are essential questionnaires to measure participants' attitudes (Sauro, J. and Lewis, J., 2022). Subsequently, *SUS* was chosen to measure general users' perception of the usability of the website as a *study-based UX metric*. *SUS* is technology agnostic and tested on multiple interactive systems including websites and only consists of a 10-item questionnaire (Sauro, J., 2011). Compared to other metrics such as PSSUQ, it is a lightweight and practical way to gather data from participants. *SUS* would be the best fit considering its purpose and the constraints of the research. The form for this post-assessment of usability was created via Microsoft Form (see Appendix 6) and it was provided to the participants after the test.

Apart from the challenges of collecting quantitative data without tools or support, and the fact that recruiting 40 participants is recommended to gain statistically reliable results to reduce margins of error (Budi, R. and Moran, K., 2021), *formative assessment* was the best fit to identify problems to meet the requirements of the coursework. Therefore, the research focused on collecting qualitative data, such as the participants' verbal and non-verbal behaviours towards the website. Even though quantitative metrics were adopted both for task-based and study-based UX metrics, these were only used as indications of the degree of perception of usability issues of the website.

III. Pilot test & its findings

Since the pilot test did not go as smoothly as expected, minor changes were made to the tasks. First, the participant did not understand a task fully with a given scenario without lived experience or knowledge about shares and tax relief in relation to donations. Consequently, the task could not be carried out. The task was intended to highlight usability problems, not the participant's

intelligence. One participant expressed frustration about their understanding of the task and struggled to determine where to start and what to do even though it was explained further. It was apparent that the specific task would be inappropriate for the rest of the participants who were recruited without asking about their fitness for the task during the screener.

Another finding was that a *structured interview* with a participant-chosen task which relied on common sense may not have been the best combination of techniques. First, the task was designed to determine whether the website provides information that the public wants to know about the charity in general. In addition, it aimed at finding out whether the website meets the *mental models* of general users whose interest is human-right activities, and its question can be found below.

Question: “Remember you are on the website with a personal interest in this charity. What would you expect to find on the website?”

The participant replied instantly with ‘Volunteering’ and started looking for the relevant menu. As the section was meant to be explored with pre-defined tasks afterwards, this was unexpected and unprepared for a *structured interview*. Eventually, one pre-defined task was skipped as it had already been dealt with. Two *scavenger hunt tasks* with scenarios were withdrawn due to the reasons above. However, the remaining tasks as a basic script for the guidance were reserved. The link for a set of tasks for the participants can be found in Appendix 3. The usability test session lasted around one hour and a half taking longer than expected as the session did not go smoothly for the reasons mentioned above. In addition, some technical issues prevented the participant from sharing the screen at the outset. The session structure and usability test script read out prior to proceeding with a test to all the participants can be found in Appendices 4 and 5 respectively.

IV. Data gathering

Since the techniques of quantitative data collection were previously detailed in Section 2, it would be apt to expound on the techniques of qualitative data collection. With the participants’ consent, all test sessions were recorded via Teams with transcripts so that they could be re-watched during data analysis without support from others. Notes were taken as often as possible, but this was challenging while also talking, listening, and observing participants’ verbal and non-verbal behaviours simultaneously. Data recording allowed for the collection of various types of data, such as screenshots, capturing participants’ attitudinal behaviours that were missed during the interviews. Inasmuch as observing the performances of the given tasks by the participants cannot provide rationales for their decision makings, their feelings and thoughts, a *concurrent think-aloud* technique was requested to be performed by all the participants during the test.

Initially, it was felt that the preparation of the right questions and a script would be a great asset for novice user researchers. As mentioned before, a *structured interview* was expected having rigorously planned out the test and modified the tasks after the pilot test. However, the more tests that were run, the more familiar the test became, leading to more confidence in holding them. In addition, the issue whereby a participant’s chosen scenario overlapped with a pre-defined question from section 3 reoccurred since the tasks could be performed with common sense regarding the charity; most participants started talking about the same topics, such as donating and volunteering which were expected to be covered at a later stage of the test. After two tests, it was decided not to stick to the script if it was ensured that impromptu questions were relevant to the context of the

situation and that the goals of the tasks were achievable. A *concurrent think-aloud* technique complemented *semi-structured interviews* while making them run fluidly and naturally. Interestingly, the combination of the two techniques allowed for the uncovering of various areas of the problem spaces of the website thanks to the participants who held various points of view even though the basic script was prepared and identical. The remaining participants were asked to explore where their interests in the website of the organization were aligned. By virtue of the nature of *semi-structured interviews* with participant-chosen tasks, exploring wider areas of the website within the scope of a goal of a task and various responses from each participant could be gathered. The change in interview techniques in the midst of the tests did not affect the results of data gathering to the extent that previous data became negated for the research.

Furthermore, various questions on *perceptions of the task experience*, such as ‘How easy was it to find?’ and ‘How persuasive were they?’ were asked to participants at the end of each task and the sets of questions varied depending on the characteristic and aim of the task. These questions not only provided quantitative data following a *7-point Likert Scale* but also qualitative data which allowed participants to reflect on their perceptions according to the degree of their experiences and feelings and to feel more comfortable and at ease during the interviews. This was because the questions were adapted to remain relevant so that they continued the conversations and delved deeper into specific aspects of their experiences related to the question. It was found that asking *closed-end* questions was a quintessential part of the interviews whereby the participants could evaluate the website in depth in line with the specific question whereas an *open-ended* question like ‘How do you feel about this new app?’ would elicit various responses from participants, however, it was noted that data processing could be challenging, and a meaningful outcome may not be produced due to individual levels of responses without having a fixed set of scope and range (Sharp et al., 2019)².

At the end of each interview, the participants were given a link (refer to Appendix 6) to fill out the post-assessment questionnaire, *SUS* to quantify their perceptions of the overall user experience of the website.

Data Analysis

Once video recordings, transcripts and interview notes were all collected, *data analysis* began. In a spreadsheet, the entry of answers to *closed-end* questions for quantitative data was filled out during the interviews, however, it was not possible to take notes with great attention to detail for qualitative data while conducting the interviews in parallel. While watching the video recordings was the most time-consuming part of data analysis, it would not be possible to gain quality data without the process.

The transcript of the pilot test was converted to a PDF file and read through, however, due to the inaccuracy of the auto-generated transcript, it was hard to interpret the conversation. Moreover, biases could creep in based on my perception of the experience and unreliable human memory, in particular, without any contextual information, such as video and images while analysing the data. As a result, the transcript did not play a vital role as re-watching the video recordings was more efficient and productive by virtue of it providing evidence of verbal and non-verbal behaviours of the participants and the contexts of the situations simultaneously. In a spreadsheet, questions for each task were pre-filled in the first column of each row and each participant was assigned a

column so that the cells of these intersections could be used to record attitudinal behaviours or any notes on each participant. The spreadsheet became a single source of truth during data analysis with the caveat that it would not be presentable or shareable with other people and was only for personal reference.

I. Qualitative data analysis

As Sharp et al (2019)² state, an *inductive approach* was adopted to extract concepts from the data and identify themes (*thematic analysis*) which was felt to be the most appropriate way to practise data analysis considering the purpose of the usability test. As the first step of the *inductive approach*, the two spreadsheets were subsequently created in Microsoft Excel; one was a summary of the data which included my interpretation and analysis of the data per participant in each column and the other one was the *rainbow chart* with *Nielson's severity ratings*. As can be seen in Appendix 10, a cell was filled out every time a new insight, whether it was positive or negative, was found in the notes. Whenever there was a lack of clarity, perhaps unsurprising given the time gap between the two activities, video recordings were re-watched to confirm understanding and context if necessary. Thanks to the keywords in the notes, it was straightforward to locate when conversations happened as the video recordings allowed one to search for a keyword from a transcript and play the timeline that matched the keyword instantly. Each column of the summary spreadsheet was completed, and one column of the *rainbow chart* was filled out with the usability problems thereafter. Duplication of usability problems was not considered during this stage. Instead, gathering all the problems on the *rainbow chart* was focused on. Even though the tests aimed at finding usability problems with the website, some participants furnished positive feedback on things they found interesting or strikingly different from their expectations, and the list of positive feedback can be found in Appendix 12.

An *affinity diagram* was not created although it is the most common technique to explore data, identify themes, and organize them in groups since data analysis should be done by myself relying on intuition based on years of experience as a designer rather than taking notes for every single problem and de-duplicating them. Having said that, the reliability of the process cannot be questioned as identifying themes was done independently and manually. In other words, the *thematic analysis* took place mentally by juxtaposing each participant's summary with the pre-existing usability problems on the two spreadsheets: the summary and the *rainbow chart* respectively. In a collaborative setting, an *affinity diagram* would facilitate the visualization of all the usability problems on sticky notes and a discussion with other people.

Initially, some duplicated usability problems appeared on the *rainbow chart* even though effort was undertaken to make sure to de-duplicate them taking the context of the problem and its location into account during the *thematic analysis*. Despite the effort, the *rainbow chart* went through several iterative processes between *inductive and deductive approaches*, to determine whether the meaningful codes were orthogonal (Sharp et al, 2019)². During the *deductive approach* to categorising data, the context column on the *rainbow chart* was created to make sure each usability problem was independent and to specify where they belonged, if a couple of usability problems were interdependent or if a usability problem was overarching broad areas of the website. The final rainbow chart can be found in Appendix 11.

II. Quantitative data analysis

The research was a *formative assessment* to identify usability problems of the website with 6 participants. Noting that quantitative user testing typically has a 19% margin of error and the average usability difference between websites is 64%, quantitative usability research would not necessarily be as efficient and accurate as expected (Nielsen, J., 2011). Due to the nature of the research, quantitative data garnered from the research was not of paramount importance; however, it helped summarize the data of the variation of perception of task experiences and these *closed-end* questions allowed for the asking of more follow-up questions to the participants. A detailed analysis of quantitative data for the research can be found in Appendix 7.

Results

In light of data analysis being completed, it would be apt to expound the results of the research. Note that the target audiences are people who already have the motivation and ability to support and help charitable organizations, and the tests were conducted with participants who fit the criteria.

Firstly, the research aimed to determine whether the website performs well as a human-rights activity organization; that is, it should facilitate clear communication between its target audiences and the website so that they could perceive its message and goal without effort. In addition, as a charity which invariably relies on the public's support, the website should initially act as a catalyst in the digital space that does not limit access to the public and furnish triggers so that the audiences who already have motivation and ability could continue engaging with the charity. Out of 6 participants, 4 stated that the website seemed to cover too broad topics and superfluous information without key points. They found it challenging to perceive what exactly the charity is trying to achieve on the website even though it was salient that the website is about helping homeless people in the UK. Due to the nature of *semi-structured interviews* with participant-chosen tasks, they explored various areas that corresponded to the question of '*What would you expect to find on the website?*' and the task success rate per participant for task 1-3 cannot be comparable and congruent since their expectations as individuals varied. However, they generally chose topics that aligned with volunteering and donation, and the task success rates were generally poor compared to other tasks. Moreover, the median values of the perception of task experience regarding engagement, persuasion, and the likeliness of them to support the charity after visiting the website were between 5 and 5.5. Considering it was a 7-point Likert scale, 7 scores were scarcely found among the questionnaires as can be seen in Appendix 13. Taking the qualitative and quantitative data into account, the website may lack engagement and persuasion where the target audience could contribute to the change of the unfair socio-economic system and relieve the plight of homeless people as the charity website seeks the public's notice and attentiveness along with physical and monetary support invariably.

Secondly, the overall user experience of the website was measured with the *SUS* and its result can be found in Appendix 8. The median value of the raw *SUS* scores is 67.5 and its range of the percentile rank is 41-59 (see Table 1 in Appendix 9). Given that the average percentile score (at the 50th percentile) is 68, this result indicates that the overall user experience of the website is below average (Sauro, J., 2018). Given the research was a *formative assessment* and statistically reliable data cannot be collected with 6 participants, this result should not be generalized, however,

it would be worth noting the usability problems faced by the participants who gave dissatisfactory *SUS* scores.

Thirdly, the user journeys of donation, fundraising, and volunteering were investigated; Based on the task success rates, every participant completed the donation task successfully without difficulty. Therefore, it yielded the highest success rate score by far. In general, most participants scored between 6 and 7 on the questionnaire of perception of task experiences such as *ease-of-use* and *satisfaction* apart from participant 6 who gave 4. The sum of the task success rates of the two tasks for finding a fundraising event and volunteering information were both 15 respectively which is below average (15.5). Furthermore, the task success rate to find a volunteer role was given the lowest score, 13 out of all the tasks. Overall, the participants gave poor scores for the tasks in which they were asked to find a fundraising event and a volunteer role respectively. In particular, the task experience question regarding the easiness of finding a fundraising event yielded the lowest score of all. By and large, the findability of fundraising events and volunteer roles was rather dissatisfactory, and the attitudinal data from the participants corroborates the findings. Noticeably, the findability of fundraising events and volunteering correlated with the problems of the main navigation while observing the tasks. While conducting the tests, several technical errors persisted which resulted in deviation of wayfinding due to the unexpected behaviour of the website. Moreover, the inconsistent location of the navigation and inconsistent secondary navigation throughout the pages not only side-tracked some participants but also baffled them briefly (refer to Appendix 16). Note that the website provides a great deal of information and some participants expressed being overwhelmed by it and being unable to grasp what the website is trying to achieve. Consistent, easy-to-use, and optimized wayfinding would unravel these problems.

Lastly, the results of the *comprehensibility* and *wayfinding* for the Crisis campaign are set forth. Due to the nature of easy access and provocative eye-catching taglines, the consensus was in favour of the activism and their likelihood of partaking in the campaign was scored at 6.5. A number of participants expressed it is unclear how to take part in the campaign by just going through the list and there were many comments on the lack of clarity about the meaning of 'Campaign'. Taking the recruitment of the participants reflected the demographics who are interested in human rights activism and had/have the experience to support charities into account, however, the campaign does not seem to have critical issues according to the questionnaire of perception of task experiences such as *ease-of-use*, *motivation*, and *engagement*. In addition, the sum of task success rates for the tasks in relation to the campaign was above average (15.5), however, it is worth noting that the same navigation issues (refer to Appendix 16) mentioned above are in line with the user journeys hampered the *wayfinding* for all the participants.

Four main recommendations

The main recommendations were explicated in 4 key areas of the website: a) *wayfinding*, b) *spark* and *signal as triggers* (Fogg, B.J., 2009), c) content design with *information scent*, and d) clear communication with the audience. In order to help internal stakeholders of the charity and readers to understand the problem spaces, a *notation structure* was created to visualize the specific areas of the recommendations and their considerations, and the specific design suggestions that are reflected in the 4 main recommendations can be found in Appendices 17, 18 and 19.

a) Wayfinding

- The navigation should establish the submenu items' hierarchy and classification to increase findability with *information scent* and reduce interaction cost (Loranger, H., 2013). Please refer to Table 2 in Appendix 16 to see the design suggestion for the 'Get Involved' menu.
- Consistent location and design of navigation throughout the website (W3C, 2022). Multiple subpages have inconsistent navigation systems. For example, Campaign and Volunteer pages do not furnish the main navigation but secondary navigation with breadcrumbs whereas the Donate page does not have the secondary navigation. Main navigation should be shown on every single page for consistency which helps users navigate the website more easily without deviating.
- Batch filtering, such as 'by date' and 'by region' to refine the search result to meet users' criteria (Sherwin, K., 2016) and their design suggestion can be found in Appendix 17.

b) *Spark* and *signal* as triggers

- *Signal*: The target audience who may already have the motivation to support the charity would like to know how transparent and reliable the organization is and where and how the donation is spent, for example, a discrete information page for the donation with infographics and annual financial report of the charity within the website.
- *Spark*: The target audience who may lack motivation could be persuaded and the website could achieve the target behaviour from them if the website triggers a *spark*, that is, *real homeless people's photography with their stories and how the charity supports them and contribute to changing their lives.*

c) Content design with *information scent*

- Decluttered and logically flowing content with information scent to increase the discoverability of information that is related to the page's goal which aligns with users' intention on the page (IxDF Course Instructor, 2023).
- Infographics and key points rather than long-winded descriptions/articles to optimize the user experience and efficiency of information foraging (Budiu, R., 2019)

d) Clear and effective communication with the audience

- As some participants stated, the website deals with a great amount of information, and it hinders them from finding the right information and what the charity tries to achieve on the website in general. Setting the right information goal (Budiu, R., 2019) for each page would increase the effective communication between the target audience and the website along with the rest of the key areas mentioned above.
- In line with b), storytelling could draw more people's attention and the credibility of the charity could be improved in tandem.

Conclusion

The *formative assessment* was successfully completed, and it was a great opportunity to learn and realize how much work, effort, time, and multidisciplinary approaches are involved in user

research. When planning the research, the purpose of qualitative and quantitative data seemed to be subtle, it was uncovered *when*, *why* and *how* they can be used depending on the purpose of the research. I hope that my findings and recommendations could be of great help to Crisis.org.uk and no one should be criminalized for their financial predicament and destitution if the unfair socio-economic system drives them out.

Appendices

1. [Screening questionnaire for a remote moderated usability test and its result](#) via Microsoft Form (a link)

2. The participants' demographics

	P1	P2	P3	P4	P5	P6
Gender	F	F	M	M	M	M
Age range	25-34	35-44	35-44	35-44	45-54	35-44
Interested in Human rights activities?	Yes	Yes	Yes	Yes	Yes	Yes
Volunteering experience	Yes	Yes	Yes	Yes	Yes	Yes
Internet usage	daily	daily	daily	daily	daily	daily
Scheduled session	30/03/2022 17:30	01/04/2022 10:00	01/04/2022 15:20	03/04/2022 11:00	03/04/2022 13:00	03/04/2022 16:30

3. [Remote moderated usability test task list for participants](#) (a link)

4. Session structure

- 1) Introduction to session
- 2) Provide scenario and task
- 3) Participant completes the task
- 4) Questions for variations of perceptions of the task experience (quantitative) and follow-up questions (qualitative)
- 5) Share a link for the post-assessment questionnaire
- 6) Thank participant and confirm incentive.

5. Session script

Hello, thank you so much for taking part in the remote usability test today.

I sincerely appreciate your time and effort. Hopefully, this will help make good improvements to the charity website and of course, achieve a good mark for my coursework.

The test aims at finding out how well the website works to inform members of the public who might be interested in its work, including those who may wish to support it in various social activities. For the next 1 hour, you will be given tasks which are designed to interact with the website and some tasks may come with a scenario.

Before we kick off the test, there are a few things to bear in mind:

- You will be looking at a fully functioning website, so everything should work as intended. Let me know if there is anything you don't expect to happen, and I'll tell you whether it is intended.
- I will set a series of tasks for you to follow and may ask you questions after you complete each task to find out more about your experience.
- I will ask you questions but won't guide you, so while you are performing the individual tasks, try to imagine I'm not here.
- As we only have a limited time together, I may need to move things along occasionally to ensure we capture all of the information we need.
- We will be recording what you do and what you say, but these will be anonymised and will not be shared with anyone outside of the project team.

- I'd like you to speak out loud and talk me through what you are doing. Also, while you are doing the tasks if you could let me know what you see, think, like, dislike, and what you might do next.
- We are testing the website design, not you, so nothing you do or say is wrong.
- I have no personal involvement in the design of this site, so don't be afraid to say what's on your mind.
- You are free to take a break at any time.
- Everything you say and do will remain confidential.

If you are happy to proceed, could you please state your name and that you consent to participate in this remote user testing session based on what I have just outlined?

[Record the participant consenting to taking part]

Thanks a lot, that is the formalities over now we can start the session.

6. [Post-assessment questionnaire and its result](#) via Microsoft Form

7. The detailed analysis of Qualitative data for the research

1. Study-based metric: *SUS* score

On a spreadsheet, the results of 10 item questionnaire per participant were tallied up to calculate an individual *SUS* score and then, they were averaged out so that it would be possible to gauge how well the website performs compared to others in general. The formula for the *SUS* score was found on measuringux.com and the spreadsheet for the *SUS* score of the tests can be found in Appendix 8. Overall, the responses from the participants were strikingly contrasting; Participants No.1, No.3 and No.6 gave marginal scores between 52 and 55 whereas the others gave generous scores between 80 and 87. Taking the number of participants for the research into account, it may be inappropriate to generalize the result of the overall score for a wider population for the same reason mentioned previously. Knowing that the perception of the overall user experience of the website is very subjective and personal, it would arguably be more appropriate to reflect on the pain points of the participants who gave lower scores rather than generalizing the number.

2. Task-based metrics: Task success rate and more

The task success rate was divided into a 3-point scoring system; 3 indicates a participant passed a task easily, 2 means a participant passed a task with difficulty and 1 means a participant failed a task. Each rate was recorded by myself as a facilitator right before moving on to the next task with my judgement without asking participants. The score reflected the approximate time taken to complete a task and the attitudinal behaviours of a participant during the task session. The scores were tabulated in a table with two columns for the sum and median values of the scores. By comparing the sum and median values, the sum values seem to indicate the locations of the usability issues more noticeably as can be seen in Appendix 13. The result was factored in severity ratings with other quantitative data that will be discussed below, that is, the quantitative data tended to indicate the frequency and impact of the problem. A quadrant matrix of the severity rating which can be found in Appendix 14 which delineates the levels of severity of the usability problems. In the *rainbow chart*, the rating of each problem was finalized after factoring in the criticality and persistence of the problem with my judgement.

At the end of each task, the participants were asked to measure the variation of perception of task experience. The topic of these *closed-end* questions varied depending on the goal of a task. They were used to find out whether a certain page of the website was engaging/persuasive/satisfying and the like. As mentioned above, the answer from the participants to these questions helped to uncover the attitudinal behaviours of the task areas in detail as the specific perception questions allowed for the examination of the scope of the topic. Once the research was completed, the data was tabulated into a spreadsheet called 'Quant', and each task was given a column of *Median* value per task. As Sauro and Lewis (2020) state that more points would increase the validity and reliability of the result of rating scales, the *7-point Likert scale* was felt to be the best fit for the reliable measurement of the participant's attitudes towards the website. As the research aimed at the *formative assessment*, these numbers did not consider the margin of error and confidence level; hence the quantitative data should not be regarded as statistical analysis. In other words, they are reflections of the degrees of attitudinal behaviours that were gathered for such purposes and the technique allowed for the follow-up questions such as *why*, *what* and *how* during the research.

8. Tabulated SUS scores and their mean values

	I think that I would like to use the website frequently.	I found the website unnecessarily complex.	I thought the website was easy to use.	I think that I would need the support of a technical person to be able to use the website.	I found the various functions on the website were well integrated.	I thought there was too much inconsistency on this website.	I would imagine that most people would learn to use the website very quickly.	I found the website very cumbersome to use.	I felt very confident using the website.	I needed to learn a lot of things before I could get going with the website.	SUS Score
P1	3	4	3	1	4	3	4	3	2	4	52.5
P2	4	1	5	1	4	4	5	2	4	2	80
P3	3	3	3	1	3	4	3	4	3	2	52.5
P4	4	1	4	1	4	1	4	1	4	1	87.5
P5	4	2	5	1	5	4	3	1	5	1	82.5
P6	3	4	3	1	3	4	4	4	4	2	55

Average 68.3
 Mean 67.5

9. Raw SUS score and percentile rank

Table 1. Table excerpt from Sauro. J. (2018) to describe raw SUS scores using percentiles and many more

Grade	SUS	Percentile range	Adjective	Acceptable	NPS
A+	84.1-100	96-100	Best Imaginable	Acceptable	Promoter
A	80.8-84.0	90-95	Excellent	Acceptable	Promoter
A-	78.9-80.7	85-89		Acceptable	Promoter
B+	77.2-78.8	80-84		Acceptable	Passive
B	74.1 – 77.1	70 – 79		Acceptable	Passive
B-	72.6 – 74.0	65 – 69		Acceptable	Passive
C+	71.1 – 72.5	60 – 64	Good	Acceptable	Passive
C	65.0 – 71.0	41 – 59		Marginal	Passive
C-	62.7 – 64.9	35 – 40		Marginal	Passive
D	51.7 – 62.6	15 – 34	OK	Marginal	Detractor

10. Rich Summary

Task	Topics	P1	p2	P3	p4	p5	p6
Task 1-1	Brief 1			P3 thought that the header section throughout the website seemed to take too much space and it also made him to scroll down more than necessary. He probably implies that the section is unnecessary big considering its role.	P4 thought that the hero image seems to be unrelated to the homelessness and due to the size of the image on the main page, he did not notice that there would be more to scroll down as the hero image makes everything hidden. He mentioned that he did not notice the scrollbar on his browser. Facilitator(I) had to mention that he could scroll down the page and more content to see.		P6 thought the hero image doesn't seem to tell him about homelessness, but after reading the tagline and its message, it is about stopping people from being homeless. He also mentioned that header section was too big so that he had to scroll down a lot. Considering it is only for visual element which only contains an image and title, he thought it could be resized.
Task 1-2	Brief 1	P1 expected to find the information related to volunteering in the navigation 'Get Involved' item, however, it starts with 'Art with Crisis' which made her felt confused. She did not expect to see such an item as the first menu item. She carefully scanned through all the sub-menu items one by one to understand the context of the menu section. She mentioned that she couldn't tell they are relevant to the 'Get Involved'		P3 started looking at the navigation item 'Get Involved' and tried to find out what he can do for the charity. There are multiple ways to support the charity, but he mentioned that many sub- menu items didn't seem to unclear about why they are relevant to 'Get Involved' since he expected to see menu items such as, 'Volunteering' or 'Donate' to find out the information regarding to support the charity and the people in need of help. He spent quite a good amount of time to go through the menu items and seemed to be lost.	P4 mentioned that some of the navigation menu items seem to be not in the right places and there were loads of them. He scanned them through individually and told me that he was not sure about the order of the items.		
Task 1-3	Brief 1		Infographic and stats helped her to understand where the donated money goes and how it helps homeless people. P2 stated that if the stats were located higher on the page, it would be nicer as people would be able to see the impact of their donation instantly and motivated to do so. (Donate page)	There is some information which is not clear, no clear structure running through it and linking from one thing to another. He expected to have a discrete page telling people about the impact of the donation and encouraging people to make a donation which links to the donate page. In that sense, he			In general, P6 thought that some pages could be reorganized in terms of the order of different sections as some sections could be more helpful and informative to motivate people to take action. There is loads of information on some pages and he thought that some information could be given precedence to draw

			thought the order of the content on the 'Donate' page should be the other way around. (Donate page)			people's attention.
Task 1-3	Brief 1	<p>P2 was looking at the navigation item 'Get involved' in order to find the information regarding volunteering, but it was not on the list of sub- menu items at the time of the pilot test.</p> <p>The small card item 'Volunteering with Crisis' on the navigation didn't catch her eyes instantly as she started scanning text menu items automatically. I also presume that most people start looking at the text items as this type of style is expected from navigation in general.</p>	<p>During the test, there was a technical issue on the 'Volunteering' page which was linked from the recently added new sub-menu item 'Volunteering' under the 'Get Involved' menu. Due to an error and inconsistent navigation location, the participant struggled to find the right page.</p> <p>He also thought that the page 'Volunteering' does not include information about what kinds of volunteering roles people can do with the charity. He assumed that with this being the overall introduction to it, there might be even a sentence with a list of the different kinds of things that people volunteer to do.</p> <p>There are so many menu items for a charity website. Plus, due to a lack of consistency with the navigation system throughout the website, P3 got frustrated and confused with wayfinding. In particular, the Campaign page has a different navigation system, he expressed that it seemed to be almost a whole other website with a lot of information and separate tabs and quite extensive.</p>			<p>There was a technical issue with the navigation. The same issue with P3 and it still has not been fixed. There was an inconsistency issue with the navigation. P6 navigated page by page and some pages did not contain the main navigation but sub- navigation bar. This kind of unusual behaviour and inconsistency somehow made him more confused and deviated from the journey he was meant to take. Obviously, he had to move back and forth a few times.</p>
Task 1-3	Brief 1	In general, the Crisis website tries to capture so many things at once that P1 could not clearly perceive its activism and goals. She thought that it could explain				<p>P5 thought that the layout of FAQ for the volunteering page is a bit poor. Despite the fact that there's a lot of information on the volunteering page, there is not much on the page.</p> <p>P6 found that the website provides loads of information in general. He mentioned that he would not read lots of texts on a website usually. He would've more engaged with the website</p>

		a bit more and maybe in a visual way.			Compared to the first few pages he browsed, this page lacks in intriguing aspect of it.	if they provides more visual elements with key points.
Task 1-4	Brief 1	<p>P1 already has the motivation to support the charity so the website doesn't affect her. She didn't feel like she want to stop scrolling and read, some graphic or visual elements would be more engaging and persuasive.</p> <p>P1 thinks that some content could've been more persuasive and engaging if they used real-life stories about homeless people on the website as it would invoke people's empathy and compassion.</p>	P3 thought that there is not much persuasive information about why donation is needed and infographic and the detailed information about donation should have a designated page. He would've preferred the logical way of asking for a donation.	<p>P4 checked the page 'our people' on the 'about us' navigation and he expressed that office people were not the ones he expected to see. He wanted to see people who had been helped and people who have been working behind the scene to support homeless people. All the images from the higher level and administrative level seemed to be dissociated from the charity. What are they trying to achieve with the information?</p> <p>P4 liked the Crisis shop as a way to support the charity and explored the website for quite a while. He felt that there should be a way to tie the shop with Crisis more cohesively and organically. It perhaps would increase the traffic to the shop.</p>	P5 wanted to see how much the charity is in line with his views and how much the money it goes directly into the cause as opposed to maintaining other elements of the charity. Sometimes that can be a concern.	P6 wanted to read stories from people who have suffered with homelessness, what this charity has done to help them. It could be more persuasive as you've got to tug at the heartstrings. He also likes to know the facts and the problem the organization is trying to solve. That would help him to be persuaded more. Real life, people and real stories, the challenge people have overcome and how this charity has helped them.
Task 1-5	Brief 1	<p>She found that the goal of the website is not entirely clear due to too much information and its disorganization. She thought that they might have many goals to explain what the charity is and what its role is and to get people involved.</p> <p>The website seems to cover very broad aspects of the topic, of homelessness.</p>	P3 found that there is a surprising amount of detail, it seems almost like a whole website in itself when you look at the navigation menu item, get involved.			P6 started looking at the 'Ending homelessness' menu pages and mentioned that they are unclear about what the problems are and what the solutions are. It confused him. He pointed out that the pages should be clearer like who the page is for, how your support helps people out of homelessness. There are a great deal of information but, with the bitesize chunks of information he wanted to know.
Task 2-1	Brief 3-a			P4 felt that the two donate buttons on the 'Donate' page are quite confusing as they are pretty much identical items, perhaps how they are laid out horizontally side by side made him feel such a way.	Even though people are given options to choose the amount of money, the way two donate buttons are laid out with another option to let them choose a different amount of money to donate seems to be confusing.	

<p>Task 2-1 Brief 3-a</p>	<p>She looked a bit confused and unsure about GiftAid. She expressed her concern that she doesn't know about it and was doubtful about any tax implications. Even though she read the information and spent quite a lot of time to understand what it is about, she ended up not choosing the Giftaid option.</p>			<p>Gift Aid needs better presentation He was surprised by why the donated money could be increased by so much.</p>	<p>Giftaid is familiar with him but the way it is presented could be clearer for people who may not be familiar with.</p>	
<p>Task 2-1 Brief 3-a</p>	<p>Donation input fields required manual typing and she mentioned that she probably would not donate on desktop website.</p>	<p>P2 expressed that she may make a donation one time on the website but manual typing for the payment details put her off and considering many websites provide auto-fill option for input fields, participants may have felt it inconvenient as she had to bring her purse and check her card number and son.</p>			<p>P5 mentioned that he would prefer PayPal option because he uses it often and he doesn't have to memorize his card details off the top of his head. I assume that PayPal users only need to log in and all the card information would be populated based on his information for his account.</p>	<p>P6 noted that how the charity would get in touch with him confused him. As he already chose the option about how he wanted to get updated from the charity, he didn't want to get any other notification options such as post. After he carefully read through the small texts, he told me that he didn't like not having an option via post. In order to opt out post option from the charity, he found out that he needs to ring or email the charity and it was located at the bottom of the section which was separated from the relevant section.</p> <p>As an online bank customer, he was surprised that he had to provide the branch name of bank for his debit card which he doesn't know.</p> <p>All of above, he found that these would hinder people from making monthly payment or slowing them down.</p>

Task Brief 3-2-1 a			P3 was confused by seeing the Contact us Information even though the process had not completed. Usually, he would expect to see such information at the end of process.	Asking frequency options at that point seemed to be unusual as he already chose the monthly option in the beginning, and he did not choose the frequency dropdown option as it's already filled in with the word 'frequency' without knowing what it was for, he tried to move forward. However, the dropdown menu wasn't chosen, the payment page did not allow him to move on to the next session. He did not expect the error.	P6 found that some supplementary options could've been at the end of donation process so that he could've completed it quicker. He mentioned that the frequency dropdown was like asking the same thing twice to users and direct debit reference, he is unsure what it is for.
Task Brief 3-2-1 a			He wanted to look for information about where the donation money goes and how they are used at a macro level from the outset. There is not much persuasive information about why donation is needed. (Infographic, stories and so on)	P5 wanted to find out about how the donated money is spent and whether the charity is using the money in the right way. He explored on the menu 'about us' page and found an annual report in PDF, but he could not find the information he was looking for. We had to move on as he could not find the information and we were not able to see where it could be found. Perhaps either navigation items do not meet our expectations or the website does not provide the information.	He would like to know where the money goes, what the key things that the charity work on. At least, he satisfied with the information about how much donation makes what kind of impact on homeless people on the donate page.
Task 2-3		P2 expected to be able to sort the events by date or time. She found that the event list could've been more organized as it was a bit confusing to find the right one for her.	P3 found that the filter option buttons did not work correctly. He could see a number of upcoming events in other event sections such as Run and Cycle, but the 'All' section only showed the two upcoming events even though he expected to see all of the upcoming events regardless of event types. He also stated that he needed to do awful a lot of scrolling through.	P4 thought that the Filter option could've been better by allowing people to narrow down the options such as date and location option.	P5 found that it was difficult to find the right role in the right location. By the nation filter option is too wide, he would've preferred to have a postcode option to narrow the proximity of the location.

General	<p>P1 mentioned that she was a bit overwhelmed by a number of submenu items and she mentioned that the structure of the website is unclear and didn't meet her expectation often during the test. She spent some time to scan through item by item.</p>	<p>P2 often struggled to find the right pages and got lost during the test. If there wasn't a breadcrumb on each page, it would've been even harder.</p>	<p>P3 spent quite some time to navigate the volunteer page and struggled to get to the right point where he expected to see the information regarding the roles.</p> <p>The technical issue may have contributed to this during the test, but he mentioned that the website in general is a bit unclear and hard to navigate.</p>	<p>P4 stated that some submenu items were laid out in an illogical order or an uncommon way as he tilted his head.</p>	<p>P5 explored many sub-menu items on the 'Find a volunteer role', such as In our shops and With your company. Many of them did not meet his expectation and he mentioned that finding a volunteering role with many menu items with seemingly irrelevant information made him more challenging and confusing.</p> <p>The navigation did jump him across the page. After he experienced that, he just decided not to use the navigation and scrolling the page he was on.</p>	<p>Given that he only gave a score of 2 for the satisfaction to find a specific role, he stated that even though it worked and he found it, there had been many technical issues, inconsistent navigation, and multiple things that made his journey more challenging. He clicked the button 'Find volunteer roles in our shops and E-commerce' on the 'In our shops' page with the expectation that he may find a role near his location, however, it was only available in London.</p> <p>The navigation throughout the website has lack of consistency, he noted that the main navigation was absent on some pages. P6 also mentioned that the flow of the context of navigation menu items does not make sense to him. Due to the number of plain text menu items, he found that it was overwhelming. He prefers a more visualized presentation as it makes it clear and feels more organized like the card 'Volunteer with Crisis' on the menu.</p>
Task 2-5 Brief 3-d			<p>P3 expected that the map on the Volunteering role page could be clickable, but it was not. So he was a bit disappointed that it seemed to be a great way to see what location the charity offers the volunteer roles.</p>			
Task 2-3 Brief 3-b		<p>P2 mentioned that considering the significance of commitment information for Volunteer roles, the text was hard to read due to its colour. Some texts were a bit challenging to read and due to its light grey colour even though the information would</p>		<p>Date and location information for fundraise events are hard to read because of its colour on the Events page.</p> <p>P4 liked the iconography as it helped him to discern each role at a glance, but orange texts</p>		<p>P6 also mentioned about the text with light colours are hard to read.</p>

		determine whether people could join or not.		were unclear to read.		
Task 2-5 Brief 3-d		Overall, it seemed to suffice in terms of its information, however, some details would be good to find out the commitment and expectation of the role. The Information is unclear.	P3 expected to see more detailed information about each role such as commitment, expectation and so on the desktop website.	P4 expected to see more information regarding the roles, degree of the commitment, and so on. He also mentioned that how frequently a role needs to speak to talking/interacting with people	He stated that finding a role was quite confusing and difficult to find. Due to having a few different sub menu items without clear endpoints and what roles are available on each page, it lacks in consistency. As he started looking at submenu pages first, it wasn't straightforward to find roles available on the different location. Because there was no volunteer role available in the area where he lives, he had to move back and forth to look for other possibilities.	
Task 3-1 Brief 4	P1 found that the wording 'campaign' doesn't mean much to her and she interpreted it as a political will. It is interesting but a bit overwhelming.	P2 mentioned that the wording 'Campaign' was not clear and she thought that it was a bit confusing/unclear about how to get involved with different campaigns. She was scanning through the main campaign page and mentioned it. P2 expressed that the campaign page make it less comfortable to take part in them. She could still find what she wanted to find, but it doesn't go as smoothly for her as she would expect it to.	P3 stated that the hierarchy of the sub navigation made him feel like he was on another website. He was overwhelmed by the amount of the information, and it is not really clear about what they try to achieve. For the reasons above, locating the information he wanted, he had to look a lot further than he would expect to.	The word 'campaign' seems to be unclear regarding what the participant can do and how he can get involved with it. He was scrolling through the main campaign page and scanning item by item.	P5 stated that there are only two campaigns that he could take part in because of call to actions buttons. Campaign pages seemed to disorganize, and he couldn't tell why our campaigns section has no call-to-action button compared to the others.	P6 thought that there were too much text to read which he usually would not engage with plain text information unless it is absolutely necessary. The content could be more organized, as short as possible. He also noted that 'Ways you can take action' could come first before the plain red text box as the section requires more people to notice and engage with it.
Task 3-1 Brief 4	P1 didn't like too sensitive words of choice such as Rogue as it vilifies and generalizes all the landlords are horrible people.	P2 mentioned that she was intrigued by some taglines.		P4 found that seeing a politician's name drew his attention and made him to click the campaign.		

11. Rainbow chart

Location	Usability Issues (Causes and Outcomes)	P1	P2	P3	P4	P5	P6	Possible Solutions	Severity
Main & Header	Hero image is too large and takes up too much space on the main screen and it doesn't seem to be relevant to homelessness. Therefore, some participants expressed that the image doesn't say anything relevant to homelessness and a participant did not scroll the main page until I prompted him.							Due to mismatched expectations between participants and the hero image, it would be best to use images that are closely correlated to homelessness and can convey the message aligning with the tagline in the red box on the right-hand side.	1
	The size of the header section is too big considering it has no particular meaning or purpose and some participants pointed out that they had to scroll down unnecessarily due to its size on every screen.							As some participants noted that the proportions of the hero image and header sections throughout the website could be resized taking into consideration that its purpose and value may not be as significant as its size.	
Navigation	Participants mentioned that there were so many sub-menu items and some of them seemed to be not in the right places. I observed that a majority of participants had to check each sub-menu item one by one which would make new visitors feel overwhelmed or unclear.							The main navigation needs to be reorganized/re-ordered and the labelling of many sub-menu items should be re-considered. Card/tree sorting test could be helpful to create a navigation that would be contextually ordered and match with users' mental models.	2
	The composition of the sub-menu items of the main navigation doesn't seem to be relevant and doesn't match with their expectations. (in particular, 'Get Involved')								
Donation, Volunteer, Campaign, Fundraise	The order of the content on some pages doesn't seem to logically flow so that participants had to scroll up and down multiple times. Sometimes they were able to find more informative sections at the bottom of the pages.							Resizing the header section would minimize unnecessary scrolling up and down and re-ordering of all the sections on the 'Fundraise', 'Volunteering', 'Donation' and 'Campaign' should be prioritized so that the more intriguing and informative sections could draw visitors' attentions and it would help them to engage more with the website in general.	3
Navigation & Volunteering	'The information regarding 'Volunteering' was difficult to find from the navigation and sometimes participants were deviated and confused with wayfinding due to the inconsistent navigation system.							The menu item, 'Volunteering' tends to appear in a random order on the 'Get Involved' section. This kind of inconsistent appearance should be modified. The link for the menu item 'Volunteering' has a technical issue.	4
Donation, Volunteer, Campaign, Fundraise	The plain information page is just a wall of text and it's a little boring to engage with it.							This seems to affect the participant's engagement, satisfaction and persuasion. Depending on its context and page, having more images that are relevant to its section, clear key points rather than wordy and lengthy paragraphs and a more organized structure line by line and section by section would improve all three aspects of the website.	2
Donation, Volunteer, Campaign, Fundraise	All the participants have the common motivation to support the charity to help homeless people, however, the pages that were mentioned by participants such as Donate, Fundraise, and Campaign have a lack of engagement and persuasive elements throughout. Some participants also mentioned that there is a lack of real stories about real homeless people.							In order to improve the engagement and persuasion of the donation, volunteering and campaign, including the real stories and pictures about actual homeless people who have been supported and how the charity has helped them to overcome their plight and destitution of them could be a great opportunity to move people's hearts. This could also potentially increase the credibility and trust of the charity.	4

General	The website deals with too much information and broad topics; The website made participants feel that it was harder to perceive what particularly the charity trying to achieve on the website.				What is the website trying to achieve? What's the goal of the charity on the website? It would be good to think about this kind of idea for visitors. Is it necessary having so many sub-menu items on each main nav section? Many participants felt overwhelmed by the amount of information. This could lead visitors to dissociate with the website as they may be unsure where and how to start. How they can be organized and presented could make a huge difference for visitors. This problem has no ultimate and definite solutions; it can be solved by starting a reflective and retrospective discussion regarding why the major of the participants felt this way, what has gone wrong and how to achieve the goal of the charity more effectively.	2
Donate	The two button options for donation could confuse some users as they are aligned side by side despite they fundamentally have the identical functionality.				Delineating two sections, one for the pre-defined donation amounts and the other for the user defining donation amount could be another solution so that donors could choose one or the other more easily.	2
Donate	Giftaid may hinder some users who are not familiar with it from ticking it due to the sensitivity of tax implications. It is not clear about how it works and what happens if participants tick it.				Even though it is a great chance to increase the amount of donation, people who may not be familiar with Giftaid would not choose the option due to a lack of clear information about why the amount suddenly increased and if there are any tax implications or pitfalls by choosing it. These kinds of key points can be explicitly stated for some donors who are unfamiliar with it.	2
Donate	Participants mentioned that they may not donate on the website as it required lots of work to complete and a participant usually uses PayPal as he doesn't have to remember the card details. In general, they found that there are many unnecessary steps that slow down the payment process.				<ol style="list-style-type: none"> 1. Make sure to provide the autofill functionality for every input field so that people could complete the process swiftly. 2. Using PayPal could make the process instantly as PayPal users do not need to provide any card details but logging in with PayPal. 3. Getting contacted by post could be optional and some users may not make donation due to the coercion which doesn't give them a choice at all. 4. For monthly donations, a participant who owns an online bank account could not provide the branch name and he would not make such effort. Is it necessary to provide the branch name? 	2
Donate	Having 'Contact Us information', Frequency option, and 'What prompted you to support us today?' in the middle of Donation process are expected to be at the end of the process so that participants could complete the donation quicker.				<ol style="list-style-type: none"> 1. The sections such as, 'Contact us information', 'How to get in touch' and 'What prompted you to support us today?' could be asked once the donors completed the payment. These are optional. 2. Asking the Frequency option after providing personal information is duplicated. This option should be given at the outset of the process. 	2
Donate	The information about the donated money and where it is used and how the donation contributes to change homeless people's lives was hard to find due to its location and it did not provide any real stories of the people in need of help which the participants expected to see.				<p>As a charity, it would be a responsibility to provide such information to the public and it would increase the brand image and credibility with a level of transparency. The half of participants wanted to know where the money goes and how it is used.</p> <p>Having a dedicated page for this information could be a solution. User interviews could provide insightful data about what exactly donors or the public who may be interested in helping homeless people would like to know and as an organization, to what extent, it should provide such information on the website.</p>	2

Fundraise	Event filter options on fundraise page could have more options and some buttons don't work properly. Therefore, many participants struggled to find an event near their locations, and they had to scan the date individually for all the events.					There is a technical issue with either England or Upcoming events only select option. When the two of them are selected together, it displays the two available events despite the All section. Date and more exact location (by county or postcode) filters would be helpful to narrow down the options. Rather than infinite scrolling, pagination would be more helpful for visitors to come back and relocate the same event more easily if necessary.	4
Navigation	There is a lack of consistency with the navigation throughout the website and it seems to contribute to participants becoming deviated or struggling to find the right page.					The main navigation should reside consistently throughout the website. Some pages do not contain the main navigation, but only the breadcrumbs and a secondary navigation, for example, the Campaign page.	4
Volunteering	Map image looks like a interactive image and misleads participants to click it.					One of the participants found that the map was helpful because he is not great at geography. Considering the imbalanced layout of the section 'Crisis Locations', the map could be placed at the centre of the page and allows users to interact with the map with the statuses such as hover and click so that they could find a volunteer role by region on an interactive map with more ease.	1
General	Some texts throughout the pages were hard to read due to its size and colours.					A minimum of WCAG level AA should be met for colour contrast. Ideally, font size should be a minimum of 16px on the desktop. If these are unmet, readability could be hampered for visitors.	3
Volunteering	There is a lack of details about the role on the Volunteering page and the participants spent a good amount of time to find the right role on the find a volunteer role page.					The commitment details could be more clearly presented by days and times so that visitors could figure out the exact time commitment at a glance. At the moment, the details are just one long sentence which requires mental effort for people. Rather than having multiple menu items such as In our local services, In our shops and With your company, a multifaceted navigation on the 'Find a volunteer role' could potentially help people to find a suitable role more efficiently. The aforementioned menu items could go to the 'Volunteer' page to explain various types of volunteer role for the charity, instead.	3
Campaign	The wording 'Campaign' is unclear to the participants. The wording doesn't seem to associate with what they were asked or thought of. There is too much information on the section so it makes it even less clear about how I can get involved with the charity.					The 'Campaign' section seems to have many duplicated items of its content, superfluous pages and sub-menu items. A card/tree sorting test could be an option to re-organize the menu items. Primarily, any duplicated and superfluous pages/content could be removed first. For instance, <i>Homepage > Get Involved > Campaign > Take Action</i> and <i>Homepage > Get Involved > Campaign > Campaign with us > Actions and resources</i> could potentially sit within one page with a couple of subsections and its appropriate sort options as the pages seem to try to achieve the ultimately same goal that asks people to partake in them.	4
Campaign & General	The choice of Tagline and wording can be sensitive and subjective depending on an individual. Some participants were intrigued by the word 'Rogue' but the other expressed her concern as if all the landlords are horrible people.					Based on the results of the usability tests, participants showed me contradictory reactions to the wordings like 'Rogues'. using euphemisms would bring about more positive reactions from readers. In order to attract people's interests, using the right visual elements such as infographics and images could be more efficient and effective as a tool to convey a clearer message to them.	2

12. Positive Feedback

No.	Positive Feedback and considerations
1	P4 liked the map as he is not good at geography, and it helped him to refer the locations mentioned below the map.
2	Logo makes what the charity does very clear.
3	P5 liked the art from Crisis in general. If he can see more examples of arts or a gallery, it will give him more of an idea of sort of things that he would get. In the past, when he donated money, nothing returned but this seems to be quite interesting. P4 liked the shift of the moods on the page. It was very engaging he thought that the same kind of positivity should be given to other pages. It could encourage more people to get involved.
4	Almost every participant liked the information about the pre-defined donation amount money and what kind of impact/changes they can make for homeless people.
5	Many participants liked the little infographic section on the Donate page as it tells people how the charity spend one pound. P6 mentioned that it is a good engagement element, and it should be further up.
6	Some people thought that FAQ section within the Volunteering page provides useful information such as what requires to apply for a volunteer role and what they can gain from it etc.
7	Donate button has a great visibility and focal point at the top of the header, so it is easy to find.

13. The result of the task success rates

Task	P1	P2	P3	P4	P5	P6	SUM	MEDIAN	
Task 1-1	3	3	3	2	3	3	17	3	3 = Pass easily
Task 1-2	1	3	2	3	3	2	14	2.5	2 = Pass with difficulties
Task 1-3	2	3	2	3	2	3	15	2.5	1 = Fail
Task 1-5	2	3	3	2	3	3	16	3	
Task 2-1	3	3	3	3	3	3	18	3	
Task 2-3	3	2	2	2	3	3	15	2.5	
Task 2-4	2	3	2	3	2	3	15	2.5	
Task 2-5	1	2	3	3	2	2	13	2	
Task 3-1	3	3	2	3	3	3	17	3	
Task 3-2	3	3	3	2	3	2	16	3	

Sum Average: 15.5

14. Severity rating quadrant matrix

Table 2. Severity ratings were measured with the quadrant matrix adapted from Tullis, T. and Albert, B (2008)

	Few users experiencing a problem	Many users experiencing a problem
Small impact on the user experience	<p><i>low severity</i></p> <p>- Donation</p>	<p><i>medium severity</i></p> <p>- How well is Crisis homepage working?</p>
Large impact on the user experience	<p><i>Medium severity</i></p> <p>- Campaign</p>	<p><i>high severity</i></p> <p>- Finding and applying for volunteering - Fundraising</p>

15. Quantitative data from the close-end questions for the variation of perceptions of tasks

		P1	P2	P3	P4	P5	P6	Median
Task 1-1	How easy was it to find out? How confident are you with it?	7	7	5	6	7	6	6.5
		7	7	7	6	7	7	7
Task 1-3	How easy was it to find?	4	7	3	7	6	6	6
	How satisfying was it?	5	7	6	6	6	6	6
	How engaging was it?	3	7	4	6	5	7	5.5
	How intriguing are they?	5	7	5	6	6	4	5.5
	How persuasive were they?	4	6	6	5	6	3	5.5
Task 1-4	How informative do you think it was?	4	5	6	5	7	6	5.5
	How intriguing are they?	4	7	6	6	5	5	5.5
	How persuasive were they?	3	6	6	4	5	5	5
	How easy were they to find?	4	5	7	5	7	5	5
	How engaging was it?	4	6	5	6	3	5	5
Task 1-5	How clearly do you think the website delivers its message on the website to the public?	5	7	6	5	7	3	5.5
	How likely would you take part or support the charity after visiting the website?	4	6	6	7	5	2	5.5

	How easy do you think it was to donate on the website?	6	7	6	7	6	4	6
Task 2-1	How satisfying do you think it was to donate on the website?	7	6	6	7	6	4	6
Task 2-3	How easy do you think it was?	5	4	3	6	7	4	4.5
	How satisfying was the journey to find a fundraising event?	6	6	4	7	6	3	6
Task 2-4	How easy do you think it was to find on the website?	4	7	5	5	2	7	5
	How satisfying was the journey?	6	6	5	6	2	4	5.5
Task 2-5	How easy do you think it was to find on the website?	7	5	5	6	2	2	5
	How satisfying was the journey to find a volunteering role that may be suitable for you?	5	6	5	6	2	5	5
Task 3-1	How easy do you think it was to find on the website?	7	6	4	4	7	6	6
	Do you feel that you are motivated to take part in the campaigns after reading it? Why?	7	7	6	7	7	5	7
	How easy was it to understand the content?	7	7	6	7	7	6	7
	How engaging was it?	7	6	6	6	7	4	6

16. Screenshots during the tests

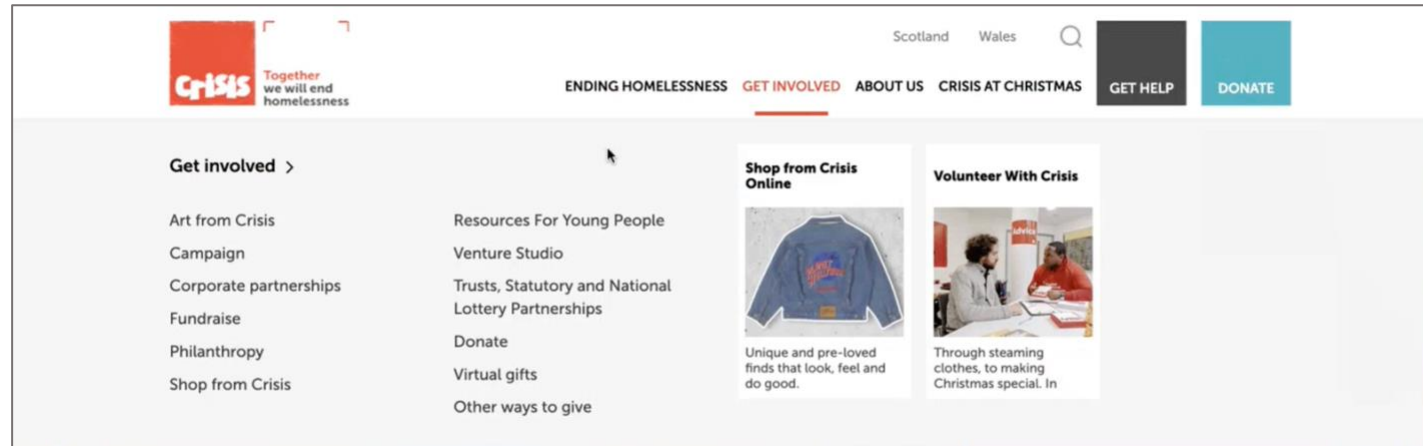


Figure 2. Absence of Volunteer submenu item under the 'Get Involved' menu within the main navigation during the pilot test (30.03.23)

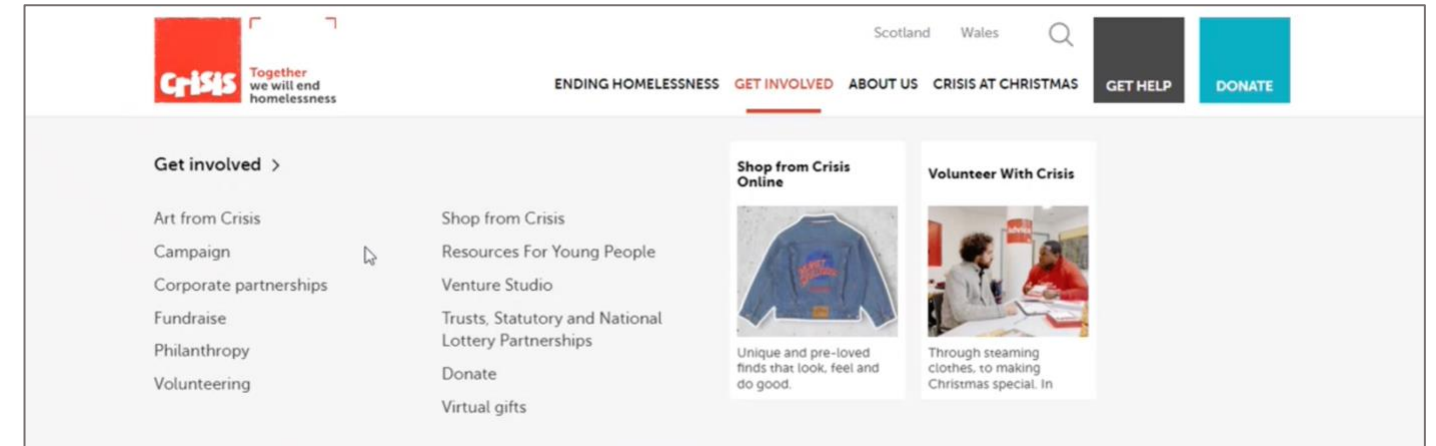


Figure 1. The appearance of the 'Volunteering' submenu item under the 'Get Involved' menu.

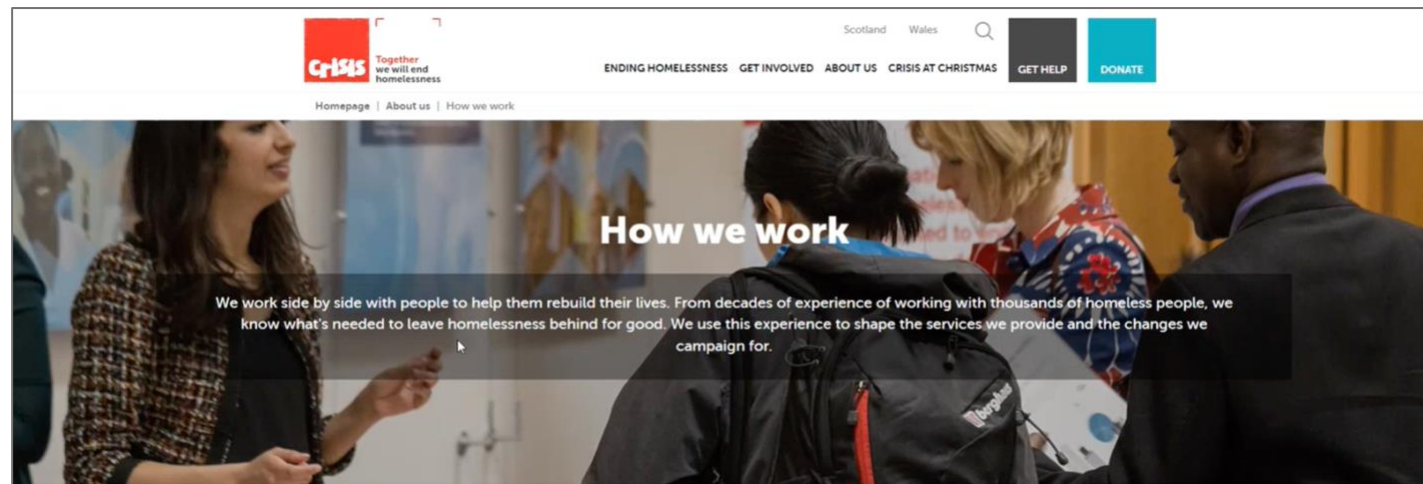


Figure 3. A page with a secondary navigation but absence of the main navigation

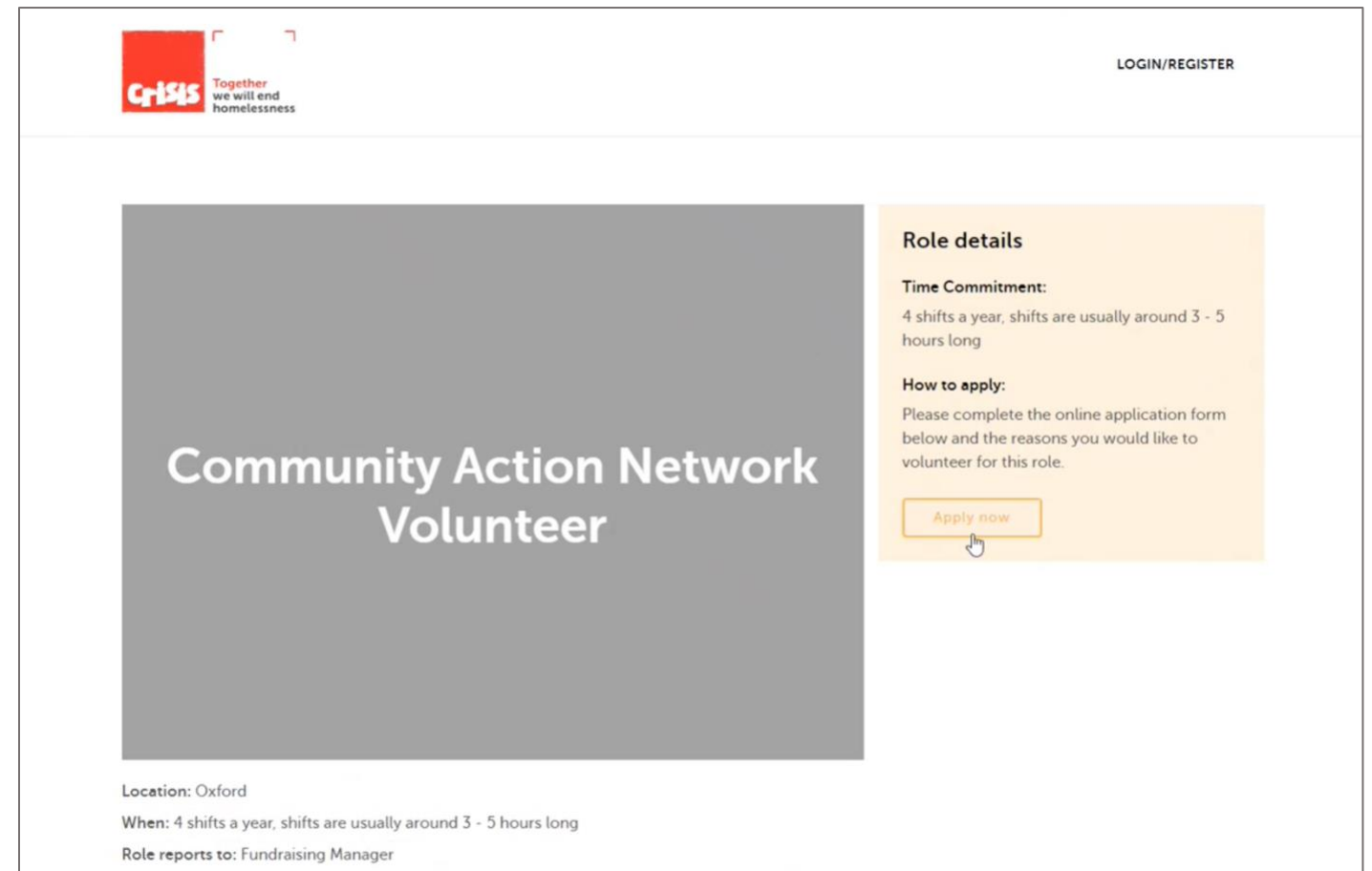


Figure 4. Inconsistent main navigation presence throughout the pages

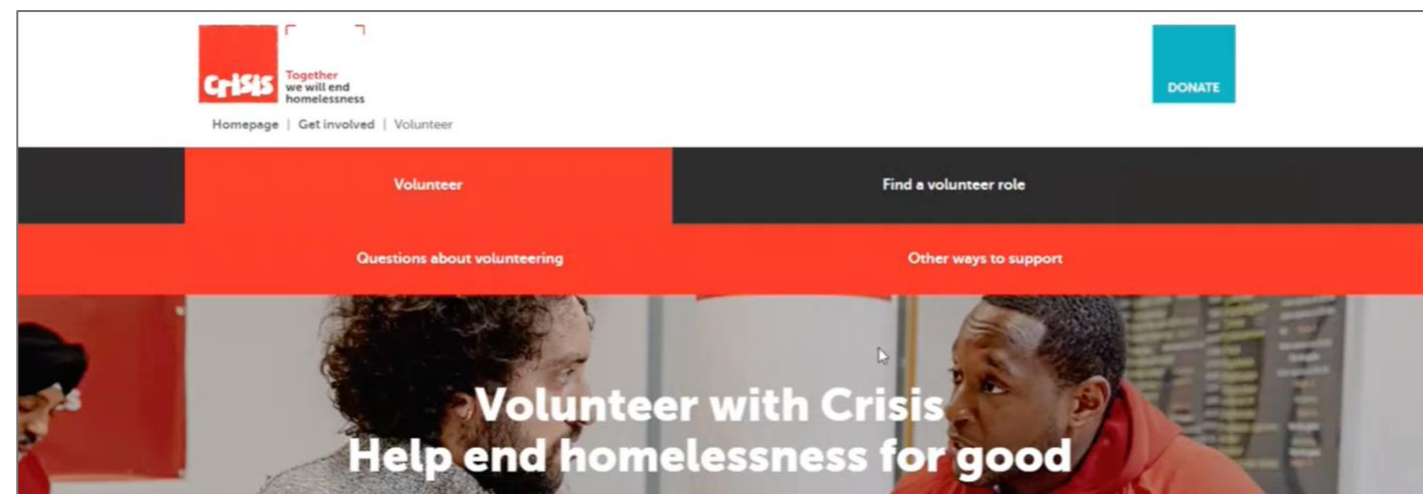


Figure 5. A page without a secondary navigation

17. The suggested hierarchical relationship of the 'Get Involved' menu.

Considering the number of submenu items, it was noted that many participants had to scan through the individual submenu items until they found the right one which they were expected to see under the 'Get Involved' menu. A couple of the participants expressed that they were overwhelmed by several subpages with the secondary navigation while browsing the website. The classification would improve memorability and hence, findability. It would lower the interaction cost for users as they could find the relevant information as quickly as possible (Loranger, H., 2013). Therefore, it would increase the findability of each menu item and the right information both for new visitors and regular users. As card or tree testing has not been conducted, this should be regarded as a design hypothesis.

Table 3. A navigation suggestion for the 'Get Involved' menu item

Your support	Other ways to help	Partnership
Donation	Art from Crisis	Corporate
About the donation (<i>a provisional labelling</i>)	Shop from Crisis	Trust, Statutory & National lottery
Donate	Virtual gifts	Venture Studio
Philanthropy	Little helpers (<i>currently Resources for young people</i>)	
Volunteer		
Fundraise		
Campaign with us (<i>currently Campaign</i>)		

18. Robust filter options for the 'Fundraise' and 'Find a volunteer role'

Batch filtering can minimize any waiting time for pages to be loaded if a website is slow or if it works on mobile devices considering latency. It would be the best fit for finding a volunteering role and a fundraising event on the Crisis website as the filter options are not too broad and extensive and it has a limited number of criteria as the table below depicted (Sherwin, K., 2016).

Filter by Nation	Remote	England	Scotland	Wales		
Filter by Location	UK – Wide and remote	Birmingham	Edinburgh	South Wales		
		Coventry & Warwickshire				
		Croydon				
		London				
		Merseyside				
		Newcastle				
		Oxford				
		Swansea				
		South Yorkshire				
Filter by Date	By week	By month	By year			
Filter by Role (only relevant to the 'Find a volunteer role')	Fundraiser	Local services	Retail	Others		
Filter by Event (only relevant to the 'Fundraise')	All	Run	Cycle	Walk	Swim	Others

19. A wireframe for the About the donation (a provisional naming)' page

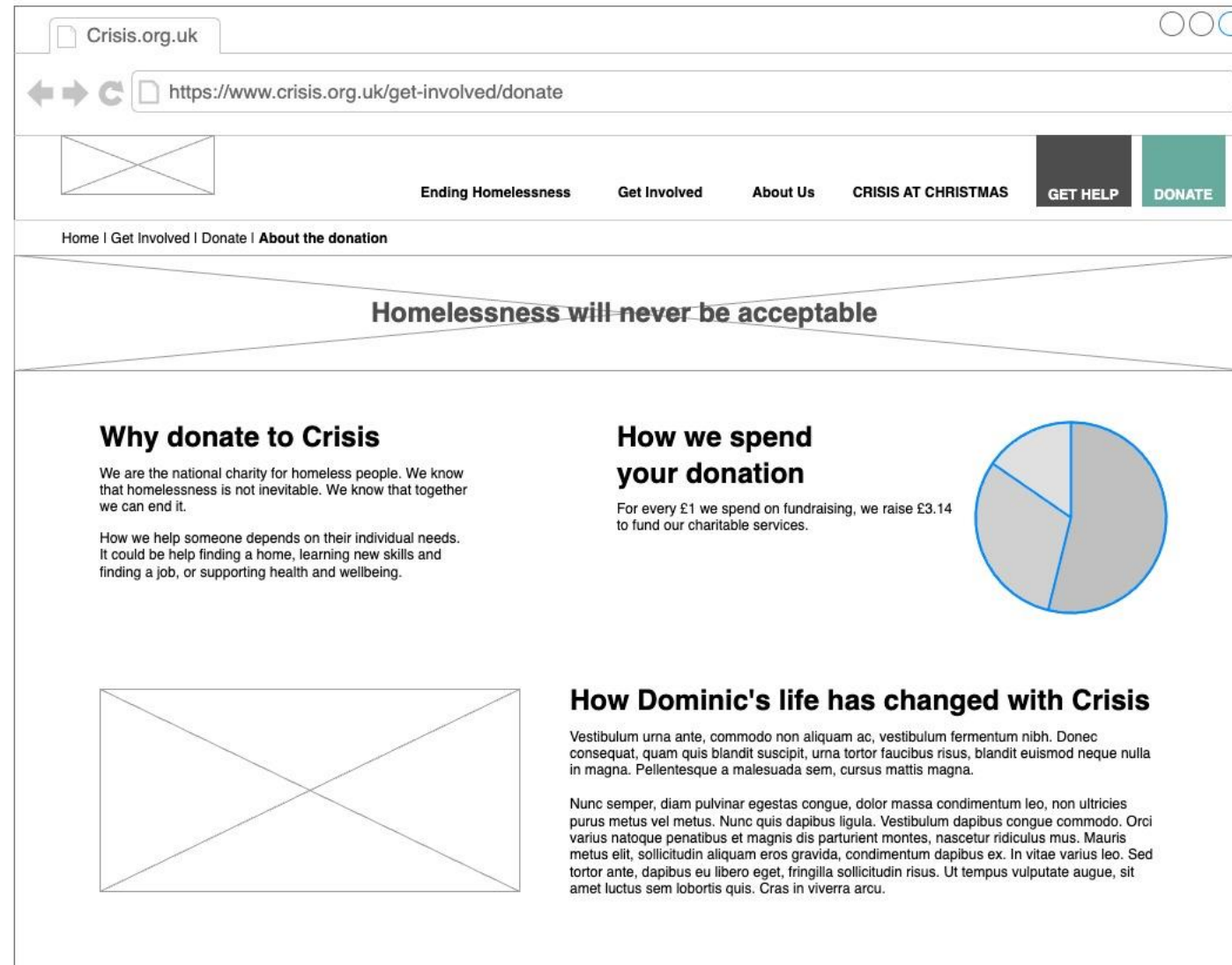
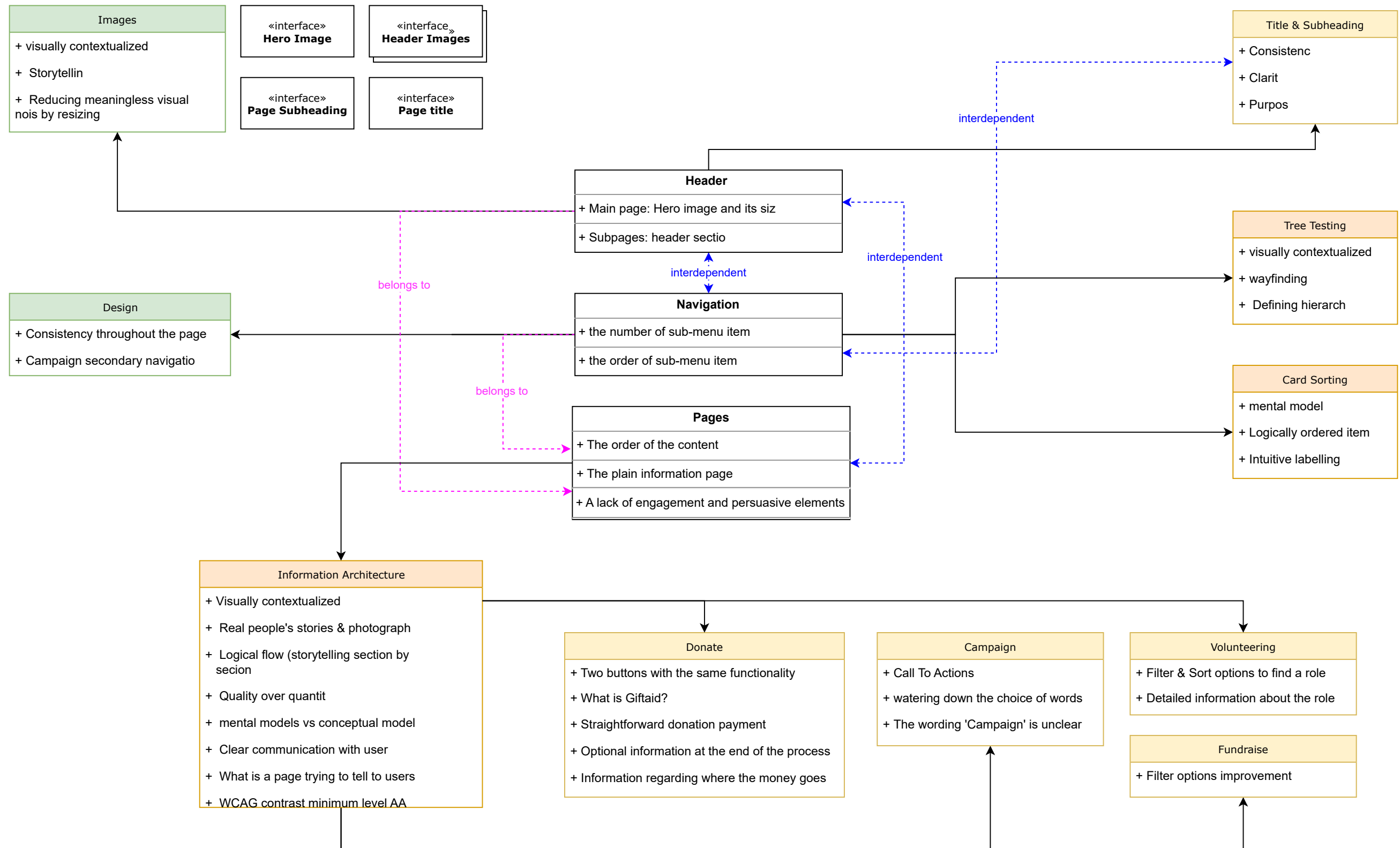


Figure 6. A wireframe for a discrete donation page

Based on the research, it was expected to see real homeless people's life stories with their photography on the website and how the charity has contributed to changing their lives. This kind of content would not only help the public to be engaged but also motivate them to support the charity effectively using empathy. Ultimately, this would be the primary goal of a charity website for the page. As the 'Donate' call to action button is very salient on the top of the right-hand side corner, providing a discrete page for the information regarding how the money is spent and how it supports homeless people would promote the public's attention and participation and it would be expected to increase the amount of donation after reading this kind of information. The wireframe has delivered all of the 4 recommendations such as wayfinding, signal and spark as triggers, decluttered and logical content flow and clear communication with users.

20. A structured Notation for the further design recommendations



→ Design opportunity or relevant page

--- Interdependent

--- belongs to