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KCRCI Website Usability Test Results

Overview

3 participants

Ages ranged from 27 – 65

1 KCRCI Advisor, 1 KCRCI potential donor, & 1 KCRCI staff member

Each session lasted about 5 minutes

100% of the participants were able to complete the exploration and donation process

Errors that occurred were minor. Since this was a just testing a mid-fi prototype and some of the features (such as links to social media and newsletter documents) are not built out and some of the final content hasn't been created, this was to be expected.

Participants completed their tasks in about 3-4 minutes.

Test Goals

To see if the participants are easily able to find the information regarding KCRCI that they expect to see (are there any navigation issues?).

To see if the participants were able to complete the donation process (approximately how long does the whole process take? Usability issues?)

Participants notes:

1. V.P., age 27, Male, KCRCI Advisor
 - Homepage – Appreciated layout. Hero image may be too squished. Consider adding Donate button in hero banner. Mid page button Education should be changed to Learn About CKD/Need just like in header.
 - About Us page – page was fine
 - Learn About Need/CKD page – page is alright
 - Products and Services page – page is okay
 - Projects page – Make more minimalistic to make design more pleasing to eye.
 - Contact page – clean look
 - Donation page – very straightforward, liked the option of choosing where donation goes
 - This participant experienced zero errors.

2. V.M., age 42, Male, KCRCI potential donor
 - Homepage – clean design, perhaps KCRCI Mission section title needs to be renamed?, consider freezing the banner as people scroll through (Donate button always seen).
 - About Us page – asked what is different about the KCRCI mission seen on the homepage vs the one seen on this page (content hasn't been finalized yet).
 - Learn About Need/CKD page – perhaps somehow tie the information back to being about KCRCI and its efforts. Need more CTA.
 - Products and Services page – add a “contact us about services” section as part of design
 - Projects page – needs more CTA throughout page
 - Contact page – liked seeing the confirmation when making inquiry
 - Donation page – liked seeing the donation confirmation. Add blurb about tax benefits on donation page.
 - This participant experienced zero errors.

3. L.M., age 55, Female, KCRCI secretary
 - Homepage – liked the layout. A couple of text sections may be too wordy and need to consider increasing the spacing between the lines to make text more readable. Perhaps text can be minimized and a video added instead.
 - About Us page – is fine
 - Learn About Need/CKD page -
 - Products and Services page – content is good
 - Projects page – Perhaps limit number of projects shown. Just highlight a couple. Can add link if people want to see more. Very busy.
 - Contact page – straightforward
 - Donation page – easy to do, liked the option of choosing where donation goes
 - This participant experienced zero errors.

Conclusion

Participants said the website had a clean layout and the donation process was straightforward. The ability to choose where donation goes was also well-received.

With regards to design, there are a few improvements to be made:

Design: Perhaps keeping header frozen so Donate button is always available. Change the mid-page button “Education” to “Learn about CKD/Need” for consistency since that label will be linked to the Learn About page. Make the hero image less squished. Add video(es) where it's too wordy.

Layout: On homepage, text areas for KCRCI mission and About CKD section need to be shortened and space within text needs to be greater for better readability. Project page's content needs to be edited for cleaner look (more minimalistic).

Interaction: Need more CTAs on Projects Page and Learn About page. Need to add Contact Us link on the Products and Services page.