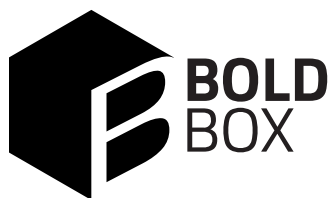


HEURISTIC EVALUATION REPORT

Donation process in the site
foodforthe poor.org



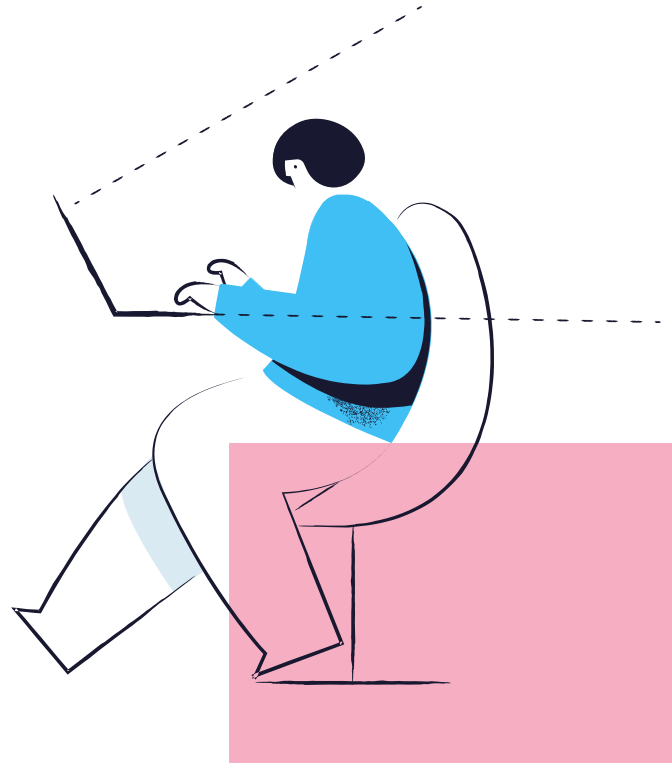
EXECUTIVE SUMMARY

As part of the learning and teaching process of the Next Gen Program imparted by Ksquare University & the BoldBox team and in order to observe the possible usability challenges present in the foodforthe poor.org site, a team of three evaluators carried out a heuristic evaluation on the mentioned site.

A heuristic evaluation is understood as a usability inspection method that allows finding potential problems in a digital product (eg a website), where the evaluators take the role of the user, with knowledge of usability criteria and try to predict possible errors that a user might have when performing typical and expected tasks with the product. For this, the Heuristic Principles of Jakob Nielsen, the 8 Golden Rules of Ben Shneiderman, the Usability principles of Bruce Tognazzini were considered.

In general, the results of the heuristic evaluation shows that there are processes within the Food For The Poor platform that can become tedious and confusing for users, that is, that they affect the donation process as the information is not clear shown.

On the other hand, there are elements within the interface that can cause doubts or questions about the process in which the user is, since some elements such as links or terminology are inconsistent throughout the site.



This evaluation was carried out during the Next Gen Program imparted by Ksquare University & the BoldBox team that was given during the months of February-March 2021. At the time of this evaluation BoldBox, Ksquare University or The Ksquare Group does not have a business relationship with Food For The Poor Inc and is not in the process of negotiating a contract. This report cannot be construed as an endorsement of Food For The Poor Inc or its services, nor does it represent criticism or judgment against the organization or its services.

Key findings

The sections that were analyzed within the platform and the user goals that were considered as typical tasks and that were taken as the basis for making the heuristic evaluation are shown below:

1. Objective/ Main Task

DONATE MONEY TO THE CHARITY ORGANIZATION THROUGH THE DONATE NOW BUTTON LOCATED IN THE HOME PAGE.

1.1 IDENTIFY THE 'DONATE NOW' BUTTON ON THE HOME PAGE.

1.1.A DESKTOP VERSION

Observations:

In the Home Page, there are different call-to-action buttons that are intended to start a monetary donation process, but different terms like 'Donate', 'Monthly Gift', and 'Sponsor' are used (Fig. 1.1.1). On the other hand, images with titles and buttons (Fig. 1.1.2) invite the users to learn more or to start a specific action without giving any context about what each section is about. The 'Pray with us' and the 'Champions for the Poor' sections (Fig. 1.1.3) contain buttons that lead the users to different sites that, at first sight, seem to have very little or no relation to the main Food for the Poor page.

Fundamentals:

According to the 4th heuristic of Jakob Nielsen (2020), **users should not have to wonder if different words, situations, or actions have the same meaning.** In this case, despite having buttons that are aesthetically similar, the terms used to donate money are different,

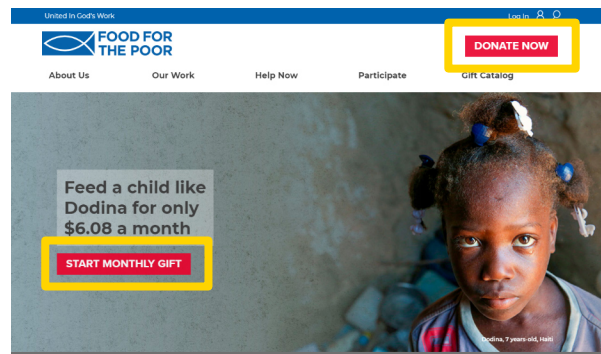


Fig. 1.1 Use of different terms

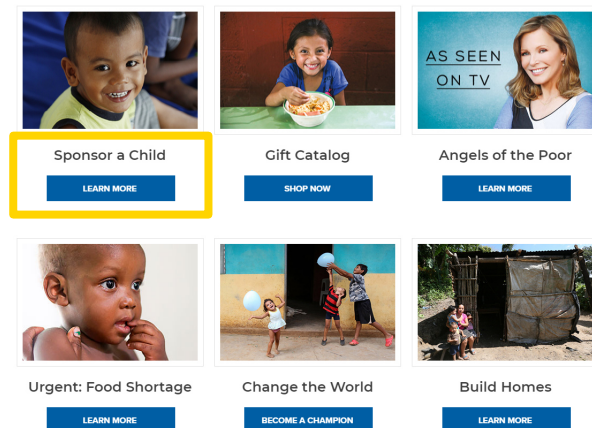


Fig. 1.1.2 No context about sections

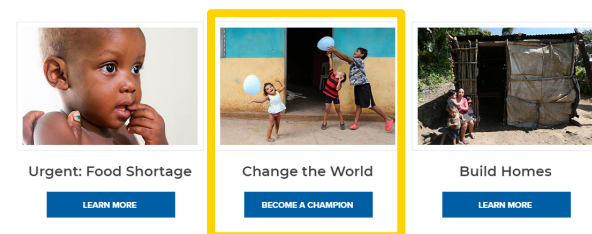


Fig. 1.1.3 Sections leading to other sites

which might provoke confusion among users. On the other hand, *Tognazzini's* (2014) *anticipation principle* indicates that **information and tools should be provided for the user to perform the actions related to the process**. In the images section, the user is invited to perform certain actions like learning more, shopping or sponsoring without giving any further context that could help them to anticipate if when clicking those buttons will lead them to a section that will help them fulfill their objective of making a monetary donation.

Suggestions:

Using the same terms or slight variations of 'Donate' to indicate the other options in which monetary donations are made, could help to distinguish from the 'Gifts', a term that in the site is used to also refer to goods, avoiding the generation of confusion of the user when choosing an option to donate. Additionally, to increase the sense of control by the users, a short description could be added to each image to let them know what it is about, giving them the chance to decide whether accessing those sections is relevant to their committed objective and what to expect from them before entering.

1.1.B MOBILE VERSION

Observations:

When accessing the Home Page of the mobile version, the 'Donate Now' button is located at the top of the page (Fig. 1.1.4), forcing the user to move the hand or extend the thumb to reach it, but when sliding down, the button disappears. It can be found in the drop-down menu that remains static at the top throughout the scroll navigation, however, the "Donate Now" button within the drop-down menu (Fig. 1.1.5) takes the user to the top of the home page.

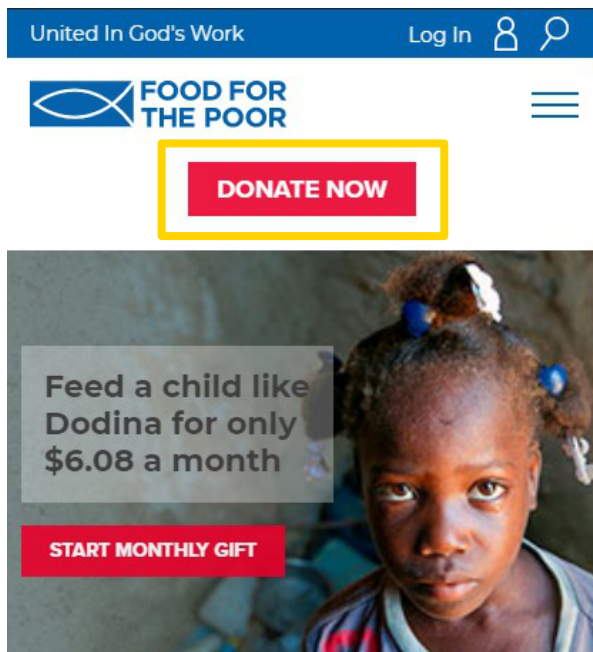


Fig. 1.1.4 'Donate Now' button at the top of the page

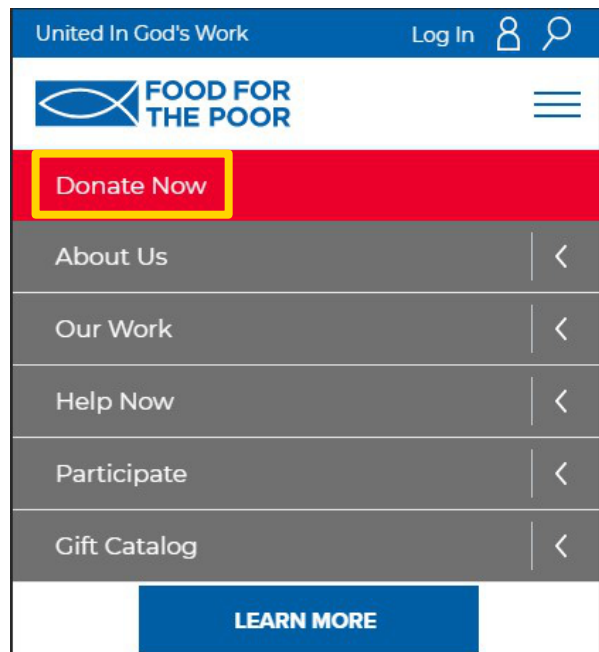


Fig. 1.1.5 "Donate Now" button is inside the drop-down menu

For the user to get to the Donation page, they will rather need to press the button located at the top of the page, or the one that is located just before the footer begins (Fig. 1.1.6). Just as in the desktop version, there is a button to "Start Monthly Gift", and it is not clear what a gift refers to or how it differs from a donation. When pressing it, it takes the user to a different page than the button "Donate Now", but this page has almost the same information than the donation page (Fig. 1.1.7), so it remains unclear the difference between these two terms. On the other hand, when the user reaches the donation or monthly gift pages, the header no longer remains in its position when scrolling the page, which makes an inconsistency between the home page and the donation page (Fig. 1.1.8).

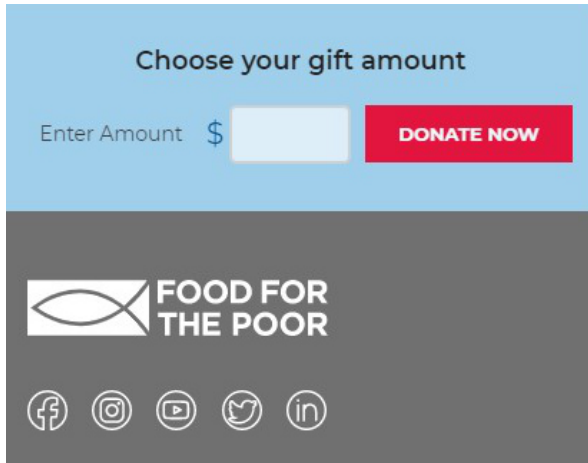


Fig. 1.1.6 Donation button at footer

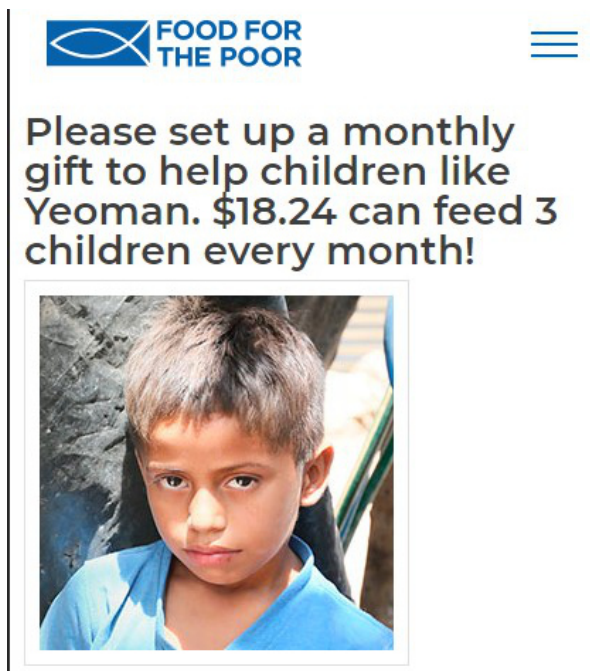


Fig. 1.1.7 "Start Monthly Gift" takes you to a different page than "Donate Now" button

Please send a generous gift today to help those in desperate need. Give monthly to have the most impact.



Choose Your Gift Type

Monthly Donation

One-time Donation

Please support those in desperate need every month. Efficient, convenient, flexible.

Fig. 1.1.8 The header does not have a fixed position while scrolling the page

Fundament:

The fact that the user needs to move their hand or extend their thumb to reach the 'Donate Now' button, which is crucial for them to complete their task, shows that the **Fitt's Law** is not being followed since it states that touch targets should be easily accessed by means of their position in the interface. But this issue is later addressed when the button is translated to the bottom of the screen, allowing an easier acquisition. The following observations rely on **Nielsen's 4th heuristic** which mentions that consistency within a product or its product family should be maintained, in this case the mobile version fails to keep consistency between sections regarding the alignment of the elements. Another lack of consistency is in the terms used for donation which was also addressed in the comments about the desktop version.

Suggestions:

We consider that having the Donate button at the bottom of the page always, serves as a shortcut for the user, and even the buttons at the top and at the footer could be eliminated since they are the exact same option. Regarding the inconsistencies of alignment, we would suggest following the same format as in the other sections where most of the content is align to the center of the page. Additionally, as we suggested in the desktop version, the use of similar terms or indicating the difference between a donation and a gift would be useful for the user to decide what is the best option according to how they want to help.

1.1.C DONATE BAR

Observations:

At the bottom of the page, before the footer starts, another 'Donate' button is located. In the desktop version, it is preceded by predetermined donation amounts and a blank field to introduce another quantity preferred by the user (Fig. 1.1.9), while in the mobile version only the blank field is displayed accompanied by text and the button (Fig. 1.1.10). If a predetermined quantity is selected by error, the user will not be able to 'de-select it', it is only possible to change it for another established amount. In both desktop and mobile versions if no quantity is introduced nor selected, the user will still be able to proceed when clicking the 'Donate' button. Even though if a quantity is introduced the following will happen:



Fig. 1.1.9 Donate desktop bar

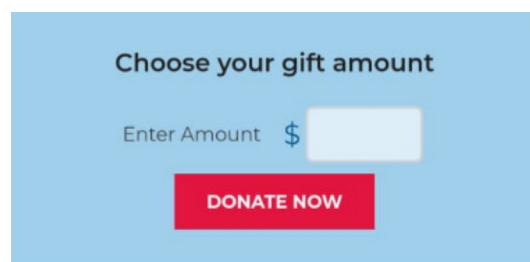


Fig. 1.1.11 Donate mobile bar

- In the desktop version, if an amount below \$3 USD is introduced, in the donation page an error message saying “Please only enter numbers, no spaces or other characters” appears below the quantity (Fig. 1.1.11), which does not provide information that can help the user to discover what is the issue and how to correct it. After typing different numbers, it was found that \$3 USD is the minimum amount the site allows to donate, but the message shown has no relation with this limitation.

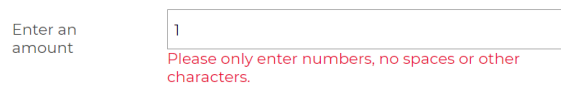


Fig. 1.1.11 Error displayed in donation page in desktop version

- Another case in the desktop version is when the user has selected a predetermined amount, and if for some reason they also introduce another quantity in the field, when passing to the donation page, the amount that was introduced by the user disappears, leaving only the predetermined donation, which also cannot be ‘de-selected’ in this page. After trying different ways to ‘de-select’ it was found that it is only possible when selecting the field for “Enter an amount” but eventually the “Please only enter numbers, no spaces or other characters” message will appear.

Please support those in desperate need every month. Efficient, convenient, flexible.

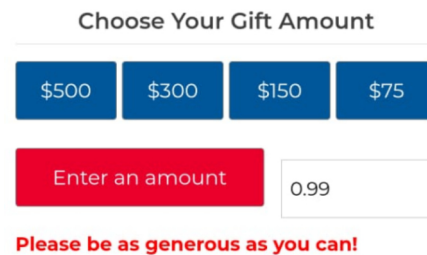


Fig. 1.1.12 Message displayed in donation page in mobile version

- In the mobile version, no matter the amount, a message saying, “Please be generous as you can!” is displayed in the donation page (Fig. 1.1.12). If a quantity less than a dollar is typed, it will automatically change to “0.99” in the next page, and the generosity message still shown.

Fundament:

As mentioned before when a predetermined donation amount is selected it cannot be ‘de-selected’, causing uncertainty because the error cannot be undone. As it is mentioned in the Nielsen’s 3rd heuristic, users need an “emergency exit” when performing actions by mistake, without having to follow an extended process (Nielsen, 2020), which is not followed in this section specially in the desktop section, since it leads the user to perform various trial and error actions to

discover how to undo their error. The lack of Nielsen’s 5th and 9th heuristics is also seen. The first states that good error messages are important, but it is better to prevent problems, while the second mentions that users should be helped to recognize, diagnose, and recover from errors. The error message does not give users any useful information about the introduced figures, in fact, it is contradictory as it states “Please only enter numbers, no spaces or other characters” even when a number has been typed, so it would be difficult for the user to recognize that there is a minimum amount requisite that is the real cause of the error. Similarly, the “Please be as generous as you can!” looks almost the same as the error messages when it is not. Meanwhile Nielsen 4th heuristic which states that an internal consistency should be followed, can be addressed because there is no consistency between the mobile and desktop versions.

Suggestion:

The proposed suggestions intend to improve the consistency on both platforms as well as the comprehension of the user when error messages are displayed and to help them when errors are committed. Deselecting the amounts would help the users to rectify their actions and feel they have the control to decide which is the donation they want to make. At the same time, it is considered convenient to change the error to a preventive message indicating that there is a minimum amount for donation, so the user can take that into consideration before typing any quantity and apply the same rule for both desktop and mobile sites to create a better sense of consistency between the two platforms. In addition to these error messages, “Please be as generous as you can!” aesthetics could be changed so it can be differentiated from error messages.

1.2 SELECT THE GIFT TYPE (MONTHLY, ONE-TIME DONATION).

Observations:

At first glance, the Donation page (Fig. 1.2.0) shows a list of ways in which the donation will help and proceeds to ask the user to select a Gift Type: One-Time Donation or Monthly Donation, in this last option a pledge is included to convince the user to choose it. The selection is done by clicking on checkboxes next to each option, and these boxes cannot be ‘de-selected’, but the selection can be changed.

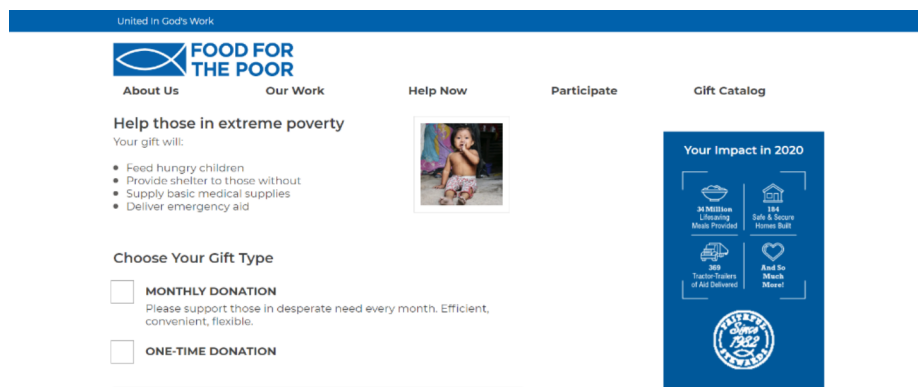


Fig. 1.2.0 Donation page and gift type

Fundament:

Jakob Nielsen (2004) mentions that checkboxes are used when there is a variety of options of which the user can select any number of choices, that is to say, when checking one of the boxes, it doesn't mean that any other previously selected boxes will be 'de-selected'. In this case the behavior of the checkboxes does not correspond to the standard explained by Nielsen.

Suggestions:

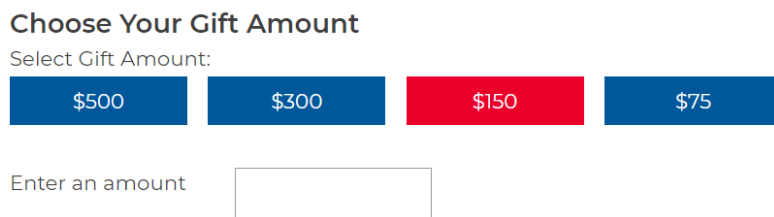
Changing the checkboxes to radio buttons as is advised by Nielsen can help to reinforce the message that only one option should be used, if not, the payment could not be processed. Radio buttons, with a preselected option, are proposed because they are used when only one choice must be selected from a list of two or more options which is the intention in this section.

1.3 SELECT OR ENTER THE AMOUNT.

Observations:

Four predetermined options are displayed. It is not possible to 'de-select' them once the user has clicked on one of them, but it is possible to select another predetermined amount. If the user wanted to 'de-select', it is necessary to click on the

'Enter an amount' blank space, without needing to introduce an amount, or refresh the page. When an option is selected, the button changes to a color that matches the Donation and call-to-action buttons that were seen in the Home Page (Fig. 1.3.0). In the case of entering an amount, the blank space has no indicator about the monetary unit that is used. At the same time, if the introduced amount is below \$3 USD, as it was mentioned in a previous section, the error message has no relation with the quantity restriction.



Choose Your Gift Amount

Select Gift Amount:

\$500 \$300 \$150 \$75

Enter an amount

Fig. 1.3.0 Selection of predetermined options

Fundament:

The Nielsen's 4th heuristic concerning the consistency elements can be used to address that the selected option changes to an aesthetic style that is the same as the 'Donate' buttons located in the Home Page, which has no relation with the action that was performed by the user. In the case of the 'Enter an amount' label and field which are separated despite being a group, a NN Group by Whitenon (2016) article regarding Web Form Design mentions that labels should be close to the fields they describe, it could be above the field for mobile and shorter desktop forms, or immediately next to the field for long desktop forms, which is not being followed for this field in comparison with the 'Select Gift Amount' label and its donation options. It is worth mentioning that despite being similar labels, their styles are different, not following once again the fourth heuristic.

Additionally, it is considered important to highlight some points mentioned by Pernice (2014) from the NN Group that relate to the donation process and the possible reactions of the users when seeing suggested donation amounts. If a user sees that the recommended amounts are higher than what they were aiming to donate, either they can avoid donating because the organization is asking for more, or they can overextend themselves and donate the minimum predetermined amount. The other analyzed scenario is when the user is aiming to donate more than any of the displayed options, this can also have two possible outcomes. The first one is deciding that their aimed donation is exorbitant, decreasing the donation amount, and the second is when the user prefers to choose one of the recommendations. At the end, both outcomes result negative for the organization.

In the presented scenarios, the outcomes might involve the user having wrong assumptions that could go against the organization's goals or interests. Providing options that are very different from the amount they are aiming to donate, can cause alienation. In summary, having a predetermined amount may have three main strands: it could be presumptuous, off-putting or might lower the donation amount.

Suggestions:

Following the comments from the NN Group, it is recommended to remove the donation amount options, and stay with the 'Enter amount' field, allowing users to type the amount they want to donate, but suggest for the amount after the field. In this case, also the minimum could be displayed to avoid the 'Please only enter numbers, no spaces or other characters' error from appearing. At the same time proximity could be generated between the label and field of the 'Enter amount' to help users understand that these elements are in the same group.

1.4 ENTER BILLING INFORMATION

Observations:

The labels for each field are aligned to the left of the page and depending on the word length, the distance from the word to the field varies, but in none of the cases these elements are displayed closed to each other (Fig. 1.4.0).

The image shows a form titled "Billing Information" with the following fields and labels:

- *First Name: [input field]
- *Last Name: [input field]
- *Billing Address: [input field]
- Address 2: [input field]
- *City: [input field]
- *State: [dropdown menu]
- *ZIP: [input field]

Fig. 1.4.0 Labels and fields for billing

Billing Information

*First Name

Please enter a first name in the format Aaaa

*Last Name

Please enter a last name in the format Aaaa

*Billing Address

Please enter a billing address.

Address 2

*City

Please enter a city in the format Aaaa

*State

Please select a state.

*ZIP

Please enter a zip.

Country

Phone (optional)

Mobile Phone (optional)

*Email

Please enter a properly formatted email address.

Comments

Fig. 1.4.1 Error messages

Regarding the user interaction with these fields, whenever the user clicks on a mandatory field and clicks another without filling the first one, it will display an error message below the box, nevertheless, the message shown in most of the fields indicates an issue regarding the input format 'Please enter a [...] in the format Aaaa' (Fig. 1.4.1) and not the lack of information in the field.

On the other hand, when the 'Billing Address' field is being filled, it automatically gives predetermined options (Fig. 1.4.2), but they are exclusively from the United States, if one of them is selected, the 'City' and 'State' fields will be automatically filled (Fig. 1.4.3). After selecting the correspondent country, if the US is selected, the phones' fields display a placeholder text that shows the format in which it should be introduced (Fig. 1.4.4), if the user only types numbers, the format will automatically change to how it was indicated before. In the case of selecting any other country, the field adds buttons that allow to modify quantities (-∞..., -1, 0, 1...∞) but are not useful at all (Fig. 1.4.5).

At last, in the 'Comments' field, in case a user needs to specify something regarding the billing, depending on the length of their text, they will not be able to visualize it complete because of the lack of space in the field (Fig. 1.4.6).

*Billing Address

Address 2

*City

Please enter a city in the format Aaaa.

*State

Please select a state.

*ZIP

Please enter a zip.

Country

Fig. 1.4.2 Billing address dropdown options

*Billing Address

Address 2

*City

*State

*ZIP

Please enter a zip.

Country

Fig. 1.4.3 Billing address autofilled

Country

Phone (optional)

Mobile Phone (optional)

Fig. 1.4.4 Phone USA format

Phone (optional)

Fig. 1.4.5 Phone format (not USA)

Comments

Fig. 1.4.6 Comments

Fundament:

According to the Gestalt proximity principle, users group elements that are close and separate those who are further away (Interaction Design Foundation). The NN Group article mentioned in the previous section can be applied in this case too since all the labels are aligned to the left side which makes them look distant from their correspondent case. It also mentions how overwhelming long forms can be for the user, that is why it mentions that grouping related fields together can help users have a better understanding about the information that they must fill in, making it more likely for the form to be filled.

Sherwin (2014) from The NN Group mentions that rather than risk having users stumble while filling out forms or waste valuable time figuring out how they work, the best solution is to have clear, visible labels that are placed outside empty form fields. Hints and instructions should also be persistent and placed outside of the field. Along with Nielsen's 5th heuristic of error prevention, it can be said that the error messages displayed are not clear enough or do not correspond to what is happening, and at the same time, there is not enough information that can inform the user about how to prevent them in the first place. For the case of the 'Comments' field, the NN Group also mentions that the fields should match the type and size of the input, we do not have enough information of what sort of comments could be introduced, but it would be useful to determine the correct size of the field, right now it has space for around 36 characters.

Suggestions:

It is considered that changing the alignment of the labels to the right and placing them above the corresponding text fields. Although this increases the form's length, it makes it easier to scan, because the text field is visible in the same fixation as the label (McCloskey, 2013). This reduces the confusion of the users when entering information following the Gestalt principles and the NN Group recommendations, for example the fields correspondent to the place where the user lives could be grouped into a major section called 'Address'. Another suggestion is to group the fields according to the type of information. At the same time, adding hints and instructions above each field could help to inform users about how the information should be input in order to prevent errors, and if it was still the case, change the error messages according to the specific problem that is happening. In the case of the 'State' field, an error should be shown as any other required field when no text is input to generate consistency among the elements of this form. And, as a recommendation for the 'Comments' section, it is advised that its use is evaluated to identify what type of information is written in this field, or if it is necessary at all, to determine whether to remove it or change it from an input text to a text area in HTML, according to the retrieved information.

1.5 ENTER PAYMENT INFO

1.5.A CREDIT CARD

Observations:

When typing the credit card number, the icon correspondent to the card type will change its opacity to indicate which type has been introduced but is not quite notorious. The expiration date is asked to be input by means of two dropdowns that are set with the current date. The final amount does not stand out from the rest of the text, and it only displays the total if the user is aiming to cover the 2.5%, if the user does not remember the quantity entered in the Gift Amount section, they will have to return to the top of the page to make sure that the charge displayed in the message corresponds to the previous input and calculate the correspondent 2.5% to confirm it is correct. In case the user does not know what is the CVV number, a link is offered for an explanation. It leads to a pop-up window of a different domain (Fig. 1.5.0).

Fundament:

The first Nielsen Heuristic indicates that users should be informed about the system status to have a continuous communication to ensure they know what is happening, allowing them to determine the next steps to follow. Along with the 6th heuristic regarding the recognition of information in the interface, rather than its recall, it can be said that if the user has forgotten the donation amount or wants to corroborate if the total amount with the 2.5% fee is correct, there is not enough information in this section that can help them to decide if they want to proceed with their donation, and to validate the displayed amount, they would need to scroll through the previous sections.

Regarding the other observations, according to the Nielsen (2007), asking users to manipulate a drop-down menu to enter digits, rather than simply let them type in the characters can cause users to select the wrong menu option and then had to waste even more time with the drop-down when it is faster to enter the information through the keyboard than the mouse.

The screenshot shows a 'Payment Information' section with three tabs: 'Credit Card' (active), 'Checking Account', and 'PayPal'. Below the tabs are icons for VISA, Mastercard, AMEX, and DISCOVER. The form includes three main input fields: a text box for the credit card number with a red error message 'Please enter a credit card number.', two dropdown menus for the expiration date (showing '04' and '2021'), and a text box for the CVV number with a red error message 'Please enter a CVV number.' and a blue link 'What is this?'. At the bottom, there is a checkbox with the text: 'Yes, I want to help even more by covering the 2.5% credit card transaction fee on my donation, for a total of \$76.88'.

Fig. 1.5.0 Credit card

Suggestions:

Include the donation amount that the user has introduced before, so there is no need in scrolling to the previous sections to review it and reflect the changes if the user is willing to absorb the 2.5% fee by clicking on the checkbox. At the same time, indicate the currency in which the transaction will be made, since it allows international donations, the users should know the currency to make the correspondent conversion. Change the drop-down menu for the Expiration date and allow users to type the digits. On the other hand, the 'What is this?' link could be replaced by a floating window that not necessarily takes the user out of the domain of Food for the Poor.

1.5.B CHECKING ACCOUNT

Observations:

The total amount of donation is not displayed in this section. If for some reason the user has forgotten about the amount, they would need to scroll almost to the top of the page to visualize it. Meanwhile, the case of the checkboxes is repeated as when selecting the Gift Type (Fig 1.5.1).

Fundament:

The case of this section is like the Credit Card. Once again Nielsen's first heuristic can be addressed, since it indicates that the design should always keep the users informed about what is happening, in this case, it is not possible for the user to know how much will be charged before clicking on the 'Donate' button, so they will have to remember the amount they introduced or selected at the top of the page, increasing the memory load of the user. This action can be addressed with the 6th heuristic that states the users should not have to remember information from one part of the interface to another, instead this information should be visible or easily retrievable.

Suggestions:

It is proposed to display the donation amount in the Payment Information Section. On the other hand, it is proposed that radio buttons are once again used with a preselected option when choosing the Type of Account, which could be a label added for the user to know what these fields are about.

The screenshot shows a 'Payment Information' section with three tabs: 'Credit Card', 'Checking Account' (which is selected and highlighted in red), and 'PayPal'. Below the tabs are three input fields for bank information, each with a red asterisk indicating a required field. The first field is for the 'Bank Routing Number' with a 'What is this?' link below it. The second field is for the 'Bank Account Number'. The third field is for the 'Verify Bank Account Number'. Below these fields are two radio button options: 'Checking' (which is selected) and 'Savings'. At the bottom, there is a checkbox with a red asterisk and the text: '*By checking this option, I agree to use my bank account as a payment method and authorize this organization to debit my bank account to fulfill my donation commitment.'

Fig. 1.5.1 Checking account

1.5.C PAYPAL

Observations:

A checkbox is displayed to agree with the total amount to donate, plus the 2.5% fee (Fig. 1.5.2). On the other hand, there is no form, modal or link that could help the user to access to the Paypal account, taking into consideration that the email provided before by the user might not be the same as the one used in the user's Paypal account. It has not been tried to introduce all fields and proceed with any of the payment options, in this case, it is unsure if by clicking the 'Donate' button will lead to another page with another domain to carry out the transaction. On the other hand, the Paypal button does not follow the correspondent brand guidelines, especially when the option is selected.

Payment Information

Credit Card Checking Account **PayPal**

Yes, I want to help even more by covering the 2.5% credit card transaction fee on my donation, for a total of \$76.88

Thank you for selecting Pay Pal. To proceed with your donation please click Donate Now below.

DONATE

Fig. 1.5.2 Paypal

Fundament:

According to the NN Group (2019), there are cases in which the users stumble with the lack of their preferred payment method as an option. Crossborder e-commerce sites with international users must understand their customers' expectations and preferences around payment methods to get their business. In e-commerce, an alternative payment method refers to any form of payment other than a credit card. They are called alternative methods, because on a global scale, they are not as popular or common as credit cards, which have been the default method in many countries, for many years. Regarding the button style, according to Paypal's Button Design Guide, using the standard versions of the button on a site, as well as following contrast guidelines will trigger an immediate association for the users with the Paypal experience. In this case, despite the inactive state of the button follows these guides, when selected, there is a lost in contrast between the logo and its background.

Suggestions:

A form to ask for the user's Paypal access information to be able to donate could be added below as fields such as the Credit Card or Checking Account information. Another option can be to have a link to the main Paypal access to do the required transactions. As in the previous payment sections, it is suggested to include the donation amount for it to be visible for the user. Simultaneously, it is advised to follow Paypal's guidelines: use either the label Connect with PayPal or Continue with PayPal and use the button background colors of gray #EEEEEE and the PayPal accessible blue #0070BA (Paypal Developer).

1.6 MODAL

Observations:

The modal randomly appears from time to time when navigating in the site. It displays three causes to support/ help accompanied by images enclosed in a frame working as a button that will lead the correspondent Donation page. It has two options dismiss the dialog: through the cancel button located in the right top, or the “No thanks” button in the lower part (Fig. 1.8.0), both appear seconds later after the modal pops up.



Fig. 1.6.0 Modal

Fundament:

Since there is not an apparent trigger for the modal, it could interrupt a critical workflow. In the case of this analysis, the modal popped up when being on the Donation page. According to Fessenden (2017) from the NN Group, each interruption translates in lost time and effort, in additional cognitive load as well as more steps in their workflow: to read and understand the dialog to make a decision about it, and once they go back to their original task, they will have to spend time recovering context. At the same time, it suggests avoiding modal dialogs for decision making that requires additional information that is not available in the modal. As it was mentioned in the analysis of the Home Page, there is not enough information regarding each section that is shown with an image and a title. Considering that there are different ways of helping, it will not be possible for the user to determine if the options provided by the modal are useful for their intended goal.

Suggestions:

Following the comments of the NN Group regarding the use of modals, it could be changed for a nonmodal dialog since they are less offensive, allowing users to continue their activity and ignore them if they are irrelevant. However, they can still cause problems, especially if they cover important information on the screen. But, at the same time, despite taking the user to donation pages, there is not enough information that can explain them where they are being taken when selecting one of those options, while appearing without any apparent trigger. This could be translated as an interruption for users and their workflow towards making a monetary donation, which should be avoided for the sake of the organization. Since there are already other more explicit options for donating, consider removing this modal and replacing it by having the 'Donate Now' button at the top of the page as a fixed element.

2. Objective/ Main Task

DONATE A SPECIFIC GOOD TO THE CHARITY ORGANIZATION THROUGH THE GIFT CATALOG.

2.1 EXPLORE THE 'GIFT CATALOG' SECTION TO SELECT A GIFT.

Observations:

At first sight there is a lack of consistency between this and the other sections of the site. Some of the main differences rely on the use of colors and fonts. This section is divided into three main parts: featured gifts list, lateral navigation bar and an explanation on how the gift system works (Fig. 2.1.0).

The lateral navigation bar displays most of its text with uppercase format which could be difficult to read. Once again there is a mix between the terms 'Gift' and 'Donation', despite being in the Gift Catalog Section that focuses on goods like food, school supplies and housing, 'Quick donate options are provided, which lead to different donation pages that use the term 'Gift' to refer to monetary donations. This bar contains different sections that rather than taking the user to another page, only apply filters to the displayed gifts.

In the featured gifts list, there are a series of images with a title, their price and an 'add to the cart' button. These gifts correspond to some of the cheapest and the most expensive gifts that are available on the webpage. When selecting any of the options in the navigation bar, these displayed results will change. There is also a brief introduction to the section that is accompanied by an image. Below that image there is an option to sort the results with a dropdown menu, but it is not very evident and since it is positioned between bigger elements without space, it might be difficult to recognize what it is for. Simultaneously, the number of displayed products is equal or below 6 in 7 out of 12 sections, making the sorting options seem useless (Fig. 2.1.1).



Fig. 2.1.0 Gift catalog

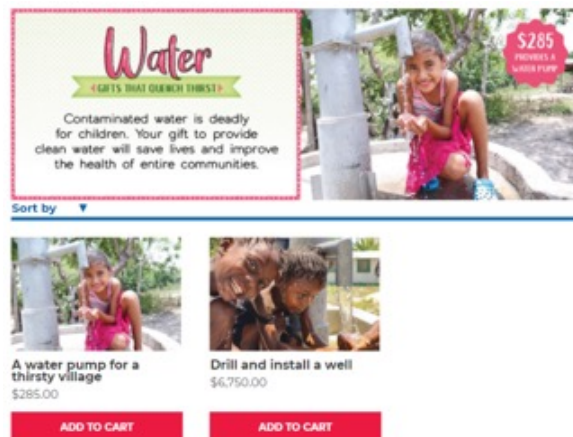


Fig. 2.1.1 Displayed products

On the other hand, there is no way for the user to know which filter or which section they are in, because there are no breadcrumbs nor another type of indicator, while when the product list surpasses 9 elements and requiring more pages, despite having page numbering, there is no feedback that can allow the user to identify where they are positioned (Fig. 2.1.2).

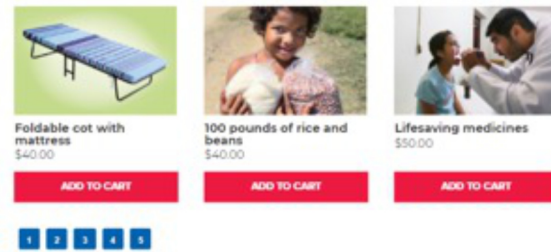


Fig. 2.1.2 Page numbering

The last section displays how the Gift Catalog section works but specifically regarding the eCards it is unclear what it is about, this term is repeated once again when selecting a gift, and the user is asked to select an action regarding this option but is still unclear what it is about or how it will work once it is selected.

Fundament:

The Nielsen's 4th heuristic concerning the consistency elements applies in the elements of this section, compared to the other ones that are different from this Gift Catalog Section: colors are green and pink, some fonts are script style while the rest of the fonts used in the site are sans serif. On the other hand, Nielsen's 10th heuristic can be addressed regarding the lack of information for the eCards, despite being part of the steps to purchase a gift, it is not explained what it is about or the consequences it will bring when it is selected.

Also, the navigation patterns for the filters (in the left side bar) are not consistent with other sites filters as the ones used in e-commerce pages. According to Withenton (2014) in Filters vs. Facets, many websites now provide even more advanced tools to help users find information. Ideally faceted navigation provides multiple filters, one for each different aspect of the content. Faceted navigation is thus more flexible and more useful than systems which provide only one or two different types of filters, especially for large content sets. Because faceted navigation describes many different dimensions of the content, it also provides a structure to help users understand the content space and give them ideas about what is available and how to search for it. In this specific case, it is unclear whether the lateral bar is a set of filters or a navigation menu for the gift catalog section. According to Hick's Law, having a large number of filtering options to choose from, this could discourage the users from choosing an option (Soegaard, 2020), since each section shown is a filtering option, this can cause confusion among users and end up not finding the gift they are looking for and leave the page.

Lastly, the first Nielsen Heuristic indicates that users should be informed about the system status to have a continuous communication to ensure they know what is happening, in this case it is not possible to know which filter/section was applied to the user's search, thus the user would not be able to verify if the displayed products correspond to what they are looking for.

Suggestions:

Following the information provided by the NN Group, it is suggested the implementation of faceted navigation, a left side bar with the proper filters for the users, to let them know what is available to donate for the people in need, without going through a lot of steps of navigation, so they can have the information filtered and the retrieval of what they look for in a short amount of time, which is more practical just like it is done in e-commerce sites. Also, to maintain consistency among the colors and fonts is required. The 'sort' dropdown options would not be necessary if there is a correct implementation of the faceted navigation.

2.2 SELECT A GIFT.

Observations:

When clicking on one of the gift options from the list, it will take the user to another page (Fig. 2.2.0) that displays the gift image, its name, its cost, a series of options regarding the eCard that has little information of what it is about; the quantity of items and finally a button to add to the cart. A short description of how the item is beneficial to the communities is shown as well as a series of related products to invite the user to select more. In every product, at the beginning of the footer, there is a text that explains what happens with the \$3,800 gifts for house building (Fig. 2.2.1), how they are employed, and it is indicated that evidence of their contribution will be sent to the user. This description is shown even when the selected gift has no relation with house building.

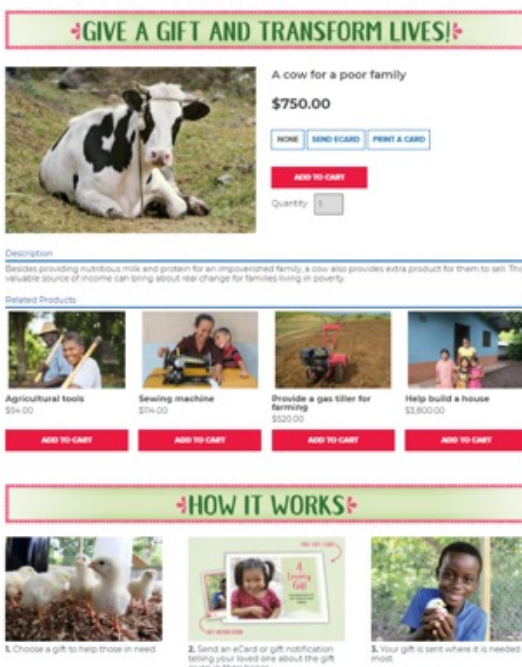


Fig. 2.2.0 Product page

*HOUSING: Because of the size and need of the average family, for \$9,800 we build all houses with two bedrooms and a living area, sanitation and a water component, and furnishings with their home, funded by other generous donors. Families with no access to electricity will also receive a solar-powered light kit. Any gift of \$4,900 will be matched with the gift of another generous donor, and you will both receive a Certificate of Appreciation with a photograph of the family in front of their secure and comfortable home.

**ANIMAL HUSBANDRY: Food For The Poor has ongoing animal husbandry and apary programs that support impoverished families and communities. The funds that are raised from animals and bees in this catalog are used to support the aforementioned programs.

Fig. 2.2.1 \$3,800 gift description

Fundament:

The Nielsen's 10th heuristic indicates that it may be necessary to provide documentation to help users to take decisions, in this case, there are no elements or evidence that can help to generate confidence with users and make sure that their gift will be given to the people in need after purchasing it. Information regarding the evidence is only provided for \$3,800 gifts for house building which represents a single item from a list of 43 available gifts. This also relates to information given by the Norman Nielsen Group, which mentions that **the second most important detail that users needed to know about an organization before donating is how their contribution is going to be used.**

Suggestions:

It is proposed to add images of the gifts that have been donated with the people who have received it to generate confidence with the users. This follows the NN Group recommendation about providing information explaining how the contributions are used and reached to the people in need, and how including this information can help potential donors understand where their money would go and if it is really used.

2.3 ADD AN ITEM TO THE CART

Observation:

The first way of adding a product to the shopping cart is when being on the Gift Catalog main page (Fig 2.3.0), and the other is in the product page (Fig. 2.3.1). Both pages count with 'Add to cart' buttons, when the user clicks on them, the system will automatically add the item to the shopping cart and will be displayed at the top of the page.

If the user keeps exploring and adding different products, the changes will be reflected on the shopping cart, if they want to corroborate what is inside them, they can hover over the shopping cart and the list of items will be displayed. If clicked, the user is directed to the cart page. At the same time, for both options when an item is added, there is another feedback that appears below the title box (Fig. 2.3.2), its color seems to indicate an error, but the information provided is the number of items as well as the total amount (\$) in the cart.



A cow for a poor family
\$750.00

ADD TO CART

Fig. 2.3.0 Add in main page



Fig. 2.3.1 Add in product page



Fig. 2.3.2 Cart message

Fundamentals:

Despite there is a change in the system that indicates that an item has been added to the shopping cart by means of a number, according to Laubheimer (2018) from the NN Group, just changing the cart icon to reflect the number of items in the cart is not enough. In addition to this numeric badge on the cart icon the group indicates the use of a secondary, more noticeable indicator to confirm which product and the quantity that has been added to cart. At the same time, the NN Group comments that providing changes to the 'Add to cart' button is useful as a feedback since it is common for users to add the same item multiple times due to distraction, because their purchase was split across a longer period, or because they have encountered the same item in different sections and have added it without noticing it was the same.

Suggestions:

Regarding the notification of an added product, the NN Group suggests the use of non-modals that do not interfere with important information, but it indicates that the format for this notification could be modified to match the page. Nevertheless, it indicates the information that should be provided no matter the format: the name of the product, its price and the quantity added. On the other hand, for the 'Add to cart' button and following the recommendations by the NN Group, it is suggested to add a visually salient message next to the button that indicates the item has already been added to the cart, also the text could be changed to 'Add another'.

2.4 REVIEW THE SHOPPING CART

Observations:

The shopping cart can be accessed by clicking on the button at the top of the page, it is worth mentioning that this button will only be visible when the user is in the 'Gift Catalog' section, but if they navigate through the site before making the purchase, the items in the cart are stored. As it was mentioned before, when hovering over the button, a dropdown list with the items that have been added is shown (Fig 2.4.0).

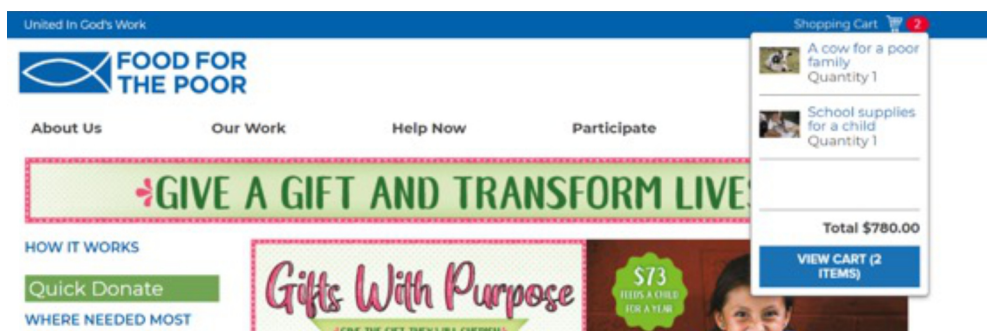


Fig. 2.4.0 Cart in hover state

On the other hand, if the 'Shopping Cart' and 'View Cart' buttons are clicked, it will take the user to another window that will display more information and options (Fig. 2.4.1). The message that was provided when adding items to the cart in the previous pages once again appears at the top but is covered by the Food for the Poor logo. A chart is shown that has three main columns: Item name, total price, and quantity, these last two elements are inverted since the information below do not correspond to their column title which can cause confusion specially with the 'quantity' fields. It is also clear the misalignment of the elements, as in the case of the word 'Quantity' which is slightly out of the container, the quantity fields are also not vertically aligned with the other elements in the row.

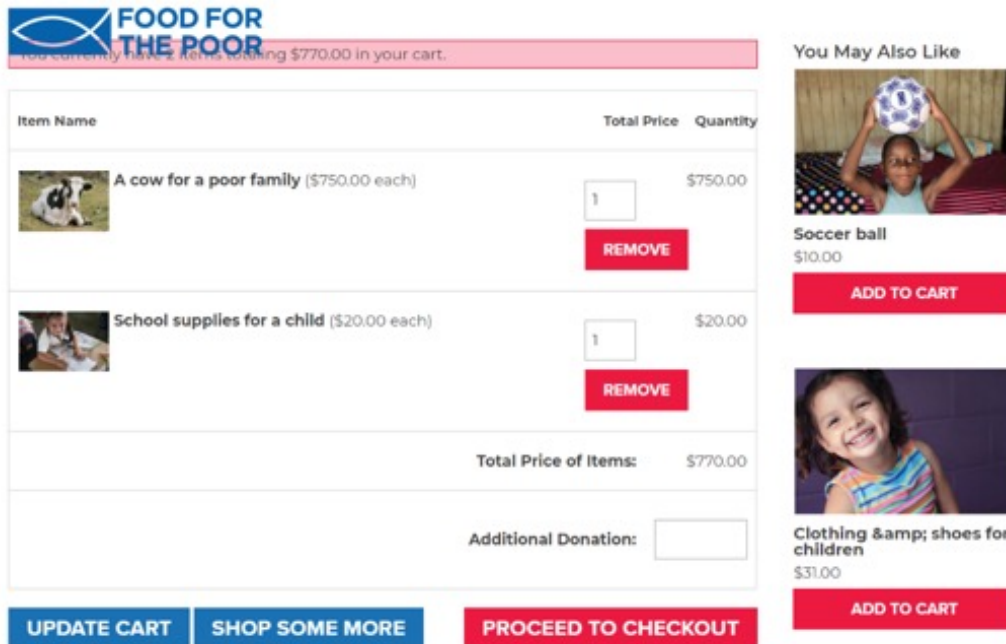


Fig. 2.4.1 Shopping cart page

Below the described elements are two more rows that indicate the total price of elements as well as a field for an optional additional donation. In case the user inputs an amount in this field, it will be necessary to press the 'Update Cart' button to see the applied changes in the amount to be paid in a final row called 'Total' (Fig. 2.4.2). The same procedure should be followed if the quantity is changed to update the cart. On the other hand, if the user is willing to add more products, a list displayed to the right contains suggested products that align to the items in the cart, there is also a 'Shop some more' button but when clicked, it leads to a 404 page that shows the site map and an option to donate. If the user needs to remove an item, they can click the 'remove' button and without needing to update the cart, the item is deleted, and the total amount is updated.

Fundament:

Togazzini's (2014) readability principle states that large characters should be favored for the actual data it is being intended to display, as opposed to labels and instructions. In this case, the opposite happens, the labels for each data are in bold while the quantities as well as the amounts, which is the most relevant information for the user in this section, remain in a light font style, making these elements to get lost especially considering that elements like the remove and proceed to checkout buttons call the user's attention even more due to their color as well as the bold font style. At the same time, despite not being a problem derived from text styling, the readability of the message at the top of the page is blocked by the logo, while the readability of the columns is interrupted because of the lack of correspondence between elements when being interchanged of place. In terms of giving the user the chance to continue shopping, Nielsen's 9th heuristic mentions that Error messages should be expressed in plain language instead of error codes, which happens after clicking on 'Shop some more', while it remains unclear why it is not possible to go back to the catalog and continue adding products.

Suggestions:

It is advised to remove the message at the top since it can be entirely read by the user and the information it provides is the same as the one displayed in the shopping cart which is redundant. At the same time, change the column titles so the information below matches them. Increase the readability of important data (amounts) by changing their font style to bold while their labels are changed to regular font style. Another factor that could contribute to fulfilling this principle, is changing the 'Remove' buttons, this option could be displayed as a link as in other e-commerce sites. For the 404 error, it is unclear what provokes this error, but it is suggested to be linked to the Gift Catalog main page and keep the current items in the shopping cart, to avoid the user to remember which items were already there.

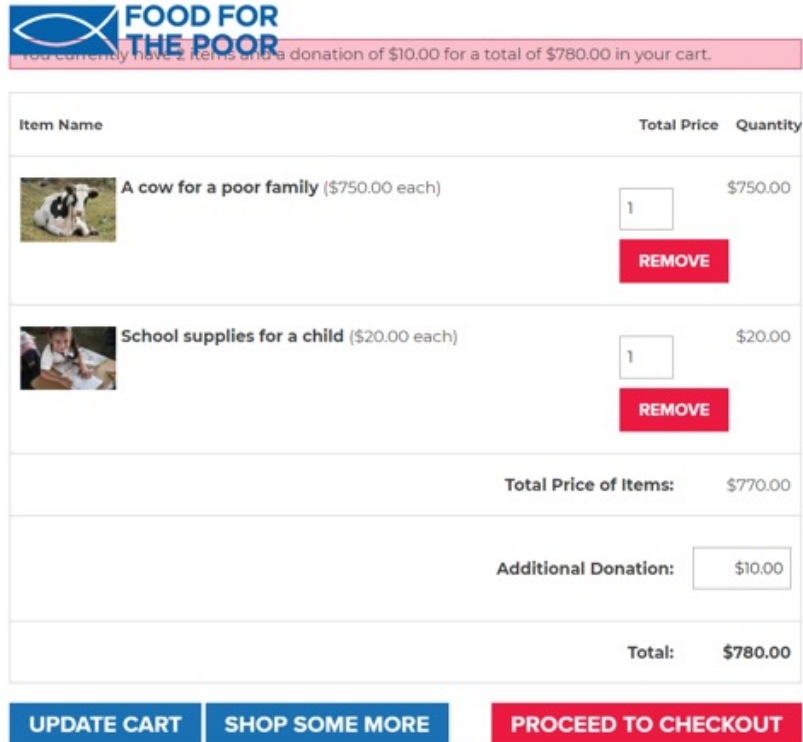


Fig. 2.4.2 Additional donation and total

2.5 CHECKOUT

2.5.A FILL THE BILLING INFORMATION

Observations:

After clicking on the 'Proceed to checkout' button, the user is directed to another page that requires them to fill in the billing information (Fig. 2.5.0). This form despite having similar fields as in the donation page, there are differences in the format. Even when the labels are nearer to their correspondent field, there are vertically misaligned. At the same time, there is not a clear horizontal alignment for the fields which makes the form to look messy. At the top of the form once again the message indicating the number of items and the total amount appears being covered by the logo. Below it, a caption to indicate the meaning of the asterisk as required fields is shown (Fig. 2.5.1), but the punctuation mark is small and nor the font style or color correspond to what is later displayed, even the asterisks vary in size which may cause confusion among users if they are not familiarized with this indicator.

Unlike the donation form, labels called 'Title' and 'Suffix' have been included, each with a dropdown box (Fig. 2.5.2), the same happens with the State/Province field which was a free-form input in the donation format, this state dropdown only has options for the US and Canada (Fig. 2.5.3), it is not possible to specify the state if the user is from another country.



Fig. 2.5.0 Billing information page

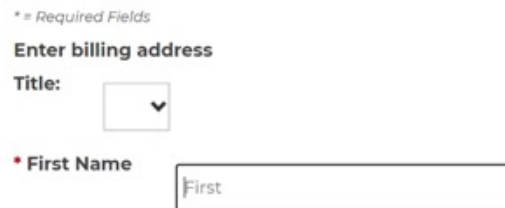


Fig. 2.5.1 Required fields



Fig. 2.5.2 Dropdown 'Title' box



Fig. 2.5.3 Dropdown 'State' box

Another difference is the lack of warning messages if the required fields are skipped, when clicking on the 'Next Step' button a non-modal appears indicating that the first name should be entered as it appears on the credit card (Fig. 2.5.4). If the first name field is filled but the other required fields are left empty, and the next step button is clicked, the non-modal will still be displayed but asking for the next required field to be filled, and so on until all required fields are filled.

At last, in this case it is only possible to pay by means of credit card (Fig. 2.5.5). Once again, the total is not visible for the user to corroborate the amount unless they navigate to the top of the page. A link to a privacy policy and security statement are provided to explain how the credit card information is going to be used. On the other hand, two preselected checkboxes are displayed. The first one relates to the reception of updates and communications from Food for the Poor, but it is not specified by which means they will be sent. The other one has the text 'Remember me' next to a link called 'What's this?' that leads to the Privacy policy but has no information related to how the site will remember the user. All the mentioned links when clicked, open a minimized new window (Fig. 2.5.6), except for the Privacy Policy which opens on a new tab.

Fundament:

The Nielsen's 4th heuristic concerning the consistency elements can be applied since there is a lack of it between the billing forms of donation and gift purchase, despite having almost the same fields, they are displayed in different ways. At the same time, there is no consistency for the warning messages when a field is left empty, in this specific case the 9th heuristic can also be addressed, which mentions that the users should be helped to recognize, diagnose, and recover from errors.

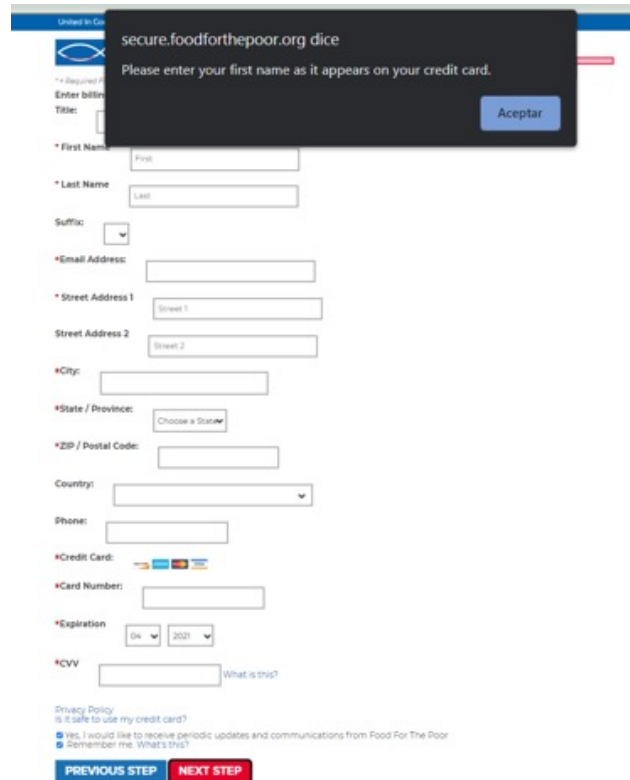


Fig. 2.5.4 Non-modal warning

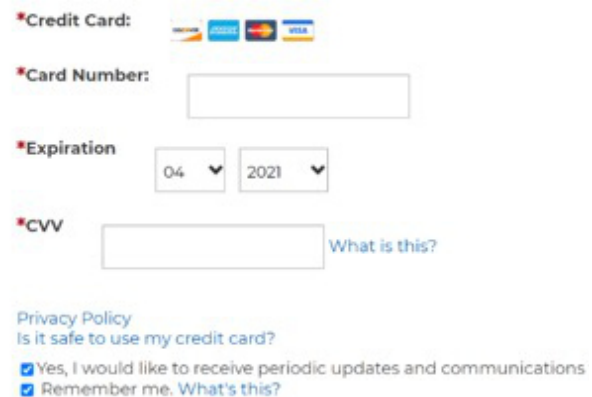


Fig. 2.5.5 Payment section



Fig. 2.5.6 Privacy policy

Despite showing a non-modal message, it only indicates one of the nth number of fields that are missing to be filled, and if the user only fills the field the message mentions, they will encounter the non-modal over and over until all required information is introduced. Regarding the selection in dropdown boxes, the NN Group (2017) mentions that they should be avoided when typing may be faster, or when the user is familiar to the data. In this case the title, suffix, state, and expiration date boxes correspond to short information that the user is well-acquainted with. This Group also mentions the importance of cross border ecommerce sites having alternative payment methods to credit cards that can be used on a global scale. In this section, unlike the donation options, only allows the user to pay by means of credit card, limiting the purchase options. Another issue related to the payment is the lack of visibility of the total amount to be paid before continuing with the process, it can be addressed with Nielsen's 1st heuristic about visibility of system status for the users to be informed. This is a situation that was also analyzed in the donation page.

At last the 'Remember me' link can be analyzed by means of Tognazzini's State principle which states it should be clear how the user's information will be stored and protected, in this case regardless of showing the Privacy Policy, it is not clear what specific information will be stored and how it will help the system to 'remember' the user, it is also vague how the user will be affected if the checkbox is selected when proceeding with the next step.

Suggestions:

Some of the following suggestions are similar as the ones presented for the donation page. While the fields are closer to their correspondent label, the boxes have no clear alignment, changing it to the structure in the donation page while preserving its closeness to the labels could generate more visual correspondence among these elements. Adding hints and instructions above each field could help to inform users about the format that should be followed should be input to prevent errors, and for the required fields, make more evident the caption at the beginning of the form, matching the asterisk format with the one displayed in each field. This would prevent errors and if they are made, show the user all errors at the same time before proceeding to the next section, instead of interrupting the navigation with a non-modal that just shows one of the nth number of errors. For the dropdown boxes it is advised to change them to text inputs, with restricted options stated for the user and that can be verified by means of the backend to make sure the information entered corresponds to what the system is asking the user. In terms of the payment methods, include more transaction options as in the donation page, not limiting it to credit cards use. Include the total amount right before proceeding with the payment, instead of mentioning this information in a text box that is covered by the logo. At the same time, the currency could be added next to the total, since it is a site that allows international donations and purchases, some users might think that the transaction will be made in their currency when it is in dollars. Finally, be clear about the use of user's data since it could be an important factor for them to decide whether to donate or not.

Conclusions

Food for the Poor is a charitable organization that seeks to attract donations to help communities in vulnerable situations in Latin America and the Caribbean by means of its webpage. This heuristic analysis allowed to identify different opportunity areas of the Food for the Poor site which were approached throughout the document focusing on two main objectives for a possible user: making a monetary donation and donating a specific good employing an online purchase.

Knowing that donating is the most important action, the page offers many different ways to perform it, so that it becomes confusing and could cause abandonment to this action. Its complementary elements are the bar of the amount to donate and the billing information form.

It has been found that these elements can be confusing for users due to the lack of information that correctly describes these complementary actions, also the inconsistent visual aspect is not completely intuitive, causing abandonment to the action. This is the case of complementary tasks such as the "Gift Catalog", "Donations in-kind" and "Pray for us" that far from helping the final objective, clear information is not provided by this website to achieve the main objective.

There are areas of opportunity in various sections of the page that could be redirected to the main objective that is to "donate" with good handling of complementary elements and additional tasks that enrich the experience so that it does not matter from which part of the web the user accesses, this same end by donating.

Following the main suggestions on each section of this document, the final result could be a more efficient page aligned to its main objective increasing the fundraising for this association and a positive experience for the users who visits it.

This evaluation was carried out during the Next Gen Program imparted by Ksquare University & the BoldBox team that was given during the months of February-March 2021. At the time of this evaluation BoldBox, Ksquare University or The Ksquare Group does not have a business relationship with Food For The Poor Inc and is not in the process of negotiating a contract. This report cannot be construed as an endorsement of Food For The Poor Inc or its services, nor does it represent criticism or judgment against the organization or its services.

Evaluation Team

This report was created by a team of three (3) evaluators participating in the Next Gen Program imparted by Ksquare University from February to March, 2021.



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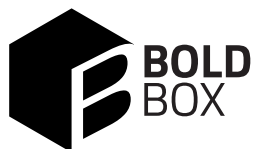


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And to know more about **Ksquare University**, visit the website:

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