
Colorado Gives 365 UX Report

— 04-10-2023 —

Presentation Overview

- Team Introduction and Goal
- Methodology
- High-level findings
- Suggestions for improvement
- Closing

Team Introduction

- Abbey Ager, UX Researcher & Designer
- Dariya Bryant, UX Researcher & Designer
- Lark Dunham, Senior Product Manager
- Yvette Evans
- Josh Morse, Director of Product Design

Project Goals

- To identify significant areas of UX improvement on the Colorado Gives 365 website (<https://www.coloradogives.org>), with 2 focus areas:
 - Understanding how users view nonprofit detail pages and what helps them make decisions to donate.
 - Understanding how users use the search function and how it could be improved.

Methodology

The team focused on two industry-standard UX methods to gather feedback:

- Heuristic evaluation
- Task-based usability testing

* We also conducted 1 user interview, but due to recruiting challenges, we focused on the 2 methods above.

The task-based usability test did include some of the qualitative questions we had planned to ask during initial user interviews.

Methodology - Heuristic evaluation

- 5 team members independently reviewed the entirety of the site (**5 on desktop** and **2 on mobile**), with added focus on the search function and the individual organization pages.
- Each team member identified issues they found and categorized them based on common [10 usability heuristics](#)
- The findings were consolidated by area of the website (e.g. HOME), and rated on severity levels, with **1 (low) - 5 (high)**
- The full consolidated report can be found [here.](#)

Methodology - Task-based usability study

- 4 team members independently recruited and conducted usability tests with 1-2 users each (total of 7 users) using [a script](#) agreed upon by the team and the stakeholder
 - 6 tests were conducted on desktop (2 in-person; 4 via Zoom)
 - 1 test on mobile (in-person)
- The interviews were recorded via Zoom (clips in the shared folder)
- Users were asked to complete a series of tasks (e.g. Attempt to donate to a nonprofit that interests you, etc.)
- User feedback was consolidated into a [full report](#)

Findings - Overview

- Between our heuristic evaluation and usability study, there were dozens of findings.
- For this presentation, we will focus on the most common and/or pressing findings.
- Additional findings are available in the consolidated feedback document which will be shared after this presentation.

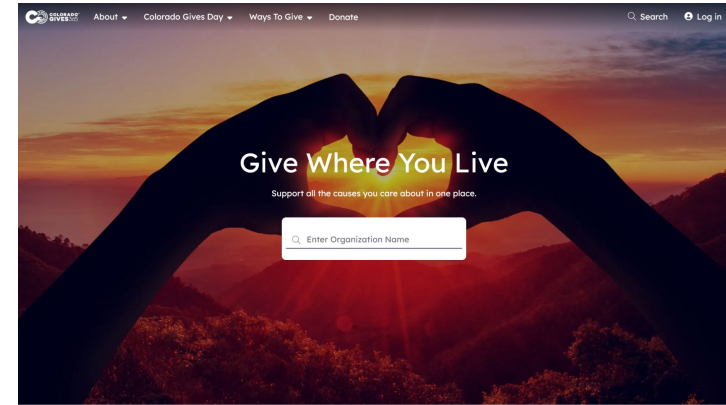
Findings - Strengths

- The donation page was generally clean and easy to use.
- Users appreciated knowing when donations were matched or doubled.
- They valued the ability to see organizational data on the non-profit pages.
- They trusted the nonprofits appearing on the Colorado Gives site.
- Users appreciated the comprehensive selection.



Finding - Home page issues

- The search in the middle of the homepage is different from the main search. It is overly specific and several users struggled to find nonprofits using it.
 - For example, the search 'Pet shelter' returns no results, but many on the main search.
 - [Example from usability test](#) (#1)
- Almost all links on the home page go to the same "all search results" page.
- Most content is below the fold.
- Footer is not responsive on mobile.



Confidence

Give with confidence. Every nonprofit on the



Choice

More than 3,100 nonprofits to choose from!



Convenience

Support multiple causes within a single



Give Where You Live

Support all the causes you care about in one place.

Enter Organization Name

Enter Organization Name

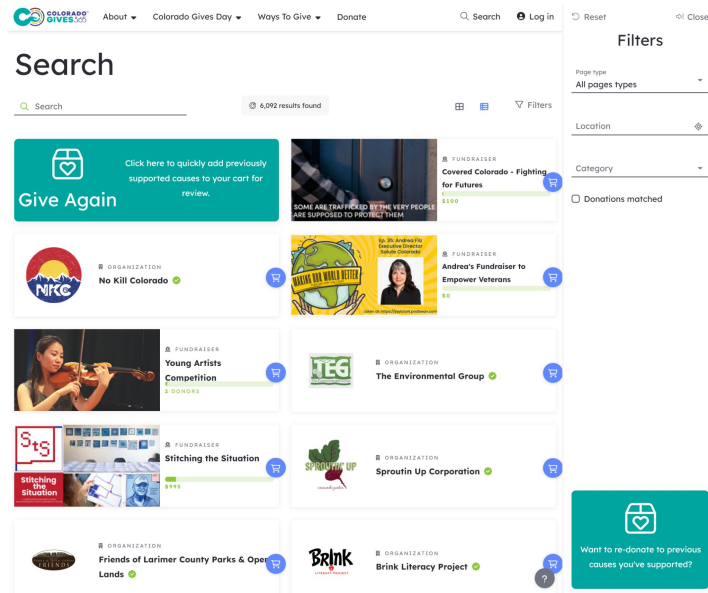


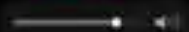
Recommendation - Home page issues

- Use the same search that is at the upper-right for the central home page search.
- Move links higher on the page so they are visible on most screens (various desktop and mobile).
- Consolidate links into a single, clear call-to-action like “View all organizations”.

Finding - Search results issues

- General display issues:
 - Visual crowding
 - Images are different sizes, repeat stock images can be confusing; breaking alignment of text.
 - Shopping cart icon appears to float.
 - “Give Again” boxes can be distracting.
- Results don’t appear to be ordered
 - Sort order: by relevance, alphabetical, date?
- Filtering issues:
 - Distance slider confused one user.
 - Page types and categories could use more explanation.
 - Filters return minimal results [Example video](#) (#2)





[Home](#) | [About](#) | [Colorado Gives Day](#) | [Ways To Give](#) | [Donate](#) | [Search](#) | [Log in](#) | [Reset](#) | [Close](#)

Search

34 results found Filters


Filters

Organization


Location

Category


Donations matched




Boulder Housing Coalition



Boulder Climbing Community



Boulder Flatirons Rotary Foundation



Boulder County AIDS Project

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[Cookie Policy](#) Accept

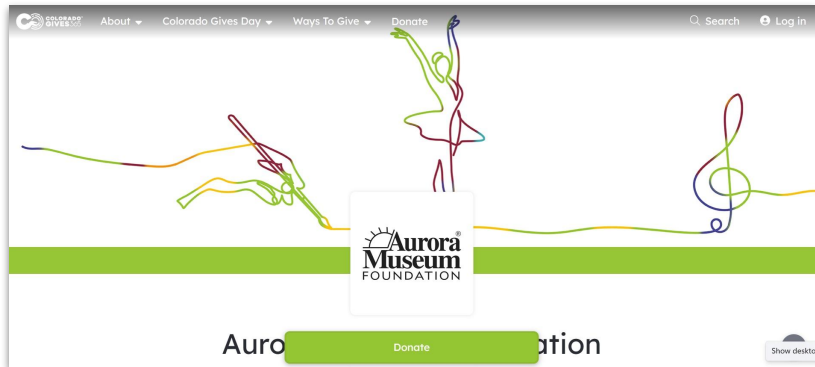


Recommendation - Search result issues

- Standardize search result organizational card displays, making sure text and images align and responsive design is used for mobile, and the cart symbol does not break the card area
- Deprioritize “Give Again” for non-returning users
- Clarify how results are sorted: i.e by relevance, type, distance, etc.
- Group results by Law of Common Region (i.e: organizations in one group, fundraisers in another, etc.)

Finding - Organization pages issues 1

- Visual evaluative information like data charts and photos seemed to be most important to users but are below the fold and sometimes buried at the bottom.
- Long walls of text, scrolling/scanning can be prohibitive to donating (cognitive overload)
- [Example from usability test \(#3\)](#)



"I adopted Rudy T. Hills from Red Fern Animal Rescue in January of 2020. He was a true blessing just before the Covid shutdown. RFAR coordinated Rudy's care and treatment in TX and then transported multiple dogs from TX to CO in Dec 2019, where I met my Rudy at Petsmart. Melissa and her husband, Gregg, work tirelessly to rehome dogs from TX through their non-profit Red Fern. I highly recommend them!"

"I have adopted two dogs from Red Fern and it has been such a great experience. Red Fern is very passionate about what they do and truly care for each and every animal! They are wonderful to work with!"

"I have been associated with Red Fern Animal Rescue for just over 3 years. One of their volunteers reached out to me to foster a bonded pair of pooches that were headed for euthanasia by the owner's family when she was moved into nursing care. The two were happily adopted by a lovely couple. I immediately took another puppy for a few days and fell in love with him. His new dad picked him up and his sister filled that space permanently. I was a foster failure. Since then I have fostered multiple pups and am so happy to find them their forever homes with fantastic people. Red Fern's passion for saving all these four legged creatures who would have otherwise been destined to death is to be commended. I continue to volunteer and fail occasionally but every animal deserves a chance at its best life, and Red Fern ensures them that opportunity. Until we learn to do better with spay and neuter programs, Red Fern will continue to work towards saving these poor animals. Their goal is saving these creatures - Red Fern is one of the best rescues for providing loving homes to these four legged creatures, no dog or cat is left behind."

"I love Red Fern Animal Rescue! I have adopted three pups from Melissa and her team and have also fostered for Red Fern Animal Rescue about a dozen times. (Two of my pups are fosters we ended up keeping.) Melissa and Gregg have the biggest hearts and for a small team are very mighty! They have saved countless dogs' and cats' lives. Red Fern Animal Rescue has made outstanding efforts to really save every dog possible. Just as they give these wonderful animals a fair chance at a good life, you should also give Red Fern Animal Rescue a fair chance and adopt from them, foster for them, and donate to them. Red Fern will always be my number-one choice! Thank you Red Fern Animal Rescue for all that you do!"

GIFTS WILL BE
DOUBLED
UP TO \$120,000!

THANKS TO OUR
GENEROUS
SPONSORS



120
YEARS OF
helping animals

Humane Society of Boulder Valley

A nonprofit organization

Donate Fundraise

Share this organization

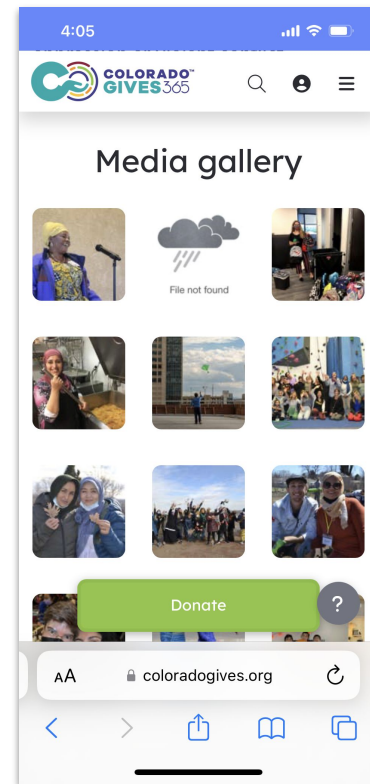


Recommendation - Organization pages issues 1

Consider moving all vital information (org data table) to the top, above the fold, and/or implementing a system of tabs at the top to help donors quickly scan and analyze vital data

Finding - Organization pages issues 2

- CTA color contrast ratio (2.04:1) does not meet WCAG standards (4.5:1, or 3:1 for large text)
- Photos/videos are not clickable to enlarge on desktop or mobile; do not meet accessibility standards (too small to view)



Recommendation - Organization pages issues 2

- Adjust color scheme using this [contrast checker](#) to WCAG standards ratio
- Make photos and videos expandable on desktop and mobile

Finding - Organization pages issues 3

- Floating CTA “DONATE” is distracting on desktop and mobile

Gifts will be DOUBLED up to \$120,000! To celebrate our 120-year anniversary, our generous sponsors have stepped forward to match donations through the end of this milestone year with a **historic pool of match funds - our largest match ever!** Costs are rising, and we need your support to continue to help the pets and people who need us. Give now to help us meet our goal — as we continue to help animals — saving and changing lives through our mission.

Testimonials

“We adopted our new puppy from HSBV on September 14, two days after losing our dog in a tragic accident. Mia, who we renamed Ruby is thriving with us and is enjoying her life of adventure. Thank you for rescuing her! She is the medicine our family needed.” - Lisa

“Thank you for participating in out-of-state transfers. I adopted my Great Pyrenees mix from HSBV before Xmas (she was a transfer). She was severely underweight, had skin problems and tested positive for heartworm - among other issues. I have the sweetest dog is finally healthy and happy thanks to HSBV and others. You saved my dog's life and enriched the life of my family - especially during the pandemic. Thank you for all your work!” - Grateful adopter and donor.

“Dear Humane Society of Boulder, In 2005 (November 12 to be exact), I adopted a 3-year-old cat from you - you named him Osiris, but I called him Sam (and eventually Mows). I had to say c together. We lived in Boulder, Los Angeles and now Sacramento. I'm writing today to say THA my life - he saved me more times than I can

Donate

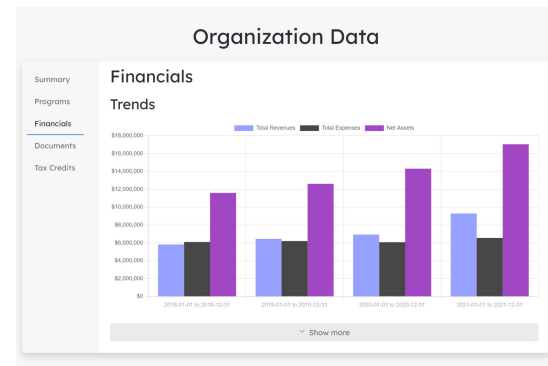
The screenshot shows the Colorado Gives 365 website. At the top, there is a navigation bar with the logo, a search icon, a user profile icon, and a hamburger menu icon. Below the navigation bar, the text reads: "valley (formerly the Boulder County Humane Society) was formed in 1902 by a small group of spirited Boulder citizens "to promote the growth of sentiment favorable to the protection, care of, kindness to, and fair play towards animals; to secure the enforcement of laws for the prevention of cruelty to animals; to rescue lost and injured pets; to establish shelters for unwanted and stray animals." In 1931, HSBV received a generous bequest from Mrs. Kate Harbeck, who resided for many years in Boulder. With this legacy, land was purchased on Arapahoe Road, a shelter, boarding facility and pet cemetery were 1973. When HSBV incorporated in # coloradogives.org". A green "Donate" button with a question mark icon is overlaid on the page.

Recommendation - Organization page issues 3

Pin “DONATE” to top (and/or bottom) of page, testing positioning on common desktop sizes to ensure it’s clearly visible and doesn’t obstruct other information

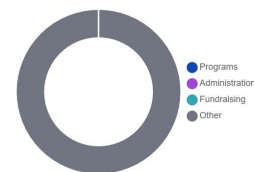
Finding - Organization pages issues - Data

- This data was the most important to users.
- Too far down the page for most users, especially on mobile.
- For many organizations, expenses were always “other”.
- Was not clear to many users that program cards could be clicked to get more info.



2019-01-01 to 2019-12-31

Expense Breakdown



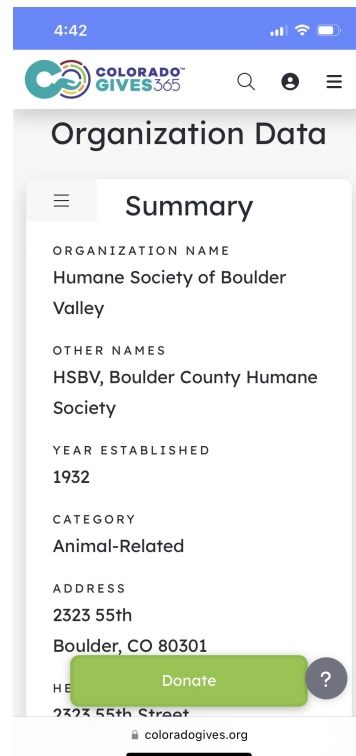
Financials

REVENUE	\$6,452,997	ASSETS	\$12,614,564
EXPENSES	\$6,208,319	LIABILITIES	\$0
CHANGE IN ASSETS	\$244,678	NET ASSETS	\$12,614,564

Finding - Organization pages issues - Data continued

On mobile, the hamburger menu of the org charts can be completely missed.

[Example from usability test \(#4\)](#)



celebrate our 120-year anniversary, our generous sponsors have stepped forward to match donations through the end of this milestone year with a **historic pool of match funds - our largest match ever!** Costs are rising, and we need your support to continue to help the pets and people who need us. Give now to help us meet our goal — as we continue to help animals — saving and changing lives through our mission.

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proble

Donate

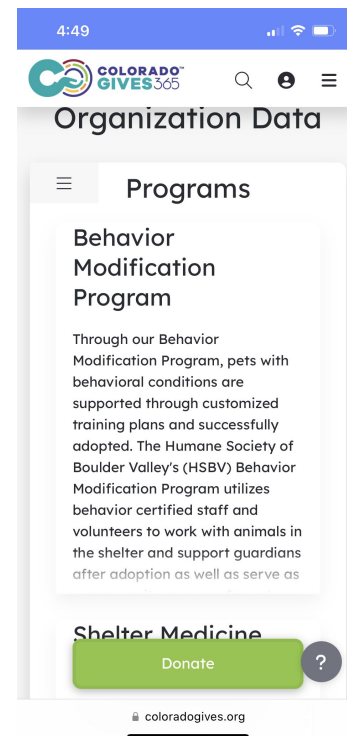


among

dogs

Recommendation - Organization pages - Data

- Consider moving org data to the top, and/or implementing a system of tabs at the top for easy browsing/navigation
- Clarify the “other category” under financial expenses, and consider implementing a cost breakdown analysis of each donated amount to build donor trust
 - The way donations were spent was the #1 concern for users
- Make sure “PROGRAM” expandable boxes say “view more” or “read more”
- Make the menu symbol on mobile more obvious (add label “Menu”, and high-contrast button color following WCAG standards)



Findings - Donations

- “Designation” was confusing to several users.
- Cover fees messaging had a mixed response:
 - Nevermind button text and positioning was problematic.
 - Checkbox was small compared to Total and button.
- On mobile, tooltips don’t work.

First name Last name Email

Hide my name from public display

Payment method
Credit card Card number MM / YY CVC

Billing address
Address line 1
City State Select state
Country United States ZIP / Post code

Remember payment method

Total
\$0.00

Cover fees so Humane Society of Boulder Valley gets my full donation

Pay \$0.00

ZIP / Post code

Are You Sure?

Over 87% of donors choose to cover the credit card and platform fees because it means 100% of your donation amount goes to the cause. Are you sure you want to opt out?

Yes, opt out Nevermind

Recommendations - Donations

- On the donation page, expand how each donation “designation” will contribute to the mission, and what each “designation” bucket stands for
- For cover fees messaging pop-up:
 - Consider brief and positive messaging such as “Covering fees will ensure 100% of your donation goes to your cause”
 - For confirmation: Cover fees?
 - No, thanks! (grey color; left position);
 - Yes, cover! (highlight color; right position)

4:51

Add a dedication to your donation

Designation

- General Fund
- Behavior Modification Program
- Shelter Medicine Program
- Transfer Program
- Safety Net

First name Last name

Email

coloradogives.org

Conclusion

While the donation page seemed to be the easiest for donors to use, some issues on the search and organizational pages could improve the overall donation experience:

- Make it easier for donors to find organizations, fundraisers and causes
- Prioritize information that's most important to users in the overall presentation
- Help users understand how money is spent
- Help users build trust in the organizations they are considering



Thank you!

Any questions?

Additional findings are available in the User Research Key Findings Report.