

Colorado Uplift UX Report

03-15-2021

Overview

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



Team Introduction

- 4 person team from the Boulder UX Research Meetup
 - Jessie Bonilla, freelance Product Designer
 - Serena Buxton, Product Designer at Twilio
 - Josh Morse, Product Design Lead at Very Good Security
 - Gena Welk, Project Manager at University of Colorado



Project Goal

To identify significant areas of UX improvement on the Colorado Uplift website (<https://coloradouplift.org>)

Based on initial conversations, we focused on ease of donating and learning the purpose of Colorado Uplift.




Methodology

The team used 3 industry-standard methods to gather feedback:

- Heuristic evaluation
- Task-based usability study
- Surveys



Methodology - Heuristic evaluation

- “Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the ‘heuristics’).” - Jakob Nielsen
 - Each team member evaluated the site individually by comparing the experience with [Nielson’s list of heuristics](#).
 - Results were compiled by each team member, then combined into a master list.
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Methodology - Moderated usability study

- The team moderated a total of 9 sessions with 10 users.
- Sessions were around 30 minutes in length.
- Some sessions were remote, others were co-located.
- Users were asked to complete tasks and find information on the Colorado Uplift website.
- Notes were compiled by each team member, then combined into a master list.



Methodology - Email surveys

- The team sent two surveys to two different mailing lists:
 - The Colorado Uplift member mailing list
 - The Boulder UX Research meetup group
- Both surveys asked quantitative and qualitative questions about the website.
- In the meetup group survey, users were asked to visit the website first.
- Google Forms was used to distribute the surveys.
- Results from both surveys were compiled by the team.



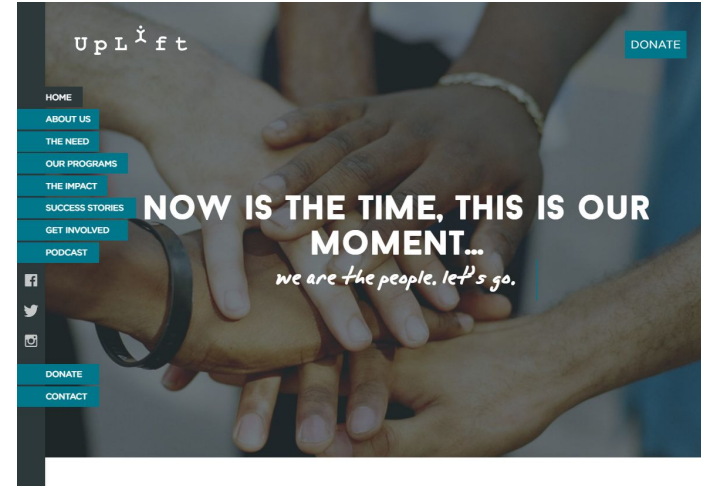
Findings

- Across our three methods, we had dozens of individual findings.
- For purposes of this presentation, we will focus on the most common feedback across our research.
- Additional findings are available in the [full report](#).
- Please note, the participants in our usability study agreed to share the recordings solely with the team and Uplift Colorado. Please do not share the videos outside of your organization.



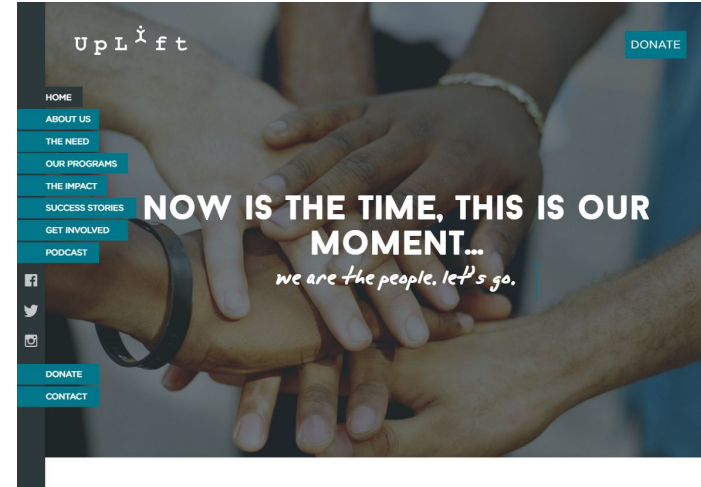
Strengths

- All users really liked seeing student information and testimonials on the impact Colorado Uplift has made.
- Users mentioned that the site looks modern and clean.
- Navigation labels were clear. Most users were able to easily navigate to the pages they needed for certain types of information.
- Users easily located the donate page.



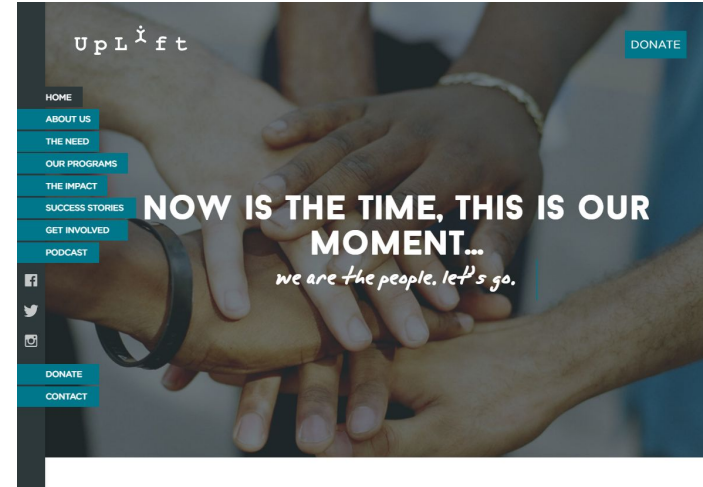
Finding - Home page issues

- Many users across methods noted that the homepage does not clearly articulate the function of Colorado Uplift.
- Because the top image takes up the entire screen, many users didn't realize that they could scroll down the page.
- The valuable top area on the page has little content, which requires that users scroll to get any information.
- [Usability study clip](#)



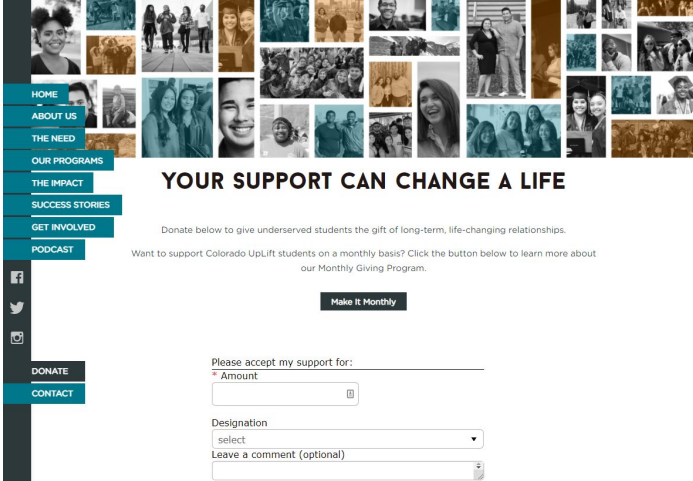
Recommendations - Home page

- The top of the home page should clearly articulate the function and purpose of Colorado Uplift.
- Use a smaller image at the top. (Using smaller images throughout the site will help improve the speed of the overall site as well.)
- Make it clear that additional content is available if the user scrolls.



Finding - Donation page issues

- The donation form has inconsistent spacing and sizing which affects user confidence.
- The donation page does not clearly articulate where money is spent. The “Designation” field is unclear to many users.
- [Usability study clip](#)
- Having a separate form behind a button for monthly donations was confusing to some users.



HOME
ABOUT US
THE NEED
OUR PROGRAMS
THE IMPACT
SUCCESS STORIES
GET INVOLVED
PODCAST

Facebook
Twitter
Instagram

DONATE
CONTACT

YOUR SUPPORT CAN CHANGE A LIFE

Donate below to give underserved students the gift of long-term, life-changing relationships.
Want to support Colorado UpLift students on a monthly basis? Click the button below to learn more about our Monthly Giving Program.

Make It Monthly

Please accept my support for:

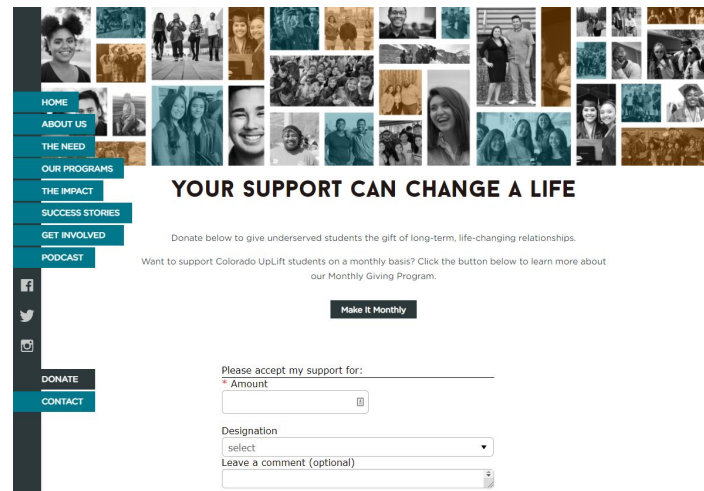
* Amount

Designation
select

Leave a comment (optional)

Recommendations - Donation page

- Clean up the form to use the same spacing and sizing throughout.
- Use the space at the top of the page to articulate where money is spent. Add more explanation to the “Designation” field.
- Combine the monthly and single donation forms into one donation form with additional options for a monthly donation.



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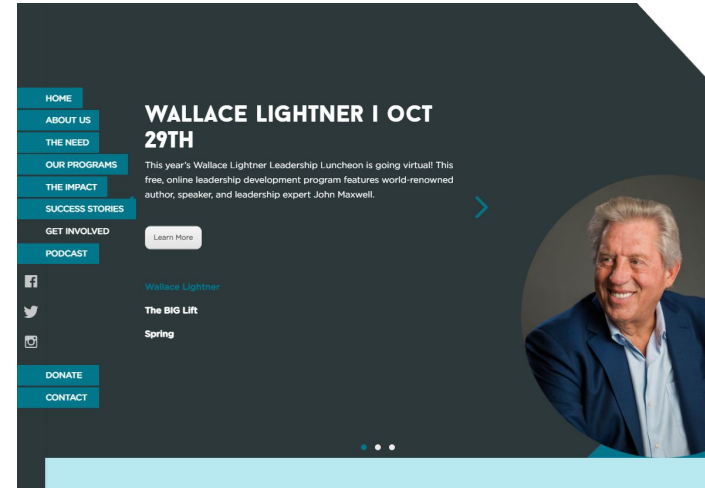
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Designation

Leave a comment (optional)

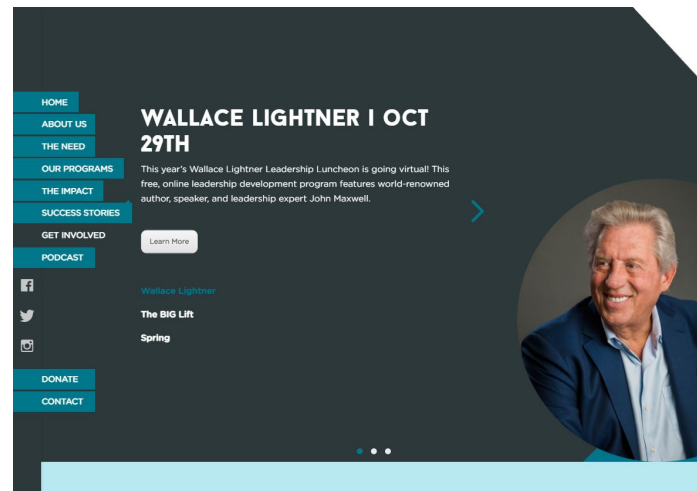
Finding - color issues

- Navigation colors often blend into the background.
- Button colors are inconsistent. Grey buttons look disabled to some users.
- Some text has low contrast with the background it is on, making it difficult to read.



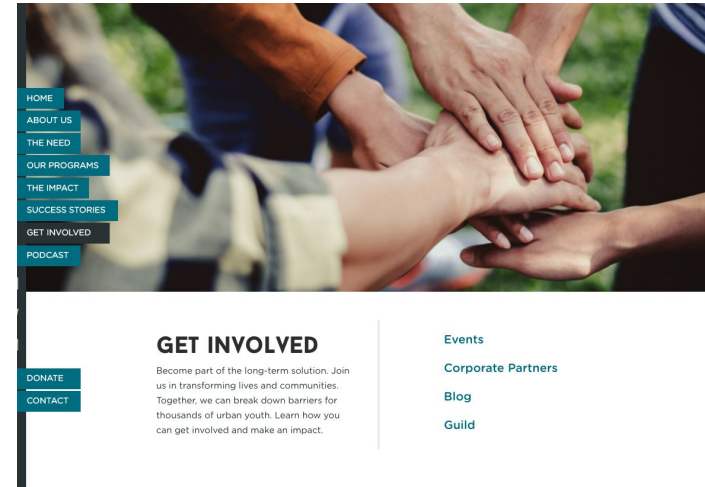
Recommendations - colors

- Adjust navigating colors to contrast with backgrounds. Use fewer background colors to avoid blending issues. This includes using photos with a lot of colors as a background for text.
- Use a consistent button style across the site. Avoid grey buttons (unless it is indicating that a button is disabled).
- Use the [WCAG color contrast checker](#) to ensure that text colors have a minimum contrast ratio of 4.5 with their backgrounds.



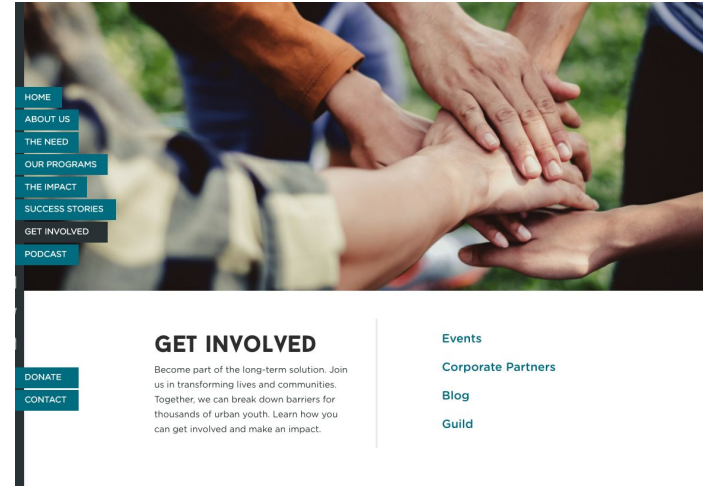
Findings - Volunteer page issues

- Users indicated that information about volunteering was unclear. They were confused on what volunteers did and on the amount of time they would need to put in to volunteering.
- A few users mentioned that sending an email made it more difficult to complete the process of signing up.
- [Usability study clip](#)



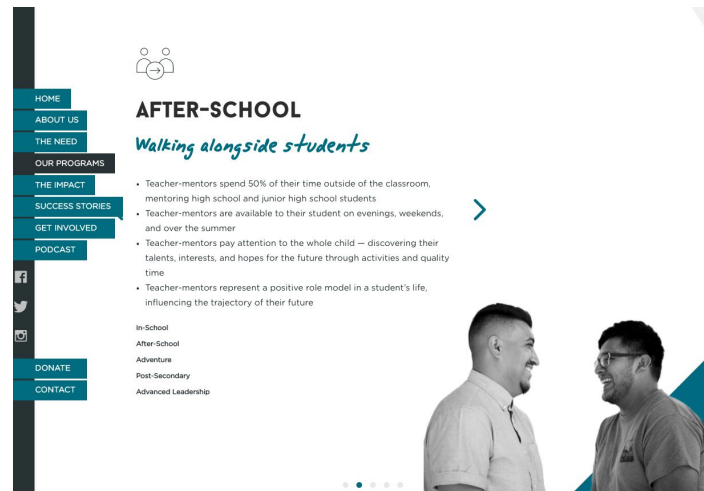
Recommendation - Volunteer page

- Provide clear information on what volunteers do and the time commitments, especially if there are different types of volunteer work.
- Create a volunteer sign up form on the site so users don't have to go out of the page to send an email to get information on volunteer opportunities.



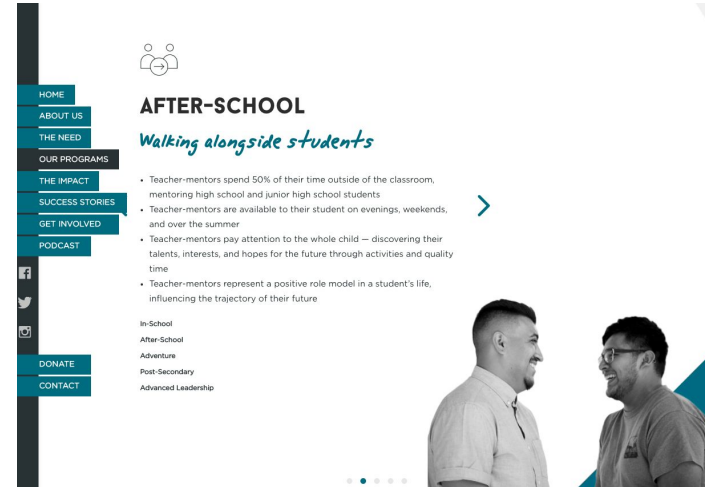
Findings - content issues

- Most people spent a lot of time trying to find the information they were looking for.
- Users mentioned that there is a lot of information to go through. They liked the information but felt that it was a little vague.
- ***“I wish that there was a summary on the page; it’s a lot of work to scroll through and figure out what they do. If this wasn’t a usability test I’d probably give up”***
- Participant



Recommendations - content

- Summarize information at the top of the page.
- Make it easier to find information by either removing excess copy and simplifying the information into digestible bits.
- Provide clear information on areas of importance (such as information on what the programs specifically do).



Closing

- Additional findings are available in the [full report document](#), along with a detailed breakdown of the data that was collected.
- We hope that this information is helpful.
- The team really enjoyed working with you.
- Do you have any questions?

