

User Interview Transcript

USER #1

Screening:

- How old are you? 27
- Sex: Female
- What is the highest level of education you've completed? Bachelors
- What is your total household income? \$40,000
- What is your profession? Caseworker
- Primary Language: English
- When was the last time you donated online? 2019
- Have you ever used Haiti Now? No

Pre-Testing Questions:

- **Have you used a similar site before?** “Yes, I’ve used websites like Red Cross and etc.”
- **What would make you donate to this site versus another non-profit?** “I’m Haitian, so if I saw this website versus Red Cross, I would likely want to donate to this one”

During Usability Test Questions:

- **Can you tell me what you think of the website layout?** “I like the layout of the website. I think it’s informative and pretty self-explanatory if you want to donate or find out what Restavek is all about.”
- **How did you find the experience of using the website to complete a donation task?** “It’s pretty easy if you want to donate it’s on every page. I don’t know if this is good if someone wants to learn about the information first, then donate”.

- **Did you notice whether there were any other ways to donate?** “Yes, there’s a donate popup on each page along with the button on the top right.”
- **Which of these two donation options do you find best? Why?** “Both are fine, but I would probably go to the donate button because I’m used to the donate button being in that area instead of on each page.”
- **What did you think of the videos?** “I really liked the videos. It allows me to see the girls and I like that they are smiling. It shows that they are actually trying to help.”
- **What did you think of the on-page explanations?** “It’s pretty straightforward and understandable”

Post Usability Test Questions:

- **What was your overall impression of Haiti Now?** “It’s a nice website, I like the design. It’s pretty straight forward. I think you guys describe what you do pretty accurately”
- **What was the best thing about the Haiti Now website?** It was easy to navigate.
- **What would you consider the worst thing about the Haiti Now website?** “I didn’t realize you could scroll down. You should put something like scroll down for more info.”

- **How would you change the Haiti Now website?** “I would change the placement of the links in the navigation because I was confused about “How we help” “How you can help”, it seems like the same thing... I would [also] make it more obvious to show people it’s more info when you scroll. I didn’t understand the financial page much.” (user was confused about what overhead meant?)
- **How would you compare this website to another competitor?** “I normally don’t go on other non-profit websites, but it’s pretty much the same. Like ways to learn about the program, to donate, and their goals.”

CONCLUSION:

The user seemed to like the video and the logo. As I watched the user navigate the website, she first clicked on Restavek to learn more about what it is. She went through each link in the navigation but did not scroll down. When she realized she could scroll down, she passed through the information without seeming to digest it. This indicated to me that it is not engaging enough. She commented on why the donation graphic was on each page because there’s also a donate button in the navigation. She liked the design but thought the navigation could be rearranged and said, “maybe place the mission button first because that link helped me to empathize more with the cause”.

USER #2

Screening:

- How old are you? 24
- Sex: Female
- What is the highest level of education you've completed? Bachelors
- What is your total household income? N/A
- What is your profession? Program Director
- Primary Language: English
- When was the last time you donated online? 2019
- Have you ever used Haiti Now? No

Pre-Testing Questions:

- **Have you used this website before?** “I haven’t used this site before”
- **Have you used a similar website before?** “Yes”
- **What would make you donate to this site versus another non-profit?** “I’m not sure since I’m not informed about other non-profits”

During Usability Test Questions:

- **Can you tell me what you think of the website layout?** “I like the layout, but I think the words on the video are hard to read. Everything else is good”
- **How did you find the experience of using the website to complete a donation task?** “It’s pretty easy if you want to donate it’s on every page. I don’t know if this is good if someone wants to learn about the information first, then donate”

- **Did you notice whether there was any other way to donate?** “I see that there are donate options on the tab link pages.”
- **Which of these two approaches/options do you find best? Why?** “Either way is fine, but I think having it on each page is unnecessary”
- **What did you think of the videos?** “I really liked the videos, but with the words on it, it’s hard to read. So I would have a box for the video then the words on the side”
- **What did you think of the on-page explanations?** “It’s concise”

Post Usability Test Questions:

- **What was the best thing about the Haiti Now website?** “Based on catering to women”
- **What was the worst thing about the Haiti Now website?** “The wording over the images is hard to read”
- **How would you change the Haiti Now website?** “The wording over the images is hard to read and maybe change the donation on every page before you can digest the info”
- **What was your overall impression of Haiti Now?** “Great nonprofit with the intentions to help the targeted community”

CONCLUSION:

The user seemed to like the website and who the non-profit was catering to. They did not digest the information well because of the wording on the video. They also skimmed over the content when they scrolled down. This to me indicated that the content is not engaging enough to slow the user down. I think the solution to this can be to reorganize the content to be more visually appealing. Not every user will be donating to the website, but if they can digest the info they can be a future donor.

USER #3

Screening:

- How old are you? 25
- Sex: Female
- What is the highest level of education you've completed? Bachelors
- What is your total household income? N/A
- What is your profession? Sales Executive
- Primary Language: English
- When was the last time you donated online? 2019
- Have you ever used Haiti Now? No

Pre-Testing Questions:

- **Have you used this website before?** “No”
- **Have you used a similar website before?** “Yes”
- **What would make you donate to this site versus another non-profit?** “It’s a female-centered initiative”

During Usability Test Questions:

- **Can you tell me what you think of the website layout?** “Overall I think the message is conveyed but the design looks like it needs to be updated”

- **Is the content easily digestible?** “Yes, the content was written clearly and concisely and conveyed the intended message clearly without fluff”
- **What do you think the goal of the website is?** “Economic and social advancement for disenfranchised Restavek girls via education, mentoring, training, and re-location?? Also to raise awareness about the situation of Restavek girls and inform the audience on ways to pact change via financial contribution”
- **While exploring the site, what things stuck out to you?** “The message was the most poignant thing about the webpage as everything else was relatively simple and not very distracting”

Post Usability Test Questions:

- **What was the best thing about Haiti Now website?** “What the organization is all about is the best thing about the website. I really like the cause and the videos to show that they are doing the groundwork.”
- **How would you change the Haiti Now website?** “I would change the layout to be more modern. I would make the logo and donate button more modern and other things on the website like the wording.”
- **What was your overall impression of Haiti Now?** “The emphasis on their mission and how they conveyed it all throughout. I just think it could do better with a revamp of the layout.”

CONCLUSION:

The user was more interested in learning about the content, it may be because they are interested in girl based programs. Since they are already interested in this topic, it was more likely that they took the time out to read more which they did. They still noticed that the site needed to be redesigned though they are passionate about these topics. I

think this type of user would be easily influenced to donate after redesigning it to look more modern.