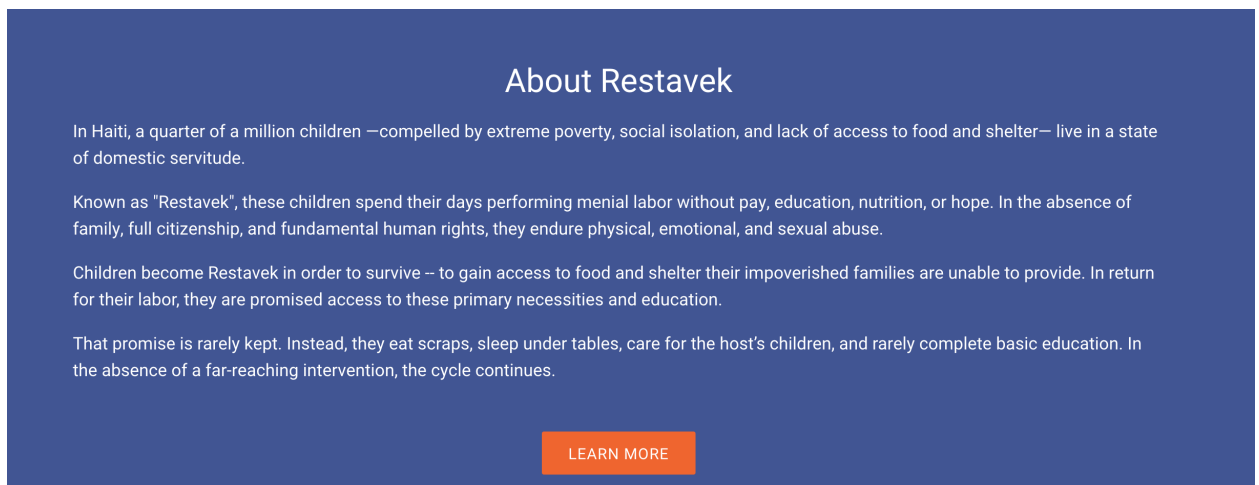


HAITI NOW EVALUATION

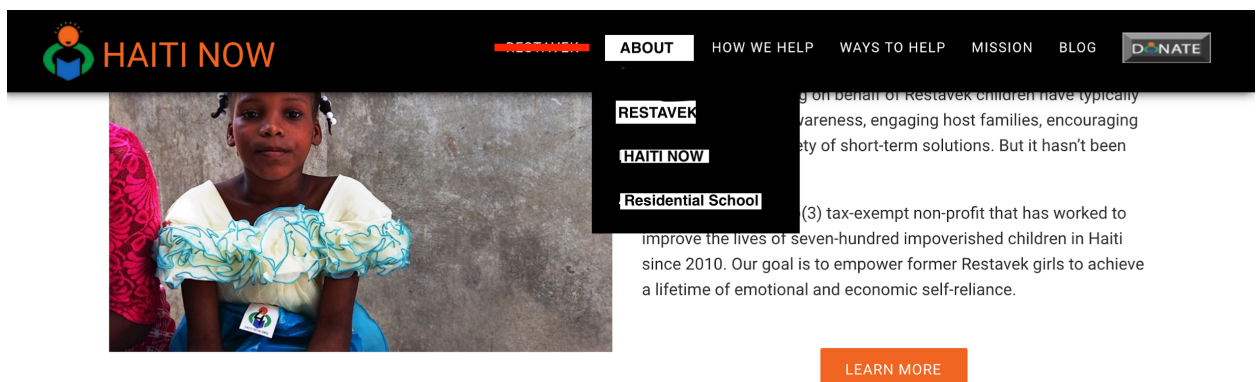
Recommendations:

1. Visibility of system status:

The about section for Restavek is on the home page which could be overwhelming for the user. I would suggest leaving this information on the Restavek page.

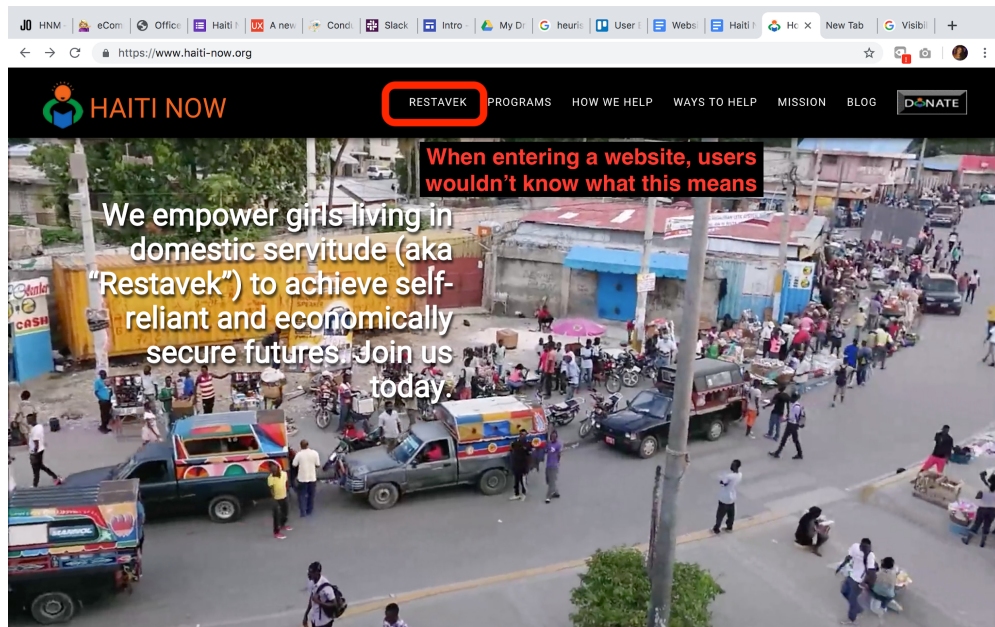


When scrolling down the page there are more “about” sections. Users are more familiar with a separate about section. I created the image below as an example of how the content can be transferred into the navigation



2. Match between system and the real world:

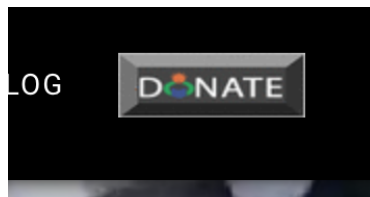
Though the website is about Restavek, users entering the site would not be familiar with this term. An about link in the navigation can clarify that the user is going to learn more about this term.



3. User control and freedom: Users have the freedom to correct errors made on the site.

4. Consistency and standards: As mentioned in Recommendation 1, the homepage is not consistent with standard recognition and recall so it may be difficult for the users to navigate the website without thinking.

The Donate button style is not consistent with any other button on the website.





It looks like the Share button for Facebook is cut off

Haiti Now
1300 Washington Ave. #662, Miami Beach FL 33119
+1 786-664-7747 | anc@www.haiti-now.org | EIN 27-1800026

The font size for the website is not the same as the rest in the block

- 5. Error prevention:** Error prevention looks pretty good. When I entered an incorrect email, I was alerted that it was incorrect. When I go to the Contact Us page, the user is notified of the requirements.

First Name * Last Name * Email *

Description *

Maximum limit is 500 characters.

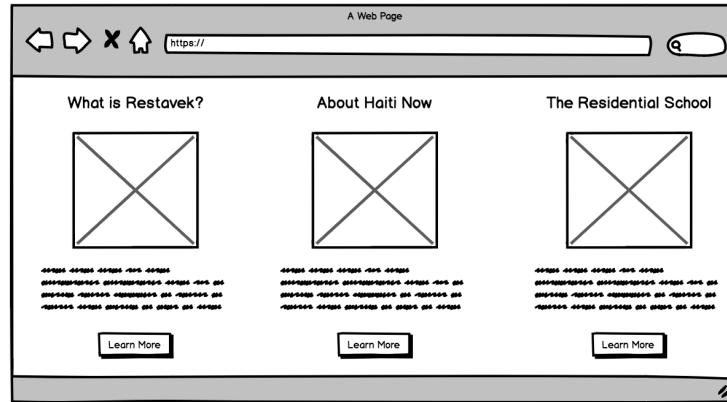
* These fields are required.

CONTACT US

- 6. Recognition rather than recall:** I would say the donate button is not recognizable.

Usually, users wouldn't see buttons like this and the button being black also allows the brain to glance over it even though it flashes. If it were to be the color orange like the other donate buttons this would help with recognitions.

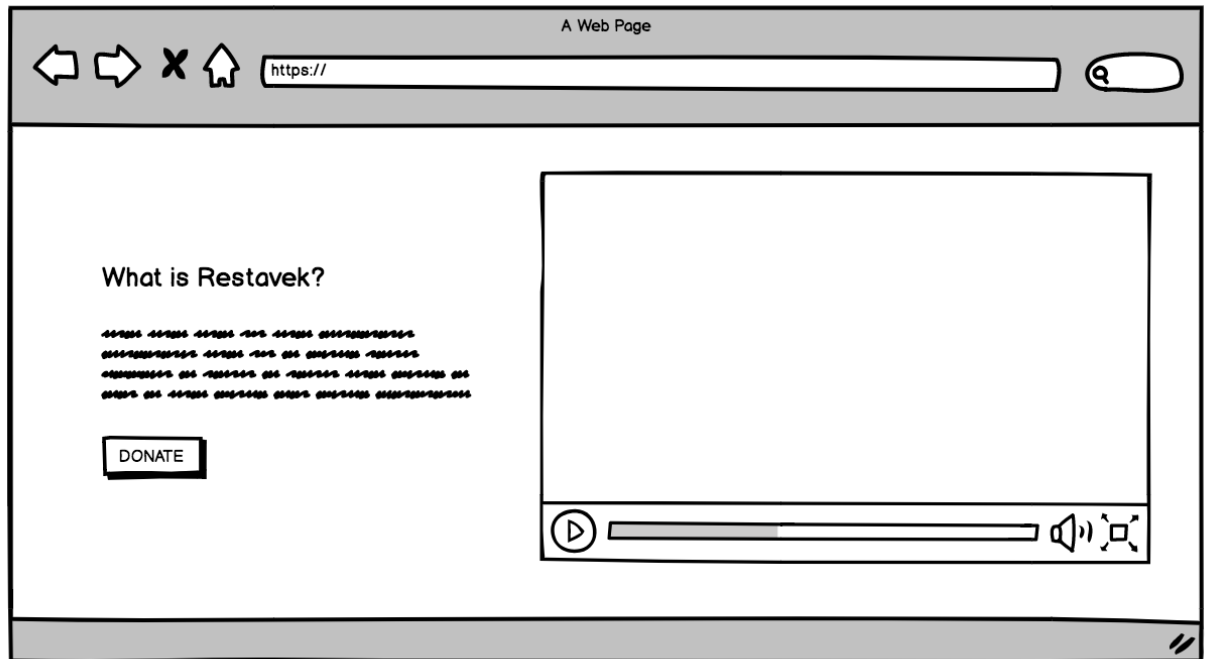
To minimize the user's memory load, I suggest making the copy 2 sentences max with a small image or icon with a link below. This gives users the freedom to learn if they chose so.



7. Flexibility and efficiency of use: Haiti Now has a lot of content that allows the user to learn about the organization. The user can also donate from multiple links which allows them to be efficient if they want to learn more and also donate on the same screen.

8. Aesthetic and minimalist design: I think the video on the homepage is a good idea to let users know the work towards making Haiti better is actually being done.

The copy on the video may be overwhelming and get lost by the user. Here is a suggestion of how to allow your user to not be distracted, but allow time to read the copy and watch the video



- 9. Help users recognize, diagnose, and recover from error:** The user has few places to make errors throughout the website, but if a user does make an error the user is notified. There is also a Contact Us link at the bottom of the website if the user needs help which is good.
- 10. Help and documentation:** Haiti Now has a FAQ sheet that is clear, simple to understand, and provides the user with clear instructions to accomplish website goals.

Conclusion:

The website is great because it gives the user the opportunity to dive deep into what the organization is about in every aspect, shares detailed financial diagrams and goals, education goals, and more. Though the information is important it can be overwhelming for a user that just needs to get the gist of what the organization is about in order to donate. I think the best way to do this is to reorganize the content on the website, especially on the homepage. Based on the evaluation I would focus on designing the website to be consistent and minimize the content to be less distracting.

Evaluator:

Jessica Osias

Index of Evaluation Process Method:

1. **Visibility of system status:** refers to how well the state of the system is conveyed to its users.
2. **Match between system and the real world:** The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
3. **User control and freedom:** Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
4. **Consistency and standards:** Users should not have to wonder whether different words, situations, or actions mean the same thing.
5. **Error prevention:** eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action
6. **Recognition rather than recall:** Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

- 7. Flexibility and efficiency of use:** Accelerators—unseen by the novice user—may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
- 8. Aesthetic and minimalist design:** Dialogues should not contain information which is irrelevant or rarely needed.
- 9. Help users recognize, diagnose, and recover from error:** Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
- 10. Help and documentation:** Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.