



Saide Website's Usability Evaluation Report

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Executive Summary

Saide is a non-profit organization that supports higher education in Africa. This report presents the results of a usability evaluation conducted on the Saide website. The evaluation aimed to understand the usability of the website and identify any usability issues that may require improvements.

The usability evaluation involved five tasks that were performed by a representative user, who provided feedback and thoughts during the tasks. The tasks included browsing the home page, contacting a staff member via email regarding a project, signing up for the mailing list, assessing the search function, and getting an overview of the mission to make a donation. The user's interactions and feedback were recorded and analyzed by the team.

Based on the evaluation, several usability issues were identified. These included difficulties in finding the projects section and navigating to project details, as well as confusion with the heading link. Additionally, the lack of familiarity with Saide's mission and objectives was also noted. These issues may impact the overall user experience and hinder users from accessing the information they need on the website.

To address these usability issues, the following recommendations are suggested:

- Improve the visibility and accessibility of the projects section on the homepage to make it easier for users to find.
- Clarify the labeling and presentation of links, such as headings, to reduce confusion and improve navigation.
- Provide more information about Saide's mission and objectives on the website to enhance user understanding.
- Consider incorporating user-friendly features, such as a search function or clear contact information for staff members, to facilitate communication.

Implementing these recommendations could enhance the usability of the Saide website, improve user experience, and ultimately contribute to achieving Saide's mission of supporting higher education in South Africa.

Introduction

Saide is a non-profit organization in South Africa that uses open and distance learning to improve education and training for marginalized communities. Saide.org.za is the official website for Saide to provide a variety of information and resources to its target audience, which includes information about Saide's mission, history, and initiatives. Users could get detailed information about Saide's projects, partnerships, newsletters, and current awareness. The primary objective of this website is to provide educational resources and give access to connect with Saide by contacting its staff members.

To assist Saide in enhancing its website user experience and providing relevant recommendations, we conducted a usability test including 5 major tasks with more detailed subtasks to assess the core features and functionalities of the Saide website, including browsing the home page, contacting staff members via email regarding a project, signing up for the mailing list, assessing the search function, and getting an overview of Saide's mission to make a donation. Our research questions are:

1. Navigation: How easy is it for new users to navigate the entire Saide website structure?
2. Contacting Staff: What difficulties or problems do users encounter when trying to contact Saide staff members via email for specific program-related questions?
3. Mailing List: What difficulties or problems do users encounter when trying to sign up for the Saide mailing list to receive news and program updates?
4. Search Function: What difficulties or problems do users encounter when trying to search for a program on the Saide website?
5. General Perception: What is the overall perception of Saide's website and featured programs after a brief usage? Does Saide's mission and programs resonate with visitors enough to encourage them to make a donation?
6. Donations: How difficult is it for users to make donations on the Saide website?

By conducting this usability test and answering these research questions, we can provide Saide with valuable insights and recommendations to improve its

website's user experience, increase user engagement, and improve donation conversions.

Methods

The criteria for selection of the participants of our study were mainly our initially defined target users for Saide. So within this category we targeted to interview students that would be interested in Saide's mission of supporting higher education within Africa.

A pilot test was done to learn what aspects of our protocol needed further revision and our test pilot revealed the following findings. Our initial protocol was too broad, our test participant asked us to clarify our initial questions numerous times. As a response we made our questions more precise to alleviate the earlier issue of ambiguity.

For our report we've anonymized our participants names, demographics or any further identifying information.

Our testing equipment was mainly Zoom, our personal notes, our phones we used to record any of the physical interviews as well.

Our testing protocol, preamble, order of activities, tasks, pre and post questionnaires can additionally be found in our appendix.

Findings and Recommendations

Key Findings

Finding 1 - Users were uncertain about which section to go to in order to contact a specific employee.

All users navigated to a different section like 'contact' or 'staff members' to send the email. They eventually realized that they had to go to the project section to

get a list of staff members associated with the project and contact them. U1 navigated to the Staff section hoping to find a list of projects the staff member had worked on. Similarly U2 and U4 had some trouble initially.

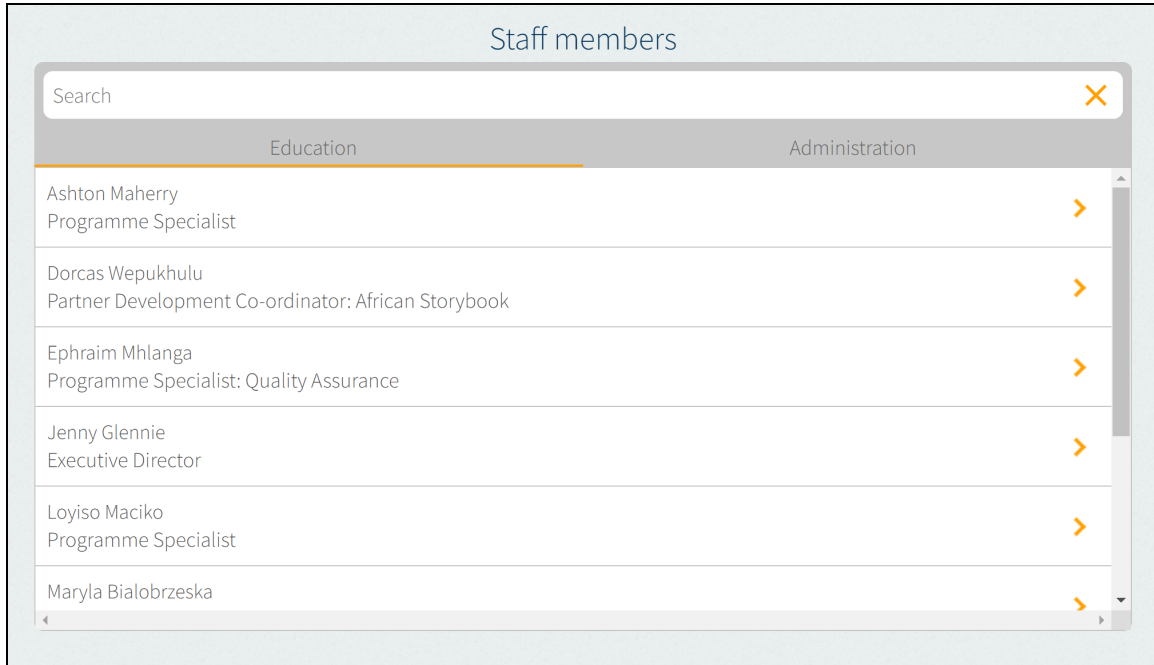


Fig. 1 - Staff Members section

Another problem that was brought into light was by U1 and U4 when they had trouble accessing the project before they realized that the heading was the link to the page with the project details.

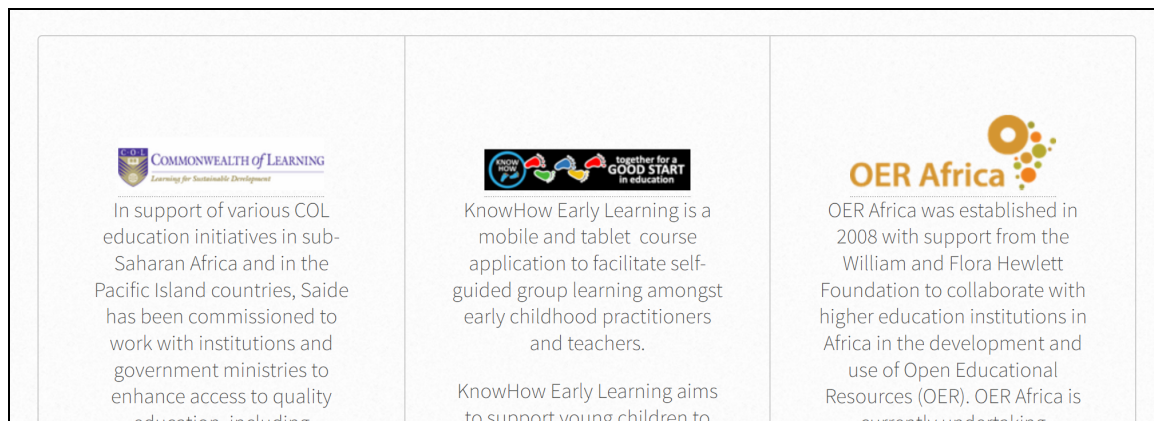


Fig. 2 - Projects section

It is extremely unclear where a user could click to access a project and there is no clear feedback indicating that the titles are actually links except a change in the cursor style.

Finding 1 Recommendation

- **Provide different paths for the users to complete the same task -** Most users tend to go to the contact or staff listings sections to contact someone. In this case they could be provided with the option of getting details on the staff member (like the projects they worked on). Currently when you click on a staff member, a form to contact them pops up. Instead they could have a few details on the employee with the option to contact them too.
- **Clear CTA buttons for projects -** A button or highlighted link that implies a user can read the project details by clicking it needs to be used as an explicit indication. Additionally, it must provide obvious feedback, such as a change in color or a hover state, to show that it is clickable.

Finding 2 - The mailing list location is not discoverable and there lacks an explanation of the purpose and its benefit

One of the tasks in the usability test was to navigate the Contact section of the Saide website and register to sign up for the Saide Mailing List. Three users encountered difficulties during this task. One user noted that they would have liked to know more about what they were subscribing to and whether they would be receiving newsletters. Another user was confused about whether they had successfully joined the mailing list and was unsure of how to check. Additionally, one user found it difficult to locate the mailing list signup location, as it was located at the very bottom of the page.

These usability issues can create confusion and frustration for users trying to join Saide's mailing list, potentially resulting in lost opportunities for Saide to engage with its audience and keep them informed about its work.

Finding 2 Recommendation

- **Provide more information about the Saide Mailing List and its benefits.** To address the user's concerns about what they are subscribing to, Saide can provide more details about the mailing list's content, frequency, and benefits. This information can be displayed in a prominent location on the website, making it clear to users what they can expect from signing up.
- **Make it clear to users that they have successfully joined the mailing list.** To avoid confusion about whether users have successfully joined the mailing list, Saide can provide a confirmation message or email to users after they sign up. Additionally, Saide can provide a clear and easy-to-use interface for users to manage their mailing list subscriptions, including options to unsubscribe or update their preferences.
- **Make the mailing list signup location more visible.** To make it easier for users to find the mailing list signup location, Saide can consider placing the signup form in a more visible location on the website, such as the homepage or the Contact page. Additionally, Saide can provide clear instructions on how to access the mailing list signup form, including links and calls-to-action. The Saide websites target users normally residing within regions of Africa that experience limited internet connectivity. We found through our work with Saide that the Saide website currently didn't have any notifications that would signify whether or not there had been issues loading the page.

Finding 3 - Users experienced confusion with the navigation bar structure, especially when clicking the "Home" button on the project details page.

Three participants rated the task of browsing projects and returning to the home page of Saide as more challenging than other tasks, with one user rating it as an 8 out of 10 difficulty level. Four users mentioned feeling confused about the navigation bar structure when browsing project details, and specifically, users U2, U4, and U5 took time to realize that the "Home" button refers to the home of the project and not the home of the Saide website. They tried several times to wait for the website response before realizing that they could click on the Saide icon to return to the homepage. Additionally, user U1 noted that the navigation bar appears different when browsing project details compared to the Saide homepage.

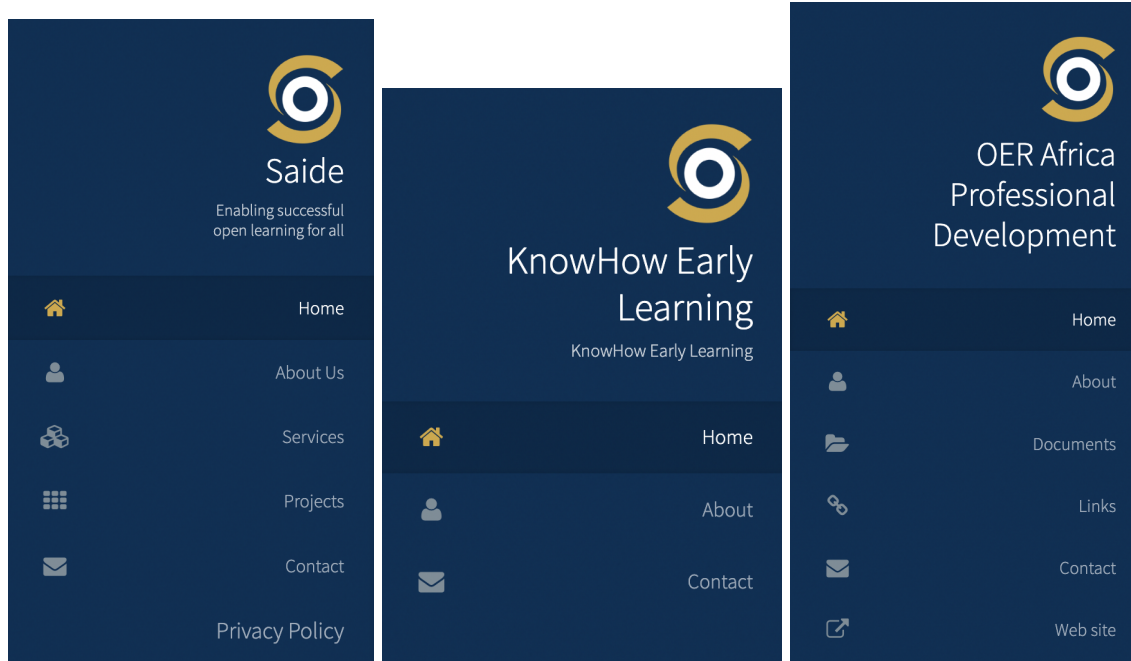


Fig. 3.4.5 - Navigation bars

Finding 3 Recommendations

- **Implement clearer labeling for navigation buttons and use consistent design elements throughout the website.** Saide could consider using different navigation button names to help users distinguish between the home of Saide and the home of projects. Users expect the same navigation bar when browsing websites, so it would be better to standardize the project navigation bar's structure to help users understand the structure of the project details page and have a better interaction experience.
- **Make a dropdown to clearly show the structure of the whole website.** Saide could move the navigation bar to the top of the website and include options to access each layer of content under each navigation button. For example, under the project button, users could see the five project names to help them easily access the specific project details. In this case, Saide could also have a sidebar or second-level navigation bar for users to explore the project details page. This approach would help users identify the website's structure and make the website and navigation bar more accessible.

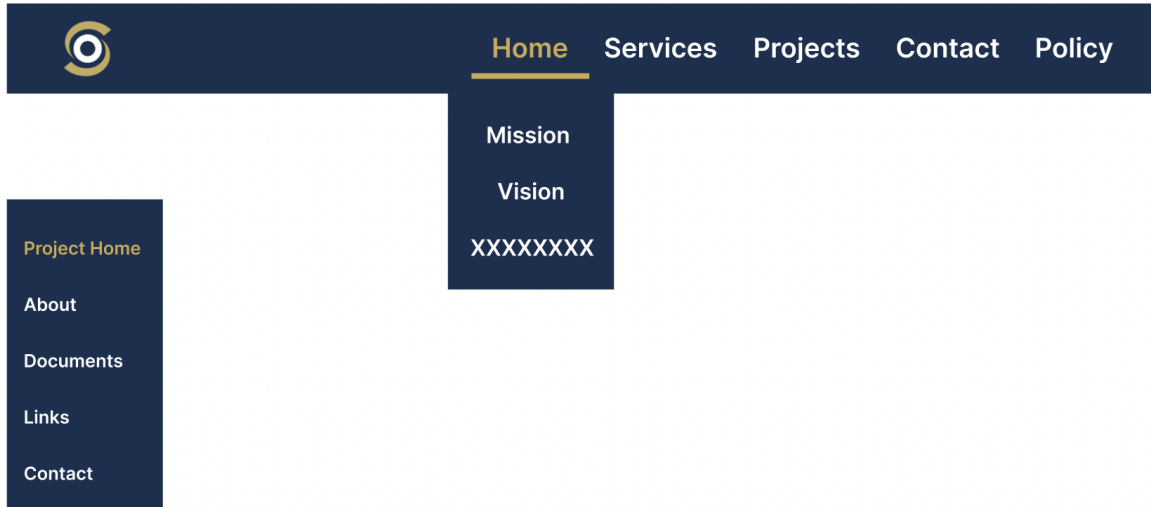


Fig. 6 - Mockup for Recommended Navigation bars

Finding 4 - Organization impact was not emphasized enough for users understand at a glance

The usability test revealed that users had difficulty understanding the impact and success of the organization. Even though the mission and vision statements are clearly delivered, there was no clear summary of the organization's achievements and impact, leading to confusion and mistrust.

Users also found the long success story on the website banner unengaging, leading to disinterest and a lack of motivation to donate or get involved. The content was not presented in an interactive or fun way, making it difficult to scan through and digest the information. In addition, users noticed that there was no clear button or call-to-action encouraging users to donate, resulting in missed opportunities for engagement and support.

Finding 4 Recommendation

- **Create an achievement section that summarizes the organization's accomplishments with straightforward data.** This section could include information such as when the organization was founded, the number of years it has been serving students in a particular area, how many volunteers the organization has around the world, and the number of students it has helped over the years. These types of statistics can provide visitors to the website with a quick overview of the organization's

history and accomplishments, which can help to build trust and encourage support.

- **Have a successful stories section on the website.** Rather than long success stories, which can be overwhelming to read, the section should include a few short stories with interview videos to make the content more interactive, fun, and easy to scan through. These stories should highlight the organization's impact and showcase how its work has made a difference in the lives of those it serves. By featuring the stories of real people whose lives have been positively impacted by the organization's work, visitors to the website can better understand the impact of the organization and may be more likely to support its mission.
- **Add a clear and prominent donation action button on the website.** The button should be strategically placed in a visible location on the website and should be designed to stand out from other elements on the page. In addition, the button should be accompanied by a clear and concise call to action, such as "Donate now to help support our mission." By making it easy for visitors to donate, the organization can increase its chances of receiving support from those who are interested in its mission and impact.

Finding 5 - The search bar is frustrating to use and leads to negative perception of the website.

The search bar has always been a critical feature for information-intensive websites, allowing users to quickly find relevant information without having to navigate through predefined pathways. However, Saide's website search functionality has some big issues, as revealed by the test. All five users perceived the search functionality negatively. One user noted that the layout and styling appear outdated, while another commented that it resembled a separate search engine rather than an integrated part of the site. Furthermore, one user went as far as to call the search bar "frustrating" and "useless" due to the presence of ads and irrelevant listings.

Although all users eventually found the right link for that specific task, the limited functionality of the search bar could impede the efficiency of information retrieval and harmed the overall perception of the Saide website.

To address these usability issues, it is crucial for Saide to improve the design and layout of the search bar to make it more visually appealing and consistent with the rest of the website. Additionally, optimizing the search algorithm to prioritize

relevant results and reduce the display of ads and irrelevant listings can significantly enhance the search experience for users, increasing their trust and confidence in the website. Overall, addressing the usability issues with the search bar will improve the user experience and enhance the overall performance of the Saide website.

Finding 5 Recommendation

- **Don't show ads and only show relevant results specific to Saide.** When users search within a website, seeing ads among the results can create a negative impression and detract from the user's ability to find what they need quickly and efficiently. To make sure users land on the correct link instead of clicking on the ads and also to maintain a professional appearance for Saide's website, consider removing the ads and arrange the search results in a way that the most relevant ones show up on the top.
- **Improve the design and layout of the search bar to make it more modern and consistent.** Improving the design and layout of the search bar is crucial to enhance the overall user experience of Saide's website. As noted by users during the usability test, the search bar's outdated appearance and lack of consistency with the website's design can create a negative perception of the website. By making it more visually appealing and consistent with the rest of the website's design, users are more likely to engage with the search feature, increasing their ability to find relevant information quickly and efficiently.

Discussion

Testee demographics

Our sample of five participants was mainly composed of individuals in the education sector who were unable to donate to NGOs, which is not the ideal target audience for our client. Moreover, due to location restrictions, we were unable to recruit users who were not familiar with the Saide organization but were based in South Africa. Additionally, most of our participants were tech-savvy and could access websites. Thus, testing with a more diverse demographic could reveal other problems that we may have missed.

Lack of sufficient Pilot Testing and Mobile Testing

We acknowledge that a single pilot test is not sufficient for polishing the usability test design, which could have revealed more issues, including task completion

time. Most users completed the tasks quicker than anticipated. Moreover, additional pilot testing could have enabled us to restructure our task orders and redesign our usability tasks to include more difficult and relevant tasks. Due to time constraints, we did not incorporate mobile testing into our usability test procedure, which may not have exposed responsive and accessibility issues during our findings.

Next Steps

After conducting interviews, surveys, comparative analysis, heuristic evaluation, and usability testing, we have gathered actionable qualitative and quantitative data. We have devised recommendations based on our findings, which we will synthesize in the final project video. We believe that our recommendations will prove valuable to our client Saide in improving their website and enhancing the overall user experience. Moreover, we recommend that our client conduct further user testing to validate and refine our recommendations. It's important to involve users in the design process to ensure that the website meets their needs and expectations.

Appendix A: Technical Plan

Equipment/Hardware:

2 laptops with working cameras and mics, internet connection and chargers.

Software:

Zoom application and Saide website's link provided to users.

Schedule:

All tests were conducted online on zoom with users sharing their screens as they performed the tasks. The following is the schedule for the tests that were conducted:

Usability test on 04/03/2023 - U1

Time	Activity	Moderator	Notetaker
1:30pm	Setting up the equipment and meeting	Isha	Ade
1:45pm	Test conducted with U1		
3pm	Post test session		

Usability test on 04/03/2023 - U3

Time	Activity	Moderator	Notetaker
10am	Setting up the equipment and meeting	Adeoluwa	Isha
11am	Test conducted with U1		
12:30pm	Post test session		

Usability test on 04/05/2023 - U2

Time	Activity	Moderator	Notetaker
10:30am	Setting up the equipment and	Jingxian	Isha

	meeting		
11am	Test conducted with U1		
12pm	Post test session		

Usability test on 04/02/2023 - U4

Time	Activity	Moderator	Notetaker
1pm	Setting up the equipment and meeting	Jiashu	Jingxian
1:15pm	Test conducted with U1		
2:30pm	Post test session		

Usability test on 04/0/2023 - U5

Time	Activity	Moderator	Notetaker
4pm	Setting up the equipment and meeting	Tianchi	Jiashu
4:15pm	Test conducted with U1		
5:15pm	Post test session		

Equipment set up:

We set up the equipment in a private room and used personal devices to conduct the tests. The users had been provided the meeting links and the link to the Saide website beforehand. The moderator and the notetaker were present in one room while the participants were present online. We used the screen sharing feature to see what the participants were doing when the tasks were provided.

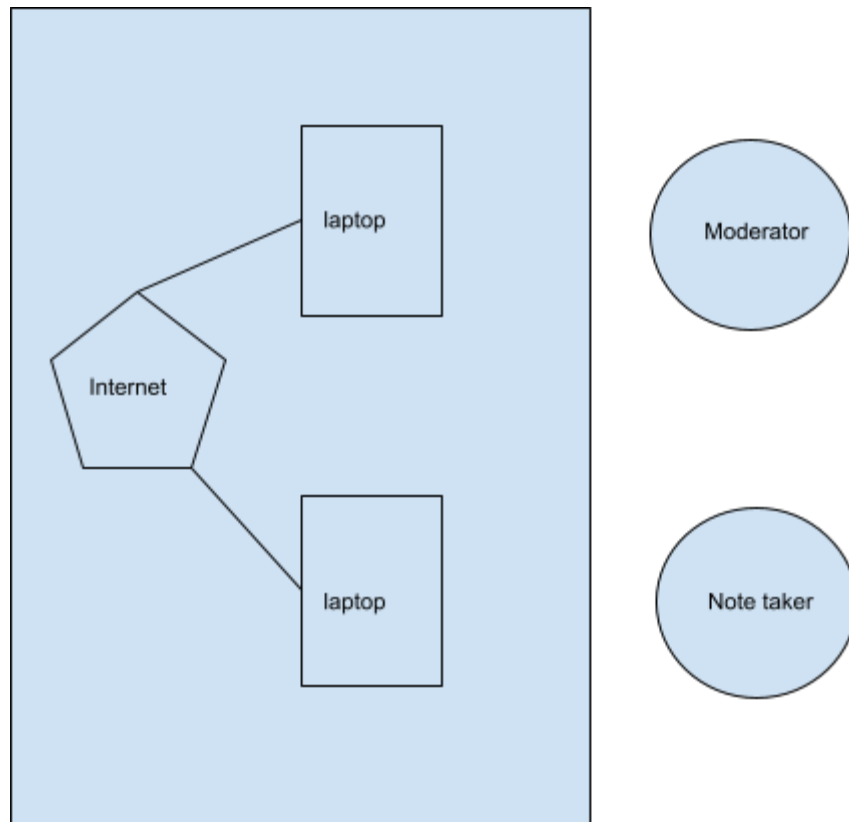


Fig. 3 - The moderator and note taker were present in the same room as displayed here while the participants were online

Appendix B: Moderator Script

Introduction

Hello, my name is _____. I am a student of Needs Assessments and Usability Evaluations at the University of Michigan. My team is working with the Saide organization to evaluate its website to understand how it works and see if any modifications need to be made to improve it. This is _____ who will be the note taker for us today.

You are chosen to help us understand the usability issues of the Saide website. You will be given five tasks to perform today. I want to assure you that this is not a test and we are not testing your ability. On the contrary, we are evaluating the website instead and seeing how well it functions. There is nothing wrong you can do here and please

feel free to pause or move on to the next time anytime you want. You would be using the website just as you would anytime on your own. The only thing I want to emphasize is the 'think-out-loud' process. I would like you to describe everything you do and how you feel or any thoughts you might have while performing the task.

The process will be recorded and observed by my team but I want to assure you that it will be completely anonymous. We will make sure that your personal details are not displayed anywhere in our report. If you feel uncomfortable at any point, please feel free to pause or halt and we can conclude the test. I am here to observe and take notes but I will not intervene in any way. If you forget to speak your thoughts out loud I may ask you a question. Do you have any questions for me?

Before we get started, I would like you to sign this consent form if you agree with the above statement.

[hands them consent form]

I would also like you to fill out this pre-test questionnaire which will just take a few minutes before we begin.

[hands them the pre-test questionnaire]

Okay great! Let's get started now.

Task 1: (4-5 minutes)

Imagine you want to learn more about one of the projects that Saide has been a part of. You want to contact one of the staff members who was a part of the project by sending them an email to ask about its details. You don't have to actually send them an email but just reach the dialogue box that would let you send the email.

a. Success Criteria:

- i. The user navigates to the project section
- ii. The user chooses a project
- iii. The user navigates to the project details page
- iv. The user scrolls to the staff members section
- v. The user selects a staff member to contact and finds the pop up box that lets them send an email to the staff member.

b. Error:

- i. The user is not able to finish the task and gives up

Task 2: Navigate the Contact section of the Saide website and register to sign up for the Saide Mailing List. **(3 minutes)**

- a. Success Criteria:
 - i. The user successfully signs up for the Saide Mailing List.
- b. Error
 - i. The user struggles to find the mailing list sign-up location.

Task 3: (~3 minutes)

You are a student who wants to explore Saide's projects. You browse the project section and find one project you are interested in. You want to get more information about this project, and then you return to the homepage to explore other projects' introductions.

- a. Success Criteria:
 - i. The user navigates to the project section
 - ii. The user chooses a project
 - iii. The user navigates to the project details page
 - iv. The user clicks the icon to return to the homepage
- b. Error:
 - i. The user spends too much time figuring out how to return to the homepage.

Task 4: (~5 minutes)

You are a sponsor who is considering making donations to Saide. You view the About Us section to learn Saide's mission and vision. You then scan through the Services and Projects sections to quickly have an overview of what Saide is doing. Then check if there is any way to make donations on their website.

- a. Success Criteria:
 - i. The user browses the home page.
 - ii. The user reads the mission statement and vision.
 - ii. The user reads the first two paragraphs and scans through the remaining service statements.
 - iii. The user scans through the listed projects.
- b. Error:
 - i. The user finds it difficult to digest all the text information for the mission and projects.

Task 5: (~3 minutes)

You are an educator who is interested in Saide's OER Africa project. You go to the search bar and search it. You scan through the search results and click on the relevant ones.

- c. Success Criteria:
 - i. The user opens the home page and locate the search bar
 - ii. The user types “African Storybook” in the search bar and perform search
 - iv. The user scans through the search results
 - v. The user clicks on the results that you believe are relevant

- d. Error:
 - i. The user clicks on the ad.

Appendix C: Consent Form

Consent Form: Usability Test for SI 622

Please read and sign this form.

During this usability test, I agree to participate in a remote session using my device. During the session, I will be interviewed about the site and experience and asked to find information or complete tasks using the site.

I understand and consent to the use and release of the recording by the class of Needs Assessment and Usability Testing(SI 622-W22). I understand that the information and recording are for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by the class of Needs Assessment and Usability Testing(SI 622-W22) without further permission.

I understand that participation is voluntary and I agree to immediately raise any concerns I might have.

If you have any questions after today, please contact _____.

Please sign below to indicate that you have read and understand the information on this form and that any questions you might have about the session have been answered.

Date: 3/29/2023

Please print your name: _____

Please sign your name: _____

Subject's Signature

Thank you!

We appreciate your participation.

Appendix D: Pre and Post test Questionnaires

Pre-Test Questionnaire

1. How frequently do you visit websites related to supporting higher education?
2. What type of educational resources are you most interested in? (e.g. online courses, academic research, news about higher education, scholarships, etc.)
3. What motivated you to visit websites related to supporting higher education?
4. How familiar are you with Saide's mission and objectives?
5. Have you previously used any of Saide's educational resources or services? If so, please describe your experience.
6. Can you tell us a little about yourself? What is your age and current field of study or profession?

Post-Test Questions

Thank you so much for your participation. I'd like to ask you a few follow-up question:

1. In general, what do you think about the Saide's website?
2. Anything you particularly like or dislike about the website?
3. Do you have any suggestions about how to improve these features?
4. Do you have any final comments or questions?

Appendix E: Data Logging Form

Codes
E: Error In Task Completion
I: Important finding

C: General Comment
F: Facial Reaction
X: Usability Issue

Data logging form

	Subtasks	Time to complete the task	Code	Did the user complete the task correctly? Y/N	Success Rating (-1=failure, 0=completed task with some difficulties, +1=successful completion of task)	Notes
<p>Task 1: <i>Imagine you want to learn more about one of the projects that Saide has been a part of. You want to contact one of the staff members who was a part of the project by sending them an email to ask about its details. You don't have to actually send them an email but just reach the dialogue box that would let you send the email. (4-5 minutes)</i></p>						
Start	Browse the home page					
Navigate to Project Section	Click one of the projects					
	Browse the project details page					
Navigate to Contact Section	Scroll to the staff members section/ click the contact option					
	Click one of the staff names and find the					

	pop-up dialogue					
On a scale of 1-10, how hard was this task?						
<i>Task 2: Navigate the Contact section of the Saide website and register to sign up for the Saide Mailing List. (~3 minutes)</i>						
Start	Browse the home page					
Navigate to Contact Section	Click the contact button and input information to join the mailing list					
On a scale of 1-10, how hard was this task?						
<i>Task 3: You are a student who wants to explore Saide's projects. You browse the project section and find one project you are interested in. You want to get more information about this project, and then you return to the homepage to explore other projects' introductions. (~3 minutes)</i>						
Start	Browse the home page					
Navigate to Project Section	Click one of the projects					
	Browse the project details page					
Back to Homepage	Click the Saide icon to back to					

	the homepage					
On a scale of 1-10, how hard was this task?						
Task 4: <i>You are a sponsor who is considering making donations to Saide. You view the About Us section to learn Saide’s mission and vision. You then scan through the Services and Projects sections to quickly have an overview of what Saide is doing. (~5 minutes)</i>						
Start	Browse the home page					
Navigate to About Us section	Read mission statement					
	Read Saide’s vision					
Navigate to Services section	Read the first two paragraphs					
	Scan through the remaining service statements					
Navigate to Projects section	Scan through the listed projects					
On a scale of 1-10, how hard was this task?						
Task 5: <i>You are an educator who is interested in Saide’s African Storybook project. You go to the search bar and search for it. You scan through the search results and click on the relevant ones. (~5 minutes)</i>						
Start	Open the					

	home page and locate the search bar					
Search the African Storybook project	Type "African Storybook" in the search bar					
	Perform search					
View search results	Scan through the search results					
	Click on the results that you believe are relevant					
On a scale of 1-10, how hard was this task?						

Appendix F: Completed Usability tests

U1 - Moderator: Isha; Notetaker: Ade

Pre test Questionnaire:

1. How frequently do you visit websites related to supporting higher education?
 - Rarely. Only when I need to take a new course or when I am working on new projects, then very frequently when I am researching them.
2. What type of educational resources are you most interested in? (e.g. online courses, academic research, news about higher education, scholarships, etc.)
 - Online courses
3. What motivated you to visit websites related to supporting higher education?
 - Sometimes when I have to guide students or I have to take any online courses, I look at them. I also strongly believe that higher education is an added advantage to have.
4. How familiar are you with Saide's mission and objectives?
 - Not at all
5. Have you previously used any of Saide's educational resources or services? If so, please describe your experience.
 - No
6. Can you tell us a little about yourself? What is your age and current field of study or profession?
 - I am 27 years old and I am currently a high school teacher of History and English. I also have a Master's degree in Education.

Data logging form

	Subtasks	Time to complete the task	Code	Did the user complete the task correctly? Y/N	Success Rating (-1=failure, 0=completed task with some difficulties, +1=successful completion of task)	Notes
<p>Task 1: <i>Imagine you want to learn more about one of the projects that Saide has been a part of. You want to contact one of the staff members who was a part of the project by sending them an email to ask about its details. You don't have to actually send them an email but just reach the dialogue box that would let you send the email. (4-5 minutes)</i></p>						
Start	Browse the home page	2 min	X	Y	0	Went to the staff section. Clicked on a staff member hoping to get a list of projects associated with them. Then finally navigated to the projects section
Navigate to Project Section	Click one of the projects	1min	X	Y	1	Clicked on the first project. Took a few seconds to realize that the heading is the link
	Browse the project details page		C		1	Found the staff list on the page with ease
Navigate to Contact Section	Scroll to the staff members section/		C		1	

	click the contact option					
	Click one of the staff names and find the pop-up dialogue		C		1	Successfully clicked on the first staff member and saw the form to contact them.
On a scale of 1-10, how hard was this task?	5 "I was confused between the staff and projects section."					
Task 2: <i>Navigate the Contact section of the Saide website and register to sign up for the Saide Mailing List. (~3 minutes)</i>						
Start	Browse the home page					
Navigate to Contact Section	Click the contact button and input information to join the mailing list	1min	I	Y	1	"I would have liked to know what exactly I was subscribing to.. Will I be getting newsletters from this?"
On a scale of 1-10, how hard was this task?	1					
Task 3: <i>You are a student who wants to explore Saide's projects. You browse the project section and find one project you are interested in. You want to get more information about this project, and then you return to the homepage to explore other projects' introductions. (~3 minutes)</i>						
Start	Browse the home page	Overall = 2min	C	Y	1	Clicked on the projects tab instead of scrolling down
Navigate to	Click one		C	Y	1	Chose the

Project Section	of the projects					second project (KnowHow)
	Browse the project details page		C	Y	1	Scrolled the page but ignored the “full story” button
Back to Homepage	Click the Saide icon to back to the homepage		F	Y	0	They were confused at the difference in the navigation menu but clicked on the home icon to go back
On a scale of 1-10, how hard was this task?	2					

Task 4: *You are a sponsor who is considering making donations to Saide. You view the About Us section to learn Saide’s mission and vision. You then scan through the Services and Projects sections to quickly have an overview of what Saide is doing. (~5 minutes)*

Start	Browse the home page					
Navigate to About Us section	Read mission statement		I	Y	1	Noted how the links were difficult to read at first glance
	Read Saide’s vision	3mins	C	Y	1	Even navigated to the open learning page and back
Navigate to Services section	Read the first two paragraphs		C	Y	1	Clicked on the services tab
	Scan through the remaining service	1min		Y	1	

	statements					
Navigate to Projects section	Scan thought the listed projects	1min	C	Y	1	Scrolled to the projects section
On a scale of 1-10, how hard was this task?	5 "There's too much text to read" They even tried to explain or confirm if what they understood was correct. "But where am I supposed to donate?"					
Task 5: <i>You are an educator who is interested in Saide's African Storybook project. You go to the search bar and search it. You scan through the search results and click on the relevant ones. (~5 minutes)</i>						
Start	Open the home page and locate the search bar	Overall ~ 2mins		Y	1	
Search the African Storybook project	Type "African Storybook" in the search bar		C	Y	1	Typed in "storybook"
	Perform search			Y	1	
View search results	Scan through the search results		C	Y	1	They browsed for a few seconds before just scrolling back up and clicking the first link
	Click on the results that you believe are relevant		F	Y	1	They were surprised at a new tab opening a pdf. They expected a page
On a scale of 1-10, how	2					

hard was this task?	
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Post-Test Questions

Thank you so much for your participation. I'd like to ask you a few follow-up question:

1. In general, what do you think about the Saide's website?

I mean it's not very great and there's a lot of information at once.

2. Anything you particularly like or dislike about the website?

I liked all the work they do. I got to know some of it when I did that task but it seems incomplete at times. The search page did not seem like a part of the main site.

3. Do you have any suggestions about how to improve these features?

I just think the information could be displayed better

I mean there was no donate button or anything once I read everything

4. Do you have any final comments or questions?

U3 - Moderator: Ade; Notetaker: Isha

Pre-Test Questionnaire

1. How frequently do you visit websites related to supporting higher education?

Occasionally when it deals with checking on my loans or learning more about programs that are occurring at my college.

2. What type of educational resources are you most interested in? (e.g. online courses, academic research, news about higher education, scholarships, etc.)

Would say that I care more about the funding opportunities and events

that are ongoing when it comes to websites that support higher education.

3. What motivated you to visit websites related to supporting higher education?

Mainly the desire to gain more funding to help support my studies or just really learning what's going on in relation to topics that I find interesting in education.

4. How familiar are you with Saide's mission and objectives?

I am not familiar at all with Saide's mission or objectives.

5. Have you previously used any of Saide's educational resources or services? If so, please describe your experience.

No I have not used any of Saide's educational resources or services.

6. Can you tell us a little about yourself? What is your age and current field of study or profession?

I am a 29 year old masters student studying education at the University of Michigan.

Data logging form

	Subtasks	Time to complete the task	Code	Did the user complete the task correctly? Y/N	Success Rating (-1=failure, 0=completed task with some difficulties, +1=successful completion of task)	Notes
<p>Task 1: <i>Imagine you want to learn more about one of the projects that Saide has been a part of. You want to contact one of the staff members who was a part of the project by sending them an email to ask about its details. You don't have to actually send them an email but just reach the dialogue box that would let you send the email. (4-5 minutes)</i></p>						
Start	Browse the home page	00:23	C	Y	1	User passed the projects section once before scrolling back up and accessing the section.
Navigate to Project Section	Click one of the projects	00:02		Y	1	
	Browse the project details page	00:10		Y	1	
Navigate to Contact Section	Scroll to the staff members section/ click the contact option	00:03	I	Y	1	Users commented on how smooth it was to email the staff members from the staff dropdown.
	Click one of the staff names and find the pop-up	00:01		Y	1	

	dialogue					
Task 2: <i>Navigate the Contact section of the Saide website and register to sign up for the Saide Mailing List. (~3 minutes)</i>						
Start	Browse the home page	00:10		Y	1	
Navigate to Contact Section	Click the contact button and input information to join the mailing list	00:09		Y	1	
Task 3: <i>You are a student who wants to explore Saide's projects. You browse the project section and find one project you are interested in. You want to get more information about this project, and then you return to the homepage to explore other projects' introductions. (~3 minutes)</i>						
Start	Browse the home page	00:05	I	Y	1	As the user is getting used to navigating the website, the amount of time that it takes to get to different sections has begun to decrease drastically.
Navigate to Project Section	Click one of the projects	00:02		Y	1	
	Browse the project details page	01:45	F	Y	1	User seemed to navigate between the main page project section and the specific project section as he navigated to find out more information about the specific projects.

Back to Homepage	Click the Saide icon to back to the homepage	00:03		Y	1	
Task 4: <i>You are a sponsor who is considering making donations to Saide. You view the About Us section to learn Saide's mission and vision. You then scan through the Services and Projects sections to quickly have an overview of what Saide is doing. (~5 minutes)</i>						
Start	Browse the home page	00:03		Y	1+	
Navigate to About Us section	Read mission statement	00:23	I	Y	1	Commented that the "About Us" section was a bit dense and that it could be restructured to be cleaner and shorter
	Read Saide's vision	00:13		Y	1	
Navigate to Services section	Read the first two paragraphs	00:23	C	Y	1	Said similar comments about the "About Us" section within the services section.
	Scan through the remaining service statements	00:15		Y	1	
Navigate to Projects section	Scan through the listed projects	01:04		Y	1	
Task 5: <i>You are an educator who is interested in Saide's African Storybook project. You go to the search bar and search it. You scan through the search results and click on the relevant ones. (~5 minutes)</i>						

Start	Open the home page and locate the search bar	00:12		Y	1	
Search the African Storybook project	Type "African Storybook" in the search bar	00:04		Y	1	
	Perform search	00:10		Y	1	
View search results	Scan through the search results	00:05	C	Y	1	User understood that the first search result fit the requested website the most and didn't spend much time exploring the rest of the other search results.
	Click on the results that you believe are relevant			Y	1	

Post-Test Questions

Thank you so much for your participation. I'd like to ask you a few follow-up question:

1. In general, what do you think about the Saide's website?

Very informative but overall could be a bit less wordy in certain areas of the website.

2. Anything you particularly like or dislike about the website?

I liked the sectioning of the website, as I thought that it was easy to navigate to the differing sections on the page.

3. Do you have any suggestions about how to improve these features?

Some of the major text sections on the website could have been condensed to make certain regions of the page more readable.

4. Do you have any final comments or questions?

No final comments!

U2 - Moderator: Jingxian; Notetaker: Tianchi Fu

Pre-Test Questionnaire

1. How frequently do you visit websites related to supporting higher education?

Pretty often. Youtube/ Coursera learning

2. What type of educational resources are you most interested in? (e.g. online courses, academic research, news about higher education, scholarships, etc.)

Online courses

3. What motivated you to visit websites related to supporting higher education?

gain knowledge. fulfill a resume. Gain ability outside of the classroom.

4. How familiar are you with Saide's mission and objectives?

Not familiar with it.

5. Have you previously used any of Saide's educational resources or

services? If so, please describe your experience.

No.

6. Can you tell us a little about yourself? What is your age and current field of study or profession?

20. Undergraduate student studying mechanical engineering.

Data logging form

	Subtasks	Time to complete the task	Code	Did the user complete the task correctly? Y/N	Success Rating (-1=failure, 0=completed task with some difficulties, +1=successful completion of task)	Notes
<p>Task 1: <i>Imagine you want to learn more about one of the projects that Saide has been a part of. You want to contact one of the staff members who was a part of the project by sending them an email to ask about its details. You don't have to actually send them an email but just reach the dialogue box that would let you send the email. (4-5 minutes)</i></p>						
Start	Browse the home page	~ 30s	F	Y	1	The user felt confused when reading the bunch of text contents.
Navigate to Project Section	Click one of the projects	~ 25s	X	Y	0	Clicked the Contact section first before selecting one of the projects.
	Browse the project details	~ 30s	C	Y	1	The user quickly found the contact section.

	page					
Navigate to Contact Section	Scroll to the staff members section/ click the contact option	~ 10s	C	Y	1	There is no need to have a search bar for staff members since the quantity of staff members is small.
	Click one of the staff names and find the pop-up dialogue	~ 10s	C	Y	1	The user completed it with ease.
On a scale of 1-10, how hard was this task?	3 pretty straightforward and easy.					
Task 2: Navigate the Contact section of the Saide website and register to sign up for the Saide Mailing List. (~3 minutes)						
Start	Browse the home page	~ 75s	X	Y	0	The home button is specific to the project, not the Saide homepage, the user took time to figure out where the home is.
Navigate to Contact Section	Click the contact button and input information to join the mailing list	~ 60s	I	Y	0	The user was confused and didn't know if he successfully joined the mailing list. "I don't know if I signed up successfully."
On a scale of 1-10, how	2, it was pretty easy, but I just don't know if I submitted it successfully or not.					

hard was this task?						
<p>Task 3: <i>You are a student who wants to explore Saide's projects. You browse the project section and find one project you are interested in. You want to get more information about this project, and then you return to the homepage to explore other projects' introductions. (~3 minutes)</i></p>						
Start	Browse the home page	~ 45s	C	Y	1	The user is getting used to the website, he is able to use the navigation button to back to the homepage.
Navigate to Project Section	Click one of the projects	~ 15s	C	Y	1	The user directly clicked the project button without extra effort than task 1.
	Browse the project details page	~ 60s	F	Y	0	"I feel a little confused about the details page. I don't know what the structure of this project is. I am not sure why there is some pdf under publications and artifacts. I don't plan to spend too much time on this part.
Back to Homepage	Click the Saide icon to back to the homepage	~ 35s	X	Y	0	The user clicked the home button a couple of times, and then he realized it is the home of the project details,

						then he clicked the icon.
On a scale of 1-10, how hard was this task?	5 “When I clicked home, it returned to the home of the project. It is confusing, this home is not the real home. Probably give it another name”					
Task 4: <i>You are a sponsor who is considering making donations to Saide. You view the About Us section to learn Saide’s mission and vision. You then scan through the Services and Projects sections to quickly have an overview of what Side is doing. (~5 minutes)</i>						
Start	Browse the home page			Y	1	
Navigate to About Us section	Read mission statement	~ 1 min	C	Y	1	It took time for the user to read the details in the About Us section
	Read Saide’s vision	~ 30s	C	Y	1	It took time for the user to read the details in the About Us section
Navigate to Services section	Read the first two paragraphs	~ 1 min	C	Y	1	Directly scroll to the services and projects instead of click the navigation button.
	Scan through the remaining service statements	~ 10s		Y	1	
Navigate to Projects section	Scan through the listed projects	~ 50s	C	Y	1	The project description part is a bit too long.
On a scale of 1-10, how hard was this	3 it is not hard. It is pretty direct. I don’t want to read too many words.					

task?						
Task 5: <i>You are an educator who is interested in Saide’s African Storybook project. You go to the search bar and search it. You scan through the search results and click on the relevant ones. (~5 minutes)</i>						
Start	Open the home page and locate the search bar	~ 10s	C	Y	1	Locate the search bar with ease.
Search the African Storybook project	Type “African Storybook” in the search bar	~ 15s		Y	1	
	Perform search	~ 5s	I	Y	1	The user used the enter key to perform the search
View search results	Scan through the search results	~ 45s	F	Y	1	“It looks like a search engine, feel so confused. There is an ad on the top”
	Click on the results that you believe are relevant	~ 20s	F	Y	1	Would like to have picture results that I can click on.
On a scale of 1-10, how hard was this task?	5, there is an ad at the top of the results. it is pretty stupid. I assumed the search result was highlighted on the page instead of navigating to another search engine result.					

Post-Test Questions

Thank you so much for your participation. I’d like to ask you a few follow-up questions:

1. In general, what do you think about Saide's website?

On the homepage website, the picture is too blurry, I feel there are too many words, and it will take a long time to read. Can share pictures more instead of words.

2. Anything you particularly like or dislike about the website?

Don't like the blurry picture, too many words.

Saide is doing a meaningful job. spread the education.

3. Do you have any suggestions about how to improve these features?

Change blurry pictures first. The primary website should add more pictures.

Could add some small pictures for different projects.

4. Do you have any final comments or questions?

No.

U3 - Moderator: Jiashu; Notetaker: Jingxian

Pre-Test Questionnaire

1. How frequently do you visit websites related to supporting higher education?

Not often, only use websites from my own college

2. What type of educational resources are you most interested in? (e.g. online courses, academic research, news about higher education, scholarships, etc.)

Online courses

3. What motivated you to visit websites related to supporting higher education?

The information provided is what I need

4. How familiar are you with Saide's mission and objectives?

Never heard of it before

5. Have you previously used any of Saide's educational resources or services? If so, please describe your experience.

Not at all

6. Can you tell us a little about yourself? What are your age and current field of study or profession?

22, marketing

Data logging form

	Subtasks	Time to complete the task	Code	Did the user complete the task correctly? Y/N	Success Rating (-1=failure, 0=completed task with some difficulties, +1=successful completion of task)	Notes
<p>Task 1: <i>Imagine you want to learn more about one of the projects that Saide has been a part of. You want to contact one of the staff members who were a part of the project by sending them an email to ask about its details. You don't have to actually send them an email but just reach the dialogue box that would let you send the email. (4-5 minutes)</i></p>						
Start	Browse the home page	30s	I	Y	1	Ignore banner - seems to assume the banner is simply an image emphasizing the org name
Navigate to	Click one	5s	X	Y	0	Don't know

Project Section	of the projects					where to click at first - cannot find the button until hover over the project image
	Browse the project details page	2min		Y	1	
Navigate to Contact Section	Scroll to the staff members section/ click the contact option	1min	E	N	-1	After contact, scrolling to the wrong place. Staff is not under this tab
	Click one of the staff names and find the pop-up dialogue	1min	X	Y	1	Missing person's introduction. Confused about who to reach out
On a scale of 1-10, how hard was this task?	2					
Task 2: Navigate the Contact section of the Saide website and register to sign up for the Saide Mailing List. (~3 minutes)						
Start	Browse the home page	30s		Y	1	
Navigate to Contact Section	Click the contact button and input	2min		Y	1	

	informati on to join the mailing list					
On a scale of 1-10, how hard was this task?	1					
Task 3: <i>You are a student who wants to explore Saide's projects. You browse the project section and find one project you are interested in. You want to get more information about this project, and then you return to the homepage to explore other projects' introductions. (~3 minutes)</i>						
Start	Browse the home page	30s		Y	1	
Navigate to Project Section	Click one of the projects	5s		Y	1	
	Browse the project details page	1min	C	Y	1	The user views the section in order
Back to Homepage	Click the Saide icon to back to the homepage	1min	X	Y	0	Button is not obvious enough, home is so confusing. Tried the icon and realized it is clickable
On a scale of 1-10, how hard was this task?	4					
Task 4: <i>You are a sponsor who is considering making donations to Saide. You view the About Us section to learn Saide's mission and vision. You then scan through the Services and Projects sections to quickly have an overview of what Saide is doing. Then check if there is any way to make donations on their website. (~5 minutes)</i>						

Start	Browse the home page	30s		Y	1	
Navigate to About Us section	Read the mission statement	1min	C	Y	1	Color is too bright for links; contrast is not good enough
	Read Saide's vision	1min		Y	1	
Navigate to Services section	Read the first two paragraphs	1min		Y	1	
	Scan through the remaining service statements	30s	X	Y	0	Alignment and formatting makes it really hard to read (kinda messy)
Navigate to Projects section	Scan through the listed projects	30s	X	Y	0	Long paragraph in tight space, hard to read (don't need that much)
On a scale of 1-10, how hard was this task?	5 - Actual "successful influence" stories missing, donation action option missing					
Task 5: <i>You are an educator interested in Saide's OER Africa project. You go to the search bar and search for it. You scan through the search results and click on the relevant ones. (~5 minutes)</i>						
Start	Open the home page and locate the	10s	C	Y	1	The user is able to find the search bar immediately

	search bar					
Search the African Storybook project	Type "OER Africa" in the search bar	10s		Y	1	
	Perform search	5s		Y	1	
View search results	Scan through the search results	1min	C	Y	0	The format and the layout feel outdated
	Click on the results that you believe are relevant	1min	X	Y	0	Hard to find relevant information with too many irrelevant listings
On a scale of 1-10, how hard was this task?	3					

Post-Test Questions

Thank you so much for your participation. I'd like to ask you a few follow-up question:

1. In general, what do you think about the Saide's website?

It's ok. Simple website, not hard to use.

2. Anything you particularly like or dislike about the website?

Like navigation but it's missing some components such as going back to the

main home page. Like fixed searching bar design as well.

3. Do you have any suggestions about how to improve these features?

Add the missing components in navigation.

4. Do you have any final comments or questions?

Staff members section could be a separate page instead of a nested section on the home page.

U5 - Moderator: Tianchi Fu; Notetaker: Jiashu Zhang

Pre-Test Questionnaire

1. How frequently do you visit websites related to supporting higher education?

seldom

2. What type of educational resources are you most interested in? (e.g. online courses, academic research, news about higher education, scholarships, etc.)

Online courses

3. What motivated you to visit websites related to supporting higher education?

Make the world a better place

4. How familiar are you with Saide's mission and objectives?

Not familiar at all.

5. Have you previously used any of Saide's educational resources or services? If so, please describe your experience.

6. Can you tell us a little about yourself? What is your age and current field of study or profession?

24, computer science master student

Data logging form

	Subtasks	Time to complete the task	Error Rate	Did the user complete the task correctly? Y/N	Success Rating (-1=failure, 0=completed task with some difficulties, +1=successful completion of task)	Notes
<p>Task 1: <i>Imagine you want to learn more about one of the projects that Saide has been a part of. You want to contact one of the staff members who was a part of the project by sending them an email to ask about its details. You don't have to actually send them an email but just reach the dialogue box that would let you send the email. (4-5 minutes)</i></p>						
Start	Browse the home page			Y		
Navigate to Project Section	Click one of the projects			Y		
	Browse the project details page			Y		
Navigate to Contact Section	Scroll to the staff members section/ click the			Y		

	contact option					
	Click one of the staff names and find the pop-up dialogue	2min for the whole task		Y		Not sure if this is the place for sending email. Thinks the layout looks weird.
On a scale of 1-10, how hard was this task?	4					
<i>Task 2: Navigate the Contact section of the Saide website and register to sign up for the Saide Mailing List. (~3 minutes)</i>						
Start	Browse the home page			Y		Directly searched for 'mail' using Ctrl+F
Navigate to Contact Section	Click the contact button and input information to join the mailing list	1 min for whole task		Y		
On a scale of 1-10, how hard was this task?	6					
<i>Task 3: You are a student who wants to explore Saide's projects. You browse the project section and find one project you are interested in. You want to get more information about this project, and then you return to the homepage to explore other projects' introductions. (~3 minutes)</i>						
Start	Browse the home page			Y		
Navigate to Project Section	Click one of the projects			Y		

	Browse the project details page			Y		
Back to Homepage	Click the Saide icon to back to the homepage	4 min for whole task		Y (with hints)		Clicked a lot of places. Spent around 3 min finding the back button
On a scale of 1-10, how hard was this task?	8					
<p>Task 4: <i>You are a sponsor who is considering making donations to Saide. You view the About Us section to learn Saide's mission and vision. You then scan through the Services and Projects sections to quickly have an overview of what Saide is doing. Then check if there is any way to make donations on their website. (~5 minutes)</i></p>						
Start	Browse the home page			Y		
Navigate to About Us section	Read mission statement			Y		
	Read Saide's vision			Y		
Navigate to Services section	Read the first two paragraphs			Y		
	Scan through the remaining service statements			Y		
Navigate to Projects section	Scan through the listed projects	2 min for whole task		Y		

On a scale of 1-10, how hard was this task?	2					
Task 5: <i>You are an educator who is interested in Saide's OER Africa project. You go to the search bar and search it. You scan through the search results and click on the relevant ones. (~5 minutes)</i>						
Start	Open the home page and locate the search bar			Y		
Search the African Storybook project	Type "African Storybook" in the search bar			Y		Commented "the search bar is basically useless"
	Perform search			Y		
View search results	Scan through the search results			Y		
	Click on the results that you believe are relevant	1 min for whole task		Y		
On a scale of 1-10, how hard was this task?	2					

Post-Test Questions

Thank you so much for your participation. I'd like to ask you a few follow-up question:

1. In general, what do you think about Saide's website?

It's ok. Pretty simple as everything is on one page. Not very attractive. The division is not clear. But it's difficult to find things and the search bar is trash.

2. Anything you particularly like or dislike about the website?

Like: navigation is straightforward.

Dislike: 1. Search bar; 2. Too much text for featured project and looks boring

3. Do you have any suggestions about how to improve these features?

Have better search functions.

4. Do you have any final comments or questions?

Add a 'Donate' CTA would be better.