

USABILITY TESTING REPORT

UX Researcher: Emily Lee

DŌNŌ

Mobile Donation App

Summary

Donors need a centralized research platform so they can make a trustworthy donation. How might we help donors feel secure in making donations to trustworthy organizations? We believe that by developing an app that allows donors to see the organization's ratings and user reviews will help them feel secure in donating and make researching simpler and quicker. We will know this to be true when we see donors who use this app are convinced to donate and succeed in making a donation under 1 minute and 30 seconds.

Goals

- Users are able to choose and make a donation to a reputable organization.
- Users find the ratings and reviews to be a useful feature.
- The experience is seamless and quick from opening the app to exiting the app.

Methodology

Testing Dates:
March 23rd - March 30th, 2021

Number of Testers:
4

Recruitment:
Users are recruited by using social media and asking if they would be interested in participating in a usability test for a donation app.

Screening:
Users are interested in testing a donation app that improves their donating experience; made at least one web or mobile monetary donation in the past.

Source/Technology:
• The test will be conducted remotely and moderated.
• Zoom is used as the meeting room. With permission to record, users are asked to share screen while navigating the app.
• Exit Survey for the app is answered via shared Google sheet.
• Follow-up questions regarding their experience and exit survey.

Compensation:
The users will receive a \$5 gift card to their coffee shop of choice as compensation.

Task for the User to Complete:
As a first time user, the user will create an account, choose and make a donation to a reputable organization with their credit card on file.

Metrics

Document the users' ability to complete the tasks with a Yes/No and tracking the time of completion for each task, as well as, the overall time of completion. The total time of completion should be under 1 minute and 30 seconds. Qualitative feedback received from the exit survey and follow-up questions.

Note Taking Chart:

Task	Completed? Y/N	Time to Complete	Number of Errors	Notes/Observations
1. Create an account.				
2. Find an organization you are interested in.				
3. Make a donation.				
Total Time of Completion (in mins.)				

Exit-Survey:

- (Likert Scale: Strongly Agree - Agree - Neutral - Disagree - Strongly Disagree)
1. Creating the user account was seamless and quick.
 2. I like having a user account for making donations.
 3. Finding an organization of my interest was easy.
 4. The organization's ratings were helpful in making me feel secure in making a donation.
 5. The user reviews were helpful in making me feel secure in making a donation.
 6. The ratings and user review help make researching an organization simpler and quicker.
 7. The donation check-out process is easy.
 8. I would use this app again to make donations.
 9. I could see myself using this app again over an organization's main page to make a donation.
 10. The overall app was easy and user-friendly to navigate.
- Any additional comments you would like to add.

Testers

- 2 male & 2 female
- 20s - mid 30s age range
- all users have previously made a monetary donation via web or mobile
- all users prefer to research an organization before making a donation

Results

100% of users completed all the tasks

100% of users would continue using this app

100% of users agreed the ratings and user reviews were helpful in making them feel secure to donate

100% of users agreed the ratings and user reviews helped researching an organization simpler and quicker

1:10 min

average completion time

"It is a seamless application, works out a lot better than other standard charity giving platforms. If you go to an actual charity website, then using a third party like this will help them get more donations."

"This app was really easy to use! I like how the donation sites are organized, made it really easy to find!"

Account Creation

- Users agreed that a user account is useful to track their history of donations, but that providing their payment information during account creation is questionable.

"I feel like I'd be a little apprehensive if I needed to add my credit card info just to register."

Search Screen

- The search screen provides the right amount of information and actions for users to search and browse for an organization of their liking.

"The search page is simple and usability is good.. it works."

Organization Screen

- 100% of users agreed the ratings and user review approval played an important part in choosing a reputable organization and it made it simpler and quicker. The information is placed at the top of the screen and reduces research time.

"It removes a lot of the research if you trust those ratings websites."

Donation Check-Out Screen

- The check-out screen had zero painpoints. All users successfully made and confirmed their donations.

"Up to this point, I'm convinced to donate."

Recommendation & Action Items

Account Creation: Payment Information see figure 1.

- Currently users are required to input their payment information during account creation.
- 100% of users disliked the requirement. They commented that such a requirement "dissuades me from creating an account and signing-up" and makes them feel "a little apprehensive".
- 100% of users would like to search and look through the app before sharing their payment information. They commented a skip or set up later option would be preferable.
 - **Severity:** Critical
 - **Action & Solution:** The account creation screen will remove the billing address and payment input requirement. The user will have the option to add and save their billing and payment information during the donation check-out screen or when they click the profile icon to access their profile account.
 - **High Impact:** By making the change, trust in the app increases because users do not have to provide personal information immediately at account creation. The change expands options for the users and allows them to have control of their personal information on the app.

Search Screen Scroll see figure 2.

- Currently the search screen contains the search bar, filter button, categories, and local organizations.
- 75% of users liked the information and features provided to browse and search. 1 user questioned if the local organizations should be shown as a category.
- 50% of users clicked on the search bar once they landed on the search screen.
 - **Severity:** Minor-Cosmetic
 - **Action & Solution:** Keep category carousel at the top, add 'view all' card, and make 'local organizations' a category card. When the user clicks on the category, populate the screen with organizations of the category on the same screen.
 - **High Impact:** By making the change, users are able to quickly scroll through the carousel while options populate below the selected category card, which eliminates the navigation to a new screen and back button.

Ratings and User Review Optimization see figure 3.

- Currently the organization screen has the ratings and user review approval shown at the top of the screen before the 'about' section. Users strongly agree the ratings and user review approval help them feel secure in making a donation to a reputable organization.
- 50% of users expressed interest in seeing a preview of the organization's ratings and user review approval on the search screen. *Feedback given when prompted about having quicker access to the organization's information and process of having to click into each organization card.
 - **Severity:** Minor-Cosmetic
 - **Action & Solution:** On the search screen while browsing, allow the users to see the ratings and user review approval on the organization card.
 - **High Impact:** By making the change, users are able to see that key piece of information quicker, eliminating an extra click to navigate to the organization screen.

Icon Labeling see figure 3.

- Currently the icons on the navigation bar are unlabeled.
- 100% of users were certain that the first 3 icons represented the profile, search, and favorites.
- 100% of users were uncertain and hesitated on the 4th icon. They answered that the icon could be "previously donated, receipts, tax forms/documents".
 - **Severity:** Cosmetic
 - **Action & Solution:** Label the icons with a small text underneath.
 - **Low Impact:** By making the change, it clarifies exactly what each icon is meant to represent, which eliminates uncertainty, specifically on the 4th icon. The 4th icon will be labeled as "receipts" with 50% of users calling it as such. The other 50% was split in answers.

figure 1.

figure 2.

figure 3.