Usability Test Results: Participant 3A

Initial Questions
1. In 3-5 words, describe your first impression of the website. **Open, (seems) easy-to-follow, colors/brightness, and inviting**
2. Are the logo and name of the organization immediately identifiable? **Yes**
3. Do you think students looking for scholarships would want to keep browsing? **Yes**

Think-Aloud Prompt
Explore the website. As you navigate to new pages, share your thoughts out loud.

- "One thing I noticed right away is unless you hadn't mentioned it was about giving scholarships, it wasn't until I scrolled down more that I realized it would help with scholarships."
- Are the mission and vision of the organization clear? **Yes that I got once I scrolled down**
- "I like the board directors [page]. I thought that was a neat idea. Most organizations [websites] I go to don't mention the board of directors. I really like this."
  - Do the biographies of the board members align with the mission and vision of the organization? **Yes**
- Can you comment on the organization of the pages? "We were talking about the history; I like how it mentions about how it started with Haiti, and I like how it mentions it's still supporting and it's still doing its work in Haiti. I thought that was really great."
- *The 4 Wings (landing page):* "I like the idea of the 4 Wings. I love how they kind of mention what each wing is...I think in other sections you elaborate more on what the 4 Wings are and what they mean. I feel like maybe you should also focus on that, maybe less on other pages and more on this page."
  - Likes the way it's set up, but feels like clicking on the wings should provide more information.
  - Other sections were more descriptive of the 4 wings than this tab.
- *News & Events:* "I like the News & Events. It's really nice; the when and where are immediately portrayed. The picture is really inviting."
  - What information would you like to see that's missing? **Haiti 2020—mentions the cost, but is there certain criteria? Do I have to be a student to go? Or can anyone go?**
- *Social Media:* Does the organization have an Instagram?
- *Donate:* Elaborate more with examples of how it has been able to help people, likes that it is easy-to-follow, likes that it has clear and simple steps, likes that you can donate to specific wings, and likes the Bill of Rights included at the bottom.
  - **Regarding the #10 in the Donor Bill of Rights (notifying donors to significant changes), how will the donors be contacted?**
- Really likes it but wants to more examples of how the donations helped and more scholarship examples. Make it more apparent they have scholarships available.

Action Questions
1. Find more information about the Seeds for Change scholarship and how to apply.
2. Open the application.

"I didn't even look at this earlier; when I clicked on The 4 Wings, I just looked at The 4 Wings [landing page] and not at the drop down."

Easily navigated to the page and found the application button; link did not work sent to participant's email. Likes the page—"It's really cute. I like it."

Additional Questions

1. On a scale from 1 to 5 (1 being very easy and 5 being very difficult), rate the difficulty you experienced navigating the site. *Follow up:* Did you run into any obstacles? If so, where? **1; very easy-to-navigate other than the links not opening up. Easy to find everything.**
2. In 3-5 words, describe the design of the website. **Simplistic, bright, and inviting**
3. In 3-5 words, describe the tone of the written copy. **Open, friendly, and motivational**
4. Comment on the photos used on the website. Are there too many or too few? Are the photos indicative of the organization's mission? **Too few in some places not sure where they could be added, but maybe lacked one or two pictures; are indicative.**
5. Based on the design, type, colors, and photos used, describe The Bold Butterfly in 3-5 words. **Organization that aims/hopes to help everyone by making an impact.**
6. On a scale of 1 to 5 (1 being not at all likely and 5 being very likely), how likely are you to apply for a scholarship? **5; very likely**

Note: participant mentions The 4 Wings landing page again because she didn't realize the graphics/wing headings could be clicked. Suggests highlighting them or making the words a different color.

Logo-Specific Questions

1. Is it clear that the logo is made up of two letter Bs? **Immediately saw the butterfly, but after zooming in see the two letter Bs; yes**
2. Is it clear that the logo is a butterfly? **Yes**
3. Is the logo similar to other logos you've seen? **No actually**

Usability Test Results: Participant 4A

Initial Questions

4. In 3-5 words, describe your first impression of the website. **Professional, welcoming, colorful, accessible, and relatable**
5. Are the logo and name of the organization immediately identifiable? "**Know Love. Have Courage.**" **part draws more attention than the logo**
6. Do you think students looking for scholarships would want to keep browsing? **For me the logo is childish; I thought the organization was more for elementary or middle school. I think the other photos would keep me scrolling, but as for the logo, I don't know.**

Think-Aloud Prompt

Explore the website. As you navigate to new pages, share your thoughts out loud.

- *Board of Directors:* "I like the pictures a lot for the Board of Directors because it is nice to be able to identify titles with faces. They are all really good quality pictures. Though it's kind of confusing because for Jane Doe, her picture is above her name, but for John Doe, his [picture] is below his name."
- *The Bold Butterfly Book Club:* Likes the picture; "It might just be on my phone, but the text on this page there is not much room on the left side, so it cuts off the text." Includes all the necessary information (likes the description).
- *Love4Arts:* Same text issue
- *Seeds for Change:* Likes the statement, "We envision a world where all people acknowledge themselves as agents of change." In the initial paragraph, it could talk about the actual scholarship or what they do—it's a little general. Application: wants more information about the people they are looking for and the necessary requirements. What kinds of things they are able to give? Do they need to write an essay or do something to apply?
- *Donate:* Seems like a lot of steps and some are self-explanatory; feels the Donor Bill of Rights could be a button (link) that directs to that information—might not be relevant for everyone.
- *Contact Us:* Likes the "Come Fly With Us"
- *Drop Down menu:* suggests a thicker and more colorful font for the bullets
- Likes the footer with links to the donate and contact information
- *About Us:* Are the mission and vision of the organization clear? **Yes the mission makes senses; thinks it would be cool to have some visuals showing the work that's done in Haiti as it talks about the history of the organization.** Do the biographies of the board members align with the mission and vision of the organization? **It might be interesting to talk about who normally works with which wings.**
- *The 4 Wings:* Likes there is a graphic for each one. Took a minute to find the application link. On the Past Scholarship Recipients page, there should be more information. What's involved in the application process (for each age group)?
- *News & Events:* Likes the photo at the top; it's very eye-catching. Likes that it links to the artist's (band's) page.
  - What information would you like to see that's missing? **Link to a Facebook event or something as the event gets closer, so people can see who's coming. Haiti 2020: More information. Who do you need to contact to attend? Suggests a link to more information or an email. Is there a fund for people who cannot afford it but would like to attend?**

Action Questions

1. Find more information about the Find Your Wings scholarship and how to apply.
2. Open the application.

Easily navigated to the page using the menu and identifies what the scholarship is; scrolls down to the application button, but the link did not work sent to participant's email.

Additional Questions

1. On a scale from 1 to 5 (1 being very easy and 5 being very difficult), rate the difficulty you experienced navigating the site. *Follow up:* Did you run into any obstacles? If so, where? **1; no obstacles**
2. In 3-5 words, describe the design of the website. **User-friendly, simple, colorful, professional, and business-like**
3. In 3-5 words, describe the tone of the written copy. **Flavorful, passionate, non-profit, general, and informative**
4. Comment on the photos used on the website. Are there too many or too few? Are the photos indicative of the organization's mission? **Enough pictures; good quality. Likes The 4 Wings graphic design, but wishes they were more colorful—this might not reflect well for the age group the organization is targeting. The organization seems to have a dance focus so seeing more of that or more pictures from Haiti.**
5. Based on the design, type, colors, and photos used, describe The Bold Butterfly in 3-5 words. **Youthful, kind, passionate, driven, and togetherness**
6. On a scale of 1 to 5 (1 being not at all likely and 5 being very likely), how likely are you to apply for a scholarship? **5; very likely**

Logo-Specific Questions

1. Is it clear that the logo is made up of two letter Bs? **Now that you said it, yes**
2. Is it clear that the logo is a butterfly? **Yes**
3. Is the logo similar to other logos you've seen? **No, not that I can really think of**

Note: we discussed a bit more about the logo. Participant mentions the font seems childish, but this depends on the target market. Is this for kids? Wishes there was more variety in the logo coloring. Mentions usually logos with letters incorporate into the name of the company and are more recognizable.