

Usability Testing for Manos de Cristo

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50% of test participants made an online donation to a non-profit in the past year.

“It looks a lot sharper than a lot of non-profit sites I’ve seen.”

About Manos de Cristo

Manos de Cristo is a non-profit organization that empowers low-income individuals by providing **essential oral care, educational development, and basic needs** (food and clothing). Manos is open to all and “inspired by the Christian ideals of service and compassion.”

Benefits of Usability Testing

- Increase total online donations
- Move prospective volunteers to action
- Bring more services to low-income families
- Increase Store sales

Methodology

- Use case scenarios
- Pre-test survey
- User tasks
- Post-test survey
- Data analysis
- Recommendations

Usability Testing Tasks

We asked test participants to provide think-aloud commentary while performing tasks that addressed various sections of the site.

- Free exploration
- Navigating information :
 - Non-profit’s history
 - Contact methods
 - Volunteer needs
 - Financial reports
 - Donation options & security
 - Upcoming events & stories

The tasks sought to answer the question: Are users of the Manos de Cristo site motivated to make a donation or volunteer?

Recommendations

We suggest that Manos de Cristo considers the problem areas identified during usability testing.

High-priority changes

- Fix broken links – Our Store
- Clickable labels – PayPal & Donate

Secondary changes

- Simplify contact options
- Change Annual Reports to HTML format
- Add a Search bar

Minor modifications

- Remove rollover sounds

Following these design and development changes, we advise that usability testing is repeated to ensure successful implementation.

