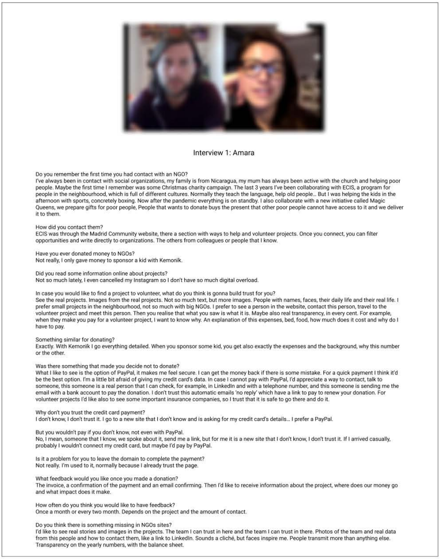
Usability Testing



Interview 1: Amara

Do you remember the first time you had contact with an NGO?
I've always been in contact with social organizations, my family is from Nicaragua, my mum has always been active with the church and helping poor people. Maybe the first time I remember was some Christmas charity campaign. The last 3 years I've been collaborating with ECIS, a program for people in the neighbourhood, which is full of different cultures. Normally they teach the language, help old people… But I was helping the kids in the afternoon with sports, concretely boxing. Now after the pandemic everything is on standby. I also collaborate with a new initiative called Magic Queens, we prepare gifts for poor people, People that wants to donate buys the present that other poor people cannot have access to it and we deliver it to them.

How did you contact them?
ECIS was through the Madrid Community website, there a section with ways to help and volunteer projects. Once you connect, you can filter opportunities and write directly to organizations. The others from colleagues or people that I know.

Have you ever donated money to NGOs?
Not really, I only gave money to sponsor a kid with Kemonik.

Did you read some information online about projects?
Not so much lately, I even cancelled my Instagram so I don't have so much digital overload.

In case you would like to find a project to volunteer, what do you think is gonna build trust for you?
See the real projects. Images from the real projects. Not so much text, but more images. People with names, faces, their daily life and their real life. I prefer small projects in the neighbourhood, not so much with big NGOs. I prefer to see a person in the website, contact this person, travel to the volunteer project and meet this person. Then you realise that what you saw is what it is. Maybe also real transparency, in every cent. For example, when they make you pay for a volunteer project, I want to know why. An explanation of this expenses, bed, food, how much does it cost and why do I have to pay.

Something similar for donating?
Exactly. With Kemonik I go everything detailed. When you sponsor some kid, you get also exactly the expenses and the background, why this number or the other.

Was there something that made you decide not to donate?
What I like to see is the option of PayPal, it makes me feel secure. I can get the money back if there is some mistake. For a quick payment I think it'd be the best option. I'm a little bit afraid of giving my credit card's data. In case I cannot pay with PayPal, I'd appreciate a way to contact, talk to someone, this someone is a real person that I can check, for example, in LinkedIn and with a telephone number, and this someone is sending me the email with a bank account to pay the donation. I don't trust this automatic emails 'no reply' which have a link to pay to renew your donation. For volunteer projects I'd like also to see some important insurance companies, so I trust that it is safe to go there and do it.

Why don't you trust the credit card payment?
I don't know, I don't trust it. I go to a new site that I don't know and is asking for my credit card's details… I prefer a PayPal.

But you wouldn't pay if you don't know, not even with PayPal.
No, I mean, someone that I know, we spoke about it, send me a link, but for me it is a new site that I don't know, I don't trust it. If I arrived casually, probably I wouldn't connect my credit card, but maybe I'd pay by PayPal.

Is it a problem for you to leave the domain to complete the payment?
Not really. I'm used to it, normally because I already trust the page.

What feedback would you like once you made a donation?
The invoice, a confirmation of the payment and an email confirming. Then I'd like to receive information about the project, where does our money go and what impact does it make.

How often do you think you would like to have feedback?
Once a month or every two month. Depends on the project and the amount of contact.

Do you think there is something missing in NGOs sites?
I'd like to see real stories and images in the projects. The team I can trust in here and the team I can trust in there. Photos of the team and real data from this people and how to contact them, like a link to LinkedIn. Sounds a cliché, but faces inspire me. People transmit more than anything else. Transparency on the yearly numbers, with the balance sheet.

Interview 2: Anna

How are you related to the world of non-profits?
I've been in contact with NGOs when I was studying, I was part of the Unicef group of students. I don't remember exactly all the projects. Later on I had ideas to support women in Guatemala and I was calling them to explain it, visiting and having sharing our thoughts.

Do you remember how were you contacting them?
I used to hear about them and I was googling initiatives around Hamburg, my city, and joining meetings.

How did you find the non-profits abroad?
Amazing! In San Lucas Toliman too. It was so cool the town with the lake, also a town that it is not so touristic. It was amazing to go there, visit the places and see what women are working on.

Do you also donate?
I'm donating to Kemonik and some other projects, but not normally. I help more than donate. For example with Creamos. It is an eCommerce, with Guatemalan people selling products with photos from the artisans who made it. I really like to see the people behind the project.

Is that one of the things you think it's necessary to add in a site?
Totally, I wanna see the faces behind a project. For me, that's what makes it more tangible. More personal. I wanna help that person.

What other content do you think it is important?
Who is the people they work with, who is the people in the team, I'd like to see photos from the surroundings, the different ways they support people, the projects. Maybe also some kind of testimonials, short quotes, something catchy. People that wants to read more, you can offer a link to more info, but I'd keep it really short and catchy for people that are just browsing.

If they convince you with the testimonials and the projects, what is the next step a site should do good?
Sometimes I don't really know where the money goes and how much they can do with the money I'm donating. Let's say I give 50 euros. Is all of it going directly to the project? Or I give monthly 2.5 euros, how do they use it? I'd appreciate a direct overview of how much impact can I do with my money.

Transparency. Is it compatible with flexibility?
I was reading a book about doctors without borders and they were talking about this situation, redistribution of funds. One example was a campaign for a tsunami that was all covered, but people donated too much. They had to reach out the donors and tell them if they could use it somewhere else.

Do you think that could work in a smaller initiative not related to a natural disaster?
In this case it can also work, you just have to be honest and transparent. Look, from this 60 euros, 10 go to administration.

Would you like to have all the numbers detailed?
I don't care, I don't need it. Maybe an overview with percentages would be enough.

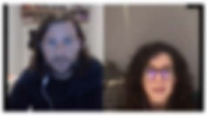
What is the most comfortable way to pay?
Probably if I wanna do the taxes in my on country, I'd be ready to fill all my data. But normally I don't do it, I use PayPal or Credit Card. They are the easiest ways even if they come with a fee. If you are not from the same country as the NGO it can be complicated to make the bank transfer. I helped with Creamos and even if we had to charge 5 % more for the card or PayPal payments, it was the only option, because bank transfers with people from abroad were really complicated.

In what context do you donate to an NGO? What time of the day, where and with what device?
I usually use it with my computer, but nowadays it is also important to have it ready on the phone, to read or donate on the go. I'd say most of the people would donate in the evening, based on my experience.

What is the key to build trust through an NGOs site?
It is definitely important for me to find a really professional and modern website. More appealing, appealing to more people. Good photos, catchy texts that can get my attention. It is not that difficult any more to create a professional looking website, so having it doesn't mean that the NGO is spending the money on marketing more than the projects.

What other basics you think they need to have?
They got to have different languages, be personal, have a good way to read about projects and an easy way to contact. On other idea is to have side ideas or ways to promote it not exactly related to the NGO. For example, in Germany there was this initiative of two guys biking from Berlin to Beijing, Biking Borders, which was donating all the profits from the social media to the NGO in Guatemala.

What shouldn't the websites do or have?
I think it is really painful when a website is not informative enough, or the information is not concise. It should be easy to understand the mission and the projects. Something short and concise, it is really important and not so common. It's also not easy to give donation in some pages, many options of donating. Donating should be easy, fast and straight forward. Another problem is that some organizations are really old, more bureaucratic, but I think they should still present themselves like a brand that people can find attractive. In general they lack that kind of approach.



Interview 3: Enma

How was your first contact with a non-profit?
Someone on the street, asking to collaborate and sign something. I remember that was the first time I got involved with an NGO. I was paying 12 pounds per month and they were giving food to children until 3 years old suffering from hunger and malnutrition.

How did they get your attention?
They were standing up, with the magazine, a person doing the speech… They took all my data so they could direct a monthly receipt in my bank account. I also took a look at their website later on.

What other NGOs got your attention lately?
Greenpeace, any non-profit focused on non-discrimination and fighting racism.

Did you donate to any of those?
Yes, I gave to Greenpeace.

How did you decide to donate?
A friend of mine writes a newsletter about climate change and I also subscribed to the Greenpeace newsletter. One day I saw that donating 5 pounds per month you can make a big difference and I asked myself "why not?".

Where and when did you make the donation for Greenpeace?
I think I was at home. Sure. As I had the fill the form with al my data to direct the receipt, I did it at home, I don't like it so much to do that step using my phone. Probably now it is more automatic because our smartphones have already all this data, but a few years ago I was a little lazy to do it with my phone.

How do you proceed in case you wanna make a bigger donation?
Research first. I'm still not sure that the first experience I had was completely trustworthy… I hear some weird stories about lack of transparency, about where the money really goes… Either it is an NGO that you know, or someone you know talks to you about it, or it has a lot of history, I wouldn't trust from start, I would make some research before even paying 5 pounds.

How can they convince you that everything is working how it is supposed to be?
I'm interested in the story of the NGO, who is behind it. Unless it is a big NGO, for a small project I think it is important to show the main faces, mainly nowadays with the power and transparency of the social media. If I cannot find it, I would trust even less. That would be, for me, number one.

What else do you think they should show you in their site to build trust?
Transparency. I don't need the whole bunch of numbers of the NGO, but a few highlights with the main investments, main expenses, maintenance, administration…

In case the NGO needs a little bit of flexibility in this numbers, how would you like to receive this information?
A transparency section saying that from every transfer 10 % goes to administration expenses, 10 % goes to give some money there, and 80 % goes to the main project. There are products already doing this, talking about taxes, transportation and work. It would be nice to see it in highlights proving me that they are not spending the money in advertising or someone else is keeping it.

Let's imagine that we found the perfect website with the perfect story and the perfect transparency section. What is it important for you in the next steps?
I prefer it to be a fast process, make the donation in a short step. I must say, I write my data everywhere and I'm not really concerned about it, I know I should, but I'm not. And in that moment I want to give money, not to fill a lot of fields to make the donation.

Okay, let's imagine that you made the donation. How would you like to receive feedback?
I'd love a newsletter with general news of initiatives that are being developed or, in more personal cases, I'd like to know about the person that I sponsored. Anyway, even if I don't need it, I think with general news about their projects I'd be happy.

How often is not too often?
I think monthly is okay. As I said, that information is not completely necessary, but sometimes happened that I see in my bank account that I've been paying for two years this amount and I haven't heard about them ever since. Then I maybe wonder if I should keep paying that. On the other hand, if I get news frequently it makes me feel like keep being part of it.

Are you usually taking a look at NGO's sites?
Actually, not at all. I'm really connected to them through the newsletter I get on my email.

What do you think could make a good experience or a bad experience in an NGOs site?
In my case, if the site is retro or the design is not taken care of, I don't trust it. If they don't work on the design, honestly, I don't feel like it. The worst ones with cognitive overload with buttons everywhere. I'd appreciate the site to guide you a little, "if you wanna do this go here and choose one of this two options", "if you wanna do that, go there and click there".

Is there anything else that could frustrate you?
Sometimes I think images are too hard, instinctively I wanna avoid that bad feeling with this strong picture so I gotta escape. It makes no sense. Psychologically I don't think anyone appreciates that. We are aware that it is happening, but we don't wanna stare at it. I think it is a sensationalist decision.

What about the process and the steps?
Two main things can make my experience frustrating: A, be insecure of what you are doing, and B, a difficult process, wanting to go from A to B and not being able to do it because you end up in a loop. I think there is too much content. Too many sections in the nav bar or too much copy is not good. Last time I wanted to register for a guarantee and I after a few rounds, I had to contact them by the chat.

What basics, then, you think need to be present in an NGO's site?
The option of having a regular newsletter where potential donors can register for free. Not often people donate the first time they see a project. After a few comments from people that I know maybe I register to the newsletter and after receiving information regularly I could be open to donate.

Do you remember how was the button to register to the newsletter designed?
I saw it in the navigation bar and I think it is where it works best for me. I know it is there and I cannot lose it, so if I'm interested in them, I read they organize events and talk about interesting projects and I wanna receive more information, I can go right away to register to the newsletter. I saw it as well at the footer or while you scroll, but I think top right is the best option if the navigation bar is not too crowded.

That one worked good then. Any case it didn't work good?
It disturbs me so much to have drawers, it is intrusive for me. Sometimes I didn't even read the website and there is this overlay asking to subscribe to their newsletter. How I am gonna subscribe if I don't know anything about you? They lost their chance!

Interview 4: María

What was your first contact with an NGO?
As I studied a social degree and from university I had to look for information on NGOs, I actually needed to do it, so you can start your career.

What projects were you interested in?
Immigration, job orientation for people exclusion social, when I was living in London I did a lot of research to find my place on this world.

How did you find them?
I was looking for job offers and normally they were big organizations that work with some collectives, and I was focused on finding projects that I'm interested in. Normally it was a time that I was interested in international cooperation and I wanted to join to some project.

Do you remember a concrete project?
I do remember one NGO called Agua de Coco (Coconut water) with an amazing project, but I didn't join finally.

What content does catch your attention from an NGO?
The first thing that gets your attention is photos. Then I'd look for projects directly. I'd love a brief of the project so I'm able to see what are they doing in a blink of an eye. If I'm really interested I'd love to read more.

Would you be interested in something more concrete?
I don't feel like trusting testimonies, I've been working in this field for a while and I think they can be manipulated or out of context. I don't trust it.

Let's say you want to find the perfect project right now. What would you do?
I'd find the website. I'd find a way to contact them, so I can see what's the motivation of the organization. I think a lot of these NGOs sell their values really good, but when it's time to reply an email sometimes they don't even answer. I remember a lot of NGOs with which I tried to volunteer that didn't reply my emails at all. When I had an answer, even if it was an automatic email saying that they are taking a look at it, I was feeling much better.

What is a way to make it better?
If I can contact someone directly into the project, it would be more real, it'd feel closer and trustworthy.

Any examples on how to do it good?
I was looking the Red Cross for a memory and I was surprised because it was brief and concise. A summary of the complete document, that you can read later on if you are interested. And it was not difficult to find. That's not completely normal, sometimes it is so hard to find a concrete document and their documents are long and hard to read.

What is the worst experience you had using a website?
What bothers me the most is the information overload. It confuses me, I don't know where to go. And if there's a lot of text I feel it too crowded. I wouldn't stay on that website, I'd find something better online. Unless I'm really interested on that concrete project and I got to suffer the site.

What about strong images to catch donors?
No. One cannot victimize them. One cannot put this group of people in an inferior context, below us. That kind of advertising hurts more than attract something positive for its purpose. I found many times websites with brutal photos or slogans and I got really frustrated, maybe I was excited for some of their projects. For example Save the Children. It pulls me back. I think they have cool projects, but I don't want to work with them once I see the TV ads, a small kid with a swollen belly and malnutrition. As I said, it hurts more than what attracts. If the only information you get from a whole continent is people crossing borders with a boat or malnourished children, you probably are not gonna think to have some vacation in Tanzania. It makes you catalogue the complete continent. They probably do it because attracts more money, but it's not worth it.

Do you think of another effective way of getting donors attention?
For advertising, something local, small numbers, more tangible, talking about impact and real problems, makes sense to me. However, if they tell me, there is that much murdered people a year in Spain or that much homeless people in Guatemala, with that big scope, it's hard to get my attention.

Is that what you would like to see in their sites? Something else?
I'd love to see the real life. People on the streets. I wanna be told what do they have, not what they don't have. I wanna know how they live, what needs they really have, not what we think they need.

Have you ever donated money to an NGO?
Only to Kemoník. Normally it's hard for me to trust other organizations. You can not exactly know that the money goes where it should go. In this case I know 100 % that my donation goes directly to the family and to pay a scholarship of that girl. Then I receive letters from the girl and some photos. When it's the end of the year I know it's time to pay because they start over the school season.

How could another NGO make you trust them?
I guess some natural videos talking about the project or showing the impact with previous projects. I'd be interested in seeing the numbers. But I wouldn't trust it when the numbers are really high, when they manage so much money. Personally, if I don't consider it a local NGO, it makes me step back.

And what does a local NGO need to do to keep you as a donor?
Receiving feedback on your impact always helps. What happened since I made the donation, what could they do with my donation. If that person is able to study now or the family is able to eat better, I'd like to see it. Sometimes we don't realize that small money here lasts long in there.

Finally, what basics, in your opinion, should an NGO show in its website?
A little bit of history of the NGO. Projects, as we spoke before. An easy way to contact. An easy way to get involved. I'd also appreciate some videos and a transparency section.

Interview 5: Stuart

What's your relationship with NGOs and foundations?
On my spare time I volunteered with WWF, the wildlife foundation in Thailand, in a reforestation project, and a biology project in Peru. I try not to fly too much. Nothing can mitigate the impact of flying, but I try to contribute with locals to make it a little even.

How did you find some of these projects?
A website Responsible Travel that I used a few times. They incompass a lot of research projects. A platform where NGOs can advertise their volunteer tourism. You can select the regions, the costs, the projects… I was looking to make some trip with a volunteer project, I googled it and I found that website.

What is more important for you to read?
I'm concerned about the ethical side of the project. Like I was wondering if I do a project I'd like to maximize my impact with it.

What can make you trust that they reach your expectations?
I guess I trust the description of the NGO, but even more the project. For me the project is always more important. For example, the project in Peru was talking about rewilding areas and that, in my mind, it is something really needed, with no room for doubts. On the other hand, once I heard about an orphanage where the children are not in fact orphans, but they are taken from their families so the foundation can make money. It is an extreme situation, but how would I check that?

How do you think you could see or read that would make you really trust?
I'd trust names and logos. A reputed name, Greenpaece, for example. A video diary of other volunteers experiences. It could be easy to choose only the ones that benefit the NGO, but if it's something independent, rating the impact, showing the activities and feeling the experience. It is also a good option in an ethical way. Ethics are completely subjective. You can see directly what activities they do and then decide if you think that the project is really honest and a need. I need to trust a lot to donate, if it's a new NGO I probably would do more digging to know about them.

And in case you want to donate?
As I said, to see the project, history and background.

What about numbers?
I don't need to see the whole balance sheet details, but it is very welcome if some organization is ready to share that. Something like 60 % is used for the organization, 20 % for resources, feed animals or community, and the other 20 % for electricity and other expenses. As transparent as possible, the more transparent the more likely to join a project or donate.

Did you find some bad experience either looking for a volunteer project or donating?
I've been trying to find beach clean ups. It is bulletproof that you are making a good impact, no grey ethical area. There was a website with a directory to help people connect for projects. But there was no way to filter on terms of location and my free time. Anybody can make a meet up group. But that site was not working proper, here is my location, here is my day range, there is something that overlaps? There was no way.

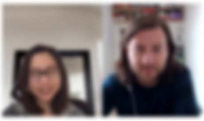
How long did you last trying?
In 5-10 minutes I was out. If a website doesn't work for me I'm assuming there one doing it better.

Could you tell me what donations did you make?
I donated to Kemonik and a friend of mine are making sponsor events. I also donated to crowdjustice, a website with a bunch of legal cases that they are trying to crowdfund. It is not only about the climate change, but any legal battle.

How did you find crowdjustice?
I found out about them in The Guardian and I had a bit more trust in the group and the project.
It was straight forward, you could pick the amount of money, information about the project, a goal that was an amount to reach in order to bring the case forward. The donation was pretty easy, a normal credit card transaction. But the project seemed to have different phases and that was not clear to me. I didn't receive feedback and I send an email to the group to ask in what stage was the process. Then I read an update saying that they were in the second round of donations and I got a little upset because that was not said upfront. Where does it end? More phases? They could be forever asking me for money.

What is the formula to get the appropriate feedback?
In that situation I read their goal, I donated because of that. I need to know straight forward what is the money for or when is it completed. In other situations, I don't enjoy emails, I don't like regular updates in my email. And I'm not gonna browse the websites of NGOs to look for updates, even if I'm donating. I think I'd appreciate a YouTube channel, an informal way. I prefer to ingest that content in video. Evenings I like to turn my brain off and video is a good platforms. Personally, if I subscribe to one of this channels, I won't probably unsubscribe.

Do you remember when, where and with what device were you donating?
I make donations with my laptop. I don't like to use the phone to write stuff. Most of the times I donated being at work by myself, in the lunch break, mid-morning. Evenings I use to be distraint. Sometimes I might be influenced by my friends, even if they are not actively telling me to donate, but I can get inspired to donate because it sounds like an honest cause.



Interview 6: Thao

When was the first time you got in contact with an NGO?
The first time I was a student. I did enjoy some volunteer activities, like visiting disable children. We were giving them food and have a talk with them. Later on, once I graduated, I worked for one year with the NGO Oxfam, in the communication team. We had to record the stories of the beneficiaries all around Vietnam.

That must have been exciting!
Some projects were really nice. In some of them Oxfam had the ownership of the project and in other ones there was a partnership with a local non-profit. I remember once we had a project with kids and their parents to record their opinions about the school and it was fun. Another one was helping farmer to be able to sell their product, focusing as well in the ethnicities that had more difficulties.

How did you find that position?
I saw an open position online. Oxfam was one of the biggest, so it was really visible.

And the other volunteer projects?
We had a club in university and we were working on several projects at the same time.

Besides volunteering, do you also donate?
Not frequently, before I was donating to Oxfam. Personally, I donate when it is a project about education. I believe that by offering education to children we can have a better future. I think it is the best option in a long-term. But I don’t usually donate. I do give food or clothes, not money.

What is more important to find in a NGOs site?
I care about the transparency, what are they working on and what’s the impact they have. I need to know that the organization is reliable. An About section saying how it started and how long has it been running. I also appreciate real stories, impact stories directly from the beneficiaries.

How would you prefer to find that information?
Personally I prefer some detailed and concrete stories rather than big numbers. I don’t know how impactful it is when an NGO tell me they are taking care of thousands of children. I’d prefer videos of beneficiaries family before and after the NGO’s support, also their opinion and daily life.

Why do you think it is important to have testimonies?
It does help me to feel more real about the project. It is better for me to empathize with the beneficiaries. Reading the story in detail I can get a sense if the story is fake or real. I’m really interested in projects that help children with technology, so they learn how to use tablets and laptops, and the gap between rich and poor is not so big.

How do you look for projects like that to donate?
Sometimes I look for it online, sometimes I see in the news that there is a disaster in some region, I see people suffering, and I look for high emergency projects. It also depends on my bank account, at the beginning of the month I get my salary and I have money to donate, so then I look for opportunities. Otherwise, when I don’t have much money, I try to volunteer, offer my skills.

How do you make donations?
If I planned to make a donation, I’m sure I made some research before. If I’ve just visited a site spontaneously, I should check it out for long, if I don’t find it convincing I could check for something else.

When and where do you decide to make a donation?
When I have free time, weekend or evenings, and I prefer doing it at home with my laptop.

And how could it work, step by step?
I receive a notification, when I have free time I check it, I read about the organization, I check out the donation function, how easy is it. I think it is better to have it easy and quick. If the website asks for more information, I don’t feel good, I don’t know why do they need this information. I even prefer the option to not even give my name. I never like to give away my personal information without a good reason for it. If there is no explanation that can convince me, I won’t do it.

What if you need it for your taxes?
They should state clearly, telling that to help me for the tax return. It should be optional, not mandatory.

Do you have any favourite sites?
Oxfam did a really good job, they help poor people, but they are giving me such a positive feeling, children smiling and happy when going to school. I feel if I donate I can be part of it, make people happier, in a better life. The Oxfam site looks like an eCommerce and I can go directly to the donation package, pay directly for a project. 1 day of education, 1 meal for children… are some examples how the user can collaborate and I like it because it gives me an idea of what can I do and how much I can help with that kind of money. I also like Save the children or Room for read. The last one was a former Microsoft employee that now wrote a book explaining the story, it’s so interesting!

Positive photos work better than negative ones?
When they use brutal negative pictures they are trying to get attention. We know that’s the situation of the people and it’s enough with that knowledge. I’m more interested in the outcome of the project
so I want to know what potentially will happen if I donate to this organization.

What can make a site bad?
It’s hard to say, a bad experience, like trying to make a donation and not finding the button. I don’t have any examples, I normally go to the reliable NGOs that I already know. I like to make donation with Oxfam, after donating, they send me a confirmation of the payment and a postcard.

Do you think there are some must-have?
Contact, donate, about, location of NGO and beneficiaries.

Are you missing some things?
Nowadays I think there is more ways of donating, like volunteering, sharing knowledge and skills. I think all the sites should offer different ways of getting involved.

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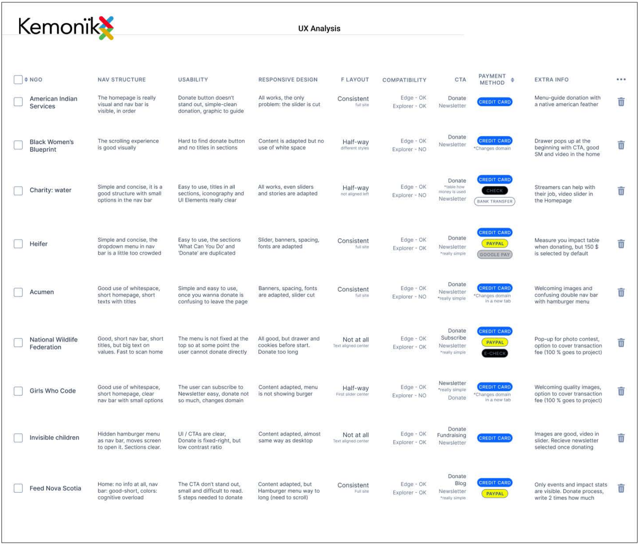
WE'RE HERE
TO HELP



UX Analysis

☐ NGO	NAV STRUCTURE	USABILITY	RESPONSIVE DESIGN	F LAYOUT	COMPATIBILITY	CTA	PAYMENT METHOD	EXTRA INFO	•••
☐ American Indian Services	The homepage is really visual and nav bar is visible, in order	Donate button doesn't stand out, simple-clean donation, graphic to guide	All works, the only problem: the slider is cut	Consistent full site	Edge - OK Explorer - OK	Donate Newsletter	CREDIT CARD	Menu-guide donation with a native american feather	🗑
☐ Black Women's Blueprint	The scrolling experience is good visually	Hard to find donate button and no titles in sections	Content is adapted but no use of white space	Half-way different styles	Edge - OK Explorer - NO	Donate Newsletter	CREDIT CARD *Changes domain	Drawer pops up at the beginning with CTA, good SM and video in the home	🗑
☐ Charity: water	Simple and concise, it is a good structure with small options in the nav bar	Easy to use, titles in all sections, iconography and UI Elements really clear	All works, even sliders and stories are adapted	Half-way not aligned left	Edge - OK Explorer - NO	Donate *table how money is used Newsletter	CREDIT CARD CHECK BANK TRANSFER	Streamers can help with their job, video slider in the Homepage	🗑
☐ Heifer	Simple and concise, the dropdown menu in nav bar is a little too crowded	Easy to use, the sections 'What Can You Do' and 'Donate' are duplicated	Slider, banners, spacing, fonts are adapted	Consistent full site	Edge - OK Explorer - OK	Donate Newsletter *really simple	CREDIT CARD PAYPAL GOOGLE PAY	Measure you impact table when donating, but 150 $ is selected by default	🗑
☐ Acumen	Good use of whitespace, short homepage, short texts with titles	Simple and easy to use, once you wanna donate is confusing to leave the page	Banners, spacing, fonts are adapted, slider cut	Consistent full site	Edge - OK Explorer - NO	Donate Newsletter *really simple	CREDIT CARD *Changes domain in a new tab	Welcoming images and confusing double nav bar with hamburger menu	🗑
☐ National Wildlife Federation	Good, short nav bar, short titles, but big text on values. Fast to scan home	The menu is not fixed at the top so at some point the user cannot donate directly	All good, but drawer and cookies before start. Donate too long	Not at all Text aligned center	Edge - OK Explorer - OK	Donate Subscribe Newsletter *really simple	CREDIT CARD PAYPAL E-CHECK	Pop-up for photo contest, option to cover transaction fee (100 % goes to project)	🗑
☐ Girls Who Code	Good use of whitespace, short homepage, clear nav bar with small options	The user can subscribe to Newsletter easy, donate not so much, changes domain	Content adapted, menu is not showing burger	Half-way First slider center	Edge - OK Explorer - NO	Newsletter *really simple Donate	CREDIT CARD *Changes domain in a new tab	Welcoming quality images, option to cover transaction fee (100 % goes to project)	🗑
☐ Invisible children	Hidden hamburger menu as nav bar, moves screen to open it. Sections clear.	UI / CTAs are clear, Donate is fixed-right, but low contrast ratio	Content adapted, almost same way as desktop	Not at all Text aligned center	Edge - OK Explorer - OK	Donate Fundraising Newsletter	CREDIT CARD	Images are good, video in slider. Recieve newsletter selected once donating	🗑
☐ Feed Nova Scotia	Home: no info at all, nav bar: good-short, colors: cognitive overload	The CTA don't stand out, small and difficult to read. 5 steps needed to donate	Content adapted, but Hamburger menu way to long (need to scroll)	Consistent Full site	Edge - OK Explorer - OK	Donate Blog Newsletter *really simple	CREDIT CARD PAYPAL	Only events and impact stats are visible. Donate process, write 2 times how much	🗑

Patterns

Interesting patterns

- Donate button needs to stand out (clear CTA), following the line of the navigation bar menu and being more visible than the rest of the options ✓
- Have the navigation bar fixed on the top of the browser with a search bar. Once the users scroll they are able to Donate or change section directly ✓
- At the payment, offer to users the option to pay the transaction fee and inform that in this way 100 % of their money will go to the projects ✓
- Use the F layout always with headers (even subheaders as well) in all sections and use short texts in the homepage ✓
- Use high quality and welcoming imagery for all pages, but mainly in the homepage and its slider above the fold ✓
- Include the following sections in the homepage: mision-values, impact stats, projects (our work), news and events, donate, contact-newsletter ✓
- Apply a simple and readable font, use white space wisely, control the contrast ratio with large and small text, and add a plugin for accessibility ✓
- Set the logomark at the top left of the homepage, fixed with the menu through the whole page, and use the same style in all your website ✓

Patterns

Patterns to avoid

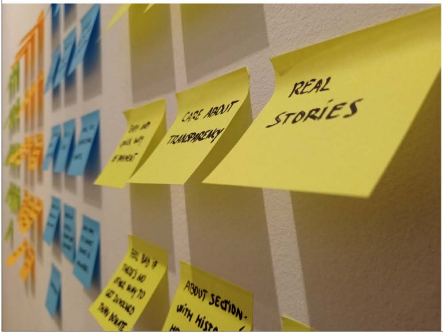
- Avoid dark patterns, like have a box selected with the most expensive price for a donation or the automatic subscription to the newsletter ✗
- Long dropdown menus, with more subsections, are distracting and don’t help the user find what he is looking for. Add extra content in pages ✗
- Don’t offer too many payment methods ✗
- Too many pop up drawers are a paint point normally, but even more if it is the first thing before scanning a web (i.e.: newsletter, cookies, event...) ✗
- The payment process shouldn’t take too long (not too many steps and pages) and the user shouldn’t leave the domain to pay ✗
- Too much text for any section in the homepage is not pleasant for the users, use a “Learn more” and be brief and concise in the copy ✗

Do not repeat content in different sections (but a short invitation to donate), it is only allowed to make a summary in the homepage ✖

Too many colors, different fonts, different sizes... doesn't help to create a good image. Use a consistent style in everything from copy to UI, icons... ✖

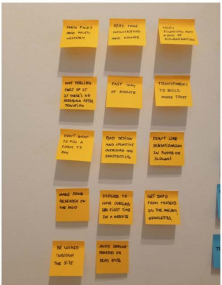
Kemonïk

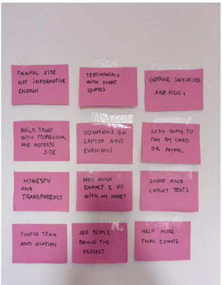
Affinity map:


EASY AND QUICK WAY OF PAYMENT
CARE ABOUT TRANSPARENCY
REAL STORIES
FEEL BAD IF THERE'S NO OTHER WAY TO GET INVOLVED THAN DONATE
ABOUT SECTION. WITH HISTO

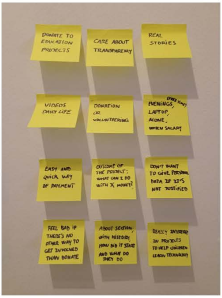
Kemonïk

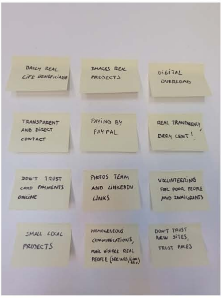
Affinity map: interviews 1 & 2


MAIN PAGES AND NGOs HISTORY
READ SOME NEWSLETTERS AND DONATE
NGOs FIGHTING ANY KINDS OF DISCRIMINATION
NOT FEELING PART OF IT IF THERE'S NO FEEDBACK AFTER DONATION
FAST WAY OF DONATE
TRANSPARENCY TO BUILD MORE TRUST
DON'T WANT TO FILL A FORM TO PAY
BAD DESIGN AND COGNITIVE OVERLOAD ARE FRUSTRATING
DON'T LIKE SENSATIONALISM IN PHOTOS OR SLOGANS
MAKE SOME RESEARCH ON THE NGO
DISTURB TO HAVE OVERLAYS THE FIRST TIME IN A WEBSITE
GET INFO FROM PROJECTS IN THE MAILBOX, NEWSLETTER
BE GUIDED THROUGH THE SITE
AVOID DIFFICULT PROCESSES OR DEAD ENDS


PAINFUL SITE NOT INFORMATIVE ENOUGH
TESTIMONIALS WITH SHORT QUOTES
GOOGLE INITIATIVES AND NGOs
BUILD TRUST WITH PROFESSIONAL AND MODERN SITE
DONATIONS ON LAPTOP AND EVENINGS
EASY WAY TO PAY BY CARD OR PAYPAL
HONESTY AND TRANSPARENCY
HOW MUCH IMPACT I DO WITH MY MONEY
SHORT AND CATCHY TEXTS
PHOTOS TEAM AND LOCATION
SEE PEOPLE BEHIND THE PROJECT
HELP MORE THAN DONATE

Affinity map: interviews 3 & 4


DONATE TO EDUCATION PROJECTS
CARE ABOUT TRANSPARENKY
REAL STORIES
VIDEOS DAILY LIFE
DONATION OR VOLUNTEERING
EVENINGS, (FREE TIME) LAPTOP, ALONE, WHEN SALARY
EASY AND QUICK WAY OF PAYMENT
OUTCOME OF THE PROJECT: WHAT CAN I DO WITH X MONEY?
DON'T WANT TO GIVE PERSONAL DATA IF IT'S NOT JUSTIFIED
FEEL BAD IF THERE'S NO OTHER WAY TO GET INVOLVED THAN DONATE
ABOUT SECTION, WITH HISTORY, HOW DID IT START AND WHAT DO THEY DO
REALLY INTERESTED IN PROJECTS TO HELP CHILDREN LEARN TECHNOLOGY


DAILY REAL LIFE BENEFICIARIES
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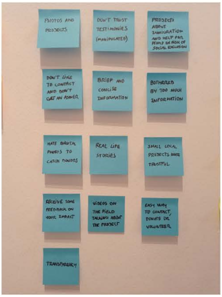
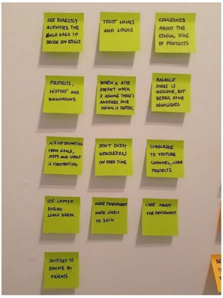
PHOTOS TEAM AND LINKEDIN LINKS
VOLUNTEERING FOR POOR PEOPLE AND IMMIGRANTS
SMALL LOCAL PROJECTS
HOMOGENEOUS COMMUNICATIONS, MAIL VISIBLE REAL PEOPLE (SEE WEB/LINKEDIN)
DON'T TRUST NEW SITES, TRUST FACES

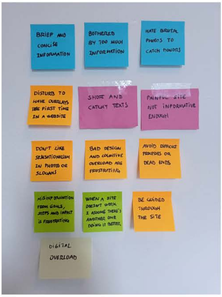
Affinity map: interviews 5 & 6


PHOTOS AND PROJECTS
DON'T TRUST TESTIMONIES (MANIPULATED)
PROJECTS ABOUT IMMIGRATION AND HELP FOR PEOPLE IN RISK OF SOCIAL EXCLUSION
DON'T LIKE TO CONTACT AND DON'T GET AN ASWER
BRIEF AND CONCISE INFORMATION
BOTHERED BY TOO MUCH INFORMATION
HATE BRUTAL PHOTOS TO CATCH DONORS
REAL LIFE STORIES
SMALL LOCAL PROJECTS MORE TRUSTFUL
RECEIVE SOME FEEDBACK ON YOUR IMPACT
VIDEOS ON THE FIELD TALKING ABOUT THE PROJECT
EASY WAY TO CONTACT, DONATE OR VOLUNTEER
TRANSPARENCY


SEE DIRECTLY ACTIVITIES THE NGO DOES TO DECIDE ON ETHICS
TRUST NAMES AND LOGOS
CONCERNED ABOUT THE ETHICAL SIDE OF PROJECTS
PROJECTS, HISTORY AND BACKGROUND
WHEN A SITE DOESN'T WORK I ASSUME THERE'S ANOTHER ONE DOING IT BETTER
BALANCE SHEET IS WELCOME, BUT BETTER SOME HIGHLIGHTS
MISINFORMATION FROM GOALS, STEPS AND IMPACT IS FRUSTRATING
DON'T ENJOY NEWSLETTERS ON FREE TIME
SUBSCRIBE TO YOUTUBE CHANNEL, VIDEOS PROJECTS
USE LAPTOP DURING LUNCH BREAK
MORE TRANSPARENT MORE LIKELY TO JOIN
CARE ABOUT THE ENVIRONMENT
INSPIRED TO DONATE BY FRIENDS

Affinity map: clustering

Navigation and copy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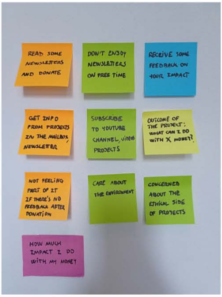
DIGITAL OVERLOAD

Feedback and concerns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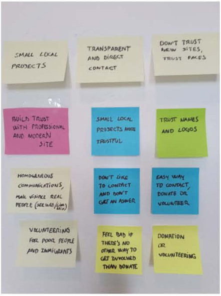
CARE ABOUT THE ENVIRONMENT
CONCERNED ABOUT THE ETHICAL SIDE OF PROJECTS
HOW MUCH IMPACT I DO WITH MY MONEY

Affinity map: Findings and insights

	Findings		Insights	
Navigation photos and copy	Users change the site when there are long texts, too much information or options to click and stays when texts are short and catchy	F	A lot of NGOs sites have long texts and cognitive overload so users need headers and short texts and an option to "learn more" to stay in the site	I
	Users normally close the tab when there is a brutal photo or a sensationalist text on the the main slider of the website	F	Some sites use disturbance as a strategy to catch users, but it is not working for our target that prefers welcoming photos and informative copy	I
	Users look for another site when it is not working proper or the goals, steps or projects are not clear straight-forward enough	F	Users need to be able to complete their goals in a few steps with clear support and copy that guides them through the site	I
Feedback and concerns	Users enjoy a newsletter to be informed of what impact does their money do and are eager to donate once again	F	Users need to find an easy way to register to the newsletter and receive information about projects showing what can the NGO with X money	I
	Some users want to watch videos, normally subscribe to a YouTube channel and see recommendations as they want to relax after work	F	Users look for interesting and informative material in video format so they can receive information about projects and new ideas on the NGO	I
	Users are concerned about the ethical side of projects and want to feel part of the project once they donate	F	Sites need to be more transparent about their goals and projects so users can trust better and with feedback can feel part of it	I

Affinity map: clustering

How to build trust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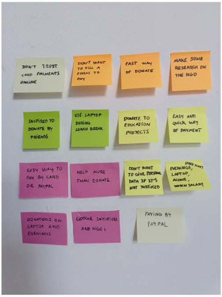
Donation, payments and their context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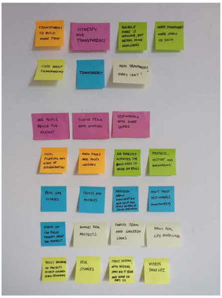
DONATIONS ON LAPTOP AND EVENINGS
GOOGLE INITIATIVES AND NGOs
PAYING BY PAYPAL

Affinity map: Findings and insights

	Findings		Insights	
How to build trust	Users trust more small local projects than big numbers	F	Users need to see some tangible and concrete information to donate so they can feel that their money is making some impact	I
	Users are eager to donate if the site is modern and professional with homogeneous communications and easy and direct way to contact	F	To trust, users need to find a homogeneous site with an easy always present way to contact announcing receive always answer within 48 hours	I
	Users want to see ways to get involved other than donate in the site, like volunteering in the field, offering their skills or give computers	F	Sites can offer different ways to help for users so they feel they are not being tricked into just giving money	I
Donation, payments and their context	Users prefer an easy and fast way to pay with different payment options because they don't want to fill forms and give their personal details	F	Users need an easy, fast and straight forward way of paying with an extra option to fill the form with personal data in case they need it for the taxes	I
	Some users navigate NGOs sites and donate at their home at evening using their laptops, but some others do it during the lunch break	F	Users need an easy and appealing website because they are exploring and donating in their free time, so that they can enjoy the process	I
	Users are inspired to donate by friends, by information in newsletters or finding interesting projects on Google	F	Sites need to be present in web searches, be active in Social Media, be persistent with a professional newsletter and create community	I

Affinity map: clustering

Interests and content in site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REALLY INTERESTED IN PROJECTS TO HELP CHILDREN LEARN TECHNOLOGY
REAL STORIES
ABOUT SECTION, WITH HISTORY, HOW DID IT START AND WHAT DO THEY DO
VIDEOS DAILY LIFE

Affinity map: Findings and insights

	Findings		Insights	
Mandatory content and other interests	Users donate more often when the NGO and its site give more space and importance to transparency	F	Users need to trust the NGO and its honesty and transparency helps them to trust and donate. Better offer a summary and a "learn more"	I
	Users would like to see the photos of the different team members and be able to contact them via email or LinkedIn	F	Users need to see people's faces and be able to contact them directly in a trustful way so they are more sure that donation are worth it	I
	Users want to see real stories from the benificiaries, daily life stories and preferably with videos on the field talking about the project and impact	F	Users need to understand the impact of their donation with tangible and direct content, video format helps them to be relaxed and pay attention	I
	Users want to see the faces behind the organization and every project and read a summary of the NGO's history	F	An attractive section with history and background of the NGO and the profiles and photos of the team members help users to trust and donate	I
	Some users need to read testimonials with short quotes to feel attracted to the project so they can see the real impact	F	Long texts and abstract data is not interesting for our users, they need short catchy texts and small numbers to reflect the impact of their money	I
	Some users support projects on education, immigratrion, minorities, people in risk of social exclusion and to fight any kind of discrimination	F	Users need to detect the kind of projects the NGO is working on at the first sight so they can continue exploring the site confidently	I