

<https://jub.org/>

Heuristic Evaluation

Jubilee Ministries Website

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Introduction

Our groups heuristic evaluation of <https://jub.org/> to find and evaluate the issues associated with using the webpage. The heuristic evaluation took place on February 26, 2020. While analyzing the webpage we determined that the focus audience of the company is ex-convicts, recovering addicts, and the homeless that need guidance in their life. Along with the primary target audience of the jubilee is their secondary target audience includes adults and teen looking to donate or purchase items from the organization.

What the organizations focus is to improve the lives of others within the surrounding community of where they have several locations. The other focus of the organization's website is to receive donations and volunteers.

Purpose

The main purpose of a heuristic evaluation is to determine whether the system has any flaws, or what the system does that improves and completes the users needs.

Methodology

The group focused to browse the site as if the primary audience was conducting the heuristic of the site, and also viewed the page as if the secondary audience performed the task as well. We made specific tasks for us to complete as a team. Firstly, we had to look up how to receive counseling and where you should go within the site to locate this. Another test that we conducted was

1. Visibility of system status

- a. Wherever you are at on the page it is clear what tab you are on. For example, if you go to the donate tab there will always present something that allows you to know it is the donation page.
- b. Every Button in the nav bar has a drop-down menu, which gives you appropriate feedback when hovered over.
- c. Other buttons change color when hovered over in order to demonstrate good feedback.

2. Match between system and the real world

- a. Webpage is in English which is primary use of most of their customers. However, there will be a language barrier for individuals who don't speak English.
- b. Keeps vocabulary simple that the common user can understand and perceive.
- c. Give now button is in a green (color of money) and leads you right to the donation page.

3. User Control and Freedom

- a. Page is easy to navigate, and most things are labeled and easily accessible tried to find within the page.
- b. However, on a mobile device seemed to be less fluid than on a desktop. If trying to enter social media links, it's hard to get back to main page without reopening a new tab.
- c. If users chose the wrong amount of money to donate, they can always go back a page in the website and change the amount that amount.

4. Consistency and standards

- a. All the pages have a consistent style and format to one another.
- b. All buttons perform the actions that they should keep it consistent with their goal.
- c. Keeps the feel of a spiritual feel and construction throughout the page.
- d. Consistent color scheme

5. Error Prevention

- a. Little to no error prevention on a mobile device. You can't back in mobile version only if you reopen the page.
 - b. As for desktop you can only use the back function on the browser if a mistake is made.
 - c. Small confirmation check on the donation aspect of the website.
 - d. Makes you check and confirm that you are not a robot. This can help users prevent incorrect donations to the website
 - e. Also, the ability to enter your credit card information does not pop up until you enter an amount of money first.
- 6. Recognition rather than recall
 - a. Ways to give on the website is recognized.
 - b. All Jubilee locations are presented on the side of the website.
 - c. There is one giant green button on the website, which is used to prompt a donation.
- 7. Flexibility and efficiency of use
 - a. System does not require prior knowledge of it to navigate.
 - b. Drop down menus on the nav bare take some time to drop down
 - i. Prevents the use of a frequent action
 - c. Caters to experienced and unexperienced users.
- 8. Aesthetic and minimalist design
 - a. Minimalist design highlights specific areas of the webpage that they want the user to interact with.
 - b. Minimal words on page to help user focus on information that is being presented to them.
- 9. Help users recognize, diagnose, and recover from errors
 - a. Errors are presented on the checkout page if the user does not fill out the necessary blocks to complete the payment.
 - b. Users must input donation amounts in specific format in order to make sure that they put in the correct amount that they want to donate.
- 10. Help and documentation
 - a. Tells you how to enter your donation online.

- i. Gives you a step by step tutorial on how to do it.
- b. Affords easy donation process.

Key Findings -

- a. Little to no error prevention on a mobile device. You can't back in mobile version only if you reopen the page.
 - i. Becomes a hassle for mobile users.
 - 1. The majority of internet users now use mobile devices over desktops.
- b. Drop down menus on the nav bar take time to load, which can decrease the efficiency of the users on the website.
- c. Website advertises online shopping, but currently does not offer any online shopping abilities.
- d. Helps prevent the user from donating before they really want to.
 - I. Helps make sure they donate the correct amount of money.

Recommendations -

One recommendation that we have for the Jubilee website is that they should add more forgiveness to their website for mobile users. If a mobile user wants to go back while on the last page of checkout, they will have to refresh the page and complete the whole process again. This would become a huge pain point for mobile users on their website, and this also may even cause the users to not donate to the website. Another recommendation that we have is to remove the drop-down menu appearance time on the nav bar. This decreases user efficiency and removes the ability to create fast inputs on the website.

Conclusion -

Upon conclusion of our heuristic evaluation we have concluded that the website has a few issues that may prevent jub.org from completing their mission. Their current website inhibits some user actions and makes them spend extra time fixing mistakes and waiting for animations to finish loading. If they can fix these issues; their mission and goals have a better chance at being completed.