

# Final Recommendations

## Finding 1 - The landing page fails to convey the necessary impression, lacking a clear message about the website or organization's purpose.

Interviews with Saide stakeholders and users pointed out that the banner and button on the landing page are not related, and the page does not convey Saide's ideology or full story effectively and fails to engage them.

Heuristic evaluation (#1 Visibility of System Status) with severity of 5, concluded that the onboarding interface does not effectively inform visitors about Saide's organization.

Usability tests showed that users had difficulty understanding the organization's impact and success.

### **Recommendations:**

- Redesign the landing page to create a stronger and more accurate branding. Change the landing page banner to a visual that better represents Saide's organization, and introduce the organization name, purpose, and mission statement prominently.
- Include and highlight Saide's mission and vision at the top to create a strong first impression.
- Create an achievement section with data on the organization's accomplishments, and include short and interactive success stories to engage visitors and highlight the organization's impact.

## Finding 2 - The Saide website lacks consistency in terms of text alignment, navigation, and color usage, and is text-heavy with no visuals.

Interviews with Saide stakeholders revealed that the website is described as "boring" and "unexciting" due to heavy text usage and inconsistent design.

Heuristic evaluation identified medium severity issues related to inconsistency in text alignment, navigation, and color usage.

Comparative analysis highlighted the need to improve visual appeal and responsive design.

### **Recommendations:**

- Saide should introduce more visuals to reduce cognitive load and make the website more visually appealing.
- Additionally, define style guides for text alignment, color usage, and navigation to ensure consistency throughout the website.
- Visuals, such as staff pictures, relevant background images and icons, can be added to make the website more engaging.

## Finding 3 - The users experience difficulty with the current navigation structure of the website.

Interviews with Saide stakeholders revealed that users prefer separate pages for different sections, rather than a long scrollable page with anchors and links within sections.

Usability evaluation showed that users were confused with the navigation bar structure, especially when trying to return to the home page from project details page.

Comparative analysis with other websites (BRIDGE and SAEP) highlighted more efficient main navigation systems.

### **Recommendations:**

- Replace vertical anchor-based navigation with a horizontal navigation bar with tabs linking to different section pages. This way users can easily locate information without scrolling through a long page.
- Consider adding a drop down menu to show the website's structure and make it more accessible.
- Provide different paths for users to contact staff members, such as displaying project details alongside contact options.
- Creating multiple pages for different sections would result in faster loading times in areas with limited internet speed and improved SEO with distinct tabs for different sections.

## Finding 4 - Lack of clear Call to Action (CTA) buttons for projects and donations on the Saide website

Usability evaluation identified the need for explicit CTA buttons for project details with clear feedback, such as color change or hover state.

Comparative analysis showed that other websites, such as Hali Action and SAEP, have prominent and visually appealing "Donate" buttons for increased donations.

### **Recommendations:**

- Low contrast links used on Saide website decrease accessibility and hinder user engagement which can be rectified by using prominent buttons.
- Implement clear and prominent CTA buttons for projects and donations on the Saide website, with explicit indication and visual feedback of clickability.
- Strategically place a "Donate" button in a visible location, accompanied by a clear and concise call to action.
- Ensure accessibility by using high contrast buttons and links for improved user experience.

## Finding 5 - Accessibility issues including loading issue, responsiveness, and language translations.

Interviews with Saide stakeholders showed that due to low internet access and connectivity issues in areas where this website is predominantly accessed, it could take a long time for the main page to load at times.

Comparative analysis showed that websites like Khan Academy has responsive design for viewing on mobile device and also is accessible to all learners with features such as closed captioning and translations in dozens of languages.

### **Recommendations:**

- Optimize the website for faster loading speeds, such as optimizing image sizes and minimizing the use of heavy multimedia content.
- Change the website from a vertical long navigation to tab-based navigation.
- Develop a mobile-friendly version of the website that is optimized for viewing on smaller screens and low-bandwidth connections.
- Implement features like closed captioning and translations to make the website accessible to a wider audience, especially those with disabilities or non-native speakers.

## Finding 6 - Poor hierarchy of information

Interviews with Saide stakeholders showed that some of the sections on the website should be placed in a different order of priority and sometimes information is difficult to find.

Comparative analysis showed that websites like Education Development Center (EDC) has its website content divided up into various subsections, each of which has a page devoted to showcasing the projects falling under it.

### **Recommendations:**

- The website should have consistent formatting, including a text style guide and text alignment.
- Instead of reading something like “Newsletter 28 (3), 2022”, the newsletter title should be more informative and ideally shows a brief summary of its content.
- Inside each newsletter, as they are usually text-heavy, adding a table of content or a “Quick Read” section on the top can help readers better navigate and find news that is most relevant to them.

## Finding 7 - Limited search function

Interviews with Saide stakeholders showed that there have been complaints about the inaccuracy of the search function.

This issue was further confirmed during a usability test, where all five users had a negative perception of the search function, particularly in regards to the inclusion of advertisements in the search results.

### **Recommendations:**

- Don't show ads and only show relevant results specific to Saide. When users search within a website, seeing ads among the results can create a negative impression and detract from the user's ability to find what they need quickly and efficiently.
- Improve the design and layout of the search bar to make it more modern and consistent. By making it more visually appealing and consistent with the rest of the website's design, users are more likely to engage with the search feature, increasing their ability to find relevant information quickly and efficiently.



## Finding 8 - The mailing list location is not discoverable and there lacks an explanation of the purpose and its benefit

The usability revealed that the mailing list location on the very bottom of the page is not discoverable to some users and there lacks an explanation of the purpose and its benefit.

### **Recommendations:**

- Provide more information about the Saide Mailing List and its benefits. To address the user's concerns about what they are subscribing to, Saide can provide more details about the mailing list's content, frequency, and benefits.
- Make it clear to users that they have successfully joined the mailing list. To avoid confusion about whether users have successfully joined the mailing list, Saide can provide a confirmation message or email to users after they sign up.
- Make the mailing list signup location more visible. To make it easier for users to find the mailing list signup location, Saide can consider placing the signup form in a more visible location on the website, such as the homepage or the Contact page.