

CLIENT: St.Jude Children's Hospital ans Research

DATE:11/08

Volunteer Locally(https://www.stjude.org/get-involved/volunteer-locally.html?sc_icid=gi-mm-volunteer-locally)

| Abby Method | Heuristics | SCORE | Observation | Recommendation |
|-------------------|--|---------------------|--|--|
| Findable | Can users easily locate the things they are seeking? | Meets Best Practice | the button to lead "Volunteer Locally" is located inside of Primary category of "Get Involved" | |
| | How is findability affected across devices? | Meets Best Practice | Yes. It is easy loacate it | |
| | Are there mutiple ways available to access things? | Meets Best Practice | Yes. They are 3 ways. 1. Select primary category "Get Inloved" from global navigator, then select a button " Volunteer Locally" 2. Select "site map" from a footer and then choose tertiary page link "Volunteer Locally" 3. Select primary category "Get Inloved" from gloabl navigator, and click "More ways to Get Involve" and then choose " Volunteer Locally | |
| | How do external and internal search "see" what is provided? | Meets Best Practice | When a user search for "Volunteer Locally" on search bar, it comes right up | |
| | Is information formatted with the results in mind? | Meets Best Practice | Yes. It is formatted with what users are expected to. User can easily find where they can start. | |
| | What is provided to make the delivered results more useful? | Meets Best Practice | "Contact us at one of our regional offices to get more infomation about volunteer opportunities in your area." Discription of how user can participate volunteer | |
| Total | Able to be located | Meets Best Practice | User can easily locate the page in 3 ways. | |
| Accessible | Can it be used via all expected channels and devices? | Meets Best Practice | Yes. It is responsive page. It has 4 points to break down. | |
| | How resilient and consistent is it when used via other channels? | Meets Best Practice | Because it is responsive website and a page, user can access to same information thru all channels. | |
| | Does it meet the levels of accessibility compliance to be considerate of those users with disabilities? (e.g. color blindness, contrast, dislexia) | Minor Problem | protanopia/deutanopia/tritanopia/tritanomaly/achromatopsia/achromatomaly friendly but not friendly to protanomaly/deutanomaly. As user hover over any links that able to click, the color is changes to let user know it is clickable, and mouse clicker shape changes to hand shape | Update the color for people with protanomaly and deutanomaly. User ability needs to follow up if it worked or not |
| Total | Easily approached and /or entered | Meets Best Practice | the page is accessible to users in all devices and users with some color blindness | Update the color for people with protanomaly and deutanomaly. User ability needs to follow up if it worked or not |

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| Clear | Is it easy to use and understand? (including uncommon terms or being purposefully unclear in language) | Meets Best Practice | Contents are clear for users for understand what is this page for | |
| | Is the target demographics' grade and reading level considered? | Meets Best Practice | Contents are clear for users for understand what is this page for | |
| | Is the path to task completion obvious and free of distraction? | Minor Problem | if the task is to find out the infomation in certain state, it is clear to find it. however there is a possibility user might expect to see his/her locally events immediately | Have a usability test, what would user expect to see when they click "Volunteer Locally" |
| | Would a user find it easy to describe? | Meets Best Practice | Yes, page explain itself, how to participate to volunteer, and also have a call to action buttons for users to volunteer at St.Jude | |
| Total | Easily perceptible | Meets Best Practice | The page is very clear about the "Volunteer" and it was easy to get to the page. | |
| Communication | Is the status, location and permissions of the user obvious? | Medium Problem | No, on the global navigation bar,it is not clear where the user is at. | When a user is on "Volunteer Locally" page, the global navigation should have some indication to let user know wher s/he is at. |
| | How is messaging used throuout? Is messaging effective for the tasks and contexts being supported? | Minor Problem | It clearly communicate with users what is "Volunteer Locally" page for. It shows the motivation why they shold participate and once it is showing reason why users should volunteer, then provide a call to action to volunteer. if the task is to find out the infomation in certain state, it is clear to find it. however there is a possibility user might expect to see his/her locally events immediately | Have a usability test, what would user expect to see when they click "Volunteer Locally" |
| | Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? | Meets Best Practice | Yes. "Volunteer Locally" page cleary commnuicate with users what is this page for. | |
| Total | Talkative, informing, timely | Minor Problem | It is clear for user to know what is "Volunteer Locally" means, but user do not know where s/he is located. Also User might expect "Volunteer Locally" means to see his/her locally events immediately | When a user is on "Volunteer Locally" page, the global navigation should have some indication to let user know wher s/he is at. Have a usability test, what would user expect to see when they click "Volunteer Locally" |
| Useful | Is it usable? Are users able to complete the tasks that they set out to without massive frustration or abandon? | Meets Best Practice | It clearly communicate with users what is "Volunteer Locally" page for. It shows the motivation why they shold participate and once it is showing reason why users should volunteer, then provide a call to action to volunteer. if the task is to find out the infomation in certain state, it is clear to find it. | |
| | Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? | Meets Best Practice | Yes."Volunteer Locally" page expects users to be a new users becuase it explained everything clearly | |

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| | Are there a few navigation options that lead where users may want to go next? Are they clearly labeled? | Meets Best Practice | Yes. There is box of call take action "Type in your state name" and the box is with a icon of a dropdown. Once you click your state, website redirect to more specific event information page. Also bottom of "Type in your state name" CTA box, "Or, browse by state." in blue color and as a user hover over it, it changes the color (micro interaction) and changes the mouse pointer icon changes to hand | |
| Total | Capable of producing the desired or intended result | Meets Best Practice | It is a useful page for a user who wants to volunteer at St. Jude. Also more information is provided with CTA box and inline to go further | |
| Credibility | Is the design appropriate to the content of use and audience? | Meets Best Practice | Yes. If the user wants to go directly volunteer, a user can click "Volunteer Now" in red button, as user click the button, it scroll downs for user to see the content what they are looking for | |
| | Is your content updated in a timely manner? | Meets Best Practice | nothing is out dated | |
| | Do you use restraint with your promotional content? | Meets Best Practice | "Volunteer Locally" page is a promotional page and a call to action page. It promtes the idea of volunteer to users. | |
| | Is it easy to contact a real person? | Meets Best Practice | Yes. Page is providing "Questions? View the FAQ, or email us at volunteerlocal@stjude.org" right underneath of button of CTA box of choosing state | |
| | Is it easy to verify your credentials? | Meets Best Practice | "Volunteer Locally" page is providing well thoughtout content to users. | |
| | Do you have help/support content where it is needed? <i>Especially important when asking for sensitive personal data</i> | NA | "Voulnteer Locaaly" page is not asking any personal data. Website may ask a user for sensitive data to user when a user is applying to a speific volunteer. | |
| Total | Worthy of confidence, reliable | Meets Best Practice | When a user using "Volunteer Locally" , s/he would not question a credentials because it shows the information that users are looking for and indicates the reliable content | |
| | Are tasks and information a user would reasonably want to accomplish available? | Meets Best Practice | Yes. If a user wants to volunteer locally, s/he can choose to apply for it | |
| | How well are errors anticipated and eliminated? | NA | There is no error | |

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| Controllable | When errors do occur, how easily can a user recover? | NA | There is no error | |
| | Are features offered to allow the user to tailor information or functionality to their context? | Minor Problem | A user needs more infomation, s/he can get more information by clicking FAQ or send a email. | Have a usability test ans see if user thinks need more information |
| | Are exits and other important controls clearly marked? | Meets Best Practice | A user need to go homepage, s/he can click the main logo, and the website will go back to homepage. Also global naviagtor is always on time, so if a user choose to do something else, s/he can go to global navigation. | |
| Total | Able to adjust to a requirement | Meets Best Practice | User can control the "Volunteer Locally" | |
| Valuable | Is it desirable to the target user? Does it improve customer satisfaction? | Meets Best Practice | Yes by providing a pictures of people who are participating, and imply image to users that this person could be you | |
| | Does it maintain conformity with expectation throughout the interaction across channels? | Meets Best Practice | Yes, a "Voulteer Locally" page is maintained conformity with expectation throughout the interaction across channels | |
| | Can a user easily describe the value? | Meets Best Practice | Yes. "Voulteer Locally" page is shows the reasons why user should volunteer at St. Jude, which can it be valuable to users | |
| | How is success being measured? Does it contribute does it contribute to the bottom line? | Meets Best Practice | Yes. The content of video shows how volunteer is happy after the volunteering at St.Jude | |
| | Does it improve customer satisfaction? | Meets Best Practice | Yes. The content of video shows how volunteer is happy after the volunteering at St.Jude | |
| Total | Of great use, service, and importance | Meets Best Practice | "Volunteer Locally" page shows a good reason to get motivate and how user feels after they actually volunteered. | |
| | Can it be grasped quickly? Does it behave consistently enough to be predictable? | Meets Best Practice | Yes. A user can look for volunteer locations in his/her state. | |

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| Learnable | What is offered to ease the more complicated processes? | Meets Best Practice | "Volunteer Locally" page is 1st step of the volunteering. Further infomation will be provided next age | |
| | Is it memorable? | Meets Best Practice | Yes. "Volunteer Locally" page have a good contents of reason for volunteering, video, and photos that are rotating | |
| | Is it easy to recount? | NA | User does not need/require to recount the content | |
| | Does it behave consistently enough to be predictable? | Minor Problem | if the task is to find out the infomation in certain state, it is clear to find it. however there is a possibility user might expect to see his/her locally events immediately | Have a usability test, what would user expect to see when they click "Volunteer Locally" |
| Total | To fix in the mind, in the memory | Meets Best Practice | User can easily memorize to use "Volunteer Locally" page because information is motivative | |
| Delightful | What are your differentiators from other similar experiences or competitors? | Meets Best Practice | Yes. "Volunteer Locally" shows video of St.Jude past volunteer events. Also pictures are keep moving to show users to see what is experience be like | |
| | What cross channel ties can be explored that delight? | Meets Best Practice | Becuse it is responsive website and a page, user can access to same information thru all channels. | |
| | How are user expectations not just met but exceeded? | Meets Best Practice | Yes by providing a pictures of people who are participating, and imply image to users that this person could be you | |
| | What are you providing that is unexpected? | Meets Best Practice | Yes. The content of video shows how volunteer is happy after the volunteering at St.Jude | |
| | What can you take that is now ordinary and make extraordinary? | Meets Best Practice | Showing why other people volunteer at St.Jude and inspiring users to be motivated | |
| Total | Greatly pleasing | Meets Best Practice | Showing why other people volunteer at St.Jude and inspiring users to be motivated and the content of video shows how volunteer is happy after the volunteering at St.Jude | |