Hope Community
Usability Review
Using Jakob's 10 Usability Heuristics

Tasks Performed

1. **Learn about the organization and what it does**
2. **Make a donation**
3. **Find out how current donor dollars are supporting the organization**
4. **Find rental housing**
5. **Find volunteer opportunities**
6. **Find information about the community garden**

Severity Ratings

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

Key task: *Learn about the organization and what it does*

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

Violated Heuristics: *Match between system and the real world, recognition rather than recall*

Key Findings:

- **The "About" page gives the user a pretty good idea of what the organization is, but the content could be displayed in a manner that is easier to scan and more coherently put together.**

Areas of Opportunity:

- **Rewrite and reformat content with attention to hierarchy**

Key task: *Make a Donation*

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

Violated Heuristics: *Aesthetic and minimalist design*

Key Findings:

- **The "donate" section is easy to find**
- **There are three ways to donate – online, by mail, or by phone**
- **The text above the "Donate now" button on the donation page is cumbersome.** *(A screen shot is shown below)*

Donate Online

Be part of building a strong community. Make a donation to Hope Community. A secure and convenient way to create lasting change in a neighborhood that once symbolized despair and now represents a vision of hope and possibility. Through easy online giving, you can decide the amount and frequency of your gift and have it automatically charged to your credit card.

A secure and convenient way to create lasting change in a neighborhood that once symbolized despair and now represents a vision of hope and possibility.

DONATE NOW

Areas of Opportunity:

- **Rewrite / redesign content above the "donate now" button on the donation page**

Key task: You are a current donor and want to learn how your donation money is being used

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

Violated Heuristics: *Aesthetic and minimalist design*

Key Findings:

- **Annual reports for previous years are very easy to find. This leads me to believe the annual report for 2021 will be posted shortly. Information about dollars spent can be found here.**
- **The manner in which these annual reports are displayed is perhaps not relevant for the majority of users. They are the first thing I noticed on the site – a large carousel image – and they were very distracting.**

Areas of Opportunity:

- **Remove carousel image from home page or replace with more relevant images and content** *(a screen shot is shown below)*

Key task: *Find Rental Housing*

3 = Major usability problem: important to fix, so should be given high priority

Violated Heuristics: *Visibility of system status, match between system and the real world, help and documentation*

Key Findings:

- **This information was found by clicking on "Live at Hope" and this labeling is confusing to me. It made me think that Hope Community offers a homeless shelter.**
- **All of the links for apartment properties are broken and there is no information about how to learn about the properties and their pricing.**
- **The content at the top of the page about sustainable design is not the most important thing for renters looking for housing on this site, so it could potentially be moved to the bottom of the site, or changed to a button users could click if they wanted to learn more about it. *(A screen shot is shown below)***

We build for the long term, requiring sustainable design, quality materials, and a commitment to equity. Hope Community's rental homes reflect the pride community members feel about this neighborhood.

Are you looking for a place to live at Hope Community?

We contract with CommonBond Communities and Aeon Management—professional property management companies—to manage our portfolio of properties that includes affordable and market-rate homes. Seventy percent of our rental homes are affordable. Learn more about our rental homes below through Aeon's property finder.

- **Basic information about rental housing can be found under "Built Environment" in the nav bar, and this labeling is confusing, and there is not any specific information for renters here.**

Areas of Opportunity:

- **Fix the broken links, direct users to where they can find information about rental properties, or provide more detailed information on the site**
- **Move content about sustainable design to a different page location (near the bottom) or change to a button that users who are interested in can click on**

Key task: *Find volunteer opportunities*

2 = Minor usability problem: fixing this should be given low priority

Violated Heuristics: *Visibility of system status, help and documentation*

Key Findings:

- **I was not able to find any information about volunteer opportunities**

Areas of Opportunity:

- **Add information on the site for people looking to volunteer**

Key task: *Find information about their community gardens*

2 = Minor usability problem: fixing this should be given low priority

Violated Heuristics: *Visibility of system status, match between system and the real world*

Key Findings:

- **Clicking "Community Gardens" under "Built Environments" was not easy to find because of the navigation titles, and only basic information was provided on this page. Clicking on "A Strong, Healthy Community" from that page leads to another page that provides a little bit more information and contact information, but not any detailed information about how to get involved. *(A screen shot is shown below)***

About   How We Work   Learn, Lead, Act   Built Environment

Areas of Opportunity:

- **Combine the two pages about community gardens**
- **Change the navigation titles**
- **Provide more detailed information about community gardens**

Key task: *Find information about programming they offer*

3 = Major usability problem: important to fix, so should be given high priority

Violated Heuristics: *Visibility of system status, match between system and the real world, consistency and standards, recognition rather than recall, flexibility and efficiency of use,*

Key Findings:

- **Youth programs are the only programs listed in a single location, and Best Buy Teen Tech Center is the only one visible in the navigation bar. The navigation labels are confusing. They are listed under "Learn, Lead, Act," in the nav bar.**

- **The various programs they have aside from youth programs are scattered throughout the site and not categorized together, and they are challenging to find.**

Areas of Opportunity:

- **Change the navigation titles for youth programs**
- **Add navigation for the other programs offered**