

JewishLA.org Heuristic Evaluation

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EXECUTIVE SUMMARY

SUMMARY

Our team performed a heuristic evaluation on two high traffic areas of JewishLA.org's website: the [Homepage](#) and [Explore Portal](#).

These two pages are the most important gateways for our users to **learn** The Jewish Federation of Greater Los Angeles' story & mission and **discover** how they can get involved in the community.

The purpose of our report is to identify key usability issues on these two pages. We will also compare and contrast these results with Google Analytics data.

Based on our findings, we will provide recommendations for design solutions and further research & discovery.

Once these two main areas have been fully tested, we want to analyze the usability of the other areas of the website next.

OVERVIEW

INTRODUCTION

JewishLA.org's website has hundreds of pages of content that showcase The Jewish Federation of Greater Los Angeles' various programs and initiatives, advertise events and volunteer opportunities, tell unique stories via the blog and podcast, and so much more.

Users who work at/with The Federation **and** people in the community that do not have an affiliation with the organization **both** complain that it is often hard to find the information they are looking for! It often requires many steps, clicks to new pages, and a deep knowledge of The Federation's programs.

To save time and alleviate frustration, people often resort to using the Search Bar to find something on JewishLA.org...



How can we make the Search Bar a last resort?

TARGET USERS

We need to discover how make JewishLA.org user friendly for all three of The Federation's three main target users:

- 1 Employees and Board Members at The Federation
- 2 Donors/Potential Donors
- 3 People in the Jewish community



How do you evaluate a website for usability?

EVALUATION METHODOLOGY

HEURISTIC EVALUATION

In User Experience (UX), a heuristic evaluation systematically tests the usability of a website using a series of design principles.

Usability testers look at each website feature and rank it based on how it adheres or violates one (or more) of the design principles.

For this heuristic evaluation, we used Jakob Nielsen's 10 Heuristic Principles. These principles are an established industry standard for assessing functional usability design.

JAKOB NIELSEN'S 10 HEURISTIC PRINCIPLES

- 1 Visibility of system status
- 2 Match between system and the real world
- 3 User control and freedom
- 4 Consistency and standards
- 5 Error prevention
- 6 Recognition rather than recall
- 7 Flexibility and efficiency of use
- 8 Aesthetic and minimalist design
- 9 Help users recognize, diagnose, and recover from errors
- 10 Help and documentation

RANKING DEFINITIONS

Cosmetic



Copy, graphic, or functional issues that can be easily fixed.

Minor



Small issues that have limited impact on usability.

Major



Large issues that have a high impact on usability.

Catastrophic



A show-stopper issue that makes the system unusable.

ISSUES DISCOVERED

1

Cosmetic
Issue

6

Minor
Issues

9

Major
Issues

2

Catastrophic
Issues

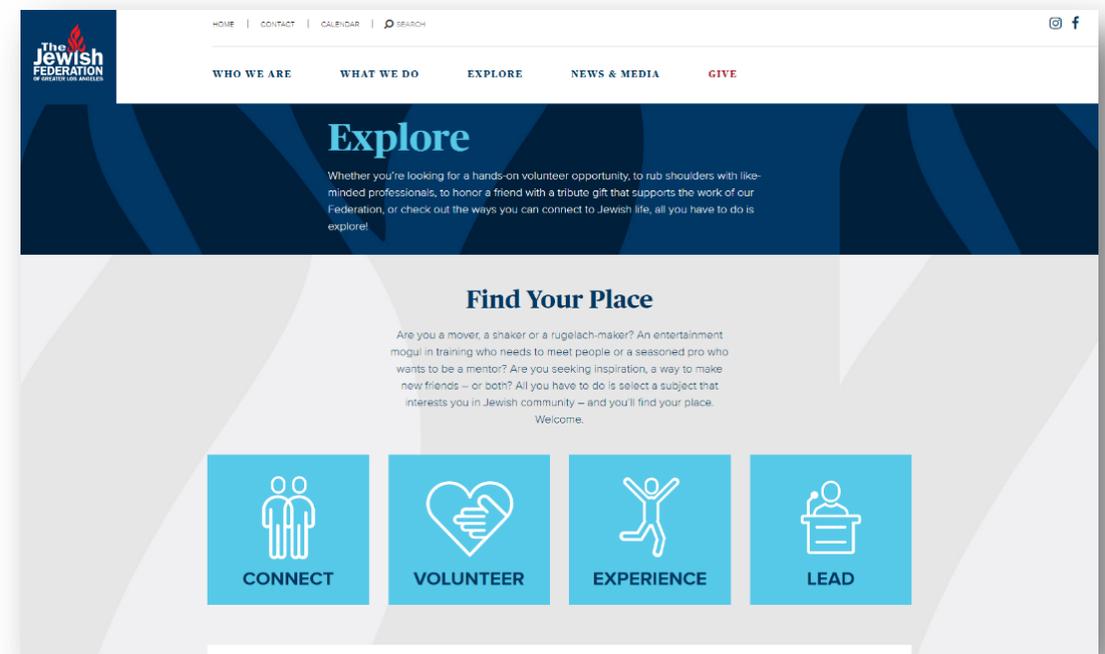
PAGES TO TEST

Our team decided to perform a heuristic evaluation on the the two highest traffic pages on JewishLA.org:

Homepage



Explore Portal



HOMEPAGE ANALYSIS

HOME PAGE – FIRST IMPRESSIONS



Each module takes up a lot of valuable screen real estate. Space could be utilized more efficiently.



Top section of homepage needs to tell a richer story about who The Federation is and draw us in.



There needs to be a more obvious call to action for “Donate.”



The Podcast section takes up too much space.



Top navigation and footer menus are overwhelming and take up too much negative space.

HOMEPAGE - TOP SECTION

Sub Navigation Menu



P6 - Recognition rather than Recall

Employment Opportunities is buried in the "Who We Are" section. It would be much easier to find in this sub-header section.

Navigation Menu



P6 - Recognition rather than Recall

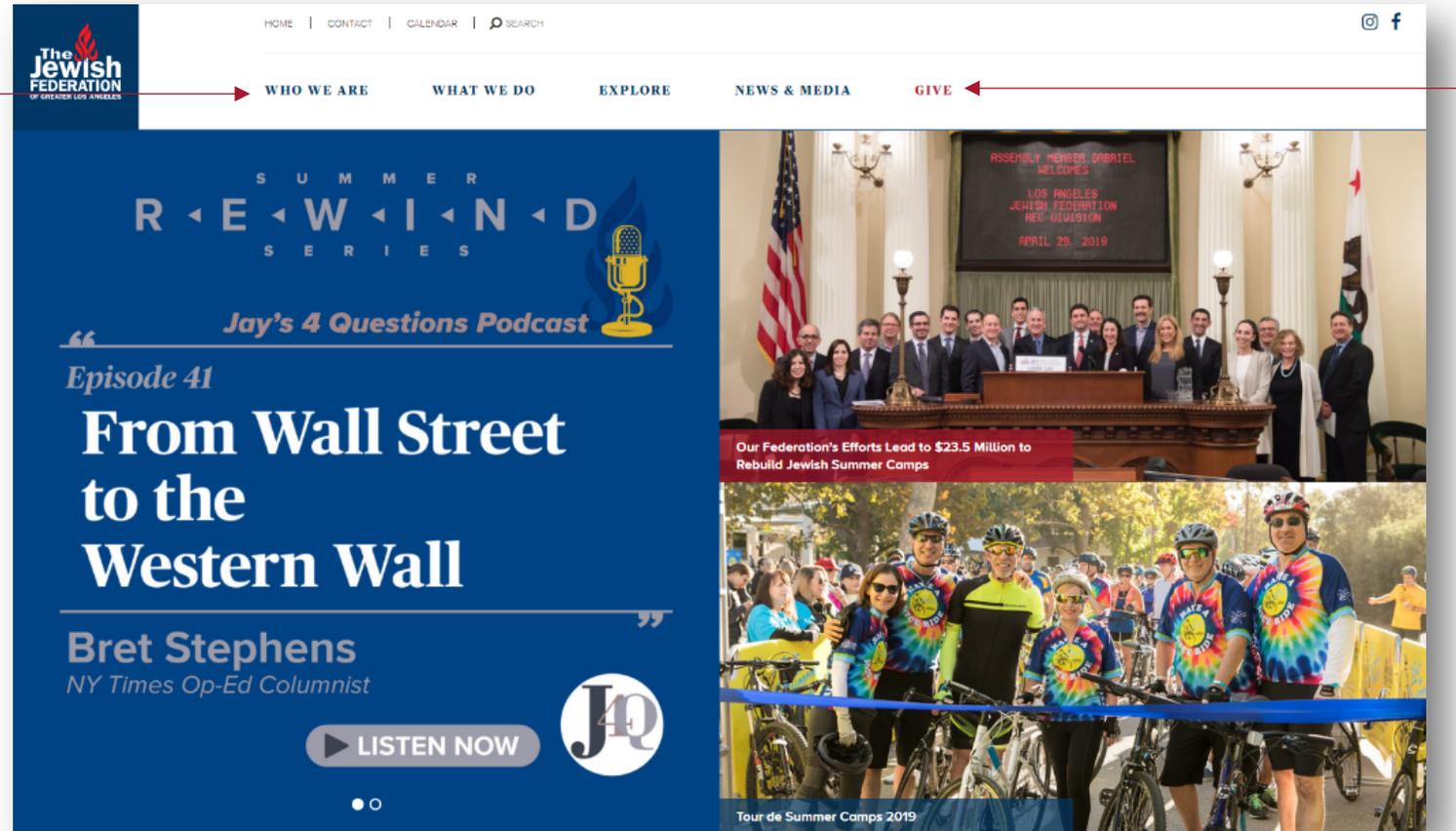
It is not obvious that the navigation menu items are clickable and go to a new page. Instead, the function seems to reveal a dropdown feature... and nothing else.

"Give" Callout



P8 - Aesthetic and minimalist design

There are so many items in the dropdown. It's a bit overwhelming to know which option to choose.



HOMEPAGE - TOP SECTION

Featured Blog & Events



P6 - Recognition Rather Than Recall

The two featured items on the right are ambiguous. There is no label to easily tell a user that the top item is a blog article... while the bottom item is a featured event. The titles could also be bigger.

Rotator



P4 - Consistency and Standards

This section takes up way too much real estate. Although all the rotators are clickable and link to another page, only some of the rotators have buttons. Some users may not know to click on the rotators that do not have buttons.



HOMEPAGE - EXPLORE PORTAL

Call Out



P7 - Flexibility and Easy of Use

Copy/directions are confusing. Why does it say, "Click" twice? Where are you supposed to click? "Find your Place in Our Community" looks clickable... and so does "Connect," "Volunteer," "Experience," and Lead."

4 Clickable Boxes



P6 - Visibility of System Status

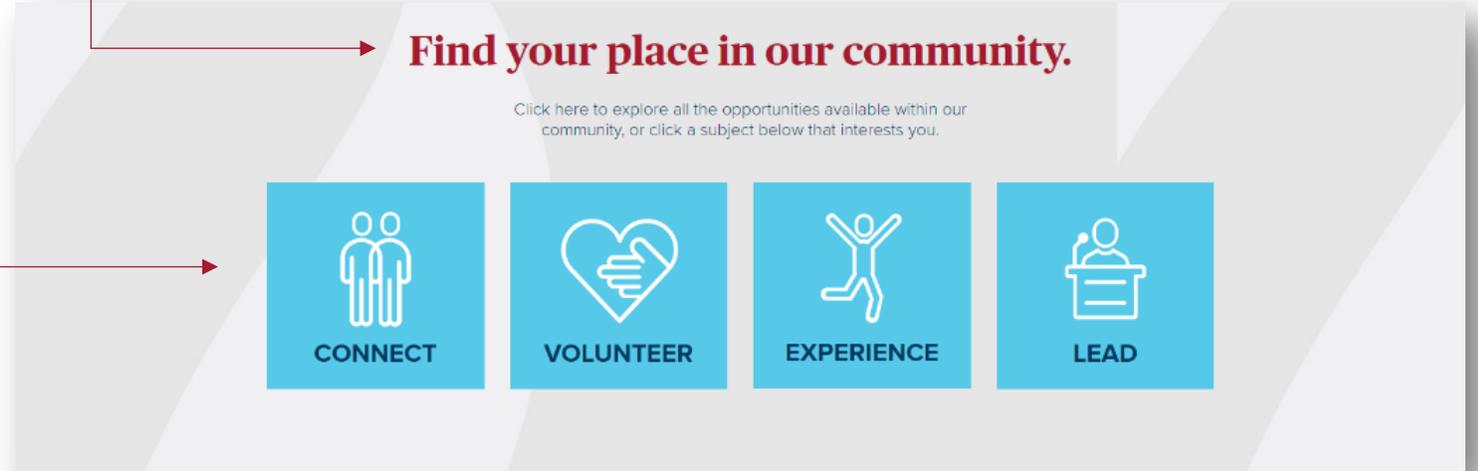
When a user clicks on one of these icons, it sends them to the Explore Portal page... and snaps to the results section. It's very disorienting for users to know what page they're on and where they are on the page.

4 Icons



P8 - Aesthetic and Minimalist Design

The icons and squares are enormous. Not a good use of space. The icons could also use some refining.



HOMEPAGE - DONATE BUTTON

Call Out



P4 - Consistency and Standards

This donate call to action is minimal, out of context, and utilizes one of the least used branding colors. It also does not have a supporting icon or visual. It may be difficult for users to figure out if it is a clickable button or not, which could cause this very important call-to-action to be overlooked.

*There also needs to be a powerful incentive for people to donate here - i.e. a video, moving photo, inspiration copy, etc.



Make an impact today by giving.

HOMEPAGE - CHILD WEBSITES

Partner Section



P6 - Recognition Rather Than Recall

It's not 100% clear that these logos are clickable and how they relate to JewishLA.org. There needs to be more context.



HOMEPAGE - PODCAST

Overall



P8 - Aesthetic and Minimalist Design

The podcast section takes up a lot of space on the page, which causes it to have too much visual hierarchy. Since the rotator above also advertises the podcast, the content is also redundant. Users may question if The Federation is a non-profit organization or... a podcast.

Listen Now Call Out



P1 - Visibility of System Status

The "Listen Now" link is very small and hard to see. It also doesn't obviously announce anywhere in the copy that this section is advertising a podcast.



EXPLORE PORTAL ANALYSIS

EXPLORE PORTAL - FIRST IMPRESSIONS



Is "Explore" the most appropriate name for the page? Does the word give users enough context?



There is too much intro copy to scroll through before a user can take action.



The filter tool doesn't seem to drill down on the "Connect," "Volunteer," "Experience," and "Lead" results. Instead, the filter tool seems like a completely different and unrelated module.

EXPLORE PORTAL – TOP SECTION

Copy



P7 - Flexibility and Ease of Use

Copy is too long and redundant. The directions on how to use the Explore Portal are also not very clear.

Find Your Place



P1 - Visibility of System Status

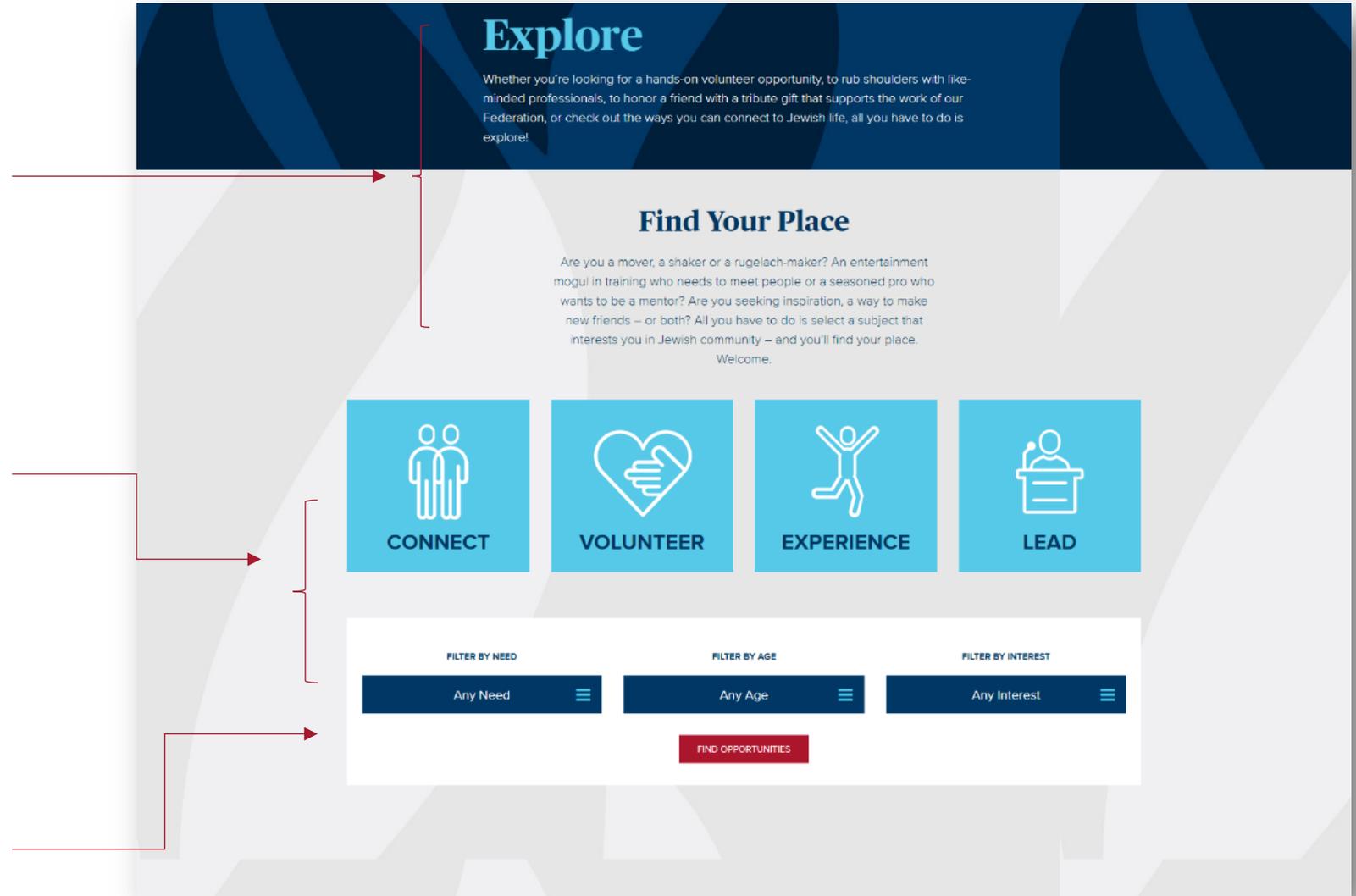
It is visually unclear if the “Connect, Volunteer, Experience, and Lead” module is separate or integrated with the filter module below it. In reality, the two modules are in fact separate entities. The modules should work in tandem so users can drill down and get more relevant search results.

Filter



P1 - Visibility of System Status

Currently, users can only filter by one item per section. It would be nice for users to have the ability to choose more filters within “Need,” “Age,” and “Interest.”



EXPLORE PORTAL - CALENDAR

Placement



P1 - Visibility of System Status

The calendar is located after the fold. It may be hard for users to remember that it's on the Explore Portal page. However, it is useful that the page snaps to this section when users hit, "Calendar," from the sub-navigation menu.

Events Filter



P3 - User Control and Freedom

This calendar is not very easy to read or use. While in the month view, a user must click, "View all ___ Events" for days where there are more than 2-3 events. This could cause users to miss seeing important events. Some of the different calendar view settings are also hard to use or do not work as intended (week, map, photo).

Create & Manage Events



P6 - Recognition Rather Than Recall

This button is very small and hard to find. There needs to be a callout and directions for this section so people know they can add events to the calendar.

Calendar

Our calendar features Federation-sponsored events of every description as well as upcoming community events throughout Greater Los Angeles.

Events for August 2019

EVENTS IN ▶ EVENT TYPE ▶ VIEW AS ▶

HOSTED BY THE JEWISH FEDERATION

← August 2019 →

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29 Jewish National Fund Annual Golf Tournament Jewish National Fund Women for Israel Thank You Tea	30	31	1 Tivoli Shabbat	2 Tivoli Shabbat	3 Tivoli Shabbat at Leo Baeck Testate	4 Camp Ramah in California
5 Friendship Circle of Los Angeles Summer Camp PJ Library Story & Art at the Clayton	6 Friendship Circle of Los Angeles Summer Camp A Time	7 Friendship Circle of Los Angeles Summer Camp High Holidays Discovery Concert AJFAC Los Angeles Legal Event	8 Friendship Circle of Los Angeles Summer Camp The Associates of the Los Angeles Jewish Home Tree of Life Luncheon	9 Friendship Circle of Los Angeles Summer Camp	10	11 PJ Library Hikes LA! & A Time To Remember And Reflect
12 The Guardians 21st Annual Golf Open PJ Library Story & Art at the Clayton	13	14	15 Tu E'Av Heart 2 Heart The Raid on Entebbe: The Greatest Hostage Rescue in History	16 Tu E'Av Heart 2 Heart	17 Tu E'Av Heart 2 Heart Friendship & Harmony Concert	18 Tu E'Av Heart 2 Heart Enei Akiva of Los Angeles Site Dedication REC Summer BBQ View All 4 Events
19 PJ Library Story & Art at the Clayton	20	21 AJFAC Valley Summer Club Member Reception and Bratling Jewish National Fund Commercial Real Estate Society Los Angeles Summer Social	22 Musical Baby and Me AJFAC Greater Los Angeles Club Member Reception	23	24	25 August Community Service Day & Shema 2.0 x BarkBody Fit Sephardic Food & Wine Pairing
26 PJ Library Story & Art at the Clayton Jewish National Fund Presents The Arava Institute: A Model of Coexistence around Environmental Sustainability	27	28 Gndi Maimonides Back to School Night	29 2019 Women's Community Luncheon safeTALK-Outside Awareness Workshop	30	31	1

← July September →

The Jewish Federation reserves the right to publish or decline any event submitted to the Community Calendar.

Please note: As we have launched our new JewishLA.org, please register for a new account to create events (even if you previously had one).

WEBSITE ANALYTICS

GOOGLE ANALYTICS – PAGE VIEWS

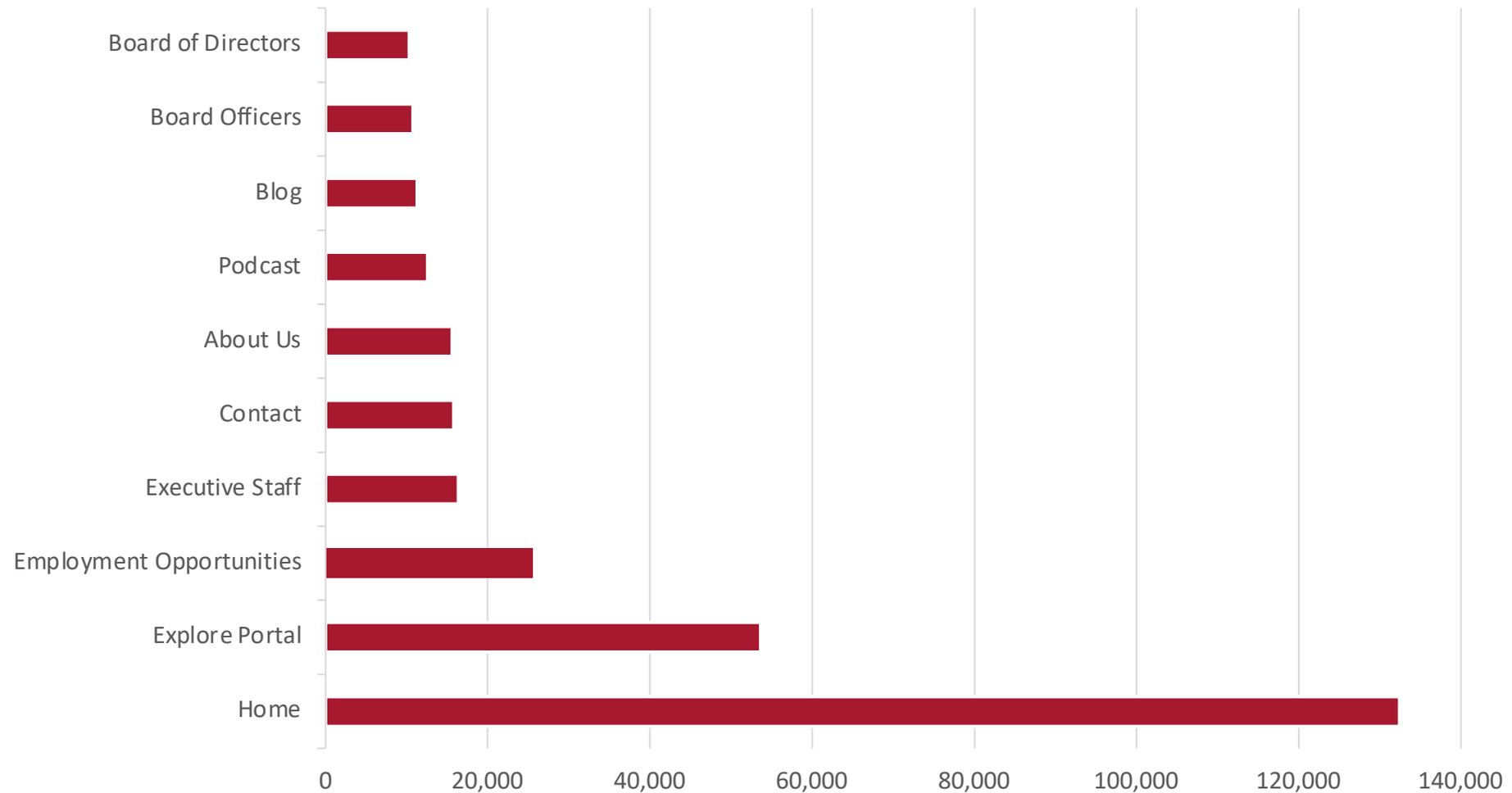
From January 1, 2019 – January 1, 2020, there were **~729,000 page** views.

The **top 10** most visited pages were in these **7** categories:

- Homepage
- Explore Portal
- Employment Opportunities
- About (About Us, Executive Staff, Board Officers, and Board of Directors)
- Contact Info
- Podcast
- Blog

GOOGLE ANALYTICS - PAGEVIEWS

Pageviews



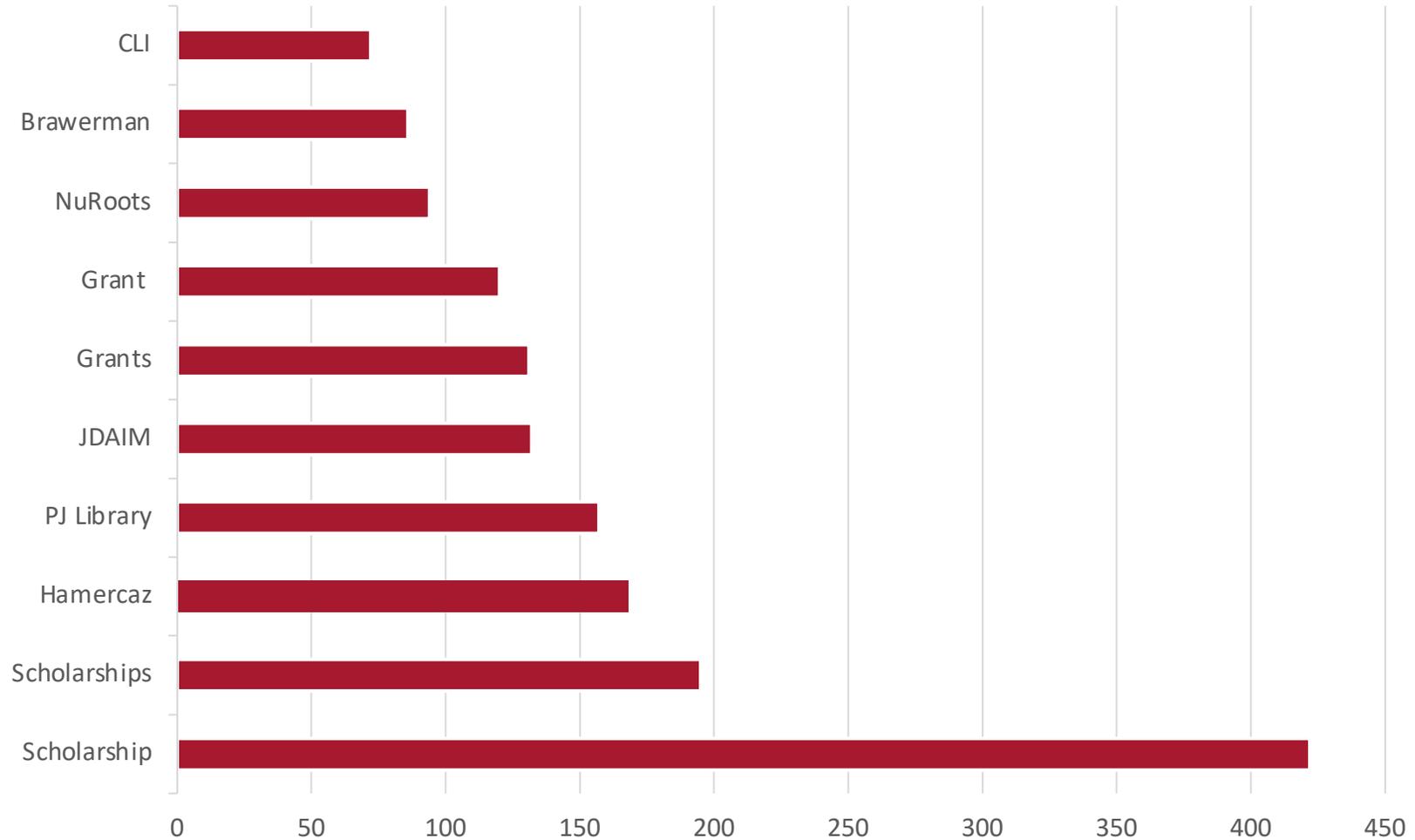
GOOGLE ANALYTICS - SEARCH BAR

The **top 10** things people searched from January 1, 2019 - January 1, 2020 revolved around these topics:

- Scholarships
- Grants
- PJ Library
- Special Needs
- NuRoots
- CLI

GOOGLE ANALYTICS - SEARCH BAR

Pageviews



RECOMMENDATIONS

HOMEPAGE RECOMMENDATIONS



Provide clear and noticeable callouts and labels.



Re-think the visual hierarchy of featured items on this page.



Showcase what's truly important to the organization and its users.



Make a powerful and clear call to action for "Donate Now."



Make the Explore Portal section more prominent and easier to use.



Consider making the homepage an editorialized hub that tells a story.

EXPLORE PORTAL RECOMMENDATIONS



Re-design the calendar so that it looks and functions more like the calendar on the partner website, yajewishla.org.



Make the calendar easier to find/see on the Explore Portal page. It's currently very hidden under the fold.



Create a prominent call out and provide directions for "Mange & Create Events."



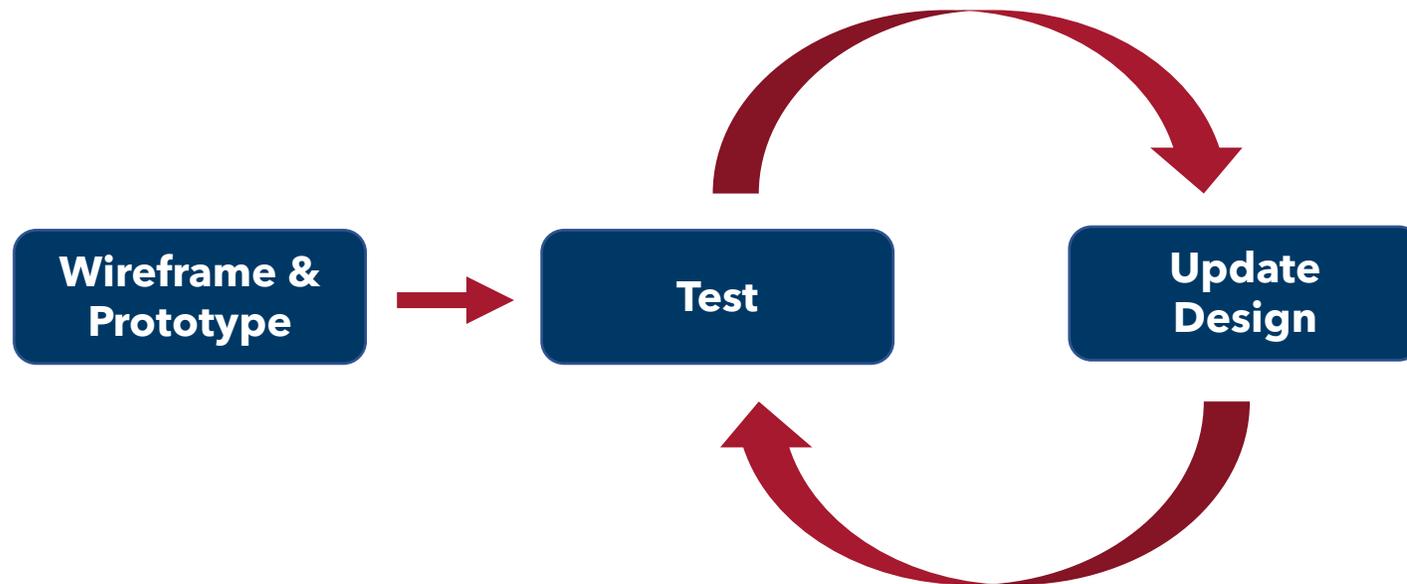
Make buttons on the page consistent.



Consider featuring important upcoming events.

NEXT STEPS

DESIGN & TESTING PROCESS



WIREFRAME & PROTOTYPE

- 1 Create a series of wireframes for the Homepage and Explore Portal
- 2 Pick the **top two** wireframe designs for the Homepage and the **top two** wireframe designs for the Explore Portal and turn them into clickable prototypes.
- 3 Test the prototypes on UserTesting.com with real users. Analyze the feedback.
- 4 Update the prototypes based on feedback.
- 5 Test the prototypes again on UserTesting.com. Analyze the feedback. Make updates as needed.

IMPLEMENT ON WEBSITE & A/B TEST

- 1 Develop the top two designs for both the Homepage and Explore Portal.
- 2 A/B test the two versions of the Homepage and Explore Portal.
- 3 Review the performance of both versions of the Homepage and Explore Portal after 1-2 months and choose the most successful versions.
- 4 Review the performance of the Homepage and Explore Portal again in 2-4 weeks and update the design/functionality as needed.

SAMPLE WEBSITES

1

<https://vtldesign.com/>

2

<https://narwhal.digital/>

3

<https://bud.agency/>

4

<https://www.elegantthemes.com/layouts/community-non-profit/charity-donate-page>

Thank You!