

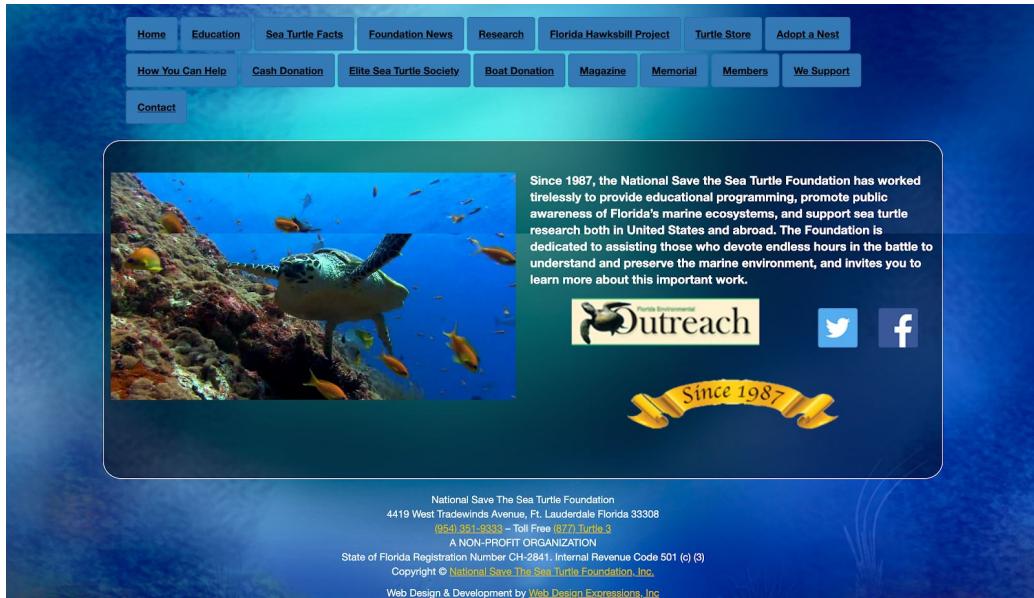
# Save the Sea Turtles

UX Audit & Content Analysis

# Table of Contents

Home Page .....	<b>2</b>
Task Completion .....	<b>5</b>
User Testing .....	<b>6</b>
Navigation & Information Architecture .....	<b>7</b>
Trust & Credibility .....	<b>8</b>
Copywriting .....	<b>9</b>
Visual Design .....	<b>11</b>
Feedback .....	<b>13</b>
Searchability & Errors .....	<b>14</b>

# HOME PAGE



**Not task-oriented. The user is not lead anywhere with actions or context. There is a lack in storytelling.**

Storytelling is vital for charity site to intrigue the user's emotional rhythm. The user needs to be lead in a direction, especially when there is so much information in one site.

**SOLUTION:** Engage the user with action buttons, imagery and sections displaying the opportunities of the site like giving to the organization, news, research articles and where the giving goes.

**Lacking in content. Navigation bar has 17 (yes, 17) links that take up 1/4 of an average laptop screen. There is an unimpactful blurb in bold text, pixelated images that lead to dead links and a small block of text that is probably considered the footer.**

Proper navigation is vital to a usable site. Many navigation links can be consolidated into one another or even group into a dropdown tab under a common label. For instance, "Boat Donation", "Cash Donation", "Elite Sea Turtle Society", "How You Can Help" and "Adopt a Nest" can all be sub-links under a common label of "Get Involved". This will eliminate the clutter of the links. An established footer can house the social icons, sitemap key links, privacy policy and non-profit credentials, Logo and contact information.

**SOLUTION:** Group proper links in the remodeled sitemap; Eliminate all dead links and replaced pixelated images. These images should not act as links. An image *is not* a link. Establish a footer with contact info, logo, sitemap or key pages, social icons and non-profit credentials.

**Out-dated and pixelated visuals. This page (and others) scream a 90's vibe with its textural background and excitement to squeeze content into containers. Old, rundown, ill-kept and mistreated is not a good first-impression for a site that essentially wants to engage users' interest and commerce.**

A modern re-design of the pages will provide users with the proper trust and engagement they should have in this organization. Save The Sea Turtles works heavily with Florida Atlantic University. This means they have traffic of younger ages (18-23 years) that would be intimidated by an interface with poor quality visuals. As for the older site visitors, these visuals are not productive for user navigability or usability which leads to loss and confusion.

**SOLUTION:** Give site a modern re-design with less dated features. Introduce the organization to the power of white space, proper typography and content alignment. Drop the textures.

### **There is no immediate search-ability of the site.**

This site contains loads of data and information. From research papers to news to events, it wouldn't be surprising if a user came to search for a specific article or event. Having a main search bar with live search capability would save the user from scouring the site for whatever it is they are looking for.

**SOLUTION:** Include a search bar in the top navigation that searches the entire site.

### **Links look like buttons and links look like images and links look like phone numbers. No, I do not want to Facetime you, Save the Sea Turtles.**

There are links galore throughout this single page. First off, let's establish that *buttons* initiate action. "Search", "Submit", "Login", "Donate" - all things to do with a button. Links are accessible-colored, underlined text that will take the user somewhere else. Main navigation *links* should not be buttons as they are currently. Images should not take a user somewhere else. If included, a phone number should not be linked. The user will not be calling on a desktop and if highlighted on a smartphone, a highlighted phone number will give open to call. It's neat and should be considered.

**SOLUTION:** When designing the top navbar, ensure the links are in fact links and not buttons. Remove the telephone link. Unlink and/or remove the images that act as links.

### **No emotional engagement.**

A site supporting animals is the easiest to intrigue user empathy. Think Sara McLachlan and [ASPCA](#). The images of those animals develop teary-eyed viewers *every time*. A brief look into market comparisons show the use of imagery to draw the user in, such as [Sea Legacy](#) and [Oceana](#). Save the Sea Turtles deals with the ocean. This is an extraordinary opportunity to take the user to a place they cannot normally go - under the sea.

**SOLUTION:** Emphasize amazing visuals that captivate the user, create an emotional experience and take them on a journey to the unseen atmosphere of the ocean.

## **No starting point or direction.**

The greatest thing about a home or landing page is that it gives the user a "Welcome! This is what we have to offer and where you can go" message that establishes an invisible road for the user's virtual journey. The current home page is as if the user isn't even on the road. Maybe sitting in a ditch somewhere; lost with nowhere to go.

**SOLUTION:** Present brief summaries in section along the home page giving the user options on which paths to take. And then give them the option to take them. User action should not be reliant on the main navigation links alone.

## **Careless design = careless organization efforts.**

It may sound blunt, which it is. But it is also true. When a user was presented with the site at first glance (the home page), there was a bit of a sigh. The site is a careless and sloppy establishment which in turn develops the organization persona to be careless as well. Do they really want the users engagement then? Do they even want the user to navigate the sight? There are many oceanic organizations out there. If the user does not feel welcome, he or she will leave.

**SOLUTION:** In design, create a welcoming ambience. Get the user to care by showing how much you care as an organization. "We care so much about the sea that we wanted to take you on an expedition to recognize how astonishing and in need of help it is!" That's the message we want.

## **Is this even a homepage?**

A home page is a brief summary of the organization, what they do, what they offer and how the visitor can help. In that case, are we sure <http://savetheseaturtle.org/default.html> (nice "default.html" by the way) is a home page? Is it just a list of links and a video of a turtle I think I saw on Planet Earth once? I don't know. But as a user, I should.

**SOLUTION:** Design a landing page that meets all requirements and principles that are to be found in a home page: a brief summary of the organization, what they do, what they offer and how the visitor can help.

## **No "show me more" encouragement from the site design.**

Rightfully, as a user the design of the home page alone gives way to the treacherous design of the other site pages. If the home page discourages the user then it is likely they will not go on to see more defective site environments.

**SOLUTION:** Fix all dead links, proper design and meet the requirements listed in the above notes to ensure user engagement.

# TASK COMPLETION

## **There is no prioritization of information.**

For instance, ways to give, news and recent research/expeditions should be prioritized over social media icons (these are currently front and center on the home page).

**SOLUTION:** The organization works hard to establish research findings, these should be presented in such a way along with the common task of donating on the organization's site.

## **Unknowingly traveling to external sites.**

There seem to be two external sites that the user is randomly directed towards, [the store](#) and the [Elite Sea Turtle Society](#). The user should either be notified they are leaving the site, open the new site in a new tab or include these sections within the main site as they are components of the organization and should be structured as such.

**SOLUTION:** Open external sites in new tabs, warn the user they are leaving or include the store and Elite Sea Turtle Society information in the newly proposed sitemap, within the main site.

## **Out-dated look and feel leads the user to believe the information is also outdated.**

Let's say a user is visiting the site for a project to gain education and knowledge on current sea turtle research findings. Nothing is marked with the publish date and the user is likely to believe the site information is outdated or has yet to be updated.

**SOLUTION:** New, modern design with dated posts.

## **No data visualization.**

Say the same user, looking for facts on current sea turtle research, landed upon an article. The article is *all words*. There are no visuals giving the reader more information, faster. Establishing ways to increase engagement and readability of the research article can produce a better outcome in this task.

**SOLUTION:** Establish data visualization and proper imagery/graphics on research pages and factual site sections. This will also increase the scalability of these dense articles. Having them in white, bold text on a blue background is not ideal - especially on a digital screen, where it is more difficult to read text *anyway*.

## TASK TEST PERSONAS



**Rick, 62 years old**

### GOAL

I just heard of Save the Sea Turtles from my son the other day. I want to visit the site and find out their cause, mission and how I could give back.

### OUTCOME

Rick visits the site and is initially overwhelmed with the architecture of it.

**"I am a bit lost. All I see are buttons."**

Rick clicks the "RESEARCH" button. He is taken to a page with a list of links. He notes that the links are not worded well. They are too long and the page is cluttered.

He selected on titles "The early ontogeny of carapace armoring in hawksbill sea turtles (*Eretmochelys imbricata*), with comparisons to its close relatives (Loggerhead, *Caretta caretta*; Kemp's ridley, *Lepidochelys kempii*)"

**"Oh, it's actually a PDF. Okay. I didn't know it was an actual academic article. I am no academic. I'll check out a different one."**

Rick clicks another one titled "A Brief Exposure to Magnetic Distortions During Embryonic Development May Compromise the Migration of Loggerhead Hatchlings"

He is taken to a page full of bold text in paragraph form.

**"Well this is overwhelming. I liked the pdf better."**

### TAKEAWAYS

- The bold, white text is not sufficient for reading articles.
- There are not enough graphics to engage an "non-academic" user.
- A mixture of external PDFs and internal articles is confusing.
- The yellow headers are unappealing and are also the same color of the links.
- Showcasing a long list of sentence-long article titles is not attractive or encouraging. The user will likely get information overload and move on.



**Karey, 20 years old**

### GOAL

My best friend is actually studying marine biology at Florida Atlantic University for this organization. I'd love to donate and help out!

### OUTCOME

Immediately Karey is overwhelmed with the home page link presentation.

**"Ok, I am no tech wiz but I think I can make a home page better than this one."**

There are so many ways to "donate" scattered throughout the link button cluster. She is unsure where to go first.

She visits a link called "We Support" because she sees the word support and knows that's what she wants to do. She realizes it's just a list of partnerships. She retreats to the home page.

She sees "Cash Donation". Simple enough. She follows to the link to what seems to be a new site.

**"Oh my, okay. New place. Got it. Is this still the same organization?"**

Karey fills out the form that appeared. She mistypes her email but the form submits anyway. She is then taken to PayPal where the amount she entered is presented.

She's given the option to pay with PayPal or credit card.

### TAKEAWAYS

- With 5 different ways to donate presented in the button cluster on the home page, a user wishing to donate is overwhelmed and confused. This option should be quick and easy for any user.
- Link titles are misleading. Words that mean something else should not be included in navigation links.
- The external site can make a user think they are not visiting the same organization at all. This is worrisome for the user, especially when money is involved.
- Forms need to work properly with in-line validation and payment confirmation once an e-commerce form is submitted.
- Don't hide the fact that PayPal is used. The visitor may be more inclined to donate knowing that a credible payment source is behind the ill-structured site walls.

# NAVIGATION / IA

## **The options are overwhelming.**

As we saw, it is difficult to accomplish a task when there is a cluster of 17 different links right off the bat. Yes users should have options and control but not all of them need to be displayed at once and the architecture better direct the user.

**SOLUTION:** Prioritize main tab labels and hide or enclose secondary options as discussed previously.

## **No featured components or things that catch the eye.**

When a page has featured sections, it gives the user a better idea on where to visit. Recently posted blogs, ways to donate and a mission statement are safe places to start.

**SOLUTION:** Feature common use case areas of the site like articles and ways to get involved.

## **No true sitemap.**

Welp. After exploring the site it seems as though it was stitched together at completely different times. With PDF pages, external sites, accordions and lists, nothing is cohesive and there is no map - the user never knows where they might end up. This is great for spontaneous road trip down Route 66, not great for task-oriented site visitors.

**SOLUTION:** Establish a working site map and build a structured site that discludes any guessing.

## **Donate isn't featured as the hot button it is.**

Don't go crazy with marketing but giving the user an option to donate more than once throughout a page has proven to be beneficial.

**SOLUTION:** Especially when pages include long articles, distaching the user from the top of the screen, an *outstanding* DONATE button in the top navigation as well as further down the page is a helpful theme.

## **User memory is relied on far too heavily.**

Users don't remember much. And when the data is dense, it's even less likely they'll remember previous actions. There are no indicators on where the user is at any location of the site.

**SOLUTION:** Breadcrumbs, proper page headers and "back" buttons to remind the user where they have been, where they are and where they can go.

# TRUST / CREDIBILITY

## **Outdated visuals connote outdated data.**

Credibility isn't assessed enough when it comes to sites. This site delivers expansive data and information from research to sea turtle facts to ways to give. Nothing is dated and everything looks as if it were published in the 1990s. This can lead viewers to distrust the data, thinking they are not getting the most recent findings. Even worse, they could opt out of donations thinking that the organization has gone under or is no longer in operation.

**SOLUTION:** Modernize the site design, date the blogs/articles and show recent publications on the home page that allows the user to see the latest updates of the site.

## **Back to the careless look and feel, users will have a difficult time seeing their money in action if they cannot operate the site.**

Where a donor's money distributes is a key factor in whether or not they even donate. Altering the user experience of this site will establish trust with the user and give a chance to show how much the cause means to the organization.

**SOLUTION:** Enhance the user experience of the site to ensure trust with the user.

## **Who is handling the money? Who is behind the organization?**

Trust and credibility is always a bigger issue when money is involved. The site should show the inner heroes of the organization so that there is a human presence behind their computer screen. They don't call it human factors for nothing.

**SOLUTION:** Adding a "Team" page or even adding a section to the "Contact" page with the team working the magic to help the sea turtles. The show runners. The users want to meet you!

# COPYWRITING

## **The writing is not compelling.**

Like imagery, words can move mountains when discussing causes as meaningful as Mother Nature. It is important that the site's text shows empathy and is emotionally provoking. This will help show how much the organization cares and how much the user should too.

**SOLUTION:** Copywriting needs to be impactful and emotionally convincing. Let the user know how important Sea Turtles are, why we need to save them and why they should help.

## **Bold text has run amuck.**

Body text is bold!? THAT'S WORSE THAN TYPING IN ALL CAPS. Okay, maybe not...but it is pretty bad. Bold text is to be used sparingly for a few heading styles and emphasized type. It is a strain on the eyes to see thick text blobbed together.

**SOLUTION:** Proper typography is to be established in different styles. This will need to be emphasized in the style guide. But body text will certainly be regular font in 16px.

## **No headings.**

Speaking of font, there is a major lack of headers throughout the site. Maybe the bold text ate them. It is important to create headings and establish a beginning and an end to long articles.

**SOLUTION:** Use proper headings. We will need an H1 through H6 in our style guide to meet different types of headings throughout the site.

## **Readability and Scannability is rough.**

Given that there are many long articles on this site, scannability is important. Especially with the bold text, this site has poor readability.

**SOLUTION:** Choose an [appropriate font](#). I would suggest one that has been studied like Open Sans or [Roboto](#) to increase the site's readability. In fact, those two work wonderfully together.

## **Action links should be worded as such.**

A good example of this is on the "How You Can Help" page. These links should be actions like "Donate a Boat". Instead they read "Donating a boat", as if it were a story. The -ing suffix should be stripped. It's a meager issue but has a negative wave effect in its connotation.

**SOLUTION:** Strip action phrases of their -ing so the user will feel as if they are actually *doing* something.

### **Misleading wording.**

This was a problem that came to light in Karey's user test. Some of the site's wording may make sense to the organization but does not make sense to the average user. "We Support" should be "Partnerships" but also it probably isn't necessary as a navigation link at all. A showcase of these partners on the "Home Page" or the "Get Involved" page would suffice.

**SOLUTION:** Make sure the wording is clear for all users and add partnerships to a featured homepage section rather than a navigation link.

### **Without a heading or explanation, some content is hard to understand.**

Information without a heading or context can be difficult to comprehend and is therefore useless. The "Contact" page has three different email addresses and they are not specified as to whom they go to or why to use one over the other.

**SOLUTION:** Limit the email address or give them reasoning. Why should the user contact one email address over the other?

# VISUAL DESIGN

**Tritanopia (blue-blind) ↓ is a thing and needs to be considered.**

**YOU CAN HELP *The National Save the Sea Turtle Foundation*  
in our partnership efforts to support these exceptional organizations.**

We've already established the yellow text on blue backgrounds isn't a great choice. But it's an even worse decision for someone with Tritanopia (just look at that image, if you dare). It is important to indicate a specific design system to ensure the content is visible, readable and *tolerable* for all site visitors. Given that the site looks to be made 20 years ago, it's understood that accessibility may not have been a concern or focus. It is now almost 2020. Accessibility *needs* its proper spotlight in both design and code.

**SOLUTION:** Create an A11Y Accessible style guide to ensure that all accessibility needs, design-wise, are met.

**Dense information without the visuals.**

As said before, this site is *dense*. Visual representation of the data, imagery and graphics will support this kind of information overflow. Designing an interface with more breathing room will also allow for the user to comprehend this load of information.

**SOLUTION:** Use data graphics, visual graphics and imagery evenly amongst the site pages.

**There is no focus.**

With the deep blue, bold text, messy information architecture and academic copywriting, there is nowhere specific to look on the screen. This leads to frustrated and frantic mental states - think back to Rick's user journey. Sites like this needs a focus and a path to guide the user through it. Look into the market comparisons and see how they organize their information.

**SOLUTION:** Study the information architecture of other sites on the market. Create a design that guides the user rather than cognitively overload them.

**Links are equivalent in color to headings.**

It is bad enough to have images that are "links" but headings and links should not be signified in the same way. It becomes confusing on what can be clicked and what cannot.

**SOLUTION:** Stick to WCAG link standards and do not make them the same color as the headings.

### **Page architecture is inconsistent.**

It is really a guessing game on what the next screen will be and how the user will need to interact with it. Some pages are external, some have accordions, some open up PDFs and others are just blankets of text. Feature consistency will need to be added for more efficient application usage *and* development.

**SOLUTION:** Design with consistency including reusable architecture and components.

### **There is no color palette.**

Thus far, the palette for this site is blue and blue and some more blue. Oh, and yellow text. A palette will not only help the look and feel but also the consistency and accessibility of the overall site.

**SOLUTION:** A style guide with a prominent and accessible color palette will need to be created.

# FEEDBACK

## **No tooltips.**

A tooltip is what pops up if you hold your mouse over something long enough. For instance, hover over a “play” button and within a few seconds, a tooltip will popup and say “Play” to explain the purpose of the component.

**SOLUTION:** Add tooltips to anything clickable.

## **Confirmations and alerts are nonexistent.**

Ecommerce sites with good feedback confirm the donated amount before submission. If a site is taking the user somewhere else, that is also good feedback to know.

**SOLUTION:** Add confirmation alert feedback when submitting monetary forms.

## **No inline confirmations or validation.**

When submitting a blank form the “Please input a Name” message popped up in white at the top of the screen. 1. The user then has to scroll up to see the error. 2. It was in the same color as the rest of the text, making it difficult to notice. 3. When submitting a form for a donation, an empty form should show all errors not just the first error in the system which was “name”.

**SOLUTION:** Inline validation for forms and make all feedback noticeable - not like the surrounding text. We will establish error, success and danger colors in the style guide.

## SEARCH-ABILITY

### **There is no main search component.**

Some users visit the site more academically, looking for articles and news that could very well be searched. There is no search component at all, leaving the user to scour a long, long list of past articles.

**SOLUTION:** Implement a live search component that searches site-wide. The search component will need a clear results page ranked by relevance, long enough to fit long search queries and search suggestions.

## ERRORS

### **Below are the common errors found when ite testing.**

- Visiting the wrong pages due to misleading titles or lack of warning (Sensible copywriting)
- External site jumping (Internalize this content)
- Incomplete form submission (Inline validation)
- Third-party surprises (PayPal should be noted beforehand and may even increase credibility)
- No Flash, no visuals in the store (Properly embedded images should not need Flash)
- No donation confirmation (a small alert modal should confirm any ecommerce submissions)
- Clicking the phone number opens up FaceTime (Don't hyperlink a desktop phone number)

**SOLUTION:** Implement a live search component that searches site-wide. The search component will need a clear results page ranked by relevance, long enough to fit long search queries and search suggestions.