



LAHR Usability Testing Document

Prepared on: June 18, 2016

Prepared for: Lansing Association for Human Rights

Table of Contents

- 1. Strategy Brief 3
- 2. Major Usability Concerns/Recommendations 4
 - 2.1. Concern 1: Finding Board Leadership Roles 4
 - 2.2. Concern 2: Joining LAHR 5
 - 2.3. Concern 3: Dead Links and Empty Pages 7
 - 2.4. Concern 4: Incorrect/Outdated Information 8

Strategy Brief

The purpose of this document is to provide Lansing Association for Human Rights with a usability assessment of their website, focusing on major usability concerns and methods to address them. These usability concerns have been discovered through user testing and through an evaluation/audit of the functional capabilities of the website.

The process that I used to uncover these findings is as follows:

- Personas
 - I created three personas to understand some of the key user groups for the website, as well as the motivations, goals, and frustrations that these groups potentially experience.
- Website Core Functions Document
 - I created a list of core functions that the website needs to perform in order to effectively support LAHR's goals, highlighting which functions the website can perform and cannot perform.
- Expert Evaluation/Audit
 - I went through every page of the website and checked the functionality of its links, videos, navigation, and other functions. I made a list detailing what was functional and what lacked functionality.
- Usability Testing
 - I created a usability test that I ran on multiple testers, having them perform key tests on the website, talking through their actions and thoughts along the way. I took notes throughout the testing process.

All of the documents used during these steps can be made available at your request.

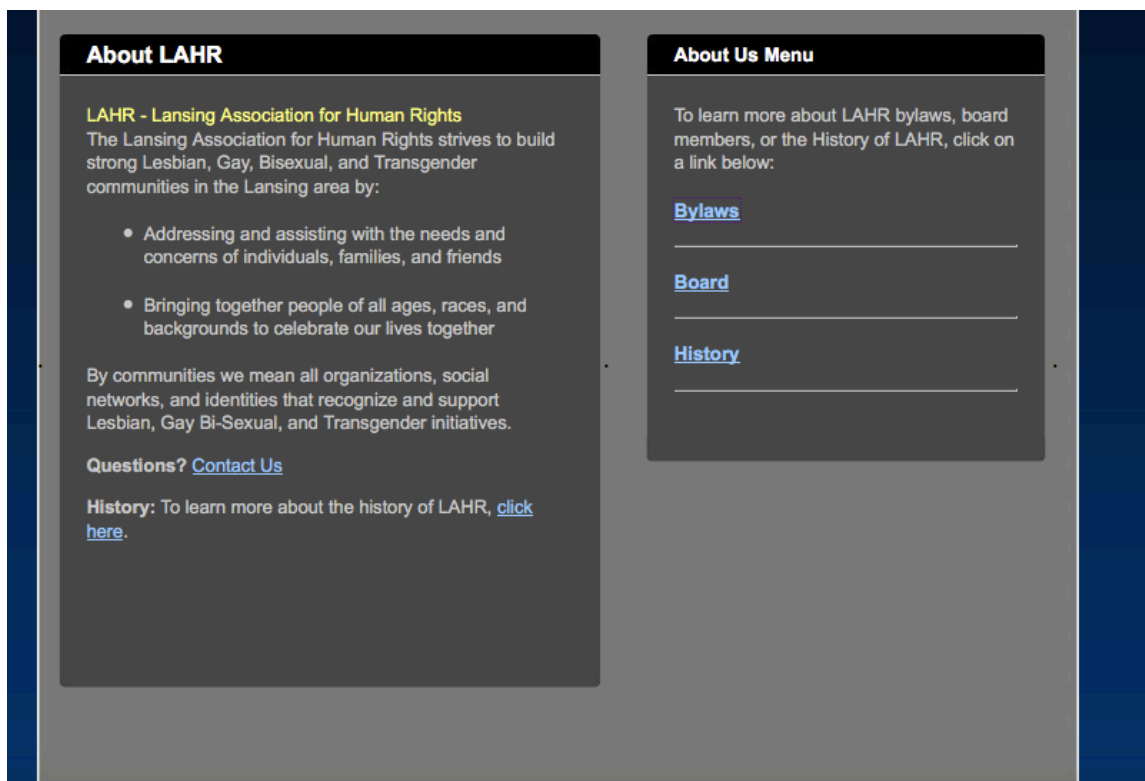
The usability concerns that I am discussing here have to do with essential functions that the website is either incapable of because of omission or a lack of functionality. These concerns can be addressed without giving the website a complete redesign and reimagining, and can be updated using the current resources that LAHR has access to. These concerns, as well as recommendations for action, are meant to be used as a first step toward making the LAHR website capable of at least performing the functions that the organizations seems as absolutely vital to its mission. They are also meant to illuminate the current capabilities of the website so that LAHR has the best and most accurate information moving forward.

Major Usability Concerns/Recommendations

Overview

Each specific concern will be accompanied with information detailing how the concern was discovered, screenshots identifying specific areas that demonstrate the concern, and recommendations for eliminating it altogether.

Concern 1: Finding Board Leadership Roles



During testing, there was difficulty finding the roles and tasks that board members in leadership positions are responsible for. Much of this was because the text content detailing these roles and tasks is under the “Bylaws” link, which can be confusing to people unfamiliar with non-profits and organizations that use bylaws to operate. This can be a major issue when recruiting new leadership, as inaccessibility to leadership roles can make it difficult for potential leadership to see where they would best fit in.

This can simply be fixed by adding another link directly to content detailing leadership roles and the tasks that they are responsible for. This can be added without getting rid of any other content.

Concern 2: Joining LAHR

Membership

We now accept your debit or credit cards online! Read below all the reasons you should become a member of LAHR.

Join Online or by Mail

[Click here](#) to join online now. Or if you prefer to join by mail, you can print out the form below, and send with payment to: LAHR Inc, P.O. Box 14009, Lansing, MI 48901-4009.

To print the form, click on it and a pdf will open in another window.

Join LAHR Today!

The purpose of the Lansing Association for Human Rights is to improve the quality of life for Lesbian, Gay, Bisexual and Transgender people throughout the greater Lansing area through Civil rights activities, communications, education, social events and supportive services.

Membership & Subscription Information

Name(s) _____
Address _____
City/State/Zip _____
Phone/Email _____

I want my LAHR newsletter mailed to my home e mailed to me

Yes, I would like to join LAHR to support its activities by enclosing my contribution of:

\$15.00 Limited income membership includes the monthly LGBT News, Association voting rights and a tax deduction.

Benefits of Membership

LGBT News —
Stay in touch with local events and activities with our monthly newsletter! Bringing you feature articles and news on social events, sports, travel, politics, mental and physical health and more! LGBT News also includes a monthly calendar of events and sponsor advertising to many local GLBT services. Your membership includes a monthly subscription of the LGBT News mailed to your home.

Prism Awards —
In order to recognize extraordinary leadership in and outstanding assistance to the LGBT Community, LAHR presents the Prism Awards to worthy recipients in a fun and exciting annual ceremony. Nomination forms are available by contacting LAHR. Next awards coming in 2007!

Future Plans —
LAHR has would like to build a LGBT Community Center for you! LAHR also plans to re-engage the Speaker Bureau, an educational outreach for the Mid-Michigan public and recently started a new forum called LAHROutspoken.

Through conducting user tests, I found that becoming a member of LAHR is outlined in a very confusing, very inefficient way on the website.

The difference between the membership options is not clear. There isn't a clear, defined number for what constitutes "Limited Income" for the Limited Income Membership, and if there isn't supposed to be a defined number, that isn't made clear as well. It also isn't clear how a Matron/Patron Membership and a Benefactor Membership differ from an Individual Membership. Some of the differences are somewhat apparent in the print cutout (though there are discrepancies in name between Institutional Membership and Benefactor Membership), but they aren't discernable at all when joining online.

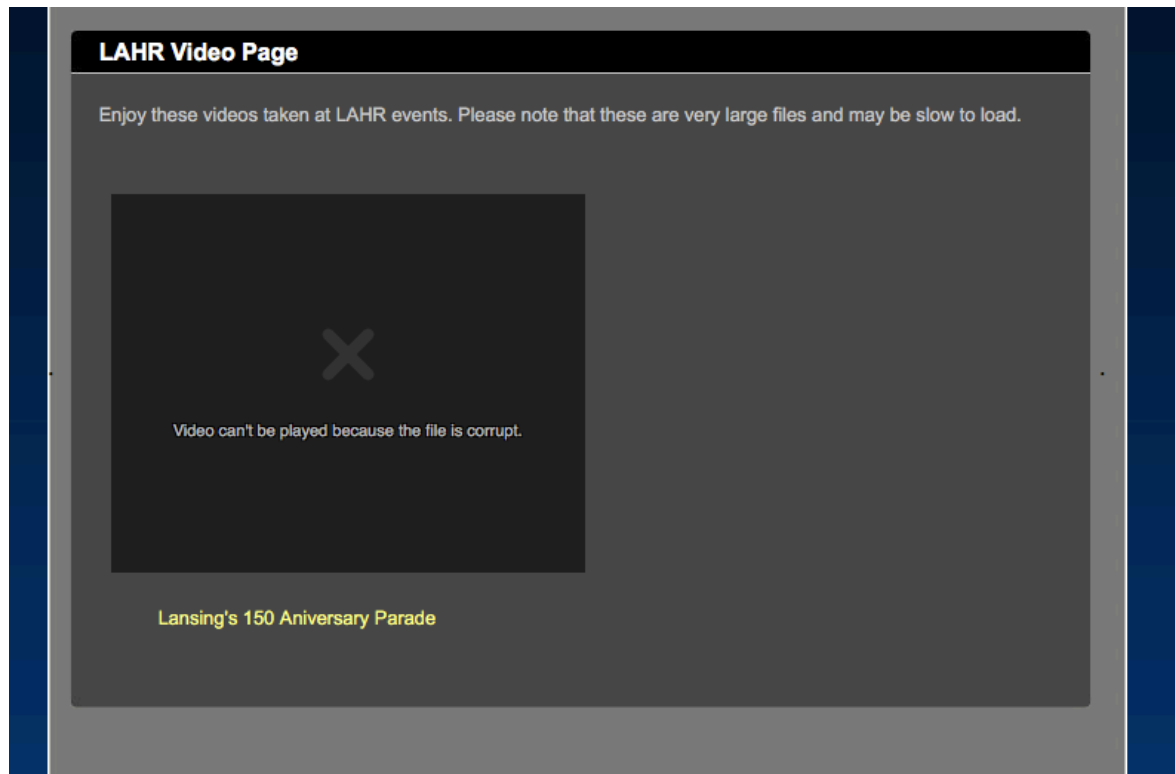
It also isn't entirely clear how to become a member. The options for joining online and joining by mail are both available, but they are so small and so embedded in the text that the testers took multiple steps before finding them (one tester didn't see the "click here to join online" until after he went through the entire process by mail).

Lastly, the benefits are very outdated and need to reflect what current benefits LAHR members would be getting. Since the LGBT News has shifted to the City Pulse, the advertisement benefits

are different. The future plans, social groups, and discussion groups are likely all different as well.

This entire page needs to be revisited in order to best communicate what membership entails. It needs to be apparent what the current membership benefits are (which means that all of the content needs to be updated). It needs to be apparent what the options are for joining LAHR (online or by mail), and it should be clear how each process works. The “Join LAHR Today” print cutout needs to be updated, as it does not reflect the current membership benefits and current LAHR Newsletter. There needs to be a clear distinction between membership types and what each membership type provides for the member. Once all of this is completed, joining LAHR over the website will be a feasible and easy process.

Concern 3: Dead Links and Empty Pages



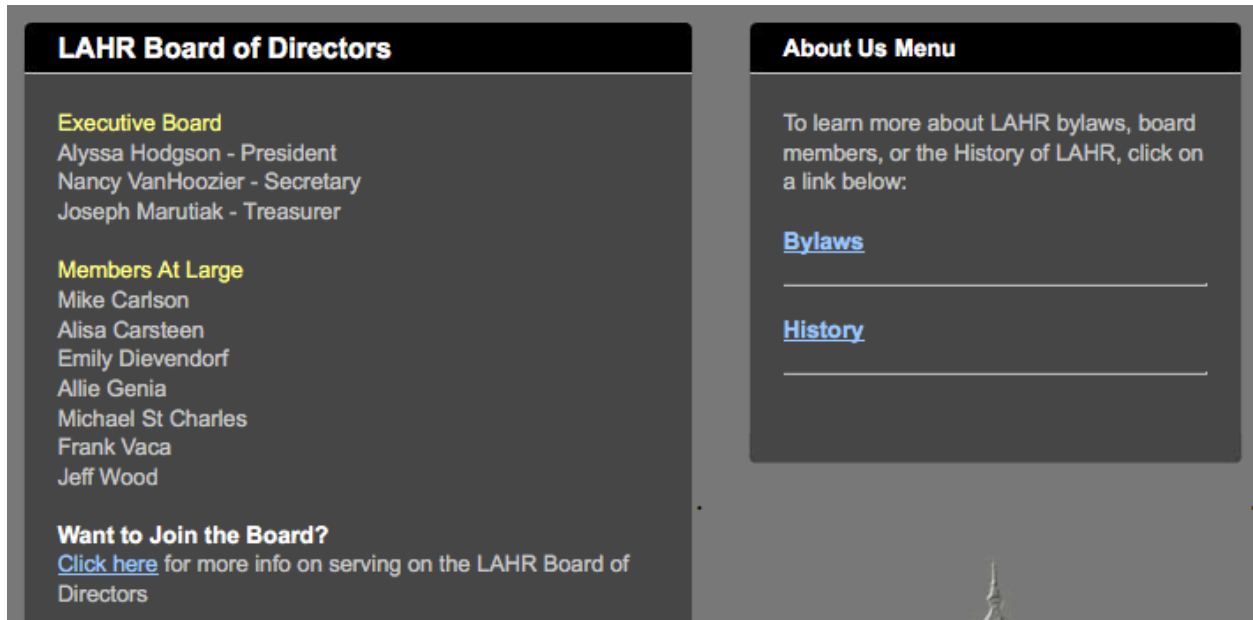
As I conducted my evaluation/audit, I found quite a few links that either are non-functional or navigate to outdated external pages. Quite a few of these links are under the “Links” navigation; it is likely that they haven’t been updated in a while and simply direct users to older pages that aren’t functional anymore.

In addition, there were a couple pages that either had no content on them or led to an error message. The Volunteer page under “Join Us” is just an error message. The Message Board page and the LAHR Video page both have no content on them.

The non-functional links can be fixed by simply locating the correct page and modifying the links to navigate to those pages. However, it would be worthwhile to go through the “Links” section and any other portion of the website with externally navigating links, checking to make sure that the information is correct and that those organizations are still functioning in the roles they had when their links were put on the LAHR website.

The empty pages need to either have content posted to them or be deleted altogether. If there are videos to place on the Video page, fixing the lack of content is relatively easy. As for the Message Board page, if the message board is an old initiative that wasn’t followed through, it would be worthwhile simply to take down the page altogether.

Concern 4: Incorrect/Outdated Information



There is quite a bit of outdated or incorrect content on the website, making it partially unusable on certain pages (The LAHR Board page is usable, but names are misspelled) and completely unusable on other pages (The Newsletter page is essentially unusable until it is updated). In the case of the Newsletter page, the advertisement rates are for the old newsletter, the contact information is for Bill Beachler, and the newest version isn't uploaded, so users may not understand what the newsletter looks like today. This amount of incorrect information essentially turns this page into an archive for old newsletters, completely unusable for people looking for advertisement opportunities or the format of the new newsletter.

The easy way to fix this is to go through the website and check areas that have time-sensitive content for correctness. This would include pages like the "Links" page, the "Newsletter" page, the "Social Events" page, and the "History" page. New content could be created and used in place of older content.