

Heuristic evaluation:

IA-intern: Jeremy

Client: Pembina

Website: <http://www.pembina.org>

Goal: Improve donation completion by 10-50%

**Type:** Design

**Where:** <http://www.pembina.org/donate>

**Pain Point:** The donate now button is placed to the right of the text, as such it is scanned after a look down the paragraph before our eyes snap back up to the top and focus on it.

**Solution:** Explore different design that brings it either to the top of the page, across it (wider then current image) or bring it to the left. The plan here is to get users into the donate path as quickly as possible.

**Type:** Typography/Design

**Where:** <http://www.pembina.org/donate>

**Pain Point:** The donate page is very text heavy, and is full of details that do not need to be surfaced at this point. Too much information can make a user feel like they need to read it all, thus slowing them down from the donate path, as well as possibly being ignored and passed over in favor of the graphical donate button.

**Solution:** Reexamine the content on this page and cut out 2/3 of it. Move the surplus content into the correct subsections that exist on the right nav.

**Type:** Labeling

**Where:** <http://www.pembina.org/donate>

**Pain Point:** The “Give your donation” sounds like its another entry into the donate section, when in fact it is simply an expandable menu list of content.

**Solution:** Change the wording of the title to something more appropriate, such as Ways to Give Your Donation.

**Type:** Labeling/Design

**Where:** <https://www.gifttool.com/donations/Donate?ID=1272&VER=1&LNG=EN&PID=863>

**Pain Point:** The “Donation Designation” form the institute only has the option of general gift, rather then subtopics.

**Solution:** Remove the section, or add in sub donation choices, but as it stands now, it should be removed as non useful information.

**Type:** Usability

**Where:** <https://www.gifttool.com/donations/Donate?ID=1272&VER=1&LNG=EN&PID=863>

**Pain Point:** The card sending section lends it's self to confusion, it is not clear if leaving the field blank will send a card still, and it's also not clear where and in what format to input mailing information.

**Solution:** Remove the message and put it onto a drill down page. If the “In memory” or “In honor” is selected, on the following page give a full set of contact fields and the box for the message. Surfacing it at this level simply adds to the weight of the donate page.

**Type:** Design

**Where:** <https://www.gifttool.com/donations/Donate?ID=1272&VER=1&LNG=EN&PID=863>

**Pain Point:** The reoccurring donation option occurs after the single time donation, as such they are disconnected from each other. This also means that a user might have filled out the top single time donation, and then not feel the need to make it monthly.

**Solution:** Exploring a method to have both the single time, and month donation options in the same section would expose users to both at the same time, as well as drawing more attention to monthly. [Surfacing the detail that monthly donations means more of the money goes into effect and less into admin might be a effective tool to make people choose that.

**Type:** Privacy/User Information

**Where:** <https://www.gifttool.com/donations/Donate?ID=1272&VER=1&LNG=EN&PID=863>

**Pain Point:** Is it necessary for the user to give out their full contact information, there is also no privacy policy, nor any reassurance that the Pembina institute will not begin to send them spam mail, not any means of escaping this if this is the case.

**Solution:** Add a privacy policy, and explain why the information is being collected and what Pembina intends to do with it.

**Type:** Usability [Design]

**Where:** <https://www.gifttool.com/donations/Donate?ID=1272&VER=1&LNG=EN&PID=863>

**Pain Point:** On the contact page it is unclear what fields are required and which are not.

**Solution:** Add a graphical [design] method to show which sections are required to submit, currently the only way to see what your missing is to submit and then read the JavaScript error that pops up.

**Type:** General

**Where:** <http://www.pembina.org/donate>

**Pain Point:** This entire page seems like a surplus, it adds more clicks, time, reading before the user can get into the donate section. If they are exploring the donate section they are either ready to donate, or are looking for reasons too. (I am unsure which is the case at this time, and as such this would wait pending those results)

**Solution:** Remove page and go straight into the donate section.

**Type:** General

**Where:** <https://www.gifttool.com/donations/Donate?ID=1272&VER=1&LNG=EN&PID=863>

**Pain Point:** As noted above, the types of donations for the Donation Designation only has one listing when entering the donation path from the main link path. HOWEVER if

you enter via the JJ's 11,000 Ton challenge, or other hidden links, there are other options in which to donate, why is this not surfaced on the normal donate link path?

**Solution:** Surface these other donation options on the normal link path, in fact, standardize them all, so no matter where they enter the donation path, they come to common donation form, with all the donation type options.

**Type:** Donation Path

**Where:** Site wide

**Pain Point:** There are several sections, including the subsections on the right navigation that have information on things such as the JJ 11,000 ton challenge, but no donate button.

**Solution:** Pushing the standardized donate button across the site will result in more clear paths into the donate path, sub sections should all have them, in fact anything that can be donated to should have it as well. The standard HTML links should be removed and replaced with the more graphical buttons.

**Type:** Social/Donation Path

**Where:** <http://www.pembina.org/donate/campaigns>

**Pain Point:** The campaigns don't have their own sub information page, nor does the dollar amount reflect the current progress towards those goals. Also, small donations do not seem to be welcome, only the larger ones.

**Solution:** On this campaign page, create a method to showing the current (to within a few hours) dollar amount raised for that campaign vs the goal. Start the line in the red and perhaps use the tag line to 'push into the green' and once the dollar amount is raised change the bar green. Either way, not allowing users to get attached to a project, to see that their dollar's are going towards this goal makes it faceless and hard to feel like my money is impacting where I want it to.

**Type:** Link Prominence

**Where:** <http://www.pembinafoundation.org/donate>

**Pain Point:** The Cangive shopping network is a possible untapped market for donation/fundraising that Pembina doesn't seem to be pushing. 15% of the sales go to Pembina, and while it might not be as good as 100% of the donation, users could be convinced to buy there through that online front to know that they are doing their part for the environment.

**Solution:** Surface the Cangive network much higher in the site, give it more prominence, and take it out of the hidden content link where it lives now. This is something that could be pushed strongly as donations, or a second, well if you can't donate, will you buy here and benefit the environment at the same time? Explore a possibility of when buying something for someone else being able to send them a card saying your gift was bought at Cangive, and 15% of the sale was donated to the Pembina Foundation.

**Type:** Not sure?

**Where:** <https://www.gifttool.com/donations/Donate?ID=1272&VER=1&LNG=EN&PID=863>

**Pain Point:** (Cheryl Webber) (2) Before going to the donation form, the copy mentions that it is a "secure" form. However, once in the form none of the standard icons or messaging appear to reinforce or reassure a user that it is indeed secure (other than https; but it can't be assumed that everyone would know to look for that ...)

**Solution:** Explore in design keeping the form inline with the rest of the site, surface the secure online form on the form page.