Suggestions for Design and Feature Changes for the YesLiberia Website

Major Considerations:

1. Do not change the YesLiberia brand colors.
2. On the homepage
   a. Ensure the "SPONSOR A STUDENT" section is pulling students' photos from the list of students currently in Raisely
   b. Make sure it is randomized to display a different student each time the website is visited or when the homepage is refreshed
   c. Make sure it is not displaying any student whose tuition' goal/need has already been met.
3. How can we get more people to fundraise for student through the LEAP HERO section?
4. Make a list of all links on the site. Ensure that old links are still working when changes are done.

Pages to focus on:

- ### Navigation Menu
  - Copies on the navigation bar can be improved for clarity
  - Carousel slider's content should be available either on the navigation bar or on homepage.
  - Reduce navigation menu items to 6 or less
  - 'How To Help' on the top nav should have a drop down menu
    - Drop down menu items: School bus, Leap Hero, Sponsor a Student
  - When visitors click the YL logo at the top, it should take them to the homepage.
  - Sticky nav bar on all the pages would help with navigation.
  - Some of the nav bar items open new tabs instead of keeping visitors on the same tab, which disrupts the UX
  - Perhaps a "Get Involved" tab that includes everything to the right of it as subtabs (Donate, School Bus, Sponsor A Student, Be A Leap Hero). The "How to Help" tab opens a URL that says "get-involved"

- ○ The highlighted "School Bus' ' tab on the nav bar in particular makes it look like you are on that page when you are on the other pages.
- **Homepage**
  - ○ The hero video looks quite dimmed.
  - ○ Just a question about the content near the top - how often does it get updated? Ie: Currently it says 76% of the goal/over 7,600 students' tuition has been paid.
    - ■ A: The text content is static and does not get updated regularly.
  - ○ Monthly donors: perhaps have navigation arrows so it's consistent with the "Join the mission" section.
  - ○ Partners & collaborators: same as the "monthly donors" for consistency. Do we/they want to link to each others' sites to improve SEO rankings, etc? And are these their approved logos, based on the quality?
  - ○ Improve image quality and use same color on navigation for consistency
  - ○ The colors on the header seem distracting and frequently used.
  - ○ Replace the rectangular buttons with sharp corners with ones with slightly rounded corners.
  - ○ Back button is needed to go back to top of the page
  - ○ User feels that there is an overwhelming amount of information on the website home page
- **Sponsor A Student**
  - ○ Hero image: the student's face gets covered by the heading.
  - ○ The hero text still says "this holiday season," and "kicked out of school" is negative. Maybe "you can donate to ensure one student can continue their education" or something like that.
  - ○ Input field at the top: have the "Search for individuals and teams" value disappear - just put it all on one line; and the magnifying glass doesn't do anything. (What are the teams?)
  - ○ The bars beneath student names in the profiles look like a side scroll.
  - ○ The "fundraiser" button should maybe just say "fundraise" to be consistent with the "donate" button.
  - ○ For the students, grid view or list view would be better to give a little bit of personal information about them.
  - ○ Search bar should be shortened
  - ○ Sub-heading should give positive message and be related to the cause
  - ○ Overall content on the site should tie into sponsoring and helping the kids to get education
  - ○ When clicking on the students' pictures, side window would be better to show the details or opening in a new tab

- ○ The left and right navigation buttons used to scroll through the students should be more noticeable.
- ○ There should be some indication of the percent of students currently displayed on the page, or add pagination between the navigation arrows. The site has about 70 students, but this is not evident on the page.
- **Specific Student pages**
  - ○ https://sponsorastudent.yesliberia.org/donate page: the donation section on the right is off.
  - ○ Input field at the top: have the "Search students in need of tuition help" value disappear, like in the "Sponsor A Student" page.
  - ○ The student profile pictures and names are not aligned/sized consistently.
  - ○ The arrow bar below the profiles is off.
  - ○ Are they all new students that need sponsorship?
  - ○ On student profile pages: I thought the social media icons were for the student's accounts. Some "share" text might help with directions.
  - ○ The "About this student" and the text below it are not aligned.
  - ○ The colors are way too bright and used frequently.
  - ○ 'Sponsors' tab and the content that says' be the first to donate' is confusing whether or not it's something the user can interact with.
  - ○ The purpose of 'Achievements' box is obscure
  - ○ 'About this student' should be below the picture
  - ○ The Card for 'make tuition donation' best don't override the header image and could be aligned with the rest of the content.
  - ○ The social media icons along with other buttons on the page need to use a hover effect or something to make them look more like buttons. They appear very flat and similar to other rectangular items on the page.
- **Footer**
  - ○ Have consistent footers on all the pages.
  - ○ The gallery in the footer doesn't have anything under it and isn't clickable.
  - ○ Contact Us Footer
    - ■ The footer should have "contact us"
    - ■ Contact form should be higher up on the page.
    - ■ Contact us page has additional info which is confusing
    - ■ User would prefer if more than one way to contact in the bottom nav(email, phone number) - "I don't like when you can only contact them through your phone"
- Suggestions from usability testing
  - ○ Homepage
    - ■ Carousel should be used for the "sponsor a student"
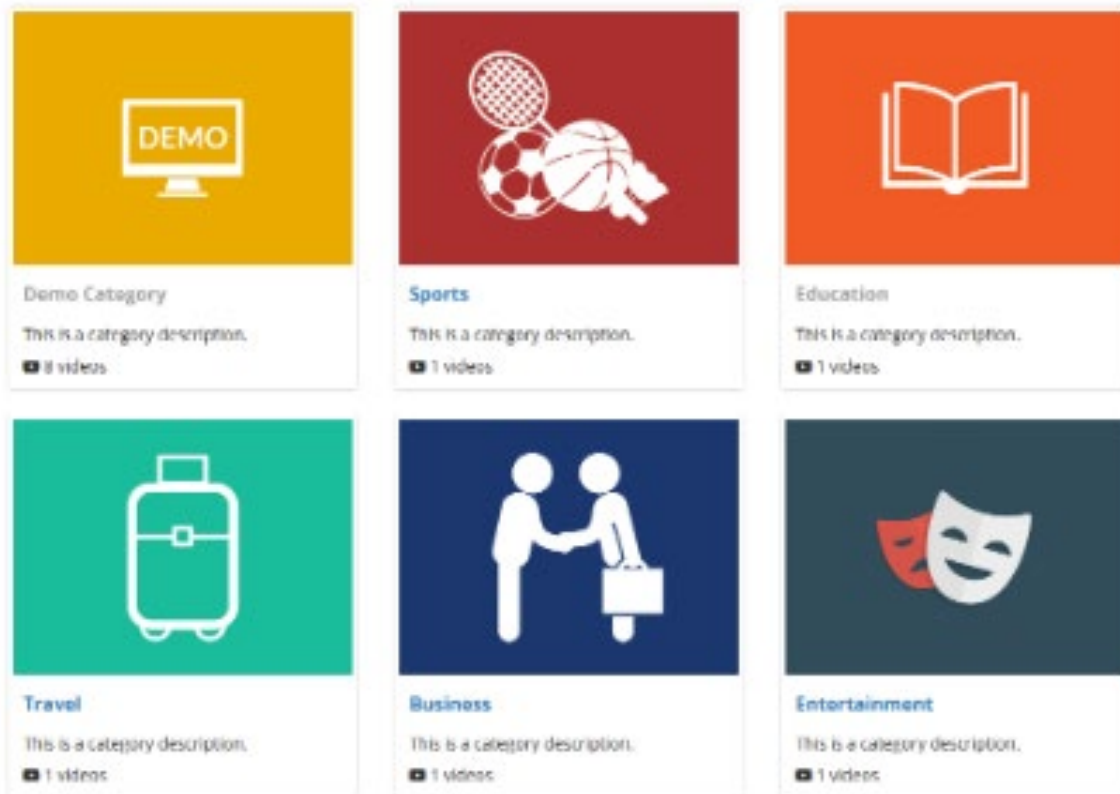   - ■ The hero image (video) is dark in the hero section

- Empowerment starts with you text is too large, taking up a lot of the page space and doesn't give any information to users
- [Footer](#)
  - Gallery doesn't have links in the footer user wants to see more information beside the pictures
- [School Bus](#)
  - School bus program call-to-action is vague according to users and navigation on the page is not clear. Needs to be organized better.
- [Who We Are](#)
  - Having the two options in the menu under Who We Are, 'About Us' and 'About Liberia' is confusing for users.
- [Donate](#)
  - Unclear if there is a way to go back a step on the donation page.
  - 'How you can help' is good to know for users but is too low on the page
  - Users did not realize the suggested donation amount is taken by default
  - The top of the page should include the user's reason for donating before they begin to make donations.
- [Be A Leap Hero](#)
  - Users confused about how to start fundraising
  - Finding information about fundraising is not clear
  - Clearly and prominently displaying the fundraising link might help
  - Unclear what a leap hero means
  - Description should add to the picture in "Leap Heroes"
- [Programs](#)
  - Options for programs that say 'see progress' and 'learn more is unclear towards the purpose of the button for users on whether they should learn more about a program or see progress
- [Sponsor A Student](#)
  - User doesn't notice the Sponsor a student option on the top nav menu
  - Users intuition is to navigate to 'Donate' page to find student sponsoring
  - Unclear where the option is located to donate to a specific student
  - There is no description such as hobbies on each student on the student page, so it is difficult to choose a student who is emotionally connected.

New Pages or Sections to Add:

1. Add a page for our current volunteer positions
2. Add a page for our videos to be displayed to the public. The idea is to use our video's page to draw people to the website (increase visitation) by giving viewers a teaser on social media and redirecting them to ONLY watch our videos on our website. The page must have an easy way to add more videos by categories along with a brief description for each category. Categories could be IMPACT, CHALLENGES, EVENTS, FAQs, BENEFICIARIES, etc. (see sample page below).

Video Categories

Welcome to the All in One Video Gallery DEMO. The following output uses the shortcode [aiovg_categories]

DEMO	Sports	Education
Demo Category	**Sports**	**Education**
This is a category description.	This is a category description.	This is a category description.
0 videos	1 videos	1 videos
Travel	**Business**	**Entertainment**
This is a category description.	This is a category description.	This is a category description.
1 videos	1 videos	1 videos

Comment Archive

- Navigation menu
  - Indicate which page the user opened (ex. Change the color of the tag "Sponsor a student", and/or write down the page name at the top left, and/or Change the title "Giving Education As A Gift" to "Sponsor a

student") because the users are confused which pages they are opening now.

- Link the (YesLiberia)logo to go back homepage. - MH
- Use the consistent color for the navigation tags. - MH
- Change the color of all tags when a mouse hovers over them. - MH
- Change the color of all links when a mouse hovers over (all pages) - MH
- (same as above)The first thing that comes to mind while looking at the navigation bar is choosing a consistent color and hover effect for all links - EH
- Some navigation items can be sub tabs on a drop down menu to reduce clutter - PH
- "Leap Heroes" needs more explanation - PH
- How To Help: The school bus, sponsor a student, and be a leap hero can all fall under this tab as subtabs - PH
- Have a sticky nav bar that stays at the top when scrolling. - PH
- Limit the number of nav links. Currently, YL has 8. - EH
- In the navigation, descriptive labels are a good idea. - EH

■ Homepage
- Change the color of "Our Impact" sentences more readable. - MH
- Overwhelming amount of info on home pages: Home page can be pared down by separating it into 3 sections:
    ○ What is the situation
    ○ What are we doing
    ○ How you can help
        - PH

        - High priority - The hero section is the first thing visitors see when they visit our page. It needs to be brighter and give more information - PH
    ■ Footer
        - Label the box at the IMPACT IN YOUR INBOX- MH
    ■ Contact Us
        - The content is redundant, or content that should probably be on the Donate or How to Help page instead. It should be a lot cleaner with just contact info and the contact form. - PH

    ■ Correct the link of "see more students"
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