

Expert Review

[hshv.org](http://www.hshv.org/)

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Executive Summary

An expert review of the Humane Society of Huron Valley website was conducted to identify ways to improve its overall usability. Recommendations were formulated to address the site's usability challenges while also indicating strengths that should be maintained.

The most serious usability issues discovered in this review include:

- **Complicated, incomplete, and broken navigational pathways**
Navigation is riddled with redundant crosslinks, missing menu items, and dead links.
- **Vague conceptual groupings obscuring organizational clarity**
Grouping pages under overly-generalized headings, such as 'Programs' or 'Services', confuses users trying to assess content as well as administrators trying to categorize new pages.
- **Redundancies in both content and linking**
Repetition creates navigation and readability challenges.
- **Ambiguous and non-matching labels for pages and links**
Currently, the wording on labels fluctuates in a seemingly-random fashion.
- **Confusing inconsistencies, such as shifting sequences for menu-items and idiosyncratic approaches to highlighting text**
Constantly adjusting these and other elements creates a kind of cognitive moving target for users trying to master and maneuver around the site.
- **Contradicting user expectations for locations of both interface elements and new pages**
Utility components and pages opening through external links, for example, are both positioned in unexpected locations.
- **Visual design suffering from compositional, typographical and color-related problems that impact usability**
Spacing, alignment, white-space, and disruptive-use of color and movement, challenge users ability to read, focus on, and interpret content.
- **Small text size that does not support readability**
Users experience both eye strain and stress when forced to read text smaller than 15px on screens.
- **Small and poorly-spaced input elements on forms**
These problems are exacerbated for users on touchscreens.
- **Error messages and indicators on forms that are inconsistent and often insufficient**
Users are less likely to complete forms in which they must guess what kind of formatting is required.

More detail on these and other problems are discussed in the sections that follow.

Terminology & Conventions Used

A variety of terms are often used for the different parts of a browser window or web page. For clarity, this report limits references to a single term per element, unless noted otherwise. These terms include:

Text link: Links that serve both as textual content and identifiers for other web pages. Text links are typically given unique visual treatments, such as being colored blue and/or underlined.

Label: A label used to describe a link, either a text link or a graphical link, such as a photo or a button.

Input labels: Labels next to various elements found on a form, such as text input boxes, drop-down menus, or checkboxes.

Global navigation menu: Links or buttons, usually arranged in a row across the top of the page, that are available from every page in the site and which lead to major sections and/or pages on the site.

Drop-down sub-navigation menu: (Also referred to as, 'drop-down sub-menu') Links provided in drop-down menus beneath each section on the global navigation menu. Most links in these menus refer to pages within the global section to which they are attached.

Utility navigation menu: A specialized global navigation menu containing links and/or functional elements unrelated to content. Examples of items on this menu would be a search or login box, a 'contact us' or 'subscribe' link, and any other utilitarian elements.

Local navigation menu: A selection of links or buttons referring to pages inside a particular section.

Sub-pages: Site pages inside global sections. These pages are referred to in the local navigation menu.

Second-level sub-pages: Sub-pages at the top level of each section. These pages are generally available through the drop-down sub-navigation menu and on local navigation menus.

Third-level sub-pages: Pages one level below second-level sub-pages. Unless cross-linked, these pages currently can only be accessed through second-level sub-pages.

Golden Mean: A mathematical ratio found repeatedly in nature and used extensively by visual artists to create compositional balance and harmony.

Above the Fold: Originally this term referred to the fold of a newspaper, a portion demanding the most eye-catching headlines to ensure paper sales. In web design, this term refers to the portion of the page visible when the page loads, similarly critical for positioning content.

Tab: A new browser window, either unattached or adjacent to the current browser window.

Single quotes are used to indicate link labels, page names, and page headings.

Priority Levels

The problems discussed in this evaluation are sorted into three levels of priority:

High priority: These issues are likely to pose significant problems for most users. Solutions should be implemented as quickly as resources allow.

Medium priority: These items are also likely to impact many users, but are unlikely to cause disruptions as serious as those listed as 'high priority'. If resources are available, addressing these issues will provide additional improvements to usability.

Low priority: These problems typically impact fewer users and/or create milder challenges to usability. While these issues can remain unresolved with minimal impact to users, their solutions are relatively simple to implement and should not require major financial investments.

Usability Guidelines

Efficient Navigation

Site design should allow users to intuitively grasp their navigational options – where they are, where they can go, where a given link will take them, the size of the site, the kind of content available in it, and how to get from one page to another. Effective navigation relies on the strengths of other site characteristics – logical structure, clarity of labels, clean and consistent visual design, and good readability.

Practices to Continue

- **Both global and utility navigation menus are available throughout the site.**
Ensuring access to these core navigational devices is critical for user orientation.
- **Drop-down sub-navigation menus linking to section pages under global navigation items.**
Allowing users to survey content before they commit to a 'click' offers users increased navigational control.
- **Local navigation menus on most section pages.**
Delineating section content through local menus and keeping those menus in a consistent location provides important signposts for users exploring those sections.
- **Visually distinguishing text links through underlining.**
Users expect any underlined text to be a link. Employing this approach confirms a user's sense of mastery within the site.

Suggested Changes

High Priority:

- **Provide landing pages for each section.**
From the home page, items listed on the global navigation menu link to whatever page tops the drop-down sub-menu beneath it. From every other page, however, global menu items are not linked, leaving users completely dependent on the drop-down sub-menus. Consequently, if a user lacks either JavaScript or the ability to physically drag a mouse, he/she will have almost no access to the website. Establishing a single landing page for each section, and including the clickable, local navigation menu on that page, will ensure content is accessible for all users.
- **Include a 'Home' link on the global navigation menu.**
The Humane Society logo currently serves as a consistent and reliable link to the home page throughout the site. Unfortunately, most users are not familiar with this interface convention. Maintain the logo as a link to 'Home', but also include a link labeled, 'Home' on the global navigation menu. This will guarantee that all users can get to the home page from anywhere in the site with a single click.

- **Reveal drop-down menus on the global navigation menu with a mouse click, not a rollover.**
Rollover menus provide less user control than ones controlled by mouse clicks. Allow users to close sub-menus by clicking outside the menu.
- **Confirm that all section pages are represented in local navigation menus.**
A number of pages throughout the site are represented on local navigation menus, but not on the drop-down sub-menu from the global menu links. An example is 'Behavior Help' under 'Vet Clinic', which is available on the local navigation menu, but nowhere else. Code the drop-down sub-menus to match the actual pages in the sections they represent.
- **Place local navigation menus on every second-level sub-page.**
Many pages, such as 'Youth Programs' under 'Humane Education' in the 'Programs' section, have no local navigation menu at all. Provide local navigation menus for all section pages to support users' orientation.
- **Purge all navigation menus of cross-links.**
Cross links presented on local menus as local links disorient users. For example, a user seeing the page, 'Adopt a Barn Cat' in 'Community Cat Program' under 'Programs', and then again in a section labeled 'Feral Cats' under 'Services', and yet another time under 'Specials and Programs' in the 'Adoptions' section, will most likely have no idea where that page is actually located. Limit each page to a single appearance on navigational menus. To increase user access to particular pages, offer cross-links through either text links or button links.
- **Reserve text links on sub-pages for cross-links to other sections.**
Text links that direct to pages within the same section as the text link, defeat the purpose of a local navigation menu. In the 'Humane Education' section under 'Programs', for example, 'Birthday Parties', 'Youth Programs', and 'Group Programs' all link to a single page in that same section. While it might seem counterintuitive, a single navigational indicator is easier to spot and use than multiple indicators in a large pool of links.

Medium Priority:

- **Remove links to external sites from navigation menus.**

Users are often surprised when they click on a link that takes them to a new website. This experience so roundly contradicts user expectations, many users do not even realize they are on a new website. The 'Amazon Smile' link under 'Shop' on the global navigation menu is an example of this problem. By clicking this link, the user is sent without warning to the Amazon website, a highly-compelling website from which most users will not return. Reserve all navigation menus for pages within the site.
- **For any pages deeper than the second level, include a link back to the second-level section page the user came from.**

A number of sections in the site are essentially listings. Examples include 'Adoptable Animals' and 'Happy Tails'. Clicking on individual items on those lists takes users to pages describing that item in detail. These third-level pages, however, do not provide an obvious way to return to the original listing pages. The breadcrumb trail in the 'Adoptions' section, does work on these sub-pages, but most users will not notice them. Provide large, labeled button links in the top-left corner of each item page to direct the user back to the listing page.
- **Make all breadcrumb links operational.**

Many breadcrumb links, such as the link for 'Services' on pages in the 'Services' section, do not work. Others function but are incorrectly linked. For example, the 'HSHV Community Cat Management Training' page under 'Feral Cats' in 'Services' displays a breadcrumb trail listing the current page as 'Trap, Neuter, Return (TNR)'. Make sure all links direct to the pages indicated on their labels.
- **Make breadcrumb trails available on every page of the site.**

Currently, breadcrumb trails appear randomly. The 'Dog Training' page under 'Programs', for example, has no breadcrumbs at all. Keep breadcrumb availability consistent for the users who rely on them.
- **Make sure breadcrumbs show the complete trail.**

The page, 'Additional Resources for Feral Cats' is a third level page in the 'Services' section, but the breadcrumbs trail for this page skips the intermediary, 'Community Cat Program' heading and simply displays the second-level header, 'Services'. Conversely, a seemingly-lost landing page, 'Adoptions', is only accessible from the 'Adoptable Animals' breadcrumb trail. The point of breadcrumbs is to create a path that users can retreat on. If the path simply leads back to the section's landing page, it is of no use.
- **Confirm accuracy of breadcrumbs.**

Many breadcrumb links take users to a page with an error message, requesting them to contact the site's development team about how they got to that page. This request puts an undue burden on users and undermines their faith in the site's architecture. Make sure breadcrumb trails are accurate, as well as operational.

Low Priority:

- **Indicate current section location by changing the appearance of the section label on the global navigation menu.**

The font for the label can be displayed in bold text, resized, and re-colored to distinguish it from the labels for other sections. This technique allows users to effortlessly assess their location.

- **Include a section heading at the top of each page to further indicate user location.**

Position this section heading over the page heading to indicate organizational hierarchy.

Organizational Clarity

A logical organizational structure is foundational to successful user interaction. Content should be grouped, sequenced, broken up, or consolidated in a way that users can easily understand. The information architecture should be easily identified through navigation menus.

Practices to Continue

- **Second-level sections with clear semantic boundaries.**
Section topics that can mean only one thing, such as, 'Adoptions', 'Vet Clinic', 'Ways to Help', and 'Shop', clearly indicate the type of content within them.
- **List pages that link to pages describing list elements.**
Presenting category pages of clickable items, such as 'Adoptable Animals' under 'Adoptions', clearly indicates information structure to users.

Suggested Changes

High Priority:

- **Restructure the 'About Us' section and move it to the global navigation menu.**
'About Us' hosts compelling content for users. This section's landing page, however, contains too much content and needs to be broken down into separate pages. The recommended organizational scheme for this section proceeds as follows:
 - **'About Us'** – This landing page should display the mission statement and awards.
 - **'Background and History'** – This information is currently missing from the site, but should be added for potential donors and other researchers.
 - **'Our Record'** – This page should include the financial data presented on the landing page.
 - **'HSHV Board'**
 - **'HSHV Staff'**
 - **'Jobs at HSHV'**
 - **'Contact Us'** – Also include a cross-link to this page on the utility navigation menu.

- **Create a section labeled 'Education' for all educational offerings.**

The content in the 'Programs' section is tenuously-related. For example, 'Volunteering', the first link on the drop-down sub-menu, is a cross link to 'Volunteer' under 'Ways to Help'. Most of the other pages in this section relate to education. Broken breadcrumb links in the 'Programs' section indicate there was at some time an 'Education' section. Replace the 'Programs' section with an 'Education' section and include the following pages currently in the 'Programs' section:

 - **'Dog Training'**
 - **'Animal Behavior'** – This is a list of PDFs and links.
 - **'Classroom Programs and Resources'**
 - **'Youth Activities and Programs'**
 - **'Camp Paws'**
 - **'Youth Calendar'**
- **Revise the 'Services' section and rename it 'Animal Services'.**

Like the 'Programs' section, 'Services' is burdened with poorly-related cross-links and mismatched content. 'Pet Friendly Apartments' for example, is a real-estate list, not a service offered by the organization. Most of the content in this section covers services concerning animals. Rename the section accordingly and include the following pages:

 - **'Lost Pets'** – Cross-link this with a button on the home page to quickly get pet owners to this critical information.
 - **'Found Pets'**
 - **'Surrender an Animal'**
 - **'Shelter Transfers'**
 - **'Community Cat Program'**
 - **'Humane Wildlife Removal'**

- **Restructure the 'Ways to Help' section to avoid redundancies.**

This section hosts a complicated web of cross-links, both within itself and to other sections. To give users a clearer picture of all of the opportunities presented in this section, revise the structure as follows:

 - **'Donate':**
 - **'Donation Form'**
 - **'In honor / Memory of'**
 - **'Become a Member'**
 - **'Kennel Sponsorship'**
 - **'Personalize a Brick'**
 - **'Planned Giving'**
 - **'PetSmart Charities Rescue Waggin'**
 - **'Wish Lists'**
 - **'Farm Animal Aid'**
 - **'Host a Fundraiser'**
 - **'Wedding Favors'**
 - **'HSHV Canister'**
 - **'Business Sponsors'**
 - **'Humane Youth'** – Currently in the 'Humane Education' sub-section in 'Programs'.
 - **'Pet Food Assistance'**
 - **'Volunteer'**
- **Purge landing pages of redundant text and cross-links.**

The landing page for 'Humane Education' under 'Programs', for example, is typical in its repetition of both the information in the section and the links on the local menu. Use landing pages to introduce section content with a single, short paragraph.

- **Chunk text heavy pages.**

Several of HSHV.org's pages such as 'Humane Education' and 'Lost and Found' are very text heavy. However, most of the information is very informative especially for users deciding if they are ready to adopt a pet. To help break up text-heavy sections, consider the following recommendations:

- **Facilitate scanning by bolding and italicizing key words.**
- **Shortening the length of each sentence and trim filler words.**
- **Consider reducing body text across the site down by 50%.**

Medium Priority:

- **Remove 'Specials & Programs' from the drop-down sub-navigation menu under 'Adoptions'.**

This third-level section hosts content that is hierarchically equivalent to the second-level sub-pages in this section. Shift the pages in 'Specials & Programs' to the second level. A revision of these sub-pages is as follows:

- **'Adoptions'** – This should be the landing page, but it is currently positioned as a third-level sub-page in the 'Specials & Programs' section.
- **'Online Pet Adoption Packet'**
- **'Adoptable Animals'**
- **'How to Adopt'**
- **'Pets for Patriots'**
- **'Pet Friendly Apartment Directory'**
- **'Foster an animal'**
- **'Pets of the Week'**
- **Reserve the footer for content related to operations and other more general items.**
The footer currently includes text links for 'About Us', 'My Account', 'Volunteer Login', 'Wish List', 'Press Releases', and 'Jobs at HSHV'. The presentation of these links in the footer deprives them of appropriate context. Reserve the footer for more generalized content, such as 'Site Map', 'Privacy Policy', contact information, hours, and social media links.
- **Divide link-heavy pages into sub-pages off a single landing page.**
For example, the content in 'Online Pet Adoption Packet', under 'Adoptions', could easily branch into four pages: 'Medical Information', 'Dogs', 'Cats', and 'Rabbits'. This would allow users to find information for their particular animal much faster.

Low Priority:

- **Group news and announcements into a new second-level section, labeled, 'News'.**
Links to news stories are sprinkled throughout the website. These links are gathered on a page labeled, 'Press Releases' in the 'About Us' section. Combining this news content with the 'Advocacy' page, currently under 'Programs', the 'Events' calendar page, and general announcements, would create a semantically-cohesive grouping.

Clear Labeling

Well-defined labels are critical for successful navigation and content assessment. Ambiguous labels force users to maneuver through a site by trial and error – a slow, frustrating experience that can significantly limit click-through rates. Specific, contextual labels create a strong semantic path to guide users to the information they seek. Labels are the gate-keepers of all site content.

Suggested Changes

High Priority:

- **Change the link labels for ‘General Information’ under ‘Vet Clinic’, ‘Information’ under ‘Cruelty & Rescue’, and ‘Advocacy’ under ‘Programs’.**

The current labels for these links do not provide enough detail about what type of content they lead to. These labels should be redefined as follows:

- **‘Advocacy’ to ‘Animal Advocacy’**
- **‘General Information’ to ‘Clinic Information’**
- **‘Information’ to ‘About Rescues’**

Low Priority:

- **Replace generic text-links such as ‘please click here’ with more descriptive wording.**
For example on the ‘Trap, Neuter, and Return (TNR)’ page in the ‘Community Cat Program’ section under ‘Programs’, one text link is identified this way: ‘To see a map of the areas that HSHV’s Community Cat Program has performed TNR service, [please click here.](#)’ For users scanning this page, the phrase ‘please click here’ is easy to dismiss. The term has even less context for visually-impaired users. Instead, identify this link as follows: ‘HSHV’s Community Cat Program has performed TNR service all across the [Ann Arbor Area.](#)’
- **Remove HSHV acronyms in labels.**
Acronyms, such as ‘HSHV Board’, require users to spend time thinking about what the letters stand for. Users know what site they are on, so this additional descriptor is redundant. Remove all acronyms from labels, and clarify content through specific terms. ‘HSHV Boards’, for example, should be changed to ‘Board of Directors’ and ‘HSHV Staff’ to ‘Our Staff’.

Consistent Design

Consistency in design allows users to develop a sense of control as they move through a site. Familiar sights, such as navigation menus, font styles for alerts and messages, color schemes, and layout, all save users cognitive resources, allowing them to more quickly absorb actual content.

Practices to Continue

- **Consistent layout of pages throughout the site.**
The footer, header, utility navigation menu and global navigation menu are placed in the same position on almost every sub-page of the site, providing users with predictable navigational paths.
- **Consistent color palette.**
The coral, aqua, and ochre color scheme is repeated from page to page, serving as a strong site identifier for users.

Suggested Changes

High Priority:

- **Keep the sequence of local navigation menus consistent for every page in each section.**
Most pages have local navigation menus on the left side of the page. However, the items in these menus are often ordered differently from page to page within the section. This problem is particularly acute in the 'Community Cat Program' section under 'Programs.' Maintain a consistent order for links in local navigation menus to speed up navigation.

Medium Priority:

- **Create a single style for error messages on forms.**
Error indicators for the application on 'Foster Care' under 'Programs' include an orange exclamation point at the top of the page, red labels where errors occur, and directions on how to format input. The 'Report Suspected Abuse or Neglect' form under 'Cruelty and Rescue', however, responds to errors with only a generic message in red over fields containing errors. Consistent responses to user input reinforces user confidence on the site. Establish a single style and approach for all form responses – errors, server processes, and confirmations.
- **Establish a single style for highlighting text.**
Throughout the site, highlighted text is styled in a variety of ways. On the 'Lost and Found' page under 'Services', for example, two colored boxes serve as backgrounds for highlighted text. The colors, fonts, and borders of these boxes are distinct, suggesting at first glance that the boxes are unrelated not only to each other, but also to the page that contains them. Using a single style throughout the site for highlighting special content will allow users to learn that such text is related to primary content, but of special importance. Enclosures, font weights, and font styles are an excellent way to set off important information. Accommodate colorblind users by only using color for highlighting when another typographical alteration has also been applied.

Low Priority:

- Remove all ‘email us’ hyperlinks and replace with the actual email address.**
 A number of pages, such as ‘Volunteer’ under ‘Ways to Help’, use generic terms such as ‘contact us’ to serve as email text links. By replacing ‘Contact us’ with ‘contact ann.kramer@hshv.org’, for example, all visitors can easily email regardless of a coding errors that might occur for the email link, and without requiring the user to have an email program for their system.
- Ensure links match page headings.**
 To help users orient themselves and navigate effectively, always match link labels with the headings on the pages they refer to. Also match any references to these pages throughout the site. Specific recommendations for labels are listed below:

Current Link Label	Current Heading	Change Link Label to:
Donate	Make A Donation	Make A Donation
Include us in your estate	<i>Planned Giving</i>	Planned Giving
Hold a fundraiser	Host a fundraiser	Host a fundraiser

- **Re-label page headings to match link labels.**

To help users understand where they are on a site it is important for link labels and page headings to be consistent. Strong labels used on the site should remain the same, and the headers should be changed for consistency purposes. Specific recommendations include:

Current Link Label	Current Heading	Change Heading to:
Our Veterinarians	Our Vet	Our Veterinarians
New Adopter Info	<i>Online Pet Adoption Packet</i>	New Adopter Info
Feral Cat	<i>Trap, Neuter, and Return (TNR)</i>	Feral Cat
Barn Cat	Adopt a Barn Cat	Barn Cat
Make an Appointment	Schedule Appointment Online	Make an Appointment
Report Abuse	<i>Trap, Neuter, and Return (TNR)</i>	Report Abuse
Make a Leadership Gift	<i>The Visionary Circle</i>	Make a Leadership Gift
HSHV Wish List	<i>Wish List</i>	HSHV Wish List

Matching User Expectations

Over time, the interplay between technological advancements and human needs has produced many of the web site conventions users have come to expect. Designers who ignore these conventions risk alienating users, who reasonably desire a sense of mastery and control on the Internet. Meeting user expectations about content and functionality supports this critical sense of mastery.

Suggested Changes

High Priority:

- **Create a single 'login/create account' box.**
While it is common to offer different site access levels to users than to staff, offering a unique sign-in for volunteers contradicts users' perceptions on volunteering. Volunteers are a subset of other clients. The sites' audience is unlikely to register a difference between a volunteer-user and a donor-user, for example. Combine 'My Account' with 'Volunteer Login' to prevent confusion about where to login. Once a user logs in, make sure functionalities for every type of user are clearly accessible, including functionalities unique to volunteers.
- **Include a 'login/create account' box in the utility navigation menu in the upper right hand corner.**
Placing 'volunteer login' and 'my account' in the footer contradicts the conventional position for these components in the upper right hand corner. Positioning the login box in the upper-right-hand corner allows it to serve as a 'call to action', encouraging users to sign in right away, while eliminating the possibility users will click aimlessly through the site searching for the login box.

Medium Priority:

- **Ensure all pages are formatted for print output.**
Users frequently want to print pages off of very informative websites, such as this one. Providing special styling for print output ensures users can access all page content in the printed version.
- **Reserve blue font color for text links.**
Using blue font for normal text opposes the entrenched web convention of coloring all links blue. The 'Adopt a Barn Cat' page in the 'Community Cat Program' section under 'Services' offers a perfect reversal of this convention with its blue-highlighted paragraph containing a gray, underlined text link. While it is not necessary that text links be colored blue, it is very important to avoid coloring any non-linked text blue.
- **Avoid underlining unlinked text.**
By the same token, underlining unlinked text defies an equally-entrenched convention for displaying text links. For example, 'Surrender an Animal' in the 'Services' section displays underlined text that is sometimes linked, and sometimes not linked. This guarantees users will have to guess where the links are. To emphasize text, adopt an alternative styling, such as boldface type.

- **Notify users when a link directs to an external webpage.**
Although external links can be helpful by adding additional resources and value to the content, they can also distract visitors from their primary tasks. It is important to make visitors aware the action will cause them to exit the site. Identify external links in the following way:
 - **List multiple external links under a header reading ‘External Resources’.**
 - **Create a unique icon indicating the link is external.**

Low Priority:

- **Ensure PDFs and external links open in a new tab.**
Many external pages are coded to replace the website in the user’s current window. For example, the Amazon wish list button on the ‘Wishlist’ page under ‘Ways to Help’ opens the Amazon page in the same tab as the original page. Users expect pages unrelated to the website to separate themselves from the original website. Opening any extraneous page, be it a new website or a PDF, in a separate tab confirms to users that they have indeed left the original website.
- **Include file sizes in parentheses when linking to downloads for PDFs and other document types.**
Providing file sizes with downloading links gives users the option to back out if the file will unduly burden their network connections or storage capacity. This is especially helpful to users on mobile devices.
- **Alert user when a link refers to a PDF or other document type.**
On the local navigation menu of ‘Adopt a Barn Cat’ in the ‘Adoptions’ section, for example, a link labeled, ‘Relocating and Acclimating Barn Cats’ provides no indication that it is actually a PDF. Avoid surprising users by appending link labels with identifiers such as, ‘PDF’ or ‘Doc’, as needed.

Effective Visual Design

The visual design of an interface should support and facilitate every other element of a web site. Design elements should conform to the Gestalt principles by which humans organize and process visual information. A successful interface reinforces the content and functionality of a site so seamlessly, it is barely distinguishable as an interface.

Practices to Continue

- **Use of images to create thematic and personal connections with content.**
Images of animals and caretakers are used very effectively to focus users' emotions, and therefore attention, on content.
- **Color palette of interface is harmonious.**
The color palette chosen for interface elements, such as navigation menus and sectional dividers, uses complementary colors at similar levels of intensity. When this approach is used as an accent, it strongly draws the eye without overpowering content.

Suggested Changes

High Priority:

- **Provide sufficient white-space on content-heavy pages.**
Many pages, such as 'Adoptions' in the 'Adoptions' section, suffer from overcrowding. The dense block of text and text links appear stuffed into their containing box. Pad all interface elements with sufficient white-space to permit proper focus. The mathematical 'golden mean' offers a ratio of 1:1.62. Aim for this proportion when balancing elements with white space.
- **Balance white-space in forms by enlarging and centering form elements.**
For example, on the 'Report Suspected Abuse and Neglect' form, all content is left-aligned. At the same time, the line lengths of each element are short, leaving approximately three quarters of the page empty. Making all elements, including font size, larger will not only fill in more horizontal space, but it will also aid readability and touch-screen usability. Keep the elements left-aligned to each other, but shift the entire form to the center of the page.
- **Evenly distribute side margins for text blocks.**
When text is combined with images or other elements, margins often become uneven. For example, the 'Meet our Trainers' page in the 'Dog Training' section under 'Programs' presents a column of images with a left margin of approximately a quarter of an inch, and a right margin that's closer to a sixteenth of an inch. Ragged text edges on the right exacerbate this lopsided presentation. Increase the left margin for the text to a quarter inch, and justify the right side of the text.

- **Increase vertical spaces between sub-headers and text to focus the eye.**
Vertical margins also need to be well-spaced. For example, on the 'Humane Education Page' under 'Programs,' the space between each section is a little over a quarter of an inch. Three quarters of an inch above the header, and a quarter inch below it would help users focus on one section at a time. A user can always scroll down for more content.

Medium Priority:

- **Visually integrate the social media links with the interface.**
The current social media icons use dimensional modeling and original branding colors. These small, distinctive images create a visually-hyperactive space that conflicts with more important content. Additionally, their modeled styling is dated, making them a poor reflection of the vibrant and innovative work occurring in the organization. Provide a single color for icons, preferably one that is already used in the interface. Slightly shade or highlight the icon to let users know that the element is a clickable button.
- **Choose one spot for the social media icons.**
Currently the social media icons are set in both the footer and the utility navigation menu. This creates unnecessary visual clutter, distracting viewers from important content. While the footer is the recommended position for social media links, if sufficient space is provided, these links can be successfully integrated into the utility navigation menu instead.
- **Use consistent size and alignment to display corporate logos serving as external links.**
External links are often displayed as company logos. The 'Become a Sponsor' page under 'Ways to Help', provides an example of how these visually-unrelated logos can create an awkward grouping. Choose a standard size for all external links using corporate logos, and align them to each other and/or other elements in the page, for a neater appearance.
- **Divide content sections with positioning, typography, and white-space, not color.**
Using color to accent sections of a page can cause visual imbalance. On the 'Wish List' page under 'Ways to Help' a large green box contains some text and a very large Amazon link. The eye is so strongly drawn to this section, it's easy to ignore the list of critically-needed items just to the left. Instead of color indicate content groupings with internal alignment, headings, and sufficient white space to isolate it.
- **Consider the 'dominant photo' layout for the interface.**
To visually communicate the emotional appeal of the site, consider using large, intimate images that elicit strong emotional responses. For example, a home page revision could display an edge-to-edge close-up of an animal's face, or an animal being embraced by a child. Include a simple global navigation menu, a utility navigation menu, and a footer over the image. Subpages could then present new images, sized and positioned to enhance, not conflict with, content.
- **Enlarge thumbnails of animals on all pages listing animals.**
On 'Happy Tails' under 'Adoptions', for example, the width set for the header and the descriptions is much wider than the width set for photos. Expand these thumbnails to the same width as the text above and below them for a more active visual space.

- **Keep alignment consistent on pages with tables.**
 Improper alignment of table elements can lead to uneven negative space and overall imbalance. For example, on 'Happy Tails', under 'Adoptions', text is left aligned for each cell, while the photo is center-aligned. This creates a jumbled look that suggests the text and images are not related. The entire page will appear more centered if text is also center-aligned in each cell.
- **Use a single background color for both the footer and the left column.**
 The three colored sections in the footer reflect the three-column layout for the interface, but also create unnecessary visual information. Content can be divided with nothing more than margins. A single band of color for the footer would provide a simpler and cleaner foundation for the page. Likewise, the gray column on the left typically displays nothing more than a photo and the local navigation menu. Separate this area visually with more subtle methods, such as alignment, and font style.

Low Priority:

- **Use page design to highlight featured content, not lightboxes that display when a page loads.**
 For special promotions, such as the donation-request promotion created for Valentine's Day, the site periodically employs lightboxes that load when the user first visits the site. This practice can cause users to question if they are actually on the correct website. Moreover, lightboxes can add an unnecessary challenge for people with limited motor control. Display promotions and specials directly on the 'Home' page. Create focus for those elements through proper use of white-space, size, contrast, color, and overall design simplicity.
- **Make background color the same as the primary page color.**
 The gray background for the page increases visual noise by forcing more visual elements into the viewer's scope. Since this gray background doesn't communicate any information, it should be removed to support a simpler design.
- **Center drop-down sub-navigation menus directly under section labels on the global navigation menu.**
 The current indentation on these sub-menus defies the alignment of the global navigation menu, subverting the Gestalt principle of alignment that would indicate the sub-menu is related to the section above it. Moreover, this misalignment forces users to slide the mouse down and then to the left to reach a link to click on. This slows users' down and could prove an added challenge for users with physical disabilities.
- **Center align all tables on their page.**
 Left aligning a table on a page that displays nothing but that table will likely create visual imbalance on that page. On 'Adoptable Animals' under 'Adoptions', for example, the left-aligned scrolling table presents this very problem. If tables are centered on the page, they will automatically balance the space.

Supporting Readability & Scannability

Only a small portion of users read website text word-for-word. Visitors more typically 'scan' text to determine if a page contains any content worth pursuing. Descriptive headings, boldfaced key words, bulleted lists, trimmed or 'chunked' text, and concise wording are all approaches that support scanning. Readability is strengthened by large font size, sans-serif text, and sufficient text-to-background contrast.

Practices to Continue

- **Strong contrast between text color and background to promote readability.**
Most text on the site is colored black and placed on a white background. This provides the optimal onscreen reading experience. Headings colored teal (#6C4C74), also used throughout the site, further promote readability with a contrast ratio of 7.18:1 (determined by testing at juicystudios.com).
- **Using sans-serif font.**
Sans-serif fonts produce much clearer text on screens than serif fonts.
- **Frequent use of bullet points to facilitate scanning.**
Bullet points create a strong visual pattern that helps users scan page content faster.

Suggested Changes

High Priority:

- **Increase base text size to 15px for the entire site.**
The current default text size of 13px is too small to support either scanning or reading. While this text size would be quite large in print, the relatively-poor resolution of web pages renders text at this size small enough to cause eyestrain, especially for users over the age of forty. Set text to 15px to improve users' comfort levels, as well as their access to content.

Facilitating User Tasks

In addition to accessing content, many web users seek to accomplish some task during their visit. Efficient, logical site designs minimize the number of clicks needed during a task. Careful editing prevents the redundancies that slow users down during processes. Providing aid when needed speeds users through problem areas. Taking all of these steps will help boost task success rates, as well as user satisfaction.

Practices to Continue

- **Un-submitted form inputs are maintained after users navigate away from the page.**
This practice saves users time and should be preserved in the redesign.
- **Notifying users if they have already submitted a form.**
This notification reduces multiple submissions while allowing users to re-submit the form if they so choose.
- **Using the Square Shopping platform for the eCommerce section under 'Shop'.**
This application provides a clean and organized shopping experience for users. Continued use is recommended.

Suggested Changes

High Priority:

- **Increase the size of radio buttons, checkboxes, and inputs on all forms.**
To accommodate users on touchscreens, make sure all forms can be completed with a finger as easily as a mouse. Increase the width and height of form elements, such as buttons, checkboxes, and text input boxes, to 44px. This adjustment will also support users with physical disabilities affecting fine-motor control.
- **Increase the white-space between radio buttons and checkboxes on all forms.**
These form elements are often spaced so close together they are touching. In addition to increasing the size of these buttons, make sure there is sufficient space around each one to allow users on touchscreens and users with disabilities to make discreet selections.

Low Priority:

- **Add 'back to the top' links for long pages.**
Long pages and forms, such as 'Report suspected Abuse or Neglect' in the 'Cruelty & Rescue' section, require users to scroll excessively. If the lengths of these pages cannot be trimmed, consider adding in-page 'back to the top' links to alleviate some of the scrolling required.
- **Add a 'Clear All' button on every form.**
Many forms on the site lack a button to clear user input. Include this time-saving feature on all forms.
- **Remove scrolling windows.**
Pages such as 'Adoptable Animals' under 'Adoptions' and 'Lost Cats' under 'Services' contain scrolling windows for various types of content. Relieve users of the burden of scrolling inside a small window by simply lengthening the page to accommodate that content.

Providing Help

A confusing or challenging task can cause high levels of frustration for users. This in turn negatively impacts the user's perception of the organization as a whole. The term, 'Help' has historically been reserved for tech/software related difficulties, and users don't always associate this term with website problems. However, a comprehensive help section is an excellent support for users on any task-intensive website.

Practices to Continue

- **Providing contact information globally in the footer.**
It's very helpful for users to have quick access to the organization's contact information when other help options are not available.

Suggested Changes

High Priority:

- **Provide examples and patterns for valid entries on forms.**
Since there are many different ways to enter data into a form field, it is important to let users know exactly what format is required for a given entry. For example, if a phone number is required, display what pattern would be acceptable, such as '(XXX)-XXX-XXXX' or display an example, such as '(734)-987-6543'.
- **Add a dashed border to inputs triggering errors, and shade their background light red.**
Many forms display error messages too far away from the actual errors, forcing users to search the form to correct their mistakes. By shading an error field with a color and surrounding it with a dashed border, all users, including colorblind users, can quickly identify which field needs to be corrected. This technique is currently being used in the online donations section. Extend this successful approach to forms throughout the site.

Medium Priority:

- **Add a 'Frequently Asked Questions' page.**
A FAQ page answering clients' most common questions is an excellent way to save both users and staff time. An FAQ page would fit well in the 'About Us' section, and could also be included in the utility navigation menu.
- **Boldface error messages on the 'Schedule Appointments Online' form in the 'Vet Clinic' section, and on the 'Lost and Found Reports' form in the 'Services' section.**
The text for error messages on these forms is the same style as the text in the form itself. Boldfacing these error messages will help them stand out.

Low Priority:

- **In form error messages, provide specific instructions about required formats.**

Many forms on the site post generic error messages for incorrect user input. For example, all errors on the application in the 'Foster Care' page under 'Services' produce this message: 'There is a problem with an entry on the form. In order to process your application we need information for each item on the form that has an asterisk next to it. One or more of these items is currently blank.' Provide instructions in error messages so users can quickly correct them and complete their task. Recommendations for specific error messages are as follows:

Location	Form Element	Current Error Message	Recommended Change
All Forms	First name	Please enter a valid response.	Error: Please enter First Name.
All Forms	Last name	Error: Please enter a valid response.	Error: Please enter Last Name.
All Forms	Email Address	Error: Please enter a valid response.	Error: Please enter current email address.
All Forms	Yes/No buttons	Error: Please enter a valid response.	Error: Please select yes or no.
Schedule Appointments Online	Pet's name	Error: Please enter a valid response.	Error: Please enter the pet's name.
Schedule Appointments Online/Lost and Found Report	Dog or Cat identification	Error: Please enter a valid response.	Error: Please identify what type of animal you are referring to.
Lost and Found Report	Is this an animal you have lost, or one you have found?	Error: Please enter a valid response.	Error: Please identify if the animal is lost or found.

Additional Usability Issues by Page & Section

Additional usability issues specific to a page or section are noted below. Recommendations mentioned in previous sections may also apply to these pages and sections. Only issues not previously discussed are included in the recommendations that follow.

Utility Navigation Menu

High Priority:

- **Enlarge the utility navigation menu area.**
This menu is currently crammed into a very small space, compounding the disordered look of the whole area. Expand the section above the global navigation menu, and set utility elements in a horizontal row instead of a vertical stack.
- **Enlarge both the search button and the search text field on the utility navigation menu.**
Enlarging the search elements will create a better balance with the much larger global menu, while also improving usability.

Home Page

High Priority:

- **Remove the carousel from the 'Home' page.**
Carousels with shifting images stimulate the automatic responses of the lower brain, which is triggered by visual changes in an otherwise static plane. This constant demand for attention prevents users from fully focusing on the content presented in the page. Linked images can be displayed in feature sections below the global navigation menu, with no drain on a user's attention.

Medium Priority:

- **Horizontally center 'Upcoming Events' and other feature content.**
The 'Home' page contains a bulleted list titled, 'Upcoming Events' on the right. To the left is a feature link. Both of these sections hold changing content that will occupy different heights at different times. Centering this content on the horizontal midline of their respective frames will help balance the shifting negative space between them.

- **Visually integrate ‘Events Calendar’ and ‘Youth Calendar’ into interface.**
The current calendars displayed on the site are tables whose content determines the height of each row. This allows some rows to be much taller than others, which in turn creates an inconsistent appearance. Consider stacking events in horizontal bands with dates as their headers. Each band could then link to a description page for that event. This scheme would ensure a consistent layout for all calendar entries.

Adoption Programs

Low Priority:

- **Remove the ‘Senior to Senior Adoptions’ text link on the ‘Adoptions Programs’ page under ‘Adoptions’.**
This link refers to the second-level sub-page ‘How to Adopt’, a page with no information about a ‘senior to senior adoptions’ program.

Adoptable Animals

Medium Priority:

- **Adjust the filter on this page in the ‘Adoptions’ section to not reset after every search.**
For example, if a user sets this filter to search male dogs, and then decides to add the criterion of ‘age’, the previous selection of ‘male dogs’ is cleared. This forces the user to re-select that criteria along with the new selection of ‘age’. Preserving filter selections would save users both time and irritation. Include a ‘clear all filters’ so users can start over if they so choose.

Low Priority:

- **Add whitespace between the filter options on the search selector.**
The close proximity of filter options poses a challenge for users on touch screens, as well as users with physical disabilities. Increase the white space between filter elements to facilitate access for all users.

Adoptable Animals- Animal Description Page

High Priority:

- **Move pet descriptions out of the gray '24PetWatch' insurance advertisement box, and place them under the animal's information list.**

Pet description pages include text detailing a particular animal's needs, personality, and housing preferences. Currently this content is located below the fold, and inside a box that includes an advertisement for '24PetWatch'. This placement obscures the nature of the text, leading a user to possibly dismiss the entire box as an advertisement. Move this important text above the fold, and directly under the other information about the animal. This proximity will alert users to the biographical topic of the text.

Medium Priority:

- **Instead of removing the blue color from unavailable page or video links, such as '[3]', and '[Play]', remove the links entirely.**

When users see these indicators, they assume the content is available even if it has been styled to suggest otherwise. Hide or remove these links to prevent users from clicking these links for no reason.

- **Align animal information lists to the sides, not the center.**

Lists of animal data divide categories and traits with a thin gutter down the middle, leaving the text block itself to spill out into an organic shape. This confusing shape is what dominates the eye, not the straight gutter down the middle. To ease visual comprehension, list each category as a header over the animal's corresponding traits, indenting the traits to identify them as a subset of that header. Alternatively, present the information in a table or chart to guarantee alignment.

Pets for Patriots

Low Priority:

- **On the 'Pets for Patriots' page in the 'Specials & Programs' section under 'Adoptions', embed the 'Watch Mario & Kona's Story' video where the linked image is.**

The image with the 'play' triangle over it indicates to users that clicking the image will play a video. Instead, the linked image redirects the user to an external website that opens in the same tab. Maintain conventional icon meanings by embedding the video in the page. This will also keep users on the site.

Happy Tails

Medium Priority:

- **Remove the word 'null' from entries on the 'Happy Tails' page under 'Adoptions'.**
When a description is not provided for an entry on this page, display a text link labeled, 'Read the whole story here.'

Low Priority:

- **Change the label from 'Happy Tails' to 'Success Stories' for increased clarity.**
The current label could be misleading since 'Happy Tails' could refer to happy pets that need to be adopted. 'Success Stories' is a more direct indicator.

Vet Clinic – General Information

High Priority:

- **Reveal the content overlapped by the footer on the landing page of the 'Vet Clinic' section.**
At the bottom of this page, two sub-sections under the main text are covered by the footer, obscuring important information, such as the late policy for appointments. The code for this page provides a sequence for overlapping content layers. Revise this sequence and reposition sections to ensure all content is visible.

Our Vets

Low Priority:

- **Increase the size of text for subheadings on this page in the 'Vet Clinic' section to 14px.**
The current text size of the subheadings under each veterinarian is set to 10px, a very small font size, even for young users with strong eyesight.

Schedule Appointments Online

Medium Priority:

- **Add confirmation text to notify users that the ‘Schedule Appointments Online’ form in the ‘Vet Clinic’ section has been submitted.**

The ‘Schedule Appointment Online’ form is the only form on the site that is missing a ‘Thank you for submitting’ notification. Notifying users that the form has been submitted assures them that they have accomplished their task. Add context to the message by letting the user know when a staff member will contact them.

Lost and Found Dogs / Cats / Other Report

High Priority:

- **Add a filtered page search to help users locate lost and found animals.**
Currently the only way to find animals in the ‘Lost and Found’ section under ‘Services’ is by scrolling through entire page listings. With a filter, users can search more quickly by controlling criteria such as location, species, size, fur color, and other characteristics.
- **Move the ‘Warning’ text box to the top of the ‘Lost and Found Report’ page and to the top of ‘Found’ animal pages.**
The warning in this text box contains lifesaving information that should not reside below the fold.

Medium Priority:

- **Use a white background, red font, and a red border for the ‘Warning’ text box on ‘Found’ animal pages.**
The current color combination in use produces a washed-out appearance that minimizes rather than highlights the information it holds. Change the background color in this box to white and add a red border. Use red text to signal the importance of the information.
- **Increase the size of each lost and found animal image.**
Currently the blue text links – an ID number on ‘Found Dogs’ and ‘Found Cats’, and a name on the ‘Found Others’ page – are given dominant visual roles. But the id number and animal name are both useless identifiers for users who have found an animal. Breed and age are also traits that many users will be unable to determine. An animal image, conversely, is the primary way users can identify a lost animal. Make any animal images the largest, most compelling elements on the page. Moreover, humans process visual information far more quickly than text, so larger images will speed searches.
- **Prioritize information with sequential hierarchy.**
List the most critical information for identification first, such as species, location and fur coloring. This will be especially important for animals listed without an image.

- **Add specific details about found animals.**
If possible, add further details about found animals, such as fur color and length, collar color, size, and unique markings or scars. This is especially helpful to users when no image is provided.
- **Add a descriptive label explaining the numbers under the 'found' animal pictures.**
Add a label such as, 'Animal ID' before these identification numbers to clarify their meaning. An example might read as follows: 'Animal ID: 30932447'.

Low Priority:

- **Categorize lost and found reports by the location the animal was last seen.**
A lost animal's location when last seen can be a very helpful clue in tracking them down. For example, if it is known that a cat was lost in Dexter, that cat is most likely still in Dexter. Divide reports by location to help users more efficiently review them. Alphabetize these locations for even quicker results.
- **Create two separate forms to report lost and found animals.**
For users, the emotionally-intense experience of losing a pet is completely unrelated to the milder experience of finding someone else's pet. Prevent unnecessary processing time for users by mapping these separate experiences to two distinct forms.
- **On all 'Found' animal pages, and on the 'Lost and Found Report' page, change the heading in the gray text box from 'Warning' to 'Scam Warning'.**
Research has shown that the first two words in a paragraph are often the only two words users will ever read. Consequently, these words must be selected with great care. Adding the word 'scam' to the beginning of this paragraph will more effectively communicate the information for users who skim, rather than read, pages.

Pet Food Assistance

Low Priority:

- **Use a more generic photo to promote all 'Pet Food Assistance' programs.**
In the upper left corner of the 'Pet Food Assistance' page under 'Services' is a marketing image promoting the organization's own pet food program, 'Bountiful Bowls'. Most other sub-pages place a unifying photo of an animal or a section-related image. Since this section lists a variety of assistance programs, putting a marketing image about one specific program is confusing and does not convey the breadth of information provided on the page.

End of Life

Low Priority:

- **Move the 'End of Life' page in 'Services' to 'Vet Clinic'.**
Euthanasia is a medical service, and users are most likely to look for it in the 'Vet Clinic' section. Moreover, a clear route to this page reassures users' that the Humane Society supports both the needs and the difficult decisions of pet owners. An obscured route suggests the opposite.

Safe Harbor

Low Priority:

- **Move the 'Safe Harbor' page in 'Programs' to the 'Cruelty and Rescue' section.**
The program described on this page provides assistance to pet owners experiencing domestic crises. This page is more logically grouped in a section with the word 'rescue' in it than in a section labeled 'Programs'.

Pet Friendly Apartments

Low Priority:

- **Replace the drop-down filter labeled, 'Pet(s) you have' with checkboxes.**
The current filter for this page in 'Adoptions' does not allow users to search for apartments that accept multiple types of animals. Expand users' options for filtering their search, and provide checkboxes for filter controls.

Foster Parent Application

Low Priority:

- **Remove the 'I agree' checkbox at the bottom of the form.**
The 'I agree' checkbox next to the 'Continue' button creates a confusing sequence for users. The text above the checkbox reads '*By clicking the 'Continue' button below, you agree to the information above.*' Since the continue button confirms consent, the checkbox is unneeded.

- **Remove the 'Foster Parent Application' form from the 'Foster Care' page.**
The foster parent application is lost at the bottom of this page, well below the fold. Create a separate page for the application and add a link off of the 'Foster Care' page to access it.

JV Waitlist

Medium Priority:

- **In the 'Humane Education' section under 'Programs', replace the Yes/No drop-down menu on the 'JV Waitlist' form with radio buttons.**
A drop-down form field should be used for questions accepting more than one answer, such as 'select your preferred flavor'. Yes/no radio buttons or a 'Yes, I understand' check box provide a better fit for this kind of question.

Animal Care Education

Medium Priority:

- **Re-label 'Animal Care Education', under 'Humane Education' in 'Programs', to read 'Programs for Schools'.**
The current label is misleading. The content under this section is referring to school field trips and education programs for kids.

Dog Training

High Priority:

- **Correct overlapping text error in the footer on the 'Class Criteria and Descriptions' page.**
The adoptions and clinic hours text is squeezed into a long, narrow column, causing it to overlap other text in the footer. This is a very simple error to correct.

Medium Priority:

- **Replace the teal (#288585) border for the 'Current Classes' chart with a shade of gray such as #A2ACAC.**
The alternating colors in this table overwhelm the small space. A more subtle gray border would help neutralize this area.

- **Use lighter background colors and darker text colors in the ‘Current Classes’ chart to promote readability.**

Analysis of luminosity values at juicystudios.com showed that for the current text size of 13px, some of the text/background color combinations in this chart do meet the 4.5:1 contrast ratio called for in the WCAG (Web Content Accessibility Guidelines). However, adjustments are recommended for all text to guarantee strong readability. Specific recommendations are delineated below:

Background Color	Text Color	Current Ratio	Suggested Background Color	Suggested Text Color	New Ratio
#CCEBF4	#3E6D73	4.60:1*	#CCEBF4	#000	16.76:1
#CCEBF4	#FF0000	3.19:1	#CCEBF4	#843B3B	6.28:1
#F0D789	#3E6D73	4.06:1	#F0D789	#000	14.79:1
#F3F664	#3E6D73	4.99:1*	#F3F664	#000	18.18:1
#F0D789	#3E6D73	4.06:1	#F0D789	#000	14.79:1
#D0E693	#3E6D73	4.24:1	#D0E693	#000	15.42:1

*passed the minimum requirements (4.5:1).

Low Priority:

- **Divide table sections into separate tables, one for each class.**
The extra white space created through content separation would help users visually process a single class at a time.

What do I do with Feral Cats?

Low Priority:

- **Provide a title for the table on the ‘How do I tell a feral cat from a stray cat?’ page in the ‘Community Cat Program’ section under ‘Programs’.**
A title, such as ‘Feral vs. Stray Cats’, provides context for the information within the table. In addition, titles allow users to scan the page and determine if the information within the table is what they are looking for.

Make a Donation

High Priority:

- **Recode the drop-down sub-menus on the 'One Time Gift' page.**
In the 'Ways to Help' section, under 'Donate', the drop-down sub-menus under the global navigation menu slip behind the main page section, rendering them totally inaccessible. This problem can be easily fixed in the coding.

Medium Priority:

- **On the 'Make a Donation' page, describe the donation form as a single form with multiple options, not multiple forms.**
Currently, users can customize their donations with a variety of options. These options include gift frequency, delivery modes for gift announcements, and message options for honoring loved ones. Each of these options are offered on the form, but multiple links in the 'Ways to Help' section imply each option is on a separate form. For example, clicking the text link for, 'Electronic eCards' on the 'Honor and Memorial Gifts' page under 'Make a Donation' leads to the same form as the 'Monthly Gift' link on the 'Make a Donation' page. This presentation is unwieldy to navigate, and it obscures the site's structure. Instead, offer a single link to the form via the 'Make a Donation' page and simply describe the options available on that form.
- **Standardize layout on 'Make a Donation' page.**
The large button links and text on this page breaks ranks with the long sections of small text used for the other pages. While the layout on 'Make a Donation' is an improvement in usability, the change itself is jarring. Instead of revising this page to incorporate the dense text blocks and small font-size found on other pages, incorporate its improvements into the rest of the site. All pages should maintain a consistent layout and styling.
- **Increase the size of eCard previews on the 'Make a Donation' form, or provide a hover feature that enlarges the image when needed.**
Thumbnail images of eCards are very small, making both image and text difficult to see. Provide larger images, either on the page itself or through a zoomed version, so users can properly see their selections.

Low Priority:

- **Remove 'Donate' from the global navigation menu.**
This link is repeated in 'Ways to Help', obscuring the informational structure of the site in addition an unnecessary element to an already visually-crowded area.

Wish List

Low Priority:

- **Use consistent headings and alignment for each bulleted list on this page in the 'Ways to Help' section.**
Shifting alignment and different colors for headings make this page hard to scan. Communicate conceptual hierarchies with consistent alignment heading colors for all lists.

Wedding Favors

Low Priority:

- **Relink the page targeted in the 'fill out this questionnaire' text link on 'Wedding Favors' under 'Hold a Fundraiser' in the 'Ways to Help' section.**
This link leads to a page with a message indicating the page does not exist. While the content indicated in this link will interest a narrow audience, any link that does not work needs to be fixed.