

HABIB WAHIB ABDAL, 16 YRS / KENNETH ADAMS, 17.5 YRS / MARVIN ANDERSON, 15 YRS / RANDOLPH ARLEDGE, 14 YRS / HERMAN ATKINS, 11.5 YRS / STEVEN AVERY, 17.5 YRS / STEVEN BARNES, 19.5 YRS / JONATHAN BARR, 15 YRS / ANTONIO BEAVER, 10 YRS / GENE BIBBINS, 15.5 YRS / MICHAEL BLAIR, 13.5 YRS / KIRK BLOODSWORTH, 8 YRS / ORLANDO BOSQUETE, 23 YRS / MARK DIAZ BRAVO, 3 YRS / KENNEDY BREWER, 7 YRS / DALE BRISON, 3.5 YRS / JIMMY RAY BROMGARD, 14.5 YRS / NATHAN BROWN, 17 YRS / ROY BROWN, 15 YRS / A.B. BUTLER, 16 YRS / KEVIN BYRD, 12 YRS / DEAN CAGE, 11.5 YRS / LEONARD CALLACE, 5.5 YRS / TERRY CHALMERS, 7.5 YRS / CLYDE CHARLES, 17 YRS / ULYSSES RODRIGUEZ CHARLES, 17 YRS / CHARLES CHATMAN, 26.5 YRS / ROBERT CLARK, 23.5 YRS / TIMOTHY COLE, 13 YRS / RONALD COTTON, 10.5 YRS / SEDRICK COURTNEY, 15 YRS / STEPHAN COWANS, 5.5 YRS / ROY CRINER, 10 YRS / MCKINLEY CROMEDY, 5 YRS / ALAN CROTZER, 24 YRS / ROLANDO CRUZ, 10.5 YRS / CHARLES DABBS, 7 YRS / RICHARD DANZIGER, 11 YRS / DEWEY DAVIS, 7.5 YRS / GERALD DAVIS, 8 YRS / FREDERICK DAVE, 10 YRS / WILTON DEDGE, 22 YRS / JEFFREY DESKOVIC, 15.5 YRS / ROBERT DEWEY, 15.5 YRS / LUIS DIAZ, 25 YRS / JOHN DIXON, 10 YRS / THOMAS DOSWELL, 18.5 YRS / CORNELIUS DUPREE, 30 YRS / TIMOTHY DUJHAM, 3.5 YRS / DOUGLAS ECHOLS, 5 YRS / CLARENCE ELKINS, 6.5 YRS / LONNIE EBBY, 17 YRS / CHARLES IRVIN FAUN, 17.5 YRS / SCOTT FARRIANO, 21 YRS / DENNIS FRITZ, 11 YRS / LARRY FULLER, 19.5 YRS / JAMES GILES, 10 YRS / BRUCE GODSCHALK, 14.5 YRS / ANGEL GONZALEZ, 19.5 YRS / HECTOR GONZALEZ, 6.4 YRS / ANTHONY GRAY, 7 YRS / MULA GRAY, 8 YRS / ANTHONY CHAE GREEN, 11 YRS / EDWARD GREEN, 11 YRS / WILLIAM GREGORY, 7 YRS / WITTOR HALSTED, 19 YRS / DENNIS HALSTEAD, 16 YRS / JAMES HARDEN, 16 YRS / WILLIAM HARRIS, 7 YRS / CLARENCE HARRISON, 11.5 YRS / TIAMUS HAYES, 8 YRS / THOMAS HAINSWORTH, 27 YRS / CHAD HENS, 11 YRS / ALFONSO HERNANDEZ, 10.5 YRS / ANTHONY HICKS, 3 YRS / LARRY HOLLIBREN, 15 YRS / EDWARD HONAKER, 9 YRS / DARRYL HUNT, 18.5 YRS / HARVEY JAMES, 29 YRS / JEFFREY EARL JERSON, 10.5 YRS / ALBERT JOHNSON, 10 YRS / CALVIN JOHNSON, 15.5 YRS / LARRY JOHNSON, 18 YRS / RICHARD JOHNSON, 14 YRS / RICKY JOHNSON, 21 YRS / JOE JONES, 17 YRS / RONALD JONES, 19 YRS / JOHN KOGUT, 17 YRS / PAUL LINDONKIN, 13 YRS / KERRY OTLER, 11 YRS / RAY KROGER, 10 YRS / BARRY LAUGHMAN, 16 YRS / CARLOS LANERNA, 15 YRS / STEVEN LINSOTT, 3 YRS / EDITH KOELOYD, 17 YRS / EDDIE LOHMEYER, 6 YRS / DENNIS MUMFORD, 19 YRS / ANTHONY MASSINGILL, 11 YRS / JIMMY MATTHEW, 3 YRS / LARRY MAYE, 18.5 YRS / CURTIS MCCARTHY, 11 YRS / ANTRON MCCRAY, 14 YRS / ARVIN MCCOY, 12.5 YRS / THOMAS MCCOWAN, 22.5 YRS / LAWRENCE MCKINNEY, 3 YRS / CLAYTON MCMILLAN, 2 YRS / LEONARD MCSHERR, 13 YRS / JERRY MILLER, 24.5 YRS / NICHOLAS MILLER, 9 YRS / ROBERT MILLER, 9.5 YRS / MARVIN MITCHELL, 7 YRS / BRANDON MOON, 17 YRS / MICHAEL MORTON, 24.5 YRS / VINCENT MOTO, 6.5 YRS / ALAN NEWTON, 21 YRS / JAMES O'DONNELL, 2 YRS / CHRIS OCHOA, 11.5 YRS / VICTOR ORTIZ, 12 YRS / FREDDIE PEACOCK, 6 YRS / LARRY PETERSON, 16.5 YRS / STEVEN PHILLIPS, 26 YRS / JEFFREY PIERCE, 14.5 YRS / BRIAN PISZCZEK, 3 YRS / WILLIE RANGE, 17.5 YRS / JOHN RESTIVO, 16 YRS / GERARD RICHARDSON, 18 YRS / HAROLD RICHARDSON, 14 YRS / JAMES RICHARDSON, 9 YRS / KEVIN RICHARDSON, 5.5 YRS / GEORGE RODRIGUEZ, 17 YRS / PETER ROSE, 9 YRS / FREDRIC SAECKER, 6 YRS / YUSUF SALAAM, 5.5 YRS / RAYMOND SANTANA, 5 YRS / ERIC SARGFIELD, 9.5 YRS / MICHAEL SAUNDERS, 14 YRS / SAMUEL SCOTT, 15 YRS / SHANNNE SHARR, 10 YRS / DAVID SHEPARD, 9.5 YRS / FRANK LEE SMITH, 14 YRS / WALTER SMITH, 10 YRS / WALTER SNYDER, 6.5 YRS / BENNIE STARKS, 20 YRS / FRANK STERLING, 17.5 YRS / JOSIAH SUTTON, 4.5 YRS / TERRILL SWIFT, 12 YRS / ROBERT TAYLOR, 15 YRS / RONALD GENE TAYLOR, 12 YRS / VINCENT THAMES, 13.5 YRS / DAMON THIBODEAUX, 15 YRS / JAMES C. TILLMAN, 16.5 YRS / STEVEN TONEY, 13 YRS / JERRY TOWNSEND, 21.5 YRS / DAVID VASQUEZ, 4 YRS / ROBERT LEE VEAL, 7 YRS / EDUARDO VELASQUEZ, 12.5 YRS / JAMES WALLER, 10 YRS / PATRICK WALLER, 15.5 YRS / DOUGLAS WARNEY, 8 YRS / CALVIN WASHINGTON, 13.5 YRS / EARL WASHINGTON, 17 YRS / KENNETH WATERS, 17.5 YRS / TROY WEBB, 7.5 YRS / BERNARD WEBSTER, 20 YRS / DAVID WIGGINS, 23 YRS / DENNIS WILLIAMS, 17.5 YRS / MICHAEL ANTHONY WILLIAMS, 23.5 YRS / IRON WILLIAMSON, 11 YRS / CALVIN WILLIS, 21.5 YRS / JOHN WILSON, 7 YRS / KHAREY WISE, 11.5 YRS / GLEN WOODALL, 4.5 YRS / RICKY DALE WYATT, 30 YRS / NICHOLAS YARRIS, 21.5 YRS / LARRY YOUNGBLOOD, 9 YRS

Mobile Website User Testing Presentation

Michelle Kung, Shradha Shree, Yisha Su, William Mellow
Usability Theory & Practice - 19FA-INFO-644-01
Instructor: Craig MacDonald



Agenda

- Goals and scope of the project
- Methodology
- Participant demographics
- Findings (positive reviews)
- Findings (areas of improvement)
- Three recommendations



Project Goals and Scope

Test how well the **mobile website** engaged new users with opportunities to **take action** and **learn about the organization**



Methodology

Eight user tests, facilitated by a moderator who provided tasks and asked questions

Tasks:

1. Signing a petition
2. Sharing on social media
3. Learning about the Innocence Project through the homepage
4. Donating
5. Finding other ways to take action

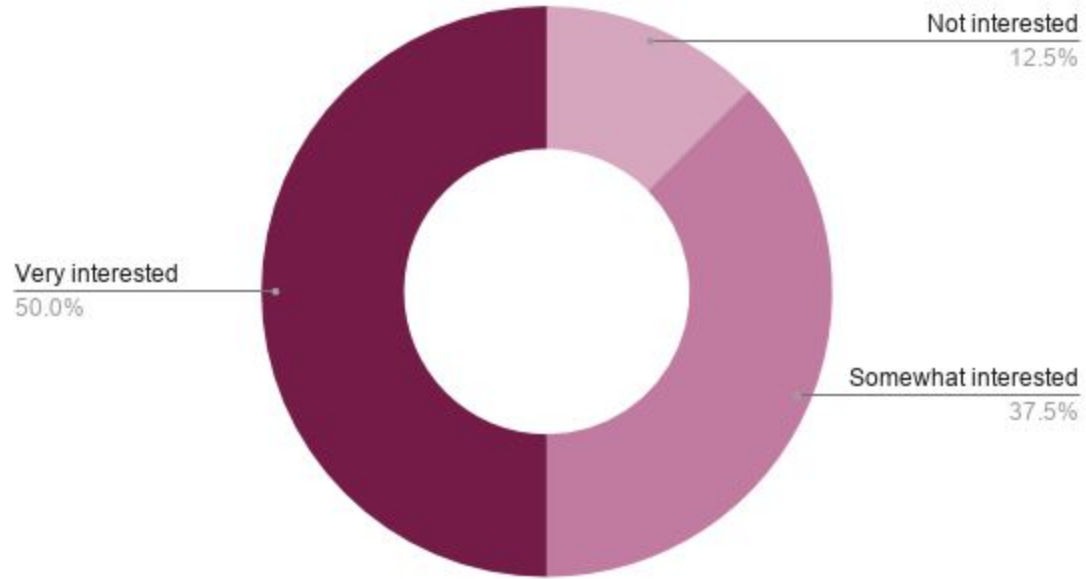


Participant Demographics

Race	Gender	Age
Mixed	F	36-45
Latino	M	26-35
African American or Black	My pronouns are he/him and they/them	26-35
African American or Black	F	26-35
Asian or American Asian	F	26-35
African American or Black	M	26-35
White, Other	M	36-45
White	M	18-25

Pre-Test Questions

How interested are you in the issue of criminal justice reform?





Pre-Test Questions


Question	Answer
Is English your first language?	6 yes, 2 no
Have you ever used innocenceproject.org before?	6 no, 2 yes
Have you ever participated in a nonprofit's campaign, such as volunteering, signing a petition, or calling a member of Congress?	7 yes, 1 no
Have you ever donated for a cause?	8 yes
Do you use social media?	7 yes



Findings (Overall)

Positive reviews:

- Users were generally able to learn about the organization and take action without difficulty
- All users thought the website was on par with or better than other nonprofit websites
- Users were eager to share the stories on social media



“They made it super easy to learn more - there’s this sort of listicle here - and right at the top they’ve got all these links”

“I really like how they have displayed the map to find the local group. I will certainly explore this website”

“Feels easy to use”



In one word how would you describe your experience using this mobile site?

Fine

Easy

Very fluid, met expectations

Exploratory, the more I searched, the more I found

Nice, but too much content

Simple but not seamless

Understandable, clear

Informative



Areas for Improvement

- Labeling of buttons and links need to better reflect their function and destination
- Clickable buttons should look clickable so that users will easily find them

“When you say join the fight, what does that actually entail?”



Areas for Improvement

- Lack of statistics showcasing the successes of the Innocence Project

“I would like to see more success stories or some statistical information to understand the impact of this organization”



Areas for Improvement

- The different forms sometimes confused participants

“Is this a petition? I’m actually not sure. I see it’s asking me for signatures but I don’t know what it’s asking me for signatures for.”

Recommendation 1: Provide Understandable & Findable “Calls to Action” Within Stories

- Add “Call to action” buttons which are clearly visible
- Increase understandability by changing the language of the “call to action” button to “sign to petition”
- Add the same “sign to petition” button at the bottom to increase convenience

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poice officer, has come to light. Rodney was recently granted an indefinite stay of execution, just five days before his scheduled execution date of November 20, 2019, and is now awaiting a new hearing. Rodney now has another chance to prove his innocence, but he's not free yet.

You can help support Rodney's fight for justice by sharing this article and [adding your name to this petition.](#)

→ Take action: [Join the fight for Rodney Reed](#)

Here are key facts you should know about his case:

1. **The murder weapon has never been tested for DNA evidence.** Requests for DNA testing of crime scene evidence, including of a belt that was used as the murder weapon, have been repeatedly denied by the Texas Court of Criminal Appeals. And the United States Supreme Court declined to directly review the Texas courts' denial of DNA testing in 2018.
2. **The State's three forensic experts have admitted on the record to errors in their**

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stating, “I had to kill my n*****-loving fiancée,” in a conversation.

[Learn more about Rodney Reed and his life before he was wrongfully convicted.](#)

Share this story

Help us advocate for the innocent by sharing the latest news from the Innocence Project.

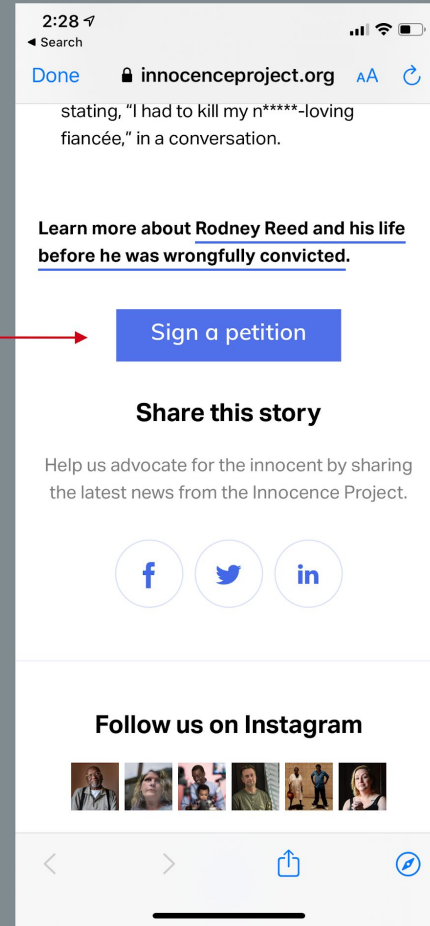
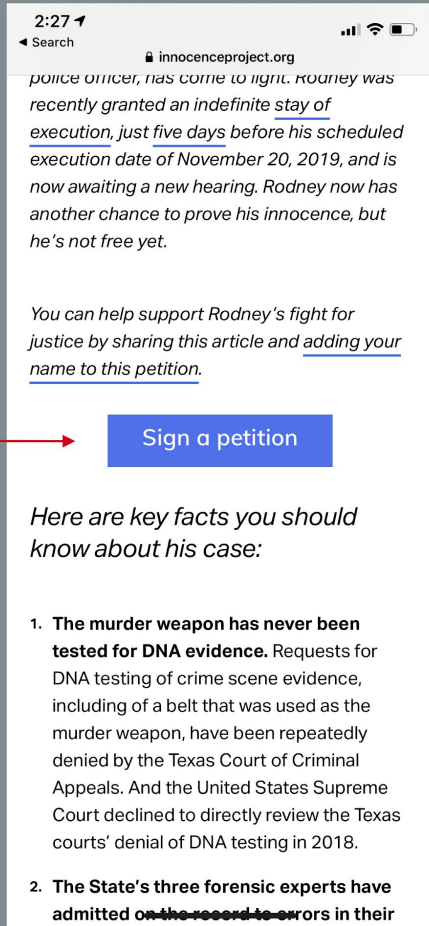
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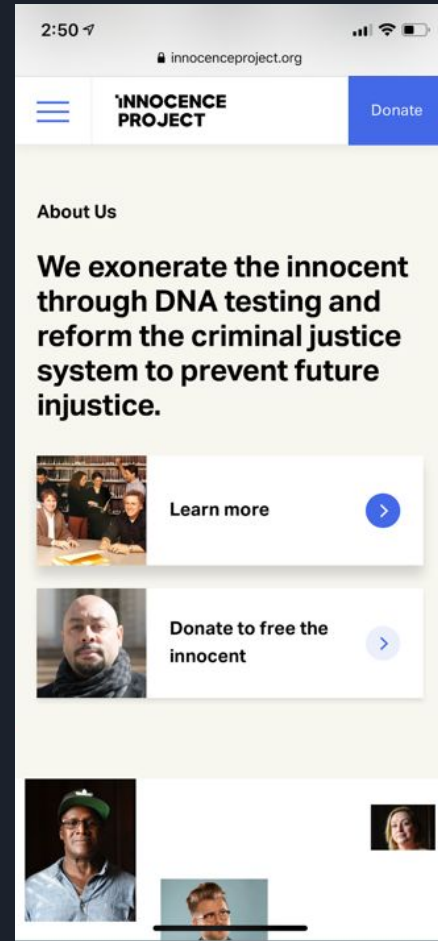
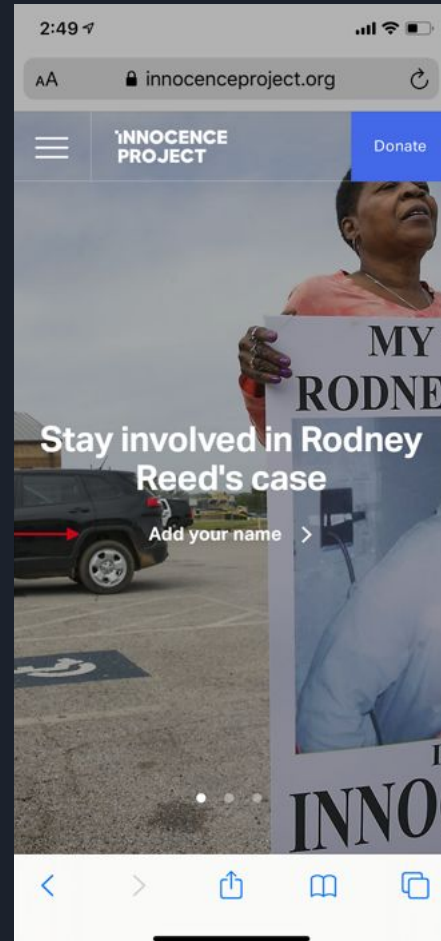
Before

After



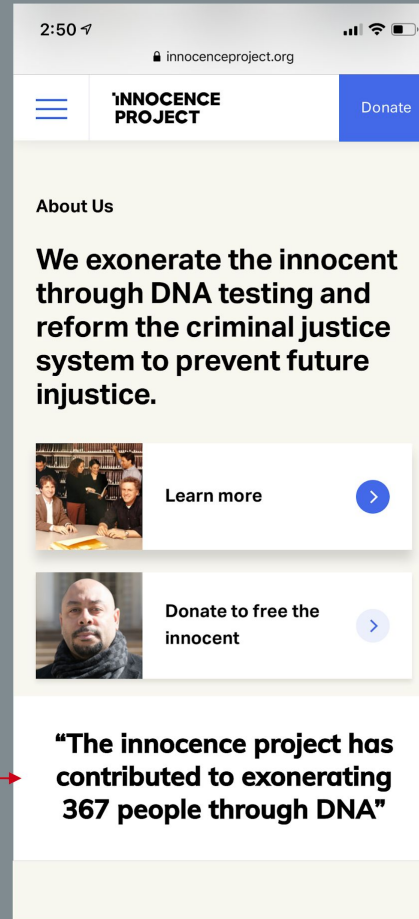
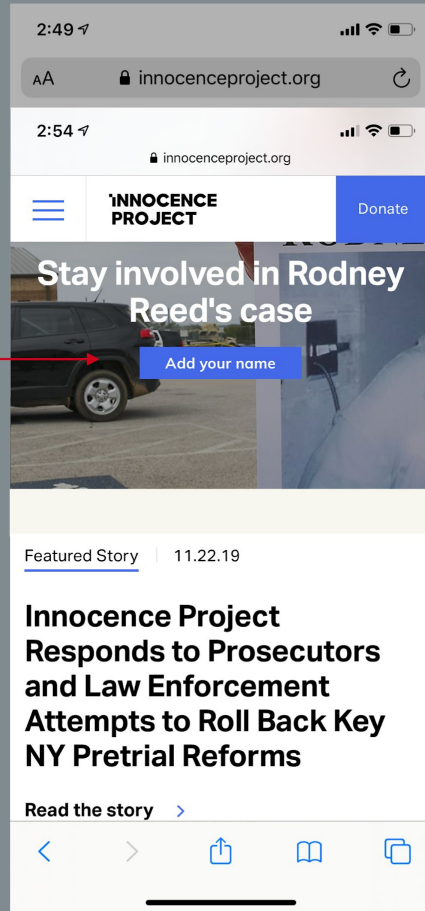
Recommendation 2: Make Buttons Look More Clickable & Add Statistics on Homepage


- Change “Add your name” links on the carousel to button to make them clearly visible
- Add statistical information on the homepage - to increase impact of this organization



Before

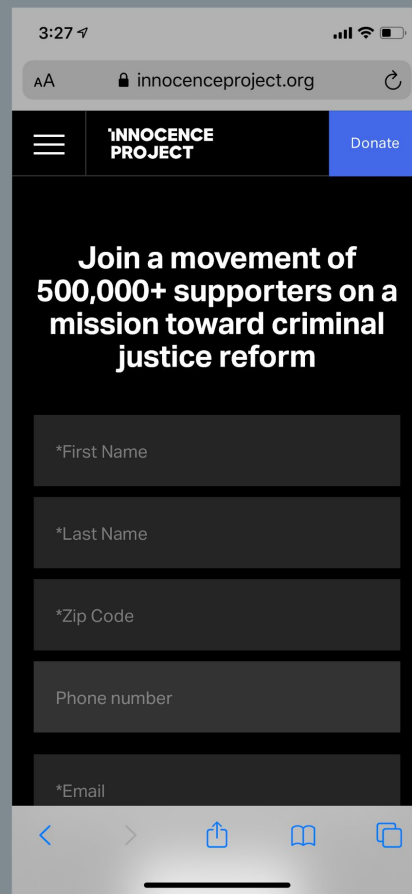
After





Recommendation 3: Clarify opportunities on Get Involved page

- Add “Current Petitions” at top of page
- Clarify black form is a newsletter signup
- Could potentially consolidate digital advocacy signup with newsletter signup



3:27 4G LTE

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INNOCENCE PROJECT Donate

Join a movement of
500,000+ supporters on a
mission toward criminal
justice reform

*First Name

*Last Name

*Zip Code

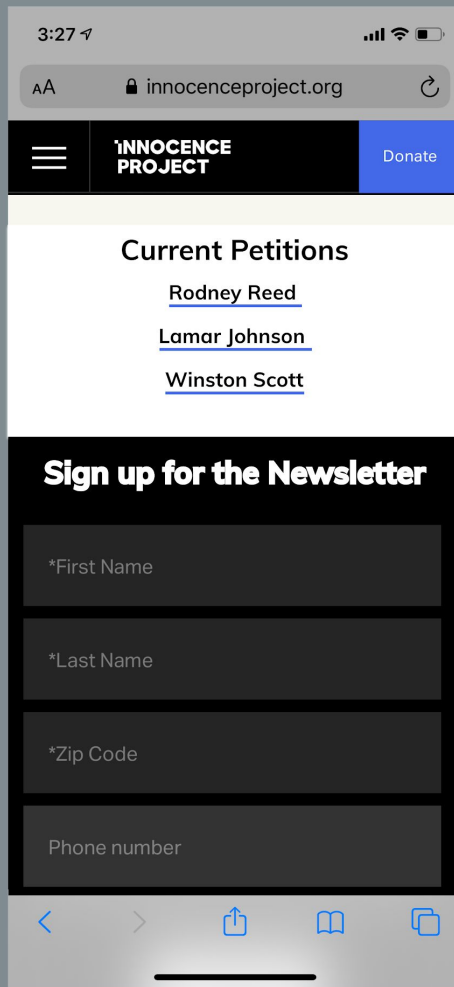
Phone number

*Email

< > [Share] [Bookmarks] [Tabs]

Before

After





Summary

The Innocence Project's mobile website does a good job of engaging new users. All users thought the website was on par with or better than other nonprofit websites.

Areas for improvement:

- Labeling of buttons and links need to better reflect their function and destination
- Clickable buttons should look clickable
- Lack of statistics showcasing successes
- The different forms sometimes confused participants



Thank you!