HABIB WAHIR 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 YRS / GERALD DAVIS, 8 YRS / FREDERICK DAYE, 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 DURHAM, 3.5 YRS / DOUGLAS ECHOLS, 5 YRS / CLARENCE ELKINS, 6.5 YRS / LONNIE ERBY, 17 YRS / CHARLES IRVIN FAIN, 17.5 YRS / SCOTT FAPPIANO, 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 / PAULA GRAY, 9 YRS / ANTHONY MICHAEL GREEN, 13 YRS / EDWARD GREEN, 1 YRS / KEVIN GREEN, 15.5 YRS / WILLIAM GREGORY, 7 YRS / BYRON HALSEY, 19 YRS / DENNIS HALSTEAD, 16 YRS / JAMES HARDEN, 16 YRS / WILLIAM HARRIS, 7 YRS / CLARENCE HARRISON, 17.5 YRS / TRAVIS HAYES, 8 YRS / THOMAS HAYNESWORTH, 27 YRS / CHAD HEINS, 11 YRS / ALEJANDRO HERNANDEZ, 10.5 YRS / ANTHONY HICKS, 5 YRS / LARRY HOLDREN, 15 YRS / EDWARD HONAKER, 9.5 YRS / DARRYL HUNT, 18.5 YRS / HENRY JAMES, 29.5 YRS / VERNEAL JIMERSON, 10.5 YRS / ALBERT JOHNSON, 10 YRS / CALVIN JOHNSON, 15.5 YRS / LARRY JOHNSON, 18 YRS / RICHARD JOHNSON, 4 YRS / RICKEY JOHNSON, 25 YRS / JOE JONES, 6.5 YRS / RONALD JONES, 10 YRS / JOHN KOGUT, 17 YRS / PAUL KORDONOWY, 13 YRS / KERRY KOTLER, 10.5 YRS / RAY KROME, 10 YRS / BARRY LAUGHMAN, 16 YRS / CARLOS LAVERNIA, 15 YRS / STEVEN LINSCOTT, 3 YRS / EDDIE JOE LLOYD, 17 YRS / EDDIE LOWERY, 9.5 YRS / DENNIS MAHER, 19 YRS / ANTHONY MASSINGILL, YRS / RYAN MATTHEWS, 5 YRS / LARRY MAYES, 18.5 YRS / CURTIS MCCARTY, 21 YRS / ANTRON MCCRAY, 6 YRS / ARVIN MCGEE, 12.5 YRS / THOMAS MCGOWAN, 22.5 YRS / LAWRENCE MCKINNEY, 31.5 YRS / CLARK MCMILLAN, 22 YRS / LEONARD MCSHERRY, 13 YRS / JERRY MILLER, 24.5 YRS / NEIL MILLER, 9.5 YRS / ROBERT MILLER, 9.5 YRS / MARVIN MITCHELL, 7 YRS / BRANDON MOON, 17 YRS / MICHAEL MORTON, 24.5 YRS / VINCENT MOTO, 8.5 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 RAINGE, 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 / YUSEF SALAAM, 5.5 YRS / RAYMOND SANTANA, 5 YRS / ERIC SARSFIELD, 9.5 YRS / MICHAEL SAUNDERS, 14 YRS / SAMUEL SCOTT, 15 YRS / SHAINNE SHARP, 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, 9 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 / RON WILLIAMSON, 11 YRS / CALVIN WILLIS, 21.5 YRS / JOHN WILLIS, 7 YRS / KHAREY WISE, 11.5 YRS / GLEN WOODALL, 4.5 YRS / RICKEY DALE WYATT, 30 YRS / NICHOLAS YARRIS, 21.5 YRS / LARRY YOUNGBLOOD, 9 YRS

Mobile Website User Testing Report

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Usability Theory & Practice - 19FA-INFO-644-01

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Executive Summary

This report includes the results of user tests carried out for the Innocence Project by four graduate students in the Pratt Institute School of Information. Overall, we find that the Innocence Project's mobile website makes it easy for new users to take action and learn about the organization, although there are areas where small changes could make for a more seamless user experience.

The goal of our evaluation was to test how well the mobile website engaged new users with opportunities to take action and learn about the organization, based on meetings with Innocence Project staff that identified this as the top priority for evaluation. The evaluation involved eight in-person user tests. In selecting test participants, we prioritized young people with an interest in criminal justice reform who had supported nonprofits in the past. Nearly all users were "some-what" or "very" interested in criminal justice reform. Users were diverse in terms of gender and race/ethnicity.

Each test was facilitated by a moderator who provided tasks and asked questions. Using the mobile website, users were walked through a series of tasks including signing a petition, sharing on social media, learning about the Innocence Project through the homepage, donating, and finding other ways to take action.

Overall, we find that the Innocence Project's mobile website does a good job of engaging new users. Users were generally able to learn about the organization and take action without difficulty, and all users thought the website was on par with or better than other nonprofit websites. We do see areas for improvement, mainly in making labels, buttons, and forms clearer or more prominent so that users fully understand the opportunities for action and learning. We have developed three specific recommendations to accomplish this:

Recommendation 1: Provide Understandable & Findable Calls to Action Within Stories
Call to Action links are not descriptive or distinctive enough. Users could not find them and when they did find them, did not understand what they meant. We suggest creating simple but prominent buttons instead.

Recommendation 2: Make Buttons Look More Clickable & Add Statistics on Homepage
Some users wanted to see statistics or numbers with success stories conveying the impact of the Innocence Project's work. Additionally, clearer buttons on the homepage would make the homepage links more useful.

Recommendation 3: Clarify Opportunities on Get Involved Page
If digital advocacy is a priority, then petitions and other action opportunities could be presented in a "Current Petitions" section at the top of the page. Additionally, the newsletter form could be more clearly labeled, and potentially consolidated with the digital advocacy signup form.

Michelle Kung, William Merrow, Yisha Su, Shradha Shree
Instructor: Craig MacDonald

Introduction

"The Innocence Project, founded in 1992 by Peter Neufeld and Barry Scheck at Cardozo School of Law, exonerates the wrongly convicted through DNA testing and reforms the criminal justice system to prevent future injustices."[1] The organization helps people who are potentially wrongly convicted to prove their innocence. This evaluation was done by four graduate students at the Pratt Institute School of Information. The goal of our evaluation was to test how well the mobile website engaged new users with opportunities to take action and learn about the organization, based on meetings with Innocence Project staff that identified this as the top priority for evaluation. The evaluation involved eight in-person user tests. In selecting test participants, we prioritized young people with an interest in criminal justice reform who had supported nonprofits in the past.

Methodology

The usability study of Innocence Project was performed using the User Test method. This method helps to evaluate how effectively users perform specific tasks. This is a technique used in the design process to evaluate the features of any product or prototype with real users [2].

Performed in a laboratory environment the users attempt tasks given by the moderator in a controlled setting. The test provides both qualitative and quantitative data which can be used effectively to solve any usability concerns. User testing can also be done with audio/video recording of the user to get better results. Additionally, the User Test method helps to reduce cost and make better decisions which are research backed and user-centred [3].

Each session lasted for about half an hour. Participants were advised to use the "Think Aloud" approach where the users verbalized their thoughts as they moved through the interface during each task [4]. This helped to discover what the participant really felt as they navigated through the mobile version of the website through different stages.

Procedure

The focus on the mobile site and the engagement of new users were identified through discussion with the client. The mobile version of the website was browsed by four evaluators to assess the areas discussed in the meeting. For the recruitment of the target users, a screening questionnaire was prepared. Five tasks were decided for the research with the intention to include all the major areas which needed to be addressed.

Tasks

The tasks can be summarized as follows:
1. You see this story on your social media feed, and after reading the sto-

ry, you decide that you want to do something about this issue. Using this mobile site, show us how you would do that.
2.   Now you want to share this story with people you know. How would you do that?
3.   After reading that story, you want to learn more about the Innocence Project. Explore the homepage of the website. What do you see? Is there anything you do not understand?
4.   You want to provide monetary help to the organization. What would you do? (Can you find other ways to donate?) Find out if it is tax deductible?
5.   You want to find more ways in which you can participate and be a part of the Innocence Project's work. What would you do?

After each task, a post task question was also created in order to assess user's perceived ease of use with each task and also to compare the user's perception of different tasks.

The next stage was to decide on the pre and post test questionnaire for the participants. Pre- evaluation questionnaire (see appendix B) focused on the user-demographics i.e to gather more information about the users and post-test questionnaire (see appendix C) focused on the thoughts, opinions and behaviour of the user. The questions were a mix of open ended and rating scale questions. Both the pre and post test questions were asked verbally which were later noted down by each evaluator. A moderator script (see appendix E) was also created which included a brief introduction, procedural instructions, task description and participant debrief. Finally, a consent form (see appendix D) was created to get the permission of the participant for the audio/video recording of the session.

User Demographics

Each member of the team recruited two participants. In order to match the target users the participants were selected from the screening questionnaire or recruited through personal networks (see appendix A). Below is the demographic breakdown of the eight participants.

### Table 1: Demographics for 8 participants

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

Below are the results of the pre-evaluation questions which helped to gather more information about the users.

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

Not interested
12.5%

Very interested
50.0%

Somewhat interested
37.5%
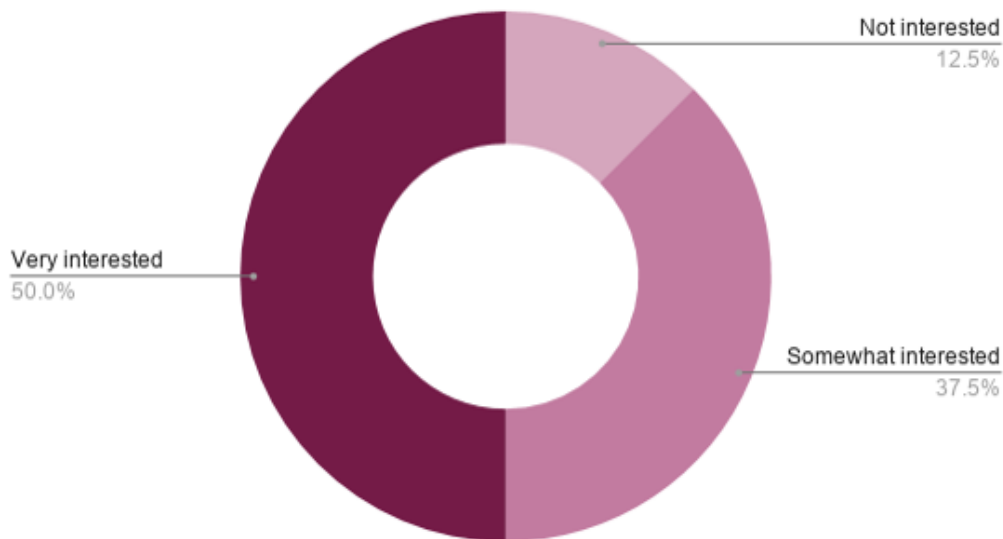
Table 2: Pre-Evaluation questions with answers from 8 participants

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

Analysis Process

After conducting each test, evaluators reviewed their notes and recordings and noted the main problems. This helped to systematically capture the observations and address the issues in a better way which is otherwise sometimes neglected [5]. Individual findings were discussed for each task and noted down on a post-it (see appendix F). After all the findings were discussed the common problems were grouped together. Severity of the grouped problems were discussed by the four evaluators in details with their possible solutions. This discussion resulted in finalizing major problems. These major problems were finalized on the basis of first, the severity of the problem and second, the problems which were common among the participants. Finally, these potential usability problems were addressed by giving recommendations which are outlined in the following Results and Recommendations section.

Results & Recommendations

The response to Innocence Project's mobile site was largely positive, with users commenting, after going through all the tasks that the website was "understandable and clear", "feels easy to use", and encouraged exploration. Participants who were interested in learning more about the Innocence Project found the mobile site to provide ample opportunity to do so. All participants understood the work of the Innocence Project, indicating that the website helped educate participants. All participants formed a positive impression of the Innocence Project from its website, stating that "It's so important the work that they do" and that "I hope they are funded in perpetuity". All users thought the mobile site was on par with or better than websites of other non profit organisations.

Therefore, it is important to note that the recommendations we propose aim to solve minor problems that represent speed bumps to users' experiences, rather than major structural issues that impede users completely.

Site-Wide Issues:

• The lack of statistics showcasing the successes of the Innocence Project does the organization a disservice. Participants wanted to understand the impact of the organization as a whole in addition to the existing case-by-case information.
• Labelling of buttons and links need to better reflect their function and destination. For example, many participants expressed confusion over what "take action" really means, and what "join the fight" might entail. More informative labels, like "sign the petition", are necessary across the site.
• Clickable buttons should look clickable so that users will easily find them
• The many different forms on the Innocence Project confused participants. It is unclear to participants what the different forms mean and what kind of engagement the participants are committing to.

High level findings from each task:

Task 1: Participants faced some difficulty locating the petition links within the story, and when they did, they did not understand what they meant. The language used for the take action link was not descriptive and explanatory enough. Some quotes:
- "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."
- "They make it really easy to autofill and sign up" for petitions
- "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"

To explore further, please see Recommendation 1.

Task 2: Participants faced no difficulty finding the sharing options. Although, many participants expressed a preference for sharing the link through private messaging over public social media accounts. One user also confused the LinkedIn icon for Instagram.

Task 3: Users on the whole found the homepage to be understandable and easy to use. Some users liked the focus on Rodney Reed while others thought the focus was a bit too much and made it seem like the Innocence Project only work on the Rodney Reed case. Multiple users expressed a desire for statistics to show the impact of the organisation. Navigating to the homepage on the mobile site was also difficult as the home button did not look like a home button. Some quotes:
- "Where's the homepage"
- "This looks like we only do stuff for Rodney Reed"
- "I get the feeling that the organization cares about the people they are working with. I guess specifically from the landing page...where I found out about Rodney Reed before I found out about the Innocence Project...It felt like the organization was really trying to center the work they are attempting to do"

To explore further, please see Recommendation 2.

Task 4: All users were able to use the Donate button and found it easy to navigate there. No users explored the "Ways to Give" option. If this is a priority, it should be more prominent and probably moved from the footer to the main menu.
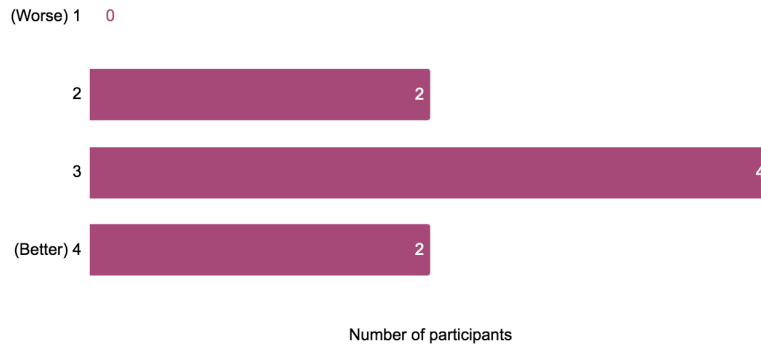
Task 5: All users understood that there were many ways to get involved but after exploring the page, could not articulate exactly what those ways were. Better labelling will solve this issue. Some quotes:
- "I like that their website isn't just about here's our work and what we do, but it's like this is how you can get involved, and they're giving you really concrete tools for doing that"
- "I'm still looking for a space that is like 'here are petitions that are going on right now that you can sign up for right now'"
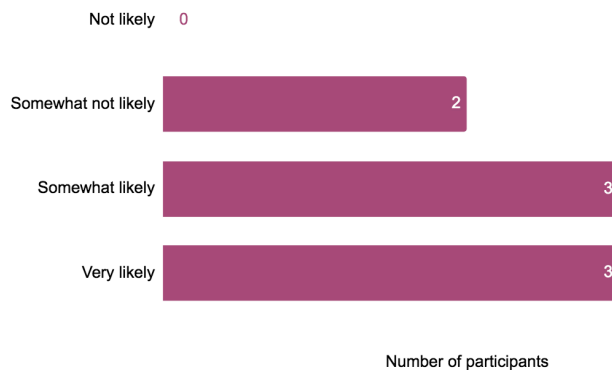
To explore further, please see Recommendation 3.

Upon completion of the tasks, we asked each participant so follow-up questions to summarize their experience using the Innocence Project's mobile site.
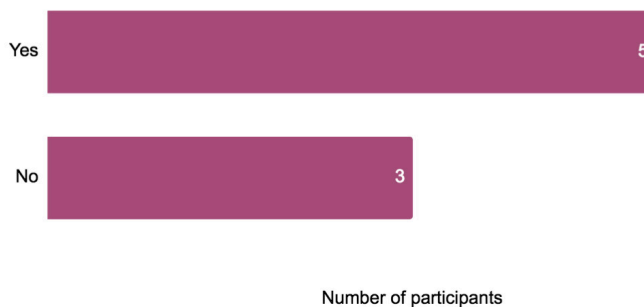
How does the Innocence Project's website compare to other nonprofit websites you have used?

Rating	Number of participants
(Worse) 1	0
2	2
3	4
(Better) 4	2

Number of participants

How likely are you to recommend this organization to others?

Rating	Number of participants
Not likely	0
Somewhat not likely	2
Somewhat likely	3
Very likely	3

Number of participants

Do you think you might be willing to donate to this cause in the future?

| Answer	Number of participants
Yes	5
No	3

Number of participants

Recommendation 1: Provide Understandable and Findable Calls to Action Within Stories

Over half of the participants had difficulty navigating to the Petition page from the "10 Facts About Rodney Reed" page. The problem is three-fold:

1. The call to action "Join the Fight for Rodney Reed" and "Adding your name to this petition" are not distinct from in-line links like "stay of execution" and "five days". This makes the call to action unfindable, and easily missed.
2. The call to action links are only placed in the middle of the page and not at the end. Participants who had read the entire article found it frustrating to have to scroll back up in order to take action.
3. Participants were confused by the language used in the call to action. Many questioned what "Join the Fight for Rodney Reed" actually means, stating "When you say join the fight, what does that actually entail?". One user was unsure as to what petitions did. It was not explained clearly enough the recipient and impact of petitions.

Figure 1: Current Calls to Action are indistinguishable from other content
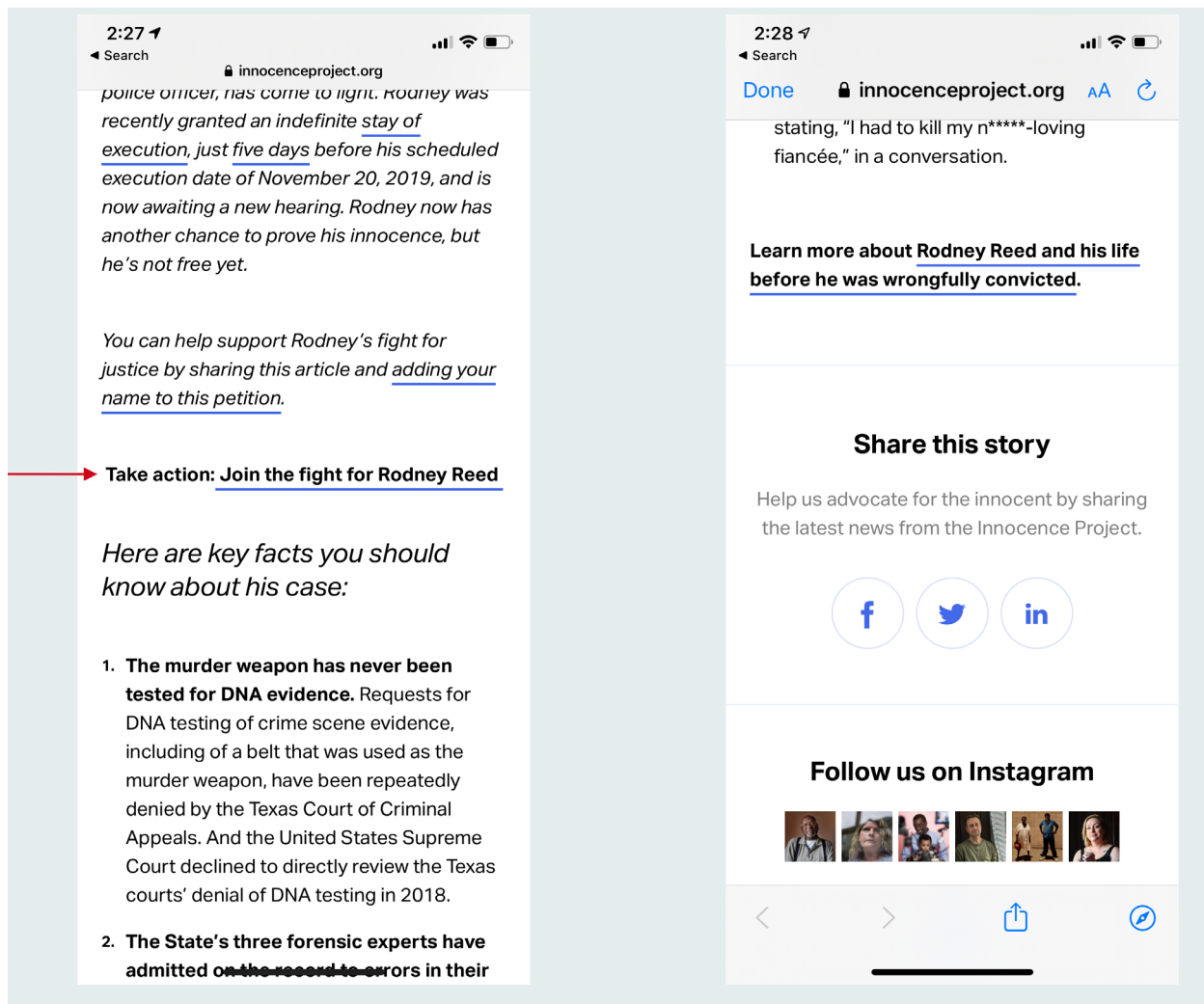
We recommend creating a button, in a similar style to the donate button for visual consistency, that drives users to signing the petition. This button should be placed where the current "Join the Fight" link is, and also at the end of the text, before the social buttons. And finally, in order to increase understandability, the language of the button should map directly with the desired action, reading "Sign the Petition" instead of "Join the Fight".

Figure 2: Recommended Calls to Action stand out from other content and are placed strategically
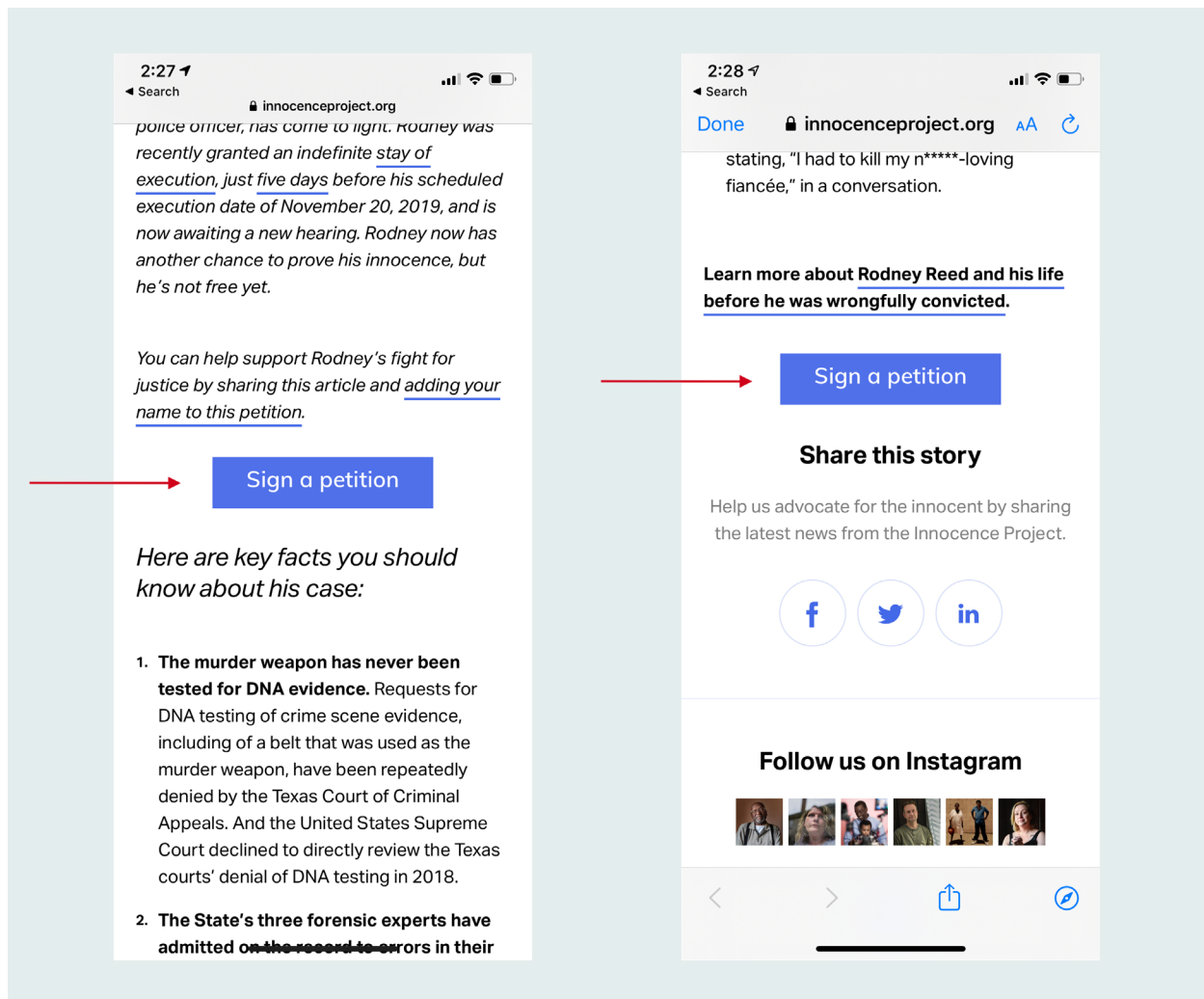
Recommendation 2: Make Buttons Look More Clickable & Add Statistics on Homepage

In task 3, participants were asked to explore the homepage to learn more about the Innocence Project. We wanted to find out if everything on the homepage is understandable. Most of the users like the homepage but some small issues were identified. One of the users said that the "white text is hard to read on a photo background", while some users wanted more big numbers and statistics to showcase success stories and convey the impact of the Innocence Project's work. In the words of one user, "I would like to see more success stories or some statistical information to understand the impact of this organization."

Figure 3: Current homepage has links that are hard to read and lack compelling statistic showcasing impact of the Innocence Project's work
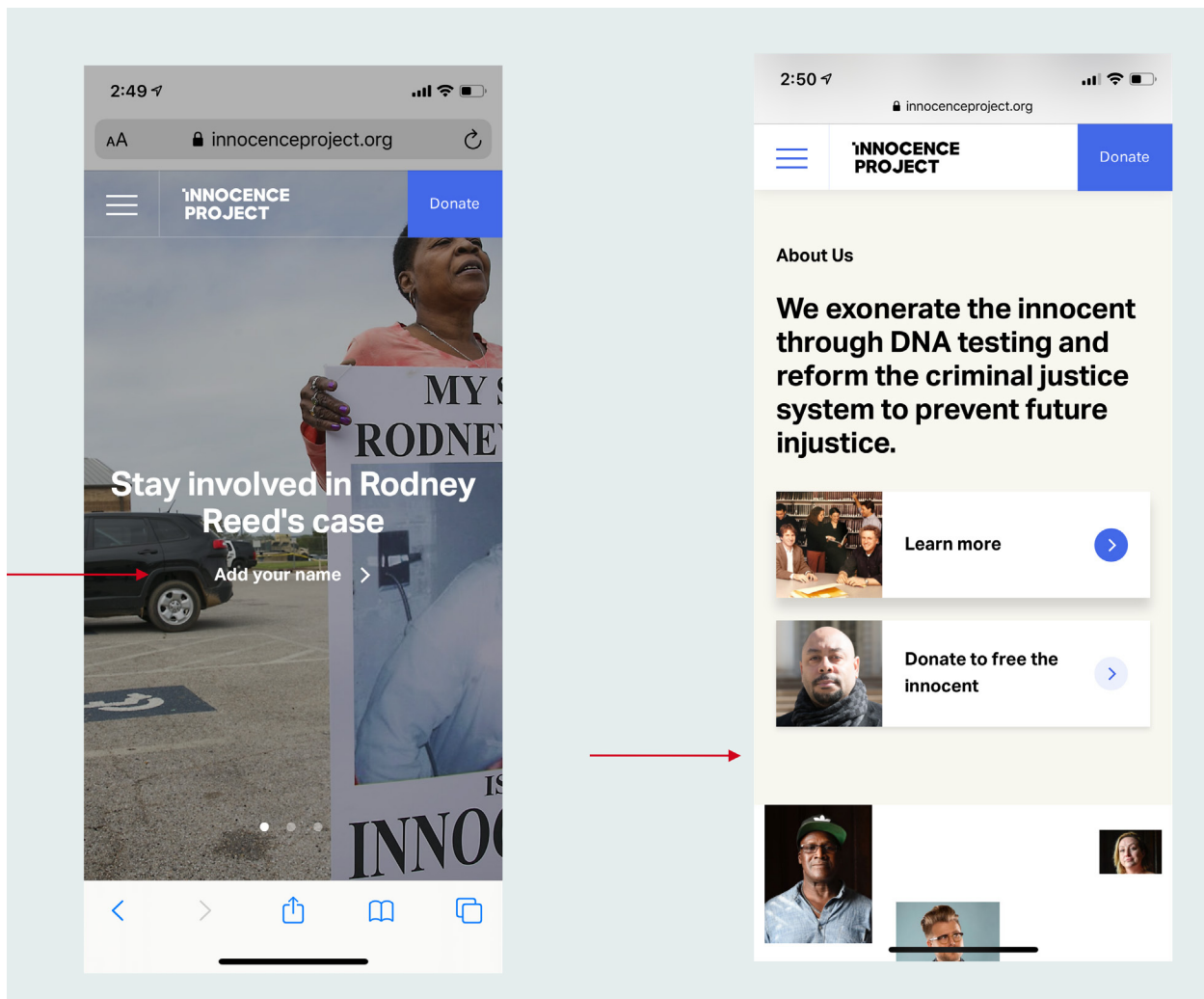
According to the feedback, our second recommendation is to make buttons look more clickable and add statistics on the homepage. To be more specific, it is better to change the small white text link 'Add your name' to a button that stands out more by adding a blue rectangle under the white text. In addition, participants expressed that statistics about the overall impact of the organization would show the importance of the Innocence Project's work and compel them more strongly to take action - such as signing and petition and giving. Thus, it is better to add statistic facts, such as "The innocence project has contributed to exonerating 367 people in the United States though DNA testing" under the About Us section.

Figure 4: New homepage has readable links and compelling statistic showcasing impact of the Innocence Project's work
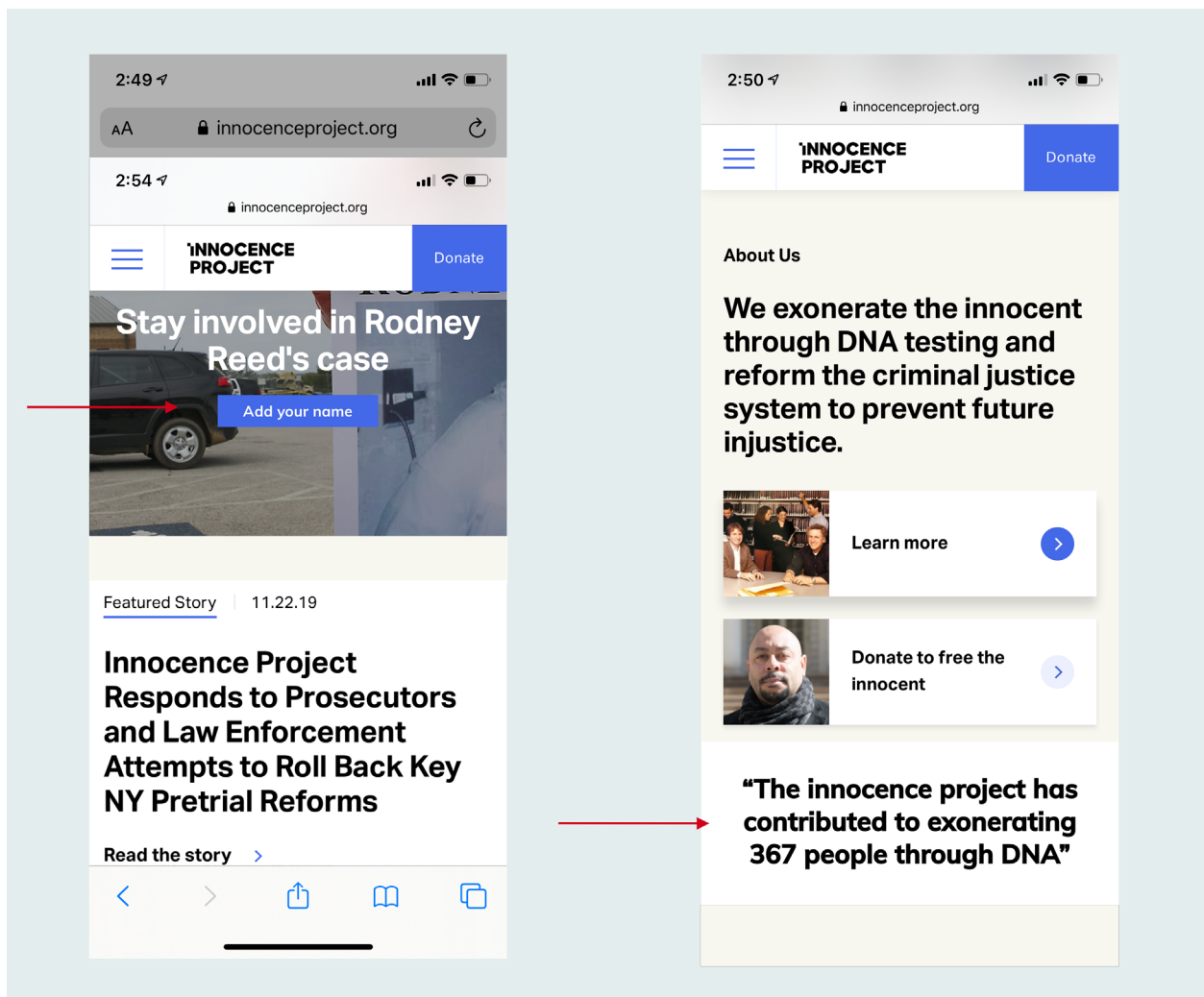
Recommendation 3: Clarify Opportunities on Get Involved Page

As mentioned, users appreciated that the Get Involved page consolidated all the ways to support the Innocence Project's work, but were sometimes confused as to the different options. Users liked that there were many ways to get involved, although sometimes did not understand all of the different opportunities.

When asked what they would do if they wanted to sign a petition or call a government official, users were unable to find a place to do so. If getting users to sign petitions, call government officials, or take other digital advocacy actions is a top priority, these could be featured in a new section titled "Current Petitions" or "Current Campaigns" at the top of the page. This could include links to petitions, or other digital advocacy opportunities (e.g. calling members of Congress) if they exist.

Another area of possible confusion was the newsletter signup form. It was not immediately clear to all users that the black email form was - while one participant correctly assumed it was a newsletter signup, another wasn't sure. To address this, the form could be titled "Sign up for the newsletter" to clarify what the form does.

Figure 5: Current Get Involved page doesn't provide access to petitions and doesn't clearly signify email newsletter sign-up
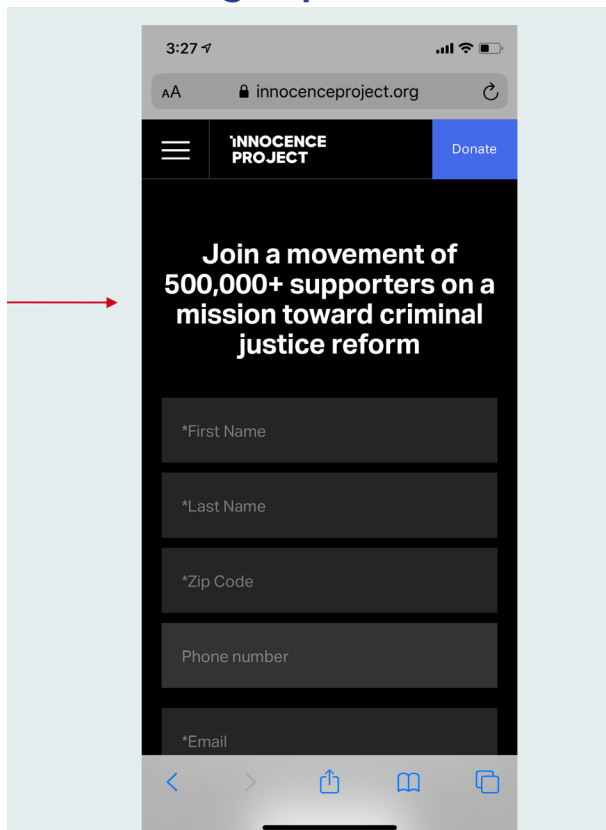
Figure 6: Recommended Get Involved page provides direct access to petitions and clearly signifies email newsletter sign-up
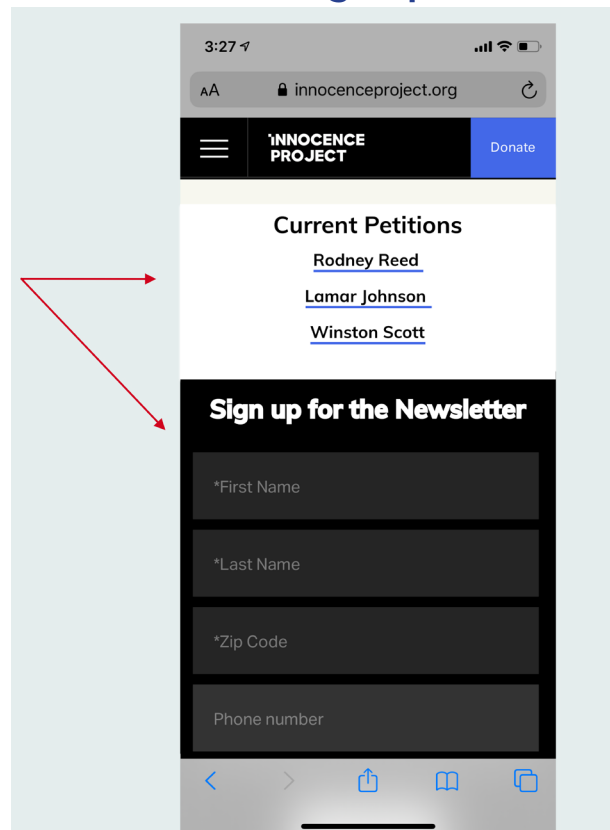
Additionally, if the digital advocacy signup form (currently found by going to "Join the team to help win reforms") is a high priority, it could be consolidated with the newsletter signup form. Users would then see one signup form titled "Sign up to receive our newsletter and opportunities to take action" or similar, which could have checkboxes beneath it like the current digital advocacy form. One checkbox could sign the user up for the newsletter, one could sign the user up to receive digital advocacy opportunities, and one could sign the user up to receive text updates.

Conclusion

In an era of high competition on digital platforms, ensuring that new users have a positive user experience is critical. With the goal of testing how well the Innocence Project's mobile website engages new users, we conducted eight user tests, focusing on young people with an interest in criminal justice reform or supporting nonprofits. Our evaluation finds that the Innocence Project's mobile website does a good job of engaging new users with opportunities to take action and learn about the organization, although there are areas for improvement, particularly around clarifying labels and buttons or making them more prominent to ensure users understand the many opportunities to learn and take action that the website presents. Specifically, we recommend making calls to action more prominent within stories, adding buttons and statistics on the homepage, and clarifying the opportunities for signing up for digital advocacy and the newsletter the Get Involved page.

The Innocence Project is doing important work, and we and the users we tested were left with a highly positive impression of the organization based on its website. We look forward to seeing the Innocence Project's website evolve to further advance its critical mission.

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Appendix

Appendix A: Screening Questionnaire

Innocence Project User Testing

We're a group of graduate students at the Pratt Institute conducting user testing of the Innocence Project's website, and are looking for participants to test the mobile site in a brief (30 minute) walkthrough in November or December. We're looking for certain attributes, so please be as honest as possible. Please contact info644team@gmail.com with any questions.

This study requires a 30 minute face-to-face session. Would you be willing to travel to Jersey City or New York City for this study? *

○ I can meet in New York City
○ I can meet in Jersey City
○ I can't meet in either city

What race or races do you most identify with? *

☐ African-American or Black
☐ White
☐ Asian or Asian American
☐ Pacific Islander
☐ Latino/a/x or Hispanic
☐ Middle Eastern or Arab
☐ Native American
☐ Indigenous or Native American
☐ Multiracial/mixed race
☐ Other
☐ Prefer not to say

What is your age group *

○ Under 18
○ 18-25
○ 26-35
○ 36-45
○ 46+

What is the gender that you most identify with? *

○ Woman
○ Man
○ Trans woman
○ Trans Man
○ Gender Queer or Gender Fluid
○ Prefer not to say
○ Other…

Have you ever been incarcerated? *

○ Yes
○ No
○ Prefer not to answer

What have you used the Innocence Project website for? *

☐ Donation
☐ Digital Advocacy
☐ Looking up information
☐ Research
☐ I have not used the Innocence Project's website
☐ Other

Would you be willing to do an in-person walkthrough of the website (maximum 30 minutes) in November or December? *

○ Yes
○ No

If you're willing, please provide your email. *

Short answer text

Appendix B: Pre evaluation Questions

1. How interested are you in the issue of criminal justice reform? (1 not interested, 2 somewhat, 3 very interested)
2. Is English your first language?
3. Have you ever used innocenceproject.org before?
4. Have you ever participated in a nonprofit's campaign, such as volunteering, signing a petition, or calling a member of Congress?
5. Have you ever donated for a cause?
6. Do you use social media? (Which ones?)

Appendix C: Post-Test Questions

1. In one word, how would you describe your experience using this mobile site? Answers from the 8 Participants

Fine
Easy
Very fluid, met expectations for a responsive contemporary designed website. got the particular color theme, sleek typography, it feels easy to use, overall happy with it. Maybe vocab control in some places, like "campaigns" in latest.
Exploratory - the more I searched, the more I found, things I wasn't expecting. Surprised by the content - learned things didn't expect to learn.
Nice, but too much content
Simple but not seamless
Understandable, clear
Informative

2. What are your thoughts on the Innocence Project? Answers from the 8 participants

Awesome
They do good and important work
Seems like a very interesting project. I honestly am very thankful for being made aware because I want to find out more about the project. Has questions about DNA testing (a lot of the same questions would have for 23andme, eg do they have policy around ownership and use of that sample). I feel like I can trust them but I need to know that.
I love it, great idea, they are doing really good work, I hope they continue to expand, hope they are funded in perpetuity
They are doing a great job, but I would like to see more success stories on the homepage, this will make me motivated for the cause. Rest I like it
I would read more about it and explore it for sure.
It's so important the work that they do.
I think it's a noble cause, I'm not sure how effective they are

3. How does the Innocence Project's website compare to other nonprofit websites you have used? (Worse 1 2 3 4 Better) Answers from 8 participants

2-2.5. looks the same
3.A little better than others. I have seen lots of webpages of non profit organizations. some are sleek some are terrible. This one is good!
3 to 4. If had to pick one probably 3 because it's on par with any sort of professional well designed website for larger . In head comparing it to ACLU's website but not saying they are pinnacle. Par for what I would expect.
4 - one of the better websites I've seen. Beautiful, pleasing to the eye, aside from the button in the corner not seeming to work. But otherwise works really well, really organized thoughtfully put together.
3
3 - I really like charity water as a website. Would love to see some annual reports as well
4 - Better
2 - Similar

4. you think you might be willing to donate to this cause in the future? If yes why? If no why not? Answers from the 8 participants

Not donate but I would volunteer because I don't have money. Money will pay lawyers. Lawyers can make a lot of money.
If I had more money. For sure.
Yes because at least from interaction with the website I get the feeling that the organization cares about the people they are working with. I guess specifically from the landing page…where I found out about Rodney Reed before I found out about the Innocence Project…It felt like the organization was really trying to center the work they are attempting to do.
Come off as competent, present as an org that knows their stuff, that is effective, have many different ways of approaching problems. Appreciated that they gave me, a person looking to get involved, concrete tasks to do.
Yes, definitely.
yes, but would like to see more of its effectiveness
Yes, they're doing important work
No, It doesn't seem like systematic change to me

5. How likely are you to recommend this organization to others?(Not likely 1 2 3 4 likely) Answers form 8 participants

2 interesting and good but not related to what I want to do.
2 or 3 I don't think it coming up that often.
3. A pretty high chance. It's not 4 because would want to know more.
4 - very likely. Wrongful convictions not a problem that is going to go away any time soon.
3
3
4
4

Appendix D: Consent Form

Purpose:
The purpose of this study is to evaluate the mobile website of the Innocence Project, a nonprofit organization. The study is a part of the Usability Theory & Practice graduate level class at the Pratt Institute, under the supervision of Professor Craig MacDonald.

We are a team of four people who are interested to know how well the participants can accomplish specific tasks. This study will not test you. The goal is to evaluate the website, and help us to provide information on areas of the site that could be improved.

Procedure:
If you agree to be in this study, you will be asked to perform some simple tasks on the Innocence Project's mobile website, imagining that you are interested in their work.

Benefits/Risks to Participant:
Participants will receive a $10 Amazon gift card. Participants will learn about the Innocence Project and help the organization determine how to improve the usability of their mobile website. There are no known risks to participating in the study.

Voluntary Nature of the Study/Confidentiality:
Your participation in this study is entirely voluntary. At any point during the study you are welcome to tell the moderator that you would like to discontinue your participation in the study. You may also ask the moderator any questions that may arise during any part of the study.

Eight people will participate in this study. Results from all sessions will be included in a usability report. We will record the session. Your name and personal information is completely confidential and will not be included in the report nor will your name be associated with any session.

I,_____, have read and fully understand the extent of the study and any risks involved. All of my questions, if any, have been answered to my satisfaction.

My signature below acknowledges my understanding of the information provided in this form and indicates my willingness to participate in this user testing session.

Age: _____ (Note: Must be 18 or older to participate in this study)
Signature: _____
Date: _____

Appendix E: Moderator Script

Introduction
Hi, my name is [name] I'm a graduate student at the Pratt Institute studying website usability. Thank you for agreeing to take part in the user test study today.

We are doing user testing for the Innocence Project's mobile website. Your feedback will help us improve the usability of this site.

Consent Form:
Please read and sign the consent form before we start the usability test study. I need to record the usability study and capture conversation details, could I have your permission to record the session? Thank you.

Procedural Instructions:
During this session I will be reading from a script to ensure that my instructions to all participants in the study are the same.

This collected information will then be used in our group report.

This usability study will last for about 20 to 30 minutes. If you need a break at any time, let me know, and you can also stop the session at any time for any reason.

The user test is divided into three parts:
Part 1: Pre-test questions
Part 2: Test
Part 3: Post-test questions

During this session we ask that you "think out loud" while you are completing the tasks. This will help us to understand what you are doing on the website..

I would also like to let you know that that in no way will your preferences and information seeking methods be judged. This study will not test you. The goal is to evaluate the website, and help us to provide information on areas of the site that could be improved.

Before we start the usability test do you have any questions for me?

Pre Evaluation Questionnaire:

Before we begin the tasks as discussed we have a few questions. This questionnaire will help us to understand your background and if you have any prior experience with the website.

How interested are you in the issue of criminal justice reform? (1 not interested, 2 somewhat, 3 very interested)
Is English your first language?
Have you ever used innocenceproject.org before?

Have you ever participated in a nonprofit's campaign, such as volunteering, signing a petition, or calling a member of Congress?
Have you ever donated for a cause?
Do you use social media? (Which ones?)

Task description:

Task 1: You see this story on your social media feed, and after reading the story, you decide that you want to do something about this issue. Using this mobile site, show us how you would do that.

Link: https://www.innocenceproject.org/10-facts-you-need-to-know-about-rodney-reed-who-is-scheduled-for-execution-on-november-20/

Question:
· How did that go?

Task 2: Now imagine you want to share this story with people you know. How would you do that?

Question:
· How did that go?
· Is this something you would actually share?

Task 3: General impression
After reading that story, you want to learn more about the Innocence Project. Explore the homepage of the website. What do you see? Is there anything you do not understand?

Goal: user navigates to the homepage and learns about the Innocence Project.

Question:
· What do you think this organization is? What do you think it does?
· Is the homepage understandable?
· Is this what you expect from a home page?

Task 4: You want to provide monetary help to the organization. What would you do? (Can you find other ways to donate?) Find out if it is tax deductible?

Goal: user taps "Donate" or "Ways to give". Don't need them to fill out the donation form.

Question:
· Was that easy to do?

Task 5: You want to find more ways in which you can participate and be a part

of the Innocence Project's work. What would you do?

Goal: user navigates to the Get Involved page. Can give prompts to help them find the page if they don't find it immediately.

Questions:
- What do you think are the different ways to get involved?
- If you wanted to help out by signing a petition or calling a government official, what would you do?

Post-Test Questionnaire: (Verbal)
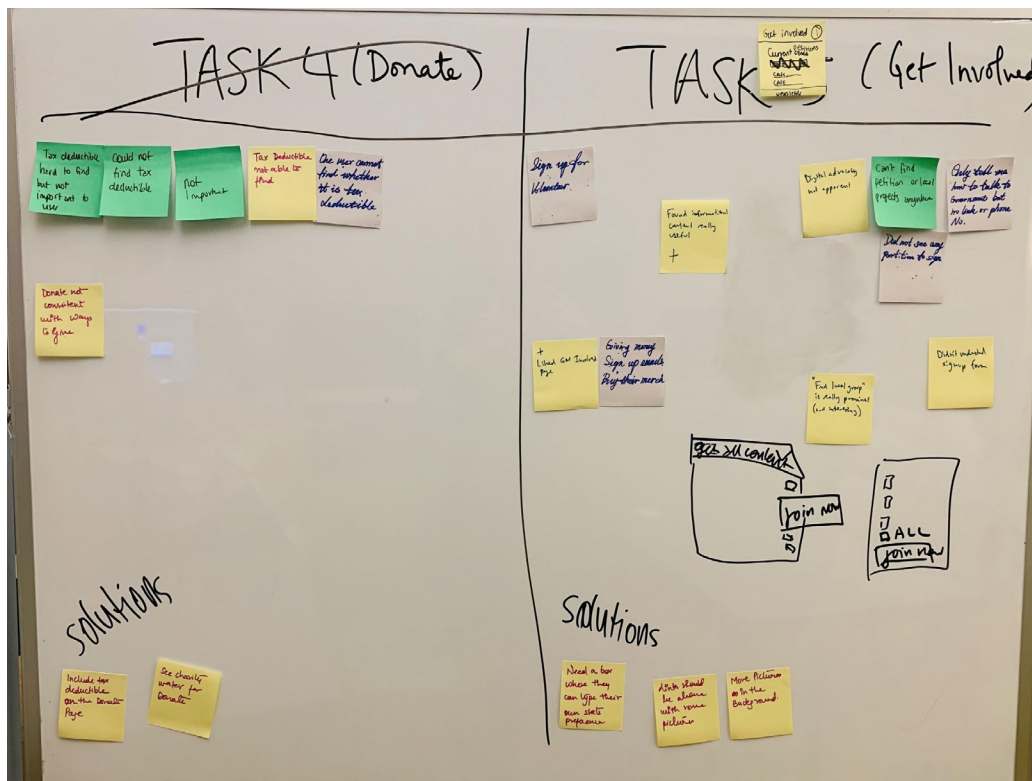Thanks. Now we have a few final questions for you.
1. In one word, how would you describe your experience using this mobile site?
2. What are your thoughts on the Innocence Project?
3. How does the Innocence Project's website compare to other nonprofit websites you have used? (Worse 1 2 3 4 Better)
4. Do you think you might be willing to donate to this cause in the future? If yes why? If no why not?
5. How likely are you to recommend this organization to others?(Not likely 1 2 3 4 likely)

Participant debrief:
Thank you so much for all of your insights and feedback. All the information you provided will be anonymous and confidential. If you have any further questions/thoughts do let me know. Feel free to contact me if you have any questions or want to share more feedback.
Thanks again for participating!

INNOCENCE
PROJECT

Appendix F: Picture of the problems for each task