

MNSNAP

SPAY NEUTER ASSISTANCE PROGRAM

Findings & Recommendations

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Executive Summary

Research G

Client Goals

- Educate visitors on the **value of MN SNAP's services** and the resulting impact on the local pet population
- Provide information on the access to available resources for **low-income families with pets**
- Encourage mission-driven **donors or volunteers** to support or become engaged with the organization
- Recruit guests to **FurryTail Ball** (embedded in our site in the months preceding the event)

Key Recommendations

- Increase functionality of upper Navigation bar by **expanding dropdown menus** and reorganizing some elements
- Add **contextual information** to spay/neuter registration services and streamline registration process
- Relocate the "Where Dollars Go" information to the **donation page**
- Add an **Events/Fundraisers page** under the "How to Help" button so that site visitors can always get information regarding upcoming events

Research Goals

Methodolo

Navigation and Tasks

- Determine **pain points and opportunity areas** regarding the completion of tasks on the site

Donations

- Evaluate user perceptions of the donor process, with regard to how **transparent, trustworthy, and consistent** the process is
- Determine how users learn about **what types of donations they can make** (monetary, vehicle, amazon wish list) and what services those donations provide

Methodology

Usability Review

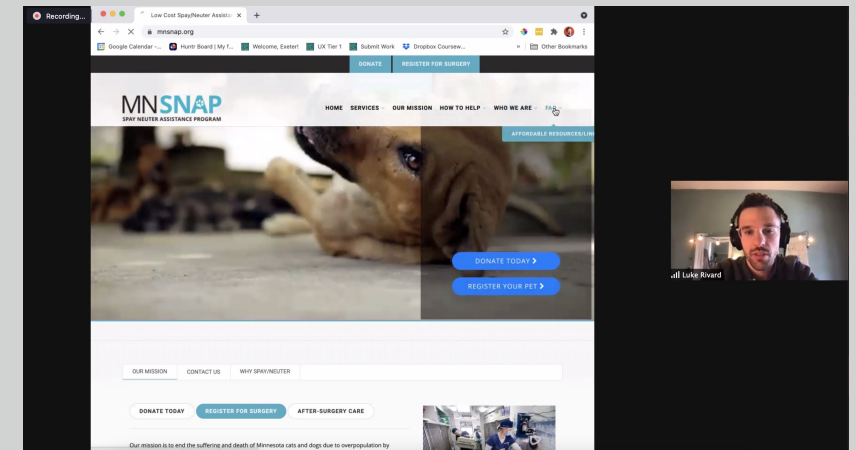
- Heuristic-style analysis was conducted on the MN SNAP website
- Elements of the site were scored from 0 – 4 with 0 representing positive elements and 4 representing severe problems

Remote User Testing

- Remote moderated “Think-Aloud” sessions were conducted with 16 participants
- Participants were shown the website and given a variety of tasks to complete to assess usability

4	Understand how to care for pets after surgery	0	Where am I?	After-surgery care is easily accessible from the main site using the exact drop down menu you would expect to find it under	
4	Understand how to care for pets after surgery	3	What can be done here?	Interface for this page is inconsistent in design with the other pages on the site, and is the only page offering non-english language options. Also, clicking the "watch" link navigates the user away from MN SNAP to a 3rd party site.	
5	Find affordable veterinary services in a particular area	0	What can be done here?	Veterinary services site offers an extensive list of clinics to service a wide swath of not just Minnesota but Wisconsin as well!	
5	Find affordable veterinary services in a particular area	4	Where am I?	The list of veterinary services is located in any visible portion of the website, not located where the user may initially guess, instead being found ONLY if the user mouses over BUT DOES NOT CLICK on the FAQ drop-down and then clicks on "affordable resources/links", which is vague and confusing.	
5	Find affordable veterinary services in a particular area	4	What can be done here?	Once on the veterinary services site, there is no ability to search the list of available clinics by name, location or by services rendered, meaning the user would have to manually search through each clinic until they found one that matches their needs.	

(1) Heuristics were color-coded to make it easier to determine the severity of the problem



(2) “Think-Aloud” sessions gave us critical insights into how a user navigates the site

Demographics

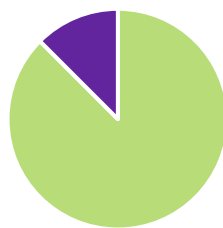
- 6 participants had dogs, 5 had cats, 3 had both
- 14 of 16 had experience having their pets spayed/neutered
- 13 lived in Minnesota, 3 lived outside of Minnesota
- 4 were interviewed in group sessions, 12 were interviewed in individual sessions

Pet Ownership

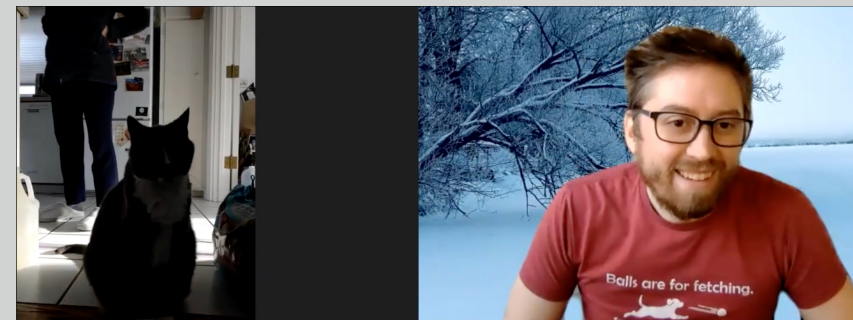


■ Dog ■ Cat ■ Both

Spay/Neuter Experience



■ Yes ■ No



(1) Sparkles and I chat about her experience getting spayed



(2) Participants often had their pets (and humans) present during sessions

Key Findings

Findings & Recommendations

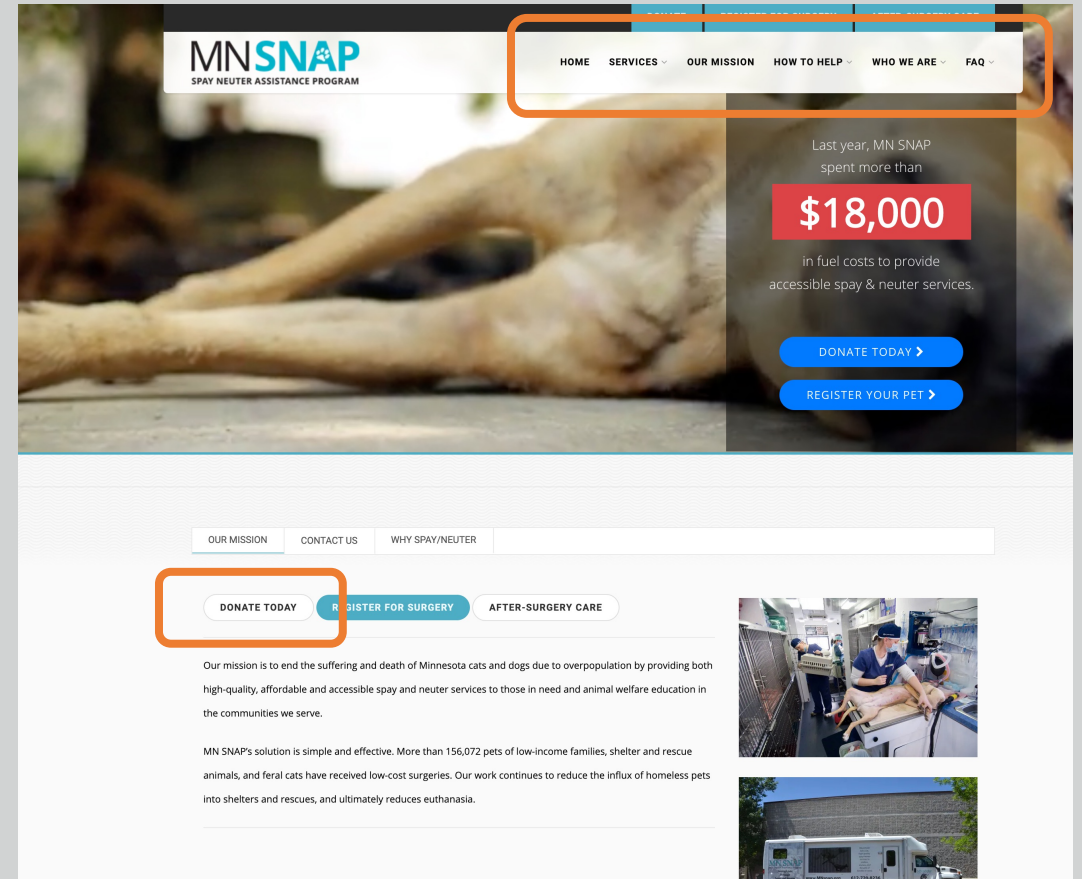
Appendix

Positive Findings

- Participants scored **overall navigation** high (4.7 of 5)
- The **most critical tasks** are easy to find and easy to complete
- The donation process was considered **highly trustworthy** and simple to complete (3.8 of 5)
- Participants were **drawn to the video on the home page** and other images of pets and felt it gave the site a personal touch

“I love it! The video banner at the top is awesome, man!”

“The donation process is pretty straightforward as far as I’m concerned.”



- (1) Navigation overall was a major strength of the site thanks to the dropdown menu
- (2) The donation process was rated especially highly among participants

Findings & Recommendations

Appendix

Recommendation 1: Expand Navigation Bar

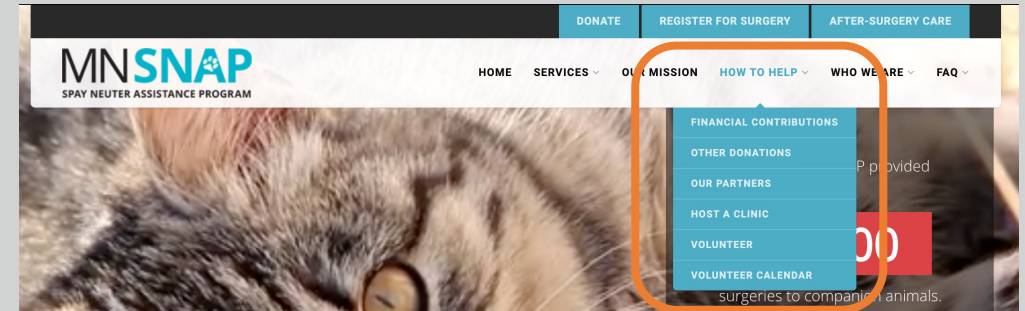
Problem: Difficult-to-Find Site Elements

- While most key tasks were easy to find using the navigation bar, tasks that **did not make it into the nav bar** were very difficult to find
- For example, only **2 of 16** participants were able to figure out how to find an open job to apply for

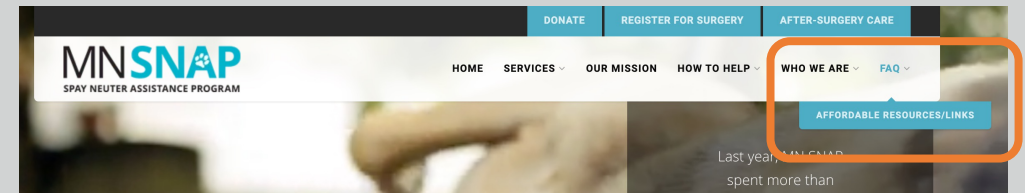
“The FAQ is the last place that I ever would have thought for the [vet clinic info] to be.”

Solution:

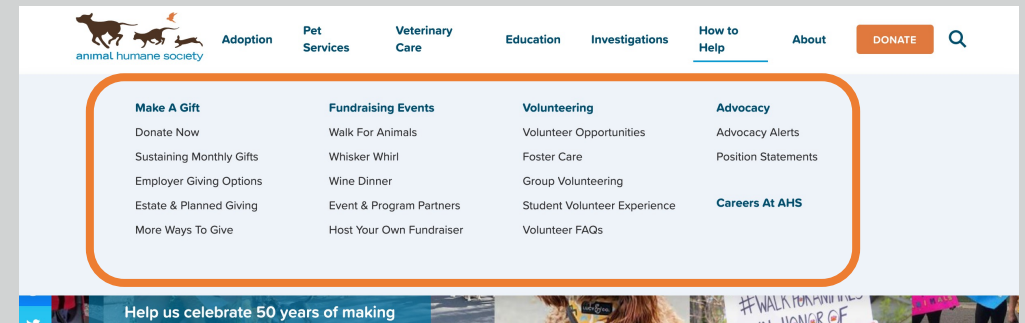
- I recommend **expanding the dropdown menus horizontally**, which will allow all content on the site to be made visible and easily found by the user
- I also recommend **disabling the ability to click on the menu buttons** and moving the content from those pages into the expanded dropdown menus as most participants never discovered they were able to click on those buttons



(1) The vertically-expanding dropdown limits what can be included to only a few options



(2) Some options, like finding a vet clinic, are in vaguely-worded sections and proved hard to find



(3) The Animal Humane Society uses a vertical and horizontally-expanding dropdown, which gives them greater flexibility and improves site usability

Findings & Recommendations

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Recommendation 2: Integrate Contextual Messages

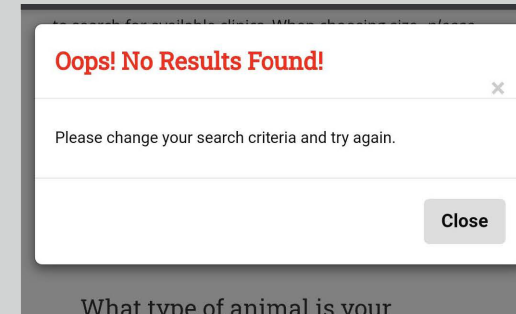
Problem: Reduced Services Complicates Registrations

- When registering a pet for spay/neuter services, users get a vague **error message** if MN SNAP is at capacity for that type of animal and/or service
- The designation of the mobile clinic as the “Minneapolis Garage Clinic” located at the same address **causes confusion**

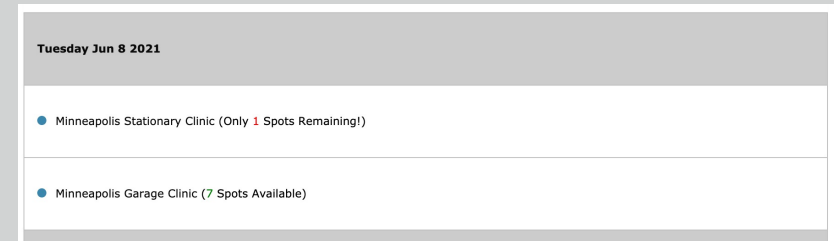
“I don’t know what the distinction is between the stationary clinic and the garage clinic.”

Solution:

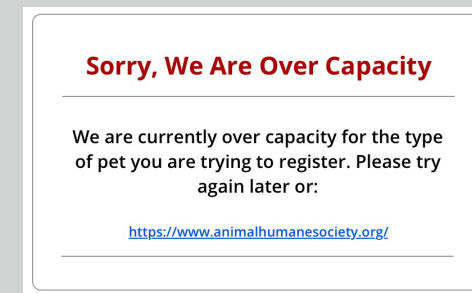
- The error message should be replaced with a message explaining that MN SNAP is **at capacity for spay/neuter services** and to try again later (or suggest alternatives)
- The Garage Clinic should be renamed to **“Mobile Clinic”** and the page should include a message stating that, due to COVID-19, the Mobile Clinic will operate out of the main clinic till further notice



(1) The current error message gives no context to the user as to what is happening or what they should do



(2) The “Garage Clinic” is located at the same address as the Stationary Clinic, which confuses users



(3) I redesigned the error message to tell the user why their selection didn't work and gives them options to allow them to move forward

Findings & Recommendations

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Recommendation 3: Relocate “Where Dollars Go”

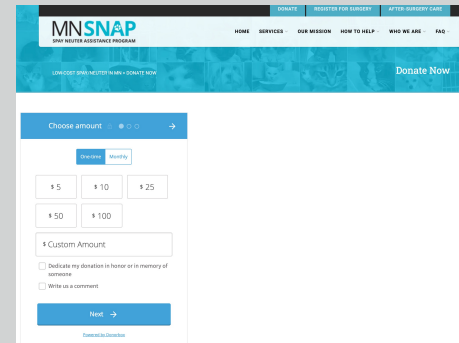
Problem: Donation Page Lacks Information

- The donation page currently only contains the donation plugin and leaves a **large amount of empty space** to the right of the page
- A majority of participants **had difficulty finding** the “Where Dollars Go” page, which contains important information that could spur larger donations
- MN SNAP also prefers cash and check donations due to the **processing fees** associated with credit card donations

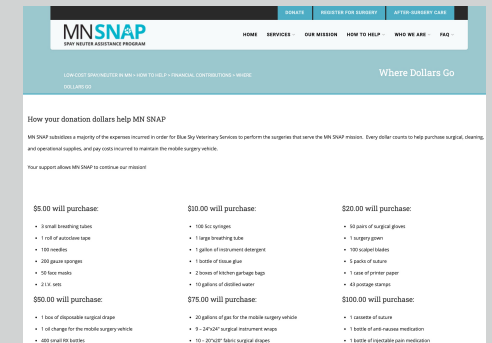
“I would expect to be able to see where my money is going but I just can’t find it.”

Solution:

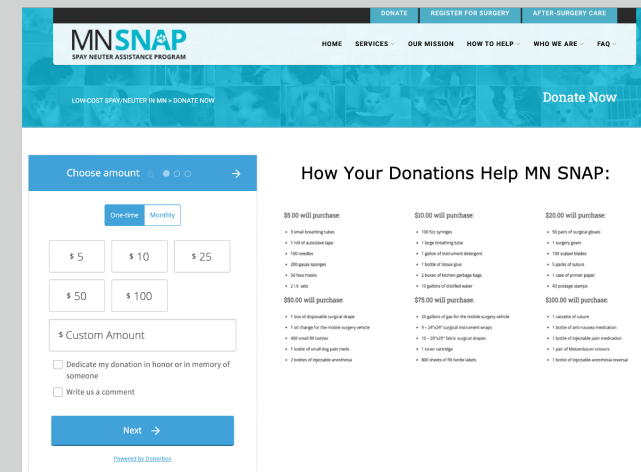
- I recommend adding the information from the “Where Dollars Go” page to the donations page **in the empty space**
- I also recommend adding a feature to the donations plugin allowing donors to **add the processing fee** into their donation total



(1) The donations page has a lot of unused space



(2) The “Where Our Dollars Go” page is hard to find



(3) My recommendation marries the two pages together

Cover the processing fee so Animal Humane Society gets my full donation.

(4) The Animal Humane Society uses a checkbox to allow donors to add the processing fee into their donation total

Findings & Recommendations

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Recommendation 4: Add "Events & Fundraisers" Page

Problem: No Info on FurryTail Ball

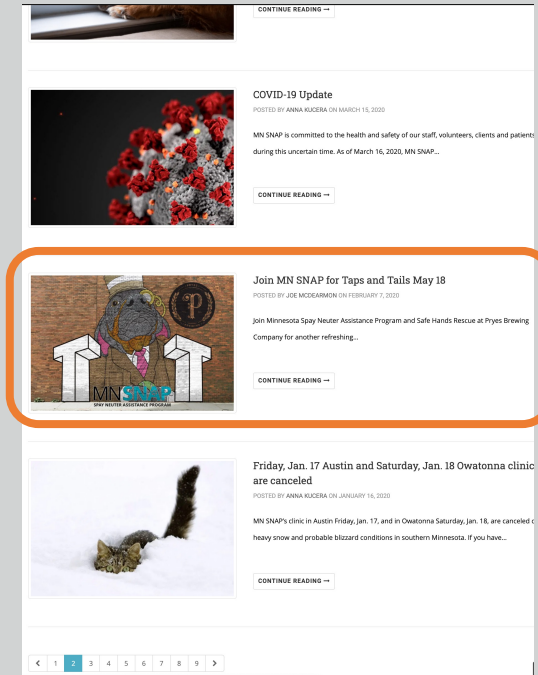
- We could not find a **single mention** of the FurryTail Ball on the website
- Events information appeared sporadically in the News section on the home page but was **difficult to search through**

Solution:

- I recommend creating an **"Events & Fundraisers"** page to be housed under the "How to Help" section of the navigation bar
- This page could contain information on upcoming events – **even if that event is far in the future**, so users at least know the event exists
- There could also be a **repository of past events** containing posters, photos, and possible info on how much money was raised, supplies donated, etc.



(1) The FurryTail Ball has no current presence on the MN SNAP site



(2) Events can quickly get buried in the back pages of the blog section, never to be seen again

Appendix

Part I: Data Synthesis

Appendix

Heuristic Analysis

MNSNAP Usability Review					
Keyword Rating					
No	Heuristic	Score	Website		
1	Where am I?	0	A Quicken Heuristic Analysis - Laura Wheeler	https://www.quicken.com/quicken-heuristic-analysis/AMH00000103	
2	What can be done here?	0			
3	What can be done here?	0			
4	What is happening now that I did it?	0			
5	What happened?	0			
Priority					
Severity					
1	Demonstrates heuristic	0			
2	Common problem only - need not be fixed unless extra time is available on project	1			
3	Minor usability problem - fix only if time allows for given priority	2			
4	Major usability problem - important to fix, or difficult to given high priority	3			
5	Critical usability problem - must be fixed for given high priority	4			
Task No	Task Description	Severity	Heuristic	Description	Image
1	Learn about the benefits of spaying/neutering	0	Where am I?	The link to "why spay/neuter" is featured in a highly visible spot on the website and clearly expresses the benefits of spaying/neutering your pet.	
2	Find available surgery appointments and their locations	2	What can be done here?	Navigation buttons go to a page when clicked that sometimes contains information that is not included in the dropdown menu.	
2	Find available surgery appointments and their locations	3	What can be done here?	Navigation buttons do not clearly indicate that they can be clicked.	
2	Find available surgery appointments and their locations	0	What can be done here?	Landing site gives clear directions for finding services based on type of pet/condition and also lets the user jump straight into scheduling a surgery.	
3	Register pets for surgery	0	What can be done here?	The interface for registering a pet for surgery is simple and intuitive, with not too many steps as to discourage people new to the site.	
3	Register pets for surgery	3	What is happening now that I did it?	There is no working or development system to let the user know how far in the scheduling they are and how much further they have to go before they are booked.	
4	After surgery care is easily accessible from the main site using the exact drop down menu you would expect to find it under	0	Where am I?		
4	Understand how to care for pets after surgery	3	What can be done here?	Interface for this page is inconsistent in design with the other pages on the site, and is the only page offering non-English language options. Also, clicking the "watch" link navigates the user away from MNSNAP to a 3rd party site.	

5	Find affordable veterinary services in a particular area	0	What can be done here?	Veterinary services site offers an extensive list of clinics to service a wide swath of pet. Minnesota has Wisconsin as well.	
5	Find affordable veterinary services in a particular area	4	Where am I?	The list of veterinary services is located in any visible portion of the website, not hidden where the user may initially glance, instead being found ONLY if the user scrolls over BUT DOES NOT CLICK on the FAQ drop-down and then click on "affordable resources/VMS", which is vague and confusing.	
5	Find affordable veterinary services in a particular area	4	What can be done here?	Once on the veterinary services site, there is no ability to search the list of available clinics by name, location or by services rendered, meaning the user would have to manually search through each clinic until they found one that matches their needs.	
6	Sign up for a volunteer opportunity	0	Where am I? / What can be done here?	Navigating to the volunteer sign-up page is straightforward and located under the drop-down menu as well, location or by services rendered, meaning the user would have to manually search through each clinic until they found one that matches their needs.	
6	Sign up for a volunteer opportunity	3	What is happening now that I did it?	Volunteer sign-up form is overly long with all information contained on a single page instead of separated into easily digestible chunks, making the process feel longer than it is. Some options (location, volunteer, etc) could be embedded into a single form where multiple options can be checked.	
7	Give a monetary donation	0	Where am I?	There are multiple donation pages spread throughout the site, including in prominent areas, meaning the user is sure to not miss it.	
7	Give a monetary donation	0	All	The use of a well designed third-party donation system is wise as it handles accounting, bookkeeping and tax-related stuff.	
7	Give a monetary donation	2	What can be done here?	There is no information on the donate page that describes what services each donation amount provides to MNSNAP. That information is kept on a separate page hidden from easy access.	
7	Give a monetary donation	3	Where am I?	There is a "donate" button listed on the bottom of the site that, without warning, takes the user to a 3rd party donation site, ending trust in the legitimacy of the site.	
8	Register for the annual fundraiser (Furry-Tail Ball)	1	Where am I?	At best as can be determined, there is not a single mention of the Furry-Tail Ball on the entire site.	
9	Apply for a job at MNSNAP	0	What can be done here?	The application process is refreshingly simple.	
9	Apply for a job at MNSNAP	2	What happened?	The download form for chrome and Firefox does not work.	
9	Apply for a job at MNSNAP	3	Where am I?	There is no landing page for job searching, meaning the user has to search around until they figure out the available jobs are posted in the blog section.	
10	Become a MNSNAP clinic partner	0	Where am I / What can be done here?	Navigating to hosting a clinic is simple and intuitive, with the link placed in the drop-down the user would expect, and the instructions on the landing page are simple and easy to follow.	

Appendix

Part II: Additional Issues

Appendix

Additional Issues

- Some users got **stuck in a loop** on the pet registration page when they clicked on the “owned pets” or “feral/barn cats” buttons
- The list of vets and additional resources has **no search or categorization functions**, forcing users to search through a large block of text
- News page is **below the fold** on the home site – below redundant information that can already be found elsewhere
- After-Surgery Care is the only page that contains a **secondary language option**
- The After-Surgery video for dogs and cats contains some **graphic imagery** with no warning for the viewer
- Online Auction donation form leads to a **dead link**
- Amazon Wish List should be **more visible**
- Volunteer Calendar appears to be an **internal scheduling calendar**

Appendix

Part III: Cute Pictures of Our Pets

Appendix

Cute Pictures of Our Pets

