

# MORE THAN WORDS

A Review of the More Than Words Website Using  
Nielsen Norman's Guidelines for Attracting Donors and  
Volunteers on Non-Profit and Charity Websites



**IDCC385: Introduction to Usability & User Experience**  
**Spring 2024**

# Details

## Design Guidelines

- There were 116 original guidelines.
- We removed some guidelines as they applied to Chapters & Affiliates which were not applicable to More Than Words, and we added [new guidelines related to the Instagram presence](#).
- The final report includes a review of 118 guidelines.

## Approach

- For each guideline, we reviewed the current state of the More Than Words website and applied a “score”; if the guideline received a yellow or red score, we provided a recommendation for improvement.

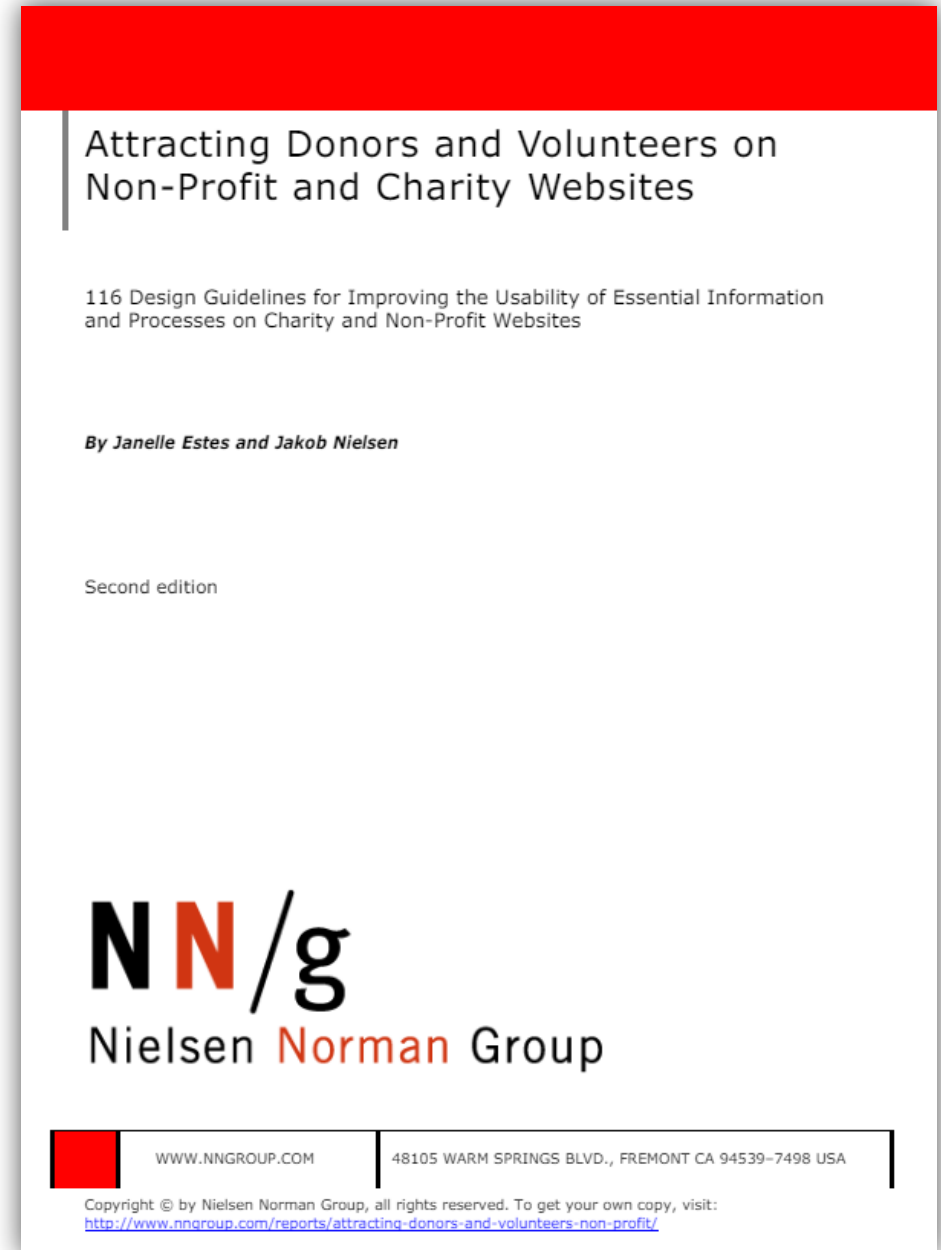
## Scoring Rubric

**Green:** Complies to the guideline

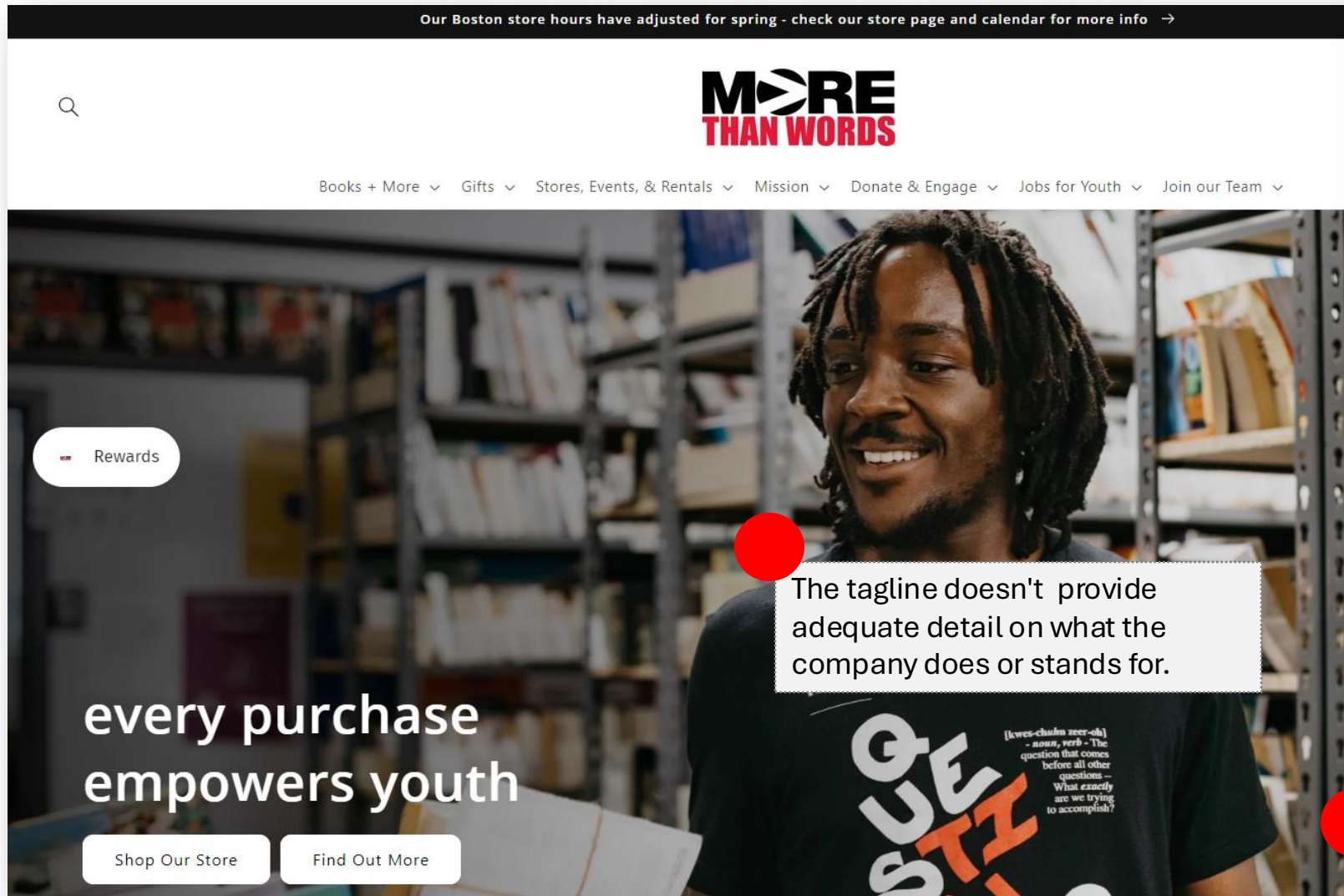
**Yellow:** Somewhat complies to the guideline

**Red:** Does not comply to the guideline

**n/a:** Not applicable



# Homepage



## Our Mission

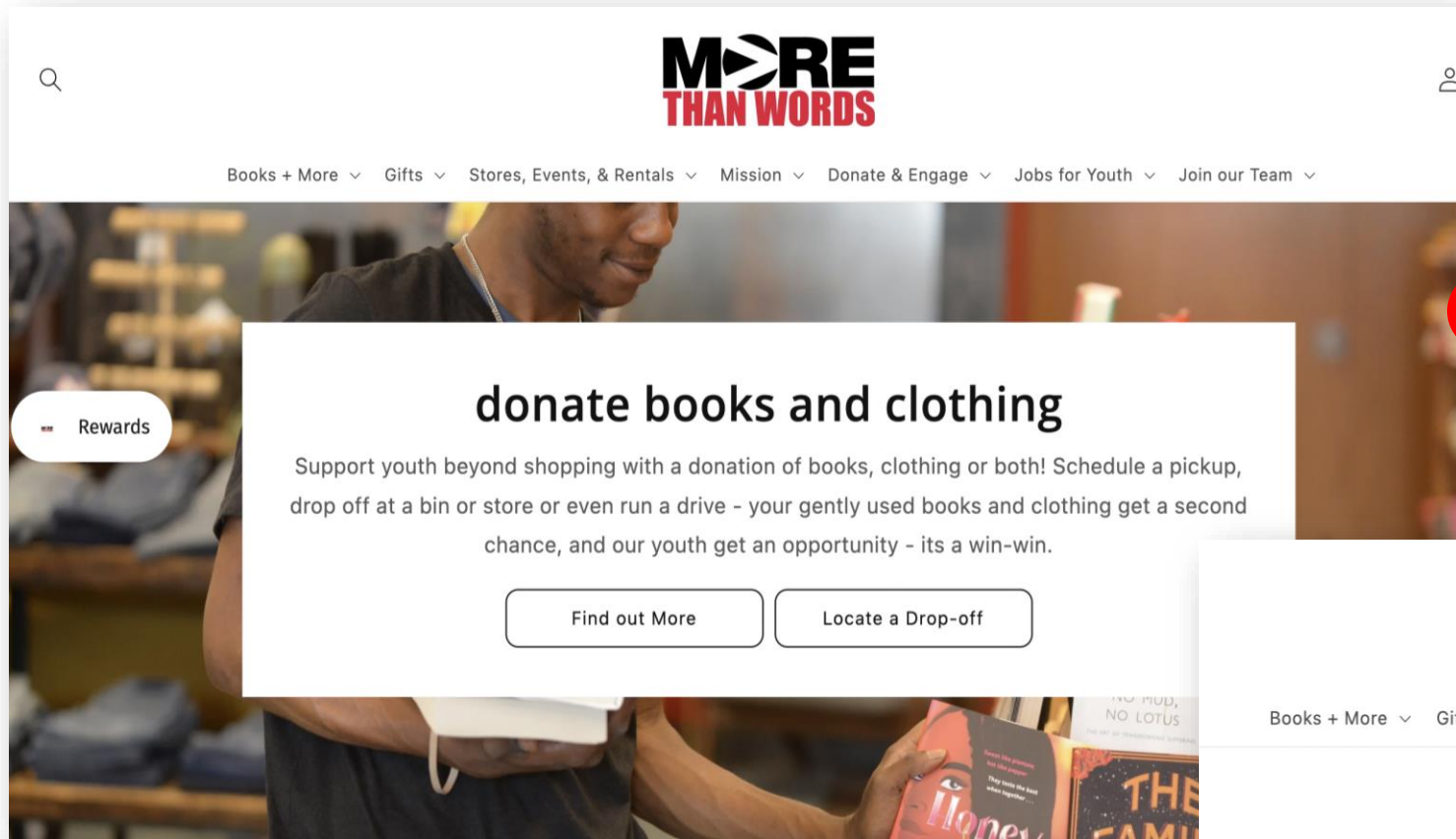
More Than Words is a nonprofit social enterprise that empowers young adults who are in the foster care system, court-involved, homeless, or out of school to take charge of their lives by taking charge of a business.

The mission statement in the footer accurately describes what More Than Words does.

The tagline doesn't provide adequate detail on what the company does or stands for.

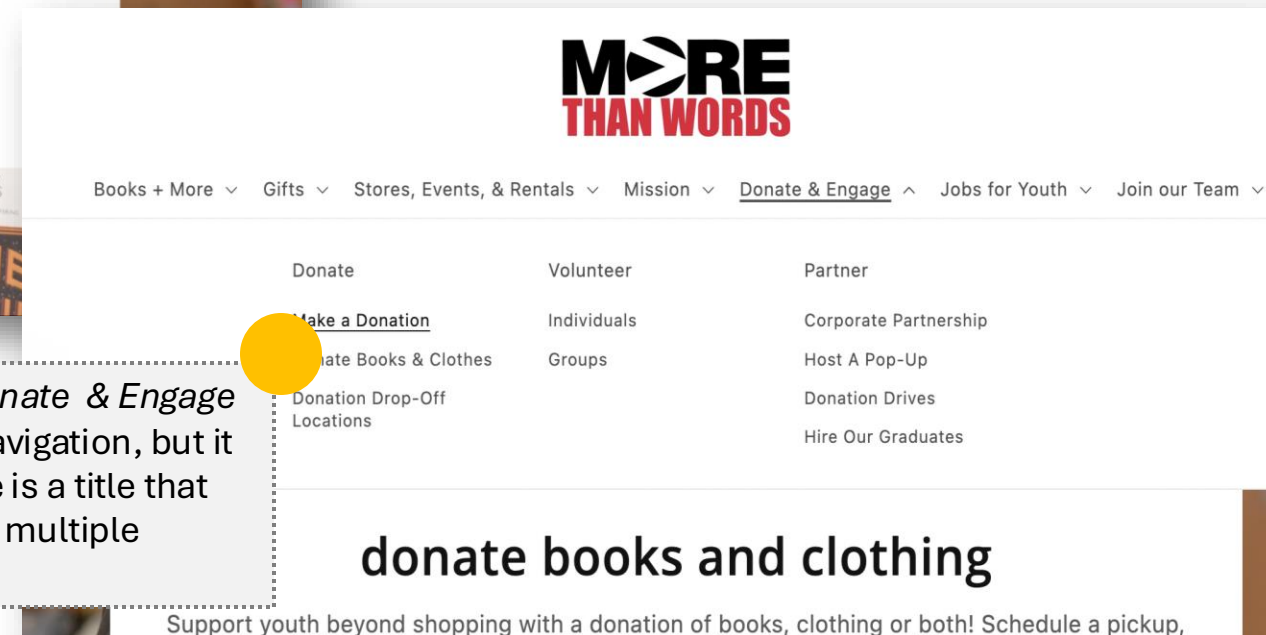
More Than Words is rated highly by at least one watchdog organization, but it is not showcased on the homepage.

# Homepage, cont.



One must scroll significantly to find a link to donate, and it gets lost within all the clutter. A link to donate is also in the dropdown menu in the site navigation

It is good there is a *Donate & Engage* button in the global navigation, but it is confusing that there is a title that one can't click on and multiple links for donating.



donate books and clothing

Support youth beyond shopping with a donation of books, clothing or both! Schedule a pickup,

## upcoming events

**BOSTON STORE**  
**CLOSING EARLY**  
**2 PM**

📍 242 East Berkeley St...

**BOSTON STORE  
CLOSING EARLY  
2 PM**

📍 242 East Berkeley St...



**OPEN  
MIC  
WALTHAM**

**FEATURED ARTIST  
PETE BRUCE**

56 Felton St. Waltha...

The homepage does a good job showcasing their upcoming events. Content is timely.

They don't show nor provide links about their mission-related type news.



# Homepage Recommendations

**Recommendation:** Tagline for the website should promote core aspects of what More Than Words stands for. It should be more visible and one of the first things one sees.

**Recommendation:** Addition of a clearer donation button directly on the homepage. The donate button should be more accessible in the home page, so it is easier to spot as soon as you enter the website, apart from it being part of the drop the menu in the bar tab where you can find other information shown if you scroll down a section to donate books and clothing. It should be something that stands out, not lost in all the other information.

**Recommendation:** If More Than Words appears in any news, add it to the homepage. They could also add news about things that correlate with their mission and that can help engage the audience with their cause.

**Recommendation:** Showcase watchdog ratings on the website; i.e. Charity Watch

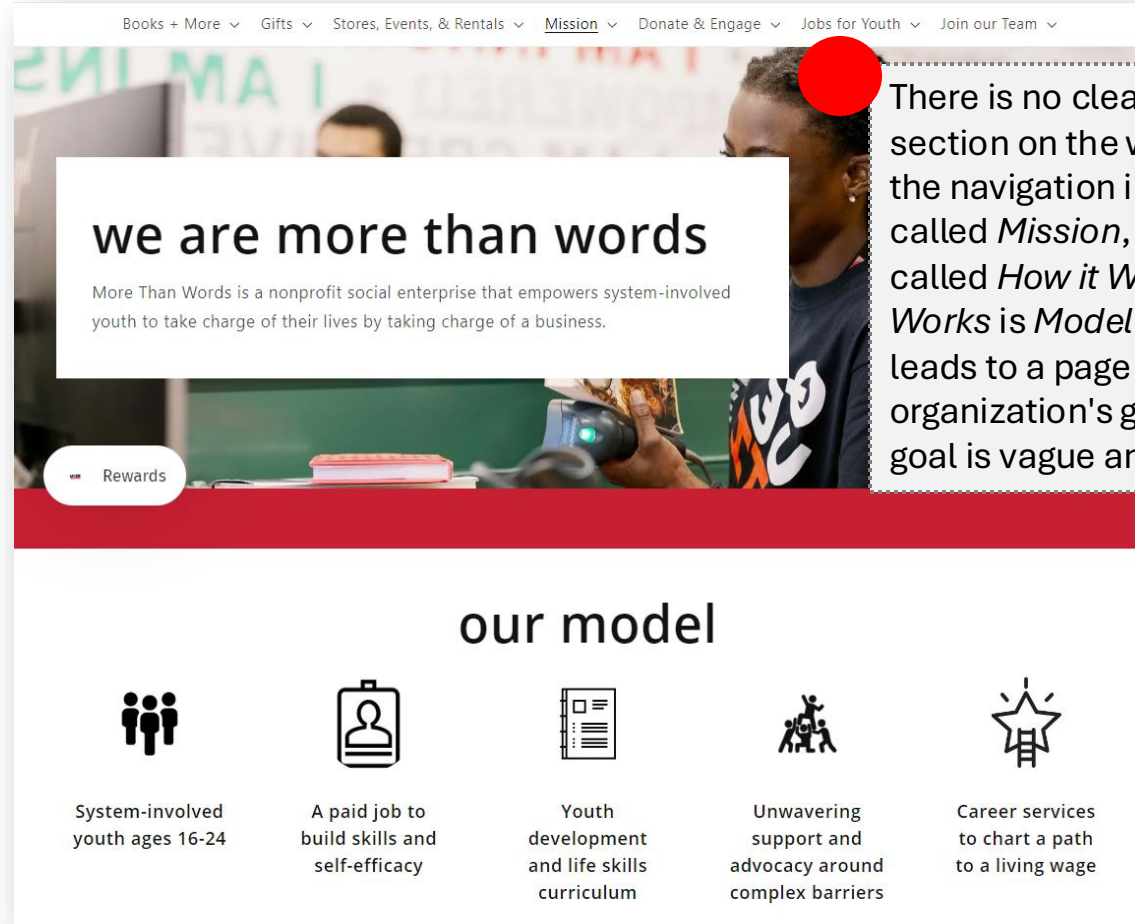
# About More Than Words (MTW)



The website provides abundant information about personal stories but requires some navigation to access most of them.

# About More Than Words (MTW)

It is hard to find the leaders which is an important factor in the "about us" section.








Books + More ▾ Gifts ▾ Stores, Events, & Rentals ▾ Mission ▾ Donate & Engage ▾ Jobs for Youth ▾ Join our Team ▾

## we are more than words

More Than Words is a nonprofit social enterprise that empowers system-involved youth to take charge of their lives by taking charge of a business.

Rewards

### our model

-  System-involved youth ages 16-24
-  A paid job to build skills and self-efficacy
-  Youth development and life skills curriculum
-  Unwavering support and advocacy around complex barriers
-  Career services to chart a path to a living wage

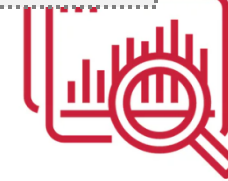
There is no clear *About Us* page or section on the website. However, the navigation includes a category called *Mission*, and it lists a section called *How it Works*. Under *How It Works* is *Model & Impact*, which leads to a page describing the organization's goal. However, the goal is vague and not very specific.

Financial report is found only through an intentional search. The overall report itself has revenue and expenses but is missing assets and liabilities, audited financial statements, an IRS determination letter, and tax forms.

## data & outcomes

The proof is in the numbers.

Beyond their time here, our youth are working, earning, and engaging in activities that mean a better future for themselves.





# About MTW: Recommendations

**Recommendation:** Make a clear *About Us* tab in the site navigation and include a clear positioning statement or mission statement here.

**Recommendation:** Leadership credits should be moved to a location within the *About Us* section that is more prominent.

**Recommendation:** To improve confidence of potential donors, the creation of a dedicated tab or link to comprehensive financial data could be utilized to allow for easy auditing among various donors.

# Asking for Donations

Our Boston store hours have adjusted for spring - check our store page and calendar for more info →

Search

**MORE  
THAN WORDS**

Books + More ▾ Gifts ▾ Stores, Events, & Rentals ▾ Mission ▾ Donate & Engage ▾ Jobs for Youth ▾ Join our Team ▾

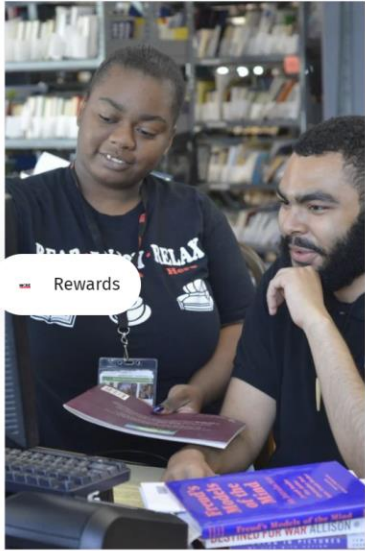
## donate today, invest in our youth

**Rewards** people show up to work every day, moving their business forward and matching philanthropic dollars with earned revenue. Your generous donation will support our cost-effective, hybrid model and empower youth to achieve their goals.

[Donate Online](#)

The *Donate Online* call-to-action button is clear and accompanied with an explanation.

**Rewards**



Quote does not talk about why visitors should donate and how it has directly impacted her life. It is also long and does not capture attention quickly.

## support empowerment

"Since I was little, no one could figure out why I had so many behavioral problems... I think I was in 10 different group homes and programs and arrested 4 times. I was a different person at MTW. I was my best self. I didn't know I could be so professional because in every other program I am told I am loud and out of control. I was naturally good at being a shift leader in the business, managing teams of my peers. I didn't know that about myself before."

— Janaya, MTW Alumna

[Give Now](#)

*Give Now* button color is different than *Donate Online*. The phrasing is confusing, but the call-to-action button is clearly something visitors can click on.

# Asking for Donations: Recommendations

**Recommendation:** Make it easier to donate by including more *Donate Now* buttons throughout the website. There should be a *Donate* link in the global navigation bar next to the “my account” and “shopping” icons. By doing this, the viewer is available to donate while browsing any page of the site. Likewise, there should be call-to-action buttons throughout the site to incentivize the visitors to donate.

**Recommendation:** Make the donation-related buttons consistent in color and phrasing so that the user understands easily the use of each button.

**Recommendation:** Add more stories that directly correlate to donating so that there is more incentive to donate; it also creates a deeper connection between the site visitor and organization.

# The Donation Process



MORE THAN WORDS, INC.

**Empowering youth to take charge of their lives by taking charge of a business!**

Your donation enables More Than Words to continue to empower youth who are in the foster care system, court-involved, homeless or out of school to take charge of their lives by taking charge of a business.

We believe that when system-involved youth are empowered with authentic and increasing responsibilities in a business setting, and are given high expectations and a culture of support, they can and will address personal barriers to success and create concrete action plans.

Although registration is optional, there isn't an option for registering on the donation site which can be a difficult process for anyone who goes straight to the donation page but wishes to register.

## Contribution

## Donation Frequency

Recurring donations are the best way to give steady support

Favorite Book OPTIONAL

Adding donation frequency is not a great option as donations should not be imposed on anyone forcefully, if the donor ever decides to donate again, they can go through the same process and donate again instead of showing them an option to donate again even before completing the donation for the first time.

## Contact Information

☒ Sign up to receive our monthly newsletter, including events ho

The donation process is pretty seamless, with paying options available on-site instead of being redirected to a third-party site. The use of PayPal is also a good option as it is reliable and customers/donators trust PayPal.

## Billing Information

If you have a special purpose for your donation, please let us know.

I want my donation to be dedicated: OPTIONAL

☐ Please send an acknowledgement to the individual or organization to whom I am dedicating my donation.

## Giving Option

Your donation is securely processed by our nonprofit partner, Network for Good, with a 3% transaction fee to cover credit card fees, bank fees, and other processing costs. Please consider chipping in an additional 3% so 100% of your donation amount goes to us.

- ☒ Donate 100% - Add 3% so that 100% of the donation goes to More Than Words, Inc..
   
☐ Donate 97% - I understand Network for Good will deduct 3% to cover transaction costs.

☐ I'm not a robot



**DONATE NOW**

# The Donation Process: Recommendations

**Recommendation:** Clearly provide an option for those who wish to register during or after the donation process.

**Recommendation:** Consider integrating Apple Pay as an option for users accessing the site for mobile devices. Apple Pay allows faster and easy checkout for most iPhone users.

**Recommendation:** Consider making the donation frequency an optional field. If it's kept as required, include the benefits of setting up a recurring donation.



# Attracting Volunteers

## types of opportunities



### Book Lovers

Work alongside youth on their Business Job shifts in online operations or our bookstore and help move our business forward. Book Lovers "get their hands dirty," create and model professional relationships with youth, and help move our business goals forward!



### Goal Support Coaches

Join a Youth Development Shift on Tuesday or Thursday to help youth achieve their personal goals. Not quite a tutor and not quite a mentor, Goal Support Coaches provide general support as youth complete curriculum modules, work on their resumes and applications, do homework, prepare for HiSet tests, look for housing, and more.

Email our Volunteer Coordinator

There are many options for volunteering.

## group opportunity FAQ's

- ☒ How big can my group be? ▾
- ☒ What will we be doing? ▾
- ☒ Rewards ☒ We want to do group mentoring/coaching with youth, can you set that up? ▾
- ☒ Can kids volunteer in my group? ▾
- ☒ Can we bring books to donate also? ▾



On both the Individual and Group volunteer pages, the only option to sign up as a volunteer is to click the *Email our Volunteer Coordinator* button. This takes you to an empty email draft with the email address filled in. There is no form.

No specific requirements mentioned on the volunteer pages; they only state the type of roles and what volunteers should expect.

Under FAQs there are some requirements, including: age (must be 18+ for individual volunteering; 15+ for group volunteering if a caregiver is present), commitment (at least 6 months with a weekly commitment).

# Attracting Volunteers: Recommendations

**Recommendation:** Provide a volunteering requirements section on the volunteering pages (both Individual and Group pages) instead of minimal requirements within FAQs that someone must dig for.

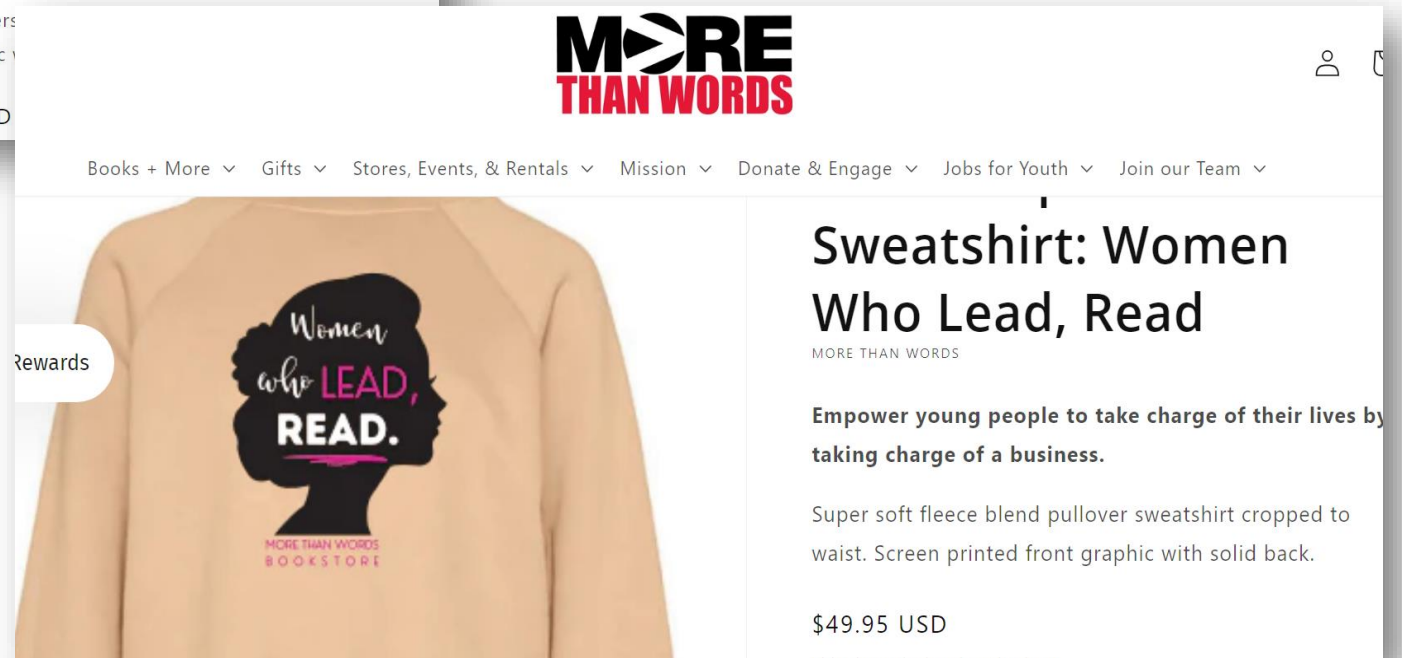
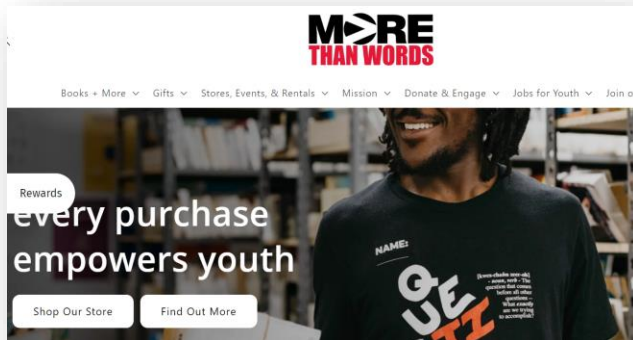
**Recommendation:** Use a gateway page at the entry point for forms or specific user paths. For example, a gateway could direct users to different forms for book donations, monetary donations, or volunteering, based on initial selections.

# Selling Products



Items and products sold at the website relate to the organization's mission, but the branded items mostly don't contain the More Than Words logo.

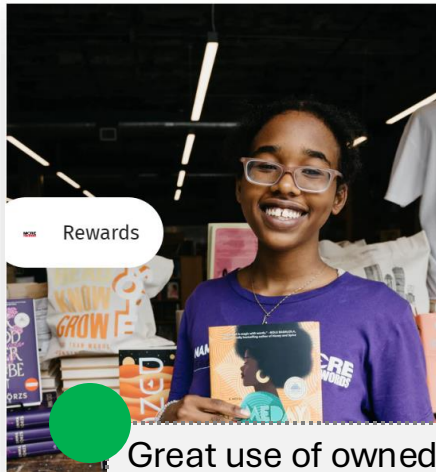
Allows users to purchase without registering for an account.



# Selling Products: Recommendations

**Recommendation:** Consider adding the More Than Words' logo to products (even if it's a small logo).

# Recommendations: Site-Wide Guidelines



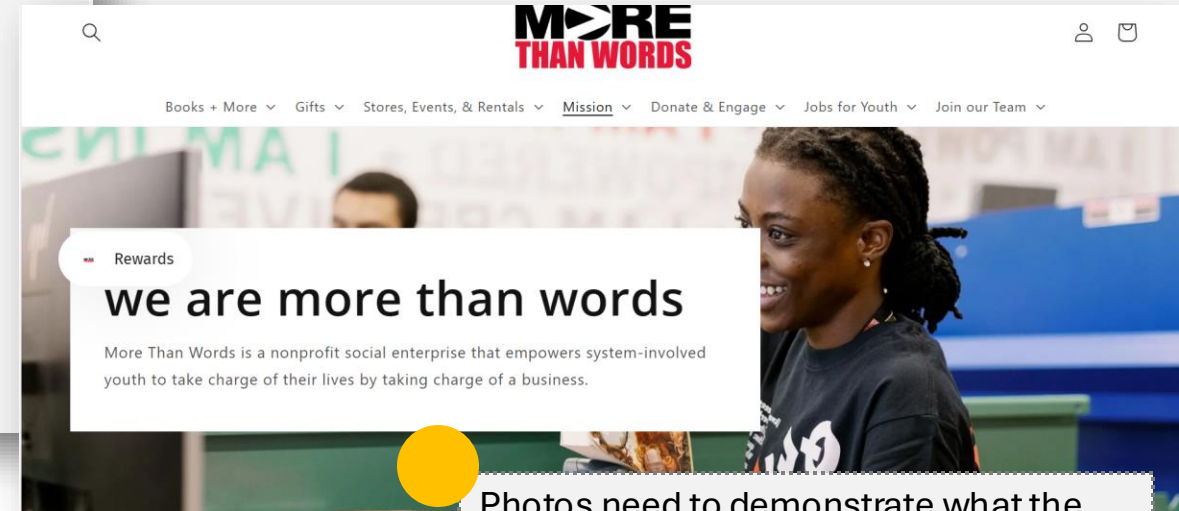
Rewards

## every purchase empowers youth

As a social enterprise, every time you support our youth run business you are directly supporting our mission of job training and empowerment.

Shop

Great use of owned images of people in org., events, or products. Images clearly are More Than Words owned images.



Rewards

## we are more than words

More Than Words is a nonprofit social enterprise that empowers system-involved youth to take charge of their lives by taking charge of a business.

Photos need to demonstrate what the organization does and what actions that a donor's money is supporting. The imagery on the *Model & Impact* page should be incorporated on the home page.

## we sell books to change lives

Rewards

We work with the most vulnerable young adults in Greater Boston: those who are in the foster care system, court involved, homeless, or out of school. At More Than Words they earn a paying job, learning job skills while receiving focused support to ensure they persist in school and map plans for their future work, education and life.

Join our movement:

Email



Most of the site includes adequate color contrast, making text easy to read. However, in some instances, light pink text on a red background does not provide adequate contrast.

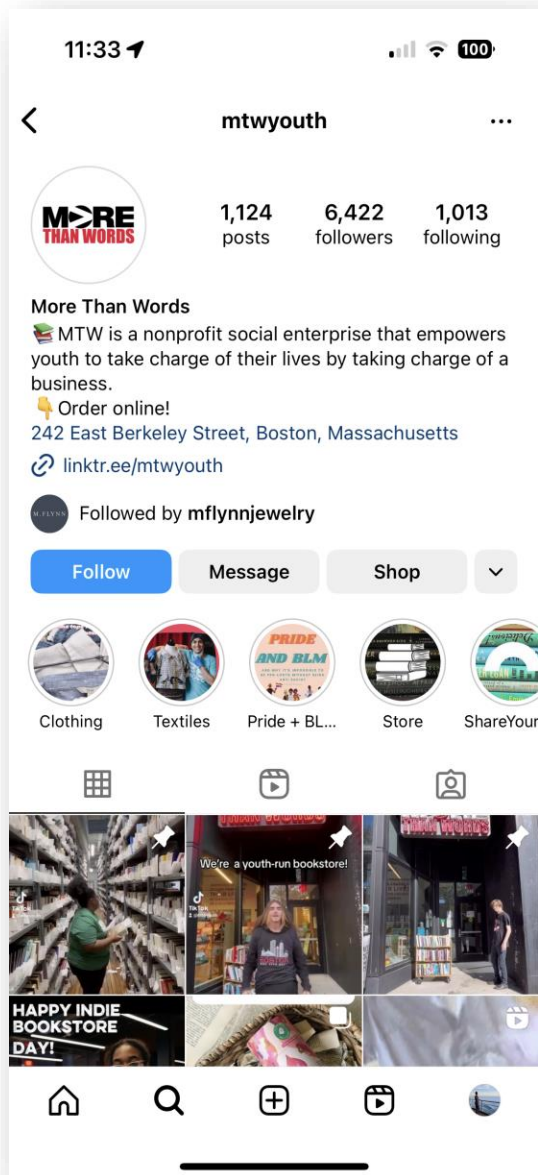


# Recommendations: Site-Wide Guidelines

**Recommendation:** Provide adequate contrast between text color and background color. We suggest that you change areas with red background and pink font to something with higher contrast.

**Recommendation:** Images should portray how the company helps youth get jobs and begin a life in the workplace.

# Instagram



They highlight a day-to-day operation of one of their youth workers with a pinned post at the top of their page. They have a few posts about why volunteers want to work at More Than Words. Other than the pinned video, there weren't a lot of details about the day-to-day operations.

There is a good mixture of calls to action and encourage donating money and books, as well as volunteering.

Logo as profile picture helps with brand recognition; the option to pull up a QR code is good. The overview statement could be a little clearer. Link to a map and Linktree in bio are helpful tools for more information.

# Instagram: Recommendations

**Recommendation:** To provide more behind-the-scenes content either add a highlight reel or utilize Instagram live to showcase what happens day to day.

**Recommendation:** Consider making a post dedicated to how someone could become a volunteer and the time commitment that volunteers make. Also, it would be helpful if one of the links in the linktree was specifically for donating.

**Recommendation:** The overall profile is clear and informational but the organization's mission in the bio could be clearer. For example, this statement from the website would suffice: "MTW is a nonprofit social enterprise that empowers young adults who are in the foster care system, court-involved, homeless, or out of school to take charge of their lives by taking charge of a business."

**Recommendation:** To increase reach and engagement, add more hashtags to posts or invite commenting in the captions.

## Ratings by Category

