

TEAM 4

green yellow red				
The Donation Process: Data Collection (cont.)				
	Guideline	Rating	MTW analysis	Recommendations for improvement (if applicable)
88	Don't ask for unnecessary information.	Green	<ul style="list-style-type: none"> - Clear description of why donation matters - Required sections are the contribution section (money to be donated), donation frequency, payment method, and giving option (there's a 3% processing fee taken off and they ask if they want to give more money to make up for it) - Optional sections: favorite book, special purpose for donation - Required sections all make sense, the optional sections add a nice personal touch to the transaction 	
89	If an email address or phone number is required, explain why it's needed and how it will be used.	Yellow	<ul style="list-style-type: none"> - Contact information is required when giving a donation - There is a box to check off asking if the donator would like to sign up for the monthly newsletter with this contact information 	<ul style="list-style-type: none"> - Do not make the contact information mandatory, sometimes people may want to make a donation and have no strings attached - Make it so that the contact information is only needed if the user checks the box to be signed up for the monthly newsletter
90	Let users opt-in (not opt-out) to further email communications.	Green	<ul style="list-style-type: none"> - There is a box asking if users would like to sign up for the monthly newsletter 	
The Donation Process: Submitting & Verifying Information				
	Guideline	Rating	MTW analysis	Recommendations for improvement (if applicable)
91	When an error occurs, indicate which fields had the problem and how to fix the error.	Yellow	<ul style="list-style-type: none"> - Minimum donation amount is \$10, there's an error message if less. The description is clear and explains the minimum requirement 	<ul style="list-style-type: none"> - There should not be a minimum donation amount, so if people want to make a smaller donation it will be possible. The error message should occur only if the money amount is less than 0.

			<ul style="list-style-type: none"> - If contact information is not fully provided, there's a descriptive error message fully stating the information needed - If billing information is not filled out properly, there's a descriptive error message fully stating the information needed 	
92	Provide a page where people can review and verify information before finalizing the donation.	Red	<ul style="list-style-type: none"> - There is no review page; once the form is filled out and submitted, the donation is complete. This could lead to mistakes in contact information, donation amount, etc due to the hasty transaction 	<ul style="list-style-type: none"> - Provide a review page of all the information the user inputted on the donation form
93	Allow users to go back and make changes before submitting their donation.	Red	<ul style="list-style-type: none"> - It donates immediately and doesn't have a reviewing information page where you have the option to go back and change inputs 	<ul style="list-style-type: none"> - On the review page with all of the information inputted by the user, give the option to go back and make changes before submitting
The Donation Process: Confirmation Page				
	Guideline	Rating	MTW analysis	Recommendations for improvement (if applicable)
94	Confirm that the transaction has been processed.	Green	<ul style="list-style-type: none"> - A MTW receipt is shown confirming the donation, it is descriptive and states the frequency of the donation, the donation amount, if the 3% to make up for the transaction fee was included, and finally the total charged amount 	
95	Thank users for their donation, and tell them how it will be used.	Yellow	<ul style="list-style-type: none"> - There is a short sentence that thanks the user who donated for supporting 'young people as they take charge of and transform their lives', this could be more thoughtful and less brief 	<ul style="list-style-type: none"> - Provide a longer and more detailed description of what the money will be used for, maybe provide a link that goes right to a page where there are real examples and real people who benefitted from donations like these, just so the person who donates already feels more connected to the cause and knows there are tangible results
96	Provide a printable receipt	Green	<ul style="list-style-type: none"> - You can save or print the receipt so that it may help you complete your tax return. 	

	that can be used for tax purposes.			
97	If an email address is collected during the donation process, state that a receipt will be sent to the provided email address.	Green	<ul style="list-style-type: none"> - Receipt of the donation is received through the email address collected on the website. 	
98	Consider asking users to email the site or information about the charity to their friends.	Yellow	<ul style="list-style-type: none"> - The email received from the donation does provide the user with a couple emails to ask any questions they might have but does not mention or has any way to forward or insinuate in any way to let their friends know of the organization. 	<ul style="list-style-type: none"> - During the donation process, an optional text box could appear where users can write a friend's email so that they receive an email with the information of the company and that the user has donated to them.
99	Consider including a tracking code or an identification number unique to the transaction.	Green	<ul style="list-style-type: none"> - In the receipt there is a transaction number that clearly identifies a unique transaction. 	
100	If the name of the charge that shows up on a credit card statement will be different than the charity name, notify users.	Green	<ul style="list-style-type: none"> - Clearly identifies what name will appear in your credit card statement in the email received after the donation. 	
101	Prioritize details on the confirmation page.	Red	<ul style="list-style-type: none"> - It does not provide a confirmation page where you can review the input information. 	<ul style="list-style-type: none"> - Implement a confirmation page where the most important information input appears so that the user can clearly view what they typed to correct any unintended errors.

Selling Products				
	Guideline	Rating	MTW analysis	Recommendations for improvement (if applicable)
102	Sell items users expect to purchase from a non-profit or charity: branded items and products related to the organization's mission.	Yellow	<ul style="list-style-type: none"> Items and products sold at the website relate to the organization's mission, but the branded items mostly don't contain the MTW logo. 	<ul style="list-style-type: none"> Consider adding the More Than Words' logo to products (even if it's a small logo)
103	Create a cohesive site experience by placing the e-commerce area within the main site.	Yellow	E – commerce area was easily found listed under “shop our store.”	<ul style="list-style-type: none"> “Our Featured 50” on ecommerce page is confusing because it only listed 29 products Instead of tab saying “books + more” label it “shop books + more” to let customers know that it is also a part of ecommerce
104	If users are sent to a new site or URL, create a visual consistency between the main site and the shopping site.	green	Users are not sent to a new URL.	
105	Allow users to purchase an item without registering on the site.	green	No registration required before making a purchase	

106	Don't ask users to donate or become a member during the checkout process. If it can't be avoided, be graceful when doing so.	green	No request to give donation while checking Basic delivery and payment information required	
Maintaining a Relationship with Donors and Volunteers				
	Guideline	Rating	MTW analysis	Recommendations for improvement (if applicable)
107	Use confirmation messages to verify donation details.	Green	<ul style="list-style-type: none"> - Yes, there is a confirmation messages to verify donation details - Donate books and clothing has a pickup request for that ask for email and phone number to have MTW come to you to pick up your donation 	
108	If users opted-in to receive additional information during the donation process, use email to build and maintain relationships.	red	No option on website to receive additional information	Include additional information after donations to build and maintain relationships
109	Include donation and/or volunteer calls-to-action in standard newsletters.	Green	Not accessible	
110	Provide links to the organization's social network	green	The email I received when signing up for the email list does include a link to the website. It says HERE in red and is underlined. This prompted me to click it, redirecting me to the website. Other emails I received included a link to the shop and social media pages.	Put links to social media pages on every email, especially the email that is received when you make an account with the organization and join the mailing list.

	presence within email messages.			
Site-wide Guidelines				
	Guideline	Rating	MTW analysis	Recommendations for improvement (if applicable)
111	Use images that reinforce the charity's work and help convey information. Avoid using images purely for decoration or aesthetics.	yellow	The image on the home page does not show what the organization does, which is to help youth get jobs and begin a life in the workplace. Instead, we are marketed books. The photos on the 'Model & Impact' page reinforce the message a bit better; the images are of youth working for the nonprofit. Similar images are found throughout the site on other pages.	Include more photos and imagery of how young people are being empowered. 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.
112	Avoid using stock photography.	green	The website uses their own images that they took of people in the organization and different events, or products. Images clearly are More Than Words own images.	
113	Present information in a way that supports scanning.	yellow	From scanning, we learn that we are empowering youth by purchasing books. What we don't learn is how. You do learn a lot of information from scanning; however, not all of it is relevant. Other things could be made more relevant. Overall, though, the information is delivered in smaller, broken-down amounts and does a very good job of not overwhelming the eyes.	In the subheadings throughout the home page and other pages, include more information on the mission statement. For example, instead of my eyes jumping to the national poetry month highlights, I could be drawn to a heading that mentions something about who More Than Words is.
114	Avoid using organization-centric terms.	green	Website avoids this properly.	
115	Don't place essential information in PDF documents.	green	Website does not do this.	
116	Use a readable font and ensure adequate	green	The fonts used throughout various pages are consistent and easy to read. Color contrast is also used well, making text	

	contrast between the background and text.		easy to read. Text is not overlaid on anything, making it harder to read.	
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