

Habitat for Humanity: User Interviews

Tuesday, May 22, 2018

Research objectives

- Gain an understanding of why people volunteer their time and money to a charitable organization, including Habitat for Humanity
- Using the Habitat.org website and a local Habitat site, gain an understanding of how the national and affiliate sites can work holistically to support prospective volunteers and donors in completing key tasks

Methodology

- 30 minute discussion about participant's volunteer & donating experiences
- 30 minute facilitated walkthrough of Habitat.org and Habitatla.org to complete key user tasks relating to volunteer work, donations and learning more about Habitat

Participant criteria

- 100% of participants have volunteered or donated to a charity
- At least 50% of participants have volunteered on a Habitat build
- Nice to haves involving Habitat:
 - Global Village trip
 - Furniture donation to Restore
 - Volunteered elsewhere in the Habitat organization

Introduction

Hello, my name is And I am from a design agency called DDB. We have been hired by Habitat for Humanity to redesign their website and so we're talking to folks like yourself understand how people engage with charitable organizations, including donating and volunteering.

The interview should take no more than an hour to complete. We'll spend the first 30 minutes discussing your experiences volunteering (either at Habitat or elsewhere) and if you've made any charitable donations. For the remaining 30 minutes, we'll walk through the Habitat for Humanity website and I'll ask you to complete some key tasks.

It is important to remember that you are not the one being tested. In fact, you're the one doing the testing! If there is something that does not work or you find confusing, it is not your fault, but an improvement to be made to the design. Don't worry that you're going to hurt our feelings. We want to know any frustrations you experience so we can make the site better.

As we go through the test, I'm going to ask you as much as possible to try and think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us in making the site better for its users.

All of your responses will be kept confidential and anonymous. Your name or identity will not be associated with the results in any way.

About Yourself

1. Let's start by you telling me a bit about yourself.
 - What do you do for a living?
 - Where do you live?
 - Do you share your household with anyone (partner, kids, etc.)?

Volunteering at a Charity (if participant HAS NOT volunteered at Habitat)

1. What charitable organizations or non-profits have you volunteered at?
 - Was this a one-time opportunity? An ongoing opportunity?
 - How did you learn about the organization/opportunity?
 - Why did you decide to volunteer at this organization in particular?
 - Did you do any research before deciding to volunteer? What type of information were you looking for?
 - What makes you trust or feel secure volunteering with an organization?
2. Tell me about your volunteer experience. What kinds of activities have you done while volunteering?
 - Do you volunteer during your personal time or on work time, or a mixture of both?
 - Has any of your volunteer work skewed more to the administrative side (i.e. updating a social media feed or a website, organizing other volunteers, etc.)
3. Does the charitable organization have a website? Other social media presence?
 - Have you visited the website before? What prompted you to look up the organization online?
 - What information did you want from the website?
 - Was the experience helpful? Did it meet your information needs?
 - Have you returned to the website since? If yes, how many times (approximately) and why?
 - Since volunteering with the organization, have you visited or contributed content to the website or social media?
 - Do you receive email newsletters or other communications from the charitable organization?

4. Have you ever contacted anyone from the charity? What were you trying to find out?
5. What do you find most rewarding about volunteering? And the most frustrating?
6. How can a charitable organization best support you as a volunteer?
7. Have you heard of Habitat for Humanity?
 - Off the top of your head, what do you think Habitat (as a not for profit organization) does?
 - What kind of volunteer opportunities do you think are available at Habitat?
 - If you made a donation to Habitat, what kind of initiatives do you think your money would be supporting?

Volunteering at Habitat for Humanity (if participant HAS volunteered at Habitat)

1. What made you decide to first get involved with Habitat?
 - How did you find out about the opportunity?
 - Why did you decide to volunteer with Habitat?
 - What about this volunteer opportunity is meaningful to you?
 - Did you do any research before deciding to volunteer? What type of information were you looking for?
 - Are you aware of there being other volunteer opportunities with Habitat? [*ex. local day builds in the community vs. global village, volunteer at the restore, etc*]
 - What makes you trust or feel secure volunteering with an organization?
2. Have you ever looked up Habitat online?
 - What website did you visit? [Probe on national vs. affiliate site and social media as well]
 - What prompted you to look up the organization online?
 - What information did you want from the website?
 - Was the experience helpful? Did it meet your information needs?
 - Have you returned to the website since? If yes, how many times and why?
 - Since volunteering with Habitat, have you contributed content to the website in any way?
 - Do you receive email newsletters or other communications from the charitable organizations?
3. Have you ever contacted anyone from Habitat? What were you trying to find out?
4. Tell me about your build experience.
 - How many days was it?
 - How did you sign up for the build?

- Did you do it personally or through your work? Alone or with others?
- Did Habitat do anything to help you prepare for your build day/trip?
- Was there anything surprising about the build day, ie. things you wish you would have known in advance?
- Why did you decide to do an international build vs. a build in Canada?
 1. Tell me about fundraising for your international build.
 2. If you've only ever done a local build, would you ever do an international build?
- Did you capture or share your build experience in any way? This could be online (through social media, a blog, a testimonial, etc.) or even in person.
- What do you find most rewarding about volunteering? And the most frustrating?
- Would you volunteer at Habitat for Humanity again? How do you think you'd get involved?
 1. Why or why not?
 2. If no, was there anything that Habitat could have done differently to engage you?

Donating

1. Have you donated online to a charity?
 - How did you decide to donate to this charity or cause?
 - Did you do any research before deciding to donate?
 - Was it a one-time donation or a monthly, recurring donation?
 - Did you make your charitable donation online? Tell me about your experience donating online. Was it positive? Was anything frustrating?
 - Is there a time of year when you're more likely to donate?
 - Have you ever made a donation after seeing a specific campaign?
 - Why is making a donation to this organization is meaningful to you?
 - What makes you trust or feel secure donating to an organization?
 - How important is it for you to know how your charitable contribution is being used?
2. Have you ever made a non-cash donation? Examples could be clothing, furniture, household items, etc
 - Have you ever donated or shopped for furniture or clothes at a charitable thrift store? Which one?
 - Why did you decide to engage with that particular charity?
 - If you donated, describe the donation process to me from start to finish. Did you find anything confusing or unclear?
 - How did you decide which store to go to?
 - How do you think your patronage at the thrift store is helping the charity? Is this important to you?

3. Have you ever fundraised for a cause (doing a race, a large donation in honor of an event, etc.)

4. Have you ever donated to Habitat?
 - Was it a personal or a corporate donation?
 - If yes, what motivated you to donate?
 - If no, is this something you would be interested in?

NATIONAL SITE: <https://www.habitat.org/>

Please note that we are testing on the American site for the purposes of this test. The American site has been recently redesigned and we are hoping to continue building on these learnings. Of course not everything on the site is perfect, but please be honest and give us your honest opinions.

Imagine that you live in Los Angeles. How would you go about volunteering your time or making a donation at Habitat for Humanity?

Donating \$ to Habitat

Imagine that you'd like to make a financial donation to Habitat for Humanity.

1. What would you do next?
2. How would your charitable donation help Habitat for Humanity?

Donating Furniture to Restore

Imagine that you recently finished a kitchen renovation and replaced all your kitchen appliances with brand new stainless steel models. But now you're stuck with an old fridge, stove and dishwasher and you'd like to donate them. You mentioned this to coworkers over lunch and found out that Habitat Restore accepts donations.

1. What would you do next?
2. What type of information are you looking for? *Prompt for:*
 - *Address & hours of local ReStore?*
 - *If the appliances are eligible for donation?*
 - *How the donation process works?*
 - *Can ReStore pick the appliances up?*
 - *Getting in touch with Habitat?*
 - *Other?*

3. Let's imagine that you've decided to go to the Habitat website. Take a moment to look at the home page. How would you navigate this site to find the information you're looking for?
 - *[Probe if the participant looks for an FAQ, goes to the Contact Us page, uses the main navigation under the Support tab, looks up their local Habitat, etc.]*
 - *[Probe on the mega menu. Do people understand the proper names?]*
4. Why is the site prompting you to enter your ZIP code? What does it mean to find your local Habitat to shop at a Habitat Restore?
5. What would you do if you couldn't find the information you were looking for?

Volunteering with Habitat for Humanity

Imagine that you're interested in volunteering with Habitat for Humanity and decide to go to the Habitat website.

1. What type of information about volunteering are you interested in? *Prompt for:*
 - *Information about current building projects*
 - *Volunteering on a build site*
 - *Dates & times of builds*
 - *Signing up for an opportunity online*
 - *Other?*
2. Take a moment to look at the home page. How would you learn about the volunteer opportunities available at Habitat?
3. *[Volunteer Mega-Dropdown or Volunteer Landing page]*
 - Why do you think the site is showing volunteer opportunities near you? Why do you think the site is encouraging you to find your local Habitat?
 - What does travel & build mean? A group opportunity? A build event?
 - What is the difference between volunteering at your local Habitat vs a national volunteer project?
4. Let's imagine that you were interested in volunteering opportunities at your local Habitat. What would you do next?
5. Let's imagine that you were interested in doing a volunteer trip abroad. What would you do next?

AFFILIATE SITE: <https://www.habitatla.org/>

Find Your Local Habitat: Greater Los Angeles

1. *[On the search results page listing out local Habitats]* Was this what you were expecting to see?
2. How helpful is this information to you?

3. What would you do next? (*Call/email/visit site of local Habitat*)?
4. [*Prompt participant to visit the local Habitat site for Greater Los Angeles www.habitatla.org*]. Why do you think Greater LA has its own site? How is it different than the site you were just on?
5. How would you find out about donating your used kitchen appliances on the Greater LA site?
 - What type of information are you looking for?
 - What steps must you take to actually donate your stuff?
6. How would you find out about volunteer opportunities on the Greater LA site?
 - What type of information are you looking for?
 - What do you have to do to sign up as a volunteer?
7. What do you think the difference is if you make a donation through the Greater LA site vs the site that you were just on? Would this impact where you would make your donation?