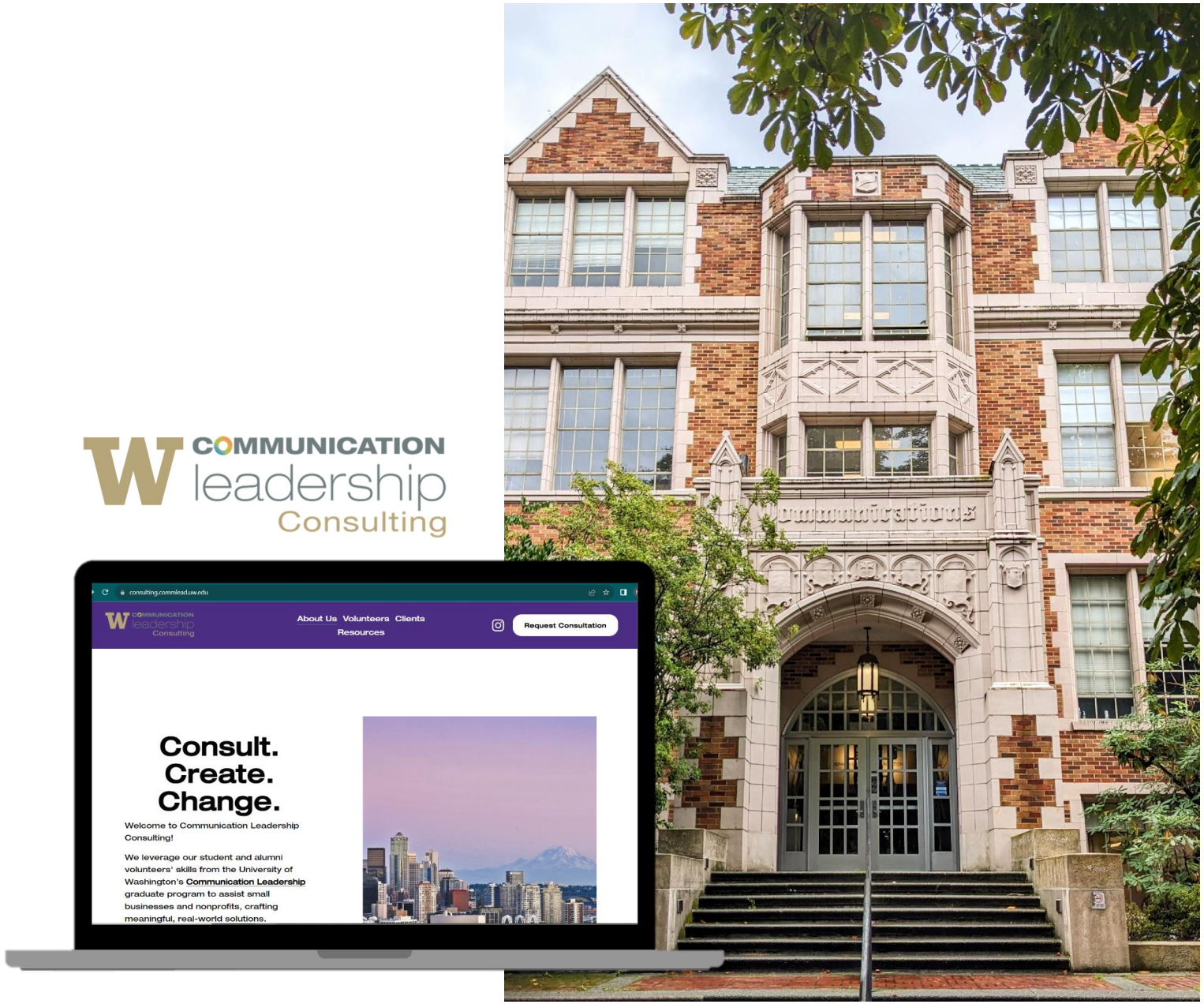
Product Assessment

USER RESEARCH REPORT

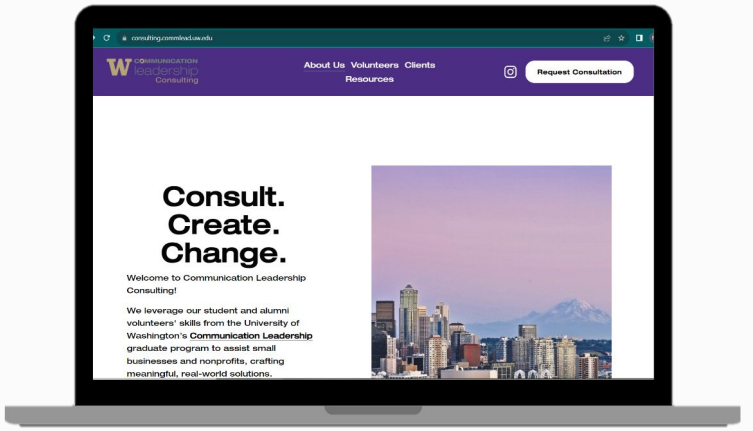


Introduction
Tasks
User Journey
Recommended Changes
Key Insights

WEBSITE CONTEXT

Communication Leadership Consulting offers communications support through applied learning opportunities.

They pair student and alumni volunteers of the Communication Leadership graduate program with partnering small businesses and nonprofits in the area to craft meaningful deliverables that have a real-world impact.



PARTICIPANT INFORMATION

Two major groups of participants –
One with a bit of context on the consultancy.
The other with no context at all.

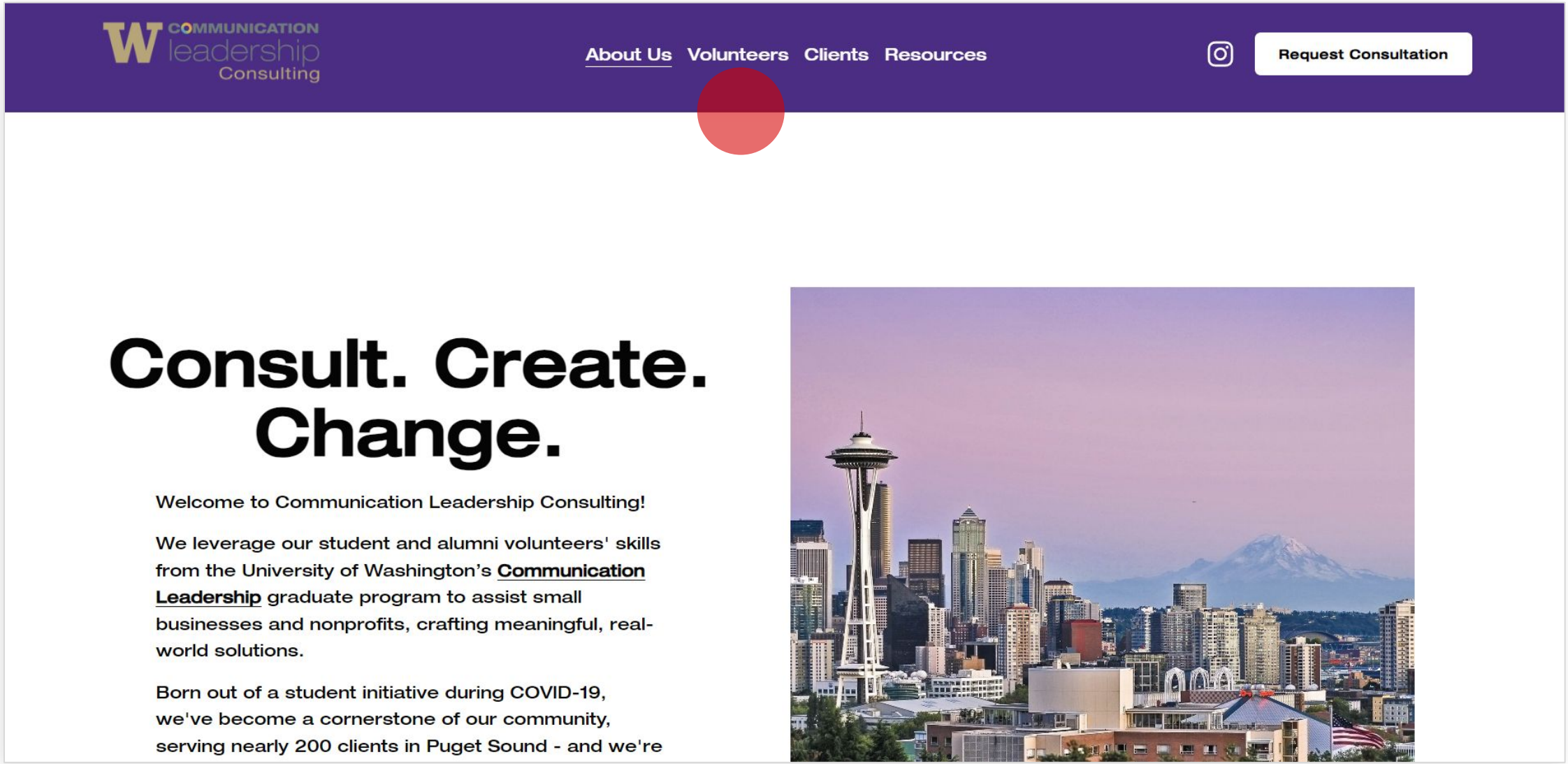
3 USER TASKS

1. As a volunteer, **find a potential project opportunity** to help an organization through the consultancy.
2. As a client, find information on how to **request for a volunteer** for help with your marketing needs.
3. As a client, find out how much a volunteer from the consultancy would **cost** you.

TASK 1

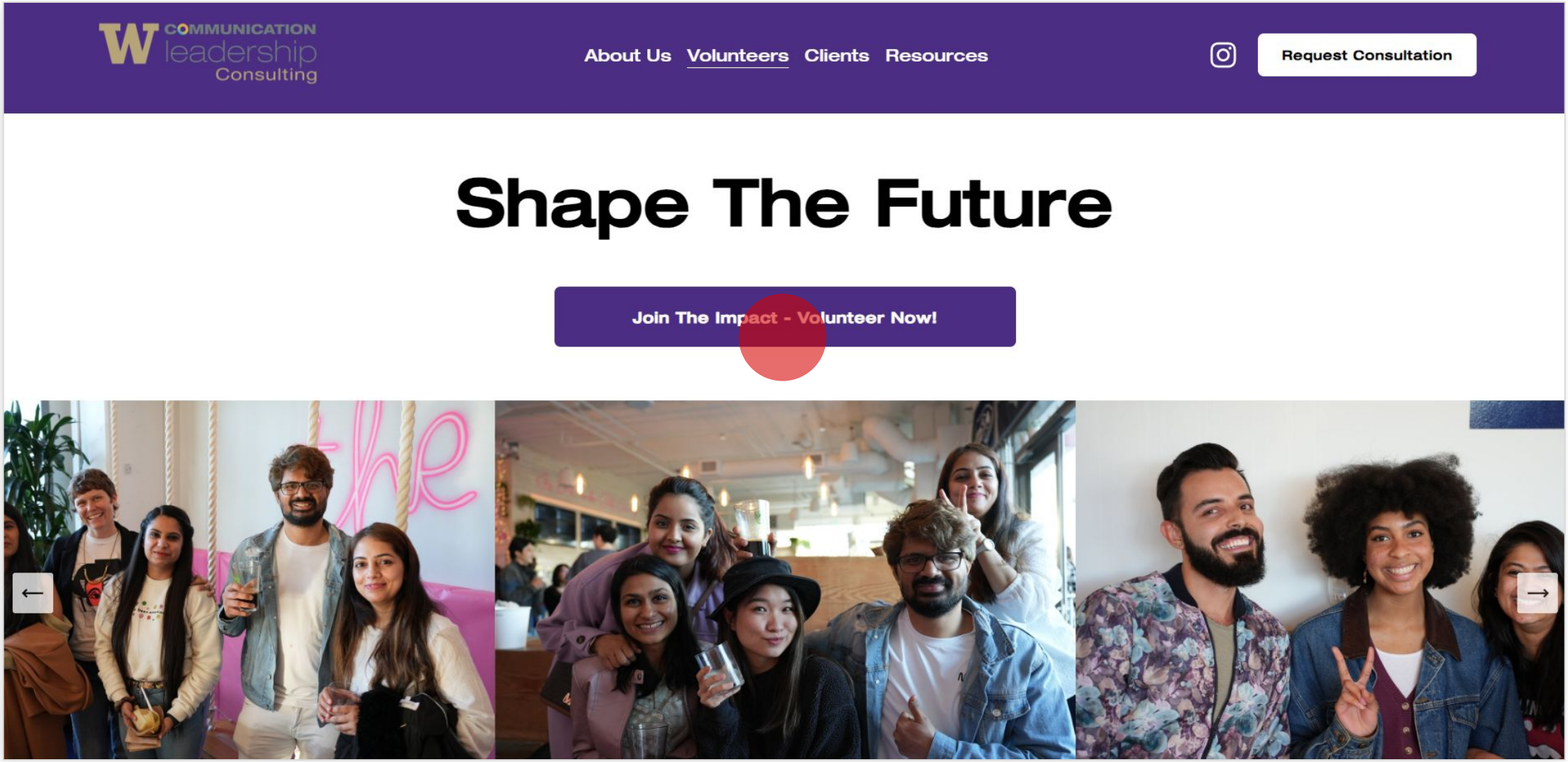
As a volunteer, **find a potential project opportunity** to help an organization through the consultancy.

DETAILED USER JOURNEY



Okay, this should be easy, I see the Volunteer tab – must be in that!

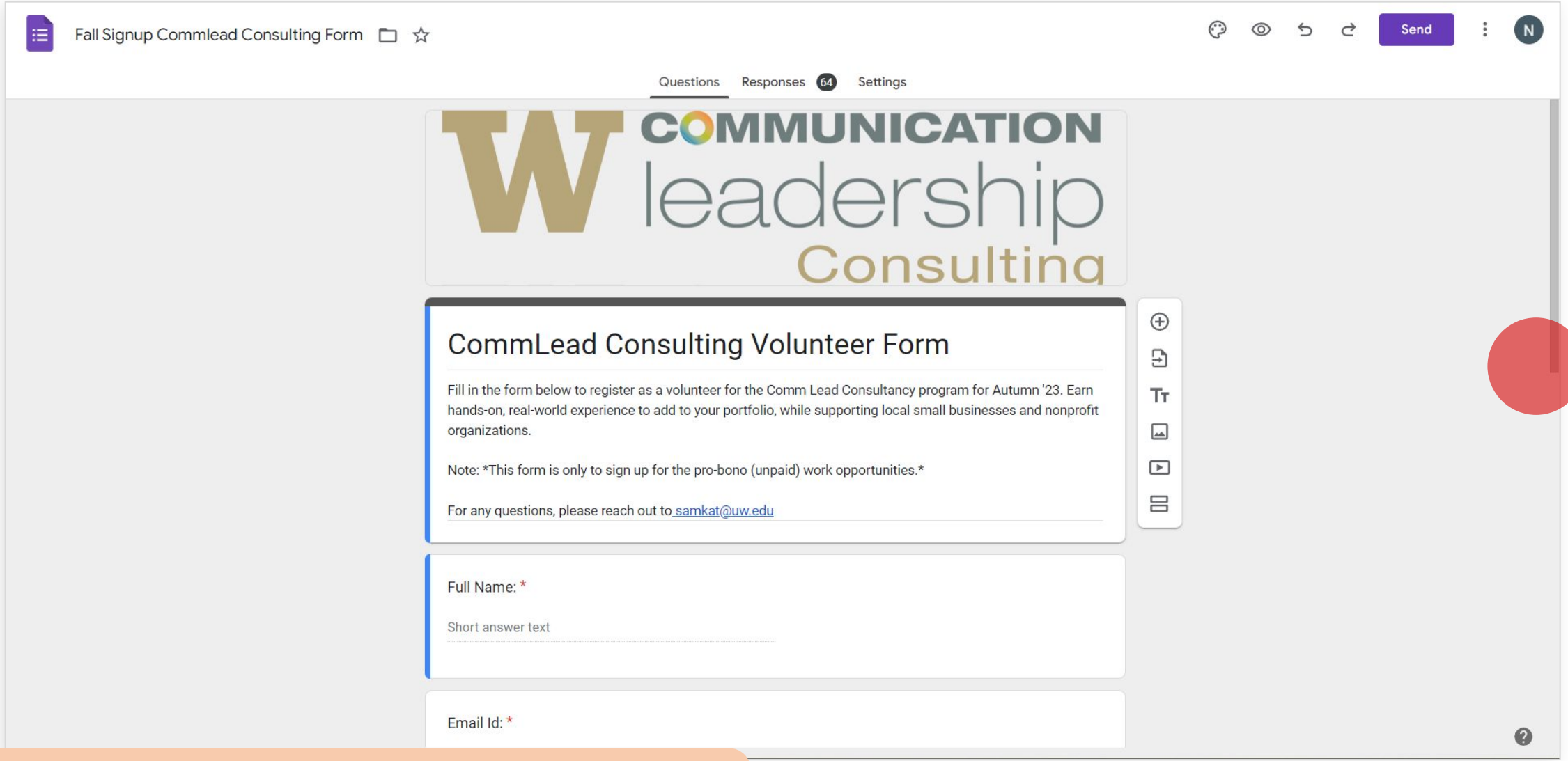
-5%



Alright, now let's Join the Impact, I guess? The text is not too clear…

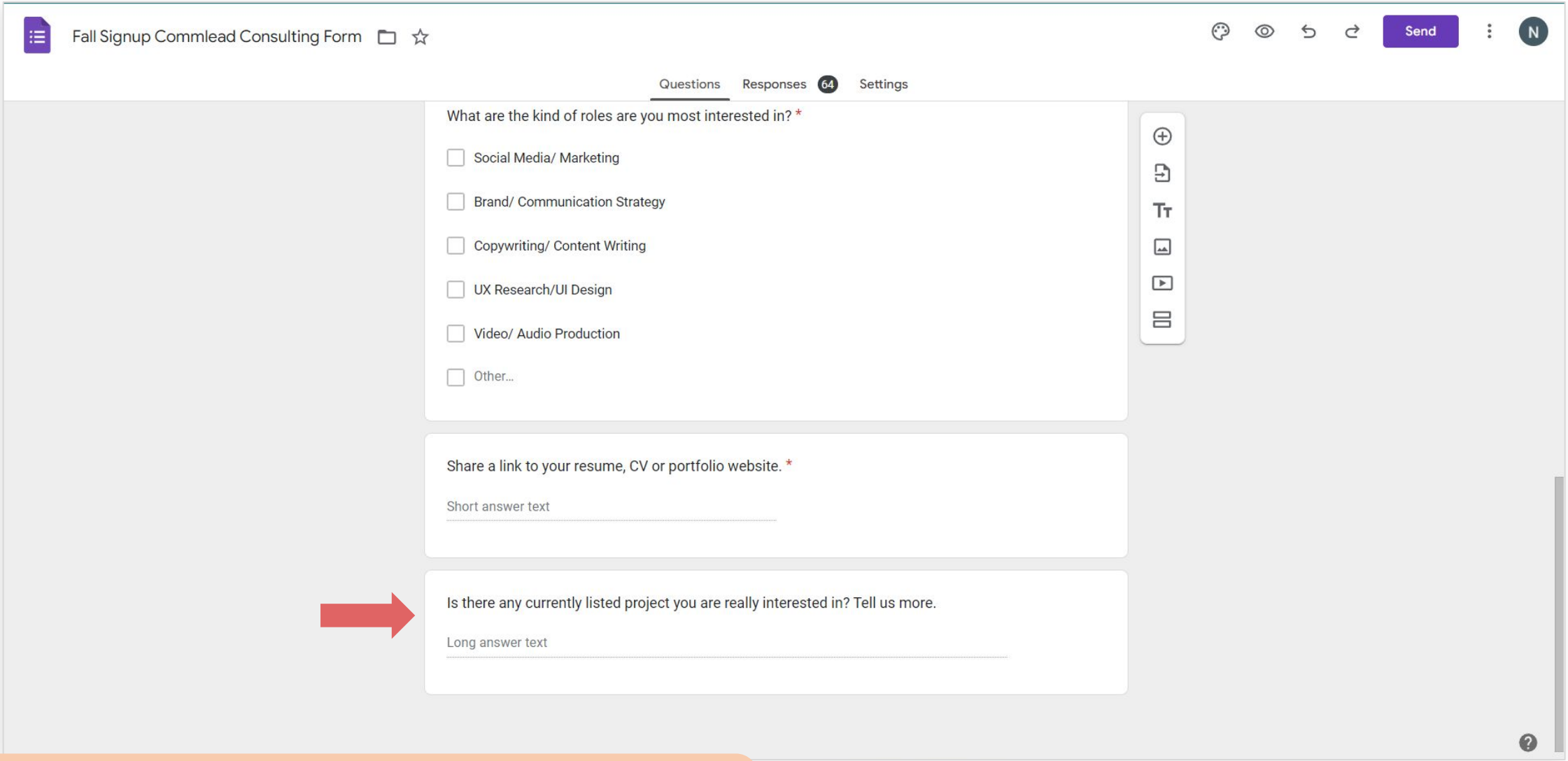
-10%

😐



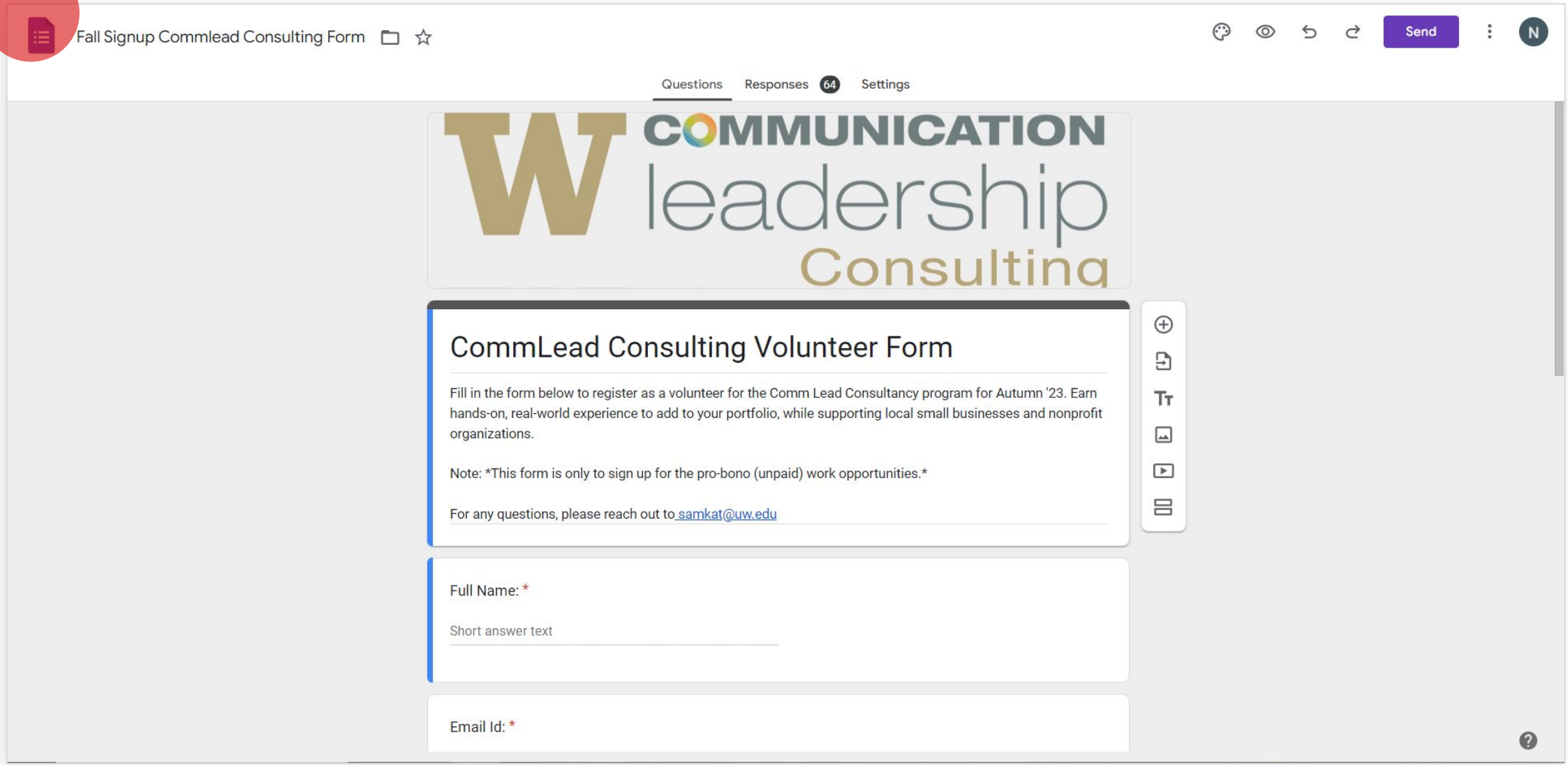
Ahh, this is confusing. I was expecting a list of projects that I could volunteer for…but I don't find anything of that sort…

-15%



Ahh, this is very confusing!! The form asks for projects I am interested in, but I can't find a list to choose from! Maybe I should go back?

-20%



It's getting a bit frustrating now!! I have to go back??

COMMUNICATION leadership Consulting

About Us Volunteers Clients Resources

Request Consultation

Shape The Future

Join The Impact - Volunteer Now!

-25%

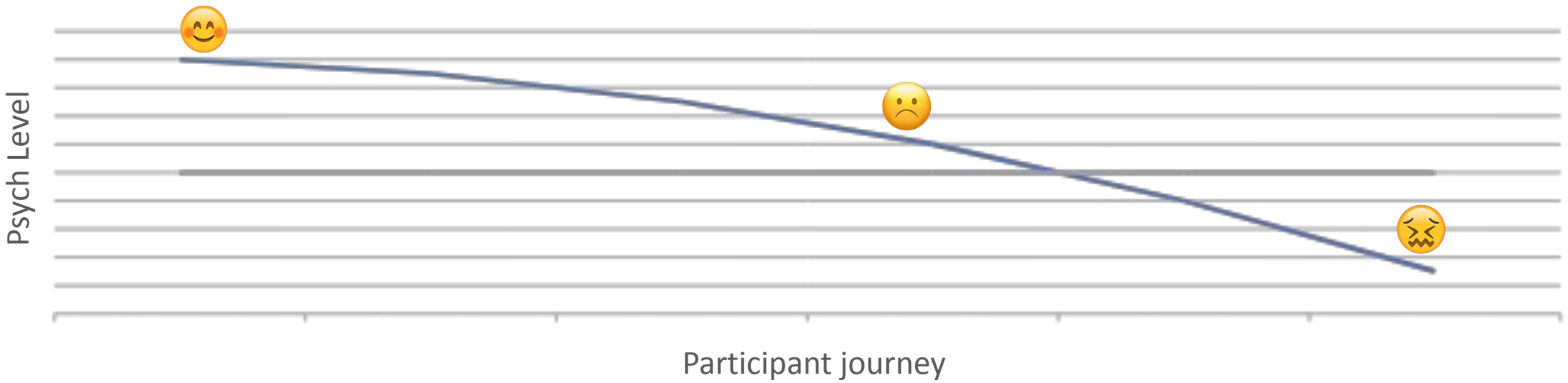
😖

Okayyyy, nothing in here!

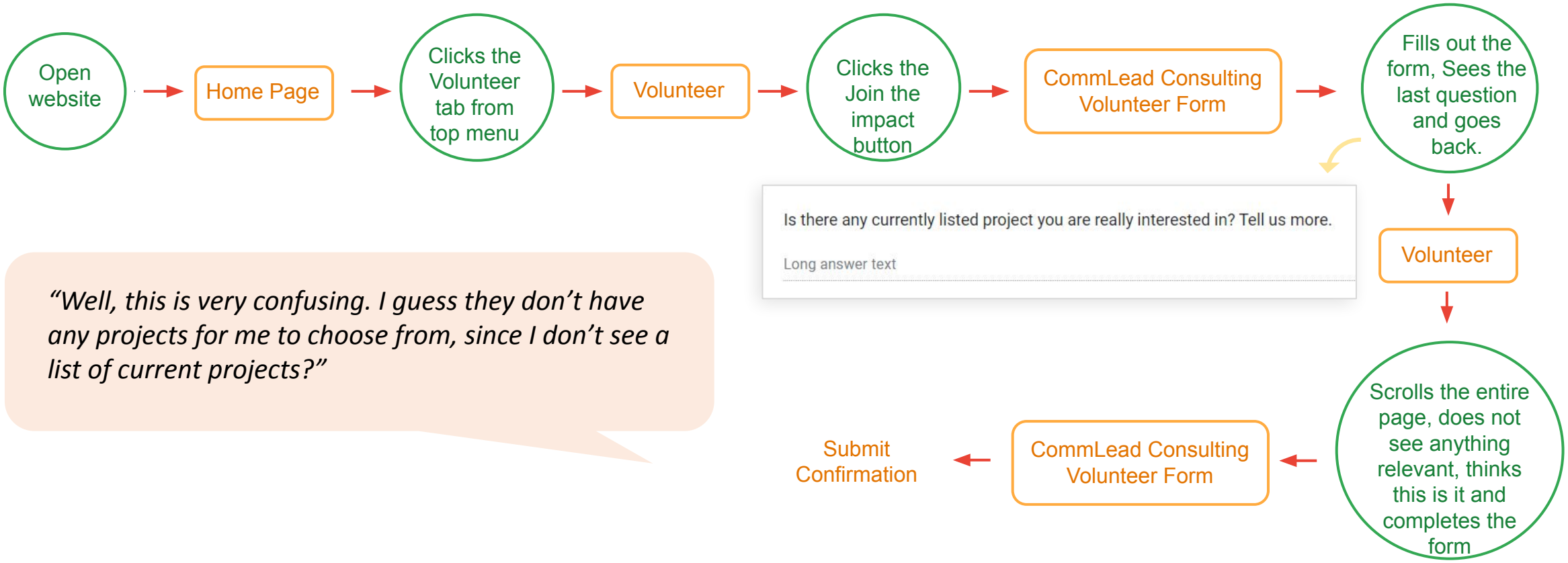
OBSERVATION

After this point, majority of users did one of two things -

- Two people went back to the form, and simply submitted that, thinking that was it.
- One person completely gave up and contacted the consultancy via email directly.



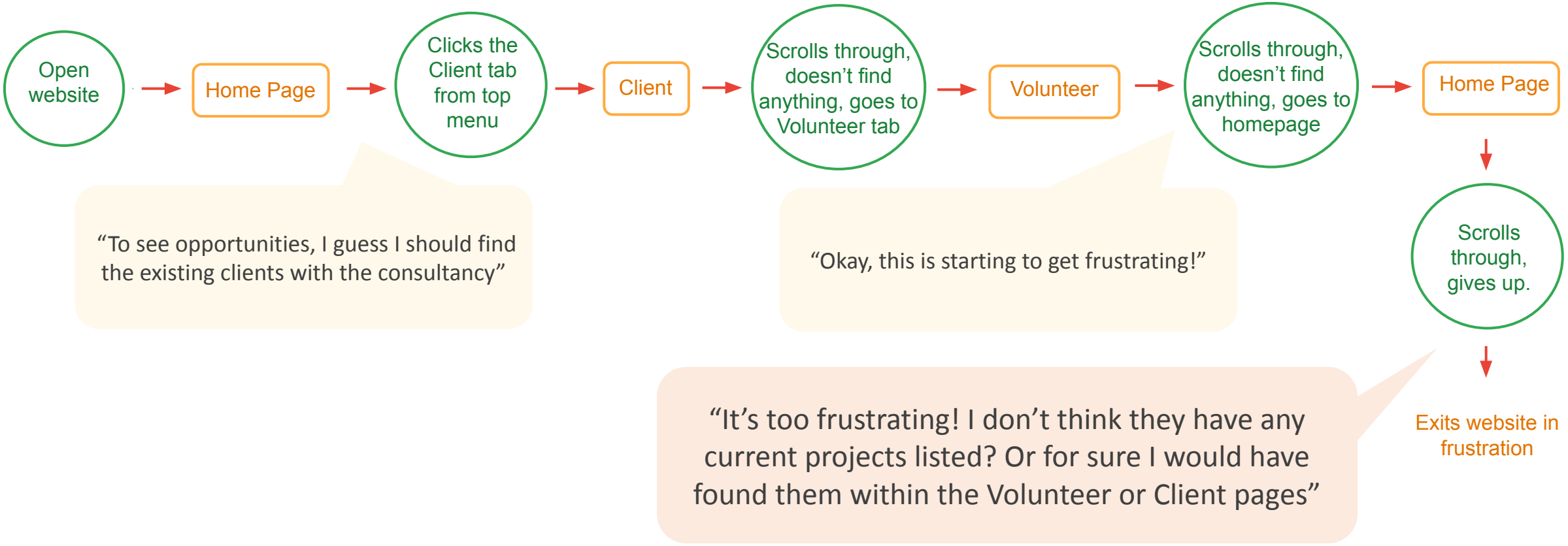
USER JOURNEY: USER 1



OBSERVATION

The participant went directly to the volunteer tab, had a bit of confusion since the form asked to list any current projects she is interested in, but she hadn't seen any list to choose from. After going back to the Volunteer page, and STILL not finding anything, she goes back to complete the form – and thinks the process is complete. Did not see the 'Job Board' button on the Homepage.

USER JOURNEY: USER 2



OBSERVATION

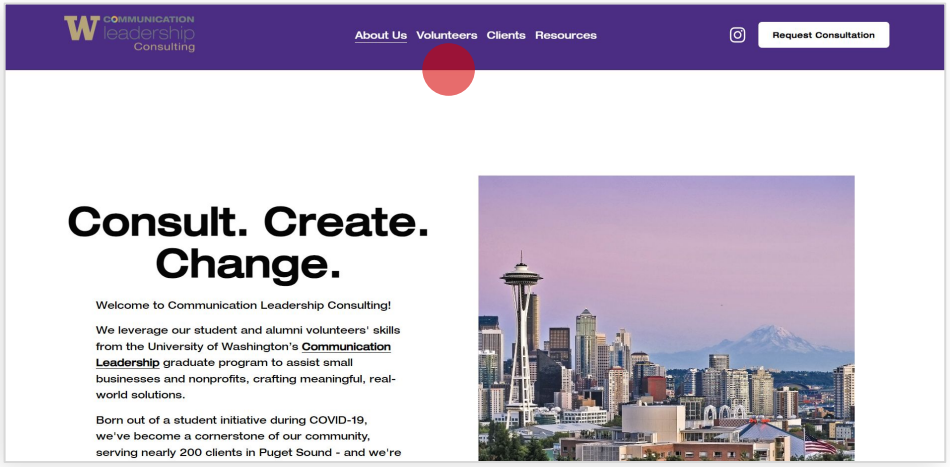
The participant wasn't sure what the Volunteer and Client tabs stood for. Overall, very frustrating experience, did not see the 'Job Board' button on the Homepage.

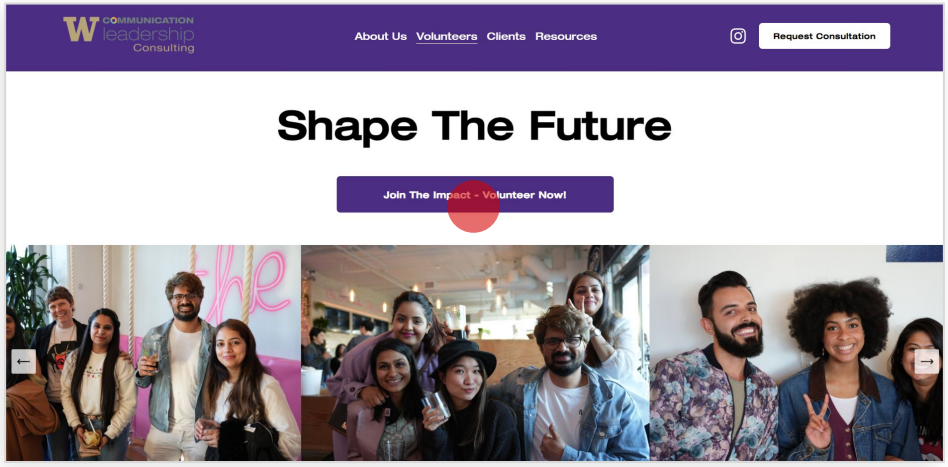
USER JOURNEY: USER 3

Open website → Home Page → Clicks the Volunteer tab from top menu → Volunteer → Clicks the Join the impact button → CommLead Consulting Volunteer Form → Fills out the form, Clicks submit → Submit Confirmation

"That was easy!"

They **did not realize** there was a 'Job Board' with all opportunites listed!



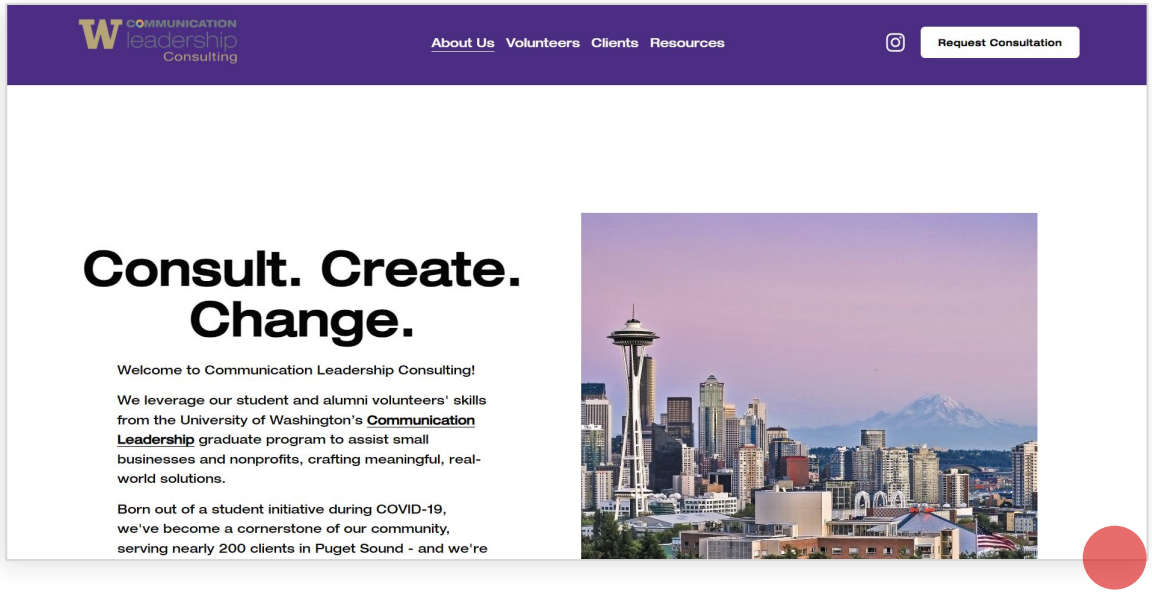


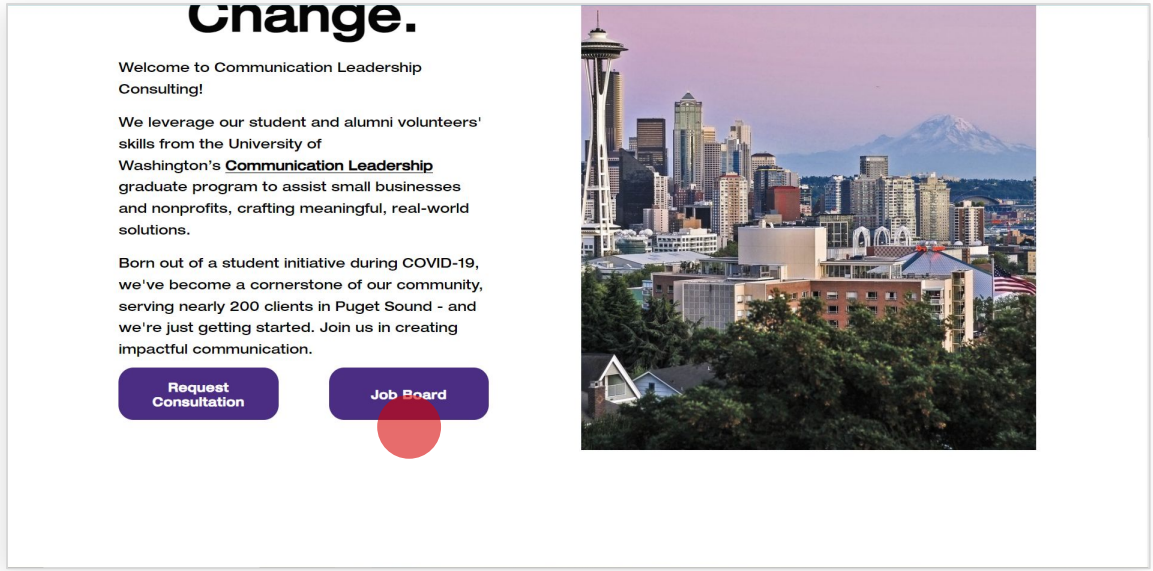
OBSERVATION

The participant went directly to the volunteer tab, and after appointment confirmation thought the process was complete. They **did not realize** there was a 'Job Board' with all opportunites listed.

ASSESSMENT

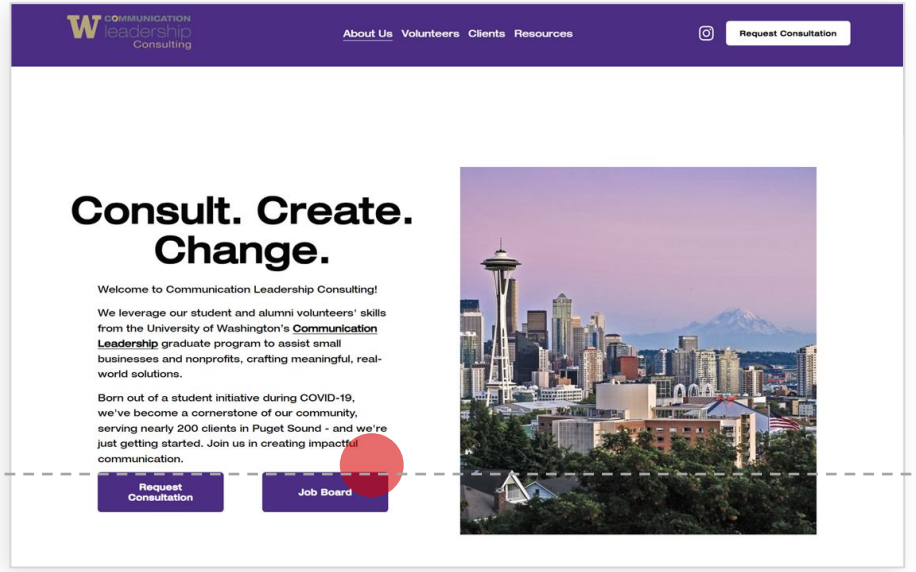
Not one participant (even with context of the consultancy) saw the link to where the volunteer opportunites were listed!



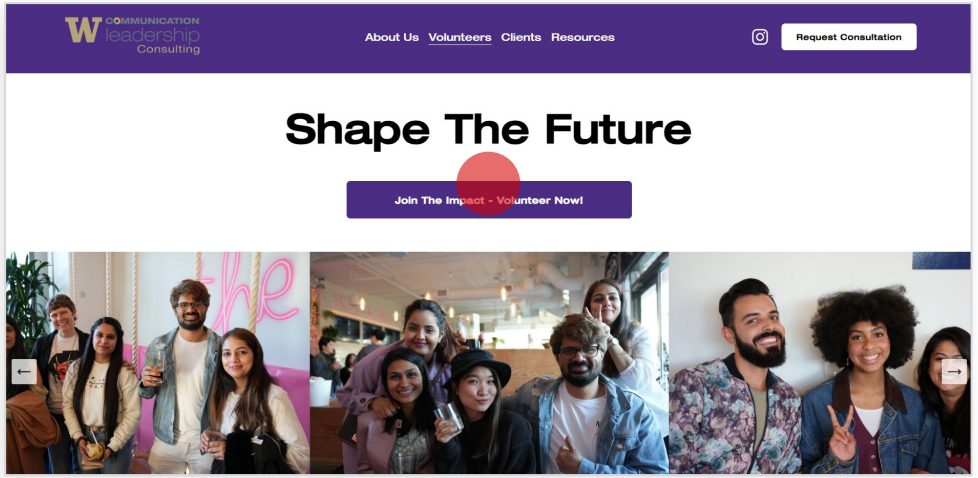


Expected User Flow

RECOMMENDED CHANGES



Beyond the scroll



#1

- Include a description of what 'Job Board' means before the button.
- Or Change the text to – 'Find Project Opportunities'

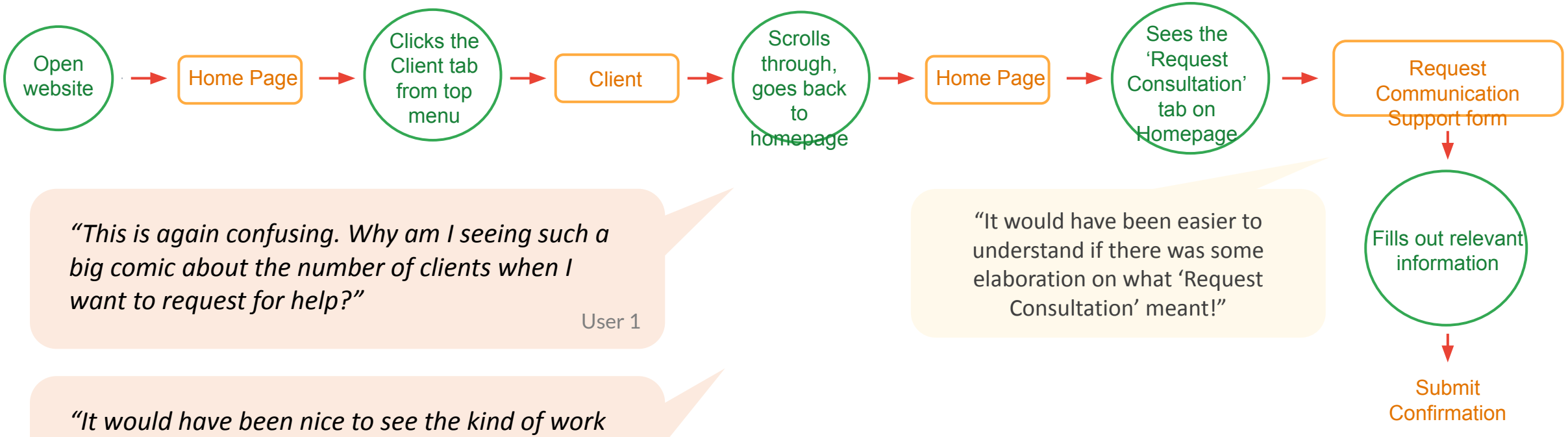
#2

- Include the 'Job Board' button on the volunteer page as well – with a bit of description.

TASK 2

As a client, **find information on how to request for a volunteer** for help with your marketing needs.

USER JOURNEY: USER 1 & 2



OBSERVATION

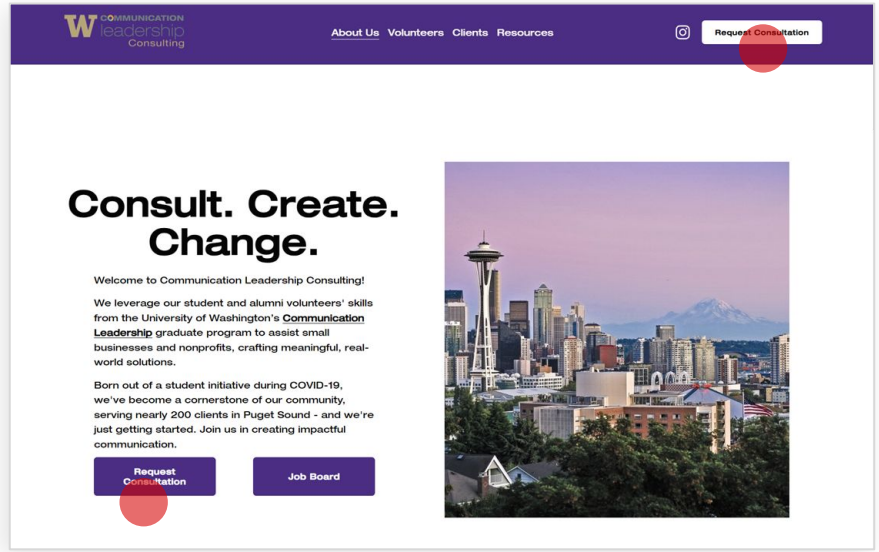
Both participants went directly to the client tab, hoping that like in the previous task, they will find information for clients in the client tab. Was frustrated when this was not the case. But finally found the page.

USER JOURNEY: USER 3

Open website → Home Page → Sees Request Consultation from both the menu and homepage screen → Request Communication Support form → Submit Confirmation

"I see the button twice, highlighting its importance, that's nice"

"It would have been nice for the form to be opened in another tab since it is a google form"



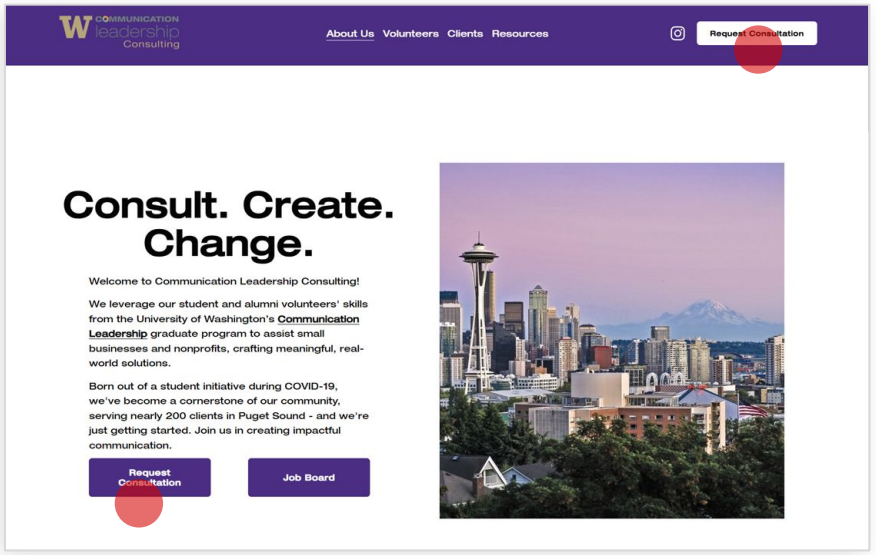
OBSERVATION

The participant saw the button immediately. But thought if there was an explanation elaborating on the process of getting a volunteer, it might have been an extra push to complete the form.

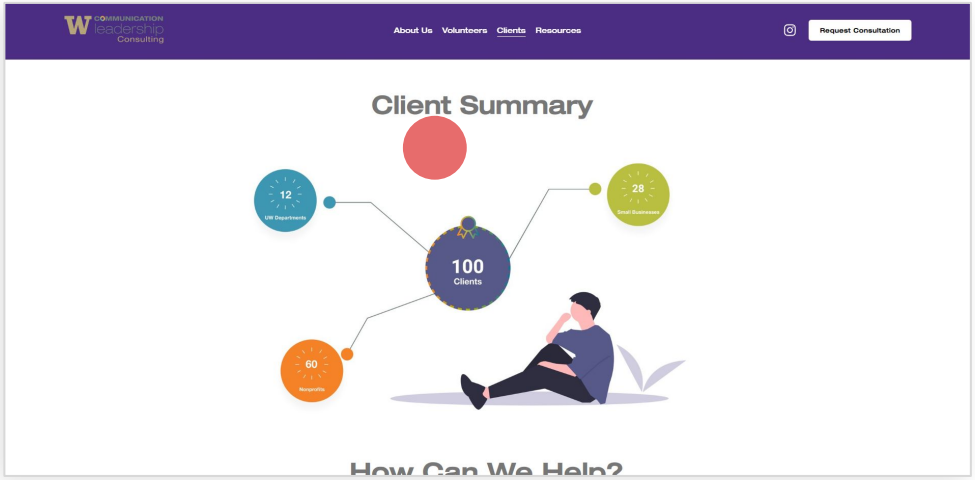
ASSESSMENT

Two participants went directly to the client tab, hoping that like in the previous task, they will find information for clients in the client tab. Was frustrated when this was not the case. But finally found the page.

One participant saw the button immediately. But thought if there was an explanation elaborating on the process of getting a volunteer, it might have been an extra push to complete the form.



RECOMMENDED CHANGES

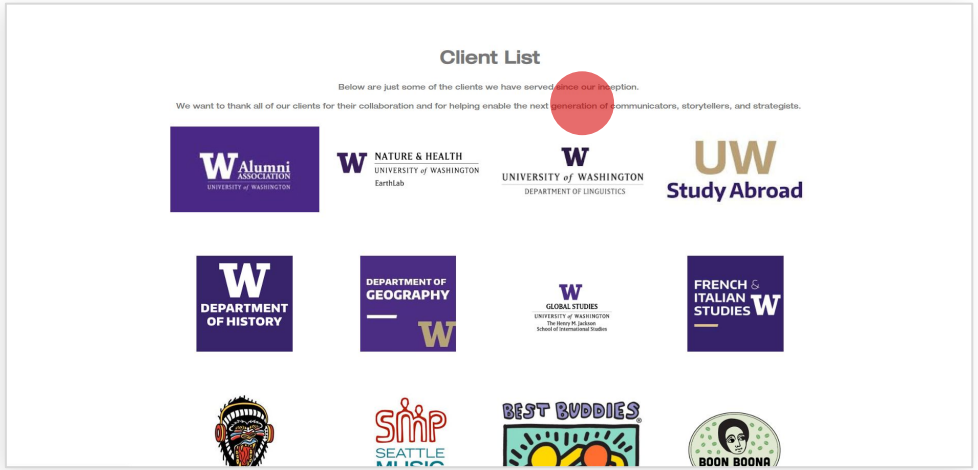


#3

- Add the ‘Request Consultation’ tab here as well.
- Add a bit of explanation on what the ‘request consultation tab means

#4

- Change the infographic to be more intuitive – and maybe not the first thing it shows on the client page.



#5

- Include what we did with each client - a brief summary.

TASK 3

As a client, find out how much a volunteer from the consultancy would **cost** you.

USER JOURNEY: USER 1 & 2

"Pretty straightforward. Though I would have liked some more explanation on the rates.

User 1

"That was easy, everything is here. Pretty sure the third option is not per hour like the rest of them, so a bit of context would have been nicer"

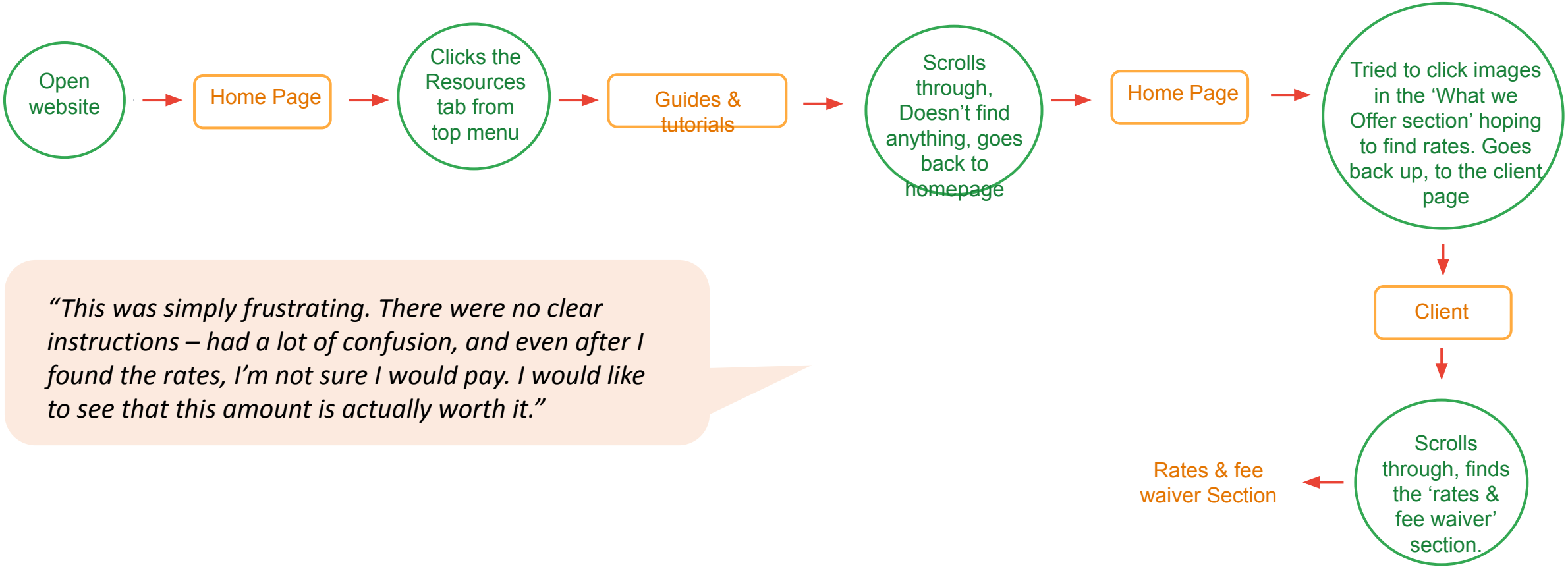
User 2

"I know this is not part of the task, but when I try to request a fee waiver, I don't have access to the form strangely"

OBSERVATION

Both participants went directly to the client tab, hoping that like in the previous task, they will find information for clients in the client tab. Both were glad that the information was in the correct place. But would have liked a bit more explanation on the break down of fees.

USER JOURNEY: USER 3



OBSERVATION

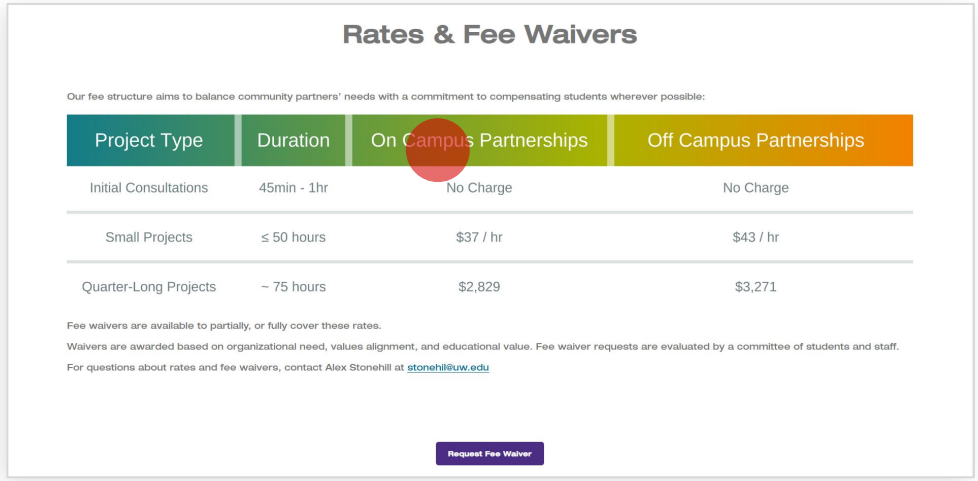
The participant was very frustrated throughout the process. She would have liked to see more information on payment details and see the kind of work the consultancy did with previous clients.

ASSESSMENT

Participants went directly to the client tab, hoping that like in the previous task, they will find information for clients in the client tab. Both were glad that the information was in the correct place.

But would have liked a bit more explanation on the break down of fees and see the kind of work the consultancy did with previous clients.

RECOMMENDED CHANGES



Rates & Fee Waivers

Our fee structure aims to balance community partners' needs with a commitment to compensating students wherever possible:

Project Type	Duration	On Campus Partnerships	Off Campus Partnerships
Initial Consultations	45min - 1hr	No Charge	No Charge
Small Projects	≤ 50 hours	$37 / hr	$43 / hr
Quarter-Long Projects	~ 75 hours	$2,829	$3,271

Fee waivers are available to partially, or fully cover these rates.

Waivers are awarded based on organizational need, values alignment, and educational value. Fee waiver requests are evaluated by a committee of students and staff.

For questions about rates and fee waivers, contact Alex Stonehill at stonehil@uw.edu

Request Fee Waiver

#6

- Add a bit of explanation text elaborating on the breakdown of the prices.
- Add a section of how the process works as well.

#7

- Add a section of what the consultancy has done with previous clients – to showcase the expertise of the consultancy volunteers.

OVERALL INSIGHTS & KEY THEMES

#1 Having ALL Volunteer related information in the Volunteer Tab & ALL Client related information in the Client Tab

All users were unsuccessful in finding the ‘Job Board’ where all the volunteer (and paid) opportunites are listed – even though it was on the Homepage.

Two users explored the ‘client’ page before returning to the home screen to find ‘Request Consultation’.

#2 Have more information on rates, process, work previously done.

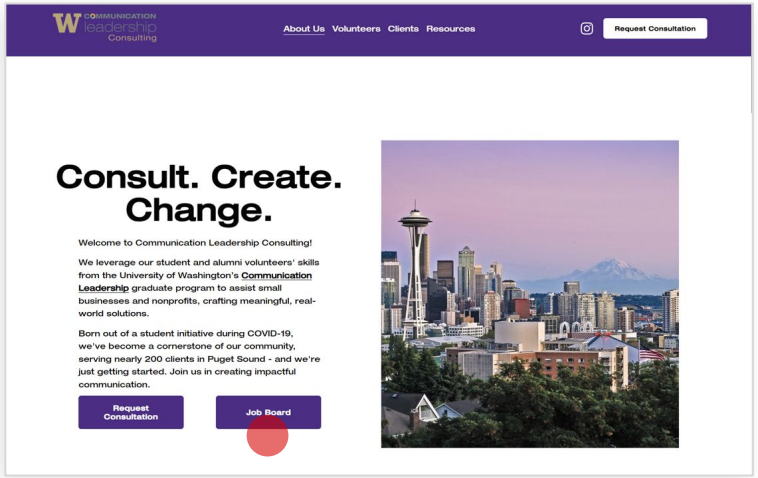
All users wanted a bit more explanation about rates & fees

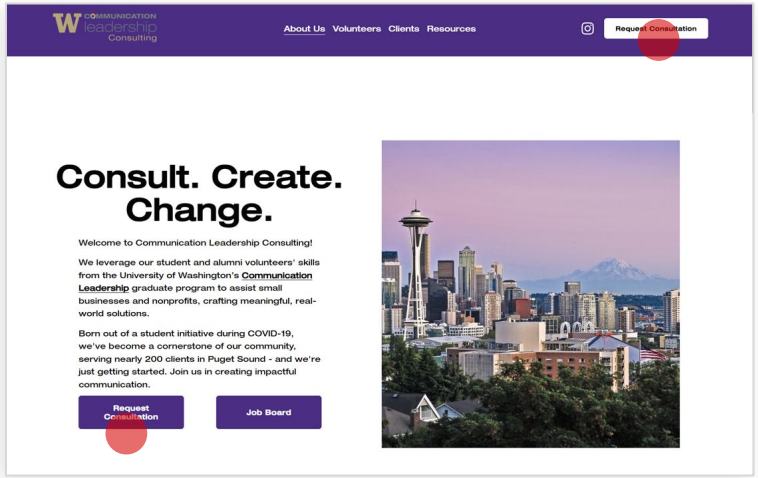
All users would have liked to see work done by the consultancy previously.

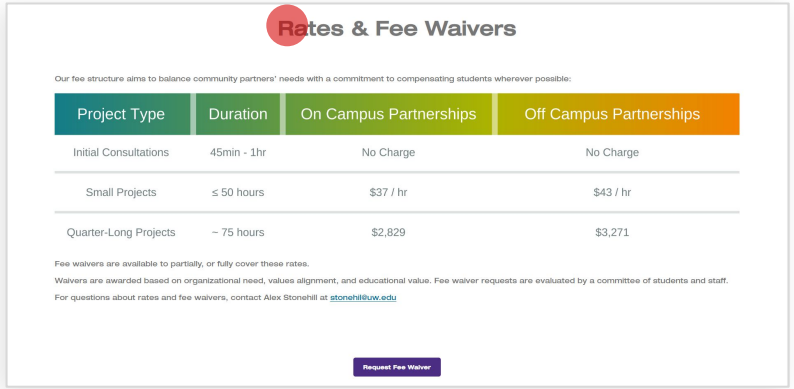
#3 Website Copy needs to be updated – to be clearer and informative.

One person had confusion with what the Volunteer and Client tabs meant.

All users were confused by the term ‘Job Board’, since there was no explanation.

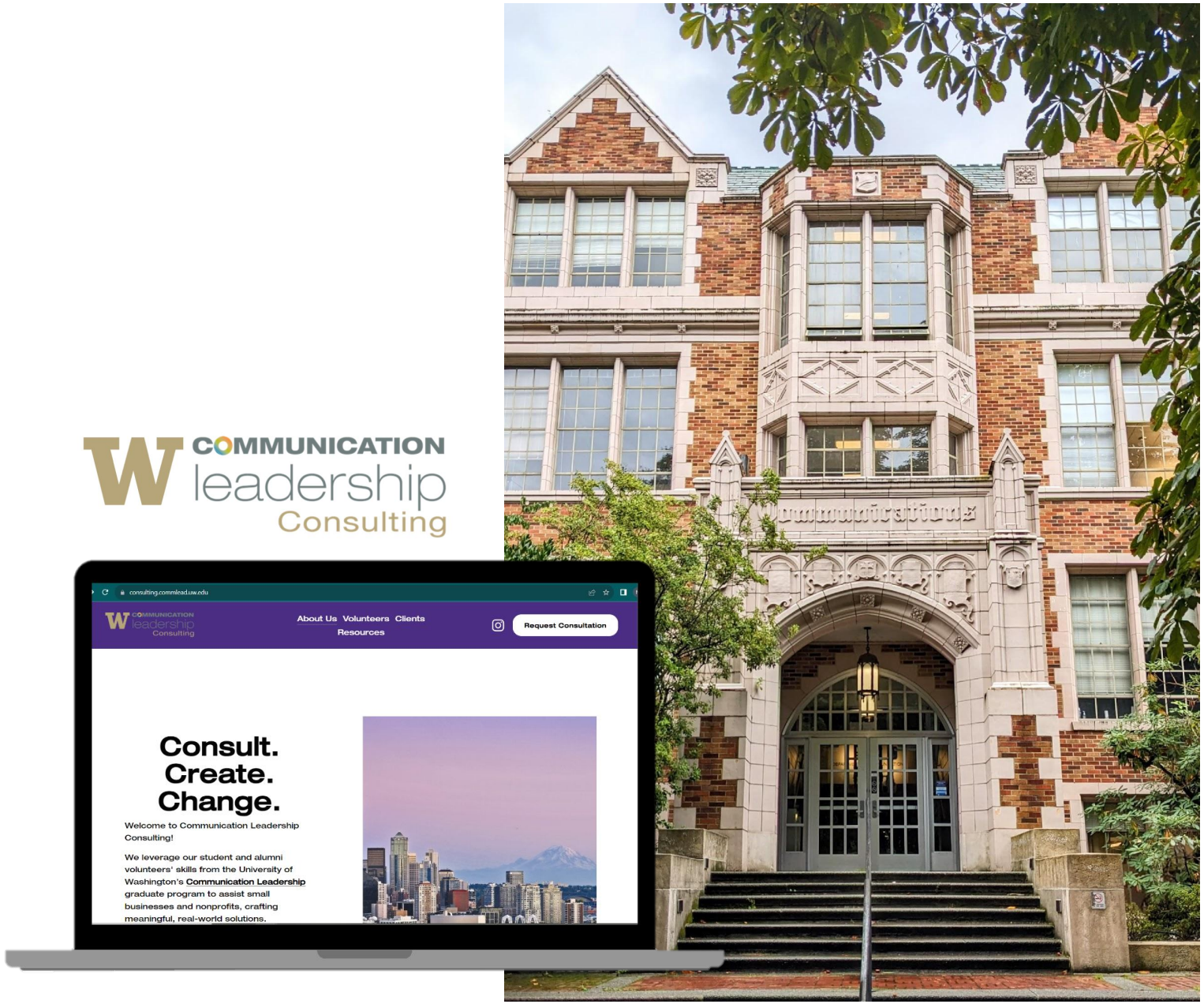






These are the ‘ideal’ task flow end points (the red dots indicate touch points)

THANK YOU!


COMMUNICATION
leadership
Consulting
consulting.commlead.uw.edu
About Us Volunteers Clients
Resources
Request Consultation
Consult.
Create.
Change.
Welcome to Communication Leadership Consulting!
We leverage our student and alumni volunteers' skills from the University of Washington's Communication Leadership graduate program to assist small businesses and nonprofits, crafting meaningful, real-world solutions.