Increasing Online Donations to Charity Websites Through Donation Form Design:

A Catholic Relief Services Case Study

by

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I. ABSTRACT

The purpose of this study was to investigate whether design changes to a charitable organization's online donation form can lead to an increase in online donations. Catholic Relief Services (CRS), a leading international aid and relief charity located in Baltimore, MD, was the main subject. This research consisted of a literature review of topics, including the psychology of charitable giving, the economic environment of charitable giving in the U.S. and best practices for interaction and form design, and two areas of testing. The first testing portion of this study conducted in-person user testing on the existing monthly donation form for CRS, in order to determine areas for improvement. Next, a multivariate test between the original donation form design and proposed, improved design was conducted on the main CRS website to find which form had a higher conversion rate for online donations. The results of this study were evenly split and warrant further research and discussion in the future.

II. INTRODUCTION

Few works have been written on the topic of using design to influence online charitable giving. However, numerous books and articles address using design to influence a person's emotions or actions. Therefore, it could be hypothesized that if design can be proven to influence people, design can also encourage people to make decisions that benefit the social good. In fact, there are many existing organizations dedicated to the idea of design for good, including, but not limited to Open IDEO (http://www.openideo.com/), AIGA Design for Good (http://www.aiga.org/design-for-good/), and DesigNYC (http://www.designyc.org/).

In the book, *Nudge*, R. Thaler and C. Sunstein (2009) discuss several examples of how design can be used to encourage people to make socially conscious decisions about health, money and happiness. Coining the classification "choice architects," Thaler and Sunstein claim that designers have "the responsibility for organizing the context in which people make decisions" (pp. 3). While most of their examples discuss physical design, this paper argues that this concept can also be applied to interaction design.

This research examines how interaction design can be used to influence people to make decisions that benefit social good. Specifically, it will study whether the design of charitable donation pages and forms can be used to encourage visitors to make online donations. The study will focus on the humanitarian aid agency, Catholic Relief Services (CRS), and will attempt to improve the conversion rate of their online donation form.

The following research includes three parts. First, a literature review will delve into existing research on the online charitable giving in the United States, human motivations for giving, and the relationship between aesthetics and usability. I will also provide a background on the current status

of Catholic Relief Services and the organization's Internet presence and online donations. The second part will include live usability testing on the current online donation process for CRS' monthly donor program, Footsteps in Faith. This part of the research will be used to find existing problems with the current donation form and to hypothesize improvements to the form that will increase online conversions. The third part will consist of a live A/B multivariate test between the original donation form and the proposed donation form with changes based on current research and usability testing.

In the end, this research will determine whether online donations can be increased for the CRS' Footsteps in Faith monthly donor program by usability and aesthetic improvements to their online donation form.

III. LITERATURE REVIEW

The following literature review outlines the current charitable giving environment in the United States. It then delves into existing research on human motivations for giving, the online donation process and the relationship between aesthetics and usability. After that, it provides background on Catholic Relief Services and describes the company's online presence and donation situation. All of this is applied to industry expert advice on usability and interaction design as related to online donation forms.

1. Charitable Giving and Online Fundraising in the United States

In the United States, charitable giving is a multi-billion dollar business. According to the Giving USA Foundation's Annual Report on Philanthropy, approximately $290 billion was made in charitable donations in 2010 (Giving USA Foundation, 2011). In addition, over 1.2 million U.S. non-profit institutions are classified as 501(c)(3)[1] charities (Giving USA Foundation, 2011) and "non-profits have a payroll that exceeds $254 billion each year. Public charity revenue represents approximately 8.5 percent of the nation's gross domestic product. Charitable giving equals approximately 2.2 percent of the gross domestic product" (Weinstein, 2009, pp. 8). It should be noted that public charity revenue is higher than charitable giving because only a percentage of public charity revenue comes from charitable giving. The rest comes from sources such as government funding and internal fundraising programs.

Even with this prominent presence, many nonprofits struggle with growth in the current U.S. economy. According to the Nonprofit Research Collaborative (2011), "while the economy is slowly recovering, the nonprofit sector has not seen improvement in fundraising results yet" (pp. 27). Because of this, nonprofits are focusing attention on the growing platform of online fundraising.

[1] 501(c)(3) is the IRS classification that grants an organization tax-exempt status. For more information on section 501(c)(3) organizations, go to http://www.irs.gov/charities/.

The internet is a powerful tool that can be used to communicate information about nonprofits, help potential donors discover nonprofits, enable donations, enable direct giving to specific programs that donors choose, and enable community and individual advocacy (Goecks et al., 2008). Online fundraising can not only attract new donors, but it also can also be significantly more cost effective than offline fundraising. In his book, *Charitable Technologies: Opportunities for Collaborative Computing in Nonprofit Fundraising*, Goecks et al. (2008) state that "every $1 raised offline can cost a nonprofit up to $1.25 to generate; [however] online it can cost as little as $0.05 to raise $1." This illustrated the benefits of online fundraising over other more traditional, and costly methods such as direct mail.

Despite the benefits of online fundraising, many nonprofit organizations still rely heavily on offline fundraising strategies to draw in the majority of their revenue. In a report based on data from 1,895 nonprofit organizations in the Blackbaud index of online giving across 2011 and 2010, nonprofit organizations reported that, on average, online donations accounted for [only] 6% of all fundraising earnings (BlackBaud, 2012). However, this number seems to be on an upward trend and growing. In 2009, estimates for nonprofit Internet fundraising revenue were approximately $10 billion a year (Weinstein, 2009, pp. 181).

2. Motivations for Giving (and How They Can Inspire Interaction Design)

Human beings have complex motivations for giving and in-depth research has been conducted on what factors influence these motivations. In their article, *Literature Review of Empirical Studies of Philanthropy*, R. Bekkers & P. Wiepking (2011) identified the following eight mechanisms as determinants of philanthropy (pp. 927): awareness of need, solicitation, costs and benefits, altruism, reputation, psychology of benefits, values, and efficacy. These eight mechanisms are a thorough compilation of motivations for charitable giving and will be considered for this research.

The sections below discuss R. Bekkers & P. Wiepking's motivations in more detail.

2.1 Motivation for Giving: Awareness

According to Bekkers & Weipking (2011), first, potential donors need to become aware of the need for support, and perceptions of need that are subjective, not objective, are crucial (pp. 929). In other words, people are more likely to donate to a cause that they can relate to or have personal experience. For example, women tend to be higher donors to breast cancer than men because breast cancer is a disease that more commonly affects women. Bekkers & Weipking (2011) also say that "awareness of need may also be increased by… informing potential donors about the needs of victims" (pp. 930). This means that even if a potential donor has not experienced the need or cause of a specific charity, their sympathies can be evoked through stories of those who have.

From a fundraising standpoint, awareness for charitable causes can be raised by a number of ways, included but not limited to grassroots advocacy, door-to-door solicitation, direct mail, and paid advertising. All of these techniques should incorporate the charity's online presence to drive traffic to their website and online donation forms. On a charity website, the need for awareness can be deepened through testimonials, case studies, and photographs. These elements can also serve to make a charity website more credible and highlight the charity's work and beneficiaries. In fact, research shows a strong correlation between the inclusion of photographs and the perceived credibility of a charity website, so these elements can also increase the perceived trustworthiness of a charity as well (Kensicki, 2003).

2.2 Motivation for Giving: Solicitation

"Successful fundraising is the right person asking the right prospect for the right amount for the right project at the right time in the right way" (Weinstein, 2009, pp.4). "The way potential donors

are solicited determines the effectiveness of solicitation" and "charitable organizations should take care not to overburden their donors with solicitations. Increasing the number of solicitations may produce 'donor fatigue' and may lower the average contribution" (Bekkers & Weipking, 2011, pp. 932). Therefore, charities need to have an online presence that highlights a need, but does not over emphasize it to the point of exhaustion.

Some studies have found that requesting a specific amount for a donation can adversely affect genders. In other words, for certain monetary amounts, men are more likely to give, when women are less likely, and vice versa. In one study, Andreoni & Vesterlund (2001) found that when the price of giving was low, men appeared to be more altruistic, but when the price was high, women were more generous (pp. 306). Therefore, it may be beneficial to create different campaigns that include different donation requests targeted towards male and female audiences. However, a problem arises with differentiating visitors' genders in an online setting, so for these research purposes, the solicitation method for online donations will be limited to the same website landing pages and donation forms for both genders.

2.3 Motivation for Giving: Costs and Benefits

"People give relative to their means" (Weinstein, 2009, pp. 2) and "income is a major motivating factor that influences charitable giving the United States" (Gittell & Tebald, 2006). In other words, the ask amount for a donation plays a major part in whether or not a person decided to make a donation. Many studies have shown that when the cost of donation is lowered, giving increases. However, sometimes, when the ask amount is increased, the donors will increase their donation if the amount requested is not perceived as excessive" (Bekkers & Weipking, 2011, pp. 932).

However, the cost of giving is not limited to monetary expenses. Donors also must provide physical

and mental time to make a donation, especially online. Therefore, the easier the potential donor views the donation process to be, the more likely they will be encouraged to make a donation. Bekkers & Weipking (2011) also found that "[p]hysical discomfort also discourages philanthropy. People are more likely to donate money to a charity when weather conditions are better" (pp. 934). Online, physical discomfort can be applied to websites that are unappealing to the eye or frustrating to navigate. Therefore, an interaction designer should aim to make the donation experience as "painless" as possible for the donor to avoid additional, non-monetary costs of making a donation.

2.4 Motivation For Giving: Reputation

Reputation refers to the personal reputation of the donor. Donors generally prefer their donation to be known to others so they can increase their charitable reputation (Bekkers & Weipking, 2011, pp. 937). A charity website can appeal to a potential donor's need for reputation by listing their name on their website in a prominent position or providing them with some type of take away that represents recognition for their contribution. In the long term, providing donors with evidence of the impact of their donations can help increase repeat donations.

Thank you letters from recipients of aid have been shown to be an effective way of developing and sustaining donor relationships, a process sometimes called "friendraising". Weinstein (2009) defines "friendraising" as "activities designed to nurture relationships" (pp. 113). Online, these types of activities could include e-mail newsletters, personalized e-mails, social gatherings such as live chats and webinars, recognition of donors through blog posts, thank you messages via website or e-mail, and other online methods that facilitate interaction with donors to encourage a prolonged relationship.

2.5 Motivation for Giving: Psychology of Benefits

Psychology of benefits is the motivation that potential donors have to help themselves through psychological benefits such has raising self esteem or alleviating guilt. Bekkers & Weipking (2011) say, "Giving may contribute to one's self image as an altruistic, empathetic, socially responsible, agreeable, or influential person. In addition, giving is in many cases an almost automatic emotional response, producing a positive mood, alleviating feelings of guilt, reducing aversive arousal, satisfying a desire to show gratitude, or to be a morally just person" (pp. 938). According to Thoits & Hewitt (2001), "people who give time (e.g., volunteers) and money (e.g., donors) tend to report greater well-being. And in turn, those who have greater well-being invest more hours in volunteering and donate more money" (Aaker, 2009, pp. 207).

Charity websites can appeal to a potential donor's psychology of benefits by using copy that explains how their donation will make a difference or by showing photos of beneficiaries so a potential donor can 'put a face' on their donation experience. The psychology of benefits is not a hard motivation to utilize because many people already have a preconceived notion that donating to a cause will help others and, therefore, raise their feeling of self-worth. Sometimes, labeling people as donors before they even make donations can encourage them to give because the exact act of giving confirms the positive self-image that was created by calling them donors in the first place (Bekkers & Weipking, 2011, pp. 940). This strategy also works with repeat donation requests because existing donors "have a stronger need than non-donors to be viewed as being sympathetic, caring, generous and helpful… and charities whose brand personalities embody these dimensions might tend to be favored in donation decisions" (Sargeant, Hudson, & West, 2008, pp. 617).

In specific circumstances, negative moods can also encourage giving. Some studies have shown that people in a good mood respond better to rewards associated with giving and that people in a bad

mood are more responsive towards avoiding punishments that come with not giving (Bekkers & Weipking, 2011, pp. 939). This corresponds with the psychological benefit of alleviating guilt.

2.6 Motivation For Giving: Altruism

"People give to help people" (Weinstein, 2009, pp. 1). Bekkers & Weipking (2011) state, "an obvious reason why individuals may contribute money to charities is because they care about the organization's output, or the consequences of donations for beneficiaries" (pp. 936). Altruism focuses on a potential donor's affection for the charity's mission, cause or recipients. This motivation corresponds directly with awareness.

However, altruism is in contrast to the other motivation for giving, psychology of benefits. Whereas altruism encourages people to donate to help others, the egoism behind psychological benefits encourages people to donate to help themselves (Sargeant, Hudson, & West, 2008). "From the behavior of donors, we can infer that they do not care so much about the public benefits generated by their contributions. The private benefits or selective incentives for contributions dominate altruistic motives. Hence donors may be called impure altruists" (Behhers & Weipking, 2011, pp. 936). To capitalize on both altruism and psychology of benefits motivations, a website needs to make the donor believe that they are helping others (public benefits) while helping themselves (private benefits) at the same time.

2.7 Motivation For Giving: Value

Charitable giving is compatible with certain societal values and most people who donate to charities assent to these pre-conceived values. Not only do some social values promote charitable donations in general but specific social values also can promote donations to particular charities (Bekkers & Weipking, 2011, pp. 941). Many people instill charities with a distinctive set of values,

whether the charity illustrates them or not, simply because of their classification and status as a charity (Sargeant, Hudson, & West, 2008). For example, Sargeant, Hudson, & West (2008) found that "[h]uman-service charities were imbued with additional characteristics that defined how participants felt a charity should deal with or communicate with a human beneficiary group" and "faith-based organizations were also identified by participants as having personality distinctive from the balance of the [nonprofit] sector. Traits such as spiritual, devout, holy and religious were applied to church and parachurch organizations" (pp. 624-625).

To highlight a potential donor's social value need, a charitable organization can highlight the elements that make its brand stand out from similar charities and focus on stimulating the value-driven emotions of donors before and after the donation process. However, their status as a charity should alone be enough to fulfill this motivational need for a potential donor.

2.8 Motivation for Giving: Efficacy

"Efficacy refers to the perception of donors that their contribution makes a difference to the cause they are supporting" (Bekkers & Weipking, 2011, pp. 942). This ties heavily with credibility. Since donors cannot actually monitor the use of their donations, their decision to donate relies heavily on trust (Sargeant, Hudson, & West, 2008). "Lack of trust is one of the most frequently cited reasons for consumers not purchasing from Internet vendors" (Burt & Durham, 2009, pp. 125). Burt and Durham outline two dimensions of online transactional trust; 1) trust that the merchant will do what they claim with their money and 2) trust that the transaction with be secure. As with awareness, photographs portraying the recipient in need and the aid agency response to the need can increase online donation trust (Burt & Durham, 2009).

Credibility is important because when a website is viewed as untrustworthy, its appeal message is

more likely to be ignored (Kensicki, 2003). In contrast, the more visitors trust a website or charity, the more willing they will be to donate to it online (Burt & Durham, 2009) and credible websites and organizations are more effective at influencing attitudes and behaviors towards their messages (Kensicki, 2003).

One method to easily increase transactional trust on a website is to display logos that ensure a secure donation or allowing people to use familiar, trusted methods of payment such as PayPal. Also, providing follow-up correspondences that discuss the outcome of the donation appeal can strengthen donors' relationships with charities by providing them with a sense of accomplishment (Sargeant, Hudson, & West, 2008)

3. The Online Donation Process

Goecks et al. (2008) describe the donation process of online giving as a circular motion of association, donation and feedback. Association includes the communication of information by the nonprofit to the donor and the donor's discovery of that information which leads to donation. Donation includes the nonprofit's donation request and the donor's ability to provide it, which then leads to feedback. Feedback includes communication from the nonprofit to the donor that illustrates the impact of the donor's contribution. Feedback can lead to an even stronger association with the nonprofit, repeating the circular cycle. To make the most effective use of this cycle, nonprofit websites need to facilitate the process in a user-friendly manner.

Unlike offline fundraising, research has show that online purchases, including donations, are highest on weekdays during normal business hours, with Tuesdays between 10:00am and noon as the highest (Bennett, 2009). This is mainly caused by people's tendency to browse the Internet during standard work hours. Offline donations are more commonly made after work hours and on

weekends because this is the time when offline solicitations are normally received either through mail, phone calls, or other events.

Furthermore, many online donations are spontaneous, meaning donors do not browse the Internet with the original intent of making a donation. "Online impulsive donations are not pre-planned, they often emanate from virtual scenarios that contain stimuli which encourage on-the-spot donation decisions, and the stimuli in question typically give rise to emotional or cognitive reactions" (Bennett, 2009, pp. 119). They are influenced to donate through online solicitations in the form of advertisements, emails and banner ads. However, most users actively avoid looking at online banner ads (Dreze & Hussherr, 2003). Therefore, the "way" to make a donation needs to be clearly visible, but not overly sales-pitchy. The 'make a donation' button should easy to locate and stand apart from the other design elements on a webpage (Bennett, 2009, pp. 121). Bigger buttons with short, concise messages are more effective in attracting attention and triggering response than counterparts (Baltas, 2003, pp. 508-509). This is especially true for direct responses, which is the desired type of response for online donation.

Because a majority of donations are spontaneous, the other elements on the screen need to work with the donation button to provide the user with the emotion or intellectual stimulation to feel the need to make a donation within moments of visiting the page. This is because, "[i]t is essential that browsers do not feel guilty about making impulsive gifts. Thus they must be persuaded that impulsive donations actually represent a rational alternative to time-consuming decision processes" (Bennett, 2009, pp. 129). An example of this type of persuasion is to use copy and images that illustrate how a donation will help others and make a difference. This type of messaging can allow the visitor to feel good about spending their money on a donation, rather than guilty about making an unplanned transaction.

4. Aesthetics and Usability

Surprisingly, aesthetics play an important role in web usability as well. Norman (2004) claims, "[u]sable designs are not necessarily enjoyable to use" (pp. 8). However, much research has proved that if a design is not enjoyable to use, it causes the user to interpret it as less usable. For example, in one study, Lavie & Tractinsky (2004) found a positive correlation between a user's aesthetic rating of a website and their perceived usability of the website. Lindergaard, Fernandes, Dudek & Brown (2006) also conducted a study that determine that a website has 50 milliseconds to make a good first impression on new visitors. They also found that this initial impression could determine the perceived usability of the website for the rest of the time it is being used, regardless of whether the experience improved or not. Lindergaard, Fernandes, Dudek & Brown (2006) stated:

> In the presence of a very positive first impression, a person may disregard or downplay possible negative issues encountered later… Along similar lines, a confirmation bias occurring in the context of a negative first impression will lead to failure to revise the initial hypothesis, even in the presence of strong disconfimatory, in this case positive, evidence. Hence, even if a website is highly usable and provides very useful information presented in a logical arrangement, this may fail to impress a user whose first impression of the site was negative" (pp. 115-116).

Furthermore, in a follow-up study that replicated Lindergaard et all's study, Tractinski, Cokhavi, Kirschenbaum & Sharfi (2004) continued to find evidence that "visual aesthetics play an important role in users' evaluations of web pages and interactive systems in general (pp. 1081).

These findings correspond with Norman's (2004) claim that this happens because things that are attractive make people feel happy and happy people are better at solving problems because positive feelings allow them to think more creatively. Therefore, people tend to judge an object that is aesthetically pleasing as more usable because they are in a better state of mind to figure out how

to use it. On top of that, they are more tolerant of any problems they encountered while using it because they are in a good mood.

This can be further applied to e-commerce websites that require customers to make an online transaction. Cai & Xu (2011) state that websites that are visually pleasing increase the enjoyment of online consumers' shopping experiences. This is because consumers tend to associate the success of aesthetics with the success of usability (Cai & Xu, 2011).

In short, users will judge the way a website works by the way it looks and in addition, commonly believe that beautiful websites work better than ugly ones. That said, beauty still needs to exist within a functional website layout and setup. No amount of aesthetics can counter a broken navigation or confusing interaction process.

IV. BACKGROUND ON CATHOLIC RELIEF SERVICES

Catholic Relief Services (CRS) and the online donation process for their monthly giving campaign, Footsteps in Faith, is the focus of this research. CRS is the official international humanitarian agency of the Catholic community in the United States as well as the official overseas relief and development agency of the U.S. Conference of Catholic Bishops. The organization provides assistance to over 100 million people in more than 100 countries (Catholic Relief Services, http://www.crs.org).

Target Audience

CRS' main target audience for donors is Catholics in the United States, estimated to be about 69.5 million people. On average, CRS donors are older, often retired, Catholics who are active in their church or parish, and who connect the values of faith and charity by supporting international relief.

According to the *Baseline Information for Charitable Giving and Awareness Listening Tour* (2010), CRS divides its target audiences into four segments: religious givers, globally concerned, direct helpers, and crisis givers.

- Religious givers prefer to make donations to charity through the Catholic Church.
- Globally concerned Catholics care deeply about international social issues and are involved in politics and advocacy.
- Direct Helpers prefer to volunteer their time versus giving monetary donations.
- Crisis givers make donations when they hear about a crisis or disaster and feel compelled to help.

Currently, CRS would like to attract a younger Catholic donor base. However, younger Catholics tend to prefer to donate to charities that address domestic issues within the Unites States rather

than charities that focus on international relief and other global issues. Younger Catholics are also less active in religious institutions so they are harder to reach through parish and diocese connections. These donors are mainly motivated to donate by a sense of personal connection, which is why they tend to give to domestic causes over international ones.

Current Situation

From June to December 2010, CRS conducted the *Baseline Information for Charitable Giving and Awareness Listening Tour* (2010) to learn how to increase their donor base within their target group. The study consisted of three focus groups, a statistically representative survey of U.S. Catholics and a review of relevant industry sources. From this study, CRS found that Catholics who were "frequent Mass attendees [were] more likely to support the mission of CRS than those who attend mass less frequently" (pp. 2). It also found that on average, existing CRS donors had a clear, positive image of the work performed by CRS. Donors to other cause or religion-related charities had a less clear idea of CRS's mission, but still had a positive view of the agency. Donors to non-related charities tended to be unaware of CRS or its mission at all.

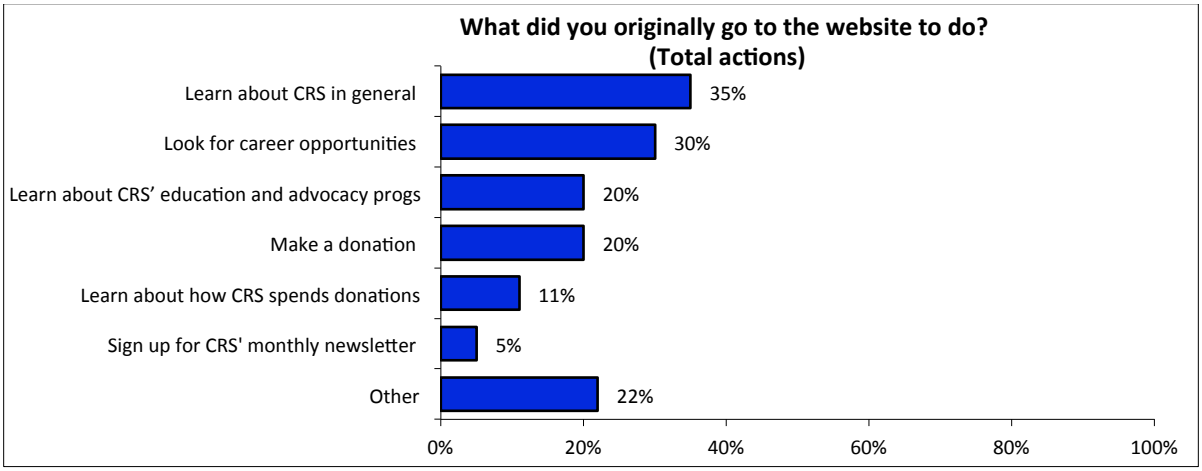
The *Baseline Information for Charitable Giving and Awareness Listening Tour* (2010) also found that while Catholics felt compassion for victims of international emergencies, "there was a sense that making an impact on more protracted global issues was less important and feasible than making an impact at home". On average, test subjects allocated 78% of donations to domestic charities and only 22% to international charities. Furthermore, despite their religion, faith did not consciously impact a donor's decision to give. Seventy-two percent of donors classified their donations as "spur-of-the-moment," meaning they had not planned to make a donation ahead of time. The number one factor that influenced potential donors to give to a charity was trustworthiness, followed by the organization's work and effectiveness of the charity, and their personal sense of impact on the

charitable cause. These findings support the literature review research regarding charitable giving and online donations.

CRS Website Demographic

CRS conducted an online website survey from April 26 to June 21, 2010 to determine the primary goals of visitors, their success rates and their overall impressions of the website. According to the survey, 75% of CRS website visitors came to the website with a single purpose. The chart below provides a break down of user goals.

Table 1. 2010 Online Web Survey Responses



Only 16% of visitors came with the purpose to make a donation and the 78% of this group was comprised of repeat visitors. There was also an apparent difference in the age of visitors who came to make a donation versus the age of visitors who came to learn about CRS. Purposeful donors were older; the majority, 63% were over 75. Corresponding with the general CRS research, visitors who said they attended Mass weekly were more likely to visit the site to make a donation than those who attended less often.

Therefore, it can be proposed that the CRS homepage needs to influence spontaneous donations from new and younger visitors. According to the survey, only 3% of visitors who did not intend to make a donation were influenced to by the website content.

Past Website Research

Donor Digital contract researcher, Dawn Stoner, conducted two sets of web-based tests prior to this research for CRS that are relevant to this study. The first test was a multivariate test between the colors of the donate button in the header of the CRS website. The original button was red. In this test, the blue button out-performed the original conversion rate by 28.5% with a 99% confidence level.

Table 2. Test Results for Donate Button Color Multivariate Test

Version	Page creative	Page Visitors	Conversions	Conversion Rate	Percent Improvement
Baseline	Original Red Donate Button	5,597	228	4.1%	--
Challenger 1	Green Donate Button	5,272	237	4.5%	10.4%
Challenger 2	Blue Donate Button	5,252	275	5.2%	28.5%
Challenger 3	Yellow Donate Button	6,315	258	4.1%	0.3%

This was an interesting finding because the blue of the button was the same color as the CRS logo and navigation. It was originally believed that the button would convert higher if the button stood out in a different color. However, the testing proved that donors responded to a color-branded button better than a color-highlighted one.

The second experiment tested added photographs to the donation form. The donation form with a photo out-performed the baseline conversion rate by 8.3% with a 71% confidence level. This suggests that photographs of beneficiaries do increase conversion rates on CRS donation forms.

Table 3. Test Results for Photo/Non-Photo Donation Form Multivariate Test

Version	Page creative	Page Visitors	Gifts	Conversion Rate	Percent Improvement
Baseline	No photo	166	62	37.3%	--
Challenger 4	Boy & puppy photo	670	271	40.4%	8.3%

V. EXPERIMENTS

Despite the acceptance of key best practices for interaction design, Krug (2005) says, "all Web users are unique, and all Web use is basically idiosyncratic. The more you watch users carefully and listen to them articulate their intentions, motivations, and thought processes, the more you realize that their individual reactions to Web pages are based on so many variables that attempts to describe users in terms of one-dimensional likes and dislikes are futile and counter-productive" (pp. 128). In reality, users don't always choose the best options; they choose the first reasonable option (Krug, 2005, pp. 24). Effective designs require testing and revision over time to figure out the best solution to the desired tasks and goals of a web property.

The following experiments aim to determine if and how CRS can improve its online monthly donations by adjusting the content on the landing page for the donation form. As a baseline, the bounce rate for the monthly donation for 2011 was 68% according to Google Analytics. The page had approximately a 27% conversion rate with an average gift of about $43.70. This baseline was determined by comparing page view data from Google Analytics to acquisition data from CRS's donation collection database using the following formula and rounding to the nearest whole number:

(Total Conversions/Total Page Views) x 100 = Conversion Rate

1. Usability Testing

For this experiment, ten individual user testing sessions were conducted. During these sessions, participants were recorded as they attempted to make a monthly donation on the CRS website. At the end of the donation process, each participant was asked to complete a 4 question follow-up survey. After the survey, a facilitator conducted a short interview about their answers and overall user experience (See APPENDIX A for that facilitator script for this testing).

1.1 Study Objective

The objective of this experiment was to determine areas in which CRS' current monthly donation process could be improved through the observation of user interactions.

1.2 Participant Sample

Ten participants (5 male, 5 female) were recruited through internal CRS networks. A participant screener was sent to each applicant to determine his or her eligibility (For a sample of the screener, see APPENDIX B). The screener collected information on the applicant's religious affiliation, affinity to give to charity and familiarity with CRS. For this experiment, the test sample needed to meet the following requirements.

Participants needed to:

1. Be experienced in making online purchases.
2. Have demonstrated an affinity for charitable giving.
3. Have never made a monthly donation to CRS.
4. Half of the participants also needed to be of Catholic religious affiliation.

The selected sample group ranged between the ages of 27 and 63. Five of the participants were currently practicing Catholics, one was a former-Catholic and four elected not to disclose their religion. From the screeners, it was determined that all of the selected participants had used the Internet to make online purchases in the past; six of the participants claimed to make online purchases once a month or more. All of the participants also claimed to give money to charity at least once a year. However, nine out of ten of the participants had never made a donation to CRS before. One participant had made a one-time donation to CRS in a past, but before this test, none of

the participants had ever made a monthly donation to CRS (For a full list of participant data, see APPENDIX C).

Sampling Error and Confidence Interval

This qualitative research uses a sample of the population. Since the sample size for this test is small, the adjusted Wald method was used to create a confidence interval for quantifying results. Research has shown that the adjusted-Wald is more accurate for small sample sizes than the Wald method (Sauro & Lewis, 2012). The adjusted-Wald method requires adding two successes and two failures to the observation numbers. It then uses the Wald-formula to compute a 95% confidence interval. It should be noted that even with a 95% confidence interval, errors could still occur if the sample selected differs from the total population of the target audience.

1.3 Procedure

The usability sessions were conducted in-person at the Usability Lab at the University of Baltimore in Baltimore, MD. A usability test was set up on a computer using Tobii eye-tracking software, which recorded video and audio of each participant. The software also tracked and recorded the movements of the participants' eyes on screen as they navigated through the test.

At the start of each test, a facilitator calibrated the participant's eyes to the software. Each participant was then give a VISA gift card with which to make a monthly donation on the CRS website and then the facilitator then left the room. The tests were conducted with the participant alone in the testing room while the facilitator observed through one-way glass in another room. The participant and facilitator were able to talk to each other though microphones, but the participant could not see the facilitator. This method was used to ensure that the actions of the facilitator, such as taking notes, did not affect the actions of the participants. During the testing

sessions, participants were also asked to describe their actions out loud and to discuss any questions or problems they encountered.

1.4 Materials

The participants interacted with live, current pages on the CRS website. The pages that were viewed were the donation landing page from the main CRS website (crs.org), the Footsteps in Faith monthly donation form, the monthly donation form Thank You form and, in some cases, the main CRS homepage.

There was one main task and two sub-tasks in this usability test. (For a copy of the task list that was given to participants, see APPENDIX D.) The main task directed participants to use their VISA gift card to make a monthly donation to CRS' Footsteps in Faith program using the donation form on the website. The participants started the test on the donation landing page of the CRS website (http://www.crs.org/donate/). They were then directed to find the monthly giving donation form from that page. Once the participants reached the monthly donation form Thank You page, marking the end of the main task, they were then given two more sub-tasks to complete:

1. Save the donation information for their records.
2. Return to the CRS homepage.

Upon completion of these tasks, the participant was asked to complete a multiple-choice survey that addressed the level of difficulty of the donation process, the adequacy of the information provided on the donation form, the participant's aesthetic opinion of the donation form, and the participants' propensity to make a donation to CRS in the future based on their experience.

Once the participant completed the survey, the facilitator returned to the room for a brief interview with the participant. The interviews focused mainly on the participant's survey responses and addressed any problems or questions that the participant had experienced during the testing experience.

1.5 Results

Completion Rate Measurement

Collected data was analyzed by pre-determined measures of task completion. Two things measured the total success rate of the main task:

1. Monetary donation completion – This was measured by the acceptance of the donation charge on the credit card and information successful gathered by the CRS donation database.
2. Donation form completion - This was measured by the user reaching the last page of the donation form which in this case was a Thank You page.

The success rate of the sub-tasks were determined by the participants ability to successfully 1) save the donation information for their personal records and 2) return to CRS' website homepage from the Thank You page.

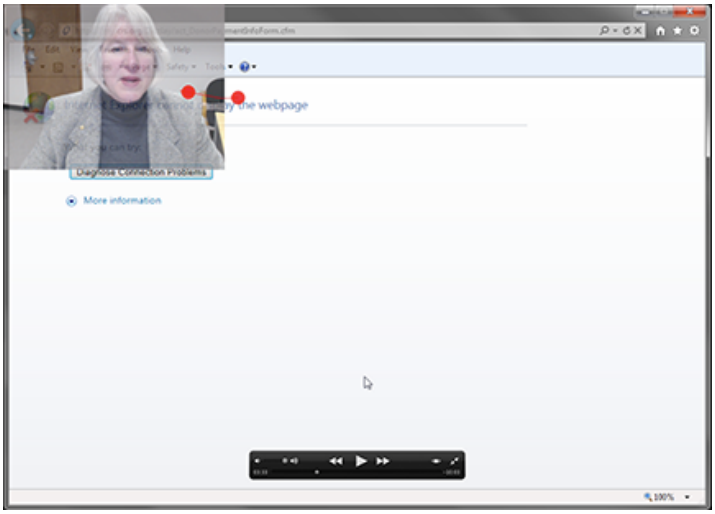
Main Task Success Rate

The monetary donation completion was successful for nine of the tests. The one failure resulted from an unknown error that caused the donation form to reload upon clicking the submit button. In this case, the donation was not accepted and the user was not able to complete the task. The reason for this error was not determined, but was most likely a form validation error that did not

allow the form to be submitted.

Despite the success of the monetary donation, only three of the tests rendered the donation form Thank You page successfully. Six of the tests gave the user a webpage load error instead of the Thank You page.

Image 1. Thank You page error



This error left the user confused as the whether or not the transaction was successful. When asked what she would do in this situation, one user stated that she would check her credit card online to see if the transaction went through. If it hadn't she said she wouldn't try to make the donation again because she would be afraid the same error would happen.

After internal evaluation, it was determined that this error was most likely caused by the testing environment which forced multiple donations from the same IP addresses in a short period of time on the form. Because this error was caused by a technical bug and not a design flaw, it should not be used to influence usability findings for the form. Therefore, for the purpose of this research, the

monetary donation success rate will be considered more accurate than the donation form completion rate. Using the adjusted-Ward formula, this research is 95% confident that about 86% of users would complete the monetary donation task successfully.

Sub-task Success Rate

Because only three participants successfully reached the Thank You page, only 30% of the sample was even able to attempt the sub-tasks. The results in the sections are gathered from the group who were able to attempt the sub-tasks, not the full sample.

Sub-task one asked the user to save the donation information for their records. All three users encountered problems with this task. The donation form Thank You page did not provide any information about the specific donation that the donor just made. Nor did it provide any indication that a receipt would be e-mailed to the user. All three users failed this task and did not save any information about the reoccurring credit card charge.

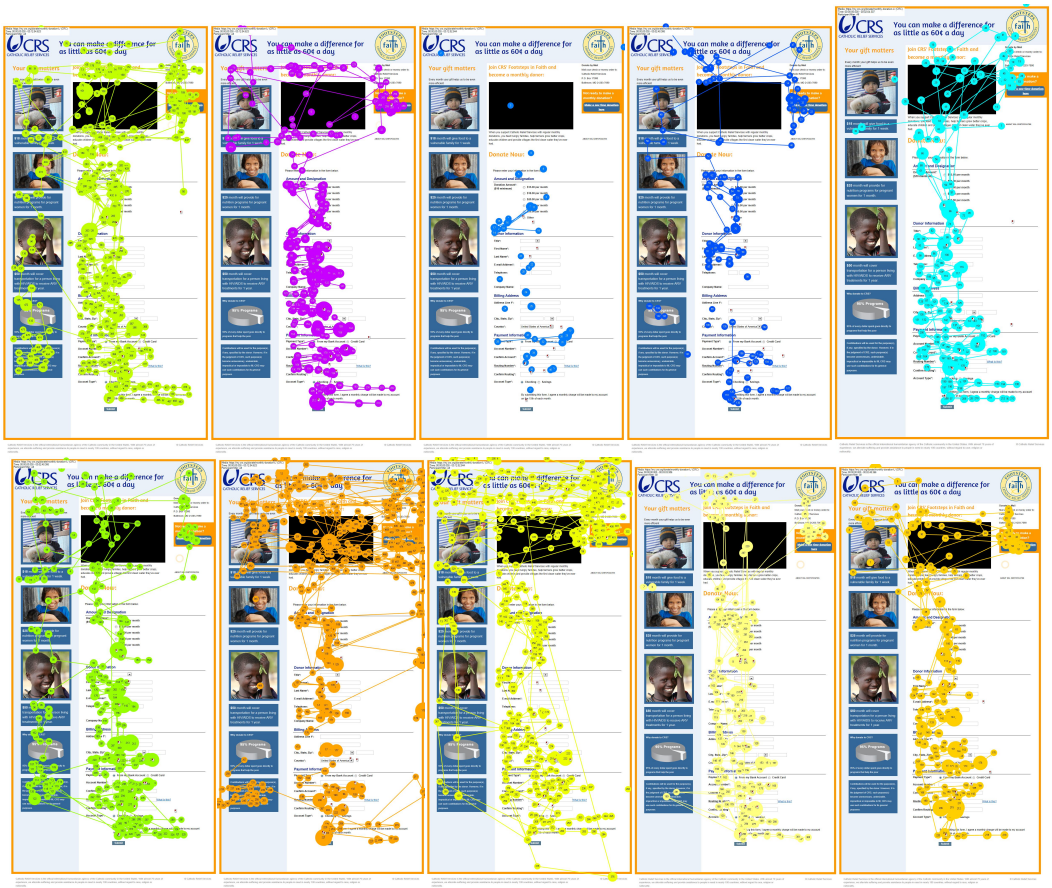
Image 2. Thank You page

Sub-task two asked the user to return to the CRS homepage. Of the three users who reached the Thank You page, two of them successfully returned to the CRS website homepage. One user ultimately typed “crs.org” in the browser’s URL bar. One user deleted the sub-subdirectories from the URL, was then taken to my.crs.org and from there clicked the CRS logo to go to the CRS homepage. One user gave up without returning to the homepage.

Eye-tracking Data

Data from the eye-tracking software is shown below. The ten participants eye-tracking charts were overlaid on top of each other to reveal the most viewed parts of the donation page. (For a larger view of this image and individual eye-tracking data for each participant, see APPENDICES E-N.)

Images 3-12. Eye-Tracking Data



The top portion of the page - e.g. what appeared above the fold of a web browser - had high visibility. The form fields themselves also had high visibility. However, the information on the left hand side of the form fields had low visibility, except for the bottom box, which many participants read while waiting for their donation to be submitted.

Post-test Survey Answers and Interview

All participants were asked to take a post-test survey. The survey consisted of four multiple-choice questions.

Post-test Survey

1. Making a making a monthly donation was:
    a. Easy
    b. Medium
    c. Hard
2. The donation form provided enough information to convince me to make a donation:
    a. Yes
    b. No
    c. I don't know
3. Overall, the look and feel of the donation page was:
    a. Perfect
    b. Above Average
    c. Average
    d. Below Average
    e. Unacceptable
4. Based on my experience, I would consider making a donation to CRS in the future:
    a. Yes
    b. No

Despite the low full completion rate, 80% of the respondents ranked the donation process as easy and 20% ranked it as medium. When asked if the form provided enough information, 60% of the participants responded yes and 40% said they didn't know. All of the participants rated the look and feel of the donation form as average or above average/perfect. Seventy percent of the participants said that they would donate to CRS in the future based on their testing experience.

The full array of answers is show in the chart below:

Table 4. User Testing Survey Answers

	Level of Difficulty	Enough Information	Look and Feel	Future Donation
A	Medium	Yes	Average	No
B	Medium	I Don't Know	Average	No
C	Easy	Yes	Above Average	Yes
D	Easy	I Don't Know	Above Average	Yes
E	Easy	Yes	Above Average	Yes
F	Easy	I Don't Know	Above Average	Yes
G	Easy	I Don't Know	Average	No
H	Easy	Yes	Perfect	Yes
I	Easy	Yes	Average	Yes
J	Easy	Yes	Average	Yes

In general, in-person interviewees tend to skew positive with their responses out of politeness.

1.6 Discussions and Implications

Technical Main Task Errors

There were two errors that prevented the participants from achieving full completion of the main task. Both of these errors are usability issues that cannot be fixed by design improvements, but must be fixed from a technical standpoint.

1. Thank You page error - the Thank You page did not load.
2. Submit button error - the "submit" button reloaded the donation form and did not accept the donation.

From a usability standpoint, the Thank You page error needs to be examined and addressed by the donation platform provider and should be fixed to ensure that donations are not lost because of technical errors.

For the submit button error, the form code needs to be examined for errors in validation. When this error occurred, the user assumed that he had filled out something wrong, but could not figure out what because no error message appeared. Confused, he stated, "Did that go through? I can't find if there's an icon that I'm missing or like if it doesn't like the information I put in. Does it not like me doing the $10 other? That's weird." Wroblewski (2008) states that" top-level error messages should indicate an error has occurred and how it can be resolved. If multiple errors exist, they should be listed in the top level message" (pp. 137). Otherwise, a user cannot easily determine what is the cause of the error and cannot easily fix it. Further examination of form entries and validation coding needs to be conducted to find the cause of this error.

Reduce Information on Donation Page

One of the main comments that came out of the usability testing sessions was that participants believed there was too much non-critical information on the donation form. This included the video and the information on the sidebar. Forty percent of participants didn't read any information on the sidebar and 100% of participants did not watch the video.

When asked why they did not look at certain informational items on the donation form, participants gave some of the following responses.

> *"By the time somebody gets to a donation page, they're comfortable with their decision to make a donation, so you don't have to convince them to make a donation if they're already here. I mean, not to the extent that they have."*

> *"I guess, you know, honestly, before I'm at the point of actually going in and entering stuff, I pretty much have a good feel of whether I'm going to be donating or not."*

> *"A monthly donation is something you plan ahead of time, so this other stuff, I mean, I didn't even click on it because I was like, alright, it's a monthly donation, so I know what I'm doing. You already have that in your head. You know what you're investing in. I think it would be a rarity to make a monthly investment off of something you read off of a website. I think that's something you sit down and think about."*

In general, many participants felt that they needed to be convinced to make a donation before they got to the donation form and by the time they were at the form they were ready to give, so they didn't need to look at elements like a video. This corresponds with current research that has found that "once users have clicked to fill in a form, they don't want fluff. They don't want sales pitches. They've passed that point and are now focused on completing the form." (Jarrett & Gaffney, 2009, pp. 78).

Reduce load time of page

Five of the participants made comments about how much time it took the page to load. According to Google Analytics, the page took 3.6 seconds to load on average. Research has shown that users prefer a page-load time of less than one second (Nielsen, 2000). After about one second of waiting, a user's thought process becomes interrupted. After ten seconds, a user loses interest. In a real life situation, the long load time of the donation form could deter potential donors from completing their donation.

Minor usability issues

Some user had problems answering optional fields, specifically fields like "Company Name." This could be eliminated by easily defining optional fields.

Three participants had a hard time figuring out if they had gone to the correct page to make a monthly donation, rather than a one-time donation. Indicating the fact that the donation is monthly in the headline could avoid this confusion.

Sub-Task Usability Problems

First, the donation form Thank You page did not indicate next steps or provide the donor with their donation information which is valuable from a record keeping position both financially and legally for a donor's taxable-deductions. One participant stated,

> *"The one thing it didn't let me do was print a receipt. A receipt did not come up. Or a reference number. Something to track. That's what I would write down. I would say, 'Something's been e-mailed you to track it." And then I wouldn't have to save anything because normally when you make donations, they send something to you to Thank You for that. I didn't get that."*

In actuality, a receipt is e-mailed to each donor. Therefore, to improve this problem, the language on the Thank You page should be changed to indicate that fact.

Second, there was no easily navigable way for the user to return to the CRS website. The Thank You page only included links to Facebook and Twitter, which one participant commented on, saying, "I don't like Facebook and Twitter." Clicking on the CRS and the Footsteps in Faith logos to try to locate this the main websites was a common practice implemented by participants. Therefore, the Thank You page and improve this problem my adding links to the main website

from the logos.

1.7 Recommendations and Hypothesis

Based on the results of the user testing and current research findings, the following changes were proposed to improve the user experience of the donation form to improve conversions in the form of online donations:

1. **The photo imagery was moved to the header of the donation form.**

   The photo imagery was moved so that it was in the sight area of the page with the most visibility. The 'above-the-fold' real estate area should house the most important content (Nielsen, 2000) and as stated earlier, photographs can increase the perceived credibility of a charity and a cause.

2. **The headline was changed to "Help feed the Hungry and combat poverty" and the subhead was changed to "Become a Monthly Donor."**

   Jarrett & Gaffney (2009) state, form instructions should provide "a good title that says what the form is for" (pp. 70). Also, adding monthly to the sub-headline could reduce confusion as to what type of donation the form is for.

3. **The pie chart was moved 'above the fold' and was redesigned and other "trust" symbols – BBB accreditation and Charity Navigator rating logos - were moved above the pie chart.**

   This aims to increase the credibility and trustworthiness of CRS and Footsteps in Faith.

4. **The size of the body copy was increased from 12pts to 16pts and the body copy format was changed to bullet points.**

   Reading from a computer screen is about 25% slower than reading from paper (Nielsen, 2000) and on-screen copy should be short and use plain language because most users scan copy on computer screens instead of reading thoroughly (Krug, 2005). Increasing the size of the copy and adding bullets makes it more scannable.

5. **The one-time donation button was removed and replaced with a line of text.**

   The purpose of this was to decrease the prominence of the one-time donation link, in order to keep donors on the monthly form.

6. **The sidebar was removed.**

   Eye-tracking research has shown that users focus narrowly on the labels and fields and barely look at the rest of the form (Jarrett & Gaffney, 2009, pp. 125). All important information from the sidebar was moved to the top if the form.

7. **The descriptions of the gift amounts were changed to be more descriptive.**

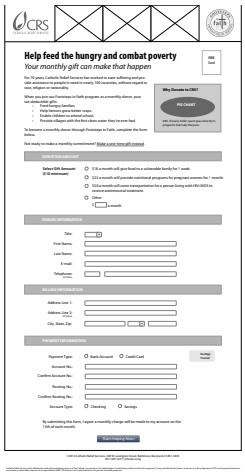
   The descriptions of gift amounts were changed to describe what each donation would buy for a beneficiary. This serves to increase the donor's motivations of psychology of benefits and altruism.

8. **The "Company Name" field was removed.**

   This field was unnecessary and caused confusion during testing.

Below is a wireframe of the form incorporating the above improvements. For a larger image, see APPENDIX O.

Image 13. Wireframe of the improved donation form



Hypothesis

Wroblewski (2008) outlined four principles for form design: make filling out the form as painless as possible, make the path to completion clear, consider the context that the form is in, and keep the voice of the form consistent and singular (pp. 19). Based on research and testing, the above improvements should improve the conversion rate of CRS' monthly donation form.

2. A/B Test

An A/B multivariate test was set up using Google Content Experiments.

2.1 Study Objective

The objective of the A/B test was to determine which donation form persuaded more visitors to donate, the original or the variant with the proposed changes based on the user testing and research.

2.2 Participant Sample

The A/B test used 100% of the live traffic to the monthly donation form from September 13, 2012 to October 23, 2012. According to Google Analytics, the majority of the traffic to the donation form came from the CRS website (crs.org). The second highest traffic source was an e-mail sent to CRS' existing e-mail database, which was opened by 495 people. Therefore, it can be determined that the majority of the traffic to the monthly donation form was from people who had prior knowledge of CRS and their work.

2.3 Procedure

An A/B multivariate test was set up online using Google Content Experiments. Google Content Experiments is a feature of Google Analytics that was used to compare the conversion rate if two different donation forms using a random sampling of webpage traffic. The test ran on the CRS.org website from September 13, 2012 to October 23, 2012. It served visitors either the original version of the monthly donation form or the variant version that included the improvements based on the research and testing. The method to determine which donation form to display was controlled by Google Content Experiments, which uses a multi-armed bandit approach, described by Google as follows:

> Once per day, we take a fresh look at your experiment to see how each of the variations has performed, and we adjust the fraction of traffic that each variation will receive going forward. A variation that is clearly under performing gets less… Our adjustments are made using a statistical technique known as sequential Bayesian decision theory. At each step, we compute the probability that each variation is the best among variations, and we assign it that portion of the traffic.

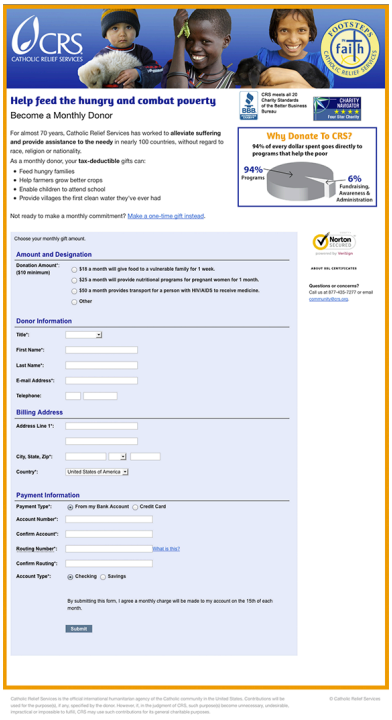
Therefore, traffic to the original and variant donation pages were not split equally, which would be preferred for statistical validity and avoidance of type I errors, but rather, were determined by Google Content Experiments based on the above formula.

2.4 Materials

Below are the images of the original and variant donation forms.

Image 14. Original donation form

Image 15. Variant Donation Form



For larger images, see APPENDIX P and Q.

2.5 Results

In total, for the forty days that the A/B test ran, there were a total of seven hundred and seventy-six visits. The final data is in the chart below.

Table 5. A/B Testing Results

	Visits	Donations	Total Donation Amount
Original	529	95	$5,208.00
Variant	298	53	$2,494.90

Overall, the conversion rate (computed using the same method as the baseline) was

approximately 18% for both the original donation form and the variant donation form. The original donation form had a higher average donation amount ($54.82) than the variant donation form ($47.07) by about two dollars. Both of these results were lower that the baseline conversion rate of 27%, but higher than the baseline average gift of $43.70. According to data from Google Analytics, both pages also had a higher bounce rate (90%) than the baseline page (84%).

It should be noted that the data from 2011 is significantly effected by the tsunami in Japan that occurred in March because an above average amount of new donations flowed in for this emergency alone and skewed the numbers for 2011 higher than average. During a year without such an emergency, the baseline bounce rate and conversion rate would most likely be lower.

VI. Conclusion

Based on the findings from the A/B test, it can be determined that the proposed improvements did not increase the conversion rate of Catholic Relief Service's monthly donation form. However, they did not decrease the conversion rate either. Therefore, there may have been some changes that increased conversion rate and some that decreased it, equaling out the changes. On the other hand, the changes may have had no effect on the conversion rate at all. More research is needed to reach a concrete conclusion.

In the areas of donation amount and bounce rate, the original donation form slightly out-performed the variant donation form. Therefore, the recommendation would be for CRS to continue using their current donation form until further research can be conducted.

VII. Further Research Needed

Both donation forms had a high abandonment rate, represented by the bounce rate. This means visitors left without completing the donation form. As discovered in the usability testing interviews, many of the participants believed that potential donors need to be convinced to make a donation before they get to the donation form. Keeping this in mind, more research should be conducted on the content that a potential CRS donor sees before he or she reaches the donation form. Potentially, CRS may be inadvertently sending visitors to the donation form before they are ready to make a donation. If this is the case, no amount of usability or aesthetic changes will be able to increase the conversion rate of the form.

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APPENDIX A: Facilitator Script

Introduction to Morae software:

M: The computer system you will be working on today is equipped with Morae software, which is used for usability testing and user experience research. It records your interactions with the computer so they can be analyzed after your session. I'm now going to set up a session in the software. Is it OK if I use your first name to identify this session?

P: Participant Agrees

Familiarization

M: Here is the website you will be working on. As you can see, it is a donation form. Here is a $10 gift card for you to make the donation with when you get to that part of the testing.

Tasks - Overview

M: To gauge the online donation process, we will be asking you to work your way through some tasks that we would expect a potential donor to do. These will be tasks that you may or may not have done before on similar websites.

Because of the test environment, you may not be able to FULLY complete a task and may be stopped at the point of a login or click a link that is unavailable. If you can't find something or if it doesn't make sense, just tell us, and we can inform Catholic Relief Services.

Remember: We are testing the donation form, not you. There are no right or wrong answers, no right or wrong way to do things. Every action you take, no matter how you may feel about how it turns out, helps us to evaluate the product. Do you have any questions before we begin?

P: Participant responds

Task #1 – Make a $10 monthly donation using a credit card. Save the confirmation information. Go to CRS homepage.

M. Please read the first task. If you do not have any questions, you can begin. Just a reminder, since you are being recorded, please speak out loud as you are completing the task to let me know what you are doing and why you are doing it. This will help us better analyse the motivations of users and the pros and cons of the donation form.

P: Participant completes the donation task.

Additional Tasks - Make a donation using your bank account and make a one-time donation instead of monthly donation.

M: For these additional task, I would like you to show me how you would complete these two things. However, you do not have to actually complete a donation, just get to the place where you would be able. Do you have any questions before we begin?

P: Participant completes additional tasks.

Conclusion

M: Those are all of the tasks we have today. Thank you for your assistance in evaluating the donation process for Catholic Relief Services; we appreciate your time. Your participation today will help us make recommendations that can make a difference to CRS and other online charities. Do you have any further questions about the study before you leave today?

P: Participant responds.

M: (Answers questions if any are asked). Once again, thank you for spending your (morning/afternoon) with us today. As a thank you, please accept this gift of appreciation. (Hand over $20 gift card).

APPENDIX B: Participant Screener

Test Subject Background Survey

Thank you for taking the time to help me evaluate this non-profit charity donation form. Please complete the following survey about your background. Your responses will be used only for the purpose of this research.

Participant First Name: _____

Religion (optional):

_____

Gender (optional): M / F

Age (optional): _____

Please answer the following questions to the best of your knowledge.

1. How often do you make online shopping purchases.

   ◊ Never
   ◊ Once a year
   ◊ More than once a year, but less than once a month
   ◊ Once a month
   ◊ More than once a month, but less than once a week
   ◊ Once a week
   ◊ More than once a week

2. How often do you donate money to charity?

   ◊ Never
   ◊ Less then once a year
   ◊ Once a year
   ◊ More than once a year, but less than once a month
   ◊ Once a month
   ◊ More than once a month

3. If you donate money to charity, how much do you usually give?

   ◊ $25 or less
   ◊ $26 to $50
   ◊ $51 to $100
   ◊ $101 to $500
   ◊ Over $500

4. If you donate money to charity, what method do you usually use?

   ◊ I've never donated to charity
   ◊ Donate in person when asked
   ◊ Mail a check
   ◊ Call and donate over the phone
   ◊ Make a donation online on the charity's website
   ◊ Other _____

5. Have you ever made an online donation to Catholic Relief Services before?

◊ Yes
◊ No

6. If you're answer to question 5 was yes, what type of donation did you make?

◊ One-time donation
◊ Monthly donation
◊ Other _____

Thank you for your participation in this research.

APPENDIX C: Participant Data Chart

PARTICIPANT	A	B	C	D	E	F	G	H	I	J
Religion	Roman Catholic	Catholic	No answer	No answer	Presbyterian (formerly Catholic)	Roman Catholic	Roman Catholic	No answer	No answer	Catholic
Gender	M	M	M	F	F	F	M	F	M	M
Age	No answer (over 60)	63	39	31	60	31	42	27	28	29
Online Purchases	Once a month	Once a month	More than once a year, less than once a month	More than once a month, less than once a week	More than once a year, less than once a month	Once a month	Once a week	More than once a year, less than once a month	More than once a year, less than once a month	Once a month
Donate to Charity	Once a month	More than once a month	More than once a year, less than once a month	More than once a year, less than once a month	Once a month	More than once a year, less than once a month	Once a month	Once a Year	Once a year	Once a year
How much	$25 or less	$25 or less	**$25 or less**	**$25 or less**	Over $500	$26 to $50	$25 or less	$51 to $100	$25 or less	$25 or less
Method	Other - different methods of donation depending on the level of trust	In person, mail a check	In person	In person, mail a check, online	Mail a check, online	Online	Other - Direct Debit	Other - Forms at Work	Online	Online
CRS Online Donation	No	No	No	No	No	Yes	No	No	No	No
What type						One-time donation				

APPENDIX D: User Testing Task List

Donation Task (3 parts)

This task ends when you reach the CRS homepage (or feel you can proceed no further).

1. Make a $10 monthly donation using the credit card provided by the interviewer.

   Please record the name and address used to make the donation here (this is what we will use to delete your information from the database after the test).

   Name: _____

   Address: _____

   _____

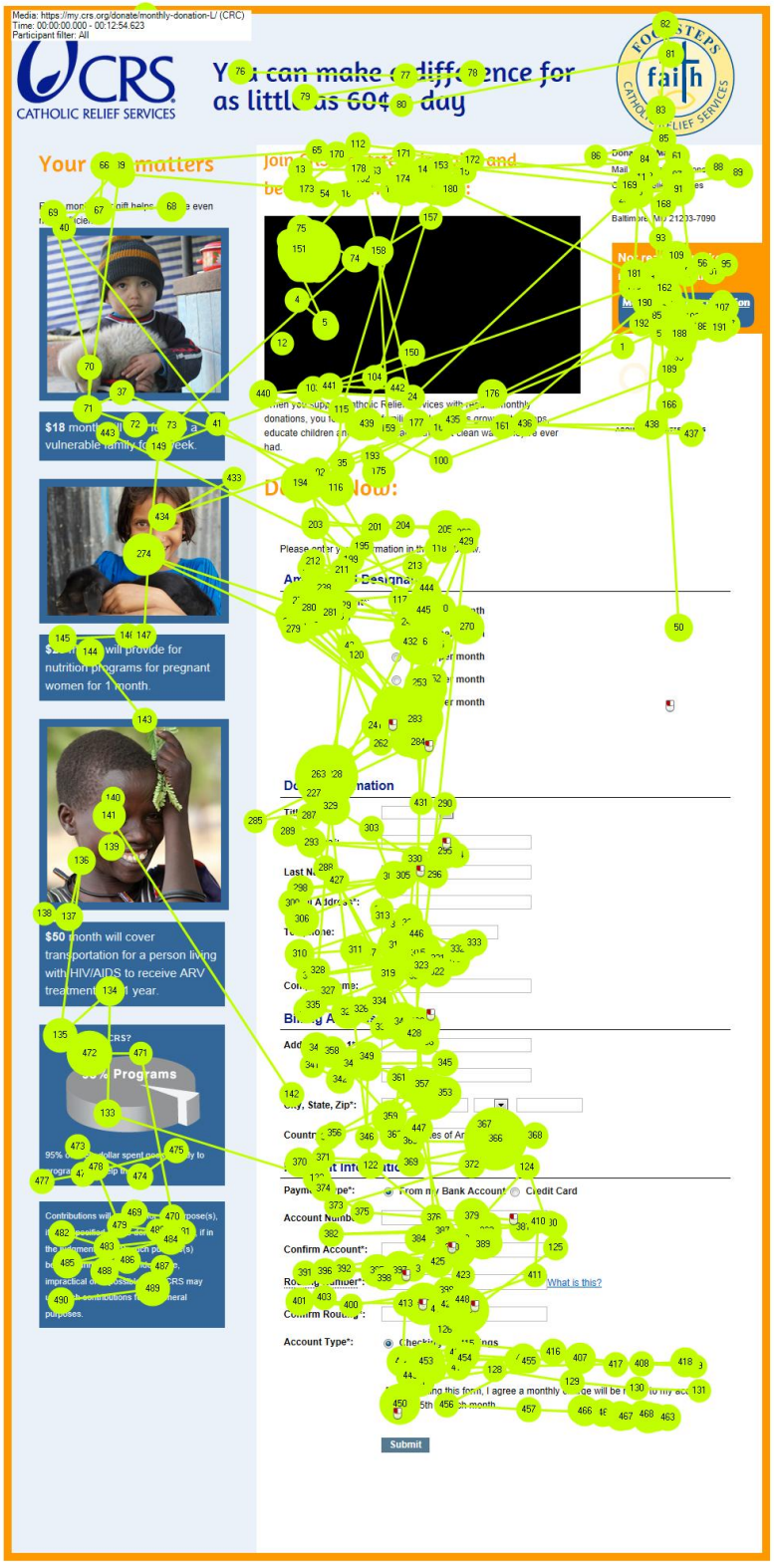
2. Save the confirmed donation information for future reference.
3. Go to the homepage of the charity website.

Additional task

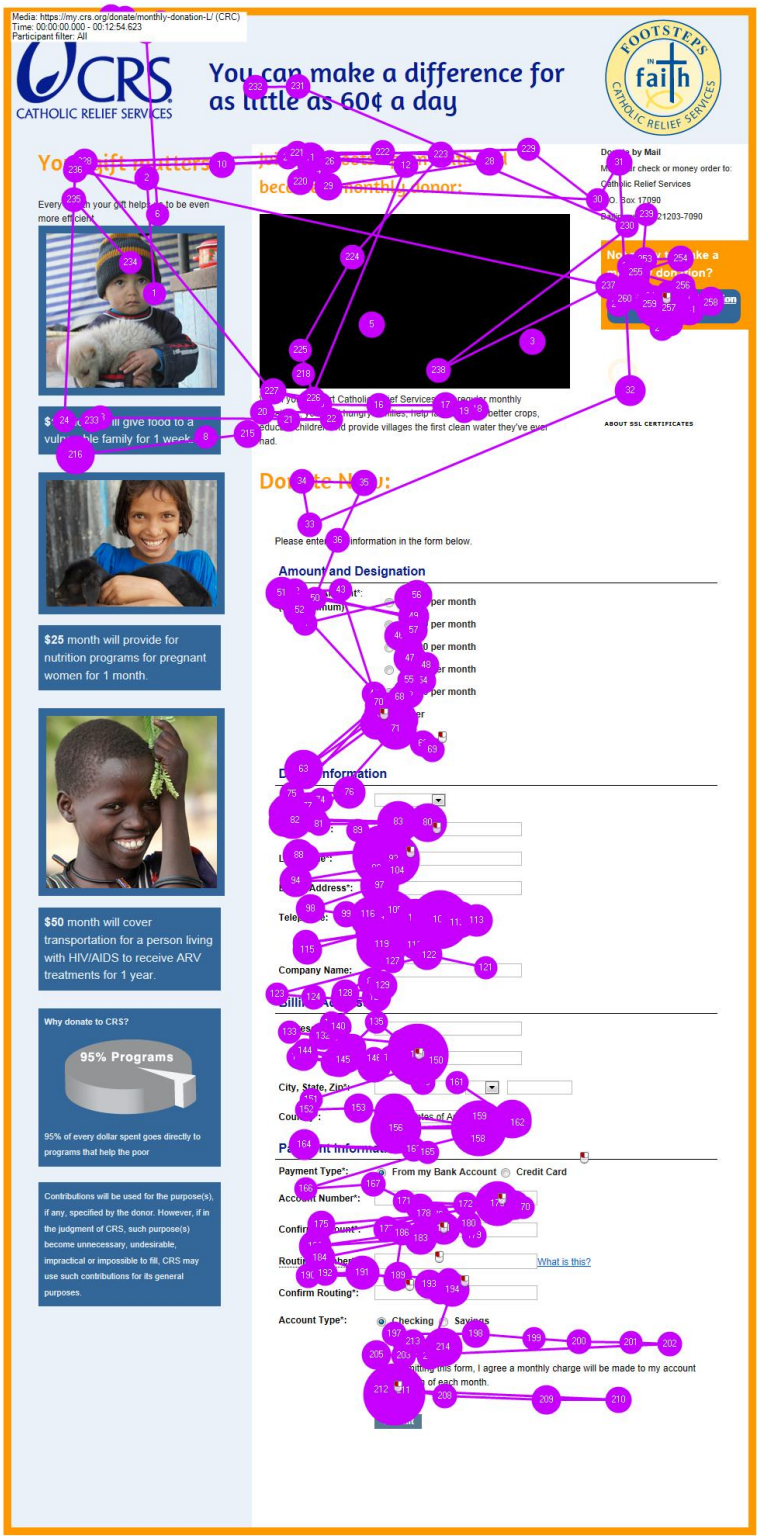
This task ends when you reach the one-time donation form (or feel you can proceed no further).

1. Show me where you would go to make a one-time donation instead of a monthly donation. Do not actually submit this donation.

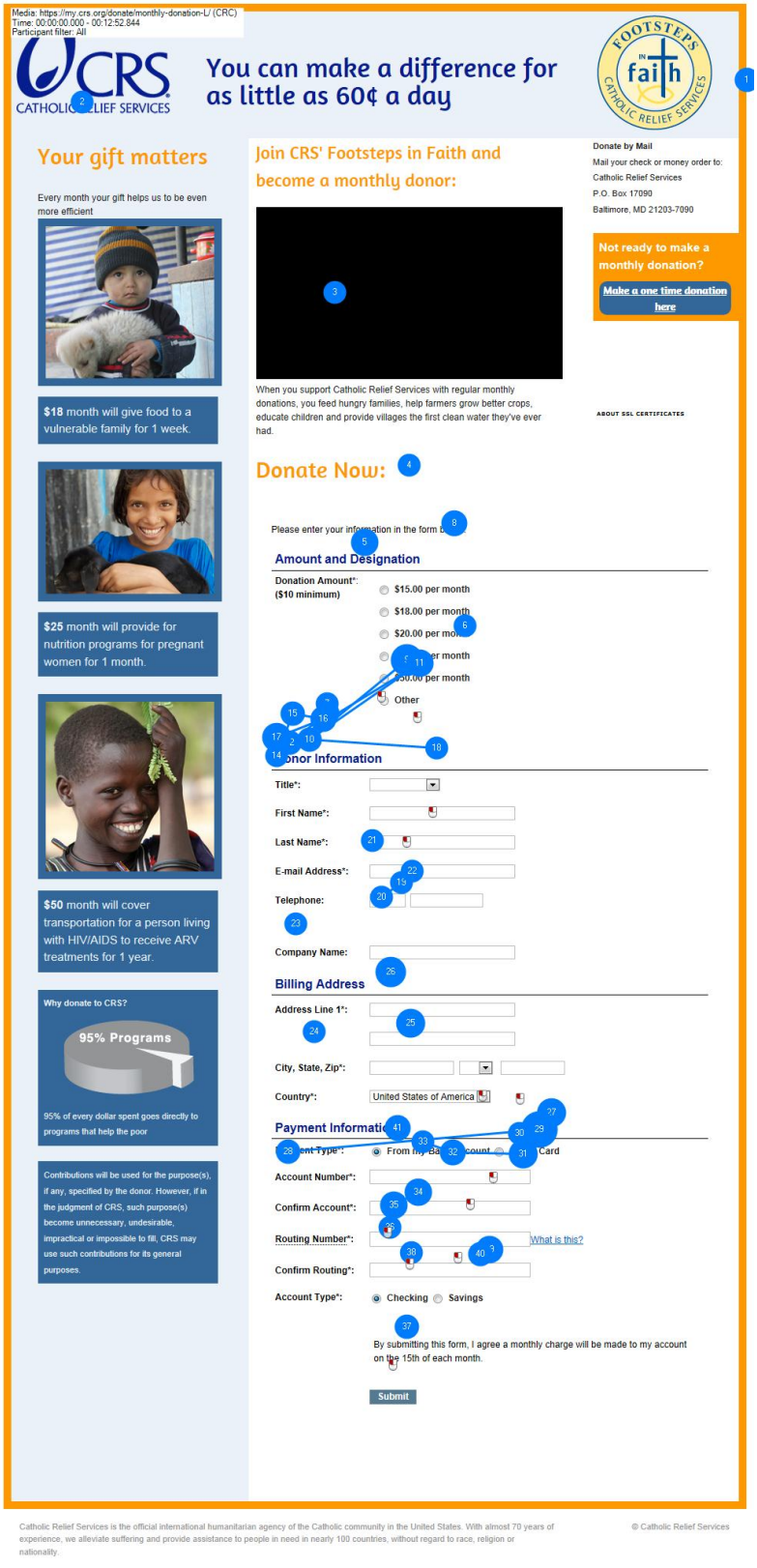
APPENDIX E: Eye-Tracking Image – Participant 1



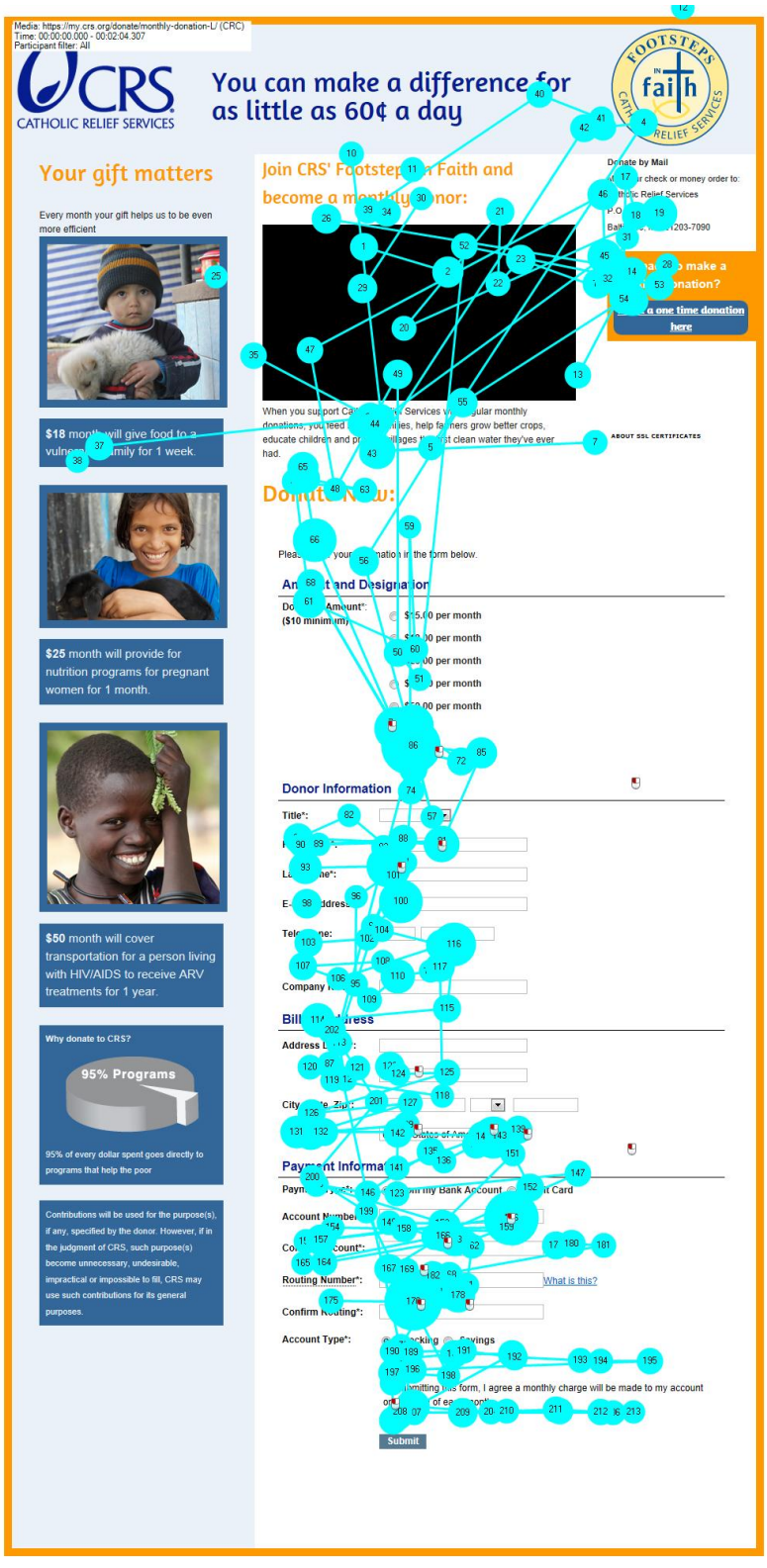
APPENDIX F: Eye-Tracking Image – Participant 2



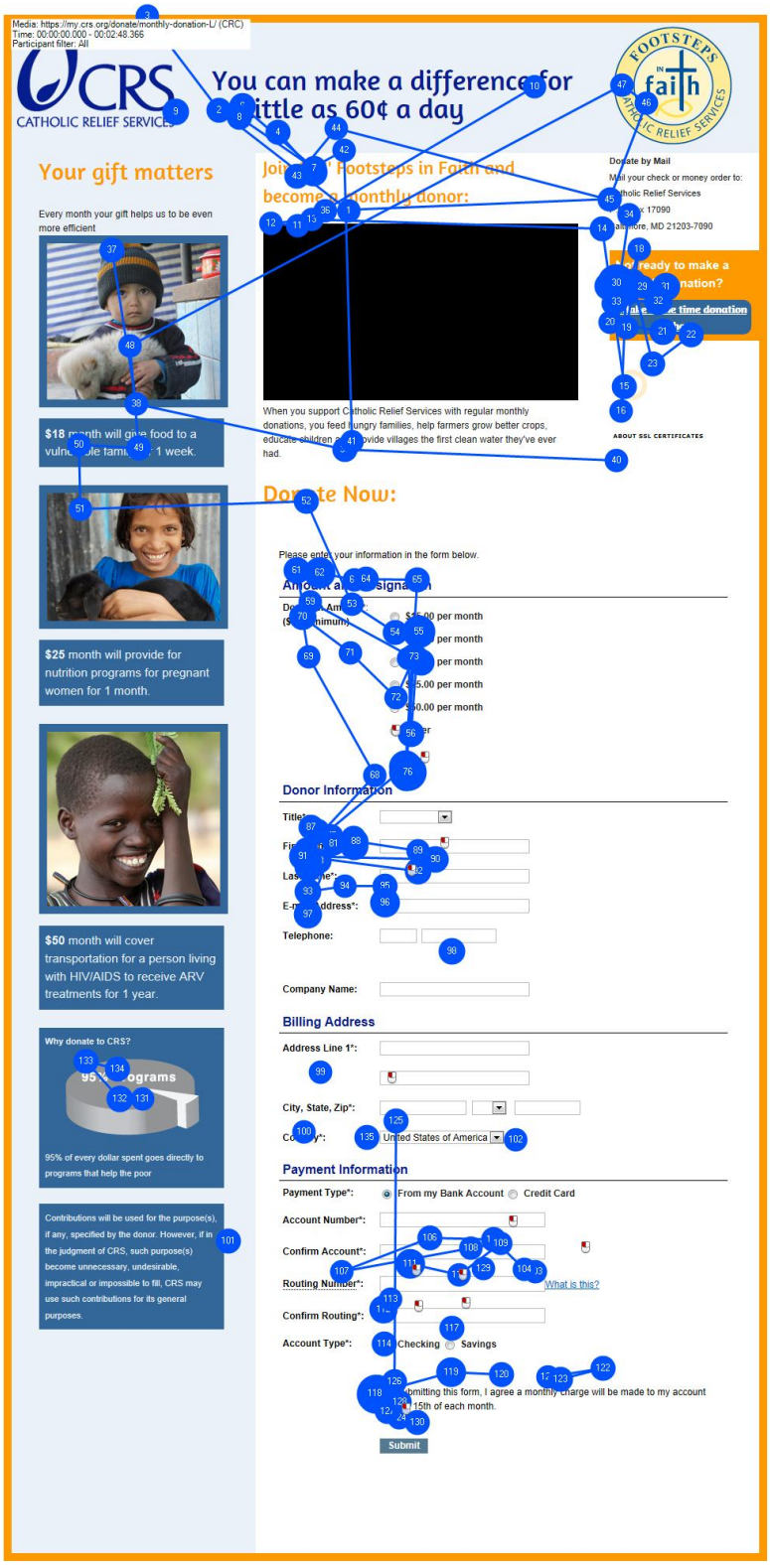
APPENDIX G: Eye-Tracking Image – Participant 3



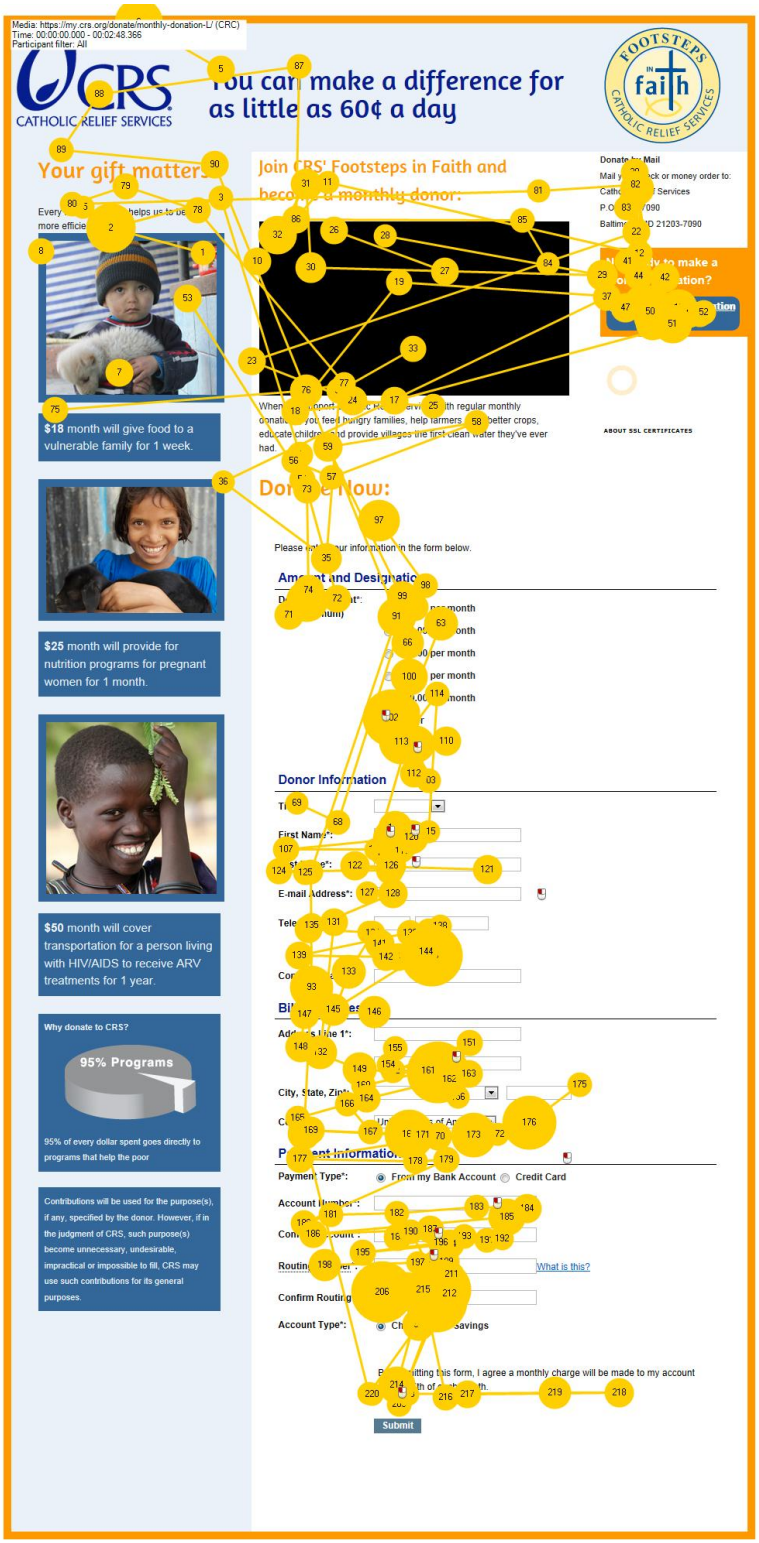
APPENDIX H: Eye-Tracking Image – Participant 4



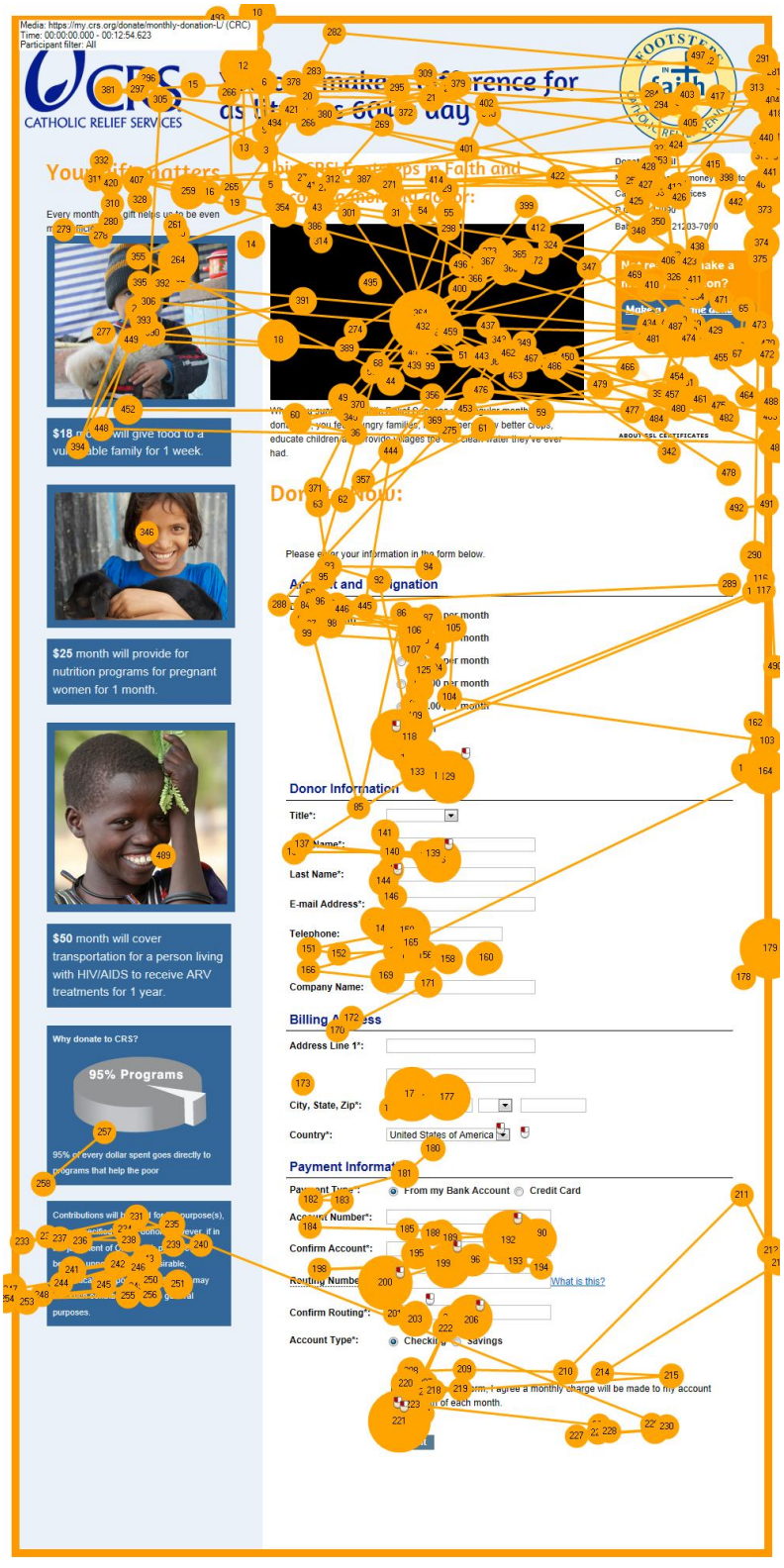
APPENDIX I: Eye-Tracking Image – Participant 5



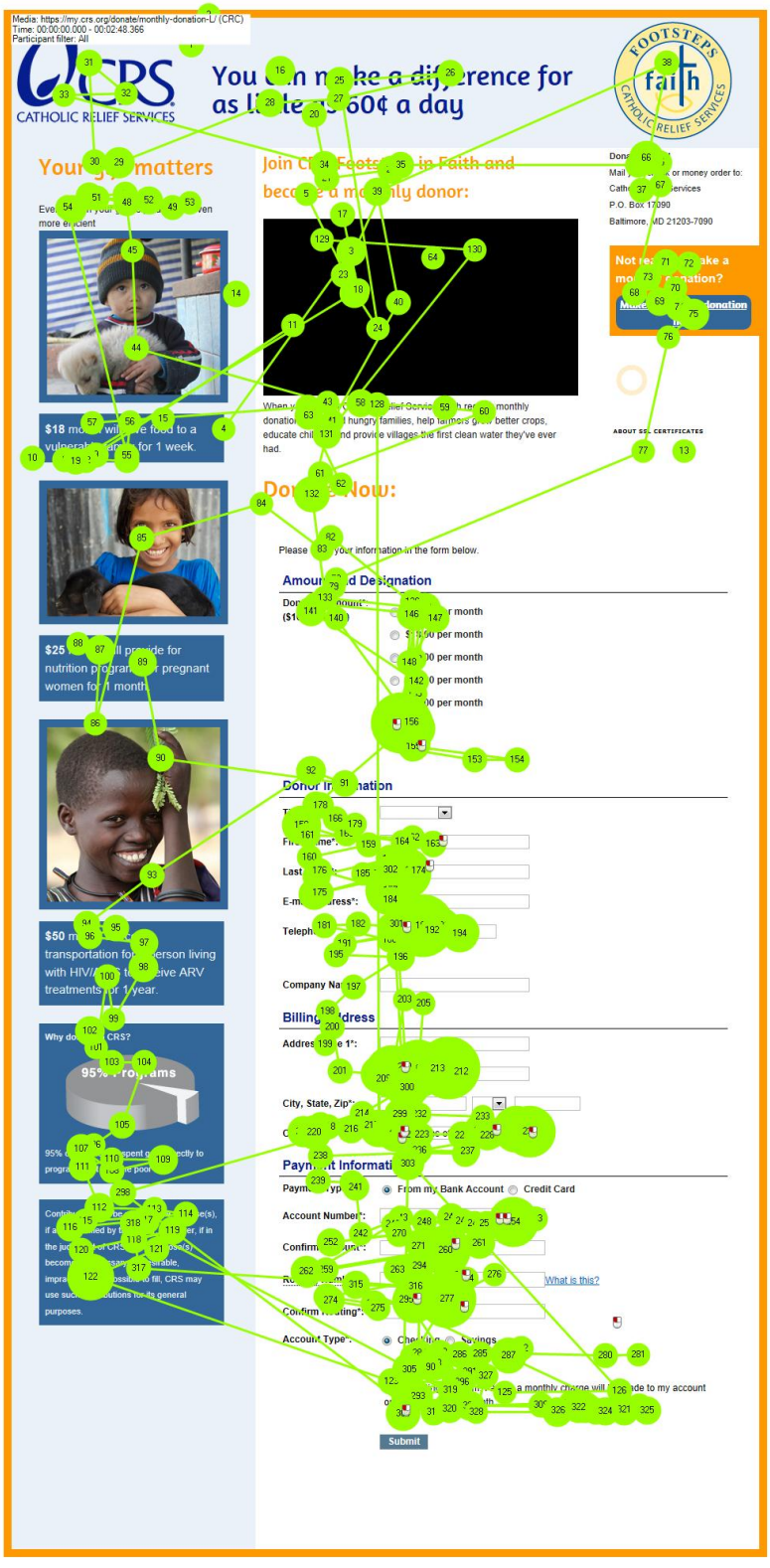
APPENDIX J: Eye-Tracking Image – Participant 6



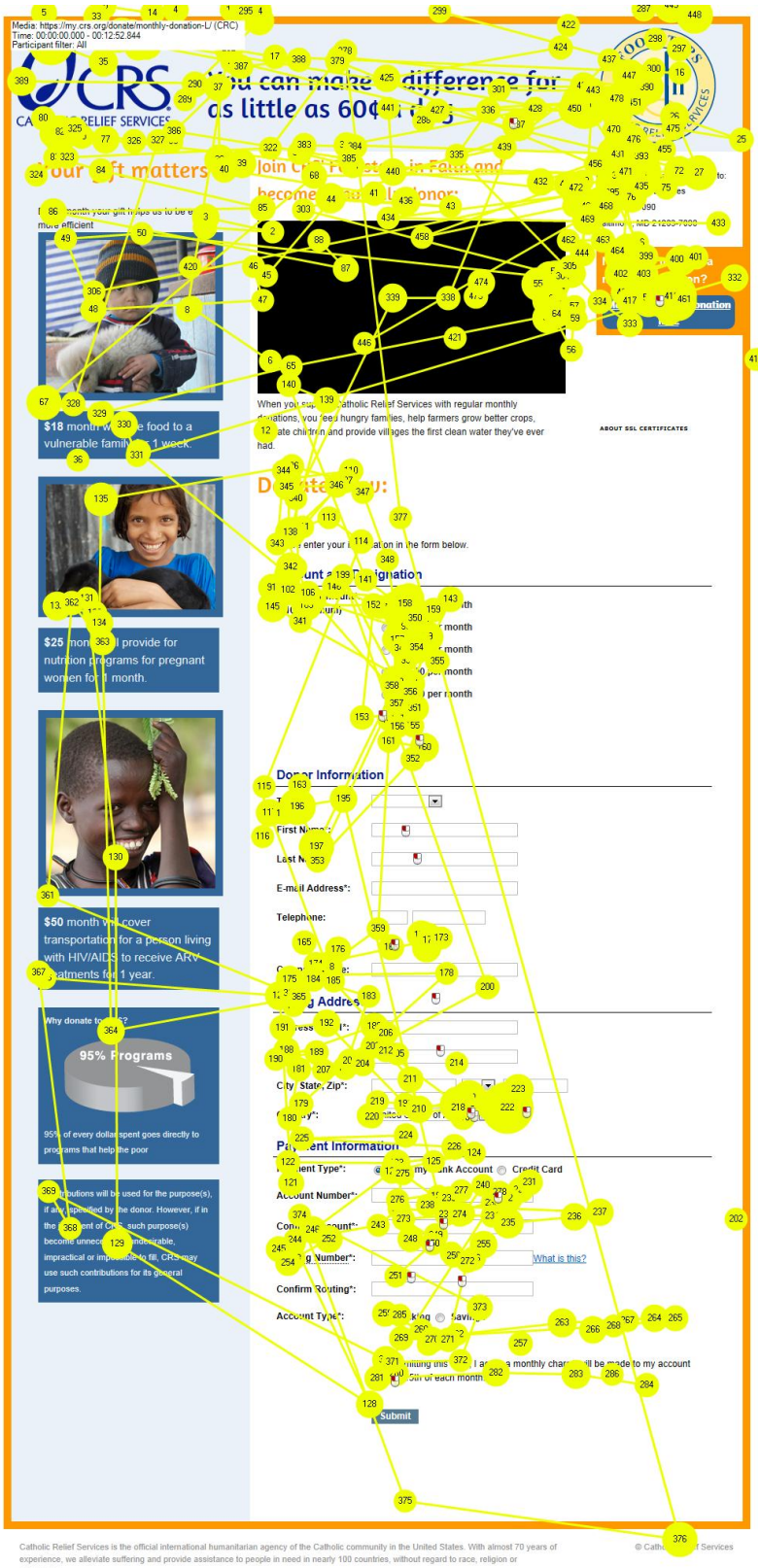
APPENDIX K: Eye-Tracking Image – Participant 7



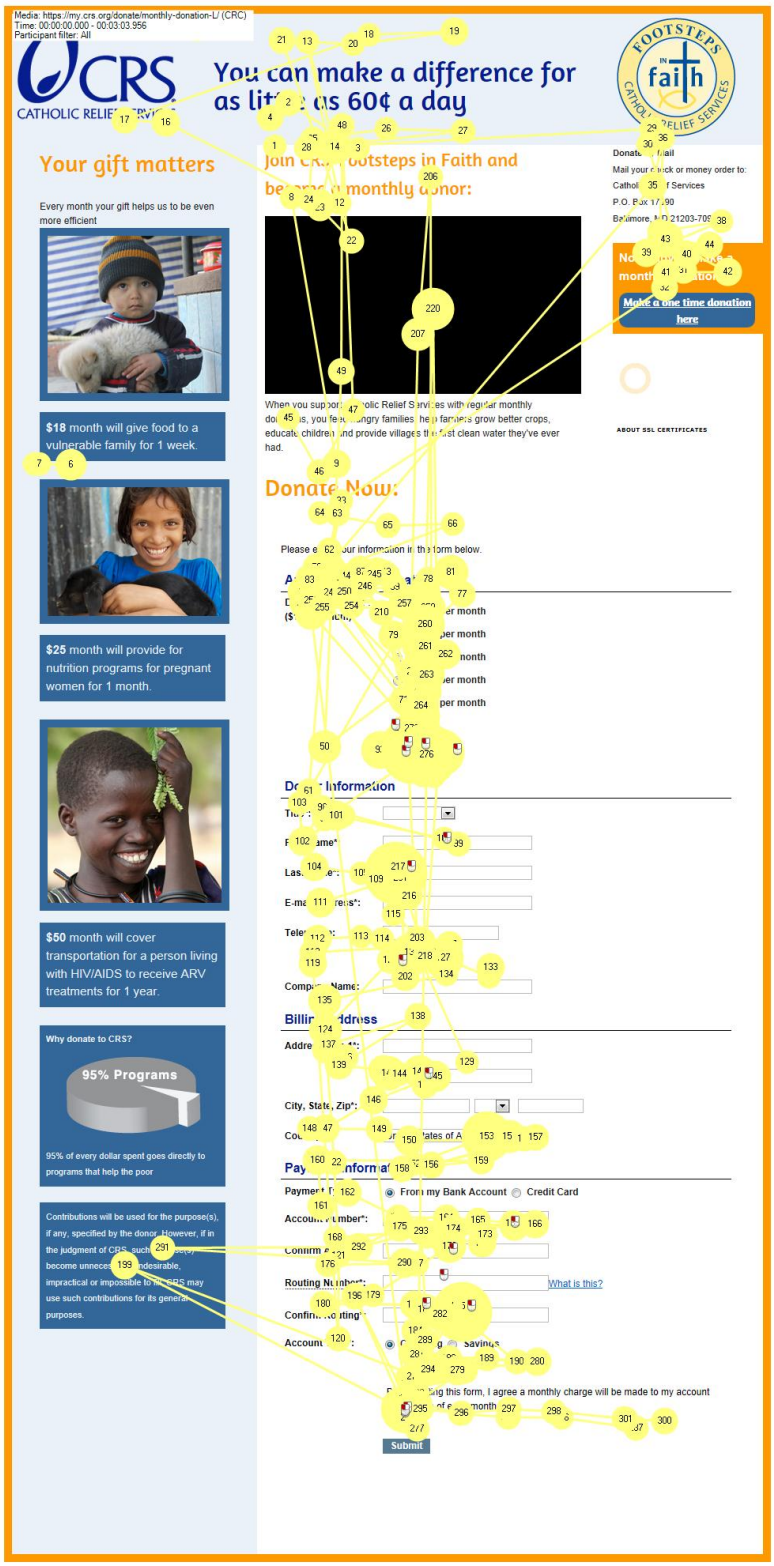
APPENDIX L: Eye-Tracking Image – Participant 8



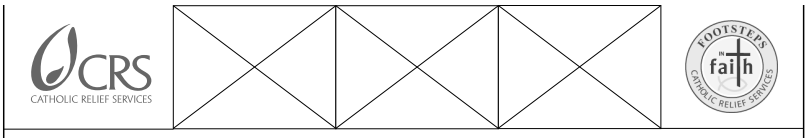
APPENDIX M: Eye-Tracking Image – Participant 9



APPENDIX N: Eye-Tracking Image – Participant 10



APPENDIX O: Improved Donation Form Wireframe



Help feed the hungry and combat poverty

Your monthly gift can make that happen

BBB Seal

For 70 years, Catholic Relief Services has worked to ease suffering and provide assistance to people in need in nearly 100 countries, without regard to race, religion or nationality.

When you join our Footsteps in Faith program as a monthly donor, your tax-deductible gifts:

- Feed hungry families.
- Help farmers grow better crops.
- Enable children to attend school.
- Provide villages with the first clean water they've ever had.

To become a monthly donor through Footsteps in Faith, complete the form below.

Why Donate to CRS?

PIE CHART

94% of every dollar spent goes directly to programs that help the poor.

Not ready to make a monthly commitment? Make a one-time gift instead.

DONATION AMOUNT

Select Gift Amount: ($10 minimum)

- ○ $18 a month will give food to a vulnerable family for 1 week.
- ○ $25 a month will provide nutritional programs for pregnant women for 1 month.
- ○ $50 a month will cover transportation for a person living with HIV/AIDS to receive antiretroviral treatment.
- ○ Other

  $ [ ] a month

DONOR INFORMATION

Title: [ ]

First Name: [ ]

Last Name: [ ]

E-mail: [ ]

Telephone: OPTIONAL [ ] [ ]

BILLING INFORMATION

Address Line 1: [ ]

Address Line 2: OPTIONAL [ ]

City, State, Zip: [ ] [ ] [ ]

PAYMENT INFORMATION

VeriSign Trusted

Payment Type: ○ Bank Account ○ Credit Card

Account No.: [ ]

Confirm Account No.: [ ]

Routing No.: [ ]

Confirm Routing No.: [ ]

Account Type: ○ Checking ○ Savings

By submitting this form, I agree a monthly charge will be made to my account on the 15th of each month.

Start Helping Now»

APPENDIX P: Original Donation Form

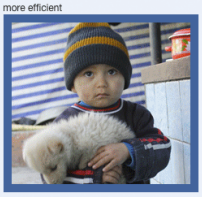
CATHOLIC RELIEF SERVICES

You can make a difference for as little as 60¢ a day

FOOTSTEPS IN faith CATHOLIC RELIEF SERVICES

Your gift matters

Every month your gift helps us to be even more efficient



$18 month will give food to a vulnerable family for 1 week.

$25 month will provide for nutrition programs for pregnant women for 1 month.

$50 month will cover transportation for a person living with HIV/AIDS to receive ARV treatments for 1 year.

Why donate to CRS?

95% of every dollar spent goes directly to programs that help the poor

Contributions will be used for the purpose(s), if any, specified by the donor. However, if in the judgment of CRS, such purpose(s) become unnecessary, undesirable, impractical or impossible to fill, CRS may use such contributions for its general purposes.

Join CRS' Footsteps in Faith and become a monthly donor:

When you support Catholic Relief Services with regular monthly donations, you feed hungry families, help farmers grow better crops, educate children and provide villages the first clean water they've ever had.

Donate by Mail

Mail your check or money order to:
Catholic Relief Services
P.O. Box 17090
Baltimore, MD 21203-7090

Not ready to make a monthly donation?

Make a one time donation here

VeriSign Trusted VERIFY

ABOUT SSL CERTIFICATES

Donate Now:

Please enter your information in the form below.

Amount and Designation

Donation Amount*: **($10 minimum)**

- $15.00 per month
- $18.00 per month
- $20.00 per month
- $25.00 per month
- $50.00 per month
- Other

Donor Information

Title*:

First Name*:

Last Name*:

E-mail Address*:

Telephone:

Company Name:

Billing Address

Address Line 1*:

City, State, Zip*:

Country*: United States of America

Payment Information

Payment Type*: From my Bank Account / Credit Card

Account Number*:

Confirm Account*:

Routing Number*: What is this?

Confirm Routing*:

Account Type*: Checking / Savings

By submitting this form, I agree a monthly charge will be made to my account on the 15th of each month.

Submit

Catholic Relief Services is the official international humanitarian agency of the Catholic community in the United States. With almost 70 years of experience, we alleviate suffering and provide assistance to people in need in nearly 100 countries, without regard to race, religion or nationality.

APPENDIX Q: Variant Donation Form