

# United Way



United Way of the  
Chattahoochee Valley

## Usability Review

Aidan K-W



## Overall Impressions:

Wonderful job! Most of my feedback is minor nitpicks. My main recommendation is to make the language simpler.

## A note from me:

A large part of this document involves suggestions for how to replace complex language. As a personal rule, I try not to make critiques without offering a solution. But, it may not be the best solution!

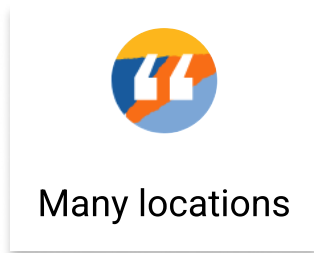
## Useful links:

- Web Content Accessibility Guidelines (WCAG) 2.0
  - <https://www.w3.org/TR/WCAG20/>
- WCAG Checklist
  - <https://webaim.org/standards/wcag/checklist>
- Web Accessibility Evaluation Tool
  - <https://www.w3.org/TR/WCAG20/>
- Color Contrast Checker
  - <https://accessible-colors.com/>
- Reading level checkers
  - <https://hemingwayapp.com> (Always free)
  - <https://app.readable.com/text/>

# Is it Perceivable?



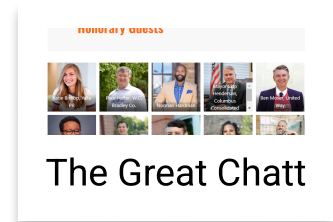
## Missing text alternatives



Many locations



Community Partners



The Great Chatt



Leadership Circle

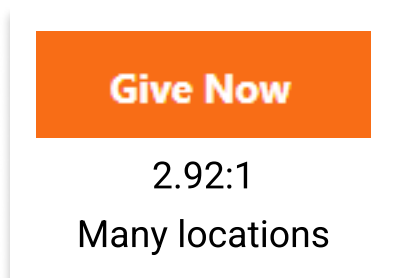


Community School United

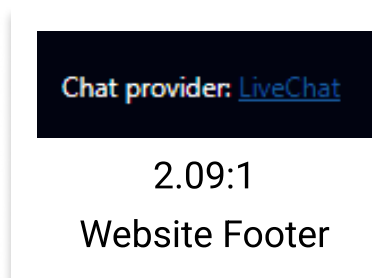
## Low Color Contrast

We ideally aim for 7:1 though 4.5:1 is good in most cases.

This website (<https://accessible-colors.com/>) can generate alternatives to use.



2.92:1  
Many locations



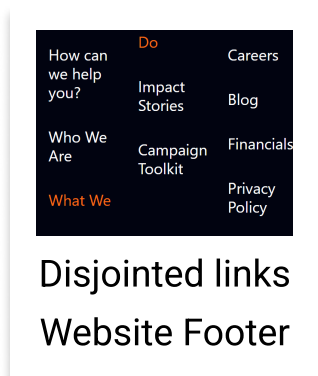
2.09:1  
Website Footer



2.47:1  
Homepage

## Overlapping text

We want to make sure the site is usable up to 200% zoom.



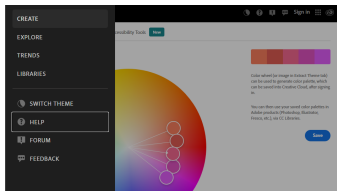
Disjointed links  
Website Footer



## Missing navigation focus indicator

For users who don't use a mouse, we want some indicator of where their focus is. An easy test is to press "Tab" a bunch of times to see if you can keep track.

I've included an example from <https://color.adobe.com/create/color-wheel>



"HELP" is highlighted

## Unclear navigation buttons

I don't know what will happen if I press these buttons until I've pressed them.



**BECOME A HERO** →

Home page



# Is it Understandable?



## Difficult language to read/scan

Once again, I will provide an initial suggestion but feel free to disregard if I've missed the mark! I suggest this website for drafting (<https://hemingwayapp.com/>)

Location	Text	Suggestion
How can we help?	"Dial 211 or text your zip code to 898-211 from your phone to find health and human services in your area or search using our online database."	Find nearby health and human services by dialing 211 or texting your zip code to 898-211. Or, search using our online database.
Community Well-Being	"It takes educators, families, and volunteers all working together to give every child the opportunities they deserve."	Together, educators, families, and volunteers give every child the opportunities they deserve.
Community Schools United	"With your help, the Community Schools United strategy brings resources and support directly to students, parents, and educators."	With your help, we can bring support directly to students, parents, and educators.
Community Schools United	"By building partnerships between local schools and organizations, we create opportunities for student success in the classroom and beyond."	By partnering with local schools and organizations, we create opportunities for student success. Their success reaches the classroom and beyond.
Community Investment	"We invest in local programs providing the most needed services. By partnering with local organizations and volunteers, we provide everyone in our community with the building blocks for a quality life."	We partner with local organizations and volunteers to provide the most needed services. That way, we provide everyone in our community with the building blocks for a quality life.
Community Investment	"First, leaders in the Chattahoochee Valley partner with us to become community investment volunteers."	First, Chattahoochee Valley leaders partner with us to become community investment volunteers.
Community Investment	"Then, these dedicated volunteers review, meet, and choose the organizations that will receive funding each year."	Then, dedicated volunteers meet and choose the organizations that will receive funding.
Community Investment	"This unique, community-led process ensures that campaign funds are only given to organizations that address the growing needs of the people we serve."	This unique, community-led process ensures that campaign funds go where they are needed. That is, only to organizations that address the growing needs of the people we serve.

# Is it Understandable?



Location	Text	Suggestion
Chatt With Us	"Chatt With Us is the monthly podcast that gives you an inside look at the work our team does, featuring the people and programs who make a difference in the Chattahoochee Valley."	Chatt With Us is the monthly podcast that gives you an inside look at the work our team does. It features people and programs who make a difference in the Chattahoochee Valley.
Chatt With Us	"Hear stories, interviews, and news about the United Way of the Chattahoochee Valley's commitment to our community told from a personal perspective."	Stay up to date on the latest stories, interviews, and news about our commitment to the community. All told from a personal perspective.
Loaned Executives	"Local individuals volunteering part-time for 10-12 weeks during the fall to help implement a successful United Way Campaign. They become part of the United Way team, assisting with many workplace campaigns in area businesses. Loaned Executives (LEs) benefit from a unique professional development program that cultivates executive talent, nurtures enthusiasm, strengthens sales skills, and raises confidence. "	Local volunteers work part-time for 10-12 weeks on a successful United Way Campaign. They become part of the United Way team, supporting many local workplace campaigns. Also, Loaned Executives complete a professional development program. This program cultivates executive talent, nurtures enthusiasm, strengthens sales skills, and raises confidence.
Loaned Executives	"Heightened awareness and understanding of community needs and resources in health and human services"	Better expertise in community needs and resources in health and human services.
Who We Are: Overview	"Thanks to our donors, volunteers, board members, and staff, we've grown into the trusted organization we are today, building opportunities for the Chattahoochee Valley's current and future residents."	Thanks to our donors, volunteers, board members, and staff, we've grown into the trusted organization we are today. Together, we build opportunities for the Chattahoochee Valley's current and future residents.
Who We Are: Overview	"With the help of these generous organizations and companies, the United Way builds opportunities for everyone in the Chattahoochee Valley."	Together with these generous parties, United Way builds many opportunities for Chattahoochee Valley.
United Against Racism	"We are committed to creating a good life for everyone, regardless of race, religion, creed, sexual orientation and identification, ability, and age."	We are committed to creating a good life for everyone. No matter someone's race, religion, creed, sexual orientation and identification, ability, and age.
United Against Racism	"Because of these historical inequities—which still persist today—we are committed to helping people of color have equal access to a good education, quality healthcare, and financial stability."	For over 400 years, African Americans and other minorities have faced systemic barriers to success. So, we are committed to helping people of color access good education, quality healthcare, and financial stability.

# Is it Understandable?



Location	Text	Suggestion
Women United	"Members of Women United come together for events and service projects throughout the year, including our annual Power of the Purse event."	Members of Women United gather for events and service projects throughout the year. This includes our annual Power of the Purse event.
Women United	"With help from our Community Partners, we aid women and women-led households with rent, utility assistance, and childcare."	We aid women and women-led households with rent, utility assistance, and childcare. This fund is made possible with help from our Community Partners.
Women United	Since 2011, women from different backgrounds have worked together to improve the well-being of children and families across our communities.	Since 2011, women of diverse backgrounds have worked together to help others. The top priority is to help children and families across our communities.
Tocqueville Society	"Named after the celebrated French historian and political thinker, the Tocqueville Society are community leaders who support our annual campaign at the highest level."	The Tocqueville Society takes its name from Alexis de Tocqueville, a great historian and philosopher. These society members support our annual campaign at the highest level.
Leadership Circle	"Opportunity for networking with colleagues and other like-minded people through social, educational, and volunteer opportunities"	"Opportunity for networking with colleagues and other like-minded people."
Emerging Leaders United	"Members of ELU gather for networking and service projects throughout the year, including their annual event, "The Great Chatt.""	Members of ELU gather for networking and service projects throughout the year. This includes their annual event, "The Great Chatt."
Emerging Leaders United	"We are the next generation's trailblazers that are passionate about making our communities better and refuse to settle for the status quo."	"We are the next generation's trailblazers. We are passionate about making our communities better. We refuse to settle for the status quo."

## Double checking - is there a confirmation page?

When someone hits submit on making a donation, there ought to be an opportunity to review the information before the final submission. I don't know if this is the case as I did not donate.

Also, submissions should be reversible somehow or contact info should be visible.