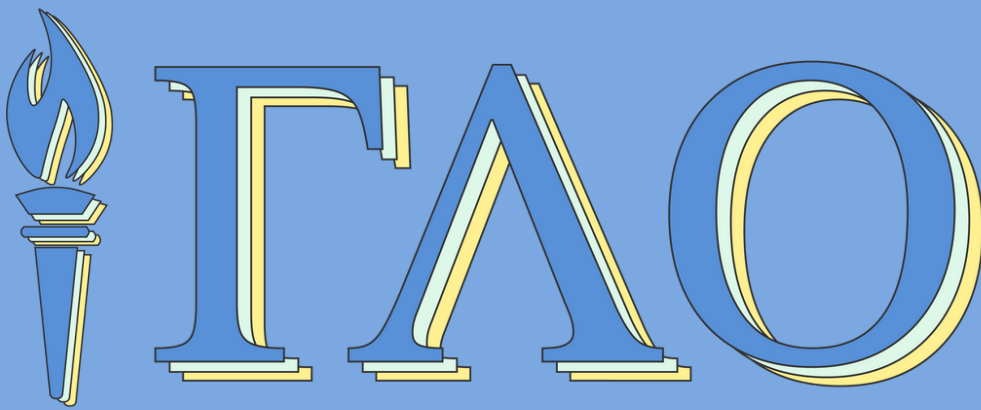


2024



Greek Life Olympics User Research Report

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01



Introduction

The GLO team conducted usability testing on the GLO website prototype (glouga.com) with the goal of identifying problems related to site navigation and overall flow. The findings are outlined below.

Product Overview

GLO is hosted by The Backpack Project of Athens (TBP/ATH), a student run nonprofit whose goal is to help ease the burden of homelessness in Athens, GA. One way in which they do this is by hosting an annual fundraiser, called the Greek Life Olympics (GLO for short).

GLO is an opportunity for Greek Life organizations at UGA to compete as teams to help raise the most money for The Backpack Project of Athens. This event is meant to be competitive, educational, and fun, raising money for a good cause in an exciting, easily accessible way.

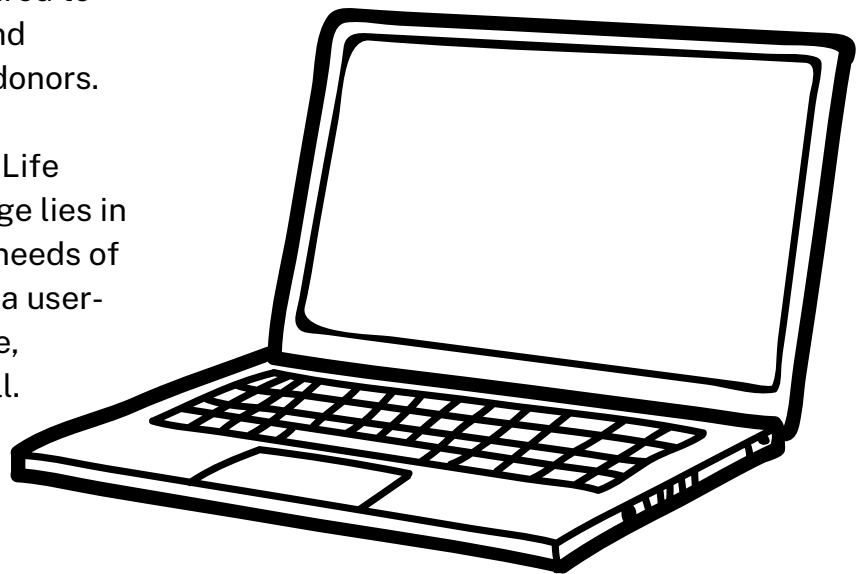


User Research

“Finding the Donation page was beyond easy. A child could do it.”
-user response

TBP/ATH approached us with a request: to design a website that facilitates donation tracking for participating teams, showcasing their progress compared to other Greek Life organizations, and simplifies sharing with potential donors.

Given our dual audience of Greek Life members and donors, our challenge lies in ensuring our platform meets the needs of both groups. They are looking for a user-friendly website that is accessible, navigable, and easy to share by all.



RESEARCH GOALS



Ensuring that users, regardless of their familiarity with TBP/ATH or GLO, can effortlessly locate and access information.

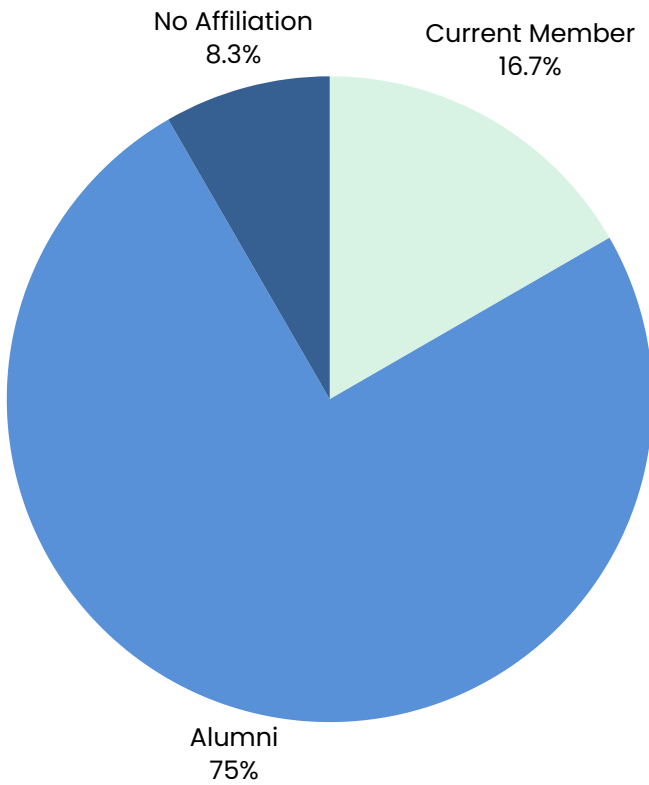


Simplifying the donation process for seamless discoverability and usability.



Ensuring participating Greek Life teams experience a seamless transition process without the need for any backend work.

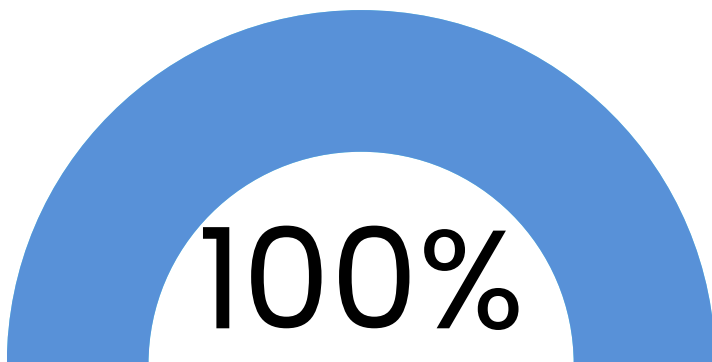
GREEK LIFE AFFILIATION



Participant Demographics

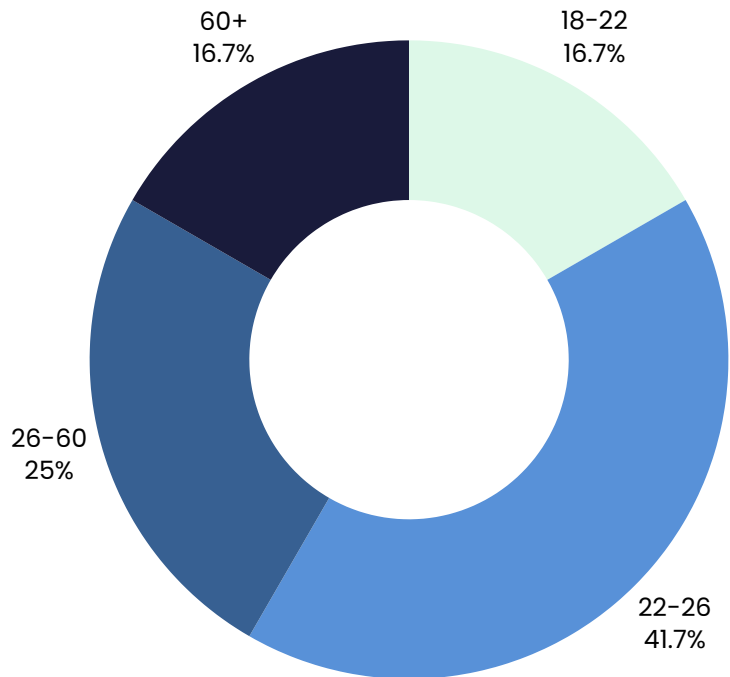
We conducted interviews with twelve participants from diverse backgrounds to gather a comprehensive range of feedback. Our target audience comprised current or former Greek Life members and potential donors.

RELATIVE INTEREST



Among those surveyed, it was evident that despite their limited prior knowledge or experience with TBP/ATH or GLO, all participants expressed keen interest in the fundraiser.

AGE OF PARTICIPANTS





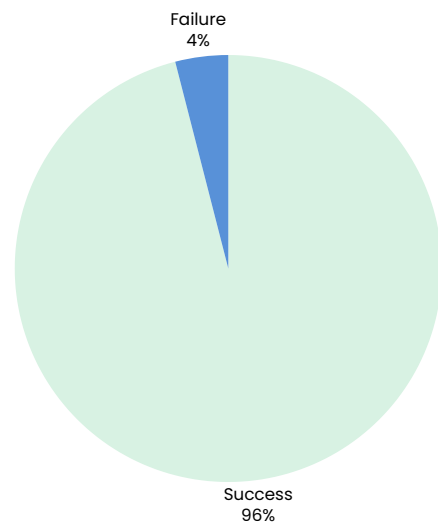
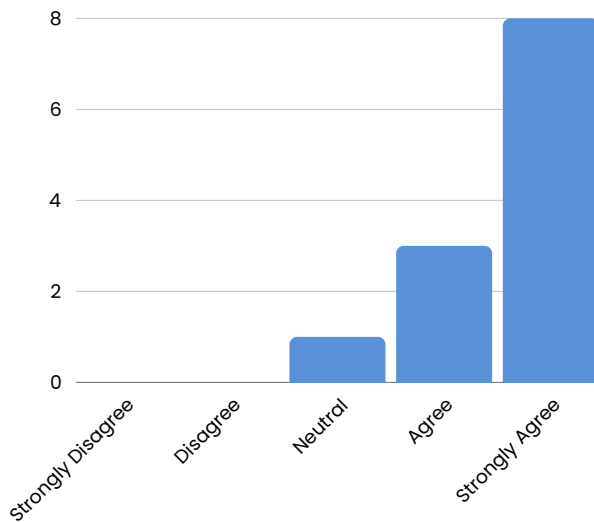
Findings

QUALITATIVE DATA

“Easy to use”
“Visually pleasing”

“Straightforward”
“Easy to navigate”

IT WAS QUICK AND EASY TO MAKE A DONATION TO A TEAM.



QUANTITATIVE DATA

TASK SUCCESS

100%

OF USERS WOULD USE THE WEBSITE AGAIN

03

Implementations

Problem

Solution

Confusion on what GLO stands for on the Home page



Spell out Greek Life Olympics and add more detail to the explanation under “What Is GLO?”

Preference for more visuals



Add more photos to the volunteer page

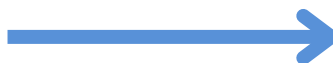
Add volunteer photos to individual team pages

Overwhelming amount of buttons for team pages on the Donate page



Create a search bar feature at the top of the page for seamless navigation to specific team pages

Uncertainty caused by the absence of Greek letters alongside the formal names of Greek life organizations



Add Greek letters to buttons on the Donate page

Add Greek letters to team names on the Leaderboard

Appendices

User Experience Research Plan

Consent Forms

Pre-Test Survey Results

Post-Test Survey Results

Task Tables & Interview Notes

