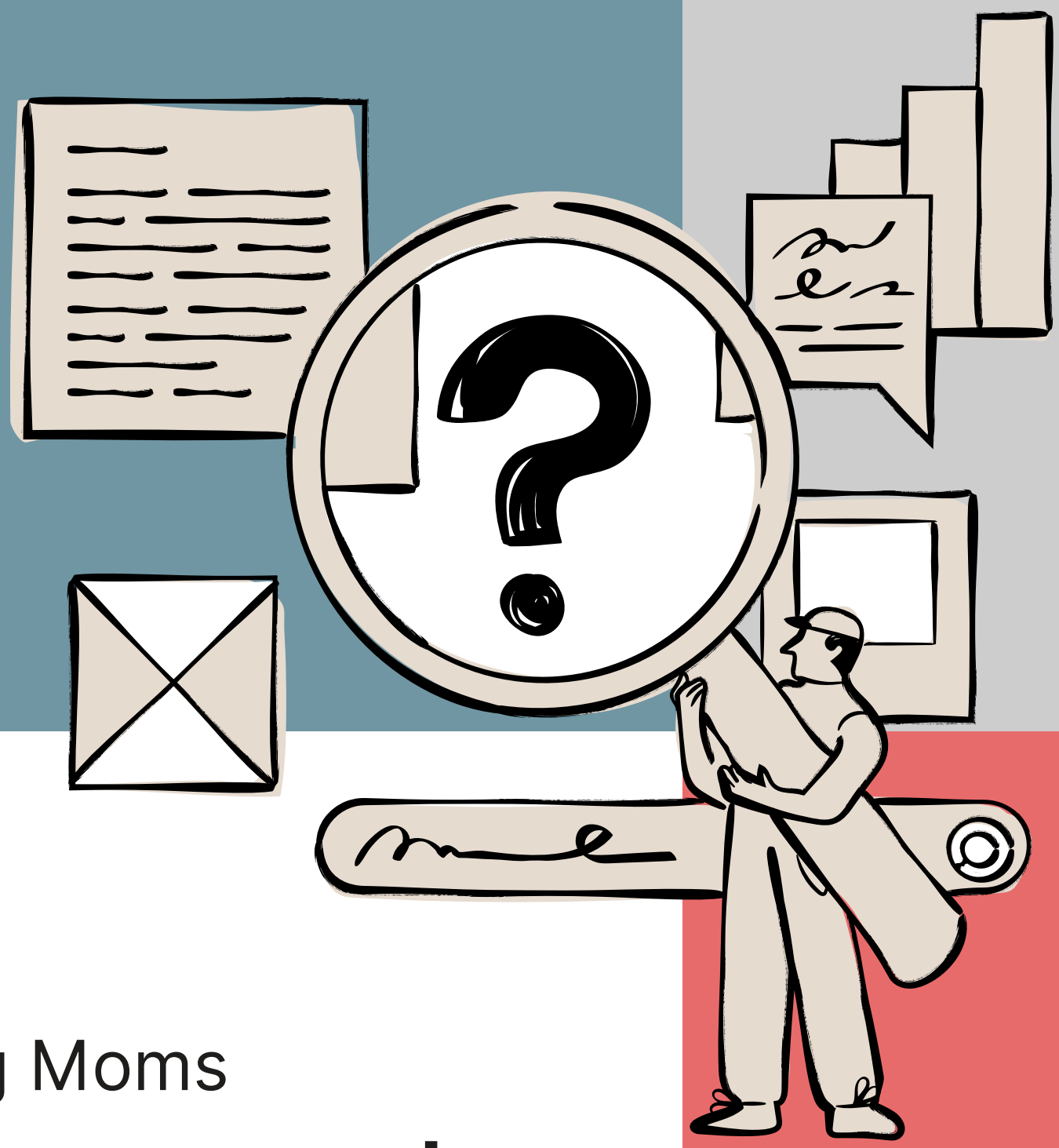
Katy Hodges, Abigail Glennon, Alexis Ehrman, Karina Mendoza



Moms Adopting Moms

User Research

Table of Contents

III.....Research Objectives

IV.....Target Audience

V.....Research Methods

VI.....Survey Design

VII.....Survey Findings

XV.....GoDaddy Data

XVI.....Online Research

XVII.....Key Takeaways

Research Objectives

01 Identify the primary audience and uses of the MAM website so as to better curate its features toward their specific needs

02 Determine the accessibility and ease of navigation on the MAM website to promote usage.

03 Assess the industry standard to align the MAM website to reach a broader audience.

Target Audience

Current Donors + Potential Donors

Research Methods

Informational Surveys

GoDaddy Data

Secondary Research

Survey Design

SURVEY 1

Distribution: Shared via email from Mary, and via Facebook to a private group.

Number of Respondents: 4

Number of Questions: 11

Platform: Google Forms

SURVEY 2

Distribution: Shared via Slack to UGA staff, and via email to similar organization board members.

Number of Respondents: 3

Number of Questions: 12

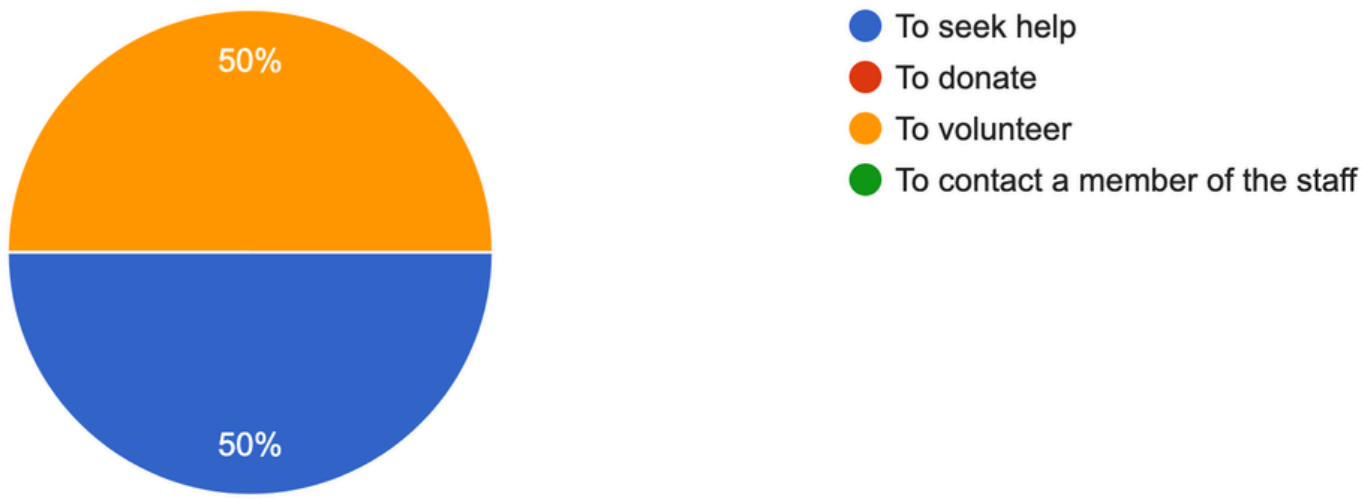
Platform: Google Forms

Survey 1 Findings

USER RESEARCH

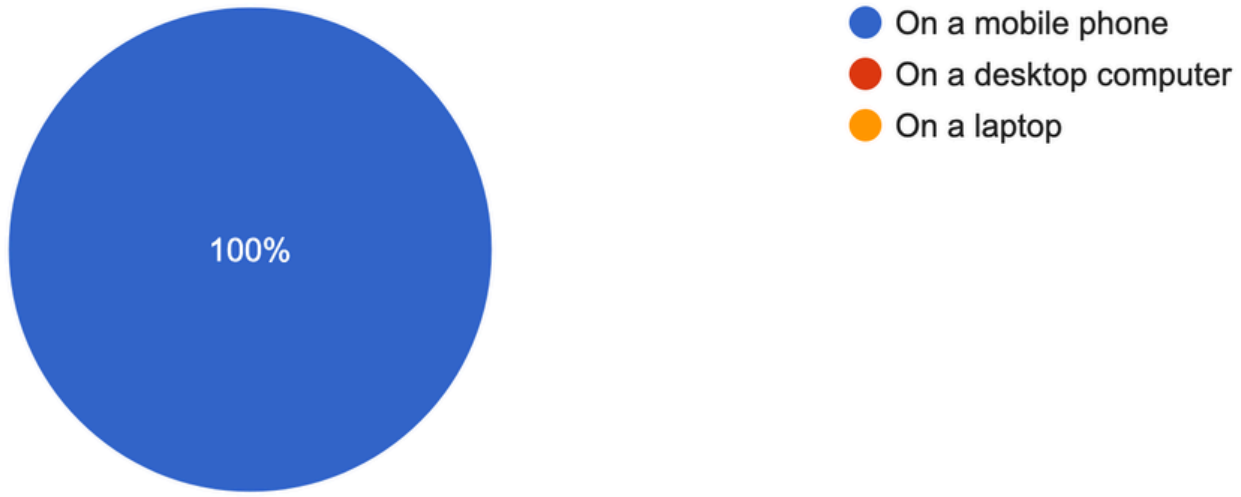
What is the reason for accessing the Moms Adopting Moms (MAM) website?

4 responses



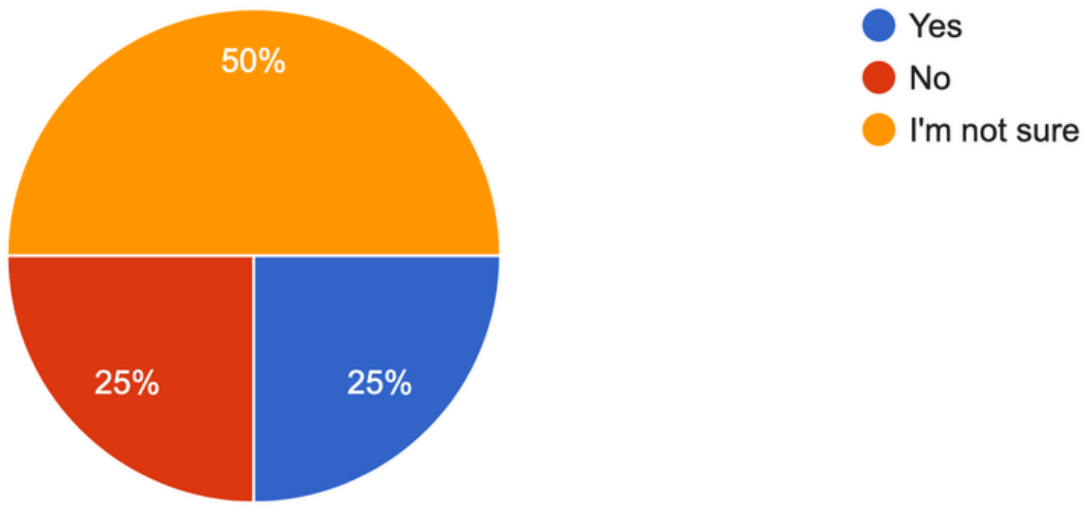
How do you typically access the website?

4 responses



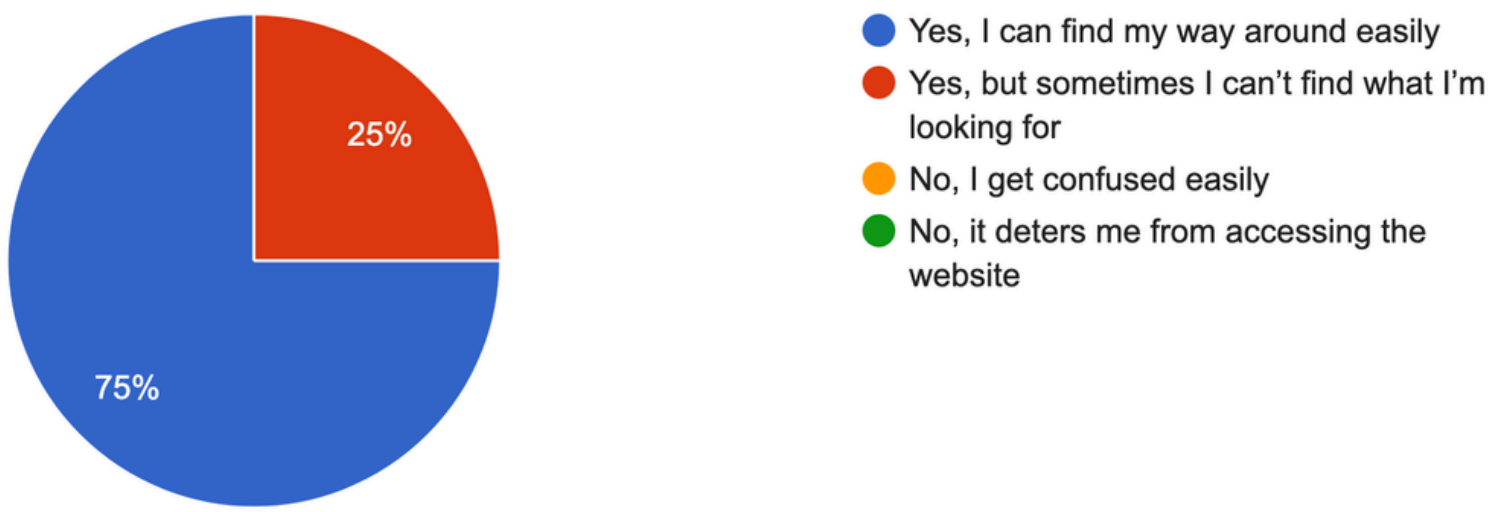
Would an app version of MAM be helpful for you?

4 responses



Do you think the website is easy to use in the way you want to?

4 responses



Do you feel you are educated on the Georgia foster care system?

4 responses



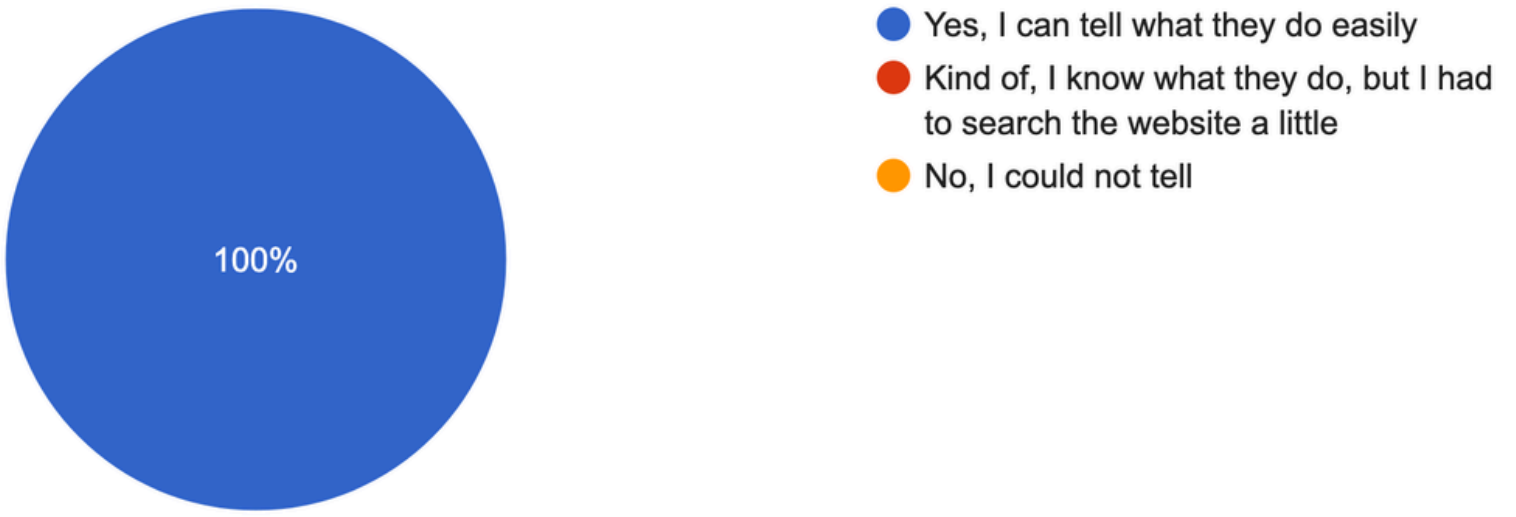
Are you looking to get involved, or give to the mission of reunification of bio moms and children?

4 responses



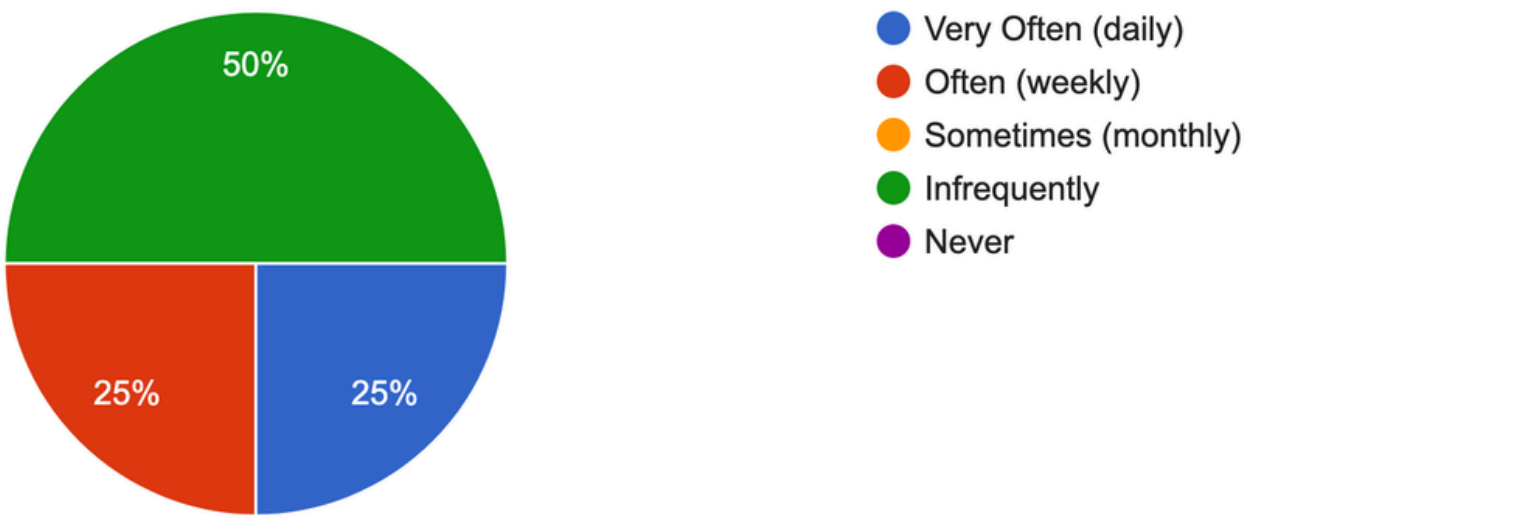
Do you feel that the MAM website is clear as to the mission and purpose?

4 responses



How frequently do you use the MAM website?

4 responses



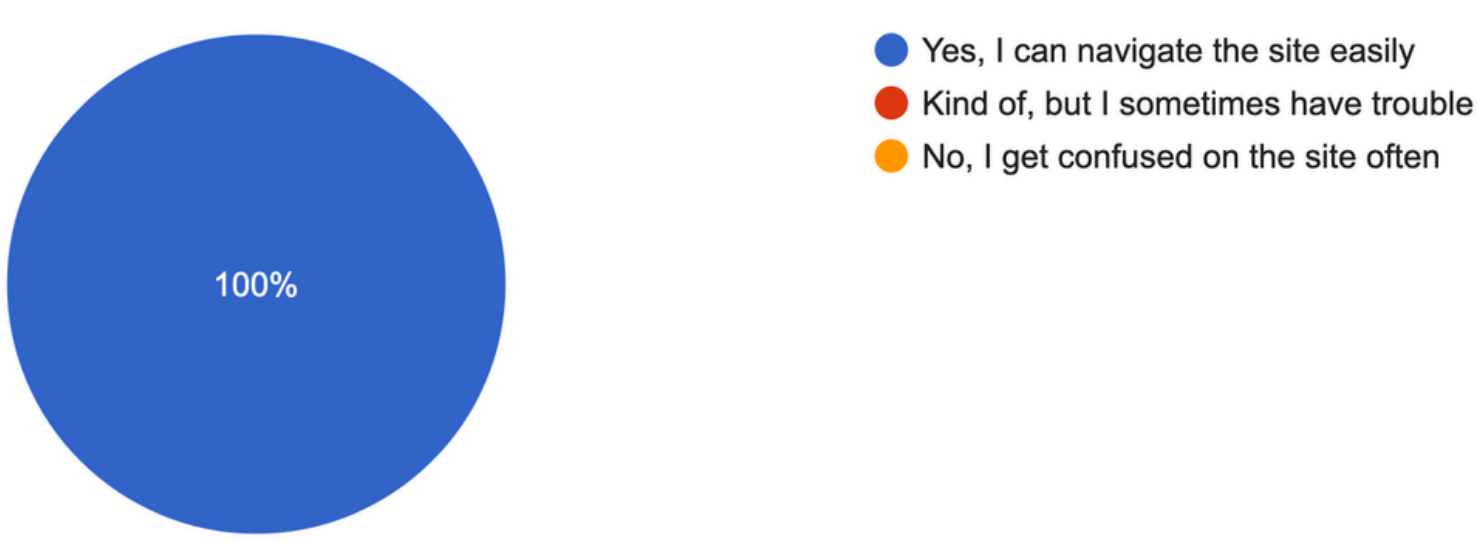
Based on your experience with MAM, would you recommend this organization to someone looking to volunteer or donate?

4 responses



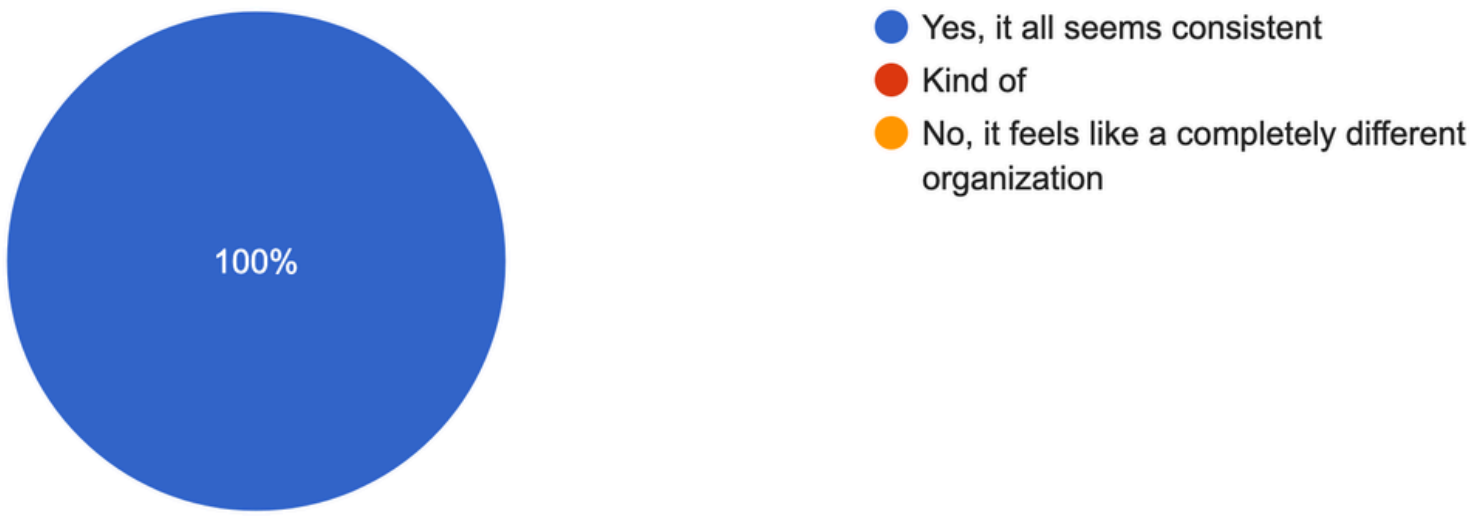
Can you find what you are looking for on the MAM website easily?

4 responses



Does the tone and feel of the site feel consistent with what you know about MAM?

4 responses

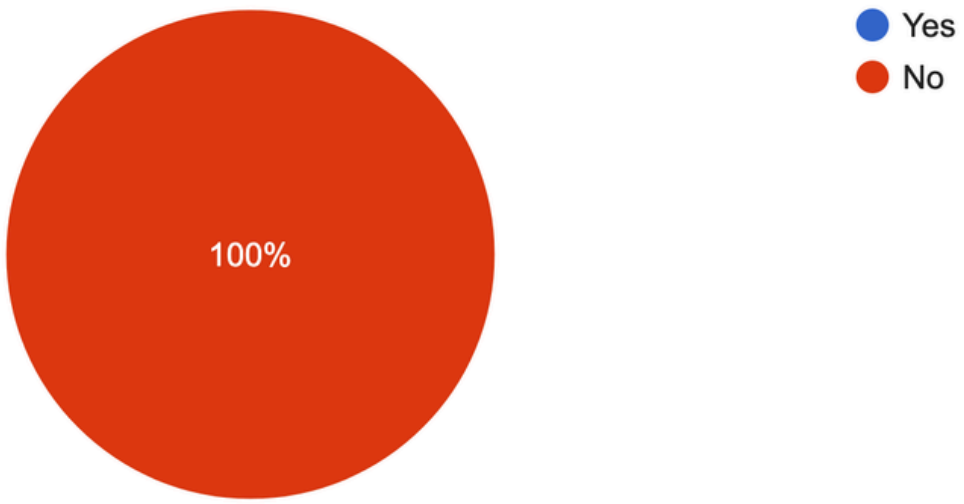


Survey 2 Findings

OUTSIDE USER RESEARCH

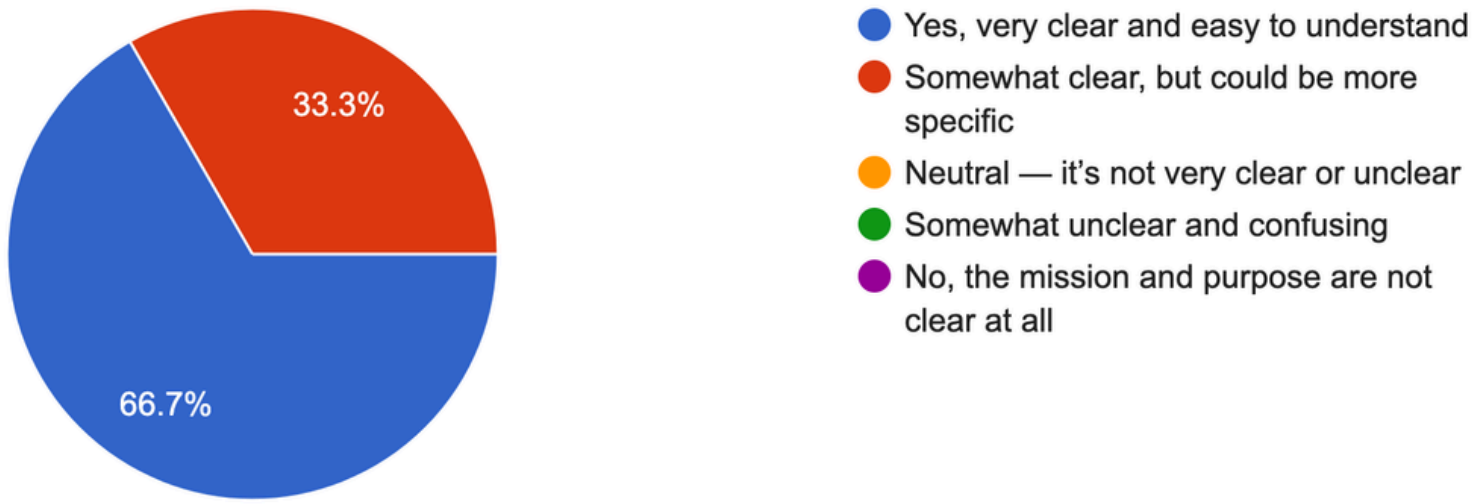
Have you ever accessed the Moms Adopting Moms (MAM) website?

3 responses



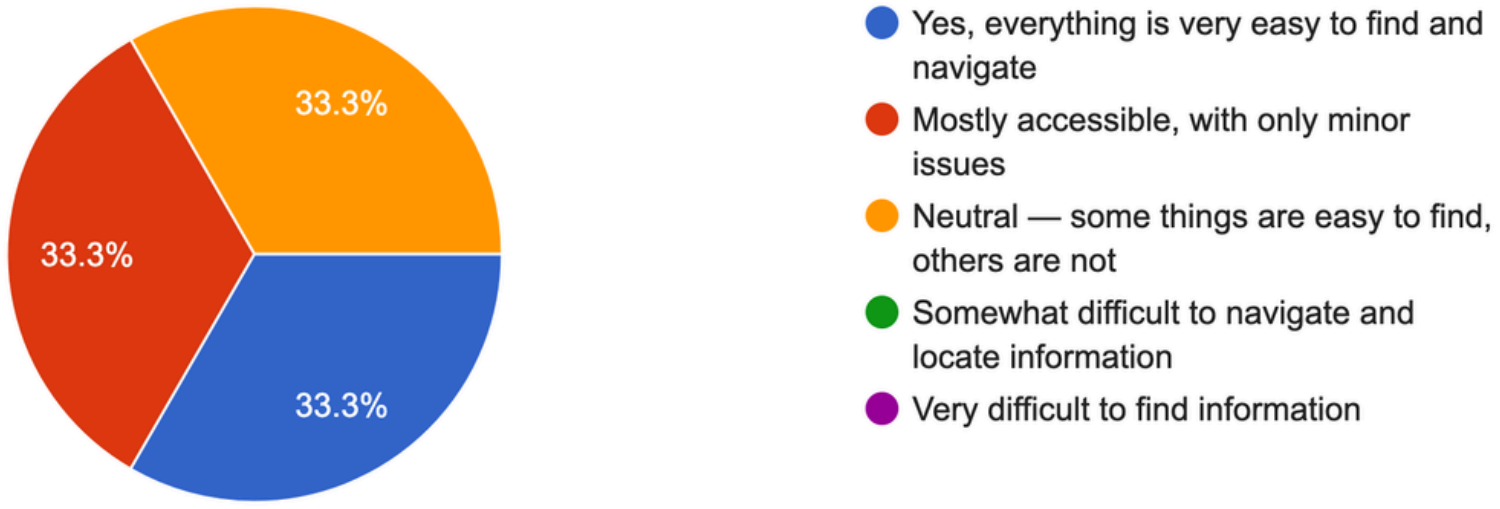
See here: https://momsadoptingmoms.com/ Do you feel the MAM website has a clear mission and defined purpose?

3 responses



Do you think the information is set up in a way that is easily accessible?

3 responses



Any suggestions you have that could strengthen the overall experience on the MAM website?

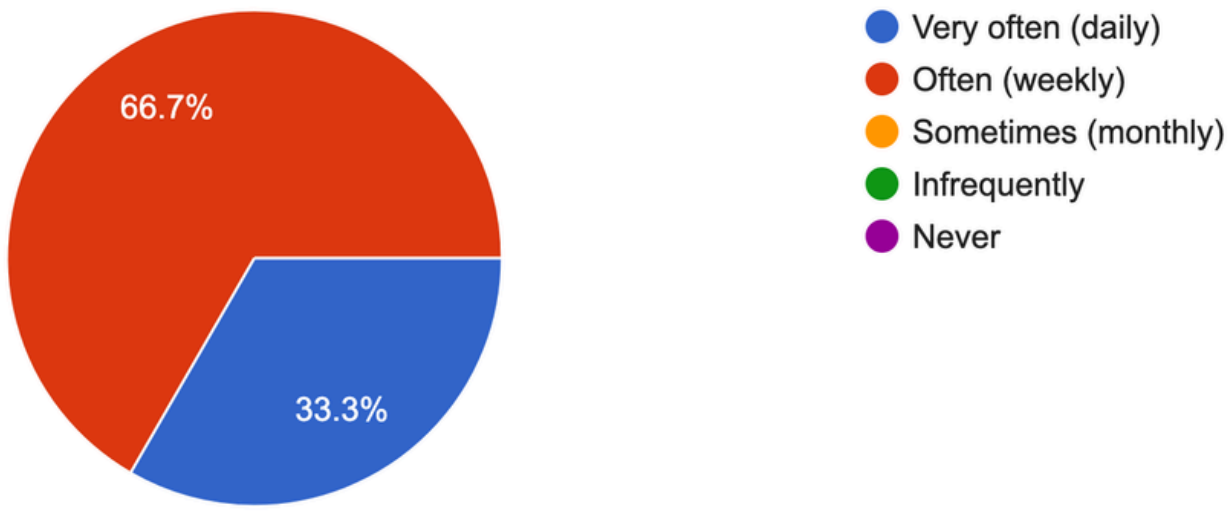
2 responses

A clearer and more concise mission statement

It is very text heavy on the front page. Shortened descriptions with longer ones would be helpful.

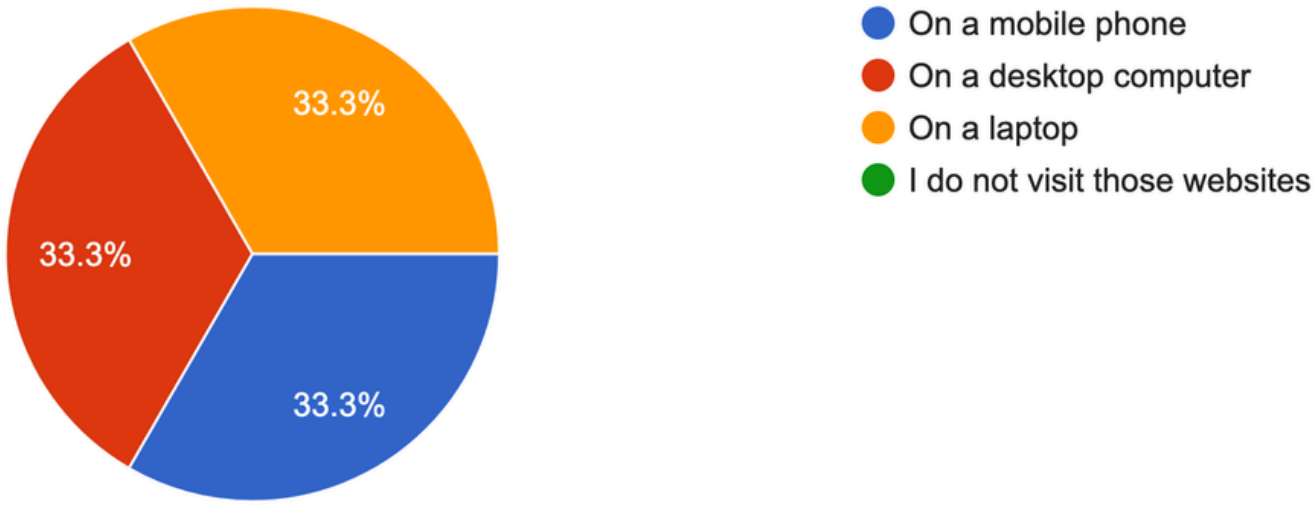
How frequently do you visit non-profit organization websites (MAM or others)?

3 responses



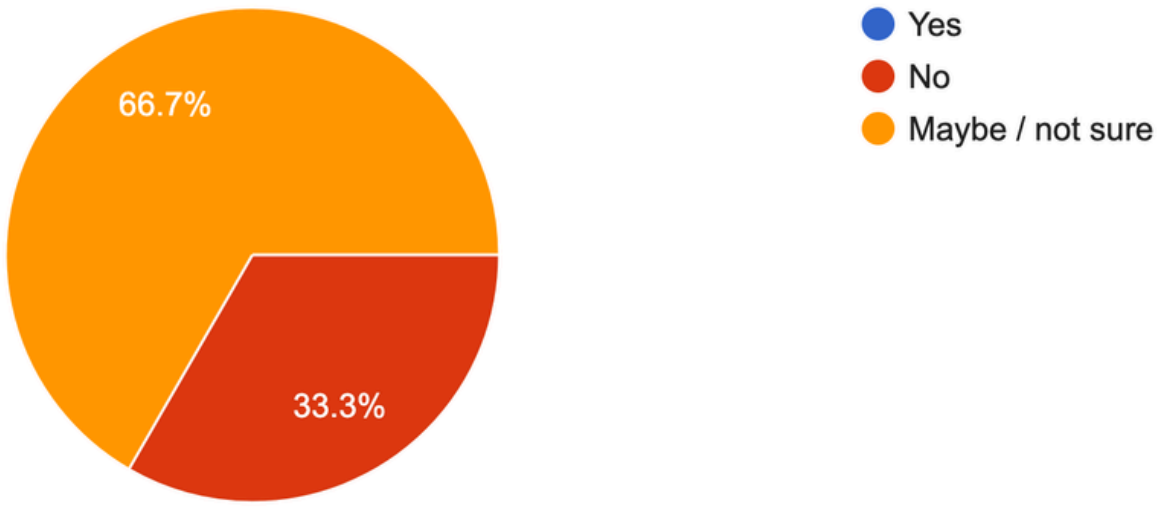
How do you typically access nonprofit organizations' websites (MAM or other)?

3 responses



Would an app version of that non profit organization's website be helpful for you?

3 responses



Do you feel you are educated on the Georgia foster care system?

3 responses



Are you looking to get involved, or give to the mission of reunification of bio moms and children?

3 responses



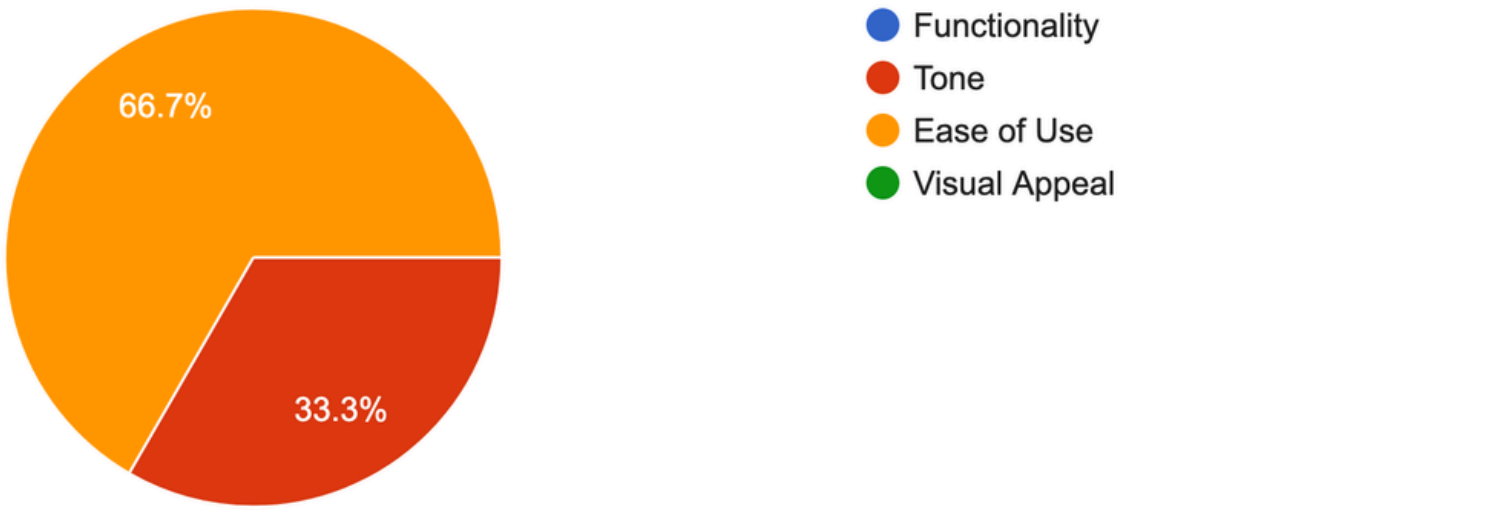
Do you feel that the name “Moms Adopting Moms” is clear as to the mission and purpose?

3 responses



What is the most important aspect of a nonprofit organization website to you?

3 responses



GoDaddy Data

- **690** site visitors
- **148** site visitors in the last week
- **3** interactions with website chat box
- **552** viewers from social media
- Peak days (Wednesdays and Thursdays) see over **70** visits in a day

Online Research

Athens Area Homeless Coalition

- Likely seeking similar donor audiences, but includes more color and cohesion
- Website is interactive and engaging

Foodbank of Northeast Georgia

- Much more statistics based and informational
- Website includes a lot of animation and visual appeal

Key Takeaways

The website must be mobile accessible, and as easy to use on a phone as it is on a desktop or laptop.

The functionality should remain relatively unchanged, people already know how to use it, and new users will have to learn anyway.

Most people who access the website do so to donate, not simply to seek information.