THE
BACKPACK
PROJECT INC.

User Research

Key Findings

- Website is not used strategically
- Chapters prefer templates that are quick and easy to update
- Corporate partners are looking for impact statements
- Need to standardize all pages to increase credibility

Objective

The goal of our user research was two-fold. Our primary goal was to discover the perceived purpose of TBP's website(s) and how the members plan to use website templates. Second, we wanted to talk with partners to discover why they started working with TBP in the first place, and why they might use the website.

Toward that end, we conducted card sorting and interviews as well as reviewed the Wix analytics.
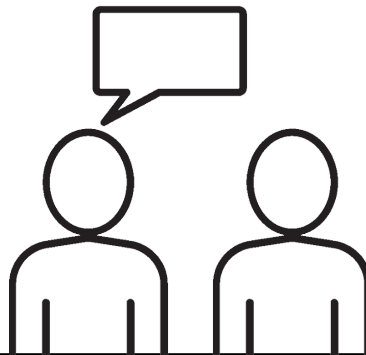
Methods
Overview
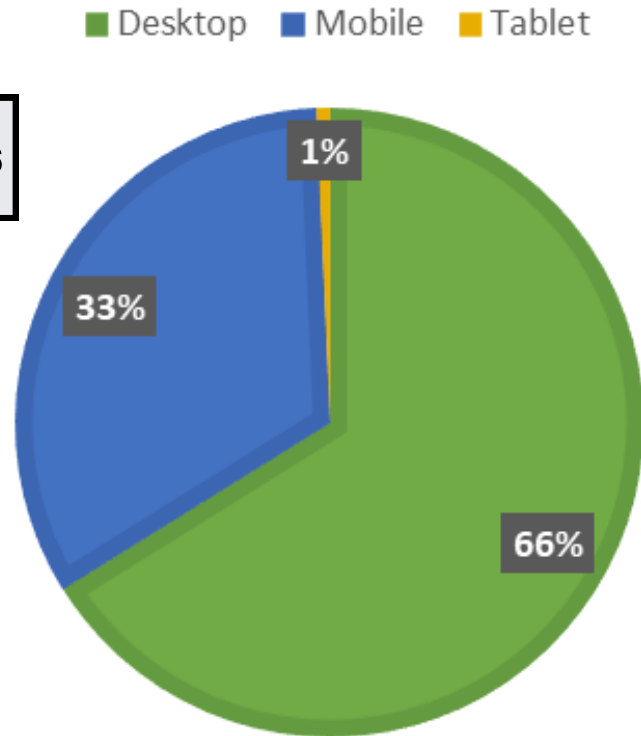

How

- Wix analytics
- Card sorting
- In-depth interviews

Who

- TPB, Inc. executives
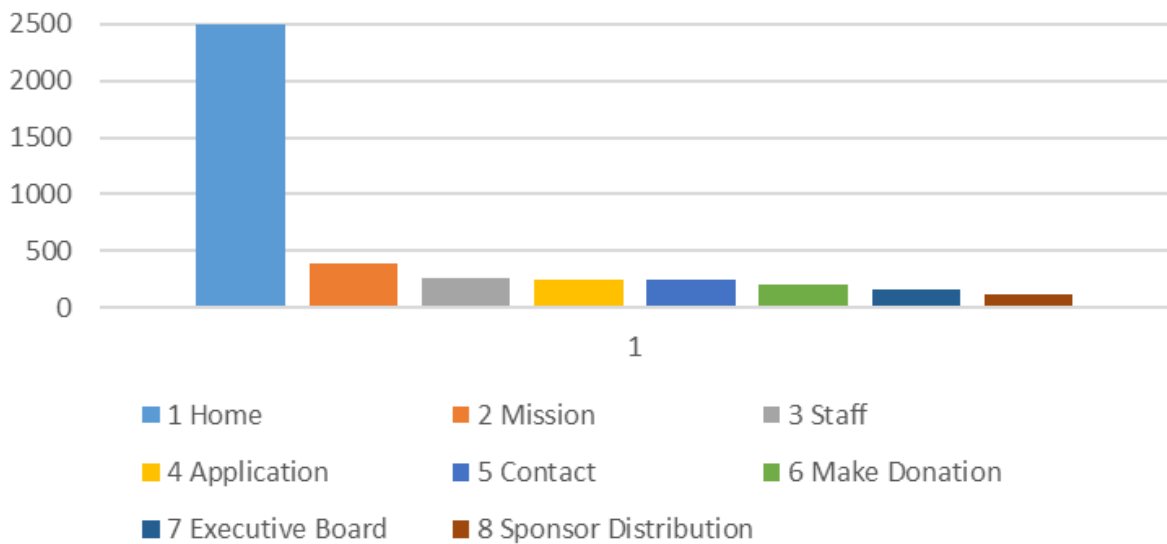- TPB chapter executives
- Corporate partners

The Backpack Project

Methods
Wix Analytics

Devices

Legend: Desktop, Mobile, Tablet

Desktop: 66%
Mobile: 33%
Tablet: 1%

Most Visited

Legend:
1 Home
2 Mission
3 Staff
4 Application
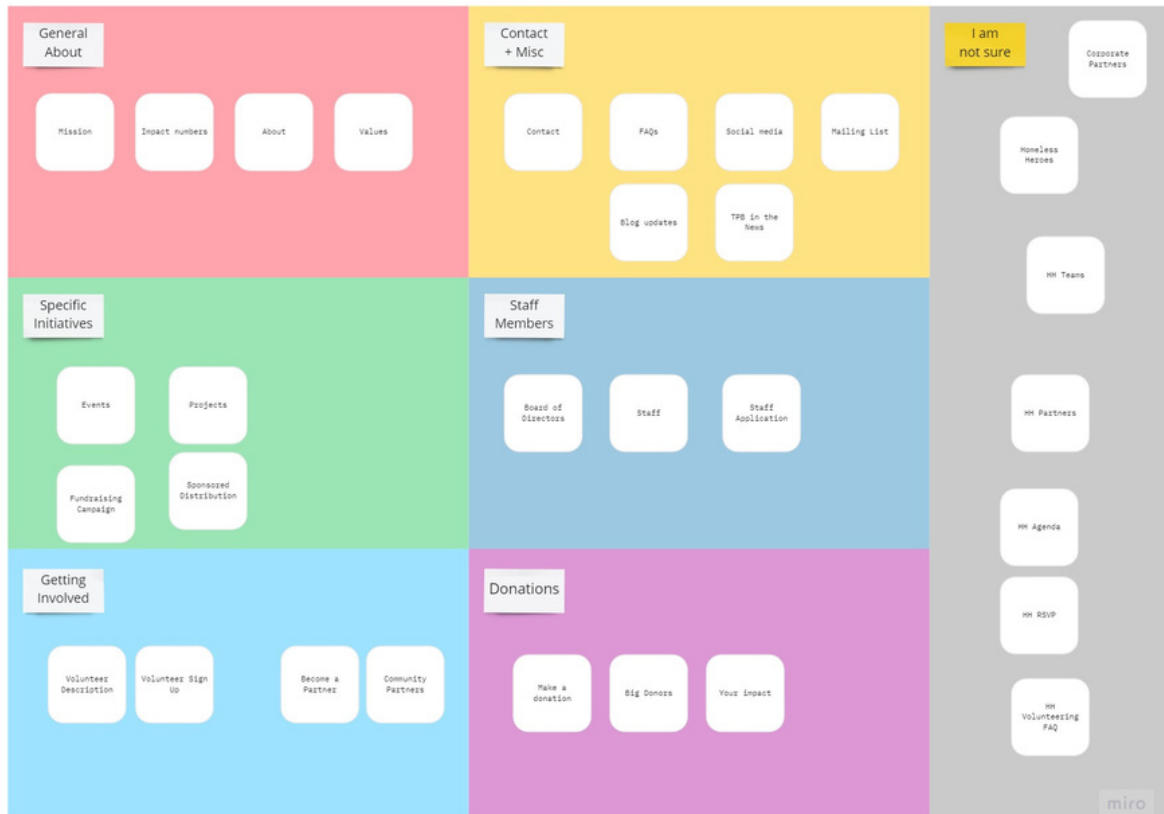5 Contact
6 Make Donation
7 Executive Board
8 Sponsor Distribution

Methods
Card Sorting

Card sorting was used to help determine website navigation. They were conducted using Miro by TBP, Inc. board members, Kinley and Chris, and Athens TBP executive, Esther.

Methods
User Interviews*

TBP, Inc.

- Reiterate desired deliverables
- Future goals for donations and projects
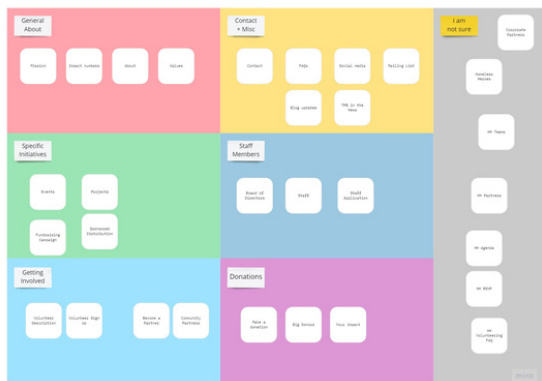- Connection with chapters

TBP, Chapters.

- Purpose of website
- Future goals for donations and projects
- Familiarity with content development

Corporate Partners

- First impressions
- Reasons for donating
- How they got involved with TBP

*General Interview Script

Results
Card Sorting

Navigation is crucial to any website. We conducted card sorting to understand how current TBP members organized the information already on their website.

Main Categories

- Home
  - Mission, Vision, Our story
- Getting Involved
  - Volunteering + Partnerships, Projects, Events
- Donations
  - Make donation, Sponsored donations, Impact
- Chapters
- Contact
  - FAQs, Newsletter sign up, Contact us form, Social media

Results
User Interviews

TBP, Inc.
Board Members

What's the main purpose of the website?
Draw in potential big donors by explaining ongoing projects

What projects do you want to highlight?
Homeless Heroes Day! + other projects (subsidized therapy program, corporate packings, backpack drives

How do you currently use your website?
Include it with emails to potential donors and partners to establish credibility; QR codes to for fundraising events

What is the relationship between Inc. and the chapters?

*"**Inc. is the headquarter.** We deal with the administrative side of things (like taxes and fundraising). We deal primarily with packing backpacks and drawing in big donors. **Chapters** are more 'boots on the ground.' Each chapter develops their local partnerships and organizes their own events, but all chapters do backpacks."*

The Backpack Project

Results
User Interviews

Whitney,
Columbia
chapter

Esther,
Athens
chapter

What is your involvement with TBP, Inc.?
Interact regularly, but do not necessarily coordinate events. Funding comes from Inc.

What's the main purpose of the website?
Whitney: Recruiting new undergraduate members

Esther: Not sure, probably highlighting events

Who is responsible for updating website?
Larger chapters (like Athens) have a web development executive, but chapter president is responsible in less developed chapters.

What would you like to see in a template?
Something simple and easy to update. They're comfortable writing content, but don't want to deal with formatting. Because chapters are at different stages, they want the ability to remove pages that aren't applicable to them.

"The less room to mess things up, the better."

Results
User Interviews

─────────

Sara,
Sharecare

Hope,
State Farm

What is your involvement with TBP, Inc.?

Sara: New to Sharecare and unfamiliar with Athens

Hope: Started in 2018, has team assigned to TBP

What are you looking for on TBP website(s)?

Success stories/impact/recent events, more ways to get involved directly (rather than just donations)

What would make donating easier?

*"I would love to see a **short description of the chapters** on the donation page. Or at least a place to choose which chapter I donate to. Right now, it's **not clear how Inc. and the chapters are connected**, and I don't want to waste time on each chapter page to learn more." - Sara*

*"We do employee matching so it would be nice for our employees to have an easy way to figure out w**hat the organization** is all about and what **projects** you're working on." - Hope*

Future Research
Next Steps

During this round of research, **local partners** were largely unresponsive to interview requests, but it would make sense that they perceive TBP and the website differently than bigger corporations primarily working with Inc. We will make a bigger push to talk with them in the coming weeks.

We will continue to reach out to both **newer and developed chapters** to gauge reactions toward design updates to the chapter templates.