Digital research summary

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Title research: Orange Babies: website optimization
Commissioned by: The Orange Babies foundation

Summary:

The Orange Babies foundation was established to help pregnant women with HIV and their babies in Africa.

Orange Babies uses the website as a tool to provide information to donors. Besides providing information, Orange Babies has 4 other goals to achieve via the website. Orange Babies wants visitors to:
- sign up as donors (one-off, monthly or annually);
- start a fundraising action for Orange Babies;
- purchase from the Orange Babies webshop;
- or to sign up as a volunteer.

Unfortunately, it can be seen that there is less conversion through the website as desired by Orange Babies. It has been found that the website has a lack of usability, therefore the conversion is disappointing. The problem statement of this research is: How can the current website of Orange Babies be optimized, that more online conversion will take place in the future?

To be able to answer this problem statement is a desk and field research conducted.

The desk research contains; Orange Babies as an organization, the target group of Orange Babies, the current website, the competitors of Orange Babies and online trends.

It has been chosen to use a qualitative field. Four interviews and four card sorting tests were performed among the target group of Orange Babies. The target group of Orange Babies is women between 30 and 45 originating from the Randstad.

With the assistance of the interviews, the online needs of the target group is discovered. It includes details on the selection process of the target group, the various donation opportunities, the webshop, the donation forms, earmarking of donations and communication. Also during the interviews pages of the website have been shown to provide comments.

In a card sorting test, all pages of the website are written on cards. The respondent is asked to organize and group the cards. Using the card sorting test, an optimal navigation structure is developed, based on the logic of the target group.

Advice

Based on the results of the desk and field research an advice is written for Orange Babies. It was found that there are many opportunities for Orange Babies in order to optimize their website. Even without extreme modifications, the website of Orange Babies can be greatly improved and thus of greater value.

The greatest improvements can be made in:
- The navigation structure (It is recommended that the navigation structure of the card sorting test will be applied);
- The webshop (The shop is very popular, but the number of purchases is disappointing. There are several points discussed, which can optimize the shop);
- The donation forms (which are considered as complex and confusing).

For an overview of all recommendations, see Chapter 6, the advice.