

A User, Environmental & Task Analysis

User analysis:

Based on document review and email/telephonic conversation with client Jessamine D. (Executive Director), I figured this site is mostly being used by three set of groups: Girls (participants), Elders (Parents) and Prospective Donors (Adults). Mainly site is being used for informational purpose which is conveying the activities carried out by organization, schedule, mission and moto. Secondary purpose of the site is to collect donation.

Target User

Target users are parents of girl-child. Parents who are enthusiastic about their ward's skillful development and physical activities usually shows interest in organization's website. They usually go through basic information, a little bit of the history of the organizations. Mostly they come from other parent's recommendation as organization has covered a huge area of past decade.

Characteristics:

- Age: 30-50.
- Working full time/part-time.
- Educated & well versed with internet usage.
- Enthusiastic about kid's physical activities.
- Believes in skill building and 'learn-with-fun' idea.

Secondary Target User

Secondary target users are donors to the organization. Mostly they are aged and well earning but age group varies dramatically college going students to senior citizen. They again look at the information portion of the website and make their decision based on the history and activities organization is carrying out for the kids. As this is sub-branch for Central Maryland mostly user are from Maryland who donates.

Characteristics:

- Age: 25-60.
- Studying or working full time/part-time.
- Educated & well versed with internet usage.
- Sponsors, donors, philanthropist and humanitarians.
- Believes in giving back to society.

Stakeholders

The parent organization Girls on the Run and the sub-organization GOTR – Central Maryland. GOTR Maryland uses guidelines, format & procedures set by parent organization. Main stakeholders are founders, executive officers and officials. They don't use site much for their own purposes but emails from website provides them huge input, volunteers, donation and sponsors for the events. They regularly update the website, too.

Characteristics:

- Age: 20-50.
- Working full time/part-time.
- Educated & well versed with internet usage.
- Manager, staff & web-engineer.
- Believes in providing content and services.

Task Analysis:

5 tasks:

To know about the organization.

1. Reach to the webpage
 - 1.1 Google 'Girls on the run Maryland'
 - 1.2 Click the link of web page <https://www.gotrcentralmd.org/>
 2. Click on tab "LEARN MORE"
 - 2.1 Read through and scroll down the general informational page
- OR
2. Hover-over "LEARN MORE" to see more sub-options
 - 2.1 Click and choose either of the option "OUR PROGRAMS", "OUR ORG", "OUR LOCATIONS", "START A SITE" and "SCHOLORSHIP" to know more in specific.

Volunteer for one of the upcoming 5K events.

1. Reach to the webpage
 - 1.1 Google 'Girls on the run Maryland'
 - 1.2 click the link of web page <https://www.gotrcentralmd.org/>
 2. Click on tab "VOLUNTEER"
 - 2.1 Scroll down to "volunteer at our 5k"
- OR
- 2.1 Hover-over "VOLUNTEER" & click "5K" from the sub-option.
 - 2.2 Click "LEARN MORE"
 - 2.3 Click "5K VOLUNTEER OPPORTUNITIES"
 - 2.4 Fill out the form & Click "NEXT"
 - 2.5 Fill out the additional information page & Click "NEXT"
 - 2.6 Fill out the medical information page & click "NEXT"
 - 2.7 Fill out the insurance information & click "NEXT"
 - 2.8 Choose what role do you want play in "5K" event & click "NEXT"
 - 2.9 Accept Waivers and Agreements, sign & Click "NEXT"
 - 2.10 Enter email and click "SUBMIT APPLICATION"

Register to organization.

1. Reach to the webpage
 - 1.1 Google 'Girls on the run Maryland'
 - 1.2 click the link of web page <https://www.gotrcentralmd.org/>
 2. Click on tab "REGISTER NOW"
 - 2.1 Scroll down to "SPRING 2017 PROGRAM"
- OR
- 2.1 Hover-over "REGISTER NOW" & select "SPRING 2017 PROGRAM"
 - 2.2 fill-out the basic info and waiver form & click "NEXT"
 - 2.3 Fill-out participants Questions form and & click "NEXT"
 - 2.4 Fill-out participants Questions form and & click "NEXT"
 - 2.5 Fill-out participants Questions form and & click "NEXT"
 - 2.6 Check participant's Summary & click "NEXT"
 - 2.7 Fill-out Registration Questions form & click "NEXT" (Parent)
 - 2.8 Fill-out Registration Questions form & click "NEXT" (Emergency Contact)
 - 2.9 Fill-out Registration Questions form & click "NEXT" (Insurance)
 - 2.10 Fill-out Registration Questions form & click "NEXT" (Volunteering)
 - 2.11 Fill-out financial assistance form & click "NEXT"
 - 2.12 Fill-out registration discount form & click "NEXT"
 - 2.13 Fill-out additional donation page & click "NEXT"

- 2.14 Review and complete the submission, enter credit card details and pay the amount
- 2.15 click "SUBMIT APPLICATION".

Donate to organization.

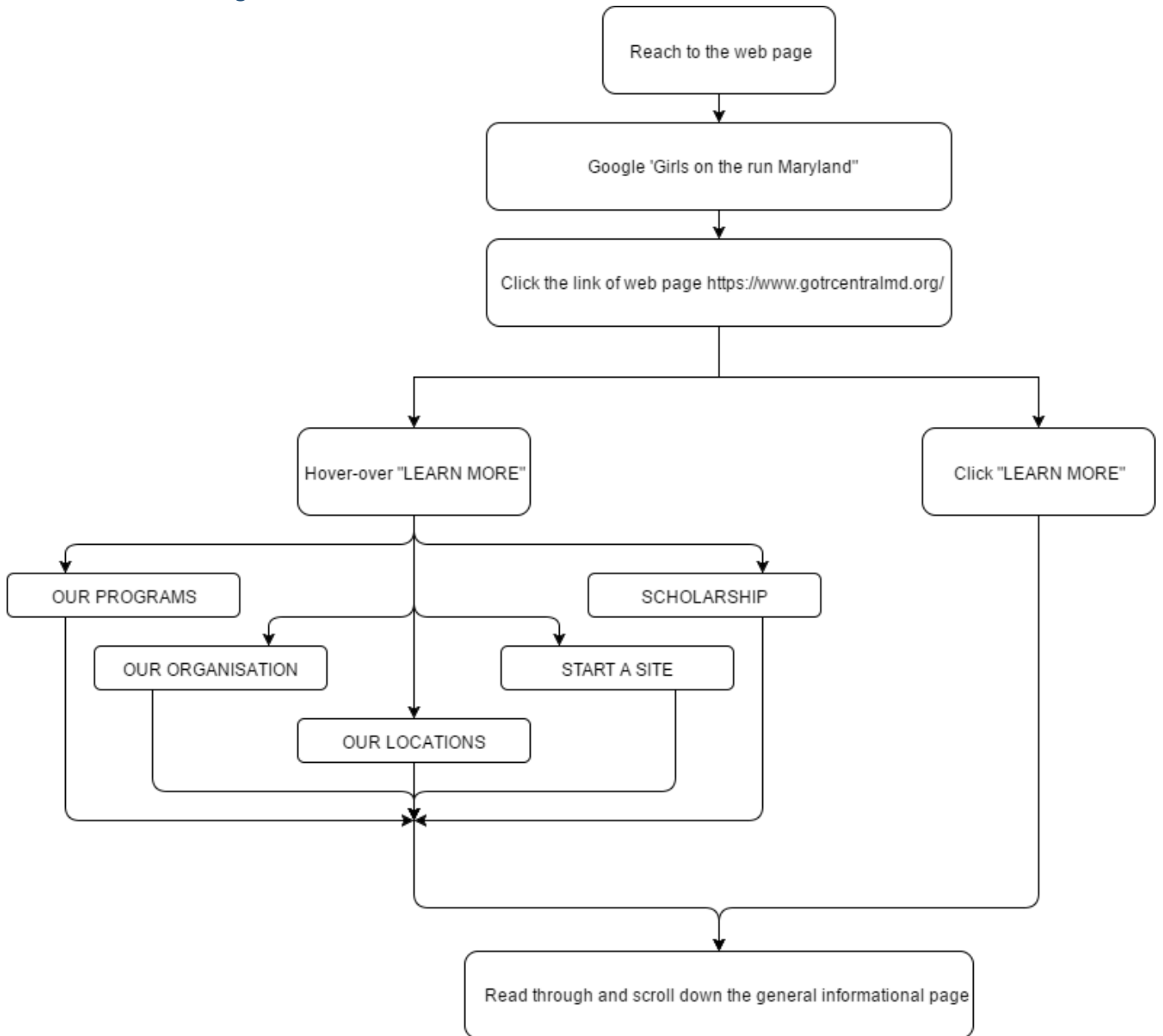
1. Reach to the webpage
 - 1.1 Google 'Girls on the run Maryland'
 - 1.2 click the link of web page <https://www.gotrcentralmd.org/>
2. Click on tab "DONATE"
3. Click on "GIVE ONCE"
4. Choose "Other" option from various radio buttons.
5. Click "+" 5 times to increase amount from \$0 to \$5
6. Click "Donate Now!"
7. Type in email address and choose "No and I would like to donate as a guest"
8. Fill-out the Personal details form & click "NEXT".
9. Fill-out the Contribution details and click "NEXT"
10. Fill-out Payment Details and click "NEXT"
11. Review your donation summary and click "SUBMIT"

Subscribe to the new-letters & updates

1. Reach to the webpage
 - 1.1 Google 'Girls on the run Maryland'
 - 1.2 click the link of web page <https://www.gotrcentralmd.org/>
2. Click on tab "CONNECT"
3. Fill-out name and email address in text box under "JOIN OUR MAILING LIST" & click "SUBSCRIBE".

HTA diagram (www.draw.io)

To know about the organization.



Environmental analysis:

Considering huge target audience it's really difficult to fix one type of environment where this website would be used. But based on the User groups we can assume the environment. It would mostly be used during leisure time may be at home or at work. Considering donation and enrolling in an organization is not most important and primary need of our users. But stakeholders do use it in their work timings and is the most important task in a day for them.

End User's Environment

- Leisure time
- Home or Office
- Mostly in evenings after work

Stakeholder's Environment

- Working hours.
- Primary task of the day
- Mostly in day time.

Personas:

I have created two personas based on major user group for the site. One is normal parent of girl child and another one is humanitarian rich old man interested in donation. This two character largely covered almost whole audience of the website leaving a small portion of users which are girls themselves.

Persona #1 Mrs. Smith



Name: Mrs. Smith

Age: 33 years

Occupation: Senior Accountant

Kids: 2 girls and 1 boy

Education: Master's in Business Administration

Mrs. Smith is single mother of three kids living away from his parents. She's the only one taking care of the kids and get a baby sitter sometimes when she has to go to work, otherwise she works from home.

She's a little worried about bot be able to time to outdoor and physical activities for her kids, though she manages to take them on little picnics on weekends and spends time with them indoors.

She feels the urge to seek external help with outdoor activities that her children can have and gets to know about GOTR from her neighbor and a good friends and plans to pay a visit to organization after having a good look and registering on the website.

Image Credits: <http://indiatoday.intoday.in/story/angelina-jolies-kids-loved-movie-with-brad-pitt/1/362934.html>

Persona #2 Richard



Name: Richard

Age: 65 years

Occupation: Businessman

Kids: 2 girls and 1 boy

Education: Bachelor's degree

Richard is aged, rich businessman and have earned a fortune for life now and is into philanthropy and believes in returning back to society from where he's got a lot.

He seeks and donate to various organizations based on their work and ethics. Most of his decisions are made by his subordinate and

officials but he himself also take personal interest, too. He responds to organization seeking donation from him on occasions.

Image Credits: <http://www.smallstepsproject.org/portfolio/richard-branson/>