

## Industry Report – Tracking Good UX

The positive impact of good UX on user  
behaviour and brand loyalty

October 2013



## Who we are

U1 Group is a dedicated team of researchers passionate about delivering the best user experiences. Understanding how people use and interact with the digital world – whether it be websites, social media, mobile phones or any other technology – is our forte. And we've been doing it for more than 10 years.

Since our beginnings, we've tested thousands of digital experiences and have been fortunate to work with a range of incredible clients and diverse business challenges. We've helped companies:

- remake service experiences
- discover new ways to differentiate
- rebuild their entire website experience
- fix registration processes
- create more efficient cross-media experiences
- build interactive educational tools
- reduce support costs
- exchange customer behaviour, and
- train in-house teams.

We thrive on being at the forefront of user experience research. That is why we regularly read and write blogs and compile industry reports, such as this one.

For more information on this report – or why UX is important, who we are, and how we can help – please contact us. We'd love to hear from you.

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# Industry Report: Tracking good UX, user behaviour and brand loyalty

## Good UX changes behaviour and loyalty

Donor advocacy contributes to the financial sustainability of non-profit organisations. Websites provide a platform in which all users, however deep or shallow their pockets, can quickly and conveniently support worthy humanitarian causes.

**But how do we get users to take action, and keep them coming back? At U1, we decided to ask: “Can good web design for a non-profit organisation result in a better user experience – and therefore result in a higher likelihood of securing online donations?”**

The answer is ‘yes’. Our research suggests that good UX alone can improve the overall customer experience, and influence user behaviour through increased online conversions and brand loyalty. We found:

- Higher task completion scores were related to an increased likelihood of future donating behaviour,
- The proportion of potential online donors increased amongst users who completed tasks on the website with better UX, and
- The likelihood of future online donating behaviour was associated with a higher net promoter score (NPS) which has been linked to brand loyalty.

## Background

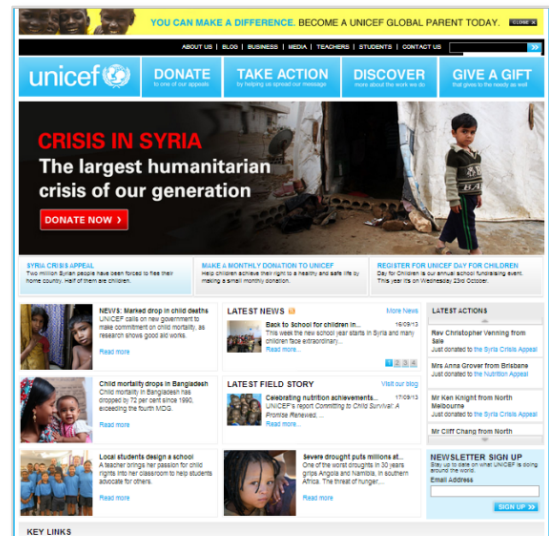
U1 Group collected data on the usability of two Australian organisation’s websites, UNICEF and Red Cross, that are currently seeking online donations from users to assist people directly affected by the ongoing conflict in Syria.

## UNICEF

UNICEF (the United Nations Childrens Fund) works in over 190 countries to promote and protect the rights of children. All work is funded by voluntary contributions – not by the United Nations. The total revenue in 2012 of \$24.2 million reflects the continued generosity and compassion of the Australian public.

(Source: <http://www.unicef.org.au>)

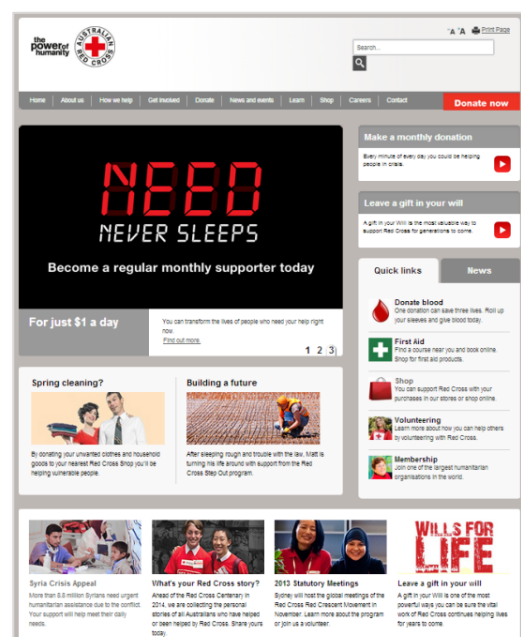
Figure 1: UNICEF Home Page



## Red Cross

The Australian Red Cross helps tens of millions of people around the world each year, and cares for local communities in Australia and Asia Pacific. In 2012, community support (such as regular monthly donors, single donation gifts, bequests, corporate supporters and third party community fundraising) was \$60.8 million, accounting for 16% of their total revenue. (Source: <http://www.redcross.org.au>)

Figure 2: Red Cross Home Page



### Online quantitative research methodology

Using our proprietary online usability tool, Loop11, we asked Australian online users to undertake the following two tasks commensurate with donating money online to a charity that supports humanitarian causes:

- 1. You have seen news reports about the crisis in Syria and would like to donate money to [UNICEF / Red Cross] to help them support people affected by this conflict. Please find the page where you are asked to enter your personal details (name, address, etc) to give money to this appeal.*
- 2. You're interested in finding out more about the impact of the crisis in Syria. Please use the website to find out how many million Syrians have fled their country as a result of the conflict.*

Each task was assigned “success” and “fail” pages that were used to calculate the aggregated task completion rates. Users were then asked how easy or difficult they found the tasks to complete. In addition, we asked follow-up questions about:

- overall user satisfaction
- likelihood of donating money in future (so we could compare with their previous online donation behaviour ascertained prior to starting the tasks)
- likelihood of recommending the organisation to friends or colleagues
- what specific information and features they think are important to include on these websites.

### Demographics

For this project, 556 people participated in total, across the following two separate online surveys:

- UNICEF (n=279)
- Red Cross (n=277)

Respondents to both surveys were sourced through an external online panel, and ranged in age from 18-65+ years old. They were from different states and territories across Australia, represented a range of household annual incomes, and were roughly split across male and female genders.

Around two-fifths of respondents in both surveys reported that they had previously donated money online to organisations that support humanitarian causes.

### Research objectives

This report explores various aspects of the online donation experience offered by the UNICEF and Red Cross websites.

It is not an exhaustive audit of their usability; however it draws out interesting trends and behaviours that were found in the online testing.

This report highlights the value and benefits of conducting online quantitative usability testing, and shows how you could use the same methodology to improve your own online business.

### Statistical precision of quantitative results

Overall percentage results for all questions in these two online surveys have a degree of sampling error at the 90% level of statistical confidence of, at most, +/-5 percentage points. That is, there is a 90% probability that the percentage results will be within +/-5 percentage points of the results that would have been obtained if the entire population had responded. Percentage results for subsets of the overall sample (e.g. State/Territory) have a higher level of sampling error.

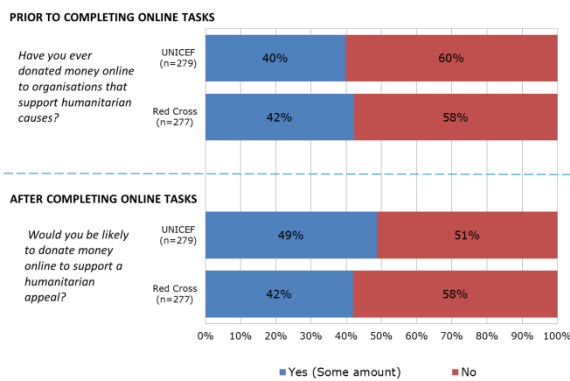
### 1. Result summary

As a result of completing exactly the same two online tasks, the UNICEF website converted a higher proportion of non-donators (those who stated they had never previously donated money

online) into potential donors (32%), compared to Red Cross (22%).

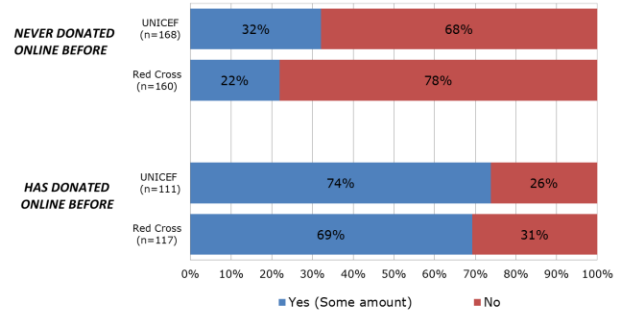
Figure 3 shows that prior to completing the online tasks, around two-fifths of both samples had previously donated money online to organisations that support humanitarian causes. After completing the tasks, respondents were asked how much money they would be likely to donate online. Whilst the Red Cross online donor proportion remained unchanged (42%), the proportion of potential UNICEF donors increased by 9% to around half (49%) of respondents.

**Figure 3: Online donation behaviour**



When we analysed the results by respondents' past online donation behaviour, we saw more clearly that the positive shift in the UNICEF potential donor sample is being driven by a change in those who stated they had never donated before. Figure 4 shows that significantly more UNICEF non-donators (32%) said they would be likely to donate at least some amount of money, compared Red Cross non-donators (22%).

**Figure 4: Likelihood of donating money online (Analysed by previous online donation behaviour)**



We can now more deeply analyse the survey results to understand why the UNICEF website is driving this change in potential donor behaviour.

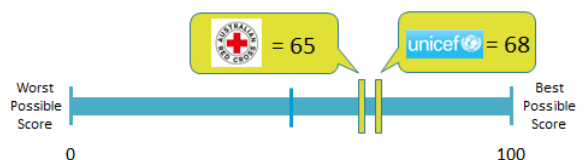
**The System Usability Scale (SUS) and overall satisfaction**

The System Usability Scale (SUS) is a self-rating provided by each participant regarding the websites ease of use. Survey respondents were asked to rate the extent to which they agree with 10 statements regarding their experience of the website

The SUS score is calculated based upon these responses. Each participant generates a score between 0 (the worst possible score) and 100 (the best possible score) and an average score is calculated across all participants.

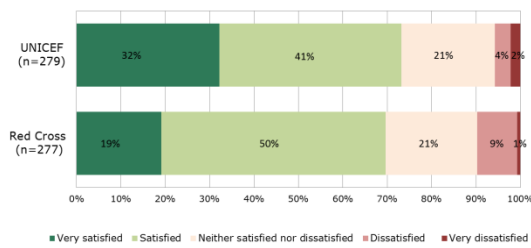
Figure 5 shows that the UNICEF website scored a slightly higher SUS result (68) than the Red Cross website (65).

**Figure 5: SUS results**



However, overall the majority of respondents were either satisfied or very satisfied with their experience using both the UNICEF (73%) or Red Cross (69%) websites (see Figure 6).

**Figure 6: Overall, how satisfied are you with your experience on this website today?**



## 2. Online task completion

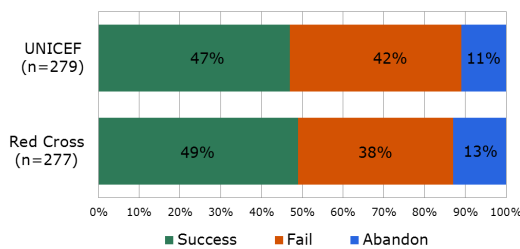
Respondents were asked to complete two tasks based on scenarios similar to those that real life users of the websites might complete. The average task completion score was higher for the UNICEF respondents:

- UNICEF: 63% success rate
- Red Cross: 45% success rate

### Task 1 – Online donation

When attempting to locate the page required to enter personal details for making a donation to the Syria appeal, around half of all respondents were successful in both the UNICEF (47%) and Red Cross (49%) surveys.

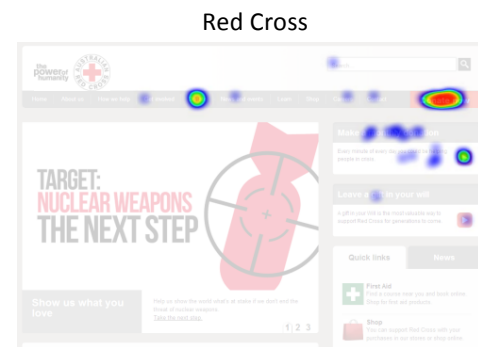
**Figure 7: Task 1 - Find the page where you can enter your personal details to donate money to this appeal**



Successful respondents were likely to click on 'Donate now' or 'Donate' icons clearly visible on the home page on both sites (see Figure 8).

After analysing the clickstream pathways, we found that users who failed this task did not finish on a page where they could enter personal details, or had navigated to the 'give a gift' or 'monthly donation' page.

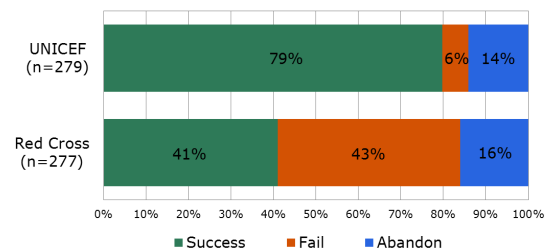
**Figure 8: First clicks heat maps – Task 1**



### Task 2 – Find Information

Respondents were much more successful at finding information specifically related to the Syria conflict on the UNICEF website (79%) compared to the Red Cross website (41%).

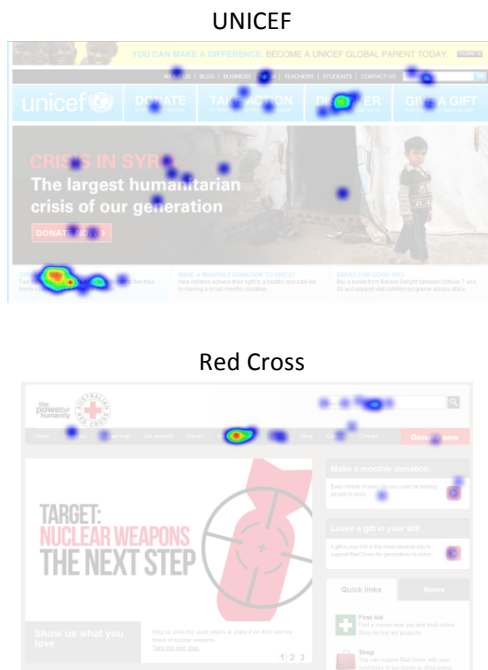
**Figure 9: Task 2 - Find out how many million Syrians have fled their country as a result of the conflict**



The main impediments to successful task completion for the Red Cross respondents was not having this information clearly visible or easy to navigate to from the homepage (see Figure 10).

Of the UNICEF respondents who had never previously donated money online, the vast majority who stated they would in the future had successfully completed task 2 (84%), compared to only 71% of those who said they would not be likely to donate in future.

**Figure 10: First clicks heat maps – Task 2**



### 3. Importance of specific information and features

All respondents were asked to list the most important things that should be included on a website that seeks financial donations from users to support humanitarian causes.

Table 1 shows what participants consider to be the most important information that should be included (and easily found) on the UNICEF and Red Cross websites.

**Table 1: Most important information to include on a charity website**

	UNICEF (n=279)	Red Cross (n=277)
Accurate information and facts about crisis/appeal	24%	23%
How the money will be used / application of funds	22%	16%
Financial accountability / transparency of admin / staff costs / honesty	13%	14%
Secure online payment Process / paypal	10%	10%

The ability to find accurate information and facts about the crisis appeal (say for instance, how many people have fled Syria as a result of the conflict) was of key importance to include on a website that seeks financial donations from users to support humanitarian causes.

The fact that significantly more UNICEF respondents were successful at finding this information (in Task 2) goes some way to explain the positive shift in their future online donating behaviour.

### 4. Net Promoter Score (NPS)

At U1 Group we are aware of the increasing interest in using the Net Promoter Score (NPS)<sup>®</sup> for user research projects. The NPS was designed (by Fred Reichheld from Bain & Company in 2003) to obtain an indication of customer loyalty to a product or service.

Reichheld and his team were interested in finding out how the customer experience affected company growth. Their study found that participants' scores for one particular question – their likelihood to recommend – correlated strongly with customer behaviour (repurchases, referrals and other actions that contribute to a company's growth) for most mature, competitive industries. And as Bain & Company suggest, loyalty "is as mission-critical to impact in the social sector



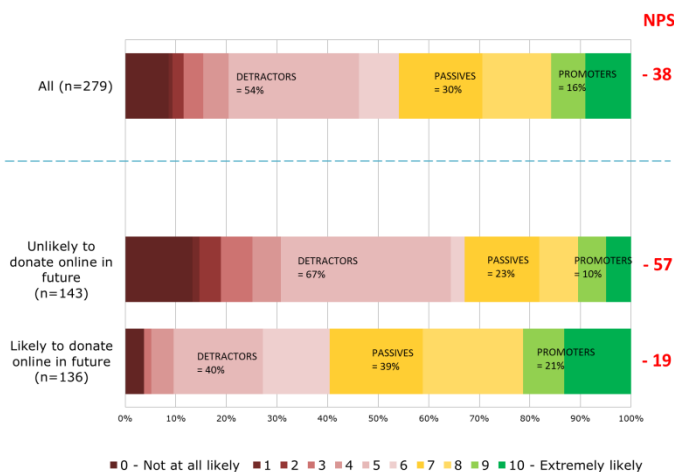
as it is in the corporate one.” (Source: <http://www.socialimpactatbain.com/leave-a-legacy/sector-innovation/nps.aspx>)

We analysed the data from UNICEF respondents in detail to see if there were any correlations between their NPS scores and the likelihood of donating online in the future.

Interestingly, whilst the overall NPS score is -38 (see Figure 11), the score is much higher for those UNICEF respondents who said they would be likely to donate in future (-19) compared to those who would not donate (-57).

We can therefore see a link not only between the usability of this website causing changes in potential online donor behaviour, but also improving users’ loyalty to the organisation.

**Figure 11: Based on your experience with this website today, how likely are you to recommend UNICEF to a friend or colleague?**



## 5. Conclusion

Through online testing of the UNICEF and Red Cross websites, we gained some useful insights into users’ thought process when donating money online.

**Our research found that higher task completion scores were related to an increased likelihood of donating behaviour, as the proportion of potential online donors increased after**

**completing tasks on the UNICEF compared to Red Cross website. This study illustrates that good UX alone (not just bombarding people with various types of marketing) can influence consumer behaviour and increase online conversions.**

In addition, users reported that it was very important to include the following information and features on websites that seek financial donations from users to support humanitarian causes:

- accurate information and facts about crisis/appeal
- how the money will be used to support the cause
- financial accountability / transparency of admin / staff costs
- a secure online payment process.

Finally, the likelihood of future online donating behaviour is associated with a higher net promoter score (NPS) which has been linked to brand loyalty, so any site that increases online donating behaviour will likely see an increase in NPS scores.

**The results from this report reinforce the value of online user testing and research when it comes to:**

- **improving the customer experience**
- **increasing conversions**
- **fostering a greater degree of customer loyalty (i.e. they are happy to donate or take further action again).**

### Using Loop11

With Loop11, we are able to collect findings about any website, and compare them to other competitors, to identify strengths and weaknesses, and areas for development.

Many of our clients conduct these types of analyses on a regular basis to explore trends and benchmark results, predict purchase behaviour, and track improvements over time.

To find out more, visit [www.loop11.com](http://www.loop11.com).