

User Experience Research | April & May 2020

We conducted research on how new visitors engaged with GiveWell's site. The goal was to identify the challenges that new visitors have on GiveWell's website. From this, we'll work with our researcher and designer, Erik Kennedy, to redesign problematic pages on the site to improve conversions.

We found interview subjects by asking donors to introduce us to their friends who they think might be interested in GiveWell, but are unfamiliar with GiveWell (have not donated, have not visited the site). We screened donors to check that:

- They were not overly familiar with GiveWell or Effective Altruism
- They had donated over \$300 in the past year

Erik conducted interviews via Zoom. We worked with Erik to design a script for him to walk donors through. After a set of preliminary questions, he assigned them tasks on the website. They narrated their thoughts as they used the site, and Erik would ask clarifying questions during the interview so we best understood how users approached problems.

Erik has completed the first round of research, which consisted of six interviews. You can read Erik's notes [Redacted]. We also recorded all interviews on Zoom. You can watch the full interviews (or subsets of clips) here:

Full interviews [Redacted]

Clips compiled by theme [Redacted]

- Introductions to participants
- Users understand impact maximization, but are not compelled
- Users rarely read the homepage
- Users are looking for a personal connections
- Users want to compare top charities, but can't
- Users assume that GiveWell recommends more charities than the Top charities, but can't find them
- Users don't want to engage with text-heavy content
- Users trusted GiveWell
- Miscellaneous clips

Compilation of all clips (43 min) [Redacted]

While this may seem like a small number, very clear themes emerged from this work. The next step is for Erik to begin work on designs derived from these insights.

Erik will be presenting his research at the upcoming Outreach Meeting. We'll share his presentation with the team afterwards.