Where does the money go?

- Exemplified by a user study of a small non-profit organisation's website

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Abstract

This thesis seeks to investigate the field of non-profit organisations and their websites. The area is relevant to investigate, as the existing research is limited (Kirk, Ractham, & Abrahams, 2016). In addition, these small organisations do not have access to great resources and need insight on how to reach their business goals online. The business goals for the case organisation is to collect donations from private donors e.g. through their website, as funding is essential for reaching the vision of the organisation, which is to create better conditions for the socially disadvantaged in the northern Tanzania. The problem in focus is how a website of a small non-profit organisation can inform its users while helping to achieve the business goals of the organisation. The existing research is examined in a literature review, where five articles are relevant to include in this thesis.

The problem is studied through a pragmatic approach, and the methods are mainly qualitative. Five subjects test a case website of a small non-profit organisation. The aim of the user study is to understand the experience of the subjects when using the website, and contains a usability test of the website and a follow-up interview. To analyse the data, an inductive approach is used. The contribution to the field of Information Architecture is found in the conclusion of the user study. The study reveals findings of eight topics that are important to the subjects while using the website. The overall category is *credibility* in order to informing users and obtaining the organisations business goals. Credibility is important, as messages on a website that does not seem credible would likely be ignored (Kensicki, 2003). Credibility is found to intertwine with all the other categories in different degrees. The categories that have shown to be most important to the subjects are, besides credibility:

- *Transparency*, especially economic transparency.
- *Visual elements* that are context appropriate.
- *Where the money goes* should be very clear on the website.
- The *main page* should provide the organisations vision.
- The use of *recognisable elements*.
- Few *advertisements*.
- *Recommendations* from friends.

As the study is limited to five subjects and one case website, it is not possible to generalize from these answers. The findings only explain this specific situation. Although, many findings were coherent with the results from the literature review, and this could indicate that some threads could be drawn to a broader spectrum.

The findings are relevant to small non-profit organisations wish to use their websites to inform users and let people donate. Thereby, the findings contribute to the field of Information Architecture. However, further research is still necessary within this context of small organisations' websites.

Indhold

Appendices

1. Introduction

This introduction presents the background of, and motivation for, the present thesis, concerning websites of small non-profit organisations.

The non-profit sector occupies an increasing position in politics and our social and economic lives. It is difficult to define essential characteristics of non-profit organisations, as there are many different purposes and configurations. (Frumkin, 2002). An article in Kristelig Dagblad exemplifies some of these e.g. international aid organisations, ecclesiastical organisations, national social and humanitarian aid organizations, organisations working with nature, environment or animal protection, as well as disease control and disability organisations (Nørum, 2019). These non-profit organisations can be all sizes, from small local organisations like the local soccer association to large international organisations that provide humanitarian aid all over the world, such as Red Cross[1] or Red Barnet[2]. It is very different how these non-profits are funded. What most of the organisations have in common, is that the funding is of concern. Where many small organisations survive on members fees and local support, large organisations collect large amounts from the state or EU. An example is Red Barnet who in 2017 collected 113 million DKK from private contributions, and more than 312 million from public funding such as Danida and EU (Red Barnet, 2017). The business goals of all these organisations, small and large, are to collect donations and funds to support their visions, such as helping those in need.

This makes the field of non-profit organisations extremely large and differentiated. (Frumkin, 2002). As the field is so large and unspecific, this thesis concerns itself with small non-profit organisations with charitable purposes. Small organisations that do not have many resources available e.g. for building websites. The website is an important factor for the organisation as, these non-profit organisations can take advantage of online platforms, and benefit from the possibilities that it allows, such as "[…] sharing information; interacting with stakeholders, clients, and customers; and conducting online transactions." (Kirk, Ractham, & Abrahams, 2016, p. 195). This interaction with stakeholders can be very important to the organisations' business goals about collecting donations. As Kirk, Ractham and Abrahams note, the non-profit

[1] https://www.rodekors.dk/
[2] https://redbarnet.dk

organisations have websites for different purposes, as the technology allows for increased communication online. Non-profit organisations use their websites e.g. for increasing visibility, building relationships with stakeholders and having features for online donations (Kirk, Ractham, & Abrahams, 2016, p. 198).

The article from Kristeligt Dagblad explains that in Denmark more people are donating to charities, while in Great Britain, people have become less willing to donate, as many people find charitable organisations untrustworthy. In Denmark, on the other hand there is still a progress in donations. (Nørum, 2019). A survey done by Charities Aid Foundation[3] ranks 144 countries willingness to helping strangers, donate money and volunteering time. Denmark ranks as number 24 in the world, with 57% of people being willing to donate money. In comparison, USA has a 62% willingness to donate money (CAF, 2018). In Denmark in 2015, 1.55 billion DKK were donated to charitable organisations, which is approximately 272 DKK per citizen. A lot of this money goes to the large organisations with national collections such as TV shows or door-to-door collections. (Danmarks Statistik, 2017).

When having a great amount of resources available, it can be relatively easy to make a website, as you can hire qualified people to ensure a successful site. However, what do the small organisations do? Those who do not have resources to hire qualified labour to make a professional website. “Nonprofit organizations are pertinent players in making the world a better place. Their websites aid in fulfilling their socially beneficial missions by being a platform to present themselves, to interact with stakeholders around the world, and to perform e-transactions to raise funds.” (Kirk, Ractham, & Abrahams, 2016, p. 195). These non-profit websites are often managed by volunteers within an organisation with few resources, and are therefore relying on user’s donations and charity. The website is the online portal into the organisation, and should fulfil the user’s information need to ensure satisfied users. (Kirk, Ractham, & Abrahams, 2016).

1.1 Motivation

Within the field of Information Architecture (IA), research of non-profit organisations’ websites is relevant as studies note that the non-profit sector is generally overlooked by researchers in fields such as e-business (Kirk, Ractham, & Abrahams, 2016). Research often

[3] https://www.cafonline.org/

focusses on the commercial sector, where e.g. charitable organisations are overlooked. Also, previous research on non-profit websites is outdated as technology moves very fast (Kirk, Ractham, & Abrahams, 2016). This means that there are still many aspects of this field that are relevant to investigate for information architects, researching e.g. usability, user needs and user experience on non-profit websites. In addition, the fact that many small organisations only have few resources available for website development, makes research in this area relevant for more than theoretical purposes, as the organisations can benefit from increased focus and more knowledge about how to use their website for reaching their business goals. Therefore, it is relevant to bring focus to the area and investigate these small non-profit websites.

I have a personal interest in this field, as I have worked voluntarily in different small non-profit organisations for many years. Previously, I have personally experienced the difficulties of trying to guess how to structure a website to reach the goals of the organisation online. This has been part of my decision to study Information Architecture, as this field is concerning many elements, such as structural design and organisation of websites and the understanding of user experience, usability and information needs.

1.2 Problem area

The problem area describes the problem from a research perspective and will describe the background of the problem statement, and why the research takes its base in IA.

As explained above in the introduction, there is a large amount of money donated to charitable organisations, however, small organisations have some limitations e.g. with their websites. As more and more non-profit organisations are present online, there is a rise in expectations from stakeholders towards these organisations (Kensicki, 2003, p. 3). Limited resources and knowledge about users' expectations and experience on their website may cause problems for the small non-profit organisation.

This thesis investigates how users experience websites of small non-profit organisations and their organisations ability to achieve their goals online. Within the field of IA this area is interesting, as IA looks to organise and structure information within systems, as well as labelling, search and navigation systems both in digital and physical ecosystems. IA is concerned with supporting usability, findability and understanding as well as design principles and digital architecture. (Rosenfeld, Morville, & Arango, 2015, p. 24). As the thesis looks to websites, the IA background will contribute to find basis for improvement, discover misleading elements etc.

Non-profit organisations need to generate public awareness, gain members and donors etc. for which they need a certain credibility online (Kensicki, 2003). The main concern of this thesis is to look into the user's needs when using a non-profit website, to investigate options to improve a website without having great resources available. To reach insight to the problem, it is investigated through a case website of a small non-profit organisation.

The central research problem, which will be the focus of the study, is:

1.3 Problem statement

How can a website, of a small non-profit organisation, inform users while helping to achieve the business goals of the organisation?

1.4 Research Process

This section has the purpose to clarify the structure and overall approach for the thesis. Below is a simple structural overview (figure 1) of how the research within this thesis seeks to answer the problem statement.

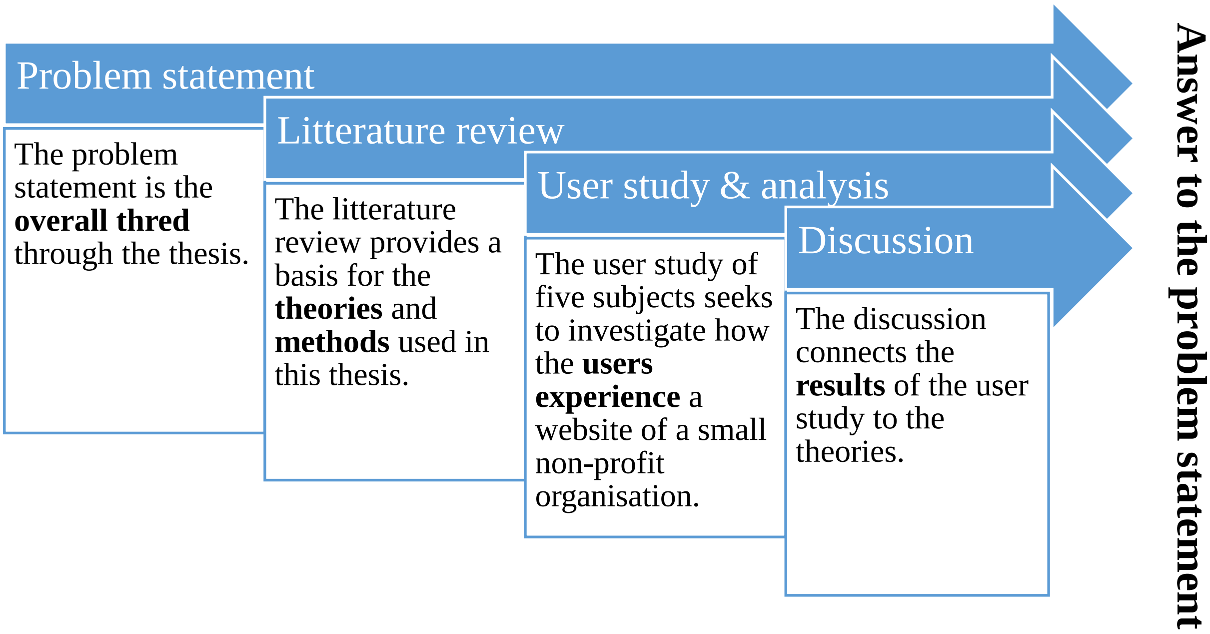

Figure 1: Project structure

As illustrated above in figure 1, the literature review creates a foundation through previous research in the field, providing relevant methods and theories that can be applied in this type of research. The user study and following analysis will the provide insight into five subjects' use of and thought about of a case website. The discussion will draw on the main findings of the user study and add perspective through theories and findings from the literature review.

The following chapter will present the literature review, and through this review, provide the basis for theories and methods for this thesis.

2. Literature Review

In the following review, the field is explored. The goal is to understand which research within the problem area already exists, which methods have been used, and which areas could still be unexplored (Bryman, 2012). There is searched for literature on non-profit organisations, their websites and how they receive donations. Where possible, the searches are limited to searching through abstracts and peer reviewed literature only.

The result was 30 relevant articles. The search method is explained in appendix 1. During the reading process, articles were deselected due to relevance, e.g. that the donations were for organs, blood or other unrelated themes. Five articles are chosen for this review, as they have direct relevance to the problem area. Common for all the articles in the search, is that none of the studies are conducted in Scandinavian countries. In addition, the articles mainly focus on large organisation websites. Another result from reading the articles was that multiple studies had an angle of credibility and trustworthiness in connection with non-profit websites. These were four of the five articles in the review.

There is added an additional piece of literature after the review, a report by the Norman Nielsen Group (NNG), however, as this is not peer reviewed, it is listed as additional literature and not part of the actual review.

The following review is divided into subsections on the different contributions of the articles; purpose, results and methods.

2.1 Purpose for research

This section clarifies the purpose of the articles, as they have very diverse angles on their research.

An article by Kensicki (2003) notes that there is only limited research that looks into the impact of visual communication: “Limited research has examined the impact of visual communication on the web and none has explored how wired visual constructions influence an organization’s credibility.” (Kensicki, 2003). This article is the only one of the five articles in the review that solely has focus on the impact of visuals. It is stated that the topic is very relevant for non-profit organisations, as these risk a lack of public awareness, when they are missing knowledge about the effect of visual communication online (Kensicki, 2003).

The study by Uzunoglu and Kip (2014) investigates building relationships through websites, and state that non-profit organisations should reflect each contact point as valuable for communication when building stakeholder relationships, and "Websites present organizations with many operational opportunities i.e., providing volunteer communication, locating new donors, sharing information, and generating public responsiveness." (Uzunoglu & Kip, 2014, p. 113). They find that many non-profit organisations fail to reach their full potential. This study investigates Turkish environmental non-profit organisations. (Uzunoglu & Kip, 2014).

An article by Mejova et al. (2014) seeks to understand donation behaviour through email. The article has a direct focus on online donations to non-profit organisations' websites. According to the article, thousands of people donate to humanitarian and other causes, every day, and many of these donations are taking place on the internet. They investigate this topic from several perspectives such as demographics, user interest and social network influence. (Mejova, Weber, Garimella, & Dougal, 2014).

A study from Saudi Arabia describe charitable organisations (COs) as a publicly recognized element of the non-profit sector, and find that "The continuous growth in the number of COs, the increasing demands on their services, and the reduced funding from the government and corporate partnerships make the search for donors highly competitive" (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 624). The study investigates the Saudi Arabian market, but looks to studies from other markets as well. The charitable organisations are labelled as: "[…] formal, self-governing organizations that are distinct from government and business organizations, that benefit essentially from philanthropy and voluntarism, and that do not look for profit" (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 624). This study is concerned with the trust between the person donating money and the organisation.

A study by Long and Chiagouris (2006) investigates the importance of certain credibility measures on non-profit websites, especially measures related to site design. "While nonprofit organizations need to be perceived as believable entities, they also need to leverage the power of the Internet and communicate in a manner that is convenient for constituents." (Long &

Chiagouris, 2006, p. 239). The study therefore investigates the relationship between website credibility and the consumer's attitude towards the site (Long & Chiagouris, 2006).

2.2 Results and findings

This section explains relevant results and findings of the research of the five articles.

Kensicki (2003) works with four hypotheses based on a literature review, that covered e.g. whether an organic and asymmetrical website seems less credible than a structured and symmetrical website design (Kensicki, 2003, p. 8). The hypothesis also covered whether photographs and cool or warm colours has a positive effect on credibility (Kensicki, 2003, p. 9). To these hypotheses, it was found that "Contrary to previous work, a structured, symmetrical design was not uniformly seen as more credible than an organic, asymmetrical design. Further, regardless of the issue, photographs and bright, warm colors were found to confer credibility to an organization." (Kensicki, 2003, p. 2). The last hypothesis tests whether a credible website design is more likely to involve the users in intended participation (Kensicki, 2003, p. 10). The results towards intended participation showed to depend much on the organisation in question and previous attitudes. The study also showed that if people prior to visiting the website has positive information about it, they were more willing to join the organisation, however, the level of participation had direct connection with the design and visual elements. Both the positive information and the design therefore appear to affect the credibility of the website. (Kensicki, 2003, p. 23).

The findings by Uzunoglu and Kip (2014) showed that 37% of the organisations were missing statements of their vision/mission, only four websites had an event calendar and 21 sites had no social media adoption, however, it showed that providing publications through the websites "[…] can significantly increase credibility and strengthen bonds with publics, and facilitate return visits." (Uzunoglu & Kip, 2014, p. 114).

The findings by Mejova et al. (2014) attempt to quantify the effects of demographic, interest, social network, and other external influences as major factors in the user's donation behaviour. They found a connection with the social factors of the users and the donations, which means that the users have been more likely to donate to a cause, if a friend has donated to the same cause. Additionally they found that users responded to major national events, special promotions and social connections (Mejova, Weber, Garimella, & Dougal, 2014).

The article of Alhidari et al. (2018) shows results that validate, that trust is present only when individuals are willing to trust and when the charitable organisation are honest in conducting their mission, their use of donations and they prioritise the beneficiaries rights. (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018).

The findings of Long and Chiagouris (2006) showed that even though the respondents evaluated two organisations (American Red Cross and the American Cancer Society) as equal, after rating the different credibility measures, the respondents' attitude towards the site scored one organisation higher than the other, and the overall credibility rating was much higher for the one organisation (Long & Chiagouris, 2006).

2.3 Methods

This section describes the methods used in the five studies.

The study by Kensicki (2003) tested the hypothesis in a user study, which included 266 college students in the US, as the youth was the dominant user group on the internet in 2003. During the study, it was considered that the respondent's personal perspective could influence their judgement, and therefore this was investigated through questionnaires and prevented in the actual study. The websites in the study were pro/con abortion and pro/con death penalty. The users were asked a line of questions about the credibility of the websites. (Kensicki, 2003).

The study by Uzunoglu and Kip (2014) did not investigate trustworthiness or credibility but made a content analysis of 50 Turkish non-profit organisation websites with environmental focus. The analysis has focus on e.g. ease of interface, usefulness of information and conservation of visitors where they used different specific key points to measure the websites content (Uzunoglu & Kip, 2014, p. 114).

Mejova et al. (2014) have a data driven approach through analysis of anonymized email logs through a two-month period. They look at data concerning human donating behaviour through emails from Yahoo! email users. They identify trends for political campaigns, medical illnesses and humanitarian relief. (Mejova, Weber, Garimella, & Dougal, 2014).

Using questionnaires, Alhidari et al. collected answers from 432 respondents. Follow-up research through phone interviews were conducted with 221 respondents. The study looked at "Perceived ability, perceived integrity, and perceived benevolence represent perceived trustworthiness." (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 627). In the questionnaire the respondents were self-reporting on their behaviour, using scales of 1 ("strongly disagree") to 5 ("strongly agree"), and the follow-up interview enabled a data on psychosocial variables (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018).

The study by Long and Chiagouris (2006) investigates US websites. They started with investigating the 50 largest charities and they removed e.g. religious organisations to avoid bias. The respondents were 262 adults from the US with experience using the internet. The data collection started with questionnaires with questions about e.g. demographics, then the respondents were asked to navigate and surf on two websites for 4-5 minutes and after each website surfing they were asked to fill in questionnaire about the website. The question for the questionnaire were inspired by 55 items developed by Fogg et al. (2002) (Long & Chiagouris, 2006).

2.4 Additional literature

The following report is not peer-reviewed, and is therefore not considered as main literature in this review, however, as it offers a broad study on a relevant subject, it is seen as additional literature and used for inspiration in this thesis.

The report by NNG is relevant as the research they have done is quite extensive, with two usability testing studies of 60 non-profit and charity websites by a total of 23 American users (Estes & Nielsen, 2011). The elements that can be used from this thesis, is especially inspiration towards methodological considerations. Estes and Nielsen have certain participant selection criteria, which will be considered in this thesis such as; the participants were not IT experts in any way, but were familiar with the internet. Participants had diverse occupations and ages ranged from 20-59, mixed men and women. The results of the report is 116 design guidelines for improving usability on charity and non-profit websites (Estes & Nielsen, 2011).

The literature review provides the base for the theory and methods used in this thesis. In the following chapter, the theories are elaborated.

3. Theory

This chapter will clarify the theories used in this thesis in search of answering the problem; How a website of a small non-profit organisation, can inform users while helping to achieve the business goals of the organisation?

First, the background in IA is explained through Rosenfeld, Morville and Arango (2015), who also provide an understanding of information and information needs.

The following theories on credibility are inspired by the literature review, where four of five articles in the review had a focus on credibility and trustworthiness of websites.

3.1 Information Architecture

In this section, the connection between the problem statement and information architecture will be clarified and set into perspective of this thesis. The understanding of IA in this thesis is based on Rosenfeld, Morville and Arango's definition of what IA covers:

"1. The structural design of shared information environments
2. The synthesis of organization, labeling, search, and navigation systems within digital, physical, and cross-channel ecosystems
3. The art and science of shaping information products and experiences to support usability, findability, and understanding
4. An emerging discipline and community of practice focused on bringing principles of design and architecture to the digital landscape"
(Rosenfeld, Morville, & Arango, 2015, p. 24)

The definition is very broad, and this thesis will cover certain aspects of the above, especially "[…] shaping information products and experiences to support usability, findability, and understanding" (Rosenfeld, Morville, & Arango, 2015, p. 24), which will be investigated through the users experience.

According to Rosenfeld, Morville and Arango a great problem that information architecture can help to overcome, is making information findable and understandable (Rosenfeld, Morville, & Arango, 2015).

The information ecology (Figure 2) shows the elements of information architecture; content, context and users.

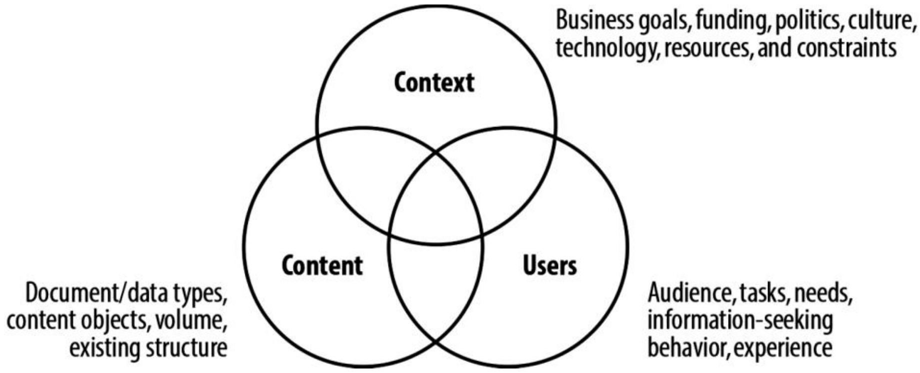

Figure 2: Information Ecology
(Rosenfeld, Morville, & Arango, 2015, p. 32)

The IA background for this thesis provides an understanding of the elements that should be taken into account when studying experiences on a website. The users are involved directly in the user study, which is elaborated in the following chapters; methodology and method. The user needs are elaborated in the section below. The content and context of the website is likewise investigated through tasks and interview questions in the user study. The user study will contribute to embracing the whole of the information ecology.

3.1.1 The concept of information

As this thesis is looking into a person's information need from an IA perspective, the concept *information* will here be clarified. The term information can help to distinguish information architecture from knowledge and data management, which are terms often used in connection with website structuring (Rosenfeld, Morville, & Arango, 2015, p. 25). To investigate the problem statement, it is important to investigate broadly. Data concerns figures and facts, knowledge is concerned with more people's individual information, and there is a great difference in how data and knowledge should be shared (Rosenfeld, Morville, & Arango, 2015). Information is the middle ground between data and knowledge, which is more difficult to define, as the following quote shows: "With information systems, there's often no single "right" answer to a given question. We're concerned with information of all shapes and sizes: websites, documents, software applications, images, and more." (Rosenfeld, Morville, & Arango, 2015, p. 25)

That there is *often no single "right" answer* with information systems, it has to be investigated in the given case. Different types of information will be investigated to see the users' experience of the presentation and findability of this data. This clarification of the overall concept of information, leads to the following section on information needs, in relation to investigating the research question.

3.1.2 Information needs

This section is to clarify the concept *information need*, as the problem statement looks to investigate how to *inform users*.

Information needs cover a broad aspect of search behaviour, and to limit the understanding of the concept to the aspects that are relevant to this thesis, there is included an overall view to information needs by Rosenfeld, Morville and Arango, as their views are from an IA perspective (Rosenfeld, Morville, & Arango, 2015). Furthermore, a more detailed clarification of specific user needs by Borlund (2016) is included, as this is relevant to the methods in the user study.

As figure 3 illustrates, there are four different user approaches to searching a website. It ranges from a very broad search, where everything could potentially be interesting to the user, to a very specific search, where it is only one item, which is interesting to the user. The user study will seek to range broadly, from an *exhaustive research* to *known-item seeking*.

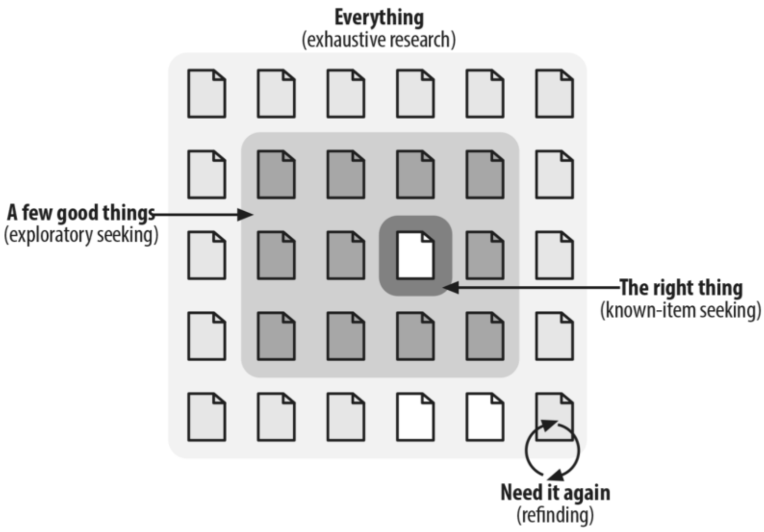

Figure 3: Four Types of Information Needs (Rosenfeld, Morville, & Arango, 2015, p. 45)

Figure 3 gives a general overview of information needs, and to become more specific, in order to narrow it down to the behaviour, which is most relevant to the users of the particular website investigated in the user study.

The user study is investigating the information needs of the users. “The three different types of information needs are known as: (a) the verificative information need; (b) the conscious topical information need; and (c) the muddled topical information need” (Borlund, 2016, p. 314)**.** To attempt a realistic setting, the study will include these different user needs. The *verificative information need* is where users look for a specific fact or information. Both *Muddled* and *conscious topical information need* is where the subject looks for information on a topic that he or she is familiar (*conscious topical*) or unfamiliar with (*muddled)*, depending on whether the subject has prior knowledge of the topic that he/she is asked to investigate. (Borlund, 2016, p. 315). Verificative information and conscious topical information are the most relevant to investigate in this study, as it is presumed that the users of non-profit websites would have a level of previous knowledge of the content of the website or at least be familiar with the subject.

To investigate this matter from the user’s experience, the concept of user experience will have to be understood, and is therefore explained in the following section.

3.2 User experience and usability

User experience and usability are similar yet different. Usability is often referred to as the “[…]”capability of being used”[…]” (Quiñonesa, Rusu, & Rusu, 2018, p. 109), and can be a part of a product design. The user experience covers a users’ “[…] emotions, beliefs, preferences, perceptions, responses, behaviors and accomplishments that occur before, during and after using a product” (Quiñonesa, Rusu, & Rusu, 2018, p. 109). A usability test can, through using a product, reveal the user experience, and uncover the user’s experience of e.g. a website.

User Experience is important in the field of Human Computer Interaction (HCI), as it can help to provide great insight of the user and improve the experience of using different products (Mirnig, Meschtscherjakov, Wurhofer, Meneweger, & Tscheligi, 2015). Mirnig et al. analyse the standard definition of User Experience[4], which will be the definition used as a base in this study. “User Experience: A person’s perceptions and responses resulting from the use and/or anticipated use of a product, system or service.” (Mirnig, Meschtscherjakov, Wurhofer, Meneweger, & Tscheligi, 2015, p. 440). As this thesis has the purpose to understand what the users experience while using the website, looking at the person’s perception and responses from

[4] ISO 9241-210 Definition of User Experience (ISO: The International Organisation for Standardisation)

the website is relevant. “User experience includes all the user’s emotions, beliefs, preferences, perceptions, physical and psychological responses, behaviors and accomplishments that occur before, during and after use.” (Mirnig, Meschtscherjakov, Wurhofer, Meneweger, & Tscheligi, 2015, p. 440). This definition is consistent with the definition of Quiñonesa, Rusu and Rusu. The user study seeks to investigate the perception of the user during and after the study, through user tests of the website and a following interview. The method for this specific study is inspired from the user experience and usability field. One method for user experience testing is eye tracking (Djamasbi, Siegel, Skorinko, & Tullis, 2014). For this study, the resources will not suffice for this method, however, an alternative method will be used: thinking aloud while navigating the website. This method will be elaborated in the method chapter.

3.2.1 The terms user/subject

The terms *user* and *subject* are used in this thesis to clarify the difference between users in general and the subjects used in the user study for this thesis. When the term *subject* is used, it refers to the people participating in the usability test and interview, where *users* is refers to users of this or other websites in a more general sense.

3.3 Credibility and trustworthiness

The literature review showed that four of the articles studied credibility and trustworthiness in non-profit websites. In this section, the terms credibility and trustworthiness will be explored and it will be clarified how the terms are understood in this thesis, as the literature shows, that credibility is important e.g. in connection with donations (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018).

The study of Kensicki refers to Fogg as “[…]a leader in credibility research” (Kensicki, 2003, p. 4). Therefore, this section will be used to further explore the term credibility from the view of Fogg (Fogg, et al., 2001). This paper by Fogg et al. defines *credibility* as *believability* and describes a credible piece of information as a believable piece of information (Fogg, et al., 2001, p. 61). However, credibility is *perceived*, therefore in the present thesis, the discussion of credibility is about the users’ *perception* of credibility. According to Fogg et al., the literature has many different contributions to the term credibility, but there are two terms that are repeated as key components when discussing credibility:

“**Trustworthiness**, a key element in the credibility calculus, is defined by the terms *well-intentioned, truthful, unbiased,* and so on. The trustworthiness dimension of credibility captures the perceived goodness or morality of the source.

Expertise, the other dimension of credibility, is defined by terms such as *knowledgeable, experienced, competent*, and so on. The expertise dimension of credibility captures the perceived knowledge and skill of the source.”

(Fogg, et al., 2001, p. 62)

Therefore, perceived trustworthiness is embracing perceived goodness and morality of the source, while expertise is perceived knowledge and skills of the source. Fulfilled, these terms would together contribute to a perceived credible website.

Fogg et al. explains trustworthiness as a part of the credibility term, and therefore the two terms are connected, however not equal. In the following thesis, the term credibility will be investigated with inspiration in the definition of Fogg et al.

Long and Chiagouris refer to an additional article by Fogg et al. (2002) that states 55 items that make a credible website (Long & Chiagouris, 2006). These 55 items are used as inspiration for the user study (Fogg, et al., 2002).

The theories above on the IA background, information needs and credibility provide the base for the following methodology.

4. Methodology

In this chapter, the methodological approach will be explained. To illustrate the overall structure the model below (Figure 4) gives an overview of the overall research methodology of this thesis.

4.1 Methodological approach

A model by Mackenzie and Knipe is used as inspiration to describe the methodological approach of this thesis (Mackenzie & Knipe, 2006, p. 8). The methodology consists, as illustrated, by a background in a pragmatic paradigm and the steps are all aimed at finding answers to the problem statement. The steps are described in more detail below in the figure.

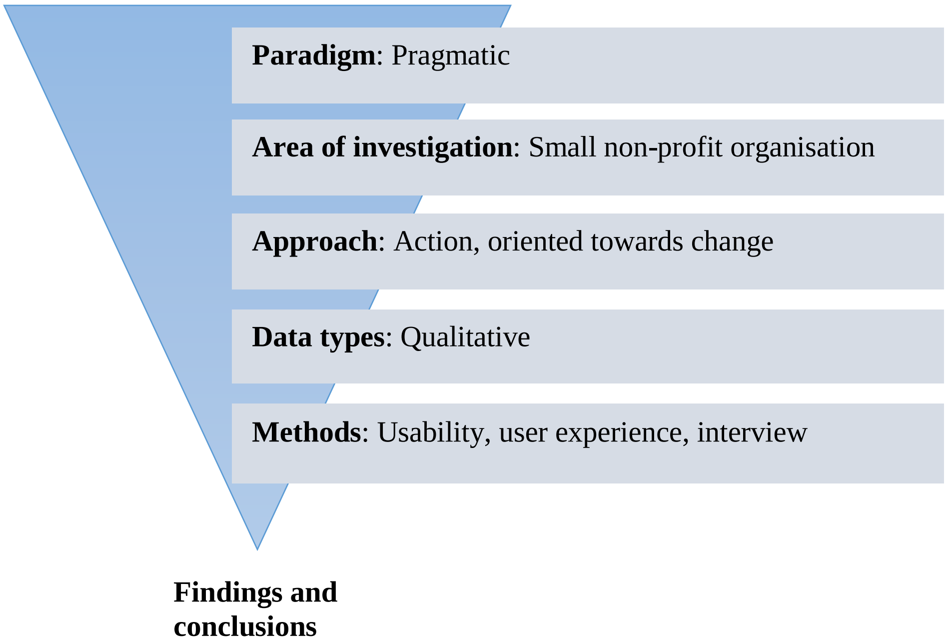

Figure 4: Project overview inspired by model by Mackenzie and Knipe (Mackenzie & Knipe, 2006, p. 8)

4.1.1 Paradigm

This will clarify the pragmatic background to the overall approach of this thesis. Pragmatism is centred around the research problem and approaches are applied in order to answer this question. The approaches can be either qualitative, quantitative or mixed, and the methods are selected as "[…]the most likely to provide insights into the question with no loyalty to any alternative paragdim." (Mackenzie & Knipe, 2006, p. 3). As the pragmatic paradigm is not dedicated to one philosophy, it allows for choosing the methods that are most likely to answer the research problem. Pragmatic research looks at a research problem with a focus on the "what" and the "how", and are not depending on choosing methods from a philosophical loyalty. (Mackenzie & Knipe, 2006). The pragmatic approach is appropriate for this thesis, as the research is problem based.

4.1.2 Area of investigation

The problem statement in this thesis is the connecting thread through the thesis and therefore also the methodology. The pragmatic approach aims to answer the problem statement through relevant methods*; How can a website, of a small non-profit organisation, inform users while helping to achieve the business goals of the organisation?* This thesis is problem based as it focusses on providing knowledge about how small organisations can improve their websites to achieve their business goals and increase donations. Therefore, the area of investigation is small non-profit organisations, as these organisations are limited in resources and therefore could use insight into how to achieve their business goals through their website.

4.1.3 Approach

The approach is action oriented, as the goal is to create change for small non-profit organisations through their website. The changes are aimed towards improving the websites to meet the users' information needs as well as achieving their own business goals. The findings will reflect the changes.

4.1.4 Data types and Methods

The foundation of the thesis is a literature review of the field to understand the existing research in the field. The methods are qualitative, and there are performed usability tasks and interviews with five people. This type of qualitative approach leads to results that are not to be generalized, however, that can tell us about the specific user experience in this specific situation to understand the explicit situation from a qualitative view. To provide an extensive understanding of the data, this will be analysed using an inductive approach.

The above description of the methodology form the foundation for the methods. In the following section, the case website that will be examined in the user study, is presented.

4.2 Case description

The case described in this section is chosen based on the problem area. The articles in the literature review studied the websites of e.g. American Red Cross and American Cancer Society (Long & Chiagouris, 2006), 50 Turkish environmental websites (Uzunoglu & Kip, 2014) and fictional non-profit abortion and death penalty designed specifically for the study (Kensicki, 2003). These types of websites are not directly relevant for this study. The case has to be a small charitable non-profit organisation with a website. As the users in the user study are Danish, the website has to be in Danish as well, to ensure that the users can understand the content. The case for the user study is the non-profit organisation Tanzibarn[5], which is representative to this research area, as a small organisation driven voluntarily and by few resources. The vision of the organisation is: "The vision of the organisation is to create security and better conditions for the socially disadvantaged and youths in Usa River through education, better conditions for families and local development." (Tanzibarn, 2015).

To identify the business goals of the organisation, there is looked to the statues of the organisation. The purpose as stated in §2 of the statues of Tanzibarn are as follows:

"The purpose of Tanzibarn is to support the socially disadvantaged in Usa River in Tanzania through:

- Collecting funds for education and related expenses for the children that are connected with Usa River Children Center
- Contributing to the daily operations of the buildings of Usa River Children Center and Usa River Youth and Development Organisation
- Support sustainable projects through the local partners for the benefit of the community in the purpose of education, information and skill development.
- To strengthen the partnership between Tanzibarn.dk and the local partner organisations

Tanzibarn.dk is obliged to work for purposes mentioned above with transparency and respect to its members, donors and sponsors. "

(Translated from http://tanzibarn.dk/foreningen/referater-vedtaegter-og-okonomi/)

From the organisation's statues it can be identified, that the primary business goal is to collect funds for the projects in Tanzania. The most important stakeholders are the members, donors

[5] Organisation's website: www.tanzibarn.dk

and sponsors of the organisation. The information on the website should therefore be satisfying the information needs of possible members, donors and sponsors. Below is a screenshot of the organisation's website (Image 1).

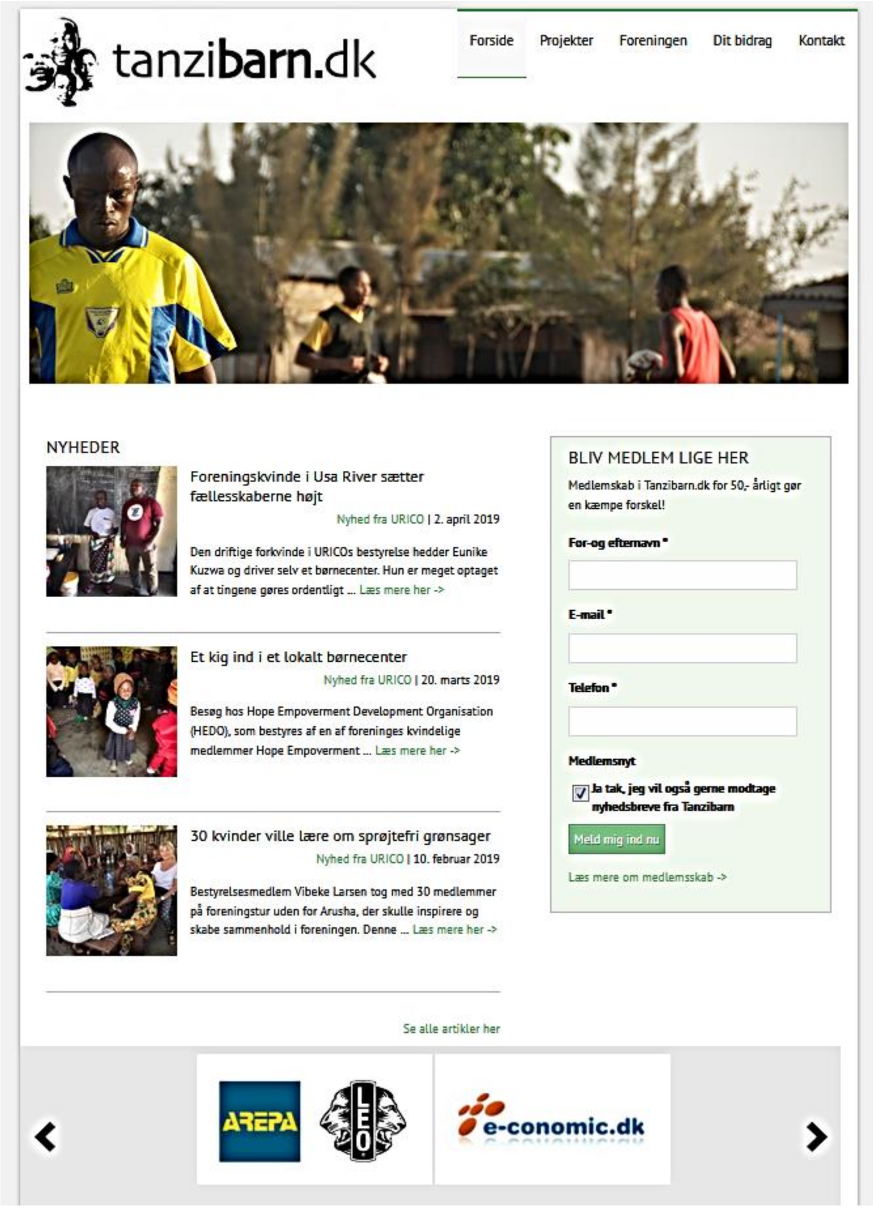

Image 1: Screenshot from the main page http://tanzibarn.dk/ (18-05-2019)

This organisation is also chosen due to the author's personal involvement with this organisation, which is clarified in the following section.

4.3 Authors personal involvement

As author to this thesis, my own involvement in the organisation has an effect on the methods, as some aspects have to be taken into consideration to avoid bias.

I have previously been a volunteer at one of the organisation's projects in Tanzania for 6 months, and since then I have had a considerable involvement in the organisation in Denmark. I have been a member of the board of Tanzibarn since 2012. Therefore, it is important that the respondents do not know me, the author, as they may take consideration to me as a part of the organisation, instead of answering truthfully. My name is removed from the website during the user study to ensure that the subjects do not recognise this while performing tasks.

I will do my very best to distance my subjective opinion and knowledge of this organisation from this thesis, and ensure that it is clearly specified, if a declaration is made based on my personal knowledge.

5. Methods

In this chapter, the methods of the user study are described. To answer the problem statement in the most appropriate manner, specific qualitative methods are chosen. To study how a website of a small non-profit organisation informs its users while helping to achieve the business goals of the organisation (the problem statement), there are performed user studies and interviews. These are concerning different topics, however, one primary focus is applied. With a background in the literature review, this study focusses on identifying measures concerning the credibility of the website. The methods of this study will take inspiration from the methods identified in the literature review, as these are applicable to research this particular problem area.

The review showed that three of the five articles used interviews and questionnaires as a great part of their data collection. For the study in this thesis, there has been collected inspiration from these existing studies. The study contains questionnaires, usability tasks on the website and interviews to follow up. These three methods are each contributing to the data collection in different manners. The questionnaires are used for sampling through establishing a basic understanding of the subject, such as demographics and internet habits and will clarify whether the subject has previously donated to charity. The user testing on the website familiarizes the subject with the specific website. During the tasks, the subjects are asked to follow a think aloud method, which helps to understand their experience while using the website. The post-task interview is used to follow up on any information that was not mentioned during the tasks, as it is recognised, that it can be difficult to talk while performing a task.

The whole process is done only by the author, which secures a consistency throughout the process. As both facilitator and author, all information is processed by the same person which ensures that the person doing the analysis has heard all studies, transcribed all data has a full overview while doing the analysis.

The specific methods will be explained in the following sections, first the questionnaire and thereafter the usability test and interview.

5.1 Study Questionnaire

In this section, the questionnaire and its purpose for the study will be explained. The sampling process is presented first, then the protocol and thereafter the questionnaire is explained and presented.

5.1.1 Sample

In this section, the sampling of users for the study will be explained, as the sampling concerns the selection of people who are relevant to the research questions (Bryman, 2012, p. 14).
The users have not been selected by random and there is therefore a *non-probability* approach to the sampling in this case (Bryman, 2012, p. 187). This means that the answers of this research cannot be used to generalize for the whole population. (Bryman, 2012, p. 418). However, as the purpose of the study is to gain a deeper insight in the individual user's experience on a particular website, it is important to choose a few relevant users for the study.
To ensure that enough subjects participate in the study, within a reasonable geographical distance, subjects are found through the authors network in a local sports association. A contact person from the sports association has contacted a group of possible subjects that could be relevant for this study, and who are interested in participating. The local sports association is chosen, as people connected with this small local organisation are believed to appreciate voluntary work and charity.

The criteria for choosing users for this study is inspired by the literature review, where the studies are focussing on youths or adults to ensure familiarity with the surfing on websites (Long & Chiagouris, 2006; Kensicki, 2003; Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018). One study also points to the importance of choosing first time users "[…]to minimize the impact of previous attitudes about the websites" (Long & Chiagouris, 2006, p. 243). Based on this previous research, the users are chosen by following criteria:

- The users shall be first time visitors to www.tanzibarn.dk.
- The users shall be familiar with browsing on the internet.
- The users shall be adults over 18 years.
- The users shall have a positive attitude towards charity. This is relevant, as a person resistant to charity would not visit a website like www.tanzibarn.dk.
- The users shall not know the author's affiliation with the organisation, as this may cause bias.

The questionnaire is used as a tool in this sampling, to ensure that the users fit the criteria before selected for the user study. The users that do not meet the criteria are deselected.

The questionnaire is setup in Google Forms[6] and the protocol for distributing it is explained next.

5.1.2 Protocol

The protocol for the questionnaire is the following:

1) **Google link to questionnaire is sent to contact person in the sports association**
   The contact person will distribute the link to the people that are interested in participating

2) **Sampling process**
   As described in the section above.

The actual questionnaire is explained in the following section.

5.1.3 Questionnaire

The users are asked to fill in a questionnaire with some basic questions, such as demographic information and online activity. The questions have the purpose to establish a basic knowledge about the subjects' background concerning websites and online donations. In the literature review, three articles from the review used questionnaires with different purposes. One had focus on clarifying the subjects' attitudes towards the topic, deciding which websites the subjects were evaluating (Kensicki, 2003, p. 14). The second study had a two-part questionnaire where the first part was concerned with general information such as demographics, and the second part was inspired by Fogg et al.'s 55 items (Fogg, et al., 2002), which were used as a basis of measurement (Long & Chiagouris, 2006). The third study's questionnaire has focus on self-reporting using scales of 1 ("strongly disagree") to 5 ("strongly agree") where the users fill in based on their own feelings and experiences (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018).

[6] See online questionnaire here:
https://docs.google.com/forms/d/e/1FAIpQLSdW8r8DCYLWEEcYcyKadpWkvkWVJ6yBLrpk2EgT85_j_5pq-Q/viewform?usp=sf_link

This study’s questionnaire has a broad inspiration from these articles, e.g. Kensicki, who before the study asked their subjects about their attitudes towards abortion and death penalty, to ensure that the website the subjects were evaluating were in accordance to the subjects belief (Kensicki, 2003, p. 11). The following questionnaire does not have the purpose to adjust the progress of the user study, however, if the subject never donates to charity or visits charitable websites, the subject is not relevant for further testing. The detailed sampling for this study is explained in the following section. Below in table 1 you see the questions for the questionnaire.

No.	Question
1	**Demographic information**
1.1	Age: ☐ 0-17 ☐ 18-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ 60+
1.2	Primary occupation: ☐ Student ☐ Employed ☐ Unemployed ☐ Retired ☐ Other:___________
1.3	Gender: ☐ Male ☐ Female ☐ Other:___________
2	**Internet habits**
2.1	How many hours pr. day are you online (websites, social media, etc)? ☐ Less than 1 ☐ 1-2 ☐ 3-5 ☐ More than 5
2.2	How many hours pr. day do you surf websites? ☐ Less than 1 ☐ 1-2 ☐ 3-5 ☐ More than 5
2.3	Do you visit charity websites?

	☐ Weekly ☐ Monthly ☐ Yearly ☐ Never
3	**Attitude towards charity**
3.1	Do you donate to charities? ☐ Weekly ☐ Monthly ☐ Yearly ☐ Never
3.2	How do you prefer to make donations? (You may choose multiple answers) ☐ Through charity TV shows ☐ When collectors knocking on doors ☐ Through websites ☐ On Facebook ☐ Other:_______________
3.3	Which organisations do you normally donate to? (You may choose multiple answers) ☐ Small organisations (e.g. local clubs) ☐ Large organisations (e.g. Red Cross, Folkekirkens Nødhjælp) ☐ Organisations with specific purpose (support one project) ☐ Organisations with general purpose (support many projects) ☐ Other__________________
4	**Knowledge about Tanzibarn**
4.1	Do you know the website of the organisation Tanzibarn? (If you are not sure, answer "No") ☐ Yes ☐ No
5	**Contact**
5.1	Can I contact you regarding a user study? Please write name and email

Table 1: Questionnaire

The questionnaire above, table 1, is used as a baseline for understanding the subjects, and having an opportunity to exclude the person as a relevant subject. Especially question 3.1 will clarify whether the person is relevant, as someone who never donates to charity, would also not be a realistic user of www.tanzibarn.dk.

5.1.4 Recording

The questionnaires are sent out via Google forms for a digital and fast response[7]. There is taken consideration to the fact that Google forms is not a secure platform, and therefore there are not asked any personal question in this questionnaire. All recorded data will be deleted after the exam.[8]

After filling in the questionnaire and determining the relevant subjects, the following step in the user study is the work tasks of the user study, which is described in the following section.

5.2 Usability Tasks

In this section, the usability tasks that the subject asked to perform are explained. The user study questions and tasks are inspired from the literature in the review. Usability tasks and post-task interview is also inspired by the report by NNG. However, as the NNG report askes subjects to select between two organisations, and this study only focusses on one website, some questions are altered. The questions from the NNG report are consistent with many of the credibility measures by Fogg et al. (Fogg, et al., 2002).

As the credibility measures by Fogg contain very specific criteria such as: "The site is by an organization that is well respected" (Fogg, et al., 2002), these measures will be the goal of the answers rather than the specific question. Therefore, the tasks are adapted to reach the goal of answering some of these credibility measures, and the form of the questions is inspired by the NNG report, as the questions open up for the subjects to experience the website first hand, such as "Make a small donation to the non-profit or charity chosen in the previous task" (Estes & Nielsen, 2011, p. 210).

This study is attempting to ensure a realistic user process, however, as the study is performed in a simulated setting it has to be taken into account "[…]how to frame different types of information needs within simulated work task situations" (Borlund, 2016, p. 313). The structure of the usability tasks will mainly be inspired by Borlund's work, as it is set in an experimental setting. Borlund describes how to create simulated work tasks in an experimental setting. Certain components need to be considered, such as "[…]the involvement of potential users as

[7] See online questionnaire here: https://docs.google.com/forms/d/e/1FAIpQLSdW8r8DCYLWEEcYcyKadpWkvkWVJ6yBLrpk2EgT85_j_5pq-Q/viewform?usp=sf_link

[8] According to guidelines by Aalborg University https://www.studerende.aau.dk/gdpr/gdpr_english/

test persons" (Borlund, 2000, p. 76). This involvement of users is thoroughly considered through the sampling method above, to ensure that they in fact could be potential users of the website. Another component that should be considered is "the application of dynamic and individual information needs" (Borlund, 2000, p. 76). To ensure that the tasks are relevant and close to normal user behaviour, the user's information need is considered. "A user's information need is perhaps one of the most critical aspects of information seeking and retrieval. This need forms the basis of the user's activities and relevance judgments." (Kelly, 2009, p. 76). In this case, the information need of the user is artificial, as it is a lab setting in the study. The subject has not chosen to visit the site due to his/her own information needs, and therefore, it is important that the setting and the tasks provide some believable simulated needs for the subjects.

During the tasks, the user will have the opportunity to explore on their own, if they become curious while exploring, thereby creating actual information needs "[…]information needs evolve during the search process; this evolution results in dynamic relevance assessments — that is, as people learn more about their information needs, their relevance behaviors change" (Kelly, 2009, p. 76). A behaviour where the subjects are curious and explore on their own would ensure a form of real information need by this particular user. The concern for *real* needs can be accommodated by using potential users, who could develop an actual interest and actual information need during the simulated work task situation (Borlund, 2000, p. 76). The simulated work task should be a semantically open description, and should trigger the subjects mind and allow for their own understandings of the situation, and thereby their own solutions (Borlund, 2000, p. 77). A suggestion is to create a scenario for the subject as a background for performing the task. Inspired by Borlund's scenario description, the scenario for this user test will be creating a scene for the subject without creating bias towards the organisation:

Scenario: You have been talking in a group of colleagues about, that you are considering donating some money – not a large amount, but enough that you would like to know, that it is going towards some good work. One colleague says, that he has heard about this organisation called Tanzibarn, but he does not know much about it. He suggests that you look at their website.

The scenario suggests a certain website, without attaching obvious connotations. The subject should therefore visit the website without bias, as there are not connected feelings towards the colleague or the statement about the organisation.

After being presented with the scenario, the subject will be getting work tasks one by one. The first task is created from the subjects own information need. After being presented with the scenario, and before visiting the website, the subject is asked to consider what would they look for first. This individual task has the purpose to include the subject's individual information need (Borlund, 2016, p. 315). The additional tasks are following a structure that is identical for all subjects. The structured tasks have elements of *verificative information,* where the subject is to look for a specific fact or piece of information, and either *muddled* or *conscious topical information,* where the subject is to find information on a topic that he/she is either familiar or unfamiliar with. This is depending on whether the subject has prior knowledge of the topic that the person is asked to investigate. (Borlund, 2016, p. 315). Verificative and conscious topical information are most relevant to investigate, as users of this website would have some knowledge of the content of the website.

5.2.1 Sample – Usability tasks

The sample for the usability testing is the result from the questionnaire. The questionnaires purpose was among other to ensure that the subjects chosen for the usability testing were relevant. The relevant users meet the user criteria and the ones that do not meet the criteria are deselected.

The questionnaire has been sent to twelve people of which ten people answered. Of these ten people, seven people answered that they could be contacted for further user study. One of these seven was familiar with www.tanzibarn.dk and therefore deselected, another was not possible to contact. The selection process left five relevant users, all between 30-39 years and familiar with the internet and charities. The questionnaire survey and answers can be found in appendix 2.

The usability tests are conducted with these five subjects. This number seems adequate to indicate some answers to the research question. In case, the answers from these subjects had proven unsatisfactory, more subjects would have been required.

In the following protocol, it is described how the actual user study is performed.

5.2.2 Protocol

This section will describe the procedure for the user study. It functions both as a description for the reader and as a script for the facilitator of the study. The protocol will ensure a consistent process for all user studies. The same facilitator (the author) will conduct all five user studies. See the detailed protocol in appendix 3.

Day of user study:

1) Setup of computer

Browser is prepared: Authors name is removed from the website – Under the tab: Board

2) Participant arrives

3) The user is asked to fill in the consent form[9]. (Appendix 10)

Recording software is turned on.

4) Usability tasks

To avoid affecting the behaviour and attitude of the subject, they will only be introduced overall to the topic and purpose of the study. The subject is presented to thinking aloud, the scenario and the first question.

The facilitator follows the structure of the task scheme (Table 2).

5) Interview

The facilitator follows the structure of the interview guide (Table 3).

6) Conclusion of user study

Recording software is turned off. Recordings are explained later in this chapter.

5.2.3 The usability task scheme

The tasks below in Table 2 are used during the study. The tasks will not be known by the subject beforehand, as the subject should be allowed to notice things on his/her own. The tasks are a guideline, and tasks can be disregarded in case the subject has performed the task by him-/herself.

[9] Adjusted template by Aalborg University https://www.studerende.aau.dk/gdpr/gdpr_english/

No.	Task	Purpose
1	**Individual task**	
1.1	I asked you what you first would look for on this website; please do so, while you tell me what you think.	This task is based on the subjects personal information need. (Borlund, 2016) Inspired by NNG report (Estes & Nielsen, 2011).
1.2	Follow-up question to task 1.1	Whether there will be follow-up questions to this will depend on the subject's behaviour.
2	**What is important to this organisation?**	
2.1	Please look into what is important to this organisation, does it have a specific goal?	Type of information: Conscious topical information
2.2	Please find the vision and mission of the organisation	- *as above* Study has shown that the vision is significant to have on a non-profit website (Uzunoglu & Kip, 2014)
3	**The organisations background**	
3.1	You are interested in the people who work in this organisation. Please find out who is chairperson.	Type of information: Verificative information, as the task is to find a specific answer.
4	**Contacting the organisation**	
4.1	You have a question and wish to contact the organisation, what do you do?	Type of information: Verificative information, as the task is to find a specific answer. Inspired by credibility measures (Fogg, et al., 2002)
5	**Articles**	
5.1	You are getting interested in the projects of this organisation. Take a look at some articles about the projects and tell me what they work with.	Type of information: Conscious topical information. Inspired by credibility measures (Fogg, et al., 2002).
6	**Making a donation**	
6.1	You have decided that you wish to contribute to the organisation, what do you do?	Type of information: Verificative information, as the task is to find a specific answer. Inspired by NNG report (Estes & Nielsen, 2011).
6.2	If not done already, make a donation to the organisation. Do not fill in personal information or complete the transaction.	- *As above*
7	**Other relevant topics**	
7.1	Is there anything that you have noticed on the website that you would like to take a closer look at before we start the interview part?	This task is based on the subjects personal information need, in case the subject feels that there is something left to investigate.

Table 2: Work tasks

The following section will describe a think-aloud method, which will allow the facilitator to follow the subjects thought during the tasks.

5.2.4 Think-aloud

As the user study will be the following a *think-aloud* method, this section will clarify this method using three different books who all have a practical angle on usability testing through e.g. think-aloud (Albert & Tullis, 2003; Rubin & Chrisnell, 2008; Kelly, 2009).

One description of the think-aloud method as a data collective technique is by Kelly (2009), who has a very practical approach to the method. The researches needs to record the data, e.g. by using a microphone. However, this method does present some problems. Many people find it difficult to articulate their thought while completing a given task. This method can be unnatural and awkward to the subjects, as it is unnatural to speak ones thoughts aloud and reminding people to speak their thoughts can then become distracting and annoying to the subjects. (Kelly, 2009, p. 85).

One alternative to the think-aloud method is *simulated recall* which seems to avoid the awkward situation of articulating ones thoughts while performing a task. Using this method, the researcher will record the screen of the user. After the completed task, the user will watch the recording and can then articulate his/her thought process during the tasks. (Kelly, 2009, p. 85). If the subjects are too uncomfortable in the think-aloud situation, the simulated recall method can be used as a backup, using the recorded material.

The following section explains the interview that follows up on the usability tasks.

5.2.5 Post-task interview

This section clarifies the method for the follow-up interview. Interview as a method was seen in the studies in the literature review. The study by Kensicki asked users questions about the credibility of the websites through interview (Kensicki, 2003). Alhidari et al. first collected answers from 432 respondents through questionnaires, and then followed with phone interviews with 221 of the respondents (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018).

The interview for the present study will primarily follow a semi-structured method, which means that questions are structured, however, there is room for the subject to give additional comments and talk about topics that differ from the interview questions (Brinkmann & Tanggaard, 2010). The questions in the interview are partly inspired by the post-task questionnaire by NNG, where the questions are centred on attributes such as: Ease of understanding, design, frustration while completing the task, trustworthiness etc. (Estes & Nielsen, 2011, p. 212). The goal of the interview is to seek answers to the problem statement *How can a website, of a small non-profit organisation, inform users while helping to achieve the business goals of the organisation?* by following up on topics from the usability tasks and also explore the subjects' experience of the credibility of the website, as the literature review showed that credibility has a great role in the experience of a website. Below in Table 3 are all interview questions in an interview guide.

No.	**Question**	**Purpose of question**
1	**Impressions after visiting the website**	
1.1	After visiting the website, what was your overall impression of the organisation Tanzibarn?	These first questions provide general feedback from the subject.
1.2	What are some things that you liked about the site?	- *as above*
1.3	Which elements could the website improve for you to like it better?	- *as above*
1.4	Were there things you did not like?	- *as above*
1.5	Was there anything that confused you?	- *as above*
1.6	What made you think this organisation was trustworthy/not trustworthy?	To follow up on the topic of credibility as found in the literature review.
1.7	Did you find the articles credible, and why/why not?	To follow up on task 5
1.8	Did you notice if there was an author on the articles?	Inspired by credibility measures (Fogg, et al., 2002)
1.8.1	Did this mean anything to you?	- *Follow up on 1.8*
1.9	Were there any advertisements on the site?	Inspired by credibility measures (Fogg, et al., 2002)

1.9.1	Did this mean anything to you?	- *Follow up on 1.9*
1.10	Did you find the contact information that you expected, or was something missing?	Follow up on task 4.1. Inspired by credibility measures (Fogg, et al., 2002)
1.10.1	Which contact information would you normally expect on this kind of website?	- *Follow up on 1.10*
2	**Donation process**	
2.1	What did you like about the donation process?	To follow up on task 6
2.2	What would improve the process for you?	- *as above*
2.3	Based on what you have seen, would you consider donating to this organisation?	To gather feedback about whether this business goal was obtained, and why/why not.
3	**Overall usability**	
3.1	How easy was the website to use?	General feedback, also to uncover frustrations during the process.
3.1.1	How was it to navigate on the website?	- *Follow up on 3.1*
3.2	Which frustrations did you experience?	Might seem like a repetition of question 1.3, however, the subject may have additional comments.
4	**Recommendations**	
4.1	Would it make a difference to you, if a good friend or family had recommended the site?	Inspired by credibility measures (Fogg, et al., 2002)
4.1.1	Why would it make a difference/not make a difference? Does it normally affect your choices when people recommend websites?	- *Follow up on 4.1*
4.2	Based on what you have seen, would you recommend this organisation to anyone?	Inspired by credibility measures (Fogg, et al., 2002)
5	**Additional comments**	
5.1	Do you have additional comments to something that I may not have asked you about?	To uncover possible additional comments.

Table 3: Interview guide

The recording of the usability tasks and interview is described in the following section.

5.2.5 Recording

The study tasks were recorded by a screen recording software[10], which records both screen and audio. The interview is only audio recorded via the author's telephone. According to GDPR guidelines the subjects are asked to sign a consent form previous to the study. GDPR guidelines are followed and the data is stored locally to ensure the subjects personal information is not in a cloud database. All recorded data will be deleted after the exam.[11]

The interview completes the user study, and the recordings are transcribed. The process is described in the following section.

5.3 Approach to analysis

In this section, the data analysis is described. First, there is a description of how the data is processed. Thereafter, the findings are analysed in connection with the literature findings from the literature review.

The approach to the data analysis is based on the qualitative data analysis by Kelly, to understand what these subjects experience on this website (Kelly, 2009, p. 128). According to Kelly, qualitative data analysis is used to "[…] reduce the qualitative responses into a set of categories or themes that can be used to characterize and summarize responses." (Kelly, 2009, p. 127). The goal of the process is to reduce data through codes and categories, which are developed during the analysis. This process is usually inductive, and is referred to as open-coding, which means that there is no code scheme before the start of the analysis process. (Kelly, 2009, p. 129). The inductive approach ensures that the data will speak, and there will be no preconceptions towards which codes have to be found in the data. The coding process reveals similarities and differences in the data, which can be closely examined and compared where it is relevant. As the study is looking at subjects' experiences it may not be relevant to compare all similarities and differences.

[10] Free Cam 8 software by https://www.ispringsolutions.com/
[11] According to guidelines by Aalborg University https://www.studerende.aau.dk/gdpr/gdpr_english/

All users in the study have Danish as their native language, and therefore the study is conducted in Danish. In this paper, all is translated into English, however, the Danish transcriptions can be found in appendix 4-8.

The process is as follows:

- User studies are executed (in Danish)
- Transcriptions of both usability tasks and interview (in Danish)
- Coding process begins with simultaneous translations to English
- Analysis of the findings

In the following sections, you find the description of transcribing and translating the data.

5.3.1 Transcribing process

This section explains the process of how the recordings from the usability tasks and the interviews are transcribed.

The purpose of the study is to understand the experience from the users' point of view, and therefore the transcription needs to provide this insight. The transcription key (Table 4) explains the code for the transcription process.

The audio recordings contain the introduction before the interview. This introduction is not included in the transcription, which begins at the first question of the usability task, the individual task 1.1.

The aim of the transcription is to ensure transparency in the data and providing the base for the following analysis. Therefore, a complete transcription is made using a simple transcription key. Since the goal is not conversation analysis, the transcription will not contain much detail about linguistics, as there will be no analysis on other than the subjects' spoken words, e.g. possible subconscious opinions etc.

The transcription key below (Table 4) is adapted and simplified, based on the transcription key by Kvale (Kvale, 2007).

Transcription Key

1.2 or 3.2	Numbers in green show the task number in the usability task, and numbers in blue show the question number in the interview. Some of the tasks have timecodes added to simplify finding data in the recordings.
)	A single right bracket indicates where the sentence is stopped prematurely and another sentence takes over.
(	A single left bracket indicates where a sentence takes over from an unfinished sentence.
=	Equal signs between two lines indicates that there is no pause between the sentences.
(.)	A dot in parentheses indicates small pause.
: or :::	Colons indicate continuation of the previous sound. A longer sound equals more colons.
WORD	Upper case indicates someone talking distinctly louder than previously.
( )	Empty parentheses indicates that the author was not able to hear what is said.
(())	Double parentheses contain the author's comments or descriptions and not a transcription.
Word	Words in italic indicate a verbal underlining of a word – if the person stresses a word.
word-	A word ending with a – indicates that a word was not finished.
hehe	Laughter is only transcribed as "hehe"
Not included	Confirming utterances such as "mm" (meaning "yes") will not be included.

Table 4: Transcription Key adapted from Kvale (Kvale, 2007, p. 96)

Transcription is performed on the five subjects' usability tests and interviews. The subjects are anonymous and therefore called by a letter: T, H, G, E and D. See full transcription in appendix 4-8. The data within these transcriptions are the foundation of the analysis in the following chapter, Data Analysis. Next, the translation process is explained.

5.3.2 Translation

The original audio recordings are in Danish, and for this thesis, the translations are made as summaries of the transcription. Some direct quotes of relevant statements are added. All translations have references to the original statement in the transcription and can be found in appendix 4-8. The translation is the base for the following coding and categorisation.

Note that in the theory chapter the definition of credibility clearly states that trustworthiness is a part of the credibility term, however the two are not equal. In Danish there is one word for credibility and trustworthiness; *Troværdighed*. In the following analysis, the translations will seek to use the terms appropriately; credibility as the overall term, and trustworthy defining "[…]well-intentioned, truthful, unbiased, and so on. The trustworthiness dimension of credibility captures the perceived goodness or morality of the source." (Fogg, et al., 2001, p. 62)**.**

5.3.3 Coding and Categorisation

In this section, the transcribed data is coded and categorised. To all coding, there are references to the data so the actual statements can be found directly in the transcriptions. In the analysis, the statements are summarised and translated as describes above.

The approach to the analysis is inductive, as the data will be the source of the codes, and therefore, there is no previous codes to follow. The coding process is as follows; in the translated summaries from the usability tasks and interviews, there is looked for similarities and differences in the subjects' statements. During this process, different codes appear, and categories are created based on these codes. In appendix 9 the coding is visualised through colour coding. This is the preparation for the next step; Categorisation.

The references are read as such, e.g. the reference E: 5-14T is in "Transcription **E**" lines **5-14** in the Usability **T**ask (The interview questions are marked with an I). The original statements can be found in the transcriptions (Appendix 4-8).

6. Data analysis

This chapter contains the analysis of the data from the usability tasks and the interview. The questionnaires are not analysed, as they are only used for sampling. The primary data is from the usability tasks. The data is analysed inductively by searching for similarities and differences in the subjects' statements, and thereafter sorted into categories. This is described in the following section. These categories are then analysed in the perspective of the findings in the literature review, if there are comparable elements.

The data is based on the user experience of five subjects. From these five subjects, three were female E, T and H and two were male D and G. All subjects familiar users of the internet and they visit websites regularly. Four of the subjects yearly donate to charity. G is a student and does not normally give to charity, however, he does visit charity websites and therefore is assumed to have an interest in the topic. T was very nervous about the test and answered in very short sentences. All subjects are between 30-39 years old.

The analysis is structured based on the coding (appendix 9) and categorised under eight main categories. The categories below are exemplified with statements from the data.

6.1 Categories

In this section, the findings from the coding of the usability tasks and interview are divided into categories. Thereafter, categories are analysed based on the findings in the data and the literature.

. The categories are intertwined, as many of the statements about credibility include elements from the other categories, e.g. when credibility is mentioned along with visual elements. Therefore, some of the statements are repeated under the different categories.

Note in the analysis, that in the statements from the usability tasks, the subjects are not previously presented with any specific terms, such as *trustworthiness*. In the interview the subjects are asked to elaborate on specific terms such as trustworthiness. Therefore, when terms and statements are brought up in the usability tasks, it is the subjects own unaffected opinions, at least unaffected by the authors wording. Statements from the usability tasks can be identified in the quotes ending with a "T" and the interview quotes end with an "I".

Below the categories are analysed. The first category is concerned with credibility.

6.1.1 Credibility and Trustworthiness

All subjects mentioned credibility without being asked about it. It was mentioned in different degrees and they had different opinions to what makes the website or a specific fact credible.

A study has found a connection between web credibility and a professional design (Fogg, et al., 2002). As described in section 3.3, this thesis differentiates between elements in the term credibility, which contains trustworthiness (e.g. well-intentioned, truthful, unbiased) and expertise (e.g. knowledgeable, experienced, competent) (Fogg, et al., 2001, p. 62). Alhidari et al. had looked into different factors of trust towards charitable organisations, such as perceived ability which is to "[…]consider a charity to be trustworthy if it demonstrates the ability—that is, the skills, knowledge, and human resources required—to benefit the charitable purpose" (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 628). This aligns with the above terms like expertise and knowledge. Therefore, in the coding there is looked for statements that directly mention trustworthiness and statements about e.g. professionalism, authenticity and seriousness.

There is also looked for signs whether the subjects value perceived integrity at the organisation: "In the charitable context, expectations of integrity stem from a CO's consistency over time, credibility of communication, congruence between words and actions, and commitment to ethical standards" (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 628). The study of Aldihari et al. they look for perceived benevolence amongst possible donors as it is believed to have considerable impact on their assessment of the organisation "[…]perceived benevolence is the individual's perception of the extent to which a target wants to do good, beyond any egocentric profit-based motive." (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 628). These forms of perceptions are used to connect the subjects' statements to the term *credibility*.

The first task, where the subjects were asked to do what they would normally do when visiting this kind of website, was to identify some personal information needs. Two subjects, E and T, already listed trustworthiness as the first thing they would look for.

E would look at the structure of the website whether it looks professional and trustworthy: *"Well the first I would look at is the website's structure, if it looked a little professional and trustworthy and I would probably look who is behind this website"* (E: 5-7T).

T would first look at the website to see whether it looked trustworthy: *“I think that the first thing I would look for is whether I find the website to look trustworthy, if the things they write and such things look trustworthy”* (T: 4-5T). T finds the site to look trustworthy and professional because of the setup of the site (T: 11-14T).

D would first look at the overall impression, whether it looks professional (D: 3-4T).

G first looks for an economic overview, and finds that the donation page has a realistic appearance *”It looks like realistic and I think that I am not like becoming suspicious or something”* (G: 17-18T). It looks realistic as it is not full of advertisements and it seems down to earth with not much chitchat. (G: 20-22T).

E and T talk directly about trustworthiness and D and G talk about the professional and realistic appearance, which according to Fogg are elements in the overall credibility of the website (Fogg, et al., 2002).

In the following tasks, credibility shows to be important to all subjects, however, they have different things they look for in this connection.

E looks to see where the money spent and whether this seems trustworthy (E: 17-24T). *”It seems professional that they have someone responsible for the economy, someone responsible for PR and someone responsible for communication which seems very trustworthy*” (E: 18-21T).

E finds that the payment options look professional and look like what you normally see when shopping online, and payment options are clear (E: 89-92T).

G finds that the vision explains the purpose of the organisation well and finds it important as it provides transparency and trustworthiness instead of being vague, then he would be afraid that the money went to someone who benefitted from it instead of people in a bad situation, and you might not want your money to go there (G: 73-82T).

On the donation page T selects 100 DKK and finds that it looks like when you shop online which is trustworthy *“I find that it looks just like when you shop online a lot, yes trustworthy again, and then I can press Go to Register, should I press that? Yes and then they need some information about me”* (T: 116-118T).

The elements that are mentioned as credible items are; that there is written about areas of responsibility in the organisation and the explanation of the vision provides trustworthiness and transparency. G and E mention the money and where it goes, and E and T find the recognisable elements in the shopping cart trustworthy, as it looks like what you see in other web shops.

Elements that are **not trustworthy** are also discovered.

G finds an element on the website that he finds untrustworthy. On the donation page G scrolls down to the bottom where there is a donation button. G says that he would be careful to press that button, even though he cannot explain why. He thinks that it is an international icon which looks like icons used by big companies like Amazon where there can be something written in small print like freight costs (G: 295-306T). G clicks the button and states that he can see that it is PayPal, which is a reputable company, and it is a company that he trusts. He would, however, still choose the top option to donate (G: 307-312T).

This button is not credible to the subject, even if he cannot directly describe why, except that he connects it with small print and extra costs.

In the interview, the subjects are asked directly about the trustworthiness of the organization, based on the impression that the website has given them.

What made it trustworthy was that it was easy to see who was behind the organisation, the board etc. The website looked newly updated, where sometimes you can enter websites that look like nothing has happened in a few years, but this looked pretty new (E: 194-198I). E finds the organisation trustworthy. As she did not know about it before, it was easy to find what their message and vision is and how it is structured with a board etc., which E finds to be trustworthy. (E: 231-233I).

G finds the organisation trustworthy and he feels that the recipient is close to the sender. G feels that it is not a large organisation and this is appealing, as it not a large business hiding and making money for themselves. G feels that it is realistic (G: 404-410I). G finds the site very nice and "legal" as it does not seem like there is something behind. G likes that it is a small organisation and the people that made the website might be close to the project and have not outsourced the site. G likes that it is not like a large organisation where you feel distanced to the source, with this you feel closer and that contributes to trustworthiness, which makes G more willing to use and perhaps make a donation (G: 359-367I). G knows PayPal as a recognised company but it is not Danish, and he would have preferred Nets where you get a code sent to your phone. G trusts them but could imagine that someone may hesitate to use it (G: 494-503I). G would consider donating to this kind of organisation as it feels realistic, and he likes that it is alternative such as the sports club (G: 509-515I).

H found the organisation trustworthy because of the volunteers and the board, also that statues and accounts are itemised and accessible. What would make H sceptical is the stories about misuse of funding: "*There have been many cases with yeah especially help to African countries, also from Danish companies, so what has actually gone to these children*" (H: 266-267I). It is positive that there are pictures and they are open with e.g. who is chairman (H: 262-269I). H finds that the organisation seems serious. It did not look like a lot of money went to run the organisation, so the money goes to the purpose you want to support. The many volunteers of the organisations show that someone wishes to make a difference with this project (H: 215-219I).
T found the site to look trustworthy as the pages look alike when you click around, nothing sticks out (T: 172-174I). T found the website to look fine and trustworthy, she would not doubt to dare making a donation (T: 137-145I).

D finds that it seems like they take it seriously as they made a website with good details and where you can find the information you need (D: 206-207I). D's immediate thought is, that the website is trustworthy but he misses some kind of business approval on the main page, like the e-mark (D: 238-239I). D thinks that it could be untrustworthy that you need a PayPal account, which not many people in Denmark have (D: 285-288I). D would choose one of the other options for donations (D: 293-294I).

Two subjects, D and G, find an issue concerning the use of PayPal, and G would prefer a Danish company. D understood that the payment options only allowed for using a PayPal account, however, it is written below the payment options that it is not necessary to have a PayPal account (Image 2).

Image 2: Screenshot from checkout page http://tanzibarn.dk/checkout/ (20-05-2019)

Elements making the website credible are e.g. that it looks newly updated and the pages look similar, you can see who is behind the organization and the members of the board are visible, it is easy to find the organisations message and vision, the recipient feels close to the sender and information is accessible and easy to find. The money is mentioned as a factor and it is positive when only a small amount of money goes to administration, and that it is not a large organization making money for themselves.

In the statements above there are multiple connections to perceived ability, skills, knowledge etc. (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 628). They perceive an ability at the organisation such as professional, serious and realistic. E.g. G states directly that it feels *legal* and *realistic*. Also, there are signs that the subjects value to perceive integrity at the organisation: "In the charitable context, expectations of integrity stem from a CO's consistency over time, credibility of communication, congruence between words and actions, and commitment to ethical standards" (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 628). The vision and the message that the organisation sends seems credible to the subjects, and especially to E; the fact that you can see who is behind the organisation is important.

As there is literature showing, that the articles on a website can increase or decrease users' credibility perception (Fogg, et al., 2002), this was investigated separately in the interview with direct questions. The subjects therefore answer both on their immediate thought, and they are asked to think further and elaborate on their answers.

H found the articles trustworthy and did not notice whether there were names on the author. It would not make a difference to her, as it does not tell her anything anyway. The only thing that she would find making a difference, would be if it stated that the person was a member of the board, so it would be someone that you could trust (H: 280-291I).

T found that the articles seemed trustworthy, as they were visually alike, they had the same font and not a lot of spelling mistakes (T: 181-182I). To T it makes no difference whether there is an author on the articles, and she did not notice whether there was (T 190-193I).

From what D saw in the articles they seemed trustworthy, and he did notice the name on the articles, which he found did something for the trustworthiness, as it could have been fictional if there were no names or no pictures (D: 249-260I).

G had noticed the author of the article and found that the picture would be hard to manipulate. G likes the combination of a well-written article and a picture from there, which can create a trustworthiness (G: 420-427I).

E finds the organisation to be reasonably reliable with a good purpose for their work, you could see in the articles and the projects where the money goes, which seemed trustworthy (E: 187-190I). The articles seemed trustworthy as they had pictures from there (E: 236-238I). E did not notice whether there was an author on the article, however, when thinking about it, it could have been interesting to know whether it was written by someone from there or someone from the board (E: 244-246I).

Concerning the articles, the subjects were not very focussed on the authors credentials, which is one of the credibility measures by Fogg (Fogg, et al., 2002). However, they apply greater value to the pictures and that these seem realistic and connected to the organisations work.

6.1.2 Transparency

The literature from the review had no explicit links to transparency, and therefore the usability test has no tasks directly linked to transparency. However, the users mention this in different ways. G talks directly about transparency. The other subjects talk about related topics such as an easy overview, short descriptions and being able to read more.

G finds that it seems down to earth with not much chitchat. On the page for donations, they go straight to the point with the donation option on top (G: 20-23T). G finds the vision to explain the purpose of the organisation well and finds it important as it provides transparency and trustworthiness instead of being vague, then he would be afraid that the money went to someone who benefitted from it instead of people in a bad situation, and you might not want your money to go there (G: 73-82T). It gives G a good feeling that he can see the whole overview on the project page. He was afraid that he would only be able to read a few sentences more when wanting to read more, but there is focus on the details and he gets a positive idea that someone cares about communicating correctly to potential donators (G:186-194T). In the donations process G notes that it is an easy system and there is nothing invisible (G: 315-317T).

E would look at the board to see who is behind this organisation (E: 5-14). It adds to the professional appearance that the board lists areas of responsibility (E: 17-21T). E likes that there is a short overview of projects with the opportunity to read more (E: 35-40T).

H likes that the projects are explained as an education project, a sports project and a family oriented project as the project names themselves to not make sense (H: 26-28T). A project name as URYDO does not make sense (H: 30-31T). H is looking for what the money goes to but finds there to be much text under the project description and is not sure whether she would read it (H: 32-35T).

D liked that with the first project it was fast to see in the headline what it was about and he likes hard-core facts that you can relate to (D: 89-96T).

The subjects seem to value that the information is easy to access and that it appears to be transparent, through e.g. the possibility to read extra text, there are many facts, descriptive headlines. It is noticed when headlines are not understandable or information is missing. A lack of transparency identified in the usability task:

On the main page, D cannot identify what the organisation does, but from the text it could be something with children (D: 25-27T). D goes to a project he cannot pronounce (Mtandao og Kazi kwa Pamoja) and the only thing he can say about it is that it seems authentic. It is not as obvious what the project is about (D: 75-87T). D also finds that name special, URYDO, and finds that it looks like a partnership project (D: 98-102T). D would like more facts on these projects like the children centre (D: 103-104T). D finds the first two projects to have similar structure and the last is completely different. The first two have a lot more information where the last one can seem messy and you have to search more after things (D: 109-115T). D finds that he has to use PayPal and he cannot choose Visa or Mastercard, and finds that many would choose not to pay if they could not pay with their card (D: 147-149T). D does not have a PayPal account and therefore he would not donate, but he would go back and pay via MobilePay. When paying through MobilePay you can enter you email if you would like receive a newsletter, and here you can choose an alternate amount to donate (D: 151-155T).

G finds the description of the chairman's tasks to be a little vague and this should be elaborated to obtain transparency. The tasks of the vice chairman are more specific (G: 91-99T).

H would like to know how the organisation started and why. H would like the history of the organisation under its own tab (H: 92-95T). H likes the opportunity to send an email because then she can see what she sent. She does not know whether there is sent an automatic message to her email when she fills in the contact sheet. She would have doubt about when she sent it in. H wonders when she can expect an answer, what is "as fast as possible"? (H: 109-114T). H reads an article about a woman running a children centre, but wonders how it is connected to the organisation. Generally, the news could be generally about Tanzania or the organisation, this is not clear to H (H: 137-144T). H looks for information about how the membership will run, whether it has to be renewed yearly, but she does not find this information. H finds most asked questions "What is PayPal" and wonders why it says something about PayPal as it is not mentioned any other place on the page (H: 157-168T). H returns to donations page and clicks 100 DKK. H wonders why there is an option in the shopping basket to keep shopping, should you buy more than one? H moves on to Go to Register where she wonders why it says "Comments to delivery" will you get something delivered? (H: 174-178T). H notes that postcode is written in English when the rest is in Danish (H: 179-180T). H goes to pay and notes that now there is PayPal (H: 182-183T).

E returns to membership and finds that there is there is not much information on why you should become a member, and what you get from a membership except from a newsletter and an invitation to the annual assembly. However, she cannot put a finger on what is missing. E needs more information about what you gain from a membership (E: 61-78T).

During the tasks, the subjects identify certain factors that are linked to transparency issues, such as missing information e.g. what does the organization do and why, that the work tasks of the people responsible are not described in detail. Another issue are headlines and descriptions that to not make sense, e.g. abbreviations or other languages. Also, when to expect an answer when contacting the organization.

In the interview, the subjects were not asked directly about transparency, but e.g. what they liked and did not like about the website, and what they would like to have improved. Some of the answers has connection to transparency as well.

E would like a little more information about membership (E: 213I). It was easy to manage using the headlines in the right corner, and when holding the mouse over you could see short and precise headlines. It was simple to find things. (E: 222-228I).

G needed information on how much of the money went directly to the organisation and how much to administration, which can make a difference and get closer to the recipient and be more transparent (G: 375-381I). G likes that there was not much nonsense, that it was transparent, which he finds is important when you are on websites that you do not know. It seemed credible. It was a good experience that it several times said 100DKK and no administration fee (G: 480-489I). G finds the site very manageable with the submenus in the top, which are pretty standard. It was nice that there was not so much text under the different projects and you could read more about the background specific instead of just a long pile of mud (G: 518-526I). G hesitated by the fact that he had to write his phone number where you do not know whether you will get 40 calls a week which people may not find so great (G: 532-537I).

D finds that it seems like they take it seriously as they made a website with good details and where you can find the information you need (D: 206-207I). D would prefer the same structure for the projects and more facts like the first project had (D: 218-219I). D did not like that the last project's structure was messy, which was confusing when first having looked at the other two projects with a different structure. It had a lot more clicks, and he would prefer more text (D: 222-235I).

The above statements show e.g. that the subjects were missing information and descriptions, however, the fact that there is not much "nonsense" makes the site transparent, which is important to the credibility, according to one subject. These factors are interpreted as elements of transparency, as only one subject says it directly.

6.1.3 Visuals

Many of the subjects mention the visual expression e.g. whether it looks trustworthy and professional, but not all can explain how the visuals are expressing professionalism or trustworthiness. However, there seems to be a clear connection between the visual elements and the credibility of the website. It is important to examine these visual experiences of the subjects as “Indeed, visual imagery instantaneously affects how we perceive the message and the messenger.” (Kensicki, 2003, p. 6). Kensicki also finds a connection between connection between perceived visual seriousness and credibility in an organization (Kensicki, 2003, p. 8). Therefore, this topic is analysed. In neither the usability tasks nor the interview, the subjects are asked directly about the visual elements, except as a follow up question when they bring it up themselves. However, the subjects bring up the visual elements several times.

E finds that pictures give credibility when showing who receives the money. On the pictures, there are people wearing t-shirts with the project name, which shows that they are from the organisation (E: 41-46T). E likes the pictures that have a connection with the headline (E: 171-172T).

H finds the site a little plain visually with no colour, which makes the article seem long. She likes the short descriptions with pictures. She does not think that she would read a long text. She does not want to read much text to make a decision about making a donation, depending on the amount of the donation (H: 37-45T). She prefers a fast overview (H: 47T). H likes the main page with the pictures, she also likes the pictures on the project page so you can see that you are a real place (H: 197-201T).

T finds the article about women learning about pesticide free vegetables interesting (T: 86-87T). T likes the way it looked and that it sounded interesting (T: 90T) T likes that there is pictures and not just text in the articles, and likes that the pictures show that the women were actually on this trip as it gives some trustworthiness (T: 94-98T). T finds it overall to be really nice looking and she likes the top where it says Tanzibarn and has the four faces of children, which she finds really nice (T: 130-132T).

D would first look at the overall impression, whether it looks professional (D: 3-4T). D notes that there are pictures and that they look right as they are not taken in Denmark. (D: 10-11T).

D would like to take another look at the articles on the main page where he chooses the first one about a female manager. It has nice pictures and nice information and you can see what some of the money went to (D: 160-165T). The pictures provide trustworthiness as they look authentic, they are taken on location and do not look photoshopped. There are happy people on the pictures and it does not seem too set up (D: 169-171T).

The subjects seem to value that the pictures depict images that fit the context. The pictures seem to be taken on location. The visuals have to fit the context and look authentic. The quality of the pictures is not mentioned. D mentions that the pictures do not look photoshopped, and this is interesting seen in connection with the following with a finding of Kensicki that shows that viewers usually find the content of photographs believable, unless the content is "[…]overwhelmingly confrontational or from an unbelievable source." (Kensicki, 2003, p. 9). The other subject mention such things as you can see it is a real place, the t-shirts show that the pictures are from the organisation etc. which shows, that they would not have thought of it as manipulated unless it clearly *confrontational* or from someone untrustworthy.

An interesting finding is that the alignment between pictures and text gives a connection between them.

D likes that there are pictures from the different places on the different amounts, as you expect it to be from the different projects (D: 127-128T).

According to Kensicki, some of the factors that may have implications for credibility is alignment: "When elements are aligned, there is an invisible line that connects items and indicates their relationship. Without any alignment, a design can appear haphazard, unstructured and unconnected. These factors may have implications for credibility." (Kensicki, 2003, p. 7). The alignment of the pictures with the donation amount (Image 3) makes D expect that these are connected. This means that the alignment can create a connection that is only visual, as it nowhere states that the donated amount goes to the project on the picture.

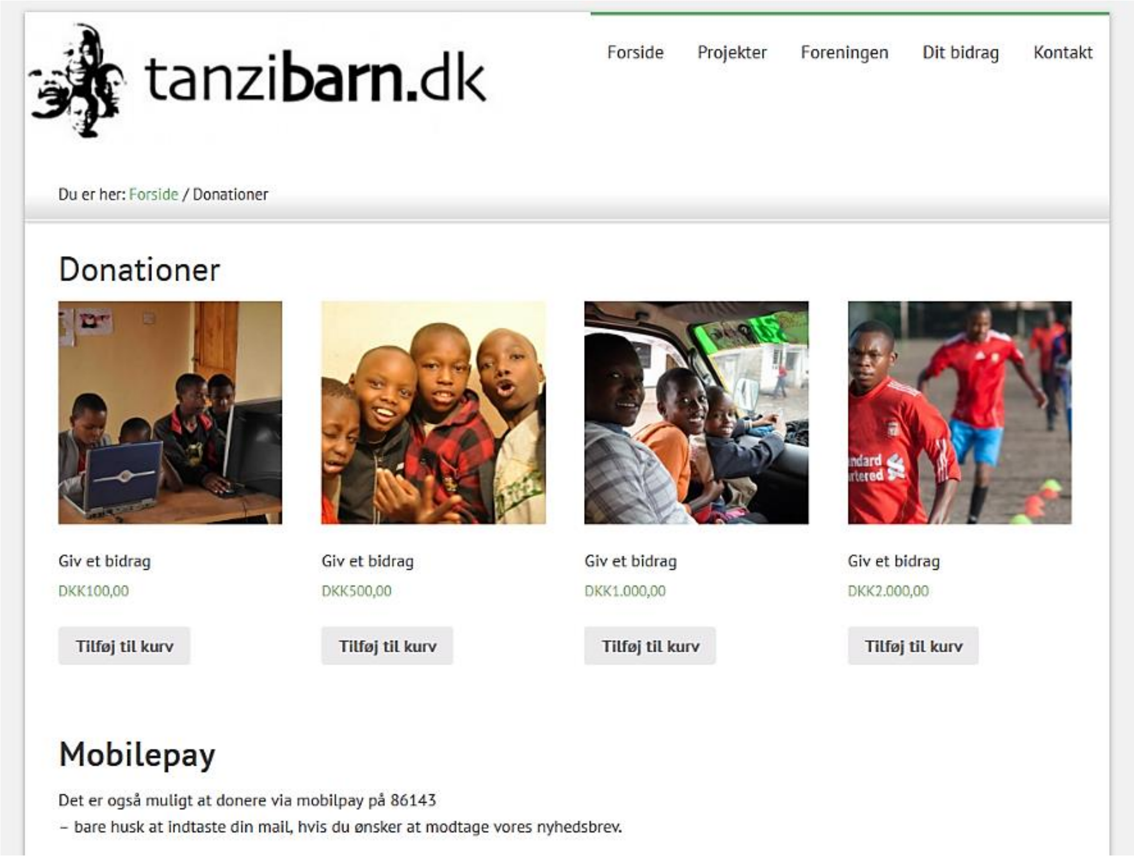

Image 3: Screenshot from donations page http://tanzibarn.dk/donationer-2/ (20-05-2019)

In the interview, the subjects are not asked about pictures and visual elements, except as a follow up question when they bring it up themselves.

The website looked newly updated. Sometimes you can enter websites that look like nothing has happened in a few years, but this looked pretty new (E: 194-198l). E liked that the website was easily manageable and that it was very white and had simple graphic, which made you notice pictures more. *"I liked that it was very manageable, well that there was a lot of white and a little simple graphic and it did so that you see the pictures better and that at least makes it trustworthy to me. Also, those projects you can see where it is also that there is a map so you can se where it actually is physically and then these pictures of the children centre and such, it also seemed very trustworthy that you could see the members wearing those t-shirts and such, that it seemed like you had chosen some random children."* (E: 201-207l). The articles seemed trustworthy as they had pictures from there (E: 236-238l). E found the website easy to use because it was white and had a few pictures. It is manageable with headlines with a few points under (E: 325-327I).

H liked the pictures and the descriptions of the current projects (H: 226-228I). Some places H would have liked more pictures and descriptions to make the text easier to get through (H: 233-238I). H did not like the project texts that had no pictures at all, she did not like the menu either, as the dropdown menu was broader than the global menu, which was not good visually (H: 244-247I). It is positive that there are pictures (H: 262-269I).

T found the website to look fine and trustworthy, she would not doubt to dare making a donation (T: 137-145I). T is very visual and likes the pictures, also the four children next to the websites name (T: 148-150I). T found the site to look trustworthy as the pages look alike when you click around, nothing sticks out (T: 172-174I). The articles also seemed trustworthy as they were alike, they had the same font and not a lot of spelling mistakes (T: 181-182I).

The pictures do a lot for D and they seem authentic and support it well (D: 211-212I).

G had noticed the author of the article and found that the picture would be hard to manipulate. G likes the combination of a well-written article and a picture from there, which can create a trustworthiness (G: 420-427I). G found the picture created some trustworthiness, as they were smiling and happy, it was feel-good and real (G: 438-440I). You could see that the image had nothing to do with Denmark and it is not close to G's everyday (G: 442-445I).

The statements above show that pictures with relevant content are adding to the credibility, e.g. that the people on the pictures are wearing t-shirts where the organisations name is printed on. It makes the pictures seem authentic. The pictures also make the text easier to "get through", and text without pictures seems unappealing. Again, there is mentioned that the pictures would be hard to manipulate. The content of the pictures is also mentioned as a "feel good" as they depict smiling and happy people. One subject mentions that the font is similar on all pages, and that there are no spelling mistakes.

6.1.4 Where does the money go?

During the user study, it became clear that one topic was repeated multiple times by all subjects, which was the issue about the donated money and what it is spent on. None of the articles of the literature review gave much attention to this factor.

For the first task where the subjects are asked about their personal information need, some are mentioning the money to be important to them. One of the subjects; H, mentions this topic as the very first thing. This is during the task of personal information needs, where the subject chooses which information would be important to him or her.

H would look for whether the money goes to something specific and how much is administration costs: *"The price. And then I think that I would look for whether it is specifically defined what the money goes to, yes, and how much is administration and how much actually goes to, yes the purpose"* (H: 3-5T). H is looking for what the money goes to but finds there to be much text under the project description and is not sure whether she would read it (H: 32-35T). H finds it good that she can access the detailed accounting and that it does not just say that there is spent 10 percent on something (H: 58-62T). H would also like a quick financial overview where it e.g. says 10 percent goes to administration (H: 64-67T).

E and G also look for where the money is spent, within the first task.

E also looks to see where the money spent and whether this seems trustworthy (E: 17-24T).

G has learned from a friend to look for the percentage that actually goes to the project and not administration costs (G: 10-12T). G did not find the answer on what he was looking and found important concerning which amount of money goes directly to the organisation and not to administration (G: 33-38T). Normally he would spend time looking for this information as he finds it very important and knows that there can be a large difference between organisations from a few percent to 50 percent to administration costs and that would make him feel cheated. It is important to G that his money goes to something right (G: 41-48T).

In the following tasks and the interview, the economic aspect is mentioned again in several connections.

E goes directly to the vision and finds that it was easy to locate. E finds it positive that this organisation supports a small village because when donating to a large organisation you are never sure where the money goes (E: 106-111T). In the interview E states that she would consider to donate to this kind of organisation as it seems trustworthy and you can see where the money goes, in contrast to a large national collection where you do not know where the money ends up (E: 319-322I).

G finds the vision to explain the purpose of the organisation well and finds it important as it provides transparency and trustworthiness instead of being vague, then he would be afraid that the money went to someone who benefitted from it instead of people in a bad situation, and you might not want your money to go there (G: 73-82T). In the interview G states that he needed information on how much of the money went directly to the organisation and how much to administration, which can make a difference and get closer to the recipient and be more transparent (G: 375-381I). It was a relatively important information that was missing, but not a deal breaker as the overall picture was positive (G: 383-384I). G finds that there could have been a phone number as it gets the user closer to the sender and make it more tangible that you can hear a person on the phone, which gives you more than written contact. On the other hand, a small organisation might prioritise the resources, which G finds okay (G: 469-477I).

D would like to take another look at the articles on the main page where he chooses the first one about a female manager. It has nice pictures and nice information and you can see what some of the money went to (D: 160-165T). D would like to look at the economy. He would like to see the numbers to see how large a percentage went directly to the different projects. D would like to know that the money he donates does not disappear into administrative costs (D: 174-178T). D finds the annual accounts and the statues, he opens the accounts and finds it to be technical to read through. He does not read the report but thinks that it might say something e.g. the organisation this year gave 80 percent of the turnover to the projects (D: 180-187T). D would not normally read the report to find answers and he finds that it could state it on e.g. the page Dit Bidrag. D likes facts. However, it could make someone think that they do not want to donate if only 40 percent of the money goes on, then it would make sense not to write it, but D could not say whether this is the case here (D: 190-197T). D finds the site seems legitimate because their accounts are public (D: 341-342I).

H states in the interview that the organisation seems serious. It did not look like a lot of money went to run the organisation, so the money goes to the purpose you want to support. The many volunteers of the organisations show that someone wishes to make a difference with this project (H: 215-219I). H found the organisation trustworthy because of the volunteers and the board, also that statues and accounts are itemised and accessible. It is describes what your money goes to as there are many cases with help to African countries with how much money the children actually got, which can make you a little sceptical. It is positive that there are pictures and they are open with e.g. who is the chairman (H: 262-269I).

The subjects' statements clearly indicate that where the money is spent is a great issue, and that they value that a large percentage goes to the intended project. This information is not directly accessible to the subjects, and they express the wish to have a short overview of the finances of the organisation. There can be a perception of high risk in donating to charitable organisations, as there is a history of organisations misusing donations, and therefore donors place a lot of trust in an organisation when donating money (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 624).

The subjects have mentioned administration costs several times as a relevant factor, and value that the percentage going to administration is as small as possible.
Also, in this context saving resources is acceptable, as long as the money goes to a good cause. Some statements indicate that this kind of charity organization can "get away" with more than commercial businesses, e.g. it is acceptable not to have a direct phone number. It has to be easy to see where the money is spent and how much is used on administration costs.

6.1.5 Main page

The main page in this thesis refers to the first page you see when visiting the website. An interesting note during the usability task was, that the main page was not used much to find answers. None of the subjects got answers of the main page, they looked and then immediately navigated away from the main page, except twice where the subjects found articles on the main page. There are two clear examples of subjects not finding answers on the main page is when they are looking for what is important to the organisation:

H first looks at the main page but does not find the answer, and then she goes to the vision (H: 73T).

D scrolls up and down the main page twice and moves on to "Foreningen" and finds the vision (D: 31-33T).

None of the subjects gave particular attention to the main page and only one mentions the main page as the place where he would need the missing information.

During the interview, D states that he misses some kind of business approval on the main page, like the e-mark (D: 238-239I).

Two subjects found the articles they were looking for, on the main page:

E goes to the main page and finds the articles (E: 128T).

H first goes to projects, then to the main page where she finds some news (H: 119-120T).

According to Rosenfeld, Morville and Arango, the user have certain questions when landing on a website, such as "Where am I" "What's important and unique about this organization?" "I know what I'm looking for; how do I search for it?" (Rosenfeld, Morville, & Arango, 2015, p. 83). None of the subjects found answers to these questions on the main page, however, none of them wondered about it, they navigated on until they found the information they were looking for.

6.1.6 Recognisability

It was positive to the subjects when they could recognise processes, such as the shopping cart (Image 4). The shopping cart is an element recognised by more of the subjects, which they found positive.

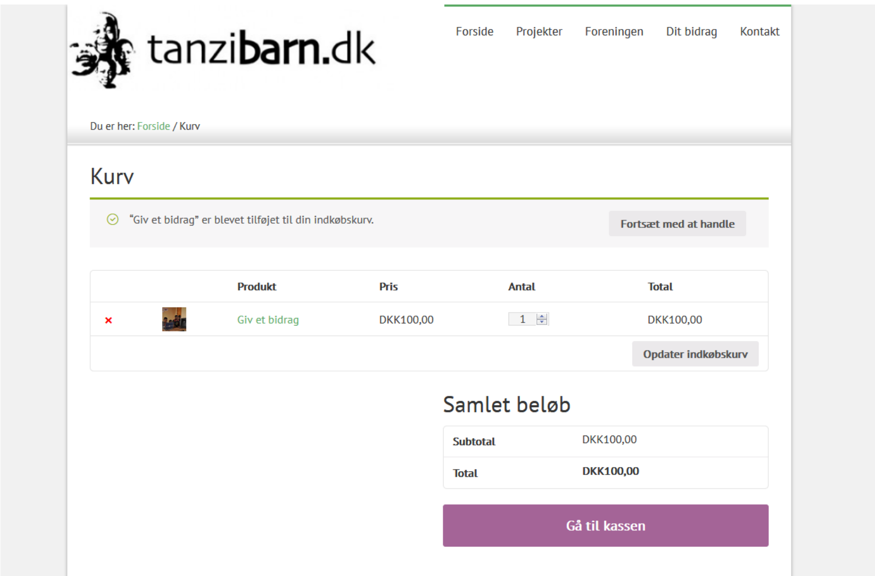

Image 4: Screenshot from shopping cart http://tanzibarn.dk/cart/ (20-05-2019)

E finds that the payment options look professional and look like what you normally see when shopping online, and payment options are clear (E: 89-92T).

T selects 100 DKK and finds that it looks like when you shop online which is trustworthy (T: 116-118T). T moves on to the information form and finds it to look properly (T: 117-120T).

D clicks add 100 DKK to cart, he goes to what looks like a classic shopping basket from a web shop. Here you could change the amount by buying more of 100DKK (D: 141-144T).

The recognisable factor can work negatively, depending on the connotations.

G identified the icon on the bottom of the donation page as not trustworthy, as he felt like he recognised it from large international companies and connected it with small print and extra costs (G: 295-306T).

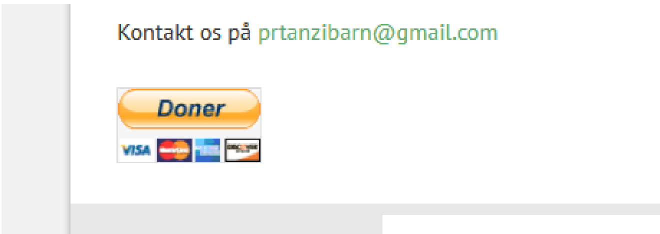

Image 5: Screenshot from donations page http://tanzibarn.dk/donationer-2/ (20-05-2019)

The elements that the users could recognise from other websites gave them certain connotations, the shopping basket looked professional and trustworthy as it was recognised from other web shops, which added to a positive experience. However, a donation button had negative connotations to one subject, which gave a negative experience (Image 5).

6.1.7 Advertisements

The subjects seem to have a different limit of accepting advertisements on a charity website than other websites. In the usability tasks there are no questions concerning advertisements, and in the interview the subjects are asked whether they noticed advertisements, and how advertisements affect their experience. During the usability tasks some subjects mention the advertisements:

It looks realistic as it is not full of advertisements and it seems down to earth with not much chitchat. On the page for donations, they go straight to the point with the donation option on top (G: 20-23T).

D likes that there are not a lot of sponsors on the side, he notes on the bottom there is logos for Leo and Economic, but he likes that it is not plastered in random advertisements (D: 46-50T).

H would like to take a look at something that is moving at the bottom of the page (it is broken and the links cannot be followed, which H is told). She was wondering whether it was advertisements or something she should notice (H: 191-195T).

G notes a different point about advertising, which is self-advertising:

G goes directly to donations and notes that it is nice that it is easily manageable, and does not find that the organisation advertises much for itself which he finds positive, that there is no "look how cool we are"(G: 274-277T).

In the interview, the subjects are asked directly about whether they noticed the advertisements and what their experiences were:

G likes that the website was simple, easy to oversee and not full of advertisements and a lot of confusing menus. It was logically structured (G: 370-372I). G notices something on the bottom but does not know whether it was advertisements. It was pleasing that he did not see advertisements on other pages. He would have understood that an organisations website would have advertisements. If the money went to the organisation it would be fine, but it was pleasant to be on a website that was not pasted with advertisements (G: 455-463).

E did notice three logos at the bottom of the page but no advertisement nonsense that confused. There was a sign up box for newsletters that returned (E: 254-258). It was nice that there was nothing that popped up or slid in, because advertisements that do not relate to the project should not be there as it would be confusing (E: 261-269).

H notices something on the bottom of the page but she did not know whether it was advertisements (H: 376-377). If it shows that the advertisements are a source of income, it does not speak against the website, but if there are too many irrelevant advertisements H finds that websites can seem cheap (H: 381-383). H finds it frustrating when there are a lot of advertisements in a big mess, but if they make sense and belong on the site it does not bother her. Otherwise, it has to be stated that the advertisement income is helping the organisation (H: 391-396).

T did not notice any advertisements on the website (T: 197). T would find it mysterious if there were e.g. advertisements from Bilka, which would be negative for her (T: 200-203).

D noticed two advertisements and he knew one of them. D finds it fine, as he supposed that the organisation gets the program for free for showing the advertisement (D: 262-268). He finds it positive that the website is not full of advertisements, it would be annoying with those cookie banners on the sides (D: 270-273).

Statements indicate that more advertisements would have been acceptable, as long as the money went to the organisation. This means that this type of organisation could use more advertisements, however, they had to be relevant to the organisation, or it had to be stated that the money goes to the charitable organisation. Fogg's credibility measures show that advertisements have a negative effect on credibility, however, that "ads that match the topic you are reading about" (Fogg, et al., 2002, p. 8), are found slightly acceptable, which could seem to match the results of this study.

6.1.8 Recommendations

The scenario for the usability test has the purpose *not* to sound like a recommendation of the website, in order to let the subjects be as unbiased as possible. In the interview, the subjects are asked about recommendations, as this is one of the credibility measures by Fogg (2002). The article by Long and Chiagouris also finds that relationships are very important: *"It is unreasonable to expect people or corporations to give their time or money to a charity if they have not developed a relationship with it."* (Long & Chiagouris, 2006, p. 241). This is also evident in the answers from the interview question about recommendations, and whether it would make a difference if the recommendation came from a good friend or a family member.

D would consider donating to the organisation following the scenario that a colleague had familiarized him with the website, as he would not normally just trip over it (D: 300-303I). D finds that if a family member or friend had recommended the website, he would have asked them why they chose this, as they could give some of the same information as the website (D: 326-330I). Depending on how much D would be donating, he may look more into the organisation (D: 336-338I). D finds the site seems legitimate because their accounts are public (D: 341-342). D found that the website provided enough information that he would recommend it on also e.g. as a school project (D: 346-351I).

E did not consider the recommendations while looking at the page, she had focus on finding out whether she found it trustworthy and whether she wanted to donate, and believes that it would have made no difference whether her mother or father had recommended it (E: 358-360I). E would look into people's recommendations when e.g. shopping as people would have some experience with this and it could be worth looking into (E: 363-368I). Based on what E has seen on the website, she would suggest to her colleagues to look at it as well, if they were thinking about donating, so that they could look through and consider it (E: 375-383I).

G finds it difficult to know what to support when moving in that world. G finds that if he could help a family member, it would be extra good (G: 544-548I). G values if good friends or family who are engaged in something it has great significance (G: 551-553I).

To H it matters a lot that a person she cares about is passionate about something (H: 404-408I). It matters if people that you know, and who are not paid by the organisation, are recommending something (H: 413-415I). The website in itself was not enough for H to want to recommend it to others, she would have to know more about the projects etc. (H: 419-429I).

T finds that if someone you know recommends something, then she does not need further information, but had it been a stranger then she would check it further (T: 265-270I). T finds recommendations from friends and family to be trustworthy (T: 273-275I). T would consider recommending the organisation, however, it would help if someone she knows could vouch for it (T: 282-283I).

The recommendations seem be an important factor in general for the subjects, especially from people that you know and trust.

The following chapter will discuss the findings of the above analysis.

7. Discussion

This discussion will first present the central findings of the user study and hold it against the findings of the literature review. Thereafter, the relevance of the thesis is discussed and whether the finding are applicable to a broader spectrum. Finally the methods are briefly discussed, both methods from the literature and the methods in this study.

7.1 Findings

The four primary findings concerning the categories in the analysis were the ones, where the subjects had the most observations and statements; Credibility and Trustworthiness, Transparency, Visuals and Where does the money go? The four other categories occupied the subjects less, however they still make relevant points; Main page, Recognisability, Advertisements and Recommendations.

In the theory, the term credibility is defined and split into two sub-terms, trustworthiness and expertise (Fogg, et al., 2001). All of these terms were found in connection with the credibility of the website. Some elements were central for the credibility of the website. The elements that create credibility are recognisability, visual elements, transparency and being able to see where the money goes. The different elements are discussed below.

An element that generated a sort of mistrust was the use of PayPal, where two subjects would prefer a Danish company. Paypal is a US company that lets you make secure payments, and it is available in more than 200 markets[12] around the world. The findings hereby show, that nationality and origin of certain elements have relevance, as these subjects would have preferred a Danish company.

The information architecture was also directly linked to credibility. It is important that it is easy to find the vision of the organisation and that information is accessible and easy to find, e.g. that you can see who is behind the organisation and the members of the board are visible. The fact that this information was easy to access is due to information architecture that works positively for these subjects. Factors such as the pages looking similar, and that the website

[12] According to PayPal: https://www.paypal.com/us/smarthelp/article/where-is-paypal-available-faq2390 (Retrieved 17-05-2019)

looks newly updated are also elements to the architecture that the subjects appreciated and connected with credibility of the website.

Another connection to the architecture of the website was the fact that the main page was hardly mentioned in any connection and did not assist any of the information needs, except for two articles that were found there. The navigation through the menu worked for the subjects and ensured that they found what they were looking for. Two subjects were looking for the vision of the organisation on the main page, but did not find it. According to Mirnig et al. (2015) the user experience is defined by different elements, such as brand image and presentation, which the main page could have provided through a vision, however, this was not present there. The navigation, however, was found user friendly and the users therefore did not notice it negatively that they had to navigate through the site to locate the information.

According to Mirnig et al. there are many elements that are a significant to the user experience, such as brand image, presentation, functionality etc. Furthermore, the users' prior experience is also a part of the user experience. (Mirnig, Meschtscherjakov, Wurhofer, Meneweger, & Tscheligi, 2015, p. 440). This prior experience is reflected in the recognised elements, which were both positive and negative when elements were recognised from previous experiences. The shopping cart created positive connotations, as the users' could recognise it from web shops. The one subject that noticed the donate-button, however, connected this with negative previous experiences, which gave connotations to hidden costs.

According to Fogg (2002) it adds a perception of credibility to the articles of a website showing the author's credentials, this was not the case in this user study, however, these subjects apply greater value to the pictures and that these seem realistic and connected to the organisations work. The visual elements are very important, since many non-profit organisations allow for online donations, consumers would be reluctant to enter personal information if the website looks untrustworthy (Long & Chiagouris, 2006, p. 242).

Concerning the visual elements of the website, Kensicki's research had focus on the visual appearance of websites and is therefore relevant to draw on in this discussion. The study investigates visual constructions and look for specific techniques that can make these visual elements more credible (Kensicki, 2003, p. 3). It is not possible to give clear answers based on this research, however, there are certain indications which seem conclusive for this study. The subjects value the visual expression and that it looks trustworthy and professional. However, they found it difficult to explain how the visual elements are expressing these qualities. As the subjects bring up the visual elements many times, there are indications that authenticity is the most important factor concerning the trustworthiness of the pictures. The subjects value the fact that you can see that the pictures are taken on location, depict relevant people and are not manipulated. The visual expression is important to non-profit websites as it can increase interactivity from the users. Kensicki's study shows that non-profit organisations should use photographs and colours that are bright and warm. The content should however, reflect the organisations work and be flexible to ensure that the content relates to the vision of the organisation. If the website does not consider this flexibility, it may be seen as less credible. (Kensicki, 2003, p. 24). Kensicki finds that the colours have an effect on how the users perceive a website. This study cannot contribute to this statement, as none of the subjects have commented on the colours used on the website. The photographs however, added great value to the subjects.

An interesting note about advertisements, which was not seen in the literature, is that the subjects meant that they would have a higher tolerance for advertisements on charitable and non-profit websites, however, as this is not tested there cannot be made any conclusions as to whether it would affect the user experience with more advertisements. According to Fogg (2002) certain advertisements that match the topic of the website, would not affect the credibility of the website negatively.

The two categories Transparency and Where does the money go?, are not mentioned in the literature from the review. The research by Alhidary et al. (2018) showed indications in this direction, as they found that trust is only present when the organisation is honest in the use of their donations. Where the money is used has proven to be very important to all subjects, where transparency is only mentioned by one subject directly. These two categories are however, directly linked, as with more transparency the website would provide the information that the subjects request. In this connection, transparency would mean to provide a simple economic overview, with a clear statement of how much money is spent on administration and how much goes directly to the projects. There has previously been seen fraudulent charities, which a subject also mentions. An example of why this transparency is important, is that after the Asian tsunami there were fraudulent emails sent out to claim online donations, and many people contributed and had their confidence in charity organisations shaken (Long & Chiagouris, 2006, p. 239). This example could indicate part of the reason why the subjects are missing a financial overview. As some donors have been victim of fraud when donating to charitable organisations, it creates a ground of credibility issues when donating to organisations that you do not know. The article by Alhidari et al. (2018) also shows an example of how donators have been misled by information and thereby given money to fraudulent charities. This may be one of the reasons why recommendations from friends and family seem to be of great value to the subjects, as they find recommendations trustworthy when coming from people that you know and trust. Another factor to the importance of recommendations is why people would make a donation in the first place; "It is unreasonable to expect people or corporations to give their time or money to a charity if they have not developed a relationship with it." (Long & Chiagouris, 2006, p. 241). The donations are a big part of achieving the business goals of this non-profit organisation, which makes the relationship between user and organisation very valuable. Mejova et al. (2014) also make relevant points concerning the relationship to an organisation, as "Close social connections play an important role in whether an individual donates to a cause" (Mejova, Weber, Garimella, & Dougal, 2014, p. 9). In particular, they find that there is a significant increase in the odds of a person donating to a cause, if more of this persons friends have donated to the same (Mejova, Weber, Garimella, & Dougal, 2014, p. 9). This also shows that recommendations from people you trust have great value in making donations.

The problem statement seeks to investigate how to inform users while achieving the business goal of the organisation. To succeed with this, the overall theme seems to be the credibility of the website, with the related sub-topics:

- Transparency, especially economic transparency, and good and easy navigation
- Context appropriate visual elements
- Good relationship between user and organisation

In some way, all the findings are related to credibility. Some are indicating the perception of credibility, and some are directly linked. To open up the discussion of these findings, one could look to why this is important to the organisation and to achieving their business goals. Above it is described and discussed *how* the website should inform users and achieve their goals, now we look to *why* a website has to seem credible.

7.2 Relevance of this study

To discuss the relevance of the study in this thesis, there is looked to the literature from the literature review.

A study concerning the shaping of attitudes towards non-profit websites, states that "[…] organizations will need to communicate in a manner that enhances feelings of security through website functionality and appearance." (Long & Chiagouris, 2006), however, this does not illuminate *why*. Another article finds that messages that are perceived as less credible, they are more likely to be ignored (Kensicki, 2003, p. 3). This would have an opposite effect of informing users, if messages are ignored for not being credible. Another article argues; "[…]a higher level of trust in COs is associated with a greater willingness to become a donor and to give larger donations" (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 629). This article also finds that: "[…] trust in a CO's website is significantly correlated with a user's interest in making an online donation and with the amount that they donate." (Alhidari, Veludo-de-Oliveira, Yousafzai, & Yani-de-Soriano, 2018, p. 629). These arguments point toward why credibility is vital in this connection, as whether the user actually reads the information and thereafter is inclined to make a donation all depends on whether he/she finds the website credible.

In order to further explore the relevance of the study if this thesis, the actual application of the findings would have to be considered, and therefore this is discussed next.

7.2.1 Applying the findings

In order to discuss the application of the findings, it would have to be considered whether the findings are very specific to this website or whether they can be applied to other websites as well.

One of the primary factors, that differentiated this study from the ones in the literature review, was the size of the organisation. The study concerned itself with a small and unknown organisation, where none of the subjects had ever visited the website, and none expressed any familiarity with the organisation. Only one person in the questionnaire was familiar with this specific website, and was therefore deselected. This unfamiliarity with the organisation possibly added more awareness to the question, whether the website seemed credible, as there were no previous connotations or facts connected with it.

When comparing to a larger organisation, such as Red Cross, it would have to be taken into account that most people are familiar with this to some degree. This could be positive or negative depending on the previous knowledge. For example, an article in Information describes a case from 2007, where there were many public discussions between members, volunteers and the media in 2007 about the Danish Red Cross. They had given the secretary general a "golden handshake" of 750.000 DKK. Other organisations such as Doctors Without Borders have low salaries and a volunteer secretary general, who meant that this case with the Red Cross would damage the reputation of all organisations, as many people would not like to donate money to large salaries. (Information, 2007). This correlates with the concerns from the subjects about where the money went and how much were administration costs. Many of the findings could most likely be applied to different websites, e.g. the visual expression should display relevant content, the website should look newly updated and the organisation should be transparent. However, it is not possible to say whether the subjects would have applied a different focus on many of the findings if the case website had been the Red Cross. An assumption could be, that the focus on the money would be more significant. In this case website, it was broadly accepted that there was no clear overview of the money, and it could be assumed that missing information like this, would not be accepted on the Red Cross website.

Nevertheless, many of the findings are correlating with the findings from other studies, which would not make these findings exclusively applicable for small organisations of this type, as the other studies investigate a broad variety of organisation types. An example could be the credibility measures by Fogg, which are based on people's attitude towards websites in general, not with one specific type of websites in mind (Fogg, et al., 2002). Many of the findings in this study are consistent with the credibility measures by Fogg, such as the importance of e.g. the website being updated, visible contact information, advertisements should be relevant and the website should look professional. Therefore, even if this thesis has focus on small organisations, in theory, many of the findings would be relevant for other organisations as well.

7.3 Methods

This section will briefly discuss the methods used in this study and the methods used in the literature review.

The literature did not show anything about transparency, money and not directly the authentic content of the pictures, and there are no clear answers to why this is not in the literature. However, it could be the methods and the primary focus of the studies, which did not allow for these conclusions, which is why these findings are not made. One example is the study by Kensicki (2003) concerning visual study looking at colours and organic websites contrasted with structured websites. The study did not focus on the actual content of the pictures, and could therefore not conclude anything on the content of the pictures. Another example is the study by Long and Chiagouris (2006) that focusses on the 55 items developed by Fogg et al. (2002), and having subjects react to these items. The focus on these items have excluded additional items that could be relevant, such as picture content, transparency and money overview, which are not listed among the 55 items. These are therefore not enlightened in the studies.

Another answer could be that the market in Scandinavia has a different perspective than the other markets from the articles, USA, Turkey and Saudi Arabia. However, the usability study in the NNG report from USA showed the following: "Non-profits would collect much more from their websites if they'd clearly state what they are about and how they use donations." (Estes & Nielsen, 2011, p. 5). As the report is not peer reviewed, is it not used to discuss the individual findings, however, it indicates that the market is not the reason for the differences in findings. It seems to be more likely that the methods have excluded the findings.

The study in this thesis has been limited to five subjects and one case website and therefore, it is naturally not possible to generalize based on these answers, as they only can only say something about this specific situation with these specific subjects. However, as many of the answers were coherent with the literature, it could indicate that some threads could be drawn to a broader spectrum. While the findings in this study are showing promising potential for future generalisation, and contribute to the field of Information Architecture, further research is still necessary.

8. Conclusion

This concluding chapter will provide an answer the problem statement: *How can a website, of a small non-profit organisation, inform users while helping to achieve the business goals of the organisation?* The conclusions are made based on the findings in the data from the user study, reflecting the user experiences of five subjects. The conclusions are not intended to generalize, however to describe the subjects' experience on the specific case website www.tanzibarn.dk.

The user study showed some findings that were categorised to make some deductions, how to inform users and achieve the organisation's business goals on their website.

For this organisation to succeed with informing users and achieving their business goals, the overall theme appears to be the credibility as an overall topic of the website. Related to this there are sub-topics, which are contributing to the overall perception of credibility:

- Transparency, especially economic transparency. In addition, to create a transparent website the structure has to provide good and easy navigation.
- Visual elements that are context appropriate. The pictures have to be authentic and show what the money from the organisation supports.
- Where the money goes should be very clear on the website. All subjects requested this information, especially which amount of the donated money went to administration and how much went directly to the projects.
- The main page of the website should provide the organisations vision, so that it is immediately visible what the organisation works towards.
- The use of recognisable elements for e.g. the shopping cart on the website. However, there is a risk for some elements to cause negative connotations.
- Advertisements are normally not a positive factor for these subjects. However, a non-profit website might be able to use advertisements without creating directly negative experiences for the users. However, this is not clear and would have to be tested further.
- Recommendations from people you know and trust are very valuable. To create a good relationship between the user and the organisation can have an effect on whether the user donates and effect the size of the amount.

The finding of the importance of credibility has been consistent with the findings in the literature review, which has shown the importance of visual elements, good navigation and a good relationship between user and organisation. However, the literature did not directly show the importance of transparency and especially showing how the money is spent within the organisation, which has proven to be very important to these subjects.

However, as the findings in this study do show potential for future generalisation, further research is still necessary in order to help small non-profit organisations to obtain their business goals online. Some areas that have shown interesting for further research is the topic of transparency, what this means to the users and how to obtain it online. Furthermore, it would be interesting to see more extensive research on small non-profit organisations, that are not yet known to the majority of the population.

9. Literature

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