CharityWise.
BY FRESH EGG

CharityWise

Free user research tools for charities

August 2024

What these free tools can help with...

Human insights

- In-person ("guerilla") research

- Remote interviews

- Unmoderated research

Data and analytics

- Tracking website behaviour

- Making your website structure work for users

Every tool featured in this talk is FREE – or - has a free tier/trial

Why do user research online?

Digital research tools can give you deeper insights, broader reach, and knowledge you can use.

Accessibility & inclusion

Reach a broader audience

Cost & scalability

Gather insights at scale

Managing data

Analyse data easily and securely

Share, save & collaborate

Build knowledge as a team

Making the most of an in-person event

1

Grab the chance to research when you can

Face-to-face with your website's audience? Turn your phone into a testing device…

Grab the chance to research when you can

Face-to-face with your website's audience? Turn your phone into a testing device…
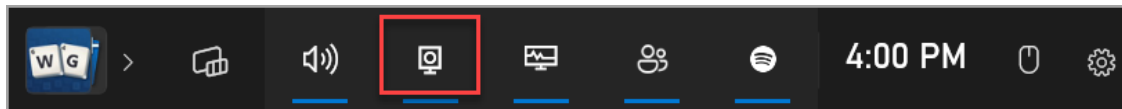
How to record your iPhone screen

- Go to Settings > Control Center, then tap the "Add" button next to Screen Recording.
- Open Control Center on your iPhone, or on your iPad.
- Tap the grey Record button, then wait for the three-second countdown.
- Exit Control Center to record your screen.
- To stop recording, tap the Screen Recording button at the top of your screen, then tap the Stop button. Or open Control Center and tap the red Record button.
- Go to the Photos app and select your screen recording.

https://support.apple.com/en-lamr/102653

Grab the chance to research when you can

Face-to-face with your website's audience? Turn your phone into a testing device...

Game Bar (Windows)

https://support.microsoft.com/en-gb/windows/record-a-game-clip-on-your-pc-with-game-bar-2f477001-54d4-1276-9144-b0416a307f3c

Quicktime (Mac)

https://support.apple.com/en-gb/guide/quicktime-player/qtp97b08e666/10.5/mac/14.0

Things to remember when doing impromptu research

Your dynamic with the people you speak to is often a little different in an informal environment, so it's worth keeping in mind some key behaviours:

Always get consent

Stick to your objectives

Follow best practises for asking good questions

Human insights

Speaking to people remotely

2

Video conference tools are vital for remote research

Conferencing tools allow you to reach your donors, partners and beneficiaries wherever they are. Just send your participant a link to your meeting, then ask them to share their screen as they move through your website.

Free conferencing tools:

- Zoom

- Skype

- Google Meet

- Microsoft Team
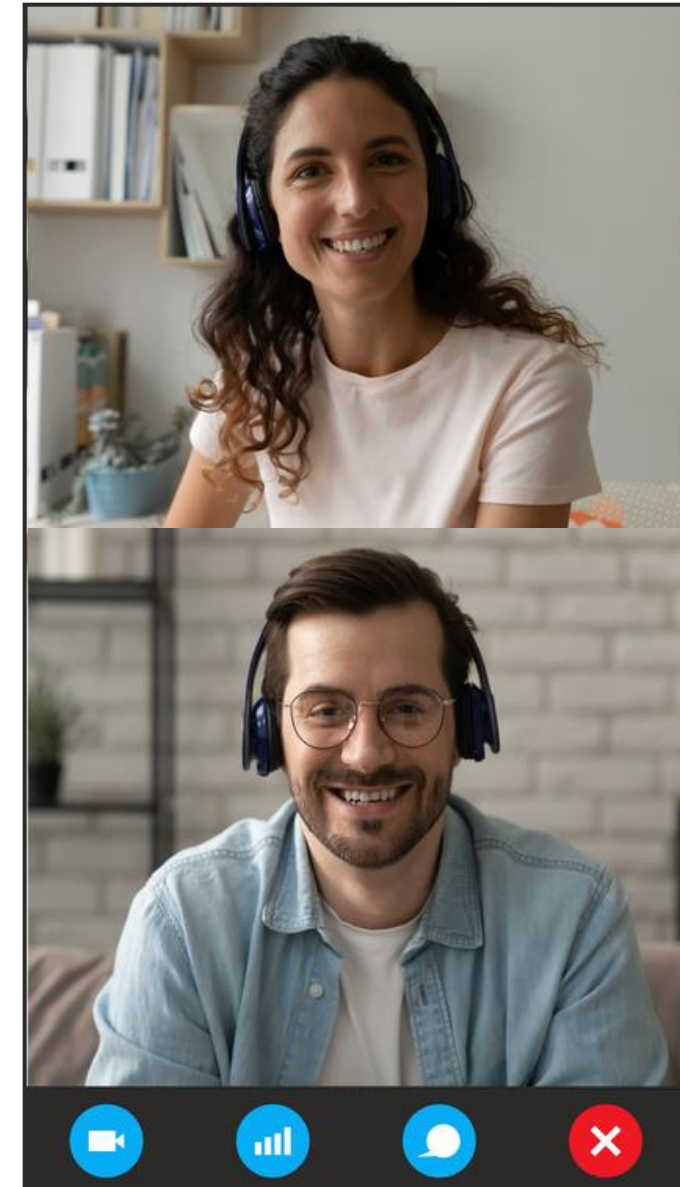
Comparing conference tools

	Zoom*	Skype*	Google Meet*	MS Teams*
Download required?	Yes	No	No	Yes
Session limit	40 min	4 hours	1 hour	1 hour
Max. participants	100	100	100	100
Call recording	✓	✓	✗	✗
Screen sharing	✓	✓	✓	✓
Transcription	✓	✓	✗	✗
Screen control	✓	✓	✗	✗
Live closed captions	✓	✓	✓	✓
Chat	✓	✓	✓	✓

*All comparisons made between free tiers.

Unmoderated user testing

3

You don't *have* to speak directly with users

Unmoderated testing involves people providing feedback and completing tasks *without* you guiding them.

Tools with free tiers/trials:

- Lookback

- Maze

- Lyssna *(formerly UsabilityHub)*

- User testing

Open page ⬈

Task 3

You need to find information about the impact poverty can have on people's health outcomes. Please describe what information you might expect to find on this website.

Now use this website to find relevant information - please avoid using the links at the very top of the page.

Please remember to think out loud while you are looking at the website.

ⓘ Remember to return to this tab when you finish the task.

Next

What participants see

Comparing user testing tools

|	Lookback	Lyssna	Maze	UserTesting
Trial length	60 days	Unlimited	Unlimited	On request
Sessions	5	15	1/month	On request
Transcription	✓	5 hours	✗	✓
Clips	✓	✗	✗	✓

Human insights

Sending out questionnaires

4

Obtain 'big data' by sending out surveys

Surveys are a practical and cost-effective way to gather a lot of data. When choosing a survey tool consider:

Number of questions and responses

Types of questions

Importance of 'logic'

Brand identity
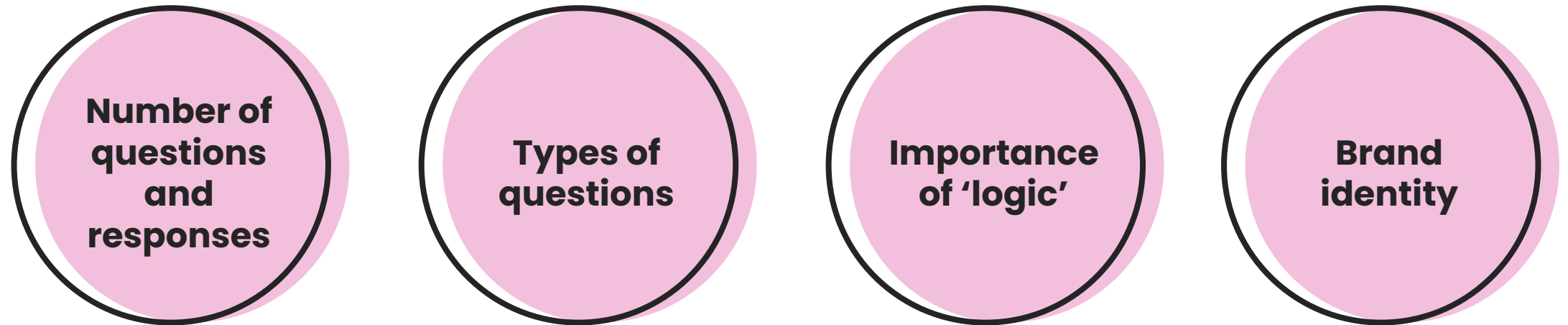
Popular freely tools include: SurveyMonkey, Microsoft Forms, Google Forms and Typeform.

Comparing survey tools

	Survey Monkey	**Microsoft Forms**	**Google Forms**	**Typeform**	**Jotform**
Free tier/trial	**Tier**	**Trial**	**Trial**	**Tier**	**Tier**
Unlimited surveys	✗	✓	✓	✓	5 forms
Unlimited responses	✗	✓	✓	✗	100/month
Custom branding	✓	✗	✗	✓	✗
Branching and logic	✓	✗	✗	✓	✓

*All comparisons made between free tiers

Making sense of qualitative data

You don't need complex digital tools to take notes

If you're on a tight budget, a common approach for note-taking is to use a spreadsheet.

Organise your testing questions or topics into a table and use the cells to record your notes.
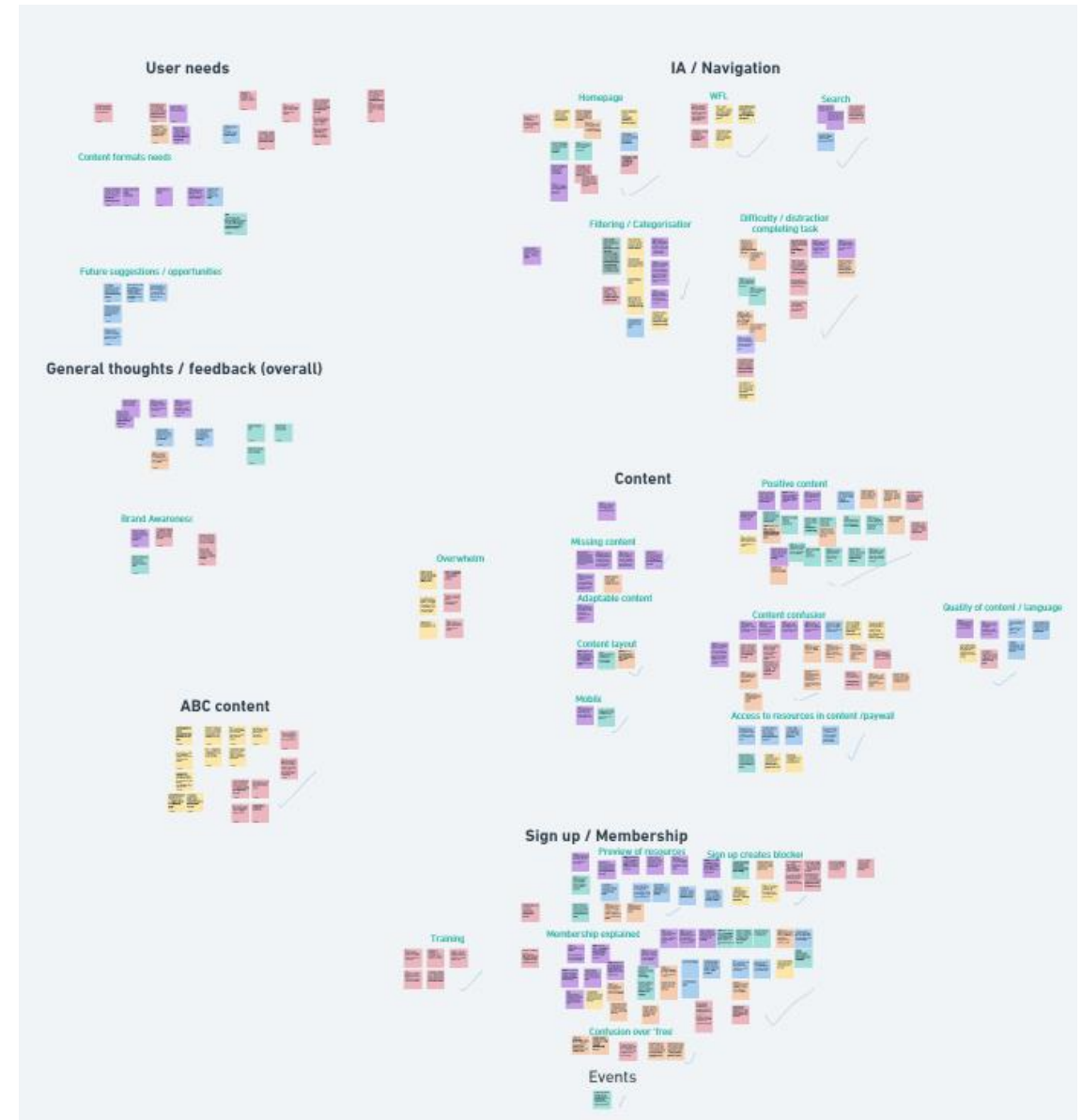
Whiteboard tools are also great for research analysis

An online whiteboard is a remote, collaborative 'blank page' for visualising information.

Use them to gather your notes, identifing patterns and themes.

Free whiteboard tools:

- Whimsical

- Miro

- FigJam
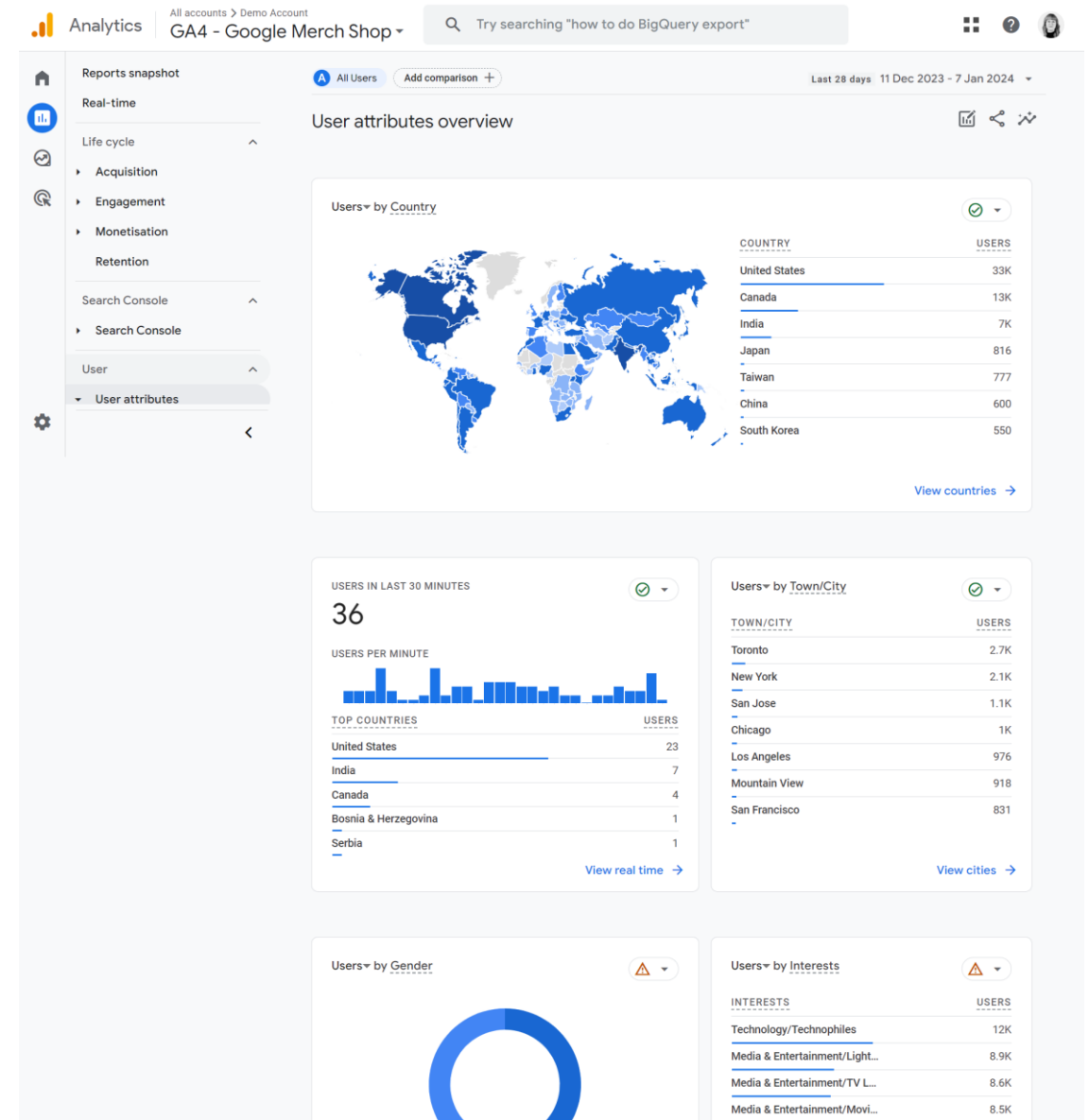
Tracking website usage data

6

Understand how people use your website

Web analytics allow you to collect, measure, and analyse user behaviour.

- Analyse your users

- See what they do on your website

- Find problems

- Identify key content

Google Analytics is the most popular free tool, but there are other options like Mixpanel, Piwik
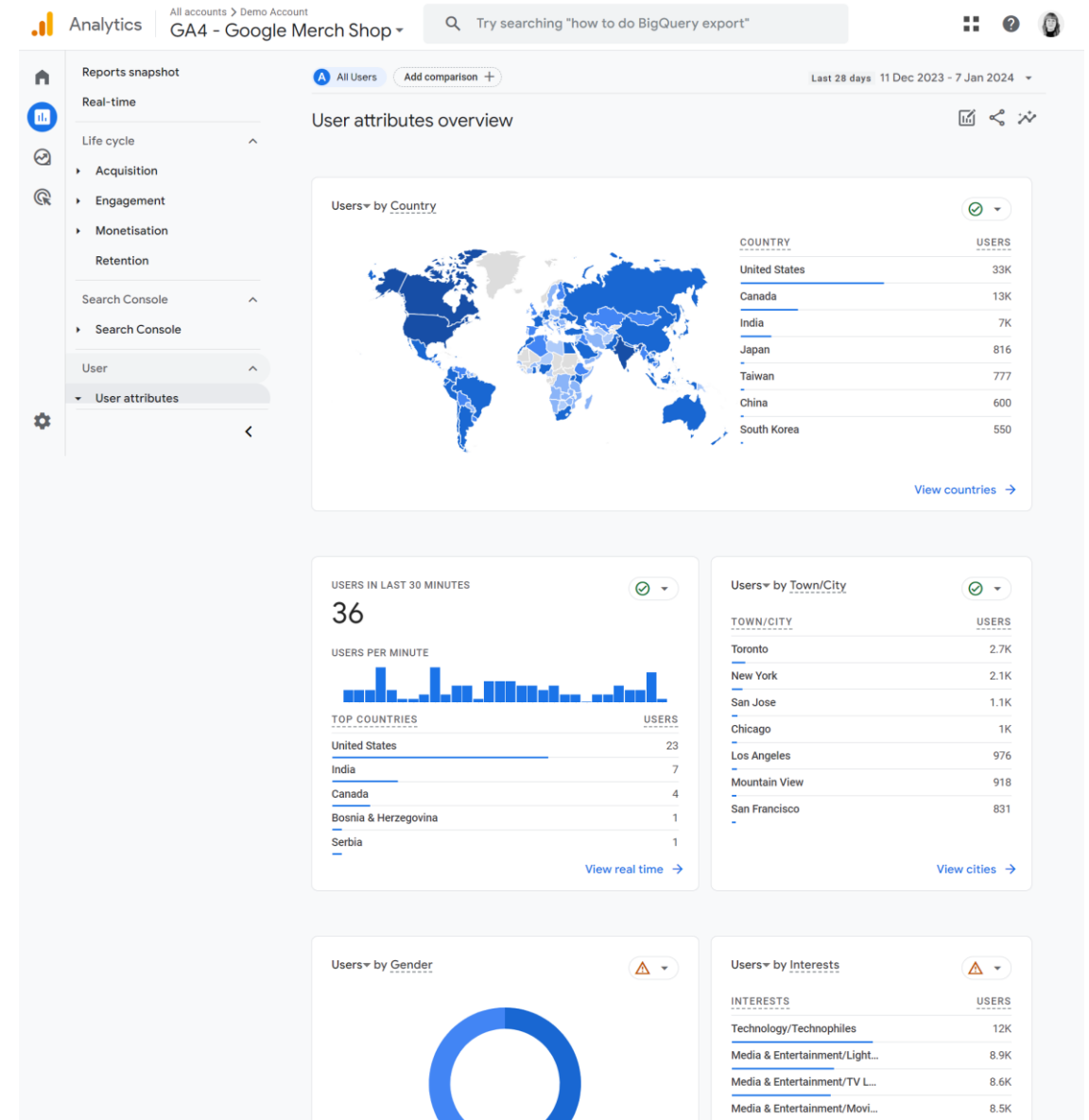
Understand how people use your website

Web analytics allow you to collect, measure, and analyse user behaviour.

Reports to explore

- Donation funnel

- Acquisition channel

- Landing page report

- Sign-ups by page

- Audience overview

There are many options for free digital tools...

7

What we've covered in today's webinar

✓ Making the most of an in-person opportunity (screen recording functionality)

✓ How to speak to users remotely (e.g. Zoom, Skype, Google Meet)

✓ How to get website feedback remotely without speaking directly to your users (e.g. Lookback, Maze, Lyssna)

✓ Making sense of your findings to identify themes and actions (e.g. Excel, Whimsical, Miro)

✓ Tracking exactly how users are using your website (e.g. Google Analytics)

Any Questions

CharityWise.

Thank you.

If you have any questions, please contact Fran Hall.

Fran.hall@freshegg.com