



# A Review of the Beantown Baby Diaper Bank Website Using

[Nielsen Norman's Guidelines for Attracting Donors and Volunteers on Non-Profit and Charity Websites](#)



**XD385: Introduction to Human Factors & User Experience**  
**Fall 2025**

## Design Guidelines

- There were 116 original guidelines.
- We removed some guidelines as they applied to Chapters & Affiliates which were not applicable to Beantown Baby Diaper Bank, and we added [new guidelines related to Instagram presence](#).
- The final report includes a review of 118 guidelines.

## Approach

- For each guideline, we reviewed the current state of the Beantown Baby Diaper Bank website and applied a “score”; if the guideline received a yellow or red score, we provided a recommendation for improvement.

## Scoring Rubric

- Green: Complies to the guideline
- Yellow: Somewhat complies to the guideline
- Red: Does not comply to the guideline

## Review Summary

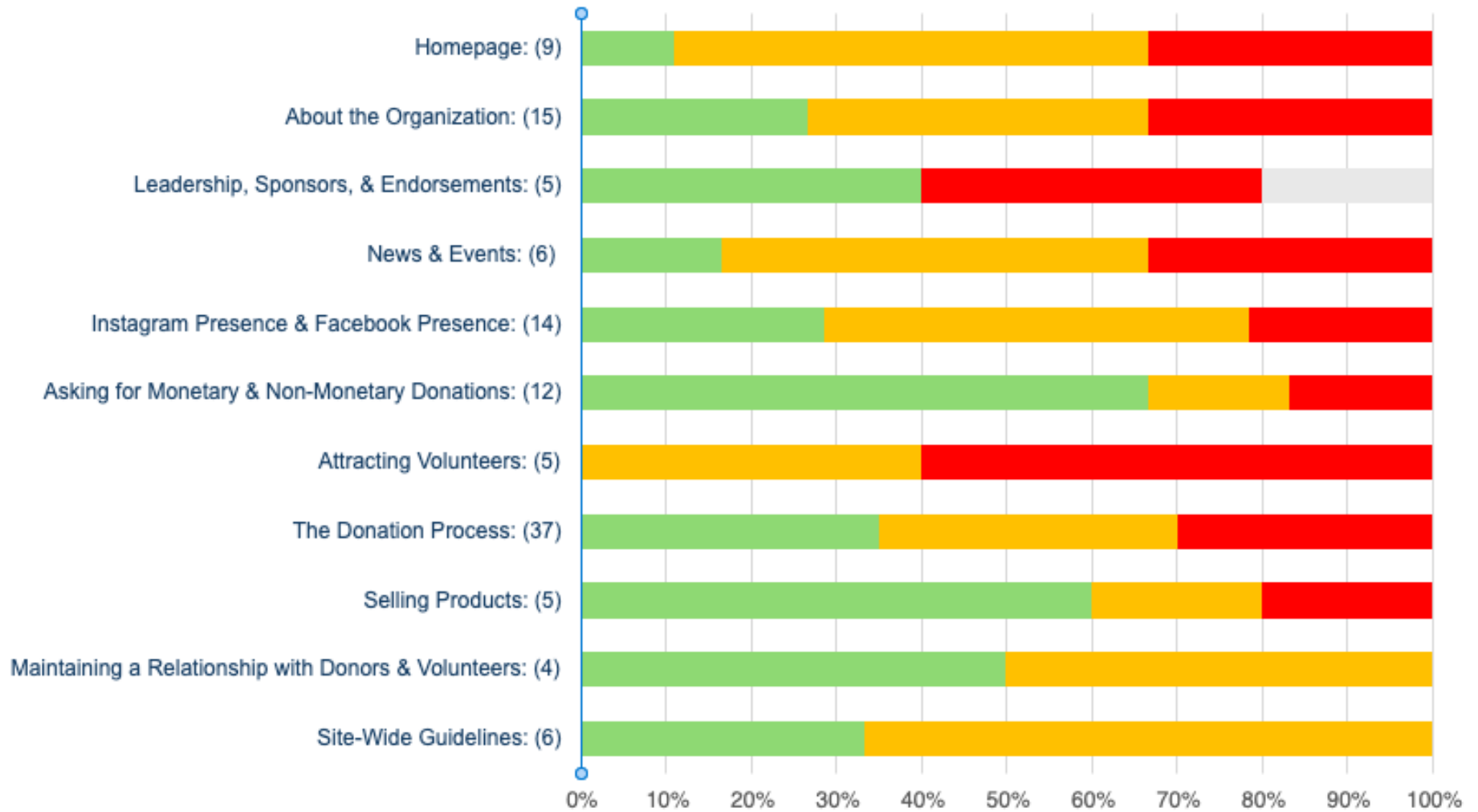
Of the 118 guidelines we assessed the Beantown Baby Diaper Bank website against, 40 (33.90%) were rated Green, 45 (38.14%) were rated Yellow, and 32 (27.12%) were rated Red. One was rated as not applicable (n/a).

|  | Green | Yellow | Red | n/a |
|--|-------|--------|-----|-----|
| <a href="#">Homepage</a> : 9 Guidelines  | 1     | 5      | 3   | 0   |
| <a href="#">About the Organization</a> : 15 Guidelines                                 | 4     | 6      | 5   | 0   |
| <a href="#">Leadership, Sponsors, &amp; Endorsements</a> : 5 Guidelines                | 2     | 0      | 2   | 1   |
| <a href="#">News &amp; Events</a> : 6 Guidelines                                       | 1     | 3      | 2   | 0   |
| <a href="#">Instagram Presence &amp; Facebook Presence</a> : 14 Guidelines             | 4     | 7      | 3   | 0   |
| <a href="#">Asking for Monetary &amp; Non-Monetary Donations</a> : 12 Guidelines       | 8     | 2      | 2   | 0   |
| <a href="#">Attracting Volunteers</a> : 5 Guidelines                                   | 0     | 2      | 3   | 0   |
| <a href="#">The Donation Process</a> : 37 Guidelines                                   | 13    | 13     | 11  | 0   |
| <a href="#">Selling Products</a> : 5 Guidelines  | 3     | 1      | 1   | 0   |
| <a href="#">Maintaining a Relationship with Donors &amp; Volunteers</a> : 4 Guidelines | 2     | 2      | 0   | 0   |

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| <a href="#">Site-Wide Guidelines: 6 Guidelines</a> | 2 | 4 | 0 | 0 |
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## Ratings by Category BTBDB

Green Yellow Red n/a



Reviewers: Bentley Undergraduate Students

Kwadwo Agyemang, Maddie Baker, Jessica Barker, Isabella Canales Giannini, Ashley Chen, Saika Corrielus, Ryan DeSantis, Beatriz Estella, Sophia Guerra, Isabella Kramsky, Sarah LaPierre, Alexis Levine, Lorraine Li, Arielle Lieberman, Pratham Patel, Lauren Rogers, Serene Shamsi, Katie Sim, Tal Sirlin, Jane Yegorova

| Homepage |   |        |  |  |
|----------|---|--------|--|--|
|          | Guideline   | Rating | Analysis of BTBDB website  | Recommendations for improvement (if applicable)  |
| 1        | Use the homepage to address the top two questions potential donors have: what does the organization do and how do they use donations? | X      | The homepage effectively communicates what Beantown Baby Diaper Bank does. However, it does not provide sufficient transparency regarding how donations are utilized. There is no breakdown or statement showing how funds are allocated.                    | <ul style="list-style-type: none"> <li>• Add a short section or graphic explaining how donations are used (like “\$25 provides a week’s worth of diapers for one baby”).</li> <li>• Include impact metrics (“In 2025, BBDB distributed 250,000 diapers to 1,200 families”).</li> </ul>   |
| 2        | Include a short, descriptive, and genuine tagline that reinforces the organization’s mission.   | X      | While the organization’s mission is clearly stated, there is no concise tagline that succinctly encapsulates it. The messaging is informative but lacks a short, memorable phrase that strengthens brand identity and emotional connection with donors.      | <ul style="list-style-type: none"> <li>• Create a short, emotionally resonant tagline that reinforces the mission. Place this tagline prominently in the homepage header or hero section. <ul style="list-style-type: none"> <li>○ Examples: “Every Baby Deserves Clean Diapers.” / “Ending Diaper Need in Greater Boston.”</li> </ul> </li> </ul> |
| 3        | Provide an easy-to-find link to donate.   | X      | The “Donate” link is visible and accessible in the main navigation, leading to a dedicated donation page with clear instructions and calls to action. The process is straightforward and functional.   | <ul style="list-style-type: none"> <li>• Integrate a “Latest News” or “Recent Impact” section that auto-updates with new posts or statistics.</li> <li>• Highlight ongoing or upcoming donation drives, community partnerships, or volunteer events.</li> </ul>  |
| 4        | Keep homepage content timely.   | X      | The homepage lacks recent updates or time-sensitive information. While the site has a blog with current posts, the homepage itself does not highlight ongoing drives, recent achievements, or upcoming events. This gives the impression of a kind of static | <ul style="list-style-type: none"> <li>• Consider featuring matching gift opportunities, donor tiers, or recognition programs.</li> </ul>  |

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|   |  |   | website rather than a dynamic and active organization.  | <ul style="list-style-type: none"> <li>○ Example: “Your gift will be matched dollar-for-dollar this month thanks to our partner sponsors.”</li> </ul>   |
| 5 | Promote any incentives associated with donating.   | X | The site does not mention any donation incentives, such as matching campaigns, donor recognition programs, or partnerships. There is no motivational appeal beyond the cause itself, which may limit engagement and donor conversion.   | <ul style="list-style-type: none"> <li>● Create a visible “News &amp; Events” section on the homepage summarizing blog posts, press coverage, or events. Include cause-related news (like diaper affordability legislation, partnerships with local hospitals).</li> <li>● Improve CTAs.</li> </ul> |
| 6 | Highlight relevant organizational news or events and, if appropriate, cause-related news or events.                    | X | While there is a blog section containing updates and media coverage, the homepage does not feature a dedicated “News & Events” area. Visitors must navigate elsewhere to find this information, which reduces immediate visibility of current initiatives or community involvement. | <ul style="list-style-type: none"> <li>● Use impact images of volunteers, families, and distribution events.</li> <li>● Add short testimonial snippets (additional to the video) or community partner quotes to increase credibility and emotional resonance.</li> </ul>                            |
| 7 | If rated highly by watchdog organizations, mention it and link to the organization’s information on the watchdog site. | X | Couldn’t find any rating by watchdog organizations  | N/A   |
| 8 | Feature information about volunteer opportunities and provide a link to more details.                                  | X | Couldn’t find any volunteer opportunities listed anywhere on the site   | N/A   |
| 9 | Allow users to connect with chapter and affiliate websites   | X | There is a map on the Community Impact page, though it is not interactive. The Partners page has links to the partners’ websites.   | <ul style="list-style-type: none"> <li>● Make the map interactive so that users can zoom in and out where they please and find local partners or partner inquiries.</li> </ul>  |

|                        | from the homepage.   |        |  |  |
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| About the Organization |  |        |  |  |
|                        | Guideline  | Rating | Analysis of BTBDB website  | Recommendations for improvement (if applicable)  |
| 10                     | Be explicit about the organization's work on the <i>About Us</i> page.   | X      | The "About Beantown" page provides a clear mission statement, historical data, and everything is explained in simple terms that most would understand. The work the organization does is clear.  | <ul style="list-style-type: none"> <li>Show the work as well as tell it, such as adding pictures of the actual handing out of diapers or collection.</li> </ul>  |
| 11                     | Include a brief mission statement on the <i>About Us</i> page. Explain what the organization does, how it's done, and why.   | X      | The mission statement is clear and explains why the organization exists and what it does. The purpose is clear, and the statement itself is concise.   | <ul style="list-style-type: none"> <li>There may be a better way to explain how the diapers are distributed within the statement.</li> </ul>   |
| 12                     | Clearly explain programs and initiatives.  | X      | Although not explicitly labeled as "programs" or "initiatives", the website highlights recent events on the "In the Media" page and brief explanations on the home page.   | <ul style="list-style-type: none"> <li>Create a clear section on the home page that talks about the recent programs/ drives (Latest News or Recent Impact)</li> </ul>  |
| 13                     | Consider using brief (no longer than two minutes), focused, and informative videos to communicate the organization's work and programs. If possible, include stories about how the organization positively impacted individuals or situations. | X      | The site doesn't feature any videos showing the organization's programs, volunteers, or wide community impact. There is one video of a mother who was able to receive diapers through Beantown and shares her appreciation, but that still does not properly address this guideline. There's no multimedia storytelling element(s) that helps emotionally connect donors to the mission. | <ul style="list-style-type: none"> <li>Add a 1–2-minute video to the homepage. For example, a parent can explain how BTBDB helped them, or a community partner can explain the non-profit's impact. Make it human-centered: explain how donations help families &amp; create an emotional connection with potential users of the website.</li> </ul> |

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| 14 | Explain the organization’s position on controversial issues.   | X | There are currently no visible or active statements addressing controversial or current events  | <ul style="list-style-type: none"> <li>• Add a short statement clarifying the organization’s stance on related policy or social issues. Keep it neutral and fact-based, emphasizing collaboration and community support rather than political alignment. <ul style="list-style-type: none"> <li>○ Example: “Beantown Baby Diaper Bank advocates for equitable access to essential baby care supplies, recognizing diaper need as a barrier to family health and stability.”</li> </ul> </li> </ul>   |
| 15 | Provide information about the organization’s location, along with contact information.   | X | The site lists a PO Box address and email contact form but lacks clear visuals or direct contact context (like a map or local hub).             | <ul style="list-style-type: none"> <li>• Add a contact us section with address, email, hours of operation, etc.</li> <li>• Embed a Google Map showing donation drop off sites.</li> <li>• Clarify preferred contact methods. <ul style="list-style-type: none"> <li>○ For example, “Email us for donation questions or partnership inquiries”.</li> </ul> </li> </ul>  |
| 16 | Clearly state the geographic locations impacted by the organization’s work.  | X | The site mentions Greater Boston but doesn’t specify exact cities or regions served.  | <ul style="list-style-type: none"> <li>• Include a brief list or map naming the communities served (ex: Lexington, Waltham, Boston Proper).</li> <li>• Add metrics like “Serving 15 cities across Greater Boston and beyond.” Reinforce this information on both the homepage and “Community Impact” page.</li> </ul>  |
| 17 | If necessary, explain work in various geographic locations. Some charities and non-profits work nationally or globally. If work varies across the country or globe, describe what is | X | Currently operates regionally but mentions partnerships across Massachusetts. There’s no breakdown of how impact differs depending on location. | <ul style="list-style-type: none"> <li>• Add a section called “Our Impact Across Massachusetts” summarizing work by area (e.g. “Partner agencies in Waltham focus on diaper distribution; Lexington supports storage and drives”). This helps future expansion or funding proposals by showing reach and organization.</li> <li>• Add a statement explaining future goals or future statements. Ex: “One day Beantown Baby Diaper Bank would love to expand further to the rest of the east coast, but we are not yet at capacity to meet those needs, but we are actively working towards it.”</li> </ul> |

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|    | done in different areas.  |   |   |  |
| 18 | If an interactive map is used to illustrate work in various areas, accompany it with static links.  | X | The “Community Impact” page includes a non-interactive map, and partner links exist but are not clearly tied to the map.  | <ul style="list-style-type: none"> <li>• Replace or enhance the map with clickable markers that open partner info <ul style="list-style-type: none"> <li>o Embedded text links</li> </ul> </li> <li>• Use filters or icons to distinguish donation vs. partner pickup/ distribution locations</li> </ul> |
| 19 | Avoid routing users to third-party map applications to show where work is done.   | X | The website does a good job at not redirecting you to third-party sites. This can be seen in the In the Media section. While the content is linked to the sites, you can view the content clearly on the Beantown Baby Diaper site.                       | <ul style="list-style-type: none"> <li>• Remove the links and just focus on optimizing the experience on the Beantown Website.</li> </ul>  |
| 20 | Use real examples of people that have been helped and situations that have been improved.   | X | On the website, there is a community impact page. This page only features one video with three different people on it. Additionally, they have an in-the-media page that has minimal real-world examples of how they helped it focus on the organization. | <ul style="list-style-type: none"> <li>• To improve the community impact page, they could include more examples of real-life Beantown baby diaper success stories.</li> </ul>  |
| 21 | If testimonials or personal stories are featured, be sure to provide enough detail so users know how the organization helped—or plans to help—the individual. | X | As I mentioned in the last guideline, there is only one video featuring personal stories/testimonials. This video does not include much detail, and there could be confusion about how the organization helped or will continue to help the individual.   | <ul style="list-style-type: none"> <li>• Like the last guideline, they could add more personal stories to the community's impact page. These videos should focus on more of how the organization plans to help individuals in the future.</li> </ul>   |
| 22 | Consider featuring stories about those who have made contributions to the organization.   | X | I couldn't find any significant stories about the people who contributed to the organization. These videos/stories that I found are more applicable to the people who received diapers.   | <ul style="list-style-type: none"> <li>• You could add a page within the Beantown Baby Diaper website highlighting the people who made contributions to the organization. I think you could use a mix of both photos and video for this page.</li> </ul>   |

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| 23 | If the charity is named after someone, provide easy access to information about that individual.   | X | The charity is not specifically named after someone. Beantown Baby Diaper Bank is straight forward and alludes to the mission and location of the entity. | N/A  |
| 24 | Offer a full annual report. Consider offering other financial documents, such as audited financial statements, an IRS determination letter, and tax forms. | X | There isn't a full annual report readily available on the website. Financial statements were not present on the website.                                  | <ul style="list-style-type: none"> <li>Add yearly financial statements to the website. This could be done on the about up page.</li> </ul> |

### Leadership, Sponsors & Endorsements

|    | Guideline   | Rating | Analysis of BTBDB website   | Recommendations for improvement (if applicable)   |
|----|---|--------|---|---|
| 25 | Provide information about the organization's leaders. Include the person's name, title, responsibilities, and an image. | X      | <ul style="list-style-type: none"> <li>The page on the website is dedicated to the leadership roles including their names, title, and a photo to highlight the faces behind the operation.</li> </ul> | <ul style="list-style-type: none"> <li>The page could include a little bit more of a description of what their responsibilities include and why they are involved in the company for viewers to get a better understanding.</li> </ul>        |
| 26 | Avoid excessively touting leaders.  | X      | There is no touting of the leaders; the information provided is simply the role that they play in the organization.   | <ul style="list-style-type: none"> <li>As stated previously, including a brief description about the leaders might be appealing to audiences and provide them with more of a connection rather than just their photo and position.</li> </ul> |
| 27 | If recognizable individuals endorse an organization or  | X      | Does not showcase endorsements from celebrities, public figures, or notable influencers on the website or Instagram. There is no information about past collaborations with recognizable individuals. | <ul style="list-style-type: none"> <li>Get involved with endorsements or partnerships with local public figures, influencers, or community leaders.</li> </ul>  |

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|    | have worked with the organization in the past, provide information about it.  |   |   |   |
| 28 | State the names of notable endorsers in captions for their videos and photos. | X | Just like 27 there are not particularly notable figures involved.   | N/A   |
| 29 | Explain how corporate partners work with an organization.                     | X | The website highlights the corporate partner Finnegan Development but does not explain how they work with Beantown Baby Diaper Bank | <ul style="list-style-type: none"> <li>Add information about how this corporate partner works with Beantown Baby Diaper Bank and what value they contribute to the organization.</li> </ul> |

**News & Events**

|    | Guideline  | Rating | Analysis of BTBDB website   | Recommendations for improvement (if applicable)  |
|----|--|--------|---|--|
| 30 | Consider featuring relevant cause-related news and events from outside sources, along with organizational news and events. | X      | Beantown Baby Diaper Bank has a section on their website called <i>In the Media</i> which shows all the times they were featured in news outlets, articles, and other media. While that's great exposure, as the guidelines suggest, people often donate because they can relate to the cause in some way and that usually means they are also interested in news or stories related to the issue. When we talked to Rachel, she seemed very passionate about the causes of diaper insecurity and the reason why this organization is so important. | <ul style="list-style-type: none"> <li>Add a section explaining the broader issue of diaper insecurity and why support is needed.</li> <li>Include related news and articles about diaper insecurity, not just those featuring the organization.</li> <li>Share Rachel personal story about why she started Beantown Baby Diaper Bank.</li> <li>Use this section to help potential donors connect emotionally with the cause and understand its impact.</li> </ul> |
| 31 | If both organizational and cause-related news and events are provided, create a clear                                      | X      | Right now, the In the Media section on Beantown Baby Diaper Bank's website only shows pictures of the articles they've been featured in without any separation or explanation of what each one is about. Since the articles are only displayed as images, it's also not very accessible for people  | <ul style="list-style-type: none"> <li>Add short text descriptions under each article image summarizing what the article is about to improve accessibility and engagement.</li> <li>Clearly distinguish between organizational features and cause related news using</li> </ul>  |

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|    | distinction between them.  |   | who use text to speech or read out loud accessibility tools. Additionally, since clicking on the images takes users to external websites, it can easily distract them and lead them away from Beantown Baby’s page and prevent the ultimate goal which is the donation.   | headings or formatting the differences. Ensure the section follows accessibility best practices so that all users, including those using read out loud tools, can easily access the information.   |
| 32 | If outside news articles are featured, ensure that they clearly relate to the organization’s work. | X | In the Media section on Beantown Baby Diaper Bank’s website, it does a great job of staying updated and featuring recent articles about the organization. However, most of the media coverage focuses primarily on Rachel and doesn’t highlight other members of the leadership team or their roles. While Rachel is clearly an important figure, they should be showing more of the team’s involvement to give visitors a better sense of the organization’s structure, values, and collaborative efforts. | <ul style="list-style-type: none"> <li>• Continue updating the In the Media section regularly to keep it current and engaging.</li> <li>• Feature news or stories that include other leadership members to showcase the full team and their contributions.</li> <li>• Add brief descriptions of how each featured article relates to Beantown Baby Diaper Bank’s work.</li> <li>• Update the leadership page to include short bios or information about what each team member does.</li> </ul>   |
| 33 | Highlight news stories in the press about the organization and link to the full story.             | X | In the Beantown Baby Diaper Bank’s website, there is a Media section. The Media has varying news reports and articles that were created in regard to the organization. The majority of the news and articles that are shown within the website allow you to click on it, and it opens a new webpage to the direct link of the full story. Except for one video, and that video is the first one in the series of news and articles that are linked to the page.   | <ul style="list-style-type: none"> <li>• Ensure that all published media and news articles have a link to the original source.</li> <li>• Add a brief description of the news and articles published. This allows people to understand the intention of the published media without having to directly access another website. This also allows people to receive an insight without having to read an entire article or watch a video.</li> <li>• Needs more organization. Maybe organize it in accordance with publishing dates, or the media that is most relevant to the organization’s mission. You can also organize it with the most credible media sources.</li> </ul> |
| 34 | Clearly differentiate between press releases and   | X | The Beantown baby Diaper Bank’s website does not provide any sort of description in accordance with the media that they have published. There is no   | <ul style="list-style-type: none"> <li>• I believe that an events section could be extremely beneficial for planned events where diaper drives are occurring. Also, it could even</li> </ul>   |

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|    | news. Allow users to search for events in their area. |   | aspect of the website that provides insight into events within the area.    | <p>include past events that provide people with more security in donating to the organization.</p> <ul style="list-style-type: none"> <li>• There needs to be descriptions of the media that are posted in the media section. Users may not have the attention span or even the curiosity to go and find out relevant information regarding the media posted.</li> </ul> |
| 35 | Allow users to search for events in their area.       | X | There is no current events section within the Beantown Baby Diaper website. | <ul style="list-style-type: none"> <li>• Include past events that occurred for the organization. Organizing reoccurring events will be easier since there is a limited number of people who are actively working within the organization. This can even guarantee more involvement from users in fundraising activities for the organization.</li> </ul>                 |

**Instagram Presence**

|   | Guideline   | Rating | Analysis of BTBDB website   | Recommendations for improvement (if applicable)   |
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| a | Content they share on Instagram is visually engaging, with clear images and videos that capture attention and effectively convey their message. | X      | The content shared mainly consists of graphics highlighting their quantitative achievements. These graphics stick to the branding colors, making the profile feed look cohesive. While it does look cohesive, there are not many photos of the actual operation like events that may be held. | <ul style="list-style-type: none"> <li>• The profile may benefit from posting more photos of real people/events rather than so many graphics. Using photos of real people shows viewers the real impact that the organization is making.</li> </ul>   |
| b | Captions should be informative, engaging, and relevant to the content shared, providing context, or telling a compelling story.                 | X      | The captions are relevant to the post and often elaborate on the photos being shared.   | <ul style="list-style-type: none"> <li>• Strong but some could be less wordy – more concise. It is noticeable that an AI chatbot is helping to write the captions, in the future it may be helpful to remove some of the cues that make it obvious like the emoji use. Knowing that AI is writing it makes it feel a tad disingenuous.</li> </ul> |

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| <b>c</b> | Use relevant hashtags to increase the discoverability of their posts, reaching a broader audience interested in their cause or content.        | X | Hashtags are not being used on every single post. When they are used, they relate back to the post, attempting to attract more attention to the account.   | <ul style="list-style-type: none"> <li>Use hashtags more often and be consistent with the ones being used.</li> </ul>   |
| <b>d</b> | Regular and consistent posting helps maintain engagement and visibility on Instagram.  | X | Recently, there was an entire month when there was nothing posted on the account. Aside from that, the account had a good track of posting every week. Consistent posting during the leadup to the one millionth diaper event. | <ul style="list-style-type: none"> <li>Ensuring that there is activity on the account at least once a week is important for viewers to stay updated on the organization's news and recent events. There should not be a month passing without posting.</li> </ul>                             |
| <b>e</b> | Building relationships with followers through interactions such as responding to comments, liking posts, and reposting user-generated content. | X | The account lacks interactions from followers, such as comments. When they do receive comments, the account likes them and responds to some, but not all.  | <ul style="list-style-type: none"> <li>When there are comments on the post, responding to them rather than just liking them will show viewers that their comments are appreciated.</li> <li>If people are direct messaging the account, it is important to be an active responder.</li> </ul> |
| <b>f</b> | Maximize your Instagram Profile Picture and Bio.   | X | There is a good/unique profile picture that lets people know who they are Bio is well described and mentions non-profit organization and what they do  | <ul style="list-style-type: none"> <li>Maybe change the logo to match the website or the other way around to have a consistent brand image</li> </ul>   |
| <b>g</b> | Offering glimpses into the organization's day to-day operations, events, and team members.   | X | The Instagram page posts milestones, events, and donation drives, but there is limited content showing behind-the-scenes operations or staff/volunteer activity.   | <ul style="list-style-type: none"> <li>Add posts highlighting team members, volunteers in action, or the daily sorting and distribution process. Short reels or photo series can give followers a personal view of the organization's work.</li> </ul>  |

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| h | Encouraging followers to act through donations, volunteering, or advocacy efforts.                | X | Posts occasionally mention donations, but there is no consistent or clear CTA in every post. Volunteering or advocacy opportunities are not heavily promoted on Instagram. | <ul style="list-style-type: none"> <li>• Include a clear CTA in each relevant post, such as “Donate Today,” “Join Our Volunteer Team,” or “Help Us Reach Families in Need.”</li> <li>• Use link stickers in stories to drive traffic to donations or sign-up pages.</li> </ul>  |
| i | Experiment with Instagram Stories & Instagram Live, to give more content and increase engagement. | X | Limited story highlights, and no Instagram Live content has been posted. Followers may miss real-time engagement opportunities.  | <ul style="list-style-type: none"> <li>• Start posting regular Instagram Stories showcasing events, new donations, or volunteer work.</li> <li>• Host occasional Instagram Live sessions for Q&amp;A, virtual tours, or special events to increase real-time interaction and engagement.</li> <li>• Create reels! And show the work they do and how people can get involved.</li> </ul> |

**Facebook Presence**

|    | Guideline  | Rating | Analysis of BTBDB website  | Recommendations for improvement (if applicable)  |
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| 42 | Provide links to the organization’s presence on social networks. | X      | Beantown Baby Diaper Bank’s website includes links to all of their social media platforms, and all of the links work properly. They are also active on every platform they include, which is great for building engagement and community awareness. However, the social media links are placed at the very bottom of the website which makes them easy to miss for visitors who aren’t specifically looking for them. This limits people from keeping up with the organization on more informal platforms that they check more often. By not highlighting their social media presence, the organization misses an opportunity to connect with audiences in a more direct and consistent way. | <ul style="list-style-type: none"> <li>• Move the social media links to a more visible area of the website - such as the header / navigation bar, or near the top of the homepage.</li> <li>• Include social media icons on multiple pages, like the About Us or Contact pages, to increase visibility and accessibility.</li> <li>• Add a small call to action - for example, Follow us for updates! next to the icons to encourage engagement.</li> <li>• Consider embedding a live social media feed or featuring recent posts to make the website feel more interactive.</li> <li>• Use social media as a direct link to their audience, encouraging ongoing communication and helping supporters stay connected with the organization’s updates and initiatives.</li> </ul> |

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| 43  | On Facebook, default to information about the organization.  | X             | Beantown Baby Diaper Bank's Facebook page defaults to the home page, which provides information about the organization and its mission. This is helpful for first-time visitors who want to learn more about what the organization does. However, much of the information is repetitive and doesn't provide additional insight beyond what is already on the website.   | <ul style="list-style-type: none"> <li>• Add more diverse content to the Facebook page like behind the scenes updates, leadership spotlights or volunteer stories.</li> <li>• Reduce repetitive information by summarizing key points and linking back to the website for more detailed content.</li> </ul> |
| 44  | Provide information about current news, events, and initiatives.   | X             | The Beantown Baby Diaper Bank's Facebook page is extremely active with current news, events, and initiatives. They have Facebook posts regarding their accomplishments and their purpose as an organization. They have posts about one event that took place. I am unaware if that is the only event, but it is their first post on their page. They also have their organization's direct link to their website that is easy to locate. They have a few bullet points and words that explain what the organization is. | <ul style="list-style-type: none"> <li>• Post more events or even how users can aid the organization.</li> <li>• Include a link to their website in each post of media published regarding the organization.</li> </ul>   |
| 45  | Post stories and examples to connect with users. Allow users to initiate or make donations from social networks. | X             | There are no stories posted regarding the impact or influence that the organization has upon the community. They have a link to their website displayed on the page, but there is nothing that allows users to take the initiative to donate.   | <ul style="list-style-type: none"> <li>• Multiple posts that show users how to donate</li> <li>• Direct link to the donation portion of the website</li> <li>• Posts that can cause an emotional reaction from users that will help highlight the significance of the organization.</li> </ul>              |
| 46  | Allow users to initiate or make donations from social networks.  | X             | There are no links within the page for users to access the link to donate. There isn't any sort of information published within the page to even show users how to donate, or how to help support the organization.   | <ul style="list-style-type: none"> <li>• Posts about how users can aid or donate to the organization</li> <li>• The website should be included in the brand's Facebook header.</li> <li>• The link to the company's website should be included in each social media post.</li> </ul>                        |
| <b>Asking For Monetary &amp; Non-Monetary Donations</b> |  |               |   |   |
|   | <b>Guideline</b>   | <b>Rating</b> | <b>Analysis of BTBDB website</b>  | <b>Recommendations for improvement (if applicable)</b>  |

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| 47 | Include details for those interested in making tax deductions.   | X | After you click “Donate” at the top of the homepage, there is a statement under the yellow “DONATE” button. It says, “ <u>Beantown Baby Diaper Bank is a 501 (c)(3) tax-exempt charitable organization and donations are tax-deductible to the extent permitted by law.</u> ” Additionally, when you click “What is this?” in the DAF Direct donation box, “ <u>A donor advised fund (DAF) is a charitable giving program that allows you to combine the most favorable tax benefits with the flexibility to support your favorite causes.</u> ” pops up.                                 | N/A   |
| 48 | Provide contact information specifically for donations.  | X | After you click “Contact” at the top of the homepage, you’re directed to a page where you can sign up to learn more about the organization, how to host a diaper drive, or ask a question. You are unable to contact the organization directly. They have to reach out to you. The page says you can call 211 for assistance, but it is unclear what assistance they would provide.   | <ul style="list-style-type: none"> <li>• The website should specify that 211 is a helpline to United Way, a nonprofit that provides community services.</li> <li>• The website should also mention a timeframe for when the user will receive a response (e.g. 1-2 business days).</li> </ul>   |
| 49 | Tell people exactly how donations are used, providing details about the percentage of donations that go to programs and services versus administrative and overhead costs. | X | On the homepage, there is a “Where do the donated diapers go?” section which states that the diapers go to other agencies and organizations and discloses partners under the “Partner” section at the top of the homepage. It also says, “The number of diapers and distribution frequency varies based on the number of clients each organization serves and storage capacity.” The website puts it on the agencies to give you specifics about where your donation is going. There are no details about the percentage of donations that go towards other programs or that cover costs. | <ul style="list-style-type: none"> <li>• While Rachel has no control over what the agencies or organizations do, it would be helpful for her to reach out so she can provide users with more details on the value of their donations, specifically quantifiable data. Rachel mentioned that at the moment they prefer monetary donations to cover storage costs. It would be helpful to specify that users know their monetary donations will be used for rental space.</li> <li>• Additionally, a header that says “Where My Donation Goes” could be helpful.</li> </ul> |
| 50 | Make it easy for people to donate to the organization  | X | Every page has a yellow “DONATE” button for people to donate money through PayPal. Additionally, the homepage includes options to buy diapers off an Amazon wish list or Target registry. However, the  | <ul style="list-style-type: none"> <li>• Every page’s “DONATE” button should be in the same location for consistency.</li> <li>• Additionally, if there are multiple ways to donate, the options should all be on the “Donate” page.</li> </ul>   |

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|    | on every page of the site.   |   | “Donate” page has a box on the right where you can donate from “Fidelity Charitable”, “DAFgiving360”, or “BNY Mellon”. There are some details about what DAF Direct is, but it doesn’t provide enough information.   | <p>Users shouldn’t have to go through every page figuring out the different ways to donate.</p> <ul style="list-style-type: none"> <li>• There should also be more details about the DAF Direct donation method.</li> </ul>   |
| 51 | Use the labels “Donate” or “Donate Now” to describe the link that launches the donation process.                         | X | There is a header that says “Donate” and a donate button on the right side of the homepage which takes you to a page where you make monetary donations.  | N/A   |
| 52 | Avoid being too pushy when asking for donations.   | X | The “Donate” header is the same size as the rest of the headers, so users don’t feel pushed to donate. The yellow “Donate” button on the homepage is capitalized but is not in-your-face. Additionally, phrases such as “If you would like to donate” and “Thank you for your consideration of a gift” encourage users to donate without feeling pressured to. | N/A   |
| 53 | Don’t bombard users with donation requests via pop-ups.  | X | The website doesn’t use pop-ups so users can browse without being interrupted.   | N/A   |
| 54 | Tell the stories of individuals or situations that will be helped with donations.  | X | Under “Community Impact”, there is a video of people that have received diaper donations thanking the bank. Under “Donate”, there are first-hand accounts of people sharing how receiving donations has helped them.   | N/A   |
| 55 | Provide information for those interested in making larger donations through planned giving or a charitable gift annuity. | X | The website does not mention options for major gifts, planned to give, stock transfers, or charitable gift annuities. This is a missed opportunity to engage donors capable of making significant, long-term contributions that could provide substantial stability for the organization.  | <ul style="list-style-type: none"> <li>• Create a section under the "Donate" page titled "Major Gifts &amp; Planned Giving." This section will explain what these are (i.e. stock donations, donor-advised funds) and provide a clear call to action, such as “For information on how to make a transformative gift through planned giving or stock donation, please contact us directly at <a href="mailto:giving@beantownbaby.org">giving@beantownbaby.org</a>.”</li> </ul> |

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| 56 | Provide a list of needed items.   | X | On the homepage there is a section titled “What diapers are accepted & where can I donate them?” which lists what diapers are accepted. It states, “Only infant and toddler disposable diapers should be donated; adult incontinence products are not distributed by Beantown Baby Diaper Bank.” The yellow “DONATE” button also allows for monetary gifts via a secure giving form.   | N/A |
| 57 | Explain donation requirements.  | X | On the homepage there is a section titled “What diapers are accepted & where can I donate them?” You can find a description of the kinds of diapers that are acceptable. On the "Donate" page, there is information about making monetary gifts. On the Beantown Baby flyer for those that want to host diaper drives, there are details on what donations are accepted. They accept infants and toddler disposable diaper donations. They do not accept adult incontinence products. There is a physical drop-box location at a Stop & Shop store (36 Bedford St, Lexington). | N/A |
| 58 | State when and where users can drop off items. Provide or link to directions and a map. | X | On the homepage, there are options for donors to donate diapers. You can email them or drop them off at a drop-box. Only one address is provided for the drop-box, so you have to be local if you want to make an in-person donation or coordinate with. The drop-box is located in <a href="#">Stop &amp; Shop, 36 Bedford St, Lexington</a> (end of self-checkout aisle 8 along window).   | N/A |

**Attracting Volunteers**

|    | Guideline  | Rating | Analysis of BTBDB website   | Recommendations for improvement (if applicable)   |
|----|--|--------|---|---|
| 59 | Provide a list of common volunteer duties, along with typical hours or shifts. | X      | The website briefly mentions volunteer opportunities, but it does not list specific duties, shifts, or time commitments. Users interested in volunteering can't find information about available tasks or the time commitment required. | <ul style="list-style-type: none"> <li>• Create a section outlining typical volunteer roles and indicate expected shifts or frequency.</li> <li>• They should include volunteer testimonials or an overview of a typical day in the life of a volunteer to help users visualize themselves in this role.</li> </ul> |

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| 60 | If volunteers must meet specific requirements, list them.  | X | The site does not specify any requirements for volunteers such as age restrictions, ability to lift a certain weight, or transportation needs. Potential volunteers are not certain if they qualify.   | <ul style="list-style-type: none"> <li>• Add a list of basic requirements and any training or onboarding information required for volunteers.</li> </ul>  |
| 61 | Collect volunteer information via a form. Allow users to choose their volunteer interests on the form. | X | The site includes a contact form under the "Contact" page, but it is only for general inquiries rather than a volunteer sign-up form. It only collects names, emails, and messages which prevents users from indicating what type of volunteer work interests them or what their availability is.  | <ul style="list-style-type: none"> <li>• Create a dedicated volunteer form that's separate from the "Contact" page. Include dropdowns and check boxes that allow users to select their interests and input their availability and scheduling preferences. This will streamline communication and allow the organization to match volunteers to tasks that best suit them.</li> </ul>                                    |
| 62 | Provide contact information along with the form.   | X | The "Contact" page includes a form and an email address for reaching out. However, the site does not list contact information for whoever coordinates volunteering. The contact option is accessible, but the lack of a designated volunteer contact may make it unclear who to reach out to follow-up questions.  | <ul style="list-style-type: none"> <li>• Add the name, email, and phone number of a volunteer coordinator or main contact below the form.</li> <li>• Add a message such as: "Questions? Reach out to our Volunteer Coordinator at (email) or (phone number)". By placing this near the form, it reinforces accessibility and makes the organization appear more responsive and approachable.</li> </ul>                 |
| 63 | Tell users when to expect a response on the form and the confirmation page.                            | X | After submitting the contact form, a confirmation message appears stating "Beantown Baby Diaper Bank does not provide diapers directly to individuals and is not currently able to accept new partner agencies. For assistance, please call 2-1-1." While this message confirms that the form was successfully submitted, it does not tell users when they can expect a response or follow-up. The message focuses mainly on limitations of service rather than response expectations for volunteers or inquiries. | <ul style="list-style-type: none"> <li>• Update the confirmation message to include a clear response timeframe, such as "Thank you for reaching out"! Our team will reply within 3-5 business days." If applicable, mention who from the team will follow up. Having both the acknowledgement and next-step details would help set clear expectations for users and improve transparency with communication.</li> </ul> |

| The Donation |  |        |  |  |
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|              | Guideline  | Rating | Analysis of BTBDB website  | Recommendations for improvement (if applicable)  |
| 64           | Answer people’s questions before they initiate the donation process. | X      | The BBDB website provides some insight into possible questions donors may have, but some things are still left unaddressed. One thing the website does well is clearly building trust and credibility by stating the organization's designation as a 501(c)(3), listing its EIN, and using language like “make a secure donation”. The website also highlights the organization's mission and goals clearly. Donors can tell where the donations/diapers go since the webpage has the names of community partners listed. Some areas of improvement is the lack of clear outcomes (such as \$25 provides 100 diapers for a family in need), this makes it harder for donors to quantify their donation impact. The site also redirects donors to PayPal with no prior warning that they will be taken to a separate website to complete the donation process. This rerouting may lead to user confusion or a lapse in trust. | <ul style="list-style-type: none"> <li>One major suggestion would be to add an FAQ section to the “donate” section of the website. This should include answers to key questions an average donor may have about entering the process of giving money to the organization. Some ideas of answers this FAQ section should provide are: <ul style="list-style-type: none"> <li>Will I receive a receipt?</li> <li>How will my donation be used?</li> <li>Can I designate funds for a specific organization or program?</li> <li>Is my donation tax-deductible?</li> <li>Can my company become a corporate sponsor?</li> <li>Can I edit or cancel a donation?</li> <li>By providing answers to these questions, BBDB will give potential donors the answers necessary to feel confident in their donations.</li> </ul> </li> </ul> |
| 65           | Make registration optional.  | X      | Neither the PayPal or DAFDirect portals allow for anonymous contributions; either login credentials or personal information are currently needed to facilitate a payment.  | <ul style="list-style-type: none"> <li>Allow for a “Donate as Guest” option that allows users to donate money without providing information like mailing addresses, phone numbers, and email.</li> </ul>   |
| 66           | Explain why someone would want to register on the site.              | X      | No clear description on the benefits of registering for the site, but a good job of outlining that the money from donors goes to providing clean diapers for babies in need. The “Donate” page also has a few anonymous testimonials from people who have received diapers thanks to BBDB. The home landing page does a good job of explaining the issue of diaper insecurity and how the issue impacts family. It also shows the recent milestone that BBDB hit by donating their 1,000,000 <sup>th</sup> diaper.   | <ul style="list-style-type: none"> <li>If possible, try to quantify the impact of each donation Ex. (for every \$20 donated, a child will have clean diapers for a week). I think having some tangible information on what different amounts of donations provide could help in building trust with donors.</li> <li>Could also implement a concept like “Adopt a family” and have a fixed donation price that would cover diapers for one family for a specific period of time (ex. For \$120 you could cover a family’s diaper need for a month). This allows for some</li> </ul>  |

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|    |  |   |  | <p>sort of benchmarking for donors to better understand the impact of their donations and can also encourage bigger gifts, especially around the holidays.</p>   |
| 67 | Provide login fields for returning donors.   | X | The PayPal option allows users to have their information saved for the next session when creating a new account/adding a card. DAFDirect works directly with financial institutions, so the login fields are native to those platforms. One thing that PayPal does well is allow donors to set up autopay contributions to donated to BBDB monthly or yearly, so donors do not have to make a cognitive effort to enter new donations.   | <ul style="list-style-type: none"> <li>It would be beneficial for donors to add a profile feature to the overall website where they could login and view their donation history. This could also be a place where they could download any tax deduction receipts.</li> </ul>   |
| 68 | Create a donation process that makes sense to users. Consider the transaction and the required information to craft an appropriate donation process. | X | Provides a decent amount of information on the donate page including testimonials from people who benefit from the donations. Two portal options for donation processing include PayPal, which allows people to also manually enter a Debit/Credit card. The donation process feels similar to completing an online purchase via ecommerce or facilitating a Peer to Peer (P2P) Payment.   | <ul style="list-style-type: none"> <li>If possible, try to quantify the impact of each donation Ex. (for every \$20 donated, a child will have clean diapers for a week). I think having some tangible information on what different amounts of donations provide could help in building trust with donors.</li> <li>One element of this process is slightly confusing as PayPal offers an option to “add money to help cover fees”. I am not sure what the meaning is, so clarification could be added surrounding that term that could be beneficial.</li> </ul> |
| 69 | Show the steps in the donation process and allow users to go back to previous steps.   | X | The BBDB website does a good job establishing trust heading into the donation process by directing users to “click below to make a secure gift to help babies get the diapers they need...” clearly telling users the portal option is secure. However, the yellow “donate” button does not indicate users will be rerouted to a third-party site; the DAFDirect option does not clarify that users are being directed to other websites. Neither external portal provides clear progress indicators to let users know how many steps in the donation process remain. Users are able to navigate backward by going back to a | <ul style="list-style-type: none"> <li>Introduce steps for the donation process that are clearly specified and laid out for users to navigate through with an explicit understanding of where they are in the process. <ul style="list-style-type: none"> <li>Example: <ol style="list-style-type: none"> <li>Choose Donation Portal</li> <li>Choose Donation Amount</li> <li>Enter your information</li> <li>Payment Details</li> <li>Review and Confirm</li> </ol> </li> </ul> </li> </ul>   |

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|    |   |   | previous tab, but there are no distinct buttons to go back to a previous page.   | <ul style="list-style-type: none"> <li>Also adding clearly designated back buttons to go back to previous pages and links. Allow users to review their information prior to submitting.</li> </ul>   |
| 70 | Streamline the donation process.  | X | The Beantown Baby Diaper Bank does mostly streamline the donation process by presenting two online payment options for users to choose from. One of these options is PayPal, which is a trustworthy and universal account that many users will be familiar with. They also integrate certain bank accounts into the process by using DAFDirect.  | <ul style="list-style-type: none"> <li>Add a third payment method for users who do not wish to use/are not familiar with PayPal or DAF Direct. This should be directly integrated into the BBDB website.</li> </ul>  |
| 71 | Avoid routing users to a third-party application as the only option to complete the donation process. | X | Currently, there is no way to make a monetary contribution while staying on the BBDB website. There are two methods for payment, PayPal and DAF Direct, which both utilize third-party websites to facilitate donations.   | <ul style="list-style-type: none"> <li>Keep the option to use PayPal or DAF Direct for monetary contributions but add in an additional method of payment.</li> <li>Similar to online shopping platforms, users should be able to input the necessary credit card/payment information without being routed to a third-party portal.</li> </ul>  |
| 72 | If routing users to a third-party payment application, warn them.                                     | X | The Beantown Baby Diaper Bank website currently provides two methods for online monetary donation, PayPal or DAF Direct. The DAF Direct portion is more greatly integrated into the site and allows donors to choose from three donations sources: Fidelity Charitable, DAFGiving360, and BNY Mellon. Each of these three options then brings you to a corresponding page for the financial institution the donor chooses. There is no warning that you are leaving the BBDB site in order to continue the process with your financial institution. The second donation portal is through PayPal which users access via the yellow "Donate" button on the Donate page of the website. There is no warning of departure from the BBDB website to the PayPal site. | <ul style="list-style-type: none"> <li>Add a confirmation prompt for users hoping to follow through with the monetary donation process. This could be remedied with a pop-up on the webpage with a message like "you are now leaving the Beantown Baby Diaper Bank website to access [insert URL here]. Do you wish to continue?" This would also give users a way to reverse their actions in case they hit something erroneously or change their minds.</li> </ul> |
| 73 | If using a third-party payment application, create a seamless   | X | For third-party payment options including DAF Direct and PayPal, it is not a seamless experience. When DAF Direct is used, the first step of the donation process is seamless on the BTBDB   | <ul style="list-style-type: none"> <li>Users should have the ability to make donations directly from the BBDBs website through third-party payment options. Although security is necessary while making donations, it would be</li> </ul>  |

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|    | experience. Use a visual design that is the same as the organization’s main site, and don’t launch the payment application in a new window. |   | website. However, when the user selects the “next” button to continue with their payment, it redirects the user to Fidelity Charitable, DAFGiving360, or BNY Mellon, depending on which source is selected for login. When PayPal is used to donate to the BBDB, the website also launches a new tab. On this tab, users must login to their PayPal account to continue with this donation. Although the design is simple when PayPal is launched, it is not a seamless process. | seamless if all donations could be made from the same page, with the option to select a third-party payment option, instead of being completely redirected to a different website or tab.   |
| 74 | Don’t allow third-party payment applications to solicit additional funds from donors  | X | Third-party payment applications were not used to solicit additional funds from users when using the primary payment option of debit or credit card. The donor's payment goes directly through the website and does not ask for any additional funds. This allows the donor to know that their whole donation is going to the BBDB, and that the payment application is not requesting additional funds for use, making the third-party reliable and trustworthy.                | N/A   |
| 75 | Consider providing familiar third-party payment options in addition to payment through the website.   | X | The BBDB website somewhat complies with this guideline. The donation form provides the option to use PayPal and enter credit card information directly. While this gives users a familiar third-party payment option, it is limited to just PayPal and does not include other popular payment methods that some users might prefer.  | <ul style="list-style-type: none"> <li>BBDB could expand the available payment options to include additional familiar third-party services, such as Apple Pay, Google Pay, or Venmo. Offering more options would make the donation process more convenient and accessible for a wider range of users.</li> </ul>                |
| 76 | Provide information and a link to more details about secure payment processing.   | X | The BBDB website somewhat complies with this guideline. When users click the donate button, they are taken to a PayPal page to complete their donation. PayPal’s footer includes a link to a “Security” page that explains how sensitive information is protected. While this provides access to security information, it is not presented directly on the BBDB site or within the initial donation form, which some users might find less reassuring.                           | <ul style="list-style-type: none"> <li>BBDB could improve trust and clarity by adding a brief note on their own donation page about secure payment processing and linking directly to PayPal’s security information. This would make users feel more confident even before being redirected to the third-party site.</li> </ul> |

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| 77 | Clearly present options to make an offline donation, such as over the phone or through the mail. | X | The BBDB website complies with this guideline. Right below the online donate button, the site provides clear instructions for making an offline donation by check, including the address to send it to. This gives users a secure alternative if they do not want to provide sensitive information online. | <ul style="list-style-type: none"> <li>You could consider slightly emphasizing the offline donation instructions, so they are immediately noticeable. Some users might not scroll down far enough and could miss the instructions, so ensuring they are immediately visible could improve usability.</li> </ul> |
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| Data Collection |  |  |  |  |
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|    | Guideline  | Rating | Analysis of BBDB website   | Recommendations for improvement (if applicable) |
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| 78 | Focus on collecting the required information to complete a donation: the donation amount, the donor's name (as well as an "anonymous" option), and the billing information (credit card details and billing address). Make optional fields clearly optional. | X      | The BBDB website complies with this guideline. When users open the donation form, it only asks for the required information such as name, address, credit card details, and contact information. There are no unnecessary or confusing extra fields, so users can focus on completing their donation quickly. Optional elements, like the option to add a note, are hidden and do not distract from the main form. Overall, the donation process is simple and easy to follow.                               | N/A   |
| 79 | Use progressive disclosure to simplify forms.  | X      | The BBDB website complies with this guideline. When users open the donation form, a text box appears only if they choose to write a note, which shows a good use of progressive disclosure. The rest of the form includes only required fields, such as credit card information, billing address, and contact information, so there are no unnecessary or hidden sections. Since there are no other optional fields or choices to reveal, the site appropriately uses progressive disclosure where relevant. | N/A   |

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| 80 | Consider using a gateway page to route users to the appropriate form.  | X | The BBDB website complies with this guideline. Users are presented with the donation type options (one-time, yearly, or monthly) before entering the donation form. This effectively serves as a gateway, allowing users to choose the appropriate donation type and ensuring that only the relevant form fields are displayed.                      | N/A   |
| 81 | Allow users to make an anonymous donation.   | X | There is no option to make an anonymous donation on the form. Users are required to provide their full name along with their credit card information, and they must also enter their phone number and email at the end of the form. This means all donations are tied to personal information.   | <ul style="list-style-type: none"> <li>A check box could be added to the end of the form that allows users to hide their name and information from public listings and opt out of any follow-up communication.</li> </ul>   |
| 82 | List pre-defined contribution amounts, along with an “other” option for users who want to donate a different amount. | X | The BBDB website complies with this guideline. On the initial page of the donation form, users are shown three pre-defined contribution options: \$25, \$50, and \$100. There is also an “Other” box where users can enter a custom donation amount. This setup makes it easy for users to quickly choose a suggested amount or decide on their own. | N/A   |
| 83 | Consider associating donation amounts with tangible items.   | X | The BBDB website does not comply with this guideline. While the donation form lists pre-defined contribution amounts, it does not provide a tangible comparison for what each donation amount achieves. Users are not showing how their contribution translates into real impact, such as the number of diapers purchased for families in need.      | <ul style="list-style-type: none"> <li>BTBDB could improve the donation experience by showing the impact of each donation amount. For example, “\$25 provides 100 diapers” or “\$100 provides 400 diapers.” This would help donors understand the tangible difference their contributions make and could encourage larger donations.</li> </ul> |
| 84 | Provide the option for users to set up a recurring donation, but always provide the option for a one-time donation.  | X | The donation form allows users to select their preferred donation type, offering options for a one-time, yearly, or monthly donation. This gives users flexibility while keeping the one-time donation option available for those who prefer it.   | N/A   |
| 85 | Allow users to apply their   | X | When donating, there are no options for where the user's donation will go. While the primary use of all  | <ul style="list-style-type: none"> <li>On the monetary donation page, there could be an additional option next to the note section that</li> </ul>  |

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|    | donation to a specific area or program, but always provide a “general support” or “greatest need” option. |   | donations goes towards funding the purchase of diapers, which is assumed, it would be clear if it was written on the donation page. There are no options that state “general support” or “greatest need” when donating. This option could be in addition to “diapers” or storage funding.” Adding this option provides the donor to have a choice where their donation goes, so they feel ownership over it.   | provides the donor an opportunity to decide where their donation is going. Options could include general support/ greatest need, diapers or storage funding. Although there is not a need for many options, this gives donors the chance to decide where their donation is going directly.   |
| 86 | If users can designate their donation to a specific program, define the programs in context.              | X | There is no option to decide if users can designate where their donation goes. While the partners are listed on a different section of the website, there is no option for the user to decide if they want their monetary donation to go directly to one of the partners. Adding this option would allow the donors to feel more connected to their donation, especially if they have a preexisting connection to one of the partner organizations. While not all donors will want to do this, having the option is appreciated. | <ul style="list-style-type: none"> <li>Adding an option for donors to decide if they want their donation to be used for a certain partner would be desirable for users. As users select the amount they donate, there can be a drop-down menu with the different BBDB partners: Arlington Eats, Council of Social Concern, Diaper Depot, Family Access Early Literacy Services, Lexington Food Pantry, Margaret Fuller Neighborhood House, Middlesex Human Services Agency, People Helping People, Project Soup, REACH, Tufts Medicine WIC Program, Watertown Food Pantry, and We Care Burlington. Even if users decide to not select one of the specific partners, it easily shows them where their donation will go, despite selecting a specific organization.</li> </ul> |
| 87 | Consider allowing users to identify an individual to make a contribution in honor or memory of.           | X | When donating directly with a debit or credit card, there is an option to add a personalized note. This can be used as an opportunity to honor someone. However, there is not a specific option to add someone's name in honor of, or when donating through a third party. So, while there is an area to add notes, there is no designated area to honor someone as a tribute to a donation.   | <ul style="list-style-type: none"> <li>Adding the option, “name of tributee” next to “write a note” for the chance to honor someone or donate in tribute to someone, would be appreciated by donors who choose to do this. Although this is not expected to be used by many donors, seeing the option makes people feel good about the organization as it recognizes this as an opportunity. For those who do decide to add a name to someone, they will feel pride in supporting BBDB even more.</li> </ul>   |
| 88 | Don't ask for unnecessary information.  | X | When donating directly through a debit or credit card, there is no unnecessary information asked. There is an option to add a personalized note, space   | N/A  |

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|    |   |   | for card/ billing information, and contact information. This is not overcrowded and simple to use. Adding unnecessary questions with no purpose may drive donors away if they get overwhelmed when looking at the donation page.  |  |
| 89 | If an email address or phone number is required, explain why it's needed and how it will be used. | X | Both the donor's phone number and email address are required when donating with a debit or credit card. It does not state why it is needed; it only states that they are required to make the donation. Having a short message that explains why their contact information is needed allows the donor to feel better about submitting this information. Users do not want to receive lots of messages, but if their information is being used for verification of payment, it would be useful for them to see that. | <ul style="list-style-type: none"> <li>Adding a short statement about why a phone number and email is required when donating will help users understand why their information is needed and not drive them away. Directly next to or under the contact information area, a one sentence notes that states, "Information will be used to send a payment verification message," will give the users certainty that they will not receive spam messages or tons of advertisements in the future. Instead, they will just receive payment verification.</li> </ul> |
| 90 | Let users opt-in (not opt-out) to further email communications.                                   | X | There is no option for users to opt-in for further email communications. It is required to continue with the donation, so all donors must input their information. While users know their email is needed, they are unsure if this is for further communications, or other purposes. Giving users the option to opt-in for further communication gives them autonomy in deciding if they do so or not. This is attractive to users and could help with outreach for BBDB.   | <ul style="list-style-type: none"> <li>Under the "save this information for next time" option, adding an option to opt-in to email communications will allow the donor to make the conscious decision to do so. While not every user will decide to opt-in, it is helpful for users to have the option to do so.</li> </ul>  |

### The Donation Process: Submitting & Verifying Information

|    | Guideline   | Rating | BBDB analysis  | Recommendations for improvement (if applicable) |
|----|---|--------|--|---|
| 91 | When an error occurs, indicate which fields had the problem and how to fix the error. | X      | After an error occurs when entering donation information, a notification will appear, directing the user to what needs to be fixed. This notification is very helpful for the user to know what information they specifically forgot, so they can go back to that location to add what is needed. Instead of getting overlooked, donors are aware of what is needed from them. | N/A   |

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| 92   | Provide a page where people can review and verify information before finalizing the donation.                                  | X             | There is no additional page for donors to verify their information before finalizing and submitting it. The donation process when using a debit or credit card is done on one page. This page requires the users' card information, billing information, phone number, email, and has an option to add a personalized note. Once users click the "donate now" button, their information is automatically processed, and no changes can be made. If a mistake is made by the user when inputting their billing information, or contact information, this error will not be caught as there is no additional checking point for verification. | <ul style="list-style-type: none"> <li>After submitting the "donate now button," users should be redirected to an information verification page. This page can show the information they input, to verify that it is accurate. As common typos can occur, this gives the user a second chance to ensure they spell everything correctly before the payment is processed. If the payment is processed before it is verified and there is a mistake in the user's email, they will not receive confirmation or additional information about their donation. Adding this step is a helpful tool for users to ensure accuracy.</li> </ul> |
| 93   | Allow users to go back and make changes before submitting their donation.  | X             | The donation process (via PayPal or third-party portal) does not show an option to go back and modify details such as amount or payment method before final submission. Once users proceed to payment, the process seems fixed.   | <ul style="list-style-type: none"> <li>Add a "Review Donation" step that allows users to confirm or edit the amount and details before finalizing. This aligns with usability best practices in Nielsen Norman's donation process guidelines to ensure control and reduce user anxiety.</li> </ul>  |
| <b>The Donation Process: Confirmation Page</b> |  |               |   |   |
|  | <b>Guideline</b>   | <b>Rating</b> | <b>BBDB analysis</b>  | <b>Recommendations for improvement (if applicable)</b>  |
| 95   | Thank users for their donation and tell them how it will be used.  | X             | The page thanks users for their donation but does not specify how the donation will be used or its impact.  | <ul style="list-style-type: none"> <li>Add a sentence explaining the purpose like: "Your donation helps provide diapers to local families in need." This clearly states how donations are used to increase trust and satisfaction.</li> </ul>   |
| 96   | Provide a printable receipt that can be used for tax purposes.   | X             | There is no option to print or download a receipt; only a transaction ID is displayed.  | <ul style="list-style-type: none"> <li>Add a "Download/Print Receipt" button and clarify if the email confirmation serves as a tax receipt.</li> </ul>  |
| 97   | If an email address is collected during the donation process, state that a receipt will be sent to the provided email address. | X             | The confirmation page does not confirm if a receipt will be emailed, though it is sent later.   | <ul style="list-style-type: none"> <li>Add a short note such as "A receipt has been sent to your email for your records."</li> </ul>  |

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| 98  | Consider asking users to email the site or information about the charity to their friends.                                | X | The page provides sharing icons (email, Facebook, Messenger, WhatsApp, X, link), but there's no call-to-action encouraging users to share.       | <ul style="list-style-type: none"> <li>Add microcopy prompting users, e.g., "Share your impact, tell a friend about Beantown Baby Diaper Bank!"</li> </ul>      |
| 99  | Consider including a tracking code or an identification number unique to the transaction.                                 | X | A transaction ID is shown at the bottom ("0B775847WC9351002"), fulfilling this guideline.  | N/A   |
| 100 | If the name of the charge that shows up on a credit card statement will be different than the charity name, notify users. | X | There is no mention of what name will appear on the credit card statement. However it does say BBDB in the transaction history of the used card. | <ul style="list-style-type: none"> <li>Add a note such as, "Your payment will appear as PAYPAL*BEANTOWNBABY" so people can know what to expect.</li> </ul>      |
| 101 | Prioritize details on the confirmation page.  | X | The layout is clean, simple, and readable, showing the key acknowledgment and transaction ID.  | <ul style="list-style-type: none"> <li>Optionally, include donor support contact info or link to "Learn more about our impact" to deepen engagement.</li> </ul> |

### Selling Products

|     | Guideline   | Rating | MTW analysis   | Recommendations for improvement (if applicable)  |
|-----|---|--------|--|--|
| 102 | Sell items users expect to purchase from a non-profit or charity: branded items and products related to the organization's mission. | X      | Looking onto their Amazon and Target's list, they mostly sell branded products of diapers which is related to their organization's mission of reducing diaper need while raising awareness of diaper disparity perpetuating the cycle of poverty. However, finding which products they sell was unclear and very uncertain to tell if their branding is present within the nonprofit organization. | <ul style="list-style-type: none"> <li>They should improve the clarity and visibility of their product offerings, which makes users identify which items are available and how it relates to the organization's mission.</li> <li>Strengthening branding consistency such as logos, specific colors, etc. Will help the audience or users to recognize which products are being sold and how.</li> </ul> |
| 103 | Create a cohesive site experience by placing the e-commerce area within the main site.  | X      | The Amazon and Target page opens through a separate window which can be confusing for users to use because they should be able to feel they're still on the same website, with the same design, and navigation. The separate donation site is still  | <ul style="list-style-type: none"> <li>They should integrate the pages directly onto their main website and maintain the same visual design and branding, so users feel they're still on BTBDB. It creates a seamless experience and makes it easier for people to donate, resulting in increasing profit.</li> </ul>  |

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|  |  |               | branded as BTDB, but users can still feel skeptical about it.   |  |
| 104  | If users are sent to a new site or URL, create a visual consistency between the main site and the shopping site.             | X             | Both pages open through a separate window still hold the same visual and main colors from the main website. Making it legitimate that it's still their site people are using.   | N/A  |
| 105  | Allow users to purchase an item without registering on the site.   | X             | Beantown Baby Diaper Bank makes it possible for users to contribute to the organization in terms of donations or to contribute without creating a website account. Once users select to contribute to the organization's activities through donations, it is easy to donate because it is done through a third-party platform (for instance, a PayPal account or a form to donate). | <ul style="list-style-type: none"> <li>They could add an option to save the user's information, which would make repeat donations more convenient while keeping registration optional</li> </ul>   |
| 106  | Don't ask users to donate or become a member during the checkout process. If it can't be avoided, be graceful when doing so. | X             | Beantown Baby Diaper Bank does encourage donations. It gently does this without pressure at the checkout level. Every request for donations is presented to users as a voluntary suggestion, not as a mandatory one. The website is focused on creating a simple and pleasant experience for users related to donating and membership.  | <ul style="list-style-type: none"> <li>The site could personalize the experience by showing impact-based messages instead of general donation requests, creating a more meaningful connection with donors.</li> </ul>  |
| <b>Maintaining a Relationship with Donors and Volunteers</b> |  |               |   |  |
|  | <b>Guideline</b>   | <b>Rating</b> | <b>MTW analysis</b>   | <b>Recommendations for improvement (if applicable)</b>   |
| 107  | Use confirmation messages to verify donation details.  | X             | <p>Looking at the donation page, there was information about how to donate, by giving a card number or check, and address, etc.</p> <p>However, we could not find any easily visible information about a confirmation message or a follow up email after donating</p>   | <ul style="list-style-type: none"> <li>Add a confirmation or thank you page right after any online donations to summarize what the donation was (how much, when, where it's going to) so that the donators get some reassurance that their money is going to a good place</li> <li>If they don't do it already, send a confirmation email right after donations to thank the donors</li> </ul> |

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| 108 | If users opted-in to receive additional information during the donation process, use email to build and maintain relationships. | X | <p>At the bottom of the home page, there is a statement that says, “Sign up with your email address to receive news and updates”, so they do seem to collect emails for updates/etc.</p> <p>But there seems to be nothing of the sorts while someone is actively donating besides a request for an email address for a confirmation email. There’s also no clear description of how they use email to maintain donor relationships.</p>   | <ul style="list-style-type: none"> <li>• Include an opt-in checkbox when donating that could say something like, “Yes, I would like to receive updates from Beantown Baby”</li> <li>• When someone sends their email for updates, send a welcome email that talks about what to expect in future emails, making them feel more of a part of the organization.</li> </ul>  |
| 109 | Include donation and/or volunteer calls-to-action in standard newsletters.  | X | <p>In the “In the Media” section at the top of the website, there is a 3-minute-long video along with around six or seven articles with news coverage and mentions of Beantown Baby and their success.</p> <p>However, there is no obvious “calls-to-action” in this section specific to donating or volunteering. The articles are mostly informative rather than trying to encourage viewers to donate or make an impact. On the “Donate” page there is a statement that says “This is a year-round need, affected 1 in 2 families in the U.S.” which is a great example of a call to action.</p> | <ul style="list-style-type: none"> <li>• Although I think the “Donate” section does a good job of encouraging people to donate, I think there could be more of that in the media section.</li> <li>• Add a little blurb before or after every article that links to the donation/volunteer pages could help to make it easier for people to take immediate action.</li> <li>• Having a quick link to click right after reading or listening to how successful the organization has been instead of having to search for where to donate could increase the organization's donation/volunteering opportunities.</li> </ul> |
| 110 | Provide links to the organization’s social network presence within email messages.  | X | At the end of every email from Beantown Baby, there is a section that says, “Follow us on Instagram, Facebook, and LinkedIn” with their respective links, making it easy to find the organization’s social media presence.  | <ul style="list-style-type: none"> <li>• Making the icons a little bigger</li> </ul>  |

| <b>Site Wide Guidelines</b> |  |               |  |  |
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|                             | <b>Guideline</b>                                 | <b>Rating</b> | <b>MTW analysis</b>  | <b>Recommendations for improvement (if applicable)</b>   |
| 111                         | Use images that reinforce the charity’s work and | X             | The website does use images of diapers, babies, and boxes to help show the focus of the organization. However, there are no photos showing | <ul style="list-style-type: none"> <li>• Add more images showing the impact of the donations being made.</li> <li>• Include images of the parents being helped.</li> </ul> |

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|     | help convey information. Avoid using images purely for decoration or aesthetics. |   | the impact that donating has on the communities that are being helped.   |  |
| 112 | Avoid using stock photography.   | X | <p>There is no use of stock photography within the website, however, a large part of that is due to the lack of images to begin with.</p> <p>The homepage only includes one photo that is clearly an original photograph. The homepage does not use enough images to engage the user visually, but the rest of the website is worse, as there is very little good use of images to show what BTBDB does.</p> | <ul style="list-style-type: none"> <li>• Add more images throughout the entire site, that are more focused on both what BTBDB does, as well as showing the impact of their work.</li> <li>• Ensure that all images added to the site are original and avoid stock photographs.</li> <li>• Use these images to visually engage potential donors and show them the benefits of donating to BTBDB.</li> </ul> |
| 113 | Present information in a way that supports scanning.                             | X | The information on the website is very text heavy. Most of the information is presented in long paragraphs with some crucial information buried within a bunch of text. This makes it very difficult to scan the website for information without looking deeper into what is being said. However, the use of white space and subheadings helps make it more manageable.                                      | <ul style="list-style-type: none"> <li>• Utilize more bullets and key words to pop out at the user and help portray the information in a way that makes it easy for the user to only glance at the website to learn the important details.</li> <li>• Include headings that are clearer and highlight or bolden key information that should pop out to the user.</li> </ul>                                |
| 114 | Avoid using organization-centric terms.  | X | The website does a good job at focusing the messaging on their goals in a way that avoids using organization-centric terms. They use clear and easy to understand language such as “To reduce diaper need in Greater Boston communities” and “1 in 2 U.S. families report struggling from diaper need”.  | N/A  |
| 115 | Don’t place essential information in PDF documents.                              | X | All information necessary at the Beantown Baby Diaper Bank website is presented instead on the web pages, such as their mission and programs offered, or methods to donate or volunteer. This  | <ul style="list-style-type: none"> <li>• They could offer a downloadable version so that users who prefer offline viewing can have better access to them.</li> </ul>   |

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|     |  |   | <p>makes it easily accessible with no need to open web pages in PDF form. This is ideal for a non-profit organization.</p>   |   |
| 116 | <p>Use a readable font and ensure adequate contrast between the background and text.</p> | X | <p>Beantown Baby Diaper Bank uses an easily readable font with proper contrast between the background and the text. The characters can easily be read against the background, with proper contrast between them and the background to ensure accessibility. This is also applicable to the headings.</p> | <ul style="list-style-type: none"> <li>• The site could add font-size adjustment options.</li> <li>• A dark mode for users with visual impairments</li> </ul> |