

## Network For Good

### Impact Highlights

- Identified the needs of non-profits and citizens visiting NetworkForGood.org
- Keynote recommendations used to inform new registration process design.
- New design rated easy-to-use by over 75% of panelists.

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### About Network for Good

Founded in 2001 by tech industry leaders AOL, Cisco and Yahoo!, Network for Good strives to connect non-profit organizations with the resources and volunteers they need via the Internet. Since its inception, Network for Good, a non-profit organization, has helped nearly 7,000 charitable organizations receive over \$25 million dollars in donations, numerous volunteers and other resources. In addition to helping non-profits access resources, Network for Good provides a valuable service to communities by helping individuals and groups discover opportunities to donate time, services, and funds to charitable organizations.

### Network for Good's Challenge

The goal of Network for Good is to create a dynamic community where non-profit organizations and citizens can find each other. Citizen visitors typically come to the Network for Good site to research charities, find volunteer opportunities and donate money to causes of interest. Non-profit organizations register with

Network for Good to receive on-line donations, post volunteer opportunities and encourage advocacy for their cause. Since these two constituencies use the Network for Good website for distinctly different purposes, Network for Good needed to ensure that their site served both groups effectively.

Network for Good had secured a grant from the Kellogg Foundation to develop and strengthen their website. To support the redesign, they needed to conduct research into the perceptions, behaviors and needs of their two distinct customer segments. For citizen visitors, they wanted to know which aspects of their site were effective in compelling citizens to action and which areas needed improvement. For non-profits, Network for Good needed to determine if their value proposition was clear and compelling and if the registration process was straightforward and easy-to-use.

*"As a non-profit organization, it is especially important for us to make good use of our development dollars," commented Grant. "With Keynote, we can focus on the changes that will really make a difference to our users, ultimately saving us both time and money."*

### **About Keynote**

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance. As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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### **The Keynote Solution**

To accomplish these goals, Network for Good needed a research partner who could uncover the thoughts and attitudes behind the actions of on-line visitors. Keynote worked with Network for Good to design a series of studies that would accomplish their goals. "I was very impressed with the team from Keynote," commented Kate Grant, VP of Non-Profit Programs. "They were extremely knowledgeable and made the study a valuable learning experience for us."

The first study focused on the citizen side of the Network for Good website and gathered feedback as users pursued tasks typical of citizen visitors. For this study, Keynote used their extensive research panel to assemble a group of 200 Internet users interested in volunteering or making a donation with a non-profit organization. In the second study, attention was shifted to non-profit organizations. A 200-person panel of nonprofit employees from both the Keynote panel and Network for Good's user list registered for services on the site and evaluated the company's value proposition. As panelists accomplished their tasks, Keynote software gathered in-depth information on their behavior and opinions.

### **The Keynote Impact**

The Keynote studies provided Network for Good with a rich view of the customer experience on both sides of their marketplace. "We knew we needed to fine-tune some areas of the site," commented Grant. "However, the Keynote results went deeper than fine-tuning

and identified some unexpected yet critical areas for improvement."

On the non-profit side, Keynote found that 88% of panelists found the value proposition clear, however users experienced significant frustrations while registering. To receive donations on-line, panelists had to provide information to multiple entities. They didn't understand why this was necessary and found the process confusing. Using recommendations from Keynote, Network for Good initiated an overhaul of their registration process. They combined three separate processes into one and created a questionnaire tool to help non-profit users identify their needs. Network for Good then initiated a third Keynote study on their new prototype to assess the effectiveness of the redesign. In the new evaluation, over 75% of panelists rated the registration process easy to use and 70% reported no frustrations.

On the citizen side, the Keynote study found that most panelists had a positive user experience and gave the donation process high marks for ease of use. However, the study did uncover that problems with Network for Good's search functionality were a significant source of frustration for users. This was especially problematic since the study also revealed that most visitors would use the Network for Good site primarily to search for information on a specific charity. Additionally, panelists commented that they wanted more information on how Network for Good operated in order to ensure it was a legitimate organization. Network for Good is now using these findings to plan for upcoming site improvements.

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