Content Analysis:

Covenanthouse.org

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About Covenanthouse.org

Covenant House is an organization that helps provide housing and supportive services to homeless youth. They host an event called "sleep out".

A "sleep out" is where, for one night, those participating will sleep outside in boxes to raise awareness of homeless youth. As well as sleeping out each participant raises money to support homeless youth.

The Sleep Out has provided 4,000 youths with homes, 1,600 youths with employment, and 720,000 nights of shelter.

Action Items

Covenanthouse.org is not too large of a website when compared to some of its competitor sites.

Covenanthouse.org has 540 pages, which seems like a lot, but when compared to sites like Children.org that has 32,012 pages or Echoinggreen.org which has 1,176 pages it is incredibly small.

Even though it only has 540 pages the site makes up for with images. Images play a huge part in grabbing a user's attention and with 535 images (nearly one image per page) it has a much higher image per page percentage than both Children.org and Echoinggreen.org.

Organization	Pages	Images	Image/Page
Covenant House	540	535	99.07%
Echoing Green	1,176	29	2.46%
Children International	32,012	3,885	12.14%

Example A

Figure A

User Experience

Covenant House may be a smaller site comparatively, but it is very easy to navigate due to the panel which brings the user to every page necessary (see Figure A).

Hovering over any of the panels in Figure A gives a small descriptions of what each page entails.

For example, if you hover over "Sleep Out" the description you get is "What's the Sleep Out about? It's about one night outside spent in solidarity with homeless kids. It's about raising awareness across the Americas. And most important, it's about showing kids the kind of unconditional love that all children deserve"

Are you homeless?

If you or a friend are a young person on the streets or are in danger in any way, Covenant House can provide immediate assistance.

GET HELP NOW

Figure B

User Experience

The panel is the second image that the user sees after the title picture, which in this case is a gif of a homeless child, on the home page.

Following that you're able to scroll down and find a "Donate Now" button as well as a place to put your email in for email updates.

Once you pass the panel you reach a scrolling header that scrolls between three lines (see Figure B): "Are you homeless", "Living in an unsafe home", and "Do you have a safe place to sleep tonight"? Along with a "Get Help Now" button.

The writing is very appropriate for its users as 1) it raises awareness of what can go on for the youth of the Americas and 2) it gives those youth a place where they can get help.

Analysis:

  While Covenant House does not have the most pages comparatively to some other charity sites it still holds its own when all is said and done.

  Having many pages doesn't always make a site better, in fact it could make things more difficult to navigate. The 32,012 pages that Children International have could pose problems for its users. It will take them more time to find what they're looking for there, rather than at Covenant House.

  The images also play a huge role in gathering users. Especially when it comes to homeless youth. Words don't always do the trick, but when there's an image on nearly every page that describe what is being talked, users can grasp how dire the situation actually is.
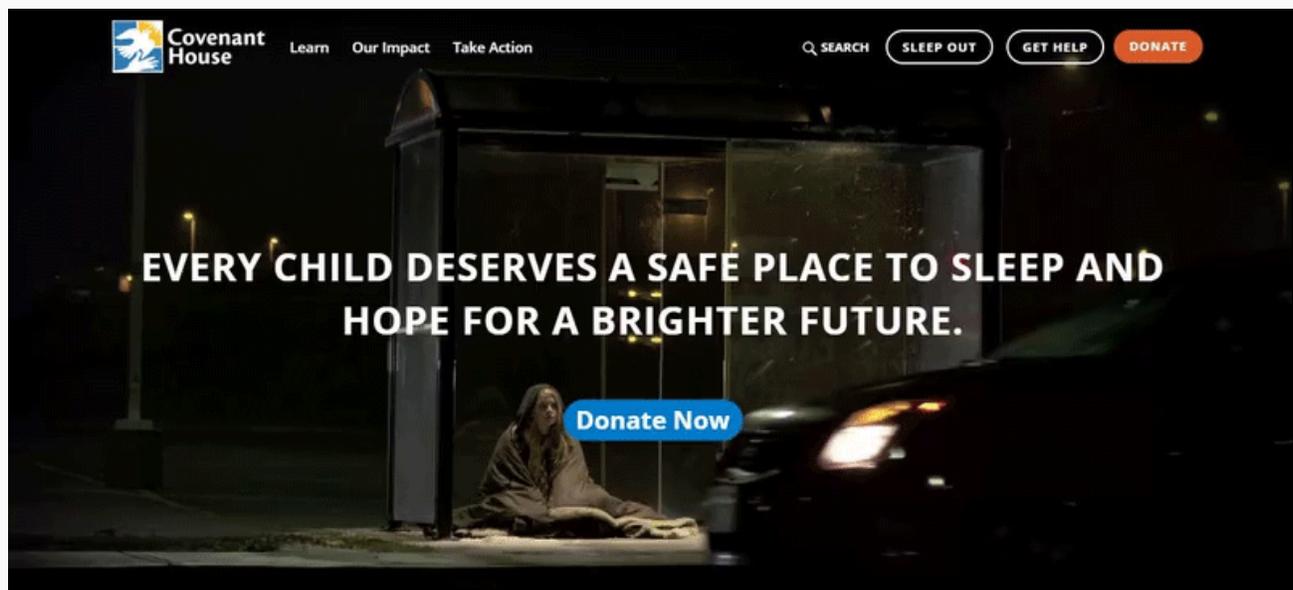
  The first thing you see is this child in the snow while cars drive past her. That immediately grabs the attention of the user and brings them in. Why is no one trying to help? Is there a way I can help her?

  Aside from the images Covenant House also does a good job with their titles on their source page. All of the key words used on the source page would show up for them when searched in google.

Conclusion:

What does Covenanthouse.org do well?

Covenant House has a very easy-to-navigate site. You can go from page-to-page seamlessly without much trouble. All their information is available for the user at the click of a button that will send them to the page they want.

The images really draw the user in. Once the user is in, the images only add to the information that is written on each page.

What doesn't Covevanthouse.org do well?

There isn't much that Covenant House doesn't do well, except for not having a lot of what they do on their homepage. If you just scroll through the page without hovering over anything you have no idea what the "sleep out" is. The site forces you to click or hover over certain parts of the homepage to learn more about the site.

For people who just skim through sites looking for key words to catch their eye, Covenant House wouldn't do it. The panel that all their information is on is also very dark. The panel pictures are black and white and the writing is gray on top of that. It makes it more difficult to see when scrolling quickly through the site.

How can Covenanthouse.org improve?

Covenant House needs to add a description of what the entire organization does as a whole on the homepage. Yes, all that information is easily accessible by clicking and going to another page, but some people just skim through and don't click on anything.

If you briefly scroll through Covenant House you may completely miss the "Sleep Out" panel. Which is a huge problem, as the "Sleep Out" is their biggest event and raises a lot of awareness, as well as money.