



BBBSHH User Experience Final Report

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TABLE OF CONTENTS

TABLE OF CONTENTS	1
Introduction	3
Target Users	4
Problem Statement	4
Design Solution	4
Competitive Analysis	5
Research Methods	6
Research Findings	7
Design Methods	9
User Needs Analysis	9
Design Goals	10
Final Prototype	11
Final Usability Test	14
Introduction	14
Participants	14
Environment	15
Procedure	16
Tasks	17
Testing Results	18
Test Measures	21
Final Changes	21



Next Steps	23
Recommendations for BBBS	23
Appendix A: Subject Information	26
Table 1: Testing Subjects Information	26
Document 1: Informed Consent	27
Appendix B: Final Testing Information	29
Table 2: Meeting Agenda	29
Table 3: Testing Questions	30
Table 4: Competitive Analysis	34
Table 5: Testing Results	35
Table 6: Task Success Chart (August)	53
Graph 1: Task Success Graph for the Final Study	54
Table 7: Time on Task	55
Appendix C: Alterations to the Site	56
Document 2: Ideation Sketches	56
Alterations 1: Navigation	58
Alterations 2: Home Page	68
Alterations 3: Programs Page	70
Alterations 4: Volunteer Page	72
Alterations 5: Contact Us and Staff Directory	74
Appendix D: Recommendation Visuals for BBBS	76
Recommendation: White Header and Footer	76
Recommendation: Third Navigation Tab	77
Recommendation: Search Bar	77



Introduction

Beginning in early spring 2022, Big Brothers Big Sisters of Halton and Hamilton (BBBSHH) initiated a review of their website. During this time, they enlisted the support of external consultants from the User Experience Design program at Wilfrid Laurier University and a comprehensive review was conducted. Throughout the three months, the team conducted rounds of tests and alterations through the user experience design cycle [Figure 1].

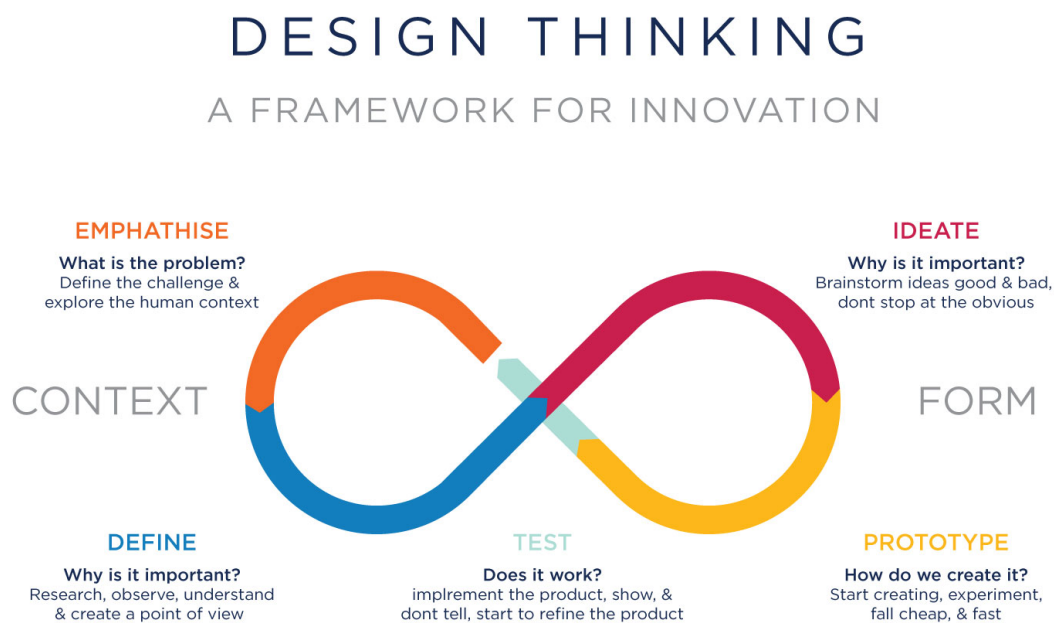


Figure 1 – The Design Thinking Cycle



Target Users

Big Brothers Big Sisters has three main stakeholders: families, volunteers, and donors. This study considered these three main target areas in the testing, with consideration of demographic factors for a well-rounded result (age, gender, occupation, and level of experience in [Table 1 of the Appendix](#)).

Problem Statement

The structure of the BBBSHH website had unpleasant navigation and required a learning curve to explore the website's pages. This meant users often took a long time to navigate between pages to find the content they were looking for. There was an opportunity to create an easy and user-friendly system, and thus improve user-experience and website engagement.

Design Solution

The original site was cloned for studies and provided by Big Brother Big Sisters of Canada's National Manager of Digital Communications, Steve Bevan. This provided a User Testing site for research, prototyping, and implementation. With this, designers Khalil, Farrukh, and Certossi ideated and implemented changes across the site. The first set of results was recorded within a separate document (contact Natalie Michlewicz to access the first report), and the final testing and conclusions



were recorded within this writing. This testing made the website more usable, desirable and provided a feasible solution for the company.

Competitive Analysis

With the goals of the study in consideration to enhance the website's user experience for existing and potential volunteers, clients, their families, and donors, the researchers completed a competitive analysis during the research phase. This took other BBBS sites from across Canada into consideration. The websites of both BBBS of Montreal and Calgary include aesthetically pleasing design choices, clear site navigation, and relevant and organized content, sparking inspiration within the team. In assessing other BBBS sites from across Canada, researchers were able to find better design ideas, meaningful wording, and some do's and don'ts of accessibility. By analyzing the work of the competitors, companies can identify enhancement areas and implement them into their design solutions. Outside of Big Brothers Big Sisters' sites, crucial navigation aspects such as search bars are missing from the BBBSHH site. This drastically changes the usability and can completely change the user experience of a site in itself. An in-depth view into the competitive analysis with other BBBS sites is available in [Table 4: Competitive Analysis](#) in Appendix B.



Research Methods

Researchers started by conducting key contextual inquiry research in areas identified during a heuristic evaluation in the initial user research phase. In the middle of June 2022, researchers began conducting confidential in-depth interviews with six users, all stakeholders at BBBSHH: community members, potential volunteers, clients, their families, and donors. This helped gain a better understanding of the following situations as a result of this research:

1. Unclear pathways to important information that turn users away.
2. The website contains content that interrupts the natural flow. For example, too many callouts to visit another page.

In addition to the research methods utilized in July, the UX Team conducted more usability testing in August with the same methods in a final set of testing to come to the results reported in this writing.



Research Findings

Research found several usability issues throughout the first study. A few include:

1. Landing (Home) Page:

- Overcrowded.
- Uninviting.
- Information overload.

2. Conversion Pages:

a. Volunteer Page

- The “Volunteer” page was quite overwhelming for some users. Most of them found the “Volunteer Inquiry” button confusing and irrelevant.
- Having multiple calls to action (CTA) on the same page. This might distract potential users.

b. Our Program Page

- No clear path to enrollment in the programs that required school referral.
- Inconsistent content. For example, some of the programs listed on the website had the “Enrollment” and the “Volunteer” buttons while some only had the “Volunteer” button.
- Users also could not locate the “Programs” page easily.

c. Contact Us page



- Unpleasant design. For example, the “Contact Us” page was found to be cluttered and overwhelming by all of the participants.

3. Navigation Bar and Footer:

- Too many items in the navigation bar and the footer.
- Some links under main labels don't belong to the correct category.
- There is no clear path for some pages.
- The website is not easy to navigate.
- The navigation labels were found to be confusing for some users. For example, the participants stated that they found the “What We Do” and “About Us” menus confusing and way too similar.
- Overall, the information architecture of the website required enhancements for better navigation.
- Some call-to-action buttons/links are hard to find such as the “Subscribe” button, “Volunteer FAQ”, and “Share Your Story” link.



Design Methods

Designers Khalil, Farrukh, and Certossi proceeded after the first collection of data with an ideation process where ideas and possible solutions were created through many sessions. This included brainstorming, sketching, and prototyping, found in [Document 2: Ideation Sketches](#). Steve Bevan, BBBS of Canada's National Manager of Digital Communications provided the team with a site duplicate to produce changes, allowing the redesign of the website to be ready for user testing. Four participants proceeded to be tested on the new site with all of the changes, giving feedback on its design and functionality. It was there that the researchers kept track of the users and their performance.

User Needs Analysis

Families, volunteers, and donors need a way to find information quickly, connect with a friendly and trusting environment, and navigate easily in order to have a positive BBBSHH website experience and want to re-visit the site.



Design Goals

The primary design goals established were:

1. To extend a warm welcome to the users through user-centered design and give them an easy and effective experience with the website.
2. To design the website to keep users coming back for similar queries or to volunteer, enroll in programs, and donate.
3. To simplify the user's journey and make the process engaging by creating a clear navigation structure that tells our users where they have come from, where they are currently, and where they can go from their current location.



Final Prototype

Listed below are all of the changes pictured in [Appendix C: Alterations to the Site](#).

Homepage:

1. Added the “Enroll A Young Person” button.
2. Removed the “News”, “Events”, and “Our Partners” sections from the home page.

Main menu:

1. Replaced “ About Us” with the “Who We Are” tab.
2. Added a sub-navigation menu that includes “About Us”, “Our History”, “Share Your Story”, “Our Board”, “Our Partners”, “Our Team”, and “Annual Report” links under the “Who We are” tab.
3. Replaced the “What We Do” and “Ways To Give” tabs with the “Get Involved” tab.
4. Added a sub-navigation menu that includes “Become A Volunteer”, “Our Programs”, “Make A Donation”, “Become A Monthly Donor”, “Events”, and “Become A Partner” links under the “Get Involved” tab.
5. Created the “ Connect with Us” tab; under this tab, designers added a sub-navigation menu that included “Contact Us”, “Subscribe”, and “Feedback” links.



6. Created the “What’s New” tab; under this tab, designers added a sub-navigation menu that included “News”, “Resources”, and “Covid-19 Updates”.

Footer:

1. Made space between “Copyrights” and the LGBTQ+ Pride flag.
2. Added “Volunteer FAQ” and “Our Partners”.

Footer quick links:

1. Removed “100 years 100 donors”, “Subscribe”, “Our Partner”, and the “Contact Us” links.
2. Removed the “Policies” submenu and kept just the “Policies” main menu.
3. Added “Become A Volunteer”, “ Our Programs”, and “Make A Donation”.

Volunteer page:

1. Added volunteer FAQ toggle at the right top of the page.
2. Reduced the “Volunteer Inquiry” buttons to two buttons and placed them under the “Understand Us” and “Your Next Step” columns.
3. Made the volunteer information more concise and digestible.

Program page:

1. Added a note at the top of the page that explains how to subscribe for Client Intake/Program Capacity updates.



2. Added the “Enroll A Young Person” button to all the programs requiring a school referral; under this button, designers included a note to contact the program coordinator.
3. Changed the page layout by placing each program in an individual row with a gray background color.

Contact Us page:

1. Created a new “Contact Us” page that includes “Contact Form”.
2. Embedded a responsive Google Maps feature into the contact page to help share BBBSHH locations and directions with our users.
3. Created a child page called “Staff Directory” that includes all the staff contact numbers and email addresses.
4. Added a button on the “Contact Us” page to the “Staff Directory”.
5. Added a link to find a Big Brother Big Sisters Agency.

The final prototype (the UX testing site) will be implemented before the end of 2022 as the main site for BBBSHH.



Final Usability Test

Introduction

After the first report focusing on the first set of testing came the start of the ideation, prototyping, and testing process. Many meetings discussing ideas for improvement, consideration on how to prototype, and setting up for testing and reporting came about until final designs were agreed upon with in-depth consideration of the participant's feedback during the study.

Participants

Pictured in [Table 1 of the Appendix](#), the researchers tracked demographic information for the users, such as age, gender, occupation, and level of technological experience. These users were advertised as parts of the researcher's personal networks. Personal relationships helped the users be open and honest in the testing due to a pre-established comfort level. Along with this, they represented several target users for BBBS and could become donors or volunteers themselves. Even if they did not become a donor or volunteer, they would be able to spread word of their experience with a company they know little about through a word of mouth approach. Among these users were three male and one female participant of varying ages from



17-71. Due to the variation in experience with technology, comfort zones within the study varied, and the older participants tended to have more discomfort with the testing. This discomfort was met with encouragement and positivity from the researchers, with the intent to keep users comfortable and focused. Several participants faced a learning curve during this study, especially with the old version of the site. To eliminate bias in the learning portion, the researchers showed half of the participants the old site first, and the other half the new site first. This was important to make sure the users gave both sites a fair chance in the study.

Environment

Pre-study communication took place over email and text messaging, with consent forms ([Document 1 of the appendix](#)) sent out before the study. The meetings were held over Microsoft Teams, planned a week in advance. During the meeting, participants introduced themselves, and were reminded that the recording would be kept solely for bookkeeping purposes to be seen by the researchers. Participants were also encouraged to use their cameras during the study, although it was not necessary, ensuring that they did not feel uncomfortable in doing so. The researchers established a non-judgemental space, and explained the concept of a think-aloud protocol to encourage



participants to speak their mind. The agenda is pictured in Table 2: Meeting Agenda in the appendix.

Procedure

In the final study, the researchers advertised to their personal networks for participants, ending up with four participants to test both the old and new sites. Before the study, the participants were sent a consent form for the study to be completed before testing. The study commenced according to the [Agenda](#) in Appendix B, with an introductory phase, a testing phase, and a conclusion phase. These tests took place in an interview-like setting over a video conference call as the participants used the Share Screen feature and talked their way through the tasks using the two sites. They then evaluated the design, functionality, navigation, and accessibility of the site. As pictured in the [Agenda](#) in the Appendix, the researchers began by asking general questions about occupation and technological skills. They also took in age and gender to ensure a more diverse testing base. Researchers Khalil, Farrukh, and Certossi alternated reading the questions listed in [Table 3](#) of the Appendix during the process of testing the participants. Along with this, to avoid a learning curve bias, some participants were shown the old site first while the others were shown the new site first. The researchers took on different sections of data such as time on task, task success, pathway, observations and feedback to collect during the testing to



ensure quality data. The researchers ensured a positive and encouraging environment for the users to eliminate stress and produce a more well-thought-out result. The users were provided with the BBBSHH site, as well as a link and password to the frontend user testing site at the beginning of the testing. After the testing, the researchers implemented changes, reported, and presented the findings.

Tasks

The tasks in the final study belong to three main categories of improvement stemming from the first round of research (for more information, contact Natalie Michlewicz for the first user testing report). The categories include: the landing/home page, the conversion pages, and the navigation bar and footer. The tasks focused on the following areas of improvement on the site:

- The home page
- The contact and staff directory pages
- The FAQ
- The programs page
- Accessibility to the volunteer form
- Main navigation
- Proper labeling (As there was not enough time to conduct tree testing, this ended up being a major help)



→ Clear wording and headings

At the end, the users were asked general questions for overall feedback and suggestions or observations. To view the specific chart and list of tasks and scenarios, refer to [Table 3: Testing Questions](#).

Testing Results

There were a few main themes in the feedback for this study. Common results included clarity, more visible and intuitive buttons, navigation fixes, better wording site-wide, and direct design fixes throughout the site. The results are listed in [Table 5](#) of the Appendix. Certain tasks within the study were met with positive feedback, while others brought up usability issues and fixes beneficial to the final developments of the site.

Pictured in [Appendix C](#), the designers implemented countless changes to the site to improve accessibility and user satisfaction. A few of the main areas of improvement include:

1. [The Homepage](#) – Many users had issues with the homepage being too cluttered in the previous testing. After implementing a cleaner, more digestible design, users in the final testing only had complaints about the wording within the home page and making buttons more clear of their use.
2. [Programs Page](#) – The programs page initially had missing buttons for enrollment to some programs and an overall unpleasant layout. This was



combated with clearer and more concise information, fixed buttons, and an overall better contrast to help with accessibility and usability. When testing the prototype, several participants did not notice notes about programs with complex enrollment requiring special applications from the school. The design solution for this issue was implemented as a pop-up message before emailing the respective case worker.

3. **[Volunteer Page](#)** – According to the earlier studies, the volunteer page on the site had redundant information, unneeded buttons, text and information overload, and an overall unpleasant experience. With the new design, information is in a collapsable format to eliminate information overload, with fewer, relevant, and properly named buttons. In the final user testing, many participants found the FAQ to be small and unnoticeable, so designers gave it its own page with vibrant, clickable buttons and a better navigation experience.
4. **[Contact Us and Staff Directory Pages](#)** – Originally, the Contact Us page had overwhelming information overload and an unpleasant and confusing design. The new design is modified for accessibility, has significantly decreased in size, and the page has been split into two more concise pages: Contact Us and Staff Directory. In the final testing many participants did not notice the staff directory navigation button through the contact page so



designers created more vibrant and noticeable buttons and a more intuitive design with consideration of the pathways observed in the testing.

5. **General Navigation** – The navigation was shortened and more thought-out categories were formed to create a more positive user experience. The speed of use has significantly changed; there is meaning to placement and navigation and users unanimously agreed that the changes were for the better, greatly improving the quality of the website. Navigation changes included the navigation bar, footer, and navigation gallery pages. In the final testing, unanimously participants agreed to move the Resources tab, as it did not make sense under What's New. After conferencing with the manager of the site, the team agreed the resources page was not a necessity to have on the site until it was complete, and a decision was made to hide it for the time being.

100% of users agreed the User Experience Designer's site looked better, was more usable and more desirable.

Test Measures

Task success during this study can be viewed in [Table 6 of Appendix B](#), showing the drastic improvement to the usability in the second set of testing with the new and improved site. Certain important tasks in the old site were downright



unachievable or were only completed through luck, guessing, and a long search. This included the ability to enroll a child in a program and find the program's page in the first place. This can also be backed up with [Table 7: Time on Task](#), which shows a time improvement of 20.75 seconds on the new site.

Final Changes

Homepage

→ Changed the "Refer a Young Person" button to "Enroll A Young Person".

The Main Menu

→ Replaced the "What's New" tab with the "News and Updates" tab.

→ Moved the "Resources" link from the "News and Updates" tab to the "Volunteer" page as it has only resources for volunteers.

→ Added the "Our Team" link under the "Who We Are" tab.

→ Moved the "Stories" and "Share Your Story" links from the "Get Involved" tab to the "Who We Are" tab.

Footer quick links:

→ Added "Volunteer FAQ" "Subscribe" and "Our Partners" links

Volunteer Page

→ Created "Volunteer FAQ" and "Volunteer Resources" buttons and added them at the top center of the page



- Replacing the “volunteer inquiry” label with “volunteer application” and placed it at the top center of the page

Program Page

- Added a toggle for enrollment “ Enroll A Young Person” under all the programs inside this toggle we added the school referral note

Contact Us page:

- Changed the background color of the “Staff Directory” button to black and placed it in the center of the page



Next Steps

With the study complete and the information collected, using the information to keep direct design goals in the future with the site is essential. It would be wise for the company to implement the new website before the influx of September 2022 student volunteers, or as soon as possible. This can be done by making it the main site, switching the domain and privatizing the old site, making the new one public.

Recommendations for BBBS

There were also several additions and changes within the site that were out of the User Experience Developer's hands for this project due to limitations within the WordPress site software.

Design

→ Changing the site's [header and footer background colour to white](#) to make the website sleeker and visually cleaner.

Navigation and Clarity

→ Sticking with consistent language is a must for the users. In the testing, every participant had issues with confusing wording on the site. This included:



- ◆ Using either “volunteering” or “mentoring” in the language of the site or setting a clear divide between the two terms, as users pointed out that they are not the same thing.
 - ◆ Depending on the process to apply to be a volunteer, stating that the form on the site is an application (can be renamed application #1, first application, etc.), rather than an “inquiry” uses more inclusive and more widely understood language. When people visit the site they look to “apply”, not “inquire”.
 - ◆ Rather than “refer” a young person, changing the language to “enroll” a young person in a more widely used language to eliminate confusion.
 - ◆ Keep in mind while writing content for the site, some users may not know how the company works or the jargon used within the corporate culture. Use easily understood and inclusive language.
- Adding a “Save” button to the volunteer application would be helpful, as it is a lengthy process and users would not like to re-fill in the form due to technical difficulties or personal conflicts.
- The company works with children, but users pointed out the website focused more on volunteers and donors. Make sure to really push and center the help BBBS does for youth.
- Add a [search bar](#) in the header, as well as in places with dense information (for example, the staff directory page).



-
- Add a typable box in the footer to easily subscribe to the site's news and updates, as in UX this is a sign of good quality and a well-thought-out site that considers the end users.
 - With "Volunteer" and "Donate" on the navigation bar, many users agreed that ["Enroll" should also be included as a third unique button](#). These tabs were highly helpful to the users and they proved to be straight-to-the-point.
 - Finally, another user experience designer within the UX Team's network suggested adding one of the many WordPress plugins that are free and easy to use that help the site improve the overall accessibility for users.
 - ◆ To decide what would work best for the company, consider reading through this informative blog post highlighting [nine of the best accessibility plugins for WordPress in 2022](#).



Appendix A: Subject Information

Back to text: [Participants](#)

Table 1: Testing Subjects Information

Participant	Gender	Age	Occupation	Experience Level
1	Male	56	Radio Advertising	Moderate
2	Male	17	Student	Moderate
3	Male	71	Retired	Beginner
4	Female	22	UX Designer	Moderate-Advanced

Experience Levels: Beginner, Moderate, Advanced



Document 1: Informed Consent

Informed Consent Form for Usability Participants

Purpose of this study:

The purpose of this research is to learn how users interact with the Big Brothers Big Sisters of Halton and Hamilton (BBBSHH) website. Your participation in this study will assist us in better designing the BBBSHH website to the needs and desires of its users.

Information we will collect:

You will be asked to test out the BBBSHH website. Our team will observe your interaction with it and interview you briefly. We will use the information from your visit, as well as information from other visitors, to improve the site.

Session Recording permission:

We will record the Zoom/Teams meeting as well as take handwritten notes. In signing this consent form, you are giving us permission to create a demonstration and evaluation based on your verbal and image statements. **Your name will not be used.**



Non-disclosure:

We may discuss ideas with you or show you web designs that have not yet been announced.

By signing this form, you agree not to tell anyone, including family members, detailed information about this visit. You can say that you participated in a study to help improve the website.

Freedom to withdraw:

You are free to refuse to participate, take a break, or withdraw from this study at any time.

Please let us know when you need a break.

Participant signature: _____

Participant name: _____

Date: _____



Appendix B: Final Testing Information

Back to text: [Final Usability Test](#)

Table 2: Meeting Agenda

Time	Task
5 Minutes	Introduction <ul style="list-style-type: none"> - Introduce ourselves. - Introduce the participant. <ul style="list-style-type: none"> - What is your level of technical skill in computers? - What is your occupation and title? - Remind of recording - Use the camera of your own will-Although it does help us to see reactions. This is a non-judgmental space. - Ask for breaks-should take an hour. - Establish think-aloud protocol - The site is being tested-not you or us. - Ask to signify when a task is finished verbally.
20 Minutes	Site 1/2 <ul style="list-style-type: none"> - Ask for feedback after every task.
20 Minutes	Site 2/1 <ul style="list-style-type: none"> - Ask for feedback after every task.
5 Minutes	Conclusion <ul style="list-style-type: none"> - Which site did you prefer? - Thank the participant. - Ask them for their choice of a \$25 gift card.



Table 3: Testing Questions

Website Category	No	Testing criteria	Task Description
Landing pages	1	“Homepage” is digestible in a few seconds.	<p><i>You have a young child, and you heard about BBBS programs. You want to visit the website to check them out.</i></p> <p>From the home page (without the navigation bar), find a program to enroll a child.</p>
Conversion Pages	2	Clear path to contact information. “Contact Us” page is digestible and easy to navigate . Links are consistent & easy to identify.	<p><i>You need to contact the manager of communications for BBBSHH, Natalie Michlewicz</i></p> <p>Find her email on the website.</p>
	3	Clear paths to FAQ.	<p><i>You are going to apply to be a volunteer and have a few questions.</i></p> <p>You would like to know if these have been asked before. Find where this may be located (FAQ).</p>



	4	Links are consistent and easy to identify.	<p><i>You have a young child and you want to help them by signing them up "In School Mentoring" Program.</i></p> <p>On the BBBSHH, enroll your child in the in-school mentoring program.</p>
	5	The number of buttons/links is reasonable.	<p><i>You are considering volunteering with the BBBSHH.</i></p> <p>Find the volunteer inquiry form.</p>
Navigation Bar and Footer	6	<p>Main navigation is easily identifiable.</p> <p>Navigate labels are clear & concise.</p>	<p><i>You are a volunteer within BBBSHH and would like to share your experience.</i></p> <p>Find a way to share your story on our website.</p>
	7	<p>Main navigation is easily identifiable.</p> <p>Navigate labels are clear & concise.</p>	<p><i>You heard about a golf activity on BBBSHH and you want to participate in this activity.</i></p> <p>On our website find a way to register yourself in this activity.</p>



	8	<p>Main navigation is easily identifiable.</p> <p>Navigate labels are clear & concise.</p> <p>Major headings are clear and descriptive.</p>	<p><i>You want to know what BBBSHH's purpose, goals, and values are.</i></p> <p>Find our mission on our site.</p>
	9	<p>Main navigation is easily identifiable.</p> <p>Navigate labels are clear & concise.</p> <p>Major headings are clear and descriptive.</p>	<p><i>You are a volunteer and you would like to find information about how to mentor.</i></p> <p>Find a resource that provides strategies for mentoring.</p>
	10	<p>Main navigation is easily identifiable.</p> <p>Navigate labels are clear & concise.</p>	<p><i>You would like to receive the BBBS e-newsletter.</i></p> <p>Find a way to subscribe to our website to get updated on all news.</p>
General Questions		<p>[New Site Only]</p> <p>Do you think having "Google Map" on the "Contact Us" page is helpful?</p> <p>What do you think about the layout of the main pages? Example: "Get Involved" page, "Who We Are", Connect With Us".</p>	<p>[Both Sites]</p> <p>Do you have any improvements to the navigation system?</p> <p>Do you have an overall good experience using our website?</p> <p>Do you believe the links under the main menu are in the correct label?</p>





Table 4: Competitive Analysis

BBBSHH Competitive Analysis Comparison Chart						June 10, 2022
TEAM: Yusra and Saraa						
	Excellent	Average	Poor			
	Our Organization	Competitor 1	Competitor 2	Competitor 3	Competitor 4	
ORGANIZATION NAME	Big Brothers Big Sisters of Halton Hamilton	Big Brothers Big Sisters of Ottawa	Big Brothers Big Sisters of Vancouver	Big Brothers Big Sisters of Montreal	Big Brothers Big Sisters of Calgary	
1 ADEQUATE TEXT-TO-BACKGROUND CONTRAST	●	●	●	●	●	●
2 FONT SIZESPACING IS EASY TO READ	●	●	●	●	●	●
3 COMPANY LOGO IS PROMINENTLY PLACED	●	●	●	●	●	●
5 HOME-PAGE IS DIGESTIBLE IN 5 SECONDS	●	●	●	●	●	●
6 CLEAR PATH TO COMPLETING USER TASKS	●	●	●	●	●	●
7 CLEAR PATH TO CONTACT INFORMATION	●	●	●	●	●	●
8 MAIN NAVIGATION IS EASILY IDENTIFIABLE	●	●	●	●	●	●
9 NAVIGATION LABELS ARE CLEAR & CONCISE	●	●	●	●	●	●
10 NUMBER OF BUTTONS/LINKS IS REASONABLE	●	●	●	●	●	●
11 COMPANY LOGO IS LINKED TO HOME-PAGE	●	●	●	●	●	●
12 LINKS ARE CONSISTENT & EASY TO IDENTIFY	●	●	●	●	●	●
13 MAJOR HEADINGS ARE CLEAR & DESCRIPTIVE	●	●	●	●	●	●
14 STYLES & COLORS ARE CONSISTENT	●	●	●	●	●	●
15 FOLLOWS THE MINIMALIST DESIGN CONCEPT	●	●	●	●	●	●

Table 5: Testing Results

Participant #1

Task	Task Success	Time (Sec)	Path	Observations	Feedback
Old Site					
Enroll a young person from the home page	Success	202	CTA-homepage -> Scrolling through homepage -> clicked on the slider for programs -> Task Success	Participant only found a link through the banner	"Too much content in homepage, too many scrolling to find things, the homepage needs to be front and center".
Natalie's Email	Success	19	About Us -> Contact Us -> email -> Task Success	Easy to find, standard navigation, and liked the contrast of colors	"It was pretty easy to find the "Contact Us" page".
Volunteer FAQ	Success	20	Volunteer -> FAQ -> Task Success	IF unable to find the FAQ, the next step would be to email.	Pretty easy to find the FAQ on the "Volunteer" page.
Enroll a young person button	Partial	100	What we do -> Programs -> clicked the volunteer button -> Partial Success	Overthinking—thought to email with the given link first until seeing the other options for programs on the page. This showed confusion due to a lack of consistency.	Confused about why the "enrollment" button is not under all the programs. It was difficult to notice the "enrolment note".
Volunteer inquiry form	Partial	24	Volunteer -> Clicked the volunteer button on the volunteer page -> form -> Task Success	Also suggested the third tab attached to the header. (Volunteer, Donate, Enroll a child).	"It was easy to locate the "Volunteer Inquiry" form".



Share your story	Success	82	Scrolled through the stories on the homepage -> clicked on the stories -> Mentor Resources -> Feedback -> What we do -> Share your story -> Task Success	Originally went to the story section on the home page—possibly add a second button there to share a story. Observed that the forms look very similar to each other	“It almost looks like the “Feedback” page but is relatively easy to find”.
Golf event	Success	78	Scrolling the homepage -> scrolling the latest news on the homepage -> About Us -> What we do -> News -> Events -> Golf for kids -> Task Success	Suggested promoting more for events in the hero banner.	“If there is a current event, display it in the “Hero Banner” until it’s over”.
Our mission	Partial	51	About Us -> 100 years of BBSHH -> About Us -> About Us -> Partial Success	Guessed right first, but second-guessed when seeing the hundred years promo. Feared overthinking. Suggested that the 100 years not be included in the menu.	“It seems easy”.
Volunteer resources	Success	32	What we do -> Resources -> Mentor Resources -> Strategies for mentoring -> Task Success	Felt higher confidence when getting this task quickly. Observed that the strategies resource would benefit from also being included on the volunteer page.	“It might be a good idea to add it to the “Volunteer” page since it is a resource for volunteers”.
Subscribe	Failure	219	Resources -> Social Media -> What we do -> News -> Homepage -> News -> Quick links News ->	Checked in the menu mostly, clicking through and trying to find it within the site. Checked the footer 4 times for	“It was hard to find, you should add it to the drop-down main menu and the “News” page”.



			Quicklinks Home -> About us -> Contact -> Ways to give -> Partner -> Resources -> Feedback -> Mentor Resources -> Become a partner -> Gave up -> Task Failure	this task but it remained unseen. "I feel like a rat running through a maze right now." Suggested it in the drop-down menu, as it is far too small.	
New Site					
Enroll a young person from the home page	Success	89	Quick links program (scrolled) -> Refer a young person -> Programs -> Task Success	Struggled with referring a young person possibly due to lack of buzzwords. Possible there were too many words in those columns that don't get read. The blue stands out—Maybe make it so our most important recruitment (volunteer recruitment) is in the middle. Ideally goes through the menu.	"Same as the old version, need to be front and center".
Natalie's Email	Success	41	Connect with us -> Contact us -> Who we are -> staff directory -> Task success	Missed the staff directory button on the contact us page due to dullness. It did not stand out to him. Good under who we are, hesitant about the contact us due to invisibility.	"Staff Directory" button on the "Contact Us" page is not noticeable, but it is easy to find it under the main menu".
Volunteer FAQ	Success	32	Get involved (scrolled) -> Volunteer button (Homepage) -> FAQ -> Task Success	Misses FAQ at first, suggests renaming the dropdown to "Frequently Asked Questions (FAQ)" to make the button more	"It's pretty easy to find the FAQ, but the icon is very small".



				noticeable.	
Enroll a young person button	Success	30	Homepage (scrolled) -> Refer a young person (CTA) -> In-school mentoring -> Enrollment button -> Task Success	Liked that it interacted and brought up the email button instead of just having the email lost in the text.	"It was a lot easier than the old website. The "Enrollment" button is too clear".
Volunteer inquiry form	Success	18	Volunteer button -> Apply now -> Task Success	The two navigation buttons were very beneficial.	"Easy to find the form, and the "Volunteer" page layout was a lot better than the old page".
Share your story	Success	8	Connect with us -> Share your story -> Task Success	This design was more intuitive and better laid out.	"Very easy to find it under the main menu".
Golf event	Success	14	Get involved -> Events -> Task success	Connected to events simply and remembered that he previously struggled with this task.	"Easy to find the "Event" page".
Our mission	Success	5	Who we are -> About us -> Task Success	Better thought out, things were put in an easy-to-find place with much less scrolling.	"Easy to find, and less scrolling".
Volunteer resources	Partial	120	Get involved -> Mentor -> Read more -> skimming the navigation bar -> Become mentor -> Programs -> Resources -> Strategies for mentoring -> Partial Success	Tested many ways and brought back to the volunteer page every time. Had a difficult distinction between mentors vs volunteers. Suggested adding a link for resources would be helpful.	"It was difficult to navigate and add a link or button on the "Volunteer" page".
Subscribe	Success	42	Quicklinks (skimmed) ->	Found it where he expected it on the	"The "Subscribe" link was expected to be under



			What's New -> News -> Connect with us -> Subscribe -> Task Success	older site in the navigation. Checked the newsletter first—put a subscribe button in the newsfeed.	the" Connect With Us" tab".
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Participant #2

Task	Task Success	Time (Sec)	Path	Observations	Feedback
Old Site					
Enroll a young person from the home page	Failure	71	Scrolling, but no result	User was confused and felt like missing something	I could not find it at all No enrolling a child from the home page.
Natalie's Email	Success	48	Footer->Contact us->Task success	Quicker to find because the clicking was exchanged for scrolling. The subtitles on the page were confusing.	"Add contact us in the main navigation bar. It took me time to find the manager of communication who was in the development team. If you are not from the organization you would not know what the little mean".
Volunteer FAQ	Success	32	Volunteer tab->FAQ	Liked the location but saw where limitations would be due to limited space.	"In my opinion, the FAQ on this page is better, but, you can't really put in many questions here".
Enroll a young person button	Failure	300	What we do->Enroll a young person form application->Our Programs->Volunteer form->Programs	The website was meant to serve children but he observed there was mostly volunteer content showing. Confused about how to enroll a child in this program.	Suggested adding our programs button to the home page. "There's no button. There should be a button here just like this you know. Instead of emailing back and forth a bunch, he wonders if the programs could show forms as a substitute for repeated one-way communication".



Volunteer inquiry form	Success	30	Volunteer tab->Volunteer application <18	Was confused because there were two "volunteer application" links	"No need for two volunteer links on the page"
Share your story	Failure	46	Ways to give (exploring)->footer (exploring)	Was confused and gave up	"Thought it should be in "ways to give" tab and didn't like that it was under what we do. It does not belong under "who we are" tab".
Golf event	Success	30	Ways to give->Events->Golf for kids (Task Success)	Easy.	It is quite simple
Our mission	Failure	110	What we do-> Our programs->What we do	Felt like our mission should be under what we do.	"I think it makes more sense to add the mission under the "what we do" tab. You can also add the "About Us" link under the "what we do" tab."
Volunteer resources	Success	16	Resources->Mentor resources->Strategies for mentoring	Simple.	"That was simple".
Subscribe	Success	30	About us (exploring)-> Footer (task success)	Finding the subscribe in the footer was easy for him	"It was easy but the button wouldn't be used much. It was easier to find on the navigation".
New Site					
Enroll a young person from the home page	Success	19	Home page->programs->enroll (task success)	Liked to Refer a Child	"It was quite simple".
Natalie's Email	Failure	60	Connect with us -> Contact Us -> Gave up -> Task Failure	Would normally look in the footer for contacts. "I am completely lost" on the contact page. Prefers a button bigger and more central, as it gets swallowed by the other info.	"I would prefer the "staff directory" to be a big thing here instead of being under all the numbers".



Volunteer FAQ	Failure	72	Volunteer button - > Skimmed the volunteer page -> Gave up -> task Failure	Missed the FAQ. Mistaken the central volunteer information on the page for FAQ. Saw the FAQ, but passed it to get to the main body of information.	"It is a bit too small. I wouldn't expect the questions to be right above".
Enroll a young person button	Partial	96	Homepage -> Refer a young person -> Enroll a young person button -> Partial Success	Did not like the scrolling on the programs page.	"I am confused. Because I don't really know where the in-school program option is, I will just probably enroll and see".
Volunteer inquiry form	Partial	64		Volunteer button -> Volunteer page -> Apply now -> Partial Success	"He read, then clicked, and found the task easy. The participant was excited about the completion of task".
Share your story	Success	31		Get involved -> Share your story -> Task Success	"Looked at stories first, and agreed to share a story is a way of getting involved".
Golf event	Success	15	Get involved -> events -> Golf for kids -> Task Success	It was simple.	"It was quite simple".
Our mission	Success	18	Who we are -> About Us -> Task Success	It was very simple.	"It was pretty easy to find".
Volunteer resources	Success	55	What's New -> Resources -> Strategies for mentoring -> Task Success	"What's New" should not have resources because it was not new.	"So everything was good for me in that apart from it was in "what's new". I wouldn't consider It as new because I'm looking for just resources and strategies, so it's not new".
Subscribe	Success	8	Connect with us -> Subscribe -> Task Success	It was simple and easy.	"That was quite simple".



Participant #3

Task	Task Success	Time (Sec)	Path	Observations	Feedback
Old Site					
Enroll a young person from the home page	Failure	39	Homepage -> Navigation bar -> What We Do -> Our Programs	Was confused and looked everywhere in homepage	"Should have had a button on the main page to enroll a child because the company is about helping youth".
Natalie's Email	Success	8	Navigation bar -> About Us -> Contact Us	Simple, the staff was not huge.	"That was simpler. In this case, there are not that many employees, so it didn't take long for me to Scroll down and find her."
Volunteer FAQ	Success	18	Homepage -> Volunteer	Easier because the FAQ is shown bigger.	"It is easier to find. You would see frequently ask questions".
Enroll a young person button	Partial	49	Homepage -> What We Do -> Our Programs -> Enroll A Young Person	Observed that it needed a button like the rest.	"You should have a button. And that when you click on that then you get the note and maybe a little more information about enrollment".
Volunteer inquiry form	Success	16	Homepage -> Volunteer -> Volunteer Inquiry Form	Fine.	No feedback
Share your story	Success	6	Navigation bar -> What We Do -> Share Your Story	Quick and easy, but preferred the new site.	"It was easy and quick".
Golf event	Success	8	Navigation bar -> About Us -> What	Began to work more efficiently	"If you're not having a separate button for



			We Do -> Ways To Give -> Events	just because he was learning through previous tasks. (Backing up why we showed the sites in different orders for different participants).	events, it's ok to have it under "ways to give" because that's ways to give".
Our mission	Success	4	Navigation bar -> About Us ->	User find it very easy	"It was easy".
Volunteer resources	Success	10	Navigation bar -> What We Do -> Resources -> Mentor Resources	User find it very easy	No feedback
Subscribe	Partial	185	Checkd all the tabs in the main menu -> Homepage -> Footer -> News -> Footer -> Contact Us -> Subscribe	Found it very hidden and wondered about the purpose of the quick links.	"How do you how did you make that determination of which should go up on the top bar and which should be under quick links?".
New Site					
Enroll a young person from the home page	Partial	59	Skimming through homepage -> Footer -> Quick Links -> Our Programs	The participant began with a very little confidence and was unsure of his actions. He had confusion between referring and enrolling.	"It was confusing. "Refer" I take it to mean something not identical to enroll. If it said "enroll", I would know exactly what I was trying to do".
Natalie's Email	Success	89	Main Menu -> Connect With Us-> Contact Us -> Find A Big Brothers Big Sisters Agency -> Who We Are tab -> Staff Directoty	He became very discouraged here due to technical issues but he was reassured there was nothing to worry about. He voiced that he struggled because nothing was jumping out to him. He believed the staff directory under who we are did not make sense.	"It was confusing and not easy. It took some searching and some thinking. Once I found it was obvious, it did not jump out at me".



Volunteer FAQ	Partial	73	Homepage -> Enroll A Young Person -> Volunteer -> Volunteer inquiry	Questioned volunteer vs mentor. The banner was disorienting—slowi ng the speed might help. The number of buttons that go to the same page was redundant. FAQ took a while and didn't like placement—make it bigger, change color, or put it in a different location. It didn't jump out like "READ MORE". The print was small.	"I'm confused. Do I want to be a mentor or do I want to be a volunteer?". "It took me a while to find it. It's in the wrong place. Maby it has to be bigger or in a different color or different location. Maybe if it was the same size printing as "Understanding Us" and" Your Next Step" it would jump out more".
Enroll a young person button	Success	40	Homepage -> Main Menu -> Our Programs -> Enroll A Young Person	The task was clear and worked.	No feedback
Volunteer inquiry form	Success	20	Homepage -> Volunteer ->	The button redundancy continued to bother this user. Wanted consistent wording.	"There's some redundancy here to me. Why do you call it "volunteer" in one place and "mentor" in another? Does that tell you that they are two different things? You need to make it consistent".
Share your story	Success	10	Navigation bar -> Get Involved -> Share Your Story	Pleasant.	"The reason I found it so quickly was because when I was clicking around before looking for something else, I happened to notice that". "Share your story" does fit under "Getting involved," which means sharing information, sharing a story, and connecting. It is also part of "Connect with us". If you don't have "Share your story," I wanted



					to Can I tell you about my experience. I would click on "feedback".
Golf event	Partial	120	Navigation bar -> What's New -> News -> Homepage -> Navigation bar -> Footer -> Get Involved -> Event	He made sense of this task with help.	"It did not jump out at me. I am not sure where to find it. I wouldn't think of looking under and getting involved. I would be looking for something more immediate. It would be simpler and more logical for me to look for it under its own separate heading and that's why I asked you do you have a lot of events. You've got a lot. You've got room up here on this bar". "You could easily put resources there. You could put events up there".
Our mission	Success	11	Navigation bar -> Who We Are -> About Us	Obvious.	"That was obvious".
Volunteer resources	Partial	80	Navigation Get Involved -> Our Programs -> What's New - Resource	Easy.	"I was thinking that resource could go up in the navigation bar and have its own separate".
Subscribe	Success	9	Navigation bar -> Who We Are -> Connect With Us -> Subscribe	Preferred about us over who we are.	"That was easy".



Participant #4

Task	Task Success	Time (Sec)	Path	Observations	Feedback
Old Site					
Enroll a young person from the home page	Failure	117	Skimming Homepage -> Volunteer CTA -> Impact of mentoring learn more CTA -> In-school mentoring -> Task Failure	Used the Impact Of Mentoring based off of the child icon and found the programs on the page. The only user who found the programs page without the navigation. "Cute Language" makes the brain work. Lack of buzzwords creates confusion. Featured programs should be their own page	"I wouldn't expect to find enrollment if I wanted to find enrollment. My first thought was to check in volunteering".
Natalie's Email	Success	30	Resources -> Contact Us (Quick Links) -> Natalie's email -> Task success	The font was small and didn't have enough contrast. Could also use better spacing. Have the team in columns Contact us should not be in about us.	"Instead of rows, it could be columns because these information, since it's just their names, their status, and their numbers. One could be generally inquiries column two could be leadership and operations. Column three could be the volunteer and intake team and the last one like maybe the the column with the most". "The sizing is OK, but the font type. Actually it could be bigger and bolder and it would need more spacing because this would be very hard to see for someone who's squints, or for someone who's they don't have the



					greatest eyesight, right? So if like the fonts, here were some more spaced out or they were bigger that would be great".
Volunteer FAQ	Success	123	Skimmed Navigation -> Resources -> Resources for mentoring -> Strategies for mentoring -> Resources -> skim Navigation -> What we do -> News -> Skimmed QUicklinks -> Sitemap -> Skimmed sitemap -> Training centre -> Volunteer button -> FAQ -> Task Success	Volunteer FAQ should always be in the footer. Guessed. Ways to give, what we do, resources.	"It was definitely like not instant. Took a little bit of poking through". "I was just looking for a straight up like frequently asked questions like an FAQ, cause usually it's very common for them to have an FAQ in the in the footer. Just straight up FAQ in bold, like under the order".
Enroll a young person button	Partial	97	What we do -> ENroll a young person -> Homepage -> Impact for mentoring Learn more option -> In-school programs option -> In-school mentoring volunteer button -> volunteer application -> Partial Success	Went to the enrollment form first. "I hate it." (referring to the lack of a button for some programs) Suggested one of many plugins/add-ons that adds font sliders and fixes for accessibility purposes. Free and powerful.	"Like, I'm obviously gonna think I click on volunteer to or something to enroll my child in in school. Mentoring. I don't wanna read a note that says Ohh it requires referrals. If anything. I think that there should be another call to action here that says for referral use only or. If your child is referred, enroll here. Needs another button like this instead of this. the hyperlink is not underlined. This is not good for people who are not able to like differentiate colors"
Volunteer inquiry form	Success	50	Volunteer CTA -> Skim Navigation bar -> Volunteer -> Volunteer Button -> Volunteer inquiry form -> Task	A wild guess. Bunch it with FAQ.	"The volunteer inquiry could be bunched with FAQ".



			Success		
Share your story	Success	44	Stories (Homepage) -> About Us (skimmed) -> What we do -> Share your story -> Task Success	Went to the story page first. Wanted a share your story button with the stories.	"I think, you know, it's not too bad. It's not the worst place, but it's not in the most efficient place either".
Golf event	Success	67	Volunteer (Homepage CTA) -> What we do -> Our programs -> Events (Quicklinks) -> Golf for kids -> Task Success	Events was a way to give. Associated with volunteering.	"So this is where you usually. OK. So usually when I feel lost, I go straight to the footer. So I'm glad I at least found the events. I feel like the events could be under our programs. I also feel that it will be good to have an events feature on the hereo banar". It could have, like, a better term, like get involved, sign up for events or contribute to events".
Our mission	Success	19	About us page -> Task success	Text heavy page—have images or illustrations.	"I like how colorful the pages and the layouts were really nice. However, I think maybe any page that has that's a little more text heavy it could benefit from having maybe an illustration or an image on the side to kind of entice readers".
Volunteer resources	Success	5	Resources -> Mentor Resources -> Task Success	Easy and quick, straightforward.	" it would be nice to have like every other thing to be as straightforward as this".
Subscribe	Success	4	Quicklinks -> Subscribe -> Task Success	Always in the footer. Subscribe UI—Essential and impacts the SEO without!! This is the standard—we	" It is very hidden".



				must meet industry standards.	
New Site					
Enroll a young person from the home page	Success	11	Refer a young person -> Programs -> Task Success	Asked what the main action was—referring or enrolling? Enrolling is a better word.	" I think enrolling would be a better word and if it needs a referral, there could be like an information or note under the enroll a young person is like note you need a referral to enroll, enroll a young person"
Natalie's Email	Success	29	Connect with us -> Contact us -> Who we are -> Staff Directory -> Task Success	Add staff directory to the connect with us menu. Change the "connect with us" menu to better order. Change the colors in contact us. Bigger button and yellow put it under the break OR Put it between the map and the locations. Social media should all be middle aligned with icons instead of buttons or a mix. The blue boxes look outdated.	" The button could be bigger and it should be kind of like yellow.Maybe make the blue here lighter because it's the contrast is clashing. maps are important and it's a good visualization of where it is" "For the social media, Instead of like having the blue boxes as the buttons, is there a way to put like the icons on top and then just like black text on the bottom. Because the the blue boxes looks a little outdated".
Volunteer FAQ	Success	60	Get involved -> become a mentor -> Homepage -> Become a mentor -> FAQ -> Task Success	Missed the FAQ, VERY hidden, have a block, make it bigger, add it to the footer	"definitely add the FAQ in the footer in the quick links"middle align it and make sure it has like a separation kind of like a block color. Or like a bigger font because I because these are in the middle.t's consistent to put this one in the middle as well".



Enroll a young person button	Success	13	Get involved -> Our programs -> In-school mentoring program -> Task Success	Make the note highlighted, and more popping. Read More in the middle. Subheadings are always in the middle of titles.	" I think the note here should have a background or box or like you know, let the note be bold". " If the headings are in the middle, so should the subheadings be in the middle like there needs to be consistency".
Volunteer inquiry form	Failure	76	Get involved -> Become a mentor -> Volunteer -> Get involved (skimmed) -> Homepage -> Failure	Text color too light on form. Put the apply now in the top and middle. Importance of consistent language.	"volunteer inquiry and a application is different. " if the volunteer inquiry form and the actual volunteer of application form has different outcomes. It will be very easy to get mistaken. It would be just basically the whole application process. Apply now would be appropriate".
Share your story	Success	16	Homepage -> stories -> skim Navigation -> Connect with us -> Share your story -> Task Success	Fits under who we are as well as stories to make it more community-based .	"I think it's fit better under who we are. it would give a more they feel, not just friendly, feel like it gives a more community feeling and I feel like that would communicate their identity and their mission and visions a lot more. And also like acknowledging that they're volunteers are part of them. Connect with us and stories doesn't correlate to me".
Golf event	Success	15	Get involved -> Events -> Golf for kids -> Task Success	Good.	"this one was good at straightforward".
Our mission	Success	12	Who we are ->	Better images,	"It's good it's fine"



			About us -> Task Success	they are blurry.	
Volunteer resources	Success	23	Get involved -> Become a mentor -> What's new -> Resources -> Resources for mentoring -> Strategies for mentoring -> Task Success	Resources should be it's own thing and under become a mentor.	"I think resources could be its own thing because it is important. Or it should be in resources should be under become a mentor. Add a resources link in the volunteer page that would be great because then like, people won't be confused that volunteer and mentor are different things, right? Because they're essentially the same thing".
Subscribe	Success	6	Connect with us -> Subscribe -> Task Success	Add to the footer.	"it should also be in the footer as well".



Table 6: Task Success Chart (August)

S = SUCCESS

P= PARTIAL

F= FAILURE

Old Site (67.5% full success)										
Participant	1	2	3	4	5	6	7	8	9	10
Participant #1	S	S	S	P	S	S	S	P	S	F
Participant #2	F	S	S	F	P	F	S	F	S	S
Participant #3	F	S	S	P	S	S	S	S	S	P
Participant #4	F	S	S	P	S	S	S	S	S	S
Average of full success	0.25	1	1	0	0.75	0.75	1	0.5	1	0.5
New Site (75% full success rate)										
Participant	1	2	3	4	5	6	7	8	9	10
Participant #1	S	S	S	S	S	S	S	S	P	S
Participant #2	S	F	F	P	P	S	S	S	S	S
Participant #3	P	S	P	S	S	S	P	S	P	S
Participant #4	S	S	S	S	F	S	S	S	S	S
Average of full success	0.75	0.75	0.5	0.75	0.5	1	0.75	1	0.5	1



Graph 1: Task Success Graph for the Final Study



Table 7: Time on Task

		Old Site										
		1	2	3	4	5	6	7	8	9	10	Average
P1		202	19	20	100	24	82	78	51	32	219	82.7
P2		71	48	32	300	30	46	30	110	16	30	71.3
P3		39	8	18	49	16	6	8	4	10	185	34.3
P4		117	30	123	97	50	44	67	19	5	4	55.6
Average		107	26	48	137	30	45	46	46	16	110	

Average Time on Task

60.975

		New Site										
		1	2	3	4	5	6	7	8	9	10	Average
P1		89	41	32	30	18	8	14	5	120	42	39.9
P2		19	60	72	96	64	31	15	18	55	8	43.8
P3		59	89	73	40	20	10	120	11	80	9	51.1
P4		11	29	60	13	76	16	15	12	23	6	26.1
Average		45	55	59	45	45	16	41	12	70	16	

Average Time on Task

40.225

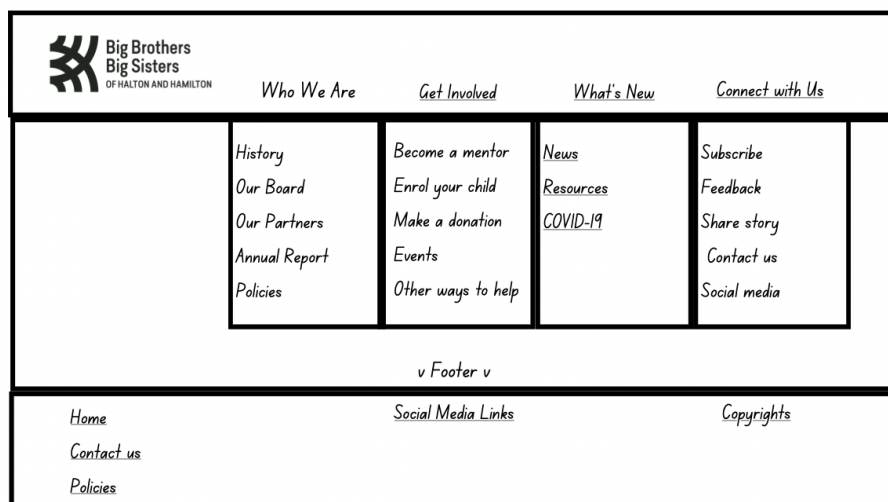


Appendix C: Alterations to the Site

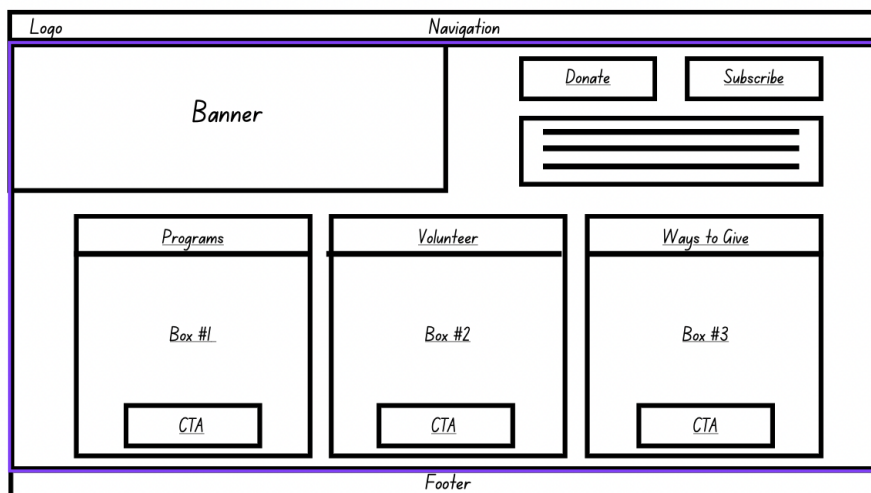
Back to text: [Final Prototype](#)

Document 2: Ideation Sketches

Main Navigation Bar + Footer



Home Page

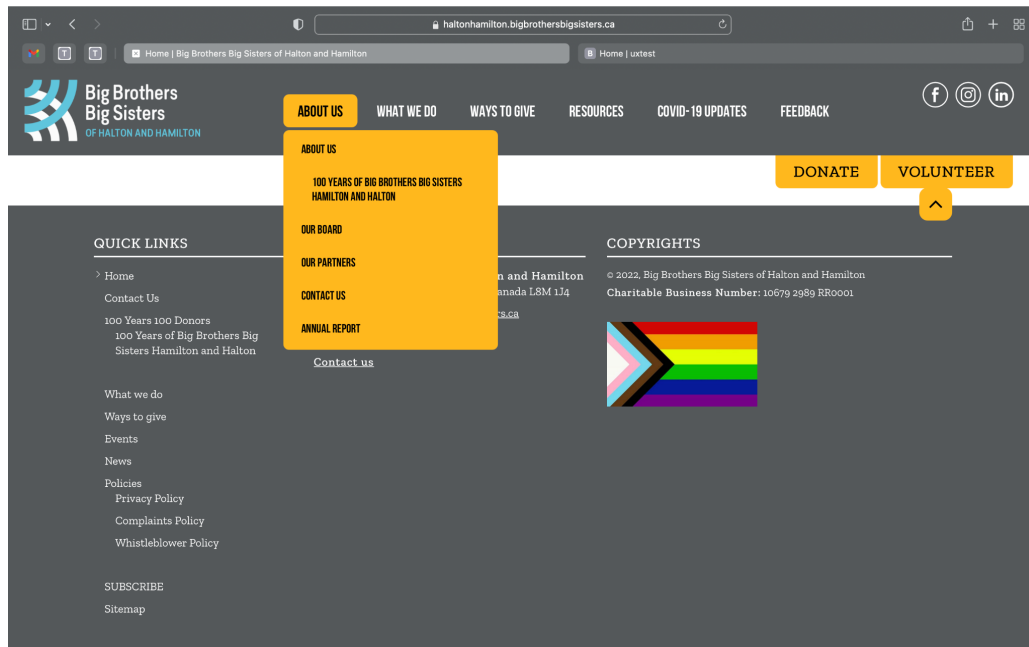


Alterations 1: Navigation

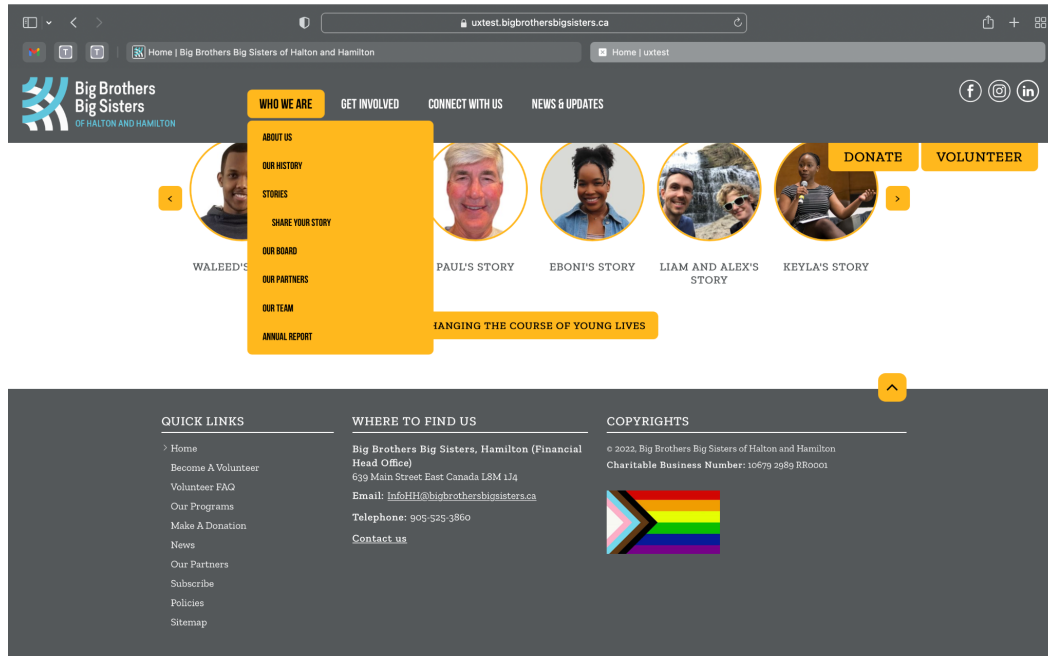
[Read in Report](#)

Navigation A: Who We Are

Before

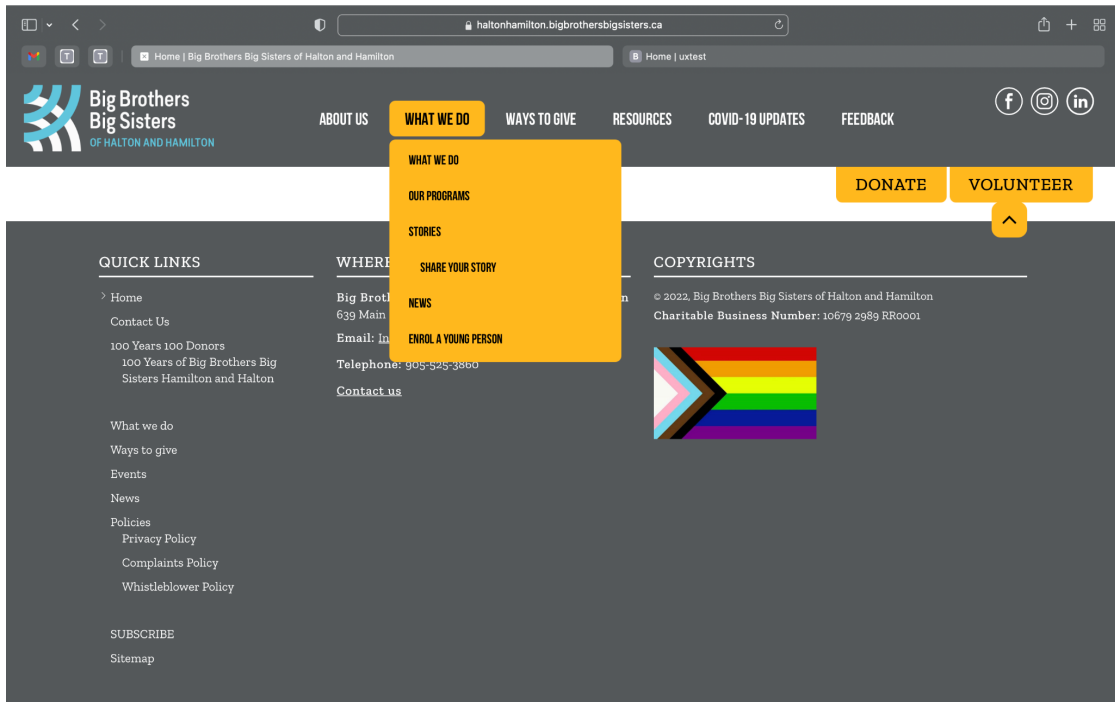


After

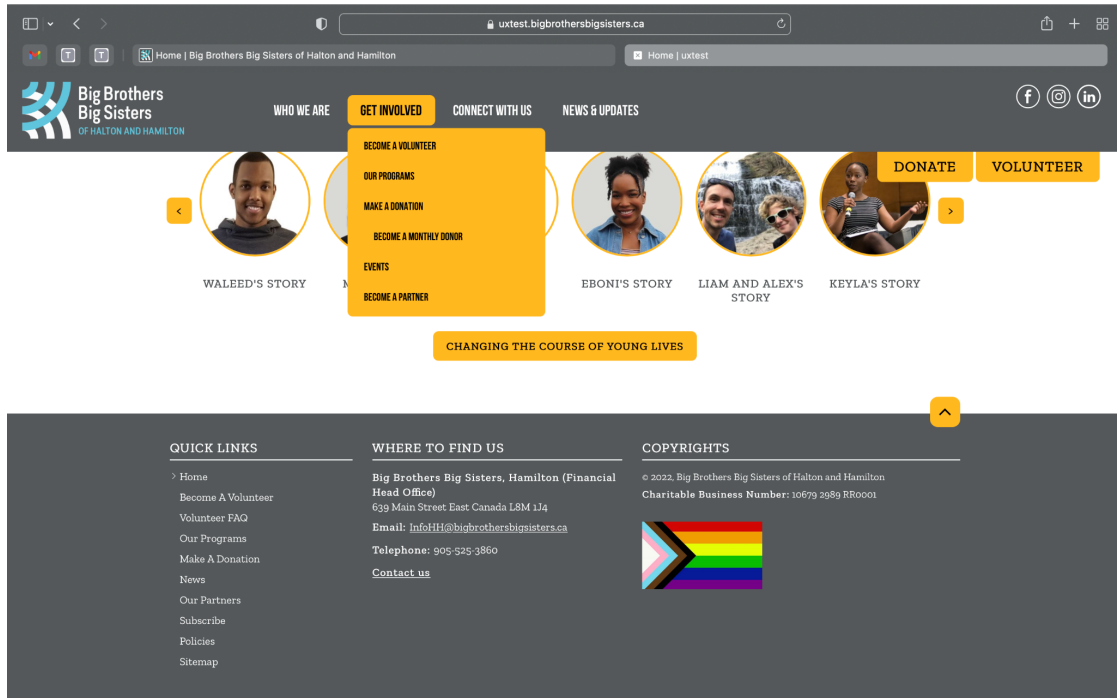


Navigation B: Get Involved

Before

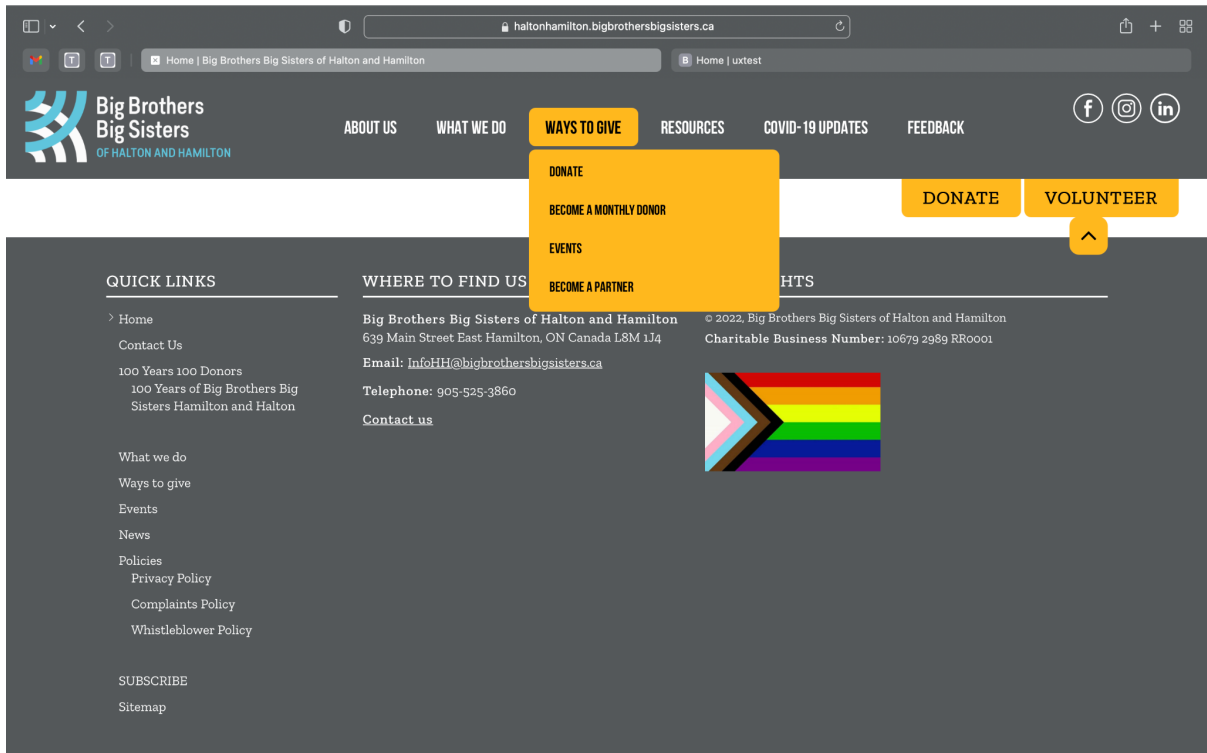


After

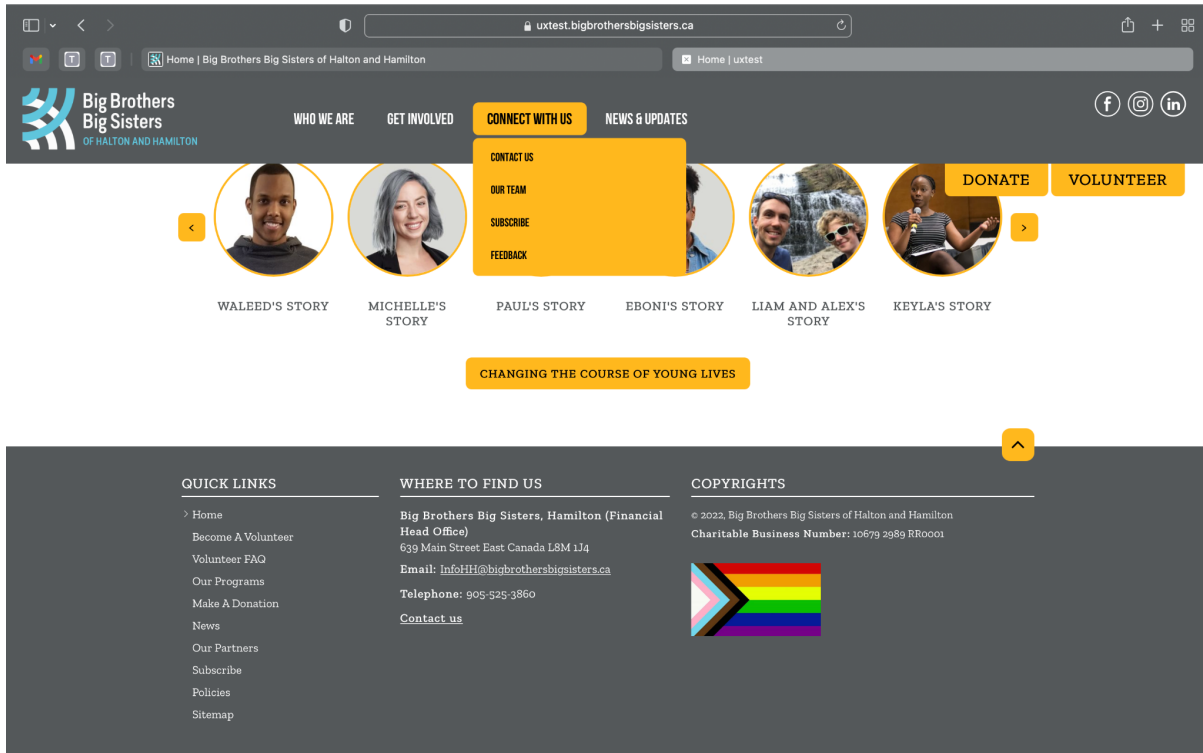


Navigation C: Connect With Us

Before

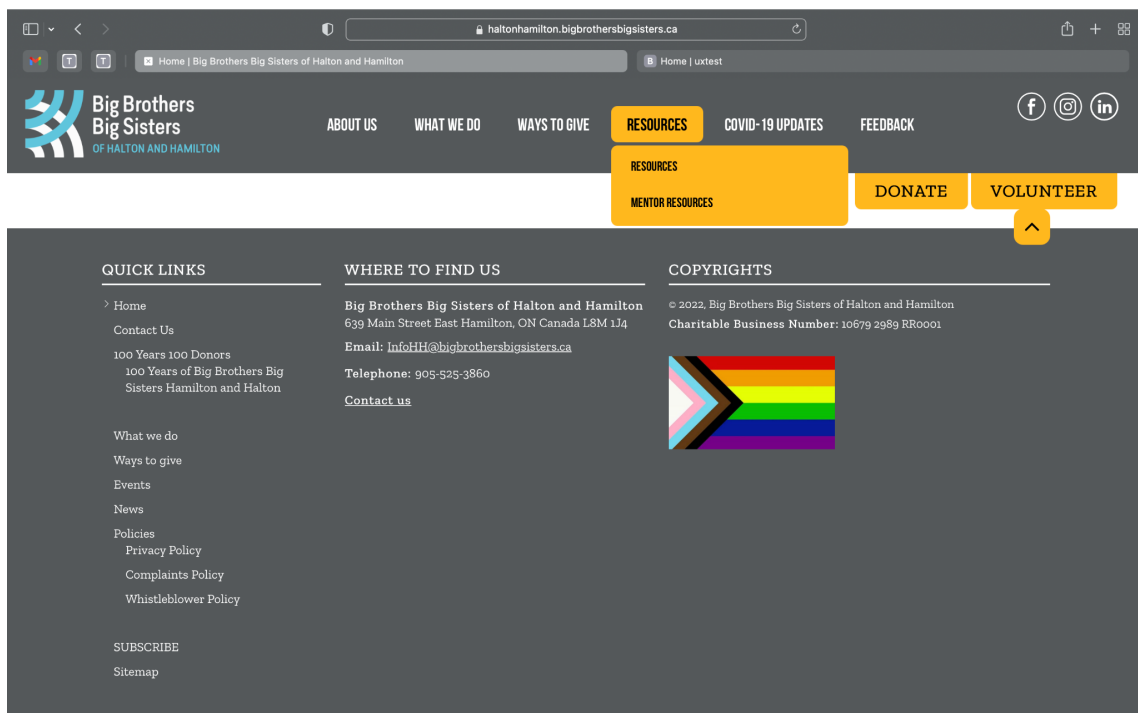


After

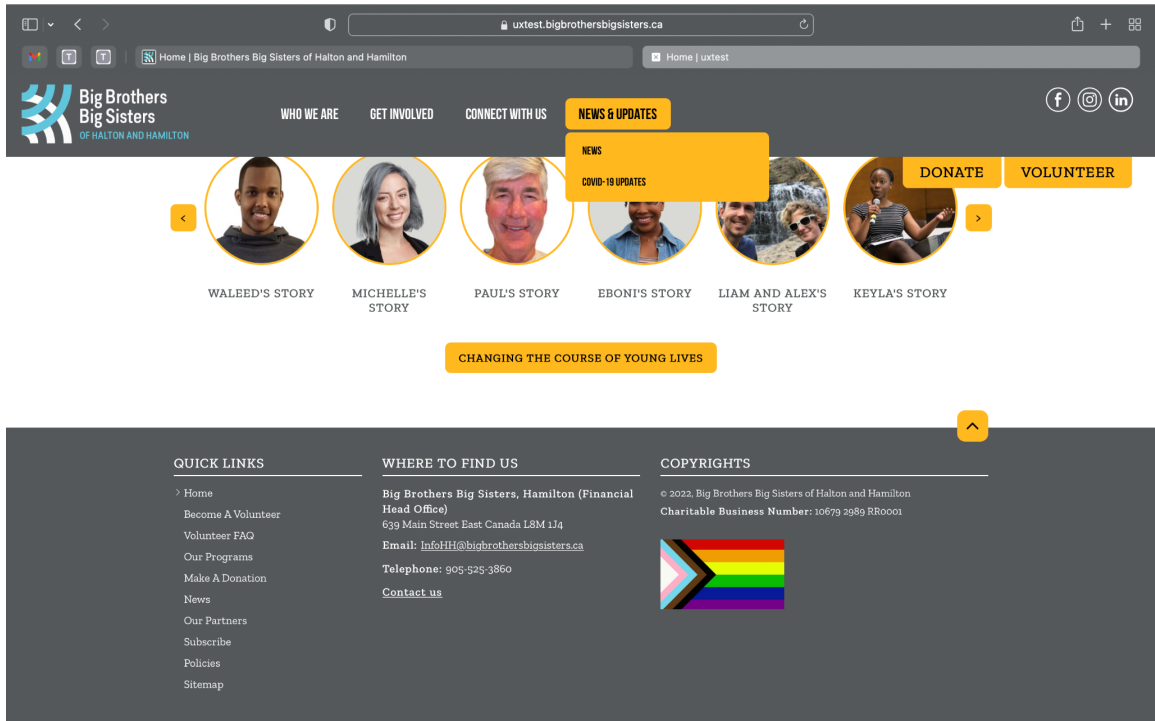


Navigation D: News and Updates

Before



After

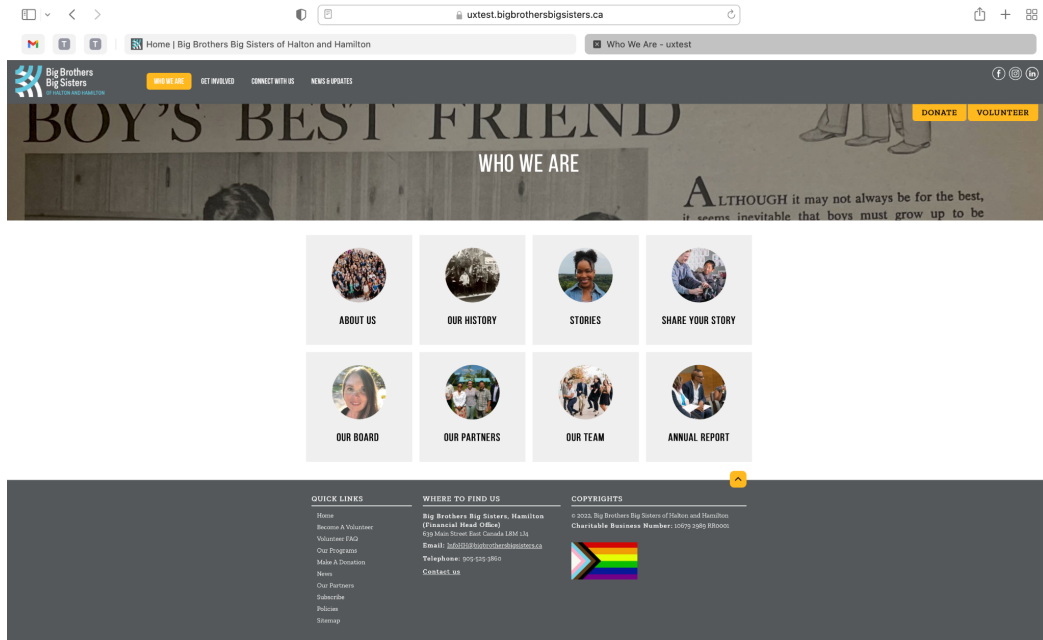


Navigation E: Gallery Pages

Before



After



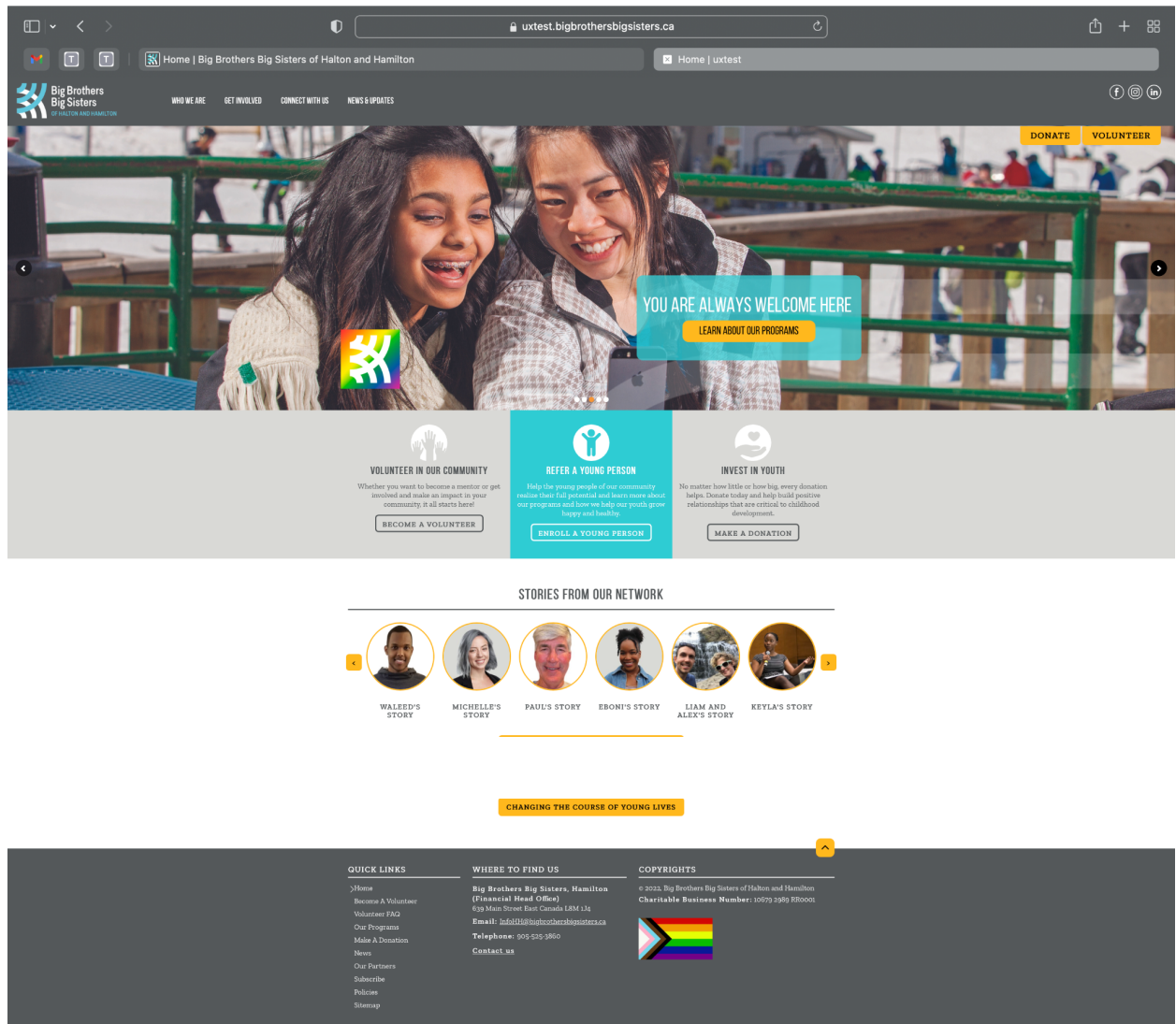
Alterations 2: Home Page

[Read in Report](#)

Before



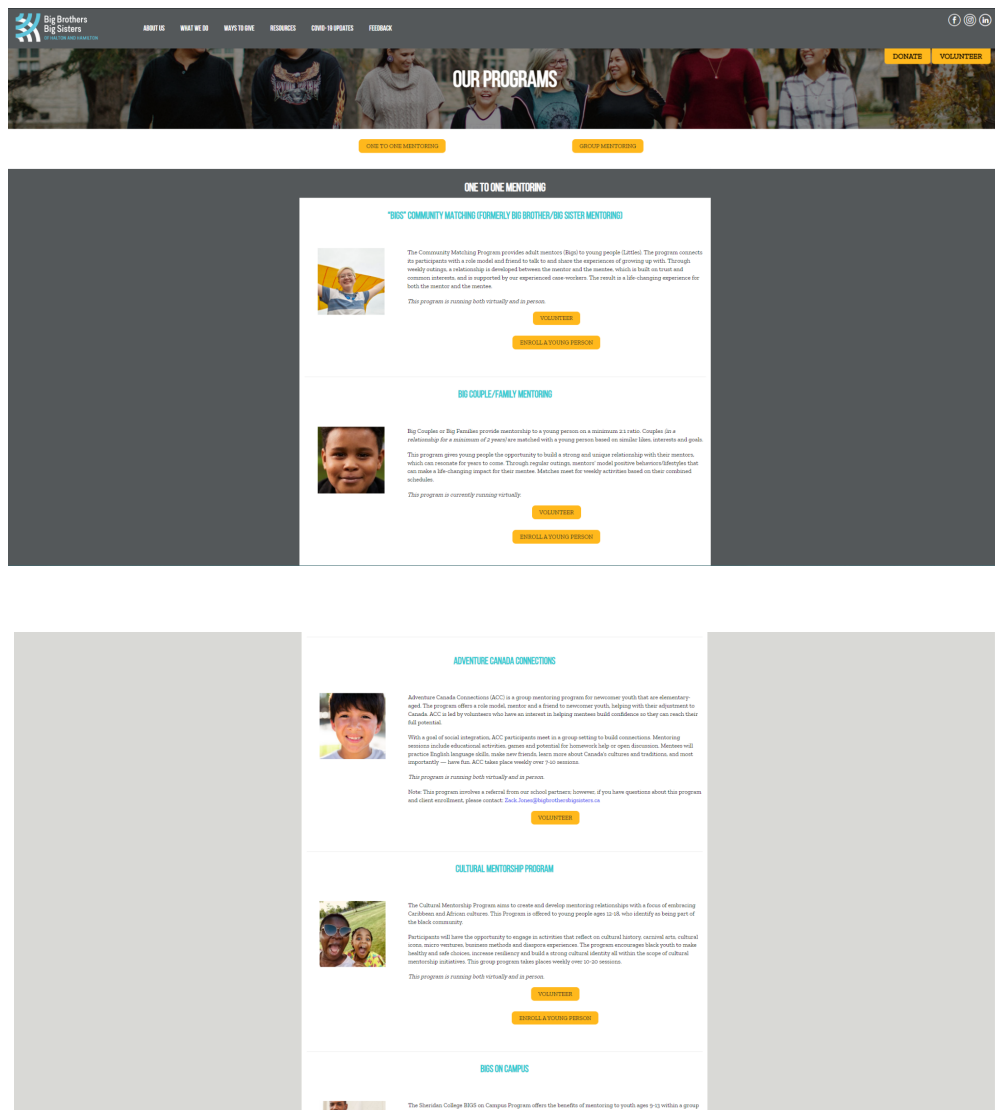
After



Alterations 3: Programs Page

Read in Report

Before



SUBSCRIBE FOR PROGRAM UPDATES

Please complete this form to receive updates and program offerings from Big Brothers Big Sisters of Halton and Hamilton.

Child's First Name *

Child's Last Name *

Child's Gender *

Preferred Service Area *

Please indicate the area in which you prefer to child to receive mentorship

Your First Name *

Your Last Name *

I am:

A parent/guardian seeking more information for enrollment

Looking to get involved with BBBS in some other way

A volunteer/mentor seeking more information for enrollment

Other

Email *

Phone *

City *

Postal *

I have read and agree to the BBBS privacy policy (see link in footer below) *

Yes

[SUBMIT NOW](#)

After

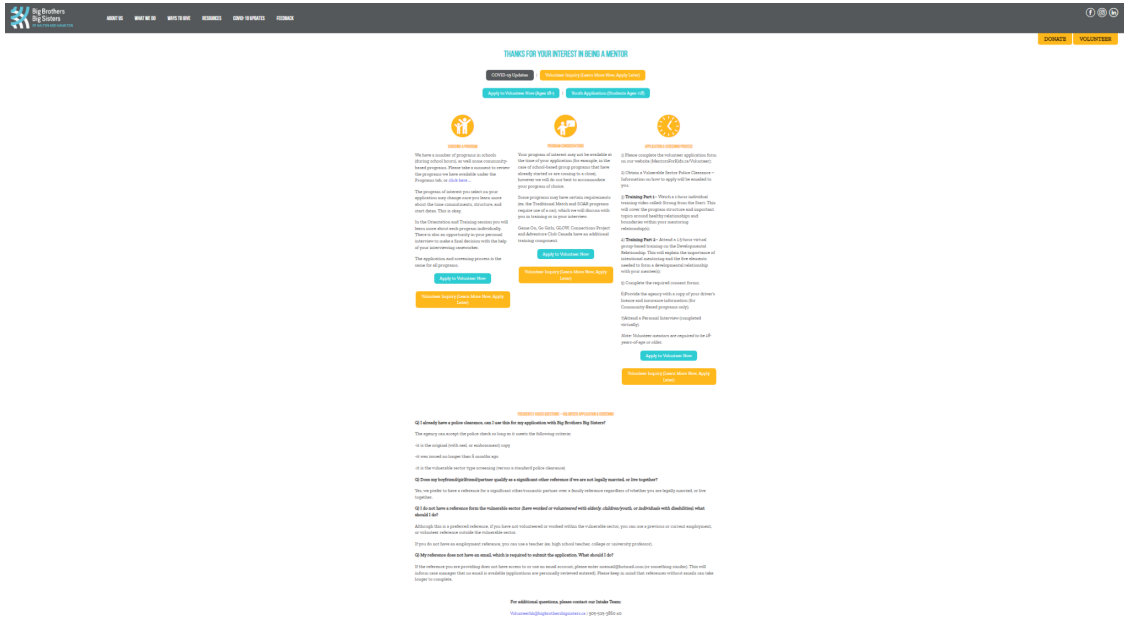
The screenshot shows a web browser at the URL uxtest.bigbrothersbig sisters.ca. The page features a dark navigation bar with the organization's logo and menu items: WHO WE ARE, GET INVOLVED, CONNECT WITH US, and NEWS & UPDATES. A 'DONATE' and 'VOLUNTEER' button is visible in the top right. The main content area has a background image of children and is titled 'OUR PROGRAMS'. Below the title, it says 'THANK YOU FOR YOUR INTEREST IN OUR PROGRAMS' and lists 'ONE-TO-ONE MENTORING' and 'GROUP MENTORING'. A note states: 'Note: At this time, our intake division is closed in order to best serve the needs of the families on our wait list. To subscribe for Client Intake/Program Capacity updates, please complete the form below.' This is followed by an 'ENROLL A YOUNG PERSON' button. The 'ONE-TO-ONE MENTORING' section is highlighted, featuring a sub-section for 'BIGS* COMMUNITY MATCHING (FORMERLY BIG BROTHER/BIG SISTER MENTORING)'. This section includes a photo of a mentor and a young person, a description of the program, and buttons for 'BECOME A VOLUNTEER' and 'ENROLL A YOUNG PERSON'. The 'BIG COUPLE/FAMILY MENTORING' section is partially visible at the bottom.



Alterations 4: Volunteer Page

Read in Report

Before



After

uxtest.bigbrothersbigisters.ca

Home | Big Brothers Big Sisters of Halton and Hamilton

Become A Volunteer Mentor - uxtest

Big Brothers Big Sisters OF HALTON AND HAMILTON


WHO WE ARE GET INVOLVED CONNECT WITH US NEWS & UPDATES

DONATE VOLUNTEER

BECOME A VOLUNTEER MENTOR

THANK YOU FOR YOUR INTEREST IN BEING A VOLUNTEER MENTOR

[VOLUNTEER APPLICATION](#) | [VOLUNTEER RESOURCES](#) | [VOLUNTEER FAQ](#)




UNDERSTANDING US

1. Our Culture

Everyone is welcome here. Our Board, Staff and Volunteers are diverse, as are the communities we serve. We are working to create an inclusive culture, where our Board, Staff and Partners continue to reflect our integrity as an organization. We recognize that this will be a continued journey of learning and understanding.

[READ MORE](#)



YOUR NEXT STEPS

1. Understand the Time Commitment

While time commitments vary by program type, we typically require a minimum voluntary investment of two hours per week. We understand that unforeseen life changes happen; however, please consider if you are fully able to commit for the timeframe associated with your desired program. We ask you to consider this as every match done can be helpful to a young person.

[READ MORE](#)

Volunteer Intake Team
 Phone: 905-355-3866 Ext. 0
[Email](#)

QUICK LINKS WHERE TO FIND US COPYRIGHTS



Alterations 5: Contact Us and Staff Directory

[Read in Report](#)

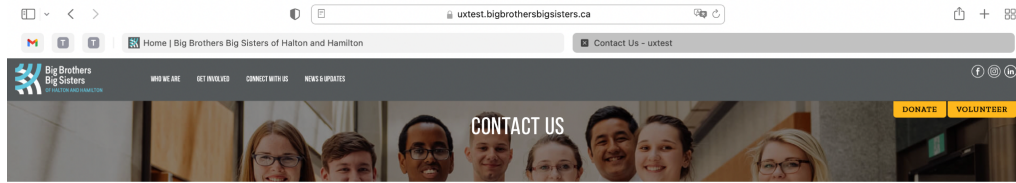
Before

The screenshot shows the 'Contact Us' page of the Big Brothers Big Sisters website. The page features a dark header with the organization's logo and navigation menu. Below the header, there is a large image of a woman smiling, with the text 'CONTACT US' overlaid. To the right of the image are 'DONATE' and 'VOLUNTEER' buttons. The main content area is divided into several sections:

- OFFICE LOCATIONS:** Lists three office locations: Burlington (905-637-9911), Brantford (519-362-3222), and Hamilton (905-525-3860). It also includes a note about staff working remotely.
- GENERAL INQUIRIES & EVENTS:** 905-525-3860 ext. #0
- TICKET DONATIONS:** 905-525-3860 ext. #0
- MONETARY & IN-KIND DONATIONS:** 905-525-3860 ext. #0
- LEADERSHIP & OPERATIONS:**
 - Melissa Christiani Pollard, CEO: 905-525-3860 ext. #312
 - Kira Allen, Manager of Finance & Operations: 905-525-3860 ext. #0
 - Rosalie Wilson, Bookkeeper: 905-525-3860 ext. #307
- CLIENT & VOLUNTEER INTAKE TEAM:**
 - Jessica Lowry, Manager, Intake & Partnerships: 905-525-3860 ext. #309



After



HOW CAN WE HELP?

BURLINGTON: 905-637-9984
 BRANTFORD: 519-350-3322
 HAMILTON: 905-525-2860
 CAYVILLE: 905-339-4393
 FAX: 905-245-8444

[CONTACT TEAM](#)

Name *

Email Address *

Message *

[SUBMIT](#)

FIND US ON THE MAP

Big Brothers Big Sisters, Serving Grand Erie, Halton and Hamilton.

Brantford: 125 Murray Street, Brantford, ON N3T 4J9

Burlington: Rotary Youth Club - 550 Douglas Line, Burlington, ON L7R 3M4

Hamilton (Financial Head Office): 839 Main Street East, Hamilton, ON L8M 1J6 (Financial Head Office)

*Our staff are currently working remotely. In-person appointments are scheduled as needed.

[FIND A BIG BROTHERS BIG SISTERS AGENCY](#)



LEADERSHIP & OPERATIONS			
<p>CEO</p> <p>Melissa Christiano-Pulard</p> <p>Phone: 905-525-2860 Ext. 333</p> <p>Email</p>	<p>MANAGER, FINANCE & OPERATIONS</p> <p>Kira Allen</p> <p>Phone: 905-525-2860 Ext. 4</p> <p>Email</p>	<p>BOOKKEEPER</p> <p>Rosella Wilson</p> <p>Phone: 905-525-2860 Ext. 307</p> <p>Email</p>	
CLIENT & VOLUNTEER INTAKE TEAM			
<p>MANAGER, INTAKE & PARTNERSHIPS</p> <p>Stepie Lumley</p> <p>Phone: 905-525-2860 Ext. 349</p> <p>Email</p>	<p>CASE MANAGER, INTAKE</p> <p>Anous Hassan</p> <p>Phone: 905-339-2355 Ext. 104</p> <p>Email</p>	<p>CASE MANAGER, INTAKE</p> <p>Melissa Heatter</p> <p>Phone: 905-339-2355 Ext. 723</p> <p>Email</p>	<p>CASE MANAGER, INTAKE</p> <p>Jessette Kira</p> <p>Phone: 519-360-3322 ext. 9308</p> <p>Email</p>
1:1 PROGRAMS TEAM			
<p>MANAGER, 1:1 PROGRAMS</p> <p>Rebecca Hart</p> <p>Phone: 905-525-2860 Ext. 304</p> <p>Email</p>	<p>CASE MANAGER (TRADITIONAL MATCH)</p> <p>Michelle Cough</p> <p>Phone: 905-525-2860 Ext. 118</p> <p>Email</p>	<p>CASE MANAGER (TRADITIONAL MATCH)</p> <p>Arabella Curran</p> <p>Phone: 905-637-9984</p> <p>Email</p>	<p>CASE MANAGER (TRADITIONAL MATCH)</p> <p>Kim Insh</p> <p>Phone: 905-525-2860 Ext. 302</p> <p>Email</p>
<p>CASE MANAGER (TRADITIONAL MATCH)</p> <p>Aimee Murphy</p> <p>Phone: 905-339-2355 Ext. 124</p> <p>Email</p>	<p>CASE MANAGER (TRADITIONAL MATCH)</p> <p>Michelle Perreault</p> <p>Phone: 905-525-2860 Ext. 117</p> <p>Email</p>	<p>CASE MANAGER (IN-SCHOOL MENTORING)</p> <p>Colleen Pringle</p> <p>Phone: 905-525-2860 Ext. 305</p> <p>Email</p>	<p>CASE MANAGER (TRADITIONAL MATCH)</p> <p>Aimee Day</p> <p>Phone: 519-360-3322 Ext. 305</p> <p>Email</p>



Appendix D: Recommendation Visuals for BBBS

Back to text: [Recommendations for BBBS](#)

Recommendation: White Header and Footer

Big Brothers Big Sisters
OF HALTON AND HAMILTON

WHO WE ARE GET INVOLVED CONNECT WITH US NEWS AND UPDATES

Facebook Instagram LinkedIn

EVERY NEW DONOR MEANS A NEW OPPORTUNITY FOR YOUTH IN OUR COMMUNITY.
THANK YOU FOR INVESTING IN MENTORSHIP

INVEST IN OUR COMMUNITY
DONATE NOW

IMPACT OF MENTORING
When we have happy, healthy young people in our communities, everyone benefits.
ENROL YOUR CHILD

VOLUNTEER
It takes as little as an hour a week to help a child gain the confidence to achieve more. Start today.
VOLUNTEER

INVEST IN YOUTH
Donate today and help build positive relationships that are critical to childhood development.
DONATE

STORIES FROM OUR NETWORK

WALEED HOPES TO INSPIRE OTHERS TO VOLUNTEER
"VOLUNTEERING DOESN'T HAVE TO BE SO SERIOUS"

"VOLUNTEERING MAKES US BETTER PEOPLE"

FROM LITTLE TO BIG, THE FULL CIRCLE

"IT WAS A LONG WAIT, BUT IT WAS WORTH IT..."

EMPOWERED BY MENTORING - KEYLA'S STORY

CHANGING THE COURSE OF YOUNG LIVES

QUICK LINKS

- Home
- Become A Mentor
- Enrol Your Child
- Make A Donation
- News
- Policies
- Sitemap

WHERE TO FIND US

Big Brothers Big Sisters, Hamilton (Financial Head Office)
639 Main Street East Canada L8M 1J4
Email:
Telephone:
Contact Us

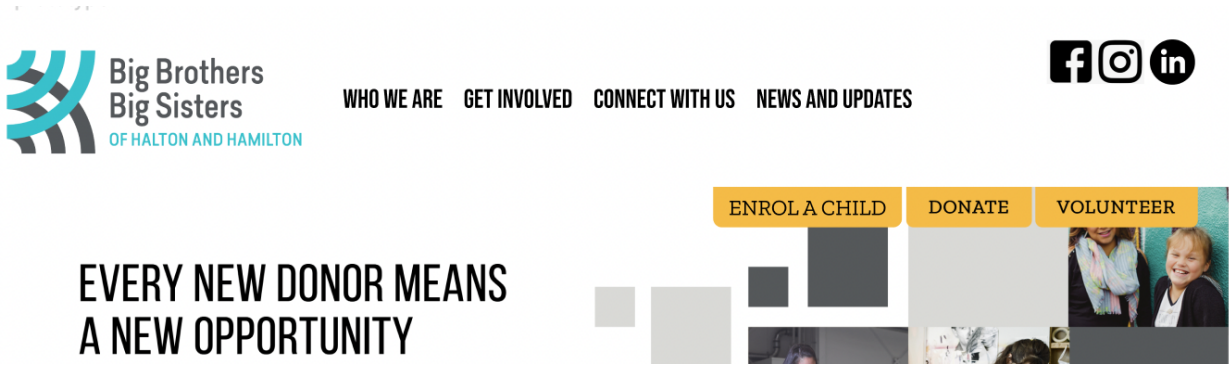
COPYRIGHTS

© 2022, Big Brothers Big Sisters of Halton and Hamilton
Charitable Business Number: 10679 2989 RR001

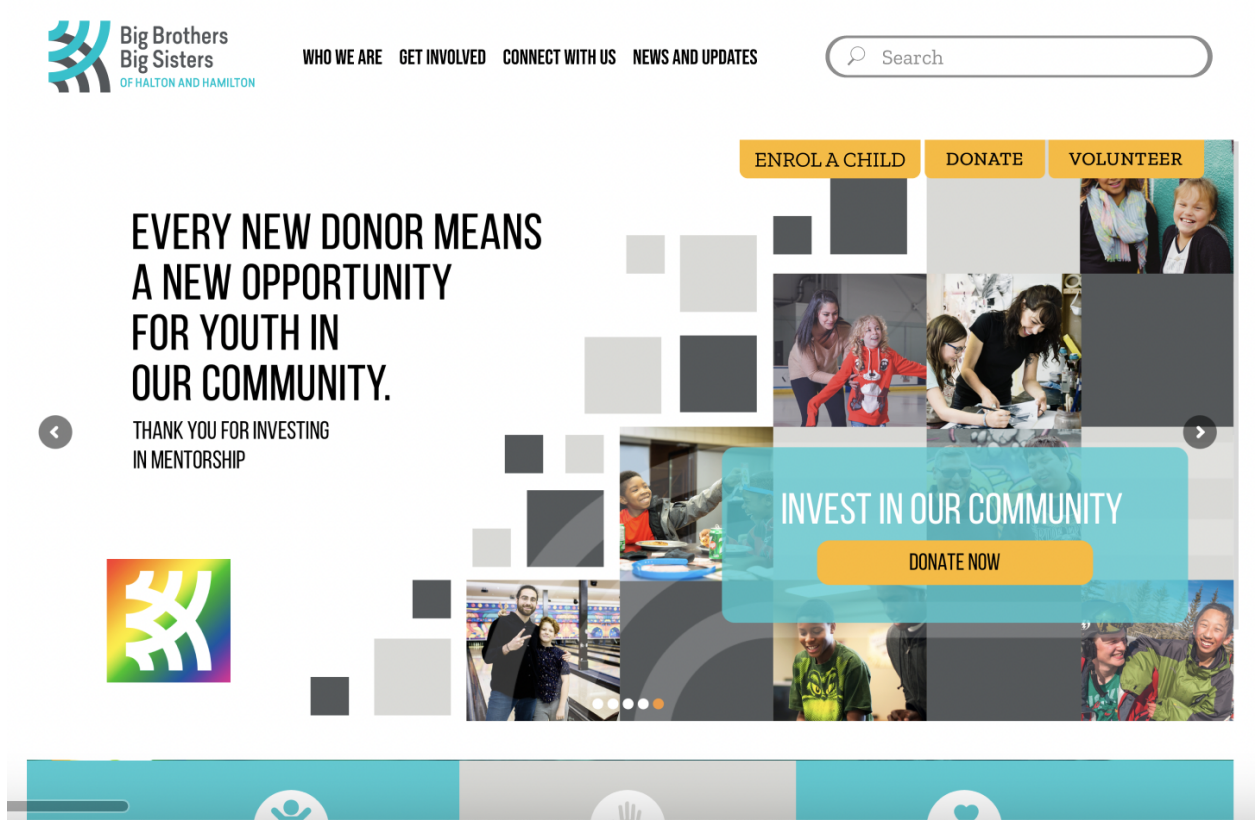
Logo: A stylized 'B' and 'S' made of overlapping lines in teal, yellow, and grey.



Recommendation: Third Navigation Tab



Recommendation: Search Bar





[VIEW THE PRESENTATION](#)

[Back to Top](#)

