

Big Brothers Big Sisters of Halton Hamilton



Website Usability Research Report

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July 7, 2022

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Executive Summary

Beginning in early spring 2022, Big Brothers Big Sisters of Halton and Hamilton (BBBSHH) initiated a review of their website. In 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.

The following intersectional insights emerged from the consultation—each of which has implications for how the users interact with the BBBSHH website and how information is displayed on it.

- The Programs page is difficult to find, and its information is almost hidden.
- There are classic communication issues on the website. It needs to be more user-friendly, open, and down-to-Earth.
- The navigation bar is busy and has confusing labels.
- The "About Us" and "What We Do" tabs are confusing to users. There is no obvious distinction between those two tabs.
- The volunteer application has a lot of information, which some users found to be overwhelming.
- Users agree that the "Contact Us" page lacked aesthetic appeal. There are numerous numbers and intense information overload.
- Users reported having trouble finding the "Subscribe" option.
- There are areas where the graphic appeal is good, then becomes messy and overcomplicated. The design is not seen by participants as being consistent in quality.

This report focuses on the observations and insights that were gathered from the extensive usability testing session with the six participants included in the study. Also included is the process and methodology for how these insights came to be, along with an analysis of the findings and the recommendations made from the study.

For more information about the progression of the project after the research stage including the outcome of the project, please reach out to Natalie Michlewicz, Manager of Communication.

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About the Project

Background

With the intention of website growth, Big Brothers Big Sisters of Halton and Hamilton began a review in Spring 2022. The goal became the identification of areas of improvement and targeting and elimination of user pain points to improve the website's usability and experience for new and existing users.

It was agreed that user research would be a valuable effort with its production and delivery of relevant insights that are actionable and can be used to support design decisions. Comprehensive questions and goals for interviewing users were developed from targeted groups based on the organization's goals provided by the BBBSHH stakeholder team.

Primary User Research Goals

- Gain an understanding of the users and make designs that are relevant to them.
- Confirm that the issues conducted during the heuristic evaluation were the problems the users are facing.
- Identify areas for the BBBSHH website to improve and build upon.

Approach and Methodology

The UX Design students began by conducting key contextual inquiry within areas identified during a heuristic evaluation in the initial user research phase ([see Appendix A](#)).

Through this work, they gained a deeper understanding of the following contexts:

- Areas of the website that should be prioritized.
- The patterns the users follow when completing tasks.
- How the users perceive the organization through its website.

User Test Participants

In the middle of June 2022, the UX Design students began conducting confidential in-depth interviews with key stakeholders at BBBSHH and community members such as potential volunteers, clients and their families, and donors. To identify potential candidates for the usability testing, they posted a participant recruitment poster on BBBSHH social media platforms including Facebook, Instagram, and LinkedIn ([see Appendix B](#)). Testing was conducted with six participants who met one or more criteria:

1. Are first-time users.
2. Are familiar with the organization.
3. Are interested in one of the following:
 - a. Contributing to BBBSHH.
 - b. Volunteering with BBBSHH.
 - c. Enrolling in one of the programs at BBBSHH.

Participant Data Summary

Participant	Age Category	Technical Skills	Occupation
1	Adult	Advanced	Volunteered at BBBSHH
2	Youth	Proficient	High School Student
3	Senior	Advanced	Comm & Public Relations
4	Adult	Proficient	Board Member of BBBSHH
5	Adult	Beginner	Customer Service
6	Adult	Proficient	UX Design Student

Environment

The tests were completed in a remote setting over Microsoft Teams and three participants volunteered a visual interview with their cameras on, while the other three elected not to. The participants were given the option to interview with or without the camera and were ensured that they did not have to show their visual, should they be uncomfortable. Comfort was considered greatly in the interview and experimentation process. Microsoft Teams proved to be a convenient tool, providing comfort in an at-home environment for participants. Additionally, Teams also provides sufficient video sharing through recording and screen-sharing features.

Procedure

Before the testing session, important information was collected from the users. The users were provided with a link to the BBBSHH website and asked to share their screens so their actions could be recorded. They were also asked to complete the testing in a think-aloud protocol style, stating their thoughts while completing the tasks. Researchers Farrukh and Khalil asked the users to perform the tasks during the user testing while taking notes. Using the notes form created for organizational purposes, they later used this information to complete a final report and analysis ([see Appendix C](#)).

The tasks were divided into four main parts: Volunteers, Donors, Clients & their Families, and General Users. For each category, the participants were asked to complete three tasks, scenarios being provided for each task. After they completed the task, they were asked to confirm if that was their final answer and if they were satisfied with the result. After the testing, they were asked for feedback on their experience with the BBBSHH website. Extensive notes and feedback were recorded as the users evaluated their experience. At the end of the session, they were shown appreciation and were thanked for their participation.

Key Findings and Users' Recommendations

As a result of the usability testing sessions, several major usability issues with the website were located that would require special attention and consideration, as they would affect the business directly. The navigation labels were found to be confusing for some users. The participants stated that they found the "What We Do" and "About Us" menus quite similar. Overall, the information architecture of the website requires enhancements for better navigation.

The "Volunteer" page was quite overwhelming for some users. Most of them found the "Volunteer Inquiry" button confusing and irrelevant. Another issue that users faced was with the "Enrollment" tab in the Programs page. Some of the programs listed on the website had the enrollment and the volunteer option while some didn't. Users also could not locate the "Programs" page easily.

The "Contact Us" page was found to be cluttered and overwhelming by all of the participants. The content would have to be organized in a way that eliminated the information overload and clutter, yet still displays all of the required information.

Element	Insight	Recommendation
<p>Homepage</p>	<ol style="list-style-type: none"> 1. Some users found the header to be clean and the homepage to not be busy because it is used as a summary of everything. 2. Other users found the homepage had many boxes and unnecessary stories and partners in the body of the homepage. 3. Users liked the sliding deck. One participant stated that "It covers the main points of the website." 4. The path back to the home page 	<ol style="list-style-type: none"> 1. Add a home button in the navigation bar to help people who are inexperienced with technology. 2. Add a drop-down menu for the stories.

	<p>through clicking on the logo was not clear for one of our senior users.</p> <p>5. The "latest news" section on the home page has repeated BBBSHH logo but different partners.</p>	
Main Menu/ Navigation bar	<p>1. Some users found items in the main menu belonged to other alternative categories.</p> <p>2. The navigation bar had confusing labels, and it looked cluttered.</p> <p>3. Some content was missing in the navigation bar, such as the subscribe tab.</p>	<p>1. Remove the "Feedback" tab from the main menu.</p>
"About Us" menu	<p>1. Users found the "About Us" and "What We Do" tab confusing. The distinction between those two tabs is not clear.</p>	<p>1. Move the corporate information to the bottom because the journalists and board members will know where to find it.</p>
"What We Do" menu	<p>1. Users found the "What We Do" menu confusing, and a lot of items should not be under this menu.</p>	<p>1. Move the "News" link under the "About Us" menu.</p> <p>2. The "Enroll A Young Person" link should</p>

		<p>not be at the very bottom of the drop menu. The purpose of this organization needs to be front and center for the users.</p>
<p>"Ways To Give" menu and page</p>	<ol style="list-style-type: none"> 1. Users found the page design very aesthetic. 2. "Donate", "Become A Partner" and "Host an Event" look different from all the rest. 	<ol style="list-style-type: none"> 1. Remove the drop-down menu under "Ways to Give" in the navigation bar, so that all users are directed to the "Ways to Give" page. 2. Move up "Tribute and Memorial Gifts," "Donate Shares of Securities," "Charitable Requests," and "In-Kind Donations" on the "Ways to Give" page.
<p>"Resources" menu</p>	<ol style="list-style-type: none"> 1. Users found the " Resources" menu and the "COVID-19 Updates" confusing. 2. Users don't understand the concept of resources unless they are professionals or teachers. 3. Users think "Resources" should not be a headline tab. 	<ol style="list-style-type: none"> 1. Move "COVID-19 Updates" under the " Resources" menu. 2. Move the "Resources" menu under " About Us "menu. 3. Add "coming soon" on the " Resources" menu to the resources that are

		<p>not available yet.</p> <ol style="list-style-type: none"> 4. Provide some information about what the "Resources" menu contains.
<p>"Volunteer" page</p>	<ol style="list-style-type: none"> 1. Some users found the volunteer page easy to navigate. 2. Other users found the volunteer application overwhelming, and it has a lot of information. 3. Users were not sure what to expect from the volunteer inquiry button on the volunteer page. 4. There is a lot of white space, and the font is small. 5. There is no "Volunteer" link in the main navigation menu. 	<ol style="list-style-type: none"> 1. Add a "save your progress" option to the volunteer application. 2. Increase the text size on the volunteer application. 3. Add the expected time to complete the volunteer application.
<p>"Our Programs" page</p>	<ol style="list-style-type: none"> 1. Users found the programs page not easy to locate, and the "Programs Capacity Updates" form is almost hidden. 2. Users were confused about why the "Enrollment" tab isn't under all programs. 3. The "Programs Update Form" makes some users worry as they must provide a lot of personal information about their children. 	<ol style="list-style-type: none"> 1. Add a separate tab for "Our Programs" in the navigation bar. It needs to be easy to find for people under stress. 2. Add a click-through bar for the enrollment email or add a hyperlink.

	<ol style="list-style-type: none"> The "Subscribe for Program Updates" form on the very bottom of the "Our Programs" page is not a subscribe form. It's the "Client Intake/Program Capacity Update" form. 	<ol style="list-style-type: none"> Add a drop-down for the programs on the "Enroll A Young Person" page. There should be a "priority 1,2,3" program option on "Programs Capacity Updates" form. For example, a top-three preferred program option. Add a comment box on "Programs Capacity Updates" form
<p>"Donate" page</p>	<ol style="list-style-type: none"> All users found the "Donate" page easy to find and navigate. Users struggled to find the contact number for more information about donations. Users found the funds and program section in the forms confusing. Users were confused about the "Donate" and "Become a Monthly Donor" tabs because both lead the users to the same page. Users were confused about the gift card option. 	<ol style="list-style-type: none"> Add a special event they would want to donate to. That would allow them to fundraise. Add a link that takes the user to the contact page. Move "Donate Anonymously" to the top of the donation form or before the tax receipt. Make it clearer what that anonymity means.

<p>"Become A Monthly Donor" page</p>	<ol style="list-style-type: none"> 1. "How much \$0.50 a day will give" sounds great. Maybe do it more predominantly of what those monthly donations are because it feels kind of like you're trying to pull me in with just a low value." 	<ol style="list-style-type: none"> 1. Add the link on the "Donate" page for the "Become a Monthly donor" page. 2. Add large amounts to encourage the users to pay more. 3. Build a calculator to help people decide how much to put in.
<p>"We Change Lives" page</p>	<ol style="list-style-type: none"> 1. Users found "The Cost of Doing Nothing" to be negative. This might make people feel guilty when they are already here to help. 2. "Higher Incomes" "Higher Esteem" " Achievement Better Health" and "Belonging" are critical information that needs to be communicated. Do not just put up with a non-click-through icon. 	<ol style="list-style-type: none"> 1. Move "The Cost of Doing Nothing" to the end. 2. Add more about how they change lives, two stories are not enough. 3. Add more information under "Higher Incomes" "Higher Esteem" " Achievement Better Health" and "Belonging".

<p>“Contact Us” page</p>	<ol style="list-style-type: none"> 1. “Leadership and operations” are not relevant to most of the users of this website, so it should be moved to the bottom of the contact page. 2. Users found this page not aesthetically pleasing. It is very busy and there are a lot of numbers. 3. It is very colorful in terms of text which can be overwhelming. 	<ol style="list-style-type: none"> 1. Move the “Leadership and operations” to the bottom of the contact page. 2. Add a drop-down menu system where users can click.
<p>“Share Your Story” page</p>	<ol style="list-style-type: none"> 1. Users found that "Share Your Story" does not belong to the "What We Do" menu, and instead it should be under the “Feedback” menu. 	<ol style="list-style-type: none"> 1. Move “Share Your Story” under “Feedback” or on the “Volunteer” page. 2. Add an option to share stories anonymously and a consent request to use their stories.
<p>“Subscribe” page</p>	<ol style="list-style-type: none"> 1. Users had difficulty locating the "Subscribe" link. 2. Users found the email, city, and postal in the subscription form irrelevant. It might prevent people from signing up. 	<ol style="list-style-type: none"> 1. Make the "Subscribe" form more digestible to make it less overwhelming. 2. Move the “Subscribe” tab up on the website. For example, put it under "About Us". 3. Add a pop-up message to

		<p>“Subscribe” with an option to exit.</p> <p>4. If there is an "I am" option on a subscription form, you might want to state why you want to know or maybe just phrase it as a “Why?” question.</p>
“FAQ” page	<p>1. Users had difficulty locating the "FAQ" page and it's quite hidden.</p>	<p>1. Create an FAQ link. As an example, a link in the navigation bar or a tab at the top of the volunteer page would say "Frequently Asked Questions".</p>
Website Footer	<p>1. Users found the footer extremely useful as a lot of the content was missing in the navigation bar.</p> <p>2. Users found the footer takes up almost the whole screen, and it's quite busy and cluttered.</p> <p>3. Users didn't notice the “Home” button option in the footer.</p> <p>4. The repeated “Contact Us” in the footer was confusing.</p>	<p>1. Add a drop-down menu to the “Policies”.</p> <p>2. Add white space between “Copyrights” and the “Flag” so it doesn't look crowded.</p> <p>3. Remove repeated, “Contact us”.</p> <p>4. Remove the quick link “100 Years 100 Donors”.</p>
Website Content	<p>1. The website has classic</p>	<p>1. Make it more</p>

	<p>communication issues. It needs to be more user-friendly, more down-to-Earth, and more open.</p> <ol style="list-style-type: none"> The website feels quite corporate and from people inside not thinking about how they look from the outside. Some content on the website wasn't organized and hidden. 	<p>user-friendly for your most critical users and change the priorities of things.</p>
<p>Website Visual Appearance</p>	<ol style="list-style-type: none"> The colour scheme is beautiful. It is neutral in a way they're not male or female colours. Visually, it's a great site, and users love the design and the colors. Photographs on the home page, such as young people and a man playing guitar, are nice and make potential users feel welcome. They are like Big Brothers Big Sisters for everybody. Sometimes things are beautifully graphically laid out and then halfway through there's just a list of a lot of information and not following through on that design. The website doesn't follow the minimalist approach. For example, the home page has a 	<ol style="list-style-type: none"> Add dark mode to the website. Make a website accessible for screen readers.

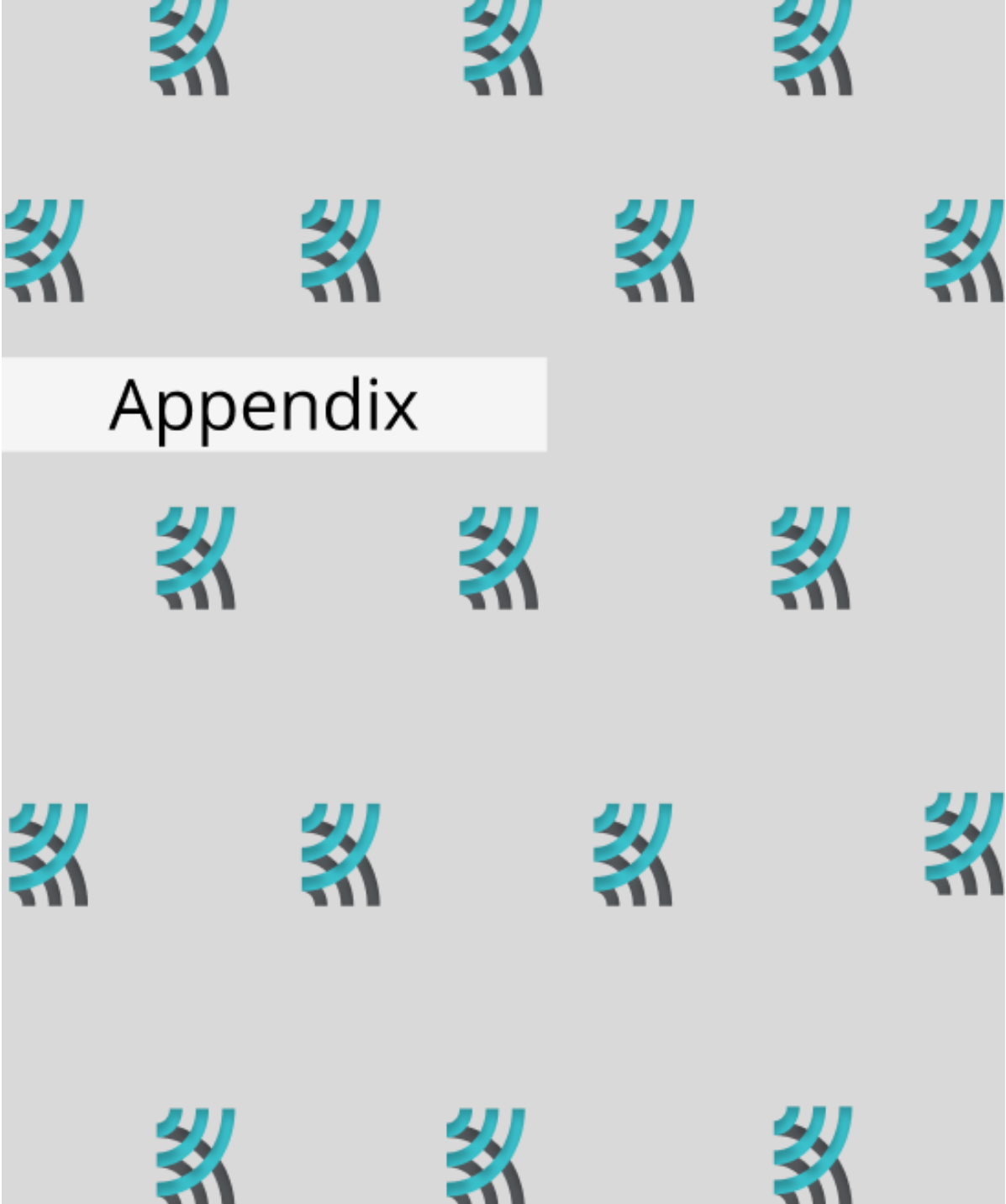
	<p>lot of boxes.</p> <ol style="list-style-type: none"> Some users like real-world imagery (pictures of people) instead of icons. The photographs in the home page banner take up the whole screen. 	
<p>Website Language</p>	<ol style="list-style-type: none"> "Volunteer Intake Team" makes volunteers feel not needed and need to be called "Volunteer Center". 	<ol style="list-style-type: none"> Changed "Volunteer intake team" to "Volunteer Center". Create a user interface That speaks your users' language.
<p>General Feedback</p>	<ol style="list-style-type: none"> Overall, the website is easy to access and well done. Signing up for news and program updates has too much information. Information Architecture needs improvement. Some of the tabs and links are hidden on the website. Information needs to be sharper and to point. 	

	6. Too much text on the website.	
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Conclusion

After conducting the usability testing sessions, the notes were compiled and converted into useful data. As a team, analysis of the data has been structured and provided within this report. The major and minor issues were determined along with recommendations and ways to improve within this study. Procedure and data are shown in the Appendix following the Conclusion of the report.

The next step will be to move to the ideation stage and gather different innovative ideas from the team. Each team member will be coming up with their own sketches of the target pages and will present them during team meetings and the discussion of improvements will be ongoing. The best ideas will then be nominated and combined in various testable fashions to try and help ease some of the pain points found in the study. The prototyping stage will bring the sketches to life into a workable and testable prototype. A website clone will be graciously provided by National Manager and Digital Communications' Steve Bevan and then presented to the participants for the testing phase. During the testing phase, the participants will complete tasks on the prototype while observations and notes will be taken. Constant iteration and repeated implementations of fixes for the prototype will help the user experience be improved and the testing phase will continue until an improved prototype is ready. Changes will then be implemented onto the real public website.



Appendix

Appendix A - Heuristic Evaluation

Heuristic Evaluation

Evaluator Name: Sanaa Khalil & Yusra Farrukh
Device / Browser / OS: Macbook Pro / Chrome / Catalina
Website: https://haltonhamilton.bigbrothersbigsisters.ca/

SEVERITY RATING

- 0 = I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: fix if time is available
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: important to fix, given high priority
- 4 = Usability catastrophe: fix this before product can be released

HEURISTICS	RECOMMENDATION	SEVERITY
<p>1. Visibility of system status</p> <p><i>Always keep users informed about what is going on, through appropriate feedback within reasonable time.</i></p>		2
<p>2. Match between system and the real world</p> <p><i>Follow real-world conventions, making information appear in a natural and logical order.</i></p>		0
<p>3. User control and freedom</p> <p><i>Users should leave the unwanted state without having to go through an extended dialogue. undo and redo.</i></p>	<ol style="list-style-type: none"> 1. Support Undo and Redo. 2. Show a clear way to exit the current interaction, like a Cancel button. 3. Make sure the exit is clearly labeled and discoverable. 	2
<p>4. Consistency and standards</p> <p><i>Users should not have to wonder whether different words, situations, or actions mean the same thing.</i></p>	<p>The main menu should be easy for the users to get a quick overview, and should not contain too much detail.</p>	4
<p>5. Error prevention</p> <p><i>Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.</i></p>		1

HEURISTICS	RECOMMENDATION	SEVERITY
<p>6. Recognition rather than recall</p> <p><i>Minimize the user's memory load by making objects, actions, and options visible.</i></p>	Consider putting Home link in navigation if you're targeting an elderly audience.	4
<p>7. Flexibility and efficiency of use</p> <p><i>Accelerators. Allow users to tailor frequent actions.</i></p>		2
<p>8. Aesthetic and minimalist design</p> <p><i>Dialogues should not contain information which is irrelevant or rarely needed.</i></p>	<ol style="list-style-type: none"> 1. Remove the duplicated content in the main menu (less is more) 2. Keep it simple with clean elements and plenty of space. Consider what items will live in your footer to avoid clutter. 	1
<p>9. Help users recognize, diagnose, and recover from errors</p> <p><i>Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.</i></p>		0
<p>10. Help and documentation</p> <p><i>Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.</i></p>		1

Appendix B - Participants Recruitment Process

Facebook Poster



The poster features the Big Brothers Big Sisters of Halton and Hamilton logo in the top left corner. The main text reads "we're looking for participants!" with "participants!" in a large, bold, teal font. Below this, it says "Participants will be rewarded with a gift card!". At the bottom, it says "If you're interested, please follow the instructions in the description box!". On the right side, there is an illustration of a man in a yellow jacket and black pants, holding a smartphone and a briefcase. A speech bubble above him says "HELP US IMPROVE OUR WEBSITE!".

 Big Brothers
Big Sisters
OF HALTON AND HAMILTON

we're looking for
participants!

Participants will be rewarded with
a gift card!

*If you're interested, please follow the
instructions in the description box!*

HELP US
IMPROVE OUR
WEBSITE!

Instagram Poster



We're looking for **participants!**

Would you be willing to participate in a 1:1 session to help us understand how we can enhance the user experience of our website? Participants will be rewarded with a gift card!

If you're interested, please fill out the Usability Testing form through the link in our bio!



UX Participant Recruitment Letter

Hello everyone.

My name is Sanaa Khalil, and I am a UX Designer Intern here at Big Brothers Big Sisters of Halton and Hamilton.

We are currently undergoing a website refresh to our <https://haltonhamilton.bigbrothersbigsisters.ca> page. While it will not be a brand-new website at this point, we are looking to make some fundamental changes to improve the user experience. We want to create a website where our audience feels confident, both in our services and in their ability to navigate and find vital information with greater ease.

We want your input!

As part of our website refresh project, we are looking to engage various stakeholders (within the community and our network of volunteers, clients, and donors).

We are looking for employees to be part of our stakeholder working group. Here's what you need to know:

- *We are looking for your input and feedback regarding our current website.*

This includes what you require from our website (content and features/functions), what you find useful and serving as a community member and providing input once the new website designs have been drafted.

- *The time commitment is approximately one hour.*

If you are interested, please respond to this email by Thursday, June 16, 2022. We will then follow up with the official meeting invitation, more details, and times.

I appreciate your time and hope to hear from you soon.

*Best regards,
Sanaa Khalil*

Participants Screening Questions

We will be conducting a 1:1 session with our participants. Please note that the session will not last more than 60 minutes. We will contact you for further details if you are selected. Thank You for your time!

1. Are you familiar with the Big Brothers Big Sisters of Halton and Hamilton (BBBSHH) organization?
2. Have you ever donated to BBBS through their website?
3. Will you be interested to donate in the future?
4. Have you ever volunteered with BBBS?
5. Will you be interested in volunteering with BBBS?
6. Are you or one of your family members enrolled in one of the programs at BBBS?
7. Will you or one of your family members be interested in applying for one of the programs at BBBS?

Moderator Script

"Hi, [participant name]. My name is Sanaa, I am a UX Design Intern at BBBSHH. I would like to thank you for participating in the session today.

This is Yusra, she is also a UX Design Intern at BBBSHH, and she is here to help with questions, note-taking, and observation during the interview.

We are working to make some improvements to our website. An important part of this improvement process is getting feedback from our users, including seeing them in action on our website.

Thank you for joining us in our website user interview."

Consent Form

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 permitting us 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: _____

Instructions

Here's what you need to know:

- We're testing the site, not you. There is no right or wrong way to complete these tasks.
- As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.
- The time commitment is approximately one hour. If you need to take a break at any point, just let me know.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them.

Do you have any questions before we start?

During the Test

First, we will complete a user general information questionnaire so we can get to know you a little better.

User General Information

1. What are your age Categories?

- A. Youth
- B. Adult
- C. Senior

2. What are your levels of technical skills?

- A. Beginner
- B. Proficient
- C. Expert

3. What is your occupation? _____

After the Test

Thank you for participating in the user testing session today! In recognition of your efforts, we would like to award you with a prepaid Visa gift card to acknowledge your efforts today. The gift card will be mailed to the email address you provide.

Appendix C - Tasks and Results

Volunteers Tasks

Task 1: Volunteer Application

Scenario: You are the age of 20 and have decided to volunteer with BBBSHH.

Task: Visit the BBBS website and search for the volunteer application form. When you think you have reached the volunteer application form page, say "Done".

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Success	51-sec	Volunteer button -> Volunteer application form	Displayed no sign of confusion and completed with no difficulties.	The participant was asked why they chose that path instead of the youth application form. The participant stated that it was displayed "18+" on the volunteer application form tab, which made her choose that option.
P 2	Success	53-sec	Volunteer button -> Volunteer application form	Displayed no sign of confusion and completed with no difficulties.	Participant stated that the task was straight and easy.
P 3	Success	18-sec	Volunteer button -> Volunteer application form	Displayed no sign of confusion and completed with no difficulties.	Participant stated that "I reached the right page without any difficulty."

P 4	Success	20 -sec	Volunteer button -> Volunteer application form	Completed with no difficulties. The task was easy and smooth.	Participant stated that the font is too small in the volunteer application. There is a lot of white space. It's too overwhelming. There is too much information. It should have a "save your progress" option.
P 5	Success	1 -min	Volunteer button -> Volunteer application form	Participant was confused	
P 6	Success	18 -sec	Volunteer button -> Volunteer application form	Completed with no difficulties	Participant stated that it is very straightforward. And it is helpful to have buttons.

Task 2: Volunteer Inquiry

Scenario: You are thinking about volunteering with the BBBSHH in the future and would like to learn more about it before applying.

Task: On the BBBS website, find more information about the volunteering opportunities. When you think you have reached the last step, say “Done”

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Partial Success and required assistance	51-ec	Volunteer button -> Volunteer inquiry button	Participant was confused about the task at first and requested an elaboration.	Participant stated “This was quite simple for the participant. At this stage, the participant also added that the phrasing for “enroll a young person” was quite awkward.
P 2	Partial Success	60-ec	Volunteer button -> Volunteer Inquiry -> Programs	The task was completed unsuccessfully	The participant thought that they completed the task successfully, but they didn’t.
P 3	Success	10-sec	Volunteer button -> Volunteer Inquiry Form	Displayed no sign of confusion and completed with no difficulties.	Participant stated that the task was straightforward and easy.
P 4	Partial Success	38-sec	What we do -> Volunteer -> Programs	The task was completed unsuccessfully	Participant stated, “I completed the task by going to the programs page to require more information instead of the volunteer page.”

P 5	Partial Success	30-sec	Volunteer button -> scrolls down the Volunteer page -> Contact Intake Team	Participant thought he could contact the intake team for more information.	
P 6	Partial Success	11-sec	What we do -> Our Programs	The task was completed unsuccessfully . The participant thought they would get more information regarding volunteering on the "our programs" page.	Participant stated that "Competitors site had a similar mechanism so thought it would be the same here." "I wasn't sure what to expect from the volunteer inquiry button option on the volunteer page."

Task 3 FAQ Page

Scenario: You have a question and to save yourself some time, you would like to see if anyone else posted a similar question on the FAQ page.

Task: Go to the BBBSHH website and find the FAQ page. When you think you have reached the right page, say “Done”

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Failure	3- min & 40-sec	The participant first used the Ctrl+F option to find the FAQ page -> started searching for the FAQ in the menu bar -> Resources-> Footer-> About Us-> Contact Us-> tried to look for a search bar	The participant tried numerous times to search for the FAQ page, then gave up. The task was incomplete, and it was a failure.	The participant stated, “At this stage if I was the user scrolling through the website, I wouldn’t bother looking for the FAQ page. I would just contact them directly to save myself some time.”
P 2	Failure	2-min	Skimmed through many pages yet still failed	Participant gave up on the task. They struggled a lot and couldn’t finish it successfully.	They said that they could never find it.
P 3	Failure	1-min	Skimmed through many pages yet still failed	Participant looked very confused and gave up on the task.	The participant stated, "I didn't know it was there and I did sort of scroll down, but not all the way, so I would just maybe put an extra 5th

					tab there saying Frequently asked questions."
P 4	Partial Success	44-sec	Volunteer -> scrolled down to the FAQ page	Participant coincidentally arrived at the FAQ page but was still confused if it was the right one.	The participant stated, "It is quite hidden". "Maybe add in a link to take you down to FAQ because I probably won't scroll down"
P 5	Success	29-sec	Volunteer button -> Scroll down the volunteer page	Participant visited the website before.	The participant stated, "It is easily accessible because I saw the website before and usually the FAQ in the bottom".
P 6	Failure	1-min & 16-ec	Resources -> Sitemap -> About us menu -> searching the menu -> COVID-19 Updates -> Feedback -> Gave up.	Participant skimmed through the website to find the FAQ section and gave up.	The participant stated, "I couldn't get to the FAQ page because I didn't have a reason to scroll down. There is also no FAQ button at the top like the others. If you're lucky, you'll find it".

Clients & their Families Tasks

Task 1 Enroll in PAL Program

Scenario: You have a little child, and they feel isolated due to COVID-19. You want to help them by signing them up with the PAL program.

Task: On the BBBSHH website, enroll your little one through one-to-one mentoring. Out of so many programs, choose the PAL program. When you think you have reached the last step, say “Done”

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Success	15-sec	Menu bar -> What WE Do -> Our Programs -> PAL Program	Participant completed this task fast and found no trouble with it.	The participant stated that before applying she would probably be emailing them first to learn more.
P 2	Success	19-sec	Enroll a young person -> Program updates -> PAL Program	Participant completed the task through different path	
P 3	Partial Success	1-min	Homepage -> What We Do -> Our Program	Participant checked the homepage first but felt frustrated because she thought it was not easy to find.	The participant stated, “I think you need a separate tab that says our programs. Very clearly, state them because now my opinion is that it's a little bit varied, and since it's the main thing that they do and the main thing that they're known for, that's so important.”

P 4	Success	1-min & 22-sec	What we do -> enroll a young person -> read through -> our programs -> enroll a young person -> email or fill in the form	Participant was very confused. She spent a lot of time searching for the right page.	The participant stated, "Dropdown for the programs should be there in the enroll young person page. There should be a priority 1,2,3program option. Top 3 preferred program options. There should also be a comment box."
P 5	Failure	10-sec	Volunteer -> Youth Application	Participant was very confused.	
P 6	Success	12-sec	What we do -> programs -> PAL programs	Participant did the task smoothly.	The participant stated that the "About us" menu is confused with the "What We Do" menu.

Task 2 Enroll in Big on Campus program

Scenario: Your child is 10 years old, and you came across the "Bigs on campus" program which offers Youth mentoring in a group setting. You would like to enroll your young child in the program.

Task: On the BBBSHH website, enroll your child in the "Bigs on Campus" program. When you think you have reached the last step, say "Done"

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Success	45-sec	Menu bar -> What WE Do -> Enroll a Young Person -> back to Main Menu-> Our Programs -> Group Mentoring -> Big on Campus	Participant showed a little frustration here. The task was completed with difficulties.	The participant stated that she would probably email them for enrollment and if they are accepting people or not.
P 2	Partial Success	1-min & 5-sec	What we do -> Programs -> Scrolling and is confused between enrolling -> goes to enroll a young person and says done	Participant displayed confusion and took a lot of time to complete the task.	
P 3	Success	50-sec	What We Do -> Our Program	Participant was very confused.	The participant stated, "I really think you need something at the top with click-throughs down to these. Really, do you know? You know, maybe ask a question. Are you new to Canada? Click through to Adventure Canada, you know."
P 4	Success	25-sec	Our programs -> Bigs on campus -> email	The task was easy for the participant.	

P 5	Failure	20-sec	What We Do -> Enroll A Young Person	Participant confused and checked through the navigation bar with no success.	The participant stated, "It's difficult to find and hidden, and it should be easily accessible."
P 6	Success	51-sec	What we do -> programs -> group setting -> Bigs on Campus	Participant thought that they can't enroll their child since the option isn't there. She guessed that it's not running right now.	The participant stated, "I am confused about why the enrollment option isn't there."

Task 3 Subscribe for Program Updates

Scenario: You are interested in receiving updates about programs. You would like to subscribe for program updates.

Task: On the BBBSHH website, subscribe for program updates. When you think you have reached the last step, say "Done".

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Success	48-sec	Footer -> Subscribe -> Program Updates	The participant seemed to have found the footer quite useful.	The participant stated that the subscription option is mostly at the bottom of the webpage. She would prefer a checklist from the list of options in the newsletter. We then showed her another way of subscribing to program updates and she found that way a bit trickier and not user-friendly at all. She thought that after scrolling through the program, she won't bother scrolling further to find the program updates.
P 2	Failure	1-min & 19-sec	Annual report -> hovering over menu/searching subscribe -> resources -> About us, the main click -> Subscribe	Participant displayed signs of confusion and frustration.	
P 3	Success	55 -Sec	Covid-19 Update -> What We Do -> news -> Footer-> Subscribe	Participant reached the subscribe page with some difficulty.	The participant stated, "The way I went there was horrible. I feel like there's an awful lot of drilling down through the website."

P 4	Failure	2-min& 27 sec	About us -> scroll bottom -> what we do -> scrolling -> About us -> News (footer) -> Annual Report -> Contact us -> Resources -> gave up	The participant was really confused. She spent a lot of her time scrolling through the pages	The participant stated, "The participant the option is hidden."
P 5	Success	10-sec	Footer -> Subscribe	Reached the right page with no difficulties	The participant stated, "It was easily accessible."
P 6	Success	7-ec	What we do -> programs -> scroll down	Because the participant scrolled down in the previous task, they found it easily	The participant stated, "The previous tasks helped in achieving this one due to memory."

Donors Tasks

Task 1: Visit the Donation Page

Scenario: You are interested in donating to BBBSHH to support children in your community.

Task: Visit the BBBSHH website and pretend to donate. When you think you have reached the last step, say "Done"

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Success	10-sec	Donate button -> Donate page -> Done	Participant was also very confused about the gift card option.	
P 2	Success	12-sec	Donate button -> Donate page -> Done	Participant reached the right page with no difficulties.	
P 3	Success	5-sec	Ways To Give -> Donate	Participant reached the right page with no difficulties.	The participant stated, "For Ways to Give on the bar on the main page, I don't think you need the drop-down menu under ways to give."
P 4	Success	20-sec	Donate -> Done	The task was done smoothly. The participant was confused about the funds and programs section in the form.	The participant suggested adding large amounts to encourage the users to pay more. Add a special event they would want to donate to. That would give them an opportunity to fundraise for us.
P 5	Success	8-sec	Home Page -> Donation button	The participant reached the right page with no difficulties	The participant stated, "It's easily accessible, and other tabs should be like that. Instead of going through repeatedly looking for a particular thing."

P 6	Success	13-sec	Donate button -> Donate page	The task was simple and easy.	The participant stated, "Love the buttons. It made it easier."
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Task 2: Contact information regarding the monthly donation

Scenario: You have some questions about the monthly donation and would like to contact the right person

Task: On our website, find the person you could contact regarding the monthly donation. When you think you have found the right person to contact, say "Done".

Participant	Task Success	Time	Path	Observations	Feedback from Participants
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P 1	Partial Success	2-min	Donate page -> About Us -> Contact Us -> CTRL+F option to search for the word donation ->	Participant was a bit confused during this task and the task was incorrect.	The participant stated that she would contact, Tracy, since she knows the industry.
P 2	Partial Success	39-sec	Donate bottom -> contact us -> looking for category -> ticket donations -> Done	Participant was confused and frustrated. the task was completed unsuccessfully .	The participant stated, "I prefer to have the contact information regarding donations under the Donate page".
P 3	Failure	1-Min	Scroll up and down the donation page	Participant felt very annoyed, and she got bored then gave up	The participant stated, "There's nothing here about donating and I'm kind of getting frustrated because I want to donate, and I have some questions. It is under general inquiries when this is not a general inquiry, it's about donating."
P 4	Success	28-sec	Monthly donor page -> contact	The task went smooth	The participant stated, "I am weird to have donated & monthly donate as different sections where they take you to the same page."
P 5	Failure	50-sec	Home page -> Donation page -> Footer-> Contact Us	Participant unsuccessfully scrolled up and down the donation page	The participant stated, "It's difficult to find. I think the contact information for donations should be

				before giving up.	somewhere on the donation page."
P 6	Success	55-sec	Bottom of donate page -> become monthly donor -> skimming -> scrolled down	Participant had an idea of what they were doing and what they would be expecting.	The participant stated, "I have noticed that you can find most of the stuff at the bottom on your website."

Task 3: Become a Monthly Donor

Scenario: You have donated to BBBSHH in the past and are interested in becoming a monthly donor. You see 3 different amounts of 50 cents, \$2, and \$3 on the main donation page but would like to donate \$5 instead.

Task: Pretend to become a monthly donor donating \$5 per day. When you think you have reached the last step, say "Done"

Participant	Task Success	Time	Path	Observations	Feedback from Participants
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P 1	Success	25-sec	Donate page -> Donate Monthly option	We expected her to take the other path, however, she took the easier path.	We then told her about the second path, and she found the monthly donation page confusing. She said that it states \$5 dollars but when she clicks on it does not fill in the 5 dollars information after redirecting to the donation page. Users must type in their amount again. When she clicked the 50 cents option, the "confirm you are not a robot" popped up.
P 2	Success	19-sec	Donate page -> monthly donation.	Participant found it easy to complete the task.	The participant stated, "Put link for the monthly donation page in the donate page."
P 3	Partial Success	7-Sec	Homepage -> Donate	Participant did not find the right page, she had to get instructions on how to get there.	The participant stated, "Build a calculator to help people decide how much to put in. I love this stuff about how much \$0.50 a day will give. I love these stories about what \$0.50 a day will do."
P 4	Success	56-sec	Monthly Donor page -> Donate monthly	Participant was confused and not sure what to do.	

P 5	Partial Success	55 sec	Home page -> Donation Page	Participant was confused and not sure what to do.	The participant stated, "I was just asking a question that the gift card options are not available for a monthly donation, but I'm just curious why is that? The option for gift cards is not accessible. Like you can't donate through gift card"
P 6	Success	27 sec	Button -> Donate monthly	Task was simple and smooth.	The participant stated, "I find the buttons really useful" "I think it was straight forward. The competitors' website is quite similar, so it wasn't confusing.

All users Tasks

Task 1: Contact Us Page

Scenario: You need to collect some general information and would like to reach us directly.

Task: On the BBBSHH website, find the corresponding phone number to reach us. When you think you have found the right number, say “Done” and say the number out loud.

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Success	36-sec	Footer -> Contact Us -> General Inquiries	Participant reached the right page with no difficulties.	The participant stated that the contact page is very busy, and the headings are a bit confusing.
P 2	Success	16-sec	About us -> Contact us -> General Inquiries	The task was completed successfully.	The participant stated it was easy to find the “Contact” page.
P 3	Success	5-sec	About Us -> Contact Us	Participant reached the right page with no difficulties.	
P 4	Partial Success	7-sec	Footer -> telephone number	Participant used the footer to find the contact information.	The participant stated that the “Contact Us” in the menu is cluttered and hidden.
P 5	Partial Success	8-sec	Footer -> Contact us	Participant used the footer to find the contact number	The participant stated, “Contact page background should be dark or should be an option for dark mode. Because most people like the background dark”

P 6	Success	21-sec	Contact us -> general inquiries	Participant displayed no sign of confusion.	The participant stated, "There are a lot of numbers". "It is the most colorful in terms of text which can be overwhelming. It is also very busy and intense. It is a lot longer than I thought"
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Task 2: Back to the Homepage

Scenario: You have found the phone number in the previous task, and you spoke with the staff, and they directed you to find your inquiry on the main page of the website

Task: Find a way to go back to the main page. When you think you have reached the main page, say "Done"

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Success	2-sec	Logo -> homepage	Participant knew that she had to click on the logo.	
P 2	Success	4-sec	Logo -> homepage	Participant found the task straightforward.	The participant stated, "The home button will be helpful for people who are new to tech."
P 3	Success	18-sec	About Us -> What We Do -> Logo -> homepage	The participant was confused and had to click on many buttons in the navigation bar to go back to the homepage.	The participant stated, "Back to home page was not clear for me, that was the third thing I tried. I went into About us, what we do and then I thought none of those are the page I started at. So, then I hit it on the icon as a third choice and happened to get back to the home page."
P 4	Success	2-Sec	Logo -> homepage	Participant reached the right page with no difficulties.	The participant stated, "It is beneficial to have a home button."
P 5	Success	5-sec	Logo -> Homepage	Participant clicked on the logo to return to the homepage without any difficulties.	

P 6	Success	2-sec	Logo-> Homepage	Participant clicked on the logo to return to the homepage without any difficulties	The participant stated, "I don't think adding a home button to the menu is necessary. It is simple."
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Task 3: Share your Story

Scenario: You have found the phone number in the previous task, and you spoke with the staff, and they directed you to find your inquiry on the main page of the website

Task: Pretend to share your story on the BBBSHH website and when you think you have reached the last step, say "Done"

Participant	Task Success	Time	Path	Observations	Feedback from Participants
P 1	Success	47-sec	Feedback -> What We Do -> Share Your Story		The participant shared that she wouldn't prefer to send the story especially when she doesn't know who it's going to be reaching. She would just email the manager.
P 2	Success	12-sec	What we do -> Share your story	Participant has been skimming through the website, she remembered where "Share your Story" link was.	The participant suggested that maybe we could put "Share your Story" link under the volunteer page.
P 3	Success	6-sec	What We Do -> Share Your Story	It was simple to complete the task.	The participant stated, "why is "Share your Story" under "What we Do" menu?"
P 4	Success	22-sec	Menu -> share your story	Participant completed the task fast and successfully as she had already familiarized herself with the navigation with the help of completing previous tasks	The participant stated that it was easy to do because she is used to it now.

P 5	Success	10-sec	What we Do -> Share Your Story	Participant reached the right page with no difficulties	The participant stated, "Share Your Story" link should be under a different menu. "What We Do "means what the company or what the website does. Meanwhile, here is what the volunteer does. So., I don't think there is a correlation here."
P 6	Success	16-sec	Skimming through menu -> Share your story	Participant displayed no sign of confusion as she was familiar with the website at this stage	The participant stated, "I remembered seeing it earlier."

Task 4: Subscribe to BBBSHH Website

Scenario: You would like to receive the BBBS e-newsletter.

Task: Find a way to subscribe to our website to get updated with all news. When you think you have reached the last step, say "Done".

Participant	Task Success	Time	Path	Observations	Feedback from Participants
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P 1	Success	1-min & 32-sec	Footer -> Subscribe > All News	Participant was confused about the "I am" section in the newsletter.	The participant stated that she would expect the newsletter option to pop up as it does for other sites. She would expect the list to be checkboxes and that when she clicks on all news, she expects to see all the options to be selected
P 2	Failure	1-min & 42-sec	About us -> News -> Footer (News) -> Contact us -> Become partner -> Resources -> Annual report -> Gave up	Participant had difficulty reaching the destination and gave up in the end.	
P 3	Success	40-sec	About Us -> Contact Us -> What We Do -> Footer -> Subscribe	Participant felt awful to get there and could not figure out where to find it.	The participant stated, "I think it should be under the What We Do Button in the navigation bar."
P 4	Success	28-sec	News -> skimming -> footer -> subscribe	Participant didn't really have an idea of where it could be.	The participant stated, "It's a coincidence. I don't know how I found that."
P 5	Success	8-sec	Footer -> Subscribe	Participant reached the right page with no difficulties.	The participant stated, "On the subscribe page, the first and last name, city, and postal code are not important, but the

					important thing here is the email."
P 6	Failure	2-min & 28-sec	Skimming through menu -> news page -> Annual report -> Covid-19 updates -> Covid-19 button -> Feedback -> Quick links -> Events -> resources -> covid-19 updates	Participant didn't know that we had an e-letter and was really confused.	The participant stated," Why is the subscribe button capitalized? It is confusing."

Usability Testing Questions

- What issues did you face?
- What would you suggest adding to the website to improve it?
- Do you prefer (a) or (b)?
 1. Logo or home button?
 2. Prefer to have a different option for custom monthly donations or is it okay the way it is right now?
- Do you find the footer useful? What kind of information would you want to be included in the footer?
- Did you find the navigation bar and footer cluttered?
- Did you find the website aesthetically pleasing? Please explain.
- Please share your final comments or feedback.