A tree test was conducted using Optimal Workshop TreeJack tool.

The test was started by 7 participants, 5 participants completed the test and 2 participants abandoned it. The analysis is conducted on the data for the completed tests.

40% of the participants were Volunteer

40% of the participants were Employee

20% of the participants were Other - Consumer interested in Food Bank information

40% of the participants were associated with Daily Bread for less than 1 year

40% of the participants were associated with Daily Bread for 1 – 3 years

20% of the participants had no association with Daily Bread

60% of the participants visited the website Often (a few times a month)

20% of the participants visited the website Occasionally (a few times a year)

20% of the participants visited the website All the time (a few times a week)

The overall score is a weighted average of the squares of success and directness which favours success over directness at a ratio of 3:1, and scaled to be a value out of 10.

We will be analysing the tasks which have the score below 6. 50% of the tasks having scored below 6 in the overall score.

Key Tasks

1. Where can you verify if your employer is affiliated with the Daily Bread Food Bank, in order to double your donation through the Employee Matching Program?

The task had 40% Failure and 20% Indirect Success.
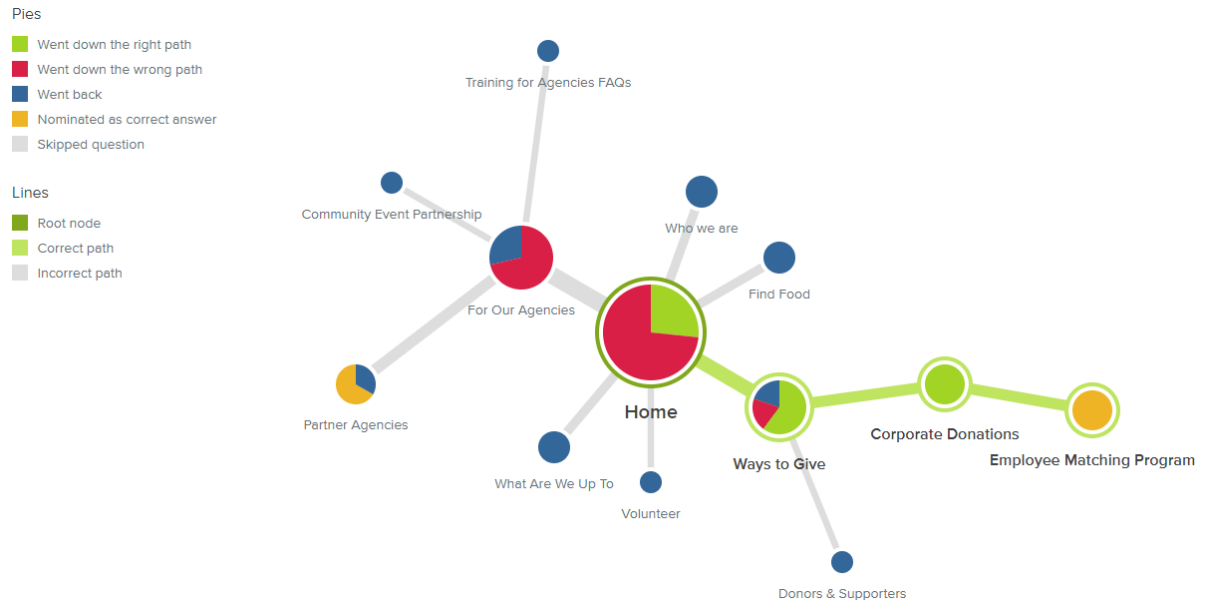
Wrong path/indirect path taken by

- Other (Consumer interested in Food Bank information)
- Volunteer

Since the chances of a consumer (food bank user) engaging in donations is low, we analysed the Volunteer data for this task.

Volunteer 1

- Association with Daily Bread: Less than a year
- Direct Failure
- Root node: Partner Agencies

Volunteer 2

- Association with Daily Bread: 1 – 3 years
- Indirect Success
- First Click – For Partner Agencies
- Other paths worth highlighting – Ways to Give > Donors & Supporters

Suggestions:

1. Since the Employee Matching Program can be search by an individual donor or corporation, it can be made available under both Individual Donations and Corporate Donations or have Employee Matching Program directly under Ways to Give.

2. The thickness of the path lines shows many users took the 'For Partner Agencies' pathway to find this information, suggesting users' mental model associates Partner as corporate partners.

2. Where would you find information about upcoming events that are seeking volunteers?

*The task had 40% Failure and 40% Indirect Success.*
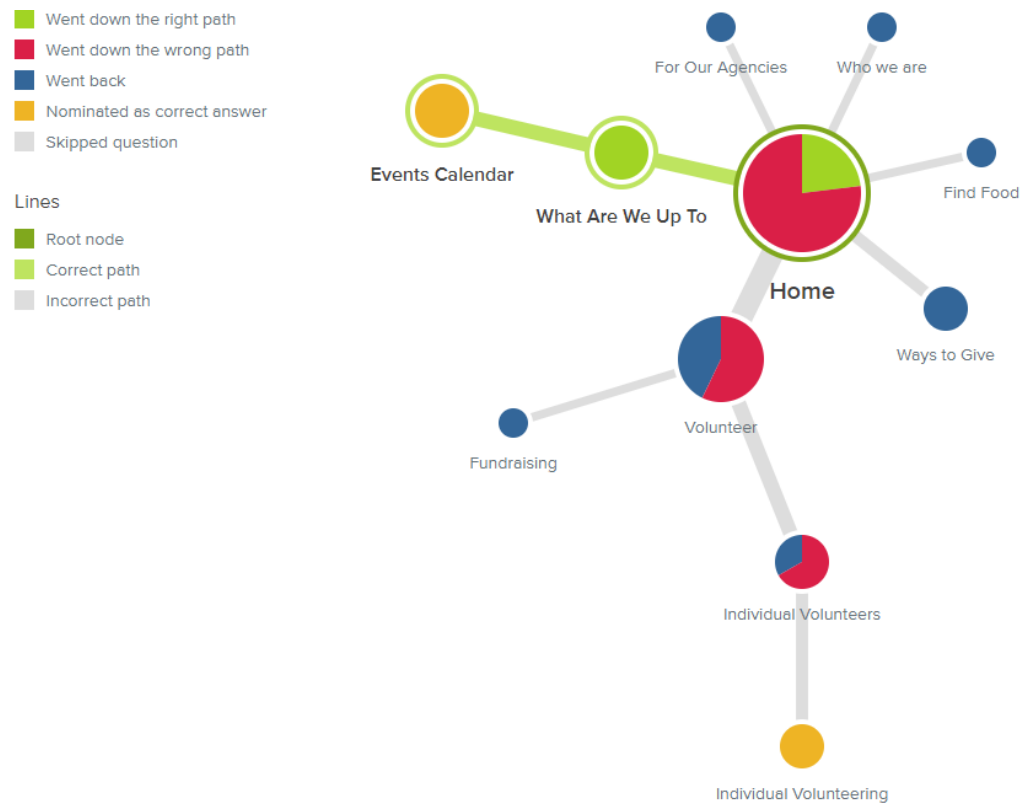
Suggestions:

1. The thickness of the path lines shows how many users took the same/similar path to find this information, in this case 'Volunteer'. It can be seen that users quickly associate the word 'volunteer' from the task with the labels available on the website. The event calendar can be made available under both 'What are we up to' and 'Volunteer'

3. Where would you find information about how to organize a food drive for the Daily Bread Food Bank?

The task had 80% failure with 40% direct and 40% indirect.
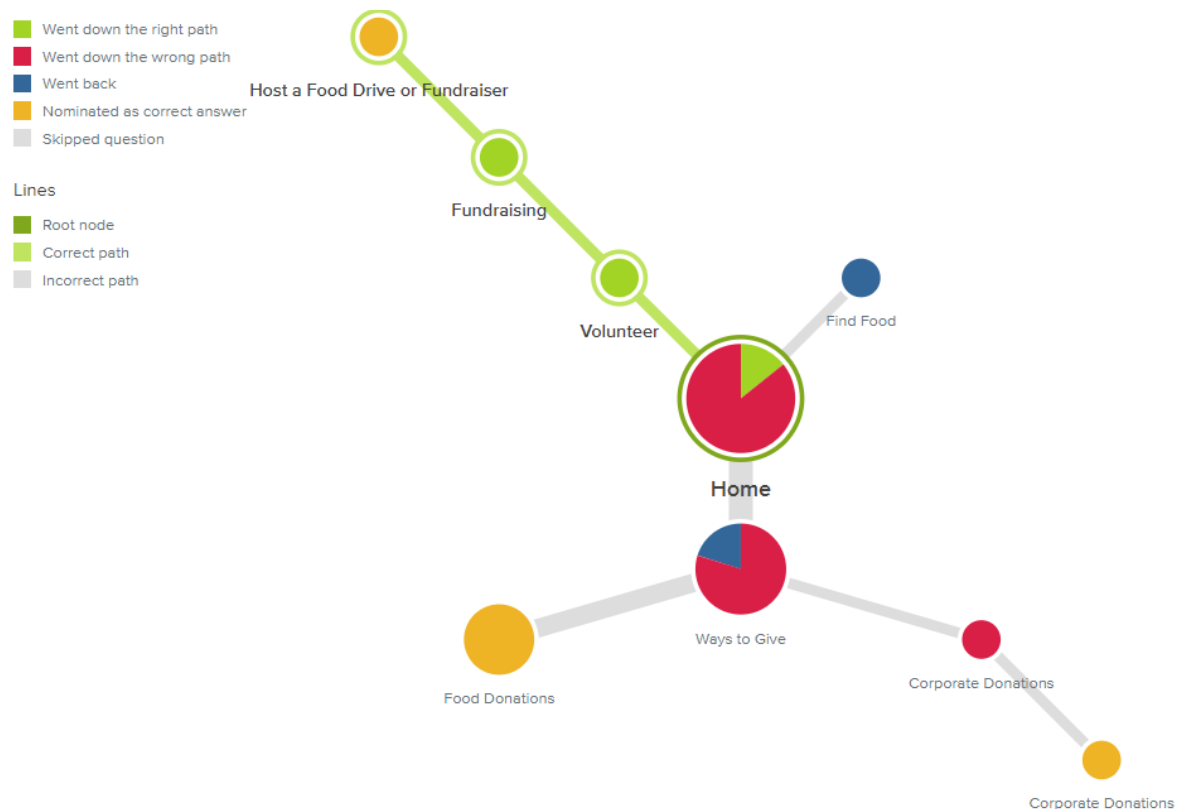

Suggestions:

1. The thickness of the path lines shows users' mental models associate organizing a food drive more with 'Ways to Give' and particularly 'Food Donations' than with 'Volunteer'. To stay in line with the mental model, we should move 'Host a Food Drive or Fundraiser' to Food Donations.

It is interesting to note that the 20% success was by the participant who was a consumer interested in food bank information with No association with Daily Bread, and both the employees' and volunteers' mental models are not in sync with the current website's IA.

4. Where might you find the Daily Bread Food Bank's most recent report on the experience of hunger and poverty in Toronto?

The task had 80% failure with 60% Direct and 20% Indirect.

It is interesting to note that the 20% success was by the participant who was a consumer interested in food bank information with No association with Daily Bread, and both the employees' and volunteers' mental models are not in sync with the current website's IA.
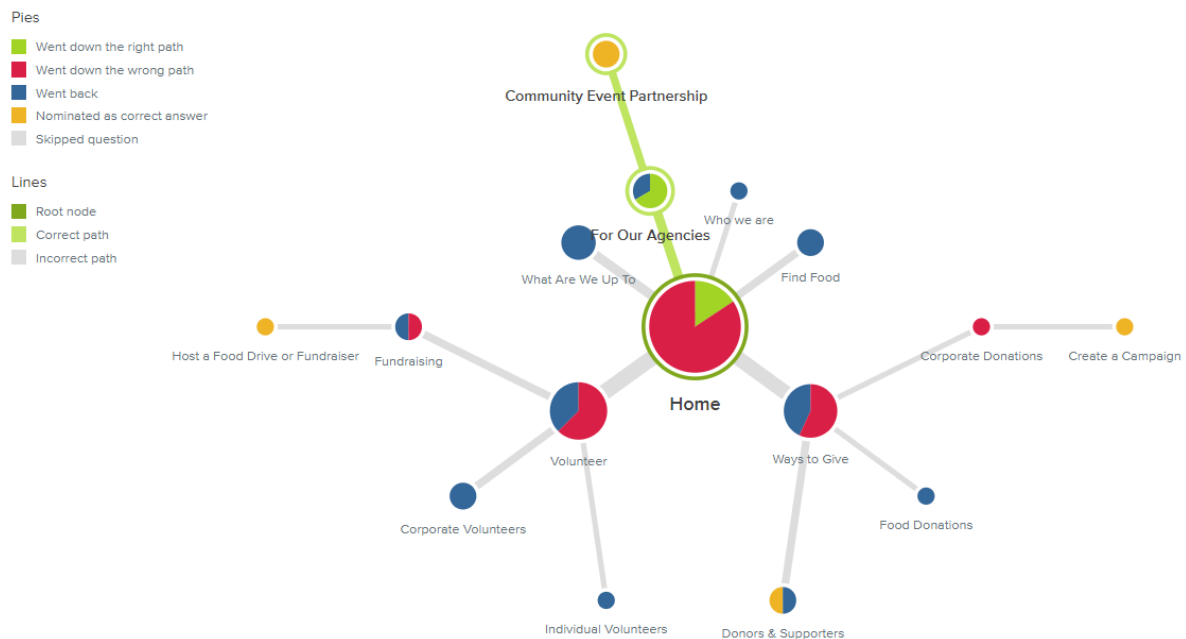
Suggestions:
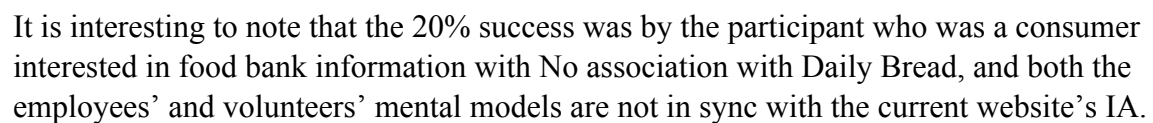
1. A significant number of users have associated this report more with 'Who we are' rather than 'What are we up to'.

5. Where might your company find information about organizing a community event for the Daily Bread Food Bank?

The task had 60% failure with 40% Direct and 20% Indirect.

Originally Community Event Partnership was listed under 'Ways to Give' however the card sorting results prompted us to list it under 'For Our Agencies'.

However, as per the tree test the original categorization under 'Ways to Give' along with 'Volunteer' might be helpful to the user.

Major suggestion – Since a lot of users are following 'Ways to Give' path when they need to be following 'Volunteer' means that users see Volunteering also as a means to give. To avoid this confusion, we could either rename 'Ways to Give' to 'Donate' or have 'Volunteer' and 'Donation' as sub-menus under 'Ways to Give'.