

User Testing and Interview

Participant Selection

Three participants were approached and recruited by Andrea Cowen, Web & Digital Content Coordinator at Daily Bread Food Bank, for this study. No incentives were offered to participants. The screening criteria for this study were as follows:

Three groups of users:

1. A user who visits the website in order to find volunteer opportunities.
2. A user who is familiar with clients and agency side of the operations.
3. A user who is familiar with various donation processes.

Common characteristics:

All of these users were familiar with the basic Daily Bread's operation, were somewhat familiar with current information architecture and are comfortable using the Internet.

Test Protocol

Method 1: Usability Testing

In this study, the participants were given four tasks to complete on the Daily Bread website. The instructions were given to participants orally at the beginning of each task. At the end of each task, a short interview was conducted.

Scenarios

Participants were asked to respond to the following scenarios:

User #1

Scenario 1: Daily Bread offers certification training for “Non-Violent Crisis Intervention”. Find out the date for the next training.

Scenario 2: You are in need of food but worried about your personal information being shared

with government organization such as Citizenship and Immigration Canada, etc. Find out the information regarding the topics mentioned above.

Scenario 3: You have food to donate. Find out where you can drop off your donation.

Scenario 4: What Event will take place on November 1st?

User #2

Scenario 1: You are an individual volunteer. Navigate to the page where you can book your shift.

Scenario 2: You are a high school student, and you want to volunteer at Daily Bread. Your friend told you about Daily Bread's Take Action Project (TAP). Find out what is the maximum number of volunteer hours you can earn in July and August.

Scenario 3: You are a schoolteacher and want to book your students to volunteer at Daily Bread. Find out what day of the week you can book your students to volunteer for.

Scenario 4: Find out the office hours.

User #3

Scenario 1: You are a small business looking to collect canned goods for the Daily Bread Food Bank. How do you find what items are needed, and where to drop off donations?

Scenario 2: Your employer decides to partner with the Daily Bread Food Bank for the annual corporate fundraiser. As head of this project, you've been tasked with gathering a report about all of the ways this could be accomplished. In an effort to compile a comprehensive list, you set out to find out about the different ways companies can partner with the DBFB. Walk us through how you find all this information.

Scenario 3: Your department at work is looking for a team-building opportunity. You suggested working in the food bank kitchen to help prepare meals. Walk us through how you would go about discovering how to sign up your department members to volunteer in the kitchen.

Scenario 4: You are a member of a company who has signed up for the Food Sort Challenge with the Daily Bread Food Bank. You recall a co-worker saying that the challenge is happening soon, but you cannot remember the exact date, time, and location. Walk us through how you would attempt to find out this information.

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Method 2: Interviews

At the end of the task-oriented usability test, a semi-structured, informal interviews were conducted. The main questions we posed are outlined below:

Questionnaire

User #1

Question 1: Who are the main users and what is the purpose of use?

Question 2: Do you rather have the intranet to be connected to the Daily Bread website?

Question 3: How intuitive do you think it is for clients (food bank users) to get food?

Question 4: How can the website be improved?

User #2

Question 1: How often do you use this website?

Question 2: How do you find a position?

Question 3: How can the website be improved?

User #3

Question 1: As someone who works with corporate sponsors and partnerships, what information do you feel is most important for them to know.

Question 2: As an employee of the Daily Bread Food Bank, what information do you feel is most important to convey. What information will best support the organization's donation processes?

Question 3: Do you feel the names accurately convey the content?

Question 4: Do you feel the content titles are distinguishable to various users, and from one another?

Question 5: Do you find the information difficult to locate? If so, why?

Question 6: Are there any final remarks, or questions you wish we had asked? If so, described.

Key Findings

The following are the key findings from this usability study.

Primary menu

All three participants were able to navigate using action/role-based entries on the main menu [**Need Foods?**, **Ways to Give**, **Volunteer**, **For Our Agencies**]. However, one participant who has multiple roles within the organization found it confusing to see both role-based labels [**Volunteer**, **For Our Agencies**] and action-based labels [**Need Foods?**, **Ways to Give**] on the menu. Two participants found that the non-action/role based entries [**About**, **Research and Advocacy**] are misleading and do not reflect the contents. The contents need to be reorganized with better labels.

Secondary menu

Two participants found that the labels on the secondary menu items are vague and confusing. One participant found that **Event Calendar** do not belong to the category **About**.

Organization

Information about specific events is scattered around the website without proper categorization. Information about where to drop off donations is scattered around the website without proper categorization. Most accessible contents were biased toward big corporations making large donations. Crucial information about the various ways small to medium sized companies can partner was missing or difficult to find.

Navigation

Two participants found that there are little bottom-up navigation tools on the website that they had to click the Daily Bread icon on the top left corner of the page to start over. Some menu

items look like headings, preventing users from clicking. The labels used for heading cannot be reused for menu items. Two participants found that heavy use of deep linking within the website confusing (information about where to drop off donations features heavy use of internal deep linking). They would like to see all the related information on one page. The external donation pages open new tabs. However, they features the same logo as the main website without the functionality to allow users to return to the main website.

Terminology

One participant pointed out that potential clients are new immigrants and not fluent in English that the use of difficult terminologies and abbreviations are problematic. One participant found that some labels are not understandable without background knowledge. Use of proper nouns as labels are confusing without prior knowledge of terms.

Technical Issue

The global search tool is not working properly.

Integration

Two participants implied that the roles of the partner portal and the Daily Bread website are not well defined resulting in the inefficient use of the Daily Bread website by partners.

Positive Findings

Participants had positive comments mentioning that the look of the website was modern and that it had a responsive design. One user felt that the individual felt the individual volunteer section was easy to use and another stated that the “Most Needed Items” list was easy to find.

Interview Summary

User #1

Clients (food bank users) use the website in order to find information about how to get food. Usually, they do not own a computer or have access to the Internet at home. They usually access the website at a library and have limited amount of time to do so, and call the agencies to get more information.

Member agencies use their own portal site for communication that they do not use the Daily Bread website. Currently, they communicate with their clients through email. She mentioned that

it would be nice to have a page where agencies can post announcements through the Daily Bread Website.

User #2

The interviewee (individual volunteer) uses the website mainly to check how many spots are remaining for the shift, as well as booking and canceling of a shift. He finds this section of the website most valuable as he had to call the office before the current website was launched in February. He is satisfied with the current website.

User #3

Interview results revealed that the website's corporate partnership pages are geared towards companies who want to become big donors. Information on ways to contribute is less clear and straightforward for people who would just like to do a nice thing. The use of the word corporate might appeal to companies looking to work with the food bank, but a corporate partnership means an entirely different contribution to the Daily Bread Food Bank.

She further remarked that during her experience navigating the website, she hit a few walls. The user feels as though she needs to jump around a lot in order to find relevant information. She feels that pages are clumpy and labels are misleading. She further felt that the labels and headings did not accurately convey the content found under those headings.

Food Drive & Fundraisers were identified as key information for corporate partners knew, but it currently not accessible. She suggested task-specific ways of organizing the ways companies can donations, as these are crucial to the Daily Bread Food Bank's success.

Finally, the importance of statistics and research was noted. Although a page dedicated to research is included, She felt that the website could better integrate the research they've done to provide potential donors with concrete reasons why their help is needed.