

RESEARCH INSIGHTS ON WEBSITE REDESIGN

CLIENT:

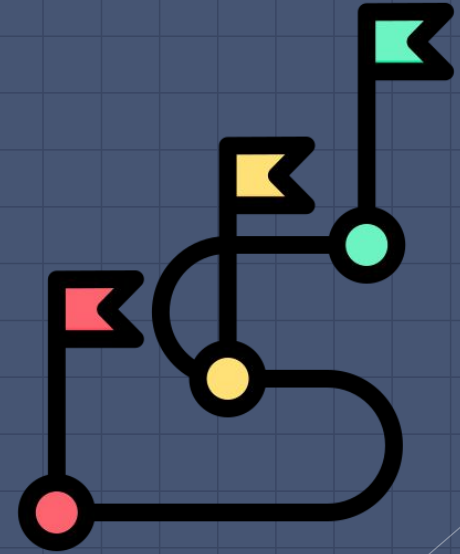
Rural Development Network
(RDN)

PRESENTED BY:

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OVERVIEW


1. Community Partner Background
2. RDN's Objective
3. Marketing Research Objections and Questions
4. Research Phases
5. Main Results
6. Recommendations



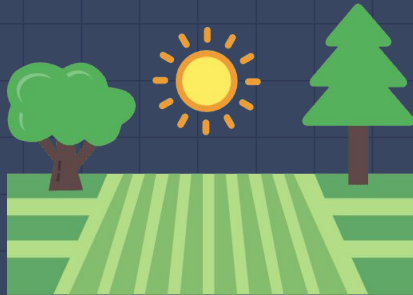
Community Partner Background

- RDN is a non-profit that supports rural, remote, and Indigenous communities with unique challenges and issues.
- RDN promotes rural sustainability and development.
- RDN's projects include affordable housing, homelessness, health & wellness, work-integrated learning, community development and more





RDN's objective is to enhance the effectiveness of their website, reach the appropriate audience, and to convey what they do via their website.



Research Objectives



- What website features, or content elements do users find engaging and why.
- How does RDN's brand perception align with the website's content and design.
- What factors influence user decisions to initiate engagement with a website.

Research Phases

Secondary Data Collection

- Literature review
- Desk research
- Discussions with Decision makers

Qualitative Data Collection

- One-on-one in depth interviews
- Analysis of secondary research

Quantitative Data Collection and Analysis

- Survey creation and testing
- Survey data analysis and visualization

Secondary Research Summary

Literature review uncovered several areas of importance:

- Positive user centric design elements
- Allure needed for repeat visits from users
- Website layout and effective calls to action enhance engagement
- Brand recognition can influence likelihood to engage
- Aesthetics play a critical role

Qualitative Research Summary



Overwhelmed: A clear sense that too much data is being presented to users at once.

Drab: A lack of colour or theme is displayed across websites, according to participants.

Inconsistent: Websites may feel jarring in sections with formats differing from one tab to another.

Outdated: The website's events section lists only old events and creates a disconnect with the site seeming outdated.

Culture: A clear connection to the indigenous community is shown through text but not via imagery.

Prominent: Services and company information are perceived as hidden or not immediately present on the main page.

Qualitative Research Summary

Accessible: Tab dropdown format allows for easy navigation of the site and clear reading.

User friendly: Need for a more straightforward design that naturally leads individuals to relevant contacts.

Engaging: some sections of content are engaging, while other sections may be lacklustre.

Analysis of findings suggests the importance of proper website development, user experience centric focus, and community-specific considerations to guide RDN in effectively reaching its target audience, and communicating its brand identity.

Quantitative Research Analysis and Summary

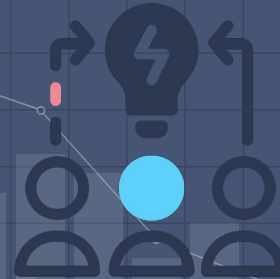
Method:

- Digital Survey distribution
- Subsequent data analysis
- Sample size of 39 respondents
(Respondents asked to visit site)



Development:

- Reflection of research objectives
- Question brainstorm
- Rough draft with pretesting
- Finalized survey after pretest



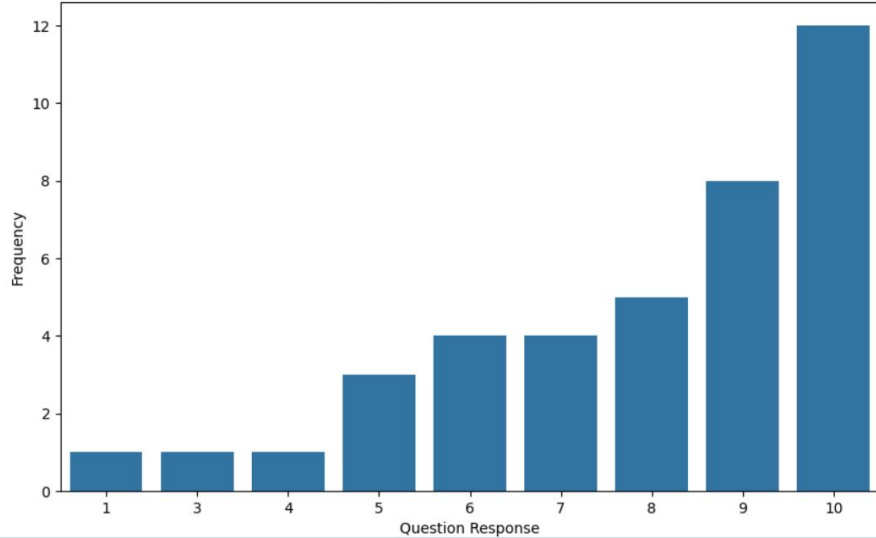
Respondent Demographics

Demographics	Number of Respondents	Percent of Respondents
Gender		
Male	23	59%
Female	15	38.5%
Other	1	2.5%
CS Major		
Yes	10	26%
No	29	74%
Household Salary		
Under 19,999	8	21%
\$20,000-\$39,999	6	15%
\$40,000-\$59,000	4	10%
\$60,000-\$79,999	2	5%
\$80,000 or higher	11	28%
Prefer not to say	8	21%
Employed		
Yes	26	66.5%
No	12	31%
Prefer not to say	1	2.5%

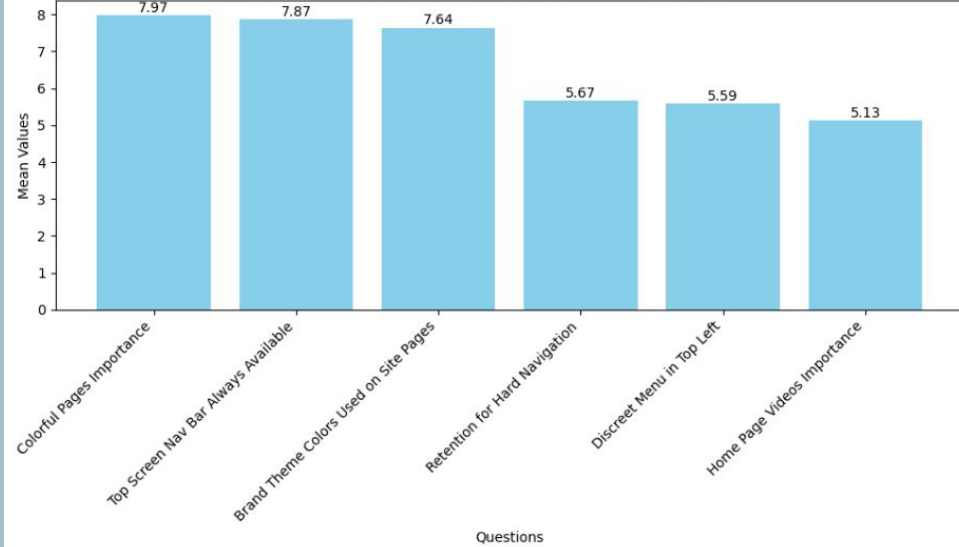
Ethnic Identification		
Caucasian	26	66%
South East Asian	4	10%
Afro-Latino	1	2.5%
Polynesian	1	2.5%
Serbian	1	2.5%
Latin American	1	2.5%
African Canadian	1	2.5%
Metis	1	2.5%
Filipino	1	2.5%
Arab	1	2.5%
Chinese	1	2.5%
Age Group		
18 or less	6	15%
19-30	31	79%
31-40	1	2.5%
60 or older	1	2.5%
Rural Community Member		
Yes	17	44%
No	22	56%
Canadian Resident		
Yes	37	95%
No	2	5%

Website Features/UI Users Find Engaging

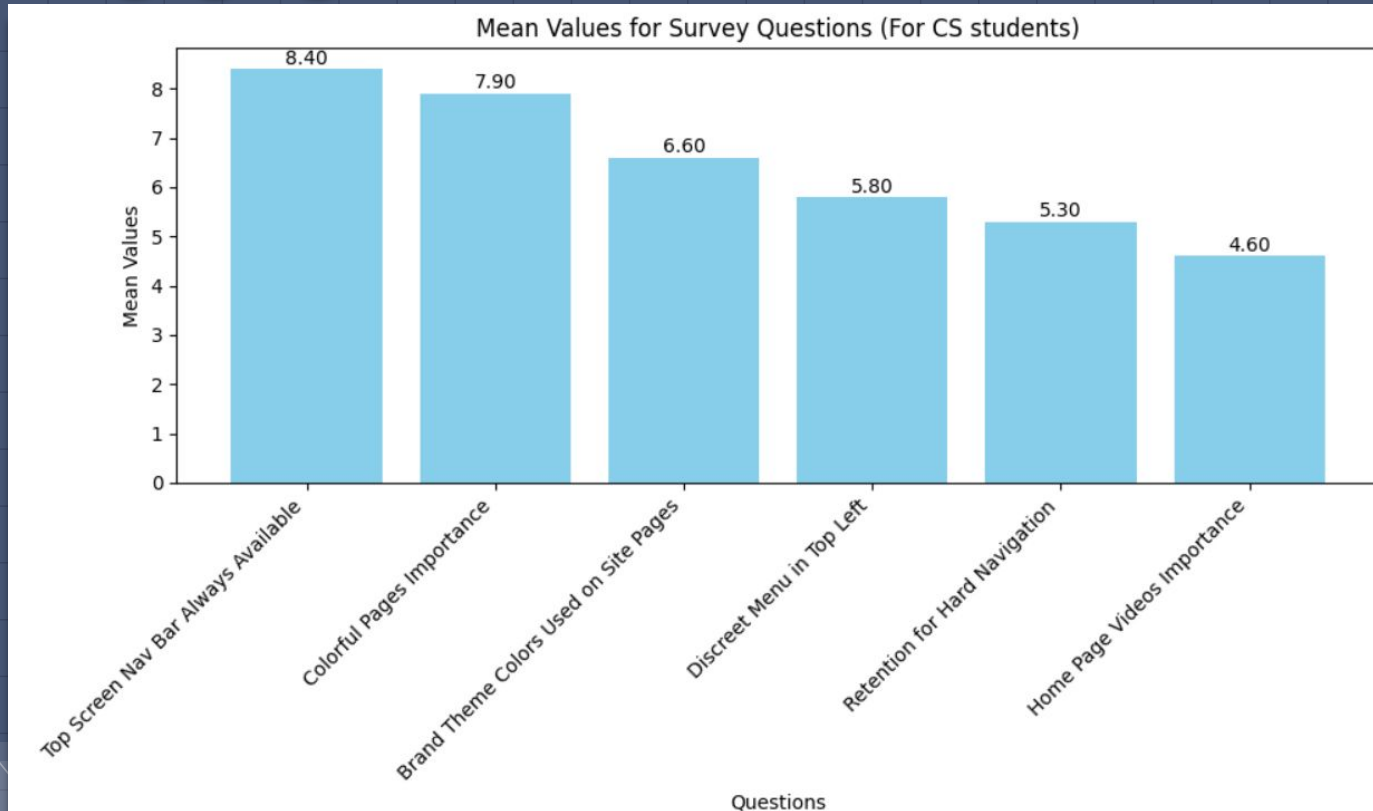
Top Navigation Bar Always Available



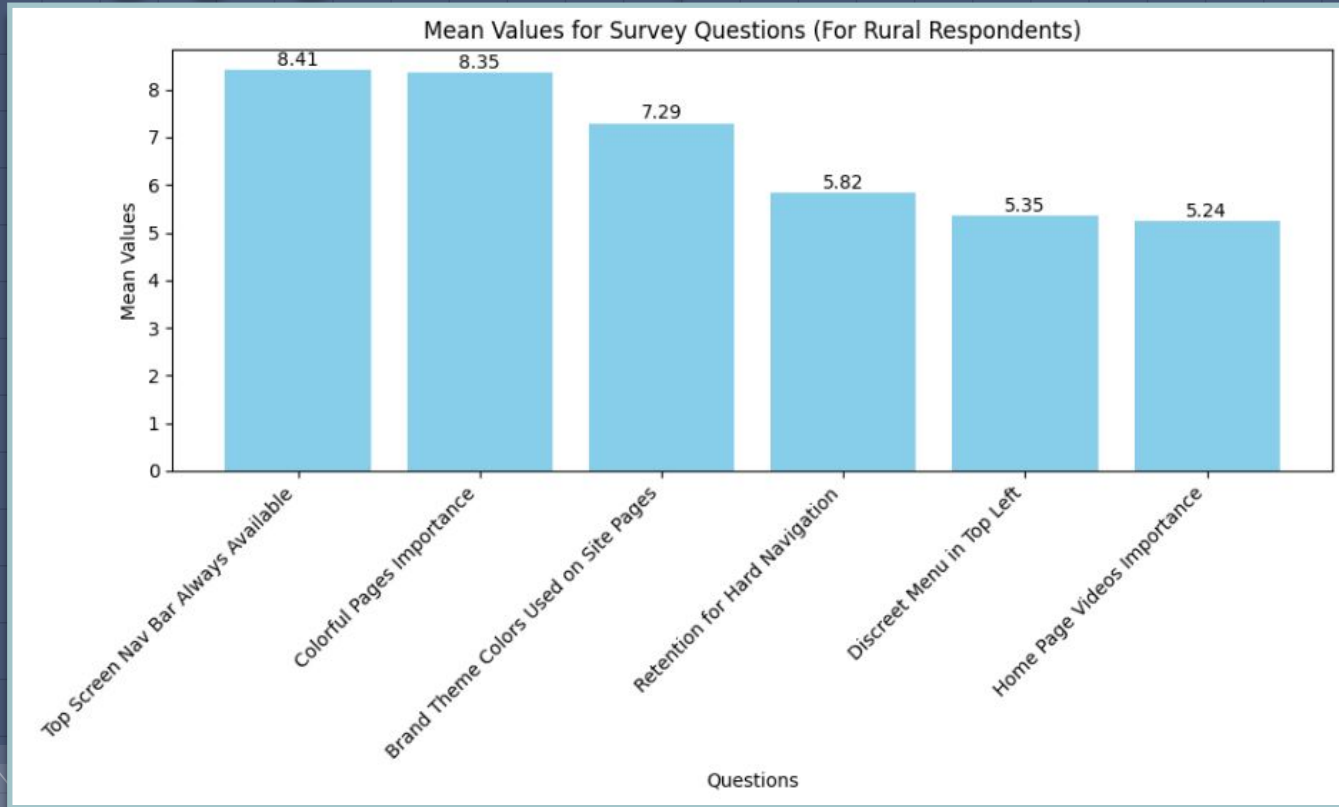
Mean Values for Survey Questions (Ordered by Highest Mean)



Website Features/UI Users Find Engaging (CS student subset)



Website Features/UI Users Find Engaging (Rural respondent subset)



ANOVA for CS Students and Rural Respondents for Consistent Top Nav Bar

ANOVA for Nav bar access grouped by identification as comp sci student:

Group 'No': Mean = 7.689655172413793, Variance = 5.9359605911330044

Group 'Yes': Mean = 8.4, Variance = 2.488888888888889

ANOVA Statistic: 0.7360647007421911

P-value: 0.3964480545460993

Fail to reject the null hypothesis; there are no significant differences between groups.

ANOVA for Nav bar access grouped by Rural identification:

Group 'No': Mean = 7.454545454545454, Variance = 6.545454545454545

Group 'Yes': Mean = 8.411764705882353, Variance = 2.8823529411764706

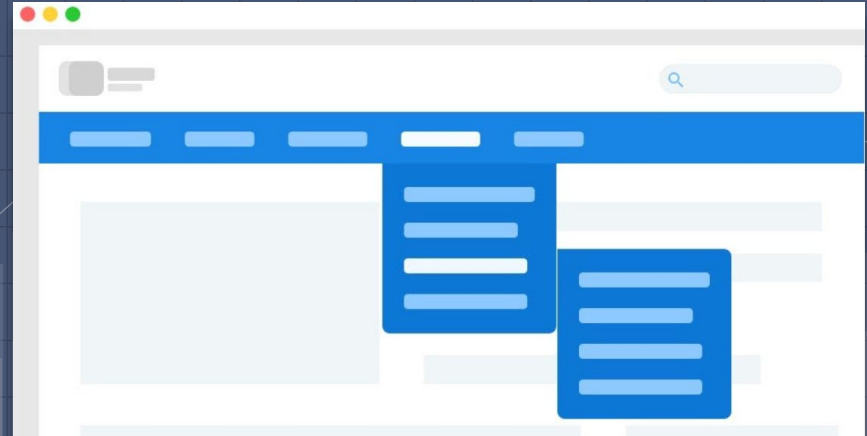
ANOVA Statistic: 1.7710249239613025

P-value: 0.19139865818431645

Fail to reject the null hypothesis; there are no significant differences between groups.

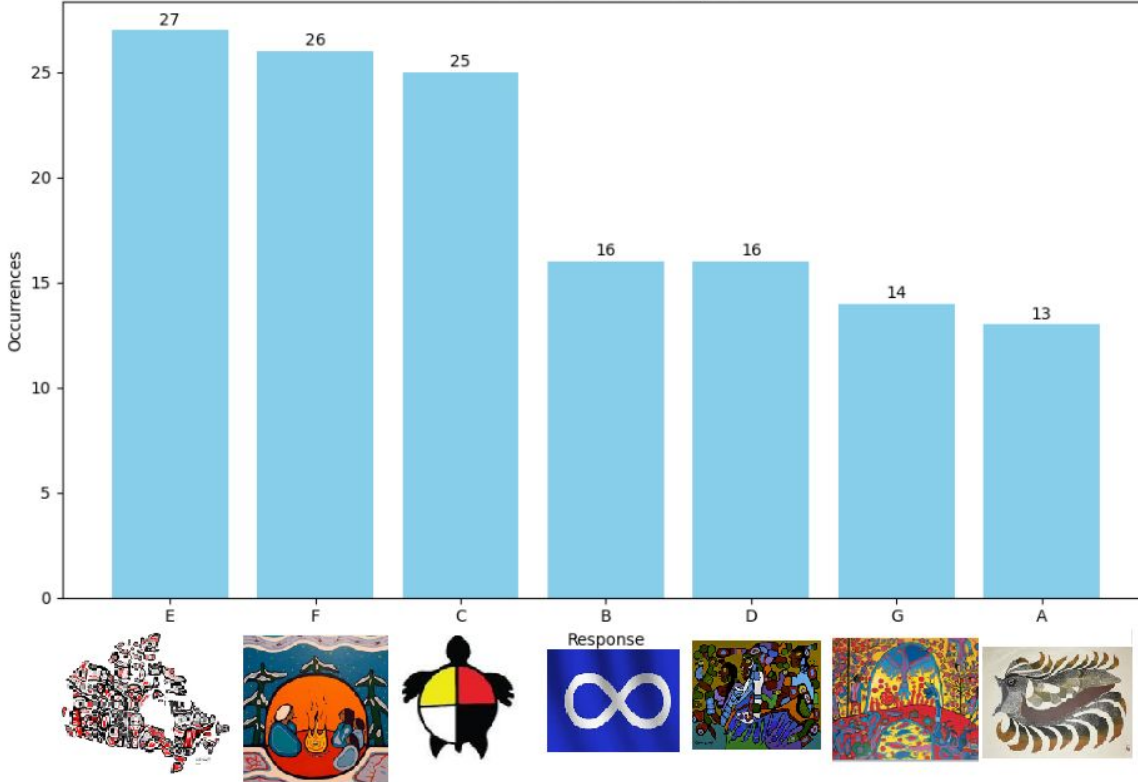
Conclusions for UI Features

1. Users find a consistently available top navigation bar crucial for engagement, with a mean importance score exceeding 7 for all respondents.
2. Users value a cohesive visual experience aligned with brand identity.
3. Subsets for groups of interests showed little to no difference in response variance.

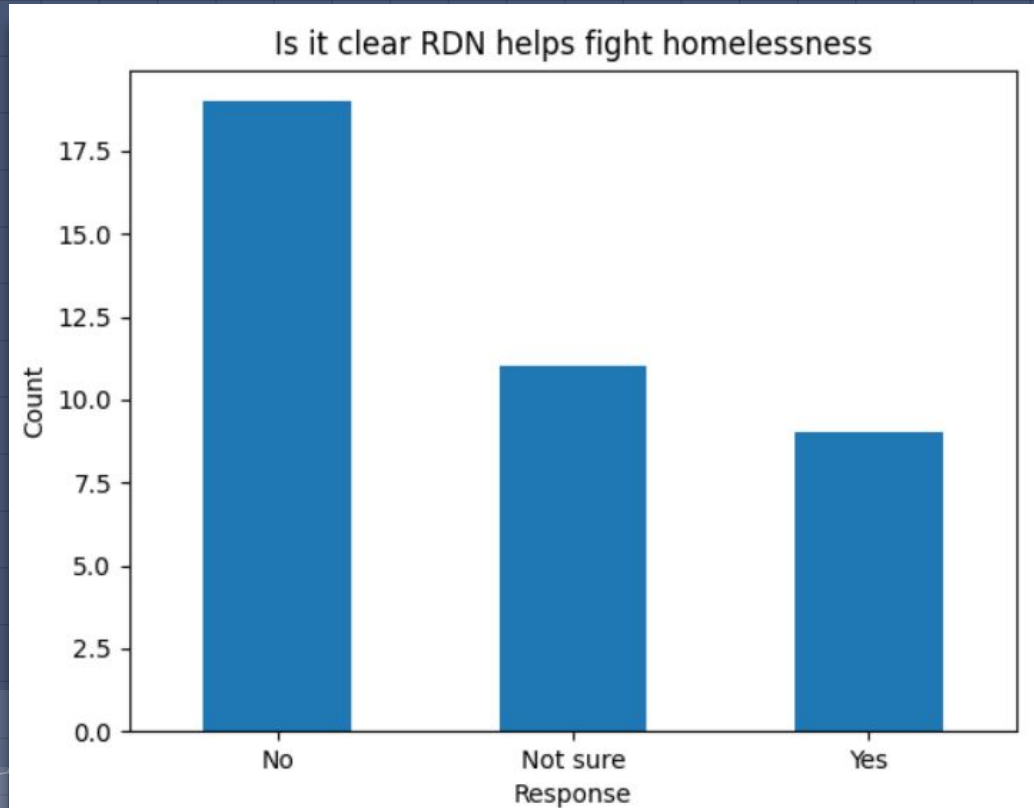


Alignment of RDN's Brand Perception with Website Content and Design

Occurrences for Each Response



Alignment of RDN's Brand Perception with Website Content and Design



Conclusions for Brand Perception Cohesion

Communication is key

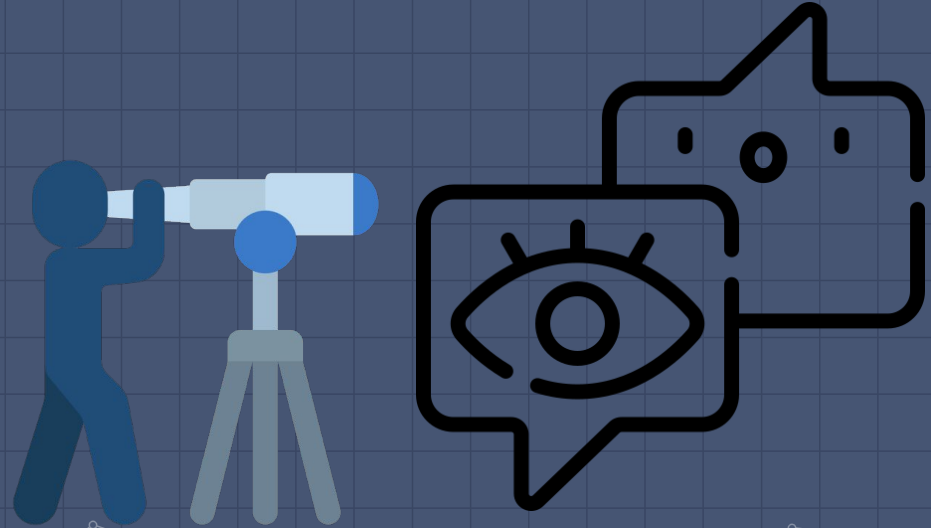
Users do not recognize RDN's brand identity from interacting with the homepage.

Establishing trust enhances engagement

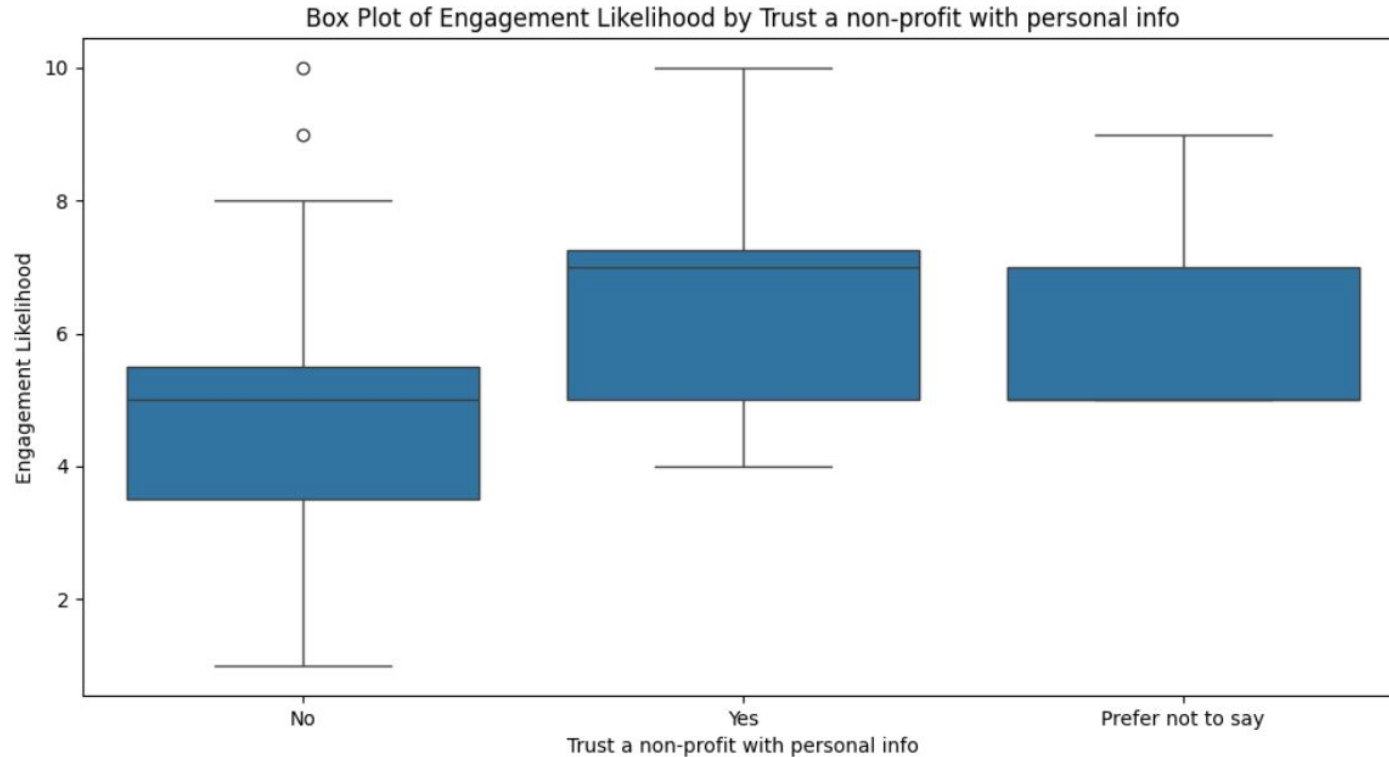
A picture (and colors) are worth a thousand words

From our qualitative research we learned users feel overwhelmed by text.

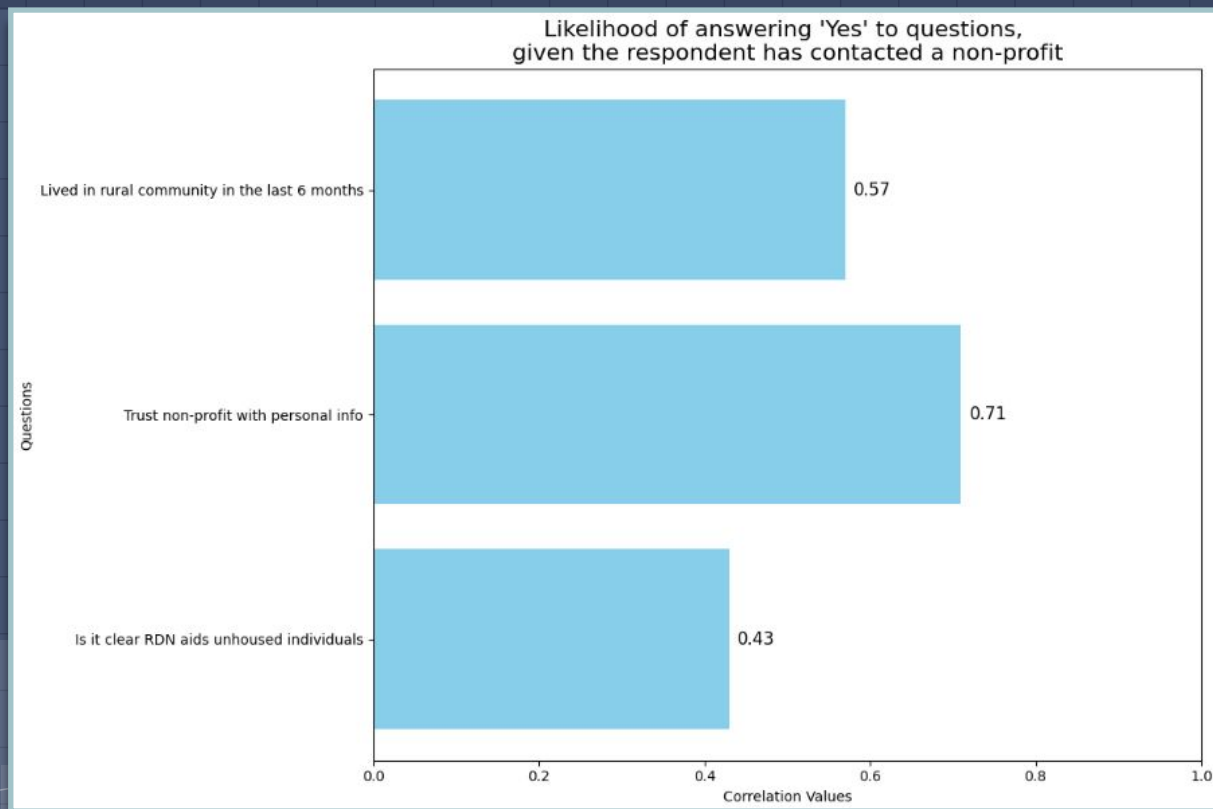
Visual communication can help in this regard



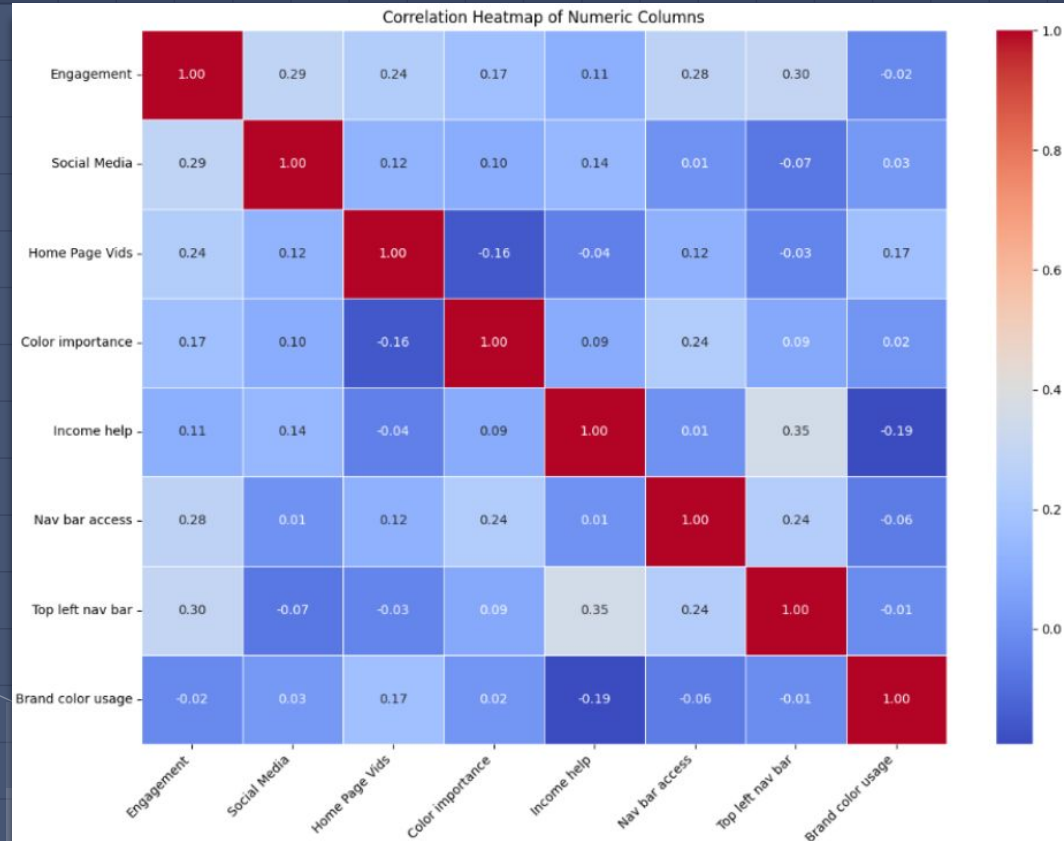
Factors of Influence Engagement



Factors of Influence Engagement



Factors of Influence Engagement



Highest correlations

Nav bar/menu in top left & Income assistance
Nav bar/menu in top left & likelihood to stay on the website

Lowest Correlation

Income assistance & importance of consistent usage of brand color throughout site

Conclusions for Influence Engagement

Establish and display trustworthiness

Users who trust a non profit with personal information are more willing to engage with the RDN website and contact them through calls-to-action



Good for me but not for thee

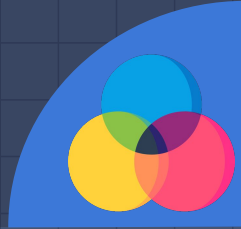
When looking into respondent subsets we notice some differences against sample population metric, which can be useful for targeting certain user types



Recommendations

Use Colour Throughout Pages

Respondents overwhelmingly indicated a preference to colour being used for site pages and their willingness to engage.



Consistent Access to Nav Bar

Survey data implied that users highly value access to the top nav bar at all times, this helps with frictionless UI concepts



Ecorporate Brand Theming

Whether it be colour, images, or quick blurbs, communicating brand identity is important. This is achieved through the highlighting of important resources.



Trust Enhances Engagement

Users who trust a website, and are familiar with its identity and usefulness are more willing to engage.



THANKS!

**Questions, comments,
concerns?**

