

iklimtarim.org

User Test Report

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Introduction

“The website iklimtarim.org is about climate change, sustainability, and agriculture. Its goal is to offer comprehensive resources and information for users interested in these critical topics. The site includes news articles, research documents, and guides on sustainable agricultural practices. Recently, we conducted a usability test to evaluate the site’s user interface, navigation, and overall experience. By observing real users as they completed tasks, we aimed to identify any usability issues and propose improvements to enhance user satisfaction.”

Executive Summary

The usability test for iklimtarim.org was conducted online with 15 participants over a series of sessions lasting 15-20 minutes each. The participants were primarily university students, many of whom had a keen interest in climate change, sustainability, and agriculture. The test sessions were designed to evaluate key aspects of the website, including ease of navigation, task completion, and overall user satisfaction.

Test Details:

Location: Online, Zoom Meeting

Participants: 15 users (majority university students, some with specific interests in climate change and sustainability)

Session Duration: 15-20 minutes per participant

Tasks: Homepage navigation, account creation, information retrieval, resource access, and contact information location.

Methodology

Step 1: User Research

Detailed Description of Each User Profile (Yunus Teke)

User Profile 1: Selin Çergel

- Engagement in Outdoor Activities: Several times a week.
- Favorite Activities: Walking.
- Concern About Climate Change: Somewhat concerned (rated 3).
- Personal Actions to Address Climate Change: Does not use perfumes.
- Perception of Agriculture and Climate Change: Believes agriculture is beneficial but mass production contributes to global warming.
- Experience with Natural Disasters: Has seen hailstorms and severe heavy rains.
- Sources of Environmental News: Twitter, Reddit, Bundle apps.
- Role of Websites in Raising Awareness: Significant, as people get informed mostly through them nowadays.
- Expected Features on Environmental Website: Information about renewable energy and waste management.
- Technology to Address Climate Change: Effective use of renewable energy and visual representations of its impact.

User Profile 2: Güzide Doğa Kaplan

- Engagement in Outdoor Activities: Rarely.
- Favorite Activities: Spending time at the beach.
- Concern About Climate Change: Not very concerned (rated 2).
- Personal Actions to Address Climate Change: None specified.
- Perception of Agriculture and Climate Change: Lacks sufficient knowledge.
- Experience with Natural Disasters: None.
- Sources of Environmental News: News on TV.
- Role of Websites in Raising Awareness: Skeptical, believes people don't visit websites for environmental information.
- Expected Features on Environmental Website: None specified.
- Technology to Address Climate Change: Advertisements and games.

User Profile 3: Mert Tekin

- Engagement in Outdoor Activities: Several times a week.
- Favorite Activities: Cycling.
- Concern About Climate Change: Somewhat concerned (rated 3).
- Personal Actions to Address Climate Change: Recycles.

- Perception of Agriculture and Climate Change: Agriculture is beneficial, but mass production contributes to global warming.
- Experience with Natural Disasters: Has experienced heavy rains.
- Sources of Environmental News: Phone application.
- Role of Websites in Raising Awareness: Not seen as reliable due to misinformation.
- Expected Features on Environmental Website: Information about renewable energy.
- Technology to Address Climate Change: Creating more effective renewable energy solutions.

User Profile 4: Hasan Teke

- Engagement in Outdoor Activities: Once a week.
- Favorite Activities: Swimming.
- Concern About Climate Change: Somewhat concerned (rated 3).
- Personal Actions to Address Climate Change: Uses vegan products and public transportation.
- Perception of Agriculture and Climate Change: Recognizes both short-term benefits and long-term negative impacts.
- Experience with Natural Disasters: None.
- Sources of Environmental News: Social media.
- Role of Websites in Raising Awareness: Useful for raising awareness but insufficient for impactful changes.
- Expected Features on Environmental Website: Information on waste management and raw material usage.
- Technology to Address Climate Change: Online campaigns and advertisements.

User Profile 5: Taha Akdemir

- Engagement in Outdoor Activities: Rarely.
- Favorite Activities: Spending time with friends.
- Concern About Climate Change: Very concerned (rated 5).
- Personal Actions to Address Climate Change: Uses water carefully and uses public transportation.
- Perception of Agriculture and Climate Change: Acknowledges both positive and negative effects of climate change on agriculture.
- Experience with Natural Disasters: Experienced earthquakes that destroyed their home.
- Sources of Environmental News: Social media and teachers.
- Role of Websites in Raising Awareness: Can raise awareness but not lead to actionable results.

- Expected Features on Environmental Website: Simple and engaging videos.
- Technology to Address Climate Change: Creating global awareness through visual content

Detailed Description of Each User Profile (Muhammed Sinan)

User Profile 1. Salih Eren Akcapinar

- **Outdoor activities frequency:** A few times a month
- **Preferred natural activities:** Forest bathing and walking
- **Climate change concern:** 4
- **Actions taken:** Researching to stay aware of progress
- **Perception of agriculture:** Moderately contributes to climate change
- **Experience with natural disasters:** No firsthand experience
- **Stay informed via:** Hank Green's content
- **View on online platforms:** Yes, believes they have a significant role due to their wide reach potential with fewer resources.
- **Expectations from a climate-friendly agriculture website:** Interested in tracking renewable energy production, seeking informative and cautionary content.
- **Role of technology:** Acknowledges its current use in addressing climate change.

User Profile 2. Batuhan Sariaslan

- **Outdoor activities frequency:** Daily
- **Preferred natural activities:** Walking
- **Climate change concern:** 2
- **Actions taken:** Trying not to pollute the environment
- **Perception of agriculture:** Moderately contributes to climate change
- **Experience with natural disasters:** No firsthand experience
- **Stay informed via:** TV news
- **View on online platforms:** Yes, believes they play a significant role as they are ubiquitous in daily life.
- **Expectations from a climate-friendly agriculture website:** Expects to see good things, likely interested in positive initiatives and success stories.

- **Role of technology:** Mentions the building of websites and usage of AI technologies.

User Profile 3. Ibrahim Halil Han

- **Outdoor activities frequency:** Rarely
- **Preferred natural activities:** Walking
- **Climate change concern:** 3
- **Actions taken:** Using car less
- **Perception of agriculture:** Uncertain, needs more information
- **Experience with natural disasters:** Experienced flood
- **Stay informed via:** Internet
- **View on online platforms:** Yes, believes they are significant in raising awareness.
- **Expectations from a climate-friendly agriculture website:** Interested in informative ideas and cautionary information.
- **Role of technology:** Believes technology can be leveraged in many ways for climate change and sustainable agriculture, but doesn't specify further.

User Profile 4. Sami Rahimi

- **Outdoor activities frequency:** Rarely
- **Preferred natural activities:** None specified
- **Climate change concern:** 2
- **Actions taken:** None mentioned
- **Perception of agriculture:** Neutral, neither significantly contributing nor mitigating climate change
- **Experience with natural disasters:** No direct experience
- **Stay informed via:** Occasional news updates, conversations with environmentally conscious friends
- **View on online platforms:** Somewhat, but believes more direct action is needed.
- **Expectations from a climate-friendly agriculture website:** Basic information on sustainable farming, beginner's guides to eco-friendly gardening, links to relevant resources
- **Role of technology:** Limited knowledge, but open to learning about innovations in farming and climate tech

User Profile 5. Yusuf Aman

- **Outdoor activities frequency:** Daily
- **Preferred natural activities:** Running, hiking
- **Climate change concern:** 5
- **Actions taken:** Using public transportation, reducing meat consumption, supporting local farmers' markets
- **Perception of agriculture:** Major contributor to climate change
- **Experience with natural disasters:** Witnessed hurricanes damaging coastal ecosystems
- **Stay informed via:** Online forums, podcasts on environmental issues
- **View on online platforms:** Yes, they are essential for educating and mobilizing people globally.
- **Expectations from a climate-friendly agriculture website:** In-depth articles on sustainable farming methods, interactive tools for calculating carbon footprints, success stories of communities adopting eco-friendly practices
- **Role of technology:** Current use is enough

Detailed Description of Each User Profile (Atakan Karatas)

• User Profile 1 : Ceylin:

- Frequency of outdoor activities: 4 times a week.
- Preferred activities: Picnics and walks in nature.
- Concerns about climate change: Highly concerned; notices significant climate changes.
- Actions taken: Uses public transportation, avoids deodorants.
- Perception of agriculture: Believes pesticides impact climate change.
- Experience with natural disasters: None.
- Source of information: Follows the news.
- Role of online platforms: Believes they raise awareness effectively.
- Desired website features: Advice on reducing carbon footprint, information on climate change impacts.
- Technology's role: Easier information dissemination on climate change and agricultural practices.

• User Profile 2: Mirac:

- Frequency of outdoor activities: At least once a week.

- Preferred activities: Walking, running, relaxing under trees.
- Concerns about climate change: Not concerned enough but recognizes its importance.
- Actions taken: Uses less perfume, avoids harmful products.
- Perception of agriculture: Climate change affects farmers and crops.
- Experience with natural disasters: Experienced an earthquake.
- Source of information: Online news and newspapers.
- Role of online platforms: Believes they are crucial for quick news dissemination.
- Desired website features: Recommendations to prevent climate change, global news.
- Technology's role: Early problem detection and solutions to prevent disasters.

• **User Profile 3: Arda:**

- Frequency of outdoor activities: Rarely spends time in nature.
- Preferred activities: Walking in forests, fishing, planting seeds.
- Concerns about climate change: Recognizes it as a challenging problem.
- Actions taken: Uses stairs instead of elevators for short distances.
- Perception of agriculture: Vital for sustainability; pollution reduction needed.
- Experience with natural disasters: None.
- Source of information: Turkish media.
- Role of online platforms: Important for social media outreach.
- Desired website features: Financial and manufacturing reports, sustainability actions.
- Technology's role: New machinery and fuel alternatives for sustainable practices.

• **User Profile 4: Doğukan:**

- Frequency of outdoor activities: Once or twice a week in the evenings.
- Preferred activities: Water-related activities.
- Concerns about climate change: Critical issue; requires individual and collective action.
- Actions taken: Reduces electricity and water consumption, segregates waste.
- Perception of agriculture: Significant responsibilities, especially regarding water.
- Experience with natural disasters: Experienced strong winds.
- Source of information: Social media, scientific articles.
- Role of online platforms: Effective for informing and educating people.
- Desired website features: Accurate information, current issues, scientific evidence.
- Technology's role: Raising awareness, motivating positive actions, promoting smart automation systems.

• **User Profile 5: Taha:**

- Frequency of outdoor activities: Once or twice a month.
- Preferred activities: Not specified.

- Concerns about climate change: Increasingly concerned about future generations.
- Actions taken: Uses bus, energy-efficient bulbs, recycles.
- Perception of agriculture: Limited knowledge.
- Experience with natural disasters: None personally, aware of regional impacts.
- Source of information: Internet and social media.
- Role of online platforms: Useful but insufficient.
- Desired website features: Informative texts, encouraging visuals.
- Technology's role: Not specified.

Step 2: Usability Test Plan

Scope:

We will be testing the usability of the website "<https://www.iklimtarim.org/>". The test will cover various aspects of the website, including navigation, content accessibility, user interaction, and overall user experience.

Purpose:

The purpose of this test is to evaluate the extent to which the website can be used by our specified users (based on the empathy map from Step 1) to achieve specified goals with effectiveness, efficiency, and satisfaction in the context of accessing information related to climate-friendly agriculture and environmental sustainability.

Test Scenario:

- **User Profile:** Users are individuals who are interested in nature and have ideas about climate change.
- **Users' Interests:** Referencing the empathy maps from Step 1, users are interested in reducing their carbon footprint, staying informed about environmental issues, and adopting sustainable practices.
- **User Goals:** Users aim to navigate the website to access information about climate-friendly agriculture, environmental sustainability, and actionable tips for reducing their environmental impact.

Participants:

We will test the website with 5 participants who match the user profile described above.

Schedule & Location:

The test will be conducted remotely via video conferencing, at a time convenient for each participant.

The Test:

The test will involve **Retrospective Probing** with each participant. The estimated length of each session is approximately 15-20 minutes.

Tasks:**Task 1: Homepage Navigation and Account Creation**

Goal: Assess initial impressions, ease of finding buttons and doing specific actions.

Task: Take a few minutes to explore the home page. Describe your first impressions and try to find the "Sign In" button and click it when you find it. After clicking, try to create an account.

Questions:

1. What are your initial impressions of the homepage layout?
2. How easy was it to find the button? Did you encounter any difficulties or confusion while trying to locate the button?
3. How easy was the process of creating an account after clicking the "Giriş Yap" button? Were the instructions for creating an account clear and easy to follow?
4. On a scale of 1 to 5 (1 being very difficult and 5 being very easy), how would you rate the ease of the account creation process?
5. What suggestions do you have for improving the homepage navigation and account creation process?

Task 2: Finding Information

Goal: Evaluate the ease of finding detailed information.

Task: Navigate to the "Haberler" section and find an article named "Dünya, en sıcak aylarını yaşıyor ve maalesef bu sadece bir başlangıç...". Take a look at the content of the article.

Questions:

1. How easy was it to find the article? On a scale of 1 to 5 (1 being very difficult and 5 being very easy), how would you rate the ease of finding the article?
2. Did you encounter any obstacles or confusing elements while searching for the article?
3. Did the website layout and design aid in your ability to find the article?

4. Was the information in the article presented clearly? Did the article provide the details you were expecting?
5. What suggestions do you have for improving the navigation and presentation of articles in the "Haberler" section?

Task 3: Accessing Resources

Goal: Assess the ease of accessing and understanding provided resources.

Task: Locate the "Dokümanlar" section and find the guide on "İklim Değişikliğine Uyum İçin Tarımsal Uygulamalar". Download or view the guide and read it a little bit.

Questions:

1. How easy was it to locate the "Dokümanlar" section? How easy was it to find the specific guide on "İklim Değişikliğine Uyum İçin Tarımsal Uygulamalar" within the "Dokümanlar" section?
2. Did you encounter any obstacles or confusing elements while searching for and accessing the guide?
3. On a scale of 1 to 5 (1 being very difficult and 5 being very easy), how would you rate the ease of locating and accessing the resource?
4. Was the guide on "İklim Değişikliğine Uyum İçin Tarımsal Uygulamalar" presented clearly? Did the guide provide the information you were expecting?
5. What suggestions do you have for improving the navigation and presentation of resources in the "Dokümanlar" section?

Task 4: Contact Information

Goal: Test the accessibility of support and contact options.

Task: Find the contact information for the website and try to drafting a message requesting more information about the topic you want.

Questions:

1. How easy was it to find the contact information on the website? Did you encounter any obstacles or confusing elements while searching for the contact information?
2. Were the provided contact options (social media accounts or e-mail) sufficient for your needs?
3. Did you feel confident that you could reach out and receive a response through the provided contact options?
4. Is there any option or field to create a message in the "Bize Ulaşın" section, and if not, is this a disadvantage for you?
5. What suggestions do you have for improving the contact options and support accessibility on the website?

Metrics:

A. Metrics to be measured include:

- Effectiveness: Accuracy and completeness of task completion.
- Efficiency: Time taken to complete each task.
- Satisfaction: User feedback on ease of use and overall experience.

B. Questions to be asked:

After Each Task Scenario: Ease and satisfaction questions about the specific task.

Overall: Ease, satisfaction, and likelihood to use/recommend questions when the session is completed.

Equipment:

We will use video conferencing software for remote testing sessions and screen sharing to observe participants' interactions with the website. Recording will be done with the participants' consent for analysis purposes.

Pilot Test

A pilot test was conducted to evaluate the initial usability and functionality of the iklimtarim.org website. The pilot test involved a participant, Semih Kaan Çakır, who was asked to complete the same tasks that would later be presented to the main test participants. The primary goal of the pilot test was to identify any potential issues or areas for improvement in the test plan and to ensure that the tasks were clear and achievable within the given time frame.

Pilot Test Participant	
Name Surname	Semih Kaan Çakır
User Group	Atakan Karataş, Muhammed Sinan, Yunus Teke
Task Completion	
Task Definition	Comments
Task1: Homepage Navigation and Account Creation	All tasks are completed successfully.
Task2: Finding Information	
Task3: Accessing Resources	
Task4: Contact Information	
Revisions on Test Plan	
Digital sharing info of the recorded Pilot Test	drive link

Findings

The pilot test was successful, and Semih Kaan Çakır completed all tasks without encountering any significant issues.

Usability Tests

Sessions

Each participant was asked to complete these tasks while their actions, feedback, and any difficulties were recorded. Average time of the tests are 15 minutes.

Participants

Number of Participants: 15

Demographics: University students and individuals interested in climate change, sustainability, and agriculture.

Scenario & Moderation

Participants were given specific tasks to complete:

Homepage Navigation and Account Creation: Explore the homepage and create an account.

Finding Information: Locate and read an article in the "Haberler" section.

Accessing Resources: Find and view a guide in the "Dokümanlar" section.

Contact Information: Find contact information and draft a message.

There is no update after Pilot test.

The usability test consisted of four main tasks:

1. Homepage Navigation and Account Creation
2. Finding Information
3. Accessing Resources
4. Contact Information

Results

ToT means: Time on Task(efficiency)

Participant	ToT 1	ToT 2	ToT 3	ToT 4
1	00:55	00:46	00:50	00:53
2	01:00	01:05	01:20	00:25
3	01:30	00:33	01:02	00:51
4	01:35	00:34	01:06	00:35
5	01:25	00:38	00:54	00:40
Average ToT	01:05	00:51	01:01	00:43

Participant	ToT 1	ToT 2	ToT 3	ToT 4
1	01:58,00	00:58,00	01:20,00	00:45,00
2	03:25,00	00:42,00	01:14,00	01:12,00
3	01:38,00	01:02,00	01:25,00	00:41,00
4	03:21,00	01:32,00	02:03,00	01:35,00
5	01:53,00	02:39,00	00:52,00	01:12,00
Average ToT	02:15,00	01:15,00	01:23,00	01:05,00

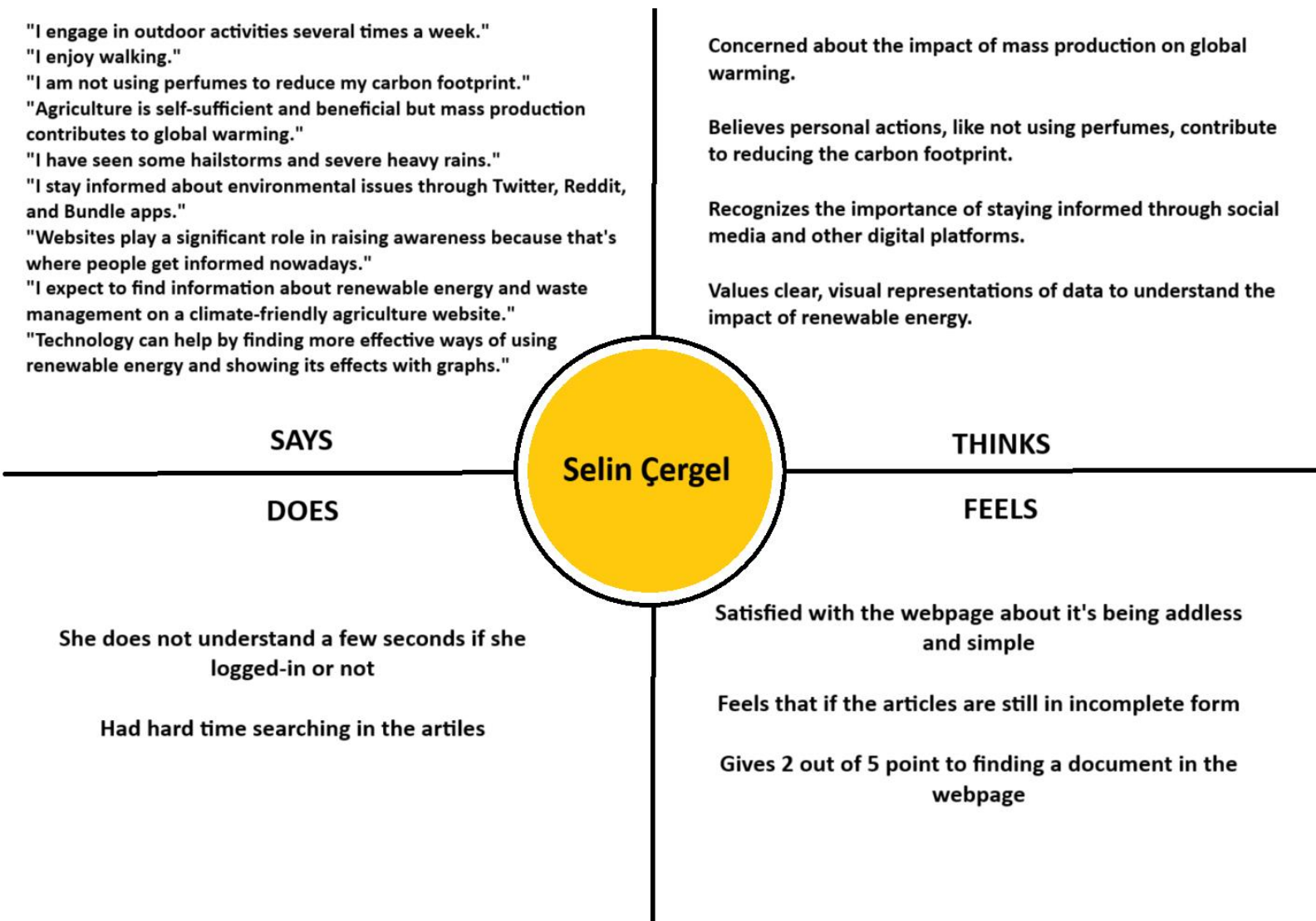
Participant	ToT 1	ToT 2	ToT 3	ToT 4
1	01:52	00:58	01:44	01:03
2	01:45	01:04	01:01	00:45
3	00:41	01:25	01:30	00:35
4	01:40	00:49	00:45	00:41
5	03:01	02:17	00:49	00:58
Average ToT	01:47	01:18	01:09	00:48

Participant	Task 1	Task 2	Task 3	Task 4
1	+	+	+	+
2	+	+	+	+
3	+	+	+	+
4	+	+	+	+
5	+	+	+	+
Success	5	5	5	5
Completion Rate	%100	%100	%100	%100

Participant	Task 1	Task 2	Task 3	Task 4
1	√	√	√	√
2	√	√	√	√
3	X	√	√	√
4	√	√	√	√
5	√	√	√	√
Success	80%	100%	100%	100%

Analysis

Empathy Maps:



"I rarely engage in outdoor activities."
"I enjoy spending time with friends."
"I am very concerned about climate change (rated 5)."
"I try to use water carefully and use public transportation."
"Climate change can have both positive and negative effects on agriculture."
"I have experienced earthquakes that destroyed my home."
"I stay informed through social media and my teachers."
"Websites can raise awareness but may not lead to actionable results."
"I expect to find simple and engaging videos on a climate-friendly agriculture website."
"Technology can help create global awareness through visual content."

SAYS

DOES

In the main index, immediately tried the buttons at the bottom and finds out that "View all" buttons does not work

Used ctrl+f keyboard shortcut to find the second article quickly

Could not find the first asked article due to the article names are vertically overflows from the box

Taha Akdemir

Highly concerned about climate change and its effects.

Takes proactive steps to reduce environmental impact.

Sees both immediate and long-term effects of climate change on agriculture.

Values educational content from reliable sources like teachers.

Believes in the importance of visual and engaging content to raise awareness.

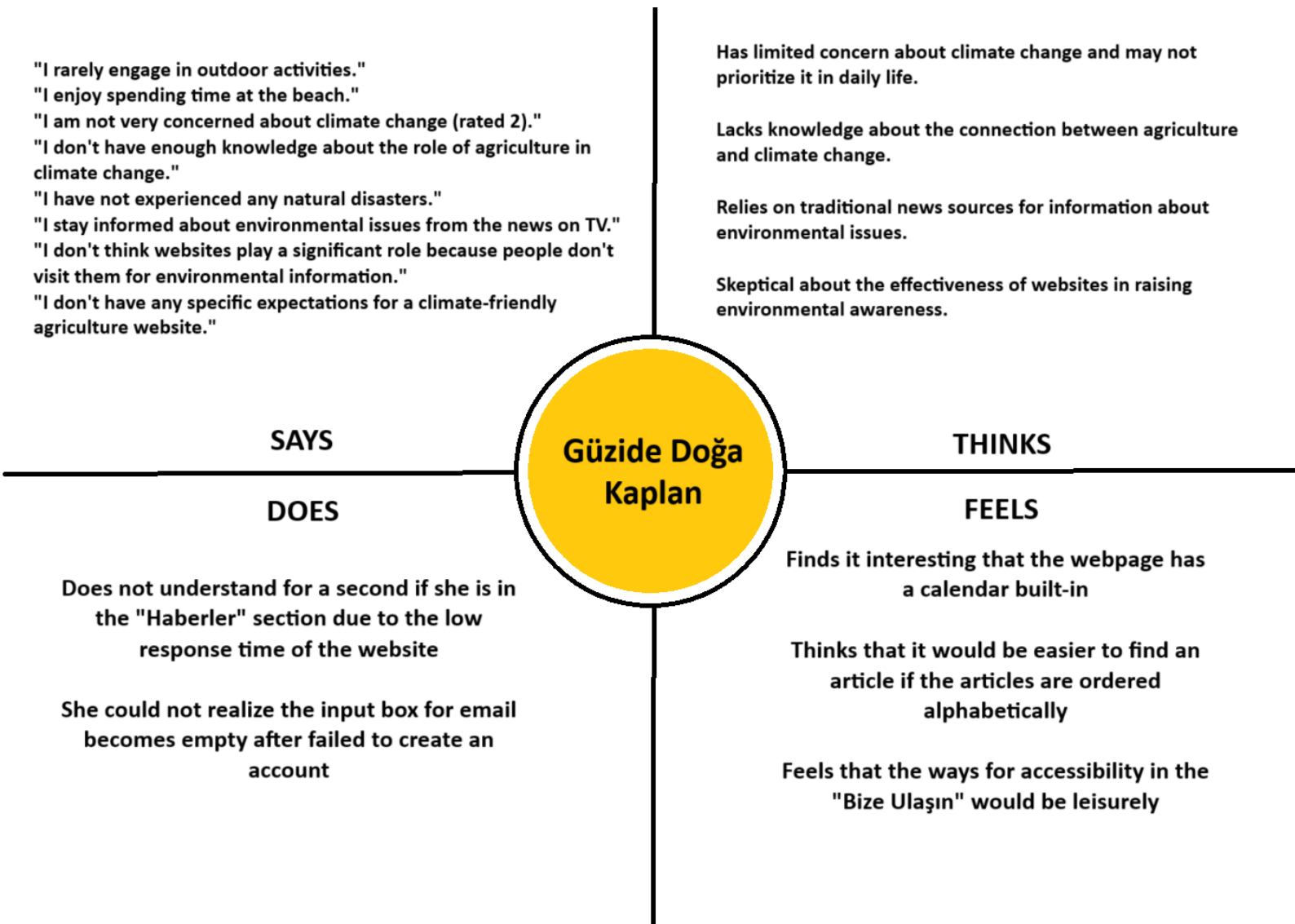
THINKS

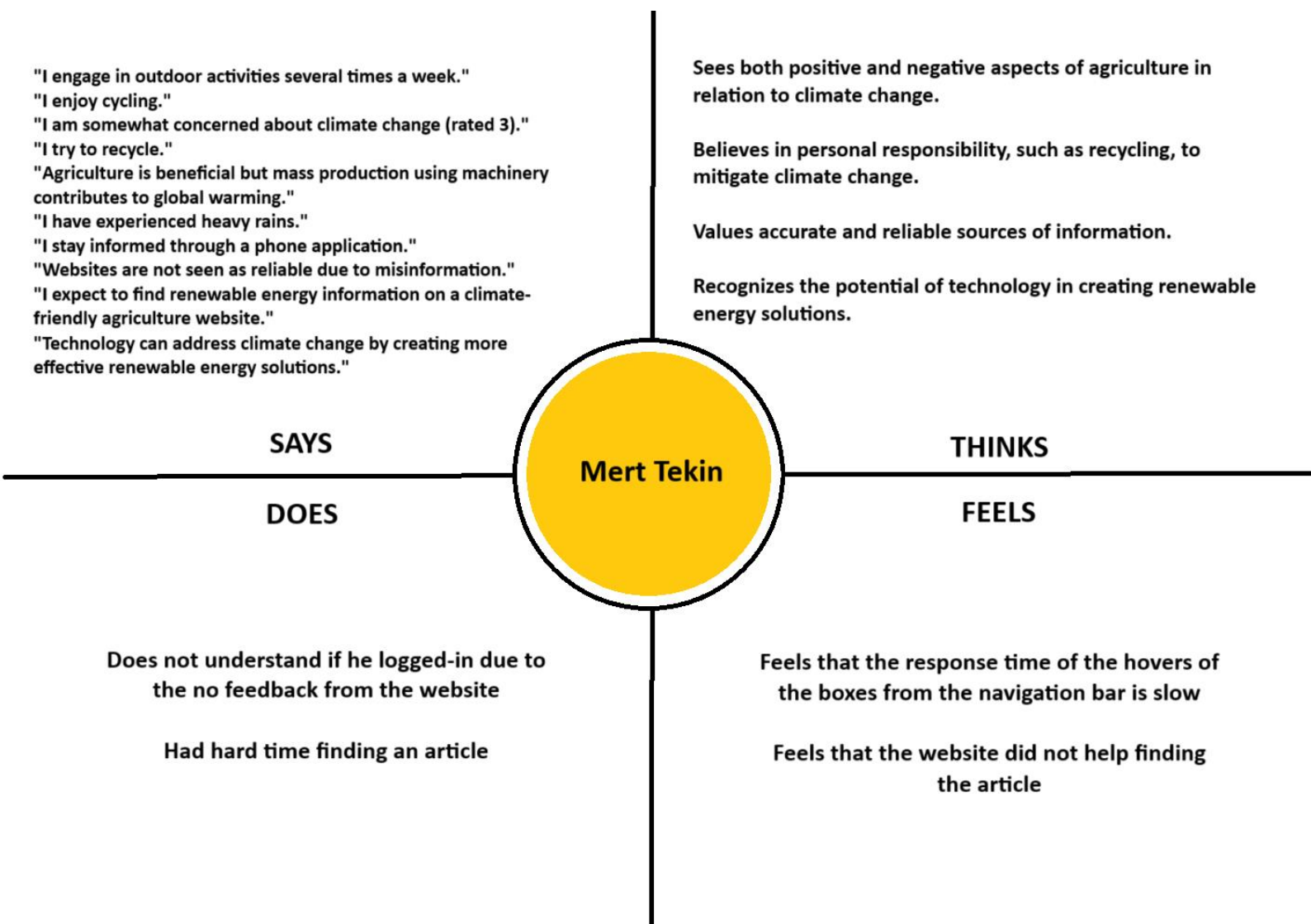
FEELS

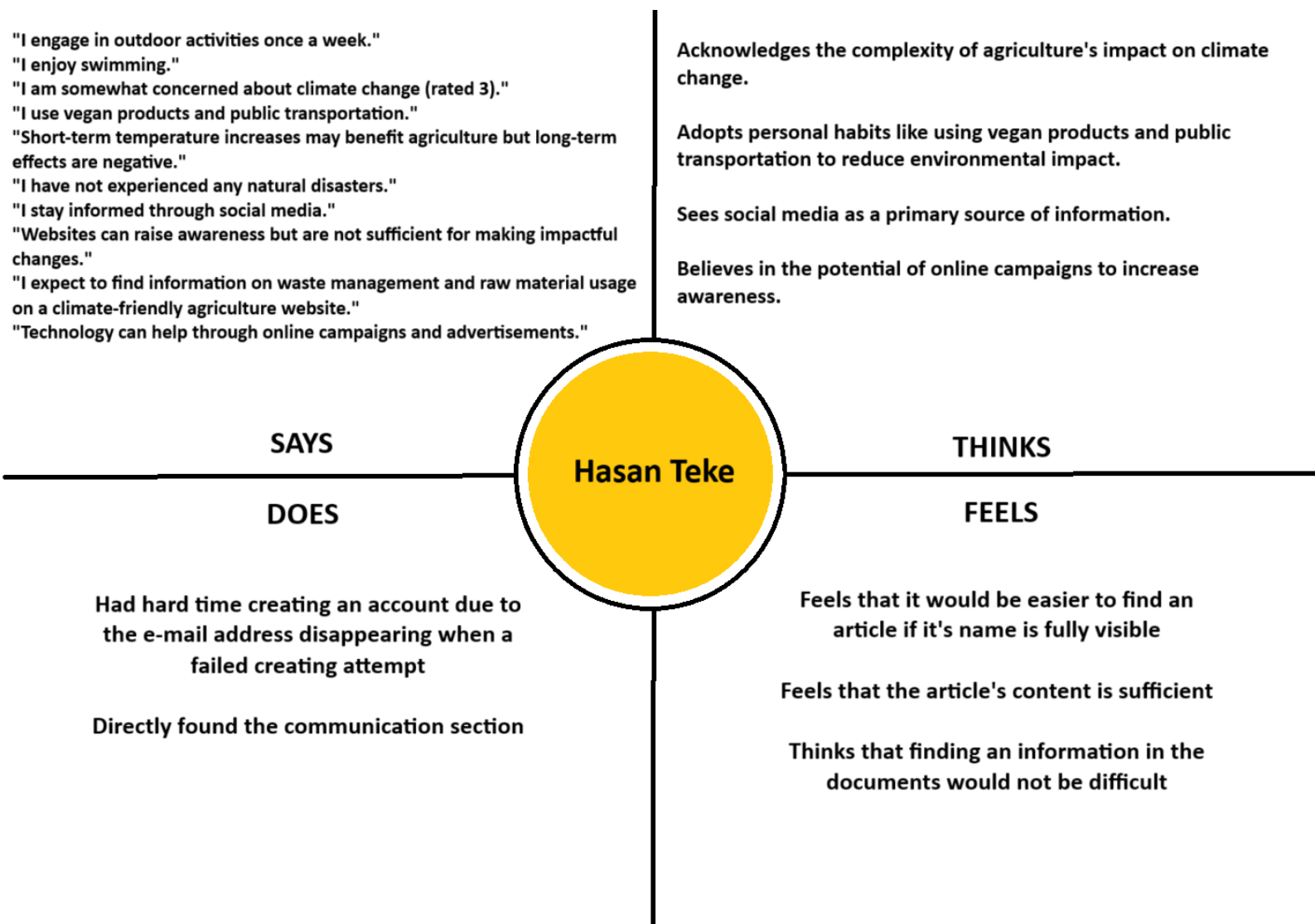
Likes the main index due to its simplicity

Dislikes the main pages pictures due to their overflows from the boxes

Dislikes the webpage not having an input section for communication option







SAYS

- Uses car less.
- Believes online platforms are significant in raising awareness.
- Interested in informative ideas and cautionary information.

THINKS

Believes technology can be leveraged in many ways for climate change and sustainable agriculture, but needs more information.

Ibrahim
Halil Han

DOES

- Rated ease of finding articles: 4/5
- Encountered no obstacles while searching for articles.
- Website layout and design aided in finding the article.
- Found the information in the article clear and as expected.

FEELS

- Feels unsatisfied with the website's ease of finding articles and sees room for improvement.

SAYS

- Doesn't take specific actions.
- Believes more direct action is needed despite some reliance on online platforms.

THINKS

- Somewhat believes in the role of online platforms.
- Has limited knowledge about technology's role in addressing climate change.

Sami
Rahimi

DOES

- Had hard to searching for articles
- Found the information in the article clear and comprehensive.

FEELS

- Feels the website is intuitive and user-friendly.
- Feels confident in contacting the website and accessing support.

SAYS

- Takes actions like using public transportation, reducing meat consumption, and supporting local farmers' markets.
- Views agriculture as a major contributor to climate change.

THINKS

- Sees online platforms as essential for educating and mobilizing people globally.
- Expects in-depth articles on sustainable farming methods and tools for calculating carbon footprints.
- Believes current technology use is adequate.

Yusuf
Aman

DOES

- Rated ease of finding articles: 4/5
- Encountered some obstacles in finding articles.
- Found the website layout somewhat helpful in finding the article.

FEELS

- Feels somewhat satisfied with the website's ease of finding articles but believes there is room for improvement.
- Feels the website could be more user-friendly in navigating resources.

SAYS

- Researches to stay aware of progress.
- Believes online platforms have a significant role.
- Interested in tracking renewable energy production.

THINKS

- Technology is currently being used in addressing climate change.
- Acknowledges its importance.

Salih Eren
Akcapinar

DOES

- Rated ease of finding articles: 4/5
- Encountered some obstacles in finding articles.
- Found the website layout somewhat helpful but believes more direct action is needed.

FEELS

- Feels somewhat confident in contacting the website but suggests improvements in categorization and search functionality.

SAYS

- Tries not to pollute the environment.
- Believes online platforms play a significant role.
- Expects positive initiatives and success stories.

THINKS

- Mentions building websites and usage of AI technologies.
- Sees potential for technology in addressing climate change.

Batuhan
Sariaslan

DOES

- Rated ease of finding articles: 4/5
- Did not encounter any obstacles while searching for articles.
- Found the website layout intuitive and helpful.

FEELS

- Feels satisfied with the website's ease of finding articles and accessing resources.
- Feels the website is intuitive and user-friendly.

Ceylin



Taha

Worried about the future impact of climate change on future generations.

He liked the website but in general he is skeptical about the sufficiency of online platforms in raising awareness.

Websites and online platforms are very useful but not enough.

I mostly take the bus, use energy-efficient light bulbs, and pay attention to recycling.

It's getting worse; I'm worried about future generations.

Stays informed through the internet and social media.

Uses public transportation, energy-efficient light bulbs, and recycles.

What do they

Feels?

What do they

Says?

What do they

Does?

What do they

Thinks?



Believes we are at the beginning of a worsening climate situation.

Thinks that informative texts and visuals on websites are important.

Thinks online platforms are useful but insufficient for full awareness.

Arda

Recognizes the seriousness of climate change.

Motivated to make small lifestyle changes for sustainability.

Expresses a moderate level of concern but not deeply involved in activism.

Recognizes climate change as a challenging global problem.

Feels concerned about climate change but not actively involved in activism.

Believes in making small changes to contribute to sustainability.

What do they
Thinks?

What do they
Feels?



What do they
Says?

I like walking in forest areas, fishing, and planting seeds.

It is obvious that it's a challenging problem for our world. I am concerned but not like an activist.

I try to use a ladder instead of an elevator when going less than 3 floors.

What do they
Does?

Engages in limited outdoor activities like walking in forest areas and fishing.

Takes small actions like using a ladder instead of an elevator to reduce environmental impact.

Doğukan

Recognizes the urgency of addressing climate change.

Advocates for collective action and government intervention.

After engaging with website he feels motivated to take personal actions for environmental conservation.

Views climate change as a critical issue requiring collective action.

Advocates for government-level intervention to address environmental issues.

Thinks personal actions is a good way to reduce environmental impact.

Checks websites for information on the latest news about climate change.

He found the information on the website valuable, which is good for us.

Takes actions like reducing electricity and water consumption and responsible waste disposal.

What do they

Feels?

I'm generally a homebody. I go out maybe once or twice a week in the evenings at most.

I take actions to reduce electricity and water consumption at home and ensure responsible disposal of waste by segregating it.

Perhaps one of the most critical issues of our time. Measures need to be taken both individually and collectively, and realistic action plans need to be implemented at the governmental level.

What do they
Thinks?



What do they

Does?

What do they
Says?

Mirac

What do they
Feels?

What do they
Thinks?

What do they
Says?

What do they
Does?



Concerned about the severity of climate change.

Motivated to increase efforts to address environmental issues.

Recognizes climate change as a major problem.

Climate change discussions are often too technical; simpler explanations would help.

Thinks more needs to be done to combat climate change.

I use less perfume and avoid using products that are harmful to nature.

Agriculture is significantly affected by climate change.

I don't think I'm concerned enough. Climate change is one of the main problems and people need to prevent it.

In order to be informed he engages with information containing detailed explanations about climate change.

Makes efforts to reduce personal carbon footprint by avoiding harmful products.

Recommendations

Change	Justification	Severity
Display necessary information before registration	Participants highlighted that the registration process was confusing because necessary information wasn't displayed upfront. Showing this information beforehand can streamline the registration process and reduce user frustration.	High
Add a search box to the "Dokümanlar" section	Many participants found it difficult to locate specific documents without a search function. Implementing a search box would significantly enhance the ease of finding documents, improving overall user experience.	Moderate
Adjust English language option.	One of the foreign participants couldn't read the news or documents in English.	High
When signing up, make e-mail address disappears from the box when weak password is entered.	All of the participants had a little hard time signing up, when the site warned about weak password, they had to re-enter their e-mail.	Moderate

Making the new's headers and images in the news page bigger.	Some of the participants found the news headlines and images too small, and hard to find.	Moderate
Making the "Haberler" section's boxes bigger, allowing the headers to be fully visible	All of the participants complained about finding a document in "Haberler" section difficult, due to the poor title placements	Moderate
Adding a input message section to the "Bize Ulařın" section	Some of the participants implied that adding a message box to the "Bize Ulařın" section would improve the enhance the accessibility	Low
Disproportionate text alignments and graphics on article pages	A couple of participants emphasized that the text in the article page is left aligned and right side seems so empty, They also said that the graphs are unnecessarily big.	Moderate

Conclusion

Overall, participants found iklimtarim.org to be a valuable resource for information on climate change, sustainability, and agriculture. Key strengths of the website include its comprehensive content and relevance to users interested in these topics. However, several usability issues were identified, such as the need for more intuitive navigation, improved visibility of key information, and enhanced search functionality. Recommendations include displaying necessary information upfront during the registration process, adding a search box to the "Dokümanlar" section, improving language options, and adjusting text alignments and graphics. Implementing these changes will enhance the user experience and make the website more accessible and user-friendly.

Attachments

Recorded tests Link:

<https://drive.google.com/drive/folders/1RavEXsVpAsT0A440aNAo2Her2WSN0WRw?usp=sharing>

Empath maps:

All empathy maps and detailed user informations are in the Analysis section.