

Waste & Recycling redesign - MVP

Research objectives

Navigation:

- Understand if users are able to navigate landing and sub-landing pages quickly and successfully
- Do users understand the difference between top-task buttons and the tiles?
 - Do top-tasks affect their ability to navigate back up through sections?
- Observe how participants navigate up and down levels of the new site hierarchy
- Understand what navigational tools users engage with most often to move around the website.

Order bins and bags:

- Understand if residents use top-task links (green buttons) to navigate deeper into structure
- Understand if residents need to read what they're eligible for before clicking on the button
- Does splitting eligibility by property type make sense to users?

Bulky waste collections:

- How easy is it for non-residents users to direct themselves off to alternative services?
- Do residents understand what they can and can't dispose of using the summarised list of items ?
- Is it clearer to residents how much they will be charged per collection?
 - Does the number of items per collection make sense?
- Do users understand why certain items might be collected separately?
 - Do they need to know costs now?
 - Does the callout draw attention?
- Does the information on discounts help residents figure out which option is best for them?

Note-taking:

- Make notes on feedback and the tasks on Miro

Introducing the research (5 mins)

Introduce self and observers	Hi there. My name is XXX and I'll be taking you through this session today. Introduce any observers. For example, "my colleague ... will be observing the session". First I'll give you a quick run down of how the session will be run, some housekeeping and then we'll get into the main session.
About the session	You may have noticed I'm reading from a script. That's so I do not forget anything. We're looking to redesign our website and are conducting some research to understand how residents find the designs. Today we're going to be looking at some waste and recycling pages. The idea is that I'll ask you a few questions about yourself. Then I'll ask you to complete some simple tasks on designed up pages. So we'll need you to share your screen at some point in the session. It'll take about 45 minutes. We'll then use what you say to help us improve our website
Participation and data	Before we start, I'd like to remind you that: • Your participation is voluntary • Your answers are kept confidential • You can ask any questions at any time • You're free to take a break at any time – let me know if you need to stop

	• We would like to record the session, but please feel free to say if you would rather I didn't We may share anonymised results of our research with: • colleagues from other teams at our council • other local councils • government agencies None of the data we share will link back to you. For example, we do not link your name to the research and reports we share. You may change your mind about taking part at any time. You can ask us to delete any notes we've made of the session. And you do not have to give a reason. My colleague, Sam, will email you your £20 voucher next week no matter what you tell us or however much of the activities we cover.
Recording and consent	I'm now going to ask you to try to share your screen and give you a consent form to fill out to say what you're happy with and what you're not happy with. I'll talk you through how to share your screen, but before I do you might want to close down anything personal like online banking. To share your screen with me (desktop): • click the 'Share screen' button in the bottom right corner • select 'Your entire screen' button • click on the image of the small screen • select the 'Share' button

	To share your screen with me (mobile/tablet): • Press the three dots toward in the bottom half of the screen • Tap on a rectangle with an arrow on it. • A pop up appears saying share your screen. Click the tickbox to share your device's audio. Press continue • Start the broadcast
Online consent form link: [Link] Start sharing if if agreed	
Questions	Do you have any questions before we begin?

About them (5 mins)

Introduction questions	We're going to start off by getting to know a bit about you. • How long have you lived in Hackney? • What does a typical week look like for you? • What type of things do you do online? • Do you use the council website? • What do you use it for? As we're focusing on rubbish and recycling today we'd also love to know • What type of home do you live in? • What type of bins are emptied at your property? • Have you ever had a large item collected before?
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[Order bins and bags \(20 mins\)](#)

[Book a bulky waste collection \(25 mins\)](#)

Order bins and bags (20 mins)

Introduce task	I'm going to ask you to share your screen so we can do one of our tasks.
How to screen share	To share your screen with me (desktop): • click the 'Share screen' button in the bottom right corner • select 'Your entire screen' button • click on the image of the small screen • select the 'Share' button To share your screen with me (mobile): • Press the three dots toward in the bottom half of the screen • Tap on a rectangle with an arrow on it. • A pop up appears saying share your screen. Click the tickbox to share your device's audio. Press continue • Start the broadcast

Putting participant at ease	I'm going to set a scenario for a task. Before I do, I want to let you know we're not testing you - so there are no right or wrong answers. The designs are a work in progress - so some things won't work as it's unfinished. I didn't design this, so please don't worry that what you say might upset me! I'm going to be quiet as you complete the task. But as you go through the task, say out loud everything that is going through your mind. It helps so that I can follow what you're doing. Afterwards, we'll go back through it and I'll ask some questions. I'll share the link to the prototype in the chat now.
Figma link: Desktop - [Link] Mobile/tablet - [Link]	
Imagine this scenario: <i>Your bin is broken. You also want to get some replacement recycling bags. How would you get a new bin and recycling bags?</i>	
Observation	R&R Landing page • What information are they looking for? • How do they navigate the page? Green top tasks? Service cards? • Do they click on any link? • How do they navigate further into the site? • How much time do they spend:

	○ Reading items ○ Deciding between options Sub-Landing page ● What information are they looking for? ● How do they navigate the page? ● Do they click on any links? ● How do they navigate further into the site? Order bings and bags page ● Do they click on the CTA straight away? ● Do they open any accordions? ● Do residents bother reading any of the information on what they can order? ● What information are they looking for? ● How do they navigate the page? ● Do they click on any links? ● How do they navigate further into the site? ● Do they know which page of the guide they're on?
Let the participant begin filling in the form. Stop them before they move away from the product selection screen.	
Form question	If I can stop you there, I've got a few questions: ● What colour will the bag be that you can order? ● How confident do you feel that you'll get your recycling bags? ● What did you <u>expect</u> to be able to order from here?
Stop the task. Share the post task survey: [Link]	
Survey	Can you fill in this quick survey for us?
Back to questions	Great! We're going to go back through some of those

pages, and I have some questions for you.

R&R landing page

- How did you find the experience looking for the right link?
- How, if at all, did the green buttons and text+links affect your decisions?
 - Why do you think some are buttons and others not?
 - Did it take you to where you expected?
- How long do you think that decision took?

Sub-landing page

- How did you find the experience looking for the right link?
- What made you select that link?
- What do you think about the text below links?
- What do you think about the layout of the page?
- How long do you think it took you to find what you were looking for?

Order bins and bags service page

- What do you think about how the information is laid out?
- [If they went straight to the button] - Probe on why and if they saw the information below.
- How did you decide which button/link to click?
- Draw attention to the accordions.
 - Did they spot it?
 - Why did they / not click it?
- [If they opened some] what did you think of what you saw?
 - How did you know which one to open?

**Post task
question.**

Okay now taking a step back and thinking about that whole experience I've got some questions for you.

Questions

- How did you find that experience?
- What would you change about this prototype?
- What do you think could be improved?
- What worked well?
- Describe what you found most confusing or unclear about what you've just gone through.

Book a bulky waste collection (25 mins)

Introduce task	I'm going to ask you to share your screen in a moment as part of a task.
How to screen share	To share your screen with me (desktop): • click the 'Share screen' button in the bottom right corner • select 'Your entire screen' button • click on the image of the small screen • select the 'Share' button To share your screen with me (mobile): • Press the three dots toward in the bottom half of the screen • Tap on a rectangle with an arrow on it. • A pop up appears saying share your screen. Click the tickbox to share your device's audio. Press continue • Start the broadcast

Putting participant at ease	I'm going to set a task in a moment. Before I do, I want to let you know we're not testing you - so there are no right or wrong answers. The designs are a work in progress - so some things won't work as it's unfinished. I didn't design this, so please don't worry that what you say might upset me! I'm going to be quiet as you complete the task. But as you go through the task, say out loud everything that is going through your mind. Providing a constant narration helps so that I can follow what you're doing. I've just shared the link to the prototype in the chat.
Figma link: Desktop - [Link] Mobile / tablet - [Link]	
Imagine this scenario: <i>You want to get rid of a broken armchair and fridge freezer from your home.</i> <i>You've just landed on this random webpage, how would you get rid of the armchair and fridge freezer from here.</i>	
Observation	Navigation from Garden waste page • How do they navigate away from this page? ○ Menu ○ Breadcrumbs • What other options do they look for? R&R Landing page

	• What information are they looking for? • How do they navigate the page? • Do they click on any link? • How do they navigate further into the site? • How much time do they spend: ○ Reading items ○ Deciding between options Bulky waste collections sub-landing page • What information are they looking for? • How do they navigate the page? • Do they click on any links? • How do they navigate further into the site? <u>Book</u> a bulky waste collection page • Do they scroll down tow the CTA straight away? • Do residents bother reading any of the information on ○ Who can use it ○ What can can't be collected • What information are they looking for? • How do they navigate the page? • Do they click on any links?
Pause to ask question	Thank you for that. Before you click the button. I wanted to ask: • How many collections do you think will happen? Great! Continue as you were.
Let the user continue onto the form. Enter in their own details until the collection day page.	
Questions	Question: • Is this the price you were expecting? • Why do you think the order total is £46?
Stop the task. Share the post task survey: [Link]	

End task

Thank you for that.

We're going to go back through some of those pages, and I have some questions for you.

Navigation from garden waste page

- Where on the website do you think you are?
- How was it navigating to the right place?
- What were you expecting to find to help you get to the right place?

R&R landing page

- How did you find the experience looking for the right link?
- How, if at all, did the green buttons and text+links affect your decisions?
 - Why do you think some are buttons and others not?
 - Did it take you to where you expected?
- How long do you think that decision took?

Sub-landing page

- How did you find the experience looking for the right link?
- What made you select that link?
- What do you think about the text below links?
- What do you think about the layout of the page?
- How long do you think it took you to find what you were looking for?

Book a bulky waste collection service page

- What do you think about how the information is laid out?
 - What information is most useful?
 - Anything that's not? Or unclear?
- What did you think about the lists of what we do or don't collect?

	■ Did you notice them? ● Did you notice this information in the green box? ○ Why do you think it's in a green box? ○ Why did you not read it? ○ Why did you read it? ○ Is it the kind of information you expected to read within a box like that? ● What discount, if any, do you think you're eligible for?
Wrap up questions	Okay now taking a step back and thinking about that whole experience I've got some questions for you. ● How did you find that experience? ● What would you change about this prototype? ● What do you think could be improved? ● What worked well? ● Describe what you found most confusing or unclear about what you've just gone through.

If time:

Report a missed collection task (20 mins)

Introduce task	I'm going to ask you to share your screen in a moment as part of a task.
How to screen share	To share your screen with me (desktop): • click the 'Share screen' button in the bottom right corner • select 'Your entire screen' button • click on the image of the small screen • select the 'Share' button To share your screen with me (mobile): • Press the three dots toward in the bottom half of the screen • Tap on a rectangle with an arrow on it. • A pop up appears saying share your screen. Click the tickbox to share your device's audio. Press continue • Start the broadcast

Putting participant at ease	I'm going to set a task in a moment. Before I do, I want to let you know we're not testing you - so there are no right or wrong answers. The designs are a work in progress - so some things won't work as it's unfinished. I didn't design this, so please don't worry that what you say might upset me! I'm going to be quiet as you complete the task. But as you go through the task, say out loud everything that is going through your mind. It helps so that I can follow what you're doing. I've just shared the link to the prototype in the chat.
Figma link: Desktop [Link] Mobile [Link]	
The task is the same as before: <i>Imagine you've come home and discovered your rubbish bins were not emptied on your normal collection day. How would you let the council know it's not been emptied?</i>	
R&R Landing page	Observation • What information are they looking for? • How do they navigate the page? • Do they click on any link? • How do they navigate further into the site? • How much time do they spend: ○ Reading items

	- Deciding between options Questions - How did you find the experience looking for the right link? - How, if at all, did the green buttons and text+links affect your decisions? - Why do you think some are buttons and others not? - Did it take you to where you expected? - How long do you think that decision took?
Sub-landing page	Observation - What information are they looking for? - How do they navigate the page? - Do they click on any links? - How do they navigate further into the site? Post task questions - How did you find the experience looking for the right link? - What made you select that link? - What do you think about the text below links? - What do you think about the layout of the page? - How long do you think it took you to find what you were looking for?
Report a missed collection page	Observation - What information are they looking for? - How do they navigate the page? - Do they click on any links? - How do they navigate further into the site? - Do they know which page of the guide they're on? Post task questions - What do you think about how the information is laid out?

	• What information is most important to you? • How did you decide which button/link to click? • Did you notice this information at the bottom (contact info)? ◦ When would you use that information?
Let the participant begin completing the form. Stop them before they submit.	
Immediate post-task question	Question • How confident do you feel that your issue would be resolved if you were to click submit? • When are you able to make a report for a missed collection? ◦ What do you think happens to your report if you did it outside that window? Great! We're going to go back through some of those pages, and I have some questions for you.
Go back to the landing page and ask relevant Qs on each page.	
	Questions • How did you find that experience? • What would you change about this prototype? • What do you think could be improved? • What worked well? • Describe what you found most confusing or unclear about what you've just gone through.
Ask participant to fill in a post-task survey	
Survey	[Link]

Subscribe to garden waste collections (25 mins)

Introduce task	I'm going to ask you to share your screen in a moment as part of a task.
How to screen share	To share your screen with me (desktop): • click the 'Share screen' button in the bottom right corner • select 'Your entire screen' button • click on the image of the small screen • select the 'Share' button To share your screen with me (mobile): • Press the three dots toward in the bottom half of the screen • Tap on a rectangle with an arrow on it. • A pop up appears saying share your screen. Click the tickbox to share your device's audio. Press continue • Start the broadcast

Putting participant at ease	I'm going to set a task in a moment. Before I do, I want to let you know we're not testing you - so there are no right or wrong answers. The designs are a work in progress - so some things won't work as it's unfinished. I didn't design this, so please don't worry that what you say might upset me! I'm going to be quiet as you complete the task. But as you go through the task, say out loud everything that is going through your mind. It helps so that I can follow what you're doing. I've just shared the link to the prototype in the chat.
Figma link: Desktop [Link] Mobile [Link]	
Imagine this scenario: <i>It's August, and you've noticed your garden is overgrown - the lawn needs frequent mowing and bushes are over grown. You want to maintain it over the year. How would you organise ongoing garden waste removals to help maintain your garden?</i>	
Navigation from Bulky waste page	Observation • How do they navigate away from this page? ○ Menu ○ Breadcrumbs • What other options do they look for? Questions • Where on the website do you think you are?

	• How was it navigating to the right place? • What were you expecting to find to help you get to the right place?
R&R Landing page	Observation • What information are they looking for? • How do they navigate the page? • Do they click on any link? • How do they navigate further into the site? • How much time do they spend: ◦ Reading items ◦ Deciding between options Questions • How did you find the experience looking for the right link? • How, if at all, did the green buttons and text+links affect your decisions? ◦ Why do you think some are buttons and others not? ◦ Did it take you to where you expected? • How long do you think that decision took?
Sub-landing page	Observation • What information are they looking for? • How do they navigate the page? • Do they click on any links? • How do they navigate further into the site? Post task questions • How did you find the experience looking for the right link? • What made you select that link? • What do you think about the text below links? • What do you think about the layout of the page? • How long do you think it took you to find what you were looking for?

	● Ask about 'Other ways to get rid of waste' page ○ Did you see this? ○ What information do you think you'd find in there?
Subscribe to garden waste collection page	Observation ● Do residents read any of the information on ○ Who can use it ○ What can/ can't be collected ● What information are they looking for? ● How do they navigate the page? ● Do they click on any links? ● How do they navigate further into the site? Post task questions ● What do you think about how the information is laid out? ○ What information is most useful? ○ Anything that's not? Or unclear?
Other ways to get rid of garden waste page	If the user lands on this page: Questions ● Is this what you expected to find here? ● What do you think about how the information is laid out? ○ What information is most useful? ○ Anything that's not? Or unclear?
Pause to ask question	Thank you for that. Before you click the button. I wanted to ask: ● How often are collections? ● How much do you think the collections will cost? ○ What do you get as part of this price? Great! Continue as you were.

Let the user continue onto the form.	
Observation & Questions	Question: • Is this what you were expecting? • How confident do you feel filling in this form?
End task at any point.	Thank you for that. We're going to go back through some of those pages, and I have some questions for you.
Go back to the landing page and ask some relevant Qs on each page.	
Wrap up questions	I have a few quick questions: • Where would you go to renew your subscription? • Where would you go to cancel your subscription? Questions • How did you find that experience? • What would you change about this prototype? • What do you think could be improved? • What worked well? • Describe what you found most confusing or unclear about what you've just gone through.
Survey: [Link]	