

MEAT & LIVESTOCK AUSTRALIA

TARGET 100 UX TESTING

JULY 2014



EXECUTIVE SUMMARY

- > U1 conducted one-on-one moderated user tests with 8 participants on the Target 100 website between 14th and 16th of July 2014
- > Participants all had a strong interest in food production in Australia
- > Research consisted of observing participants use the website to perform a set of tasks
- > Some difficulties and areas for optimisation were observed around the 100 Initiatives, Farmer stories, written content, and layout and visual design used on content pages



EXECUTIVE SUMMARY

- ✓ Some participants indicated they liked that the industry is trying to reach out to the community
- ✓ Participants liked the photography used on the site
- ✓ Participants liked seeing any other organisations and government agencies that were involved in the initiatives
- ✓ The idea behind the 'What you can do' section on the website appealed to participants
- ✗ It was hard for some participants to read and scan through content, due to content layout and styling of text
- ✗ Participants were confused by the '100 Initiatives' page and needed context around the purpose of the page and how the initiatives related to the issues
- ✗ The interaction with the content within the 'Farmer stories' menu area could be improved by offering options to filter stories, and also explore stories by location via a map feature

PRESENTATION OUTLINE

- > OBJECTIVES
- > METHODOLOGY
- > TASK RESULTS
- > USABILITY ISSUES
- > TASK COMPLETION, SUS & NPS
- > OBJECTIVES REVISITED
- > KEY ACTION ITEMS
- > NEXT STEPS

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OBJECTIVES

- > Provide a deep understanding of user experience, expectations, perceptions and level of satisfaction with the Target 100 website
- > Ensure the site is easy to use and of value to users

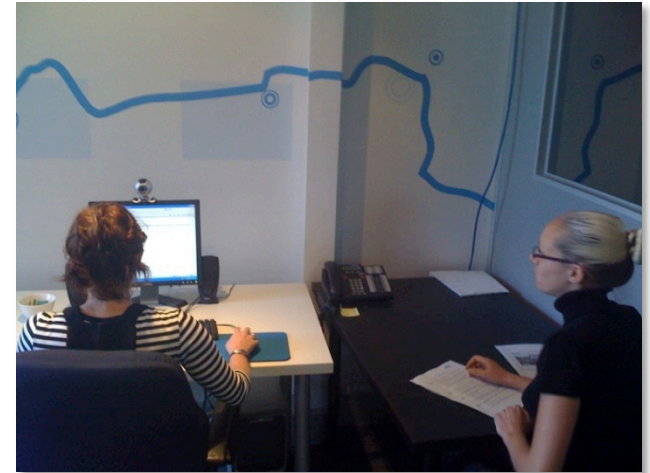
PRESENTATION OUTLINE

- > OBJECTIVES
- > **METHODOLOGY**
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METHODOLOGY

MODERATED USER TESTING

- > One-on-one user tests were carried out with 8 participants
- > Participants completed up to 11 tasks on the interface
 - Tasks based around likely scenarios that a typical user of the interface may attempt
 - Each session was approximately 90 minutes in duration
- > This method involves observing participants interacting with the interface
 - Using the ‘think aloud’ method participants verbalised their thoughts and actions



METHODOLOGY

PARTICIPANT DEMOGRAPHICS

- > Participants were recruited to represent 2 specific segments:
 - 7 x Participants interested in food production in Australia
 - 1 x Participant who was vegetarian
- > Participants were recruited based on the following criteria:
 - Must have a strong interest in food production in Australia
 - Income over \$60,000 pa
 - Aged 21-65
- > Tests were carried out in Sydney on July 14-16 2014
- > Conducted in Firefox
- > Screen resolution 1024x768

PRESENTATION OUTLINE

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- > **TASK RESULTS**
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TASK RESULTS

Task	Participants									
	1	2	3	4	5	6	7	8		
1 Exploratory task	NA	NA	NA	NA	NA	NA	NA	NA	NA	
2 The Issues landing page	✓	✓	✓	✗	✗	✓	✗	✗		
3 100 Initiatives	✗	ⓘ	ⓘ	✓	✓	✓	✓	✗		
4 Study guides	✓	✓	✓	✓	✓	✓	✓	?		
5 Water use in processing plants	✗	?	✓	?	ⓘ	✓	ⓘ	?		
6 Emissions in processing	✓	ⓘ	✓	✓	✗	✓	?	?		
7 Farmer stories	✗	?	?	ⓘ	✗	✗	✓	?		
8 Search	NA	NA	NA	NA	NA	NA	NA	NA		
9 Tips around the home	✓	✓	✓	✓	✓	✓	✓	✓		
10 Animal welfare	✓	✓	✓	?	?	?	ⓘ	✓		
11 Future Food student video	ⓘ	ⓘ	✗	✗	✗	✗	✗	✗	NA*	

* This user testing session was conducted on Wednesday July 16 when the labelling of 'Future Food' menu item had been changed

Legend

- ✓ Solved without problems.
- ⓘ Solved, but serious problems arose which delayed the test participant significantly
- ? Solved with minor problems.
- ✗ The test participant could not solve the task or they reached a result that was significantly different from the desired result
- NA Not applicable
- NT No Time

TASK RESULTS SUMMARY

- > Tasks completed with few or no problems was 64%
- > 36% of tasks could not be completed at all or with major problems, mainly due to confusion around the 100 Initiatives page, lack of filters within 'Farmer stories', inconsistent styling of sub-headings/secondary navigation menus, and poor labelling of 'Future Food'

	Results	Total All Tasks	% All Tasks
✓	Completed without problems	34/71	48%
?	Completed with minor problems	12/71	16%
ⓘ	Completed with major problems	9/71	13%
✗	Failed to complete	16/71	23%

Issue Priority	Total All Issues	% All Issues
High	3/32	9%
Medium	12/32	31%
Low	17/32	59%

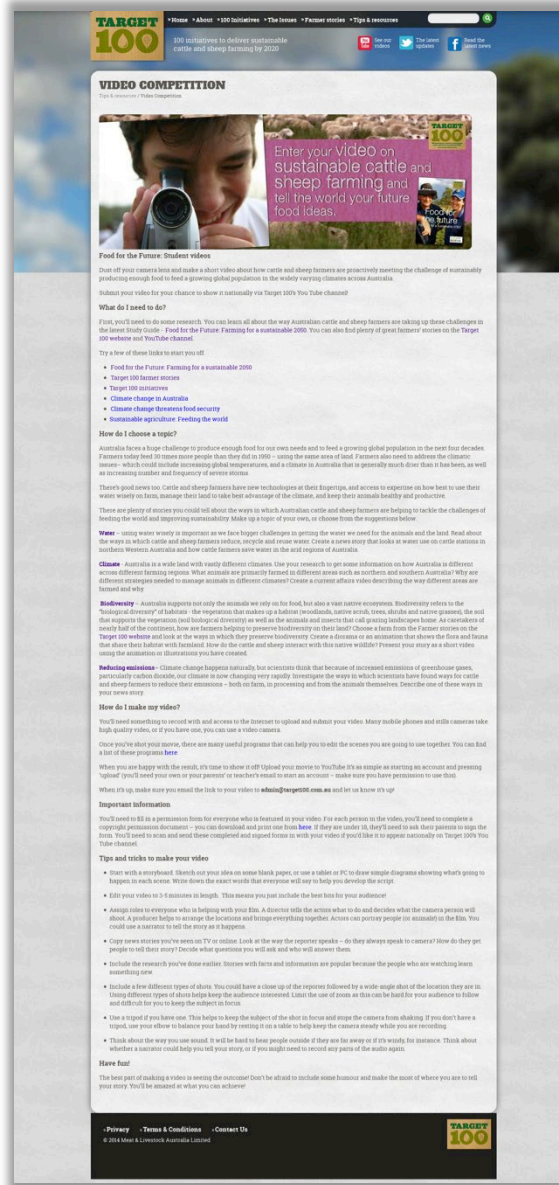
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USABILITY ISSUES

ALL – LAYOUT

1



1. Many participants indicated they felt that some content pages were too text heavy and needed to be broken into bite-sized chunks of information

Priority: High

USABILITY ISSUES

ALL – VISUAL DESIGN

2

The Australian livestock industry plays an important role in the national economy. Employing over 172,000 people domestically the industry is an important employer of skilled and unskilled workers. Each year the industry injects over \$16 billion into the national economy and is an important part of our export market.

The livestock industry also plays an important role in rural and regional community sustainability. The sustainability of these communities extends beyond economic, to mental health, continued education and connection.

The people

Australian agriculture, as a whole, plays an important role in providing employment for many Australians. As of 2010-11, there were 307,000 people employed in Australian agriculture.² The farm dependent economy (the agricultural sector plus the people employed throughout the industry aren't directly employed in farming) employs 1.6 million people, or 17.2 percent of the labour force³. As of May 2011, 236,200 people were directly employed on-farm, full-time, in the Australian farm sector⁴.

Agriculture is a knowledge intensive sector, with a strong demand for skilled professionals. Estimates indicate a potential demand for 6000 tertiary qualified graduates per year in the sector. However, the sector faces a significant undersupply of graduates, with Australian universities graduating fewer than 800 graduates per year in agriculture.

Each Australian farmer produces enough food to feed 600 people, 150 at home and 450 overseas⁵. Australian farmers produce almost 93 percent of Australia's daily domestic food supply.¹

Self sufficient

Despite common misconceptions, Government support for Australian farms represents just four percent of farming income. By comparison, according to the Organisation for Economic Cooperation and Development (OECD), in Norway it is 61 percent, Korea 52 percent, European Union 23 percent, Canada 17 percent, and United States 9 percent. In fact, Australian farmers are among the most self-sufficient in the world⁶.

Exporting

The Australian Livestock industry makes a massive contribution to the National economy. The Australian beef industry (including live cattle) contributes to 13% of total Australian farm exports. The value of total beef and veal exports in 2012-13 was \$5.06 billion, and live cattle exports was \$590 million². Australia is a small producer of beef, but is the second largest beef exporter behind Brazil⁸.

The value of total lamb exports in 2012-13 was \$1.1 million and mutton exports \$511 million². Whilst Australian live sheep exports were valued at \$201 million².

Reference

¹Meat & Livestock Australia, *Fast Facts 2010: Australia's Beef Industry*

²OECD Factbook 2010: Economic, Environmental and Social Statistics

³Keogh M, Australian Farm Institute, 2009, 'Australia's response to world food security concerns', Address to the 1st NFF Annual Congress



Morse Family

We're passionate about ag & want to ensure our children have the opportunity for a sustainable future on the land.



Bellevue Feedlot

At all times the welfare of the cattle in Bellevue Feedlot is the number one priority for us.



Highfield Farm & Woodland

We are working to improve our grazing land through developing & maintaining wildlife corridors.

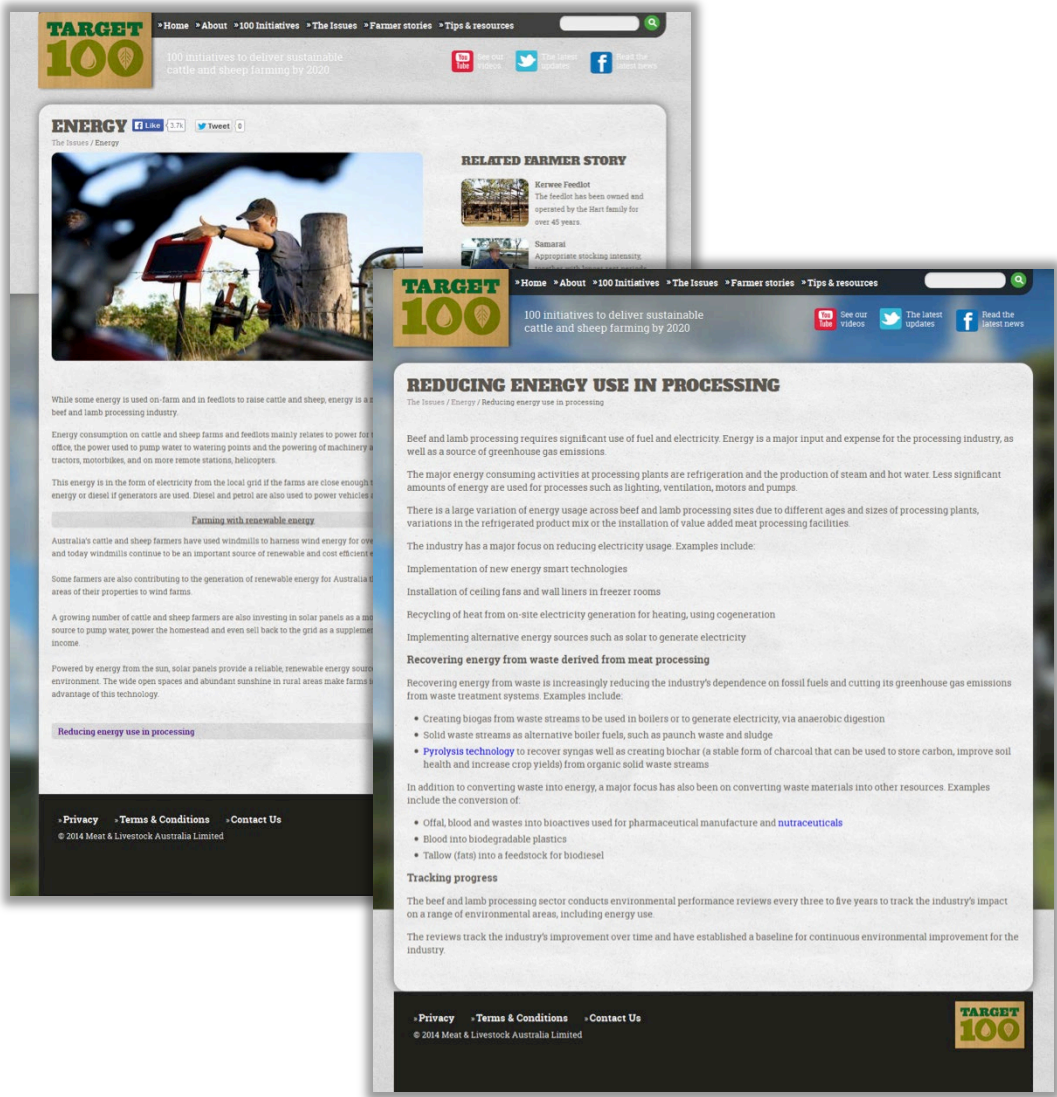
2. Many participants found it difficult to read the grey text against the grey background. Some participants also felt the font size was too small

Priority: Medium

USABILITY ISSUES

ALL – VISUAL DESIGN

3



3. Some participants noted that font sizes for body text on content pages throughout the website was inconsistent

Priority: Low

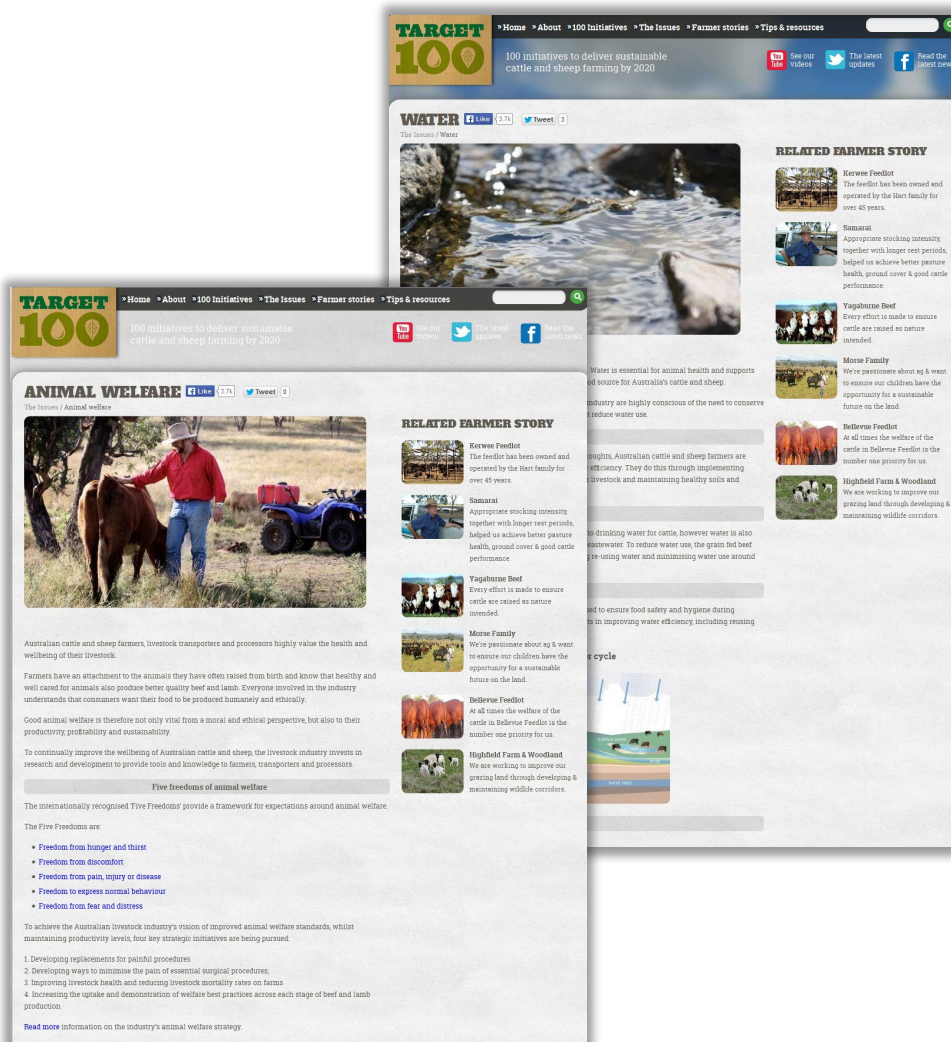
Target 100
Slide 16



USABILITY ISSUES

ALL – CONTENT

4



4. Participants noted the tone of language on the site should be more objective and focus more on facts and figures

Priority: Medium

USABILITY ISSUES

HOMEPAGE: CAROUSEL – INPUT AND CONTROLS

5

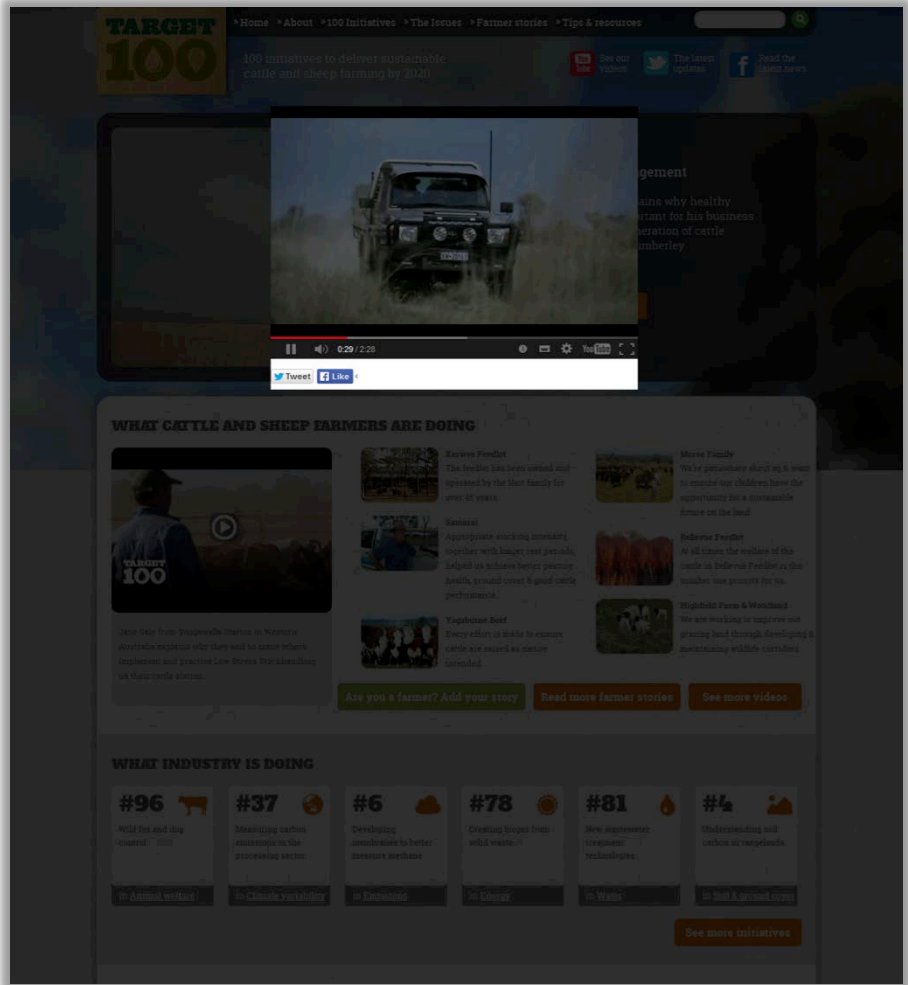


5. The carousel on the homepage lacked features that allowed the user to skip through slides and stop the sliding images
- Priority: Medium

USABILITY ISSUES

HOMEPAGE: CAROUSEL – MULTIMEDIA

6



6. It was difficult for some participants to figure out how to close YouTube videos they had opened via the carousel

Priority: Low

USABILITY ISSUES

HOMEPAGE – CONTENT

7



7. The homepage lacked a clear statement about the purpose of the website and lacked information about who is behind the initiative

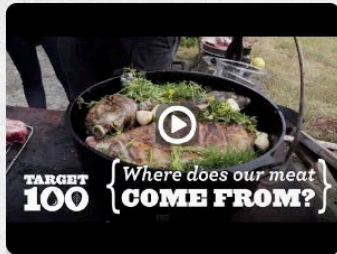
Priority: Medium

USABILITY ISSUES

HOMEPAGE: WHAT YOU CAN DO – INPUT AND CONTROLS

8

WHAT YOU CAN DO



Chef Darren Robertson explains how as a Bettertarian he chooses to eat with understanding, and how you can too.



Try to avoid overbuying food. Remember refrigerated foods and fresh fruit and vegetables have a limited shelf life.



By planning a weekly menu, including supplies for morning teas and lunch boxes you can buy what you need and reduce food waste.



You can make your own stock by using leftover beef and lamb, bones and vegetables.



Fresh herbs are an easy way to make your meals more interesting and add more flavour.



A lot of packaging is unnecessary and effort should be taken to avoid buying overly packaged foods.



Get a compost bin or worm farm for your fresh food kitchen waste and use this to fertilise your garden.

[See more tips](#)

[Free recipes & more about beef & lamb](#)

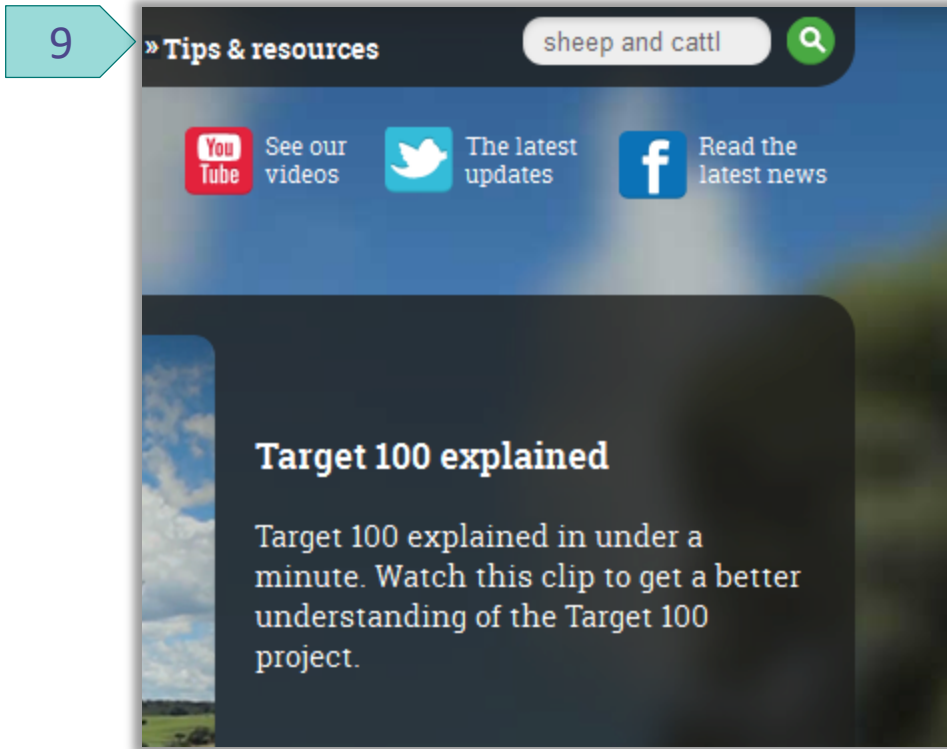
[See more videos](#)

8. Participants expected the featured tips (including text and images) within the 'What you can do' module to be hyperlinked

Priority: Medium

USABILITY ISSUES

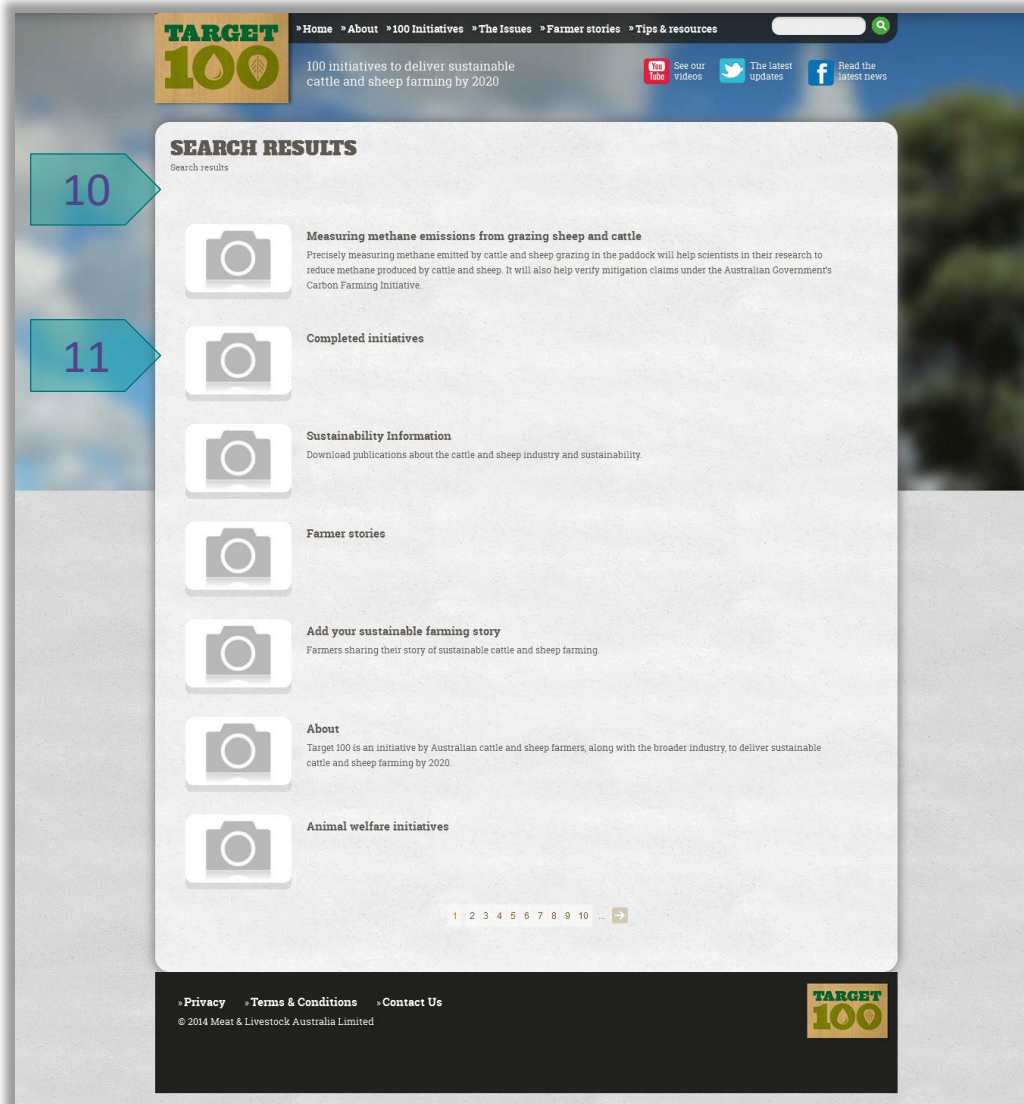
SEARCH FIELD – SEARCH



9. Some participants expected the search function to auto-suggest search terms when typing in a search
- Priority:** Low

USABILITY ISSUES

SEARCH RESULTS – CONTENT



10. Participants expected to see the search term they had used featured at the top of the search results page

Priority: Low

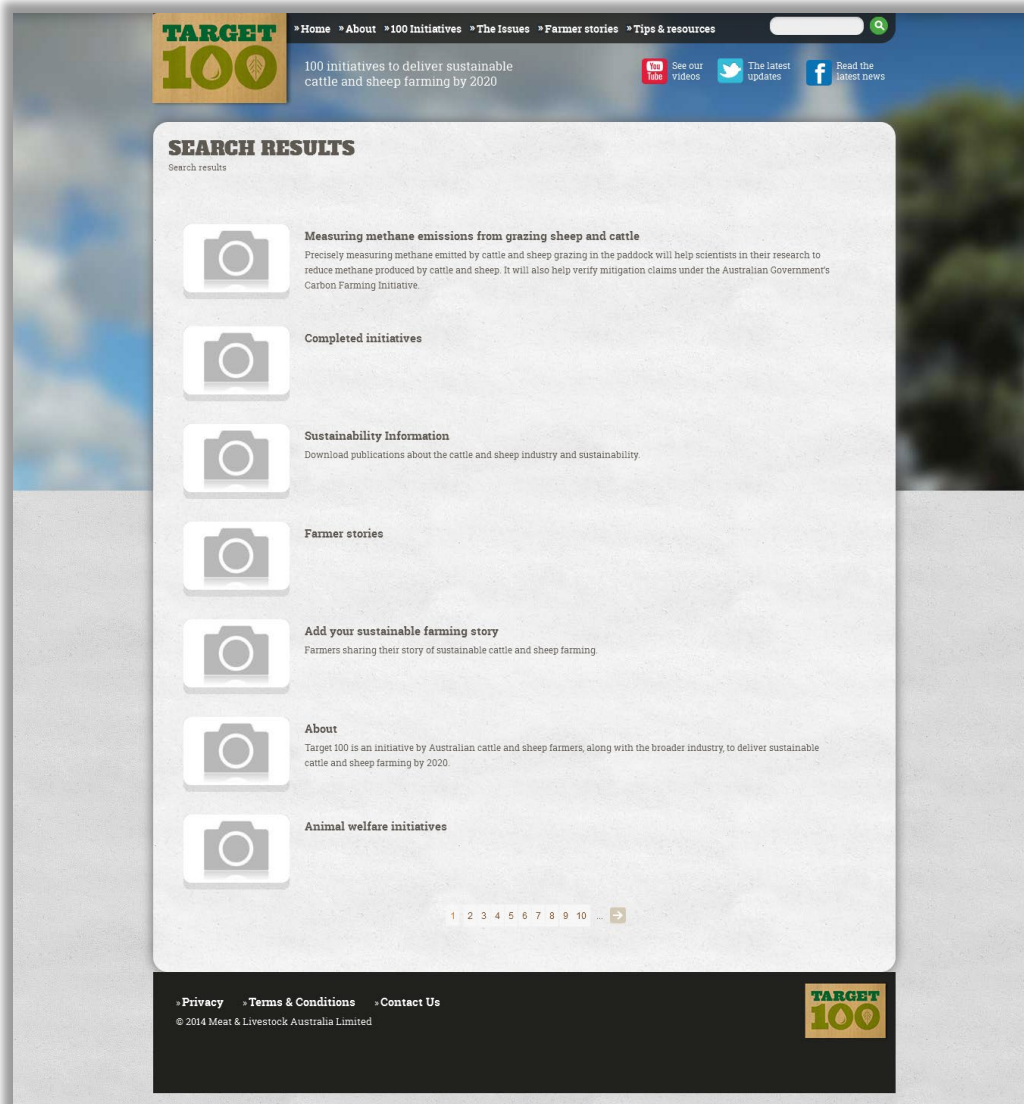
11. Participants felt the picture placeholders on the search results page made this part of the website appear somewhat incomplete

Priority: Low

USABILITY ISSUES

SEARCH RESULTS – SEARCH

12



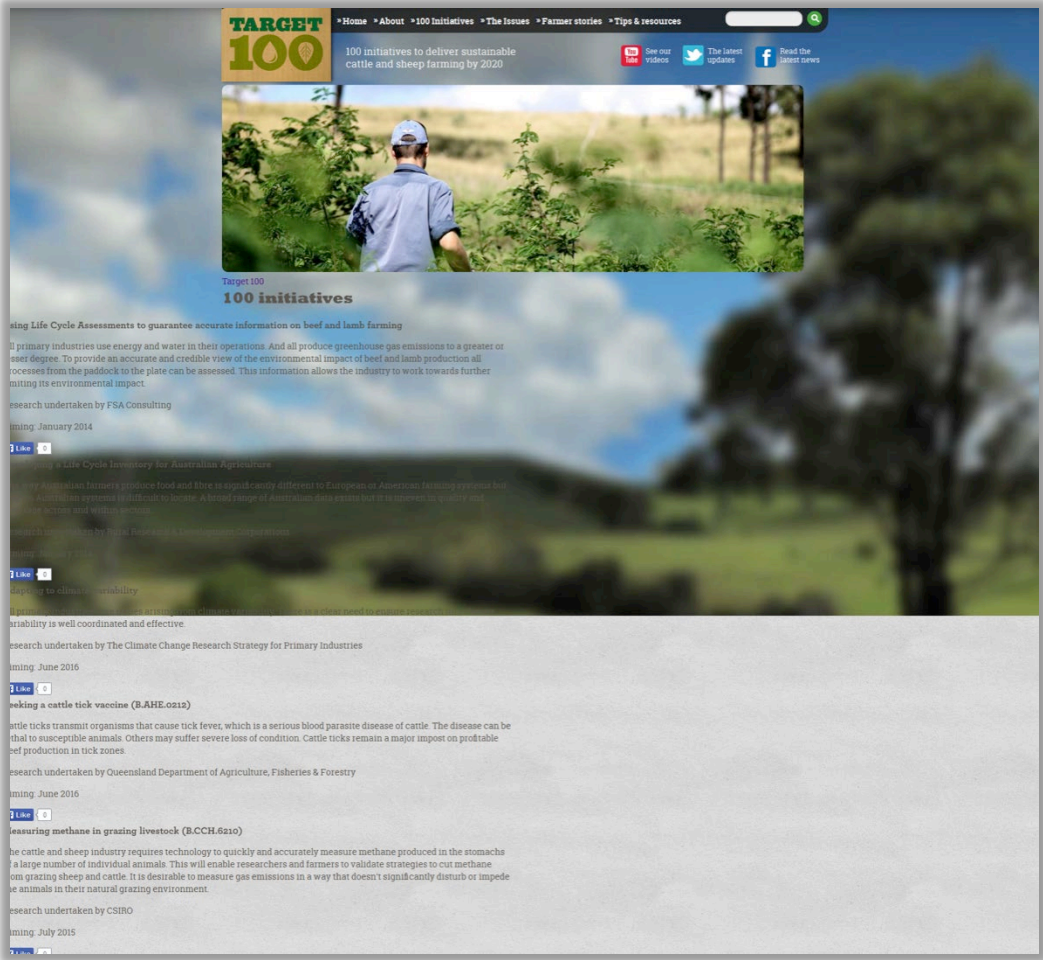
12. Some participant expected to see a more advanced search feature, allowing them to specify which type of content they were looking for

Priority: Low

USABILITY ISSUES

SEARCH RESULTS – VISUAL DESIGN

13



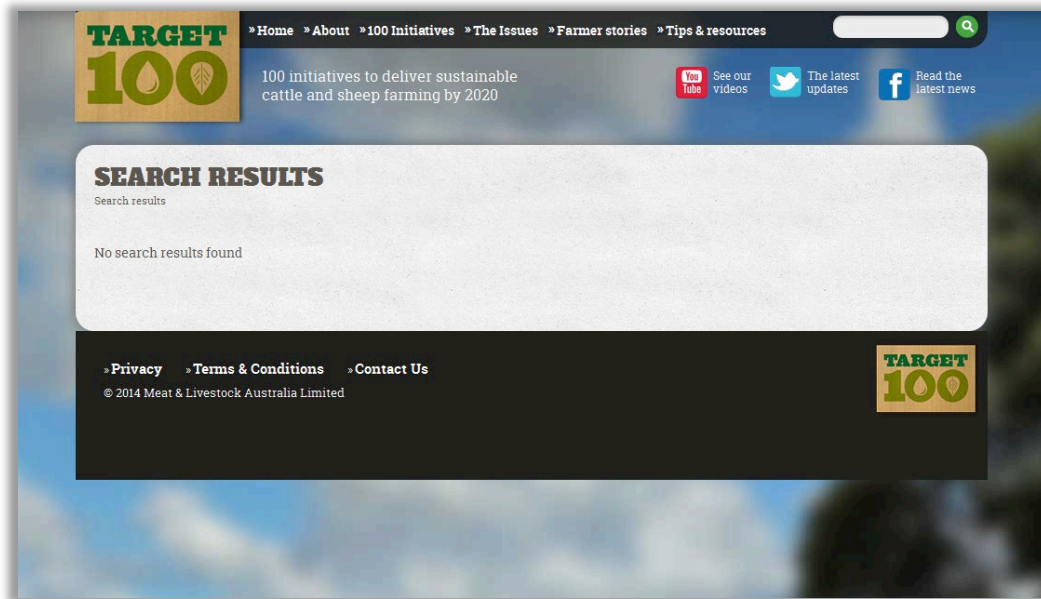
13. When clicking search results about initiatives, text was placed onto the background picture without the grey background overlaying the picture

Priority: Low

USABILITY ISSUES

SEARCH RESULTS – CONTENT

14



14. When participants misspelled any search queries, the search engine only presented a message stating 'No search results found'

Priority: Low

USABILITY ISSUES

100 INITIATIVES – CONTENT

15

16

TARGET 100 100 initiatives to deliver sustainable cattle and sheep farming by 2020

Home About 100 Initiatives The Issues Farmer stories Tips & resources

See our videos The latest updates Read the latest news

100 INITIATIVES

Jump to Animal Welfare

ANIMAL WELFARE

Total 41 to progress 35 Complete 6

Ethical farming, including animal husbandry and transport is a priority for the Australian livestock industry both domestically and particularly abroad. The following are a selection of domestic animal welfare initiatives underway.

RELATED FARMER STORY

Kerwee Feedlot
The feedlot has been owned and operated by the Hart family for over 45 years.

see more

BIODIVERSITY

Total 13 to progress 9 Complete 4

Biodiversity is the variety of all life forms on earth – the different plants, animals and micro-organisms and the ecosystems they exist in. In relation to livestock grazing, biodiversity refers to the woodlands, native scrub, trees, shrubs and native grasses, as well as the animals and insects that call this environment home. Producer attitudes and practices to maintaining and revegetating waterways, nature corridors, conservation areas, increasing use of native pastures, and reduction of weeds and feral animals are critical to maintaining biodiversity in the Australian landscape.

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see more

CLIMATE VARIABILITY

Total 32 to progress 27 Complete 5

The Australian continent has the most variable climate of any continent and farmers are challenged by the effects of this every day. Strategies to help producers more effectively deal with climate variability have benefits for food security and the economic and environmental sustainability of the industry.

RELATED FARMER STORY

Samarai
Appropriate stocking intensity, together with longer rest periods, helped us achieve better pasture health, ground cover & good cattle performance.

see more

EMISSIONS

Total 52 to progress 27 Complete 25

The Australian red meat industry contributes approximately 10% of Australia's greenhouse gas emissions. Methane produced by cattle as part of their natural digestion process accounts for the majority of these emissions. The industry is focussed on reducing emissions across the supply chain. Learn more about methane production and livestock.

RELATED FARMER STORY

Elhamatta Lamb
Our vision is to create a positive impact on the world in which we live, as custodians for future generations.

15. Participants said they expected to see a list of all 100 initiatives on this page. It was initially not clear to participants how issues and initiatives were related

Priority: High

16. It was unclear to many of the participants exactly who was responsible for the initiatives to which extend any other organisations were involved

Priority: Medium

100 initiatives
 www.target100.com.au/100-Initiatives#Pests & Weeds

cattle and sheep farming by 2020


100 INITIATIVES Like (37) Tweet (11) Jump to Pests & Weeds

ANIMAL WELFARE

Total **41** In progress **35** Complete **6**

Ethical farming, including animal husbandry and transport is a priority for the Australian livestock industry both domestically and particularly abroad. The following are a selection of domestic animal welfare initiatives underway.

RELATED FARMER STORY

 Highfield Farm & Woodland
 We are working to improve our grazing land through developing & maintaining wildlife corridors.


[SEE MORE](#)

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RELATED FARMER STORY

 Highfield Farm & Woodland
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[SEE MORE](#)

CLIMATE VARIABILITY

Total **32** In progress **27** Complete **5**

The Australian continent has the most variable climate of any continent and farmers are challenged by

RELATED FARMER STORY

6:20 PM
 14/07/2014

Target 100
 Slide 28



USABILITY ISSUES

100 INITIATIVES – CONTENT

TARGET 100 100 initiatives to deliver sustainable cattle and sheep farming by 2020

Home About 100 Initiatives The Issues Farmer stories Tips & resources

100 INITIATIVES Like 3.7k Tweet 11 Jump to Animal Welfare

ANIMAL WELFARE Total 41 In progress 35 Complete 6

Ethical farming, including animal husbandry and transport is a priority for the Australian livestock industry both domestically and particularly abroad. The following are a selection of domestic animal welfare initiatives underway.

RELATED FARMER STORY

17

Kerwee Feedlot
The feedlot has been owned and operated by the Hart family for over 45 years.

BIODIVERSITY Total 13 In progress 9 Complete 4

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RELATED FARMER STORY

Samarai
Appropriate stocking intensity, together with longer rest periods, helped us achieve better pasture health, ground cover & good cattle performance.

EMISSIONS Total 52 In progress 27 Complete 25

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RELATED FARMER STORY

Elhamatta Lamb
Our vision is to create a positive impact on the world in which we live, as custodians for future generations.

17. Many participants were under the assumption that the initiatives were carried out by specific farmers, due to the 'Related farmer story'

Priority: Medium

USABILITY ISSUES

100 INITIATIVES – ICONOGRAPHY

100 INITIATIVES Like 3.7k Tweet 11 Jump to Animal Welfare

ANIMAL WELFARE 18 Total 41 In progress 35 Complete 6

Ethical farming, including animal husbandry and transport is a priority for the Australian livestock industry both domestically and particularly abroad. The following are a selection of domestic animal welfare initiatives underway.

RELATED FARMER STORY

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[see more](#)

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[see more](#)

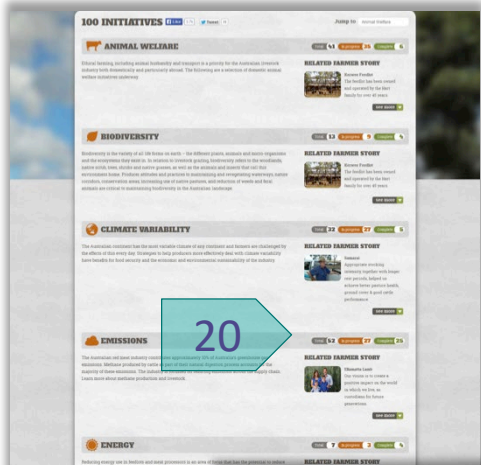
18. It was not entirely clear to participants what the purpose was of the initiative status icons on the right-hand side of the '100 Initiatives' page

Priority: Low

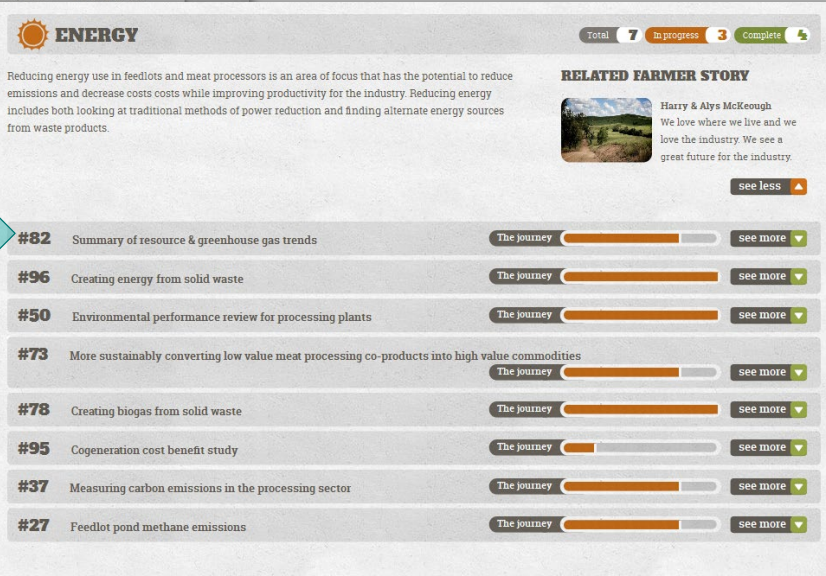
USABILITY ISSUES

100 INITIATIVES – CONTENT

19



20



21

19. Participants were confused by the total amount of initiatives on the '100 Initiatives' page. When adding up the initiatives, they reached a higher number

Priority: Medium

20. When adding up the individual initiatives within each issue section, it often added up to be a higher number than indicated on the status icon

Priority: Low

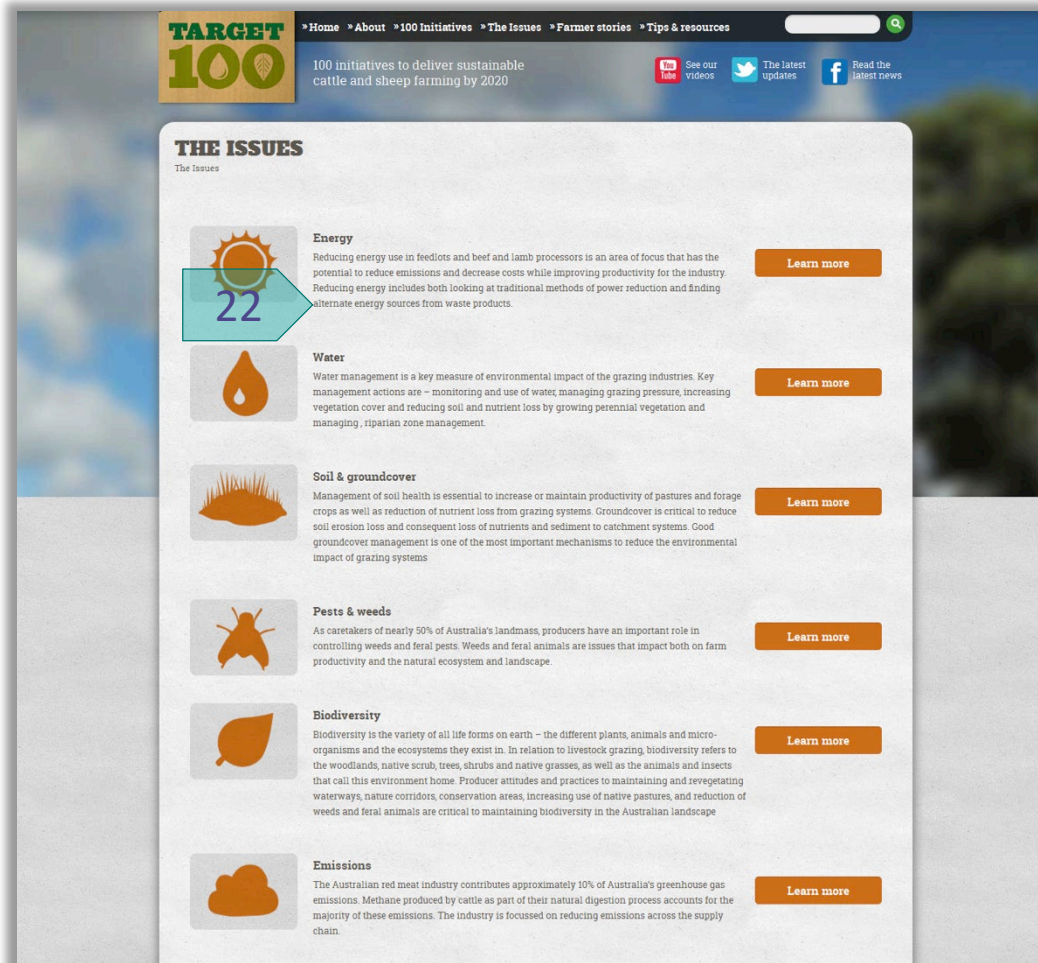
21. Some participants noted that initiatives listed within a specific issue area was not ordered from lowest to highest numbers

Priority: Low



USABILITY ISSUES

THE ISSUES: LANDING PAGE – CONTENT



22. Some participants felt the landing page could be improved by shortening the text descriptions of some of the issues

Priority: Low

USABILITY ISSUES

THE ISSUES: CONTENT PAGES – VISUAL DESIGN

23

SOIL & GROUNDCOVER

The Issues / Soil & groundcover



RELATED FARMER STORY

- Kerwee Feedlot**
The feedlot has been owned and operated by the Hart family for over 45 years.
- Samarai**
Appropriate stocking intensity together with longer rest periods, helped us achieve better pasture health, ground cover & good cattle performance.
- Yagaburra Beef**
Every effort is made to ensure cattle are raised as nature intended.

More Family

Australian grazing land underpins the production of some of the highest quality beef and lamb in the world. As caretakers of nearly half (47 per cent) of the continent, cattle and sheep farmers aim to continually improve their sustainable farming practices to ensure they continue to produce food sustainably in a changing environment for the world's growing population.

Farmers recognise that healthy, diverse and productive ecosystems are vital to the viability of their livelihoods and their ability to continue providing high quality beef and lamb to Australian and international consumers.

Australian livestock are mainly reared on extensive rangelands and semi-arid areas. Because of geological, topographic and climatic factors, **less than 8 per cent** of Australia's land is suitable for crop production, and cattle and sheep farming is the most efficient use of this land for producing highly nutritious protein.

In areas that are suited to mixed farming, livestock grazing and grain crop production are complementary, maximising productivity and improving soil health.

This production system makes Australia one of the most efficient producers of livestock in the world, feeding our own population and the growing global population.

Sustaining soil and groundwater

Healthy soils are fundamental to the sustainability of Australian cattle and sheep farming. Good soils create environmental benefits through improved capture of water and nutrients. Healthy soils and plants also reduce water run-off erosion, capture nutrients e.g. phosphorus, that may be lost with soil sediments, or stopping nutrients e.g. nitrates) leaching through the soil profile (leading to soil acidification). Soils and associated roots of vigorously growing plants will also capture and hold water, reducing likelihood of deep drainage.

Deep drainage occurs when water leaks below the root zone of plants to groundwaters and springs, and represents a loss of water that may otherwise have been available for crop or pasture production. While deep drainage is a natural process that leads to the recharge of groundwaters and springs that may flow into creeks and rivers, excessive deep drainage can lead to dryland salinity problems.

Well managed soils can also store large volumes of atmospheric carbon dioxide, which can improve soil-water capacity, nutrient retention and pasture productivity as well as assist in mitigating Australia's emissions.

Threats to soil health

Australia's cattle and sheep farmers know that without effective soil and groundcover management the long-term sustainability of their livelihood is at risk. The main threats to soil health include:

- **Soil loss** - intense rainfall, sloping topography and dispersive surface soils can create a high risk of soil loss through water erosion on many land types. Wind erosion can also occur on lighter soils. Maintaining adequate groundcover, such as grass and shrubs, can reduce these losses.

WATER

The Issues / Water



RELATED FARMER STORY

- Kerwee Feedlot**
The feedlot has been owned and operated by the Hart family for over 45 years.
- Samarai**
Appropriate stocking intensity together with longer rest periods, helped us achieve better pasture health, ground cover & good cattle performance.
- Yagaburra Beef**
Every effort is made to ensure cattle are raised as nature intended.
- More Family**
We're passionate about ag & want to ensure our children have the opportunity for a sustainable future on the land.
- Believe Feedlot**
At all times the welfare of the cattle is Believe Feedlot is the number one priority for us.
- Highfield Farm & Woodland**
We are working to improve our grazing land through developing & maintaining wildlife corridors.

Water is critical to cattle and sheep farming in Australia. Water is essential for animal health and supports healthy pastures, therefore maintaining a sustainable food source for Australia's cattle and sheep.

Australia's cattle and sheep farmers and the processing industry are highly conscious of the need to conserve water, investing heavily in technology and practices that reduce water use.

In the paddock

Despite Australia's unpredictable climate and frequent droughts, Australian cattle and sheep farmers are committed to continuously improving their on-farm water efficiency. They do this through implementing measures including creating efficient watering points for livestock and maintaining healthy soils and pastures to minimise run-off during rain.

In the feedlot

Like farms, water use on cattle feedlots primarily relates to drinking water for cattle, however water is also used for feed processing, washing cattle and managing wastewater. To reduce water use, the grain fed beef industry is investing in a number of initiatives including re-using water and minimising water use around processing cattle feed.

In processing

In beef and lamb processing plants, water is primarily used to ensure food safety and hygiene during operations, and the industry is making major investments in improving water efficiency, including reusing and recycling water.

The water cycle



23. The styling of sub-headings was inconsistent throughout the website and this led to some uncertainty about the sub-headings' functionality

Priority: Medium

USABILITY ISSUES

THE ISSUES: CONTENT PAGES – VISUAL DESIGN

To achieve the Australian livestock industry's vision of improved animal welfare standards, whilst maintaining productivity levels, four key strategic initiatives are being pursued:

1. Developing replacements for painful procedures
2. Developing ways to minimise the pain of essential surgical procedures,
3. Improving livestock health and reducing livestock mortality rates on farms
4. Increasing the uptake and demonstration of welfare best practices across each stage of beef and lamb production

[Read more](#) information on the industry's animal welfare strategy.

How is animal welfare governed in Australia?

Under Australia's constitutional arrangements, each State or Territory is responsible for setting and enforcing animal welfare laws and regulations in their jurisdiction. Australian sheep and cattle farmers must comply with these regulations.

Federal legislation covers the welfare of animals involved in the live animal export trade and animals processed at export registered slaughter facilities.

To help cattle and sheep farmers implement animal welfare practices on their farms, [codes of practice](#) have been developed to provide information to farmers around the production and care of livestock. These codes define acceptable welfare practices for livestock husbandry and transport. These documents are currently being updated and replaced as part of the [Australian Animal Welfare Strategy](#) to form mandatory Standards and Guidelines for the Welfare of Animals.

[Animal welfare in the paddock](#)

[Animal welfare in the feedlot](#)

[Animal welfare & transport](#)

[Animal welfare & livestock export](#)

[Animal welfare research](#)

[Animal welfare & processing](#)

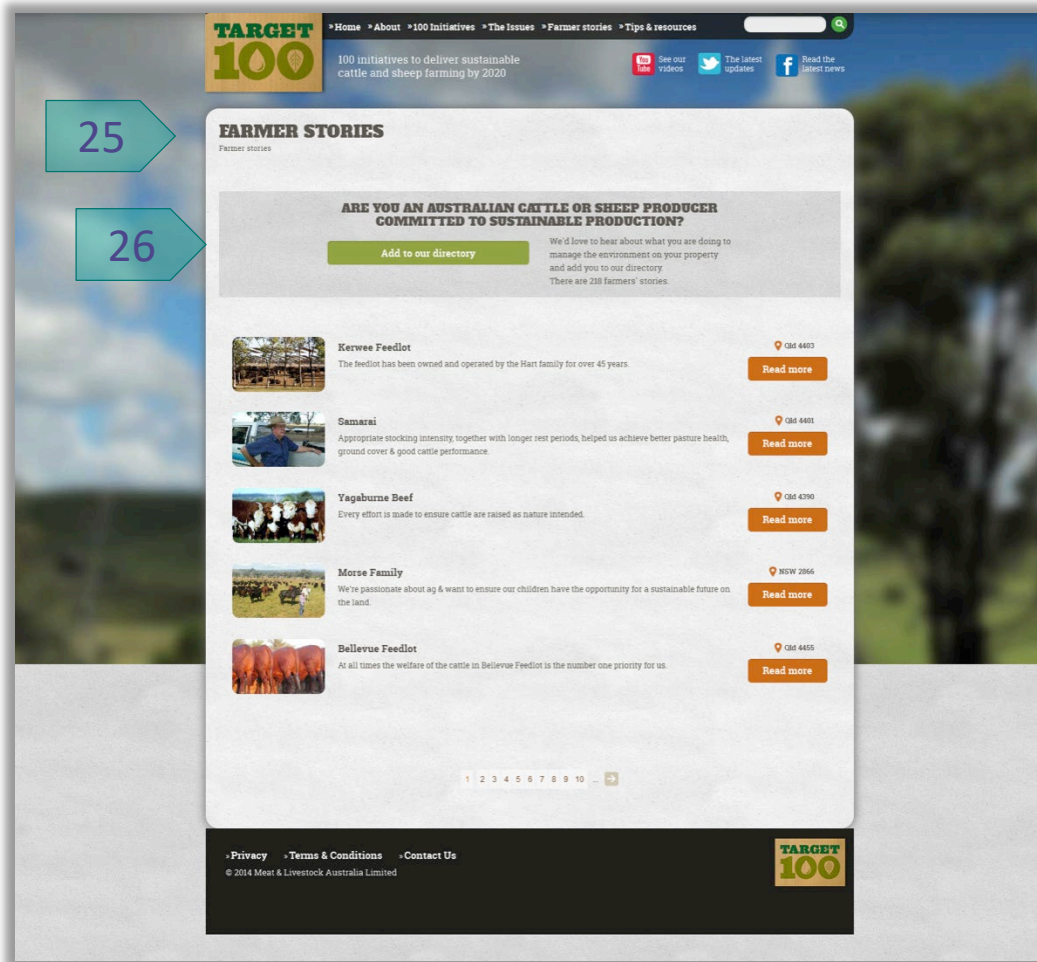
24. Participants found it hard to read the labels due to the styling of the links, i.e. bold blue font and only little surrounding white space

Priority: Low

24

USABILITY ISSUES

FARMER STORIES – CONTENT & INPUT AND CONTROLS



25

26

25. Some participants felt the 'Farmer stories' landing page lacked a short introduction to the purpose of this area of the website and the stories

Priority: Medium

26. All participants indicated they felt the 'Farmer stories' landing page lacked a map or filter functionality to better explore and find stories

Priority: High

http://www.tar-enny-Osullivan

www.target100.com.au/Farmer-stories/Paul-Jenny-Osullivan

Home About 100 initiatives The issues Farmer stories Tips & resources


TARGET 100

100 initiatives to deliver sustainable cattle and sheep farming by 2020


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PAUL & JENNY O'SULLIVAN Like 0.7k Tweet 0

Farmer stories / Paul & Jenny O'Sullivan



Tarwin Lower



Are you a farmer? Add your story

ISSUES RELATED TO THIS STORY

- Soil & groundcover
- Biodiversity
- Animal welfare

OUR STORY...

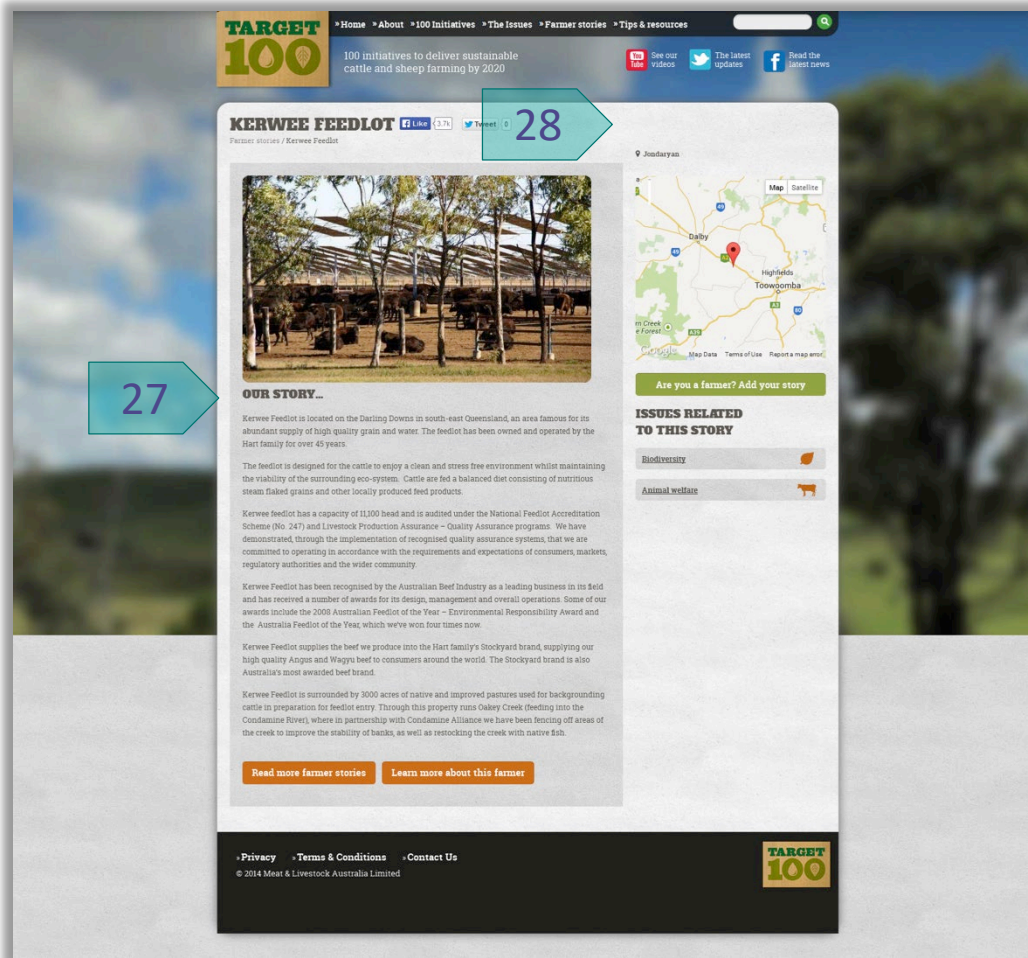
We are Paul and Jenny O'Sullivan, and we live on a farm called Malabar. Malabar farm is in the Gippsland region of Victoria and is only two kilometres from the coast. Being so close to the coast means the soil type is sandy and not as fertile as the red and black soils that are suitable for cropping. It has a relatively high rainfall, which is ideal for growing grass for pastures, and is suited to grazing livestock.

Malabar is suited to having both sheep and cattle. The benefit of being able to run two different species is that we are able to adjust numbers of each species to suit market demand and profitability. As the price for our prime lambs has increased, they have adjusted our stock number to run more

11:21 AM 15/07/2014

USABILITY ISSUES

FARMER STORIES – CONTENT & INPUT AND CONTROLS



27. Some participants expressed uncertainty as to which particular issues the farmer stories were related to

Priority: Low

28. Those participants who interacted with the Google Maps on farmer stories pages were unable to locate the zoom in and out feature on the map

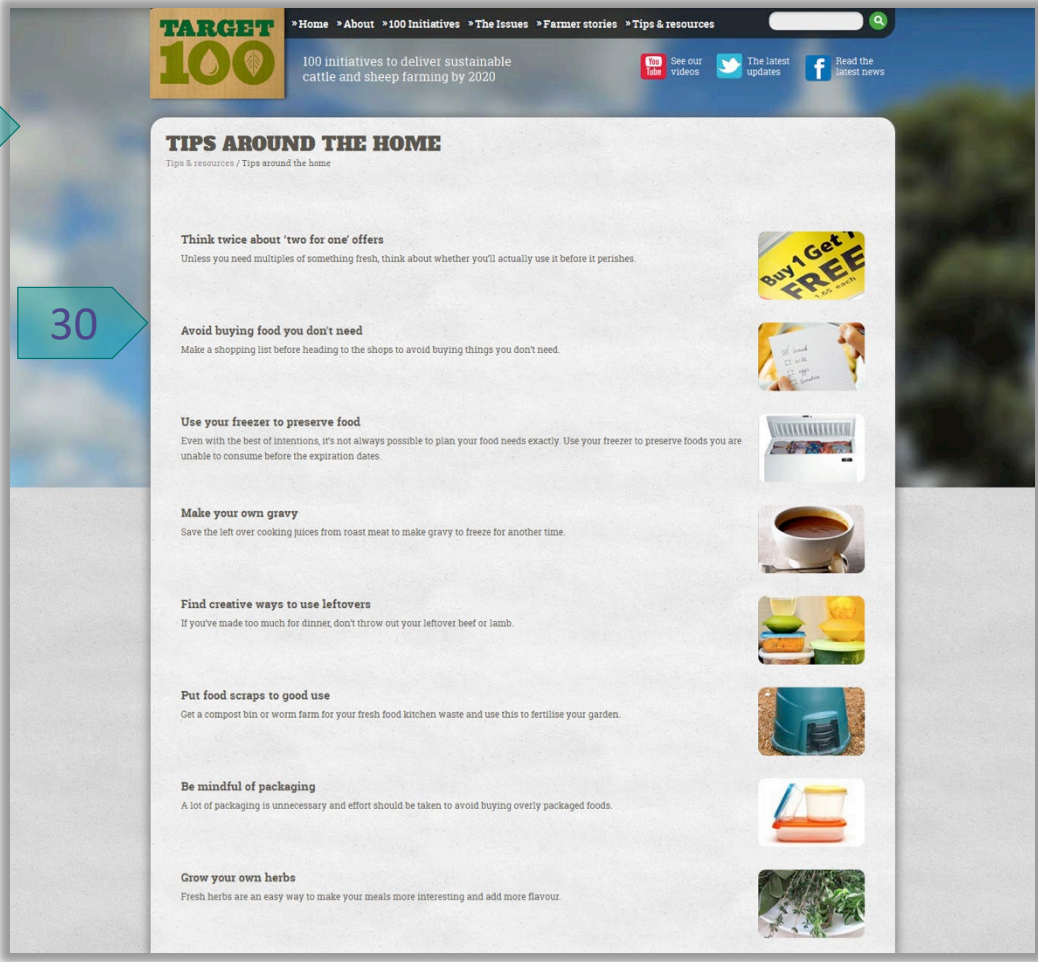
Priority: Low

USABILITY ISSUES

TIPS AND RESOURCES – CONTENT & LAYOUT

29

30



29. Participants found that the 'Tips around the home' page wasn't useful, as the tips did not provide them with 'how to' information

Priority: Medium

30. Some participants initially thought that the headings for each tip on the 'Tips around the home' page were links to individual pages

Priority: Low

USABILITY ISSUES

TIPS AND RESOURCES: FUTURE FOOD – LABELLING



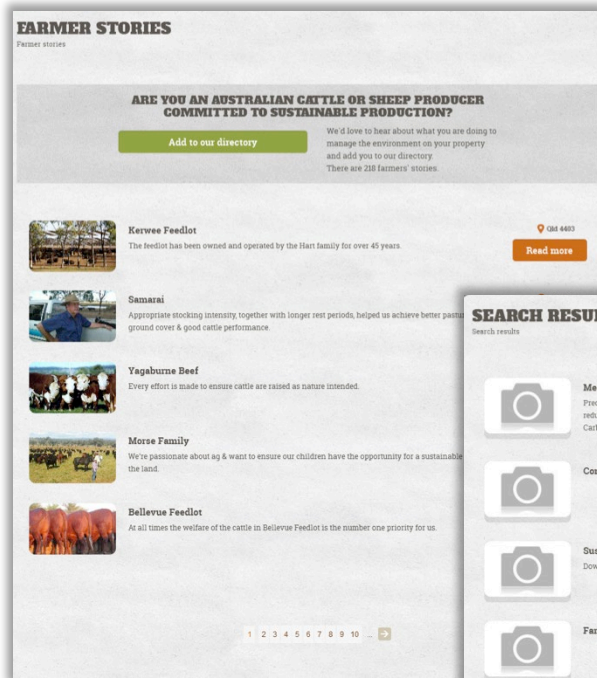
31. The 'Future Food' label within 'Tips & resources' was not intuitive to participants when looking for information about how to submit a video

Priority: Medium

USABILITY ISSUES

PAGINATION – CONTENT

32



32. The use of pagination on the search results pages and within the farmer stories menu area could be improved by adding more items to each page

Priority: Low

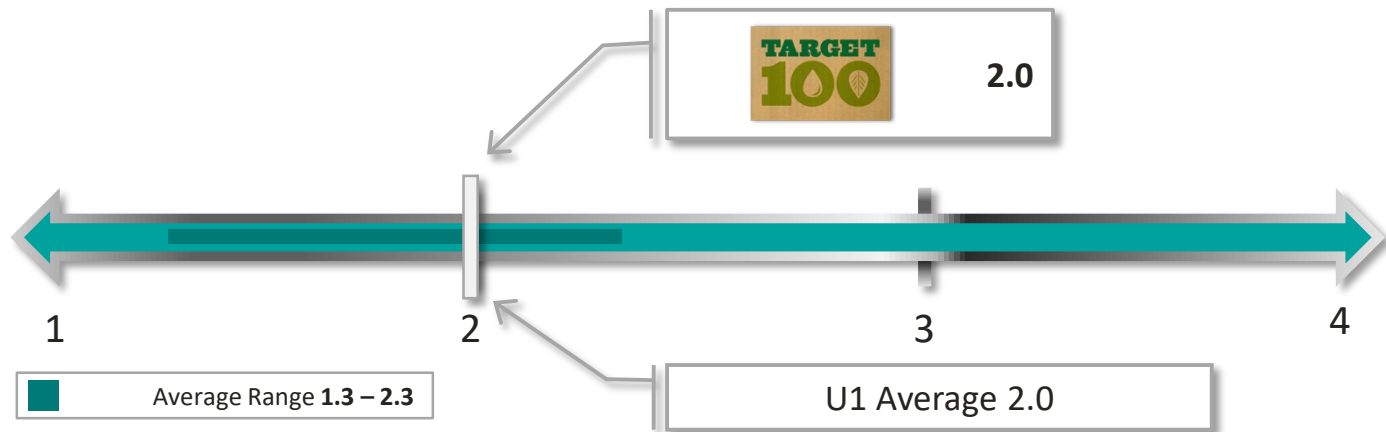
PRESENTATION OUTLINE

- > OBJECTIVES
- > METHODOLOGY
- > TASK RESULTS
- > USABILITY ISSUES
- > TASK COMPLETION, SUS & NPS
- > OBJECTIVES REVISITED
- > KEY ACTION ITEMS
- > NEXT STEPS

TASK COMPLETION INDEX

> Task Completion Index

- Where 1 is perfect and 4 is worst possible score (both theoretical!)
- This is based on the moderators scoring of whether participants are able to complete each task (see task results at beginning of presentation)

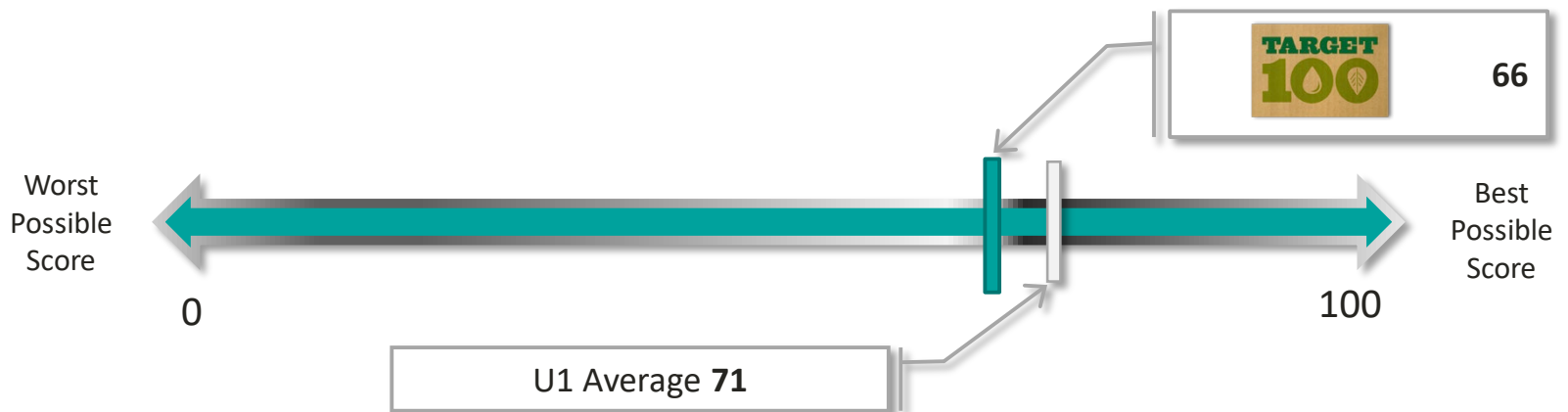


SYSTEM USABILITY SCALE (SUS)

- > The SUS is a self rating by each participant regarding the website's ease of use
 - At the end of each session, participants were asked to rate the extent to which they agree with 10 statements regarding the website (system)

1. I think that I would like to use this system frequently	Strongly disagree						Strongly agree
	1	2	3	4	5		

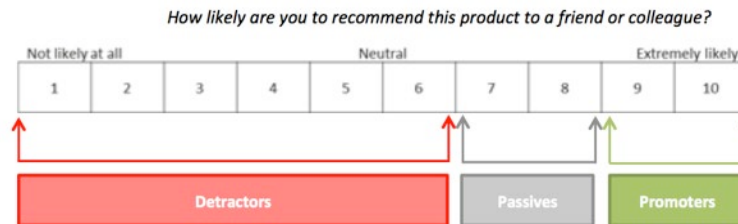
- > The System Usability Scale (SUS) score was calculated based on these scores:



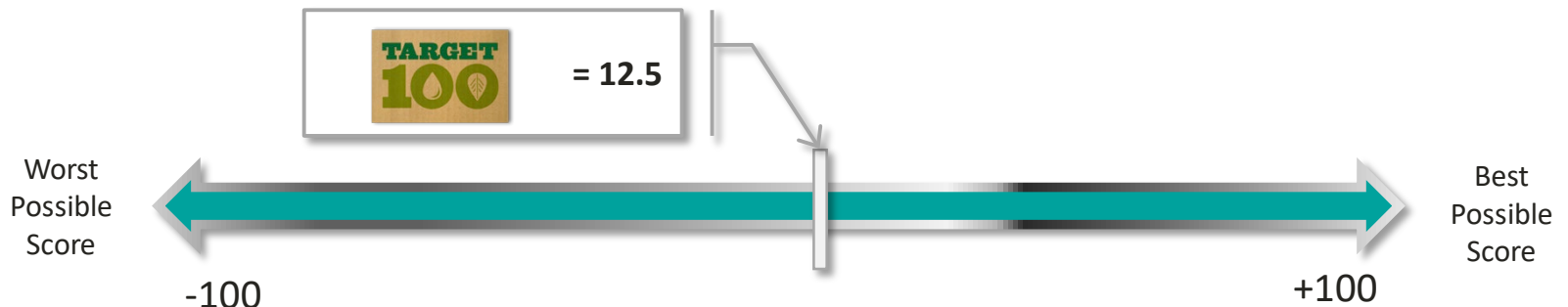
* SUS score should be interpreted with caution – sample sizes for this questionnaire should be in excess of 14

NET PROMOTER SCORE (NPS)

- > The Net Promoter Score is a metric used to quantify the progress of a company
- > The technique is based on the premise that customers fall into three groups:
 - Promoters (those who would be very likely to recommend the product)
 - Passives (those who are unsure, or satisfied but unenthusiastic)
 - Detractors (those who are dissatisfied, may be detrimental to the product’s reputation)
- > Participants are asked at the end of a session to fill in the following survey:



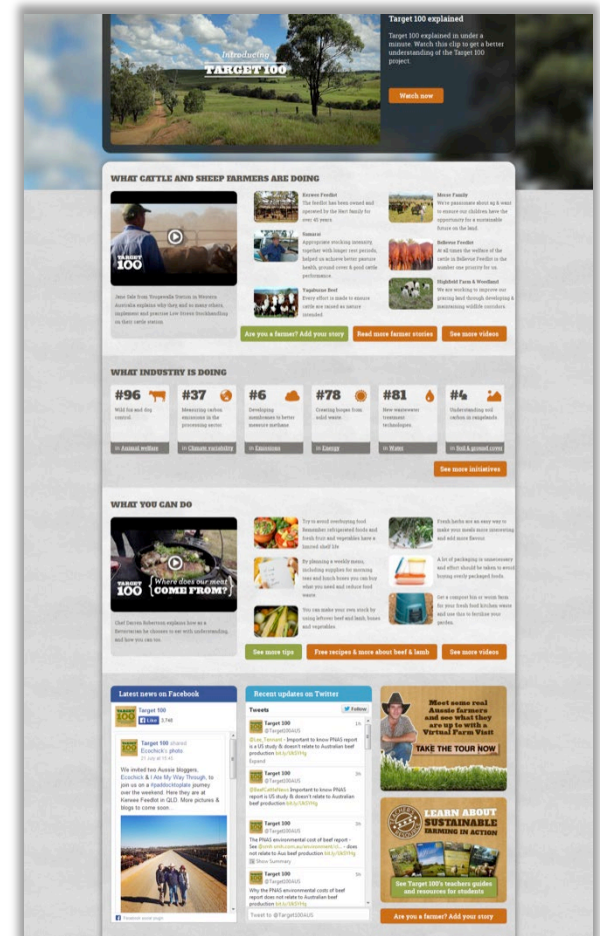
- > The NPS Score was calculated based on responses to this survey:



- > Participant response breakdown = 38% promoters, 38% passives, 25% detractors

NET PROMOTER SCORE VERBATIM FEEDBACK

- > *“Good introduction into sustainability issues affecting farmers in Australia”*
- > *“As a resource for school children I think this website would be a good starting point to gain an understanding of cattle and sheep farming in Australia”*
- > *“I would recommend this website to colleagues [teachers] working in HSIE or Science high school faculties or Upper Primary School teachers for the teacher support downloads on sustainability (...) As a site for personal use or to find out more about sustainability, the lack of objectivity in the site alienated me somewhat so I would not be drawn to it”*
- > *“I feel as though the website has great intentions, however does not deliver. The content covers some very interesting topics, however is so wordy with lots of redundant repeated information that does not actually say anything. It is not engaging, it is somewhat confusing and disjointed”*
- > *“There wasn’t anything particularly radical about the practical ‘how to’ suggestions. I’m not sure if the website has a directory of where to buy sustainably farmed beef and lamb, but this would be an excellent resource”*



PRESENTATION OUTLINE

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OBJECTIVES REVISITED

- > *Provide a deep understanding of user experience, expectations, perceptions and level of satisfaction with the site*
 - As the SUS score shows, the rating was sitting just below the U1 average. This is not a particularly good result, indicating there is room for improvement:
 - The 100 Initiatives and farmer stories can be better presented to users
 - It is essential to improve the website's layout of content and visual design
 - The NPS score is quite good, although 38% of participants fell into the 'passives' category. There may be various reasons to this, for example, the purpose of the website was unclear and/or usability issues influenced their perception and opinion
 - Consider how passives may be converted to promoters, for example, by making suggested improvements to the website and making the purpose and alignment with other organisations clearer

OBJECTIVES REVISITED

- > *Ensure the site is easy to use and of value to users*
 - By taking into account the recommendations made by U1, the website usability will be improved
 - In terms of adding value to users, it is suggested that the ‘What you can do’ section is expanded upon. As the results from testing show, people like hands-on ‘how-to’ information, informing them about sustainable practices they can adopt in their daily lives
 - It is also recommended that changes are made to some of the website’s content by applying more objective tone of language to content (particularly ‘The Issues’), by including more facts and figures (e.g. presented using graphics), and by reducing the amount of written content where appropriate

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KEY ACTION ITEMS

These points of action are prioritised based on the severity of the usability issues uncovered in this wave of testing, their presumed business importance and effort required in implementation.

1. Adjust the website's layout and visual design in order to improve readability and scannability:
 - Ensure it is easy to read written content (i.e. via font size, font colours and background colour)
 - Ensure written content is scannable
2. The presentation of the 100 Initiatives should be improved:
 - Consider listing the initiatives by number rather than issue, and allow for users to apply filters to the list
 - Make it clear to users who is involved with the completion of the initiatives

KEY ACTION ITEMS

These points of action are prioritised based on the severity of the usability issues uncovered in this wave of testing, their presumed business importance and effort required in implementation.

3. Improve the 'Farmer stories' menu area:
 - Provide a filter option, allowing for users to filter stories by date, location and issue
 - Consider providing a map feature with all farmers as pins, allowing for users to explore farmer stories visual and location-focused manner
4. Consider providing more facts, figures and graphics on the website:
 - Facts and figures can often succinctly describe a topic
 - Fact and figures can be presented visually as graphs, charts or other graphics, which will break up text heavy content pages
 - Facts and figures may improve credibility

PRESENTATION OUTLINE

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NEXT STEPS

- > Consider recommendations within this report and implement changes where appropriate to improve the user experience

- > U1 to provide:
 - A summary of recommendations listing all findings and recommendations in an excel sheet
 - This presentation in its entirety including all tasks and observations
 - Recordings of all sessions

THANK YOU

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