

IWM14/IDM18 WEB DEVELOPMENT: PGPIT GROUP 2 INITIAL USER RESEARCH

Questions, Research Rationale, Responses And Analysis:

About the Service:

1.) *How did you find out about scheme?*

Rationale: We used an open ended question and suggested using prompting to find out how users might find out about the service, not least to see what part the web site played. Suggestions included: at Freshers Fair, via Word of Mouth, saw stall in reception, found via website etc.

Responses:

- a.) Email
- b.) Meeting for people who want to start uni societies
- c.) Email and found out through work staff and student
- d.) Saw stall at student Union
- e.) via Colleague (word of mouth)

Analysis: Students had mainly found out about service through word of mouth or through seeing stall set up in the student union. Staff had mainly found out about the service through University Email Announcement.

2.) *Why did you join?*

Rationale: Open question with promoting in order to **identify the value propositions**, e.g. price, eco, organic, local, convenience, etc.

Responses:

- a.) Fun, challenge of not unknown veg, quality
- b.) Price mostly and local produce
- c.) Cheap and easier than supermarket and the variety
- d.) Good value good balance of variety and liked that the decisions were made for you
- e.) As recommended, value and variety

Analysis: Price/Value for money was key value proposition, but also quality, variety, local, challenge/convenience of choice being made for you, because it had been recommended, and collection location was convenient.

3.) *What do you think of the service?*

Rationale: This open question replaces the suggested Net Promoter Score one as analysis of recommendation rates would not be valid with sample of 5 customers (see [‘Customer advocacy metrics: the NPS theory in practice’](#), Kirby, J., Samson, A., Admap 2008). Promoting was suggested to find out whether candidates thought service was good/bad and could be improved:

Responses:

- a.) Good value, good selection and quality
- b.) Liked the value price, but stopped using due to lack of choice and delivery
- c.) Thought it was great that at uni next to her and actually stays late at work to collect veggies
- d.) Great but don't do potatoes so has to use supermarket to get top up staples such as that
- e.) Efficient, likes collecting on Friday but would like delivery services as gets bus to work

Analysis: Prices, quality, selection and convenience of being able to collect from university were considered good. Lack of choice and staples, and collection/delivery options were considered bad and also reason for switching to another service. Key improvement was delivery service.

About the site:**1.) Have you visited web site?**

Rationale: Open question with probing suggested to see what pages site visitors had looked at. It was also suggested that prompting might be required with regard to whether candidates had followed social media links, read blog posts, etc

In addition, it was suggested that those candidates that hadn't visited the site were probed to find out why, e.g. didn't know it existed, didn't need further info, don't like using internet, don't have access etc. Lastly, probing was suggested to see how often candidates had visited site to get an idea if just to get initial information, or regularly to read about different features etc:

Responses:

- a.) Yes to volunteer and get recipes
- b.) No only face book page didn't know it existed
- c.) Never heard of it
- d.) No didn't know there was one
- e.) Yes but its just a blog

Analysis: Of 15-20 potential interview candidates only a handful had visited the site, and of these it was often referred to as a blog. Key reasons for visiting site/blog was to volunteer and to get recipes.

2.) Why did you visit?

Rationale: Question 2 was really follow-up question to find out more info about what information they were looking for, what kind of recipes they were looking for and why, e.g.:

- To Join up
- Get Information
- Look For Recipes
- Other

Responses:

- a.) Already answered above
- b.) No
- c.) No
- d.) No
- e.) For info and joining info

Analysis: Question was a bit redundant as answers had already been made as part of question 1 although the further probing did reveal that joining coop was another key reason for visiting site.

3.) What five features in would you like to see on the web site?

Rationale: Open question with probing was also suggested for features and info wanted, e.g. what's in this weeks veg box, what do with veg (recipes), background info, where stuff comes from, how to get more involved, contact info if you can't pick box up, etc

Responses:

- a.) Product suggestions, sign up for volunteering, recipes, automated payments, and status of the food where it is from and is it organic
- b.) What would be in box, pay online, where products came from
- c.) Info about product, seasonal vegetables, to choose what they don't want to receive in box
- d.) More info, what is coming up for season, option to request not having certain item
- e.) Recipes, ordering online, select likes and dislikes

Analysis: Answers to this question were perhaps the most useful with regard to benchmarking our own assumptions about what users might want on a redeveloped site with what the users actually want. Suggestions, included: More Product Info, Seasonal Info, More Recipes, More Choice/Select Likes and Dislikes/Product Suggestions, Online Ordering/Payment, Volunteer Online

4.) Did you have any problems?

Rationale: Open question looking for user problems that we hadn't considered and ones that we might be able to solve:

Responses:

- a.) No but thought that the choice was very American too many pulses and squashes and pumpkin
- b.) N/a
- c.) N/a
- d.) n/a
- e.) Not finding site in Google, no joining instructions, doesn't like web address, as it is not informative

Analysis: Problems related to choice and difficulty in finding site through Google, which when found wasn't very informative.

5.) If you were recommending the service to a friend, would you refer them to the website?

Rationale: This open question replaced Net Promoter Score question because as mentioned about any analysis of recommendation rates based on a sample of 5 users would not be statistically valid. Probing was recommended for to find out why candidates did or did not recommend site.

Responses:

- a) No
- b) No
- c) No but would recommend service
- d) No
- e) Yes

Analysis: Majority wouldn't recommend site, although no feedback on why. However, the service is more likely to be recommended.

6.) Do you think there is enough information on the website for a new user of the service?

Rationale: If Candidates answered No, probing was recommended to find out what more is needed.

Responses:

- a.) Not sure
- b.) n/a has never seen it
- c.) n/a has never seen it
- d.) n/a has never seen it
- e.) no not how to join or order online just a blog, need proper home page and more information about the service and joining

Analysis: answers were mostly no or not sure due to so few of the candidates having actually visited the site. Feedback from candidate that had visited site thought there was a requirement for a site rather than blog, which needed proper home page with more information about the service and joining.

7.) **Would you like updates from the service?**

Rationale: We wanted to see not only whether Candidates wanted updates but through what channel. e.g., twitter, mobile, facebook, blog, other

Responses:

- a.) no way
- b.) yes facebook and twitter would prefer this to using site
- c.) no
- d.) no likes dealing face to face
- e.) email only with blog postings and rss feeds

Analysis: Interestingly, the majority of candidates didn't want updates with one preferring face to face contact. Facebook, Twitter, Email and Blog Posts were preferred formats.

Demographics:

Rationale: Having sought professional research advice we were informed that it was customary to ask the most important and interesting questions at the beginning and to save demographic questions at the end which are less important, and can be off putting. It was also recommended that research should be anonymous unless we wanted to follow up findings with the candidates. This allows the respondent to feel free to give negative feedback.

- **Age**
It was suggested to ask about age ranges, rather than actual age
- **Occupation**
We wanted to separate out the following **PT Student, FT Student, PT Staff, FT Staff, Other** and well as ask **how many days are they on this part of campus**
- **Gender**
- **Size of Household**
We also suggested about whether they use box individually or share with other members of household. This might give useful feedback about tailoring service for individual in week, e.g. one cabbage could be a lot for an individual
- **Dietary requirements**
Probe with regard to vegetarian/vegan/allergic/etc. Could be important for recipes, and box choices:

Responses:

- a.) 50s, ft staff, female, 1-2, no
- b.) 24, pt undergrad, female, 1 person, 'pescatarian'
- c.) 22, ft student, staff as well, 6 people, female, veggie roommate but only buys for self
- d.) 24, pt time student and full time staff, male, 2 people, housemate veggie and share box
- e.) 34, male, PT staff at uni, 2, no dietary requirements

Analysis: We had quite a good mix of male/female, FT/PT Staff/Students with different dietary requirements at this exploratory stage. Sample would need to be increased to be more valid, but is useful litmus test that can be used for the purposes of developing personas and scenarios.