Summary by Question

Question 1

You have a "16 oz Asean cold cup." Is it compostable? Show me how you would use the site to answer the question.

Answer

The first reaction was generally to review the icons to look for an appropriate category. Certified & Accepted Products was generally the selected category, although one tester first selected Background and Definitions before deciding on Certified & Accepted Products. All testers the attempted to do a search, primarily using, then "Asean" or "Cold Cups," in either case no results were yielded. A few people indicated if they physically had the cup they would have done a search by the information on the cup, although this would have also yielded no results. Some testers indicated they would probably leave the site and go right to google or to the directly to the BPI site.

Once within a category most testers saw the FAQ list on the right which had this exact question listed, and once located, completing this scenario was relatively easy.

Average Rating: 2.5

Question 2

You're the one charged with learning more about compostable programs for your city/municipality, but you need to learn more about what compostable plastics even are, for yourself. Show me how you would use the site to learn more about what compostable plastics are (for yourself).

Answer

Most testers began by reviewing the icons to look for an appropriate category, although there was some confusion about what was the most appropriate category. Some testers started with Backgrounds and Definitions, and then to Policy and Legislation, while others opted to try search. Most had remembered they had previously seen this information in the FAQ or found the FAQ again and quickly found the answer.

Average Rating: 2

Question 3

How do you rate a tool?

Answer

Most testers were unable to complete this scenario. They either did not get to the tool summary (baseball card), or did not see it on the screen when they got there. One tester did say the information was too small and he probably would not have noticed if wasn't specifically asked.

Question 4

You have an existing recycling program, but don't accept compostable plastics. You are trying to decide if a program is appropriate for your city/municipality. Show me how you would use the site to learn how to expand your program to include compostable plastics – what are some of the common challenges and/or what are some basic first steps.

Answer

Some testers began by reviewing the icons. Two testers did start with Analysis and Field Research while others did not, but did end up selecting Analysis and Field Research as a second guess. Some testers went back to the FAQ to look for information, or tried to search on various key words (including New Program, Find my Composter, Recycling, and Composting) without getting results or tools that answered their questions. While most found the tool easy to use, they did not feel the available tools were able to satisfy the scenario.

Average Rating: 3

Question 5

You are setting up for a special event and want to have composting (including service ware) as part of it – how would you use the site to help you get started, understand the scope of the commitment, build a budget, etc.? Show me how you would use the site to learn more about recycling including compostable plastics for large-scale events.

Answer

Testers were looking for two things: 1 Where to buy products and 2 a checklist of what to think about or do to organize an event. The first reaction was generally to review the icons to look for an appropriate category; some began with Education and Outreach and then selected Certified and Accepted Products, while others started with Certified and Accepted Products and then Education and Outreach. Some testers went back to the FAQ to look for information, or searched primarily with "special events" which had no results and then "events" as the key word. The results were not grouped together which made locating a helpful link a cumbersome task.

Average Rating: 3

Question 6

How do you submit a tool for consideration?

Answer

Participants were easily able to complete this scenario by either going directly to "Connect" on the top navigation or to the "Contact Us" in the footer and were able to find the form. One tester knew this information was in the FAQ, so went directly to the FAQ and was successfully able to link to the connect page.

Question 7

You are looking for materials to help educate your customers (residents, constituents, etc. or should this be broader, e.g., the public) about compostable plastics – how would you use the site to locate resources? Show me how you would use the site to learn more about recycling including compostable plastics for large-scale events.

Answer

Testers all began by reviewing the icons and all selected Education and Outreach to start. However once they selected this category there were varied levels satisfaction. Some were looking for specific materials and used entered keywords including tools, flyers, posters, education materials, and graphics to search for items terms which yielded no results. There were mixed results on whether the testers were able to find materials they could use.

Average Rating: 2.5

Question 8

You are so excited about this "community" of compostable plastics recyclers, how would you get more involved?

Answer

Participants were easily able to complete this scenario by either going directly to connect on the top navigation or to the Contact us. One tester knew this information was in the FAQ, so went directly to the FAQ and was successfully able to link to the connect page. Only one interviewee mentioned looking for the social media links.

Average Rating: 1

Question 9

Did you ever use the CP Toolkit website on a mobile device? What for?

Answers

No testers had viewed the site on a mobile phone.

Question 10 & 11

What did you like about the CP Toolkit website? What didn't you like?
If you could add anything else to the website – a new feature or new information – what would you add?

Answers

In general the site was very well received. They really liked the idea of a central place to find good information. They all liked the look and feel of the site, the imagery on the home page, and the categories to help identify tools to review. The information on the tools was generally found to be helpful, although testers were often unable to find specific items when using key word search. When searching through the tools within a category the amount of tools today is manageable although cumbersome. Many testers suggested the use of sub categories, to help facilitate finding specific tools.

Some tester pointed out that the users of this site will come with varying levels of knowledge about compostable plastics. For many, even knowing where to start is very challenging. So making it easy to start learning is important.

One of the biggest faults found with the site is that many of the tools were felt to already be outdated. Having a central repository is great, however most are only interested in very recent tools and would probably not even open tools that were not current. The sense is that this is a dynamic area of information, research, tools, etc. and keeping up is important.

Another common theme was a desire to understand how the tools were vetted. There is name recognition and trust with CCREF as an organization, as well as with certain resources (e.g. tools from "BPI"). But for other tools, testers wanted to understand how they were vetted and what the council thought of their importance before the interviewee would spend time exploring.

What We Learned

Home Page

The home page presents very well. The pictures are appropriate, the color scheme is inviting, and the navigation is clear and easy to use.

The category icons are an effective way to group tools, although for some testers the icons (picture only) were challenging as to what they represent. Hovering over the icon to get a description, once discovered, made the categories very clear.

Search & Results

In general, based on the scenarios, search was often the first path to finding the answer. Unfortunately the specific searches yielded very few results. Testers were frustrated and often unable to find a keyword that gave results. Testers expected the search to include some of the content of the tool resource,. When results were returned, the order was often not as expected, and scrolling through the list was cumbersome. Once tester commented that the list was overwhelming.

Sorting of results is currently alphabetical. While this is understood, it would be better to sort based on other criteria date or rating/recommendation (from CCREF).

Testers often had trouble accessing other categories. Eventually they would either use the back button or the logo (home) to go back home page where they knew all the categories were listed.

FAQ's

FAQ's were very well received, and provided important basic information. Once discovered this was often a primary spot testers would go to look for answers.

Toolkit

The toolkit categories were very well received, although the descriptions did not always deliver to their expectations. There was also some confusion about the link to click to see more information; some went to click the category (at the end of the description) to open the tool. Description when hover over icons are sometimes misleading, as do not always have articles that support what is listed.

Tool Details (baseball card)

The summary of the tool itself was well received, and testers felt that is provided good basic information. The image was also helpful as it allowed the tester to understand if this was worth investigate. That said, some people wanted more information on the toolkit summary page to better understand where they would be clicking through to.

Testers wanted the council recommendation and/or key things to look for on the specific tool.

General Observations

There is confusion on what is a "tool". Once an explanation was provided, testers were better able to understand the test scenarios.

Testers wanted more information about what others are doing in the community. The expectation the News category would provide this information, however there was only one listing here.

Some testers mentioned the idea of a discussion board or forum.

Navigation presented some challenges. Not everyone knew how to return home (via the logo). Within a category it was often unclear how to get back to the other categories.

Opportunities for Improvement

Search, Results and FAQ's

- Add keywords to tools to enhance the search function, including location. Other suggestions for keywords included: Cost, Greenhouse Emissions, and Recommendations.
- Consider introducing subcategories to facilitate locating tools
- Redesign the search results page layout including:
    - Sort by date which requires changing the current "date" attribute to be an exact date
- Develop FAQ for each category (navigation changes TBD)

Value of CCREF

- Provide information on how the tools are vetted as part of the About page
- Add in council recommendation

Currency of Content

- Add an RSS feed (e.g. Science Daily, Plastics News)
- Make sure the tools are current and commit to continuing to add new tools

Usability

- Reduce the size of the home page images to get more key information above the fold
- Enhance the description of what the tool kit is

Navigating

- Move the social media icons to the top of the page to give more prominence to CCREF
- Better align the text description and tools for each category.
- Add a short label under the icons to help identify categories without hover
- Add the categories to the "Tools" dropdown menu
- Keep all icons available even when in a specific category
- Change the "Search and Explore" label to "Search"

Next Steps

	Section	Item	2p2	CCREF Team
Yes	Content	Provide information on how the tools are vetted as part of the About page		Yes, they have something
Yes	Content	Add an RSS feed (e.g. Science Daily, Plastics News)	Yes	Yes, like it
	Content	Make sure the tools are current and commit to continuing to add new tools		Yes, funds for Peter to add, have some tools
HOLD	Content	Add in Council highlights, why or what is the gem in the resource • Add data field to capture info • Add to display (baseball card)	Yes	Yes, check with Michelle on original notes of why Not sure we want to do this Get more ratings from council
	Content	Enhance the description of what the tool kit is		Yes
	Content	Better align the text description of the category with the tools for that category		Yes
	Content, Nav	Develop FAQ for each category	Yes	Yes, provide content
HOLD	Future	Consider introducing subcategories to facilitate locating tools		
Yes	Labels	Change the "Search and Explore" label to "Search"	Yes	
Yes	Nav	Keep all icons available when in a specific category	Yes	
Yes	Nav	Move the social media icons to the top of the page to give more prominence to CCREF, as well as the Connect page	Yes	
Yes	Nav	Add a short label under the icons to help identify categories without hover	Yes	
Yes	Nav	Add the Categories to the "Tools" dropdown menu	Yes	
Yes, add capability	Search	Add keywords to tools to enhance the search function • Add keyword capability to tool page	Yes	Add keywords, help from task force
Yes, check with Jasmine	Search	Redesign the search results page layout including: • Sort by date which requires changing the current "date" attribute to be an exact date	Yes	Add dates
Yes	Usability	Reduce the size of the home page images to get	Yes	

		more key information above the fold		