

CIRCULEIRE

Website and Knowledge Portal

Usability Report

31 July 2020

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Summary

The CIRCULEIRE website was well received by those interviewed. All participants would be 'extremely likely to recommend the website to a friend or colleague' (average 9/10). All participants agreed that when CIRCULEIRE is more established, the website will benefit from more CIRCULEIRE content, ie activities, projects, good news stories. Currently, there is an emphasis on general circular economy information, rather than CIRCULEIRE, or Irish projects relating to the circular economy. This may be confusing to some users, on their first visit to the site.

4/5 participants were not able to locate the public 'Knowledge Library' via the 'Resources' tab. As the 'Knowledge Library' was extremely well received by all participants as an 'amazing' (Elise Finidori, Weelreland) resource, this needs to be addressed above all else. Also, the library and members' portal are key differentiators from other circular economy websites. Hence, this feedback is high priority.

As the success of this website and knowledge portal is dependent on members' contributions, there needs to be more prominence given those funding CIRCULEIRE. All participants agreed on this point.

Finally, all participants needed more information on CIRCULEIRE's team members. This not only personalizes the project, it also inspires trust in the website as a resource and reference point. In this respect, information on IMR should be included in the team members' information, alongside images and videos. To elevate this section of the website, successful projects/submissions by CIRCULEIRE should also be included together with team members' information.

Participants

The testing was carried out between 14th July 2020 and 21st July 2020, and was carried out by IMR UX Researcher, Denise Thomas.

Potential participant details were supplied by project sponsor, Dr. Geraldine Brennan. Introductions were provided by Dr. Brennan and were followed up by the UX Researcher.

Below is a table detailing the 5 participants:

Name	Company	Date	Format
Declan O'Riordan	DuPuy, J&J	14.07.2020	Interview
Bernie Kiely	DCCAE	21.01.2020	Interview
Elise Finidori	Weelreland	21.07.2020	Interview
David Edward Callahan	Coca Cola	21.07.2020	Interview
Shane Colgan	EPA	20.07.2020	Written

Method

Semi-structured interviews were conducted, with 14 open-ended questions (Appendix 1). Participants were encouraged to “think aloud” and expand on their answers. Recommendations were made of particular interest, on both CIRCULEIRE’s content, functionality and user interface/user experience.

Testing conditions

- The testing session was conducted on a one-to-one basis (participant and interviewer).
- The testing was conducted online with all participants, using a DELL laptop belonging to IMR staff, using Microsoft Teams software.
- UX Researcher’s wi-fi (Vodafone) was used to connect to the internet, and testing took place at the residence of IMR UX Researcher due to Covid-19 policy.
- The website and knowledge portal were tested on a variety of browsers including Chrome, Firefox and Internet Explorer within the Windows operating system.

CIRCULEIRE website and knowledge portal testing itinerary

- Each session began with an initial greeting and brief verbal introduction of the website
- As there was no login/password for the knowledge portal at this time, the participant was asked to load <https://circuleire.ie/>
- The participant was asked to navigate the website while ‘thinking aloud’, offering commentary on their understanding of each page, the content, the legibility of the text and the efficacy of iconography and imagery. Comments on the website and knowledge portal’s functionality and concept were welcomed throughout the testing session.
- During the testing session, the participant was asked 14 open-ended questions offering insights into;
 - Current use of circular economy websites and resources
 - Motivation to access circular economy resources
 - Navigation
 - Page balance (text/imagery)
 - Content and language
 - Overall successes and challenges

Findings and Recommendations

This section reports the results from semi structured interviews and written feedback.

High Priority

Link to WKS (public access) is not obvious. 4/5 participants

Solutions:

- #1 Public WKS deserves its own tab.
- #2 'Resources' needs dropdown of subpages, including 'Knowledge Library'.
- #3 Create Library icon to feature in navigation bar.
- #4 Create call to action 'LEARN MORE' button with contrasting colour.
- #5 Change text from 'LEARN MORE' to 'Go to Knowledge Library'.
- #6 Change headline within banner image from 'Resources' to 'Knowledge Library'.

CIRCULEIRE team members are not represented. 5/5 participants

Solutions:

- #1 Feature text, images and video (where possible) to illustrate team members and tie this in with future CIRCULEIRE projects, under 'About'.
- #2 Feature CIRCULEIRE team members on Homepage to give better understanding about CIRCULEIRE itself.
- #3 Link CIRCULEIRE team members to future success stories/good news stories/case studies.

Funders need to be prioritised. Partners' logos larger. 5/5 participants

Solution:

- #1 Undo automatic scroll for logo carousel, set as default the funders' logos, user may click arrows to search other partners.
- #2 Also make carousel larger/wider, to give prominence to the funders' logos.

More information on Ireland and circularity. 5/5 participants

Solution:

- #1 Feature CIRCULEIRE's activities on Homepage.
- #2 Include an 'Irish' or 'Ireland' category within Knowledge Library (Public) and Knowledge Portal (Members).

Medium Priority

Funding is being overlooked. 4/5 participants

Solution:

- #1 Create dropdowns for navigation tabs, where applicable, for example, Resources > Knowledge Library, Policy, Funding

Language needs to be plainer. 2/5 participants

"PhD language...there is a fine line, but it's a line that could be improved". (David Callahan, Coca Cola)

Solution:

- #1 Re-visit the general CE information pieces for non-academic and industry newcomers

Too much text, especially on general CE. 4/5 participants

Solution:

- #1 Message of CIRCULEIRE is a little overwhelmed by general CE info, but this will improve when CIRCULEIRE becomes more established, re: projects, activities etc. More content re: CIRCULEIRE on Homepage for first impression.
- #2 Once better established, carousel of CIRCULEIRE stories instead of static image.

More case studies with links to relevant funding, policy, stories (where possible). 2/5 participants

Solution:

- #1 Change layout of Case Study. Replace "Read About:" with "Summary", summarise the article in a few sentences.
- #2 Replace "Summary" with "Details" or "Info", link to corresponding sections of CIRCULEIRE website, where possible, and to external sites, this provides industry newcomers a *"baby steps guide, split into logical business segments"*. (David Callahan, Coca Cola)

Low Priority

Some users scroll using the sidebar, may not hover over images to reveal text. 2/5 participants

Solution:

- #1 Include hover icon within images or next to areas with hover function.



Prominence of DAFM logo within Network diagram. 1/5 participants

Solution:

- #1 Re-visit diagram with funders'/contributors' perspective.

IMR tagline and contact details in footer may be confusing. 1/5 participants

Solution:

- #1 Include more detailed information re: IMR in CIRCULEIRE introduction.

Text is too small. 2/5 participants

Solution:

- #1 Increase type size adhering to theme.
- #2 Increase type size with theme plugin (to access a greater variety of type sizes).
- #3 Replace font with something similar, but larger and more open.
- #4 Less text per article.

Appendix I

1. When you visit a circular economy website, what is the first thing you do?
2. What do you understand by each of the navigation tabs?
3. What parts of this website do you use the most and why?
4. What parts of this website do you use the least and why?
5. Do you like the interface? Why? Is it easy to use?
6. What, in particular, about the website did you like about the interface?
7. What would you change?
8. What do you think about how information and features are laid out? How easy it is to find what you need?
9. Overall, how was your experience with the website?
10. Can you give any specific examples of this experience?
11. If you could change one thing about the website, what would it be and why?
12. What one thing are you most excited about with the website?
13. Why will you continue to use this website? (Pinpoint exactly what satisfies most, identify frustration)
14. How likely are you to refer to this website? Why or why not?