

## Work The World - Responsive Site Staff/User testing

### Overview

The Work The World site was recently updated to be responsive. As best practices suggest; User testing any large updates to a site is the best way to validate the suggestions made during the design phase. We took an approach of sourcing a variety of WTW staff to user test, as this is the easiest and cheapest approach and may uncover device and general issues before we test with actual users.

The notes below contain details about each test and should be read so that each stakeholder can interpret them, and create solutions, by their own accord however I have summarised the Key Action Points for brief review.

Note that these recommendations may require Datanauts to carry out the amends or require new development to the existing WTW Ruby site. We have already mentioned that working on the Ruby site can be prohibitive at times so each recommendation should be scoped for cost and feasibility.

### Journeys Tested

1. WTW site - Explore a destination and an elective and try to find out as much as possible
2. MyTrip site - complete an application process

### Caveats

1. Some staff members have a lot of experience of the site which gives us a skewed result as many real users will have never seen the site before.
2. The staff are not real users so don't arrive asking the same questions or being in the same situation (similar desires and motivations).
3. To appropriate a 'real' user, the staff were asked to select an Elective and location before they started their test. In reality a user may not know their desired destination so may spend a lot more time browsing and comparing.
4. A set of real users should be tested to validate the findings and hopefully find out more information and issues.

### Key Action Points

1. Mobile users found the 'Fasttrack Bar' immensely helpful in directing them to their required Elective and location (on a Package page). This guided them to very specific information which was very helpful. The following issues occurred however:

1. Subsequent information (navigated to after the package page) lacked this specificity although users felt that they were in a specific flow. This was slightly misleading or left them with unanswered questions.
2. Being the first navigation method used, the user was reliant upon it. When they found themselves lost or unsure they couldn't find it again. To find that it had disappeared was frustrating.

**ACTION: Reinstate Fasttrack bar at the top of the site for mobile AND tablet devices. It is important that it is at the top as that is where the user expects to find it.**

2. Mobile users, landing on a destination page, quickly want to find information more specific to their Elective.

**ACTION: (For mobile users) Provide an Elective selector higher up on destination pages. This could be a new select menu ('What Elective would you like?') or move the existing list further up the page after the body copy**

3. For the majority, users are only ever interested in a single Elective. They are Doctors studying Medicine or Dentists studying Dentistry. We should provide links to the users' Elective or Package (Elective/Destination combination) where possible.

**ACTION: When a user selects an elective from the dropdown or from the Fasttrack bar we should drop a cookie that is used to publish relevant CTA's on subsequent pages (i.e., on the prices/what's included?/FAQs/Our houses/ Case study pages we can have a supporting CTA that say's 'More about our Dentistry Elective' or 'Dentistry in Ghana - Read more').**

**This same principle could be used to send Fast track users (upon clicking a 'Read Case Studies' link) are sent to a pre-filtered Case Studies page showing just the content based on their selection**

4. The MyTrip pages are the gateway to a user completing a registration/purchase. Although users are highly motivated to complete these question sets (this is a once in a lifetime, and important, purchase) these should be reviewed to redesign the UI's to be more effective and remove un-required questions that could be asked at a later date over the phone

**ACTION: Carry out a question audit to get all departments of WTW to assess the importance of each question. Remove unnecessary questions and delay optional/less important questions for the follow up call.**

**Improve User Interfaces on the form pages:**

- **Make D.O.B. an easier DD/MM/YY format.**
- **Apply a Postcode/Zipcode address selector**
- **Nationality selector - duplicate the following, most popular, options at the top: UK, Canada, USA, Australia, Holland/Netherlands**

5. Nursing users tend to want to travel with friends or groups from their universities. They may not have travelled extensively before and, most likely, not in Asia so the reassurance of being with others is important

**ACTION: Ensure nursing pages show photo's that show groups of (mainly female) students together**

## User Testing Notes

### **PARTICIPANT: Rob Giddings**

<i>ROLE:</i>	Head of Ops
<i>DEVICE:</i>	iPhone
<i>ELECTIVE:</i>	Midwifery
<i>DESTINATION:</i>	Arusha (but wants to compare with Ghana)
<i>JOURNEY/SITE:</i>	WTW site

### Notes

- The user may well be on a hospital placement so may well be on a rushed lunch break
- Immediately uses the fast track bar to get specific information
- Quite quickly wants to assess the cost - 'What does £47 a day finally total'
- Prices page
  - 'All prices below...' text is in Caps - finds this hard to read
  - Prices chart excludes the £250 registration fee so the user is left to do some maths to create a total
  - Wants to enquire after he's seen the prices but cannot easily find an Enquiry option so he selects 'What's included' which is generic information - User is confused that this info doesn't cover his specific elective or destination
- Fasttrack bar was used immediately as it is very direct and engages the User. They are already reliant on it so when it disappears on subsequent pages it becomes disorienting and frustrating "Where has it gone?"
- Images of students mainly shows people on their own - some users book in groups and don't want to be alone so will want to see group shots with friends/peers.
- Great use of a video on the Ghana page - nice and relevant
- User heads to destinations (Ghana) but has no idea how to specify an elective as it is at the bottom of the page
- Video on midwifery/Ghana - caption mentions nursing first (and is truncated) so it doesn't seem relevant

### Summary

- "Reasonably painless, not too cluttered but the image gallery pictures didn't enlarge"
- "Pricing page left me calculating the total cost including the registration fee"
- User found very specific information about their elective/location quite quickly but later found themselves on generic pages and didn't easily know how to get back

### Suggestions

- User wants to make an enquiry on the Price page so add a CTA under table
- User has entered the site through the Fasttrack bar which provides very specific direction/pages - they then can quite easily slip into pages with generic information

without realising why. We could look to use cookies to tailor some CTA's and links so when a user comes in via 'Midwifery' in the Fasttrack bar we publish a CTA with 'Enquire about a Midwifery placement' and 'Book a Midwifery placement'. Note that we probably shouldn't do this for destinations as users may jump between destinations

- Make fasttrack bar persistent - users who use it become reliant on it and find it disorienting and frustrating when it disappears on other pages
- Use pictures that include groups of friends/peers - especially on nursing and midwifery electives where users tend to book in groups and go with friends
- Ensure pages with specific locations or electives have specific video's
- Add a dropdown on destination pages at the top of the page asking them which elective they want - this makes the journey more specific. This could be done for Elective pages (by adding a destination dropdown) however there may not be the need - Electives are very specific to each user, they don't want to see radiography if they are in Dentistry

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## **PARTICIPANT: Alasdair Thompson**

*ROLE:* Elective Consultant  
*DEVICE:* iPhone  
*ELECTIVE:* Medical  
*DESTINATION:* Kathmandu  
*JOURNEY/SITE:* WTW site

## **Notes**

- Homepage - "There's too much text to be bothered to read"
- Immediately uses the fasttrack bar and when on the correct elective/destination page his next logical question is "How much will this cost?"
- When user was on the prices page they then wanted more information so looked around the page. Beneath the price chart they found 'What's included?' and went here however the page is generic. They were expecting to see info relevant to their elective destination.
- They wanted to find out where they would be living so found 'Work The World house' but again; were left to find the relevant house
- On some pages they had no obvious way to Enquire (also they didn't want to book immediately)

## **Summary**

- The fasttrack bar sends (especially) mobile users into a very specific part of the journey however supporting links thereafter seem to be more generic - this specificity is lost.

## **Suggestions**

- Provide dynamic/customised links and pages for fasttrack users sending them to pages that contain specific info - i.e., WTW House Kathmandu, Whats Included Medical/Kathmandu. NB. The phone experience seems to make users feel that they are on a specific journey, they aren't able to scan for other menu's and options so aren't aware (as much as desktop users) that a page is generic. NB. the above suggestion needs considering - duplicate pages may cause as many issues! however we can publish elective names/destinations and video's/images so a page *feels* specific
- fasttrack bar users - when they click 'Work The World House' - they visit the specific house
- fasttrack bar users - when they click 'read first hand reviews' - they are sent to a filtered case studies page
- add an 'Enquire' button to the mobile nav (this has already been implemented)

## **PARTICIPANT: Charlotte Cumberworth**

<b>ROLE:</b>	Elective Consultant
<b>DEVICE:</b>	iPad
<b>ELECTIVE:</b>	N/A
<b>DESTINATION:</b>	N/A
<b>JOURNEY/SITE:</b>	MyTrip Application

## **Notes**

- Placement type - questionable whether students know which one to choose
- Working in Hospital/Village Experience etc - mentioned that some students get confused over the total weeks
- DOB interface is quirky
- suggested that DOB could be collected at a later time (possibly during the welcome call) - validate this
- Address is added early on which feeds into the Paypal page - this is helpful however if we can get the address info FROM paypal we can take the step out of the MyTrip process which would make it feel quicker ("It makes sense to add it for paypal")
- 'How heard' - this could be done at a later stage (possibly during the welcome call) - validate this

## **Summary**

- "I hate filling out forms"
- Its was quite clear but maybe the address could be done at the paypal stage? (this certainly makes sense if users want to pay by bacs cheque - they fill out an address which they could do over the phone)
- Liked the highlighted sunday dates on the calendar

## Suggestions

- Verify if 'placement type' makes sense to students/grads/professionals. If not then expose these as radio buttons and have help icons or a short descriptive sentence for each
  - Separate FOR HOW LONG into 2 question: 'How long would you like to work in a Hospital?' then 'Would you like to broaden your experience?'
  - replace Date of Birth date picker with DD/MM/YY fields or 3 select menu's for DD/MM/YY - these should be much quicker to use
  - Use an address picker based on postcode/zipcode
  - NB. collecting address via phone may be problematic as it could lead to typos
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## **PARTICIPANT: Leah Stay**

<i>ROLE:</i>	Operations Administrator
<i>DEVICE:</i>	iPad
<i>ELECTIVE:</i>	Midwifery
<i>DESTINATION:</i>	Pokhara
<i>JOURNEY/SITE:</i>	WTW site

## Notes

- Uses fasttrack bar - "Its the most obvious option rather than browsing"
- The video on the location page is great as it's of the location
- Visits the overseas team page to see the people - feels comfortable with the information and wants to enquire however there is no obvious option
- not deterred by the 2nd 'Book now' page - it seems "like a final check just so everything is Ok before you proceed" however it could show your elective/destination

## Suggestions

- consider adding an enquiry button at the bottom of
    - destination team pages (<http://www.worktheworld.co.uk/about/meet-our-overseas-teams/dar-es-salaam>)
    - our houses (<http://www.worktheworld.co.uk/about/our-houses>)
  - Consider adding the elective/destination a user has visited to the book now page. NB - this could be misleading if they choose a different destination!
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**PARTICIPANT: Suzanne McDonough**

*ROLE:* Operations Administrator  
*DEVICE:* iPad  
*ELECTIVE:* N/A  
*DESTINATION:* N/A  
*JOURNEY/SITE:* MyTrip Application

**Notes**

- Likes the highlighted sunday on the calendar
- 2nd destination options are very rarely chosen
- Nationality select menu is really long
- She has to follow up with a Welcome call where some additional info could be collected (“10 questions would be too much but maybe 3 or 4 would be fine”)
- Balance due isn’t that obvious - users end up asking this question over the phone so do not always see this
- Users sometimes want to travel with friends - this is mentioned in additional info but this could be missed - perhaps create its own field?
- Medical conditions/dietary requirements are quite important but are not obvious where they should be added

**Suggestions**

- Consider moving 2nd destination question to be part of a follow up call
- Nationality select menu - make the following 5 countries appear at the top: UK, CANADA, USA AUSTRALIA, HOLLAND
- Consider making optional/less important questions part of the Welcome call (certainly t-shirt size)
- consider adding a ‘Travelling with friends’ field to specifically add that info
- consider adding a field for ‘dietary requirements’ and ‘medical conditions’
- emphasise the ‘Balance due’ content