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User Advisory Group - Meeting #1
Metro Hall - May 4, 2019
Summary of Input

About this Document

This document is a summary of the input and feedback received at the first User Advisory Group (UAG) meeting. It is intended to be an accurate record of the UAG's discussion. It does not represent the recommendations or findings of the UAG or the Project Team. This document has been shared with UAG members for review before being finalized.

Executive Summary

The User Advisory Group (UAG) is a representative group of 20 randomly selected Parks, Forestry and Recreation (PF&R) users. The purpose of the UAG is to gather in-depth user feedback to shape PF&R's new registration and facility booking system.

The first UAG meeting took place between 10 A.M. and 4 P.M. on May 4, 2019 at Metro Hall. The objective of the first meeting was to better understand how UAG members learn about PF&R's recreation programs and facilities. 19 UAG members attended the meeting.

This document has three sections, reflecting the structure of the discussion:

1. UAG member introductions;
2. System pain points;
3. Design values; and,
4. Search tools.

Within each section, we provide a brief overview of the discussion and a summary of the input received by the UAG.

1. UAG Member Introductions

UAG members were asked to introduce themselves, touching on their recreation and booking experience, neighbourhood and motivation for volunteering.

Summary of UAG discussion:

— Members have been using the PF&R registration and booking system for differing lengths of time ranging from 1 to 39 years for a cumulative total of 254 years.

— Most members use the system for themselves and family members.

— All members had experience registering for programs; 10 members had experience booking facilities.

— Members expressed a strong desire to help make the new registration and booking system more user friendly, informative and efficient with their input and insights.

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2. System Pain Points

UAG members were provided with a summary of customer pain points related to the existing registration and booking system. The pain points were identified through a review of materials provided by PF&R, including *Making it Better* customer surveys. UAG members were then asked to identify system-related pain points from their registration and booking experience. The discussion centred on three areas, described below.

System Navigation

— Several members felt that the online Fun Guide was difficult to navigate.

— Many members noted that additional program information would improve the user experience, including information about dates, registration deadlines, costs, program descriptions, instructor information, equipment provision and accessible washroom availability.

— Some members said that the registration system does not permit users to organize their program preferences within the system. This leads some users to organize their family's program schedule on paper while managing competing variables, including: city program fee subsidies, personal budgets, timing, location, coordinating programs between family members and prioritizing program choices.

— Members suggested that the new online system could overcome these pain points by incorporating tools like:

  — Wish lists to map out different users, schedules, and lists of programs;

  — Algorithm-based suggestions for programming based on what similar users have viewed;

  — A chatbot or live chat option to answer questions in multiple languages;

  — The option to have several programming preferences pending so that users can identify back-ups in the event they don't get their first choice; and

  — A "shopping cart" style of bookmarking program information for future reference.

Account & Waitlist Management

— Most members want to see where they are on the wait list, so they can explore other program options if it seems unlikely they will be able to register.

— Members would prefer to perform transactions like obtaining registration bar code numbers, making bookings, cancelling their registration or removing themselves from a waitlist online, rather than calling 311 or OneNumber.

— Some members noted they would like a greater ability to add and change their personal information.

Registration Rules

— Some members commented that a 7 AM registration time was too early while others preferred it

— Some said they preferred weekends over weekdays so they could focus exclusively on registration and not preparing for school or work.

— Members had conflicting opinions about alternative registration systems, including a lottery approach.

— One member commented that only having one chance to register is problematic, especially for people who do not receive PF&R emails and may miss registration day.

3. Design values

The UAG was divided into two breakout groups and asked to identify and define key design values to guide the creation of the new registration and booking system. When the UAG reconvened, members discussed how the design values they identified overlapped and diverged. A consensus emerged around six design values, included at Appendix A.

4. Search Tools

UAG members were asked to (i) identify the search tools they use to research programs and facilities using dots to indicate frequency and (ii) the order in which they use the different search tools (e.g., first, second, third, etc.). Following the exercise, we facilitated a discussion to gather UAG feedback on existing search tools as well as improvement opportunities.

Summary of UAG discussion:

- The two search tools used most frequently by UAG members for program registration were Toronto.ca and the printed FUN Guide, with 16 and 14 members, respectively, indicating they "always" or "sometimes" use these tools. In regards to sequencing, Toronto.ca was usually the first place participants looked for information.

- The search tools used most frequently by UAG members for facility booking were Toronto.ca and visiting a recreation center, with 6 and 5 members, respectively, indicating they "frequently" use these tools. In terms of sequencing, participants turned to Toronto.ca, the Fun Guide, and calling a recreation centre before using other tools.

- Members liked that the Fun Guide was available in multiple locations (libraries, daycares, etc.).

- Many members also liked community centre-specific guides, though one member noted that she requires information about several nearby community centres given the difficulty of accessing programs at her local centre.

- One participant noted that she appreciates being exposed to programs that she would not have otherwise known about in the full Fun Guide.

- Members noted that the searchability of the electronic Fun Guide could be improved. A bookmarking feature was also recommended as well as the ability to cut and paste (or drag and drop) online Fun Guide content.

- One member suggested that the Fun Guide (and registration) could be more optimized for mobile.

- There was limited awareness of OneNumber among UAG members. Several members commented that they have called 311 with PF&R inquires and been redirected to OneNumber.

- Several members noted that, prior to registration, they will go to their local community centre to get centre-specific programming information. They commented that PF&R staff at community centres are generally very helpful.

- One member suggested eliminating the hard copy of the Fun Guide but keeping it as an online inventory that can be filtered and sorted easily.

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APPENDIX 1: Draft Design Values

Design Value	Definition	What it Looks Like in Practice
Intuitive	An intuitive system is easy to navigate, engaging and responsive to users.	— Helpful pop-ups and chatbots — Prompts users with suggested programs based on their preferences — No time-outs for inactive users
Informative	An informative system conveniently offers all the information that is important to users.	— Up-to-date programming, facility, and accessibility information as well as learning outcomes — Relevant information offered at the right time and place in the registration process — Users can see their relative position on the waitlist
Secure and Private	A secure and private system allows users to be confident that their personal information will not be shared or compromised.	— Ability to opt in or out of receiving updates and information — Option to store (or not store) information about previous registrations or personal information in the system — Option to store (or not store) payment information in the system — Utilizing best practices for online security and privacy, like banks or the CRA website
Clear	A clear system is simple, easy to understand and uses plain language.	— A search function that allows for search by postal code — A prominently displayed button for searching via a "map view" — Clear methods of getting questions are answered — A website that is welcoming and simple
User-Friendly	A user-friendly system will be straightforward and suited to the unique needs of PF&R users.	— Prompting, guiding and cueing users down a clear path towards registration — A system which allows users to coordinate multiple registrations at the same centre at the same time
Accessible	An accessible system is used by people of many different ages, abilities and languages.	— AODA compliant — Clear prompting to access Google Translate — Read-aloud functions and program descriptions for people with different abilities — Simple design to eliminate barriers of computer literacy including tutorials and how-to videos to assist in learning how to register and book