TORONTO

User Advisory Group - Meeting #2
Metro Hall – June 22, 2019

About this Document

This document is a summary of the input and feedback received at the second 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 was shared with UAG members for review at the third meeting on July 27, 2019 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/space booking system.

The second UAG Meeting took place between 10 A.M. and 4 P.M. on June 22, 2019 at Metro Hall. The theme of the second UAG meeting was Enroll and Book: how users register for programs and book facilities. 17 of the UAG members attended the meeting. There were 3 absences and 1 late arrival.

This summary document has 3 sections, reflecting the structure of the UAG meeting:

1. Registration "Hackathon"
2. Reimagining the Rules of the Registration Game
3. One Time Use of Space Form Form Lightning Round

Within each section, we highlight key themes from the discussion.

1. Registration Hackathon

UAG members were divided into four groups and asked to share the tips and tricks that they use on registration days to register for recreation programs. The objective of this exercise was to better understand members' registration "hacks" in order to identify desirable features, functions and design elements for the new system. This section includes a summary of the key themes identified through this activity.

Preparation for a successful registration experience begins well in advance of registration day.

— UAG members across all groups agreed that preparing for a successful registration experience begins well before 7:00am on the registration start date.

— In the weeks and days prior to registration, members noted that they put significant effort into planning activities, including: researching and prioritizing program choices, double checking program barcodes and family numbers and preparing their children for their absence on registration morning.

— UAG members agreed that unless they prepare well in advance, they will not be able to get into their desired programs.

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The right mindset is an integral part of the process.

— Many UAG members described the stress and anxiety that they experience in the run up to the registration start date. Some noted that they were unable to sleep the night before.

— A key "hack" they identified was to adopt a relaxed mindset about registration and to utilize rituals to put themselves in a positive headspace (e.g. finding a quiet space to register, taking a moment to have a cup of coffee).

— Expectation setting is important. Members noted that they work to manage their own expectations, while also preparing their children with realistic expectations about what program spaces may be available.

Support from family, friends and community is a critical success factor.

— Despite online registration being a largely individual process, many UAG members noted that support from their family, friends and community is an important success factor (e.g. having additional people to attempt to register for courses).

Planning for contingencies and considering alternatives is imperative.

— Many UAG members noted the importance of planning for every registration scenario, and identified the strategies they use in the event that they are unable to register for their programs of choice.

— Tactics included signing up for many waitlists, entering random bar codes to identify programs with space, considering travelling to community centres in less ideal locations, exploring programs they may be less interested in and conferring with partners, family and friends to discuss alternatives.

— Most UAG members emphasized the need to have a clearly identified strategy for balancing multiple registrations (e.g., how to ensure one of their children isn't fully registered while the other is left with no programs).

— Some members also noted that they will visit local community centres in person if they are not able to successfully register online, in order to seek suggestions from staff for what programs may still be available.

2. Reimagining the Rules of the Registration Game

The UAG listened to a short presentation about the registration process in other jurisdictions.

The UAG was then divided into two breakout groups to discuss alternative approaches to registration and to design their "ideal" registration system.

This section includes a summary of the key points of consensus identified through this activity.

Different user groups should register on different days.

Most members strongly gravitated towards the idea of organizing registration by user groups. Specifically, members noted that offering separate registration days for children under 18, adults and seniors would be intuitive and effective.

There should be four seasonal registration/booking cycles throughout the year.

Members liked the seasonal approach to program registration, and suggested that the seasonal approach remains as is.

Staggered registration would provide more choice.

One member suggested offering a weekday and weekend registration option, and allocating 50% of the available spots to each. Members quickly rallied around this idea as a way to offer choice while maintaining fairness.

The ideal process does not include districts.

Registration by district did not resonate with members. In their ideal registration process, registration would apply to the whole City of Toronto and they would be able to easily access information about programming options in their neighbourhoods.

3. Facilities Booking Lightning Round

UAG members were asked to fill out the City of Toronto's recreation centre facilities booking form and provide feedback about the design and content of the form.

Members offered the following feedback after completing the facilities booking form:

— The majority of members found the form unclear and difficult to complete.

— Complex language made elements of the form difficult to understand.

— Small, tight spaces for filling in information made it difficult to fill out.

— Members noted that the fine print section contained important information but was difficult to read and understand.

— Titles for certain information fields, for example "Group/Organization Name", did not seem relevant to members. Members said that these fields and the fine print were unwelcoming and led them to believe that they shouldn't be completing the form (e.g., members believed that they must be part of a group in order to book a space).

— Members said that certain fields, like "Fax Number," are dated, while others, like "Position/Title," are irrelevant.

— One member, who has frequently used this form, was very satisfied with it as is.