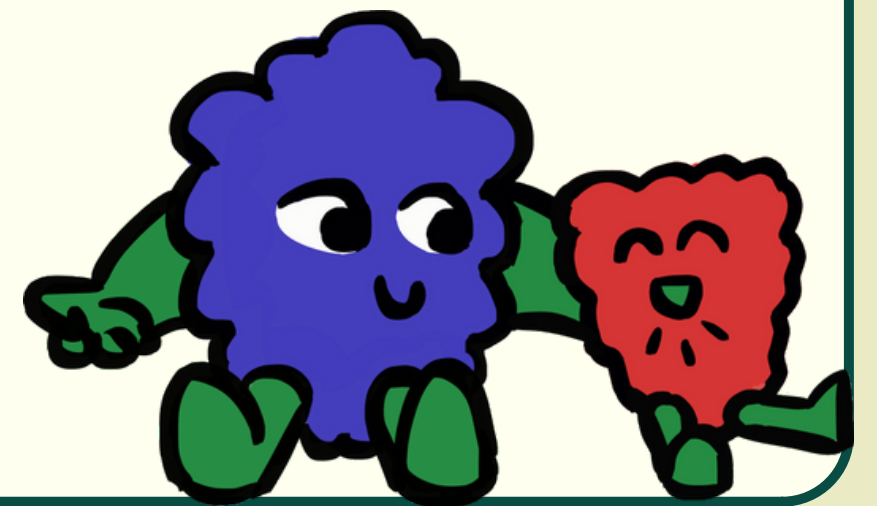


GRASSROOTS GROCERY

MODERATED USER TEST REPORT

EVELYN MUKHERJEE, GUILLERMO RAMIREZ,
ALFREDO GUTIERREZ, SEBASTIAN HUNT



Agenda

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Executive Summary

Grassroots Grocery is a grassroots volunteer organization with the goal of providing nutritious food for their neighbors in need. With a strong emphasis on working as a community, Grassroots Grocery offers four main categories of volunteering: joining a Produce Party, group volunteering, volunteering your talent, and filling local Grassroots Grocery-affiliated community fridges.


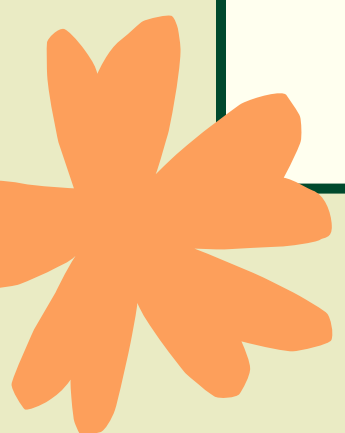
We have performed a moderated user test for Grassroots Grocery's website to evaluate the general site design and uncover any issues regarding usability and user experience. After performing the test with 8 participants, we made a list of **5 total recommendations** that will enhance the user's experience and improve functionality on the website.

The Grassroots Grocery website has a very strong foundation, with easy navigation and a pleasing aesthetic, but there are areas of improvement that will improve the overall user experience and potentially increase the number of volunteer sign-ups typically received.



Project Timeline

Initial Meeting and Strategy	Moderated User Tests	Analysis of User Tests	Recommendations
<ul style="list-style-type: none">• Drafted target audience, test goals, screening questionnaire, and test tasks after initial meeting• Began outreach for participant recruitment	<ul style="list-style-type: none">• Scheduled and performed user test with 8 participants virtually	<ul style="list-style-type: none">• Compiled list of trouble areas on the website based on user feedback• Gained insight from each target audience in our user test group	<ul style="list-style-type: none">• Developed 5 recommendations to strengthen the Grassroots Grocery website for an enhanced user experience

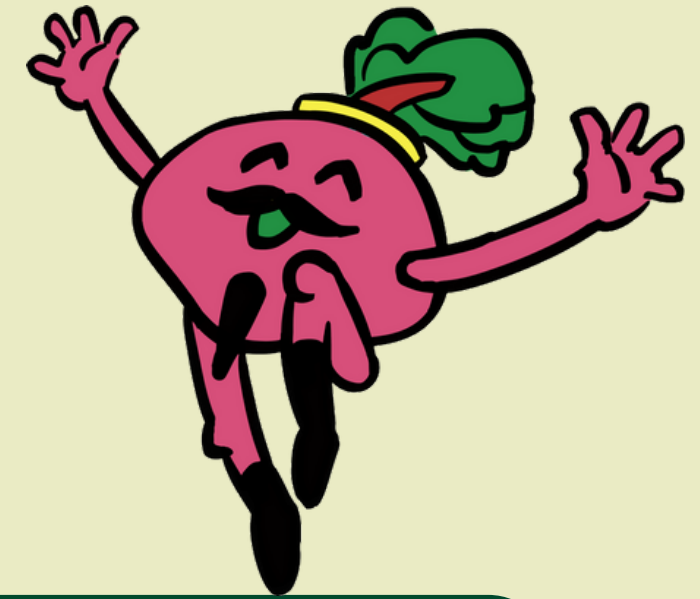


User Test Goals

Goal #1

Measuring and Improving Clarity of Involvement Options

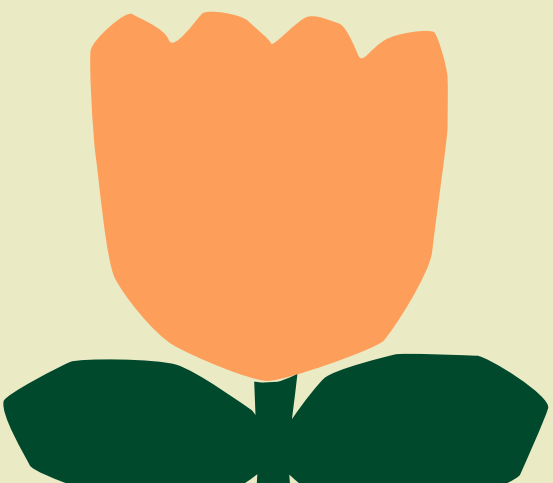
- Are visitors to the website being made clearly aware of the various ways they can volunteer and contribute?
- Is there any missing information or other forms of barriers preventing people from volunteering?
- Can the content or information architecture be improved to make the various offerings clearer and more inviting to website visitors?



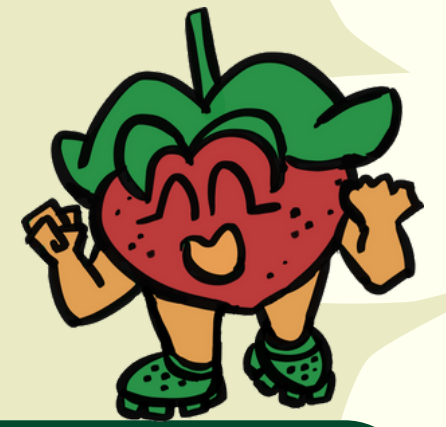
Goal #2

Measuring Site's Ability to Communicate Grassroots Grocery's Core Values

- Do visitors feel that GG is a family-friendly organization where children across age groups can easily get involved?
- Is the community and grassroots-oriented nature of GG's work coming through clearly?
- Can the website improve the communication of its values to better resonate with those looking to get involved?



Methodology



Participant Recruitment

Outreach was performed via email to members of the Pratt community and other interested parties. The email contained a link to the screening questionnaire which was made using Google Forms. Using purposive sampling, we selected **8 individuals** who matched our criteria and reached out to schedule the user test.

Evaluation Method

A **formative moderated user test** was performed virtually consisting of one evaluator and one participant. The formative user test is beneficial for gathering qualitative insights including perceptions and behaviors, especially for newly launched web pages. The test was composed of three sections: **pre-test questions, the user tasks, and post-test questions.**

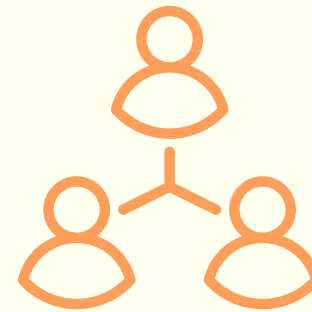
Target Audience

Group 1



People who are interested in volunteering but have not yet volunteered.

Group 2



Active volunteers who are looking for new volunteer opportunities and have not heard of Grassroots Grocery

Group 3



Active Grassroots Grocery volunteers who have had limited contact with the website



About the User

Matt is a UX Designer who has recently moved to the East Village. In an effort to get more involved in his community and meet new people, Matt is thinking of volunteering for organizations around New York. With his busy schedule, Matt is looking for organizations that are easy to get involved with and have flexible volunteer options. Matt has a high interest in accessibility, as his job as a UX designer focuses on creating accessible online experiences for those with impairments.

Tech Habits

- Active Instagram, Reddit, and TikTok user
- Loves browsing GitHub and medium.com
- Picks up new tech very easily

Name	Matt
Age	25 years old
Occupation	UX Designer
Location	East Village
Income Range:	60,000 - 80,000

Personality

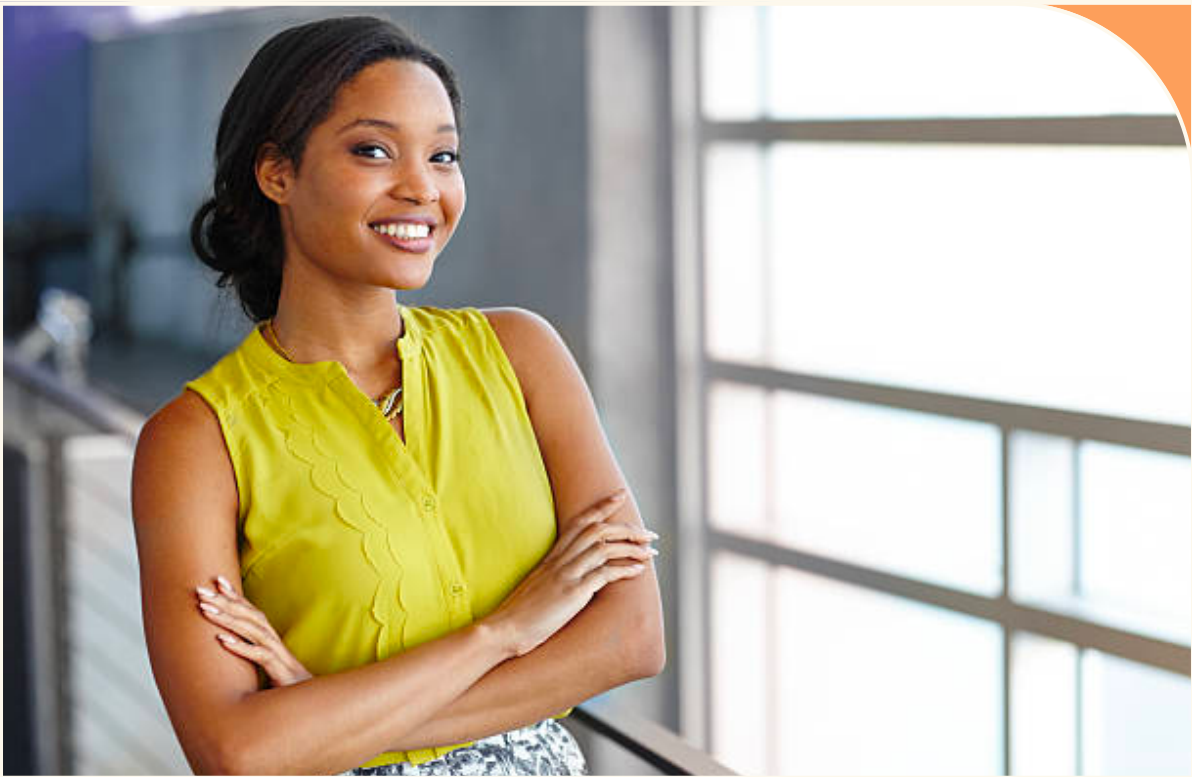
- Homebody
- Nature lover
- Sympathetic
- Independent

Challenges

- Overwhelmed with volunteer opportunity research
- Afraid to start volunteering with busy schedule

Goals and Needs

- Wants to find one organization with many options for volunteering
- Needs volunteer opportunities to be clear to avoid overwhelm



About the User

Lisa lives with her husband and two children in the Upper East Side. She works as an accountant at PwC, and loves the company's promotion of wellness and community building. Inspired by PwC, Lisa is looking for ways to get her family more involved in the community around her. Her two kids are in middle school, and she'd like to instill in them good community values.

Tech Habits

- Active Instagram User
- Rarely uses Facebook but has an account
- Loves LinkedIn

Name	Lisa
Age	34 years old
Occupation	Accountant
Location	Upper East Side
Income Range:	90,000 - 110,000

Personality

- Detail- oriented
- Social
- Heavy focus on wellbeing
- Compassionate

Challenges

- Is busy as a mother and full-time worker
- May not be able to volunteer in conventional ways

Goals and Needs

- To find a suitable volunteer experience that allows her whole family to get involved
- To be able to sign up for volunteer opportunities easily online



About the User

Rose works at Accenture as a Product Designer and acts on the school board for her children's elementary school, the Wetherby-Pembridge Lower School. In an attempt to get her kids more involved with volunteer work, Rose and her family have volunteered with Grassroots Grocery as food packers three times. She is interested in learning more about and building a lasting relationship with Grassroots Grocery, and wants to find other ways to get involved.

Tech Habits

- Avid Pinterest user
- Uses Facebook to stay connected with family
- Can pick up new technology relatively easily

Name	Rose
Age	41 years old
Occupation	Product Designer
Location	Hudson Yards
Income Range:	115,000 - 135,000

Personality

- Outgoing
- Enthusiastic
- "Type-A"
- Family-Oriented

Challenges

- Fears as her kids get older and busier they may not be able to interact with GG in the same capacity

Goals and Needs

- Create a lasting connection to Grassroots Grocery
- Wants easy access to volunteer information for Grassroots Grocery

Screening Questions

1. Are you a current resident of the Tri-State area? Yes/No
2. What is your zip code?
3. Please select the statement that best describes your volunteer experience:
 - a. I have not volunteered in the past and am not interested in volunteering
 - b. I have volunteered in the past and am not interested in volunteering in the future
 - c. I have not volunteered but I am very interested in volunteering in the future - **TA1**
 - d. I have volunteered and want to find more volunteer opportunities - **TA2/3**
4. Please select the options that apply to your previous experience:
 - a. I have volunteered with a group
 - b. I have volunteered with family
 - c. I have volunteered on my own
5. Have you heard of Grassroots Grocery? Yes/No
6. How did you hear about Grassroots Grocery?
 - a. Word of Mouth
 - b. Through social media and/or news outlet
 - c. Through website
7. Have you volunteered with Grassroots Grocery? Yes(**TA3**)/No(**TA2**)
8. How many times have you volunteered with Grassroots Grocery?
 - a. 1-2 Times
 - b. 3-4 Times
 - c. 5+ Times

Participant Group Overview

Target Audience 1

4

Individuals

Average Age: 24

Interested in volunteering with similar motivations, but low awareness of organizations and opportunities and similar barriers to volunteering

Target Audience 2

2

Individuals

Average Age: 25

Highly active volunteers in low-income communities, homeless shelters, incarcerated communities and DEIV

Target Audience 3

2

Individuals

Average Age: 55

Moderate to High Participation in Grassroots Grocery

User Tasks

1. What is your first impression of the site?
2. **Question:** What do you think are Grassroots Grocery's main values as an organization?
3. You're interested in learning more about what the organization stands for. Where could you go to learn more?
4. **Follow up question:** Do you think your initial assumptions on the company's values matched what you found on the web page?
5. You are looking to volunteer for an in-person volunteering event. Find an event and a date that works best for you.
6. Apart from the physical volunteer event, what are some alternative ways you could contribute to Grassroots Grocery?

User Tasks Pt.2

7. **Follow up question:** Of the volunteer opportunities found, which opportunities are you most and least interested in participating in?
8. Select a volunteer opportunity you are most interested in and try to sign up.
9. **Follow up question:** What do you like/dislike about the signup process?
10. You'd like to do a Grassroots Grocery group event with a community of which you are a member. How would you find the information for that?
11. You would like to contribute to Grassroots Grocery but you realize you are unable to contribute your time. Are there any other methods to support Grassroots Grocery?
12. You're looking to see who else is involved in the organization. Where would you go to find more information?

Major Themes

Site Look and Feel

- All users thought their initial assumptions on the site's mission and values matched the content of the site
- Images, videos, and graphics had a heavy impact on users:
 - "The website does match with their values and their webpage reflects the same with their use of images."
 - "The pictures bring the organization to life with real people"
 - "The photos tell a story."
- Words and phrases used to describe site:
 - "Radiant"
 - "Quirky and friend"
 - "Light-hearted organization"
 - "Feels easy to get involved"
- In general, users enjoyed the color scheme, use of graphics, and real pictures to push organization's values.

Major Themes

Volunteering Opportunities

General Volunteering

- Most users expressed general hesitation in finding all volunteer opportunities, they were not sure if they had actually found them all during the user test
- 4/8 users wanted more information about the different volunteering opportunities, including past events held, details on what happens during events, and general logistics
- 4/8 users were most interested in participating in the Saturday Produce Parties, 2/8 users were most interested in filling a local fridge, one user was most interested in volunteering their talent, and one was interested in running an online fundraiser
 - Users noted they would have been more interested in filling a local fridge but did not know the locations of the fridges

Donating

- All users found the donation page with ease and noted how easy it was to donate once and on a monthly basis. **One user even donated 60 dollars during the user test!**
- Users enjoyed the option to host an online fundraiser, but one user noted they wanted more explanation on where the money would go.

Major Themes

The Sign-Up Process

Produce Party Sign-Up Process

- 5/8 users thought the sign-up process involved too many steps, had to navigate through multiple pages just to sign up
- Many users first navigated through the embedded Airtable before realizing they were unable to sign up that way

Alternative Volunteering Sign-Up Process

- 5/8 users were unsure if the information they were giving was sufficient, and didn't feel the sign-up process was very concrete
- Felt there was a lack of immediate feedback, users did not feel confident that Grassroots Grocery would get back to them upon form submission

General Sign-Up Feedback

- Form text was not clearly legible due to the message text being too small and the headers being the same color as the background
- Users expressed that all the forms felt the same despite being for different volunteer opportunities


Recommendation #1



Issue

Potential volunteers had difficulty trying to find new and different volunteer opportunities since they felt there were a lot of pages with these opportunities. They were not even sure if they found them all.

User Experience



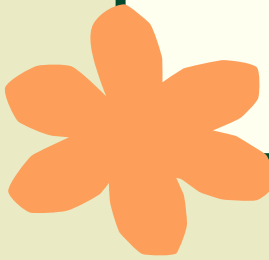
This issue could discourage users from signing up to volunteer due to the overwhelm experienced from having to navigate through multiple pages. Users could also miss an opportunity that they otherwise would have been interested in.

Proposed Solution

A single page, where all of the opportunities are listed clearly, without having to move between different pages, should be created.

An ideal way to get to this page would be by clicking on the Get Involved menu.

Users will be able to see all volunteer opportunities and details on one page, making it easier for them to decide which one to sign up for.



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Join Us On Saturday!

Every Saturday is a produce party! Music plays and the vibe is rich as our volunteers prepare the weekly harvest. Then our fleet of volunteer drivers bring that beautiful produce the last mile to our Grassroots Grocers, the community leaders who know who needs it most.

[Info on how produce parties work here]

JOIN THE PRODUCE PARTY!

Can't Make Saturday?

Fill A Local Fridge

Group Volunteering

Volunteer Your Talent

[Placeholder text: Fill a Fridge: This area will include details into what is normally brought to donate to the fridges/general guidelines, how long the experience normally is, and who the volunteer will be working with (ie. A grassroots Grocer)]

SIGN UP TO VOLUNTEER!

Donate to Grassroots Grocery

One Time

Monthly

It doesn't take much to make a difference. Just one \$25 donation and you can help rescue almost 200 lbs. of fresh produce and serve 16 families for one week. Give what you can and together we can uproot hunger.

\$1000\$500\$250

\$100\$50\$25

\$120USD ▾

DONATE AND SUPPORT

Can't Make Saturday?

Fill A Local Fridge

Group Volunteering

Volunteer Your Talent

Come as a group, leave as a family! Nothing builds teamwork and cultivates relationships like neighbors helping neighbors.

Click each one one to learn previous events!

Corporate

Community

Schools

LEARN MORE

LEARN MORE

LEARN MORE

SIGN UP TO VOLUNTEER!

Can't Make Saturday?

Fill A Local Fridge

Group Volunteering

Volunteer Your Talent

Build a shelter for a fridge, shoot some photos, write a song, or design our next flyer! There are a million ways to support food justice. Reach out and let us know what talents you'd like to share. We'd love for you to be a part of the ecosystem!

Skills we'd love to see:

- Photographers
- Graphic Designers
- Tech Wizards
- And More!

Are you a talented high-schooler or college student looking for a longer-term commitment?

CHECK OUT OUR INTERNSHIPS!

SIGN UP TO VOLUNTEER!

Donate to Grassroots Grocery

One Time

Monthly

How many families can you help get weekly fresh produce?

\$25\$50\$75\$100\$200\$500

Support 66 families

SUPPORT MONTHLY!

Recommendation #2



Issue

The Fill a Fridge volunteer option, while popular, held little to no follow through due to there being no information about where the fridges were located.

User Experience

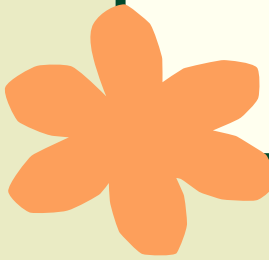
Not being able to see where the fridges were located left users frustrated as they were unable to see if they could contribute to this opportunity. Users quickly gave up on the Fill a Fridge opportunity upon this discovery.

Proposed Solution

We propose to place a map in which the users can view the available community fridges around the city.

It would also be ideal if they showed the current status of each fridge.

With locations listed, users will be able to fully take this volunteer opportunity into account and will be able to better plan ahead if they wish to fill a fridge.



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Fill A Local Fridge - Locations

Location Name

Address St
10001

Supplies Needs:

- Item
- Item
- Item

Location Name

Address St
10001

Location Name

Address St
10001

Location Name

Address St
10001

Location Name

Address St
10001

Location Name



Recommendation #3



Issue

Although all the types of volunteering opportunities were listed, the logistics of these events or what happens at these events (in detail) is unknown to some of the users. Leading to more confusion than interest.

User Experience

A large barrier to volunteering for prospective volunteers is their free time and schedules. Providing logistics of each volunteer opportunity will increase clarity and confidence in the user, making them more likely to sign up for volunteering.



Fill a Fridge

Provide a detailed description of how community fridges work and the process of donating food to the local fridges.

Group Volunteering

Provide a detailed description of how group volunteering events work. A summary of previous group events would be very helpful.

Produce Party

Provide a detailed description of the in-person event including location, time, and what each volunteer position entails.



Join Us On Saturday!

Every Saturday is a produce party! Music plays and the vibe is rich as our volunteers prepare the weekly harvest. Then our fleet of volunteer drivers bring that beautiful produce the last mile to our Grassroots Grocers, the community leaders who know who needs it most.

[Info on how produce parties work here]



JOIN THE PRODUCE PARTY!

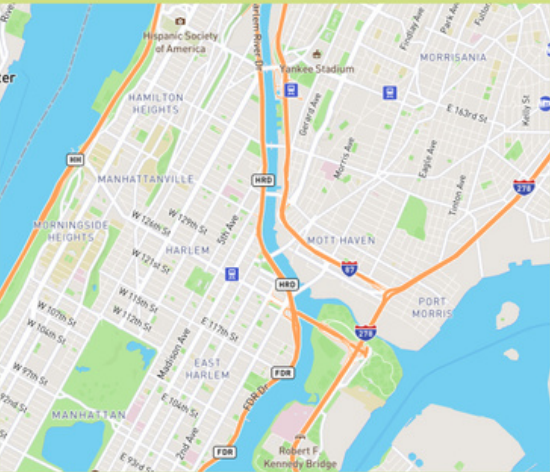
Can't Make Saturday?

Fill A Local Fridge

Group Volunteering

Volunteer Your Talent

[Placeholder text: Fill a Fridge: This area will include details into what is normally brought to donate to the fridges/general guidelines, how long the experience normally is, and who the volunteer will be working with (ie. A grassroots Grocer)]



SIGN UP TO VOLUNTEER!

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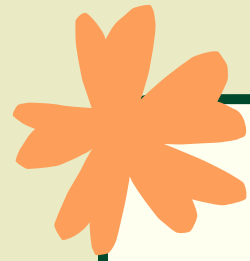
Group Volunteering

[Placeholder text: Group Volunteering: This area will include details about the volunteer experience, including who the volunteer will work with in the organization, what happens during the volunteer experience, and how long the typical experience is]



VOLUNTEER HERE!

Recommendation #4



Issue

The information of the actors involved with the organization (Team, Grassroots Grocers, Food Justice Committee) being spread across different pages is a barrier for the users to learn about Grassroots Grocery as a whole.

User Experience

When deciding to volunteer for an organization, the user is also paying close attention to who they will be spending their time with, and how the organization works to make an impact.

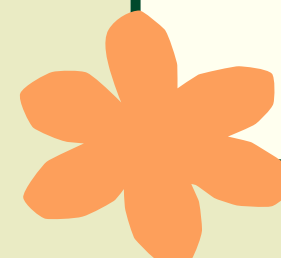
Proposed Solution

Design a landing page that combines the three groups of people that make Grassroots Grocery.

There should be a description of how they work together.

Each group should also be clickable so the user can learn more about the people of each group

The consolidated information will help the user see the different ways Grassroots Grocery makes their impact.




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Meet The Grassroots Grocery Community

Grassroots Grocery Team




Dan Zauderer


Founder

Dan was a middle school teacher at the Bronx's American Dream School until he discovered that one out of every four of his students were living with food insecurity. He left his paying job and started Mott Haven Fridge Network, which has now grown into Grassroots Grocery. His passion is to bring dignified access to healthy food to under-resourced communities that often remain out of reach. Dan has a strong background in sales, direct marketing, and communications and is driven by the simple tenet that together, we can #driveouthunger.


Board of Directors




Name




Name




Name



Name




Name




Name


Advisory Board



Name




Name




Name

Grassroots Grocers


These hyper-local community leaders are deeply connected to their neighbors and know their communities better than anyone else. Every week, they receive the Saturday produce deliveries and make sure the food gets to our neighbors who would otherwise remain out of reach.




Name




Name




Name




Name




Name




Name




Name




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Name



Name




Name


Food Justice Committee

These community-based groups advocate for their closest neighbors by working with nearby restaurants and markets to keep local fridges stocked throughout the week. Our vision is that one day every area with fridges will be governed by an autonomous food justice committee.


Upper East Side Fridge Committee




Name




Name



Name




Name




Name


Co-Op City Fridge Committee



Name



Name



Name

Recommendation #5



Issue

Across the site, there is a huge amount of different forms in which the users can sign up. Apart from getting the user confused because of their similarity, they are also misleading since some of the CTAs don't have clear labels.

User Experience

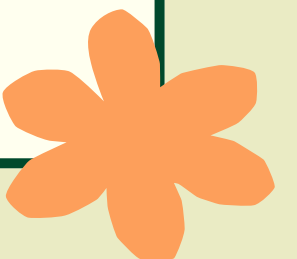
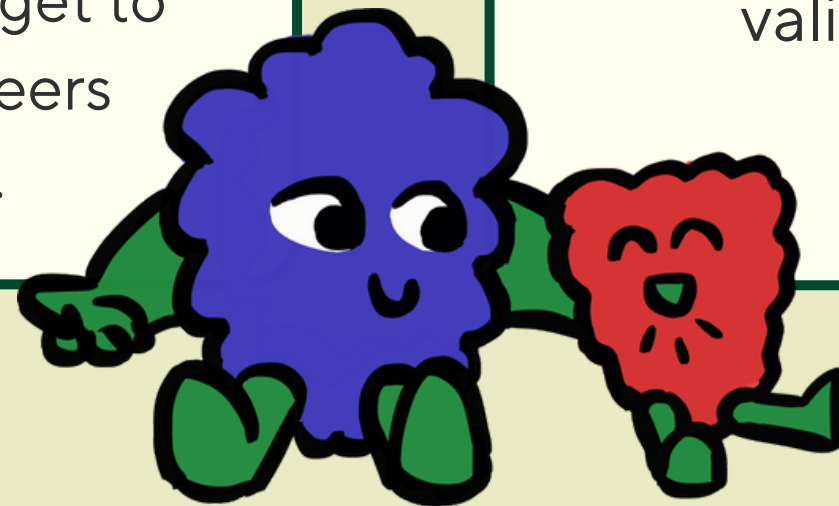
Users may grow frustrated with how many different forms there are, and having to navigate back and forth through many pages to get to multiple different forms. Many volunteers want easy access to volunteering.

Proposed Solution


Consolidate all the forms into one master sign-up form with options to select the type(s) of volunteering the user is interested in.

It's also essential that this form is as short as possible, ideally, one single page, to reduce overwhelm.

Upon submission, there should also be a clear message giving the user immediate feedback and validation that they will be responded to.



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Sign Up To Volunteer!

Which volunteering opportunities are you interested in?
You can select more than one!

☐

Community Fridge

☐

Group Volunteering - Corporate

☐

Group Volunteering - Community

☐

Group Volunteering - School

☐


Volunteer Your Talent

For group volunteering:
Describe your group and the type of volunteering you're interested in doing.

For volunteering your talent:
Describe your talents and how you'd like to contribute.

[SUBMIT](#)

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Thank You!

We will be reaching out to you shortly!

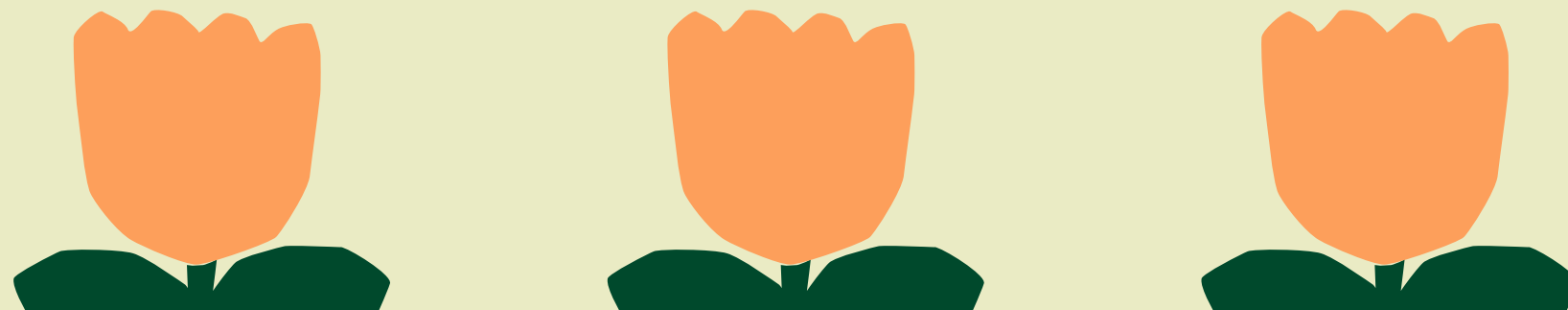
Want to make an immediate impact? Considering donating!

[DONATE](#)

Conclusion

The Grassroots Grocery website has a strong foundation, offering real imagery, homey graphics, and a friendly tone to welcome the user. The organization's mission and values are successfully reflected through the website's design, and are clearly conveyed to the user even at first glance.

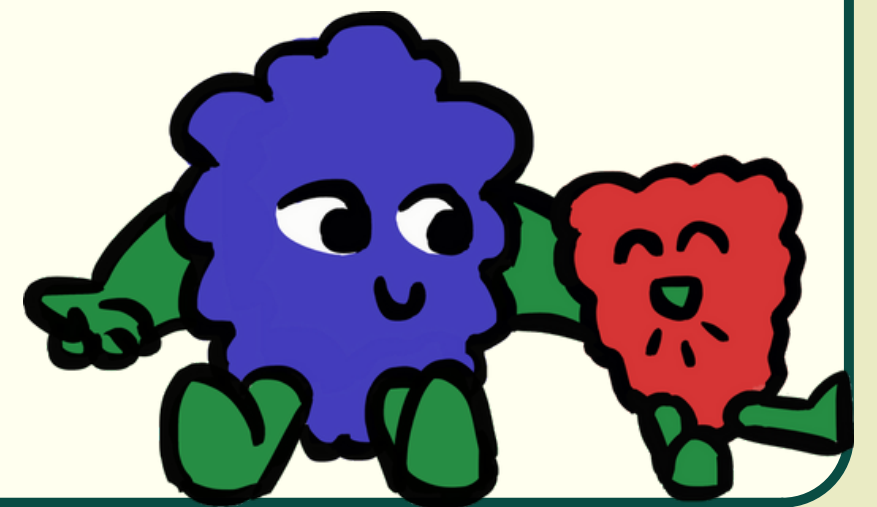
The recommendations provided will enhance the user's ability to get involved, as well as really feel a part of Grassroots Grocery before they actually volunteer. While all volunteer methods are featured on the website, providing more detailed information on each experience and a simpler process to join will limit hesitancy from the user and make choosing the right volunteer opportunity for them easier.



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Thank you for listening!
Any questions?

EVELYN MUKHERJEE, GUILLERMO RAMIREZ, ALFREDO GUTIERREZ, SEBASTIAN HUNT



Appendix

Email Format

Hello,

We hope this email finds you well.

We are Evelyn, Guillermo, Sebastian, and Alfredo. We are graduate students at Pratt Institute in the School of Information.

We are performing a usability test for the website of a volunteer organization called Grassroots Grocery.

Grassroots Grocery is a New York based volunteer organization that works to distribute nutritious food to communities in need with the help of generous volunteer drivers and donations.

We are looking to recruit participants who would be interested in participating in our study. The test will take approximately 25-35 minutes to complete, and will be conducted over Zoom between November 22nd - December 1st (depending on your availability).

If you are interested in participating, please fill out our screening questionnaire below:

Grassroots Grocery Screening Questionnaire

Personal information given through the survey will remain confidential and used only for the purposes of this study

All participants who successfully complete our study will receive a \$10 Amazon gift card!

If you have any additional questions, please feel free to reach out to us:

Evelyn Mukherjee emukherj@pratt.edu

Sebastian Hunt shunt119@pratt.edu

Guillermo Ramirez jramir31@pratt.edu

Alfredo Gutierrez Alcantara agutie92@pratt.edu

Thank you so much for your time and we hope to hear from you.

User Test Analysis

Master list of feedback provided by users
from their user tests:

Grassroots Grocery User Test Analysis