

IdeaStarter Web Testing Report: Solid Waste

Testing Summary

Participants were asking to complete the following Solid Waste tasks:

Task A: You want to confirm when to put your trash cart by the road for pick up. Where would you go to find this information? (Looking for people to find the calendar and search their address).			
	Was Task Completed	Avg. Clicks	Avg. Time
Employee Group (5)	5/5 (100%)	4 clicks	68 seconds
Resident Group (7)	7/7 (100%)	3.4 clicks	92 seconds

Task A Observations/Notes:

- All participants ended up on the Find Your Collection Day webpage.
- Majority of participants started with a Google search; search terms varied:
 - Durham nc trash pickup, Durham One Call, trash pickup, city of durham nc solid waste management, durham nc solid waste schedule, durham waste schedule, durham county trash pickup schedule, durham garbage schedule, durham recycling pick-up, durham solid waste pickup schedule.
- Several participants commented that the online calendar was helpful:
 - Some did not know about this tool or that they could sign up for alerts or download the app.
 - A few residents noted they do use the app/text alerts.
 - One person remembered having to find a color-coded PDF schedule in the past/remembered it being hard to find/use.
- All 12 participants were able to complete this task but in some cases hit an “annoying snag.” For example, three people were not able to close the pop up regarding signing up for alerts.
- One person noted they weren’t sure what the “Recycling Red Week” means.
- On the calendar tool:
 - Search for a Raleigh address brought up option to go to Raleigh website, but link didn’t seem to work.
 - If address can’t be found, says “contact us” but doesn’t say how.

Task B: Your trash was not picked up and you need to notify the City. How would you report this? (Looking for people to find the “Missed Collection - Garbage” form.)			
	Was Task Completed	Avg. Clicks	Avg. Time
Employee Group (5)	5/5 (100%)	4 clicks	59 seconds

Resident Group (7)	1/7 (14%)	3.3 clicks	77.8 seconds
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Task B Observations/Notes:

- Majority of participants started with a Google search; search terms varied:
 - City of durham trash pickup, Durham One Call, one call, one call durham, durham waste schedule, durham county trash not picked up, city of durham trash complaint, durham solid waste pickup
 - 4 of the resident participants searched for Durham One Call or One Call.
 - One person ended up on the county website and thought she was in the right place.
- Many participants expressed that it's easiest to call Durham One Call
 - One participant who found the form stated that he would probably get the phone number off of garbage can; said if he filled out a form he would not be confident.
 - Some participants did not know they could report this online.
 - Some would search and almost end up in the right place (like the DOC request page or SW webpages) but then stop and say they would call.
 - One participant said they would send an email; one said he would prefer to use the DOC app.
- Request Form Feedback:
 - On the Durham One Call/service request page, if participants did not use search terms that match the available categories, they would miss finding the right option (example: if you search "trash" or "trash not picked up").
 - One person did not think the directions "complete the form below" were clear - did not register to her as a form.
 - One participant who did find the "Missed Collection - Garbage" form said he didn't know his collection day and asked if DOC would be able to look that up.

Task C: You do a lot of gardening and would like to sign up to have your clippings and leaves collected each week. Where would you go to sign up?

(Looking for people to find the yard waste webpage and PDF form.)

	Was Task Completed	Avg. Clicks	Avg. Time
Employee Group (5)	4/5 (80%)	6 clicks	133 seconds
Resident Group (7)	3/7 (43%)	2.6 clicks	90 seconds

Task C Observations/Notes:

- Many people said this was the hardest task to complete out of the five that were tested.
- Yard Waste PDF Form:
 - Those who found the PDF form said it was unlikely they would print, fill out, and return the form - too much trouble or don't have easy access to a printer.
 - Some were confused/didn't feel confident they found the right thing/what to do next.
 - One person said the City should not require residents to look up/provide information that the City already has (such as water account number, etc.).

- The form said to contact DOC for some information, but did not provide contact info.
- Some may not know the term “yard waste” or which department is responsible for this. Also, some were not clear if this service is provided like garbage/recycling collection or if you have to sign up.
- A few people ended up on the Durham One Call request form and thought that “Request an Additional Cart - Yard Waste” or “Brown Yard Waste Cart Removal” was the correct step.
- One resident would email the director of Solid Waste.
- Lots of alerts/details at the top of the yard waste page made it hard to get to the form - some people did not scroll that far/did not notice it.

Recommendations

The following changes are recommended for consideration:

- **Residential/Curbside Service Pages:** Create a template to use across all solid waste service pages:
 - Bulky Services
 - Household Garbage
 - Recycling
 - Yard Waste
 - Television Collection
- **Proposed Sections:**
 - Short intro/overview sentence to describe the service incorporating familiar/common keywords.
 - How to sign up or request service (if applicable)
 - Additional program/service details (could use tabs to organize)
 - Proper way to set out carts/prepare for collection
 - Prohibited items
 - How to report missed collections
 - Common/popular resources buttons/links on side of page
 - Where applicable, embed specific accela forms on specific pages.
- **Homepage**
 - Suggest removing the calendar from the homepage - people do not scroll that far. They either Google and go directly to the “Find Your Collection Day” page or they click the “Find Your Collection Day” button. Direct all traffic to the collection day page.
 - **Popular Resource Buttons:**
 - Update yard waste button to “Sign Up for Yard Waste Collection”

- “Request Bulky Item Collection”
- **Accela**
 - Is there a way to add something about yard waste sign up in Accela but point people to the YW webpage? Some people were expecting to find it on the DOC request form.
 - Consider updating this category in Accela to include the word “Trash” that some people may search for (example: Missed Pickup - Garbage/Trash).