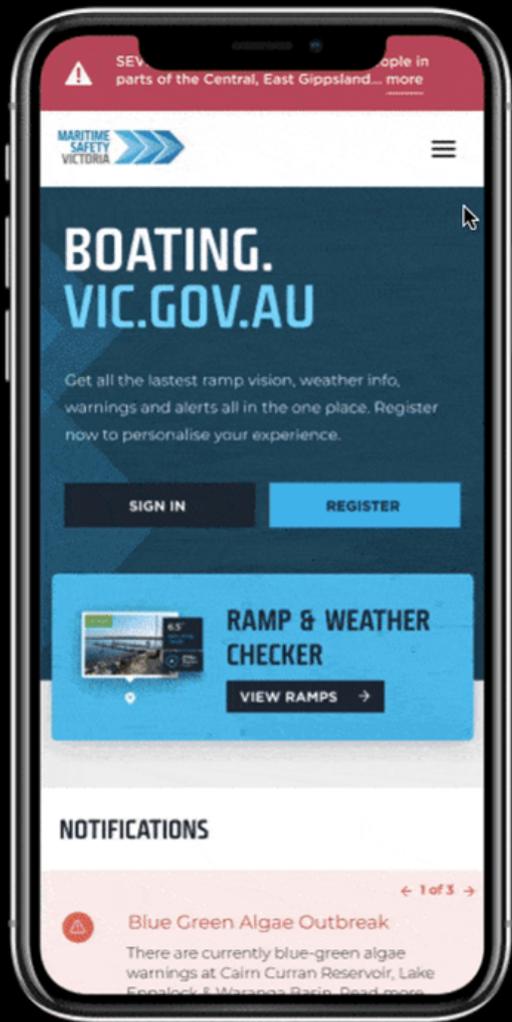


Home Page – Original Proof of Concept



“It’s a lot”

Most participants’ first impression of the homepage was overwhelming describing it as text-heavy and containing irrelevant content.

Layout

The page layout looked simple and easy to use.

No task to complete

“I can’t do anything on this page - more clicks than necessary to do what I need to do”.

Ramp & weather graphic

Users were drawn to the graphic (rather than the copy) to gauge what they might be able to do on the site.

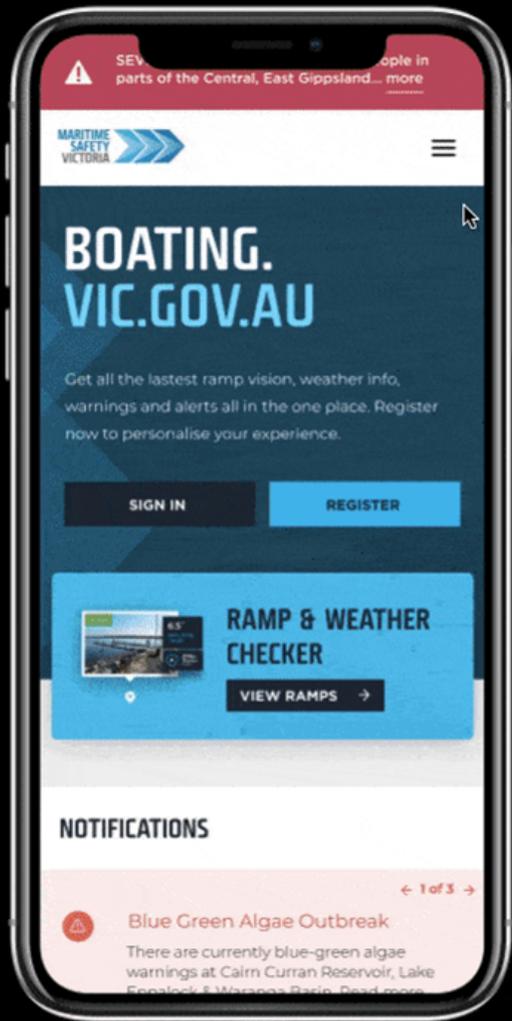
Value proposition not clear

Participants did not read the Ramp & weather checker copy (too lengthy and did not stand out).

Sign in/register misunderstood

Participants thought they needed to register in order to use the ramp & weather checker.

Home Page – Original Proof of Concept



Notifications

Most participants found notifications important but stressed that it had to be relevant to their vessel type and their favourite ramps.

Twitter

Given that the participants don't tend to use Twitter this section was automatically perceived as not valuable and ignored. Moreover the copy was too small and not scannable.

Educational content

Styling of the educational content was well received (aesthetically pleasing and easily scannable). Users requested content to be tailored to their vessel type and skill level when registering.

Warnings

Red warning banner was not noticed by many due to placement and stickiness.

Warnings contain critical safety information that's truncated and encourages users to navigate off the site to the external link.

Reduced clutter

- Removed notifications from homepage
- Reduced value proposition copy length
- Moved Log in/register into the global navigation bar

Search

- Added search functionality on the homepage to reduce number of clicks

Knowledge hub CTA

- Placed a secondary button to knowledge hub page under the search bar to help increase awareness of the educational pages of the site

Twitter

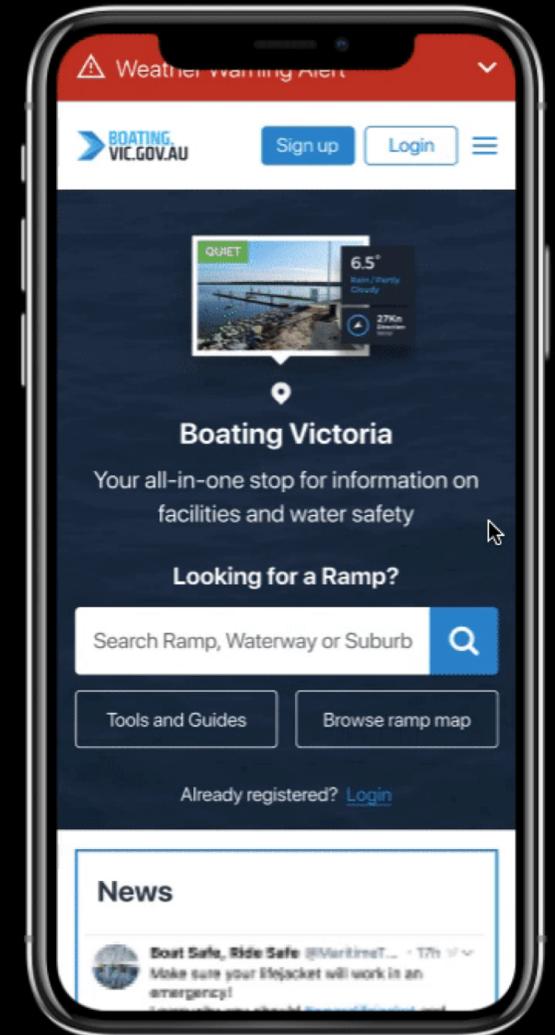
- Relabelled the header 'News' which did draw participants in

Weather warning

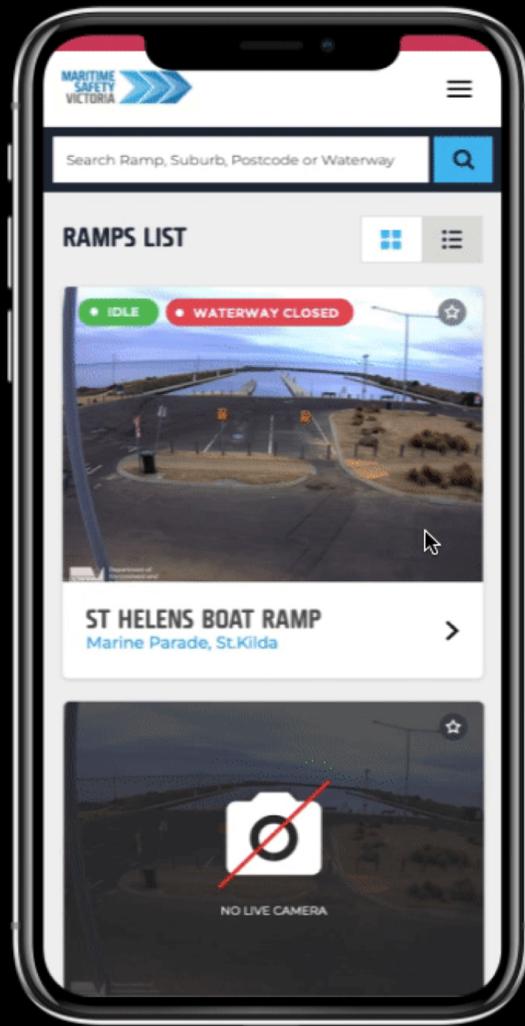
- Weather warnings at the top of the page continue to not be noticed by most.
- Added a drop down so users can expand to see all of today's and tomorrow's warnings within one click.
- Introduced BoM colour coding to differentiate between severity of warnings*
- Many participants aren't aware which district their facility is in and can therefore misinterpret critical information.

*backlog

Home Page - Revised



Search Page – Original Proof of Concept



Search result views

- **List view:** presented multiple ramp results in the viewport and was the preferred view for the boaters who go to familiar ramps.
- **Interactive map view:** was intuitive and easy to use. Users preferred this view for browsing unfamiliar ramps when their go to ramp is not suitable.
- **Tile view:** visuals of the ramps were used to quickly assess weather conditions and discouraged some to click through to the facility page. This view involved a lot of scrolling.

Tab

Tab between tile and list view at the top of the page not noticed.

Toggle

List and map toggle was not noticed or understood by most.

Congestion status

The facility status copy (i.e. idle, medium and busy) was confusing and the waterway status (open and closed) was misinterpreted as facility status.

Star Icon

Meaning of icon not understood by most participants.

Search Results Views

Tile view:

- Removed as 3 views was deemed excessive at this point in time for our primary user.

List view:

- Congestion status pill replaced with colour coded copy which removed the confusion.
- Ramp cam copy introduced to indicate whether a facility has operating cameras to prime users before landing on facility page and accidentally using gallery photo to determine conditions at ramp.
- Some expected to click the copy of the ramp cam to be navigated to a ramp cam page.
- Waterway status only displayed when waterway is closed.
- Address brought into the search results to help users differentiate between facilities that may be nameless.

Map view:

- Continued to test well, but some expectations around zoom levels was expressed.

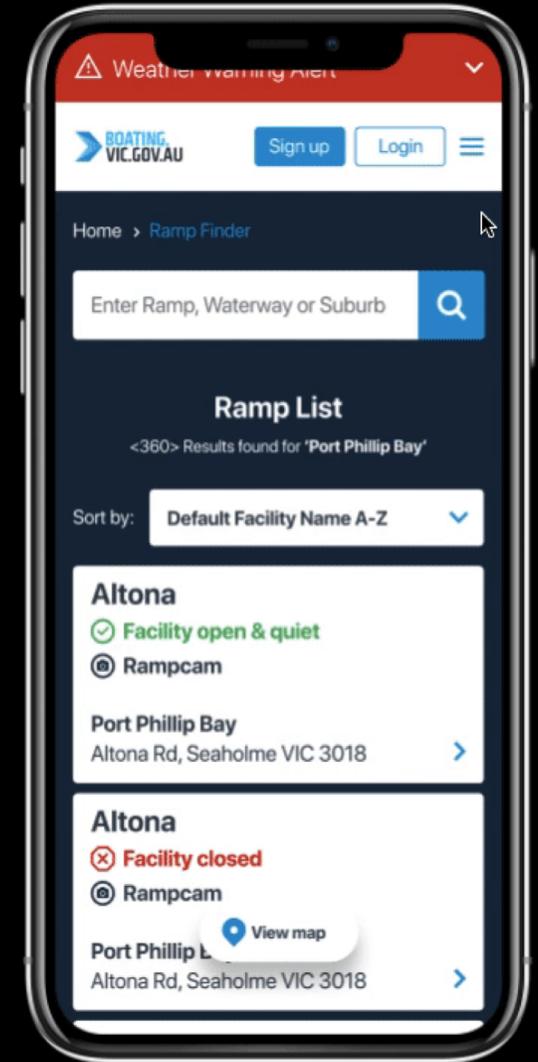
Toggle

- Styling of the toggle changed to 'view map' and 'view list' which was used and understood by all.

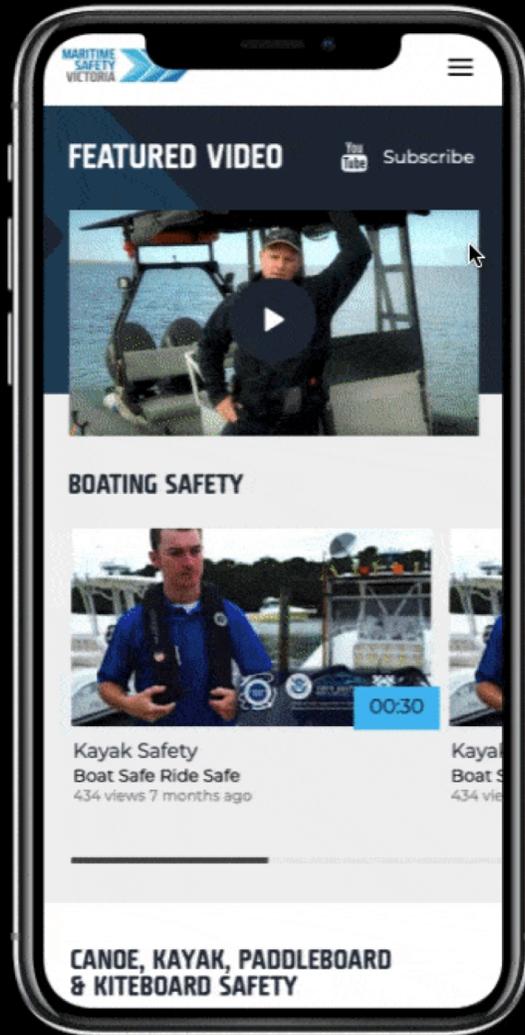
Sorting

- Sorting functionality added to search list view but not considered essential at this stage.

Search Page - Revised



Education Page – Original Proof of Concept



Video page

- Difficult for users to differentiate between video content and educational content.

Educational page

- Content is not categorised for users to easily find the topics that may be of interest to them.
- Request for content to be tailored to interests and experience level when signed in.

Page title considered vague and not enticing for users.

Page title

- Of the page titles tested '**Knowledge Hub**' was considered more enticing (by MSV) to user of different experience levels.

Featured Video

- Featured video introduced at the top of the page.

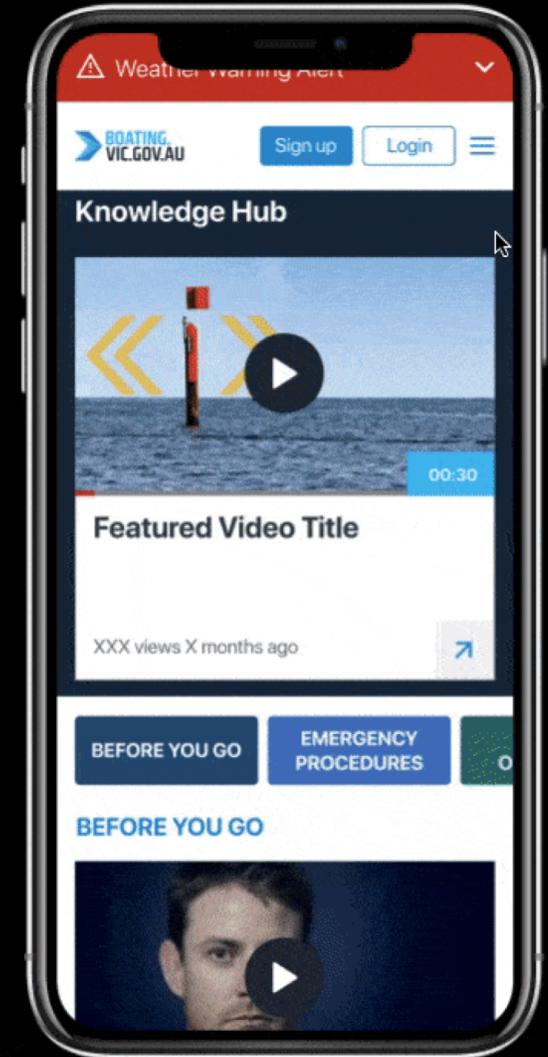
Category tabs

- Added single select buttons to help users browse content more easily whilst remaining on the same page.

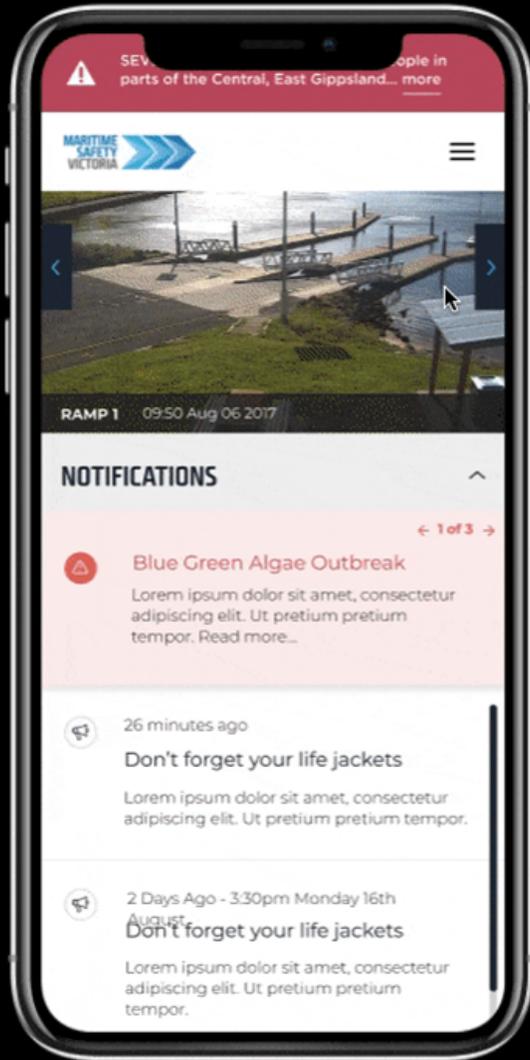
Return-to-top arrow

- Return-to-top arrow added at the bottom of the page.

Education Page - Revised



Facility Page – Original Proof of Concept



Information hierarchy

- Weather data, ramp visual (if live) and facility congestion was considered the highest in priority.

Ramp Camera

- Ramp camera image tested well

Weather

- Weather component too far down the page and lacking critical information

Scroll ability

- Scroll ability not understood due to this weather component sometimes missed

Page length

- Most participants were excited to see the amount of facility related information in one place, however they preferred less scrolling to find important content.

Nearby ramps

- Some found this feature helpful but preferred to see them on a map. Moreover many expected the list of nearby ramps to continually load more ramps as they scroll thus not scrolling further down and missing the educational tiles.

Information hierarchy

- Weather component brought up underneath the ramp camera component. Reorganised static content to according to ramp and facility level and removed several unnecessary fields.

Favouriting a ramp (unregistered user)

- After clicking the heart to save a ramp - the sign-up pop up copy was skim read by users and immediately dismissed

Favouriting a ramp (registered user)

- After clicking the heart to save a ramp - the email notifications pop up copy was skim read by users and immediately dismissed.

Notifications icon and badge

- Icon to notify users of new notifications. When clicking on the icon anchors the page down to the notification section

Report camera issue

- Moved to ramp level

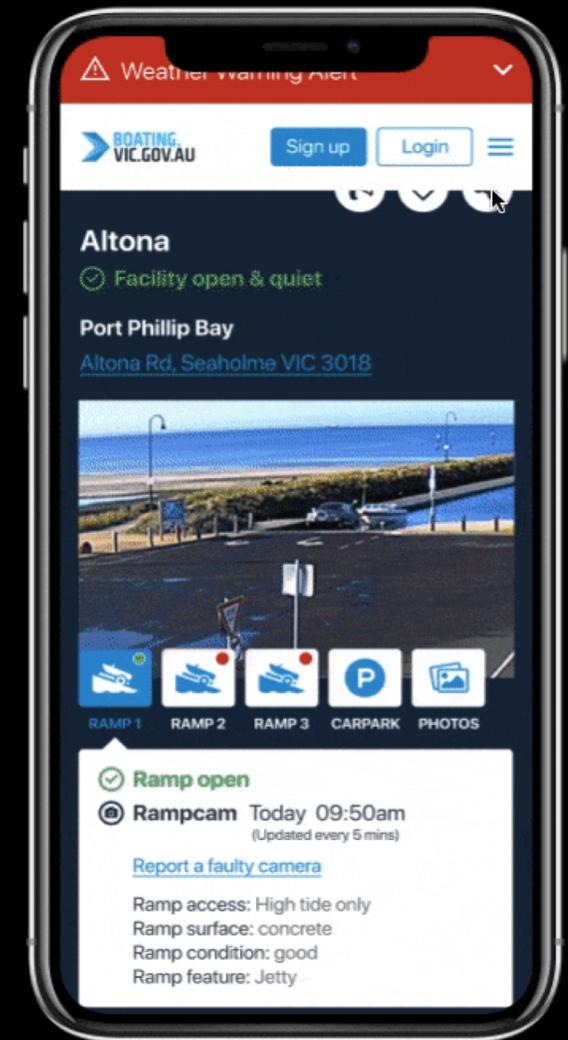
Nearby ramps

- Nearby ramps component removed as users can use map for this.

Heart icon

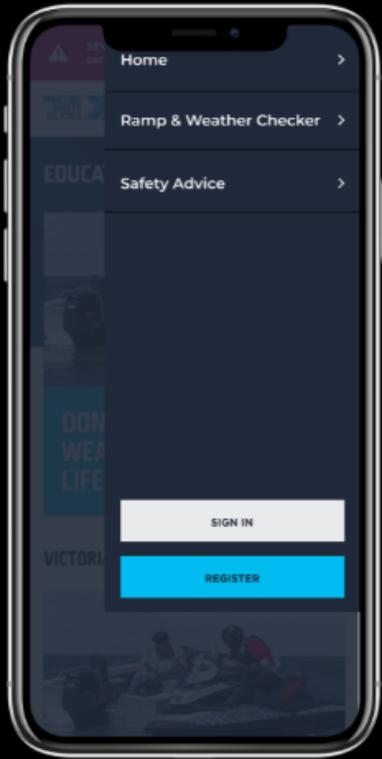
- Replaced the star icon for favouriting which was widely understood.

Facility Page - Revised

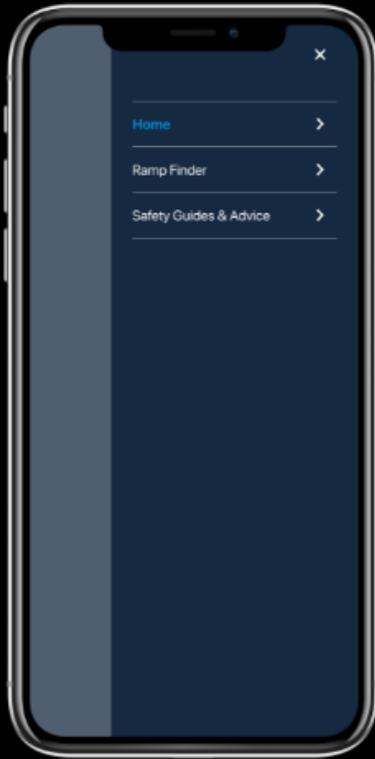


Menu & Navigation

Old



New



Global Menu

- Navigation continued to test well

Copy changes

- Knowledge Hub final copy change for the educational and video page.
- Ramp and weather checker copy considered too lengthy and shortened to 'Ramp finder'.