UX Research Study — Wild Maidenhead

Introduction	
Introduction	• **Title:** Redesign of the Wild Maidenhead website • **Author:** Louise Tod • **Stakeholders**: Joanne McMullen • **Date**: 03.03.2025 **Project background**: The current paid membership stands at approximately 200 people, although there are 2.7k followers in the Facebook group. Even among members, there is a limited number of regulars who participate in activities. In addition to the Facebook group, Wild Maidenhead has a Meetup account that promotes events, and there are plans to reinvigorate the WM Instagram account. The website will be the hub for WM information, so it needs to function well for all users. **Research goals**: The website is outdated, with inconsistent layouts and a confusing initial focus and heading. We need to understand what existing users are looking for on the website so I can make this content easy to find. The current audience is limited, so we also need to understand what younger users would like to see on the website.
Research questions	1. Can you find what you are looking for on the website? 2. Is there anything else you would like to see on the website? 3. Would you like to join future events? 4. Do you know how to book a place at the events? 5. Would you like to attend events with family or friends? 6. Is there anything else you would like to add?
Key Performance Indicators (KPIs)	● SUS
Methodology	● Moderated usability study ● Location: UK, remote (each participant will complete the study in their own home) ● Date: Sessions will take place during the week of 3rd March 2015. ● Length: Each session will last 15 - 20 minutes, based on a list of prompts, with a SUS questionnaire following the study. ● Compensation: None

Participants	• One user 61-79 (mobility issues), two users 45-60, two users 29-44 and one user 16-28. Three male and three female. Everyone should be interested in nature. • Current website users are mostly 60+, but WM wants to target younger members of the Facebook group.

Script	**During the unmoderated usability study**
	A list of prompts appears on the device screen.
	• **Prompt 1**: If I said, can you show me what you are interested in on this website, where would you navigate to first?
	  o **Prompt 1 follow-up**: Would you do anything else?
	
	• **Prompt 2**: If we were to add new content to the website, what would you like to see?
	  o **Prompt 2 follow-up**: Do you currently use other websites to find this information?
	
	• **Prompt 3**: Wild Maidenhead often runs online and in-person events. Would you be interested in joining one in the future?
	  o **Prompt 3 follow-up**: Is there anything that would put you off from attending?
	
	• **Prompt 4:** If I asked you to book a place at one of the events, how would you approach this?
	  o **Prompt 4 follow-up**: How did booking an event make you feel?
	
	• **Prompt 5:** Would you want to attend the event with friends or family?
	
	After the unmoderated study
	Participants will complete the SUS
	• Participants will score the following statements by selecting one of five responses, ranging from "strongly disagree" to "strongly agree".
	  o I think that I would use this website frequently.
	  o I find the website confusing.
	  o I found what I was looking for on the website.
	  o There are inconsistencies within the website.
	  o The website looks dated.
	  o I am interested in attending an event.
	  o It was easy to book a place at an event.
	  o I would like to attend an event with friends or family.
	  o I understand the benefits of becoming a member.
	  o I would consider becoming a member.