



The Livelihood Project

Assignment 1

INF 2170H

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1. Problem Description

We are working with a startup called the Livelihood Project. The Livelihood Project runs a local cafe in the Kensington Market, the Livelihood Cafe, that functions as a center of activity and the public face for the project. We have been contacted by the Livelihood Project to redesign the Cafe's website. We have three main objectives in redesigning the website:

- 1) Supporting the Cafe's vision about the kind of experience they want cafe patrons to have.
- 2) Making the website functionally capable of supporting the Cafe's future initiatives.
- 3) Integrating information about the Project's broader vision so that Cafe patrons can learn more about the Cafe's connection to the Project.

To support these objects, we'll need to redesign the current website's information architecture.

The first objective is focused on the personal nature of the food and drinks that the Cafe offers. Through its connections to the Livelihood Project, the Cafe employees many refugees and people from a wide variety of cultural backgrounds. These people employ their own home-cooked recipes and cultural cuisines to fill out the Cafe's menu offerings. The Cafe wants to use its website as the primary way of communicating the personal stories behind what they sell to the people buying them. In redesigning the website, we will create a space for patrons to learn more about the stories behind the people working there and the food or drinks that the cafe offers.

The second objective is focused on the future e-commerce plans that the Cafe hopes to branch into. As the Cafe begins to stabilize, they want to build upon their brand by selling merchandise with the Livelihood Project and Livelihood Cafe logos on them. Currently there is a 'Shop' section of the website that which appears as an e-commerce section but is non-functional and essentially works as their digital menu. This is confusing to users of the website. We will need to rearrange things to make it clear what is a static menu and what is available to purchase online. This section of the website will need to be scalable as more merchandise becomes available in the future.

The third objective is focused on explaining the Cafe's connection to the Livelihood Project. The Project is focused on addressing the need to retrain refugees and other at-risk populations who may be displaced by automation and AI technology. They have a broad vision of a technology solution that can assess someone's current skills and connect them with a workplace that will train them in future-proof skills. The Cafe is a proof-of-concept, where people can work to gain skills for the future job market, as well as somewhere where workshops are held to teach people about this process. We will redesign the website to incorporate some of this information and make it clear what the Cafe's connection to the Project is. We will also create a place where content about the Project can be posted to keep patrons up-to-date.

Justification

This project is important because the Livelihood Project is a great initiative, but its current website doesn't do its vision justice. The current website is unclear on what the Cafe is and what the Project actually does. From an initial review of the website, we were unable to tell what the Project's purpose was, how technology was involved or why there was a cafe at all, even though the website mentions all of those things. By improving the Information Architecture of the website, we can ensure that the message gets across clearly. The Livelihood Cafe is not just an ordinary coffee shop, it is a part of an organization that is trying to improve people's lives and build a sustainable future for people.

Redesigning this website will benefit multiple different users. For people who simply visit the Cafe, they will get a chance to understand the personality behind what they're buying, which will hopefully enrich their experience going there. They will also be able to explore how supporting the Cafe fuels a larger socio-economic cause. For people who first knew about the Project, visiting the website will show an example of what the Project is trying to achieve.

2. Analysis Context, Content, and Users

2.1 Context

The Livelihood Project is a multifaceted organization and the Cafe serves as the "face of the organization." The immediate goal of the website is to showcase three things about the cafe: a) the stories behind food and beverages sold in the cafe, b) E-commerce for packaged food delivery and food pickup and Future Skills engagement. This refers to the social business model that informs the Livelihood Project's employment model.

The aim of the website is to provide examples of how the cafe is using its proceeds towards helping refugees build skills for a long-term career path. It will showcase the diversity of the menu items and show the uniqueness of the Livelihood Cafe. Additionally, it will provide a gateway for retrieving more information on Livelihood's plan to create a Future Skills Lab. This lab would be a work environment that combines user data and computational thinking to provide future-oriented technical training to refugees and other displaced people.

The major stakeholders of the project is Parin Kothari, the founder and the owner of the cafe and of the Livelihood Project as well as the current employees of the Livelihood Cafe. According to Parin, the intended audience of the website are socially-conscious consumers and community-minded older people.

The current website would be most likely visited by users intrigued by the Livelihood Cafe and who want to know more about the stories behind the drinks and food. The Livelihood Cafe promotes itself as a cafe dedicated to a cause and cafe customers are likely to find out more about this cafe through its online presence. The present website is a work in progress and does not reflect the full vision of its founder.

Considering the lack of organization of the content on the current website, a user would most likely not return. However, as the website expands to include e-commerce and include more dynamic content (like the changing stories that accompany rotating seasonal goods), the user will most likely to return to purchase unique goods created by refugees and newcomers to Toronto.

Parin expressed that the user should be able to learn more about the diverse array of the food and drinks and their associated back-stories. They should also be able to learn more about what is happening at the cafe, the cafe's connection to the Livelihood Project's larger goals, and to purchase goods created by the workers themselves.

The current site is a website built on the WIX Content Management System. The site is responsive, mobile friendly, and integrates with a WIX e-shop platform. However, the shop is non-functional, and the blog has only one entry from August. He is not entirely content with WIX and is open to the idea of switching to a more traditional domain/host relationship. Parin plans on finding an employee with the technical skills who will be willing to update the content later.

Based on the user research, the customers who visited the website found the content to be extraneous to the actual Cafe's identity. Furthermore, the users expressed confusion over the labeling in both the local and global navigation systems with issues of overlap and ambiguity. This problem amplified due to the mismatch between content and labels. Scattered content across different labels created confusion. For instance, we found users being puzzled at findings baristas who were listed under 'Work' along with the web developer, while the team which included social innovators were listed as 'Meet the Team'.

Another dysfunction of the website was the scarcity of content, particularly for the food descriptions, personalized stories of the makers, and the employee biographies. It raised the question, for us as a team, whether or not we should anticipate using placeholder content as the website may scale faster than the business.

2.2 Content

Content	Format	Document Types	Source	Subject	Existing Architecture
Home Page	HTML, XML, js, .jpg	Overall description of the cafe's mission statement and business goals. A Quote from employee.	website	Description: Story, Personnel, Mission (High Level)	Home landing page
"Who We Are" Page	HTML, XML, js, .jpg	A list of the cafe's business values in bulleted form.	website	Description: Mission (Mid Level)	Category with two children (Startup Story and Meet the Team)

“Startup Story” Page	HTML, XML, js,jpg	History of the cafe founders and the start of the cafe.	website	Description: Story, Personnel (Low Level)	Child of “Who we Are” page
“Meet the Team” Page	HTML, XML, js,jpg	A list of cafe staff with profile photos	website	Description: Personnel (Low Level)	Child of “Who we Are” page
“Our Story” Page	HTML, MPG (Youtube),.jpg	Embedded video of employee interview.	website	Description: Story (Mid Level)	Category with two children (Learn and Work)
“Learn” Page	HTML, XML, js,jpg	A description of the cafe’s connection to technology and their future plans.	website	Description: Technology (High/Low Level)	Child of “Our Story”
“Work” Page	HTML, MPG(Youtube),.jpg	Three Videos of three staff members being interviewed about their involvement in the cafe.	website, youtube	Description: Personnel (Low Level)	Child of “Our Story”
“Shop” Page	HTML, XML, js,jpg	A shop with a shopping cart and checkout process for menu items.	website, Wix Shop	Commerce (High Level)	Commerce/ Shop for goods
“Blog” Page	HTML, XML, js,jpg	A blog with one entry for an event from August 2018.	website	News, Dynamic Content (High Level)	
Livelihood Investor Brochure (Appendix 2.2h)	Paper and .pdf	Brochure printed for investors of the cafe	Received from Owner	Description: Technology, Mission, Story, Personnel (High and Low Level)	Brochure is indexed as follows: 1. Description 2. Mission 3. Technology 4. Personnel 5. Offerings 6. Future Goals
Livelihood Framework White Paper (Confidential)	Paper and .pdf	White paper outlining the framework of logistics for Livelihood’s Mission	Received from Business Owner	Description: Technology, Mission, (High and Very Low Level),	White paper outline: 1. Context and need for funding 2. Mission 3. Future Goals
Sustainable Livelihood Framework	Paper and .pdf	A paper written by the cafe’s founder of a social and business model entitled “Sustainable Livelihoods Framework”	Received from Business Owner	Description: Context	Not included in existing Architecture.

Discussion with Stakeholder	Face-to-face interview	Discussion about the goals of the website	Spoke with Business Owner	Description: Context, Mission, Technology, Goals	Not included in existing architecture
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The current site has five major category links in the main navigation menu (excluding “Home”). These are: “Who We Are,” “Our Story,” “Shop,” “Blog,” and “Contact Us.” (Appendix 2.2a). The secondary navigation links are “Startup Story” and “Meet the Team,” which are children of “Who We Are.” And “Learn” and “Work,” which are children of “Our Story” (Appendix 2.2b). The Top-Down architecture elements include a clickable logo on the top left, which takes you to the homepage and a “Home” link in the navigation menu (Appendix 2.2c). At the footer of every page, there is a contact information bar which shows you the name of the business and its phone number and email address (Appendix 2.2d). The only unique feature that serves solely as bottom-up architecture are the breadcrumbs in the “Shop” items. After clicking on an item in the “Shop” section, a breadcrumb trail shows up on the top left above the item. For example, the “Luscious Lattes” shows “Home / Shop / Luscious Lattes.” This is a good indication of the hierarchy of the site and the user’s present location. Aside from shop items, the site does not contain any other breadcrumb trails (Appendix 2.2e). The current website is built from a WIX content management system, which stores some of the website images behind a content manager. The results from using the “Content Insight” tool returned results about HTML, XML, Javascript assets (Appendix 2.2f) and the major title section images (.jpgs) on each page (Appendix 2.2g)

The existing content for the information architecture of the Livelihood Project was discovered in three forms: papers and brochures supplied by the owner, discussions with the owner and the current website. The above table outlines and categorizes the content of the individual pages of the website, as well as documents and key takeaways from our discussions with Parin, the owner. The current website alone does not provide the entire picture of the Livelihood Project, so we supplemented our knowledge with discussions with Parin and information from brochures, investment summaries, and white papers.

Information about the Livelihood Project can be categorized into two major categories: Business Description and Café. The Business Description category can be further broken down into subcategories of: Context, Story, Mission, Technology, Future Goals, and Personnel. The Café category can be separated into either Commerce (online shop) or News. In the above table, the content on each provided asset is separated into categories and sub-categories in the “Subject” column. The “Existing Architecture” column shows the context of the content in the overall existing information architecture. We found that the current information architecture provides a lot of business description content and does not focus very much on the café with the exception of a non-functioning online shop for café goods and a blog with only one entry. There is no other information about the food and drink items at the café or its connection to the larger Livelihood project. This imbalance between information about the Livelihood Project and its café is one of the problems that Parin wanted the next website to address.

2.3 Users

Representative Users

Three individuals were selected as part of the user research to assess the Livelihood Project's current information architecture. The main criteria used to select representative users included the level of frequent cafe visits and the familiarity users had between the cafe and its integration to the broader non-profit work of the Livelihood Project. As mentioned in section 1, the Livelihood Project aims to build future skills for refugees by starting with a revenue generation model (its Cafe), eventually progressing to a machine learning tool to assess how adaptable newcomers will become to future skills training. Since this crucial backbone of the cafe's operation is not portrayed clearly on the website, the goal was to attain users who understood how the cafe functioned on a day-to-day level, as well as those who understood how it was integrated into the broader mission of future skills building/assessment.

To further elaborate, two of the participants were loyal customers of the Cafe who often bought its speciality items, meaning that they have a stake in the business and its future direction. The third participant, was not a loyal customer to the cafe, but he represented a user who understood the idea of "future skills" and how the term is often used within the technology industry.

A further aim was to find users with differing demographic characteristics, especially with regards to occupation and age. On that front, both Participants 1 and 3 are university graduate students and represent a younger demographic of users (between ages 18 to 35). In comparison, Participant 2, a former finance professional and longtime Annex resident, represents an older demographic not within the student population that frequents the Annex/Kensington Market neighbourhoods.

To make a note about the participants' familiarity with the current information architecture of the website, the current website does not fully represent all aspects of the Livelihood Project organization and is not a main channel of communication for its activities. Due to this unique circumstance, it was not feasible to find users who were familiar with the current information architecture of the website to be a part of the user research process. In lieu of this, users were screened for the characteristics mentioned above.

Description of Research Methods and Protocol

Data collection was collected through interviews and usability testing. This was integrated into one session, where the first half of the session was a semi-structured interview, and the second half of the session was usability testing. This was followed by a series of final debrief questions. The session was conducted in pairs, with one person moderating the session and the other taking detailed notes of the answers given and the metrics measured.

The interview script consisted of questions about the participant's background and their familiarity with the website and Livelihood Project as a whole. Participants were also asked specific questions of what they liked or disliked about the cafe, and

their information behaviours. Specifically, they were asked for what kind of information they would look for on a cafe's website in contrast to more generalized websites and applications such as Google Maps and Yelp.

Usability testing was conducted after the interview portion was completed. It consisted of a series of three tasks, each followed by a quick debrief session. There were a total of three usability tasks that were given to the participants. The first task was a card sorting exercise in which users were given index cards with the major headings and sub-headings of the cafe's website, and they were instructed to arrange the cards by what they considered to be a main heading, and what they considered to be a sub-heading underneath it (please note that we were unable to get the finalized card sorting data on Participant 1 -- further details are in section 2.3i of the appendix). The second task consisted of asking the users to generally browse the website and comment on anything they noticed. The final task asked the users to search for and place an online order for a series of items on the website. These items were chosen because they were located at various points on the "Shop" page, and the test was to see how quickly and easily participants could find these items. The number of errors that occurred, as well as length of time taken, were measured.

To end the session, each participant was asked to give their final thoughts on the website, how difficult they found the shopping task to be and whether they would opt to get their food delivered from the Cafe in the future. For further details, please consult the 2.3e of the appendix.

Summary of Data Collection

Part 1: Interview

The first few questions provided us with three demographic profiles that represented different user segments, which all had a stake in the Livelihood project's website in two ways: a) loyalty over the cafe b) knowledge over the cafe's future mission. As mentioned in the previous section, two loyal customers familiar with the cafe and the neighbourhood visited the cafe 1-4 times a week. Despite their familiarity and fondness over its physical presence, they had not visited the website before. Furthermore, while they were both aware of the refugees working there and the larger immigration issue at hand, they did not know how those facts fit into the broader non-profit goals of the cafe. In contrast to this, the third user, despite having been to the cafe only once, was more knowledgeable of the future mission of the project due to his awareness of future skills and previous exposure to start-up education. When asked, all three stated that they rarely used any cafe's website but when they did, it was to retrieve information that couldn't be found on general aggregator websites/applications (such as Google Maps). As a result, the website serves as a supplementary, but not principal, source of information for the participants.

Part 2: Usability Testing

Task #1: Card Sorting

Card sorting revealed how the user's notion of each label fit into their understanding of the cafe. According to how they interpreted the labels, participants redistributed them in a manner that corresponds to their own mental models. As seen in Appendix 2.3b-d, the participants sorted the sub-headings "Work" and "Learn" under either "Who We Are" or as their own main menu labels. This was in contrast to the Livelihood Project website, where the sub-headings "Work" and "Learn" are under the "Our Story" main menu section. They also either put "Our Story" and "Start-up Story" together into one section (Participant 3), or had the two exist as separate main menu items (Participant 2). This is also in contrast to the website, where "Our Story" is a main menu label, and "Start-Up Story" is under "Who We Are". All the results clearly revealed that the Livelihood Project's global navigation menu does not match how the participants understanding of the content.

The debrief sessions further showed that the user's interpretation of each label differed greatly from what the label represents on the website. For Participant 2, the label "Work" signified content about how people can apply to work at the cafe, whereas "Learn" was about specific stories of the Cafe's food items and beverages. For Participant 3, the label "Work" signified the type of work the non-profit engages in right now, and the label "Learn" signified how customers could reach the cafe's physical locations or through social media/web. In general, Participant #1 found it difficult to discern between "Who We Are" and "Our Story", as well as the subheadings within each section. When reading the content mentioned in "Our Story", they did not know how future skills and technology literacy connected to the Cafe's operations. Overall, the sessions greatly suggested that the website labels needed to change.

Task #2: General Browsing

For the general browsing task, Participant 1 noted that they liked the sliding pictures of the home page and the fact that the contact form was easy to locate. They also noted that they did not know that they could order the Livelihood Project Cafe's items online. They questioned the utility of this, as they lived in the neighbourhood and was easily able to pick up the items in store. The participant also noted that the main "Shop" section was not easy to navigate.

Participant 2 noted that the website did not fit his impression of the Cafe in that they label themselves as a startup on various pages, but he saw them as more of a non-profit. He did not understand why the baristas were not part of the team section. He also wondered who the staff members were on the "Meet The Team" page since no biography was included with any of the names. He also noticed a general mismatch between the labels of some of the pages and the content, as he specifically pointed out that the "Learn" should really be a mission statement for the non-profit. He also found issues with the global navigation bar not being fixed at the top of the website, as he said that this made it difficult to browse the website.

Participant 3's first impressions with the website were also negative. He went on to note problems with the website's organization, content, labelling, and design. At the outset, Participant 3 suggested that there should be a clearer differentiation between the Livelihood Project non-profit enterprise and the Livelihood Project Cafe. They also noted a mismatch between some of the sub-heading labels and the content, noting the labels "Our Story" and "Learn" in particular. Finally, they thought having a sparse blog conveyed the wrong message, going so far as to call it 'sketchy and alarming' (see figure 2.3 in appendix).

Task #3: Shopping Task

For a detailed overview of the key metrics measured in the shopping task, please refer to Table 2.3a in the Appendix.

With this task, Participant 1 found that they found the food items to be mis-categorized, as they did not match the physical menu items. They noted specifically that they did not know that 'Tea' was different from 'Syrian tea' on the menu. They also disliked the 'load more' button, as they could not see all of the items at once.

Participant 2 took the longest time with this task (6 minutes and 45 seconds) as he first thought "Syrian tea" (one of the items he was asked to find) was further classified under the "tea" food item label, and then under the "tea latte" label. He also clicked "view cart" button and found himself unable to go back to the "Shop" page. This was because the "Continue Shopping" button on the "View Cart" page went back to the home page and not the "Shop" page (see Figure 2.3f in Appendix). In the debrief session after, he noted that this needed to change. He also noted that he missed the "load more" button at the bottom of the "Shop" page (see Figure 2.3e in Appendix) because he was stressed out by the categorization of the food items.

Participant 3 took the shortest time with this task but they made the same error as Participant 2, in that they he clicked on the "View Cart" button to view his cart on a full screen. When they clicked "Continue Shopping" to go back to the "Shop" section, they found themselves instead on the home page. In the debrief session, Participant 3 noted that the "View Cart" pop-up should have a "Continue Shopping" section as well as a "Direct Checkout" section (see Figure 2.3g in Appendix). They also said that there was no need for the website to lead to a separate page for each food item because the separate page provided little additional information about each item (Figure 2.3h in Appendix).

Part 3: Final Debrief

In the final debrief, Participant 1 stated that they liked the website, but that they felt the items in the "Shop" section could be organized better. They did not find the shop section too difficult to use. Participant 2 disliked the website overall and found the "Shop" section difficult to use. They thought that the website could focus more on the cafe's selling points: its people and its food. Participant 3 also disliked the website overall and found the "Shop" section moderately difficult to navigate. All three

participants noted that they themselves would not order food from the cafe online (Participants 1 & 2 said this was because they lived close by, Participant 3 stated that this was they did not order food online).

Key Findings

To summarize, user research elucidated insights that span across the website's labelling, organization, content, navigation and overall design. The challenges with labelling, organization, and content are intertwined and best embodied in the various blunders users encountered when browsing through the "Who We Are", "Our Story" and "Shopping" sections. Such confusion creates a browsing experience that obscures the portrayal of the Livelihood Project as a cafe with a non-profit mission, and hinders the performance of tasks such as shopping and content retrieval.

More specifically, two participants noted the mismatch between the labels and content contradicted their experience as the Cafe's regular customers. Participant 2 noted that the use of word 'startup' did not reflect the project as a largely nonprofit endeavour. All had trouble grasping how the future skills mission fits into the current cafe's operations. Additionally, when viewing all the items they could order online, all three users had difficulty with how the items were labeled and sorted. For example, there was confusion over "Tea" vs "Syrian Tea" (Participant 2). The lack of a local navigation system to sort the various items further resulted in a "Load More" button all users nearly ignored. Further navigation glitches also fragmented the shopping experience when the "Continue Shopping" button led to the homepage instead.

In terms of suggested improvements, all the participants noted that the relabelling various sub-menu and iconic labels within the "Who We Are", "Our Story" and the "Shopping" section. For the "Shop" section, Participant 3 suggested that the iconic labels for the food items should not lead to a separate product page unless more information is given about the product, whereas Participant 1 and 2 noted that the food items themselves should be further categorized. For the "Who We Are"/"Our Story" sections, Participant 3 suggested that the labels for "Our Story" and "Learn" be changed to reflect the content of these pages better. Participant 2 also noted that the content in these sections itself should be updated so that it is not laden with technology jargon. On a general level, participants also noted aesthetic changes could be made to the website, either to differentiate the cafe side from the non-profit side (Participant 3) or to focus more on the physical environment of the cafe and food it offers (Participant 2).

Overall, It is clear from user research that inconsistent and ambiguous labelling is at the heart of the users' frustrations with the information architecture of the Livelihood Project Cafe's website. Research shows that the labels are inconsistent in terms of facilitating the website's navigation, and in terms of being cohesive with the cafe's physical presence and the participants' own mental models. It is also clear from the research that the cafe's users have many ideas about how the website should change, all of which point to a broader finding that users want the Cafe's website to

be consistent with its physical presence and that it should offer an easier way to find information and conduct key tasks.

3. Summary

Summary of the Context and Content (2.1 and 2.2)

Context wise there is a discrepancy between the current business realities of the website and the founder's vision. However, by the year 2019, the Livelihood Project site's mission is to become a commercial platform targeting its socially conscious consumers to become more informed, and involved in its project. This will directly impact the project's infrastructure and resource in terms of the number of employees the organization could hire and train. This would largely determine the degree of success in its vision to train vulnerable "low-skilled employees" who may be displaced by automation and AI technology. Employees or partners would gain economic self-reliance by selling their food, drinks, and merchandise through the Livelihood Cafe's e-commerce platform while concurrently benefiting from the website's co-function as a technological solution to assess their current skills, connect them with a workplace, and train them in future-proof skills. On the other hand, consumers will use the website not only to check and purchase the goods but also the goodwill behind each merchandise for the greater cause of finding a sustainable approach to Canada's workforce challenges for the most vulnerable communities.

By talking with stakeholders, reading documents that outlined the project's goals and context, and by performing a content audit on the website, we have found that the Livelihood Project's entire organization information architecture is rather large. We found that the information can be separated into two major categories: Business Description and Cafe. These categories can be further separated into the following labels: Context, Story, Mission, Technology, Future Goals, Personnel, Commerce and News. The current website is problematic because it addresses too many of these subcategories in a disorganized way. The website was created without a method of organization or a scope, so it does not stay within a subject boundary or within a clear flow of information.

It is important that we gather a picture of the entire organization's information architecture and then separate it into categories before we design the website. This way, we are able to specify a goal of the website by effectively limiting its scope. Knowing how the website fits into a larger non-profit infrastructure is helpful because each piece of content on the website will have a clear purpose. Additionally, this will aid in scaling the website to include additional aspects of the organization, because it will clear how this new piece of information will relate to the current website content and the non-profit itself.

Summary of the User Analysis, User Research and Three Goals (2.3)

It is clear from the user research that the user experience of the website leaves much to be desired. In terms of the users' goals, the user research demonstrated that

the users are seeking a more cohesive experience with consistent headings that lead to the correct content/pages. This is the case with both general browsing and the shopping functionality that the website supports. In addition, users are keen on having more information and storytelling about the cafe's food offerings on the website. This makes it clear that the website should at least be changed to facilitate easier navigation for its users, as well as be more connected to the cafe's physical presence.

Additionally, since the website also needs to be able to support the non-profit's future initiatives, the research shows that a future redesign would have to first establish a clear boundary between the cafe and the non-profit operations before it can handle any further integration. This is because Participants 1 and 2 noted that the website contradicted their initial impression of the cafe, and Participant 3 noted that they had difficulty distinguishing the non-profit from the cafe. The user research also suggests that the Livelihood Project should test drive any major changes they make to the website before making it go live. For example, while the Cafe is interested in integrating delivery into its offerings, two out of three of our users noted that they would sparingly use e-commerce/delivery since they live close to the neighbourhood.

Finally, users also noted that they could not see a clear connection between the Project's broader vision and the cafe. From this, it is clear that there needs to be a clearer link between the two projects in a way that integrates the owner's vision and the kind of clear information cafe users would want to know about the project.

Next Steps

Moving forward, our plan for redesigning the website will include changing the organization and labels of the main navigation menu, redesigning the shopping section, and designing a new section around the Livelihood Project. We plan to meet with the primary stakeholders to get a clear understanding of their vision for how to set up the website and what is important to include about the broader project on the new website.

Appendix

2.2 Content analysis

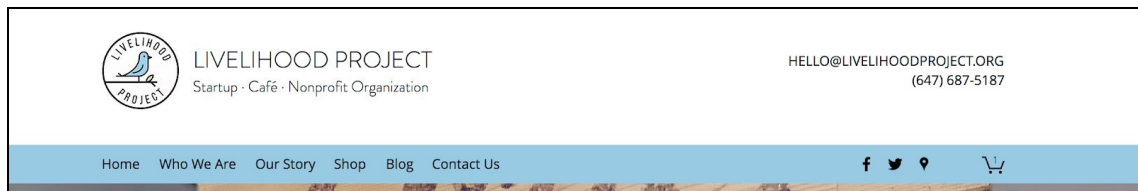


Figure 2.2a: The Primary Navigation Links of the website.

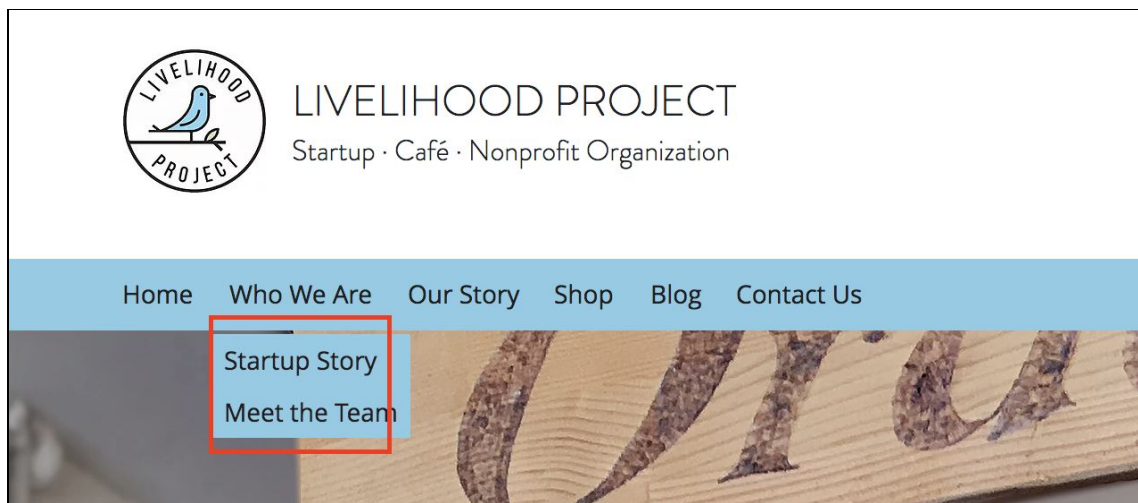


Figure 2.2b: The Secondary Navigation links of the website.

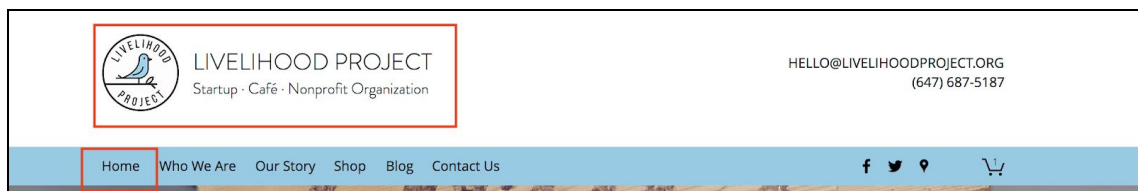


Figure 2.2c: The Home Link and Clickable Logo that takes the user back to the home page.



Figure 2.2d: The footer on every page has contact information.

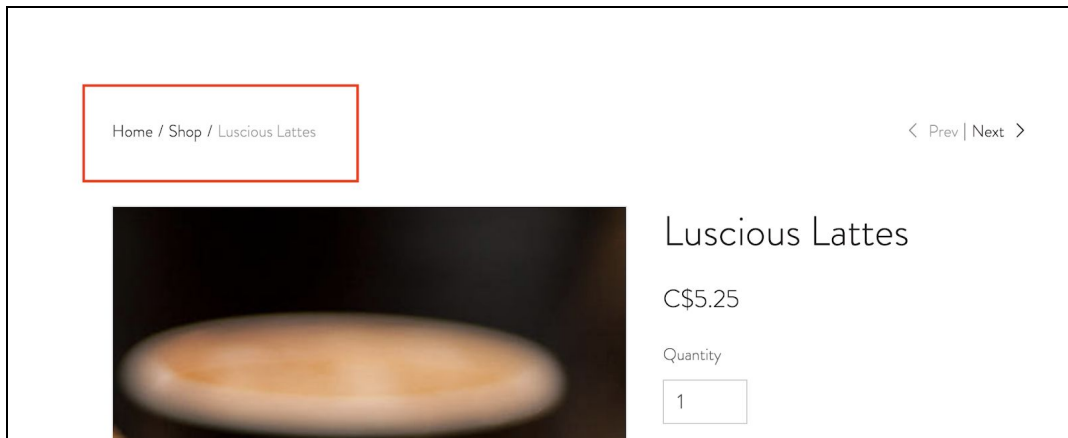


Figure 2.2e: Breadcrumb trail showing bottom-up architecture.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1	Location	In Scope	Type	Size	Date	Level	Title	Description	Keywords	H1Tag	Texts	Word Count	LinksIn	LinksOut	Images	Audios	Videos	Documents	Notes
2	https://www	TRUE	text/html	1227207			0 Livelihood Pr	The Livelihood syrian	refug	To be called	5000	10	12		1	0	0	0	
3	https://www	TRUE	text/xml				1					9							
4	https://www	TRUE	text/html	1079796			1 Who We Are	The Livelihood Startup	-Σ	OUR VALUES	4606	9	11		1	0	0	0	
5	https://www	TRUE	text/html	1068642			1 Our Story	The Livelihood Startup	-Σ	OUR STORY	4627	9	11		1	0	0	0	
6	https://www	TRUE	text/html	849648			1 Shop Liveli	The Livelihood Startup	-Σ	Cafv© -Σ Nonσ	2534	9	12		1	0	0	0	
7	https://www	TRUE	text/html	2023124			1 Blog Liveli	The Livelihood Startup	-Σ	Cafv© -Σ Nonσ	7796	9	13		1	0	0	0	
8	https://www	TRUE	text/html	1133071			1 Contact Us	The Livelihood Startup	-Σ	COME VISIT	4810	9	11		1	0	0	0	
9	https://www	TRUE	text/html	887206			1 Get Involved	The Livelihood Startup	-Σ	GET INVOLV	2653	1	11		1	0	0	0	
10	https://www	TRUE	text/html	1992230			2 Livelihood F	Come to Live cafe	coffee	Livelihood F	7765	4	14		1	0	0	0	
11	https://www	TRUE	text/html	1818578			2 Blog Liveli	The Livelihood Startup	-Σ	Cafv© -Σ Nonσ	5766	3	13		1	0	0	0	
12	https://www	TRUE	text/html	5814			3 Livelihood F	Come to Livelihood&nb	s;	Livelihood F	131	1	7		0	0	0	0	

Table 2.2f: Asset results from “Content Insight” Web tool.

<https://drive.google.com/file/d/1nXZRxFdYjWOI7XP93uojExjhDR5fkaLj/view?usp=sharing>

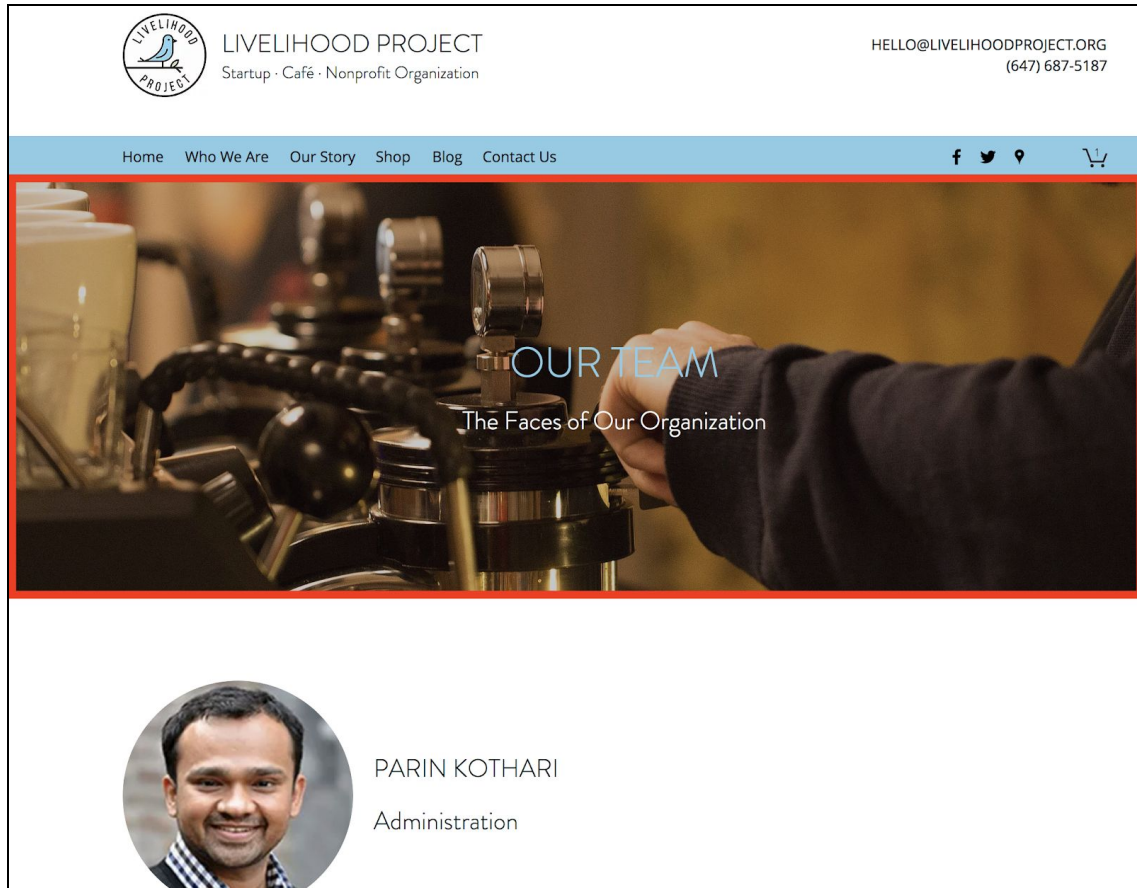


Figure 2.2g: Large images are used as Page Title Section backgrounds.

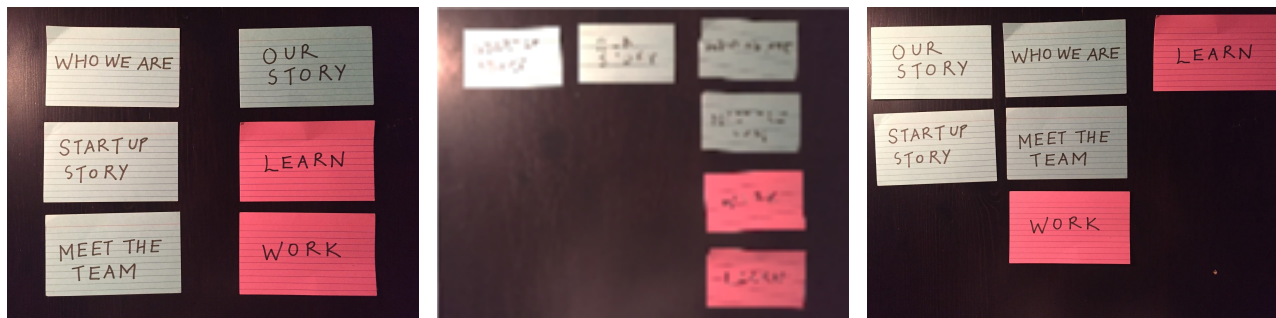
<https://goo.gl/vZGrya>

2.2h: Link to Livelihood Project Brochure

2.3 User Research

Participant No.	Time Taken to Complete Task	Number of Errors Recorded
1	00:3:50	n/a*
2	00:7:09	6 errors
3	00:1:50	1 error

Table 2.3a Key metrics measured in the shopping task of usability testing. Result from Participant 1 could not be obtained.



Figures 2.3b-d (left to right): Original information architecture of the website (2.3b) and card sorting results by Participant 2 (2.3c) and Participant 3 (2.3d)*. Top row of cards in each image represents the main sections of the global navigation bar. Cards below them correspond to the subsections(local navigation) under each main section.

*Note on the card sorting data for Participant 1: with the first participant, our interview protocol included a question that asked the participant to read “Who We Are” and “Our Story” sections and ask them to comment on these pages. This was changed to a card sorting exercise with the two other participants due to time constraints. Unfortunately, due to scheduling conflicts with both Participant 1 and the members conducting user research, Participant 1 was unable to complete the finalized card sorting exercise. The original question they answered instead is in Table 2.3i.

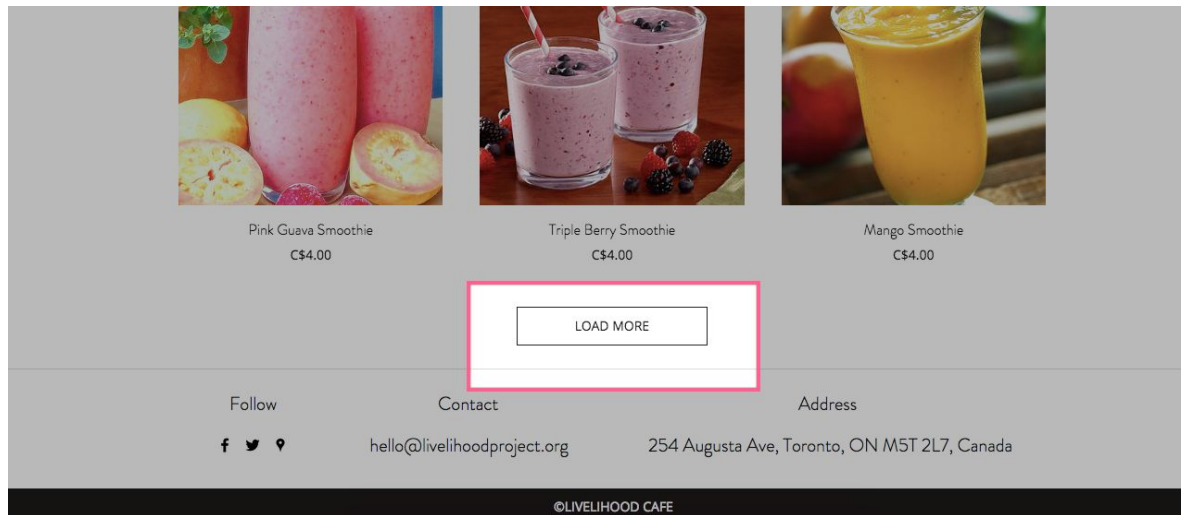


Figure 2.3e: 'Load more' button at bottom of web page.

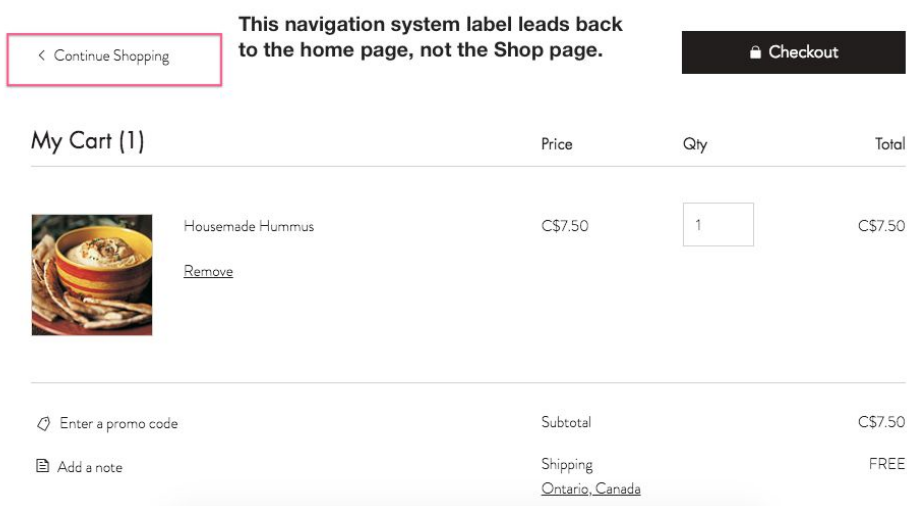


Figure 2.3f: The web page that appears when customer clicks "View Cart" from the pop-up menu.

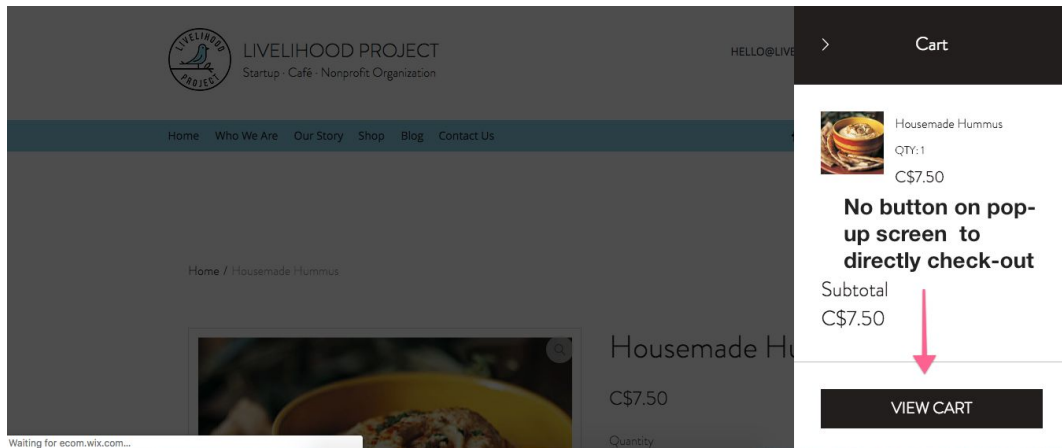


Figure 2.3g: When a user adds an item to a cart, this pop-up cart appears. Participant 2 and 3 demanded a 'Continue Shopping' button while Participant 3 noted it should also have a direct check-out button.

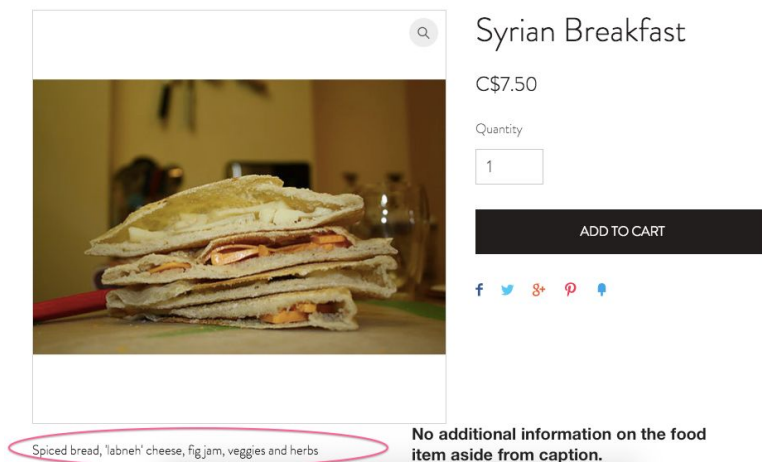


Figure 2.3h: The specific product pages for each food item provide additional information.

Interview Questions

User Background

- 1) What do you study/what industry do you currently work in?
- 2) How familiar are you with the neighbourhood (Kensington Market)?

Specific Questions about the Livelthood Project/Mission

- 3) How did you hear of the Livelthood Project Cafe?
- 4) How often do you frequent the cafe? What do you like/dislike about it?
- 5) How aware are you of immigration/refugee issues?
- 6) What do you understand about the cafe and its relation to the broader Livelthood Project?

Reasons for Using a Cafe Website

- 7) What are some reasons you would go to a cafe's website?
- 8) What kind of information would you be looking for on a cafe's website versus review aggregators like Yelp or address aggregators like google Maps?

Usability Testing

- a) Label sorting: The users were given index cards that had the names of the major headings and sub-headings of two sections - "Who We Are" and "Our Story", and they were instructed to arrange the cards by what label they considered to be the "main section" and what they considered to be sub-heading. The user was then debriefed when they were shown the actual anatomy of the two sections and asked for suggestions on what to improve.

* For participant 1:

- " a) For the next five minutes, please take a look through the two sections, "Who We Are" and "Our Story". Please briefly summarize the information you've just read and tell us the backstory of how the Livelihood project came to be and where it's trying to go. (this was followed by a brief debrief session)"
- b) General browsing: where the representative user was asked to browse the website for two minutes and comment on anything they noticed in particular. In the debrief, they were asked what particular pain points/pleasure points they found in terms of content, navigation, etc.
 - c) Scenario and checkout process: A timed task where a user was asked to pretend to checkout a few items from the "Shop" section of the website. Specifically, they were asked to find the following items: a) pink guava smoothie b) syrian tea c) flat white d) a breakfast meal item. They were timed, and the number of errors they made during the process were measured as the two quantitative metrics. This was followed by a brief debrief session where they rated how difficult/easy they found the task, as well as given further option to comment on their likes/frustrations.

Final Debrief Questions

1. Can you give us your final thoughts about the website?
2. How difficult did you find it to shop various food items?
3. Would you use the delivery option if the Livelihood Project Cafe opted to have food delivery in the future?

Table 2.3i: Transcript of the interview questions and usability testing.