



Recycle for London

Research Report

March 2017

The why and the what (1)

To more effectively engage with the public, WRAP is looking to improve the user experience of the Recycle for London website to ensure it is easy to use and that the information provided is useful, credible and effective.

The objectives of this research are to:

- Understand the effectiveness of the primary navigation labels
- Identify further improvements that could be made to the website

The why and the what (2)

In February and March 2017, Innovation Digital conducted a quantitative survey using the Loop 11 software to identify top task success rates and undertook four user needs interviews exploring attitudes & behaviours around recycling and a detailed usability review of the Recycle for London website. In some of the user needs interviews other websites were explored to pick out aspects which were particularly well liked.

This document presents the results of both the Loop 11 and user needs research. In addition, insight gathered from eight other user needs interviews is presented in this document.

Loop 11 Survey Details

 11 Respondents

 55% Men

 45% Women



37% had visited
the website before



36% adults & children



9% adults, no children



55% single adult

Survey running 14 Feb – 20 March 2017

Loop 11 study

The Loop 11 survey covered five key tasks.

The five tasks are:

- You've seen a recycling symbol on a plastic bottle, where would you go to find out what it means?
- Check what you can put in your recycling bin / bag at home
- Find information on recycling a toaster
- Check where your local recycling centre is
- Find out how to stop junk mail



User needs **interviews** with consumers



x4 Participants



2 Men



2 Women



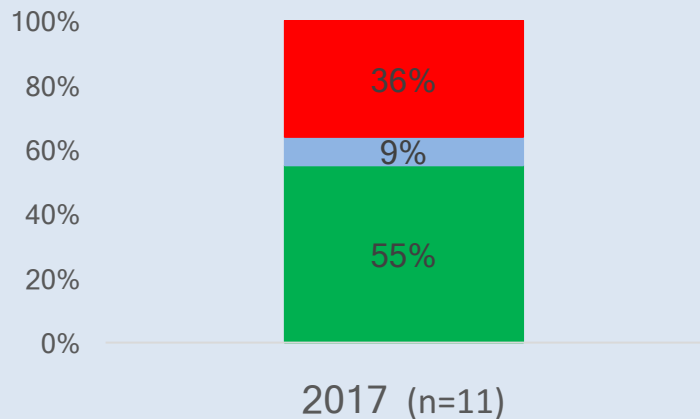
60 minute sessions

- Exploring current behaviours
- Free exploration of the website
- Task based usability assessment
- Review

In addition, this document reports the findings of eight additional user needs interviews conducted across England and Wales.

An overview of the key findings

Task success - overall

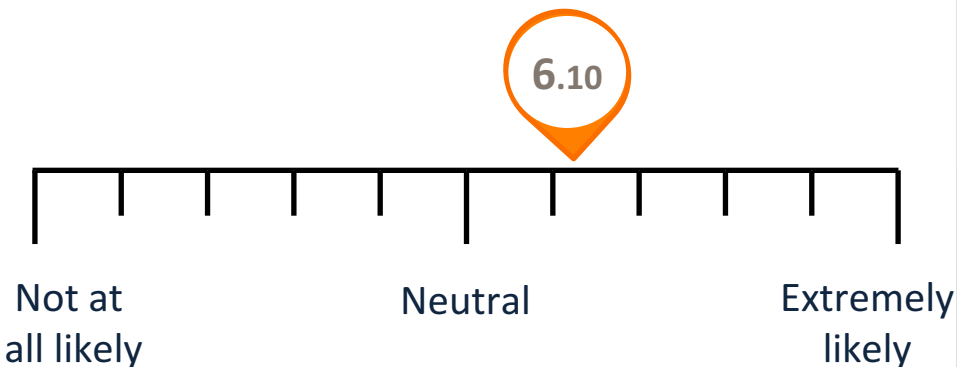


What's working well

- Up to date and modern looking design
- Colourful and inviting
- Effective primary message – turning food waste into energy
- Trusted content
- Detailed information contained within
- Informative call out facts
- Postcode search – suggests personalised content available

Likelihood to recommend

n=11



Key areas needing improvement

- Ensure the website is 'action-orientated'.
- Focus on key concepts – recycling, re-use and reduce.
- Make the search tool more usable
- Avoid talking down to visitors
- Provide onward steps – through links to related or contextually relevant content
- Focus on benefits of recycling
- Explore the use of interactive tools to show impact

Executive summary (1)

- More than half (57%) of those visiting the website are able to successfully complete all of the key tasks - a higher success rate than those visiting either Recycle Now or Recycle for Wales. Despite this, many visitors to the website are unable to find key information.
- None of the visitors to the website who completed the Loop 11 survey are promoters (scoring the website as 9 or 10 on the Net Promoter scale). Almost two-thirds (63%) are detractors (scoring between 0 & 6).
- However, the website does receive praise for its modern, inviting look, its informative & trusted content, use of key fact call outs and a clear primary message.
- However, the primary message is narrow in focus and first impressions of the website suggest its purpose is in dealing with food waste rather than recycling more generally. The campaign focussed message fails to explain the website's broader proposition and there is a risk that those coming to the website for recycling information are put off by the current focus on food waste.

Executive summary (2)

- Presentation of the content is also praised with the use of white space meaning the content does not appear too busy or overwhelming. Many pages are quite 'light in text' which means information can be easily absorbed and next steps are usually clear.
- The use of key facts work effectively and perhaps more could be made of this style of presenting impactful information and statistics.
- There are some significant issues which should be addressed moving forwards.
 - The 'What can I recycle?' section is limited in value. It presents a lot of general information and the content is far less valuable than the item A-Z that is available on the Recycle Now and Recycle for Wales websites.
 - The search tool is difficult to operate and causes significant confusion. This is a significant barrier to effective use of the website. The lack of forgiveness around simple spelling mistakes simply reinforces this problem.

Executive summary (3)

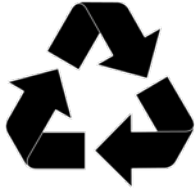
- It should be recognised that recycling is not a topic central to most consumers. This website will primarily be used to gather answers to specific questions, in as short a time as possible. The focus should be on action-orientated information, supporting visitors to get answers to key questions around whether an item can be recycled and how to do so.
- The ‘hamburger’ menu style employed is not universally recognised and it is likely that some visitors overlook this method of navigating the website. While commonplace on responsive websites when displayed on mobile devices it is still not a mainstream desktop / laptop navigation approach.
- The labelling of the navigation options works relatively well. However, the ‘Help me recycle’ link is expected to lead to a broad range of content around what, how and where to recycle, while the ‘What can I recycle?’ section is expected to be a complete list of things that can be recycled. An alternative structure for the website is presented later in this report.

Recycling attitudes and behaviours

What does recycling mean to consumers?

EITHER...

Process



“Designated bins”

“Stuff you can re-use”

“Separating”

“Re-using materials”

“Avoiding landfill”

“Rinsing everything”

Items



“Household waste”

“Tins & bottles”

“Food wrapping”

“Food waste”

“Excess packaging”

What gets recycled...



Easy to recycle common (obvious) items

All / most recycle: Paper, newspapers, magazines, plastic bottles, glass, cardboard, tin cans & food waste

A few recycle: Electrical items & textiles at centres or shops



Becoming easier to recycle due to better facilities

Most recycle: Paper, plastic bottles & tin cans



Recycling more difficult when out & about

Access to recycling bins is the key barrier. Places like parks mentioned as somewhere provision of recycling bins is poor

Some powerful reasons behind recycling



The environment

- Recognition that the Earth's resources are scarce and diminishing
- Recycling reduces the amount of things that go into landfill



Children's future

- Linked to environmental concerns
- Mentioned by almost all parents



Ease of doing so at home (and increasingly the workplace)

- Council has provided the facilities to make it easy to recycle
- Employers now more commonly providing recycling facilities
- In some industries (e.g. construction; legal profession) recycling some or all items is mandated



Not collected if not sorted

- An understanding (real or believed) that items will be left if not in the right box / bin



Reduce costs

- Producing recycled goods cheaper than new so if we all recycled where possible, costs of products would be lower
- Pay for general waste bin liners but food waste ones provided free. The more we put in the food waste, the less general bags we use

But there are barriers to recycling more, more often



Lack of bin provision

- Particularly when out & about
- Some locations better provided for (e.g. shopping centres)
- Parks raised as a place lacking in recycling facilities
- Some workplaces are less well geared to supporting recycling



Laziness

- Sometimes people forget
- Sometimes seen as too much trouble
- If out and about will just place items in nearest bin



Lack of knowledge

- Of the full range of recyclable materials
- Of specific types of plastics that can be recycled
- Of the different recycling symbols
- Of whether some specific items can be placed into bins at home



Size of bins / collection frequency

- Bins can be full in which case it is not always possible to recycle things
- Those using communal facilities or larger families particularly likely to face this

Sources of information



Most information about recycling is provided by the Local Council.



Leaflets providing information on collection dates



Information provided on the bin itself



Website is first port of call. Top of mind as the place to go and trusted content about the local area

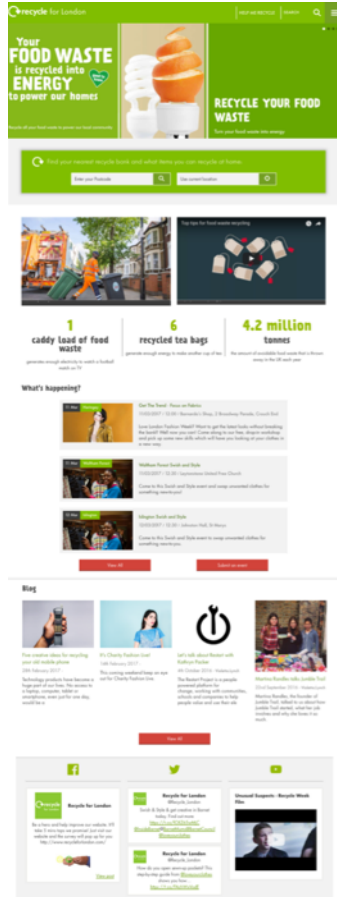


TV is a secondary source, usually news items

E.g. piece on BBC's The One Show on what happens to recycled items

Following initial website journeys

Reactions to the homepage

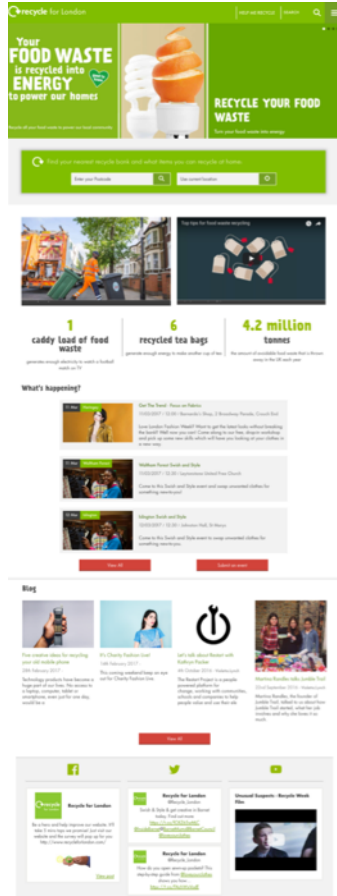


Huge banner – the banner is extremely large pushing content well down the page. Few review additional messages.

Banner message – the banner focuses on food waste. There is a very real risk that visitors to the website believe the content is restricted to this subject alone.

Personalised content – the postcode search was of as it was recognised this would lead to personalised content.

Reactions to the homepage



Key facts – the key facts work well and have impact. The ‘6 recycled tea bags’ fact was one of the most recalled pieces of content across all the three websites covered in the programme of research.

What’s happening? – this has limited appeal. Events need to be very local to capture interest and this prime homepage space could perhaps be better utilised.

Blog and social content – neither of these sections were explored during the free browse of the website.

Recommendations

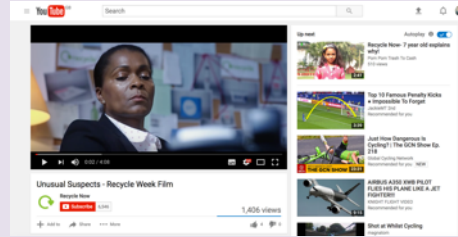


Declutter the homepage – Make the focus of the website even more ‘Top task’ orientated and reduce the number of options on the homepage. Provide a strong visual focus to routes to learn what, where and how to recycle.



Proposition statement – Rather than the banner promoting a campaign theme so strongly the first message should be a broader proposition establishing what it is that the website is about.

Following the free browsing through the website (1)



“Food waste. What you can recycle at home”.

Scrolls the page.

Clicks the ‘Unusual suspects video’.

“The thumbnail makes it look well shot”

Opens in You Tube.

Plays the video.

[Postcode finder]

“The postcode on the homepage makes it clear what this means. It is local to me. About me”.

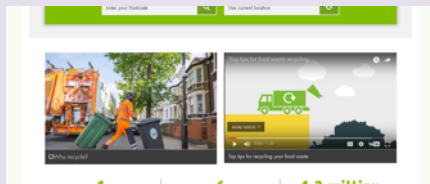
Following the free browsing through the website (2)



Scrolls the homepage.

“Quite interesting. I didn’t know you could recycle tea bags.”

“I don’t really read blogs. That wouldn’t interest me.”



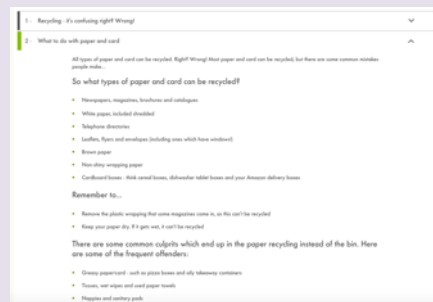
Plays the ‘Top tips for food waste recycling’ video

“I like when they show me. I like to be shown.”



Clicks the menu and selects ‘What can I recycle?’

Selects ‘Paper’.



“I know why to recycle, but it is good for some people to have that.”

“I’m less interested in the why. I know it is important.”

Following the free browsing through the website (3)



“Looks very colourful.
Looks very inviting”.

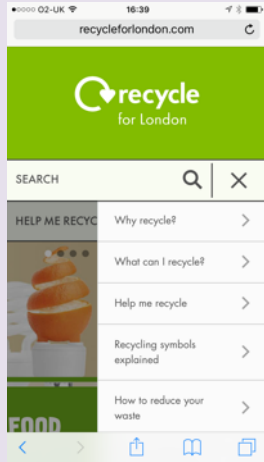
Clicks the ‘Recycle
your food waste
carousel’.



Scrolls the content on the
page.

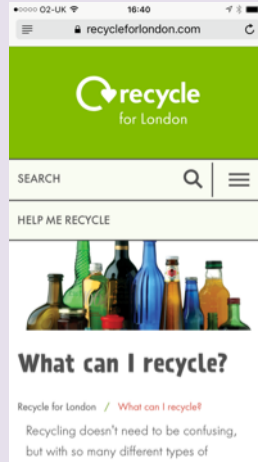
“I see the bit about coffee.”

Following the free browsing through the website (4)



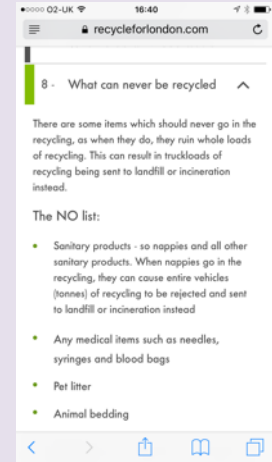
Opens the menu and selects the 'What can I recycle?' link.

"That's good, that's what I want to know"



"This looks quite useful"

Scrolls to the 'What can never be recycled' section'.



"This is all a bit basic and obvious. I was expecting more."



Up to date and modern looking design

Colourful and inviting

Effective primary message – turning food waste into energy

Trusted content

Detailed information contained

Informative call out facts

Postcode search – suggest personalised content available



Appears the website is primarily concerned with food waste, not recycling more generally.

Search tool very hard to operate

Considered to be aimed at everyone

The website's key message...

Turn food waste into energy
Make small steps

Task based browsing

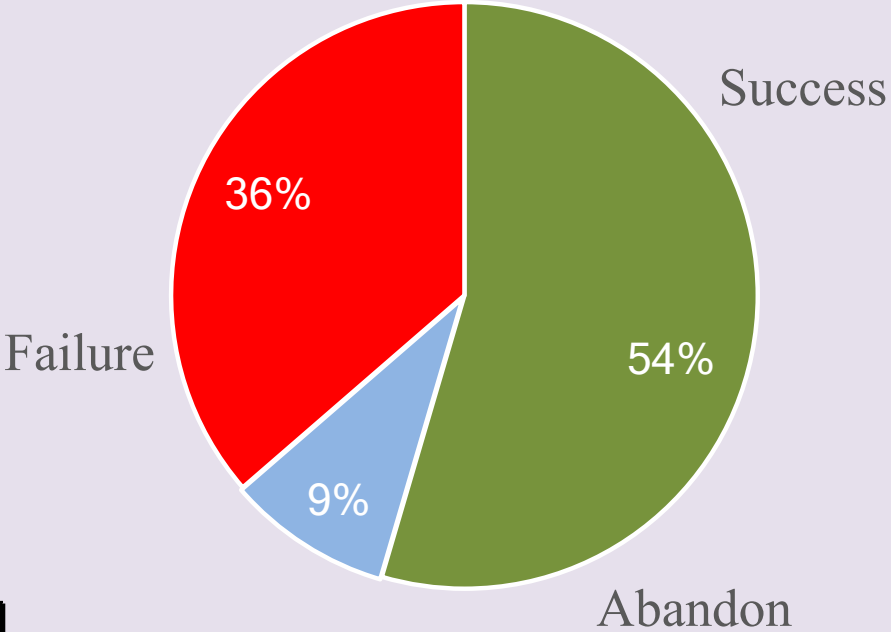
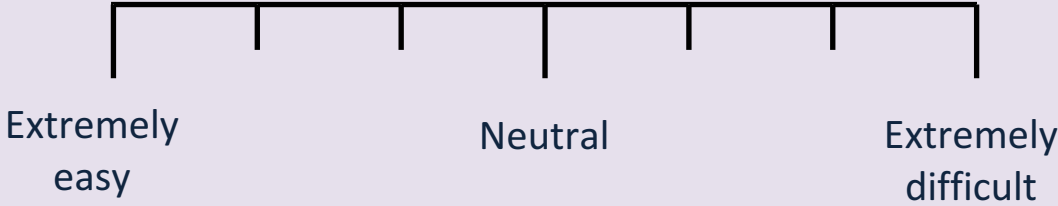
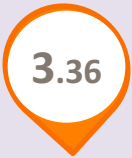
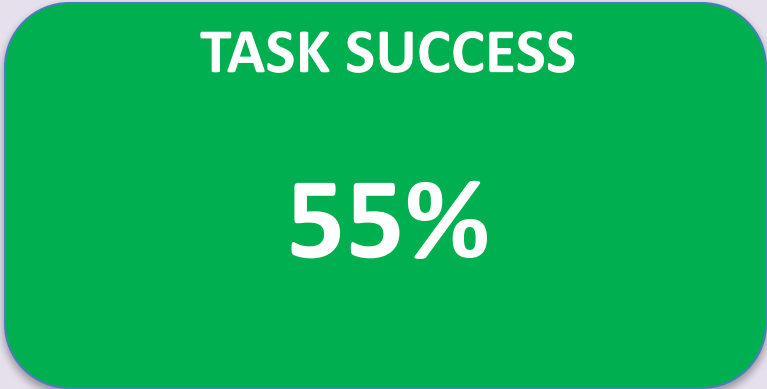
Overall success rates across all five tasks

TASK SUCCESS

57%

Task One: Recycling symbols explained

Success dashboard – Loop 11



Common failure / abandon pages



Not proceeding past the homepage – indicative of no clear starting point and a possible lack of familiarity with the hamburger menu icon.

Recommend: A homepage re-design taking away some of the clutter.

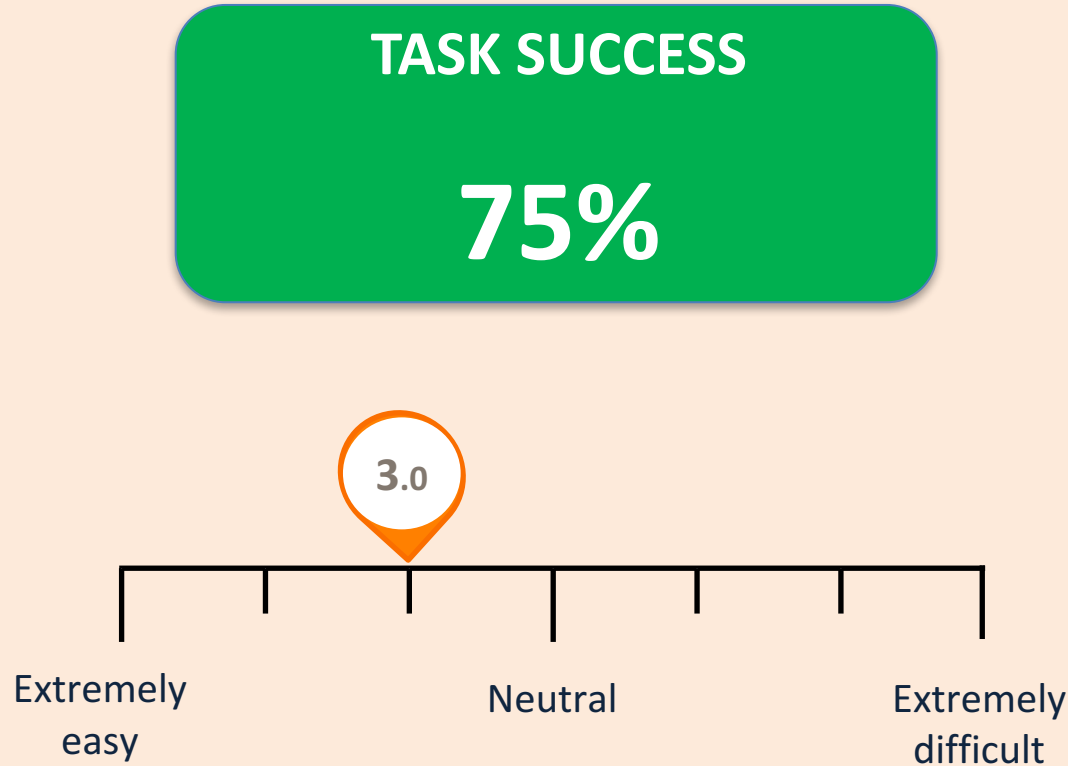
Consider implementing a more conventional responsive navigation in a re-design.



Failure or abandonment on the help me recycle page – likely to be expecting that label to lead to a broad range of information supporting recycling efforts.

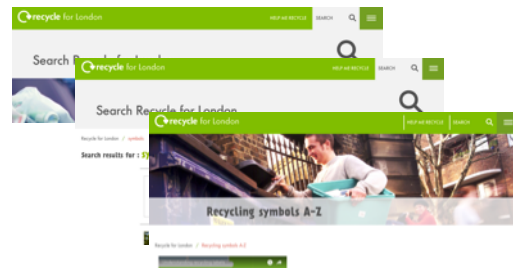
Recommend: See proposed site restructure.

Success dashboard – User testing

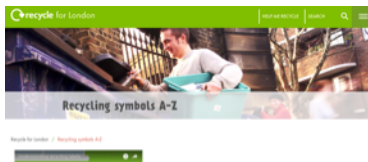


The journeys...

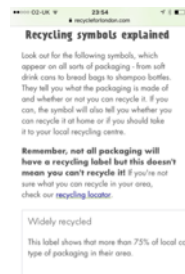
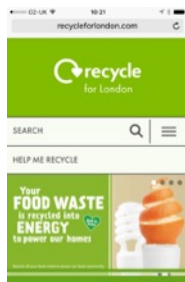
X1



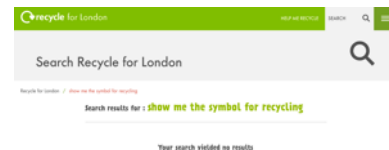
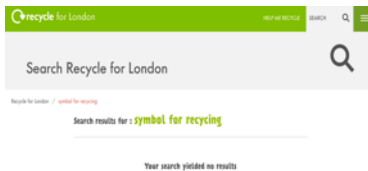
X1



X1

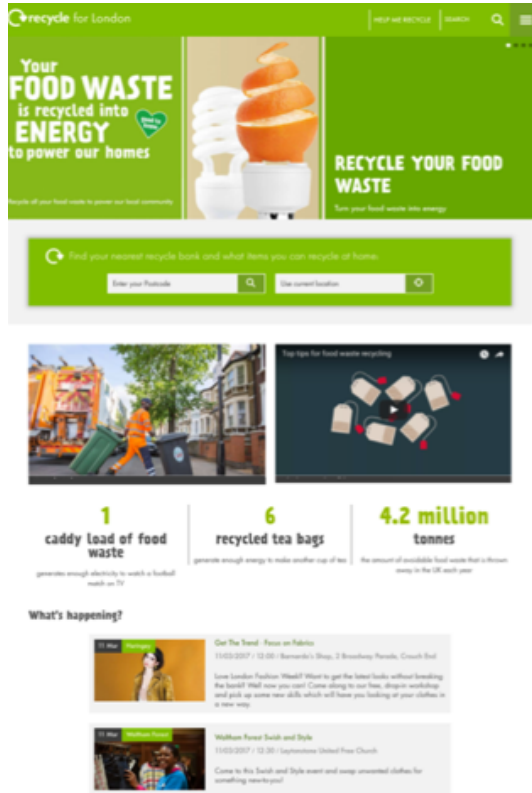


X1



from user interviews

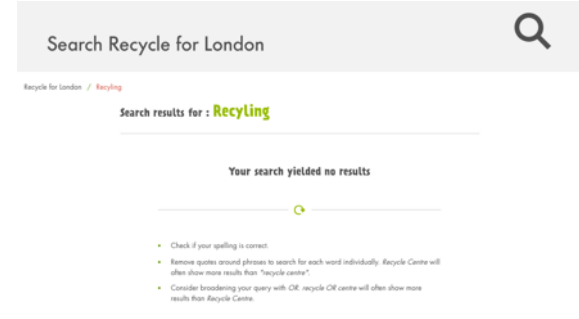
Homepage



Menu well used – While two used the navigation menu to begin the search one overlooked the link to the ‘Recycling symbols explained’ within it.

Three used the search tool to locate the information – with one failing to do so because their searches yielded no results.

Search on desktop



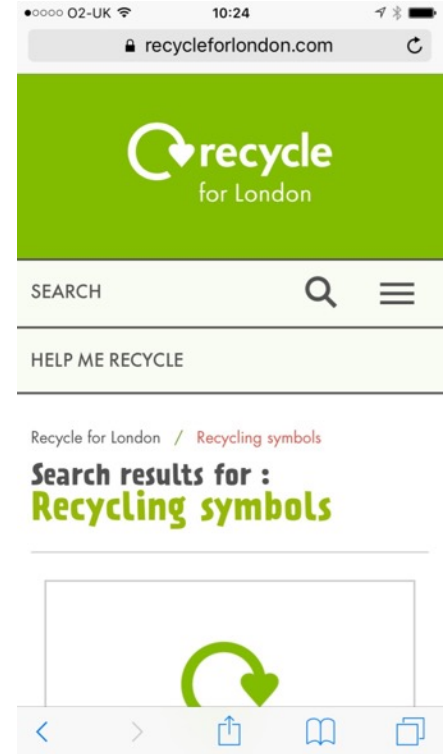
Hard to operate search tool – there are a number of issues with the search which made it hard to operate.

- on opening, some overlooked the full search bar's appearance altogether.
- since the 'Search Recycle for London' remains when a user places their cursor inside the text box some were unclear how to initiate their search term.
- search is very unforgiving of common spelling errors e.g. "Recycling" rather than "Recycling" returns an error with no alternative suggestions provided.

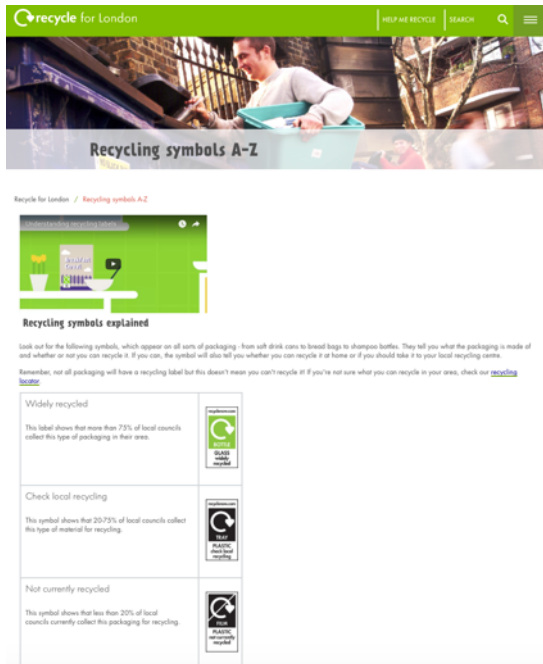
Search on mobile

Easy to operate search tool – on a mobile device the search operates more conventionally and so is easier to use. However, the lack of forgiveness for spelling remains an issue.

Large image on results – the use of images on the mobile search listings page pushes the results down the screen forcing unnecessary scrolling.



Recycling symbols explained



Comprehensive content – the wide range of symbols was appreciated. It was easy to scroll to one(s) of interest.

The level of detail provided was sufficient.

Participants described that it would be easy to review the symbol on the package with those presented to identify if and how it could be recycled.

Order of content – the symbols and their explanations are the most important content on the page and should be presented above the video.

Presentation on mobile

Symbols don't display in vertical view – the symbols do not display when the phone is held in vertical view only when in landscape view.

This meant for the mobile user the content did not match up to expectation – which was images of symbols and their explanations.

Recycling symbols explained

Look out for the following symbols, which appear on all sorts of packaging - from soft drink cans to bread bags to shampoo bottles. They tell you what the packaging is made of and whether or not you can recycle it. If you can, the symbol will also tell you whether you can recycle it at home or if you should take it to your local recycling centre.

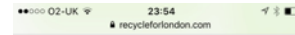
Remember, not all packaging will have a recycling label but this doesn't mean you can't recycle it! If you're not sure what you can recycle in your area, check our [recycling locator](#).

Check local recycling

This symbol shows that 20-75% of local councils collect this type of material for recycling.



Phone held in landscape position



Recycling symbols explained

Look out for the following symbols, which appear on all sorts of packaging - from soft drink cans to bread bags to shampoo bottles. They tell you what the packaging is made of and whether or not you can recycle it. If you can, the symbol will also tell you whether you can recycle it at home or if you should take it to your local recycling centre.

Remember, not all packaging will have a recycling label but this doesn't mean you can't recycle it! If you're not sure what you can recycle in your area, check our [recycling locator](#).

Widely recycled

This label shows that more than 75% of local councils collect this type of packaging in their area.

Check local recycling

This symbol shows that 20-75% of local councils collect this type of packaging for recycling.

Not currently recycled

This symbol shows that less than 20% of local councils collect this packaging for recycling.

Phone held in vertical position

From user interviews

Recommendations (1)



Search tool – The search tool should open without the inclusion of the text stating ‘Search recycle for London’. It should be more forgiving of simple spelling errors or make suggestions if a word is mis-typed.



Display of symbols on mobile – The symbol images must display when the mobile device is held vertically.



Printable guide – Producing an easily printable and shareable version of this information could be a welcome addition. This could be left by recycling bins at home or work.



Re-order content – The symbols and their explanations are the key content on the page. This should be moved above the video.

Recommendations



Remove banner image – It is a distraction from the core task, to identify the meaning of a symbol. This is particularly important for the mobile version, where the banner image should not be displayed.

Task Two: What to place in bin / bag at home

Success dashboard – Loop 11

TASK SUCCESS

55%

3.00

Extremely
easy

Neutral

Extremely
difficult

Failure

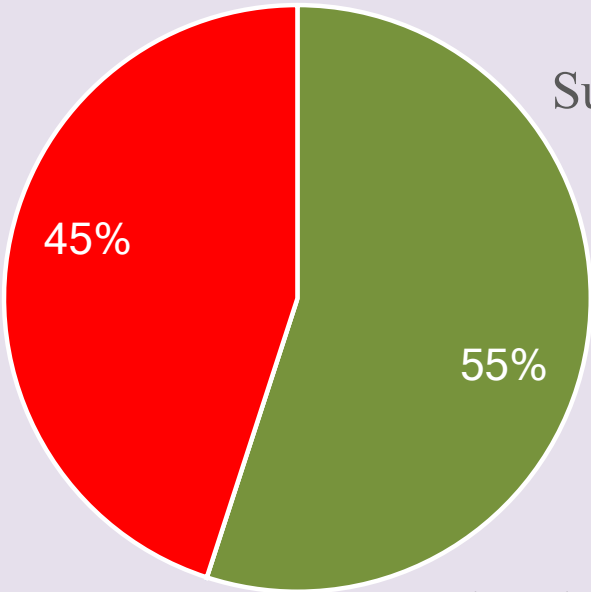
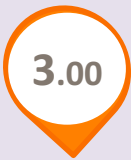
45%

Success

55%

Abandon

From Loop 11 Survey



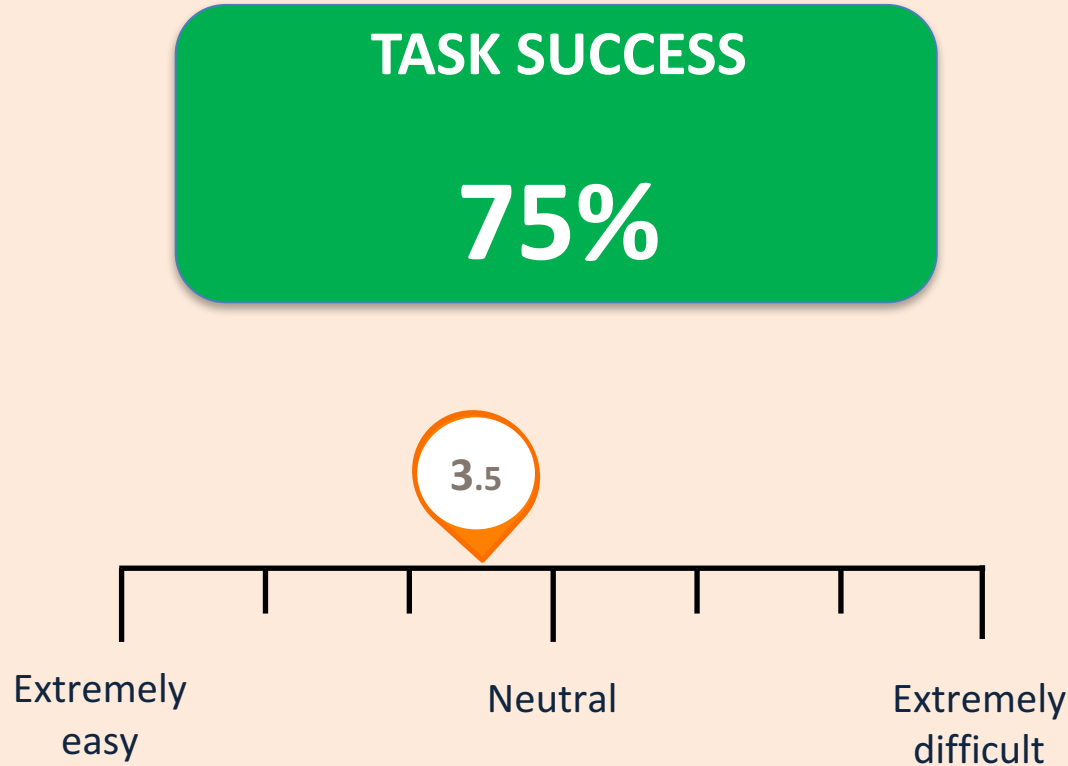
Common failure / abandon pages



Failure or abandonment on the what can I recycle page – likely looking for a list of specific items with how to recycle them at home.

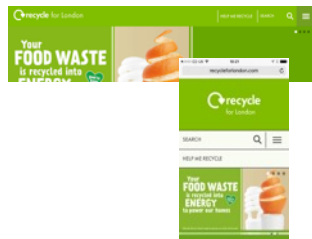
Recommend: Introduce the Recycle Now / London item A – Z . Cross promote the recycling locator tool from ‘What can I recycle?’ pages.

Success dashboard – User testing



The journeys...

X2



X1

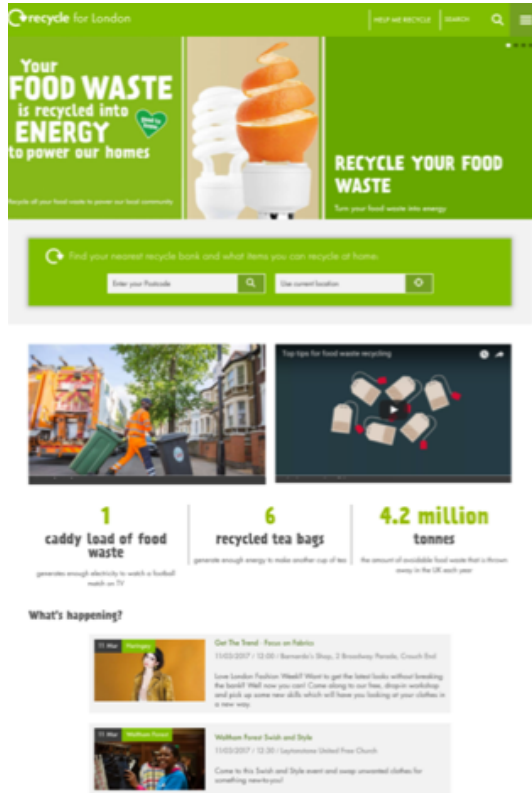


X1



From user interviews

Homepage



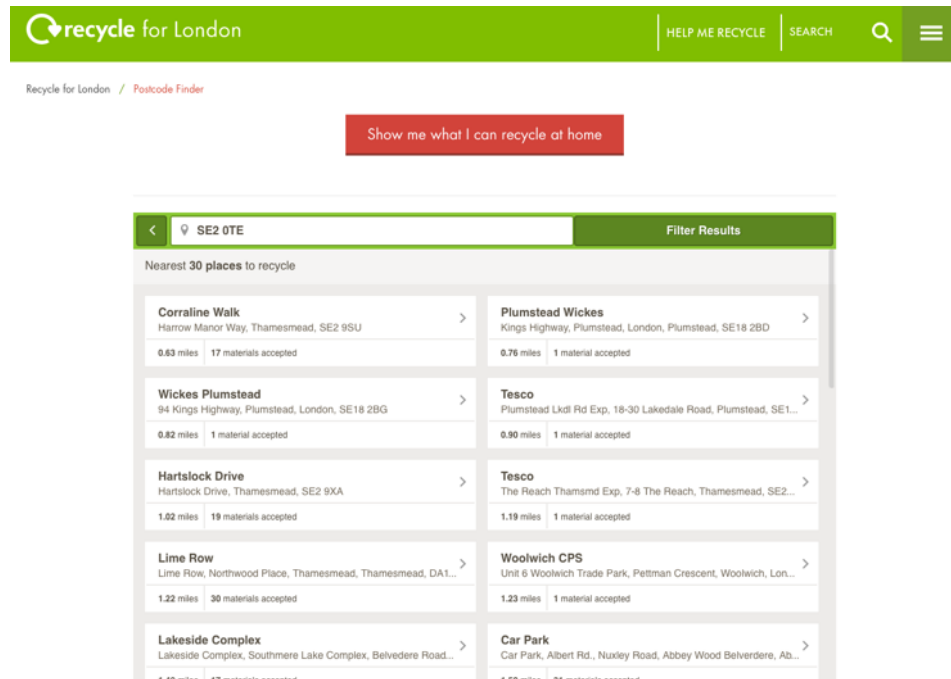
Starting points – a range of starting points were used, although the ‘Help me recycle’ link in the menu was most commonly used (by all four participants, two immediately).

Two first went to the ‘What can I recycle?’ section – presenting a route to the recycling locator from that page would help to re-direct those from this section to the tool.

Homepage postcode tool

Option to recycle at home will be overlooked – while none of the participants used this route, it is likely that visitors who do so will be drawn into the facilities locator tool, overlooking the red button.

While the red button looks visible, the area of interest to the visitor is the list presented below and this is where their attention will be drawn.



Recycling locator landing page



Three options – the three options are well labelled. However, one selected the ‘Recycle a specific item’ rather than ‘Recycle at home’.

Recycle for London / Help Me Recycle

Recycling Locator

Helping you recycle and pass on your unwanted items for re-use

Where to
Recycle a specific
item



How to
Recycle at home



Find your nearest
Recycling locations



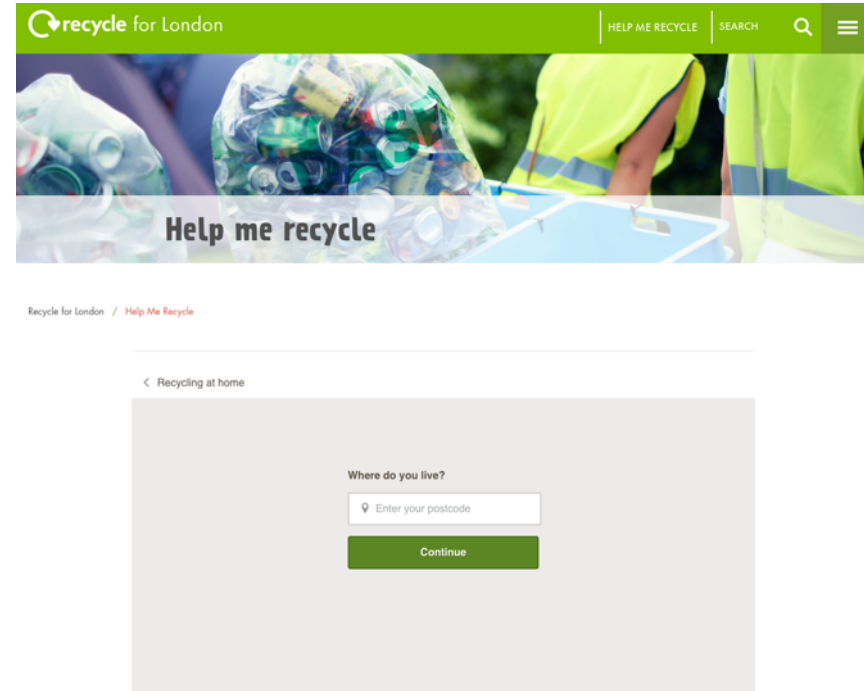
Powered by **recyclenow**
in partnership with Valpak

Get in touch

From user interviews

Postcode search

Postcode tool not a barrier – all successfully entered their postcode.



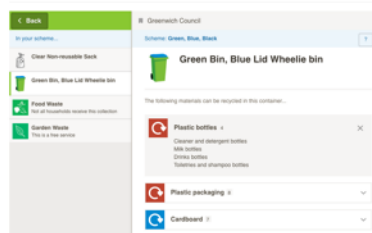
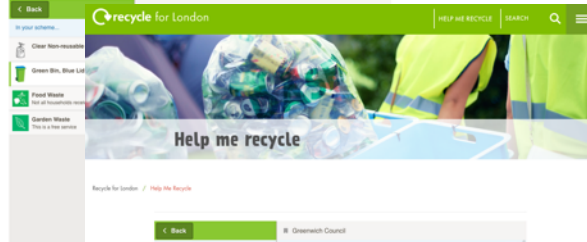
The screenshot shows the 'Help me recycle' website for London. The header is green with the 'recycle for London' logo and navigation links for 'HELP ME RECYCLE', 'SEARCH', and a menu icon. The main banner features a photo of recycling bins and the text 'Help me recycle'. Below the banner, a breadcrumb trail reads 'Recycle for London / Help Me Recycle'. The main content area is titled '< Recycling at home' and contains a form titled 'Where do you live?'. The form has a text input field with a location pin icon and the placeholder text 'Enter your postcode', and a green 'Continue' button below it.

From user interviews

Bin / bag contents



Recycle for London / Help Me Recycle



Trusted content – the content presented matched to the existing bin / bag provision which led to trust in the material and website more broadly.

Useful material – the content was considered helpful and easy to check out items.

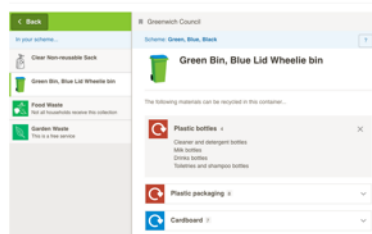
Clear presentation – data on what goes into which bag / bin is easy to find and understand.

From user interviews

Bin / bag contents



Recycle for London / [Help Me Recycle](#)



Back browser button – Clicking the back button on the browser returns to the user to the homepage, not the previous step in the tool. This is unexpected, behaviour and the source of significant frustration.

From user interviews

Recommendations



Recovery option – Cross promote the link to the recycling locator tool on the ‘What can I recycle?’ page.

Back button – As the recycling locator URL doesn’t change with interaction it may not be possible to address the back browser button issue identified in the research. However, if it is possible to do so it will alleviate significant user frustration.

Task Three: Find information on recycling a toaster

Success dashboard – Loop 11

TASK SUCCESS

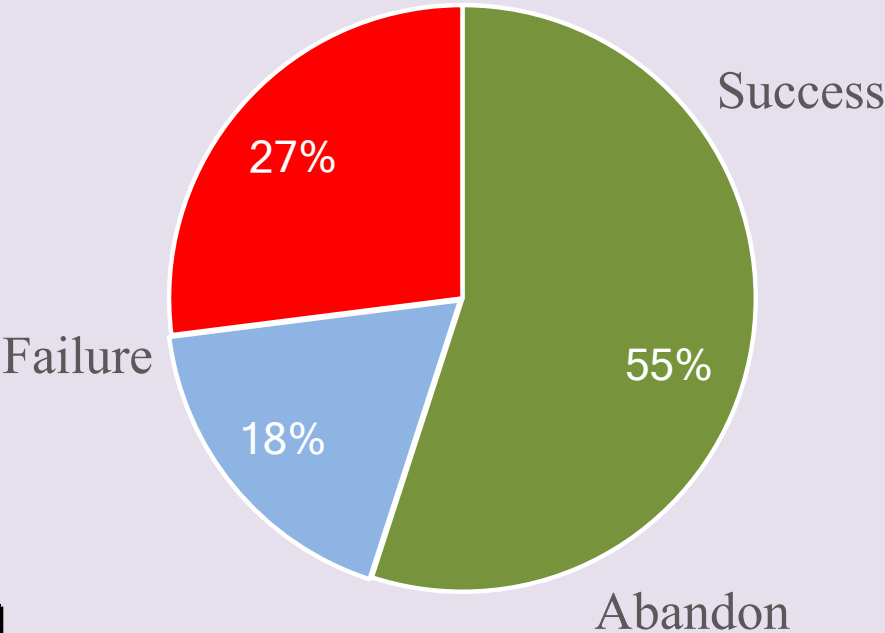
55%

3.82

Extremely
easy

Neutral

Extremely
difficult



From Loop 11 Survey

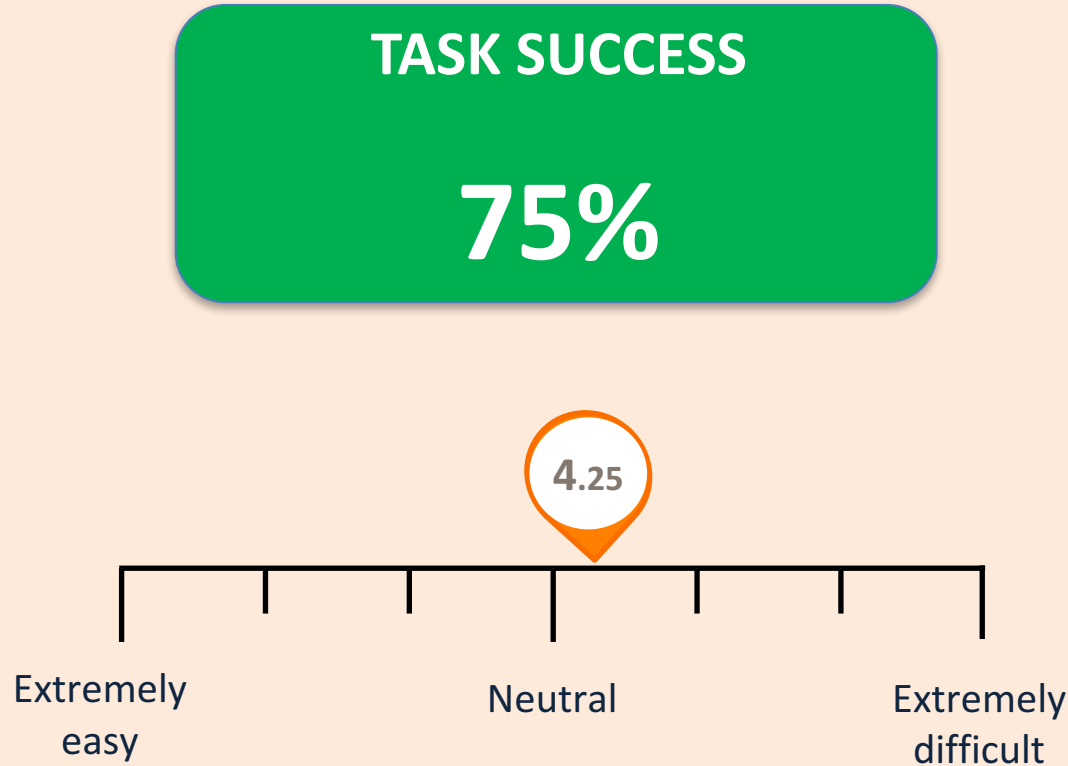
Common failure / abandon pages



Failure or abandonment on the what can I recycle page – likely to be looking for content on electrical items

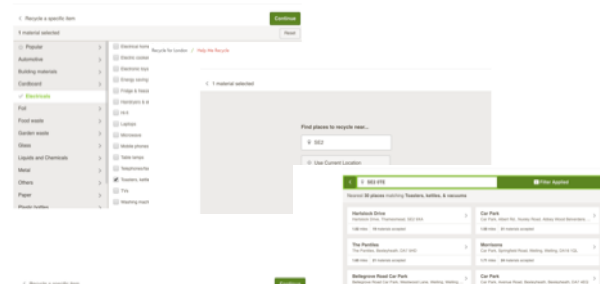
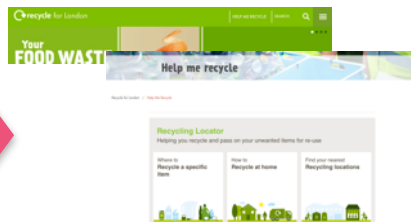
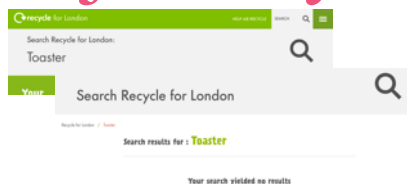
Recommend: Include information on recycling electrical items. Introduce the item A – Z.

Success dashboard – User testing

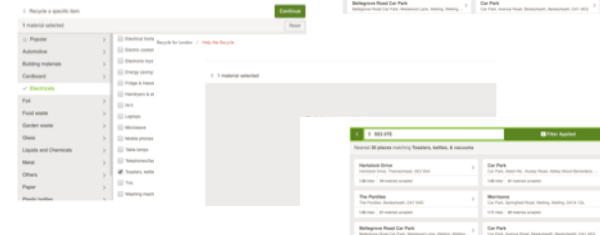
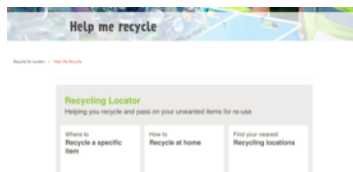


The journeys...

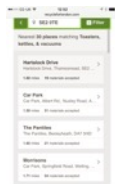
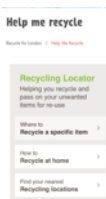
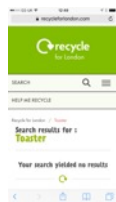
X1



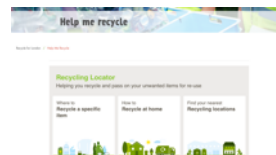
X1



X1



X1

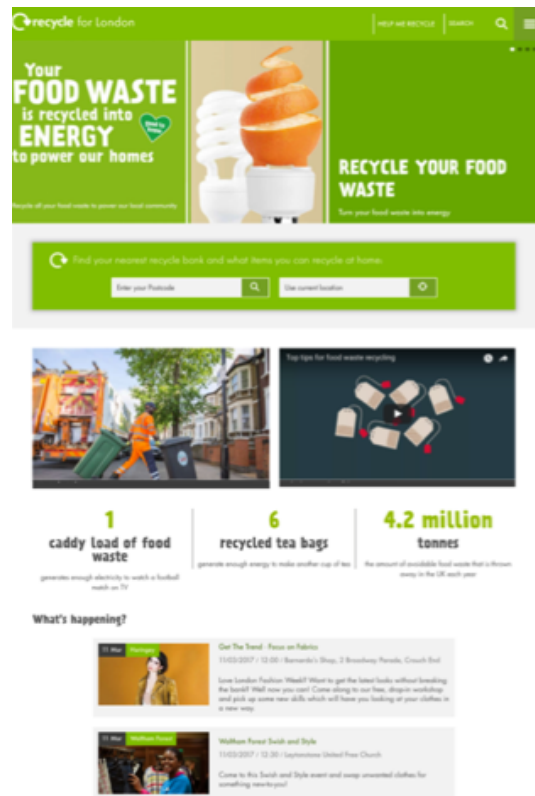


From user interviews

Homepage

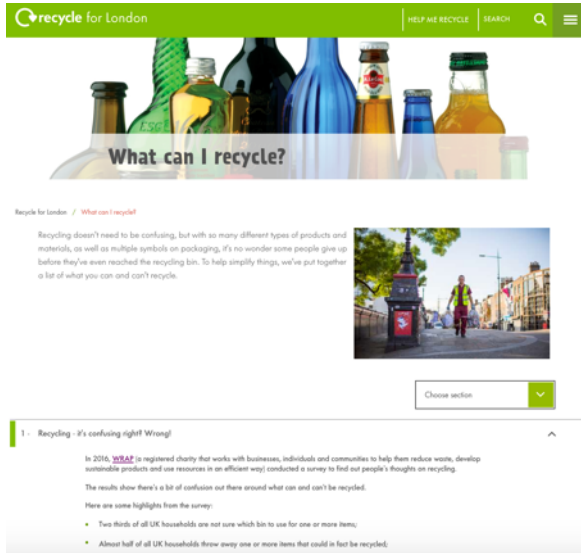
Range of starting points – two began by using the search, while one used the ‘What can I recycle?’ menu item and one the ‘Help me recycle’ link in the header.

Unsuccessful search – both searched ‘toaster’ without success.



From user interviews

‘What can I recycle?’ content



General information – the content in the ‘What can I recycle?’ section was very general in nature.

Although some advice was provided in terms of what could and couldn't be recycled this section was not as well reviewed as the A - Z section on the Recycle Now & Recycle for Wales websites. It did not capture interest, was more difficult to use nor did it spark exploration in the way that the A – Z did.

No electricals section – There was no ‘Electricals’ section on this page.

Item A - Z

Lack of A - Z – unlike the Recycle Now and Recycle for Wales websites, there was no A-Z listing of items and whether / how they could be recycled.

The website lacks an ‘at a glance’ way to find out if an item can be recycled as well as misses the opportunity to remind of other options such as giving it away.

Inclusion of an 'A - Z' list of items within the 'What can I recycle?' page is recommended.



From user interviews

Recommendations



Include the item A-Z – Within the website include the item A-Z seen on the Recycle Now & Recycle for Wales websites. Assuming effective tagging, this will provide successful results for item-related search terms.



Include content on what to do with electrical items – Information on how to recycle electrical items should be presented within the ‘What can I recycle?’ section.

Task Four:
**Check where your local
recycling centre is**

Success dashboard – Loop 11

TASK SUCCESS

55%

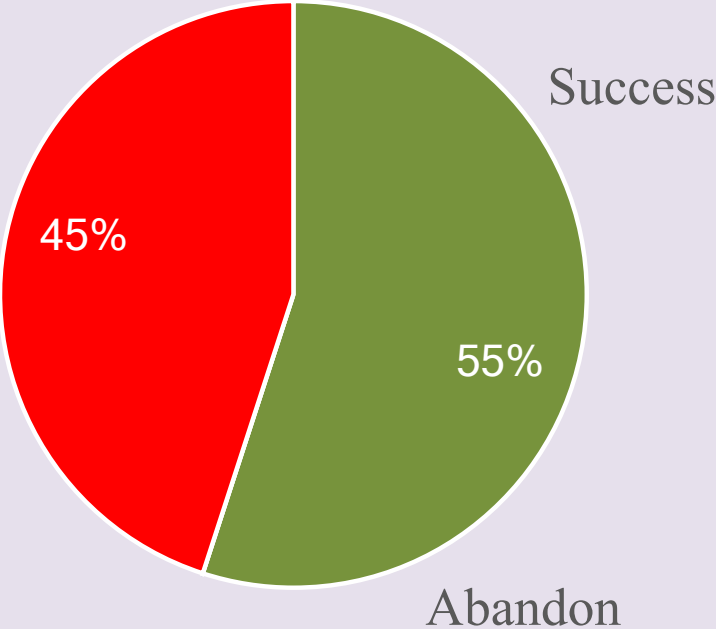
2.82

Extremely
easy

Neutral

Extremely
difficult

Failure



Abandon

From Loop 11 Survey

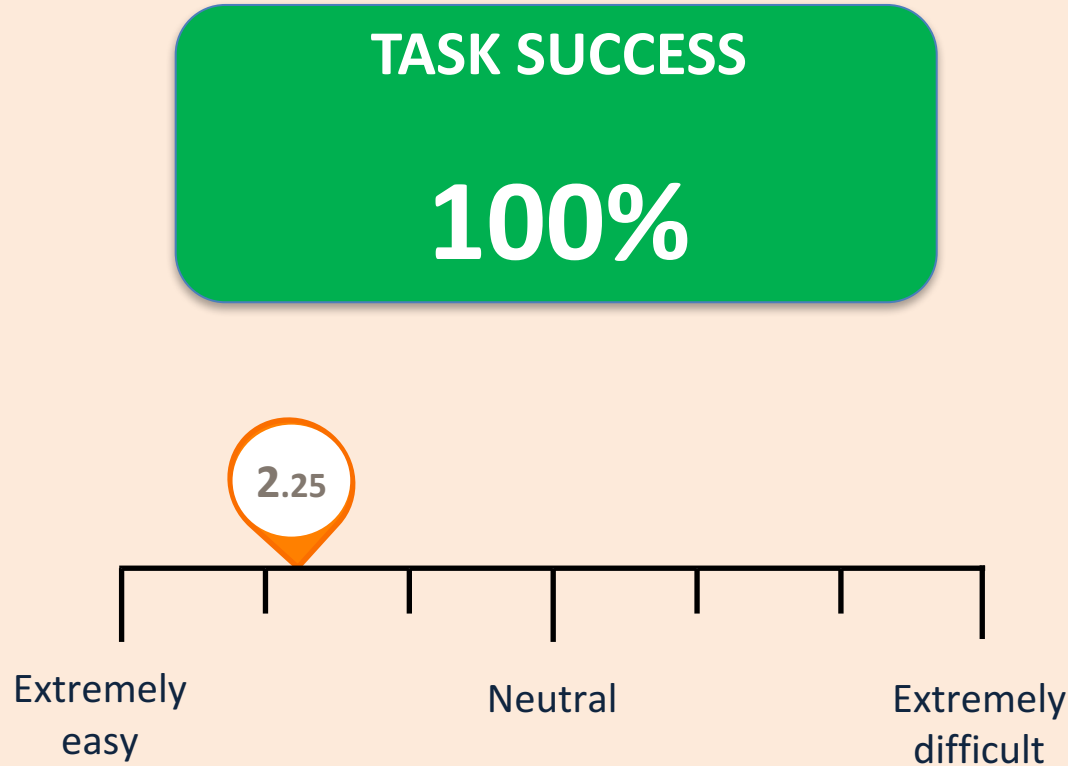
Common failure / abandon pages



Not proceeding past the homepage – indicative of no clear starting point and a possible lack of familiarity with the hamburger menu icon.

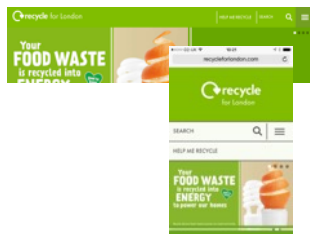
Recommend: A homepage re-design taking away some of the clutter. Consider implementing a more conventional responsive navigation.

Success dashboard – User testing



The journeys...

X2



X1

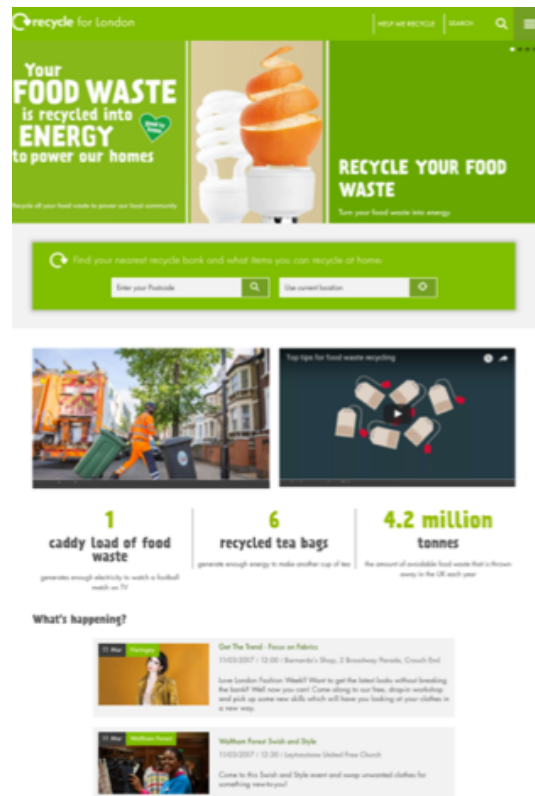


X1



Homepage

Clear place to start – all used the ‘Help me recycle’ link in the header, although two had tried an alternative approach first (one search; one what can I recycle?’).



From user interviews

Recycling locator landing page

Comments on the recycling locator page are presented in the review of task 2

Postcode search

Comments on the postcode search are presented in the review of task 2

Nearest recycling centres (1)



Recycle for London / Help Me Recycle

SE2 OTE		Filter Results
Nearest 30 places to recycle		
Corraline Walk Harrow Manor Way, Thamesmead, SE2 9SU 0.63 miles 17 materials accepted		
Wickes Plumstead 94 Kings Highway, Plumstead, London, SE18 2BG 0.82 miles 1 material accepted	Plumstead Wickes Kings Highway, Plumstead, London, Plumstead, ... 0.76 miles 1 material accepted	
Hartslock Drive Hartslock Drive, Thamesmead, SE2 9XA 1.02 miles 19 materials accepted	Tesco Plumstead Ldki Rd Exp, 18-30 Lakedale Road, P... 0.90 miles 1 material accepted	
Lime Row Lime Row, Northwood Place, Thamesmead, Tha... 1.22 miles 30 materials accepted	Tesco The Reach Thamesmd Exp, 7-8 The Reach, Tham... 1.19 miles 1 material accepted	
	Woolwich CPS Unit 6 Woolwich Trade Park, Pettman Crescent, ... 1.23 miles 1 material accepted	

Range of places covered – The breadth of recycling facilities covered by the tool exceeded expectations.

Expectation was that the local ‘tip’ would be included but highlighting smaller recycling facilities was welcomed. All identified new places that they could take materials too.

Surprising locations were listed on some occasions, such as rugby clubs.

Nearest recycling centres (2)



Recycle for London / Help Me Recycle

SE2 OTE		Filter Results
Nearest 30 places to recycle		
Corraline Walk Harrow Manor Way, Thamesmead, SE2 9SU 0.63 miles 17 materials accepted	Plumstead Wickes Kings Highway, Plumstead, London, Plumstead, ... 0.76 miles 1 material accepted	
Wickes Plumstead 94 Kings Highway, Plumstead, London, SE18 2BG 0.82 miles 1 material accepted	Tesco Plumstead Ldri Rd Exp, 18-30 Lakedale Road, P... 0.90 miles 1 material accepted	
Hartslock Drive Hartslock Drive, Thamesmead, SE2 9XA 1.02 miles 19 materials accepted	Tesco The Reach Thamesd Exp, 7-8 The Reach, Tham... 1.19 miles 1 material accepted	
Lime Row Lime Row, Northwood Place, Thamesmead, Tha... 1.22 miles 30 materials accepted	Woolwich CPS Unit 6 Woolwich Trade Park, Pettman Crescent, ... 1.23 miles 1 material accepted	

Too many small facilities included – despite significant praise for the range of facilities displayed, this also caused frustration.

The expectation was that the local ‘tip’ would be listed. On some occasions (if more than thirty other local recycling centres were located closer by) then this facility would not be shown. This led to disappointment and confusion.

The message explaining that the nearest thirty places were displayed was overlooked.

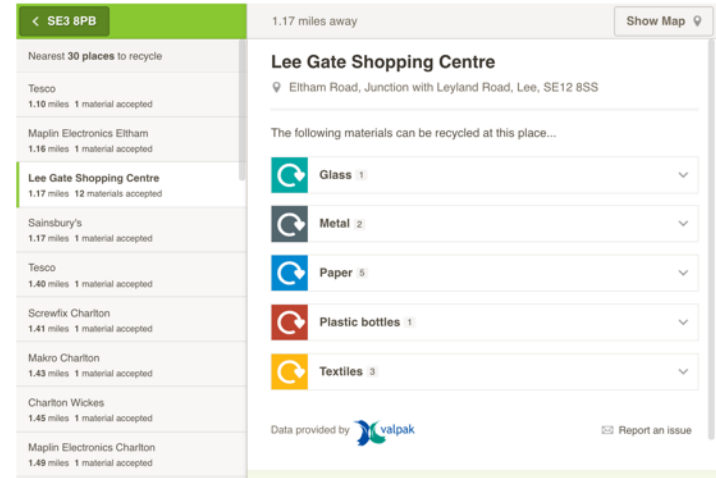
Filter – the filter tool was not used during these sessions.

Recycling centre details

Useful information provided – all knew to click on the centre to find out more details and to then select the category in order to identify what specific items would be accepted.

Opening times – one of the key use cases for the Recycling Locator described was to look up the opening times. However, this information is not presented in the tool.

Map – the ‘Show map’ button was not used in the testing. One participant expected the facilities to be highlighted in map format, rather than in the default list view.



Recommendations



Present the nearest large recycling centre first and then other more local facilities – This will both meet expectations that the large centre will be listed but also highlight local places where items can be recycled (see wireframe of how this might look).



Opening times – Include facility opening times.



‘Nearest 30 places...’ label – Make the text larger to promote it more visibly (see wireframe). This is high priority if the first recommendation on this page can not be implemented.

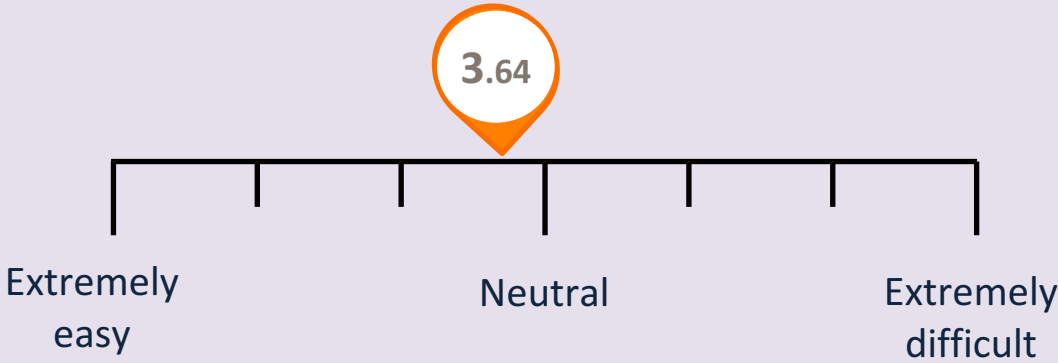
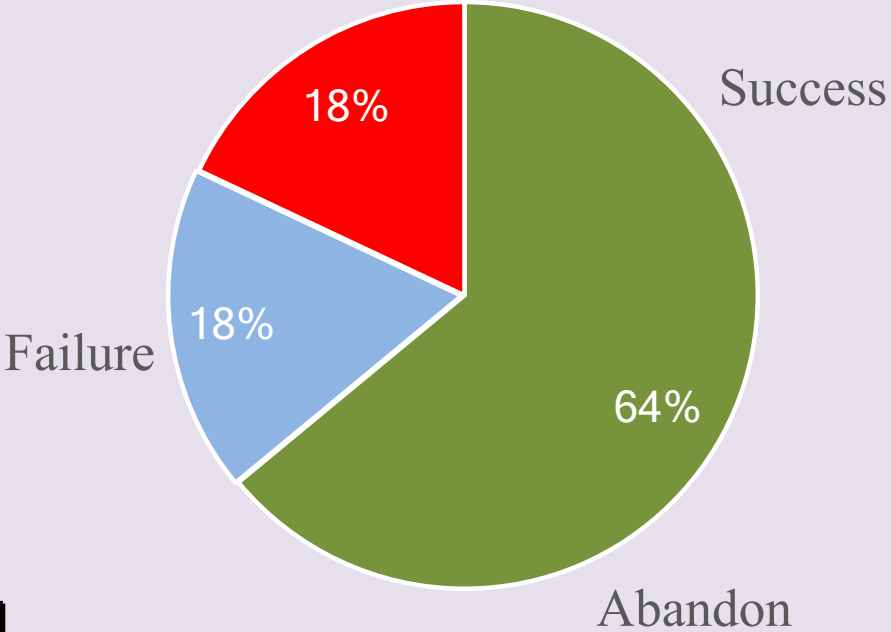


Filter tool – Re-position the filter tool to promote it more visibly (see wireframe).

The wireframe shows a mobile app interface for finding recycling facilities. At the top, there is a back arrow and a search bar containing the text 'CT10 8DC'. Below the search bar, the text 'Nearest 30 places to recycle' is displayed next to a 'Filter locations' button. The main content area is divided into two columns. The left column contains four boxes: the top one is shaded grey and labeled 'Nearest large facility', followed by three white boxes labeled 'Next nearest local facility'. The right column contains four white boxes, each labeled 'Nearest local facility' or 'Next nearest local facility'.

Task Five: **Find out how to stop** **junk mail**

Success dashboard – Loop 11

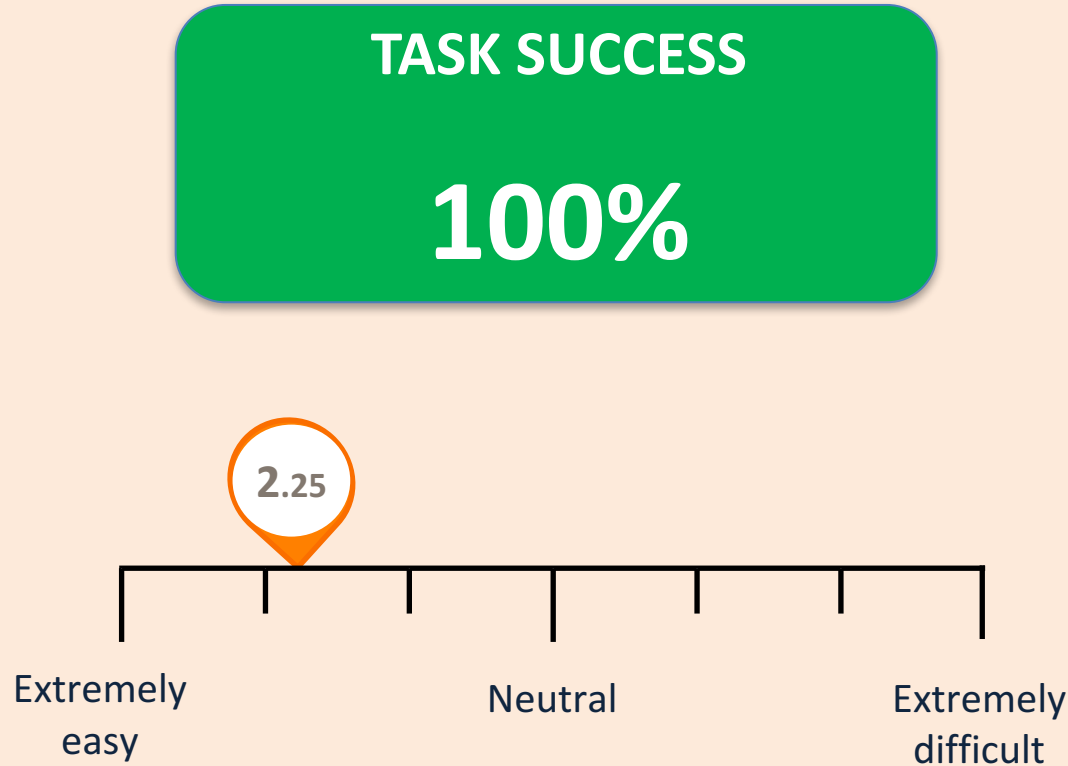


Common failure / abandon pages



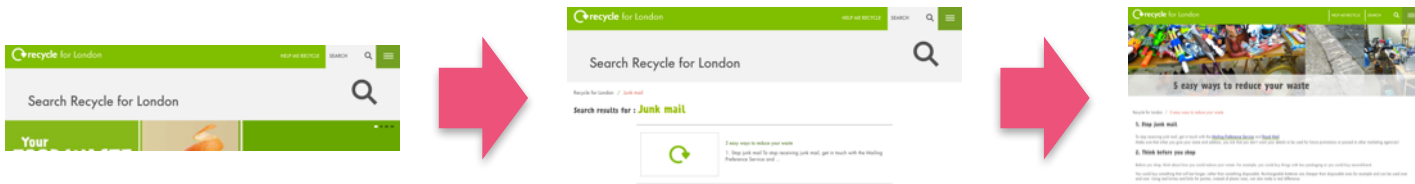
Not proceeding past the homepage – indicative of no clear starting point.
Recommend: Promote reduce content more visibly on the website.

Success dashboard – User testing



The journeys...

X3

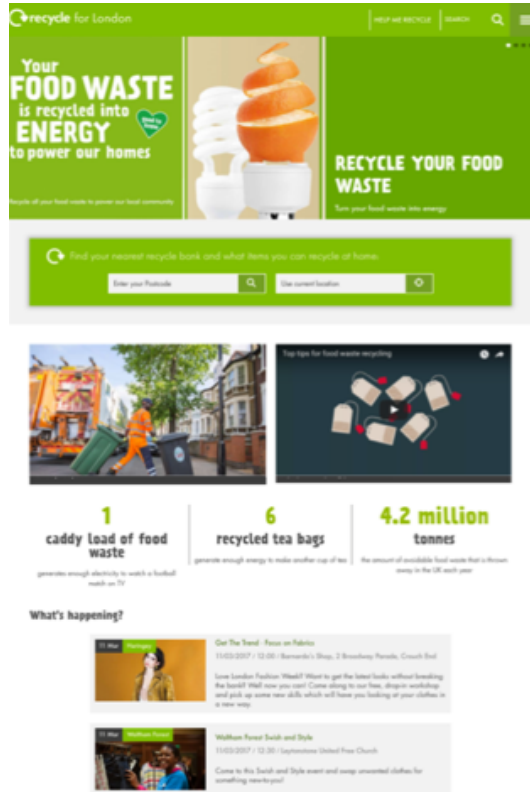


X1



From user interviews

Homepage



Range of starting points – Three relied on search to find the information. All searched ‘Junk mail’ successfully.

One first selected the ‘Help me recycle’ header link before using the menu and choosing ‘How to reduce your waste’.

Junk mail page

Little information presented – the information presented did not match expectation – more was expected

Links to MPS – Links to Mailing Preference Service and Royal Mail were obvious. As there was so little other information on junk mail, the next step (to visit the websites) was well recognised.



Recycle for London / 5 easy ways to reduce your waste

1. Stop junk mail

To stop receiving junk mail, get in touch with the [Mailing Preference Service](#) and [Royal Mail](#). Make sure that when you give your name and address, you tick that you don't want your details to be used for future promotions or passed to other marketing agencies!

2. Think before you shop

Before you shop, think about how you could reduce your waste. For example, you could buy things with less packaging or you could buy secondhand.

You could buy something that will last longer, rather than something disposable. Rechargeable batteries are cheaper than disposable ones for example and can be used over and over. Using real knives and forks for parties, instead of plastic ones, can also make a real difference.

To avoid taking home more carrier bags, choose reusable shopping bags. If you have a car, keep them in the boot, or keep a tote bag on you so you always have it to hand.

3. Your rubbish is another person's treasure!

Contact your local [Furniture Reuse Network](#). They distribute unwanted furniture and household goods to those in need. You can also advertise your old furniture in your local paper or on websites like [freecycle](#) or [Fleaale](#). If you're having a clear out, you can donate your unwanted clothes, books and gifts to charity shops. Alternatively use clothing banks at your local recycling centre.

4. Avoid wasting food

Every year in the UK we throw away £12.5 billion worth of good food! This costs the average family almost £60 a month. To find out useful tips on how to store food, tantalising recipes and advice on portioning and meal planning, visit [Love Food Hate Waste](#).

5. Re-paint

You can donate leftover paint to your local charity. To find your nearest scheme visit [Community Repaint](#).

Mobile presentation



Banner image – The banner image pushes content off the screen requiring unnecessary scrolling. All do scroll though.

Links to MPS – Links to websites to register for removal were clear and all understood what would happen on these website. The links are very small targets on a mobile device, however.

Recommendations



Provide greater visibility to this material – While of interest, there is little expectation of this content being available on a recycling website. Promotion on the homepage or within an item A-Z (if implemented) would increase traffic to this content



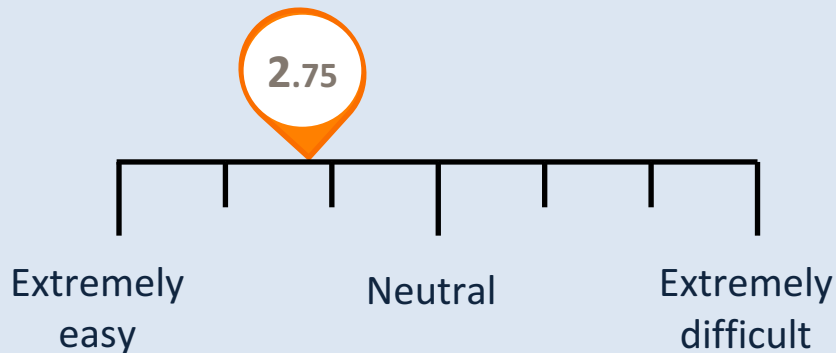
CTA buttons not links – Particularly for mobile users, presenting CTA buttons rather than links will be easier to select.



More content – Providing a little more information on what to do to reduce junk mail would be welcomed.

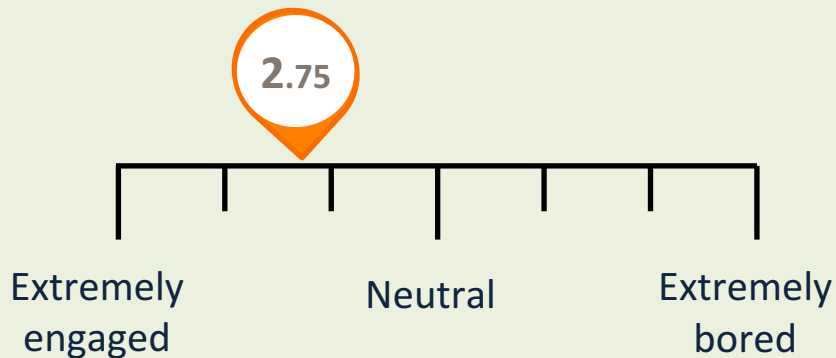
Review of Website Experience

Ease of use - overall



From user interviews

Interest in content - overall



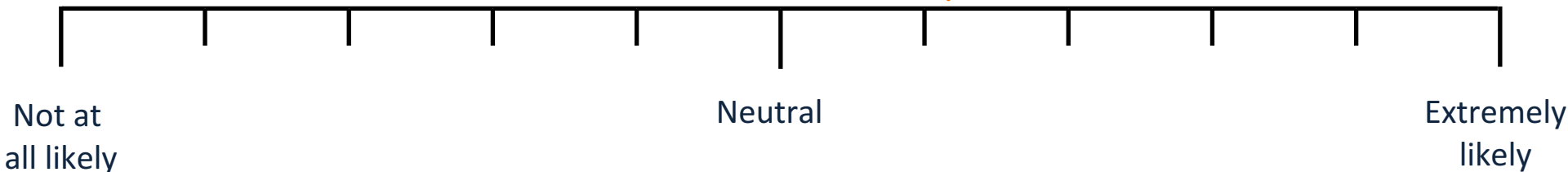
From user interviews

Likelihood to recommend

Detractors (0 – 6) = 63%

Passives (7 & 8) = 37%

Promoters (9 & 10) = 0%

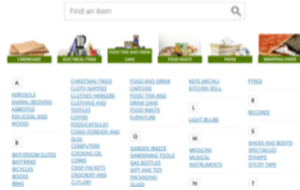


From Loop 11

Influence on recycling behaviours



Make more effort to recycle into the correct bins



Better understanding of what I can & can't recycle

PACKAGING SYMBOLS EXPLAINED



Whenever you're ready to throw packaging out, take a look at the label and see if it can be recycled.

Most households in Wales have a kerbside recycling collection, find out what you can recycle [in your area](#) first.

Numerous labels appear on packaging to advise consumers and promote environmental claims.

To help you understand all the symbols you might see, take a look at the video and guide below.

Look at products to see if they can be recycled

From user interviews

Labelling of navigation

Labelling (1)

Why recycle?



Expectation:

The purpose of recycling.

Why it is important for people to recycle.

Why it is good to recycle.

Benefits of recycling.

No better alternatives suggested

What can I recycle?



Expectation:

Information on everything that can be recycled.

Lists of things that can be recycled.

What can I recycled preferred over 'What to do with...'

But 'What to do with...' label can better include items which can not currently be recycled.

Labelling (2)

Help me recycle



Expectation:

How and where things can be recycled.

How to reduce your
waste



Expectation:

Tips and ideas on what consumers can do
Phrase was liked.

Food for thought...

We have given thought to what an alternative structure might look like – with a focus on a more ‘action-orientated’ navigation for site visitors.

1. Help me recycle

Getting started

Recycling at home

Recycling symbols /
labels

Find a recycling facility

What to do with...

Recycling FAQs

2. Reduce

Food waste

Food packaging

Junk mail

Nappies

Shop smarter

Live smarter

3. Re-use

Re-using items

Donating items

Selling items

4. Why recycle?

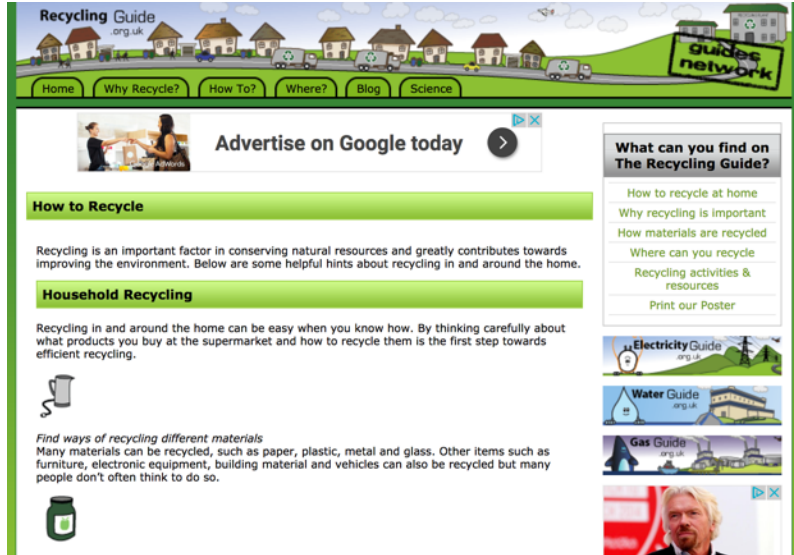
Why recycle?

Benefits of recycling

How is it recycled?

Inspiration Sites

Recycling Guide



Lack of credibility – The look and feel was criticised. It felt childish. The presentation of an advert right at the top of the homepage will also impact trust held in the website.

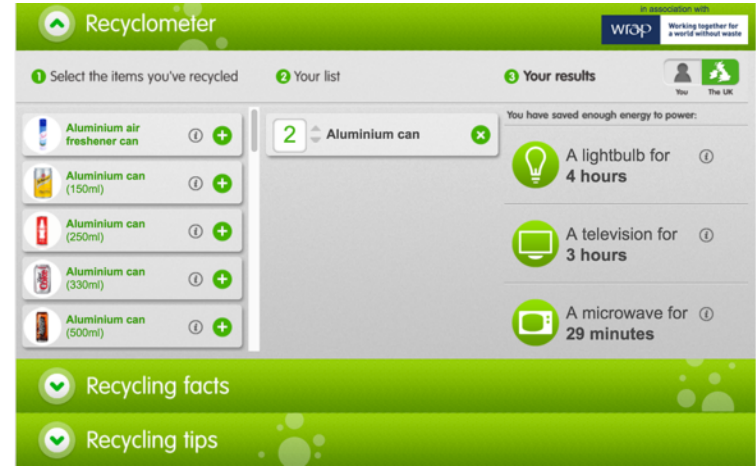
Science tab – This was of interest, to understand what is being done to develop recycling technologies.

Coca Cola Recyclometer

Very effective at delivering an impact message – The tool is effective in delivering a message that recycling things has a direct impact. The tool helps make recycling real.

Shows individuals can make a difference – The tool is effective in delivering a message that recycling things has a direct impact. It drives home that everything recycled has an energy saving.

Fun & engaging – Those using the tool were seen to get highly engaged in doing so.



“I didn’t have a clue
it was this much”

From user interviews



Instill recycling habits at an early age – The Kids Corner was well received. It was felt to be good to target information to young children – supporting educational themes and helping to set in place good recycling habits at an early age.

Lack of interactive games – While content targeted at young people was welcomed the lack of interactive content or online games was commented upon. Interactive games and content was considered more effective than just reading things online.

Site-wide Recommendations

Site-wide recommendations (1)

Following each of the tasks, specific recommendations have been presented to address issues uncovered. However, the following site-wide recommendations should also be considered.

- Ensure that the website is action-orientated. *Work hard to focus on practical ways that users can change behaviours and promote this content more prominently on pages.*
- Focus on key messages around recycling, re-use and reduce. *With recycling, focus on what, how and where to recycle. The focus on re-use should be on upcycling and alternative ideas for how to use common household items. For reduce content, top tips and easy wins should be a starting point.*
- Present key call out facts. *'Did you know?' and 'Top tips' work well and could be implemented throughout the website.*
- Re-design the search tool. *The search tool causes significant issues for users and it is a significant barrier to effective navigation of the website at present.*

Site-wide recommendations (2)

- Avoid patronising language / over-simplistic content. *The audience is likely to be engaged in the topic of recycling. It is important to respect that and ensure that all content is pitched at the website's user base.*
- Seek to inspire. *Reflecting the audience, a key goal of the website should be to inspire further action. To a degree this is achieved, but more could be done to persuade and encourage behaviour change. Talking about the impact of recycling in memorable terms might work well. E.g. one of the most remembered pieces of information is a quick fact about tea bags, as well as use content and tools that reinforce each individual's contribution and the difference they can make.*
- Broader range of content types. *Infographics, key facts, top tips and downloadable posters (e.g. with the recycling symbols) could all be ways to present content in interesting bite-sized ways.*

Site-wide recommendations (3)

- Interactive tools. *Interactive tools such as the Coca Cola recyclometer are popular and effective in delivering core messages.*
- Seasonal campaigns. *Run topical or seasonal campaigns around key times of year e.g. how to recycle wrapping paper at Christmas. However, their presentation should not swamp the overall message around recycling.*
- Focus on benefits of recycling / reuse. *Both environmental and more personal financial benefits.*
- Use buttons rather than links. *Where possible use call out buttons rather than in-line links. Buttons are easier to select for those using a mobile device or with accessibility issues.*
- Avoid information silos. *There is little sense of a journey on the website. Information is presented in buckets with little, if any, cross promotion of content which might be of interest or more in line with what is being sought after. The bottom of the page could be used to present related links – encouraging a visitor to explore further content.*

Site-wide recommendations (4)

- Children's section. *Dedicating part of the website to children, supporting educational themes would be popular. This might be a trigger to get people to return to the website – if new content was added. Interactive games would be particularly welcomed in this section.*
- Provide answers to consumer questions. *Consumers are interested in whether items can be recycled – providing the item A-Z will help address this. Helping to provide clarity on the types of plastics and how they can be recycled at present will also be useful.*