



The Friends of Churchill Island Society Inc.

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Results of the Website Survey

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Summary

1. Only 9 members responded to the Survey.
2. The responses indicate a high level of satisfaction with the website.
3. There are some suggested improvements which will be addressed.
4. Since most members chose not to participate in the Survey, and those that did are generally satisfied, it is reasonable to assume that the majority of members are satisfied with the site.

Main Findings

1. The results of the Survey were very disappointing with a total number of responses of 9: 4 Committee Members and 5 members of the Society.
2. However, some positive and constructive suggestions were put forward and action will be taken to address those.
3. There were also some suggestions that raise some practical difficulties so they will not be actioned.
4. 2/3 of respondents visit the website Rarely or Monthly. One respondent visited the site for the very first time in order to complete the Survey.
5. One of the main reasons for visiting the site is for the FOCIS Newsletter.
6. The most popular pages are: FOCIS Newsletters, Home Page, About Churchill Island.
7. Most respondents said that they didn't face any challenges in using the site.
8. Only 2 respondents said they would like to see some changes to the site.
9. Only 1 respondent said they would like to see new things on the site.
10. None of the respondents said they would like to see anything removed from the site.
11. Most respondents said that they access the Web on a Windows PC.
12. Most respondents said that their preferred device is a Windows PC.
13. Most respondents said that they access the Web using Google Chrome.
14. Most respondents said that their preferred browser is Google Chrome.
15. Most respondents said that they are satisfied with their experience in using the site on a mobile device.
16. Most respondents said that they can access all the necessary features of the site on their mobile device.
17. Most respondents said that they did not have to click too much to get what they are looking for on the site.
18. Most respondents said that the site displays well on their mobile device.
19. Nearly all respondents said the navigation system enabled them to find the information they were looking for.
20. Nearly all respondents said they could navigate to other pages easily.
21. Nearly all respondents said the links took them to the relevant pages.
22. Respondents use a variety of payment methods for paying for membership subscriptions, donations, and purchase of items such as books.
23. All respondents said that they felt that their payment details are secure on the site.
24. None of the respondents indicated that any of the current payment methods should no longer be offered.
25. One respondent said that additional payment methods should be offered.
26. All respondents rated their overall payment experience as Good or Very Good.
27. None of the respondents said that they would like to be involved in more detailed discussions about the site: 5 said No; 4 said Not Sure.

Comments from Respondents

1. **Question:** Do you face any challenges while using our website?
 - **Comments:** I think my natural inclination is to log in first. e.g. I wanted to pay my membership and I looked for the login for quite a while before realising I needed to click on ("commit to") a method of payment before logging in was an option.
2. **Question:** Are there any changes you would like to see on our website?
 - **Comments:** I don't know anything about how to build a website so I completely understand if my suggestions are impossible but I find the main menu a bit hard to wade through. I've read that 9 options is the optimum for the human brain to reference so I wonder if the number of main menu options can be reduced by bundling them together into drop down menus? (I have no idea how hard that is to do!) e.g. could the constitution be combined with the About Us section?
3. **Question:** Does the website display well in your mobile browser?
 - **Comments:** It really does work well once you know your way around. I just find myself a bit lost in it sometimes. I don't really know what to suggest that solves my problems without having a detrimental effect on other areas. I don't know the psychology behind web page building.
4. **Question:** Are you able to navigate to other pages easily?
 - **Comments:** I eventually find what I'm looking for but I'm on the page so infrequently that I forget. See previous comments for suggestions.
5. **Question:** Are there any new things you like to see on our website?
 - **Comments:** Membership Benefits and Volunteering Opportunities.
6. **Question:** Do you find the Home Page meaningful?
 - **Comments:** Need more prominent menu.
7. **Question:** Does the Home Page help you find the information you are looking for?
 - **Comments:** Need clearer menu.
8. **Question:** Does the website display well in your mobile browser?
 - **Comments:** It's improved a lot. I can't think of any immediate suggestions.
9. **Question:** Do you think that additional payment methods should be offered?
 - **Comments:** Direct credit or post bill pay or bpay - Direct credit is convenient and easy.
10. **Question:** Do you think you had to click too much to get what you were looking for?
 - **Comments:** We are delighted with the site, and appreciate the photos of historical events.
11. **Question:** Does the website display well in your mobile browser?
 - **Comments:** Although mostly I use my Home computer, the I phone works happily with the site.

Responses to Comments

1. **Question:** Do you face any challenges while using our website?
 - **Comments:** I think my natural inclination is to log in first. e.g. I wanted to pay my membership and I looked for the login for quite a while before realising I needed to click on ("commit to") a method of payment before logging in was an option
 - **Issue:** Lack of clarity about when a member needs to login using their username/email address and password.
 - **Response:** This is explained in this FAQ: <https://focis.org.au/faqs/when-do-i-need-to-login-to-this-web-site/> However, we may need to work out a way to give more prominence to this.
2. **Question:** Are there any changes you would like to see on our website?
 - **Comments:** I don't know anything about how to build a website so I completely understand if my suggestions are impossible but I find the main menu a bit hard to wade through. I've read that 9 options is the optimum for the human brain to reference so I wonder if the number of main menu options can be reduced by bundling them together into drop down menus? (I have no idea how hard that is to do!) e.g. could the constitution be combined with the About Us section?
 - **Issue:** Reduce the number of items in the Main Menu.
 - **Response:** Agreed. The number of Main Menu items has now been reduced. A link to the Constitution has been added to the About Us page and the Constitution page has been removed from the Main Menu. The use of dropdown menus is a good suggestion and this technique works well on a PC where you can hover the mouse pointer on a menu item to see the items in the dropdown menu. However, this does not work so well on touch devices because there is no mouse pointer so you cannot hover on an item to cause the dropdown menu to be shown.
3. **Question:** Does the website display well in your mobile browser?
 - **Comments:** It really does work well once you know your way around. I just find myself a bit lost in it sometimes. I don't really know what to suggest that solves my problems without having a detrimental effect on other areas. I don't know the psychology behind web page building.
 - **Issue:** Need to continue to improve the website navigation.
 - **Response:** Agreed.
4. **Question:** Are you able to navigate to other pages easily?
 - **Comments:** I eventually find what I'm looking for but I'm on the page so infrequently that I forget. See previous comments for suggestions.
 - **Issue:** Need to continue to improve the website navigation.
 - **Response:** Agreed
5. **Question:** Are there any new things you like to see on our website?
 - **Comments:** Membership Benefits and Volunteering Opportunities.
 - **Issue:** Publish information about Membership Benefits and Volunteering Opportunities.
 - **Response:** Agreed. Information about Membership Benefits is now prominently displayed on the Membership Page: <https://focis.org.au/membership/>
We can create a new section about Volunteers and Volunteering Opportunities but we need someone to write the material needed as input to this section and keep it current.

6. **Question:** Do you find the Home Page meaningful?
- **Comments:** Need more prominent menu.
 - **Issue:** Need to improve the Main Menu.
 - **Response:** Agreed. The number of items has been reduced and the font-size has been increased. However, we need to strike a balance between font-size and the aim of limiting the Main Menu to a single line for most users.
7. **Question:** Does the Home Page help you find the information you are looking for?
- **Comments:** Need clearer menu.
 - **Issue:** Need to improve the Main Menu.
 - **Response:** Agreed. See response to previous item.
8. **Question:** Does the website display well in your mobile browser?
- **Comments:** It's improved a lot. I can't think of any immediate suggestions.
 - **Issue:** None.
 - **Response:** Noted.
9. **Question:** Do you think that additional payment methods should be offered?
- **Comments:** Direct credit or post bill pay or bpay - Direct credit is convenient and easy.
 - **Issue:** Payment by direct credit, Post Billpay, or BPAY.
 - **Response:** Agreed. However, there are significant practical difficulties with these options. We already offer direct credit for donations to the Heritage Fund but not for other items such as membership subscriptions. The main difficulty is that it is extremely difficult, if not impossible, to identify the person who has made the payment and the reason for the payment. For example, someone could make a payment into a FOCIS bank account by walking into the branch office of a bank and make a deposit into a nominated BSB Number/Account Number. This would then appear in the FOCIS bank statement as "BRANCH DEPOSIT". We have no way of knowing who has made the payment and the reason for the payment. If the payment is for a donation, we simply record the payment as an anonymous donation. However, if it's for a membership subscription, we have no way of knowing who made the payment and the purpose of the payment. This affects the integrity of the accounting records. For example, if the amount is \$30.00. is it for a Family Membership, or is it for a Single Adult Membership of \$20.00 plus a donation of \$10.00, or is it for a Concession Membership of \$15.00 plus a donation of \$15.00? What type of membership card(s) do we issue? What name(s) should appear on the membership card(s)? Where do we send the membership card(s)? In the case of a direct credit being made using Internet banking, the problem is that the bank provides a small number of characters for the payer to enter information to identify the name of the person making the payment and the purpose of the payment. This affects the integrity of the accounting records. What type of membership card(s) do we issue? What name(s) should appear on the membership card(s)? Where do we send the membership card(s)? In order to offer Post Billpay as an option, FOCIS would need to become a Post Billpay Biller, i.e. a merchant with Australia Post. There are a number of fees involved when you sign up as a merchant. These overheads would be quite reasonable for a small business with a high number of transactions because the total cost can be apportioned over multiple transactions. However, it's not a cost-effective solution for organisations like FOCIS with very small transaction volumes and low value transactions. The situation with BPAY is similar. Although Post Billpay and BPAY are different services provided by different organisations, neither of them provides a cost-effective solution for organisations like FOCIS. In particular, FOCIS would end

up paying for a service which is rarely used except for about 3 months each year when membership renewals are being processed.

10. **Question:** Do you think you had to click too much to get what you were looking for?

- **Comments:** We are delighted with the site, and appreciate the photos of historical events.
- **Issue:** None.
- **Response:** Noted.

11. **Question:** Does the website display well in your mobile browser?

- **Comments:** Although mostly I use my Home computer, the I phone works happily with the site.
- **Issue:** None.
- **Response:** Noted.

1. General Usability Questions

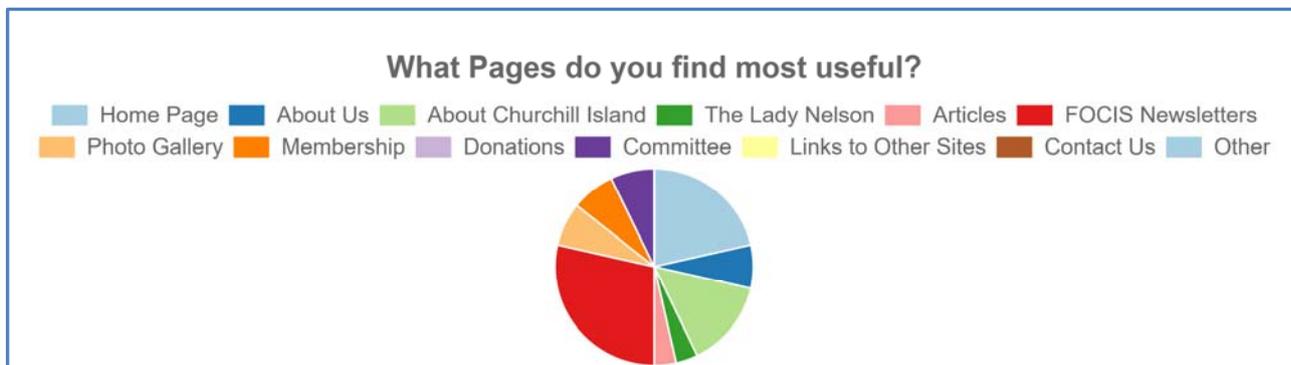
1. How often do you visit our website?



2. What are the main reasons for visiting our website?



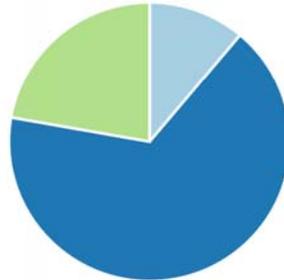
3. What Pages do you find most useful?



4. Do you face any challenges while using our website?

Do you face any challenges while using our website?

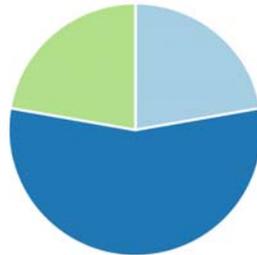
Yes No Not Sure



5. Are there any changes you would like to see on our website?

Are there any changes you would like to see on our website?

Yes No Not Sure



6. Are there are any new things you like to see on our website?

Are there are any new things you like to see on our website?

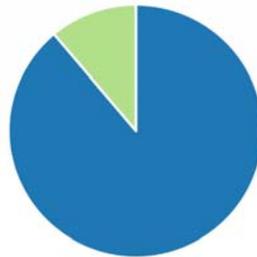
Yes No Not Sure



7. Is there anything that should be removed from our website?

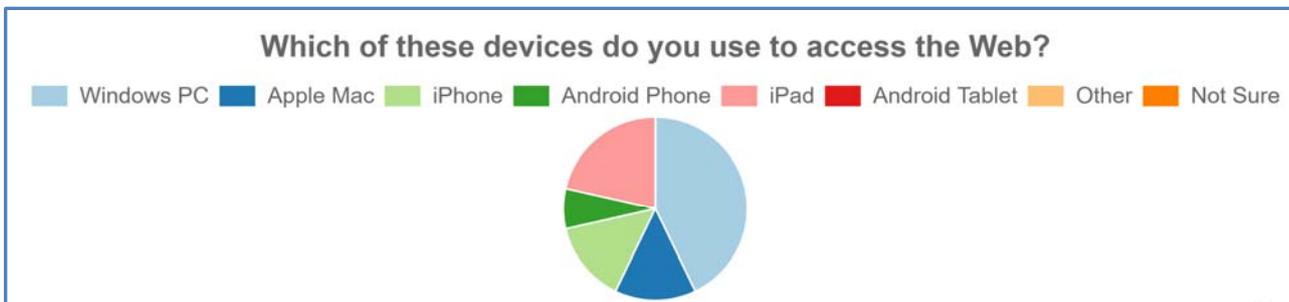
Is there anything that should be removed from our website?

Yes No Not Sure

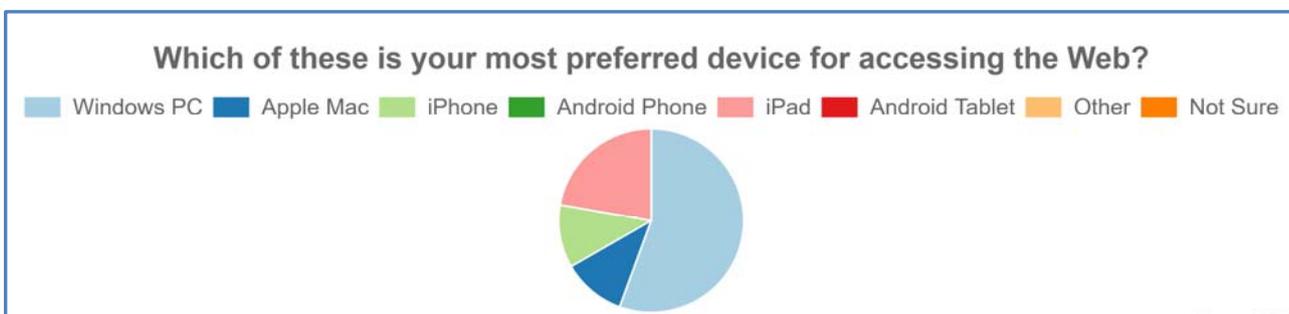


2. Devices and Browsers

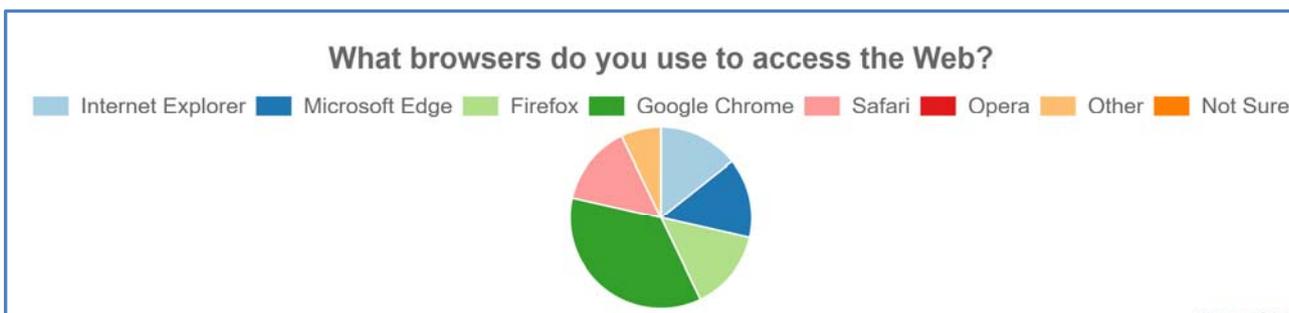
1. Which of these devices do you use to access the Web?



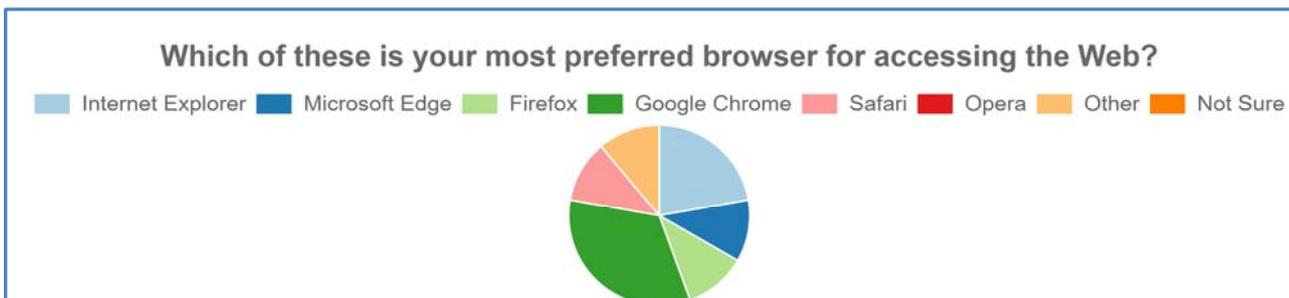
2. Which of these is your most preferred device for accessing the Web?



3. What browsers do you use to access the Web?

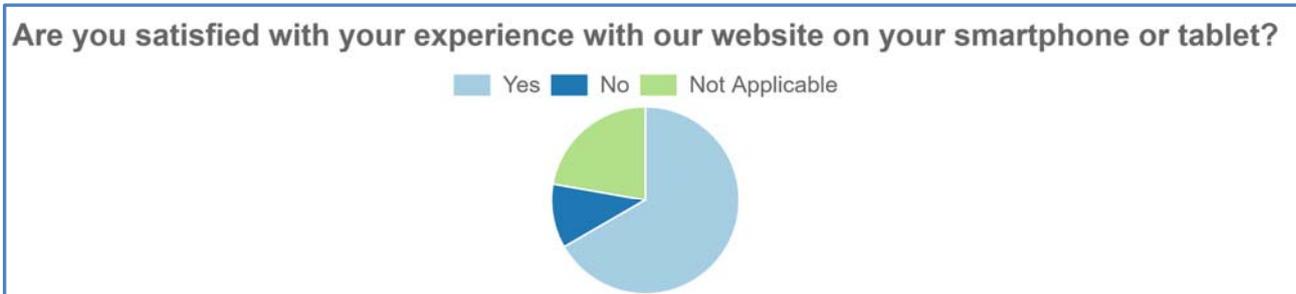


4. Which of these is your most preferred browser for accessing the Web?

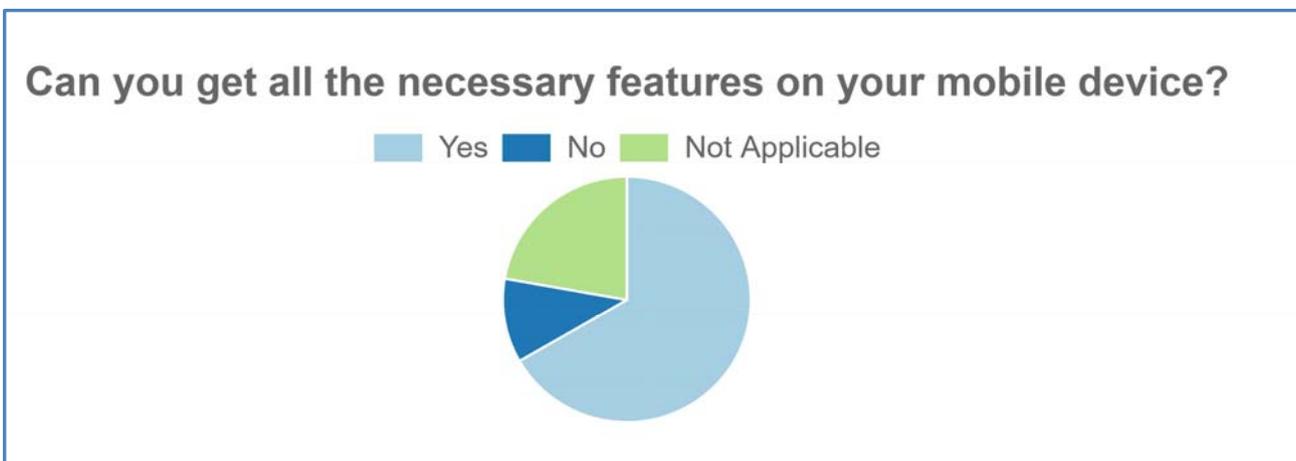


3. Experience with Mobile Devices

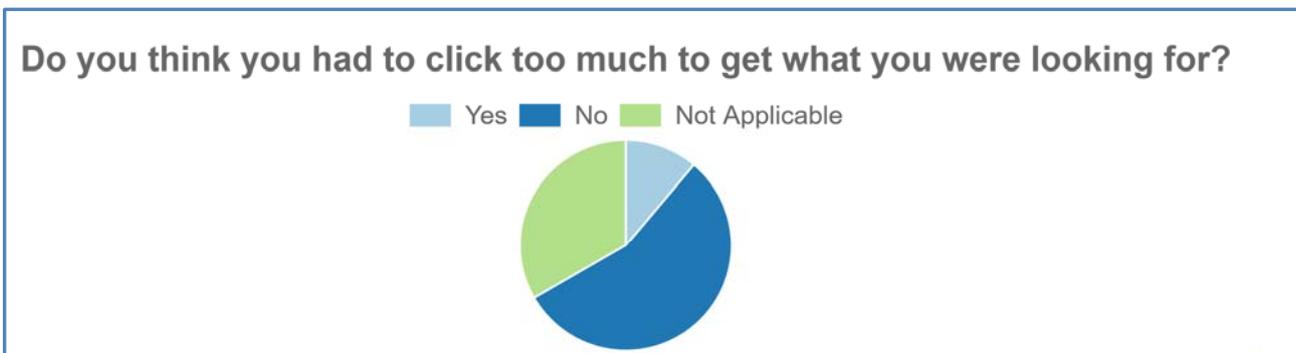
1. *Are you satisfied with your experience with our website on your smartphone or tablet?*



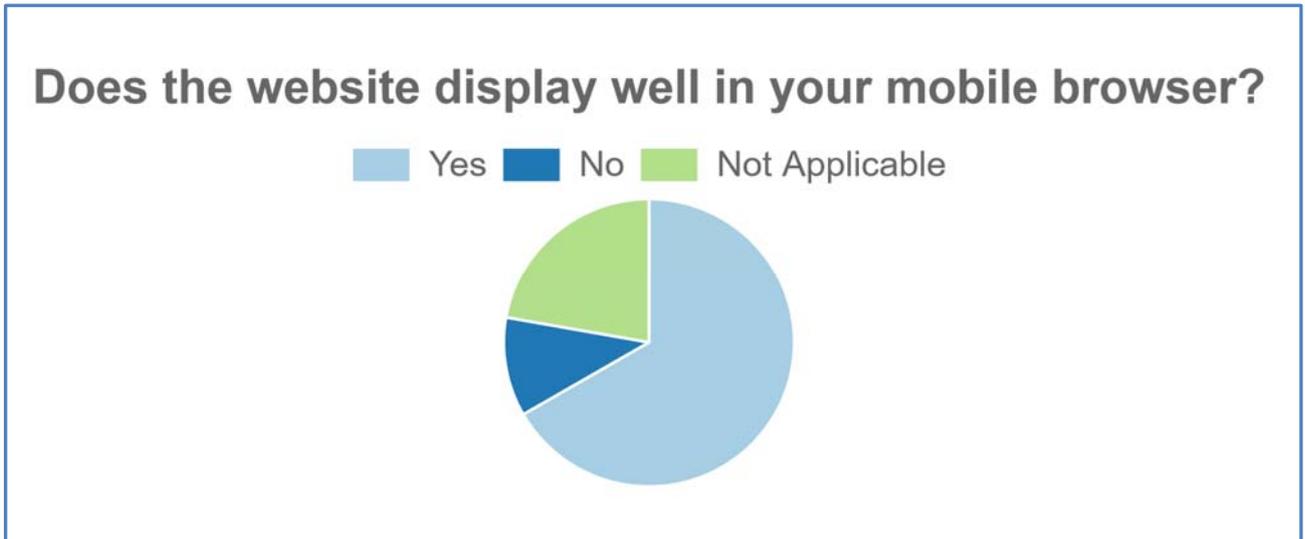
2. *Can you get all the necessary features on your mobile device?*



3. *Do you think you had to click too much to get what you were looking for?*



4. Does the website display well in your mobile browser?



4. Navigation

1. Are you able to find the information you are looking for?

Are you able to find the information you are looking for?

Yes No Not Sure



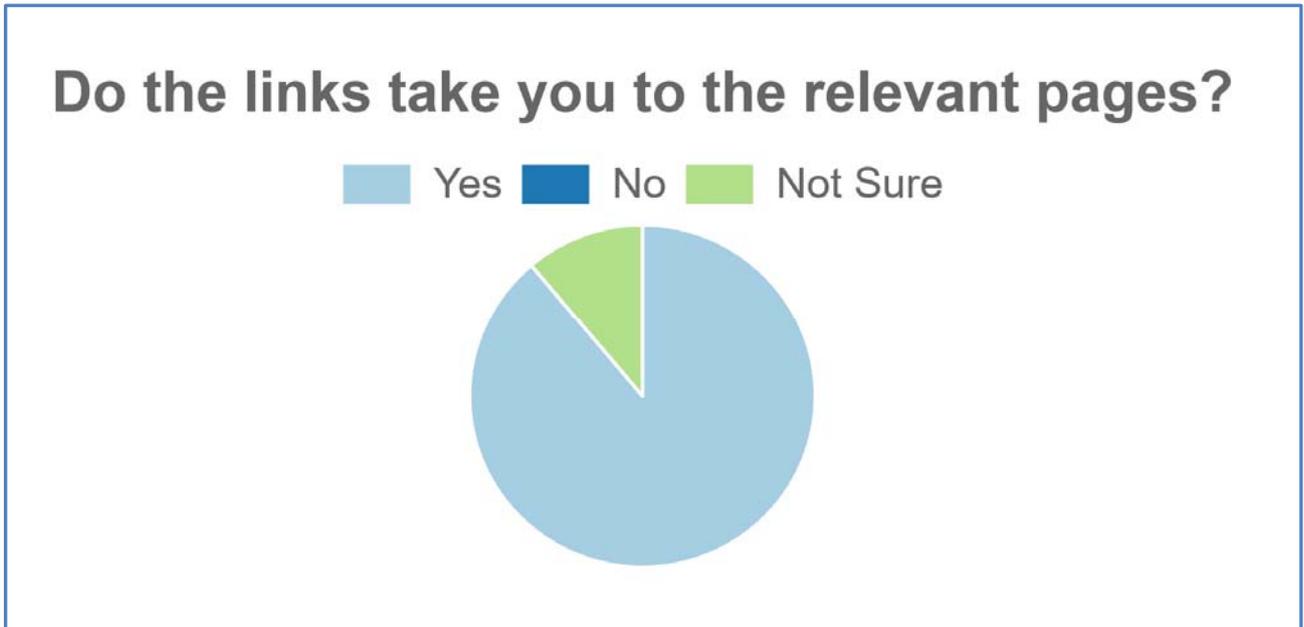
2. Are you able to navigate to other pages easily?

Are you able to navigate to other pages easily?

Yes No Not Sure

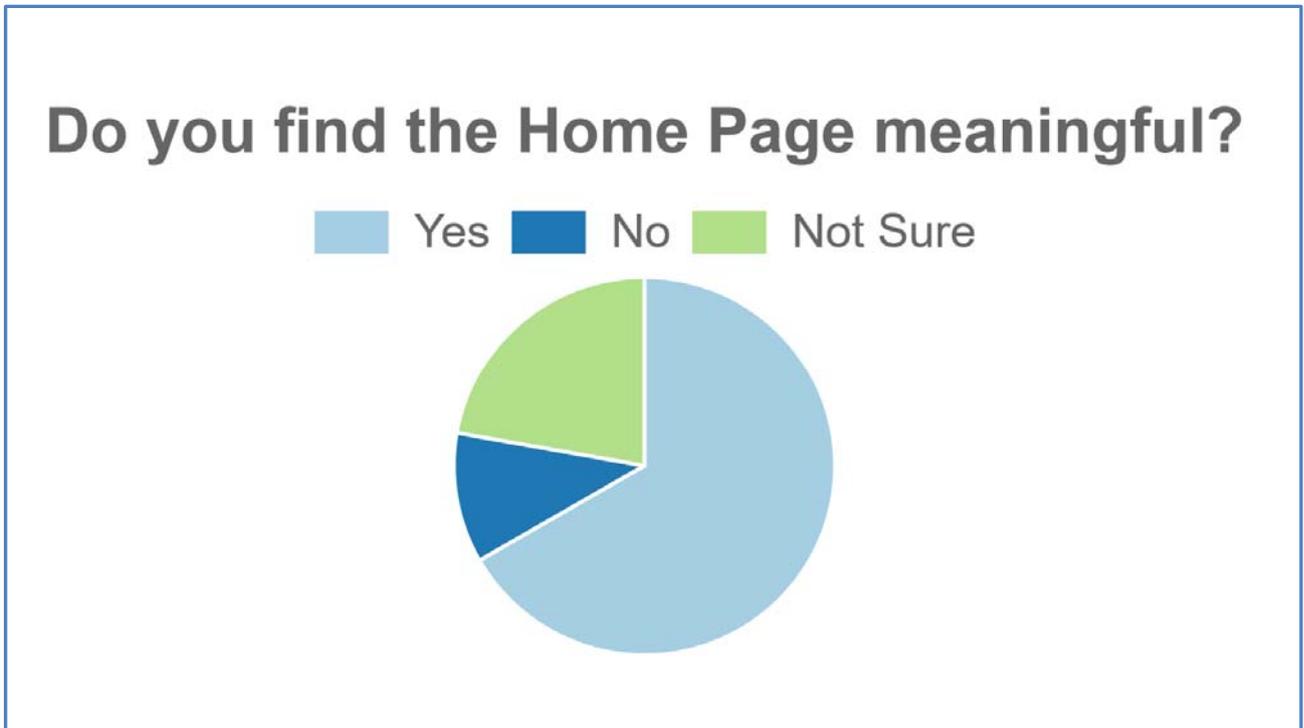


3. Do the links take you to the relevant pages?

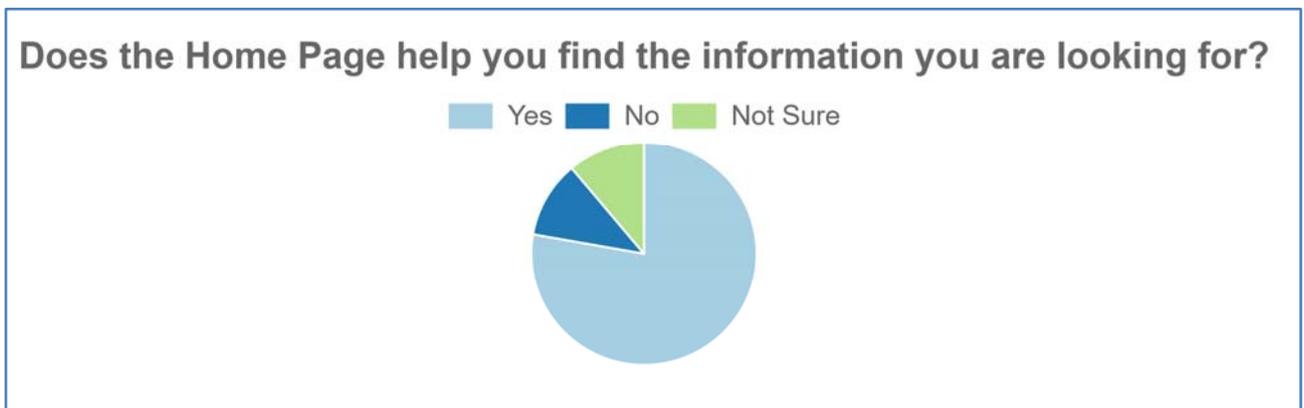


5. Home Page

1. Do you find the Home Page meaningful?



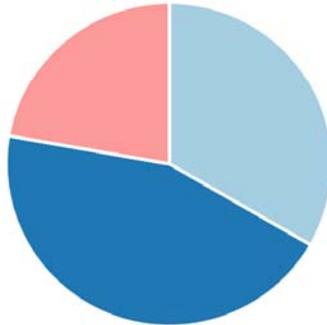
2. Does the Home Page help you find the information you are looking for?



3. How do you rate the Accuracy of the content?

How do you rate the Accuracy of the content?

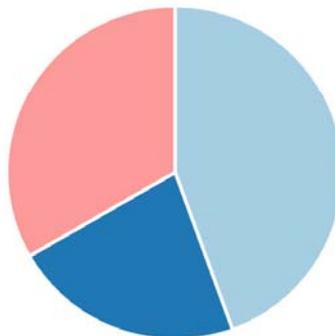
Very Good Good Fair Poor No Comment



4. How do you rate the Clarity of the content?

How do you rate the Clarity of the content?

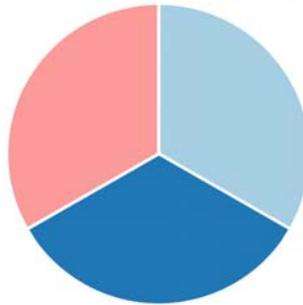
Very Good Good Fair Poor No Comment



5. How do you rate the Conciseness of the content?

How do you rate the Conciseness of the content?

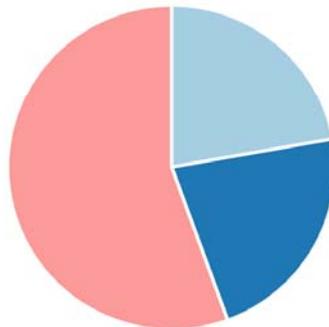
Very Good Good Fair Poor No Comment



6. How do you rate the Coherence of the content?

How do you rate the Coherence of the content?

Very Good Good Fair Poor No Comment

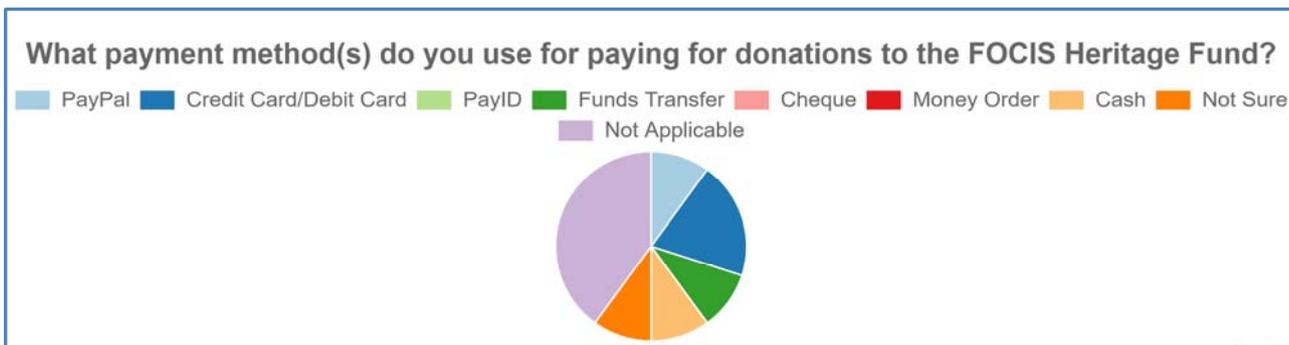


6. Payment Methods

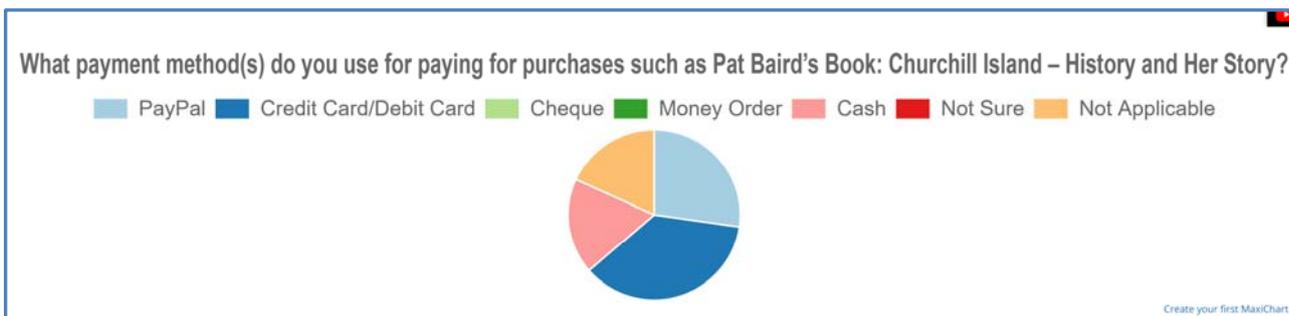
1. What payment method(s) do you use for paying your membership subscription?



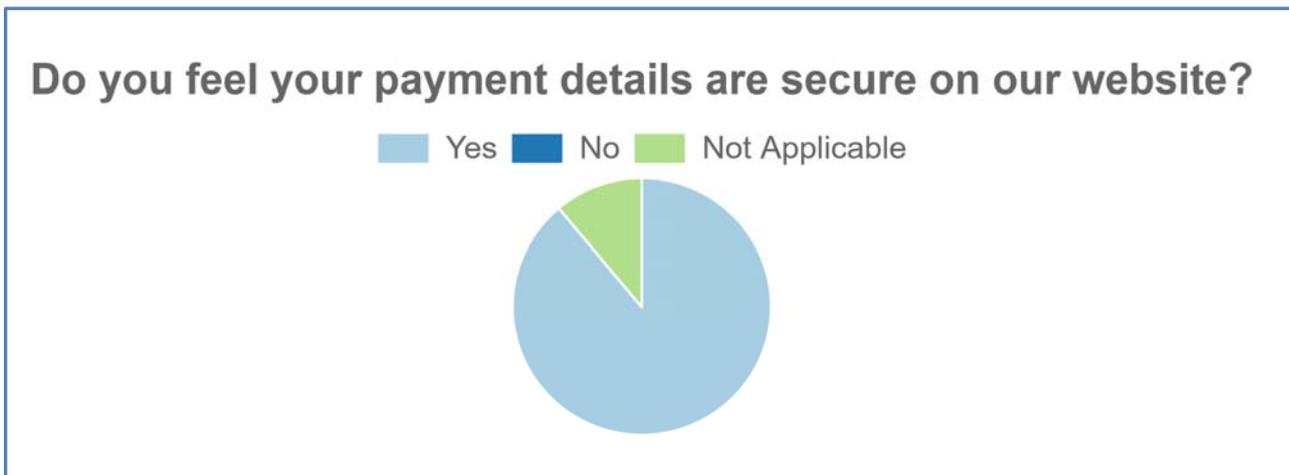
2. What payment method(s) do you use for paying for donations to the FOCIS Heritage Fund?



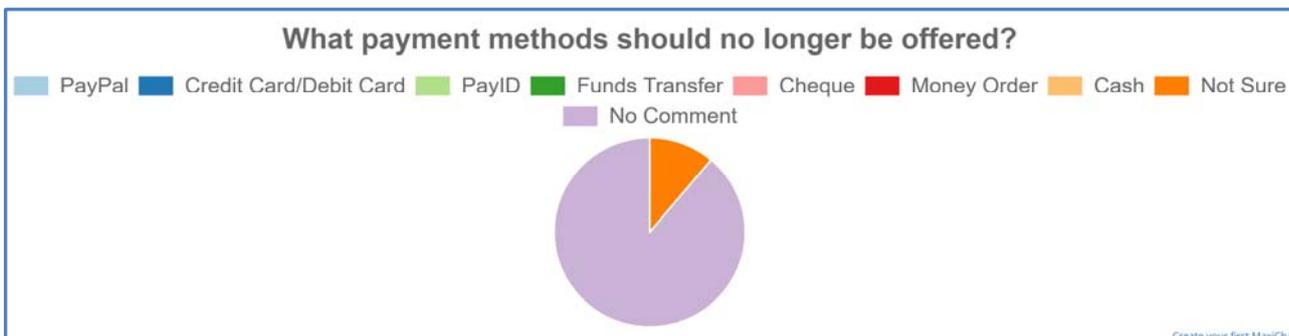
3. What payment method(s) do you use for paying for purchases such as Pat Baird's Book: Churchill Island – History and Her Story?



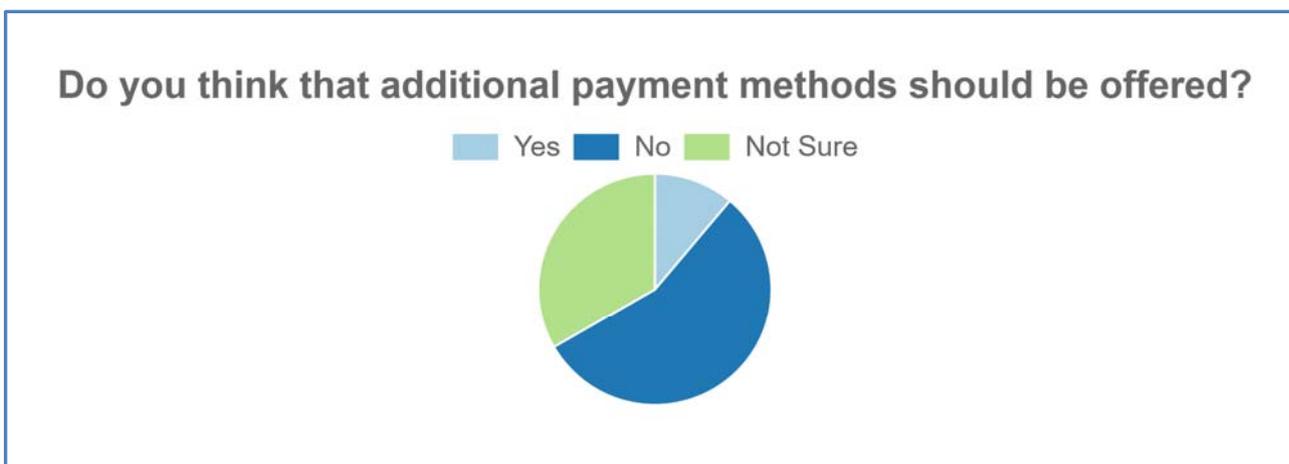
4. Do you feel your payment details are secure on our website?



5. What payment methods should no longer be offered?



6. Do you think that additional payment methods should be offered?



7. How do you rate your overall payment experience?



7. Final Thoughts

1. *Would you like to be involved in more detailed discussions about the website?*

