

Activity 33 The CYC Registration Process

Beginning in December 2005, major changes were made to the Canadian Youth Connection forum administrative software. In December, the out-of-the box software used to run the forum was replaced with a customized forum software featuring a faster and easier member application process. February saw the launch of an on-line survey software system that allows members to log in and complete CYC consultation activities on-line instead of using word-processing software.

For Activity 33, members were asked to complete a questionnaire designed to get their feedback about the new application and registration system. Information we collected from this activity was used to gauge the success of and make adjustments to the new system.

Question 1: The page clearly explains what the forum is all about.

Before answering this question, members were asked to review the forum application page located at <http://www.youth.gc.ca/yocycregister1.jsp?&lang=en&flash=1&ta=1> and answer questions 1 and 2.

Responses	Number of participants	Percent of participants
Yes, everything is clear	24	65%
It's mostly clear	11	30%
There are several things that aren't clear	2	5%
It's confusing	0	0

Question 2a: Would the information on this page spark your interest in joining the CYC?

Responses	Number of participants	Percent of participants
Yes	22	58%
Somewhat	15	39%
No, not really	1	3%

Question 2b: If you answered 'yes' or 'somewhat' for question 2, what specifically about the forum attracted your attention? Having the opportunity to:

Responses	Number of participants	Percent of participants
Have your say about various Government sites and services for youth	21	55%

Have a chance to win prizes by participating in activities	20	53%
Obtain volunteer experience	20	53%
Interact with other youth from across the nation	19	50%
Build valuable job skills like team work and critical thinking	14	37%
Other	3	8%

* N.B. For question 2b, participants were free to choose as many responses as applied to them

Question 3a: The registration page asks users to choose a USER NAME and a DISPLAY NAME. If you were a new applicant, do you think you would understand what we mean by these terms?

Responses	Number of participants	Percent of participants
Yes	28	74%
No	8	21%
Not sure	2	5%

NB: Several participants commented that we should add a clear explanation of what these terms mean.

Question 3b: If not, what terms do you think would be better?

Responses

Je trouve nom utilisateur très approprié car il définit le nom qu'on utilise pour se déconnecter. Je pense que tous les nouveaux membres seraient capables de comprendre c'est comme s'ils se connecter à leurs comptes Hotmail comme la plupart des jeunes

I think these terms are relatively standard throughout cyberspace.

I think one cohesive term would definitely be better and easier to understand. I don't think the choice is necessary between "display" and "user" names.

Since I'm not sure why there are two names, I'll assume the User name is just a login name.. so why don't you call it Login Name and Forum Display Name? maybe that'll make more sense for people..

Well maybe not so much changing the terms but how about adding a link to a description of the term. This might help those who are new.

Le nom d'utilisateur et le nom affiché sont deux termes qui peuvent être confondus. Selon moi, le terme «nom affiché» devrait être «nom affiché sur le forum». De plus, le nom d'utilisateur et le nom affiché pourrait être le même.

It should be clearly noted which is publicly visible and which is semi-private. The exact purpose of each should also be stated.

One suggestion I do have is to just clarify what the two terms mean in brackets.

Peut-être Nom d'enregistrement et Nom d'utilisateur (public). Sinon, ça pourrait aussi être Nom affiché (public) pour le deuxième...

Sign-in name and public display name

Maybe in brackets in front of display name put (what other users of this site will see)

I would have a small description below, speaking about the purpose, for example: Display name: This name is used as your name in public. It can describe you somewhat better.

I would suggest using the term "account name" instead of "user name" and "forum name" instead of "display name."

User Name should simply be changed to NameIts pretty clear what display name means, but maybe it could be changed to Nick Name.

I think you have it clear already, but Alias instead of display name is a possibility, I think display name is better though.

I think these are very well understood terms with meanings well integrated with other web conventions currently in use.

Honesty, I can't come up with a better term because I still don't understand the difference between a user name and a display name. I mean when you use your user name, doesn't it become your display name as well?

I think that the user name and the display name should just be the same thing.

"USER NAME" - change to LOGIN NAME"DISPLAY NAME" - change to USER NAME and/or HANDLE.

If after the name User Name it was stated that "This is the name you will use to log in with." Or if it was called a 'login name' it would make more sense. And with the Display Name it was stated "This is the name other users will see on the forum." A clear distinction needs to be made for new users.

I'm not sure if it can be made any less confusing. I would suggest - "Display this instead of my User Name: _____ (Optional)"

I can only suggest a single name for use on the site. I do not really see a definite reason to have both names.

Perhaps a short description in a smaller font in parenthesis would be effective beside each term.

Question 4: Additional comments. What about the online application form or the registration page would you change?

Responses

Je pense que c'est très bien comme ça. Il y a pas beaucoup de questions et cela est très vite de devenir membre. Je ne pense pas que cela peut être plus court que ça.

Different fonts, colors and graphics are always appealing to me.

The question about 'Do you have 2 hours' should be clarified. I don't know if this is a screening question - for example, if you say no, will your application be rejected? When I see this question, I am confused - does it mean, 2 hours a day, week, month, year? This might make new applicants unsure about joining, especially if they think they are expected to spend 2 hours a day or week on the forum.

Actually, nothing. It's all very clear, concise, informative, persuasive, and easy to navigate. Overall, impressive. It works fine, don't fix what isn't broken.

I would make it less wordy and more interactive in terms of visual aids. maybe pictures could be added. or testimonials from current members. some fun facts about it. and just more information about the opportunities that cyc offers.

Perhaps a little more explanation to what we'll expect in the forums and what are the benefits in joining? Because prior to joining I didn't really know what to expect but I just joined for the sake of completing the registration form~...

Maybe a little more colour to exaggerate the important info a bit more.

Le processus d'enregistrement est clair et simple.

First, I would make the font bold as it is rather hard to read. I might also use a different font to make things more interesting. Possible fonts might include, Verdana, Courier New or Comic Sans MS. Also, a few pictures might be useful at keeping people's attention and getting them more interested in reading more.

Perhaps it is best to separate the explanation for what the CYC is and the actual registration page. This is better for those with slower computers or internet connections. It also creates less clutter. It's also good to simplify the site's description; if you think it is too long then it should be shortened. Some people are turned off when they see that they have to read a lot.

Je crois que de rejeter les inscriptions pour les personnes ne voulant pas investir plus de deux heures pour une activité est une mauvaise idée. Premièrement, quelqu'un pourrait s'inscrire uniquement pour discuter sur le forum, ce qui ne prend pas nécessairement deux heures d'affilée. En plus, la plupart des activités prennent moins de deux heures, alors il vaut mieux ne pas faire peur au gens en refusant leur inscription. Mieux vaut avoir le plus de monde possible sur les forums!

An example of the activities.

I would emphasize the fact that its a place for youth to chat about all sorts of topics, not just about government services. I think a lot of people think it would be more work than fun.

Make it 14 and up because 14 yr olds have opinions too!!!

I would describe what the activities are about. This is what kept me from joining the forum at first, it seemed a little 'sketchy'. A more direct example of things that go on in the forum would help greatly.

I just joined the CYC and the online application process was fast and easy to follow.

The combo boxes ('drop down' boxes) seem inappropriate to me for questions that have a 'yes/no' answer. I personally would use radio buttons. It might be useful to have the links open up in an external window, as the individual at the registration page may become interested in the material at the new page and forget how to return to the registration page.

I wouldn't change anything in terms of the content, because the format is simple and clear. It answers all the questions that an applicant might have. It states the objective of the forum, who can participate etc. I was thinking maybe the colours could be made more attractive, because right now, the blue and beige are sort of bland and boring. The colours can have a big impact as to how visitors perceive the site. The current colours aren't eye-catching and don't make an impression at first glance. Youth are especially attracted by things that are bright and colourful.

I found the process to be very easy and user friendly.

I have to say, I liked it WAY better the way tha the board was set up before

Perhaps instead of making it an application form call it a sign up sheet. Since I believe basically everyone is accepted and it is not a competition, just getting involved is what matters and the key to this is the answer about spending enough time each week completing assignments and posting etc. Overall I remember it was easy to sign up!

I really like the registration since it is very simple and straightforward instead of being cluttered with too much information. Since it is also very quick to complete, it removes the chance of it seeming too daunting to take the time to fill out. The only thing that I might change is having a heading that has something more directly related to the word 'activities' instead of the current 'interested?' heading. It's not that I think the content isn't there or not good. It's just that the word 'activities' is mentioned 5 times in fairly important areas so people might be looking for that word specifically. A small thing but it's tough to find something to improve on ;)

Personally, for me everything else on the form is clear, except the confusion between the 'user name' and 'display name.'

I would add bright colours to make it more youth oriented. For example, I know orange works well. And also I'm still confused about the point of this forum, so maybe state that kind of clearer.

Another good idea is to add comments contributed by registered users about how great this website is. This will definitely capture applicants that are not quite sure if they want to join/not join. If they realize students similar in age to them are having a great experience with this site, the applicant will be more willingly to join! Another good idea is to show statistics, show how many prizes are given out usually in each event and how many people usually get it. An area showing the amount of applicants that joined on the registration page, for example '23,675 students and growing....' will also encourage youth about the reliability of this site and that this site has been widely known by youth in Canada. This shows that this website has existed for a quite awhile and is doing successfully.

I think that it would be neat to be able to use personal pictures (whether that be actual pictures, or our own personal art) as avatars. I also think that the challenge is for us 'rural bumpkins' without high-speed internet to be able to select an avatar like those with high-speed. However, that is just one of the many challenges to providing ICT to a very diverse group of people that do not have access to the same tools.

I think that it's pretty straightforward; I wouldn't change anything

It's perfect, actually. I love this 'HTML editor' as a web designer or professional. It's really nice, clean and fast. I would like to know more about the technology and programming concepts of something like this. Really really nice...

The only thing i would like to see changed is the amount of instruction given to the user. It would be nice to see the Avatar clarified for the user, currently there is no level of instruction as to how to change it or where it is used.

I would suggest having a link to the forum rules on one of those pages.

The only change I would make to the Registration Form is under the preferred language section, I think there should be more options or and other option because Canada is very multi-cultural and some people do not speak or do not like to speak English or French.

It may draw more youth if a more specific description of what sort of activities are done here. Namely, rather than saying 'Have your say about various Government sites and services for youth', say 'Give input on the design of government web pages'. It's less flashy but more accurate.

The colours are a little bland. but the form is okay.

An emphasis visually may be effective. Perhaps emphasize the 'Canadian Youth Connection Forum' as an additional focal point apart from the title header.