TFAC Education and Outreach Sub-committee
Website Feedback Regarding Reporting a Tree Issue
July 20, 2021

Comments on the "Report a problem with a tree" page (form)
https://service.london.ca/service-requests/report-forestry-issue/

Comments on Context and Applications:

- There is no context when the "Report a Tree Issue" form is first opened, and it is not clear what all it can do.
  - In particular, it is not immediately clear that a tree can be requested, based on the heading being "Report a Tree Issue". Londoners may not look so far as the drop-down menu upon reading the title – they would just assume it's the wrong spot to request a tree be planted.
  - Requesting a tree to be planted should probably be an entirely separate form for clarity's sake.

- When you open the "Report a Tree Issue" page, the map doesn't specify that the dots on the map are city-owned trees, and there is no text explaining that only city-owned trees are included on the map.
  - There needs to be text explaining how will a person know if a tree is City-owned. This is another example of a City page lacking context.

- Only after selecting an option in the drop-down menu "Issue Details" is some context given. It is not obvious to a new user to the site that the context needed won't appear until they try entering data into the form. The form needs to be more user friendly for the general public, most of whom will have never used it before.

Potential Map-Related Issues:
- The map has no legend! This makes it very hard for the general public to know what to do with it. What are the yellow boxes with tree icon inside? What are the purple lines? Purple dots?

- What if someone has a tree they think is the City's but it does not appear on this map? Who do they contact with questions?

- Unclear whether City accepts reports of issues *on* public property arising from privately-owned trees (e.g. tree has fallen on sidewalk, etc.).

- Dots (trees) are not linked to the GIS information, only to the address, making it hard to tell if it's the right tree (e.g. species is missing, which would be helpful for a lot of folks).

  - The City's tree inventory is on a completely separate part of the website, but it provides information on the species, size, etc. therefore this information isn't at hand even though it exists elsewhere (See the City's tree inventory at: https://london.maps.arcgis.com/apps/webappviewer/index.html?id=ee42a0053fc84b6198fb95dc80cbfff7).

Additional Concerns:
- If you select "Request a Tree to be Planted" under the "Tree Issue" drop down, it directs the user to the page on tree maintenance and watering page, which then directs the user back to the report a tree issue page (circular reference!)
  - Consequently, it appears there is currently no way to request a tree to be planted on the City of London website?

SUGGESTIONS:

1) Add context, legends and instructions for the user on both map pages (https://service.london.ca/service-requests/report-forestry-issue/ and the tree inventory, https://london.maps.arcgis.com/apps/webappviewer/index.html?id=ee42a0053fc84b6198fb95dc80cbfff7)

2) To make requesting a tree more accessible, create a different tree request form or change the name of the existing page (e.g. to "Report a Tree Issue or Request a Tree")

3) Clarify on map that dots only reflect city-owned trees, and what to do if the tree isn't found
  - E.g. if the user thinks a tree is the City's but it does not appear on map, or a privately-owned tree has fallen onto City property

4) It would be beneficial to have an ID number (such as the Object ID that ArcMap requires for each object/point in the main Tree Inventory shape file) so people can indicate which tree the issue pertains to, since some properties have multiple trees
  - Use the data in the tree inventory so that clicking on green dots will yield more information
  - also import existing information basics about each Commemorative Tree (they are pink)

5) Eliminate circular reference (under "Request a tree" drop-down option) by creating a separate form for tree requests

6) Add the tree inventory to the Trees and Forest webpage for people who are interested in learning more about the city's trees