



Independent Review of EvalForward Community of Practice

Annex 8.
Website functionality
options

Introduction

The analysis of the EvalForward website (www.evalforward.org) undertaken as part of the Review has identified a number of options for improvements to how the website functions. These options could be drawn upon in the consideration and implementation of the recommendation made in the Review to strengthen the delivery approach. All of the options are expected to lie within the existing technical limits of the software and skills used to manage the website. The rest of this document sets out the options under three headings: technology, user interface and content.

Technology

- i. Improve the site-wide Search functionality (evalforward.org/search) using options already available through the Drupal website creation software used by EvalForward. Provide guidance on how to use the Boolean Operators 'AND' 'OR' '-' and consider enabling Advanced Search (see: <https://www.drupal.org/docs/8/core/modules/search/overview>). Searching without options to focus the results can produce an overwhelming number of results.
- ii. Link to members' websites and any other external links from member profiles should generate new tabs in the users' browser, and not leave the EvalForward website and lose the user session.
- iii. 'Resources' section - the 'Search by Name' heading is unclear. It implies the author's name but probably searches on the title field. Provide guidance on Boolean Operators (see above).
- iv. 'Resources' section database should include fields for Organizational Author and Date of Publication to help assess relevance when a record is displayed to users. Very old documents by organizations you don't recognize tend to be seen as less relevant.
- v. Add a form to the 'Resources' section so that users can recommend a resource (Title, Organization, URL, related EvalForward Resources Category, Recommending User's contact email)
- vi. The 'Contact Us' Link in the footer to generate an email doesn't work in all common browsers (e.g. fails in Chrome). Better to link to a Contact page with contact details.

User interface

- i. Increase size of Member Profile Photos on individual profile pages so that faces are recognizable - necessary for building trust online. For example, clicking on a photo could generate a larger view. Currently too small.
- ii. The Homepage has three featured items that can be scrolled manually but not that obvious. Introduce an automatic carousel or make scroll buttons more obvious.
- iii. Add a link to the 'Propose Your Topic' form (<https://www.evalforward.org/propose-your-topic>) to the 'Join the Discussion' section so that users can recommend a discussion they would like to lead.
- iv. 'Follow Us' on Twitter sub-section of the Homepage does not properly display each Tweet, especially when using the scroll button.

Content

- i. Always create PDF file versions of 'Summaries of Discussions' and add these to the 'Resources' section of the website. Use a file naming convention so that the subject and date of the discussion can help to indicate relevance. Create a new 'Search by type' category 'EvalForward Discussion Summaries' for the 'Search' bar used on the 'Resources' section of the website.

Publicize the availability of these discussion summaries. Consider creating PDF file versions of past summaries of discussions to amplify use of this community-generated knowledge resource and, if so, publicize this collection. 'Summaries of Discussion' existing as text on the related discussion page are of limited lasting value unless easily accessible and known about.

- ii. Add additional options and tips to the member profile form to enhance networking for peer learning and collaboration, including:
 - Profile Form section 'Please add your fields of expertise and work experience' could give examples of relevant fields like sectors you have worked on, countries you have worked in, methods you are experienced in applying, etc)
 - Add a Profile Form section to request social profile links LinkedIn, Twitter, etc one per cell so can be automatically shown on the profile.
 - Distinguish monitoring, evaluation and learning in the 'Role' section categories of the Profile Form to reflect different users.
 - Add a section to request qualifications, language skills and organizational experience which are all relevant to identifying potential collaborators.
 - Add a section asking about interests starting a discussion, speaking at a webinar, writing a blog, etc.
 - The number, diversity, etc. of total membership could be featured in the 'Members' section to encourage exploration and connection. Maybe have a map showing the spread of members geographically.
 - Provide tips on how to search by keyword (see search functionality above)
 - Add text to the 'Members' section encouraging existing members to recommend membership to their peers by emailing a link to the page.
- iii. Translate the abstract of resources into French and Spanish to help those language users to assess the relevance of English language documents.
- iv. Training courses (fee-paying) could be a resource category to help users identify relevant opportunities.
- v. The website could be a resource category to help feature collaborating initiatives and partners of EvalForward.
- vi. Add DGroup and YouTube channels as linked descriptions from the Homepage or other relevant sections.
- vii. What are the criteria for what can be posted and how posts are moderated? Develop relevant criteria and add to 'Join the Discussion' section.
- viii. Terms and conditions of membership exist but only liked from the profile at registration. Should be liked in the footer of site.
- ix. Activities of EvalForward description on the 'About' section needs to be updated (for example training is not provided but profiles to connect members are.
- x. Supporting agencies links on the 'About' section could be to the Offices of Evaluation Pages, not the main sites so better access to relevant content.
- xi. The 'About' section should say how to raise a safeguarding issue if contacted by another member using the Contact Form or in a discussion concerns me.

- xii. Feature the latest EvalForward E-Newsletter as a PDF linked from the 'Join Our Community' subsection of the Homepage to illustrate one of the exclusive benefits of becoming a member rather than just browsing unregistered. Also could mention other benefits like a profile that enables others to learn about and contact you for peer learning and collaboration opportunities.

Office of Evaluation
E-mail: evaluation@fao.org
Web address: www.fao.org/evaluation

Food and Agriculture Organization of the United Nations
Rome, Italy



Some rights reserved. This work is available under a CC BY-NC-SA 3.0 IGO licence.