



Hello!

We would like to invite you to participate in research for the Scouts Association's website navigation. Your participation in this study is crucial to help us improve the user experience of our website. Before you decide whether to take part, please read the information carefully and ask us if you have any questions.

Why are we doing this?

Currently, Scouts is changing the way we volunteer. Our aim is to make volunteering easier and more welcoming, with more engaging learning programs. This will hopefully help retain and attract more volunteers so we can achieve our goals to help more young people gain skills for life.

What will we be doing?

We want to explore how easy it is to find information on the website about the changes to volunteering. Depending on the activity you'd like to participate in, we will be doing the following:

- **Card Sorting (60 min):** You will be placed in groups, online or in-person, and given cards to sort into categories that make sense to you. We want to explore how you would structure information so that it matches your expectations and ensures you feel confident about the changes that are coming. We want to learn from you, so there are no right or wrong answers.
- **Usability Testing (30-60 min):** Either in a group or one-to-one, you will run through some scenarios that are relevant to volunteering by navigating through pages on the website scouts.org.uk. The purpose of this activity is to understand any usability issues that may prevent you from easily accessing, finding or interacting with the website.
- **In-person Research (1-3 hrs):** We will be running a series of in-person sessions which may combine the card sorting and usability testing, or will consist of only one activity. There will be plenty of breaks and refreshments provided for longer sessions, plus fun activities and social time during session breaks. You will be informed in advance of the session schedule and durations, and can select the sessions that suit your availability best.



What personal information will you collect and store?

For this research project we will need to collect some personal information about you (data which could identify you), this includes: your name and volunteering role if this applies. We may also ask you to share some additional information to help us understand the demographic details of the people we have researched with.

We have asked for your consent to collect and handle your personal information in the consent form. Only the Scouts Data and Insights project team and the Membership project team will have access to your personal information. We are securely collecting and storing it on an encrypted internal server in accordance with the General Data Protection Regulation (GDPR) and UK data protection legislation. The data will be destroyed within one year after the project ends, which is May 2025. If you would like more information about the way we comply with data protection legislation, please get in touch.

Will my participation be anonymous and confidential?

Your participation in the research will be kept confidential to the Scouts project team they will have access to your personal information. We will anonymise the data as soon as we can by replacing your name with a pseudonym (fake name) and removing other identifiers, like your location. Your consent form and contact details will be retained for duration of the project, until May 2025. We will do our best to ensure your anonymity and keep your participation confidential. However, there may be limits to this, like if there are serious concerns about your safety or the safety of others.

What are my rights?

If you decide to take part in our research you are still free to withdraw, modify your consent or withdraw your consent at any time, without giving a reason, by getting in touch with us. However, it may not be possible to remove your data from the project once it has been anonymised. You have strong rights around your personal information under UK data protection legislation. To find out more see www.ico.org.uk/your-data-matters/. If you have any questions about your data, get in touch with us, or with our Data Protection Officer on dpo@scouts.org.uk



If you're unhappy with the research, please tell us so that we can sort it out. You will not get into trouble; it helps us keep you safe and improve how we work. You can make a complaint by reaching out to Senior User Experience Manager, Niki Shu at niki.shu@scouts.org.uk