

Overview of Website Feedback

Summary of Current Stats

- WWLF has been discovered through TNQ Newsletter, Friend or Colleague, and School or Work
- Website is most frequently used on Laptop, Mobile Device, and PC
- Majority of users consider themselves a reader AND writer
- Majority are NOT subscribed to TNQ
- Largest age groups are: 55-64, 65 or above, and 35-44
- Site is mostly used to: look at festival itinerary, find out list of writers attending, and to buy tickets
- Average Rating for our website is a 7.67
- Only 3 people faced challenges while using the site

Q: Explain your rating for your experience with our website

Summary of Positive Feedback: Easy to Navigate, Quick to Use, Clean Design, Big & Readable Font, Well Designed with Clear Content,

Summary of Criticism: Information should be more clear (ie. ticket prices, access to online events, location/parking/gender-neutral washroom information, more mobile friendly, and link to volunteer

Insightful Entries from this Question

Entry #	Answer
4052	It's relatively easy to navigate but sometimes it is difficult to find the specific piece of information I'm looking for (the schedule, etc.)
4054	I can't remember now but seemed to be a bit of back and forth finding things. But not too much, as otherwise was mostly well explained.
4057	Generally easy to navigate but the ticket buying process was sometimes a little confusing (e.g. still having to checkout even if only signing up for free sessions).
4061	From what I recall, I didn't experience a ton of frustration. I would definitely like to see a clear itinerary, with description, and links to buy books
4064	Well, it's good for looking at past festivals. I think you're promoting this year's festival a bit early, but I'm certainly no marketing professional. Your website works very well.
4069	It's fine enough; frustrated last year with the mix-up re: tickets (pricing/number of sessions to select).
4070	Neither terrible nor informative.
4075	The 2022 website experience was rather frustrating. It was challenging to find out where it was being held. If I recall correctly, the itinerary didn't show up nicely on my phone which meant a lot of scrolling back and

	forth. It felt piecemeal, and I don't recall it being that difficult to navigate in the past.
4079	It would be great if upon choosing classes/sessions and paying the website would send you an email that you could download or print the itinerary for the days of the festival.
4084	The information isn't that detailed, instead the sight is rather sparse but at least this makes it easy to navigate & update. I'd like to see a "Volunteer" link directly on the website. The information is updated in pieces: you've announced the 2023 dates, but the rest is 2022 information. It looks, at first glance, as though the new authors, workshops, etc. have been updated for 2023 (which is, of course, what I'm most eager to see) but it is still the old information. It looks as though tickets go on sale Friday, Sept 30, but this is obviously still un-updated from last year.
4086	accessibility options (rate reductions) for students was hard to find
4088	I am a writer of memoirs and I like learning more about authors and their writing.
4093	Last year the website clearly indicated hybrid in-person and online, however there was no way to access online. I was not able to attend in person and was frustrated that though it was stated online was an option, it wasn't an actual option.

Q: What are some things you liked about our website?

Summary of Feedback: Detail about Authors & Itinerary were good, colour scheme was nice, website is clean and laid out nicely

Insightful Entries from this Question

Entry #	Answer
4052	I enjoy the descriptions of the upcoming classes/panel/offerings of the festival as I believe it gives a good insight into what the sessions will be like.
4053	Author profiles and schedule.
4057	I like that the panel schedule is laid out with all the necessary details
4059	The availability of the roster of authors The background information of the authors The ease of navigating it
4061	Attractive graphics
4064	The ability to see what was at previous festivals.
4065	The font is big but keep the typeface readable— lose the light gray. Is easy to navigate but make it clearer what is available online and what is in-person only.
4066	Clean lines. Lots of white space. Author photos could be slightly larger.
4073	thumbnails of participating authors. nice mix of free stuff and paid, but reasonable, workshops/panels etc.
4075	The colours. I like the font. I felt like the home page was well done, just missing the locations.
4079	I like a bit of bio about the presenters and authors in the cases that I didn't know them or their work well.

4086	add more content, perhaps videos or other snippets from previous years to demonstrate what the festival is about. Maybe also some sneak peeks for coming event.
4087	Clear, easy to read, well-organized. Updated promptly. Have used it in the classroom to show students the itinerary for the festival.
4097	It's intuitive and clean. Everything I need is on the home page and from there I can link through for details. Providing the full schedule is a great reference and, again, easy to follow.

Q: Did you face any challenges when using our website?

Summary of Feedback: Detail about Authors & Itinerary were good, colour scheme was nice, website is clean and laid out nicely

Insightful Entries from this Question

Entry #	Answer
4065	At last year's event, I was unclear if any of the events were virtual. It would be helpful if it was made clearer if a session is virtual, in-person or both.
4075	Yes, It did not feel intuitive. It felt literary-first instead of user-experience-first. The full itinerary isn't optimized for mobile which means I can't see the full page and I can't scroll left and right.

Note: Only two participants said they faced any challenges while using our site

Q: Is there anything you'd like to see on our website that isn't currently there?

Summary of Feedback: more info about location & accessibility, more photos, access to videos, info for volunteers, itinerary in timetable format, link to author's websites/bios, option to print your personal itinerary after payment, summary of items before checkout, indication of what events are online

Insightful Entries from this Question

Entry #	Answer
4062	Occasions I found it difficult to find the details of each course and have a sense of the whole offerings - also in ordering tickets was sometimes unsure of being able to add on to more order if needed
4075	Locations with addresses. BSIA means nothing to me. Information about travel, parking, on site or nearby hospitality options, accessibility options, whether gender neutral and family washrooms are available. Information about book signings, I think I got lucky last year just finding the authors in the hallways and getting my books signed, I don't remember if I saw signings in the itinerary, but I admit it's been several months now so perhaps my memory fails
4064	PHOTOS! It helps a great deal to see how people are engaged during your panel discussions and workshops.

4055	are there any archived sessions that could become accessible to the public?
4084	Info for potential volunteers.
4083	The lineup arranged in a timetable format so you can see which events conflict to help plan a schedule
4099	Videos of previous years. (This may give people a better idea of what the festival is like.)
4056	I'd love it if mentorships came back. I found out about them last year, but they weren't available in 2022.
4057	I can't quite recall if it existed already, but it might be nice to link to the authors' bios and/or published books when they're listed in a panel, so it's easy to learn more about them and support them
4079	The option to print your personal itinerary upon payment.
4052	I only usually go to the website when preparing for the festival. It might be nice to have opportunities to engage throughout the year.
4054	Summary of things checked before purchase.
4074	More panels on self-publishing and book marketing? I don't think there's enough about that compared to trade. publishing.
4071	Something telling me that the events of the WWF will be recorded and that tickets for online viewing can be purchased :))
4068	Sample stories, poetry or articles
4087	Students sometimes wonder if they are "allowed" to go: like they have to qualify in some way. It would help if they are specifically welcomed, along with everyone else who may be wondering if this is an event where they would have fun. Maybe a paragraph especially encouraging to people whose first lit festival this might be.
4066	As a writer with an upcoming book, it would be interesting to know how the writer participants are selected and what opportunities there might be to pitch a session, including timelines. Often the selection process doesn't feel transparent and the same writers appear in multiple festivals
4061	I think the key is that everything that's offered, from mentorships to masterclasses is clearly laid out

Things we could add to the site based on user feedback

- Locations with addresses, travel, parking, on site or nearby hospitality options, accessibility options, whether gender neutral and family washrooms are available (do this for brunch as well) **UNDER FAQ?**
- Information about book signings **UNDER ITINERARY?**
- Include Volunteer Section **SEPARATE SECTION?**
- A section of previous videos, recorded sessions, etc so we can revisit and get a feel for what the festival is like **SEPARATE SECTION?**
- A summary of your purchase before buying tickets
- Sending an email of personalized itinerary once you've purchased tickets
- Be more mobile friendly
- Information about how writer participants are selected **UNDER FAQ?**