

Inside government - Qualitative testing report

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Participants...

- 12 participants
- Equal mix male/female
- Internet-savvy, mix of task-focussed and browsing uses
 - Shopping, banking, Skype, social media use, blogging
- Professions included public relations professionals, journalists, researchers, policy officers, communications specialists and lecturers

How are participants currently using internet for work...

- Using departmental websites
 - Looking for publications, policy, speeches
- Other sources include:
 - Academic databases, online databases, think tank reports, Opsi, European Commission, ONS, google search
- Sector press, news websites (BBC, CNN, Sky), Reuters, Press Association, LexisLibrary
- More specific sites according to specialism e.g. Esis, Worldbank, IMF

How are participants currently using government websites...

- Familiar with the current way of working
- Frustrations do exist
 - Departmental websites not easy to find information, not always comprehensive
 - Difficult to distinguish between information that is for the general public and professionals
 - Lack of uniformity across government websites

'There is superficial information for the public or detailed stuff for the experts but there is no middle ground' *Academic, University*

'It is tricky because currently you have to go to each department individually and its only done with civil servants in mind' *Private Sector, Head of Research*

Views on Inside government proposition...

- Saw logic in bringing everything together by joining up government departments
 - Feels more transparent
 - Allows you to do high level browse as well as search for detail
- Some scepticism
 - Loss of departmental visibility
 - Current depth of information and data may be compromised

Common issues...

- Some navigation problems:
 - Long lists of information
 - Not using mechanisms on left of the page (filters, jump/anchor links), don't realise they are filters
 - Not enough search filters (especially on news and consultations)

ALL PUBLICATIONS

Filter by policy topic

- Higher education
- Housing
- International aid and development
- Law and the justice system
- Local government
- Social care
- + View all topics

Potential for a directory style page?

Common issues...

- Participants approach government information from the perspective of a department
 - Used /organisation route to start tasks and browse further through the site

‘Departments’ more prominent in the top nav? Or within each section categorize information by department?

Common issues...

- Need to be careful around what participants perceived as 'spin'
 - 'Featured' sections did not seem to add value
 - Language in some of the descriptive titles and links
 - Site leads with News and first link on top bar
- Some felt content depth and tone more geared towards 'students' and casual interest than toward professional audience

Navigation better to lead with departments?
Swap 'featured' for 'most recent' or 'latest'?

Common issues...

- Top nav problems
 - Needs to be clearer – sometimes was overlooked
 - Confusion between publications and consultations
 - Where are speeches

INSIDE GOVERNMENT

News

Policy

Publications

Consultations

Ministers

Departments

UK & the world

Rollover tooltip with further explanation?

Common issues...

- Confusion around how to navigate 'home'
 - Participants clicked on the crest logo and not 'Inside Government'
 - Unsure how to get back to 'Inside government' from Gov. uk



Greater differentiation of the two 'logo routes' to the homepages?
Shared homepage?

Homepage...

- Positives...
 - Apt for government
 - Encourages exploration of the site
- However...
 - Does not provide coverage of what the site holds and what you can do in it
 - 'News stream' on right hand side not seen to add value

News...

- Positives
 - Many intuitively go straight there
 - Like links to publications
 - Last 7 days useful
- However...
 - Needs more categorisation and filtering
 - Most up to date news not first, perception is that it is out of date

Policy pages...

- Positives...
 - A-Z policy topics worked well
 - Way information is structured
 - Liked having embedded links in articles
- However...
 - A bit light for some ('aimed at students?')
 - Right hand 'related' and navigational links not always used or seen
 - Jump links redundant on some short pages

Department pages...

- Positives...
 - Layout clear
 - Participants really liked these pages and felt 'at home'
- However...
 - Need more visibility on homepage

Conclusions...

- Participants felt Inside government would make their work easier
- Having all the information in one place
- Participants felt department pages worked well
- Feels intuitive to many
- Links within text were novel and welcomed

Conclusions...

- However...
 - Long lists of content and ordering on landing pages
 - Left hand nav needs addressed as people not seeing it
 - Value of 'featured' content questioned? Perhaps term should be replaced (with 'most recent')?
 - Top nav needs to be clearer and options need more explanation
 - Potential for 'departments' to be more prominent
 - Inside government homepage needs clearer purpose and needs to avoid conflict with Gov.uk homepage