Inside Government Content and Layout Testing

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Objectives & Methodology   **1**

Research Findings

Summary

Main Objectives

To measure the performance of Inside Government content and layout styles. This involved using the GDS Summative Test methodology to measure how well participants were able to complete given tasks.

All tasks were tested via respondents on an online panel.

Specific Objectives: To collect a range of measures to assess performance
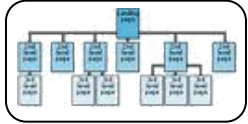
|		
	User journey mapping	Where do people go?
	Time taken	How long does it take?
	Task completion rates	Can people find the correct information?
	Ease of use	How easy do people find the information?
	Content style	How users describe the content styles
	Amount of information	Are users happy with the amount of information?

Method: Un-moderated remote usability testing. This approach blends web analytics with user perception

Stage 1
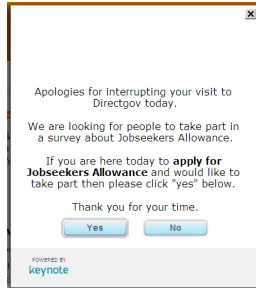
- Participants invited from an online panel

- Screened for suitability

- Software was downloaded

- Pre task expectations were established

Stage 2

- Participants started on the www.gov.uk/government (Inside Government)

- Participants were asked to find specific information on the site – this was structured over five individual tasks.

- Respondents selected 'finish' or 'give up' when they were done

Stage 3
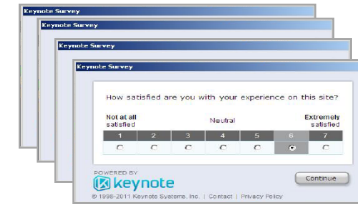
- Participants were asked a series of questions at the end of their task to measure their actual experience

Benefits: Usability + statistics = confident decision making.

The sample is **geographically spread and representative**

Task based testing. **What people actually do.**

The sample is robust. Resulting in **confident decision making**

There is **no moderator interference/** potential bias

Participants complete the research from their **natural environment**

Participants use their **own computer** to complete tasks

Research Findings

Respondent profile

Actual completion rates

Time taken

Ease at completing task
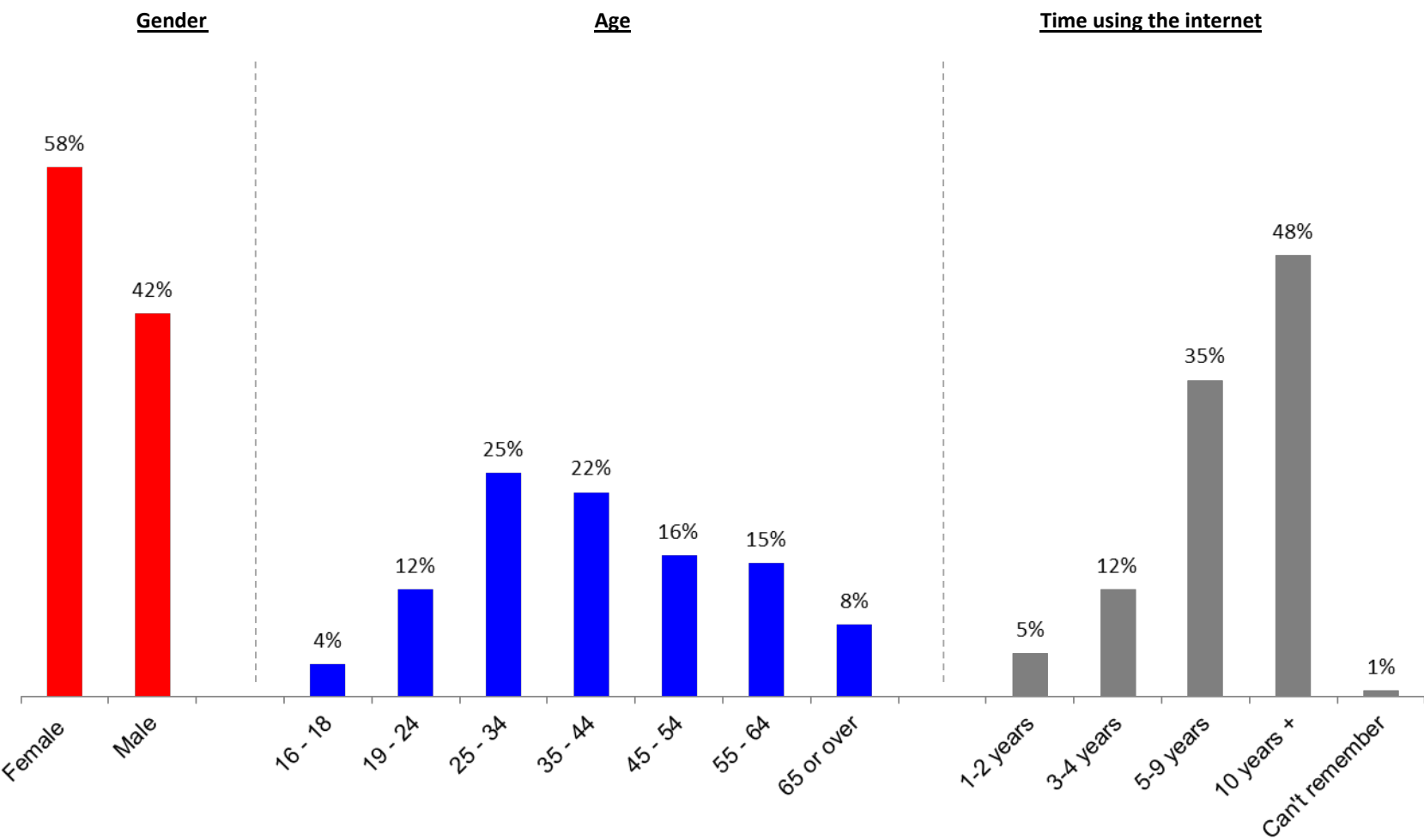
Reading behaviour

Content style

2_a

Age, Gender & Internet Experience: Testing included a good mix of age, gender, and internet experience

Question: 'What is your age?', 'What is your gender?' 'How long ago did you start using the internet?'

Sample size = 343

Gender

- Female: 58%
- Male: 42%

Age

- 16 - 18: 4%
- 19 - 24: 12%
- 25 - 34: 25%
- 35 - 44: 22%
- 45 - 54: 16%
- 55 - 64: 15%
- 65 or over: 8%

Time using the internet

- 1-2 years: 5%
- 3-4 years: 12%
- 5-9 years: 35%
- 10 years +: 48%
- Can't remember: 1%

2b
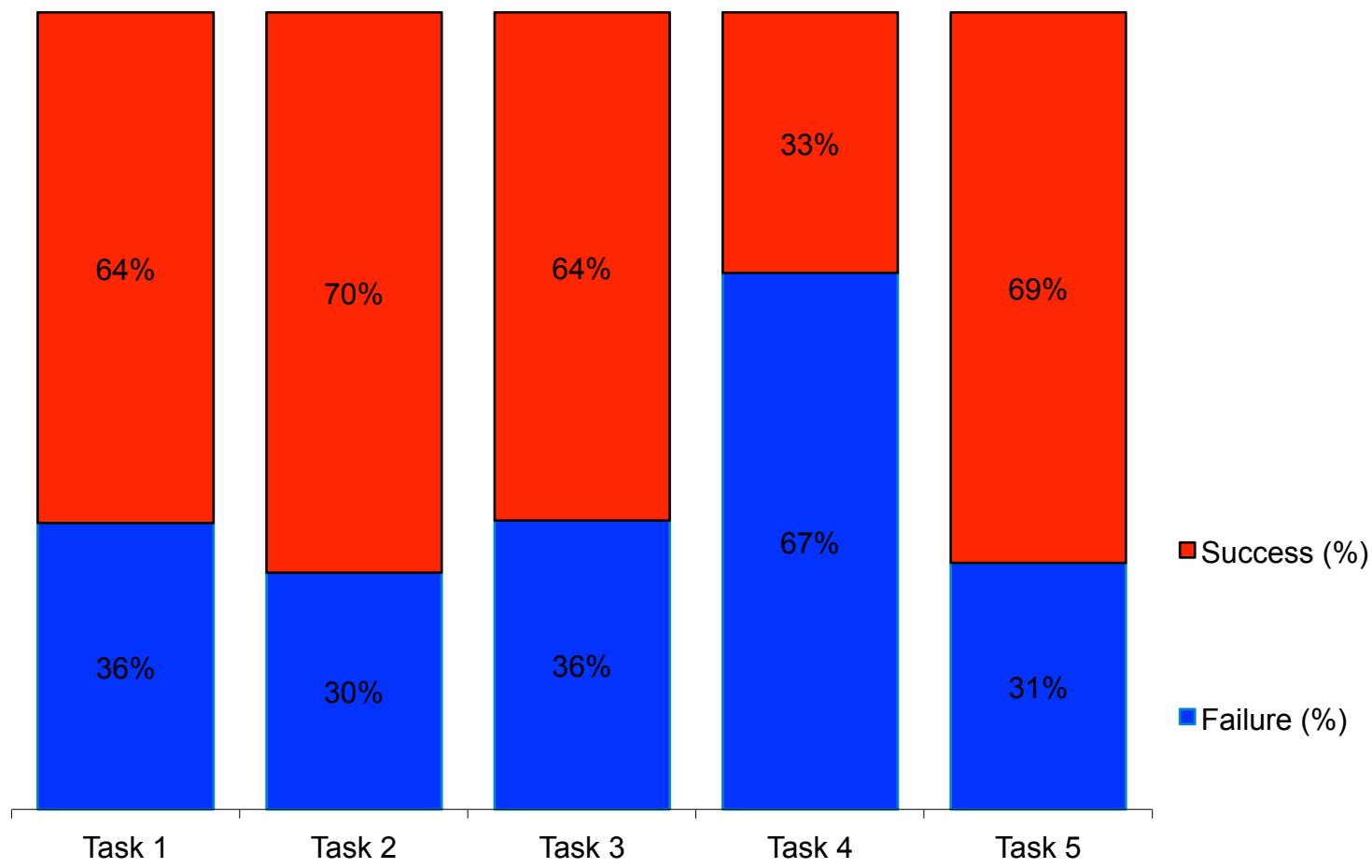
Overall Task Success: Overall the tasks were completed successful, with respondents only really struggling with Task 4 where 33% managed to find the correct answer.
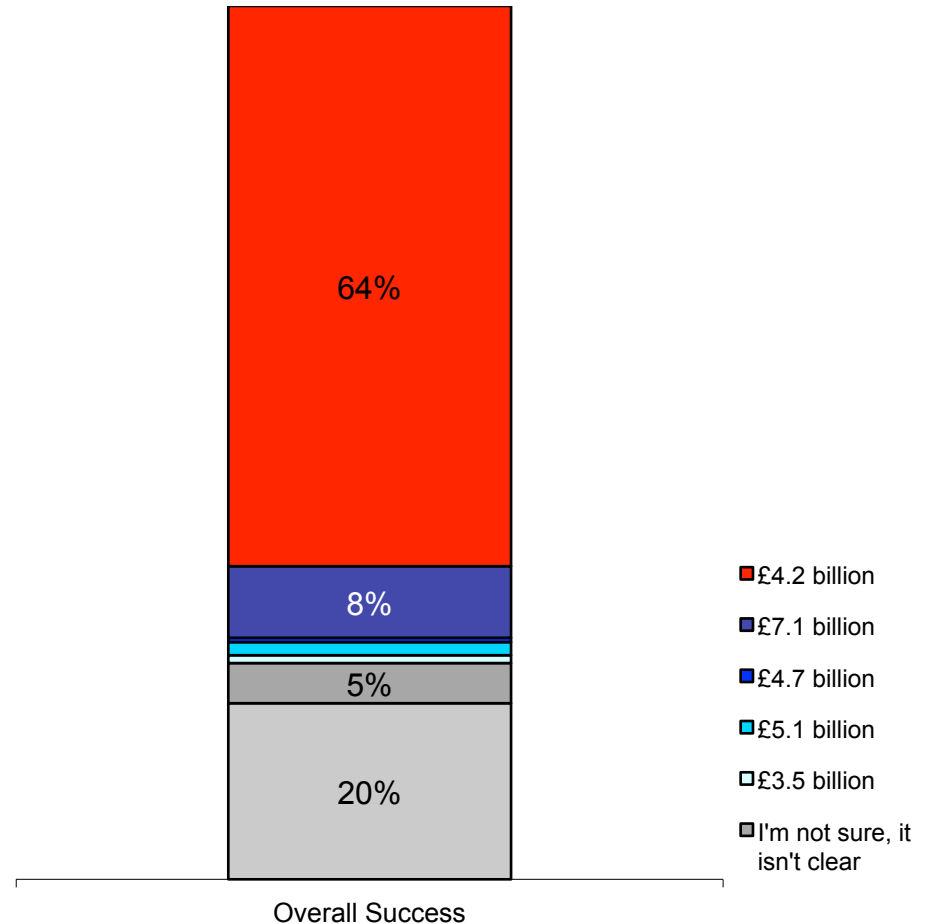
Sample size: 343

Task 1 Success: Overall the majority of respondents (64%) found the correct answer to this task.

Question: Please find the latest government **policy** on **Reforming higher education and student finance in England**. Once you have located this policy, please find how much the government plan to **reduce overall spend on higher education to in 2014-15**.
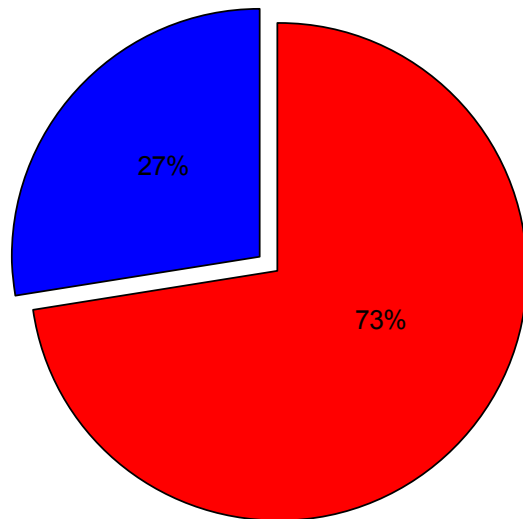
Sample size: 343

Task success could be improved by highlighting key data within content

Overall Success	
64%	■ £4.2 billion
8%	■ £7.1 billion
5%	■ £4.7 billion
	■ £5.1 billion
20%	□ £3.5 billion
	■ I'm not sure, it isn't clear

Task 1 Success on page: 73% of respondents managed to find the correct Policy page. Task success increased accordingly which 85% of those who found the correct page completing the task successfully.

Proportion of respondents who found the correct page

Proportion of those who found the correct page that completed the task successfully

27%

73%

■ Found the correct page

■ Didn't find the correct page

85%

10%

2%

4%

■ £4.2 billion

■ £7.1 billion

■ £4.7 billion

■ £5.1 billion

□ £3.5 billion

▤ I'm not sure, it isn't clear

▢ I cannot find the answer

Success when found the correct Page
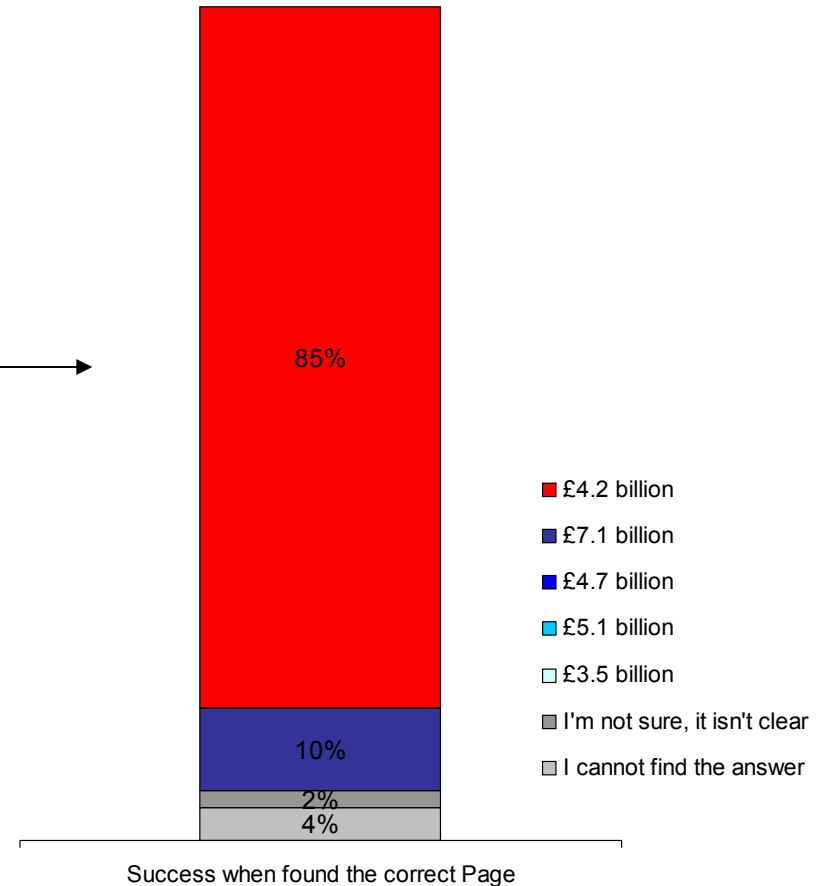
Sample size: 343

Sample size: 249

Task 1 – Navigation: The majority of respondents were clear on where to find the answer to this task, with 7/10 choosing to begin at 'Policy Topics'. Only 1/10 chose to use 'Search'.

'Policy Topics' tab in the top menu was used by the majority of respondents in this task

■ Success
■ Failure

66%

11%

10%

3%

5%

3%

1%

Policy Topics   Search   Organisations   Publications   Departments

Sample size: 225

Task 2 - Success: Again the majority of respondents (70%) found the correct answer to this task.

Question: Can you now find the **consultation** for the **MOD's strategic equality objectives for 2011-14** and indicate when it is <u>closed.</u>

Sample size: 343

The page design is effective, and clearly highlights when the Consultation is open and closed

Overall Success

Legend:
- 29th March
- 17th March
- 15th March
- 1st March
- 9th March
- I'm not sure, it isn't clear

Chart values: 70%, 7%, 20%

Task 2 Success on page: 70% of respondents managed to find the correct Policy page. Task success increased considerably with 99% of those who found the correct page completing the task successfully.

Proportion of respondents who
found the correct page

Proportion of those who found
the correct page that completed
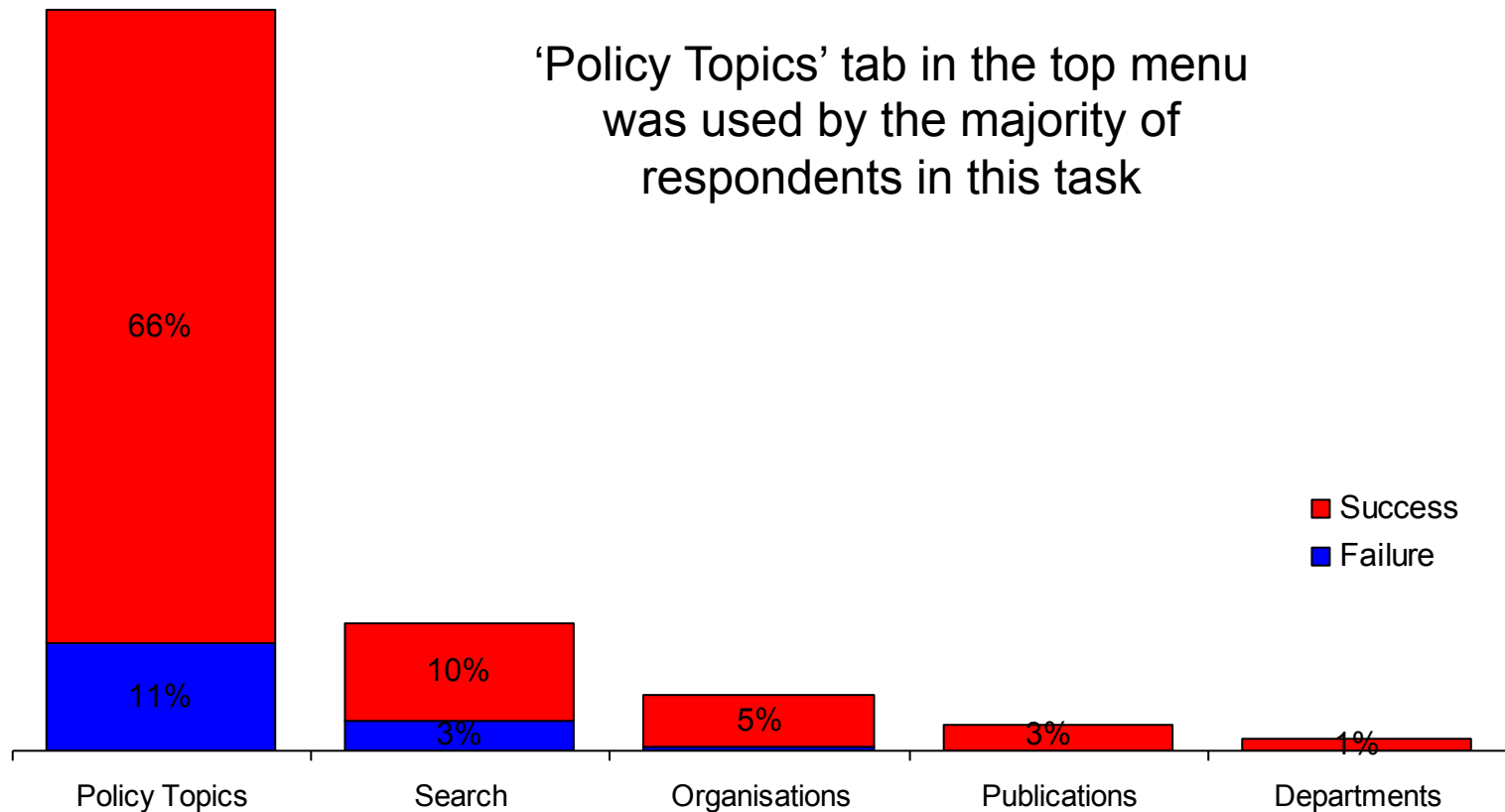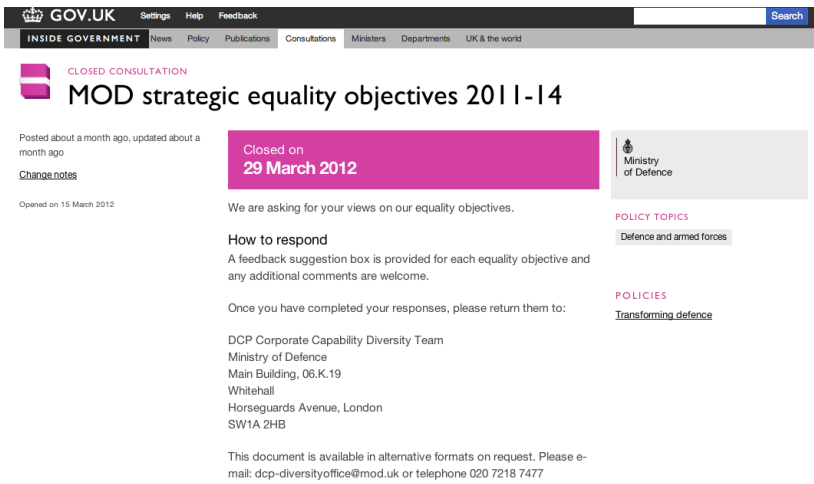the task successfully

30%

70%

99%

- Found the correc
  page
- Didn't find the co
  page

- 29th March
- 17th March
- 15th March
- 1st March
- 9th March
- I'm not sure, it isn't clear
- I cannot find the answer

Correct Page

Sample size: 343

Sample size: 273

Task 2 - Navigation: Respondents chose a number of ways to start, with most starting at 'Consultations', while others went to 'Search' or 'Organisations'.
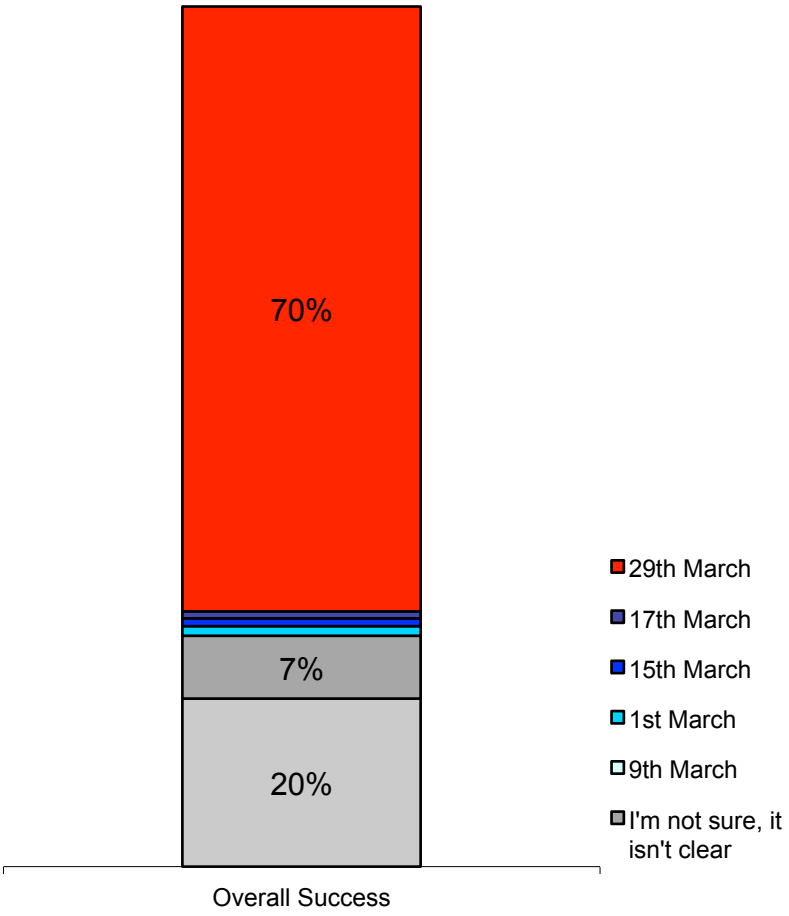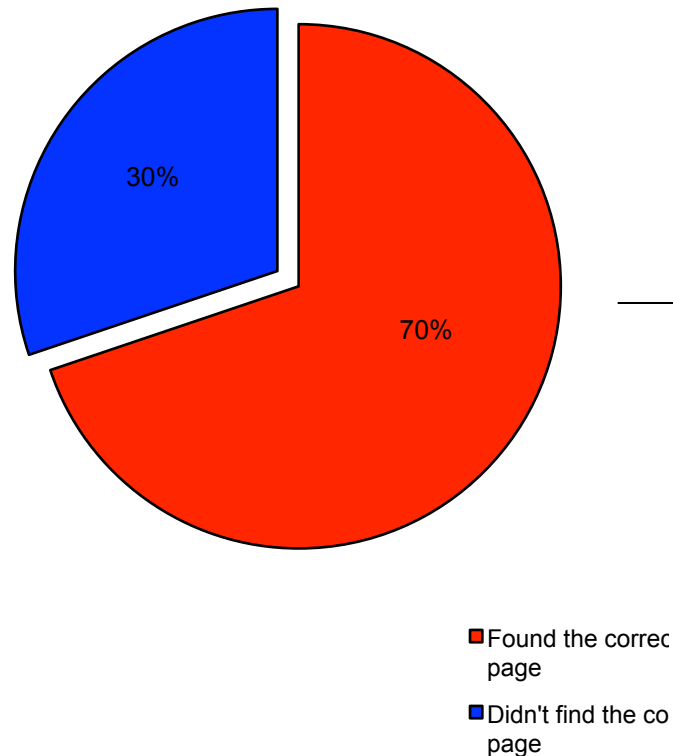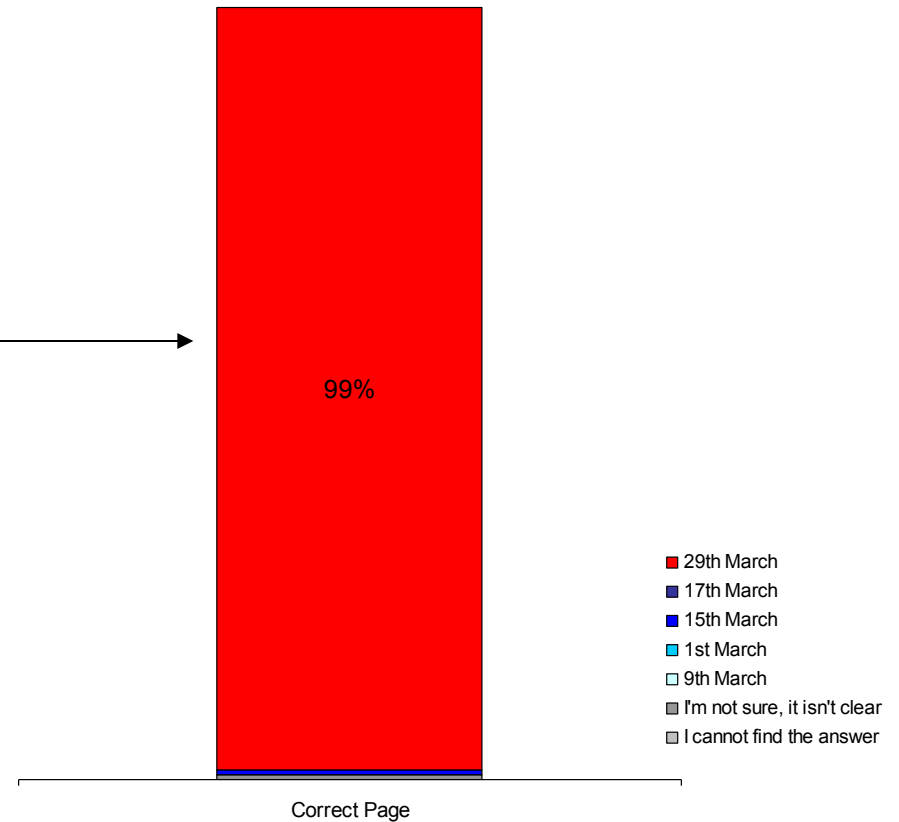
Task 3 - Success: Majority of respondents (64%) found the correct answer to this task.

Question: Can you now find the **Guidance on the diagnosis and reporting of Clostridium Difficile** and tell us which Minister is responsible for it.

Sample size: 343

Legend:
- The Rt Hon Andrew Lansley CBE MP
- The Rt Hon Justine Greening MP
- The Rt Hon Jeremy Hunt MP
- The Rt Hon Theresa May MP
- The Rt Hon Edward Davey MP
- I'm not sure, it isn't clear
- I cannot find the answer

Chart values:
- 64%
- 7%
- 25%

Overall Success
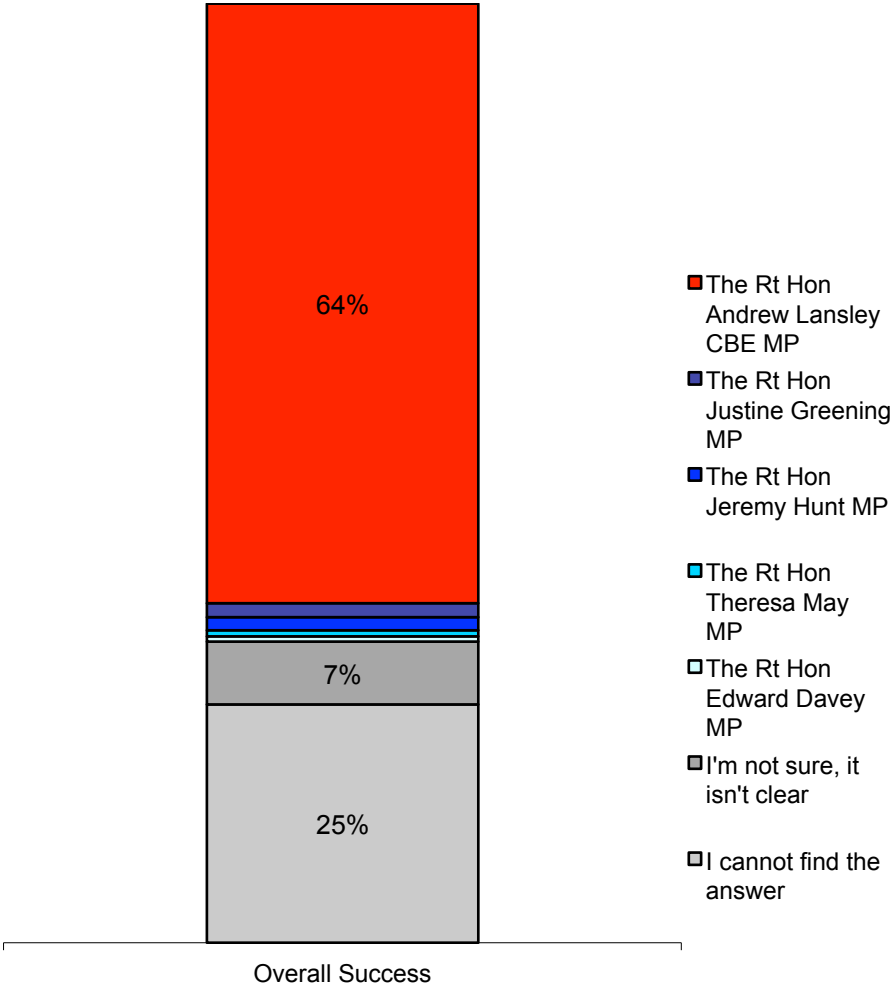
Task 3 Success on page: 67% of respondents managed to find the correct Policy page. Task success increased considerably with 94% of those who found the correct page completing the task successfully.

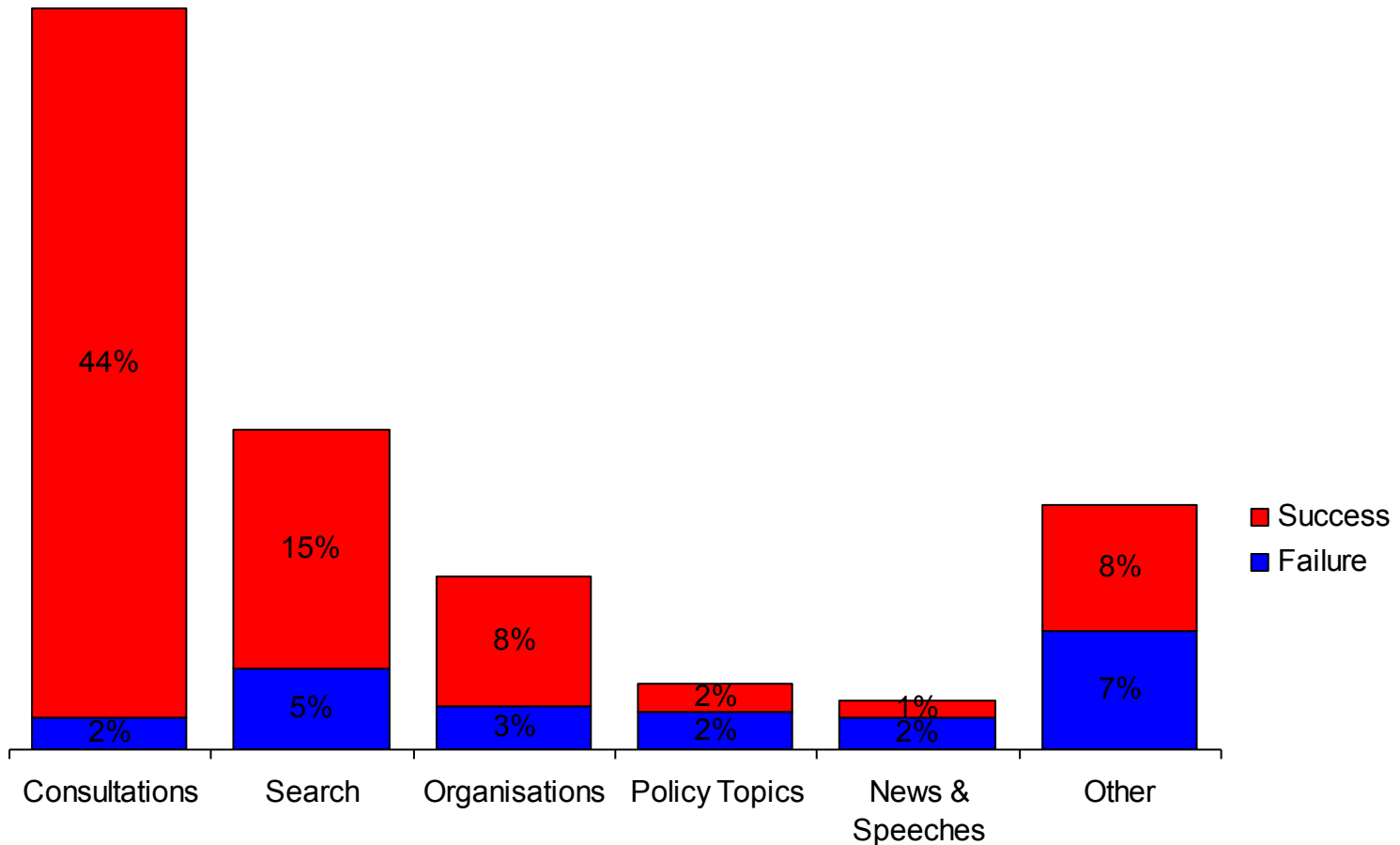Proportion of respondents who found the correct page

Proportion of those who found the correct page that completed the task successfully

- Found the correct page
- Didn't find the correct page

- The Rt Hon Andrew Lansley CBE MP
- The Rt Hon Justine Greening MP
- The Rt Hon Jeremy Hunt MP
- The Rt Hon Theresa May MP
- I'm not sure, it isn't clear
- The Rt Hon Edward Davey MP
- I cannot find the answer
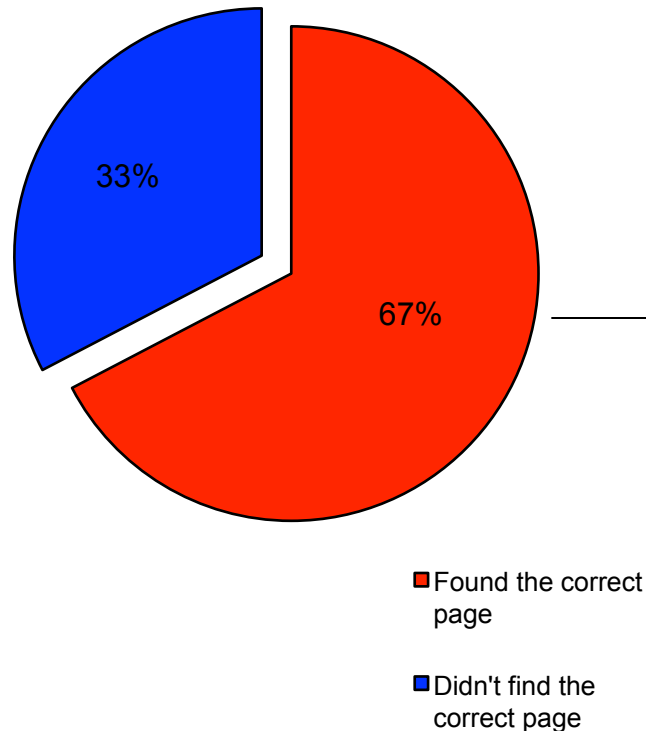
Correct Page

Sample size: 343

Sample size: 231

Task 3 - Navigation: Good success rate regardless of navigation choice, however, respondents did indicate some confusion over where to start, with a third choosing to start with 'Search', and the majority of others starting at either 'Publications', 'Organisations', 'Ministers', or 'News & Speeches'.
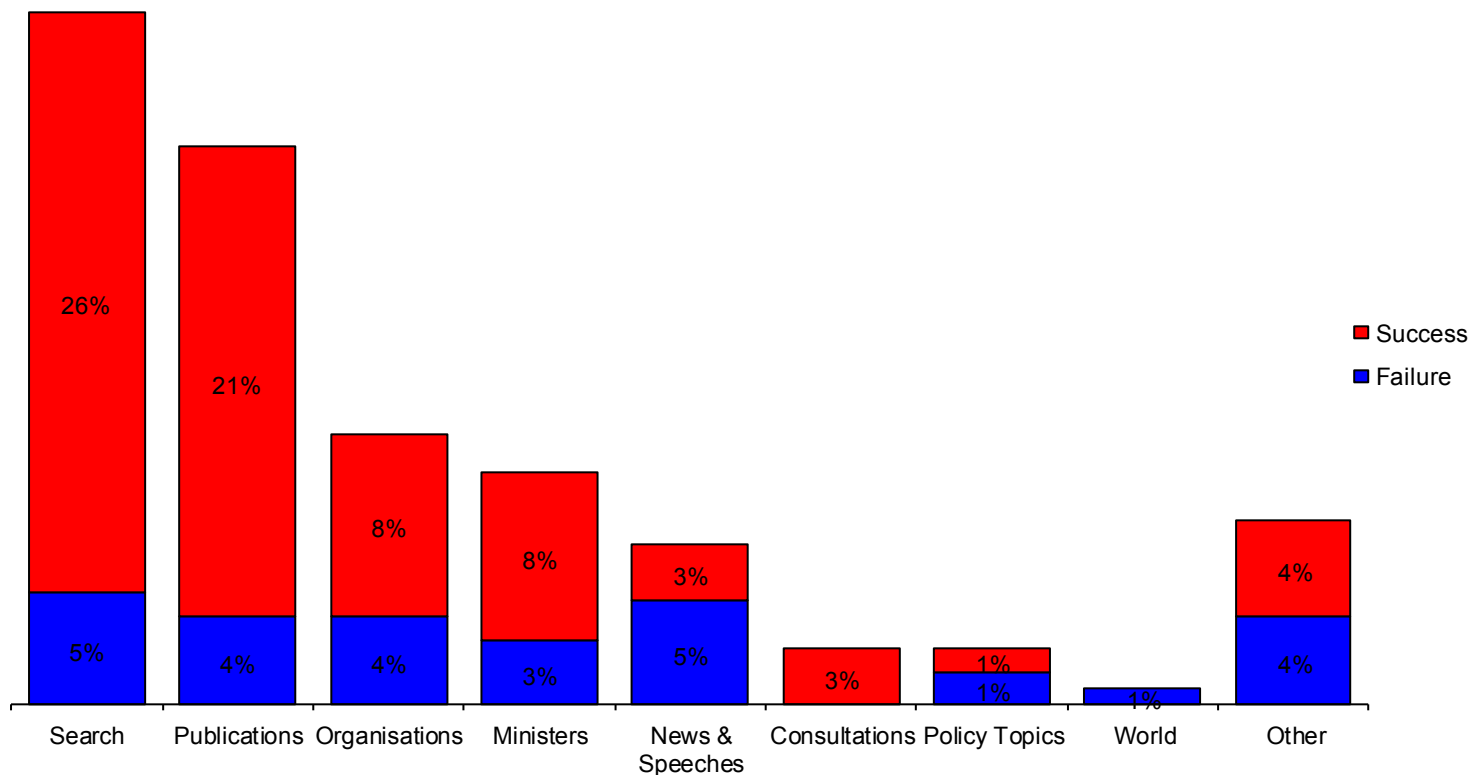
Task 4 – Success: The majority of respondents struggled to find the correct answer to this task. 4/10 stated that they couldn't find the answer, or it wasn't clear, while a quarter chose the incorrect answer.

Question: Please now find the latest **speech** on **Supporting small-to-medium-sized enterprises in the current economic climate** by the Secretary of State for Business, Innovation and Skills, and tells us **which policy it relates to**.

Sample size: 343

Chart legend (top to bottom):
- Boosting economic growth — 33%
- Supporting economic growth through local enterprise partnerships — 16%
- Delivering a regional growth fund — 8%
- Closing the tax gap
- Tackling corruption in international trade — 15%
- Promoting global free trade
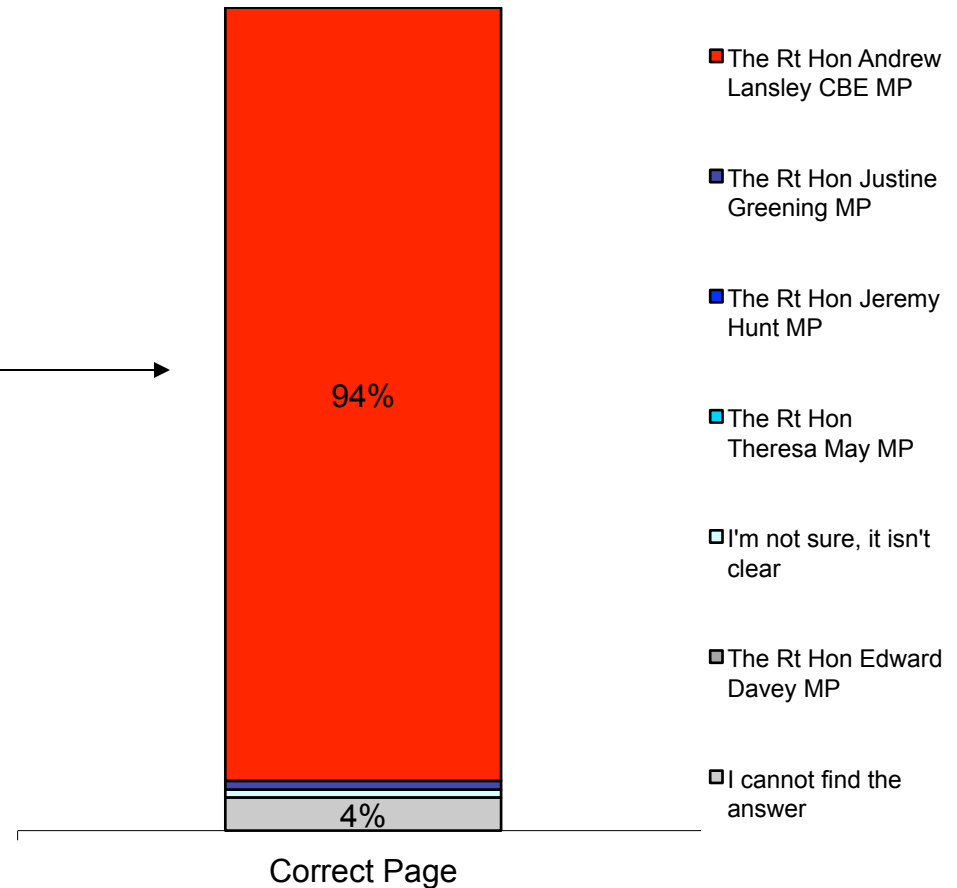- I'm not sure, it isn't clear — 25%

Overall Success
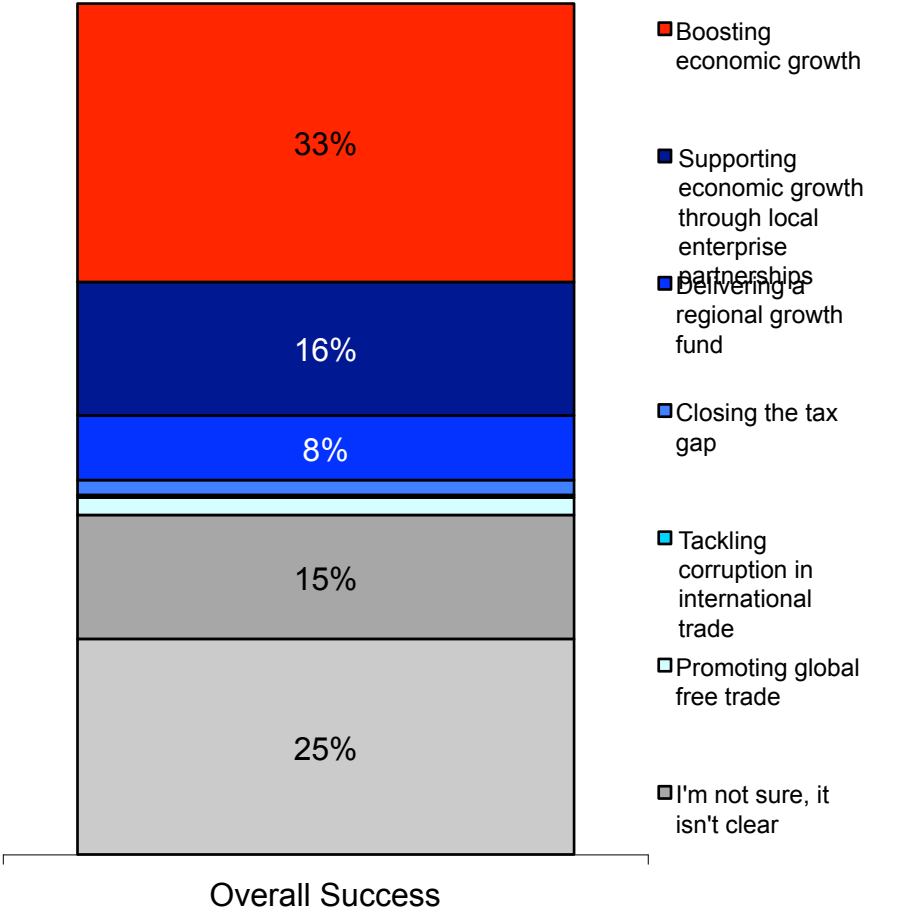
Task 4 Success on page: 55% of respondents managed to find the correct Policy page. Task success increased marginally to 62% with those who found the correct page.

Proportion of respondents who found the correct page
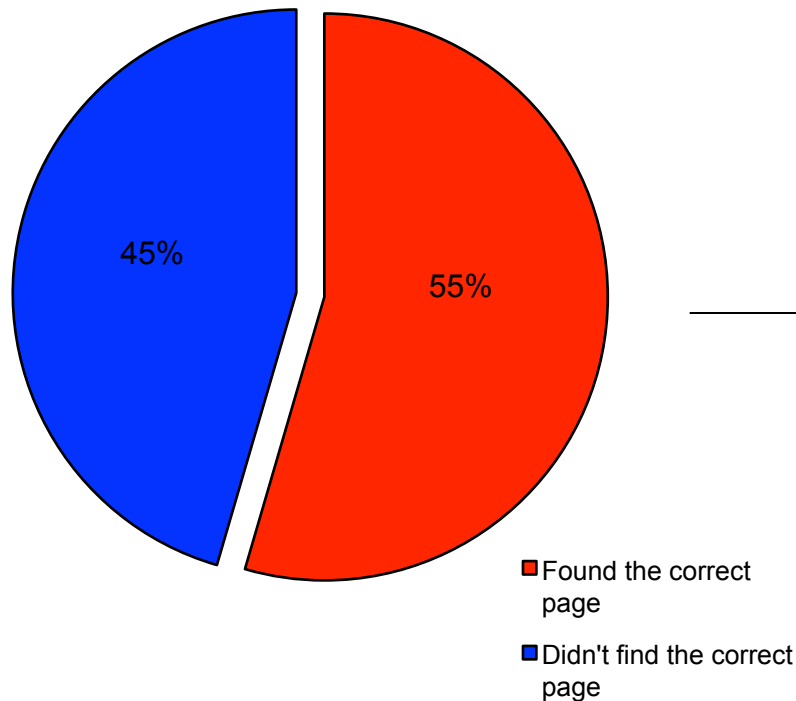
Proportion of those who found the correct page that completed the task successfully

45%

55%

■ Found the correct page

■ Didn't find the correct page

62%

12%

14%

12%

3%

Correct Page

■ Boosting economic growth

■ Supporting economic growth through local enterprise partnerships

■ Delivering a regional growth fund

■ Closing the tax gap

■ Tackling corruption in international trade

□ Promoting global free trade

■ I'm not sure, it isn't clear

□ I cannot find the answer

Sample size: 343

Sample size: 187

Task 4 - Navigation: There was no consistent journey path amongst respondents with starting points amongst respondents covering all top navigation options.
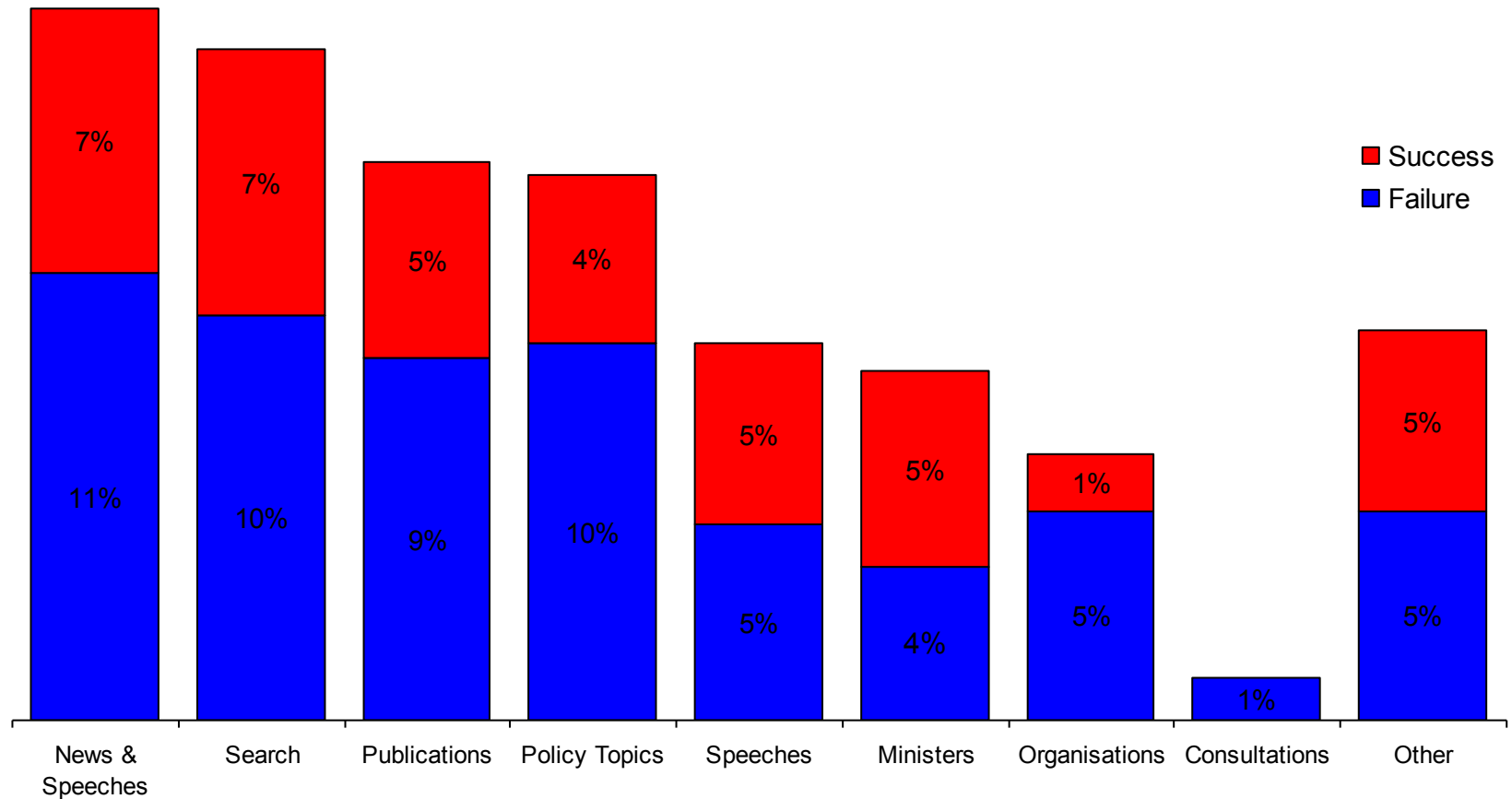
Task 5 - Success: 7/10 respondents completed this task successfully.

Question: Please now find the **main contact number** for the **Department for International Development**.

Sample size: 343
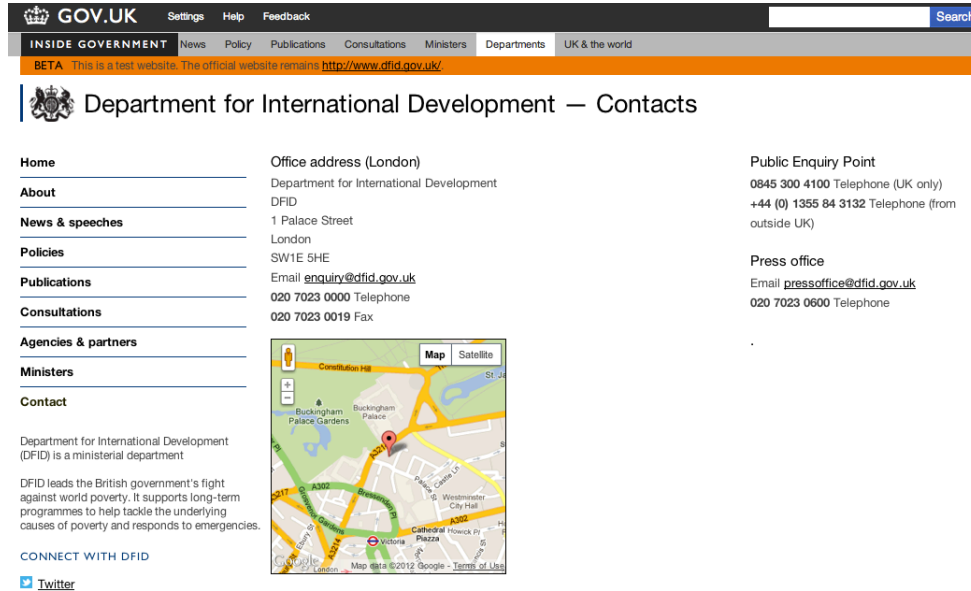
Page layout and left hand navigation is effective and enabled respondents who arrived at the page to complete the task relatively easily
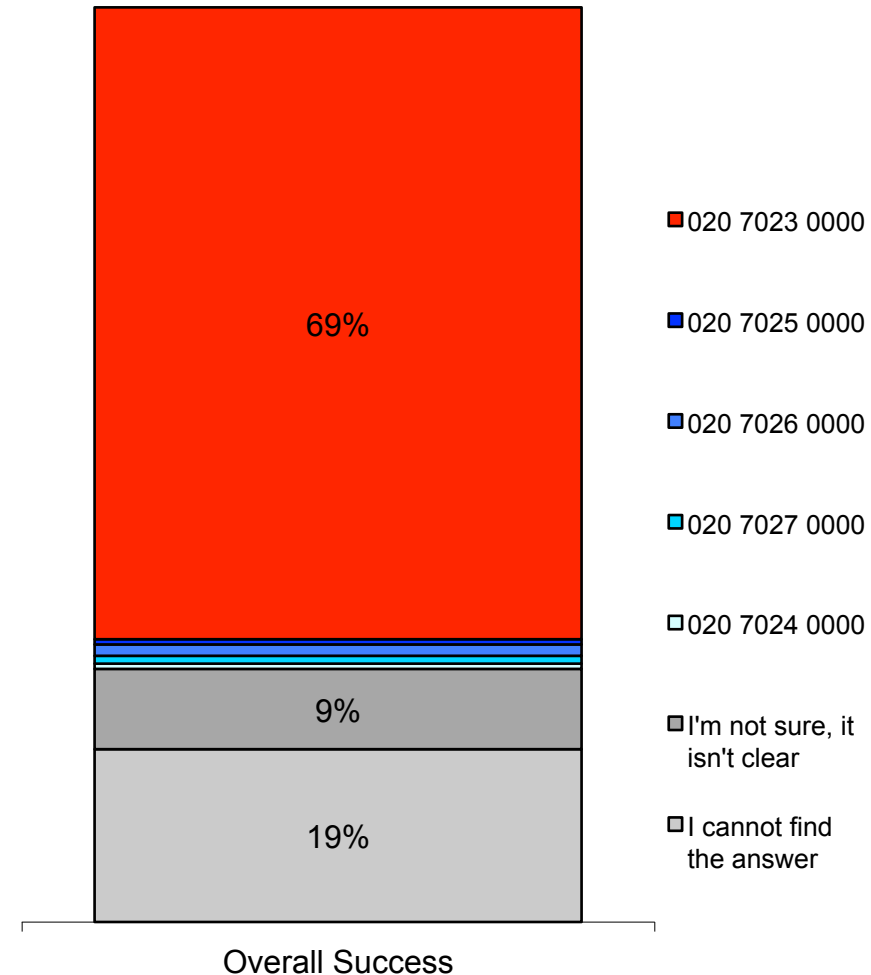
Overall Success

- 020 7023 0000 — 69%
- 020 7025 0000
- 020 7026 0000
- 020 7027 0000
- 020 7024 0000 — 9%
- I'm not sure, it isn't clear
- I cannot find the answer — 19%

Task 5 Success on page: 70% of respondents managed to find the correct Policy page. Task success increased considerably with 99% of those who found the correct page completing the task successfully.

Proportion of respondents who found the correct page
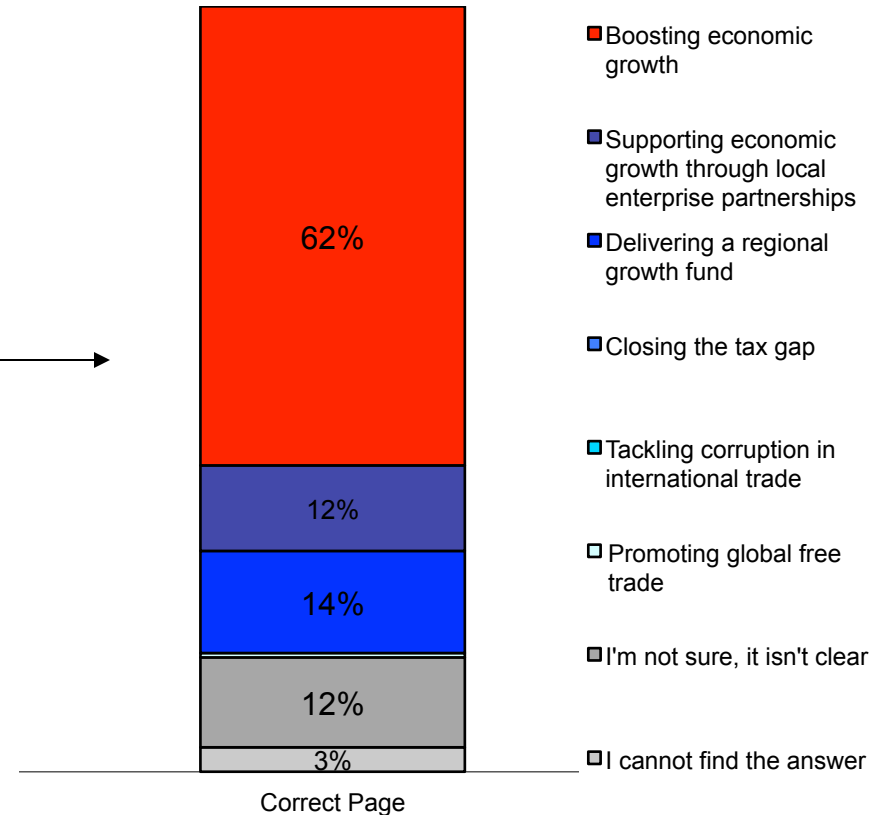
Proportion of those who found the correct page that completed the task successfully

30%

70%

■ Found the correct page

■ Didn't find the correct page

99%

■ 020 7023 0000

■ 020 7025 0000

■ 020 7026 0000

■ 020 7027 0000

□ 020 7024 0000

■ I'm not sure, it isn't clear

□ I cannot find the answer
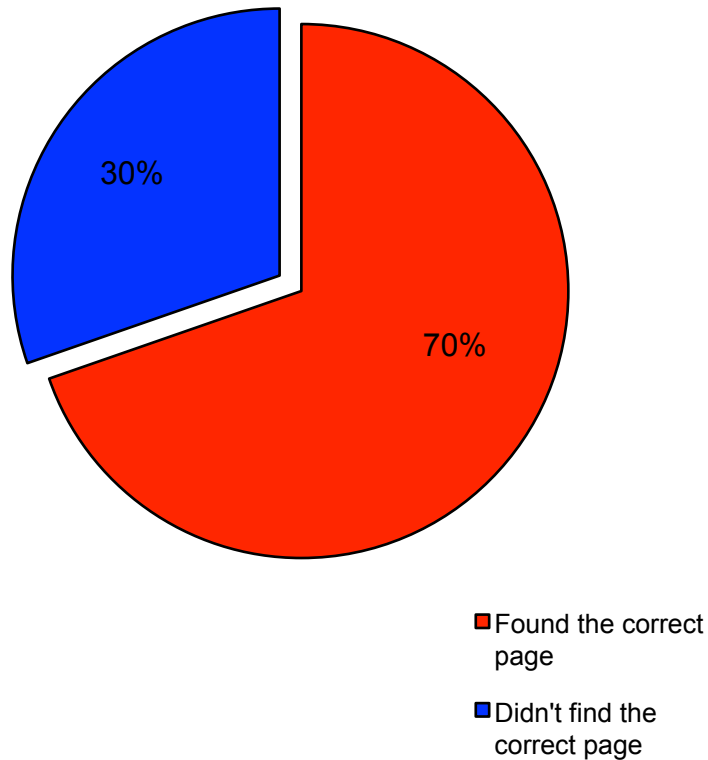
Correct Page
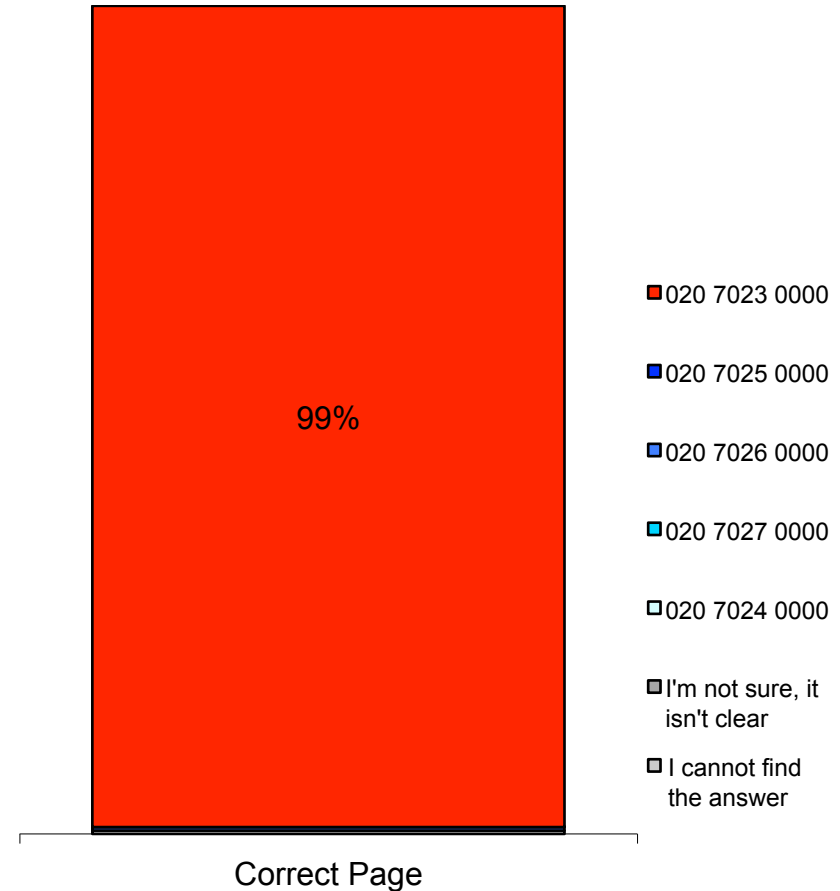
Sample size: 343

Sample size: 239

Task 5 - Navigation: Consistent path taken to complete this task with 6/10 respondents routing via Organisations, and 2/10 using 'Search.
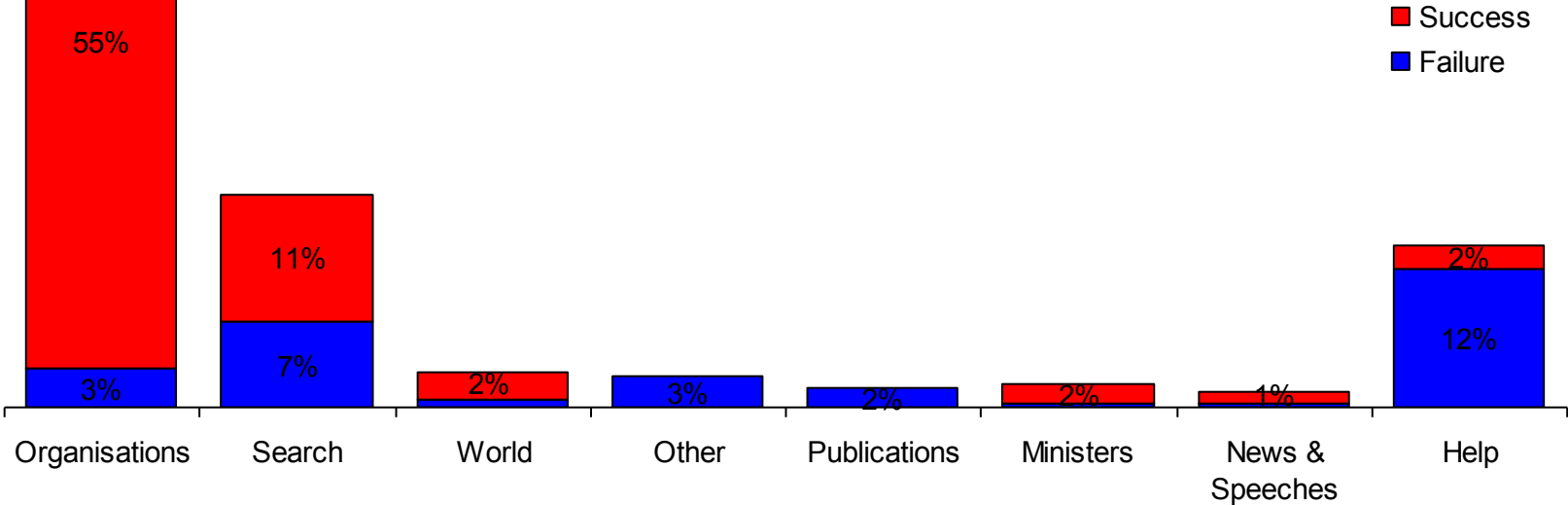
Legend:
- Success (red)
- Failure (blue)

Category	Success	Failure
Organisations	55%	3%
Search	11%	7%
World	2%	
Other		3%
Publications		2%
Ministers	2%	
News & Speeches	1%	
Help	2%	12%

Research Findings

Respondent profile

Actual completion rates

Time taken

Ease at completing task

Reading behaviour

Content style

2c

Actual time spent to complete each task: Average time to complete a task with 196 seconds, and the longest was 252 seconds.

Sample size = 343
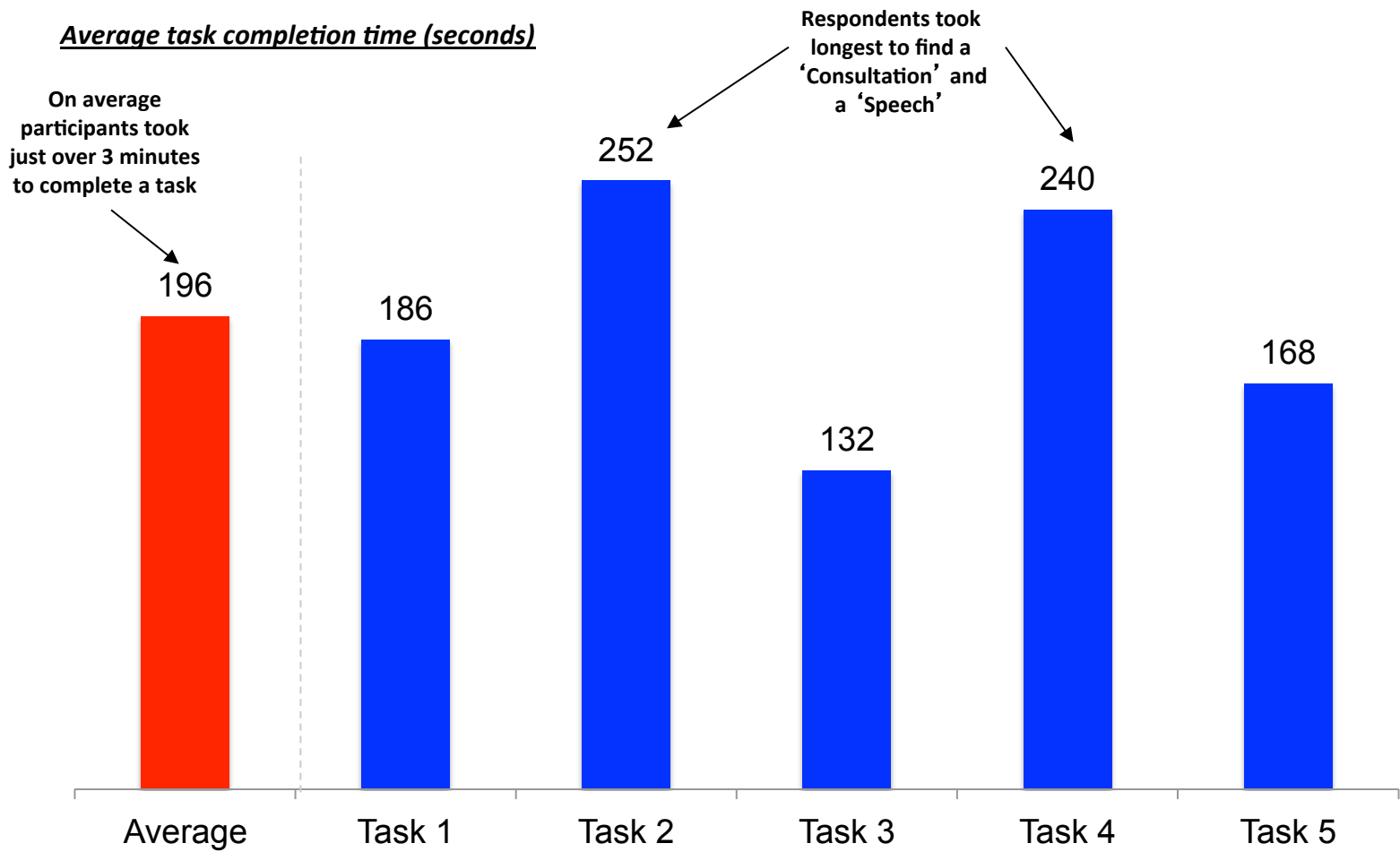
**Average task completion time (seconds)**

Respondents took longest to find a 'Consultation' and a 'Speech'

On average participants took just over 3 minutes to complete a task

Average	Task 1	Task 2	Task 3	Task 4	Task 5
196	186	252	132	240	168

Research Findings

Respondent profile

Actual completion rates

Time taken

Ease at completing task

Reading behaviour

Content style

2d

Task Completion Ease of Use: Overall 50% of participants found it 'Very/Quite Easy' to complete the tasks. Those who completed a task successfully were more likely to find it easy, however a significant proportion of still found them difficult.

Question: How easy did you find the tasks to complete?

Sample size = Average 343, Complete Task 1 – 220, Complete Task 2 – 241, Complete Task 3 - 219, Complete Task 4 – 168, Complete Task 5 - 237
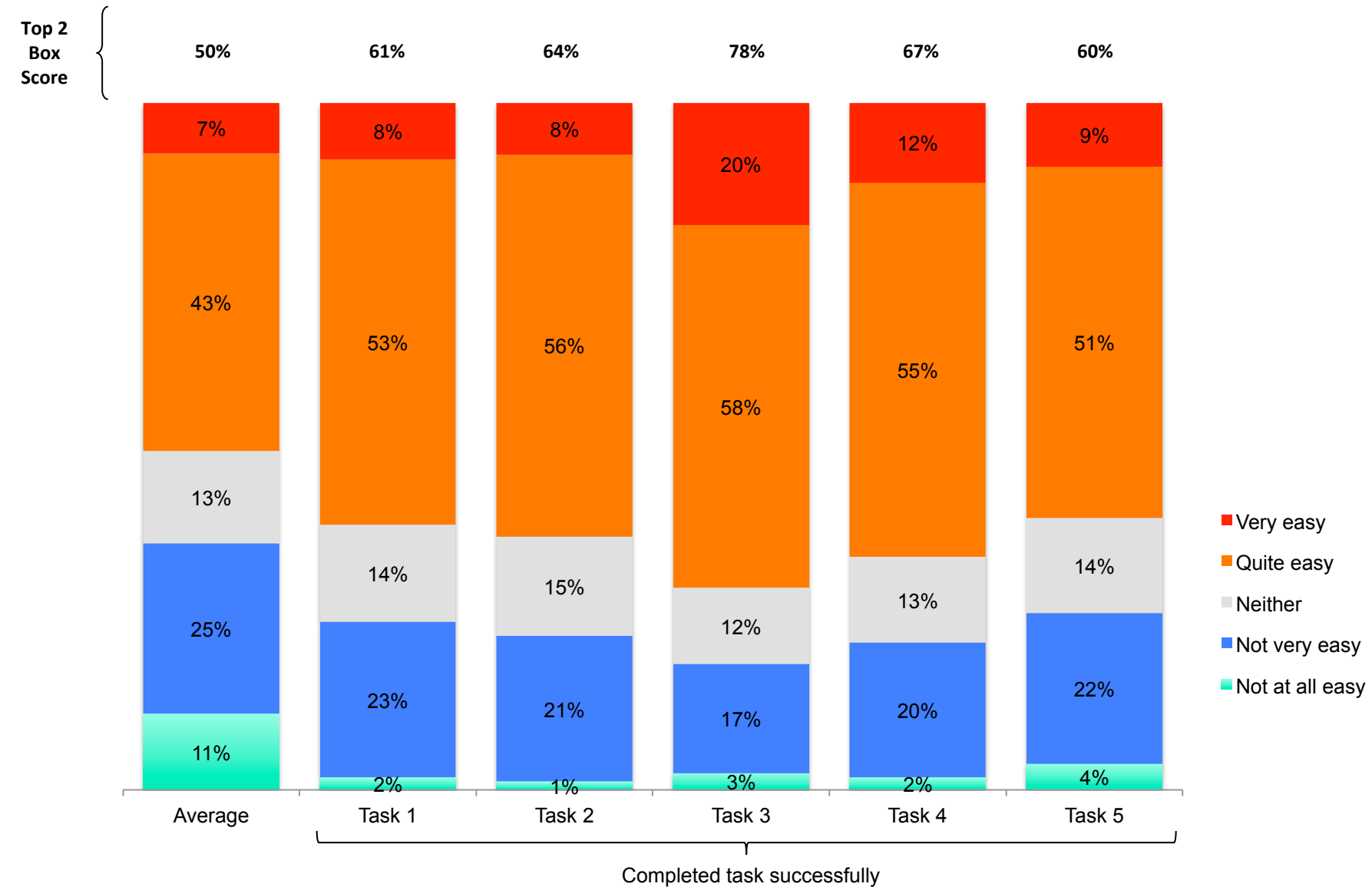
Research Findings

Respondent profile

Actual completion rates

Time taken

Ease at completing task

Reading behaviour

Content style

2e

Reading behaviour: Only 1:10 participants read all the information presented, with 5:10 reading 'Some' of the information or 'Skim reading'. Key information therefore needs to be signposted and written simply in all content on the site.

Question: Which of the following statements best describes how you found the answers to the previous questions?
Sample size = 343

38%

43%

42%

38%

43%

34%

25%

29%

17%

17%

16 - 18   19 - 24   25 - 34   35 - 44   45 - 54

Read all of the information   Read most of the information   Read some of the information

36%

30%

21%

13%

All   Most   Some   Skimmed
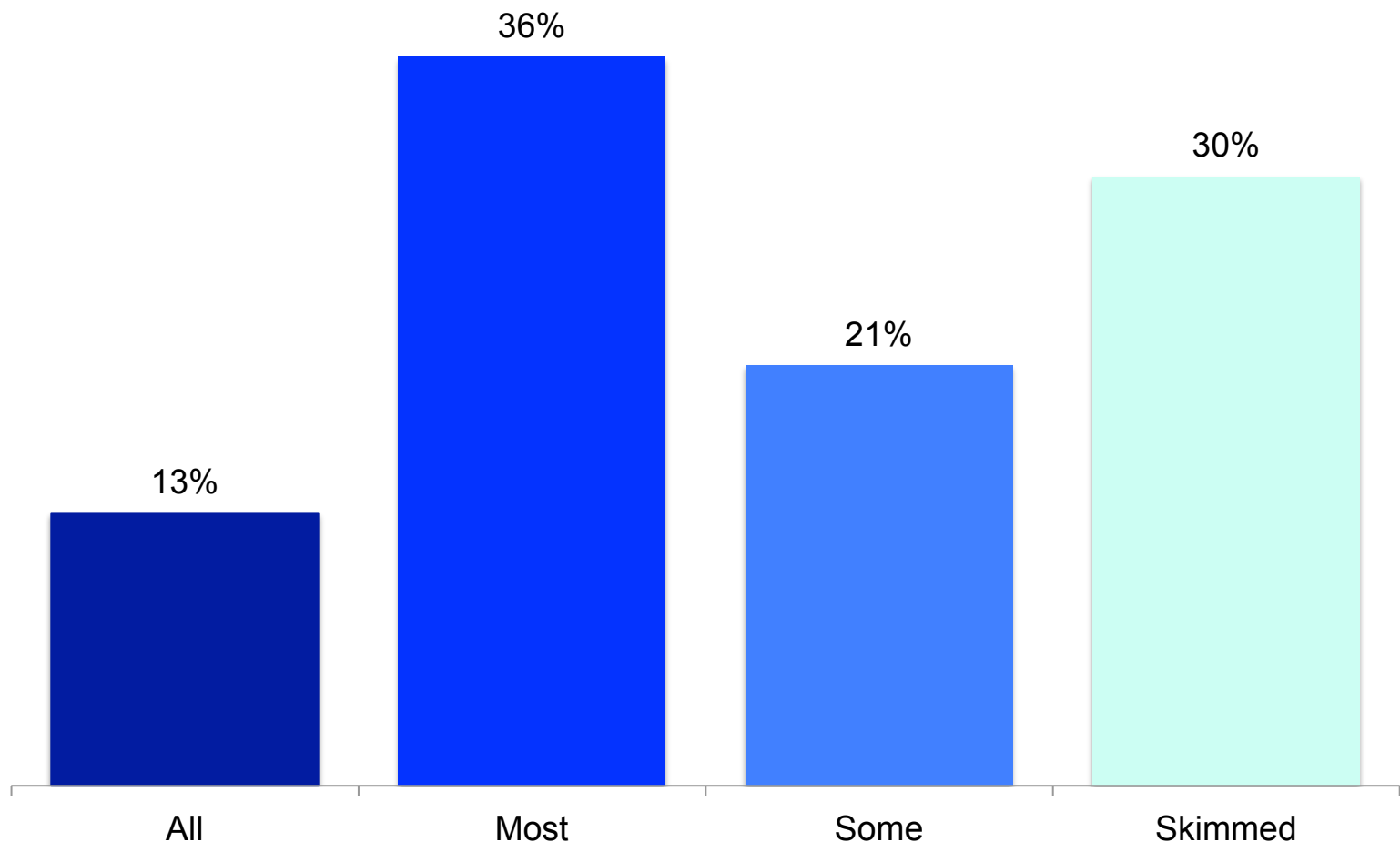
Research Findings

User profile

Actual completion rates

Time taken

Ease at completing task

Reading behaviour

Content style

2f

Writing style: Both styles of content appear straightforward, but Betagov slightly more so, together with being to the point, and reassuring.

Question: Which of the following words **best describes** the style of the writing that is used on the page(s) that you have read?

Sample size = 343

	Positive	Negative
Straightforward	30%	
Longwinded		29%
To the point	28%	
Complicated		25%
Up to date	22%	
Overwhelming		22%
Cluttered		21%
Confusing		20%
Full of jargon		20%
Friendly	13%	
Trustworthy	11%	
Basic		11%
Worrying		10%
Untrustworthy		9%
Short	6%	
Reassuring	5%	

Amount of information on a page: Approximately half the participants said the content contained the 'right amount of information' with 4/10 saying there was 'too much'. Only a minority said there was too much.

Which of the following best describes your opinion of the **amount** of information provided on the page(s) that you have just read?
Sample size = 343
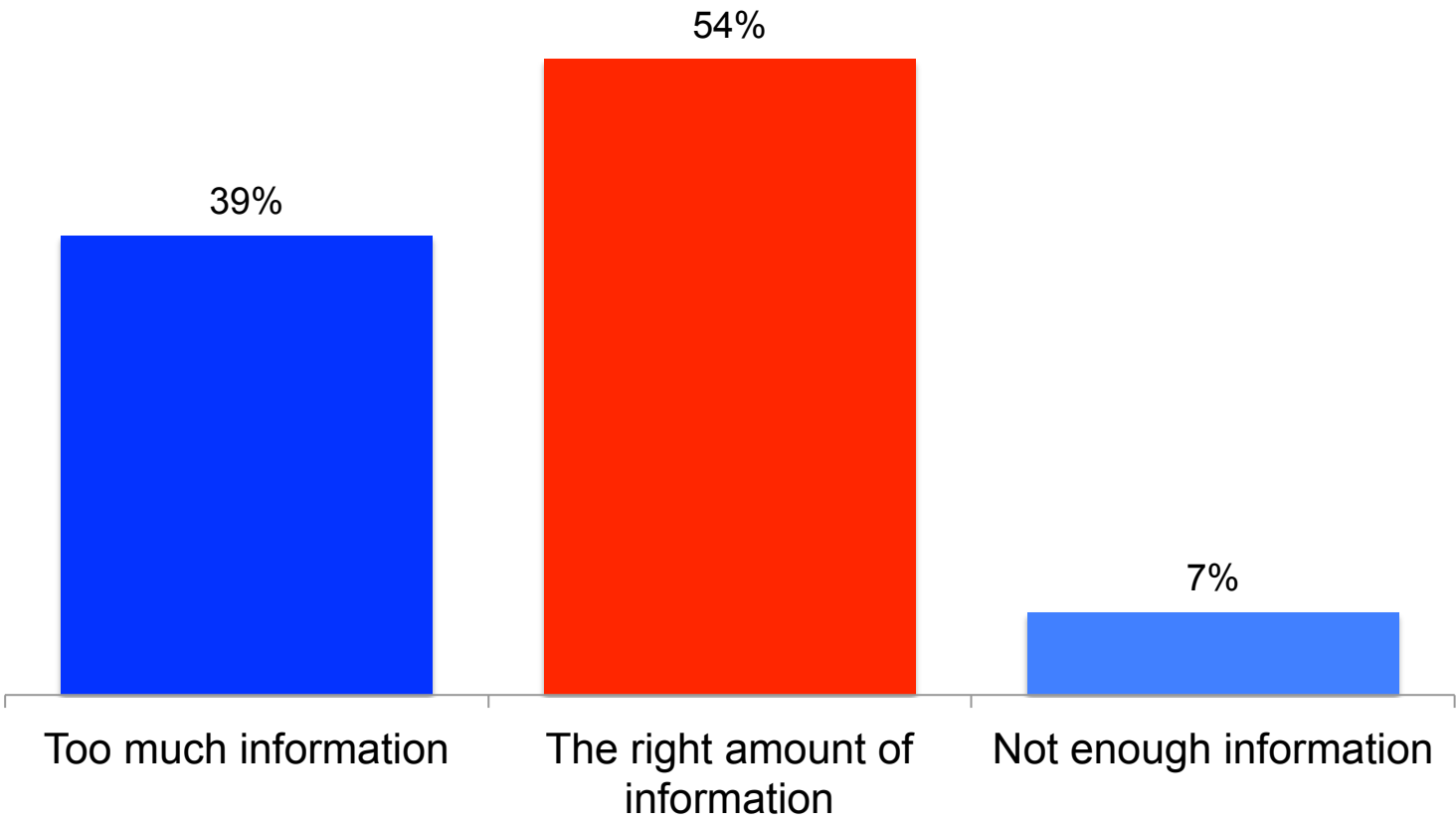
Objectives & Methodology

Research Findings

Summary

3

Summary

1 Overall the site performed well with 4 out of 5 tasks being completed by the majority. Respondents only struggled with one task (Task 4), when they were asked to find which Policy a Speech related to.

2 Task completion increased significantly amongst those respondents who navigated to the correct page containing the information.

3 Respondents tended to choose a consistent navigational path on the majority of tasks – however on a couple of tasks (3 and 4) there was some confusion on where to start . Task 3 also saw a high proportion of respondents using Search.

4 Participants found the information relatively quickly considering the complexity of the tasks, with an average of 196 seconds across all tasks. Respondents took the longest trying to find 'Consultations' and 'Speeches'.

5 50% of respondents found the tasks easy to complete, with just over a third finding them difficult. Interesting, even those who completed tasks successfully expressed that they had some difficulty find the correct information.

6 Some participants described the content as 'straightforward', 'to the point', and up to date, while other said it was longwinded and complicated.

7 Just over 50% of participants agreed that Inside Government contained the 'right amount of information', while 39% said it contained too much.