Inside Government Content and Layout Testing

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**Objectives & Methodology**   **1**

Research Findings

Appendix – task list

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
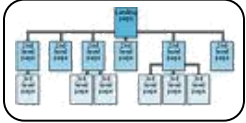
|		
	User journey mapping	Where do people go?
	Time taken	How long does it take?
	Task completion rates	Can people find the correct information?
	Ease of use	How easy do people find the information?
	Content style	How users describe the content styles
	Amount of information	Are users happy with the amount of information?

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

Stage 1
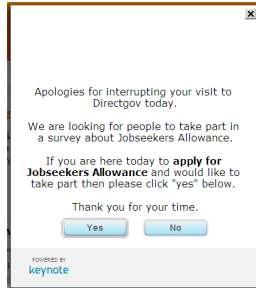
- Participants invited from an online panel
- Screened for suitability
- Software was downloaded
- Pre task expectations were established

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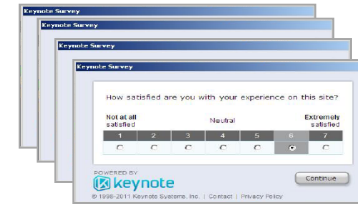
- Participants were asked a series of questions at the end of their task to measure their actual experience

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 |

<u>Research Findings</u>

Respondent profile

Actual completion rates

Time taken

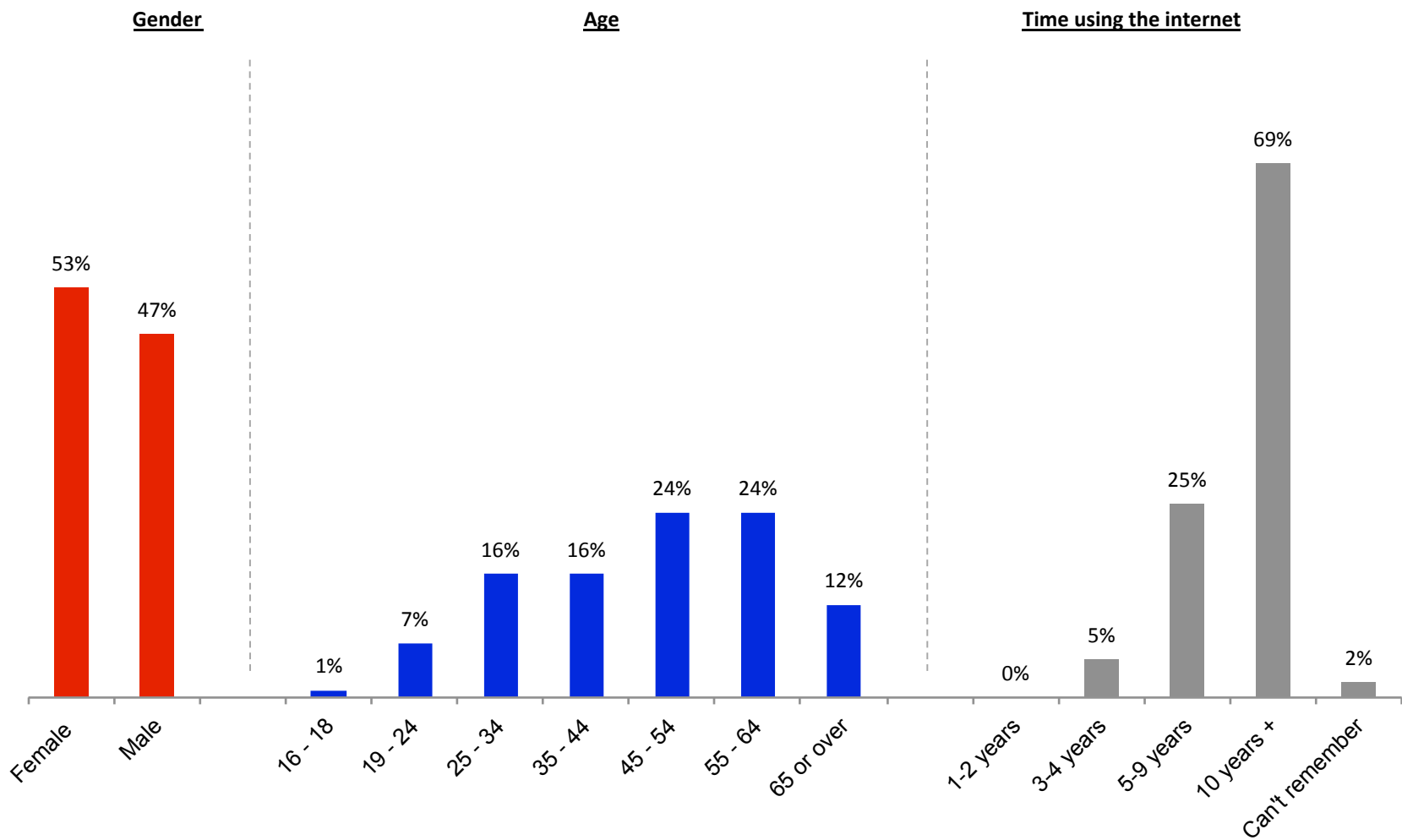Ease at completing task

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: 53%
- Male: 47%

Age

- 16 - 18: 1%
- 19 - 24: 7%
- 25 - 34: 16%
- 35 - 44: 16%
- 45 - 54: 24%
- 55 - 64: 24%
- 65 or over: 12%

Time using the internet

- 1-2 years: 0%
- 3-4 years: 5%
- 5-9 years: 25%
- 10 years +: 69%
- Can't remember: 2%

Research Findings

Respondent profile

Actual completion rates   **2**b
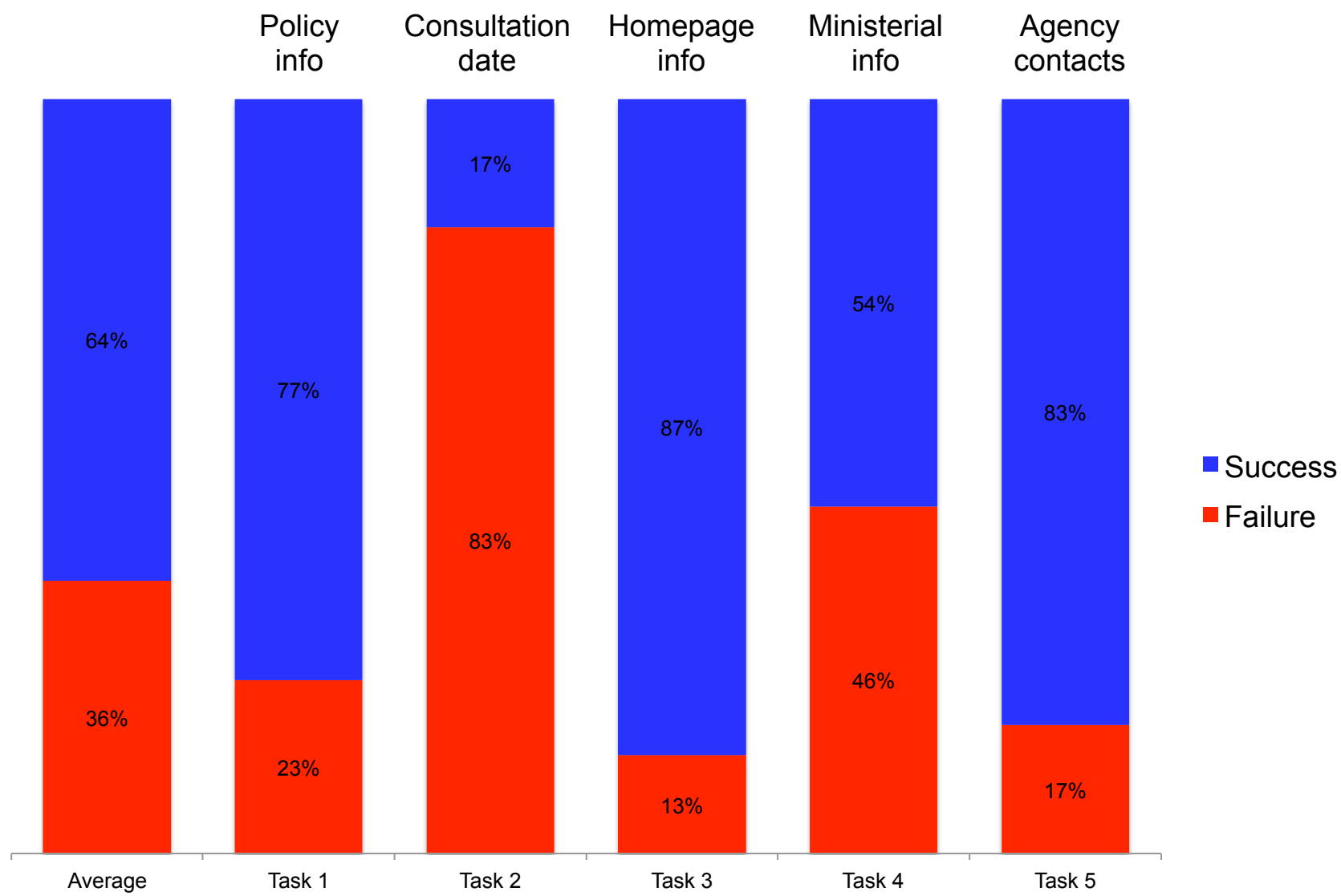
Time taken

Ease at completing task

Reading behaviour

Content style

Key Highlights

- Task completion was a minute faster than the previous testing in April 2012

- Average task completion was similar to previous round in April 2012 (64% vs. 60%). Although some tasks were achieved with greater success:

  - Policy information being found more easily (77% vs 64%)
  - Ministerial information being found more easily (54% vs 33%)
  - Agency/Department contact numbers being found more easily (83% vs 69%)
  - Information on the homepage easy to digest, and links to other content widely used

- Users struggled to find Consultation information – although once the consultation was found, the correct information was easy to locate.
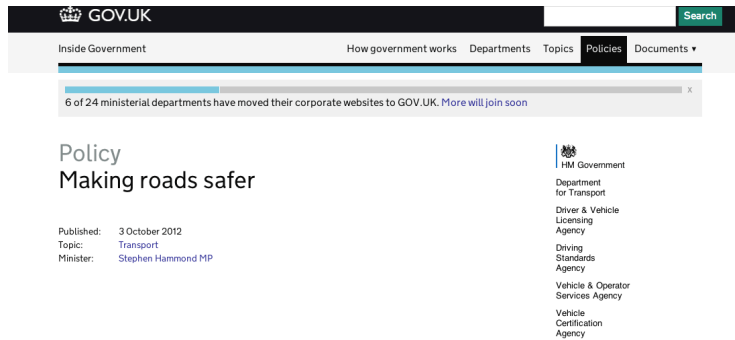
Overall Task Success: Average task success higher than previous testing, however, struggled with Task 2 and Task 4.

| | Policy info | Consultation date | Homepage info | Ministerial info | Agency contacts |

Average: Success 64%, Failure 36%
Task 1 (Policy info): Success 77%, Failure 23%
Task 2 (Consultation date): Success 17%, Failure 83%
Task 3 (Homepage info): Success 87%, Failure 13%
Task 4 (Ministerial info): Success 54%, Failure 46%
Task 5 (Agency contacts): Success 83%, Failure 17%

■ Success
■ Failure

Average sample size: 384

Task 1 (Policy page) success: Overall the majority of respondents (77%) found the correct answer to this task.
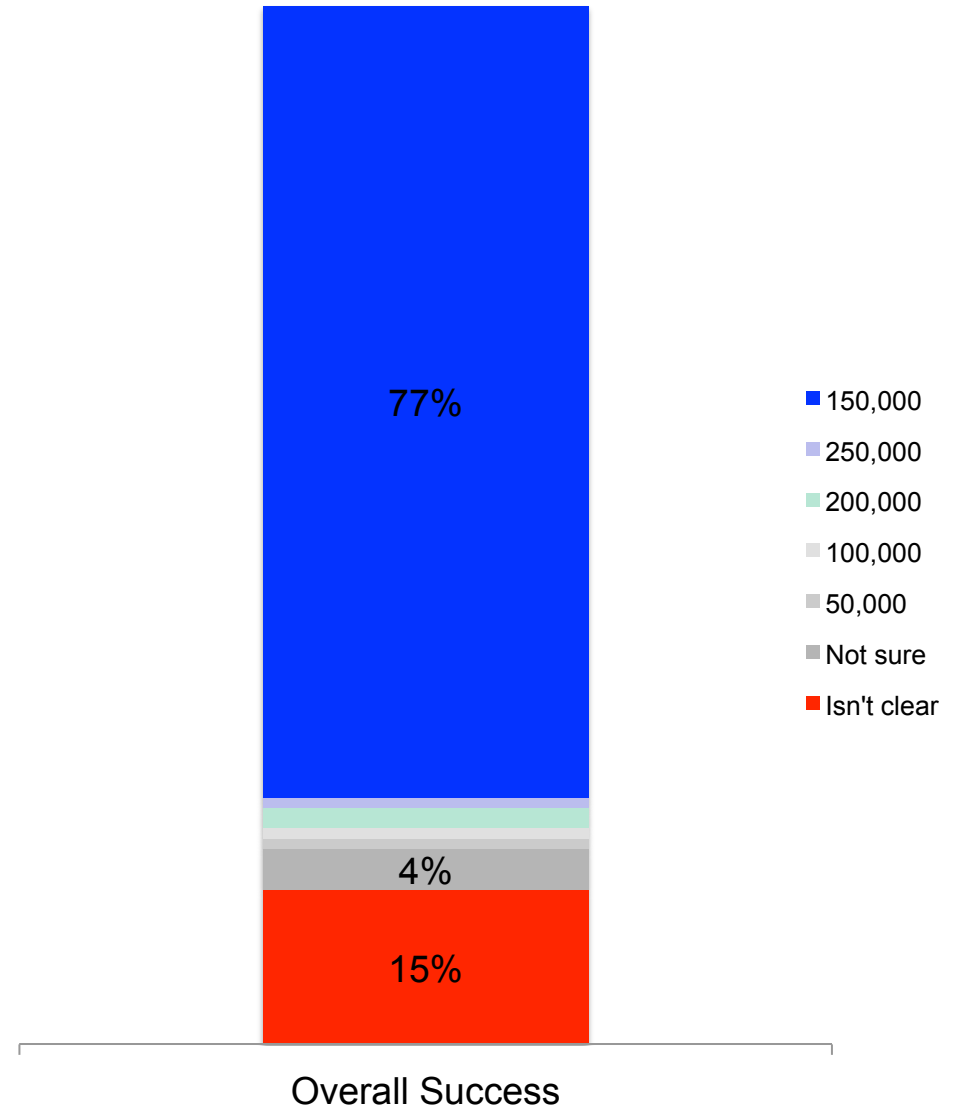
Question: Go to the Department for Transport homepage and find the policy on **'Making roads safer'** and tell us how many uninsured vehicles are seized every year. Please indicate your answer below.
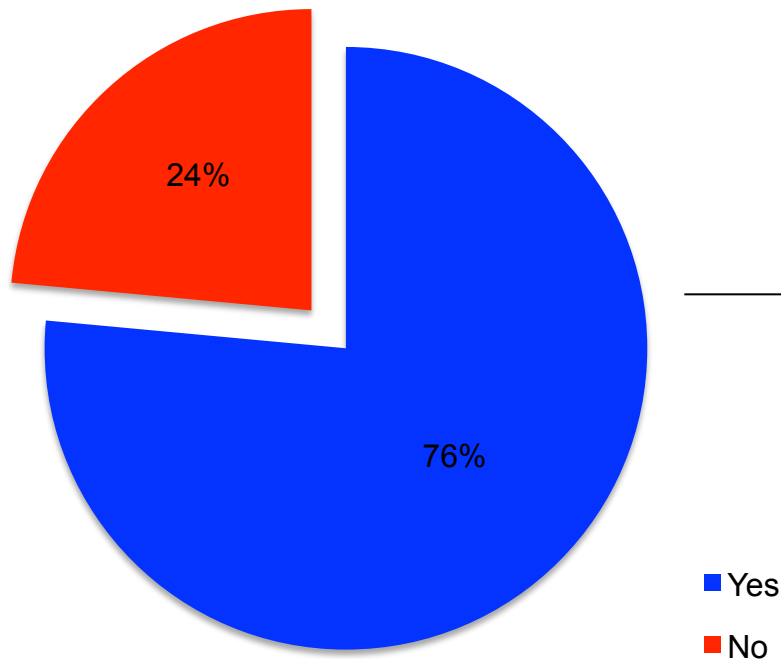
Sample size: 400

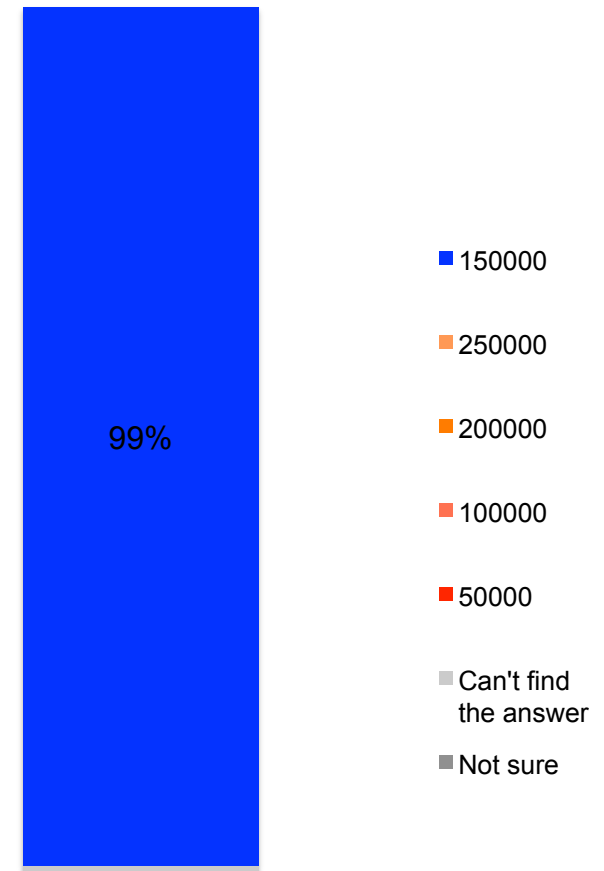Good page layout and comprehension of policy pages

Sample size: 374

Legend:
- 150,000
- 250,000
- 200,000
- 100,000
- 50,000
- Not sure
- Isn't clear

77%

4%

15%

Overall Success

Task 1 (Policy page) success: 76% of respondents managed to find the correct Policy page. Task success increased accordingly with 99% of those who found the correct page completing the task successfully.

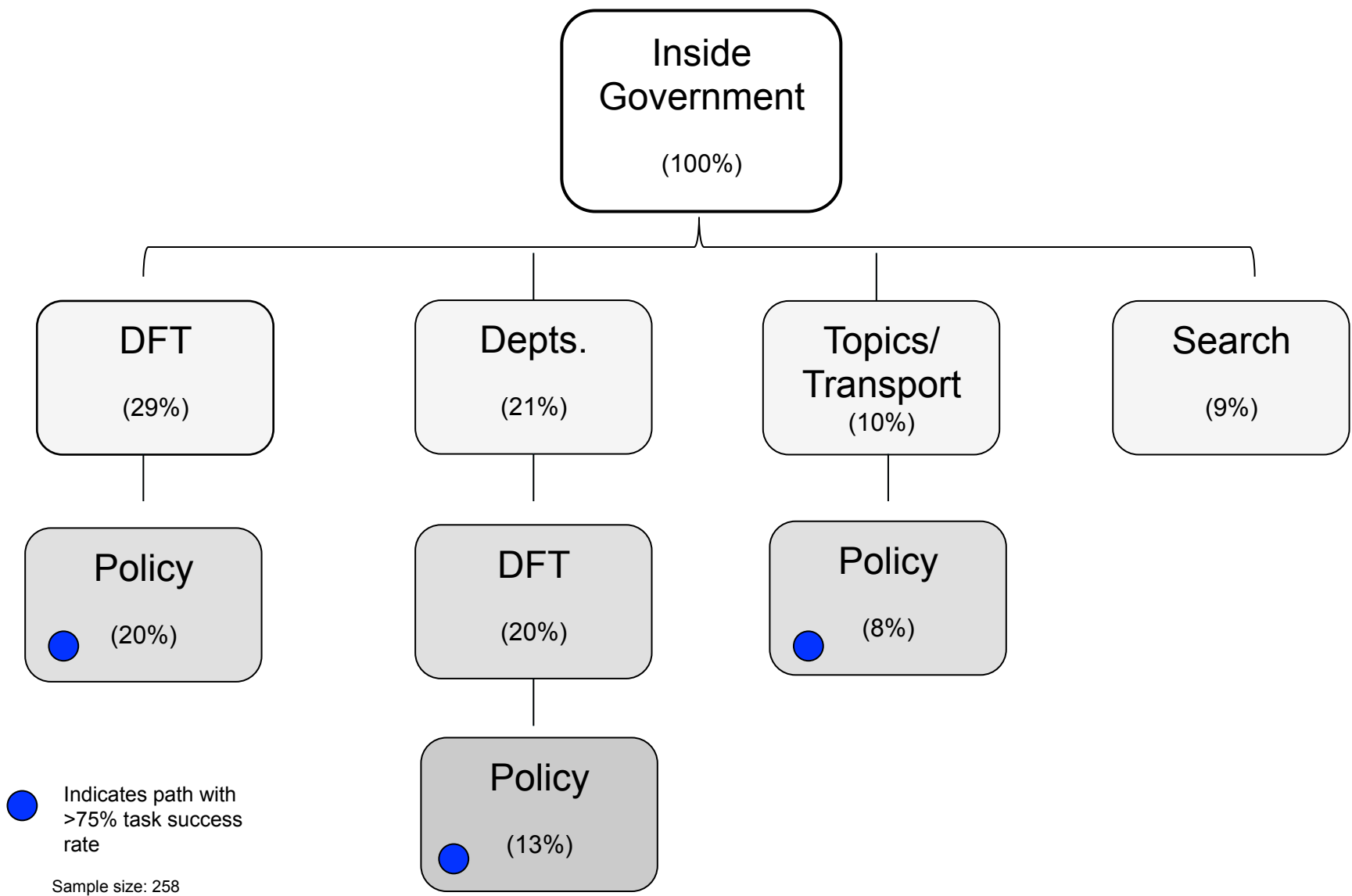Proportion of respondents who found the correct page

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

24%

76%

Yes

No

99%

- 150000
- 250000
- 200000
- 100000
- 50000
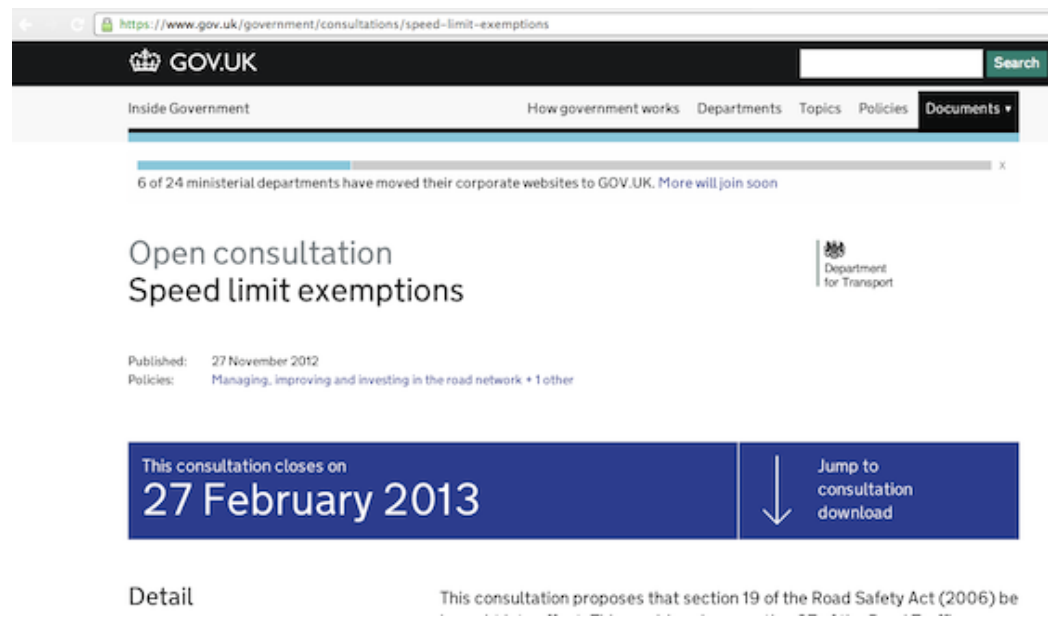- Can't find the answer
- Not sure

Sample size: 374

Sample size: 282

Task 1 (Policy page) common paths: Homepage links were used 4/10 participants (DFT and Topics/Transport). Others chose to use the Depts. In the top navigation bar, or search.

Inside Government (100%)

DFT (29%)

Depts. (21%)

Topics/ Transport (10%)

Search (9%)

Policy (20%)

DFT (20%)

Policy (8%)

Policy (13%)

Indicates path with >75% task success rate
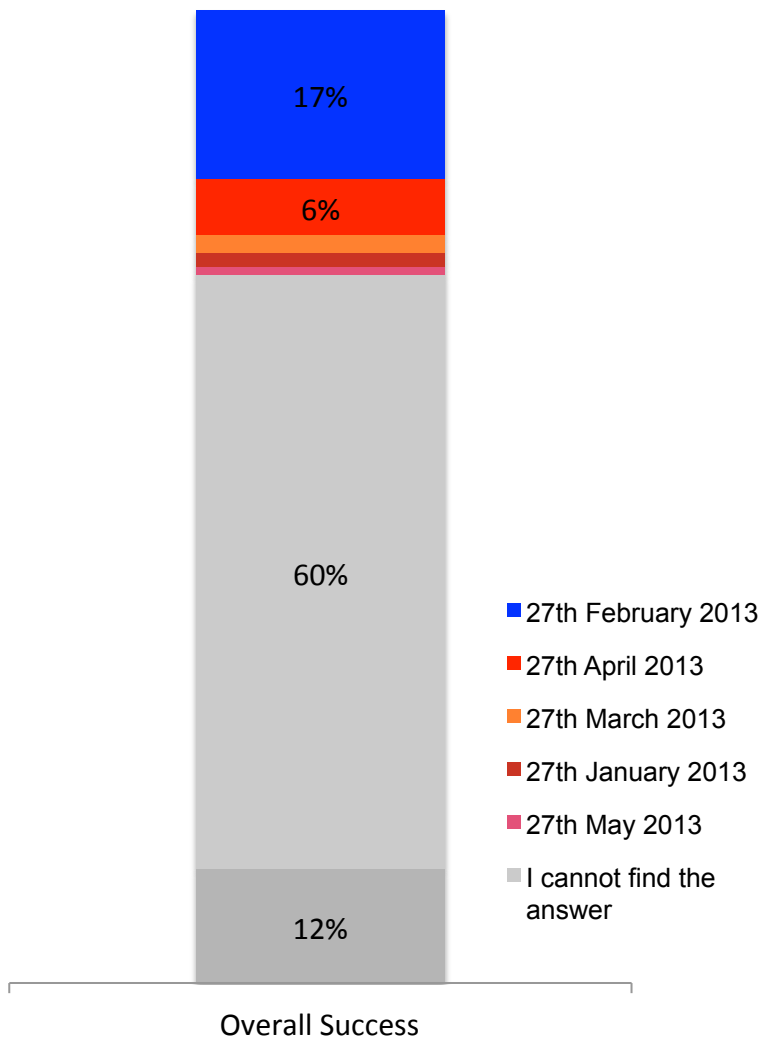
Sample size: 258

Task 2 (Consultations page) success: The majority of respondents (60%) failed to find the correct answer to this task.

Question: Find the Department for Transport consultation on **'Speed limit exemptions'** and tell us when the consultation closes.
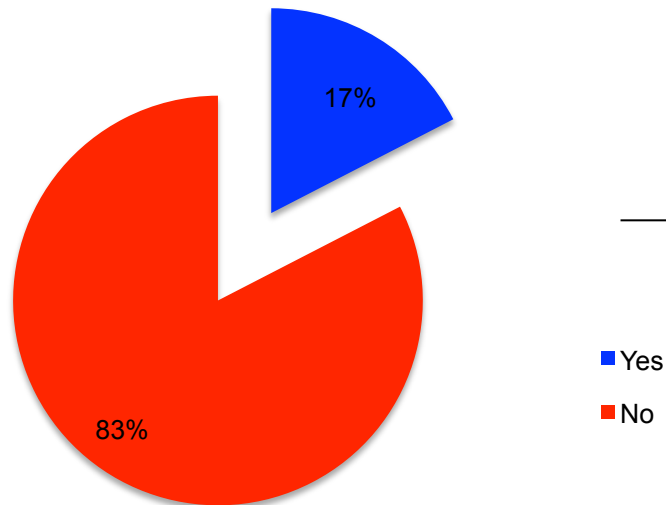

Sample size: 373

Overall Success

- 27th February 2013 — 17%
- 27th April 2013 — 6%
- 27th March 2013
- 27th January 2013
- 27th May 2013
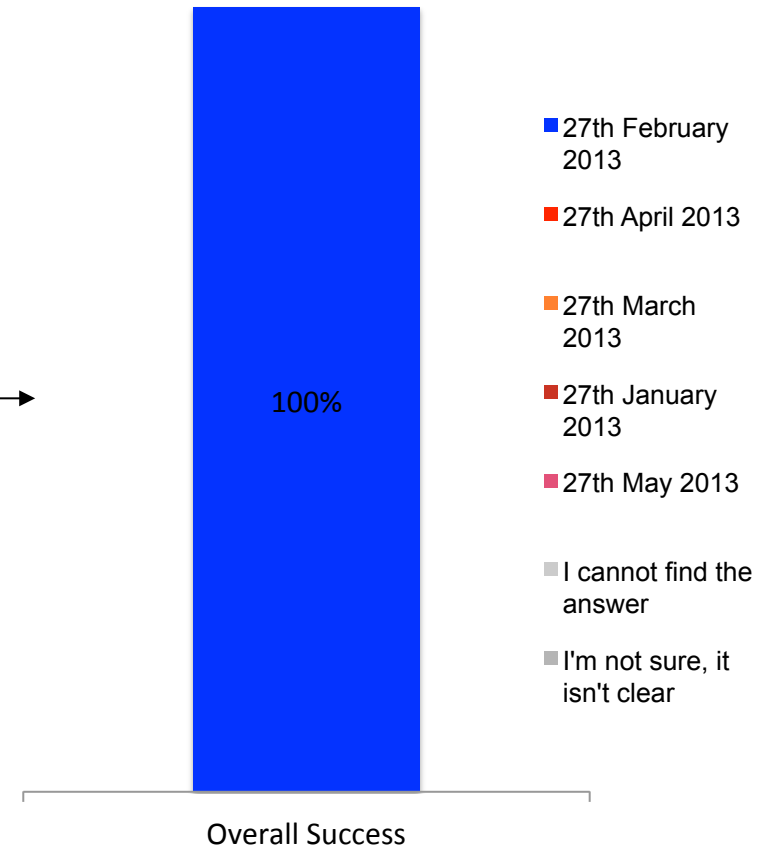- I cannot find the answer — 60%

12%

Task 2 (Consultation page) success on page: Few respondents found the correct policy. However, task completion was successful for all of those that did find the correct page

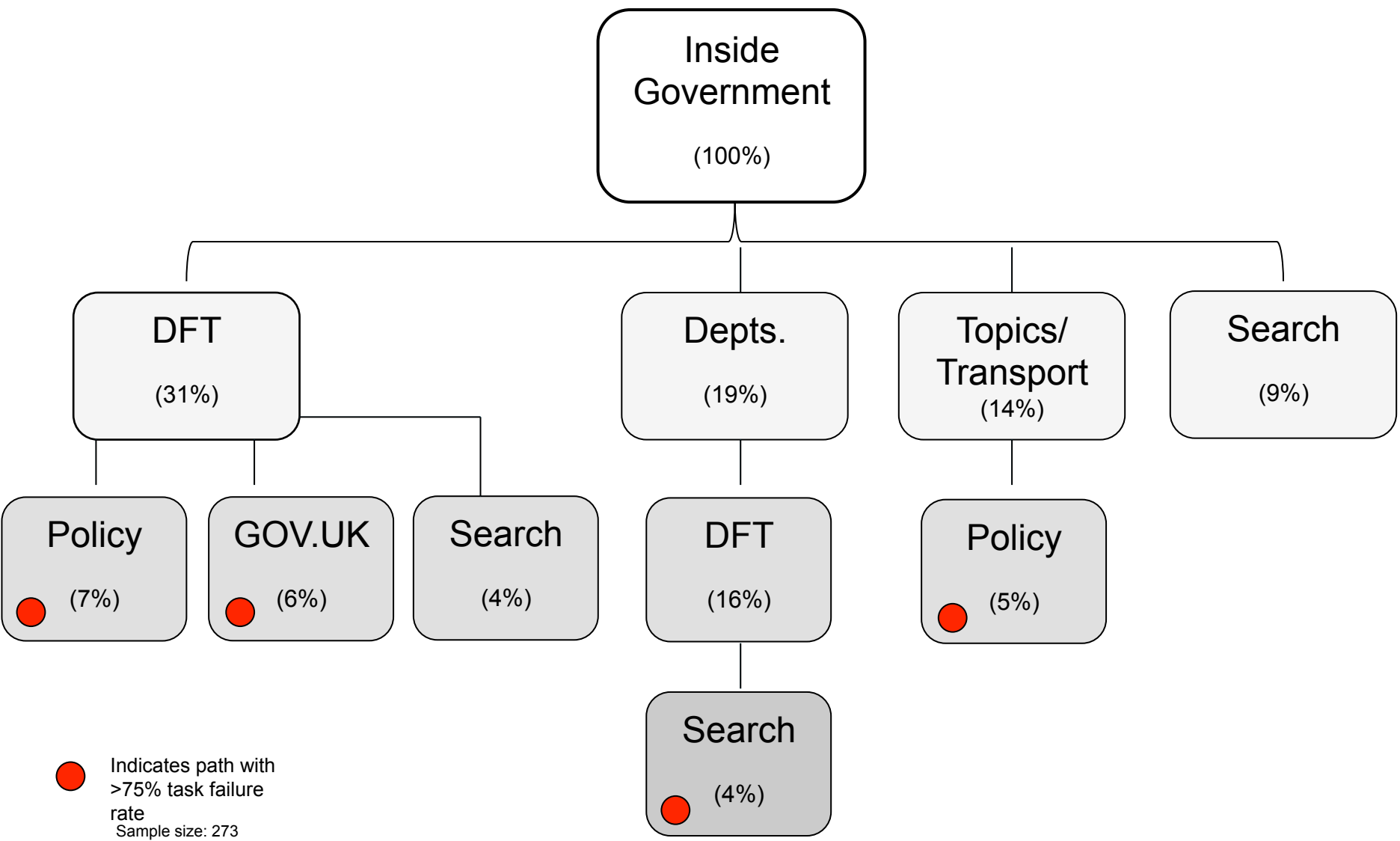<u>Proportion of respondents who found the correct page</u>

<u>Proportion of those who found the correct page and completed the task successfully</u>

17%

83%

■ Yes
■ No

100%

■ 27th February 2013

■ 27th April 2013

■ 27th March 2013

■ 27th January 2013

■ 27th May 2013

■ I cannot find the answer

■ I'm not sure, it isn't clear

Overall Success

Sample size: 373

Sample size:65

Task 2 (Consultation page) Common Paths: Confusion over where to start their journey contributed to respondents failure to complete the task. DFT Homepage link was the most popular route, but like other routes, also involved search

Inside Government (100%)

DFT (31%)
Depts. (19%)
Topics/ Transport (14%)
Search (9%)

Policy (7%) 🔴
GOV.UK (6%) 🔴
Search (4%)
DFT (16%)
Policy (5%) 🔴

Search (4%) 🔴

🔴 Indicates path with >75% task failure rate
Sample size: 273

Task 3 (Homepage) success: Majority of respondents (87%) found the correct answer to this task.

Question: How many **ministerial departments** are there?

https://www.gov.uk/government/how-government-works

How government is run

Government departments and agencies

Departments and their agencies are responsible for putting government policy into practice.

24
Ministerial departments

20
Non-ministerial departments

300+

Government departments

Some departments, like the Ministry of Defence, cover the whole UK. Others don't – the Department for Work and Pensions doesn't cover Northern Ireland. This is because some aspects of government are devolved to Scotland, Wales and Northern Ireland.
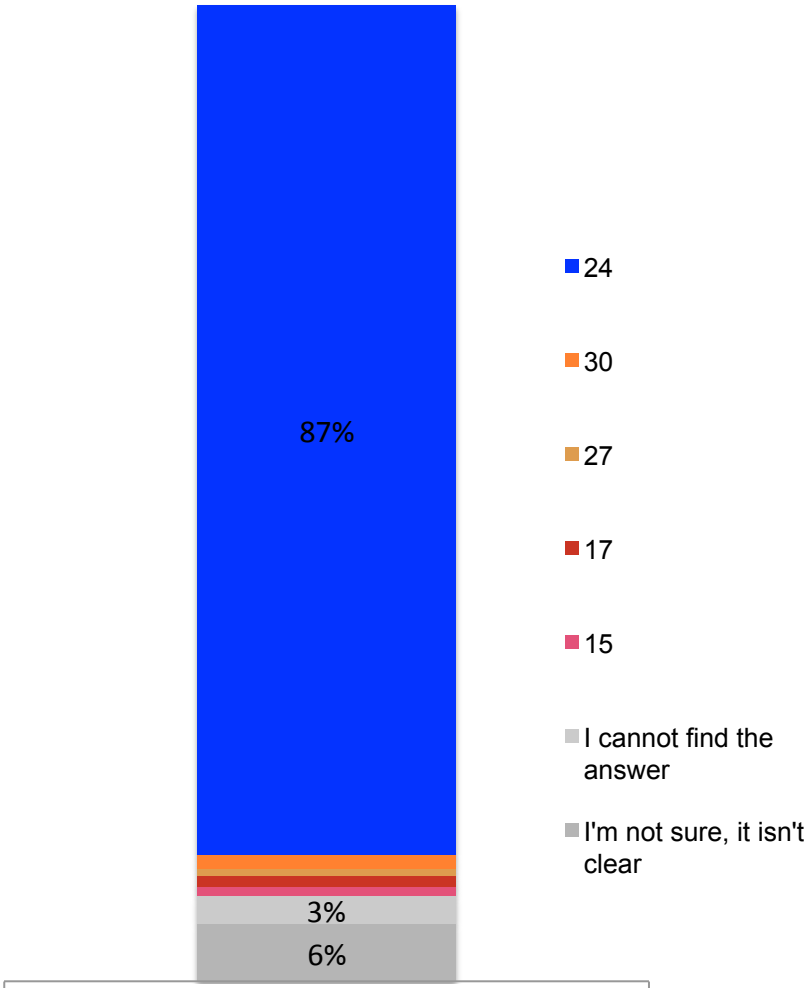
Non-ministerial departments are headed by senior civil servants and not ministers. They usually have a regulatory or inspection function like the Charity Commission.

Other public bodies

These have varying degrees of independence but are directly accountable to ministers. There are 4 types of non-departmental public bodies (NDPBs).

Executive NDPBs do work for the government in specific areas - for example, the Environment Agency.

Advisory NDPBs provide independent, expert advice to ministers - for example, the Committee on Standards in Public Life.

Sample size: 400

Task success

Legend:
- 24
- 30
- 27
- 17
- 15
- I cannot find the answer
- I'm not sure, it isn't clear

87%
3%
6%

Task 3 (Homepage) common paths: Most respondents completed the task via information on the homepage, although other went via departments in the navigation bar, while a small proportion searched
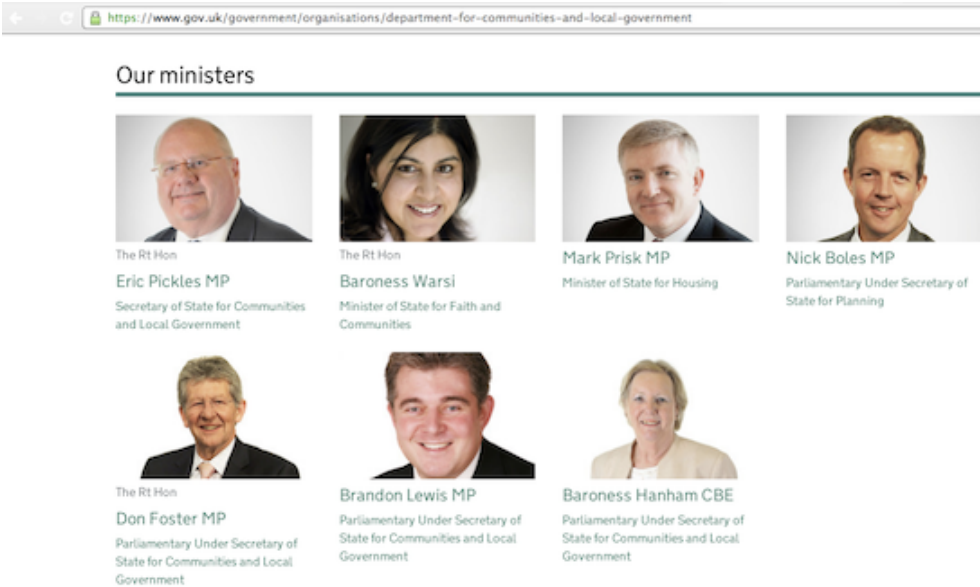
Inside Government

(100%)

Depts.

(16%)

Search

(5%)
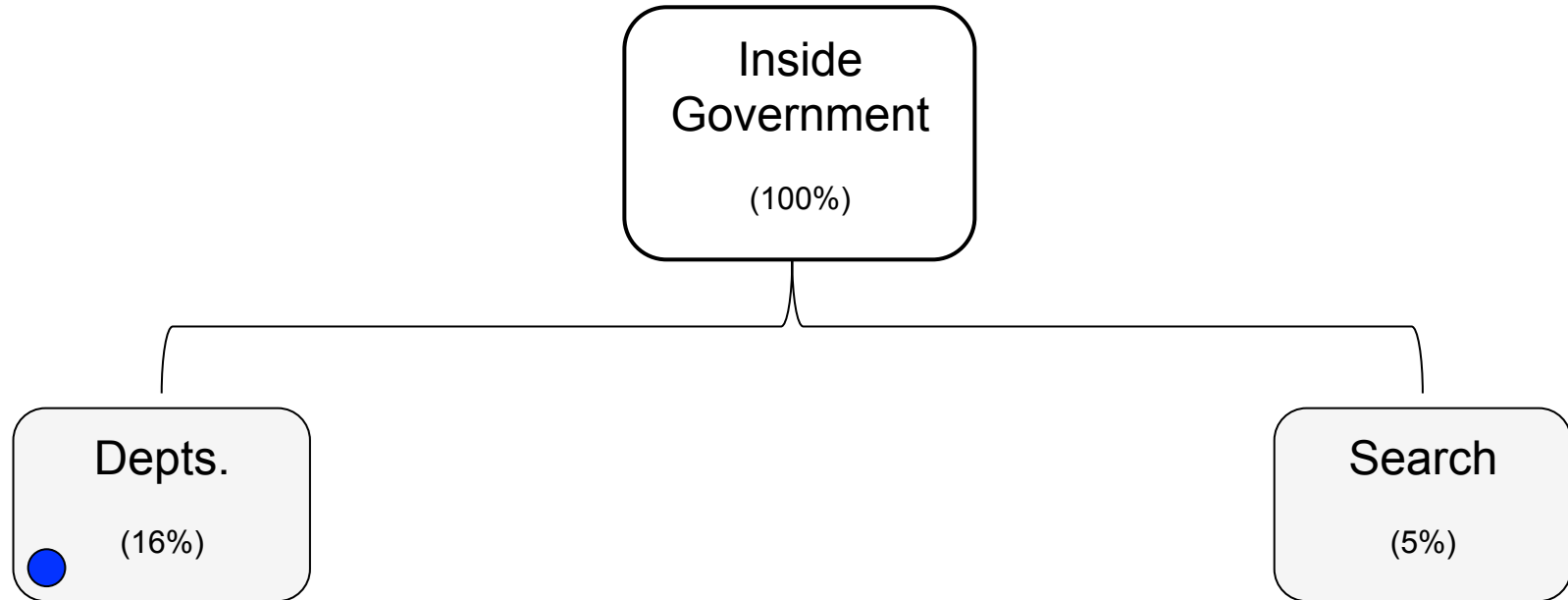
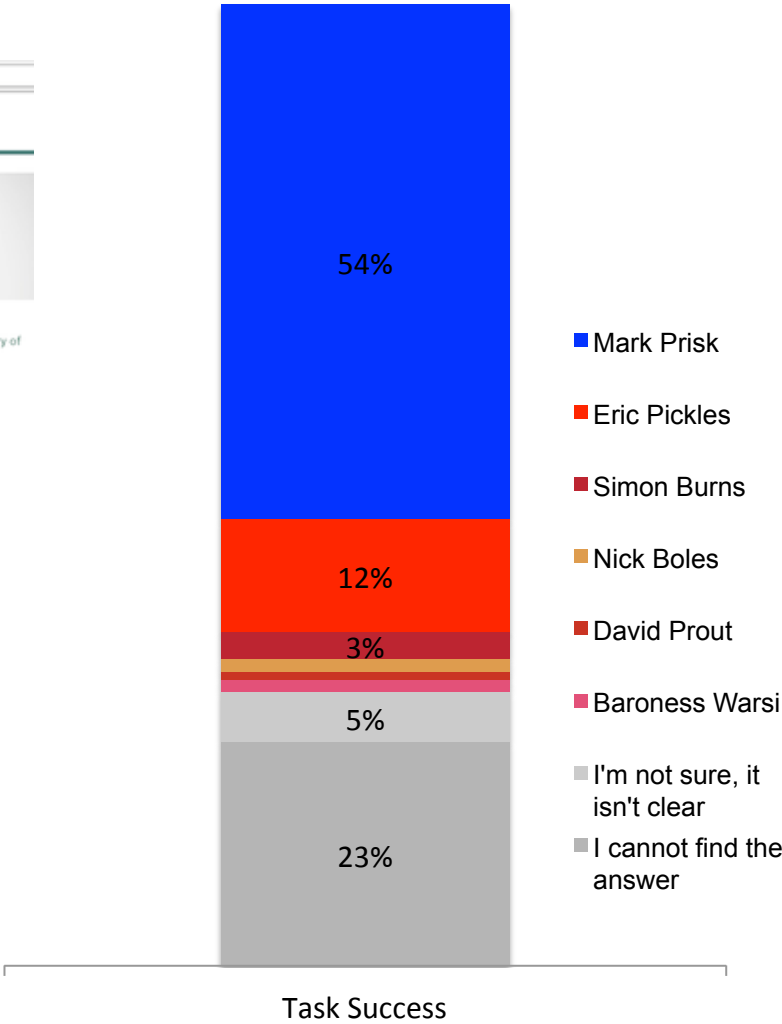Indicates path with >75% task success rate

Sample size: 400

Task 4 (Ministerial info) success: Just over half of respondents found the correct answer to this task – although lower than other tasks, this was a significant improvement on a similar task conducted in the last round of testing
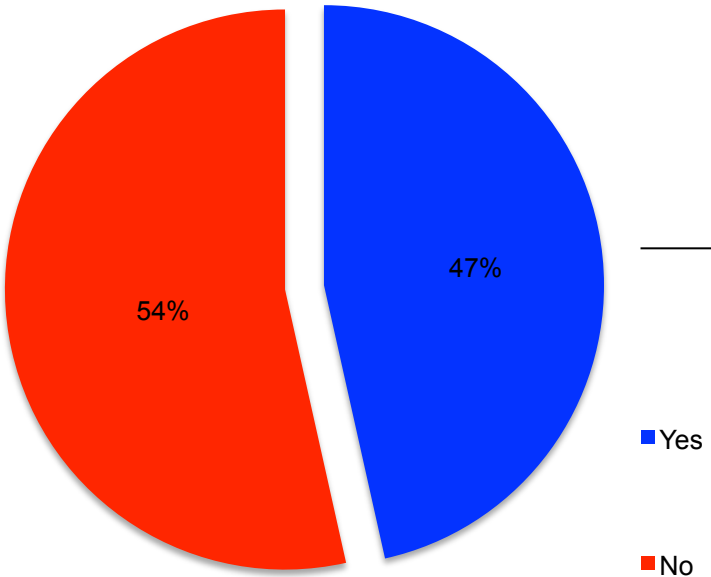
Question: Who is the Minister of State for Housing?
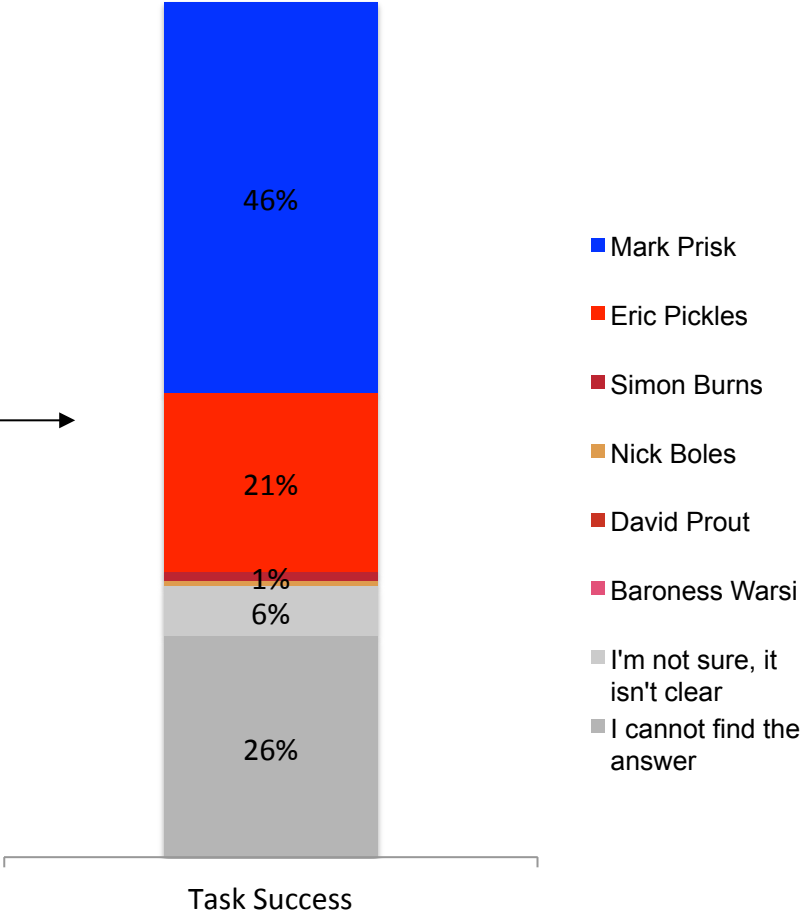

Sample size: 400

Task Success

Legend:
- Mark Prisk
- Eric Pickles
- Simon Burns
- Nick Boles
- David Prout
- Baroness Warsi
- I'm not sure, it isn't clear
- I cannot find the answer

54%
12%
3%
5%
23%

Task 4 (Ministerial info)success on page: 47% went to 'Topics/Housing' page with 46% finding the correct answer. Only 5% chose to go via the 'Ministers' page.

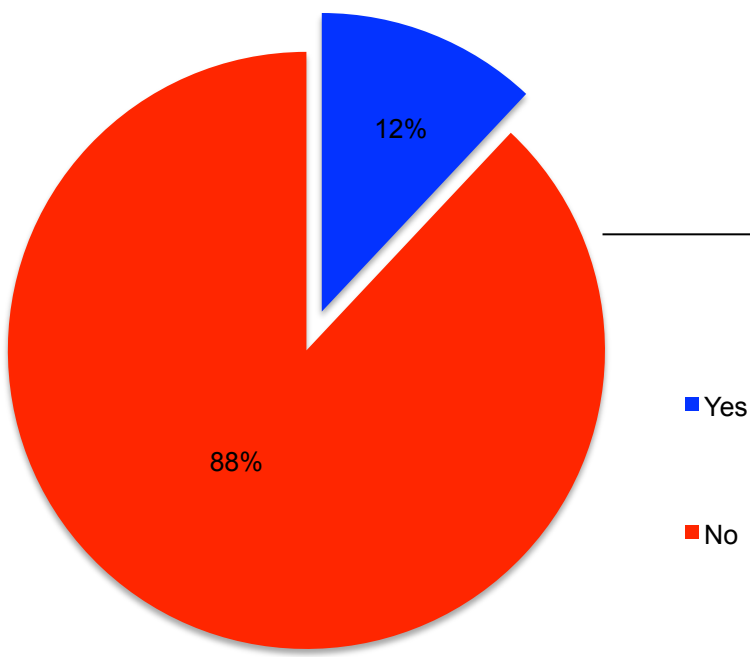**Proportion of respondents who went to www.gov.uk/ government/topics/housing**

Proportion of those who found this page and completed the task successfully

- Yes
- No

54%

47%

46%

21%

1%

6%

26%

- Mark Prisk
- Eric Pickles
- Simon Burns
- Nick Boles
- David Prout
- Baroness Warsi
- I'm not sure, it isn't clear
- I cannot find the answer

Task Success
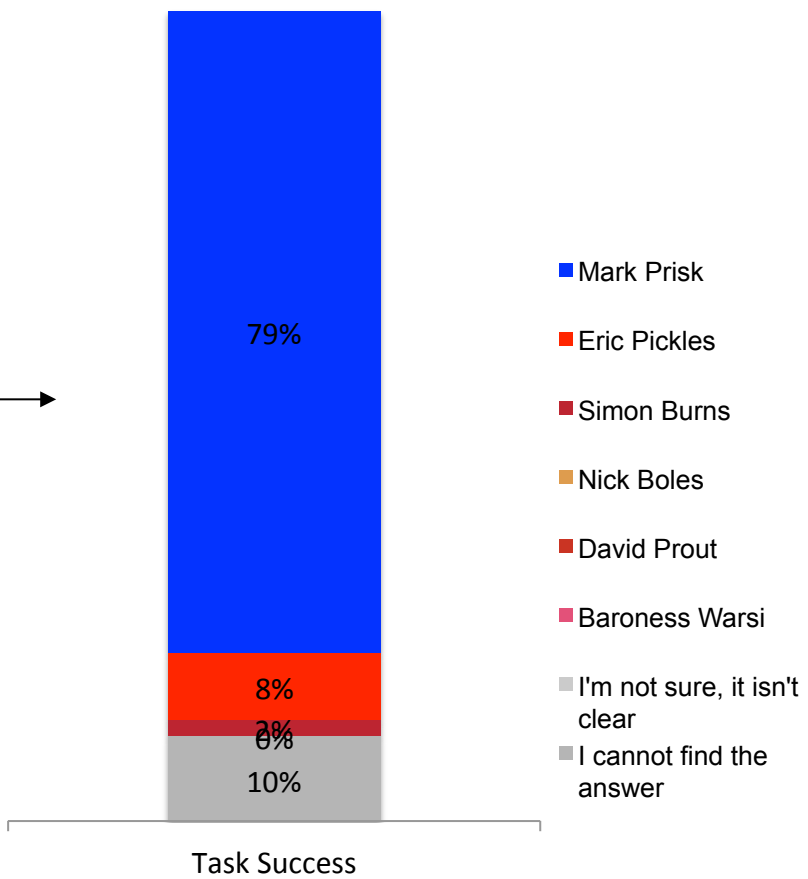
Sample size: 400

Sample size: 186

Task 4 (Ministerial info) success on page: 12% went to Department 'homepage' to find the answer for this task, with 8/10 finding the correct answer

Proportion of respondents who went to www.gov.uk/ government/organisations/ department-for-communities- and-local-government
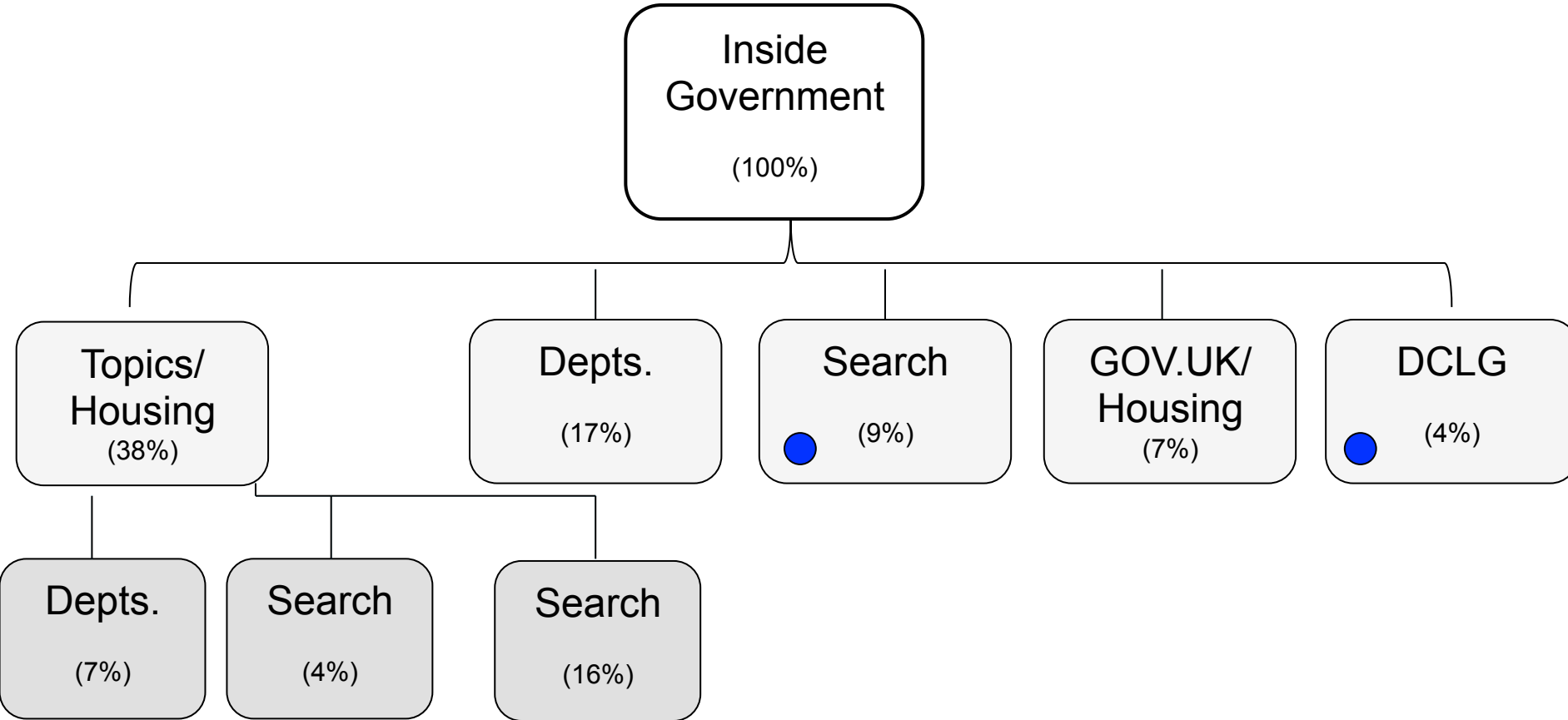
Proportion of those who found this page and completed the task successfully

12%

88%

- Yes
- No

79%

8%
2%
0%
10%

- Mark Prisk
- Eric Pickles
- Simon Burns
- Nick Boles
- David Prout
- Baroness Warsi
- I'm not sure, it isn't clear
- I cannot find the answer

Task Success
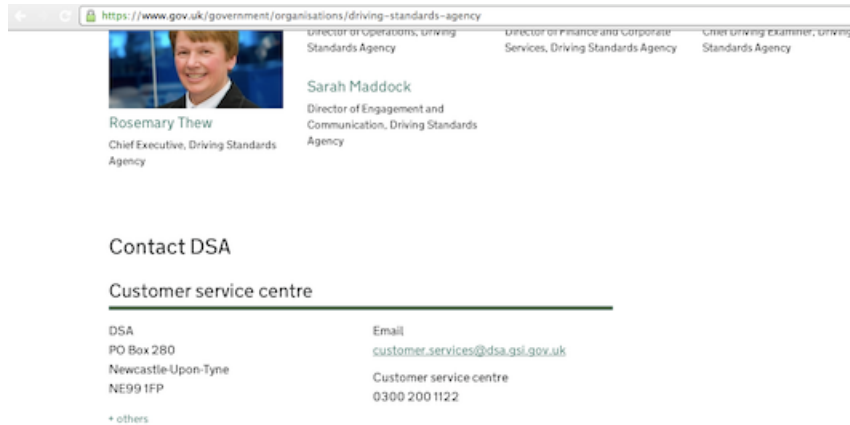
Sample size: 400

Sample size: 48

Task 4 (Ministerial info) common paths: Topics/Housing Homepage link was the key starting point for a 4/10 respondents, while others chose to go via departments in the top navigation bar

Inside Government (100%)

Topics/Housing (38%)

Depts. (17%)

Search (9%)

GOV.UK/Housing (7%)

DCLG (4%)

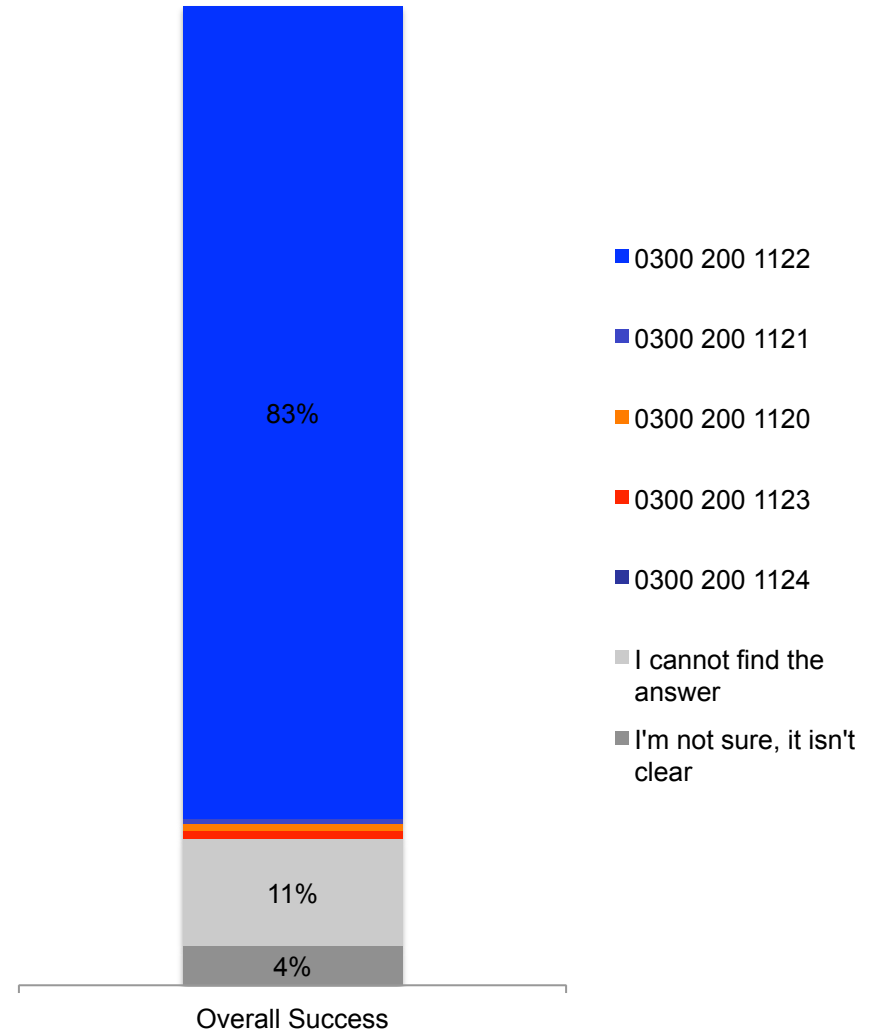Depts. (7%)

Search (4%)

Search (16%)

Indicates path with >75% task success rate

Sample size: 300

Task 5 (Agency contacts) success: The majority of people were able to locate the correct answer for this task.

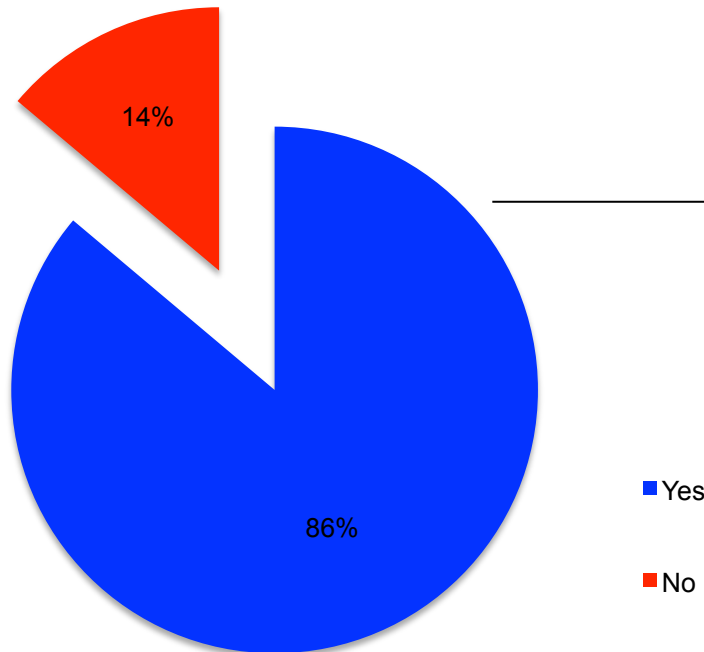Question: Find the **phone number** for the **Driving Standards Agency's** customer contact centre.

- 0300 200 1122
- 0300 200 1121
- 0300 200 1120
- 0300 200 1123
- 0300 200 1124
- I cannot find the answer
- I'm not sure, it isn't clear

83%

11%

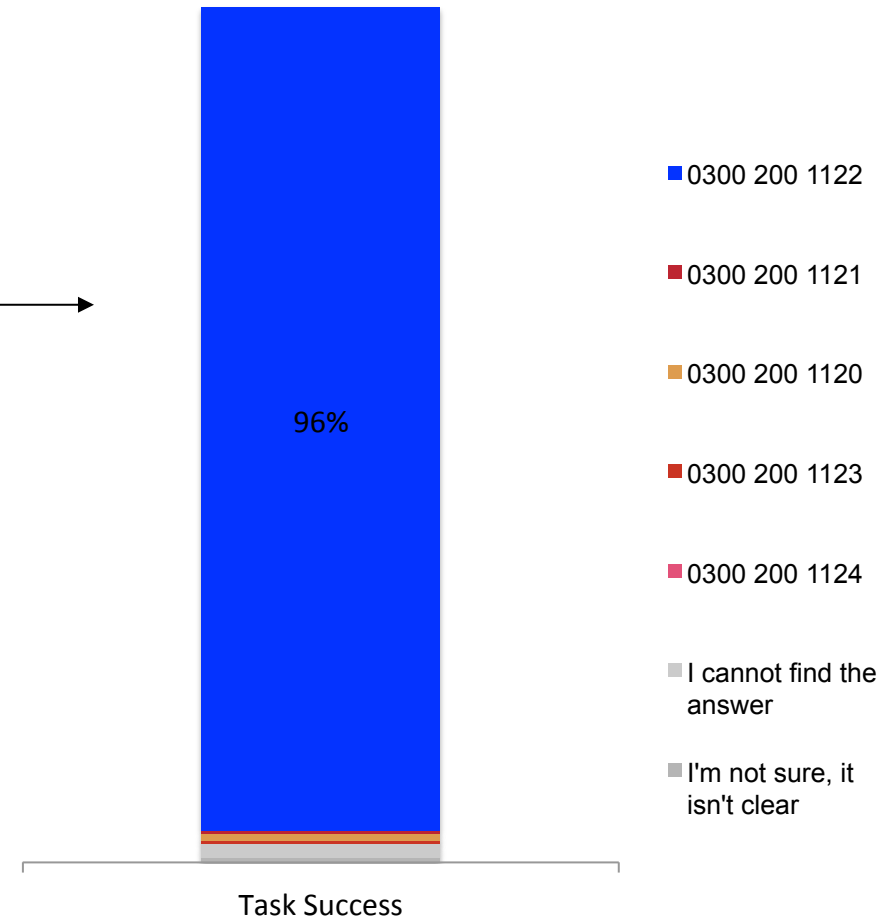4%

Overall Success

Sample size: 273

Task 5 (Agency contacts) success on page: Large majority of respondents also found the DSA homepage, and were also able to find the correct contact number

Proportion of respondents who
found the correct page

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

14%

86%

- Yes
- No

96%

- 0300 200 1122
- 0300 200 1121
- 0300 200 1120
- 0300 200 1123
- 0300 200 1124
- I cannot find the answer
- I'm not sure, it isn't clear

Task Success

Sample size: 375

Sample size: 323

Task 5 (Agency contacts) common paths: DSA link on the homepage was the key starting point for a third of respondents, while a fifth chose to start with search.

Inside Government (100%)

DSA (35%)

Search (19%)

Depts. (12%)

GOV.UK/ Driving (8%)

DSA (8%)

GOV.UK /contacts/dsa (4%)

DSA (5%)
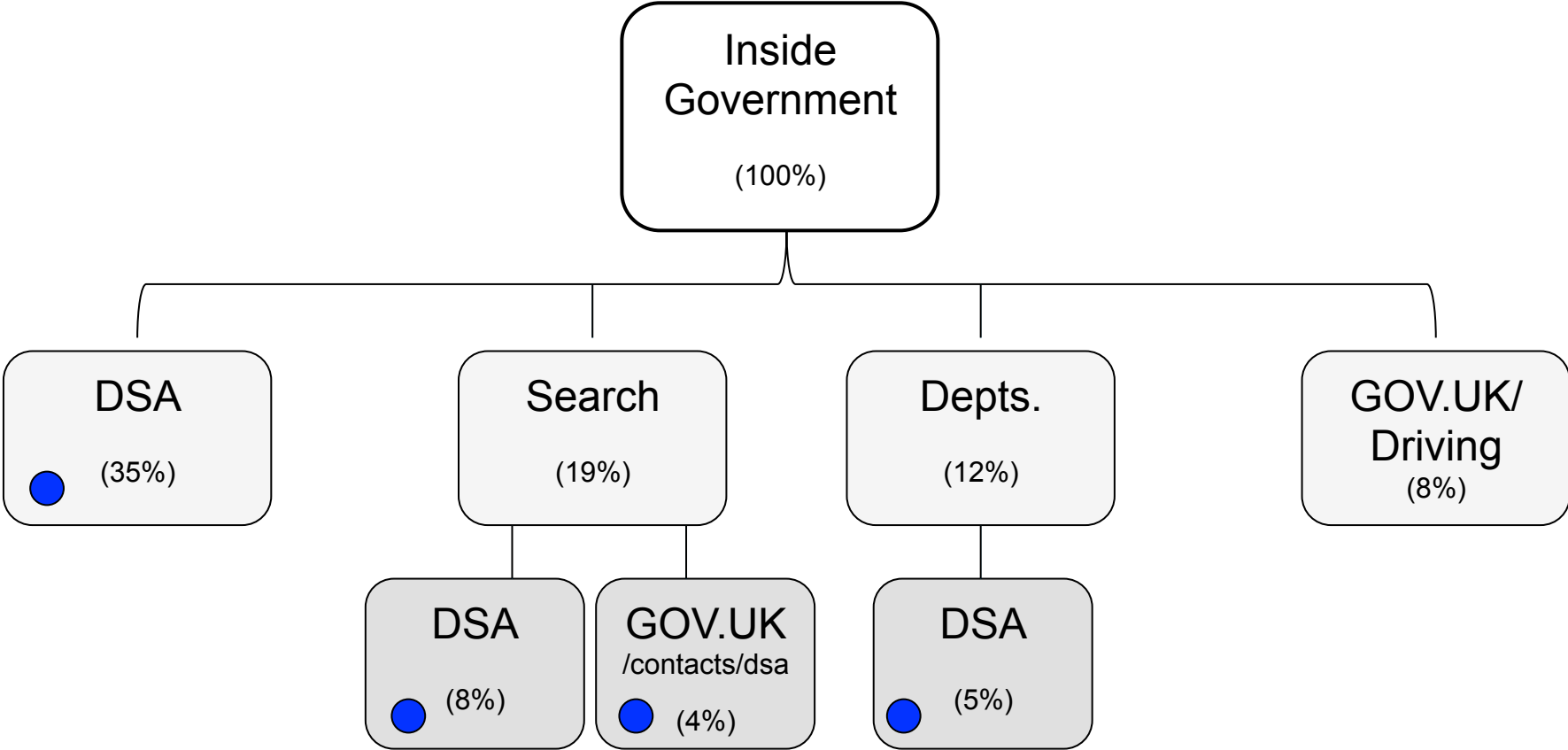
Indicates path with >75% task success rate

Sample size: 254

Research Findings

Respondent profile

Actual completion rates

Time taken
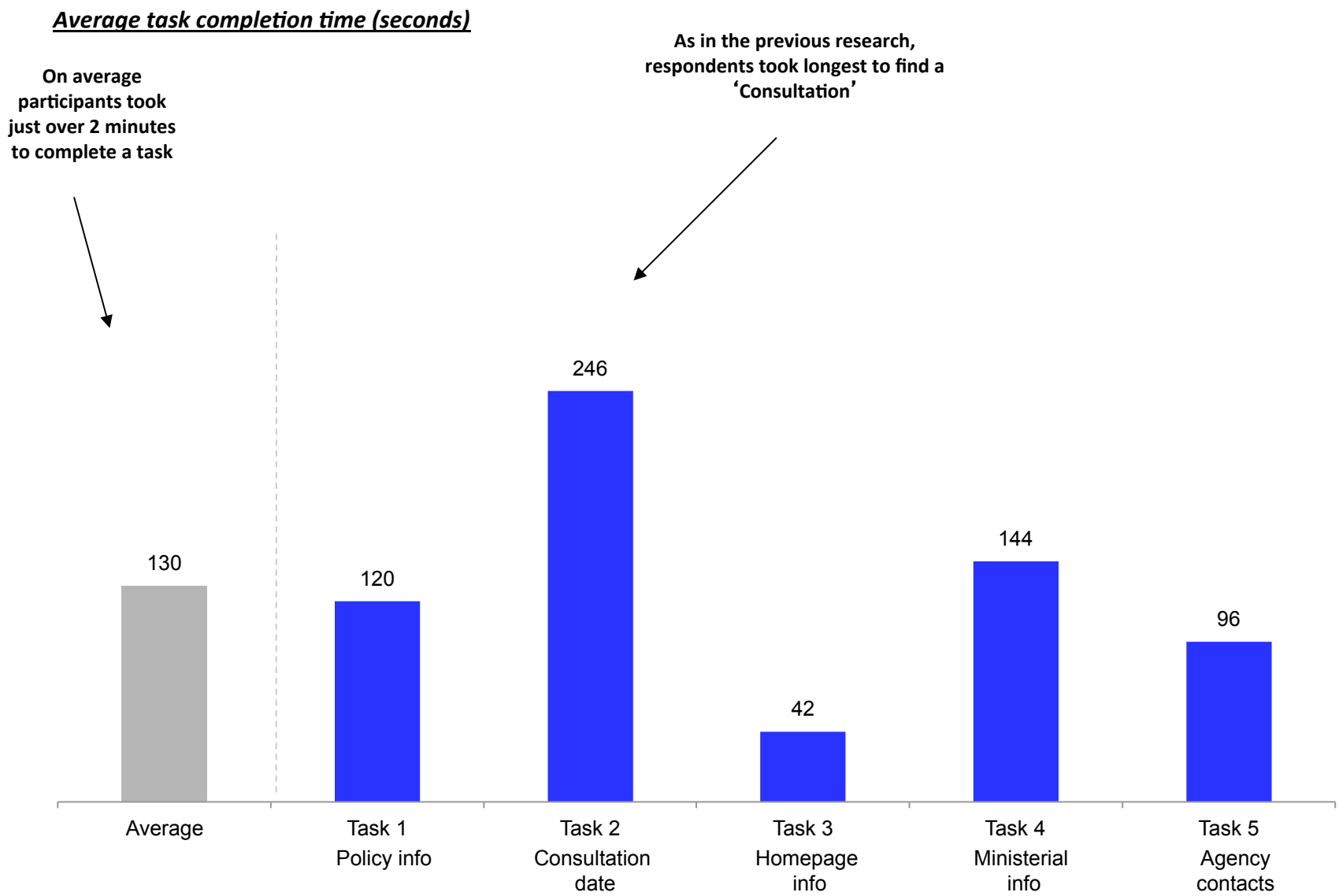
Ease at completing task

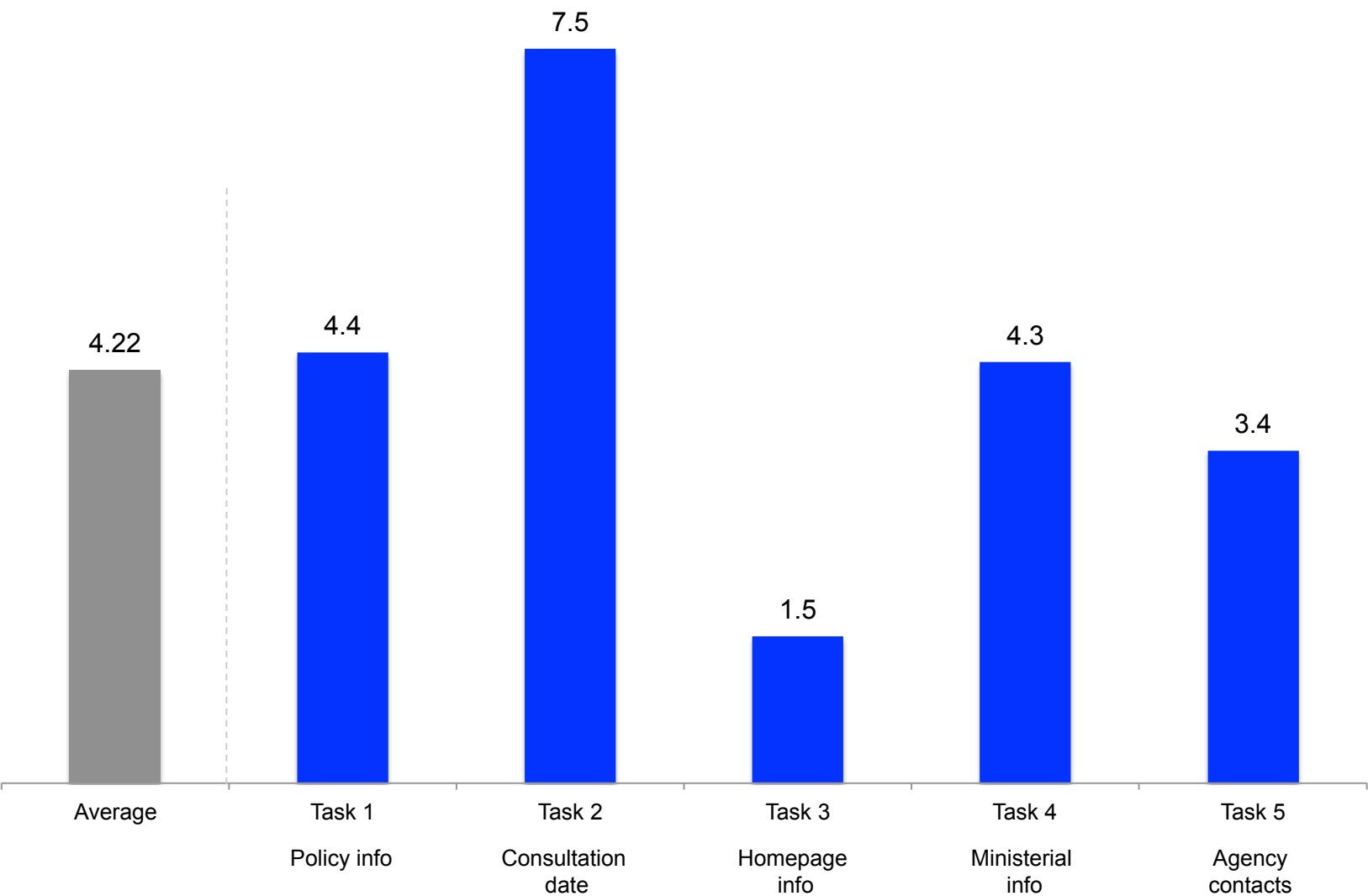Reading behaviour

Content style

2c

Actual time spent to complete each task: Average completion time was a minute faster that the previous research in April 2012

Average sample size = 400

Average task completion time (seconds)

On average participants took just over 2 minutes to complete a task

As in the previous research, respondents took longest to find a 'Consultation'

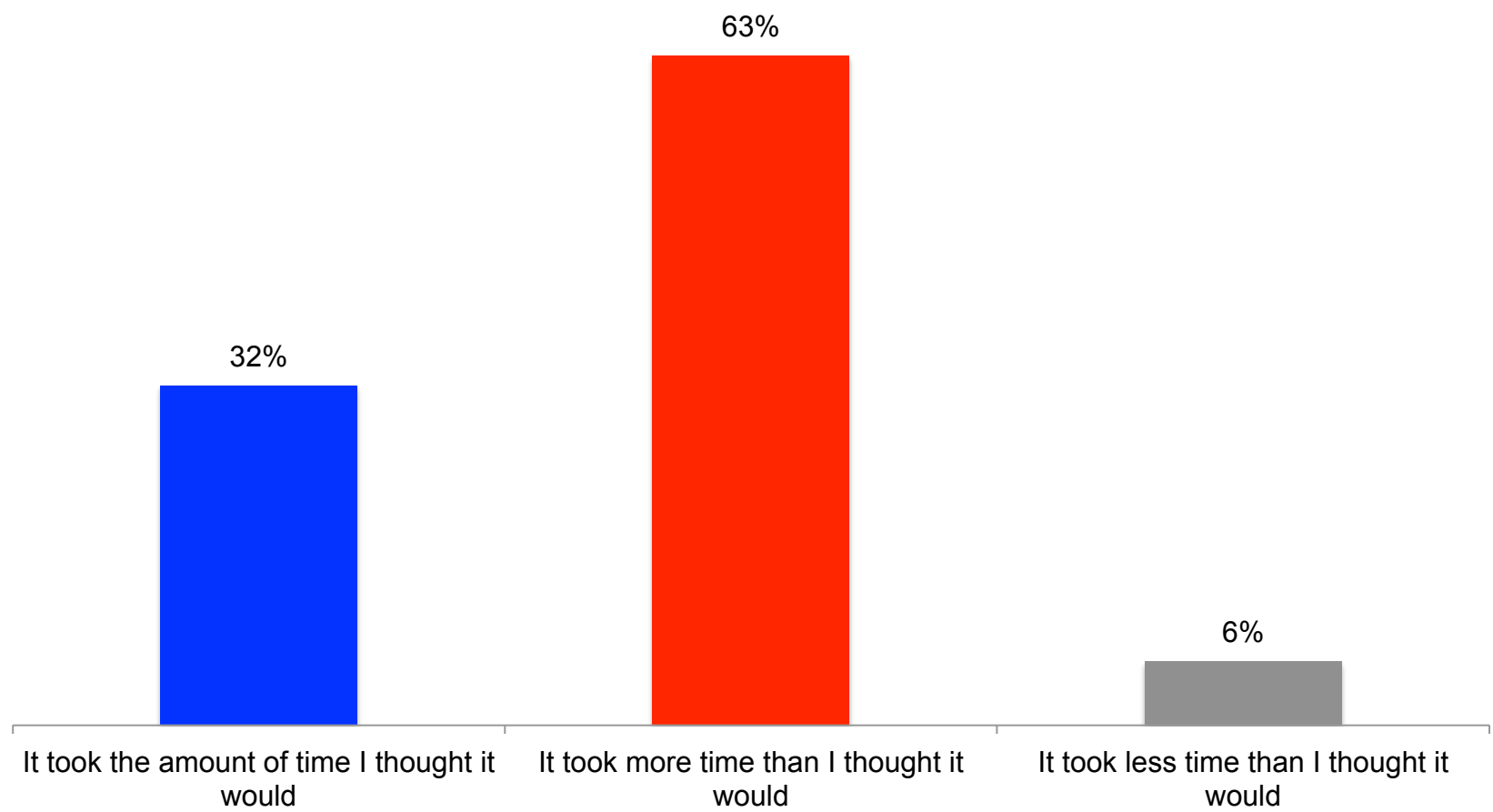|					
Average	Task 1 Policy info	Task 2 Consultation date	Task 3 Homepage info	Task 4 Ministerial info	Task 5 Agency contacts
130	120	246	42	144	96

No. of page views to complete task: On average, participants visited 4 to locate the correct answer to each task. Most pages visited was to find a consultation.

Average sample size = 400

	Average	Task 1 Policy info	Task 2 Consultation date	Task 3 Homepage info	Task 4 Ministerial info	Task 5 Agency contacts
Value	4.22	4.4	7.5	1.5	4.3	3.4

Average time spent to complete each task: 6/10 respondent thought the task took more time to complete than they thought it would

Sample size = 400

It took the amount of time I thought it would	It took more time than I thought it would	It took less time than I thought it would
32%	63%	6%

2d

Task Completion Ease of Use: Ease of completing the task was found to be similar to the last round of testing with approximately half the respondents finding it very easy/quite easy to complete them, and 40% finding it not very/not at all easy

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

Sample size = Average 384, Complete Task 1 – , Complete Task 2 – , Complete Task 3 - , Complete Task 4 – , Complete Task 5 -
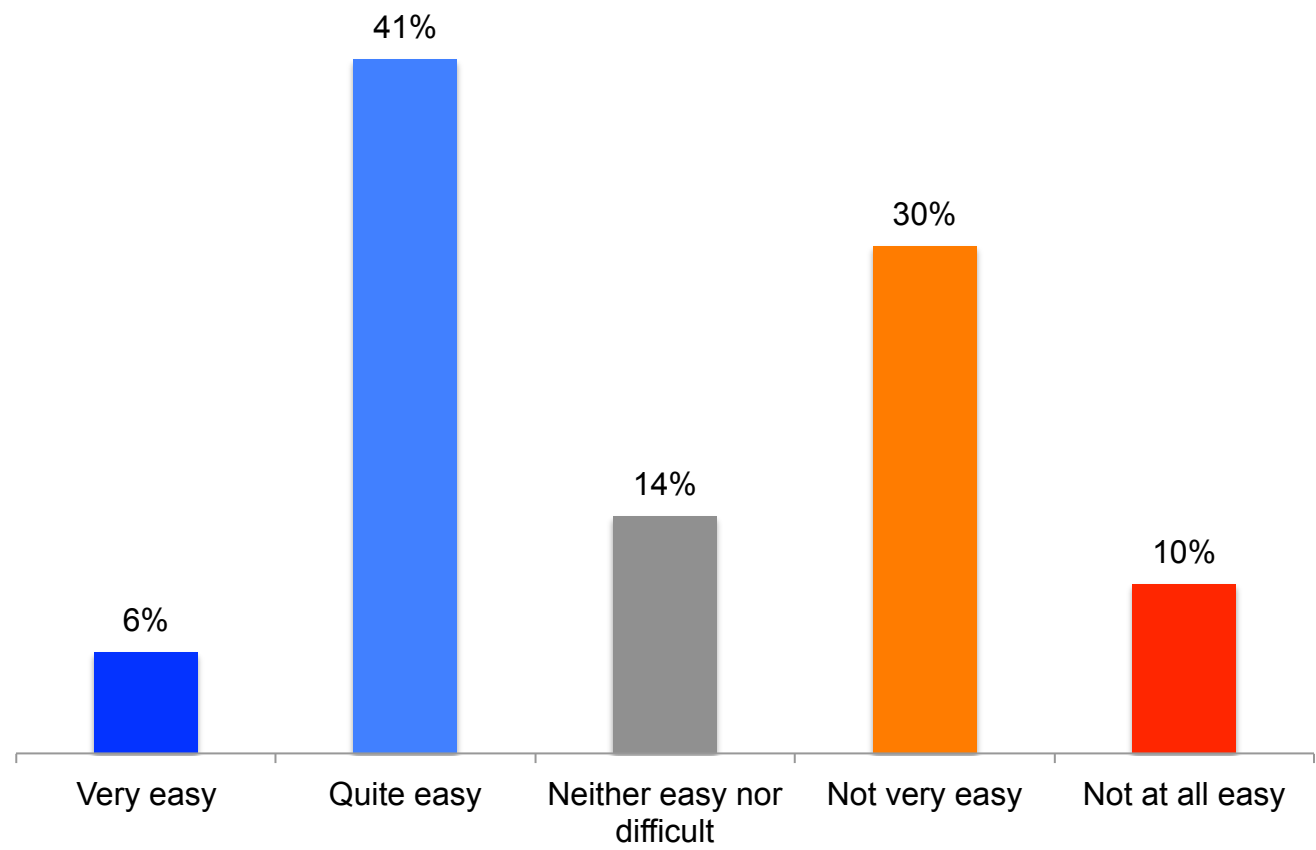
Completed task successfully

2e

Reading behaviour: Behaviour split between those who read all/most of the information on a page (4/10) and those that read some/skim (6/10). 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 = 400

Legend:
- All
- Most
- Some
- Skimmed

Bar chart values:
- All: 11%
- Most: 31%
- Some: 26%
- Skimmed: 33%
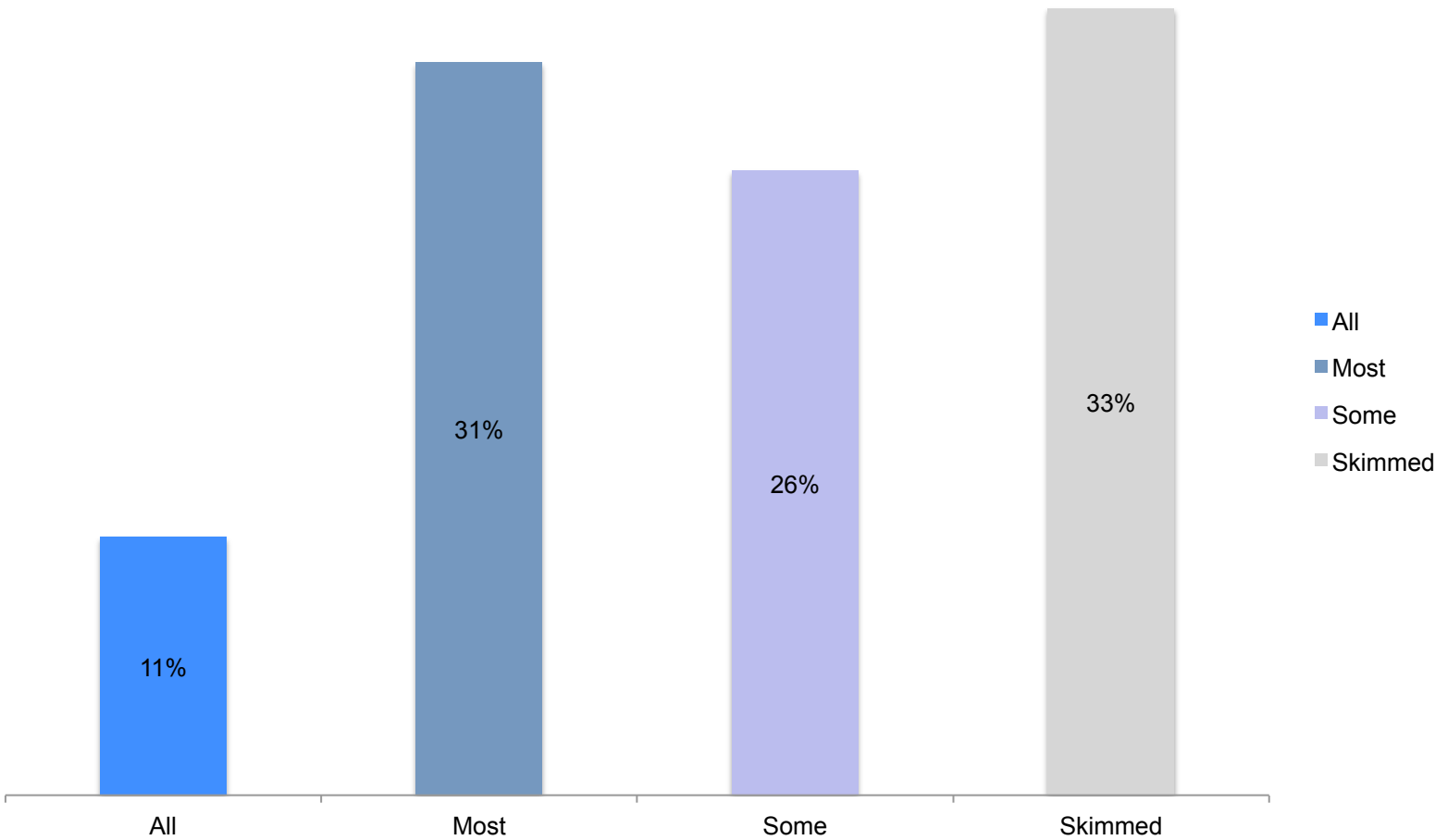
Research Findings

User profile

Actual completion rates

Time taken

Ease at completing task

Reading behaviour

Content style

2f

Writing style: The style of content appears straightforward, to the point, and up to date.
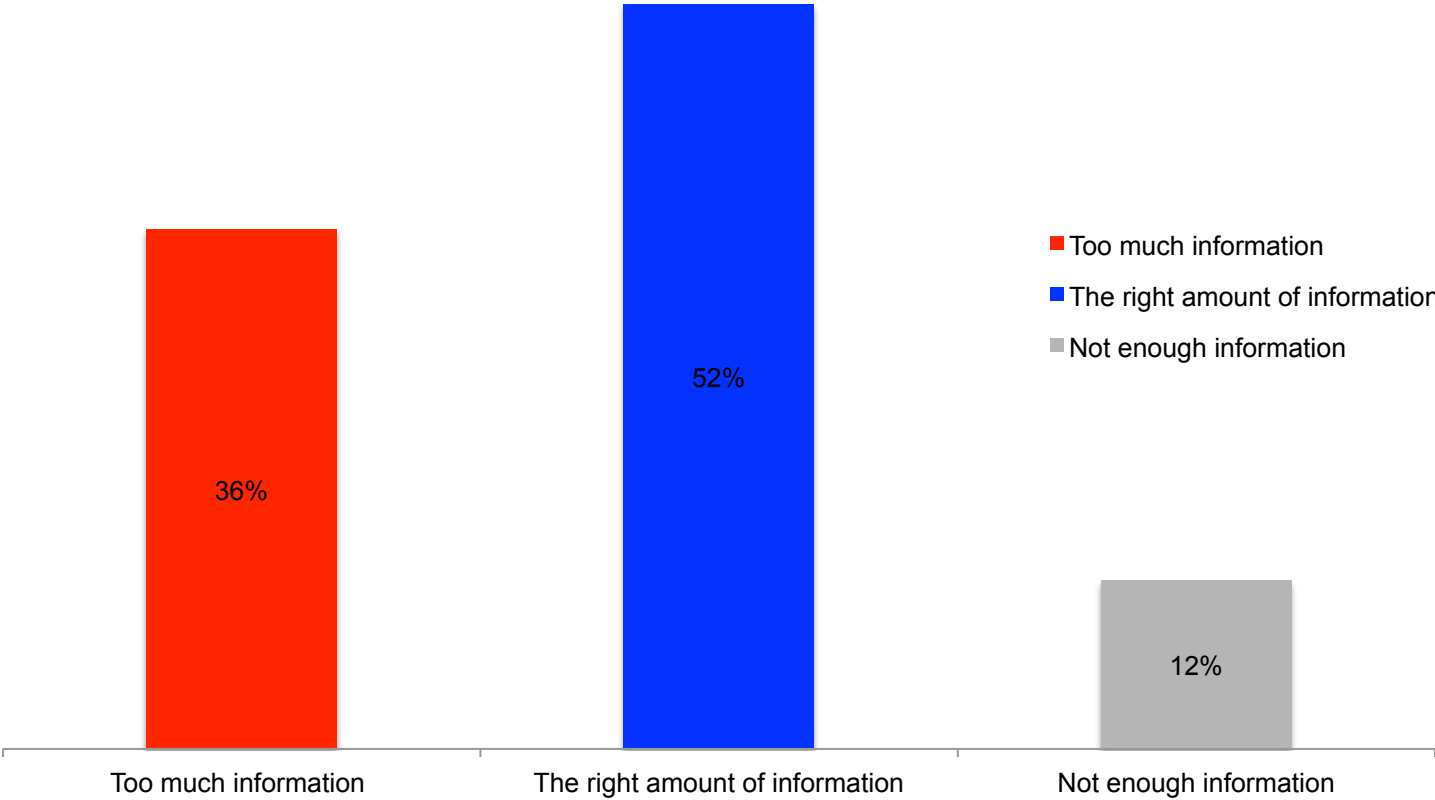
Question: Which of the following words **best describes** the style of the writing that is used on the page(s) that you have read?

Sample size = 400

	Positive	Negative
Straightforward	37%	
Longwinded		17%
To the point	26%	
Complicated		16%
Up to date	19%	
Overwhelming		16%
Cluttered		20%
Confusing		17%
Full of jargon		12%
Friendly	8%	
Trustworthy	13%	
Basic		15%
Worrying		2%
Untrustworthy		2%
Short	7%	
Reassuring	6%	

Amount of information on a page: Approximately half the participants said the content contained the 'right amount of information' with 3/10 saying there was 'too much'. Only a minority said there was not enough.

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 = 400

Legend:
- Too much information
- The right amount of information
- Not enough information

Too much information	The right amount of information	Not enough information
36%	52%	12%

Trust in the information on a page: The majority of participants 'Trust' the information on the Inside Government site.

On a scale of 1-5, how much do you trust in the information on the page?

Sample size = 400
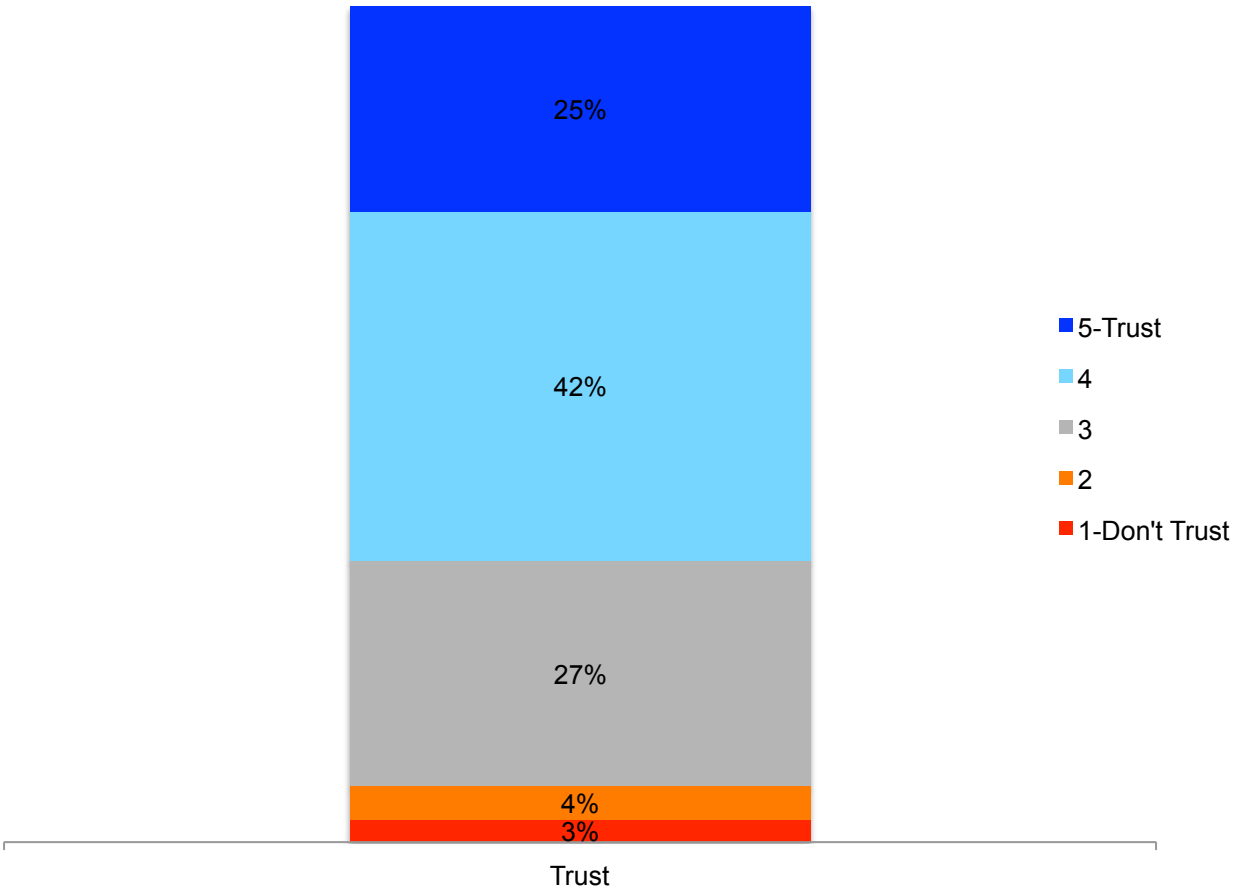
Objectives & Methodology

Research Findings

Appendix – task list

3

Appendix: Task list

Task 1: Please use the website on the right and go to the Department for Transport homepage and find the policy on 'Making roads safer' and tell us how many uninsured vehicles are seized every year.

Task 2: Please use the website on the right to find the Department for Transport consultation on 'Speed limit exemptions' and tell us when the consultation closes.

Task 3: Please use the website on the right to find out how many 'ministerial departments' there are.

Task 4: Please use the website on the right to find out who is the Minister of State for Housing.

Task 5: Please use the website on the right to find out the phone number for the Driving Standards Agency's customer contact centre.