Hallway Research: State and Offshore Region Navigation

# Purpose:

State and offshore region pages do not have a link within the NRRD website. This is in violation of accessibility guidelines from WCAG.

Example of state page: <https://revenuedata.doi.gov/explore/states/OK/>

Example of offshore region page: <https://revenuedata.doi.gov/explore/offshore-regions/atlantic/>

# Goal of research:

Do hallway research, where we talk with 3 or 4 ONRR employees. In these sessions, we will learn more information about the potential users of these pages and the completeness of the state and offshore region pages, or would the participant add anything to them. Most importantly, we will ask the participant to review 2 prototypes and provide feedback about them and which form of navigation they prefer.

# Semi-structured interview questions:

* Can you describe who would use the state page?
* Would you add anything to this state page [show example of state page on screen]?
* In this prototype [option A], where would you look for the state pages?
* In this prototype [option B], where would you look for the state pages?
* Did you prefer one method of getting to the state pages over the other?

# Feedback from participants:

**Participant 1 :**

* Is there a place that you expected to see the state pages?
  + Scrolls down the page and near the tabs states. You could include it as another card in the summary or another heading.
  + It could be included in the revenue tab and it would say "revenue by state" and link you to the state card.
    - Or within that tab, you could filter by the specific state.
  + It could be located in Explore Data or Query Data.
* Can you describe what you think someone would use this page for?
  + If I was looking into a specific state, especially if you didn't want to query it. Using the query tool could be scary.
  + You may just want your state information because you are an engineer looking at oil and gas for your state.
* Is there any information or images or graphics that you think would be useful to add to this page?
  + It could use an inset map with the state shape highlighted.
* So next I'm going to send you the links to the 1st prototype, which does way of getting to the state pages. From here, where would you look for the state pages?
  + It look a long time to find the footer.
  + Commented that they wouldn't include the names, they would just show a map and people could hover over the specific state. Though some people don't think in the map form, so a list or buttons may be useful as well. The map could be part of the page and the buttons could be part of the page.
  + Could include an inset map of the state you hover over
* Okay, now I will send you the second prototype, which also has a way of getting to the state pages. Could you look around the site and show me how you would get to the state page? Take your time.
  + They found the tab for "data by state" right away.
  + Big help - the text is always fine.
  + Could have a combination of the map and the buttons.
  + Beta could be buttons first and then later put out the map.
* Did you prefer one method of getting to the state pages over the other?
  + N/A

**Participant 2:**

* Comment: Participant volunteered that they have had issues finding disbursement data initially, when they first started using NRRD website.
* Where would you expect to see the state pages?
  + They also from the start stated that the state pages should be accessible from the homepage.
  + Potentially, consider including state page link from the newsletter or from the IDM resource page, so that people can explore state pages from the intranet.
* Can you describe who would use the state page?
  + Auditors, OFMS, whole organization may find it useful, communications uses this information
* Would you add anything to state page?
  + Outline image of the state and the counties that the data may be broken down into.
  + Map could be helpful but not necessary.
* 1st prototype, where would you look for the state pages?
  + Participant couldn't find state page link in the footer on this prototype.
  + Participant stated that they would look in the factsheets tab.
* 2nd prototype, where would you look for the state pages?
  + Stated that they would bold the titles on the tabs.
  + They did eventually find the data by state tab in the prototype.
  + Maybe include an extra message about why some states aren't included - they wouldn’t include the names of the omitted states.

**Participant 3**:

* Who would use the state pages?
  + Someone who is state specific, such as a Colorado representative, Colorado Natural resources department, etc.
  + They may want to understand the federal lands in Colorado, so they would go to the specific page, since their universe is smaller than what is on NRRD.
  + Problem with state pages is that it can be cumbersome to flip back and forth between 2 different states from those pages.
* How would improve the state page?
  + Could you embed query tool into this page, so that all the functions displayed on one page?
  + Generally should be visually appealing and more graphics, making numbers easier to digest.
  + Image of the state with the federal and indian lands overlayed.
  + Right now it is a very boring page.
* 1st Prototype
  + Could not find the link to Data by State.
* 2nd Prototype
  + User found the tab right away.
  + Stated that a clickable map may be more appealing to users.
  + Thinks it is a lot of real estate for pages that aren't used very much.
* Where else could these state pages live?
  + Since Explore has the maps, it feels like it would make more sense to live in explore. Potentially there could be another navigational button under the map with
  + Wondered if this information could live with the Factsheets.
  + Wondered if there is a happy medium between the 2 prototypes, similar to the Revenue Location link.

# Feedback analysis:

## Insights

**Looking for state pages:**

* Most participants looked for state pages initially where the tabs were or within the first tab, revenue tab.
* 2 mentioned that it could go in the factsheets tab - it seems that it could fit there.

**Use of state pages:**

* Way to get to query tool to avoid having to use filters; query may be intimidating.
* People may use state pages, who are state engineers or work for revenue resources departments, anything that is state specific and they need to pull very specific numbers - very singular task with a limited scope of their state.

**Helpful to add to state pages:**

* Map of state
* State with federal lands and indian lands overlaid
* Samples of data from query and/or explore on page

**1st Prototype:**

* Participants couldn't find the "data by state" link in the footer.

**2nd Prototype:**

* 2/3 participants found the "data by state" tab right away.
* 1 participant commented that this was a lot of real estate for pages that aren't necessarily used by many users

**State page commentary:**

* May benefit from map of states rather than buttons, however some people don't know where states are. Or, have a combination of states and buttons.
* Buttons do the job and could be good in interim.
* Add description for why some states aren't included. Improve introductory language.

## Recommendations:

* Make link to state nav page more prominent text (not small and in the footer)
* Make link to state nav page within tabs of homepage
* Improve introductory language to the state nav page

## Future considerations and recommendations:

* Explore adding a map to the state nav page
* Explore adding state or offshore region boundaries with inset map to individual state pages
* When a state doesn't have a specific type of data, such as production data, improve the message on query or explore that explains that this data does not exist