Improving Discovery at the UK Data Service: a Systematic UX Journey

Jeannine Beeken
Discovery Officer: Systems

Katherine McNeill
Former Associate Director for Access

IASSIST & CARTO
Montréal, Canada
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UK · DATA ARCHIVE

University of Essex

UK Data Service Partner Institutions

Starting point on our journey

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UK Data Service discovery: main tools

DATA CATALOGUE
- search/browse all UKDS collections
- directs to a variety of access points

SPECIALISED DISCOVERY TOOLS:
- Variable and Question Bank (variable/question-level)
- Qualibank (qualitative data)
- Infuse, Wicid, etc. (census data)
- and more….

BUILDING FOR THE FUTURE: Endeavour
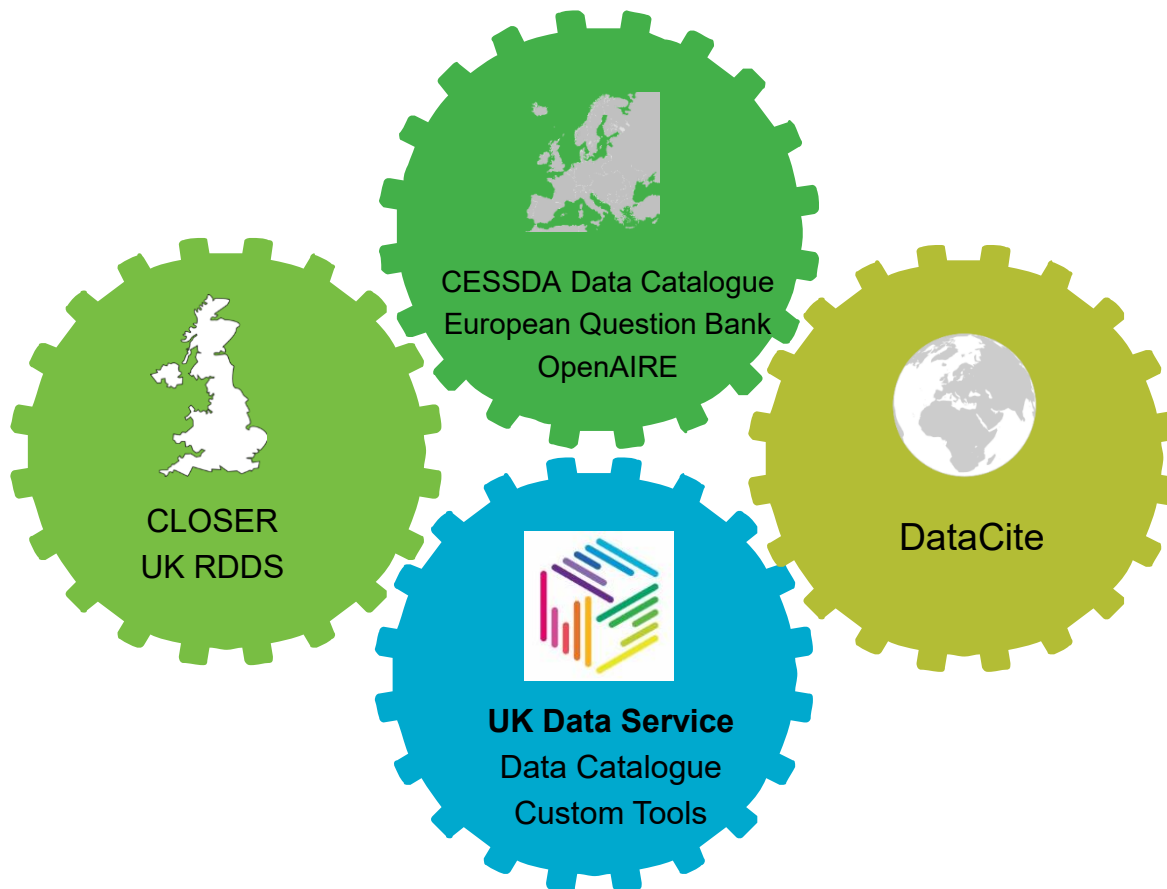- new back-end metadata management system

BUILDING FOR THE FUTURE: DSaaP
- Data Service as a Platform
- new cross-disciplinary, secure platform, delivering bespoke data products

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Broader discovery context

CESSDA Data Catalogue
European Question Bank
OpenAIRE

CLOSER
UK RDDS

UK Data Service
Data Catalogue
Custom Tools

DataCite

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Discover

Search and browse our data collections, support guides, case studies, and related publications.

🔍 transport   **GO**

Reset filters | Clear search | ☑ Auto-complete   Advanced search | Help

👥 Case study   Ⓒ Data collection   Ⓢ Series record   📄 ESRC output   📇 Support guide   Guide to icons

Results per page: 10 ▼   Sorted by: Relevance ▼

Displaying 1-10 of 1288 results   **1** 2 3 4 5 ▶ ▶▶

Ⓒ 🔍 SN 425 Merioneth Transport Survey, 1974

Rees, G.L., University College of Wales, Aberystwyth. Department of Economics

➕ Full record...

⬇ Download/Order | DDI XML | Similar data collections

Ⓒ 🔍 SN 6922 ONS Opinions Survey, Climate Change and Transport Module, August 2010

Office for National Statistics. Social Survey Division

➕ Full record...

☑ Access online | ⬇ Download/Order | DDI XML | Similar data collections

Type ➕
Subject ➕
Date ➕
Data type ➕
Key data ➕
Country ➕
Data format ➕
Spatial unit ➕
Analysis unit ➕
Access ➕
Access tools ➕
Depositor ➕

● Discover
  Variable and question bank
  QualiBank

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National Travel Survey, 2002-2016

TITLE DETAILS

SN:	5340
Title:	National Travel Survey, 2002-2016
Persistent identifier:	10.5255/UKDA-SN-5340-8
Series:	National Travel Survey [National Travel Survey, 1972-]
Depositor:	Department for Transport
Principal investigator(s):	Department for Transport
Data collector(s):	National Centre for Social Research
Sponsor(s):	Department for Transport

CITATION

The citation for this study is:

Department for Transport. (2017). *National Travel Survey, 2002-2016*. [data collection]. *12th Edition*. UK Data Service. SN: 5340, http://doi.org/10.5255/UKDA-SN-5340-8

Select the text above to add data citation in your outputs.

Select citation format: APA ▼   **XML citation formats:** CSL EndNote

SUBJECT CATEGORIES

Travel and transport

The plan for the next phase in the journey

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Projects to evolve discovery: running in parallel

USER EXPERIENCE PROGRAMME
- improved coordination
- systematic integration

SHORT-TERM: DATA CATALOGUE ENHANCEMENT
- improve existing system
- meet immediate user needs
- integration with CESSDA Data Catalogue (CDC)

LONG-TERM: DSaaP
- develop entirely new system
- discovery & access features for a robust user experience

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Scope and motivations to enhance data catalogue

BUILD UPON THE PAST
- recent reviews of the data catalogue
- wealth of staff knowledge
- fix known problems

REVIEW ENTIRE SYSTEM
- functionalities: navigation, retrieval, filtering, metadata
- UI: simplify, clarify, harmonise

IMPROVE AND EVOLVE
- user needs
- new opportunities
- *strategic* and *user-led*

Data catalogue enhancement: planned process

USER NEEDS

internal and external sources

USE CASES

articulate needs

REQUIREMENTS

select and prioritise MoSCoW

DEVELOPMENT

agile testing

RELEASE

release beta version user feedback iteration

Every step of the process underpinned by UX specialists partnering with staff in various roles

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Be <u>user-led</u>: components to identify user needs

INTERNAL SOURCES
- prior reviews
- web pop-up surveys
- usage statistics
- staff knowledge

ENVIRONMENTAL SCAN
- peer data archives
- various types of search systems

USER SURVEY/USER INTERVIEWS
- data searching behaviour in general
- use and effectiveness of data catalogue
- nearly 1,000 survey responses
- 11 interview participants
- closed/open questions and observed exercises

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Questions in the survey/interviews explored aspects like…

SEARCHING BEHAVIOUR IN GENERAL, e.g.:
- How do you usually search for data?

USE OF UKDS DISCOVERY SYSTEMS, e.g.:
- How do you normally find data through our website?

FUNCTIONALITY OF DATA CATALOGUE, e.g.,
- How would you make the filters most useful?
- What key features, that are not currently available, would most improve the experience of finding and accessing data?
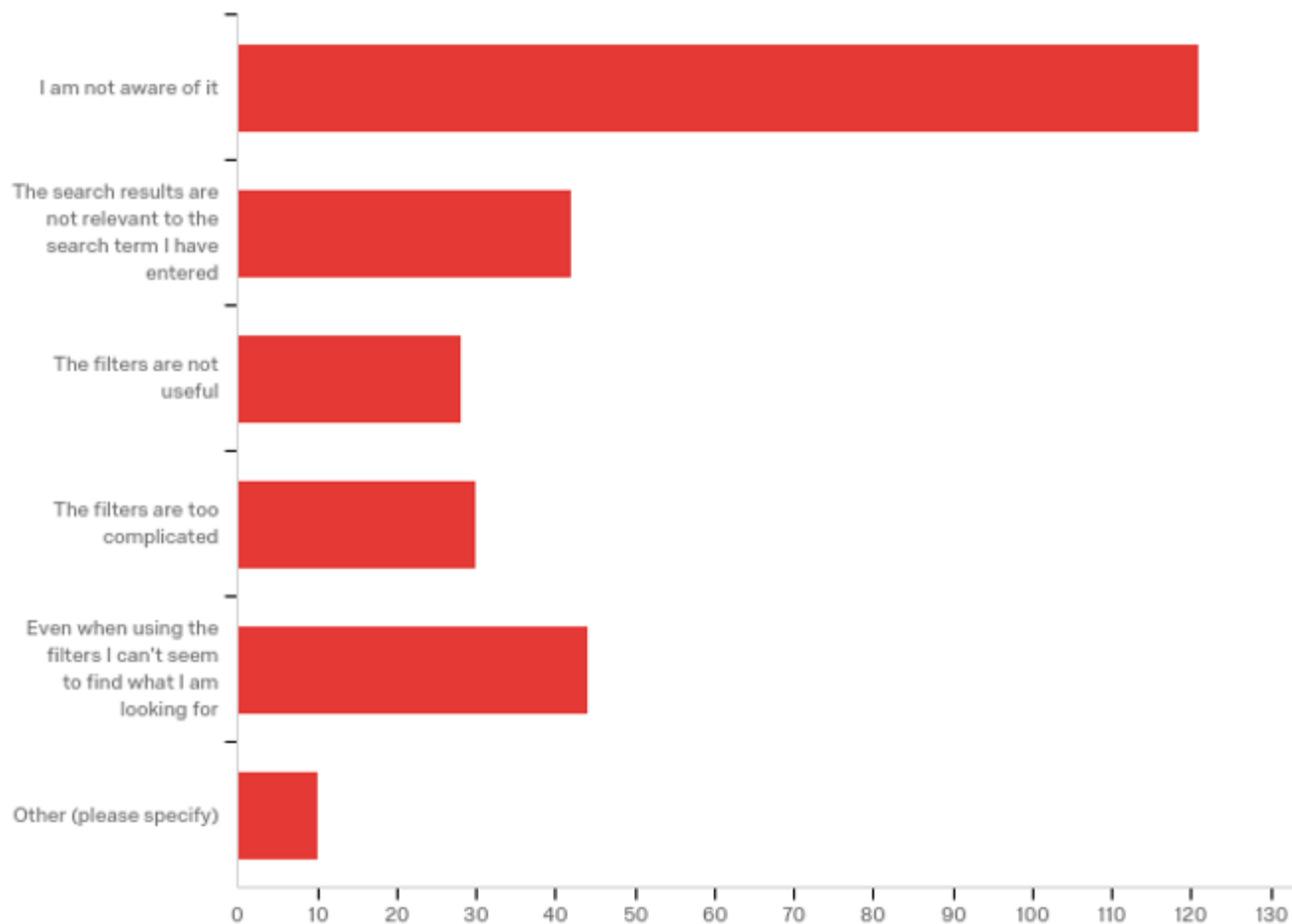
OBSERVED EXERCISES USING CATALOGUE, e.g.:
- How would you find which studies are available on a topic?
- Looking at the Data Catalogue interface, do you know what all of the filters and icons mean?

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Survey responses included…

Q3i - What are the reasons you do not use Discover? Please select all that apply:

Qualitative and detailed analysis process

EXTRACTED SURVEY AND INTERVIEW DATA, AND OTHER INFORMATION SOURCES

INPUT INTERVIEW TRANSCRIPTS INTO NVIVO
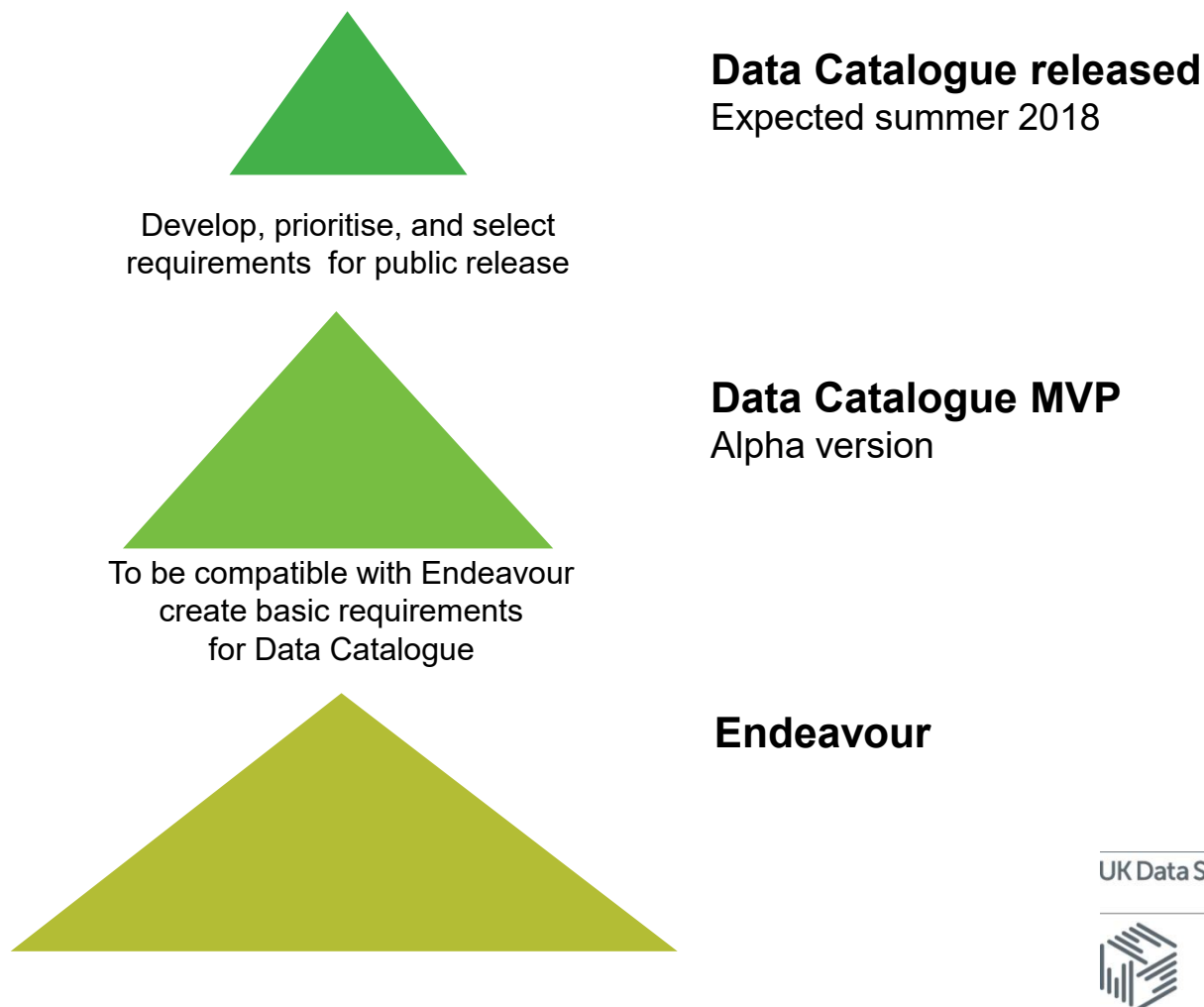
CODING AND ANALYSIS

CREATION OF USE CASES

CREATION OF REQUIREMENTS

New opportunities to further apply UX principles

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Modified plan:
build new data catalogue from the ground up

Data Catalogue released
Expected summer 2018

Develop, prioritise, and select
requirements for public release

Data Catalogue MVP
Alpha version

To be compatible with Endeavour
create basic requirements
for Data Catalogue

Endeavour

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Data catalogue enhancements for…

LAYOUT

- home, filters, results, catalogue record

SEARCHING

- including variables and datasets together

BROWSING

- review, delete, add filters
- deeper subject integration with HASSET thesaurus

RELEVANCE RANKING

ACCESS

- clarity of paths and conditions
- use of shopping basket
- improved export functions and new linking features

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Use case example

USE CASE			
ID	As a.....	I want to....	So that I can...
	As a user…	I don't want to be overwhelmed by the number of facets	so that I am not confused

Product Area
Discover search

CURRENT EXPERIENCE ukdataservice.ac.uk	WAYS CURRENT EXPERIENCE COULD BE
Filters are nice but I suppose I don't use that many of them; there's something about the big list of detailed text filters that makes my heart sink each time; too many filters could prevent people finding what they want by being too specific; hide irrelevant filters	A large number of facets can be daunting

REQUIREMENT	MoSCoW	IDEAS & SUGGESTIONS
		Limit the filters to those most popular, perhaps display more when the search become more targeted or only display what is applicable

Use Case Justification
1 face to face 3 quali

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Requirements and MoSCoW example

Functional: Groupings	Object	Requirements	MoSCoW	Ways current experience could be better according to UX Analysis 2018	Google analytics
Search and browse functionality Simple search	Facets/Filters	Review, refine and consolidate **existing** filters/facets. Core filters are a. Subject – New name: Topic b. Date - New name: Date from, Date to. Default From: 1970 with option to scroll further back. c. Country : The Country facet should include all countries where the data are available, not just the largest country unit, as is currently the case. Filters apply to both individual dataset and series unless otherwise stated. Wireframes are provided to illustrate this	M	1) display fewer options on the beginning page by a) limiting to most popular, b) only applicable ones, c) hiding lesser used or irrelevant filters 2) make filters more prominent: a) time period, b) geography (country or region), 3) data study added to catalogue	yes

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Home / Datacatalogue / Studies / Study

Growing Up in Scotland: Sweep 5 Postcodes, 2009-2010: Secure Access

Details	Documentation	Resources	Access

Abstract   ⌄

Title details   ⌄

Citation and copyright   ⌄

Coverage, universe and methodology   ⌄

Topic classifications   ⌄

Thesaurus search on keywords   ⌄

Data catalogue

st.ukdataservice.ac.uk/datacatalogue/studies/study?id=58

Copy study link

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Guidelines and opportunities

COLLABORATE…
- across diverse roles

DOCUMENT…
- user needs throughout

PRIORITISE…
- and select requirements

USE UP-FRONT PLANNING…
- to anticipate interdependencies

BE FLEXIBLE…
- and turn unexpected changes into new opportunities

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Questions

Jeannine Beeken

jeannine.beeken@essex.ac.uk

Katherine McNeill

kmcneill@hbs.edu