1 November 2018

Filters HDD end of sprint report

Hypothesis

Changing primary filters (held by)

to tabs

will lead to it being more clear how choosing “held by” impacts users results/filtering options

because users can compare the two views

and we’ll know this is true when we see users engaging more with filters and experiencing a more effective and successful search

**Feedback**

* Both Qualitative and quantitative user feedback was conclusive  - users found the new ‘held by’ filter tabs more intuitive than the previous design
* We gained a lot of insight into how users perceive filters and the problems filter use evoke

**Action**

We have decided that this hypothesis has value and will take it further next sprint.

Conclusion

**User outcome**

As part of our work under the theme of ‘Finability’ we would like our users to be able to see the relationship between the held by filters and the other filters. The choice of ‘Held by The National Archives’ vs ‘Held by Other or All Archives’ has serious impact on users’ search journey. Making this more clear will help users by

* Increasing engagement with filters
* Making it more clear the impact choices have on users’ option to proceed
* More search success
* Better user experience

This was evidenced by our user testing:

**Benchmarking**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Task success | Accuracy | User satisfaction |
| Laptop | 2.3 | 2 | 2 |
| Mobile | 2 | .6 | .6 |
| Tablet | 2.3 | 2 | 1.6 |

**Average   2.2    1.5   1.4**

**Prototype**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Task success | Accuracy | User satisfaction |
| Laptop | 3 | 2.5 | 3.5 |
| Mobile | 3 | 2.7 | 2.7 |
| Tablet | 2.3 | 2 | 1.7 |

**Average   2.7  2.4   2.6**

**The prototype evidenced improvements in all three metrics:**

|  |  |  |
| --- | --- | --- |
| Task success | Accuracy | User satisfaction |
| +.5 | +.9 | +1.2 |

**Business outcome**

We want to improve findability and user experience throughout Discovery. Improving the search experience including filters, tabs and signposting will help this by

* Reducing complaints
* Increasing successful search behaviours
* Reduce the number of queries in search of assistance

Again, it’s difficult to measure these points at this stage in the process, but we feel we have gathered enough evidence through user testing to show that our exploration of this area has value to the user and the business.

**Action**

We will build on the work done with Hypothesis 1 and it will inform the work of our next sprint.

**Answering the big question**

We feel there is value in improving the users’ experience of filters as part of our work towards improving the general search experience.