



# EVALUATION REPORT

Wiltshire.gov.uk

Robert Clark

KINGSTON UNIVERSITY

K1454389

USER EXPERIENCE DESIGN (SYSTEMS)



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## EXECUTIVE SUMMARY

Wiltshire.gov.uk is a council website with a variety of different tasks and functions. Its key task is to provide information related to the county of Wiltshire, however it also houses other functionality, for example a library tool, payment system and booking capabilities.

Being the key online tool for obtaining information about Wiltshire, this is a highly used website for a variety of different people however after performing a heuristic evaluation of the website it was determined that the overall usability and user experience was below expected standard, therefore encouraging a full CIF standard usability test on the site to be run. The heuristic evaluation can be located at <https://app.box.com/s/3oyt77fm59lxf55bxobr>

## INTRODUCTION AND BACKGROUND

### CURRENT TRENDS / SITUATION

Wiltshire consists of a population of approximately 470'000 with the expectation that this will increase to over 500'000 in the 2020's. Approximately 79% of the population of Wiltshire are over 16 years and as Wiltshire.gov.uk is the number one location to find valuable information related to Wiltshire, the requirement and expectations of the website can only increase as time goes on, especially as generations get older, they become more 'digital' and more 'mobile'.

### FOCUS AREAS

The following are the focus areas of the usability test.

- The Library
- Information Acquisition ('My Area')
- Council Tax facilities
- Leisure Centre Facilities
- Recycling Facilities

### CURRENT USER INTERFACE

While the website front page is not the most visually appealing it does provides multiple choices to access information via various navigational options.



Figure 1

However this navigation becomes quickly confusing at lower levels and while the breadcrumb trail allows you an idea of where you are, it's not easy to return to other areas of the site due to displaying only the current and child navigational options (see figure 2). Users would quickly find this frustrating and are likely to give up searching.

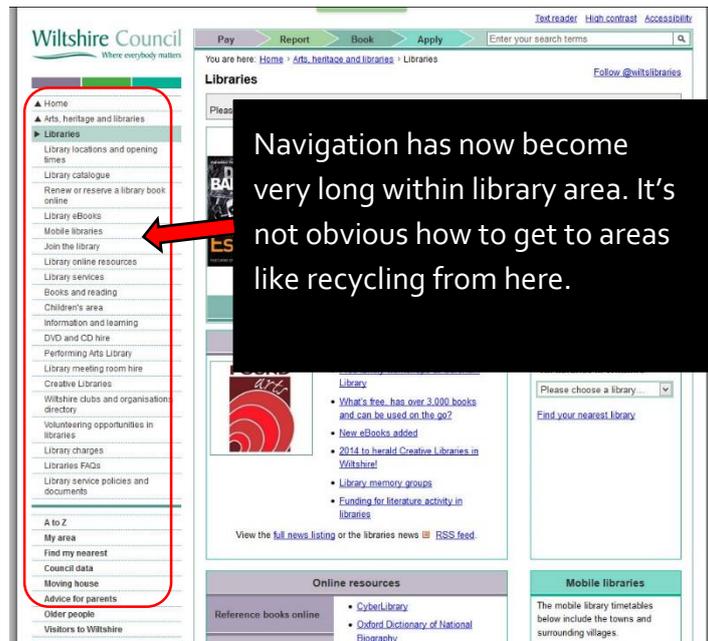


Figure 2

There is a huge focus on text within the website. While the content appears to be extremely valuable, it's not easy for the user to distinguish between what they would consider to be irrelevant, relevant or useful content.

Some pages simply consist of too much text, some have too little while some hyperlinks are duplicated multiple times.

*"There is a prevailing belief that duplicating links is not harmful, but it is. Designers know these links are duplicates, but users do not. So, they often end up scanning both sets of links – effectively doubling the amount of analysis they need to conduct to select the best link." (Jennifer Cardello 2013)*

The screenshot shows the Wiltshire Council website's 'Library catalogue' page. The page has a navigation bar with 'Pay', 'Report', 'Book', and 'Apply' buttons, and a search bar. The main content area is titled 'Library catalogue' and includes a feedback form. Below this, there are several sections: 'Access the library catalogue' with a list of links, 'What you need to do' with instructions on how to use the catalogue, 'Wiltshire studies catalogue' with a link to search the entire collection, and 'Reservation charges' with a table of charges. A red circle highlights the 'Access the library catalogue' section, and a red arrow points from a black box on the right to this section.

Item	Charge
Adult items from the Wiltshire collection	80p
Children's items from the Wiltshire collection	Free
Additional fee per item obtained from outside of the Wiltshire collection	£3.70
Photocopies from serials	£2.20
Renewal fee for British Library items	£2.40

Library Catalogue mentioned multiple times.

Figure 3

In addition, it is sometimes not obvious what pages are about. While there are headings referring to the certain area of the site there are no icons or images to reaffirm its purpose. For instance the example above refers to the Library Catalogue (figure 3), what isn't obvious is that this is just a page of information about the catalogue and not the catalogue itself.

While this website's primary task is to act as an information portal, finding specific information is not always easy.

The 'My Area' part of the website is a useful tool that displays most of the valuable information related to a specific address (see figure 4). If a user has a post code, most information that is relevant for them can be found on this part of the site.



Figure 4

This part of the website is reasonably well laid out and there is a vast amount of information, though there is too much for one page. The salience of the item is less than satisfactory meaning it is likely to be vastly under-used (see figure 5).

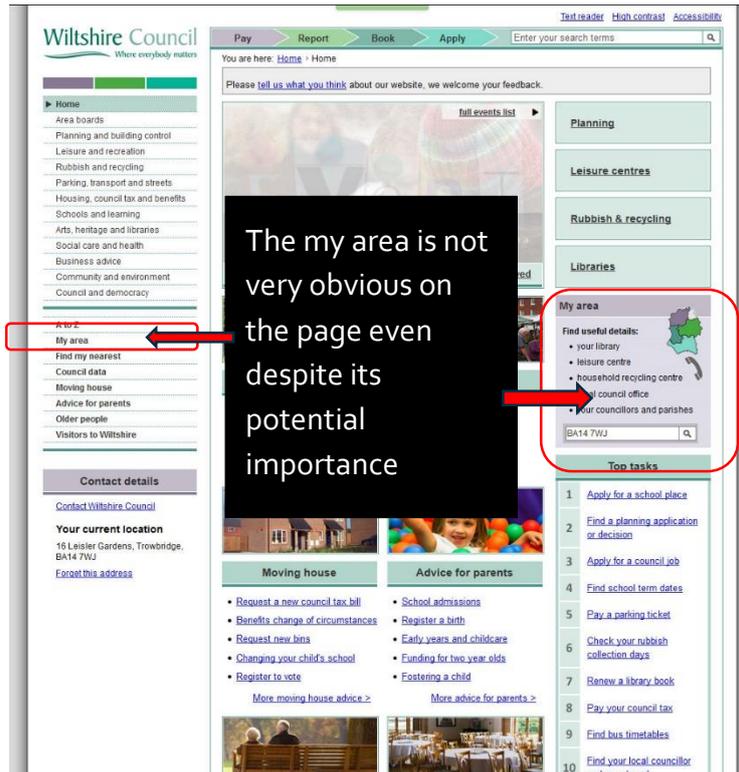


Figure 5

Most information for a specific user can be found on this part of the site if you have a post code, however if you're not aware that it's there or its purpose then there is a potential that you could be hunting around for information.

The layouts of the Wiltshire.gov's sub-sites and its main site vary. The lack of consistency gives a user an unnecessary challenge to deal with. Each site are different as navigation locations changes, search boxes are different and there seems to be no way to return to Wiltshire council website (see figure 6).

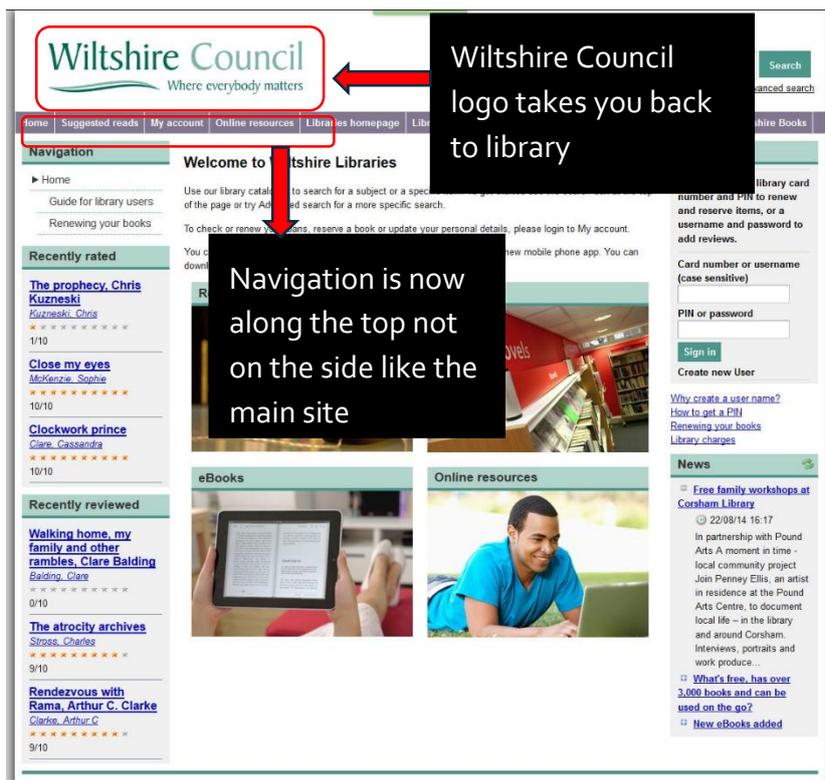


Figure 6

## USABILITY ISSUES

Users tend to know exactly what they are looking for when accessing websites similar to the Wiltshire.gov. When initially accessing the site, it might appear that it will be easy to achieve their objective, it quickly becomes obvious that the site has a high potential to become confusing and highly frustrating, mainly due to inconsistent navigation, poor overall design and separation of content.

The way it is currently designed means there is a substantial risk that users give up trying to achieve their objective and find alternate means to obtain the information they are after. One of the problems is that it is lacking a clear value proposition:

*“Users often leave Web pages in 10-20 seconds, but pages with a clear value proposition can hold people's attention for much longer because visit-durations follow a negative Weibull distribution.” (Jakob Nielsen 2011)*

In addition, as the website is not responsive, it needs to be identified whether users would be willing to use this website on alternate mobile devices.

## AIMS

There are some key issues that need to be identified.

Wiltshire.gov is primarily an information portal however it's very difficult to locate valuable information easily and difficult to user on anything but a desktop computer.

By performing a usability test I intend to confirm that these issues do indeed exist and also the best ways to resolve these problems.

## STUDY METHOD

### TEST ENVIRONMENT

A Common Industry Format (CIF) usability test was performed on the Wiltshire Council website to evaluate certain aspects of the user experience and usability of the website. It focused primarily focusing on finding information within the website.

Usability Testing was performed the towns of Trowbridge and Devizes.

The following hardware and software were used to perform tests

- Windows 7 Laptop
- Firefox Browser Version 33.0.2
- Techsmith Camtasia

Due to a network connectivity issue one participant had to complete their test on the following hardware and software

- Apple MacBook Pro
- Clearleft Silverback 2.0
- Safari

On browser closing all cache and cookies was removed from the browser to ensure that users started with a 'fresh' experience.

Using the Camtasia and Silverback technology, user movements on the browser was recorded along with filming their facial expressions. Sound equipment was used to record discussions between the user and moderator.

### PARTICIPANTS

Six participants were requested to engage in the usability test, this was to ensure that the recommended five participant (See: Nielsen 2000 Why You Only Need to test with 5 Users.) were reached and allowing for the possibility of a participant dropping out. A reasonable amount of diversity between the users was

established, especially when referring to internet usage capability. Ages ranged from 25-55 and there was an even split between male and female participants.

All participants were contacted by email with a full run down of the expected format of the tests. An opportunity was given to each member withdrawal at any time.

	Gender	Occupation	Age	Hours on internet (per week)	Device Access	Usage of Wiltshire Website
1	Female	Graphic Designer	35-45	5-10 Hours	Phone, Laptop	Yes
2	Male	IT Manager	25-34	Over 30 hours	Phone, Tablet, Laptop, Desktop	Yes
3	Female	Nursery Nurse	35-45	Less than 5 hours	Tablet, Laptop	Yes
4	Male	Church Leader	35-45	20 – 30 hours	Phone, Tablet, Laptop, Desktop	Yes
5	Male	Photographer	25-34	20 – 30 hours	Phone, Tablet, Laptop, Desktop	No
6	Female	Programme Manager	46-55	Over 30 hours	Phone, Tablet, Laptop	Yes

### TEST PROCEDURE

Each test was approximately 1 hour long and followed the following format.

- Participants were asked to read and sign a consent form (Appendix a).
- Participants were asked to complete a Participant Profile Questionnaire (Appendix b)
- Participants were given a demonstration on a 'think aloud' technique by using a pen and how to prepare it for writing.
- When the participant was prepared to begin their tasks recording equipment was activated and the Wiltshire council website was provided.
- Five tasks were given in a random order to each participant and the researcher would ask the participant to feedback on their expectations of certain tasks. By doing this I hope to identify the learnability of the website and whether tasks are completed quicker based on the order that the task was assigned.
- On completion of the tasks all recording was stopped and the participant completed a post-test questionnaire relating to their overall experience of the website. (Appendix c)

## EVALUATION TASKS/SCENARIOS

Test participants were asked to complete the following tasks (Appendix D).

Below is the optimal route for each of these tasks.

### TASK 1: FIND LOCAL LIBRARY AND BOOK AVAILABILITY

"Imagine you wanted to get hold of the first 'Game of Thrones' Book, but you're not sure where your local library is.

Find out where your local library is followed by whether the book is available at that library. If available, try and reserve the item"

- 1 Access the Wiltshire.gov website
- 2 Click on libraries
  - This can also be accessed on Arts, heritage and opening times
- 3 Select the correct library from the dropdown
- 4 Click Library catalogue
  - Click on one of the library catalogue links to take you to library
- 5 Click on the search box in the centre of the screen
  - Alternatively use advance search, normal search box will not provide a correct answer
- 6 Select Branch and media type
  - Media Type must be paperback
- 7 Type Game of Thrones into keywords or Title
  - Adding to both may not provide correct answer
- 8 Click the reserve item
  - Item can not be reserved unless user is logged in

Correct Outcome: User should have located local library and attempted to reserve the Game Of Thrones book. Reserving would have resulted in a request to log in.

## TASK 2: FIND OUT YOUR LOCAL SPORTS FACILITIES

"You have recently moved to the area and wish to use the local swimming facilities.

First find out about the Wiltshire council membership for swimming followed by finding where the Warminster swimming pool is"

- 1 Access the wiltshire.gov website
- 2 Click on leisure centres
  - Alternatively clicking on leisure and recreation followed by leisure and sports centres
- 3 Click on memberships explained
  - Link is near bottom of left hand navigation
  - Information on swim zone is found here
- 4 Click on Warminster Sports Centre
  - Swimming pool is in sports centre, users may not know this
- 5 Click on Find Us
  - user has now been taken to another website with information

Correct Outcome: User would have located information on Swim Zone along with the location of the Warminster Sport Centre.

### TASK 3: WHAT IS MY COUNCIL TAX COST

“You would like to know how much approximately you spend per year on a Band C house in the Heytesbury and Knock Parish Council area

Find out how much it would cost for one year”

- 1 Access the Wiltshire.gov website
- 2 Click on Housing, council tax and benefits
- 3 Click on How much is my council tax?
- 4 Click on Wiltshire Council council tax banding by parish 2014/15
  - The select a parish option does not work correctly and sends user back to current page.
- 5 Locate Heytesbury and Knook Parish Council
  - Locate the band C option, which should be 3rd from the left.

Correct Outcome: User should be able to locate the Heytesbury and Knook parish council Band C tax cost for 1 year.

#### TASK 4: PAYING FOR PARKING

"You are planning to travel around various parts of Wiltshire however you're unsure if you'll have enough change for parking.

You've heard of a cashless parking facility which you can pay using your mobile phone, find out what number to text along with details on how to use it."

- 1 Access the Wiltshire.gov website
- 2 Click on Parking, transport and streets
- 3 Click on Pay by phone or online
- 4 Find the information on Text from your mobile

Correct Outcome: The user should be able to locate the text number along with details on what information to text.

### TASK 5: WHEN'S MY RECYCLING

"You need to find out when your black box recycling is and also the location of your local recycling centre, Use the website to locate these details for the following address

16 Flax Mill Park, Devizes, SN10 2FF"

- 1 Access the Wiltshire.gov website
- 2 Click on My area  
Alternatively use the my area box and type in the post code
- 3 Type in the post code and select the correct address from the drop down box
- 4 Click on Set Address

Correct Outcome: Locate the date of the next black box recycling date along with the address of the local Household recycling centre

## RESULTS

### SUMMARY OF OVERALL FINDINGS

It was evident that all users found the website extremely frustrating to use and there was a general feeling that had this been a true life scenario, most users would have given up and found alternate means of acquiring the information.

Participants regularly vented their frustration when trying to achieve certain tasks and the following comments were observed during tasks.

“Terrible Website by the way” – Participant 5

“Not helpful at all” – Participant 6

“This is ridiculous” – Participant 5

“I’m slightly confused right now” – Participant 3

“That’s terrible” – Participant 2

“To find their address I’m clicking 20’000 times” – Participant 4

The numerous pop-up boxes for cookie confirmation and website survey’s irritated some participants.

“They love their cookies don’t they” – Participant 3

“Accept cookies again” – Participant 2

“No go away” – Participant 6

There was also some comments on the amount of text on the pages and trying to find specific information within it.

“I generally only read to first couple of paragraphs” – Participant 2

“I’m kind of overwhelmed by the text” – Participant 5

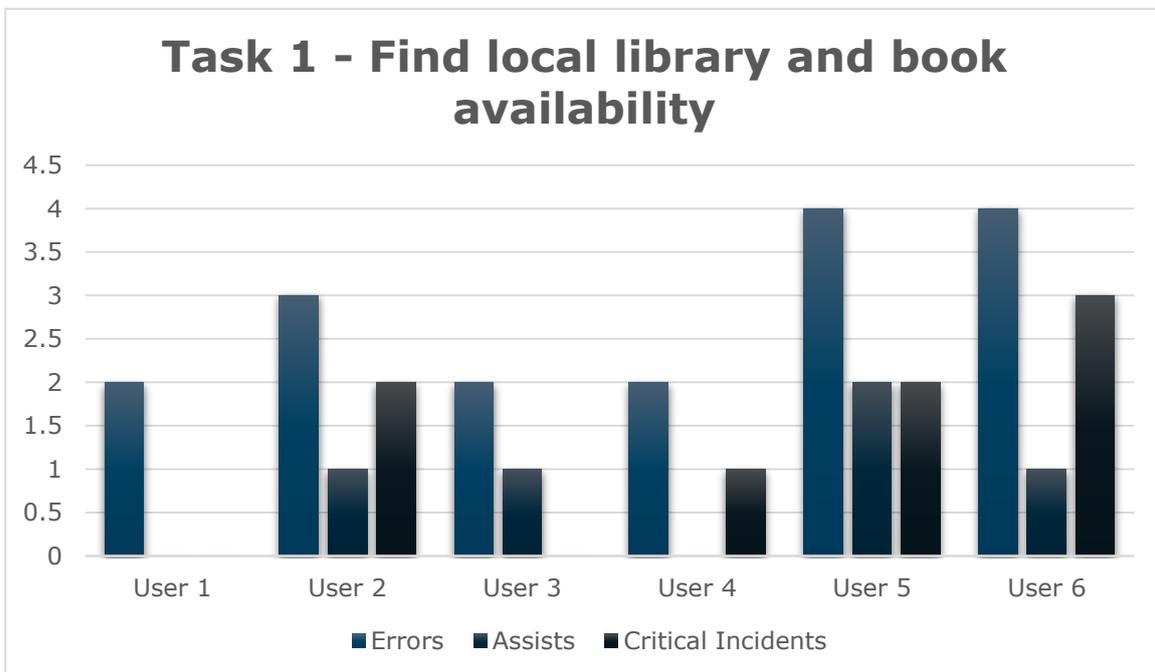
## PERFORMANCE DATA

The following results were acquired by the recorded data of each participants and the post-test questionnaire.

### TASK 1: FIND LOCAL LIBRARY AND BOOK AVAILABILITY

The following data was acquired when performing task number 1

	Task Order	Time (Seconds)	Errors	Assists	Critical Incident
Participant 1	3 <sup>rd</sup> Task	171	2	0	0
Participant 2	4 <sup>th</sup> Task	224	3	1	2
Participant 3	1 <sup>st</sup> task	418	2	1	0
Participant 4	3 <sup>rd</sup> Task	260	2	0	1
Participant 5	3 <sup>rd</sup> Task	300	4	2	2
Participant 6	3 <sup>rd</sup> Task	359	4	1	3
Mean Average		289	3	1	1
Median Average		300			



## KEY POINTS AND PROBLEMS

- User 1 had used the library facility on numerous occasions before therefore did not receive any critical incidents or assists. This shows that site's tasks are memorable.
- User 6 was the only person to use the 'find my nearest' tool, user got frustrated and clicked back. As the user web experience was somewhat limited compared to others, the map view that appeared when first accessing the page was daunting and quickly discouraged the user from continuing further.
- Each user found that finding their local library was a straight forward task.
- User 5 assumed that when on the library catalogue page the search box would not search library but search Wiltshire.gov. No one used this but each person spent time wondering if this page was the right one to take them to the library.
- When using the advanced search most users wondered why their local library was not already selected as they had searched for it previously.
- When using the advanced search for the library each person selected hardback as book was not an option within the select media type drop down. As a result the correct book did not appear as it was paperback. Had to advise users to choose this option.
- When removing media options and searching, the book still didn't appear.
- User 6 expressed disappointment when clicking reserve and finding that they needed to log in.
- All users clicked on the Wiltshire council logo to take them home, this resulted in returning to the Wiltshire library home page, not Wiltshire.gov

## TASK 2: FIND OUT YOUR LOCAL SPORTS FACILITIES

The following data was acquired when performing task number 2

	Task Order	Time (Seconds)	Errors	Assists	Critical Incident
1	2 <sup>nd</sup> Task	243	3	1	0
2	2 <sup>nd</sup> Task	224	5	0	0
3	2 <sup>nd</sup> Task	617	4	3	0
4	5 <sup>th</sup> Task	153	1	0	0
5	1 <sup>st</sup> Task	180	0	0	0
6	1 <sup>st</sup> Task	463	2	1	1
<b>Mean Average</b>		313	3	1	0
<b>Median Average</b>		243			



### KEY POINTS AND PROBLEMS

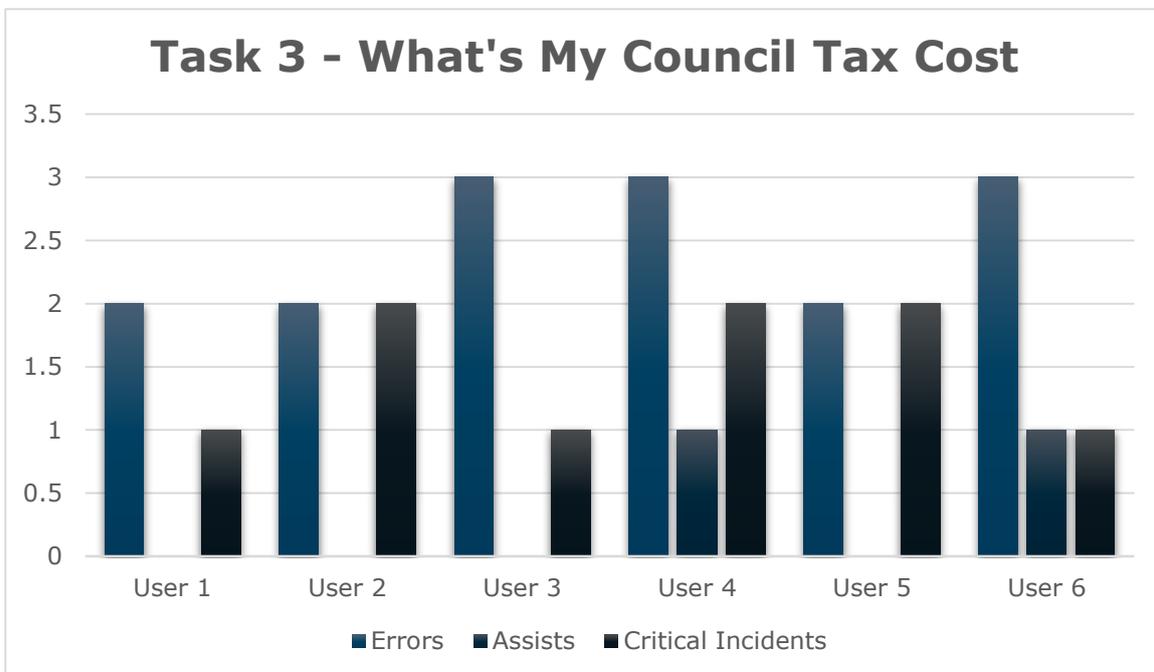
- A number of users felt that they would find information on the swim zone membership on the Warminster Sport Centre website, however this could only be found on the Wiltshire.gov website.
- Users 3, 5 and 6 used the search to locate the membership information. When search results came up, none used the recommended result. Users 3 and 6 searched for Warminster Swimming, this did not produce any good results.
- User 6 used the 'find my nearest' however was put off when using the drop down to select Warminster as it showed every street name in Warminster.

- A number of users went to the membership prices page and not the memberships explained to find out information on Swim Zone.

### TASK 3: WHAT'S MY COUNCIL TAX COST

The following data was acquired when performing task number 3

	Task Order	Time (Seconds)	Errors	Assists	Critical Incident
1	1 <sup>st</sup> Task	224	2	0	1
2	3 <sup>rd</sup> Task	105	2	0	2
3	3 <sup>rd</sup> Task	251	3	0	1
4	4 <sup>th</sup> Task	257	3	1	2
5	4 <sup>th</sup> Task	225	2	0	2
6	4 <sup>th</sup> Task	305	3	1	1
<b>Mean Average</b>		228	3	0	3
<b>Median Average</b>		251			



### KEY POINTS AND PROBLEMS

- When first viewing the council tax page some users looked at the first set of numbers and expected this to be the answer, which it wasn't
- All users used the drop down for Heytesbury and Knook parish council, this returned them to the same page. Users 1, 2, 4 and 5 tried this a second time before taking a different approach.
- User 6 tried the search and despite typing in Heytesbury and Knook correctly, search came up with a 'Did you mean Heytesbury and Nook'
- On the correct page a number of users scrolled down to find the correct parish, they then scrolled up again because they were unsure which column was Band C

## TASK 4: PAYING FOR PARKING

The following data was acquired when performing task number 4

	Task Order	Time (Seconds)	Errors	Assists	Critical Incident
1	5 <sup>th</sup> Task	36	0	0	0
2	5 <sup>th</sup> Task	92	2	0	0
3	4 <sup>th</sup> Task	89	0	0	0
4	1 <sup>st</sup> Task	55	0	0	0
5	2 <sup>nd</sup> Task	40	0	0	0
6	2 <sup>nd</sup> Task	85	0	0	0
<b>Mean Average</b>		66	0	0	0
<b>Median Average</b>		85			



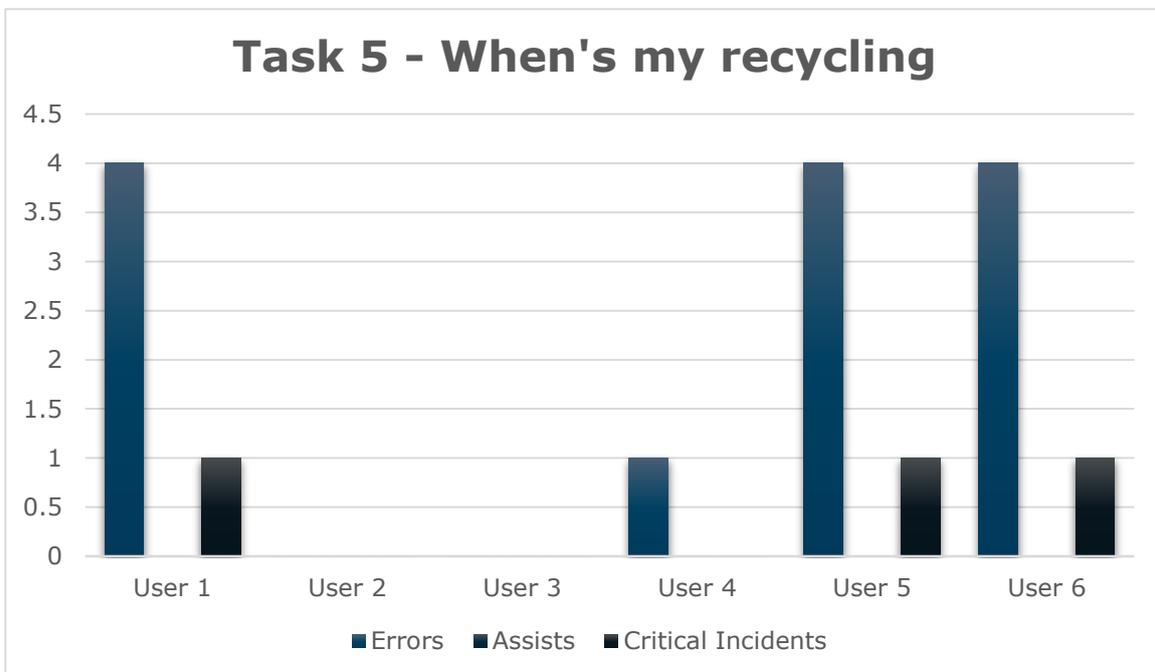
### KEY POINTS AND PROBLEMS

- All users found this task very straight forward to achieve, information was near the top of the page therefore picked out very easily. This displays an ideal solution for other pages on the site.

## TASK 5: WHEN'S MY RECYCLING

The following data was acquired when performing task number 5

	Task Order	Time (Seconds)	Errors	Assists	Critical Incident
1	4 <sup>th</sup> Task	340	4	0	1
2	1 <sup>st</sup> Task	80	0	0	0
3	5 <sup>th</sup> Task	271	0	0	0
4	2 <sup>nd</sup> Task	196	1	0	0
5	5 <sup>th</sup> Task	252	4	0	1
6	5 <sup>th</sup> Task	347	4	0	1
<b>Mean Average</b>		248	2	0	1
<b>Median Average</b>		271			



### KEY POINTS AND PROBLEMS

- User 2 has performed this task on a regular basis therefore achieved this task very quickly.
- User 5 used the 'My Area' box on the front page. However as the hyperlink was a bookmark of the page the next step appeared right at the top of the page as a result of this, the participant scrolled down the screen, missing this step.
- Users found the my area page of the recycling with ease however some started using my area before giving up and looking again only to return to the same page via an alternative route.

- User 4 looked at the graphic on the 'my area' page believing the date for recycling was actually the date for black bin pick up. They then realised on closer inspection that this was incorrect and the text to the right was the date they were looking for.
- Most users when scrolling down to find information on location accidentally scrolled on the map resulting in the map zooming out a huge distance making it almost unusable.
- Wiltshire Council logo from the Recycling Page once again took them to the home page of recycling, not Wiltshire council.

## QUESTIONNAIRE DATA

Users completed a 40 question questionnaire. Each item is rated 1 to 7, 1 being completely disagree, 7 being completely agree. Questions that were not applicable come under an N/A result.

<b>Aesthetics</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>N/A</b>	<b>Ave</b>
The Home Page was very attractive	2	2	1	1					2.2
The colour scheme for the website was pleasing		1	3	1		1			3.5
I felt the general look and feel was very modern	2	1	2	1					2.3
Overall the site was very consistent in its branding	1			2	1	2			3.7
Photos were very well used and clear	1		2	1	1	1			3.7
Icons were obvious and very well used	3	1	1	1					2
<b>Content &amp; Structure</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>N/A</b>	<b>Ave</b>
The overall structure of the front page was intuitive	1	2	2	1					2.5
All links worked as expected	1	1	2	1			1		3.3
I felt the site was generally well laid out	2		3	1					2.5
I felt information within the website was presented clearly and was understandable	1		3	1	1				3.2
I found it easy to find the information I needed	1	1	2	1	1				3
The balance of content between pages was consistent across the site.			2	4					3.7
There was the correct amount of information on the pages, not too much or too little	2	1	2		1				2.5
I can understand and act on the information provided by this website.			1		5				4.7
<b>Navigation</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>N/A</b>	<b>Ave</b>
The site was very easy to navigate	2	2	1		1				2.3
I knew exactly where I was within the website	2	3		1					2
I was able to return to levels of the website easily	1	2	1	2					2.7
Navigation was consistent across the whole site	2		2	1		1			3
<b>Other Functionality</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>N/A</b>	<b>Ave</b>
The search facility was extremely useful	1		1			2	1	1	4.6
Search results were clearly laid out	2			1	1	1		1	3.4
Map facilities on the website were really useful		2	1	1	2				3.5
Map facilities were very intuitive	1	2	1		2				3
The My area of the site was a very good facility		1	1					4	2.5

The My area pages were clear and clean to view important information		1	1					4	2.5
<b>Task Orientated Questions</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>N/A</b>	<b>Ave</b>
I was able to locate a local library and leisure centre with ease		1	2	2		1			3.7
To locate a book within the library was a straightforward task	2	1		1	2				3
I found that having the library and leisure centre information on a separate website was not distracting	2	1	1		1	1			3
The Council Tax page was very informative		1	1	4					3.5
The Council Tax page was easy to use and I found the information I needed quickly	3	2	1						1.7
<b>General Usability</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>N/A</b>	
Learning to use the website was really easy	3		2		1				2.3
I feel I can return to the website in the future and easily remember its functions.		1	2	1	1			1	3.4
Any error messages I received were helpful	1	1		1				3	2.3
I didn't miss any important or valuable information on a page		1	2	2		1			3.7
I found this website frustrating to use		1			1		4		5.8
The website behaves in ways I don't fully understand			1	1		2	2		5.5
<b>Final Impression</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>N/A</b>	
Overall the product was easy to use	3	1	1		1				2.2
I found the website pleasant to use	3	1	1	1					2
After this test I would like to use this site more than I am already using	3	2		1					1.8
I would recommend this site to others	3	1	1	1					2
Compared to other council sites, this is the best I've used	1					1		4	3.5

The questionnaire results display the following

#### Pros

- The information on the website was extremely useful and informative.
- The search facilities were generally quite useful
- Branding was overall consistent.

#### Cons

- The website was not easy to use and was generally frustrating.
- Users generally did not receive many error messages, but when they did they were not helpful.
- Learning to use the website is not straight forward.

- Finding specific information was difficult
- The 'My Area' part of the website was very rarely used
- Map facilities were frustrating to use
- Navigation was poorly designed and very confusing.
- It was not considered to be an aesthetically pleasing website.

## REDESIGN RECOMMENDATIONS

Based on information gathered on the usability test results and post-test questionnaire the following recommendations for the website have been suggested.

### Homepage

Change	Explanation	Priority
<b>Make My area much more prominent (see task 5 on p25)</b>	The my area and the find my nearest pages were very rarely used by the participants despite the vast amount of useful information on them.	High
<b>Move planning, leisure centres, rubbish and libraries to left (see task 1 on p20)</b>	Most participants did not notice that they were there until they were ready to give up and use search.	Low

### Navigation

Change	Explanation	Priority
<b>Main Navigation should appear at the top</b>	Using the navigation on the left hand side became confusing at lower levels due to the amount of navigation on sub-levels. It was not possible to return to other parts of the site from them. Having a consistent top two or three level navigation at the very top of the page would make it easier for users to move to other areas with ease.	Medium
<b>Convert Navigation to mega menu or Display sub menus in left hand area</b>	There is a large amount of navigational options, by using technology like mega menus could allow users to access all areas of the site from here.	Medium

### Search Results

Change	Explanation	Priority
<b>Display recommended link directly above first option, not above sorting</b>	All participants missed the Recommended Link options, opting to use the main search instead. It appeared that they considered the start of the search to be directly over the Sorting options.	High
<b>Display icon next to recommended link</b>	This offers more salience to the recommended links hopefully drawing attention to the options.	Medium

### My Area

Change	Explanation	Priority
<b>Make this into a log in feature</b>	All vast amount of information can be found relating to a person or location within this area. Providing users with their own log in to acquire this information could allow users to find their information at any time really quickly. This could be expanded to allow other facilities such as library use and payment online.  Learnability and memorability will vastly increase as all tasks can be achieved within one location.	Medium
<b>Separating areas into different pages</b> (see task 3 on p23)	The amount of information on this page was overwhelming for some participants, so separating it into tabs or pages would make this easier.	Low
<b>Removing the need for a post code</b>	This area is useless without a post code meaning that potential users from outside Wiltshire will not be able to get the required information.	Low
<b>Use of icons to identify key information</b>	Only some areas contain icons, as there's a vast amount of information here, setting icons could allow quick access to key areas.	Medium
<b>A My Area App</b>	All participants use smart phones or tablets, due to the sheer amount of navigation on the site an app for this task may be beneficial over making the website fully responsive.	Medium

### Find My Nearest

Change	Explanation	Priority
<b>Remove the options for streets</b> (see task 2 on p21)	My Area already achieves post code information. This area becomes unusable because the long list when typing a town name.	Low

### Library

Change	Explanation	Priority
<b>Add book to dropdown on advanced search</b> (see task 1 on p19)	Many participants were unsure if the book they were looking for was a hardback or paperback meaning they did not necessarily find what they were looking for.	High
<b>Remove Reserve and replace with log in button</b> (see task 1 on p19)	While most users realised they couldn't reserve a book without logging in, there was still frustration that they went through the search procedure only to have to not achieve their objective and potentially begin again.	Low

Miscellaneous

Change	Explanation	Priority
<b>Cookies confirmation on front page only</b> (see task 1 on p19)	A number of participants found it frustrating that the notification appeared numerous times. This should be on the front page only and should cover all sub-sites too.	Low
<b>Survey box reappearing</b>	A number of users found the survey box reappearance annoying. This ideally should only appear once if not at all.	Low
<b>Smaller or static maps</b> (see task 1 on p19)	Many participants accidentally zoomed out on maps when scrolling down a page therefore losing their location. Static maps would avoid this, and smaller maps would avoid scrolling on it accidentally	Low
<b>Reduce page content</b>	Users struggled to find what they were looking for as some options were further down on the page	Medium

## DISCUSSION

The following are a few variables that may have an impact on the overall results of the usability test.

- The main issue is the lack of availability to current statistics for Wiltshire.gov. With statistics and analytics available it is possible to identify key issues along with identifying the main target audiences. This could also affect what tasks would be assigned to the participants due to identifying where users are leaving the site or how long they are spending on each page.
- Participant 5 had to use a Macbook Pro due to connectivity issues. While this shouldn't have a huge impact on results, it did mean the use of a different browser (Safari instead of Firefox) so there was a potential for some differences to the overall experience.
- Obtaining a participant from outside Wiltshire and a participant over the age of 55 would have provided more diversity to results. A user outside Wiltshire may have not known locations very well which could influence time on tasks for example.
- Task 4, Paying for parking came across as an easy task for all participants meaning no additional issues could be found, this therefore could be considered a wasted task, however a counter argument for this is that the way the page and navigation to that specific page was well structured meaning that this is a prime example on how the rest of the site should be.

## CONCLUSION

Participants found that the information within Wiltshire.gov was extremely useful but the website was extremely frustrating to use. The overall opinion was that it was not an aesthetically pleasing website, and the combination of both of these meant that the usability and user experience of the website was generally poor. Participants were unlikely to use the site more than they have to and would not recommend it to others.

As a result of this the following areas need to be addressed.

- Navigation
- Aesthetics and content
- My Area (Webpages and App)

I believe the overall experience will vastly improve once these issues have been addressed.

## APPENDICES

### A: PARTICIPANT INFORMATION SHEET

# PARTICIPANT INFORMATION SHEET

## PURPOSE

The purpose of this session is to assess the ease of use of the Wiltshire Council web site by comparing it to industry benchmarks and to improve the design of its user interface.

## TASKS & DURATION

You will be asked to perform the following

- Fill in an initial questionnaire about yourself and your experience of the Wiltshire council, or similar, website
- Go through the website and complete 5 carefully selected tasks
- Provide us with feedback about your experience on the website

It will be deemed necessary to record your actions during the tasks being performed. Audio recording will be required in order to obtain full usability feedback and there may be a requirement to film you as well.

The full session should take approximately one hour.

## RIGHT TO WITHDRAW

You may withdraw from the session at any time without prejudice or you need not answer any specific question if you prefer not to.

## POTENTIAL OF RISK OR DISCOMFORT

This study has no side effects and will not impose any harm to you physically or mentally.

## ANONYMITY/CONFIDENTIALITY

Your identity will be anonymous. All data will be stored using a participant number, and will only be used for the purposes of the research. All data that might identify individuals will be destroyed by January 1<sup>st</sup>, 2015, when we anticipate that the project and its publications will reach its completion. In the reporting of the project, no information will be released which will enable a reader to identify who our participants were.

If you have any questions, please ask the moderator.

If you agree to participate in this study please read and sign this consent form.

## INFORMED CONSENT

### STATEMENT BY PARTICIPANT

- I confirm that I have read and understood this information sheet and the invitation to participate.
- I understand:
  - The purpose, risks, and benefits to taking part in this session
  - What my involvement will entail and any questions have been answered to my satisfaction.
  - That my participation is entirely voluntary, and that I can withdraw at any time without prejudice.
  - That all information obtained will be confidential.
  - That research data gathered for the study may be published provided that I cannot be identified
- Contact information has been provided should I wish to seek further information from the investigator at any time for purposes of clarification.

*Participant Signature* \_\_\_\_\_ *Date* \_\_\_\_\_

### STATEMENT BY INVESTIGATOR

- I have explained this study and the implications of participation in it to this participant without bias and I believe that the consent is informed and that he/she understands the implications of participation.

*Investigator Signature* \_\_\_\_\_

**B: PARTICIPANT PROFILE QUESTIONNAIRE**

# PARTICIPANT PROFILE QUESTIONNAIRE

As part of the usability test is important to gather a few bits of information related to yourself and the use of the website in which you'll be testing. Please answer all questions where possible, and space will be left for you to add any additional information below.

General Information				
1. What is your gender?				
Male	<input type="checkbox"/>	Female	<input type="checkbox"/>	
2. What is your age?				
18-24	<input type="checkbox"/>	25-34	<input type="checkbox"/>	35-45 <input type="checkbox"/> 46-55 <input type="checkbox"/> Over 55 <input type="checkbox"/>
3. What is your employment status?				
Full-Time	<input type="checkbox"/>	Part-Time	<input type="checkbox"/>	Self Employed <input type="checkbox"/> Unemployed <input type="checkbox"/> Retired <input type="checkbox"/>
4. Please state your main occupation, job title				
Click here to enter text.				
5. How long have you used the internet for?				
Over 5 Years	<input type="checkbox"/>	3-5 Years	<input type="checkbox"/>	2-3 Years <input type="checkbox"/> About a Year <input type="checkbox"/> Less than a year <input type="checkbox"/>
6. How often do you use the internet per week?				
Over 30 hours	<input type="checkbox"/>	20-30 Hours	<input type="checkbox"/>	10-20 hours <input type="checkbox"/> 5-10 hours <input type="checkbox"/> Less than 5 hours <input type="checkbox"/>
7. What is your main use for the internet?				
Click here to enter text.				
8. How do you access the internet? (tick as many as appropriate)				
Smart Phone (Iphone, Andriod, Windows Phone etc)	<input type="checkbox"/>	Tablet (Ipad, Nexus, Surface etc)	<input type="checkbox"/>	Laptop (MacBook Pro, Surface Pro etc) <input type="checkbox"/> Desktop (iMac, PC etc) <input type="checkbox"/>
Website Information				
9. Are you local to the area, and if so for how long?				
Over 5 years	<input type="checkbox"/>	3-5 years	<input type="checkbox"/>	1-3 years <input type="checkbox"/> Less than a year <input type="checkbox"/>
10. Have you used a local council's website before?				
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	
11. If yes, what do you normally use it for?				
Click here to enter text.				

12. How do you normally find information about council related activities/facilities?				
Website <input type="checkbox"/>	Email <input type="checkbox"/>	Phone <input type="checkbox"/>	Face-Face <input type="checkbox"/>	Other <input type="checkbox"/>
13. When was the last time you visited the Wiltshire Council Website				
Less than a week <input type="checkbox"/>	Less than a month <input type="checkbox"/>	Less than 6 months <input type="checkbox"/>	Less than a year <input type="checkbox"/>	More than a year <input type="checkbox"/>
14. How often do you visit the Wiltshire Council website?				
Often <input type="checkbox"/>	Occasionally <input type="checkbox"/>	Rarely <input type="checkbox"/>	Never <input type="checkbox"/>	
15. How do you normally access the website				
Smart Phone <input type="checkbox"/>	Tablet <input type="checkbox"/>	Laptop <input type="checkbox"/>	Desktop <input type="checkbox"/>	
16. Why is this your preferred option?				
<p><a href="#">Click here to enter text.</a></p>				

**C: POST-TEST QUESTIONNAIRE**

# POST TEST QUESTIONNAIRE

Please fill in the questionnaire and tick the most appropriate box based on your experience of the Wiltshire Council Website.

All questions will be rated between 1 and 7, 1 being strongly disagree, 7 being strongly agree.

There is a section at the end should you wish to type in some additional statements.

If there was is a question that you did not experience on your task, please leave blank

	Disagree					Agree	
	1	2	3	4	5	6	7
<b>Aesthetics</b>							
1. The Home Page was very attractive	<input type="checkbox"/>						
2. The colour scheme for the website was pleasing	<input type="checkbox"/>						
3. I felt the general look and feel was very modern	<input type="checkbox"/>						
4. Overall the site was very consistent in its branding	<input type="checkbox"/>						
5. Photos were very well used and clear	<input type="checkbox"/>						
6. Icons were obvious and very well used	<input type="checkbox"/>						
<b>Content &amp; Structure</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
7. The overall structure of the front page was intuitive	<input type="checkbox"/>						
8. All links worked as expected	<input type="checkbox"/>						
9. I felt the site was generally well laid out	<input type="checkbox"/>						
10. I felt information within the website was presented clearly and was understandable	<input type="checkbox"/>						
11. I found it easy to find the information I needed	<input type="checkbox"/>						
12. The balance of content between pages was consistent across the site.	<input type="checkbox"/>						
13. There was the correct amount of information on the pages, not to much or to little	<input type="checkbox"/>						
14. I can understand and act on the information provided by this website.	<input type="checkbox"/>						
<b>Navigation</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
15. The site was very easy to navigate	<input type="checkbox"/>						
16. I knew exactly where I was within the website	<input type="checkbox"/>						
17. I was able to return to levels of the website easily	<input type="checkbox"/>						
18. Navigation was consistent across the whole site	<input type="checkbox"/>						
<b>Other Functionality</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
19. The search facility was extremely useful	<input type="checkbox"/>						
20. Search results were clearly laid out	<input type="checkbox"/>						
21. Map facilities on the website were really useful	<input type="checkbox"/>						
22. Map facilities were very intuitive	<input type="checkbox"/>						

23. The My area of the site was a very good facility	<input type="checkbox"/>						
24. The My area pages were clear and clean to view important information	<input type="checkbox"/>						
<b>Task Orientated Questions</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
25. I was able to locate a local library and leisure centre with ease	<input type="checkbox"/>						
26. To locate a book within the library was a straightforward task	<input type="checkbox"/>						
27. I found that having the library and leisure centre information on a separate website was not distracting	<input type="checkbox"/>						
28. The Council Tax page was very informative	<input type="checkbox"/>						
29. The Council Tax page was easy to use and I found the information I needed quickly	<input type="checkbox"/>						
<b>General Usability</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
30. Learning to use the website was really easy	<input type="checkbox"/>						
31. I feel I can return to the website in the future and easily remember its functions.	<input type="checkbox"/>						
32. Any error messages I received were helpful	<input type="checkbox"/>						
33. I didn't miss any important or valuable information on a page	<input type="checkbox"/>						
34. I found this website frustrating to use	<input type="checkbox"/>						
35. The website behaves in ways I don't fully understand	<input type="checkbox"/>						
<b>Final Impression</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
36. Overall the product was easy to use	<input type="checkbox"/>						
37. I found the website pleasant to use	<input type="checkbox"/>						
38. After this test I would like to use this site more than I am already using	<input type="checkbox"/>						
39. I would recommend this site to others	<input type="checkbox"/>						
40. Compared to other council sites, this is the best I've used	<input type="checkbox"/>						
<b>Additional Information</b> Click here to enter text.							

**D: TASK SHEET**

# TASK SHEET

---

## 1. FIND LOCAL LIBRARY AND BOOK AVAILABILITY

Imagine you wanted to get hold of the first 'Game of Thrones' Book, but you're not sure where your local library is.

Find out where your local library is followed by whether the book is available at that library. If available, try and reserve the item

Please do not use any log in details.

---

### ANSWER

*Where is your local library, full address?*

*Is the book available?*

---

## 2. FIND OUT LOCAL SPORTS FACILITIES

You have recently moved to the area and wish to use the local swimming facilities.

First find out about the Wiltshire council membership for swimming followed by finding where the Warminster swimming pool is

Please do not sign up to any sports facilities.

---

### ANSWER

*Details about swimming membership?*

*Where is Warminster Swimming Pool, full address?*

---

## 3. WHAT'S MY COUNCIL TAX COST

You would like to know how much approximately you spend per year on a Band C house in the Heytesbury and Knock Parish Council area

Find out how much it would cost for one year

---

**ANSWER**

*How much do you pay on council tax?*

---

**4. PAYING FOR PARKING**

You are planning to travel around various parts of Wiltshire however you're unsure if you'll have enough change for parking.

You've heard of a cashless parking facility which you can pay using your mobile phone, find out what number to text along with details on how to use it.

Please do not use or sign up to any of the facilities

---

**ANSWER**

*What is the mobile number?*

---

**WHEN'S MY RECYCLING**

You need to find out when your black box recycling is and also the location of your local recycling centre, Use the website to locate these details for the following address

16 Flax Mill Park, Devizes, SN10 2FF

---

**ANSWER**

*What time is your black box recycling?*

*Where is your local recycling centre, full address?*

---

## E: PERSONAS

Personas are based on the anticipated users likely to use the Wiltshire.gov website.

### PERSONA 1: INFORMATION GATHERER



**Name** Melissa Sharp

**Age** 28

**Marital Status** Married

**Occupation** P/T Teaching Assistant

#### REASONS FOR ACCESS

- Variety of different things depending on current need
- Not necessarily local

#### WEBSITE NEEDS

- Quick and easy to navigate
- Aesthetically Pleasing
- Simple straight to point information
- Easy contact details for more information

#### WEBSITE USAGE CONTEXT

- Infrequent usage of website
- May be used to social media style websites

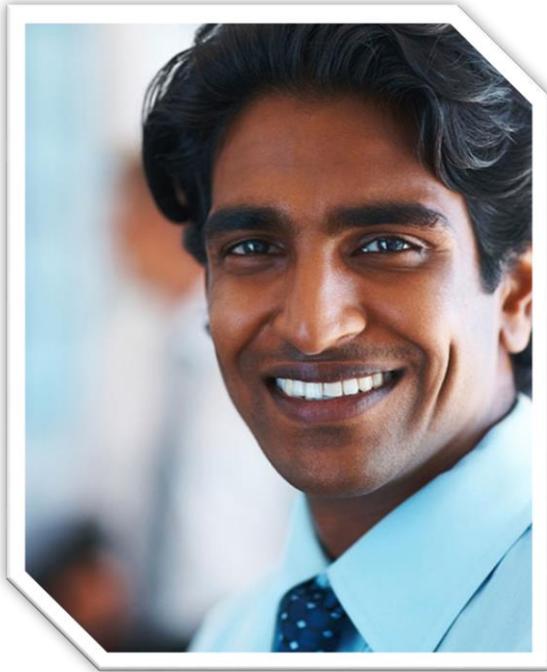
#### TECHNOLOGICAL SKILLS

- Infrequent user of the internet
- Infrequent or no use of tablet/mobile

#### LIFE STYLE

- Maybe moving into area
- Parent finding out information for children
- May not be able to go to local centre to find information

## PERSONA 2: ONLINE APPLICATION SPECIALIST



**Name** Ramesh Joshi

**Age** 33

**Marital Status** Married

**Occupation** IT Manager

### REASONS FOR ACCESS

- Payment, Application, Booking facilities
- Local user

### WEBSITE NEEDS

- Secure
- Informative feedback on tasks being performed.
- Know exactly what task they are setting out to achieve

### WEBSITE USAGE CONTEXT

- Regular User, accesses at regular intervals
- Likely to know specific tasks intimately, may not know others

### TECHNOLOGICAL SKILLS

- Heavy user of internet
- Access to tablet/smart phone

### LIFE STYLE

- Busy work lifestyle, therefore unable to attend local offices during working hours.
- Sets short time aside to achieve tasks

## PERSONA 3: LOCAL FACILITIES USER



**Name** Kathryn Griffin

**Age** 20

**Marital Status** Single

**Occupation** Student

### REASONS FOR ACCESS

- Ability to locate facilities, possible application requirement. Detailed information on specific facilities
- Definitely a local user

### WEBSITE NEEDS

- Extensive Information on specific facilities
- Location based information
- Interesting and fun interactivity

### WEBSITE USAGE CONTEXT

- Occasional or regular user depending on current need
- May not be totally familiar with website and specific tasks
- If library user, likely to be on frequently to check book availability

### TECHNOLOGICAL SKILLS

- Possible tablet/smart phone user
- Frequent use of internet in variety of locations

### LIFE STYLE

- Heavy library user or sports enthusiast
- Likes to attend local social events

## PERSONA 4: LAW ABIDING CITIZEN



**Name** Steve King

**Age** 53

**Marital Status** Married

**Occupation** Dentist

### REASONS FOR ACCESS

- Attempting to achieve a specific task while ensuring procedures are followed
- Ability to contact council to resolve ongoing issues

### WEBSITE NEEDS

- Easy to navigate
- User friendly forms or printer friendly pages
- Well-presented content

### WEBSITE USAGE CONTEXT

- Regular user
- May need to use a variety of different parts of the site therefore not completely familiar with a specific task.

### TECHNOLOGICAL SKILLS

- Likely an internet user during working hours.
- May not necessarily have access to a tablet
- Will have access to a phone however not necessarily for browsing

### LIFE STYLE

- Likes to keep up to date with current affairs
- Works on side projects, for example house renovation.

## REFERENCES

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All persona photos have been licensed from [www.bigstockphoto.com](http://www.bigstockphoto.com) or [www.istockphoto.com](http://www.istockphoto.com)

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