

Report for:

newzealand.govt.nz

Design & User Testing

Findings for the Department of Internal Affairs

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|--------------|--------------------------------|
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Positive



Observation



Minor



Major



Critical



Recommendation

1. Executive Summary

1.1 Introduction

The Department of Internal Affairs (DIA) is planning to redevelop the newzealand.govt.nz website in order to provide all-of-government information online in a customer-centric, easy-to-use manner based on customer needs, not the structure of government.

To inform the redevelopment, the Department wanted to develop a number of 'future state' concepts that represented possible design solutions for the new newzealand.govt.nz, and then test these concepts with users to understand firstly; whether the approaches encapsulated in each concept met with the needs and expectations of users, and then secondly whether there were any major usability and/or user experience issues with each of the concepts.

The ideal outcome was to be a clear understanding of which of the concepts should be adopted for the new newzealand.govt.nz website, however the actual outcome (described in this report) is a set of recommendations for the design that borrows on elements from the various concepts.

1.2 Key findings

Awareness of newzealand.govt.nz

Very few participants were aware of the fact that newzealand.govt.nz existed. Almost all participants, having visited and used the site during the test, felt that it was somewhere that they might visit and that the information it provided would be of value to them.

Integrated vs detached hubs

Two approaches were tested – an “**integrated**” centralised model where all information was presented from a single site and a distributed “**detached hub**” model with information on separate hub websites or other agency sites.

Based on our observations we believe that either a centralised or distributed approach is acceptable from a user experience and usability aspect. Almost all the participants we tested with said that it would be nice to have all the information in one place, but that they were completely comfortable with being directed to a separate site as long as they; easily found the information they were looking for, were aware of the fact that they were at a separate site, could easily find their way back to newzealand.govt.nz.

Some users stumbled if they found their way to two sites with similar or different information about the same content topic. Duplicated and fragmented content appears to be a more significant issue for users.

Scope

Most participants initially liked the simplicity of a selective, or stripped down, set of topics/categories on newzealand.govt.nz. The primary attraction was that this was most likely to result in a cleaner and simpler aesthetic and Information Architecture that is quicker to access. However when pressed, all participants felt that newzealand.govt.nz should be comprehensive, not selective, in the government related information that it covered. Additional work will need to be completed to determine the exact scope as participants commented that some state owned enterprises might not need to be on the site



Positive



Observation



Minor



Major



Critical



Recommendation

(e.g. Air NZ), some NGO's may need to be, and many appeared to have the expectation that local government information would be available.

Navigation

For most participants there were a couple of key elements to ensuring they could successfully and confidently navigate through the site and from site to site. These included; being able to preview the next level/s of navigation, knowing when they had crossed from one site to another, and being able to easily return to newzealand.govt.nz from a hub page.

If newzealand.govt.nz is to be positioned as a key online resource for finding government information and services, an easy way to get to newzealand.govt.nz from any government website should ideally be provided. A consistent brand across the top of all government sites and information hubs would be one way to achieve this, similar to the design approach taken by the BBC. Agencies that are mandated to comply with government web standards already need to provide a link to newzealand.govt.nz but sites take a varied approach towards the design and position of the link within their site.

Search

Not surprisingly 'Google search' is the main –and first – method of information finding for many users. It's important that newzealand.govt.nz has an effective 'search' functionality that is straight forward to use, and that displays concise and relevant results in a manner that is typical or familiar (as many participants said, 'Google like').

Ideally the 'search' should give additional context to users and support/reflect the structure of the site/hub. (e.g. faceted results). It would also be beneficial for users to be able to search across all of newzealand.govt.nz as well as in specific topics/hubs. Many participants demonstrated that whilst they were comfortable searching for content, often it took several attempts for them to narrow down the right keywords to use. Poor quality search results also occur because content on many government sites isn't search engine optimised. Using newzealand.govt.nz to provide context and helping users construct the right 'Google searches' by browsing the site could be of benefit.



Positive



Observation



Minor



Major



Critical



Recommendation



Fig 1.2 - Example design sketch from the Design Workshop.
 (for more images of the outputs from the workshop please see Appendix)

Approach

- 1) Optimal Usability planned and developed workshop activities and scenarios.
- 2) A half day workshop was conducted at the Department of Internal Affairs offices, facilitated by 2 Optimal Usability consultants. The aim of the workshop was to:
 - Be a hands-on exploration of ideas whilst also working within the boundaries of user, business and technical requirements.
 - Provide an opportunity to focus on key process and design elements.
 - Allow for collaboration on a large number of ideas.
 - Uncover requirements, technical challenges, and opportunities early on in the design process.

 Positive

 Observation

 Minor

 Major

 Critical

 Recommendation

- Develop the basis of multiple design concepts that could be further developed for user testing.
- 3) Optimal Usability then took away the outputs from the workshop session and analysed the concepts to extract the key ideas and themes. These were then assessed against user goals & business objectives and developed into sketch fidelity concepts.
 - 4) These sketch concepts were discussed with the team at the Department of Internal Affairs and a selection of designs were chosen to be developed into basic interactive prototypes for the purpose of user testing.
 - 5) The prototypes were revised by Optimal Usability.
 - 6) Finally a meeting was held with the team at the Department of Internal Affairs to review the concept prototypes and discuss the user testing approach.

Note: A mix of "new" designs were tested alongside the existing newzealand.govt.nz site and other similar existing sites (e.g. gov.uk)

1.3.2 User testing



Fig 2.0 – Screen capture from user testing session.

The objective of usability testing is to observe actual user performance. User tests provide behavioural insights by observing how people perform when attempting realistic tasks using a site (or prototype of a site). These insights are extremely helpful in understanding what people need and how designs can be improved to better facilitate those needs.

Usability tests are also useful in getting subjective user opinions and thoughts. Participants often make general comments during the test about the website, the organisation, the value of the content and even their frustrations.

Approach

- 1) Optimal Usability developed a 'screener' for the purpose of recruiting participants



- 2) Participants were recruited for user testing sessions in both Wellington and Auckland (see participant information below).
- 3) Optimal Usability developed a facilitation script that included tasks and questions covering the breadth of concepts to be tested and themes to be explored with participants (see Appendix for full script).
- 4) User testing sessions were conducted in Auckland and Wellington. Optimal Usability facilitated the sessions and also had a note taker present for each session. Members of the team at the Department of Internal Affairs observed the Wellington sessions.

Each test session lasted 60 minutes, beginning with a basic introduction. After that, participants were asked to complete tasks on each of the design prototypes/websites. The tasks were designed to resemble realistic situations that the users might face when using the website in day-to-day life. The limited fidelity of some of the prototypes meant that some tasks were either fairly limited in scope or could not be wholly completed. It is important to remember that it was the experience of using the prototypes that was being tested, not whether tasks could be completed

- 5) Optimal Usability then analysed the outcomes of the user testing, extracting all relevant findings and capturing them in this report.
- 6) This report and the findings will be presented and discussed with the Department of Internal Affairs **as part of the 'Next steps' workshop.**

1.4 Participants

We recruited 10 participants in total for user testing (4 in Auckland and 6 in Wellington) The participants represented a wide range of household situations, occupations and ethnicities including people of NZ European / Pakeha, Asian, Pacific Island, and Māori. **Of the 10 participants we had more female (6 individuals) than male (4), and ages ranging from 21- to 70-years-old.**

In this research we were particularly interested in the views of New Zealanders with more complex government needs, so we primarily recruited a mix of super annuitants, short and long term beneficiaries and students. This led to a downwards skew for household income and we only had one participant whose household income was over \$100,000 per annum.

The participants were familiar with online government services, and had each used a number of different government websites in the last 12 months.

All participants were screened to ensure that they:

- Were a NZ citizen or resident
- Did not work for a government department, market research company, or for the media and did not live with someone who worked for a government department
- Had not participated in a market research study in the last 3 months.



Positive



Observation



Minor



Major



Critical



Recommendation

2. Design concepts overview

2.1 '3 panels'

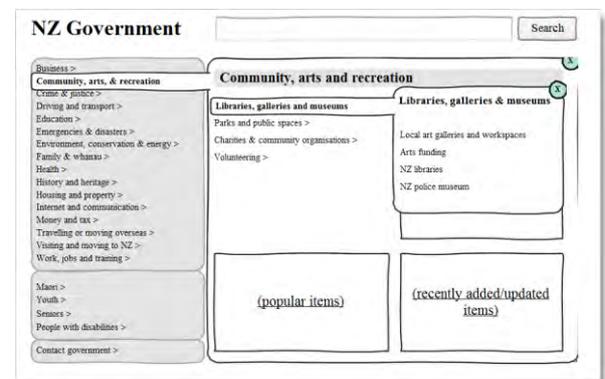
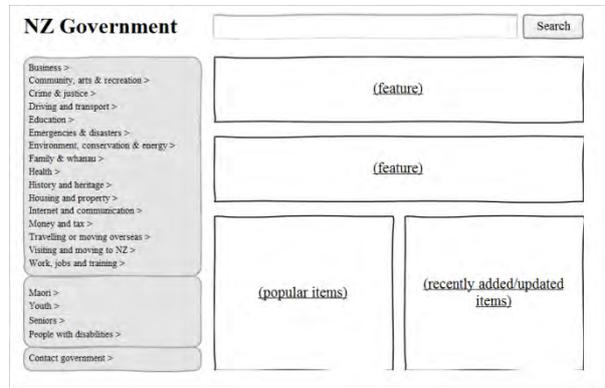
Description - '3 panels'

An integrated hub concept with the main navigation menu down the left hand side of the page, search at top right and featured content in the content area.

The main menu is divided into 3 sections; topics, audience, and contact government. Navigation also **includes fly out 'mega menus'** that allow the user to preview, and access, 2nd and 3rd level headings plus featured content at 2nd level. These menus "stick" in place until the user either clicks on another option or **closes the menu with the 'X's' in the upper right corner.**

Search results are displayed in the main content area, and have some faceting (accessed via tabs).

This design would need further refinement and adaptation to work on a small screen or mobile device. In its current configuration, the information architecture of the site would be limited to a maximum of 3 levels deep.



 Positive

 Observation

 Minor

 Major

 Critical

 Recommendation

2.2 'Sliding panels'

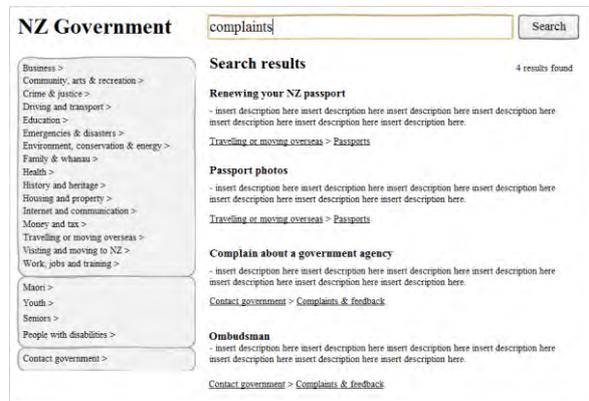
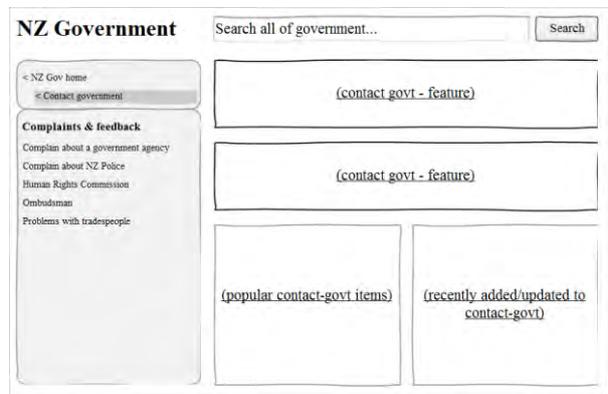
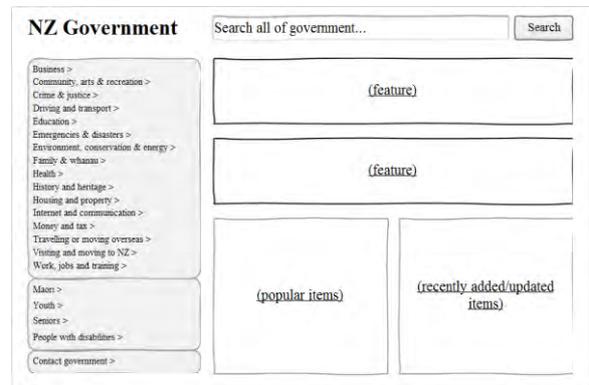
Description - 'Sliding panels'

An integrated hub concept with the main navigation down the left hand side of the page, search at top right and featured content in the content area.

Again the main menu is divided into 3 sections; topics, audience, and contact government. Clicking on an item in the menu results not only in a page change but also a "sliding" action in the menu itself.

Search results are displayed in the main content area in a fairly 'typical', simple manner.

Note: This design would need further refinement and adaptation to work on a small screen or mobile device. In its current configuration, the information architecture of the site is 3 levels deep, but this approach could scale further if required.



Positive



Observation



Minor



Major



Critical



Recommendation

2.3 'gov.uk'

Description - 'gov.uk'

This beta version of gov.uk is a one-stop-shop for a selective amount of government related information. The home page is dominated by a search box, with navigation options below; **'Browse' categories and 'Popular' categories.**

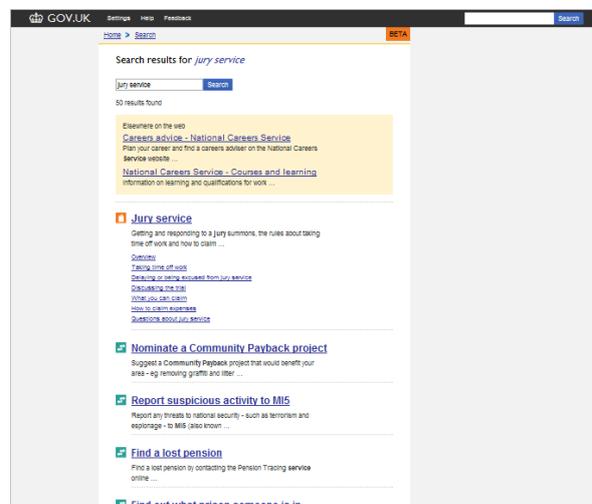
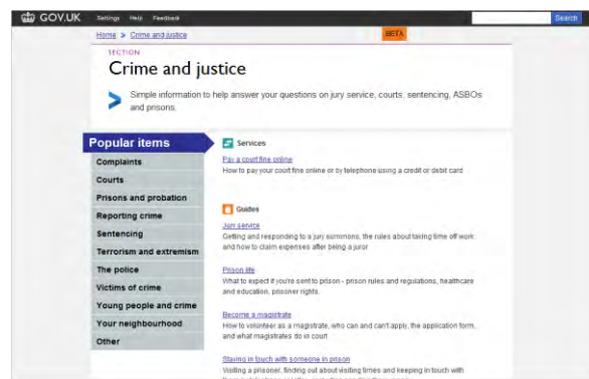
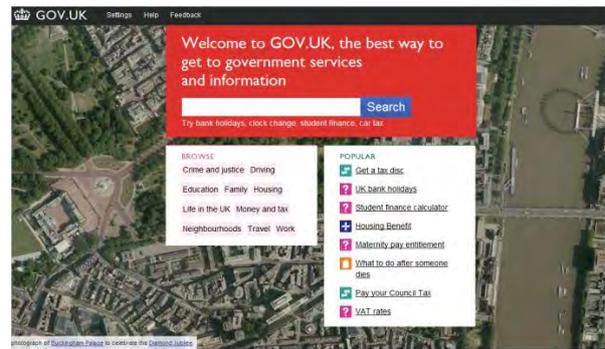
On category landing pages, the main content area lists popular information within that category and a traditional menu is located down the left side of the page. The search is located in the upper right.

Search results are presented in a fairly simple list form, and where relevant additional related category information is included under each search result.

<https://www.gov.uk/>

This was a beta site at the time of testing and has subsequently been changed.

Note: This site doesn't currently support small screens (tablets) or mobile devices.



Positive



Observation



Minor



Major



Critical



Recommendation

2.4 'South Australia'

Description - 'South Australia'

The South Australia site attempts to be comprehensive and almost all the content resides within the site itself.

There are many ways of navigating (with up to 6 "menus" available at times), but the primary method appears to be via the 'Yahoo'-style category links in the main content area.

Search is located top right on all pages and returns a comprehensive list of 'Google' like results. There is a filtering mechanism for the search results located down the right hand side of the results page.

<http://www.sa.gov.au/>

Note: This site doesn't currently support small screens (tablets) or mobile devices.

The screenshot shows the homepage of sa.gov.au. At the top, there is a search bar and navigation links. Below this is a grid of category icons and text links. Categories include: License, Registration & permit points; Bus, train and tram tickets; Disability; Applying for a bus ticket; Energy efficiency; Transport, travel and mobility; Public transport and travel; Licensing; Cycling; Industry services; Housing, property and land; Homelessness; Employment and finance; At work; Seniors; Rights of individuals; Water, energy and environment; Energy efficiency; Education, skills and learning; Early childhood; Business, industry and trade; Starting and managing a business; Health and wellbeing; Health emergencies; Community support; and Citizens and your rights.

This screenshot shows the 'Renting and letting' page on sa.gov.au. It features a list of numbered links (1-5) for various topics like 'Tenancy forms', 'Rental bond assistance', and 'Public housing'. There are also several sub-sections with bullet points, such as 'Common problems renters face', 'Affordable houses to rent', 'Renting public housing in South Australia', 'Renting from community housing organisations', and 'Information for private rental landlords'.

This screenshot shows the search results page for 'landlords' on sa.gov.au. The search bar at the top shows 'landlords' and '13 of about 518 for landlords'. The results list includes titles like 'Information for private rental landlords', 'Landlord roles and responsibilities', and 'Dispute resolution for landlords', each with a brief snippet of the content.



2.5 'Right menu'

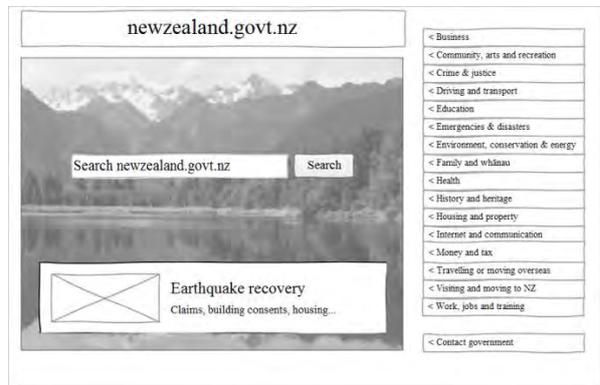
Description - 'Right menu'

An integrated hub concept with the main navigation down the right hand side of the page, search in the centre of the content area of the home page, and then at the top of the content area on subsequent pages. The home page also features a single rotating 'ad' bottom centre, and a large static image in the background.

The main menu is divided into topics, and contact government. Hovering over an item in the menu activates a 'fly-out' that allows users to preview, and access 2nd level and 3rd level items.

Search results are displayed in the main content area and are faceted in a way familiar to users of "Trade Me", allowing users to filter the results based on site categories.

Note: This design would need further refinement and adaptation to work on a small screen or mobile device. In its current configuration, the information architecture of the site would be limited to a maximum of 3 levels deep.



 Positive

 Observation

 Minor

 Major

 Critical

 Recommendation

2.6 'Left nav'

Description - 'Left nav'

A detached hub concept with the main navigation along the bottom half of the home page, and search in the top centre. The home page also features a large static image as a background in the top half of the page.

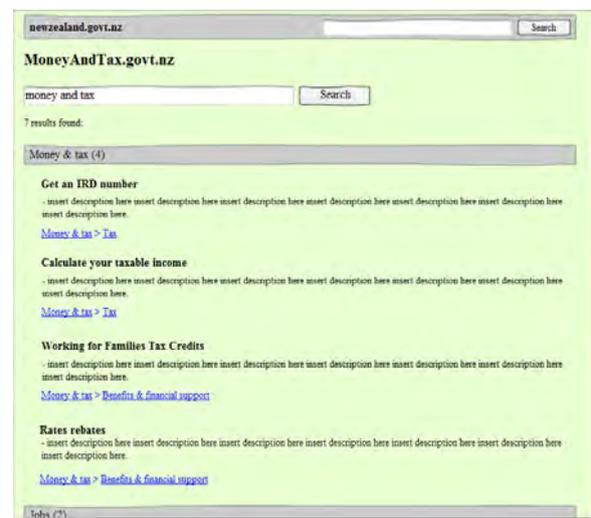
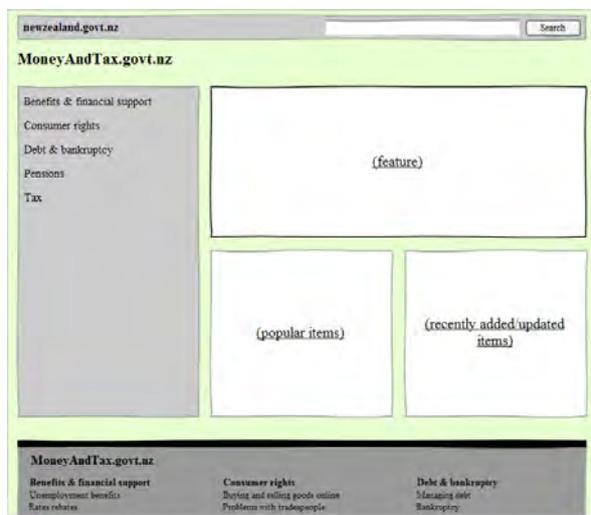
The main menu is divided into 4 sections; popular items, topics, audience, and contact government. Clicking on an item on the home page takes the user to a 'detached hub'.

The detached hub page has a fairly typical navigation menu down the left hand side of the page, with featured content, popular content, and recent content in the main content area.

Search results are displayed in the main content area in a fairly typical manner. The results also indicate the section that the result is in so that users can go directly to that section should they choose to.

(the prototype only showed search results in the 'money and tax' hub. The intention is that the user can search all of newzealand.govt.nz from the home page)

Note: Small screen and mobile device support would depend on the design of each 'hub' or linked site.



Positive



Observation



Minor



Major



Critical



Recommendation

2.7 'usa.gov'

Description - 'usa.gov'

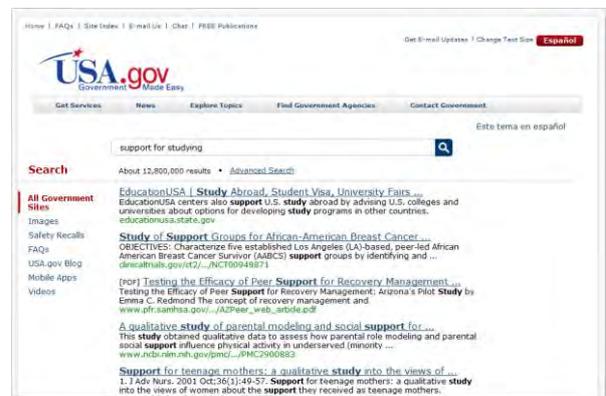
This site is primarily a link farm that hosts very little content on the site itself but lets users drill down within a topic to sub topics, which then link through to the relevant content on the appropriate government agency site.

Navigation is primarily by the menu across the top of the page. On hover-over a drop down mega menu gives users an overview of second level categories and some featured content. Navigation on other pages is via in-page category links.

Search is located top centre on all pages and gives an expansive list of 'Google' like results (actually the results are generated by Bing).

<http://www.usa.gov/>

Note: This site has a mobile and small screen version – but its currently not functioning correctly.



Positive



Observation



Minor



Major



Critical



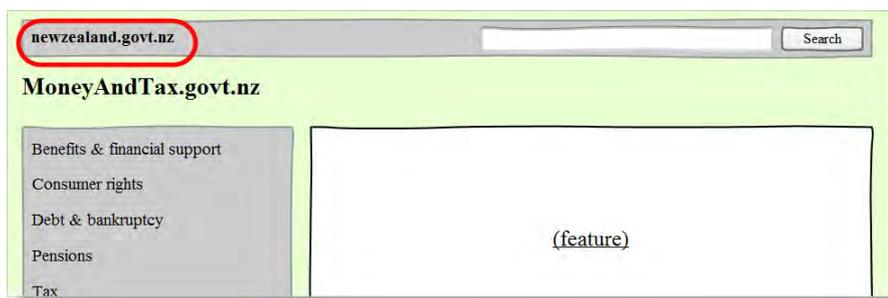
Recommendation

3. Design recommendations

The following are a series of design recommendations based on our findings and observations from the user testing of all the above prototypes. Most of the recommendations are accompanied by a screen shot of the specific element or feature that best represents the recommendation. But that is not to say that the solution tested is the best solution and therefore we recommend that the subsequent design and development process should explore, consider, and test other possible solutions.

3.1 We recommend

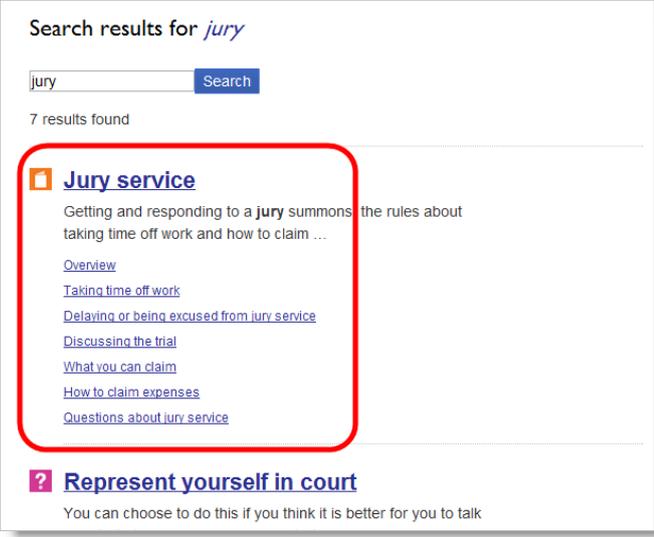
1. **Consistent way back.** Particularly if a 'detached hub' approach is chosen, ensure that there is a consistent and obvious way for users to return to newzealand.govt.nz from the hub sites and, ideal, from any tertiary sites.



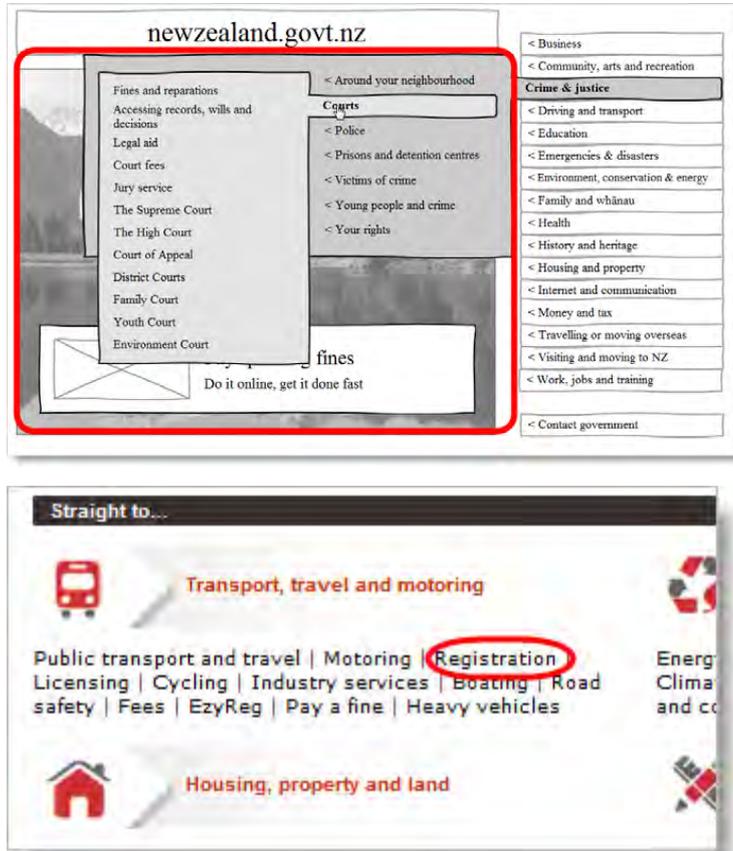
2. **Good search.** A comprehensive, effective, and relevant search is key to providing a positive user experience.

3. **Faceted search.** Although the tested solutions didn't perform well we recommended including some form of 'faceted' search. For those who don't use it there are no negative implications and for those who do we believe it will prove to be useful.



| | |
|----|--|
| 4. | <p>'Search everything/ search where I am'. We recommend allowing users to control whether they search across all of newzealand.govt.nz or specifically within one topic area. This is, we think, particularly important in a 'detached hub' scenario.</p> |
| 5. | <p>Search auto suggest. This functionality was well received in those designs that included it. It is also becoming very common place therefore users are likely to be surprised and disappointed when it is not available. It also offers a chance for marketing search results.</p>  <p>The screenshot shows a search bar on a website with the text 'jury serf' entered. A dropdown menu displays several suggestions: 'jury service', 'jury services new zealand', 'jury service auckland', and 'jury service nz'. A red rounded rectangle highlights the search bar and the suggestion list.</p> |
| 6. | <p>Differentiate search content. Differentiating search content will make it easier for users to scan and digest the results. In the examples we tested content was differentiated by Activity, Category or Document type.</p>  <p>The screenshot shows search results for the query 'jury'. The first result is titled 'Jury service' and is highlighted with a red rounded rectangle. Below the title is a brief description: 'Getting and responding to a jury summons the rules about taking time off work and how to claim ...'. Below this are several links: 'Overview', 'Taking time off work', 'Delaying or being excused from jury service', 'Discussing the trial', 'What you can claim', 'How to claim expenses', and 'Questions about jury service'. The second result is titled 'Represent yourself in court' with a question mark icon and a brief description: 'You can choose to do this if you think it is better for you to talk'.</p> |

7. **Preview ahead.** Allowing users to preview levels ahead greatly improves the speed and confidence with which they can explore topics, navigate the site, and locate the specific information that they are looking for. There are various solutions to allow users to preview ahead (e.g. progressive menus, directory trees), we recommend considering one of these solutions.



Positive

Observation

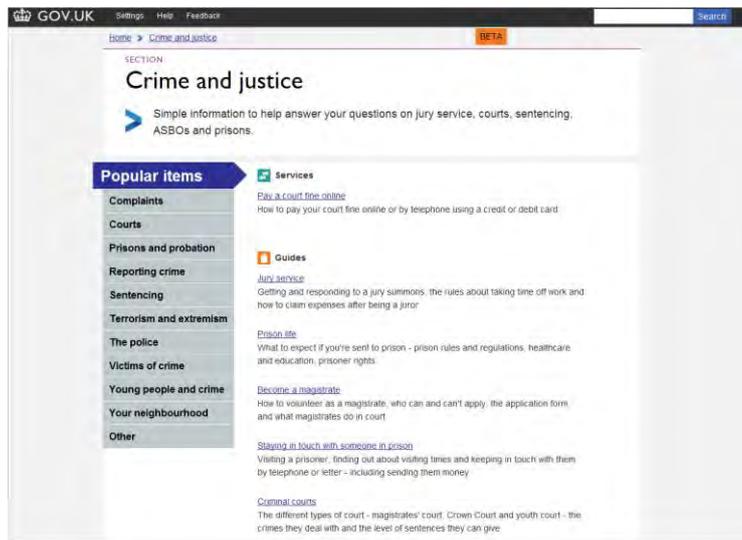
Minor

Major

Critical

Recommendation

8. **White space, concise text, and minimalist design.** We recommend putting considered effort into trying to maintain a clean, easily digested information design, visual design and layout. It's easy to underestimate the impact that this can have on a user's ability to find and absorb the information they are looking for.



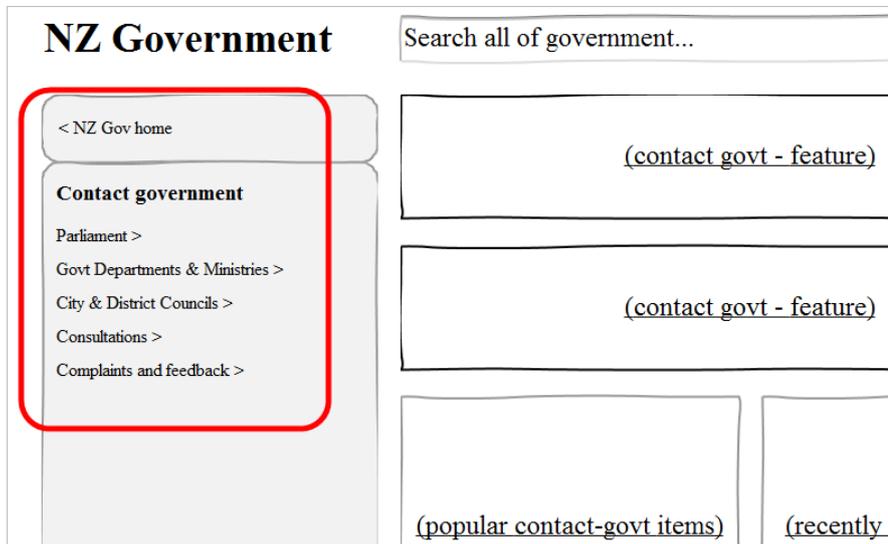
9. **Clear ownership and credibility.** It's important that users know the information they're accessing is reliable and from a credible/official source. But it's also important that the language is easily digestible and not overly bureaucratic.

10. **Use graphics in a meaningful way.** Graphics can be a great means of communicating information, and helping users to navigate and interact with a site, but if not used carefully they can also be confusing, misleading, distracting, and take up valuable real-estate.



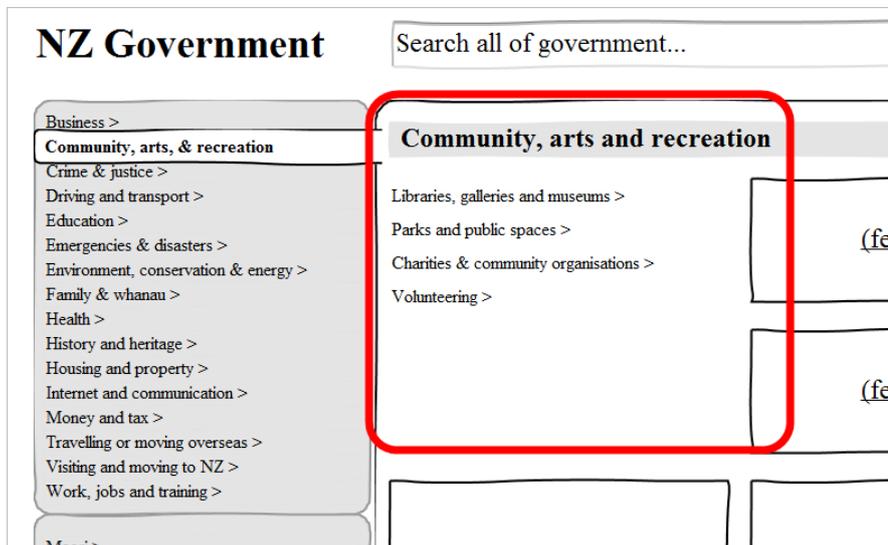
11.

Hide complexity (i.e. discarded choices) – but let me get back to them. One method for simplifying the user experience as users navigate through a site or from home to hub, is to hide the information/options that have already been considered and rejected as irrelevant. The 'sliding panel' concept was a good example of how to do this. As users navigated down levels, the upper level headings in the menu disappeared. This allowed users to focus on the most important information which was the headings for the level they were on.

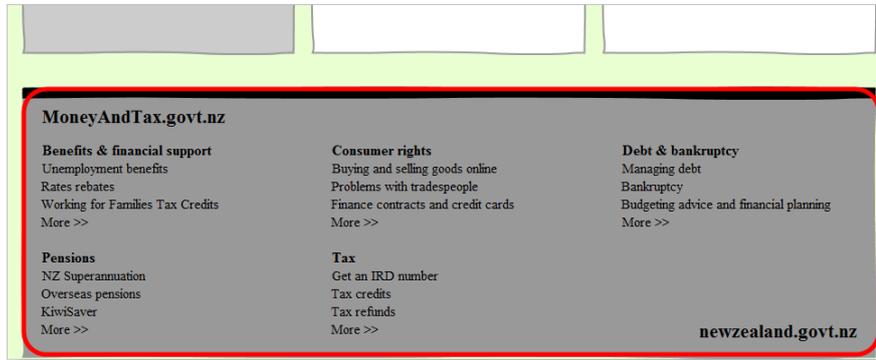


12.

Locus of attention – guide the user, “follow your nose”. Put actions where users expect and make sure that changes in state or any animation supports user’s expectations and encourages them in their path through the site to the information they need.



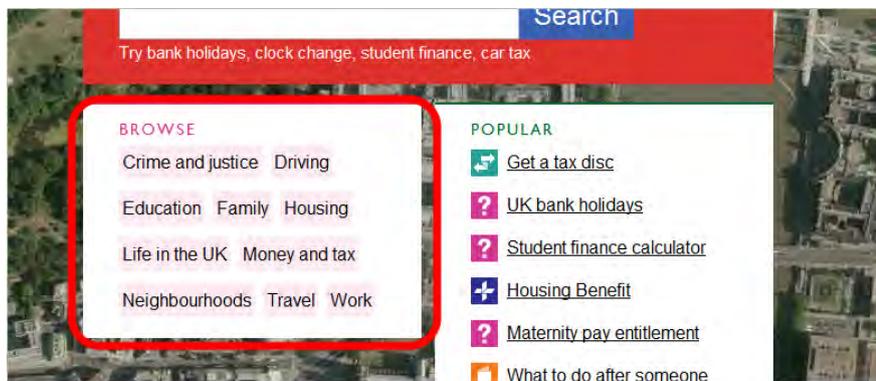
13. **Deep footer (an easy win).** It is becoming common practice to include a 'deep footer' at the bottom of each page. Many users are familiar with this and some come to expect it. Some may use it as a primary means of navigation, whilst others will use it as a last resort if they're not able to successfully navigate by any other means.



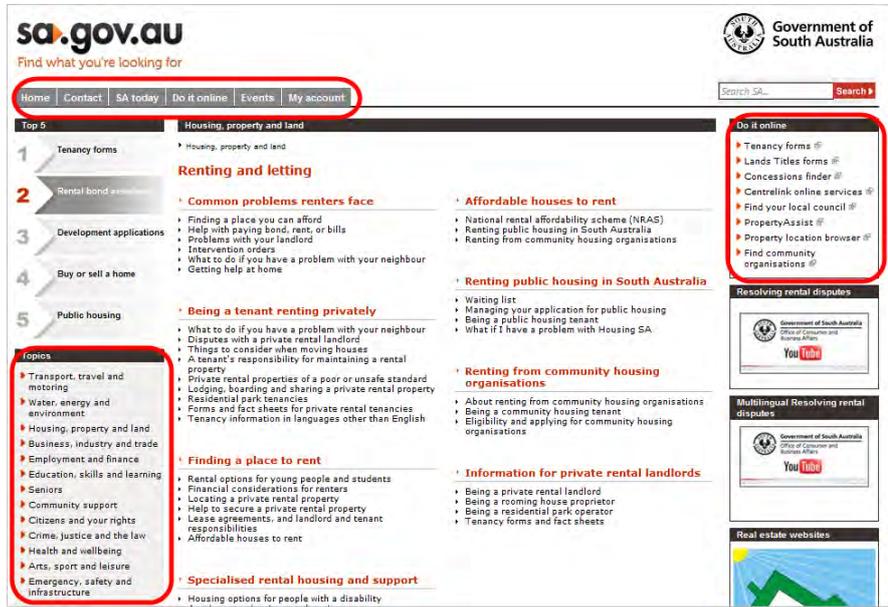
14. **At the outset, set clear expectations of users**
 Users preferred to be told what they were expected to do (large, red search box on the homepage). Offering too many choices adds to cognitive load and to dissatisfaction.

3.2 We don't recommend

15. **Limited scope.** Most users were uncomfortable with the idea of a single site with limited scope. (Go big or go home)



16. **Putting important stuff left, right and top.** Very few users were conscious of, or actively registered information that was located around the perimeter of the main content area. This was exacerbated on sites that contained a lot of content per page and when users were task-focused rather than browse-focused.



17. **Top level news, events, and popular.** Very few users were interested in anything at a 'top level' other than finding their way to the specific information that they wanted. Items such as news and events only served to add clutter to these pages. The popular categories were not utilised, nor well received. These types of content/navigation are more likely to be appropriate at a lower topic level.



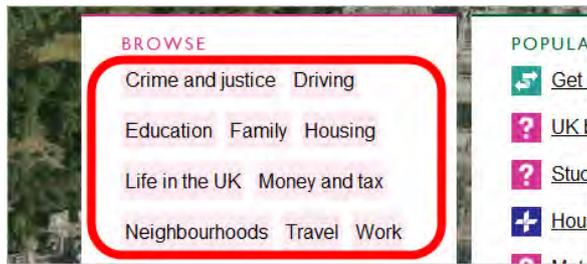
18. **Use fancy or "tweaky" mouse interactions (e.g. 2 level flyout menus).** Careful consideration should be given to ensuring interactions are simple for all users and replicable, or adaptable, across all platforms (e.g. mobile, tablet). Interactions that are fiddly, flashy, or that require considerable dexterity might impress a few, but will likely frustrate and distract most users.

19. **Have many high-contrast, prominent, large ads and feature boxes.** These will only serve to clutter the site and distract users from the primary task at hand.



20. **Lose a user's context (e.g. when going from one site to another).** It's important to maintain a user's context wherever possible. Whether it's within the one site or from site to site. Making users start again from scratch will only serve to frustrate them and confuse them.

21. **Misuse queues from other situations (e.g. gov.uk categories look like tag cloud, 'popular' on gov.uk looks like title).**



22. **Avoid anchor tags as they confuse**

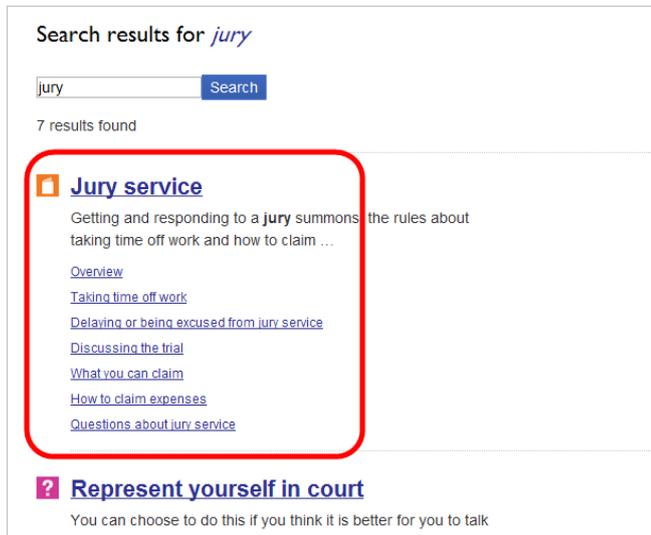
We repeatedly saw users expect anchor tags to take them to another page. The process of reorientation upon discovering this was not the case caused unnecessary momentary confusion. Deep links to anchored content part-way down a page (e.g. to a category of links on a link-rich page) also caused some confusion. Users struggled to build a frame of reference for 'where am I'.

3.3 We also recommend, if possible

Recommended

23. **Link to external sites should provide 'affordance'.** Most users didn't have an issue with being directed to another site to find what they are looking for. However most would also prefer to have some form of warning or indication that they are going to be linked or re-directed to another site. A link to an external site should be different in some way than a link to an internal page.

24. **Search that respects content structure.** Presenting search results in a manner that respects the site structure and supports users goals make is easier for users to quickly figure out which results might be most useful them.



4. Detailed user testing findings

4.1 'newzealand.govt.nz' (existing)

| | Findings & Recommendations | Severity |
|-----|--|----------|
| 25. | A majority of participants were not aware of the newzealand.govt.nz website. | |
| 26. | Some participants expected newzealand.govt.nz to be a link farm/database. | |
| 27. | There was a fairly even mix of participants who chose initially to search and participants who chose to browse. | |
| 28. | Links to external sites: Most participants would have preferred to have some warning before being linked to, or redirected to, another site. But most users were also comfortable with there being no warning. | |

Positive

Observation

Minor

Major

Critical

Recommendation

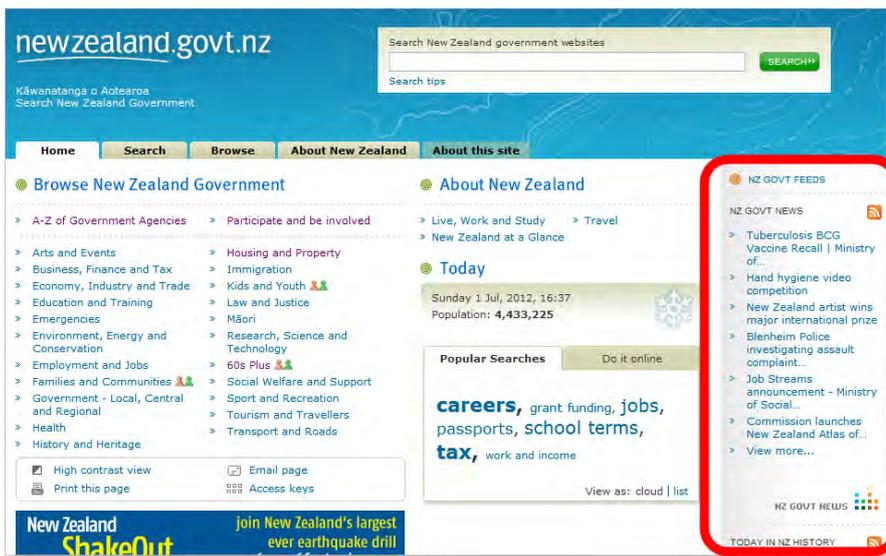
29. Search - auto suggest was liked and used by many participants.



30. Some participants were very ministry/agency focused. Most knew e.g. DIA, NZTA, IRD. Some knew e.g. MCH, Waitangi tribunal



31. News and other featured information on the far right of the page was not noticed by most participants. One participant commented – "leave it off"



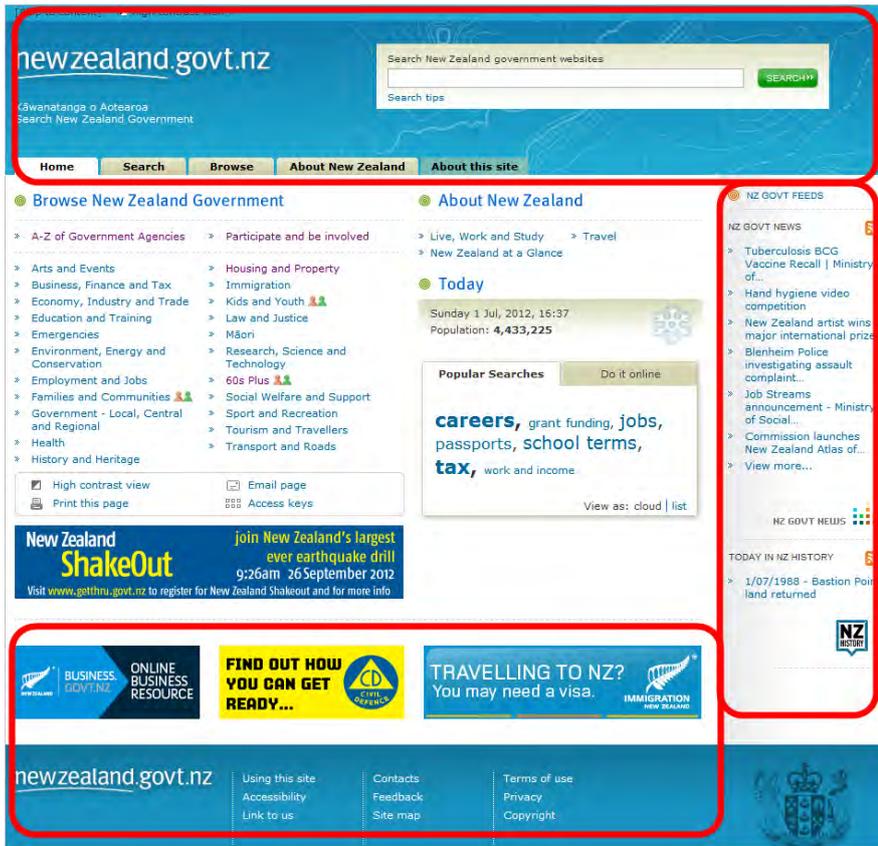
32. The ads at bottom of the page have too higher priority visually. A few participants found these distracting.



| | | |
|------------|--|---|
| <p>33.</p> | <p>Most participants were unsure of how they could get back to newzealand.govt.nz from other sites (e.g. Te Ara, NZ History) without using the browser back button. Some participants clicked 'Home' expecting to go back to newzealand.govt.nz (and ended up on the current site's home).</p> |  |
| <p>34.</p> | <p>Site could be more confident</p> <p>One participant commented that the current newzealand.govt.nz site was an important government site with an important role and therefore needed to convey that in a more confident way. The current site is in her opinion too timid.</p> |  |
| <p>35.</p> | <p>No participants appear to have noticed the; 'browse', 'search', 'about NZ' tabs on the home page. No participants noticed that the focused tab (the tab currently 'open') changed when they clicked a category or performed a search.</p> |  |



36. Most participants ignored the information around the perimeter of the main content area (except 'search').



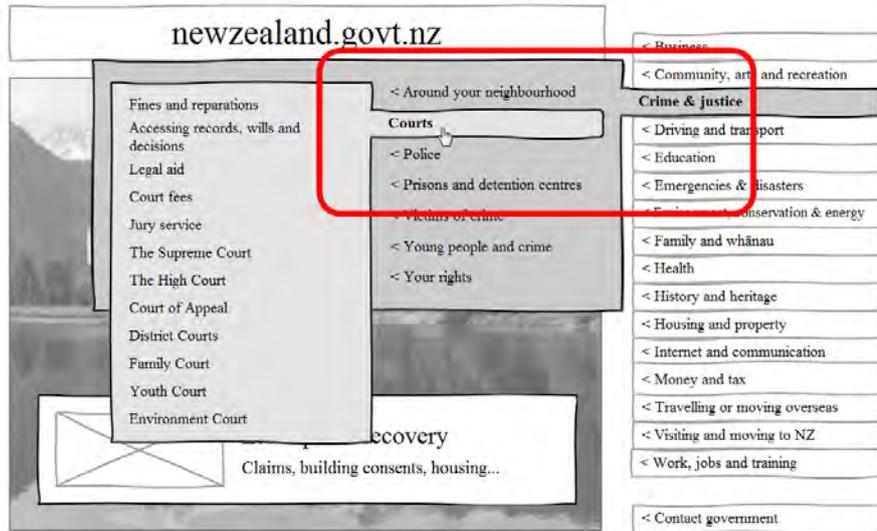
37. One participant particularly liked the search results format and compared it directly to the sa.govt.com.au site, whose results were comparatively poor.



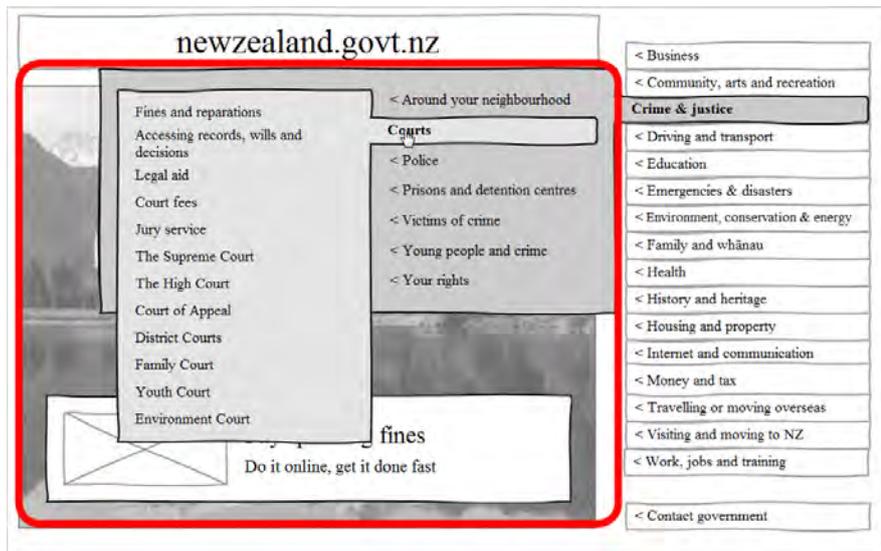
4.2 'Right menus'

| | Findings & Recommendations | Severity |
|-----|--|----------|
| 38. | Most participants liked the right biased homepage/menu layout. Many participants had experienced this layout elsewhere and so were accustomed to it. | |

39. Some participants were slightly distracted or confused when accidentally or intentionally clicking on link to an interstitial page (e.g. clicking 'Courts' in the example below) and getting a screen flash/reload.



40. Some participants expressed some concern about the menu's obscuring page content. Conversely, some participants said that this was good as it focussed their attention on the menus.

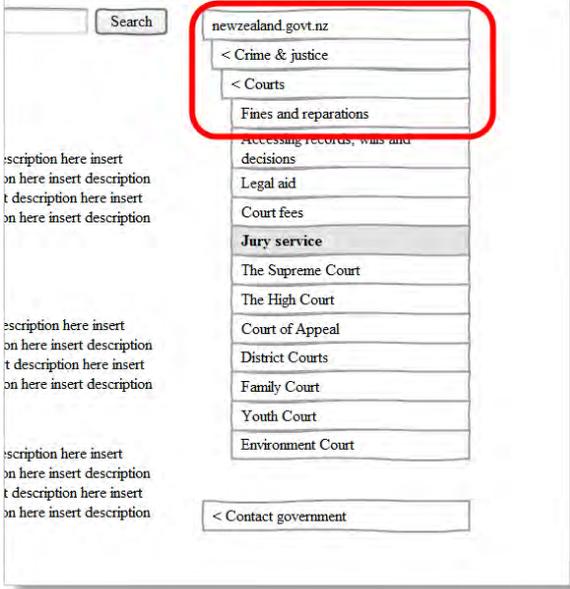


41. Most participants seemed to like the fact that this menu arrangement supported overviewing – they were able to quickly get a preview of secondary and tertiary levels.



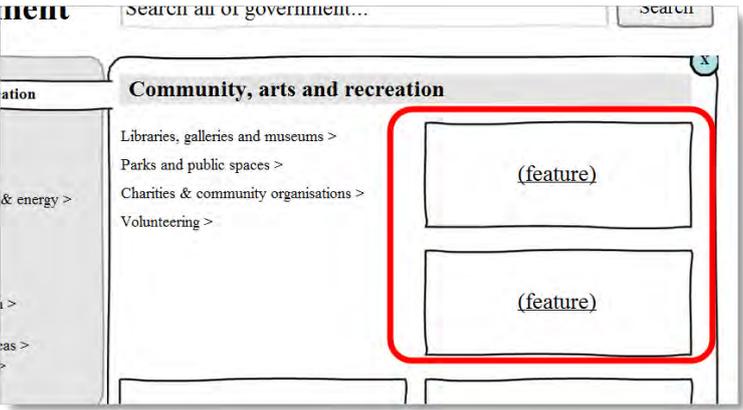
42. Some participants experienced difficulty with the rollover menu disappearing or changing as they moved their mouse cursor out of the relevant sensitive area. Some participants commented that previous websites with such menus had 'trained' them, changing their 'mousing' behaviour. It may be better if the menu "stuck down" or could be "stuck down" to avoid users accidentally rolling off the menu that they're viewing.

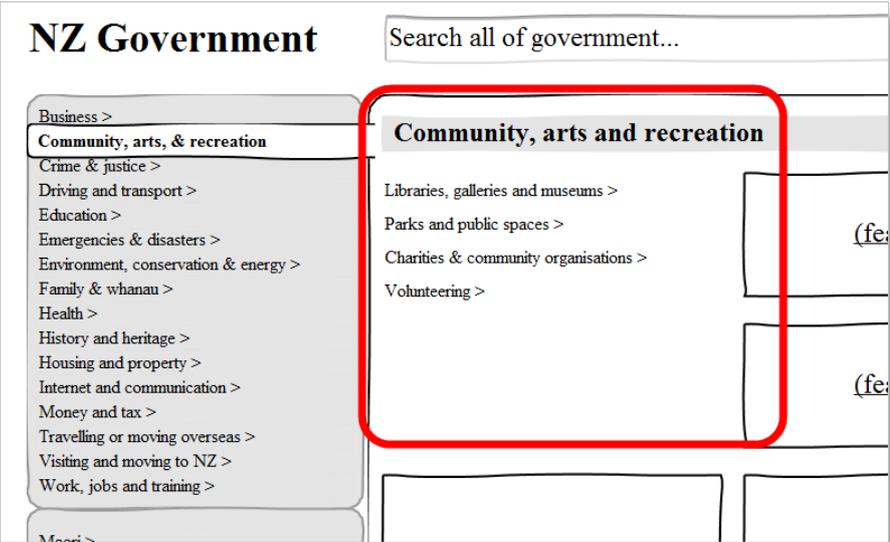
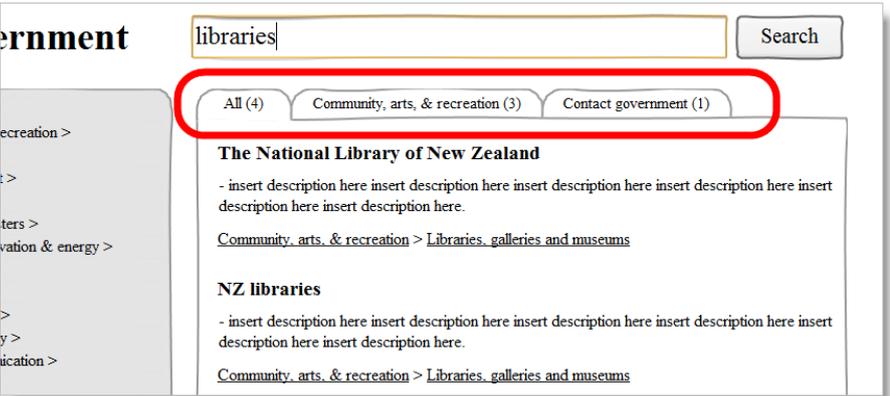


| | | |
|-----|--|---|
| 43. | <p>Some participants liked the right to left nature of the menu arrangement. One participant in particular disliked this menu arrangement as it was not what he was used to, and didn't support his preference for working from left to right.</p> |  |
| 44. | <p>About half of the participants struggled to successfully understand the purpose of the faceted "TradeMe" type results.</p>  |  |
| 45. | <p>Some participants felt that the indented menus were untidy, but understood how to use them.</p>  |  |

| | | |
|------------|---|---|
| <p>46.</p> | <p>Most participants felt that the single rotating ad on the home page was "ok".</p>  <p>The screenshot shows a search bar with the text 'Search newzealand.govt.nz' and a 'Search' button. Below the search bar is a rotating advertisement with a red border. The ad features an envelope icon and the text 'Earthquake recovery' followed by 'Claims, building consents, housing...'. To the right of the ad is a vertical list of menu items, each with a left-pointing arrow: '< Environme', '< Family an', '< Health', '< History an', '< Housing a', '< Internet a', '< Money ar', '< Travelling', '< Visiting an', '< Work, job', and '< Contact g'.</p> |  |
| <p>47.</p> | <p>Some participants were confused by the instruction in the search box on the home page. A few participants clicked 'Search' without entering a search term so as 'to clear the search box'.</p>  <p>The close-up screenshot shows the search bar with the placeholder text 'Search newzealand.govt.nz' circled in red. The 'Search' button is visible to the right of the search bar.</p> |  |

4.3 '3 panels'

| | Findings & Recommendations | Severity |
|-----|--|--|
| 48. | Many participants rated this concept as one of their preferred solutions, of those presented to them. |  |
| 49. | None of the participants commented on, or were obviously conscious of, the feature element in the 'mega menus' (but this may have been due to the lack of detail in the prototype).  |  |
| 50. | None of the participants used the 'X' to close the 'mega menus'. Again this may have been due to prototype/task limitations.  |  |

| | | |
|------------|---|---|
| <p>51.</p> | <p>The menu action in this concept appeared to encourage participants to focus on navigation. One participant commented on this.</p>  |  |
| <p>52.</p> | <p>Some participants found the loss of context (users had searched for Palmerston North Library and were then required to repeat this search having been transferred to another site) when being taken to the 'Directory of New Zealand Libraries' site annoying and confusing. Interestingly younger participants seemed to have less of an issue with this.</p> |  |
| <p>53.</p> | <p>Most participants were ok, in principal, with being moved, or redirected, to another site.</p> |  |
| <p>54.</p> | <p>Many participants wanted an easy way to navigate back to newzealand.govt.nz – such as a persistent top bar.</p> |  |
| <p>55.</p> | <p>Some participants missed the filter search options.</p>  |  |
| <p>56.</p> | <p>Some participants identified the inherent limitation of filter options being represented as tabs.</p> | |

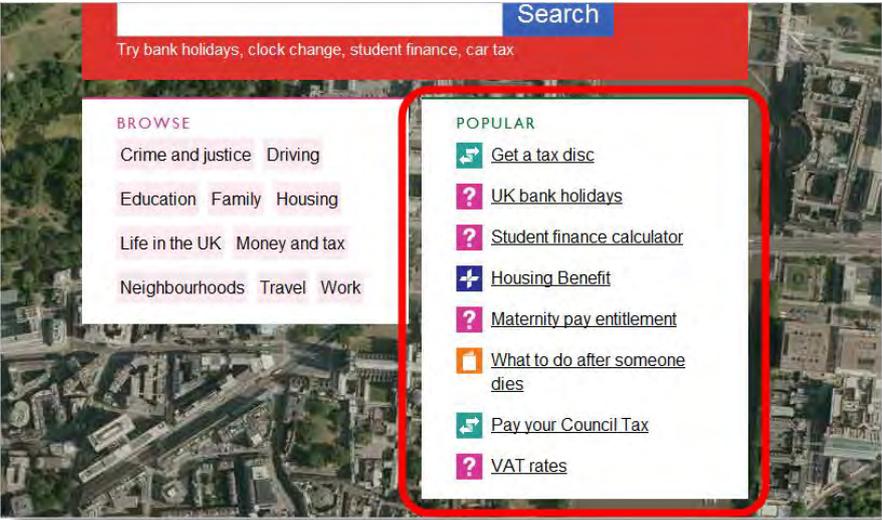
4.4 'Sliding panels'

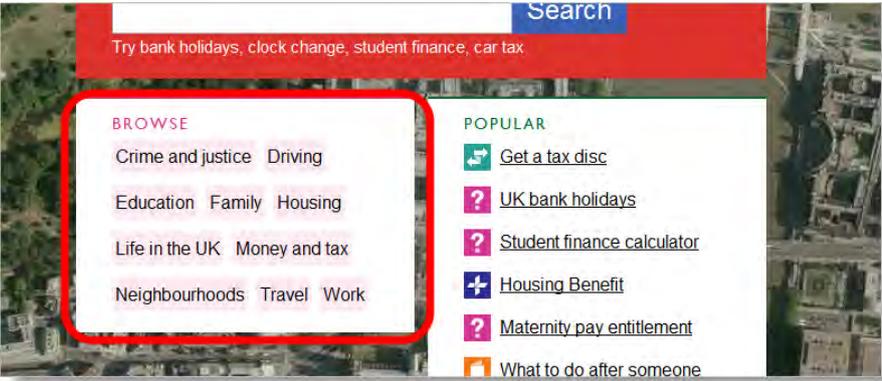
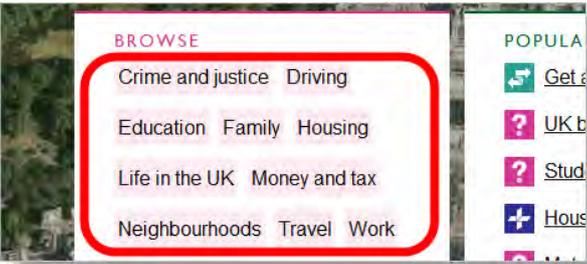
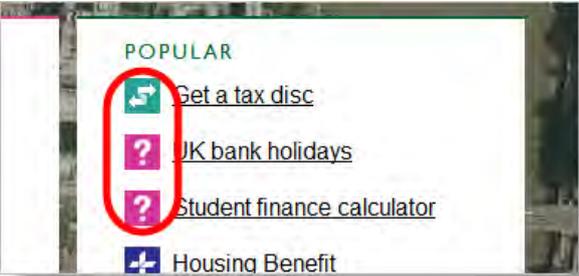
| | Findings & Recommendations | Severity |
|-----|--|----------|
| 57. | One participant commented that the 'sliding' action of the menu focussed attention well "putting other stuff away" | |
| 58. | One participant didn't notice the 'sliding' action of the menu. | |
| 59. | A few participants were confused as to whether they were at a new page or not, having clicked on an item in the main navigation (possibly due to in-page content in the prototype not being visibly different from page to page). | |
| | | |
| 60. | A number of participants felt that it took a while to get to where they wanted to be, particularly when they compared their experience to those menu systems that supported next level preview. | |
| 61. | In terms of successful task completion this version was just as successful as other versions | |
| 62. | Separating 'Contact government' from all other options presented a problem for some participants. Firstly, some did not see it as it was not amongst the other topic categories. Secondly, The label suggested that the participant was about to contact the government (i.e. the National-led Government). Thirdly, and as a follow-on from point 2, participants expected to find the web page for the agency they wanted to complain about and then make their complaint as they felt lodging a complaint/contacting the government at this level would simply lead to their communication being 'lost in the system'. | |
| | | |

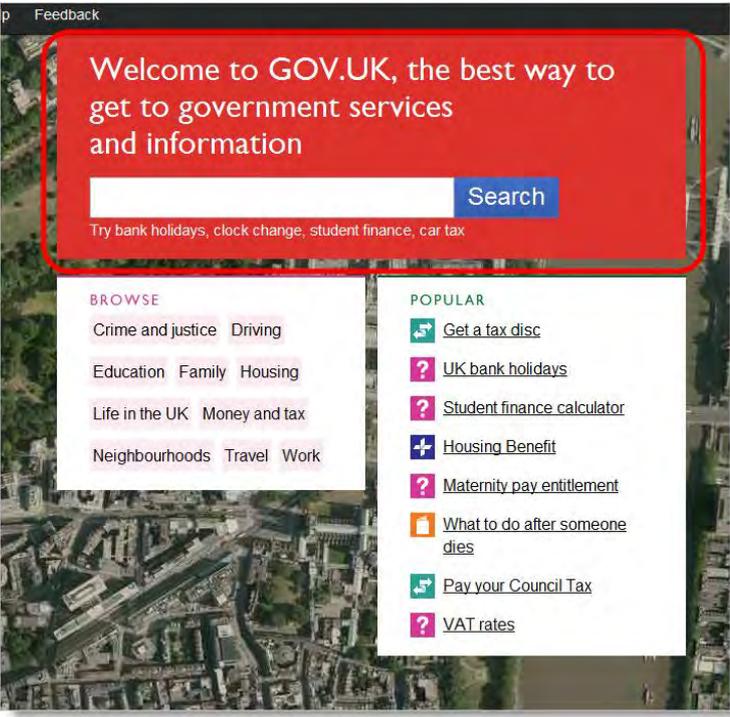
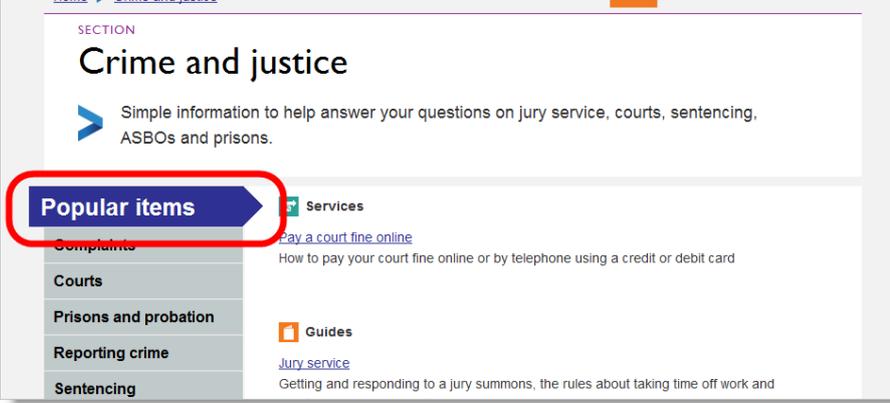


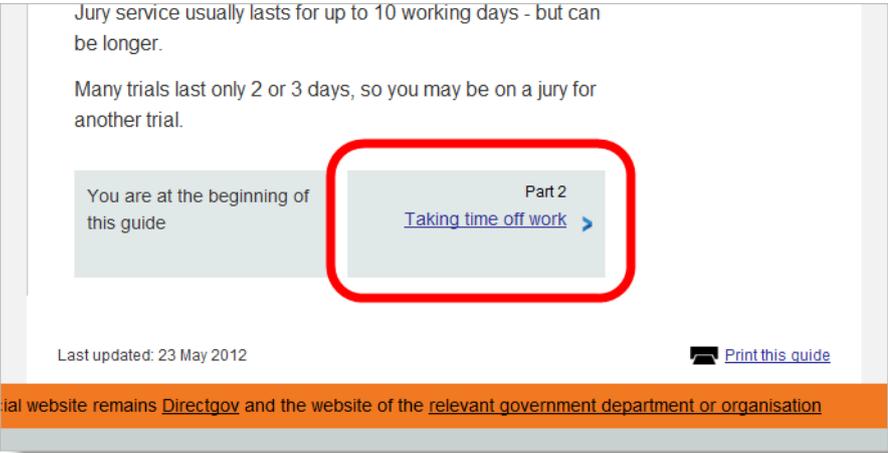
| | | |
|-----|--|---|
| 63. | <p>Some participants felt that there was not enough detail in the search results (e.g. keyword emboldening)</p>  |  |
|-----|--|---|

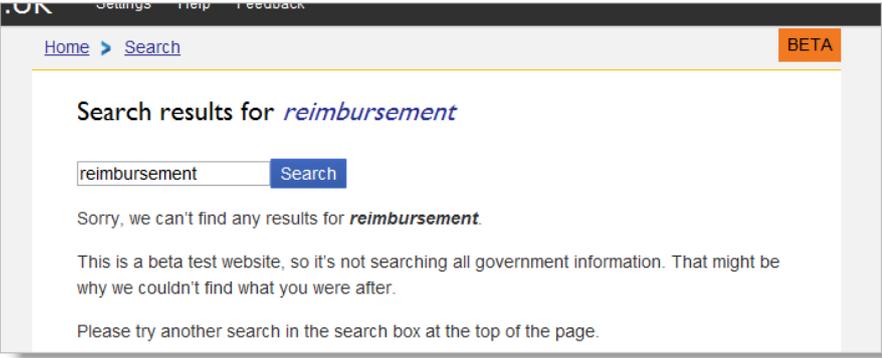
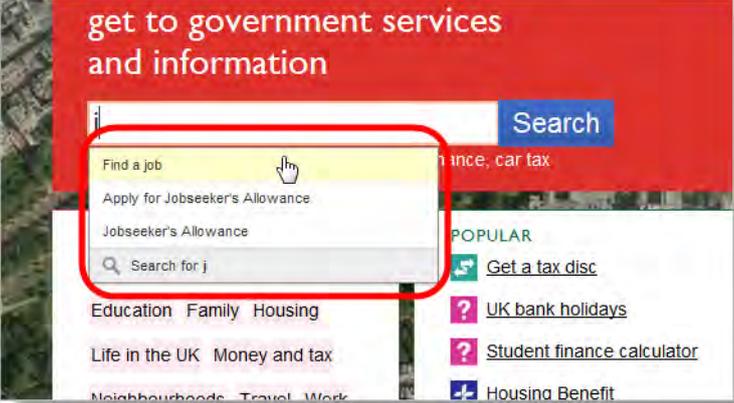
4.5 'gov.uk'

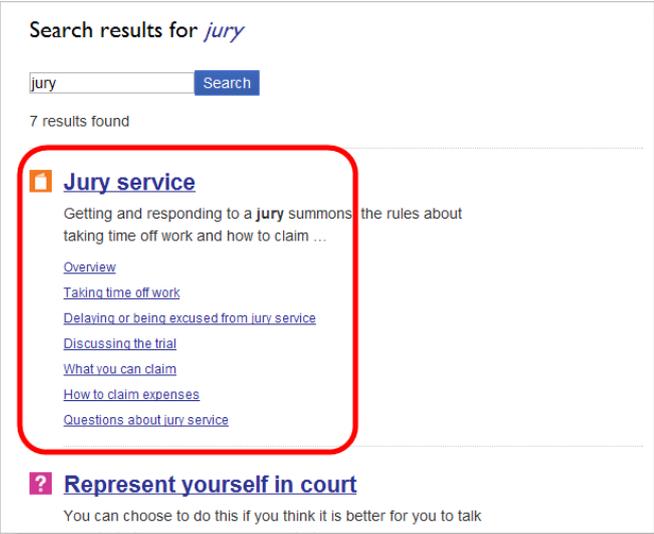
| | Findings & Recommendations | Severity |
|-----|---|---|
| 64. | <p>Most participants didn't seem to find the 'popular' items useful at this level. Most participants didn't refer to these until other options had been checked.</p>  |  |
| 65. | <p>Some participants said that the background image was distracting "Looks like a bad Twitter page".</p> |  |

| | | |
|------------|---|---|
| <p>66.</p> | <p>Some participants felt that the 'Browse' list appeared limited "I won't find what I want"</p>  |  |
| <p>67.</p> | <p>A few participants felt that the site didn't look like a government site. For one participant this was, initially, a negative thing as he wasn't confident that he was going to find reliable /credible information. "It looks a bit mickey mouse, not like a government site."</p> |  |
| <p>68.</p> | <p>Some participants felt that the browse categories looked like 'tags', and commented that they would prefer just a list, which they'd find easier to scan in any case.</p>  |  |
| <p>69.</p> | <p>Icons – None of the participants were able to understand what the 'popular' icons represented. One participant felt that the icons should have been on the 'categories', not on the 'popular'.</p>  |  |
| <p>70.</p> | <p>A few participants felt that browsing on this site would be easier if you could preview the next level (something like the Right Hand menu concept).</p> |  |

| | | |
|------------|---|---|
| <p>71.</p> | <p>Prominence and location of search really attracted clicks “they really want me to search first”</p>  |  |
| <p>72.</p> | <p>The ‘popular’ label confused some participants – Does it refer to the menu, the page, both, or neither?</p>  |  |
| <p>73.</p> | <p>Deep footer – some participants would refer to the footer if they were lost or couldn’t find what they wanted. (an easy win if it’s not made too massive)</p> |  |
| <p>74.</p> | <p>When clicking on the homepage category ‘Crime and Justice’, participants were taken to a page exclusively containing ‘Popular items’.</p> <p>This is a great way to ensure that people see the popular items, but there needs to be a way to ensure that people know there is a more content that might fit their needs. Many users initially ignored the grey menus and had to hunt around the page a bit to find suitable links once they’d scanned the page content and not found what they were looking for.</p> |  |

| | | |
|------------|--|---|
| <p>75.</p> | <p>Many participants who read through sections with multiple pages found the 'next' action at the bottom of the pages useful. (Sections with multiple pages should have 'next' at the bottom as well as menu navigation). This lets them easily 'follow their nose' through detailed, multi-page content until they find the information they are looking for.</p>  <p>ial website remains Directgov and the website of the relevant government department or organisation</p> |  |
| <p>76.</p> | <p>Section chapters made it easy for participants to quickly digest and navigate through content pages.</p>  |  |
| <p>77.</p> | <p>Many participants commented on how clean and simple this site appeared (especially when compared to something like the South Australia government site). Major contributing factors to this appear to be the amount of white space, font size, line length and label length.</p> |  |

| | | |
|-----|--|---|
| 78. | <p>Search – One participant commented on the fact that he would rather get no results than a bunch of result that were only very vaguely related to his search.</p>  |  |
| 79. | <p>When questioned, most participants said that they would prefer to have everything on one site, but that it wasn't necessary.</p> |  |
| 80. | <p>Search – Some participants made use of the auto suggest. Those who didn't use it seemed to be unaware of it (often because they were looking at the keyboard whilst typing). Those participants who did use it said that they would expect most search facilities to include auto suggest as it has become so commonplace. Much like the flyout menus, it allowed them to preview the content.</p>  |  |

| | | |
|-----|---|---|
| 81. | <p>Search – Some participants commented positively on the fact that the search result layout respected the content structure (e.g. shows 'guide' and it's subpages in results). All users then used the sub link (in this case, 'How to claim expenses').</p>  |  |
|-----|---|---|

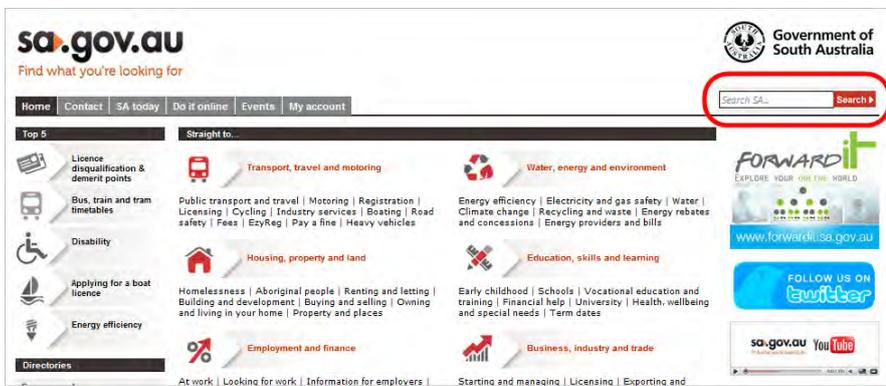
4.6 'South Australia'

| | Findings & Recommendations | Severity |
|-----|--|---|
| 82. | Most participants found the site too busy, cluttered, and noisy. |  |
| 83. | Some participants thought the site appeared detailed and complete. |  |
| 84. | Some participants thought the icons were useful and nice to look at, but others thought they were pointless and that the iconography was poor. |  |
| 85. | The apparent breadth of the site gave some participants confidence that they would complete their task – 'it must be in here' . At the same time the breadth of the site was intimidating and many would give up or Google the task in preference. |  |

86. Heading with sub headings –Once again we saw that the ability to preview lower levels improved participants’ satisfaction and speed. All participants skipped levels of pages sometimes up to four levels with two clicks.



87. The size and location of the search box was too small and insignificant for some participants.



88. Animated ads were annoying for many participants. They are unlikely to be supporting their current task and are visually distracting.

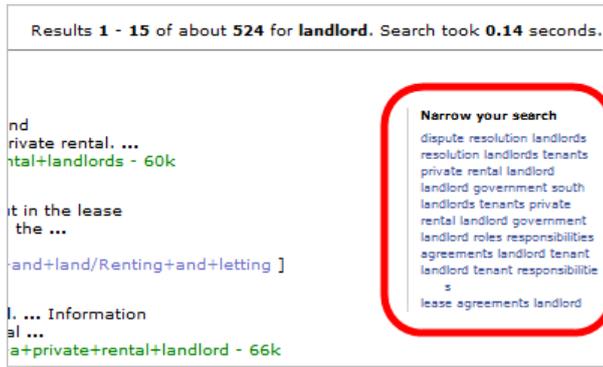
89. The navigation tabs were noticed by some participants but otherwise largely ignored. Those who did spot them quickly considered them irrelevant to their current task.



| | | |
|-----|---|---|
| 90. | <p>Most participants were able to successfully navigate through the first two levels of the site, but after that most were less successful as there appeared to be too much content of a similar nature from which to choose. (Category pages worked well – content and lower level pages worked poorly).</p> |  |
| 91. | <p>Anchor tags confused most and were not used by any.</p>  |  |
| 92. | <p>A few participants didn't trust the content as it was not on the "official" housing dept. site (The integrated hub approach appeared to carry less authority than an agency approach).</p> |  |
| 93. | <p>Search – Many participants felt that the results were untidy and difficult to read, but many also acknowledged that they are quite 'Google' like. Some search results content that was differently formatted was either ignored by participants or assumed to be advertising.</p>  |  |

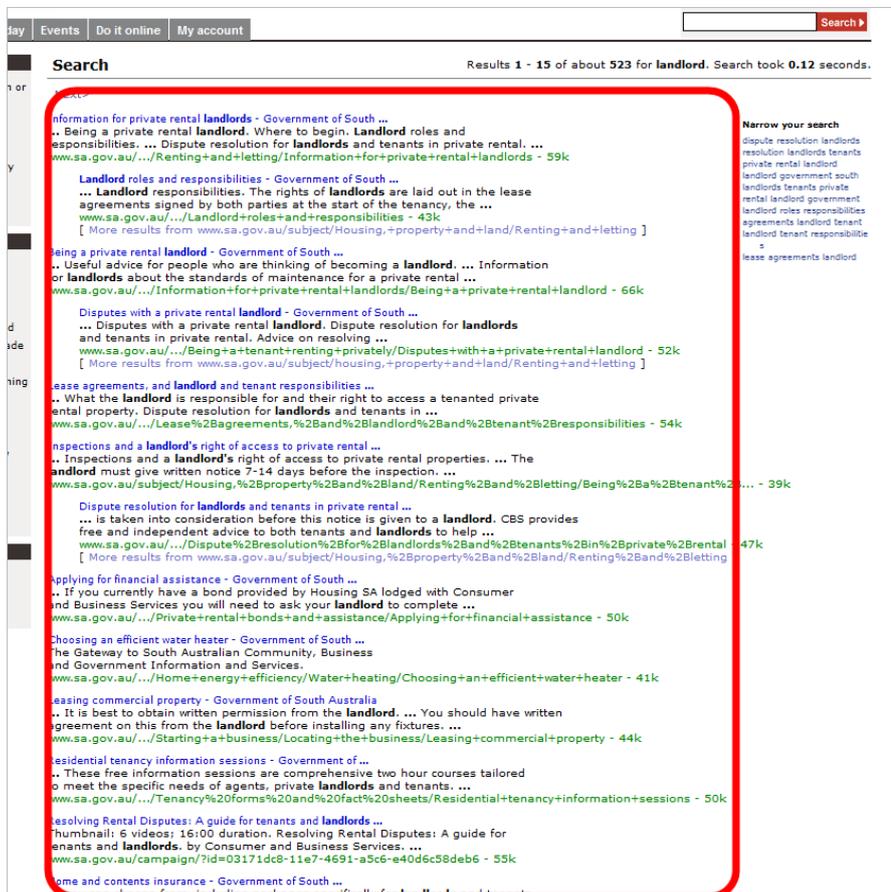
94.

All participants missed the filter search – some of those asked, didn't really understand its purpose.



95.

Most participants felt that there were too many results, and seemed to struggle to scan through them all.



4.7 'Left nav'

| Findings & Recommendations | Severity |
|----------------------------|----------|
|----------------------------|----------|

Positive

Observation

Minor

Major

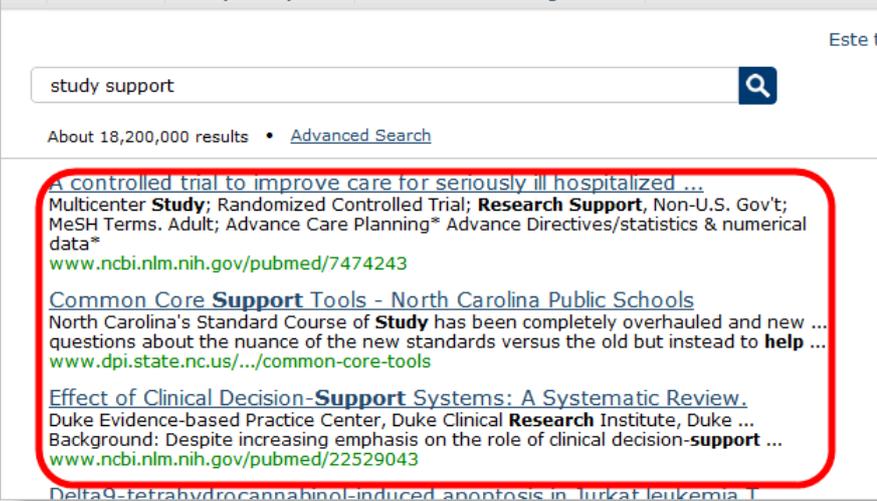
Critical

Recommendation

| | | |
|------|---|---|
| 96. | Most participants didn't care that the hub was detached, or that they were linked through to another site. |  |
| 97. | Some participants assumed that the 'Money & tax' page was part of newzealand.govt.nz, but this didn't stop them from doing what they needed to do. |  |
| 98. | Two users didn't notice that they were on a different site. |  |
| 99. | Being able to get back, or return, to newzealand.govt.nz easily was an important factor for most participants. |  |
| |  | |
| 100. | 'Detached hub' prevented 'overviewing' and also prevented participants from seeing the path that they had taken. Although if the transition from parent hub to child hub is with just one click then this is not such an issue. |  |

4.8 'usa.gov'

| | Findings & Recommendations | Severity |
|------|--|---|
| 101. | Most participants felt that there wasn't enough information on the home page, and that it was too plain, too simple. |  |
| 102. | Some participants felt that the home page looked cheap and "un-designed". |  |
| 103. | Most participants were not concerned at ending up on a different site (although some were a little surprised), provided the site they were directed to quickly gave them the answer they were looking for. |  |

| | | |
|------|---|---|
| 104. | <p>Some participants felt that there was too much information and/or detail in the search results and that the results were cluttered although a few acknowledged that the results were similar to Google.</p>  |  |
| 105. | <p>Most participants missed, or ignored, 'popular topics' on the right of the homepage.</p> |  |
| 106. | <p>Some participants missed the menus across the top on the home page.</p>  |  |
| 107. | <p>Most participants indicated that the 'slideshow' and 'ads' on the homepage were of little interest or use to them.</p> |  |

4.9 Scope

| Findings & Recommendations | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|--|---|-------------|------------------------|----------------------------------|---|---|---|--------------------------------|---|---|---|-----------------|---|---|---|----------------------------|----|---|---|----------------|---|---|---|------------------------------|---|---|---|---------|---|---|---|------------------------|---|---|---|
| 108. | <p>At the end of the test session participants were shown two lists of topics representing options for top level headings at newzealand.govt.nz. Participants were asked which they preferred.</p> <p>Almost all participants initially said they preferred the list on the left as it was simpler, shorter and more concise. However when told that the left-hand list was shorter because the site in question was excluded the missing category content, all participants said that they would prefer a more comprehensive offering, represented in this example by the list on the right.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> Coming to NZ / Leaving NZ Contacts & feedback Crime, justice, & the law Driving Education Emergencies Family & communities Health Housing Money & tax Jobs </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> Business Community, arts and recreation Contact government Crime and justice Driving and transport Education Emergencies and disasters Environment, conservation and energy Family and whānau Health History and heritage Housing and property Internet and communication Money and tax Travelling or moving overseas Visiting and moving to NZ Work, jobs and training </td> </tr> </table> </div> | <ul style="list-style-type: none"> Coming to NZ / Leaving NZ Contacts & feedback Crime, justice, & the law Driving Education Emergencies Family & communities Health Housing Money & tax Jobs | <ul style="list-style-type: none"> Business Community, arts and recreation Contact government Crime and justice Driving and transport Education Emergencies and disasters Environment, conservation and energy Family and whānau Health History and heritage Housing and property Internet and communication Money and tax Travelling or moving overseas Visiting and moving to NZ Work, jobs and training | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> Coming to NZ / Leaving NZ Contacts & feedback Crime, justice, & the law Driving Education Emergencies Family & communities Health Housing Money & tax Jobs | <ul style="list-style-type: none"> Business Community, arts and recreation Contact government Crime and justice Driving and transport Education Emergencies and disasters Environment, conservation and energy Family and whānau Health History and heritage Housing and property Internet and communication Money and tax Travelling or moving overseas Visiting and moving to NZ Work, jobs and training | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 109. | <p>At the end of the test session participants were also shown a short list of government agencies, organisations, and companies. Participants were asked to indicate whether they would expect to find these agencies at newzealand.govt.nz. The ten participants were asked to select from; Definitely, Maybe, and Definitely not.</p> <p>The purpose of this task was to try to test the boundaries of scope for the breadth of government related information that users might expect to access at newzealand.govt.nz.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <caption>Participant Expectations for Finding Agencies on newzealand.govt.nz</caption> <thead> <tr> <th>Agency</th> <th>Definitely (Blue)</th> <th>Maybe (Red)</th> <th>Definitely Not (Green)</th> </tr> </thead> <tbody> <tr> <td>New Zealand Lotteries Commission</td> <td>2</td> <td>3</td> <td>5</td> </tr> <tr> <td>Auckland District Health Board</td> <td>4</td> <td>3</td> <td>3</td> </tr> <tr> <td>Air New Zealand</td> <td>0</td> <td>3</td> <td>7</td> </tr> <tr> <td>Department of Conservation</td> <td>10</td> <td>0</td> <td>0</td> </tr> <tr> <td>Victim Support</td> <td>7</td> <td>1</td> <td>2</td> </tr> <tr> <td>New Zealand Transport Agency</td> <td>9</td> <td>1</td> <td>0</td> </tr> <tr> <td>Plunket</td> <td>3</td> <td>5</td> <td>2</td> </tr> <tr> <td>Citizens Advice Bureau</td> <td>8</td> <td>2</td> <td>0</td> </tr> </tbody> </table> </div> | Agency | Definitely (Blue) | Maybe (Red) | Definitely Not (Green) | New Zealand Lotteries Commission | 2 | 3 | 5 | Auckland District Health Board | 4 | 3 | 3 | Air New Zealand | 0 | 3 | 7 | Department of Conservation | 10 | 0 | 0 | Victim Support | 7 | 1 | 2 | New Zealand Transport Agency | 9 | 1 | 0 | Plunket | 3 | 5 | 2 | Citizens Advice Bureau | 8 | 2 | 0 |
| Agency | Definitely (Blue) | Maybe (Red) | Definitely Not (Green) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| New Zealand Lotteries Commission | 2 | 3 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Auckland District Health Board | 4 | 3 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Air New Zealand | 0 | 3 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Department of Conservation | 10 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Victim Support | 7 | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| New Zealand Transport Agency | 9 | 1 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Plunket | 3 | 5 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Citizens Advice Bureau | 8 | 2 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

5. Appendix

5.1 Design workshop images

See attached folder: DIA003 Design workshop images

5.2 Design workshop videos

See attached folder: DIA003 Design workshop videos

5.3 User testing script

See attached file: newzealand.govt.nz_UTscript_V1.4

5.4 Participant information

5.4.1 Auckland user testing participant details

| Occupation | Age | Gender | Ethnicity | Household Income | Household Situation | Car ownership |
|--------------------------------------|-----|--------|-----------|------------------|------------------------|---------------|
| Self-employed P/T Makeup artist | 41 | F | NZ Euro | Under 50K | Single with kids | Owns Car |
| Part Time Accountant Semi-Retired | 70 | M | NZ Euro | \$70K | Married Kids left Home | Owns Car |
| Manager Refrigeration includes Rural | 46 | M | Euro | \$100k | Married with kids | Owns Car |
| Part Time Barista | 21 | M | Asian | Under 50K | Single no kids | No |
| Self-employed P/T Makeup artist | 41 | F | NZ Euro | Under 50K | Single with kids | Owns Car |



Positive



Observation



Minor



Major



Critical



Recommendation

5.4.2 Wellington user testing participant details

| Occupation | Age | Gender | Ethnicity | Household Income | Household Situation | Car ownership |
|---|-----|--------|-------------|------------------|------------------------|---------------|
| Retired Teacher | 68 | F | Dutch | \$50-70K | Lives Alone | Owens Car |
| Employed full time | 22 | F | European | Under \$50K | Flatting | No Car |
| Retired | 64 | F | NZ Euro | \$70-90K | Married Kids left home | Own Car |
| StudentArt/Law | 21 | M | Maori | \$70-90K | Flatting | Owens Car |
| Self Employed Part Time Editor (CV's Manuscripts) | 41 | F | Euro | Under \$50K | Couple no kids | No Car |
| Student, Part Time Work during the Holidays | 19 | M | NZ European | Under \$50K | Living in hostel | Owens Car |

5.5 User testing observation notes

See attached file: [newzealand.govt.nz_UT_notes](#)

5.6 Interactive prototypes

See: <http://share.axure.com/L1Q449/>

See attached file: [prototype v10](#)

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