

Web Design Report

Findings and Interpretations

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1.1 Background

As the new NELC website is being developed, it has been decided that creating a survey for all individuals to take part and get involved in would benefit greatly, and help within the design aspect of the website. This will be performed by listening to individuals ideas and putting these forward within the development stage.

The survey was carried out to target all individuals who currently use the Council site regularly, so an understanding could be gathered around which other website's are most commonly used. This way the design features from the most popular sites can be brought forward into the new Council website.

This is why the survey was called 'Be a part of the new NELC website'. All the responses will be closely analysed, and business recommendations will be made based on the most popular responses from the participants.

2.1 Survey Questions

The survey consists of 4 simple questions, which were asked to 40 people.

1. Which websites do you use regularly?
2. Which mobile apps do you use regularly?
3. Why do you visit the NELC website?
4. Is there anything we could offer online that we currently don't?

3.1 Findings

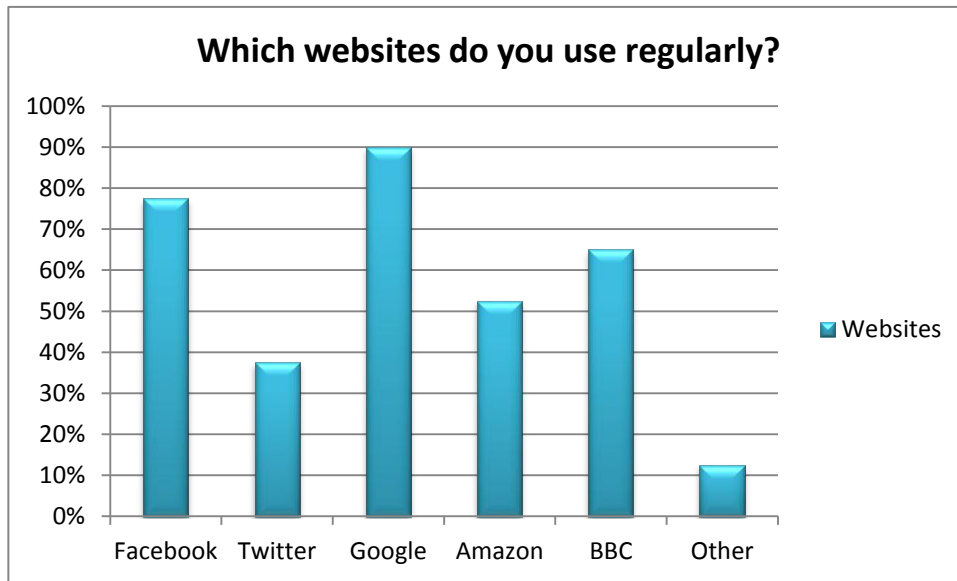


Figure 1: Popular websites

The graph shows the number of websites which are frequently used by a number of public members and individuals who work within North East Lincolnshire Council. Different trends can be seen; showing the majority of respondents (90%) used Google more recurrently, with Facebook following shortly behind in popularity at 78%. Whereas Amazon and Twitter were not as popular in comparison with Google and Facebook.

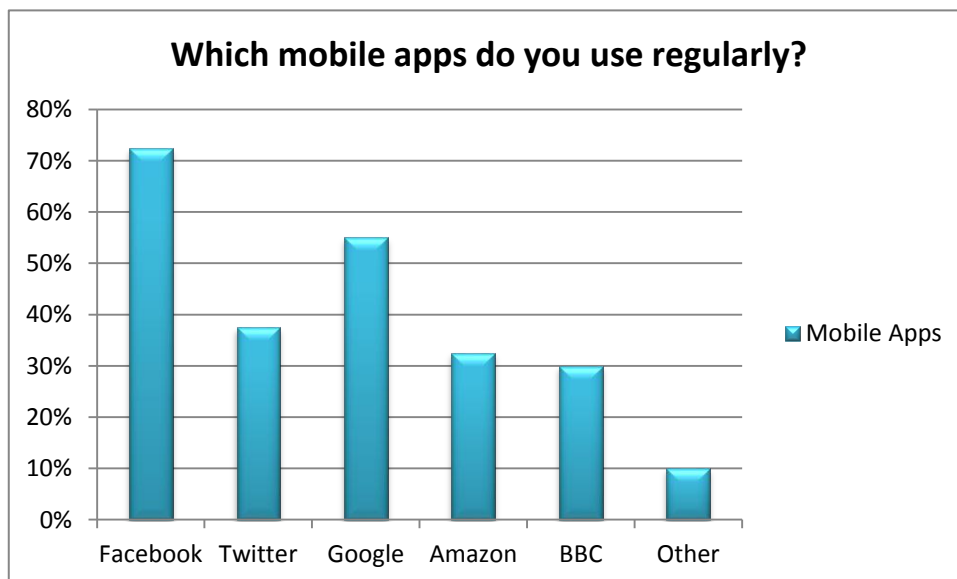


Figure 2: Popular mobile applications

This graph shows which mobile application is more popular based on a number of responses from members of the public and employees. It can clearly be seen that Facebook was the most frequent answer at 73%, with google shortly followed behind at 55%. Figures for other mobile applications were slightly lower, sitting at just 10%.

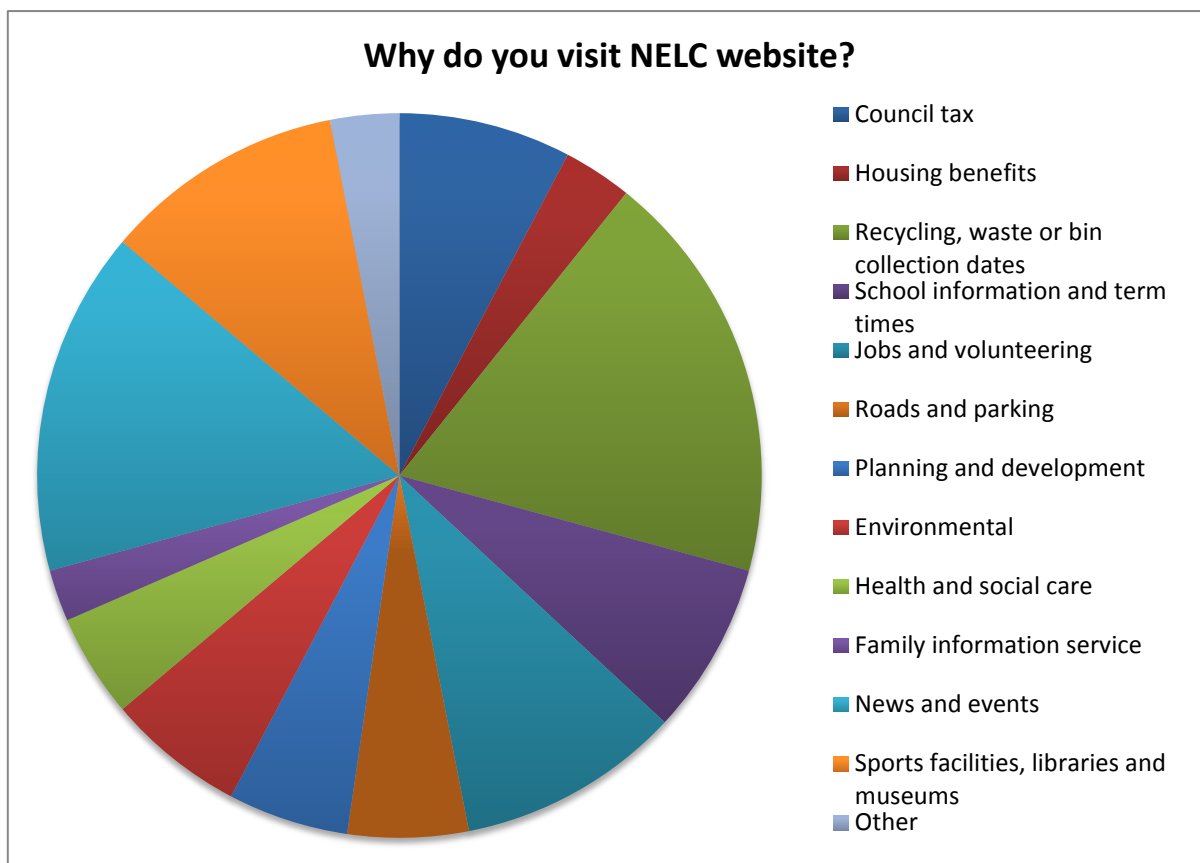


Figure 3: Common reasons for visiting the NELC website

This chart is to show why individuals use the NELC website. Figures show that 'Recycling, waste or bin collection dates' was the greatest response at 60%, with 'News and events' following behind at 50%. 'Family information service' came in last at only 8% of respondents visiting the site for this nature of information.

The final question which was asked to participants was 'Is there anything we could offer online that we currently don't?' as this was a free text response the answers cannot be shown in graph format, but are shown further below in the interpretation section.

To sum up, over the last couple of years Google has become an increasingly popular site for members of the public and individuals who work within North East Lincolnshire Council. Other sites such as Yahoo are not as popular, and not used on a regular basis. Facebook has become an extremely widespread mobile application with an excessive number of users, including members of the public and employees of the Council. The Council's website has become a common area for users to find out information on recycling, waste or bin collection dates, or information on news and events.

3.2 Interpretation

1. Which websites do you use regularly?

90% Google

Customers understand how to search for items, filter down searches through keywords / relevant other terms and are ok spending time typing out their query. Also used to 'Material' design, an approach taken by Google where their web design often depicts real life objects, depth of field and the 'materials' of the real world. In web design terms, that means they use familiar colour schemes, shadowing to produce a depth a field effect and hover / bounce animations to make elements feel as though they could be 'picked up' and 'clicked /pushed'.

78% Facebook

Customers are used to scrolling down a long page, familiar with the idea of hashtags; Facebook also heavily uses icons through its design. In comparison to Google, Facebook uses a very flat design – often producing a contrast between objects through colour rather than depth of field. A heavy use of imagery and video is used frequently.

65% BBC

Customers are used to large magazine / news based layouts with multiple columns, the ability to link through images, text and video links. Competent reading plain English and new articles with shortened / brief headlines and stories.

53% Amazon

Huge navigational structure, large amounts of detail per page and the idea of 'related / also interested in' approach to relevant pages and items

38% Twitter

A very heavy use of hashtags, long scrolling pages and very short blocks of information is used to get a point across.

Others

2. Which mobile apps do you use regularly?

83% Facebook

63% Google

43% Twitter

Others

3. Why do you come to our website?

60% Recycling, waste or bin collection dates

Need to ensure this section is noticeable and includes the bin calendar.

50% News and events

Need to have a comprehensive and enticing news area.

35% Sports facilities, libraries and museums

Covered by Lincs Inspire

33% Jobs and volunteering

Although a low number compared to what Google Analytics is telling us, it shows that people may do this elsewhere or only come to the site now and again to complete this task, meaning it is not in the forefront of their mind when answering this question – regardless, this item needs to be prominent.

25% council tax

Although a low number compared to what Google Analytics is telling us, it shows that people may do this elsewhere or only come to the site now and again to complete this task, meaning it is not in the forefront of their mind when answering this question – regardless, this item needs to be prominent.

25% school information and term times

20% Environmental

18% Planning and development

18% roads and parking

15% health and social care

Others

4. Is there anything we could offer online that we currently don't? (Free text responses)

Comments on current website

- Navigation, hard to find information you're after
- When you look for something it's only listed in the way NELC 'see' the subject - so e.g. litter is not in your alphabetical list. Not very non-council friendly

Comments on future website

- 10 people mentioned : Search engine improvements, search facility is currently diabolical, very rarely does it actually bring up the link I need
- 3 people mentioned : Making payments online, view online council tax information, see your balance
- 3 people mentioned : A decent 'what's going on' / 'events' page, good local news stories
- 3 X Useful information, pages that don't state the obvious like FAQ's, regularly updates and worth visiting
- 2 people mentioned : Responsive website
- 2 people mentioned : Live chat facility for querying information and social media links for querying
- Better public notices
- There needs to be less content and more focus on the tasks people come to the website to carry out

General comments

- Take the Website down, and then start again.
- I'm actually quite happy with the current site
- Anything that we can do online and not have to speak to staff or visit the offices, to keep costs down

- I work for Citizens Advice and use this with clients to help them and empower them to use the service again. The search function mainly brings up council documents first.
- It would be helpful to advertise council surveys on the main (home) page so they're clearly visible to all, even if it's only a 'Current survey' hyperlink rather than the full detail. Not everyone has access to the local paper / Facebook / Twitter etc.