

Beta testing

London Borough of Haringey

Created by: Invuse

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Haringey Beta Test Analysis

This document has been prepared with the purpose of summarising the beta scenario testing of the new London Borough of Haringey LGD website carried out by Invuse on behalf of Haringey Council.

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Project aim

The purpose of this usability test is to conduct unmoderated scenario testing for the Beta phase of the project. This will allow measuring the success of the new LGD project/website/sections using baseline data comparatively with the benchmark testing conducted on the current site in the Discovery phase.

Methodology

We created a website usability (scenario) test; a task-based test that allows us to watch the way users interact with the new website. The testing shows us if users:

- Search or navigate the website
- Understand the structure or content
- Go around in circles
- Use the back button or return home
- Find what they are looking for
- Search only if they are lost or stuck

Participants

A total of 8 participants took part in the testing. The participants were similar to the sample group used for the previous test to remove any other variables. Testing included:

- **8 unmoderated sessions** - where the participant takes the test in their own time.

An unmoderated test allows us to capture:

- More data within a shorter time frame
- Results that are less likely to be subject to response bias. Users tend to respond/act more naturally without a moderator.
- Feedback on a rating scale

Tasks

The scenario test is made up of 6 tasks based on the key user journeys that were tested previously on the current website.

The tasks were all based on the key user journeys within the Beta sections;

- Council Tax
- Benefits
- Births, deaths, marriages and citizenship
- Leisure, parks and culture
- Rubbish and recycling.

Participants were asked how easy or difficult it was to complete the task. The tests were unmoderated but the users were encouraged to share their thoughts out loud.

Each task starts from the homepage measuring the user journey against a set of usability metrics.

◆ Usability metrics

The metrics, or success criteria evaluated during user testing were:

- **Task success rate** - If the users were able to complete the task successfully. For the purpose of this report, the success rate has been measured against the user finding the webpage with the correct information.
- **Time on task** - The average time spent on finding the information on the website.
- **Search vs Navigation** - How users are looking for the information; search bar or navigating the site using links and menus.
- **Page views or steps taken (click rates)** - How many pages are viewed by clicking through the site

The 6 tasks are detailed below, along with their outcomes.

◆ Summary

The Beta usability testing has clearly highlighted the success of the project thus far. Users are able to navigate and search the new LGD website more efficiently and with ease. The information architecture and content iterations have meant users can complete their goal or task with as few page views or steps as possible.

- Users were able to navigate to specific services and service areas primarily from the Homepage
- Search results were very effective, most being within the top 3 results
- Having CTAs at the top of the page helps users who prefer to skim and scan the page
- Most users were using the breadcrumbs to navigate through the sections

It is important to keep in mind that this is a sample group of users. This means data should be reviewed alongside any future research as part of the larger resident beta piece. Usability testing should also be considered after launch as well as an ongoing workstream to ensure there is an organic and consistent iteration approach that meets users' needs.

Tasks 1 - Benefits

“You are looking for extra help to pay your housing costs and have been told Discretionary Housing Payment might be an option. Can you find where to apply online?”

37.5% of participants were able to complete this task and the **average time on task was 1 minute 18 seconds**. The average time on task was **2 minutes and 49 seconds** on the previous benchmark test.

37.5% of participants used navigation. The majority of participants clicked the ‘Housing Benefit’ link expecting to find ‘discretionary housing payment’ information. This was the most popular choice and was found easily under the ‘Benefits and financial support’ service on the Homepage.

12.5% of participants used search and were unable to find the webpage. This was due to the first search result being a PDF; ‘Application for a Discretionary Housing Payment for Customers’.

50% of participants used navigation and search. A large number of users started navigating but used search when they felt lost. These participants also found the PDF as their first search result.

- **50%** of participants said it was **neither easy or difficult** to find the information.
- **25%** of participants said it was **very easy** to find the information.
- **12.5%** of participants said it was **easy** to find the information.
- **12.5%** of participants skipped the question.

The main issues identified from observing the participants were users:

- Associating ‘Discretionary housing payment’ with ‘Housing Benefit’
- Finding the ‘Applications’ PDF about ‘Discretionary housing payment’ and assuming this was the application process

Success:

Having less information on the page clearly helps users scan the information quickly, however, participants were drawn to the call to action straight away so did not feel they needed to skim the rest of the page. The simple language of ‘Start now’ was clearly indicative that this was the start of the online process, as all users pointed their mouse to the button and processed to complete the task.

Recommendations:

Search results for PDFs or documents should state this whether it is in the title or within the summary. As some titles can be longer than others, consider referencing this in the summary.

Task 2 - Births, deaths, marriages and citizenship

“You are getting married and need to give notice. Can you find out what documents you will need to take to your notice of marriage appointment?”

62.5% of participants were able to complete this task and the **average time on task was 1 minute and 02 seconds**. The average time on task was **2 minutes and 06 seconds** on the previous benchmark test.

It is important to note that the remaining **37.5% of participants** did find the correct step-by-step content type and some used the summary sections to identify the documentation required.

75% of participants used navigation. Most participants used the ‘Get married or form a civil partnership’ link, under the ‘Births, deaths, marriages and citizenship’ service on the Homepage.

25% of participants used search. Both users searched “give notice”, chose the first search result ‘Give notice’ and found the documents section within the content very easily.

- **75%** of participants said it was **easy** to find the information.
- **12.5%** of participants said it was **very easy** to find the information.
- **12.5%** of participants said it was **difficult** to find the information.

There were no issues identified from observing the participants.

The participant who said it was difficult to find the information found the step-by-step but as they were skimming the page very quickly, missed the ‘Give notice’ link. They were able to return to the webpage by visiting the ‘Births, deaths, marriages and citizenship’ landing page and clicking on the top task button ‘Give notice’.

Success:

The layout of the Homepage helps users quickly identify which service they are looking for, and the 3 links under each service help the ease of completing the goal or task they have set out to do. Ensure these 3 links are relative to the user's need and are led by analytics.

Recommendations:

Ensure key CTAs are at the top of the page. Consider condensing the number of steps as this can be quite overwhelming for a user.

Task 3 - Council Tax

“You’ve recently moved into Haringey. Your postcode is N4 1DZ and you want to check which Council Tax band your house is in.”

100% of the participants were able to complete this task and the **average time on task was 37 seconds**. The average time on task was **3 minutes and 18 seconds** on the previous benchmark test.

62.5% of participants used navigation. The majority of participants used the ‘Council Tax bands and bills’ link, under the ‘Council Tax’ service on the Homepage.

25% of participants used search and were able to find the information directly.

12.5% of participants used navigation and search. This user was looking for this information under ‘Pay your Council Tax’ and then ‘Tell us you’re moving home’. They then resorted to searching for the information.

- **50%** of participants said it was **easy** to find the information.
- **50%** of participants said it was **very easy** to find the information.

There were no issues identified from observing the participants.

Success:

The previous recommendation for adding a related link to ‘Find your Council Tax band’ would still be helpful for users moving into or within the borough. This can be added to the ‘Other things to think of when you’re moving’ sections.

Recommendation:

Whilst observing the participants, it was easy to notice that most participants scrolled down to the table directly after searching for the property. Due to this, they missed the updated results for the banding of the property. Consider displaying this information in a more obvious way.

Task 4 - Leisure, parks and culture

“You want to find out if there are any future large events taking place in Finsbury Park.”

87.5% of participants were able to complete this task and the **average time on task was 39 seconds**. The average time on task was **2 minutes and 52 seconds** on the previous benchmark test.

It is important to note that the remaining **12.5% of participants** found the ‘Activities and events’ webpage on the current site.

62.5% of participants used navigation. The majority of participants used the ‘Finsbury Park large events’ link, under the ‘Leisure, parks and culture’ service on the Homepage. Although 2 participants did visit the ‘Leisure, parks and culture’ landing page and the ‘Parks and greenspaces’ service sub-landing page, but decided to return to the Homepage.

37.5% of participants used search and were able to find the information directly.

- **87.5%** of participants said it was **very easy** to find the information.
- **12.5%** of participants said it was **neither easy or difficult** to find the information.

There were no issues identified from observing the participants.

Success:

Users were able to find the information quickly and easily.

Recommendation:

As previously recommended, consider an ‘events’ directory with filters.

Task 5 - Bin collection

“Your bin was not emptied on your collection day. Can you find out how to report a missed bin collection?”

100% of participants were able to complete this task and the **average time on task was 14 seconds**. The average time on task was **1 minute and 37 seconds** on the previous benchmark test.

75% of participants used navigation. The majority of participants used the ‘Bin collections’ link, under the ‘Rubbish and recycling’ service on the Homepage.

25% of participants used search and were able to find the information directly.

- **100%** of participants said it was **very easy** to find the information.

There were no issues identified from observing the participants.

Success:

Users were able to find the information quickly and easily.

Task 6 - Recycling

“You need to dispose of some items at your local tip. Can you find the address of the tip in Haringey?”

87.5% of participants were able to complete this task and the **average time on task was 40 seconds**. The average time on task was **1 minute and 29 seconds** on the previous benchmark test.

62.5% of participants used navigation.

1 participant navigated to ‘Bulky rubbish item collection’ and then skipped the task, indicating that users don’t associate the ‘tip’ or ‘dump’ with reusing and recycling.

The rest of the participants used the top task button ‘Haringey reuse and recycling centre’, on the ‘Rubbish and recycling’ landing page.

25% of participants used search. These users searched for “tip” and “haringey tip”. The ‘Reuse and recycling centre’ showed up as the 1st result.

12.5% of participants used navigation and search. This participant used search because they were lost. They searched “tip”, “council refuse centre”, and “dump”. The word “tip” was used in the question so users could have been replicating this.

The user did make comments during their test; “refuse and recycling centres, no we don’t want that” and “must be that Haringey reuse and recycling but the question deviates from what the council want to call it”

- **50%** of participants said it was **neither easy or difficult** to find the information.
- **12.5%** of participants said it was **very easy** to find the information.
- **12.5%** of participants said it was **easy** to find the information.
- **12.5%** of participants said it was **difficult** to find the information.
- **12.5%** of participants said it was **very difficult** to find the information.

The main issues identified from observing the participants were:

- some didn’t see ‘refuse and recycling centre’ as the answer

Success:

As previously recommended, including ‘Haringey reuse and recycling centre’ as a top-level task on the ‘Rubbish and recycling’ landing page, helps users find this information quickly and easily. The use of consistent language and terms also helps users to skim and scan pages effortlessly.

Recommendation:

The term “tip” does bring up the ‘Reuse and recycling centre’ as a top result in the search results however this is not the same for the term “tips”.

Appendix A - Participant responses

| Task 1 - Benefits: application for Discretionary Housing Payment | | | |
|---|-----------------------------|---------------------------|---------------------------------|
| Participant | Search vs Navigation | Question rating | Page views (click rates) |
| Participant 1 | Navigation | Neither easy or difficult | 5 |
| Participant 2 | Navigation | Neither easy or difficult | 3 |
| Participant 3 | Navigation and search | Neither easy or difficult | 3 |
| Participant 4 | Navigation | Very easy | 3 |
| Participant 5 | Search | Easy | 3 |
| Participant 6 | Navigation and search | Very easy | 3 |
| Participant 7 | Navigation and search | Neither easy or difficult | 5 |
| Participant 8 | Navigation and search | Skipped | 8 |

| Task 2 - Births, deaths, marriage and citizenship: notice of marriage (documents) | | | |
|--|-----------------------------|------------------------|---------------------------------|
| Participant | Search vs Navigation | Question rating | Page views (click rates) |
| Participant 1 | Navigation | Easy | 3 |
| Participant 2 | Navigation | Easy | 2 |
| Participant 3 | Navigation | Difficult | 4 |
| Participant 4 | Navigation | Very easy | 2 |
| Participant 5 | Search | Easy | 5 |
| Participant 6 | Search | Easy | 3 |
| Participant 7 | Navigation | Easy | 2 |
| Participant 8 | Navigation | Easy | 8 |

| Task 3 - Council tax: band | | | |
|-----------------------------------|-----------------------------|------------------------|---------------------------------|
| Participant | Search vs Navigation | Question rating | Page views (click rates) |
| Participant 1 | Navigation | Easy | 4 |
| Participant 2 | Navigation | Easy | 3 |
| Participant 3 | Navigation | Easy | 3 |

| Task 3 - Council tax: band | | | |
|-----------------------------------|-----------------------------|------------------------|---------------------------------|
| Participant | Search vs Navigation | Question rating | Page views (click rates) |
| Participant 4 | Navigation | Very easy | 3 |
| Participant 5 | Search | Very easy | 3 |
| Participant 6 | Search | Very easy | 3 |
| Participant 7 | Navigation | Very easy | 3 |
| Participant 8 | Navigation and search | Easy | 9 |

| Task 4 - Leisure, parks and culture: Finsbury Park large events | | | |
|--|-----------------------------|---------------------------|---------------------------------|
| Participant | Search vs Navigation | Question rating | Page views (click rates) |
| Participant 1 | Navigation | Neither easy or difficult | 5 |
| Participant 2 | Navigation | Very easy | 3 |
| Participant 3 | Navigation | Very easy | 3 |
| Participant 4 | Navigation | Very easy | 4 |
| Participant 5 | Search | Very easy | 4 |
| Participant 6 | Search | Very easy | 4 |
| Participant 7 | Navigation | Very easy | 3 |
| Participant 8 | Navigation and search | Very easy | 4 |

| Task 5 - Waste: report a missed bin | | | |
|--|-----------------------------|------------------------|---------------------------------|
| Participant | Search vs Navigation | Question rating | Page views (click rates) |
| Participant 1 | Navigation | Very easy | 3 |
| Participant 2 | Navigation | Very easy | 3 |
| Participant 3 | Navigation | Very easy | 3 |
| Participant 4 | Navigation | Very easy | 3 |
| Participant 5 | Search | Very easy | 3 |
| Participant 6 | Search | Very easy | 4 |
| Participant 7 | Navigation | Very easy | 3 |

| Task 5 - Waste: report a missed bin | | | |
|--|-----------------------------|------------------------|---------------------------------|
| Participant | Search vs Navigation | Question rating | Page views (click rates) |
| Participant 8 | Navigation | Very easy | 5 |

| Task 6 - Recycling: Haringey tip address | | | |
|---|-----------------------------|---------------------------|---------------------------------|
| Participant | Search vs Navigation | Question rating | Page views (click rates) |
| Participant 1 | Navigation | Neither easy or difficult | 3 |
| Participant 2 | Navigation | Neither easy or difficult | 3 |
| Participant 3 | Navigation | Easy | 3 |
| Participant 4 | Navigation | Very easy | 2 |
| Participant 5 | Search | Neither easy or difficult | 4 |
| Participant 6 | Search | Neither easy or difficult | 4 |
| Participant 7 | Navigation | Difficult | 3 |
| Participant 8 | Navigation and search | Very difficult | 11 |

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