

Launch scenario testing

London Borough of Haringey

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Haringey Benchmark Test Analysis

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

Table of contents

Haringey Benchmark Test Analysis	2
Project aim	3
Methodology	3
Participants	3
Summary	3
Tasks	4
Usability metrics	4
Task 1 - Benefits	5
Task 2 - Births, deaths, marriages and citizenship	6
Task 3 - Council Tax	7
Task 4 - Leisure, parks and culture	8
Task 5 - Visitor parking permit	9
Task 6 - Bin collection	10
Task 7 - Recycling centre	11
Task 8 - Libraries	12
Appendix A - Participant responses	13

Project aim

The purpose of this testing is to gather data on the impact on the overall user experience, following the launch of Haringey's new LocalGov Drupal website.

The findings from testing will support the team to measure the success of the project.

This document contains an analysis of the three phases of testing, which includes:

- Benchmark scenario testing
- Beta scenario testing
- Launch scenario testing

Methodology

We created a website usability (scenario) test; a task based test that allows us to watch the way users interact with the 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 10 participants took part in the testing. The participants represent a sample group of new to frequent users of the website. 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
- **2 participants** abandoned the test.

Summary

Through continuous testing and analysis of the user experience across the Haringey website, we have been able to significantly improve the user experience between the old website and the new LocalGov Drupal website.

Through a user centred approach and continuous testing and iteration, clear improvements can be seen across the website in both the number of users being able to complete key tasks, and the time it now takes them to complete this on the website.

Below is a summary of the key points uncovered from watching the unmoderated tests:

- Most users who used navigation looked in the services on the homepage.
- Some participants used the breadcrumb to navigate to landing pages rather than using the service headings on the homepage.
- There has been a significant improvement in the time taken to complete most tasks.

It is important to keep in mind that this is a sample group of users. It is recommended that key tasks are regularly reviewed, and tested with end users to ensure that the experience across the website remains user friendly and support residents to complete tasks easily and efficiently online wherever possible.

Haringey should feel incredibly proud of the work that has been done, and their continued dedication to designing and developing a website based on user needs.

Tasks

The scenario test is made up of 8 tasks based on key user journeys that are informed by website analytics and previous user research.

- **Tasks 1-4** include key users journeys within the alpha sections (council tax, benefits, births, deaths, marriages and citizenship, and leisure, parks and culture)
- **Tasks 5-7** covered site wide key users journeys (parking, waste and recycling)
- **Task 8** provides data on a user journey that was not previously tested (libraries)

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 user journey** - the pages that are viewed by clicking through the site

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

Task 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?”

The table below shows the average time taken to complete the task and the percentage of successful tasks, compared to the results of the benchmark and beta testing.

Measurement	Benchmark	Beta	Launch	Improvement
Average time taken	2 minute 49 seconds	1 minutes 18 seconds	1 minutes 14 seconds	1 minute 35 seconds
Completed task	66.7%	37.5%	100%	33.3%

62.5% of participants used navigation. Most participants navigated straight to the housing section or the housing benefits landing page under the benefits section.

12.5% of participants used search. All participants who searched ‘Discretionary Housing Payments’ found the page from the first search result.

25% of participants used navigation and search. They often spent some time searching in either the Housing or Housing Benefits section before using the search bar to find the page.

Participants were asked to **rate the task** on a scale of very easy to very difficult. The results from this task were:

- **50%** of participants said it was **very easy** to find the information
- **37.5%** of participants said it was **easy** to find the information
- **12.5%** of participants said it was **neither easy nor difficult** to find the information

In the previous baseline testing:

- **50%** of participants rated the task **easy or very easy**
- **50%** of participants rated the task **difficult, not very easy or were unable to complete the task**

Some key outcomes from the testing were:

- users expected to find the page under ‘housing benefits’ or the ‘housing’ section
- users often didn’t look in for the page in the ‘benefits and financial support’ landing page
- one user opened the second search result which opened a PDF document (Application for a Discretionary Housing Payment for Customers receiving Housing Benefit) they were able to access the correct page from a link on the PDF
- users often opened the ‘benefits and financial support’ landing page by clicking the link in the breadcrumb

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.”

The table below shows the average time taken to complete the task and the percentage of successful tasks, compared to the results of the benchmark and beta testing.

Measurement	Benchmark	Beta	Launch	Improvement
Average time taken	2 minutes 6 seconds	1 minute 18 seconds	56 seconds	1 minute 10 seconds
Completed task	83%	62.5%	75%	-8%

75% of participants used navigation. Participants often navigated directly to either the “Get married and form a civil partnership” page or the “Births, Deaths, Marriages and citizenship” section. From there they were able to find the information on giving notice through the top task buttons or navigating directly to the step-by-step page.

25% of participants used search. Participants searched “notice of marriage” or “getting married” and found the success page in the first search result.

Participants were asked to **rate the task** on a scale of very easy to very difficult. The results from this task were:

- **50%** of participants said it was **very easy** to find the information
- **37.5%** of participants said it was **easy** to find the information
- **12.5%** of participants said it was **neither easy nor difficult** to find the information

In the previous baseline testing:

- **50%** of participants rated the task **easy or very easy**
- **50%** of participants rated the task **difficult, not very easy or were unable to complete the task**

Some **key outcomes** from the testing were:

- users who found the page using search found the page in the first search result
- all users were able to find the ‘get married or form a civil partnership’ step-by-step
- some users were unsure about which step they would find the information in

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.”

The table below shows the average time taken to complete the task and the percentage of successful tasks, compared to the results of the benchmark and beta testing.

Measurement	Benchmark	Beta	Launch	Improvement
Average time taken	3 minutes 18 seconds	37 seconds	1 minute 10 seconds	2 minutes 8 seconds
Completed task	100%	100%	100%	0%

75% of participants used navigation. The common user journey saw users navigating to the ‘council tax’ landing page, then opening the ‘what council tax is, bands and bills’ guide. Some users found the page by clicking on the link at the bottom of the ‘what council tax is and your yearly bill’ page.

25% of participants used search. Participants searched for “check council tax band” and “council tax bandings”. The page was in the top search results.

Participants were asked to **rate the task** on a scale of very easy to very difficult. The results from this task were:

- **25%** of participants said it was **very easy** to find the information
- **50%** of participants said it was **easy** to find the information
- **25%** of participants said it was **neither easy nor difficult** to find the information

In the previous baseline testing:

- **41.7%** of participants rated the task **easy or very easy**
- **50%** of participants rated the task **not very easy, difficult or very difficult**

Some **key outcomes** from the testing were:

- most participants didn’t notice the postcode search bar at first
- one participant mentioned that the postcode search bar was not obvious and that giving it a heading might help
- some participants used the link at the bottom of the ‘what council tax is and your yearly bill’ page to find the ‘bands and charges’ page
- one participant opened the ‘pay your council tax’ page before using the breadcrumb and opening the ‘council tax’ landing page

Task 4 - Leisure, parks and culture

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

The table below shows the average time taken to complete the task and the percentage of successful tasks, compared to the results of the benchmark and beta testing.

Measurement	Benchmark	Beta	Launch	Improvement
Average time taken	2 minutes 52 seconds	39 seconds	1 minute	1 minutes 52 seconds
Completed task	25%	87.5%	25%	0%

75% of participants used navigation. Most participants navigated to the ‘What’s on’ section where they found events but not the page about large events in Finsbury park. The participants filtered the events to show Finsbury park as the venue.

25% of participants used search. Only the participants who searched were able to find the correct information. They searched for “events” or “large events finsbury park”.

Participants were asked to **rate the task** on a scale of very easy to very difficult. The results from this task were:

- **50%** of participants said it was **very easy** to find the information
- **25%** of participants said it was **easy** to find the information

In the previous baseline testing:

- **33.3%** of participants rated the task **easy**
- **50%** of participants rated the task **not very easy, difficult or very difficult**
- **16.7%** of participants were **unable to complete the task**

Some **key outcomes** from the testing were:

- the participants who used navigation were not able to find the correct page
- most participants navigated to the ‘what’s on’ page where they opened the ‘event’s calendar’ and filtered to Finsbury park
- some participants added lots of filters to try and find the information

Task 5 - Visitor parking permit

“A friend of yours is planning to visit you in Haringey. Can you find out the price of a visitor parking voucher?”

The table below shows the average time taken to complete the task and the percentage of successful tasks, compared to the results of the benchmark and beta testing.

Measurement	Benchmark	Launch	Improvement
Average time taken	1 minutes 32 seconds	43 seconds	49 seconds
Completed task	100%	75%	-25%

75% of participants used navigation. The most common navigation saw participants opening the ‘parking permits’ page from the homepage, then opening the ‘visitors parking permit’ page. One user navigated to the ‘car parks’ page.

25% of participants used search. The participants searched for ‘visitor parking permit’ and found the page in the first search result.

Participants were asked to **rate the task** on a scale of very easy to very difficult. The results from this task were:

- **37.5%** of participants said it was **very easy** to find the information
- **62.5%** of participants said it was **easy** to find the information

In the previous baseline testing:

- **66.6%** of participants rated the task **easy or very easy**
- **24.9%** of participants rated the task as not **very easy, difficult or very difficult**
- **8.3%** of participants were **unable to complete the task**

Some **key outcomes** from the testing were:

- the users who weren't able to find the correct page may not have understood the question or found the page and then navigated to another page within the guide
- one participant navigated to information on car parks
- most users found the page straight away and showed no signs of being lost

Task 6 - Bin collection

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

The table below shows the average time taken to complete the task and the percentage of successful tasks, compared to the results of the benchmark and beta testing.

Measurement	Benchmark	Beta	Launch	Improvement
Average time taken	2 minutes 52 seconds	39 seconds	18 seconds	2 minutes 34 seconds
Completed task	100%	87.5%	100%	0%

75% of participants used navigation. Most participants navigated directly to the ‘rubbish and recycling’ page and then to the ‘missed bin collection’ page.

25% of participants used search. These participants searched for ‘missed bin’ or ‘missed bin collection’ and were able to find the page in the first result.

Participants were asked to **rate the task** on a scale of very easy to very difficult. The results from this task were:

- **87.5%** of participants said it was **very easy** to find the information
- **12.5%** of participants said it was **easy** to find the information

In the previous baseline testing:

- **41.7%** of participants rated the task **easy or very easy**
- **58.3%** of participants rated the task **not very easy, difficult or very difficult**

Some **key outcomes** from the testing were:

- there is a noticeable improvement in participants completing this task
- all participants were able to find the page quickly whether they were navigating or searching
- users were looking for the page in the ‘services for residence’ section in the previous testing, whereas now they navigated straight to the ‘bin collection’ section

Task 7 - Recycling centre

“You need to take some rubbish items to your local waste disposal centre. Can you find the address of the centre in Haringey?”

The table below shows the average time taken to complete the task and the percentage of successful tasks, compared to the results of the benchmark and beta testing.

Measurement	Benchmark	Beta	Launch	Improvement
Average time taken	1 minutes 29 seconds	40 seconds	59 seconds	30 seconds
Completed task	100%	87.5%	87.5%	-12.5%

62.5% of participants used navigation.

- Most participants navigated to the ‘rubbish and recycling’ section where they opened the ‘Haringey reuse and recycling centre’ page.
- Some participants opened the ‘reuse and recycling centre banks, donations and collections’ location search where they were able to find the page.
- Some participants looked in the ‘find my nearest section’.

25% of participants used search. Participants searched ‘waste and disposal centre’ or ‘waste disposal’ and found the page in the first search results.

12.5% of participants used navigation and search. The user who used both navigation and search searched for ‘waste disposal centre’ and was taken to the recycling centre location search.

Participants were asked to **rate the task** on a scale of very easy to very difficult. The results from this task were:

- **50%** of participants said it was **very easy** to find the information
- **25%** of participants said it was **easy** to find the information
- **12.5%** of participants said it was **neither easy nor difficult** to find the information
- **12.5%** of participants said it was **difficult** to find the information

In the previous baseline testing:

- **33.3%** of participants rated the task **easy or very easy**
- **50%** of participants rated the task **neutral or very difficult**
- **16.7%** of participants were **unable to complete the task**

Some **key outcomes** from the testing were:

- some users were confused when completing this task and navigated through many pages
- most users found this task very easy and were able to successfully find the information
- one user expected to find the information in the ‘find my nearest’ section

Task 8 - Libraries

“You want to find out if there are activities for children at the local libraries. Where would you go to find this?”

We also tested another key user journey, which wasn't included in the previous testing, and have added the findings in our analysis.

The table below shows the average time taken to complete the task and the percentage of successful tasks.

Measurement	Launch
Average time taken	1 minute 4 seconds
Completed task	50%

75% of participants used navigation. Most participants navigated to the libraries page but did not find the activities listed on the children's section. Participants often navigated to the 'children's libraries' page but then returned to the main libraries page.

25% of participants used search. The participants searched for 'children libraries' or 'children libraries activities' and found the page in the first result. One user read through the 'children's libraries' page content then returned to the 'libraries' page and opened the 'events and activities' page.

Participants were asked to **rate the task** on a scale of very easy to very difficult. The results from this task were:

- **25%** of participants said it was **very easy** to find the information
- **36.5%** of participants said it was **easy** to find the information
- **36.5%** of participants said it was **neither easy nor difficult** to find the information

Some **key outcomes** from the testing were:

- all users were able to find the libraries section
- most participants navigated to the children's libraries page but didn't read the information on activities
- users expected to find the information in the news and events section

◆ Appendix A - Participant responses

Task 1 - Benefits: application for Discretionary Housing Payment				
Participant	Test type	Search vs Navigation	Question rating	Time on task
Participant 1	Unmoderated	Navigation and search	Easy	00:02:05
Participant 2	Unmoderated	Navigation	Easy	00:02:43
Participant 3	Unmoderated	Search	Easy	00:00:49
Participant 4	Unmoderated	Navigation	Very easy	00:00:43
Participant 5	Unmoderated	Navigation	Easy	00:00:42
Participant 6	Unmoderated	Navigation and search	Easy	00:01:22
Participant 7	Unmoderated	Navigation	Easy	00:00:43
Participant 8	Unmoderated	Navigation	Neutral	00:00:43

Task 2 - Births, deaths, marriage and citizenship: notice of marriage (documents)				
Participant	Test type	Search vs Navigation	Question rating	Time on task
Participant 1	Unmoderated	Search	Very easy	00:00:20
Participant 2	Unmoderated	Navigation	Very easy	00:01:05
Participant 3	Unmoderated	Search	Very easy	00:00:19
Participant 4	Unmoderated	Navigation	Easy	00:01:03
Participant 5	Unmoderated	Navigation	Easy	00:00:35
Participant 6	Unmoderated	Navigation	Very easy	00:00:35
Participant 7	Unmoderated	Navigation	Neutral	00:02:30
Participant 8	Unmoderated	Navigation	Easy	00:01:02

Task 3 - Council tax band				
Participant	Test type	Search vs Navigation	Question rating	Time on task
Participant 1	Unmoderated	Search	Neutral	00:01:03
Participant 2	Unmoderated	Navigation	Very easy	00:00:46
Participant 3	Unmoderated	Search	Easy	00:01:13
Participant 4	Unmoderated	Navigation	Easy	00:01:34
Participant 5	Unmoderated	Navigation	Easy	00:00:52
Participant 6	Unmoderated	Navigation	Easy	00:01:16
Participant 7	Unmoderated	Navigation	Neutral	00:02:03
Participant 8	Unmoderated	Navigation	Very easy	00:00:32

Task 4 - Leisure, parks and culture: Finsbury Park large events				
Participant	Test type	Search vs Navigation	Question rating	Time on task
Participant 1	Unmoderated	Search	Very easy	00:00:23
Participant 2	Unmoderated	Navigation	Very easy	00:00:37
Participant 3	Unmoderated	Search	Very easy	00:00:36
Participant 4	Unmoderated	Navigation	Neutral	00:01:57
Participant 5	Unmoderated	Navigation	Easy	00:00:45
Participant 6	Unmoderated	Navigation	Easy	00:01:50
Participant 7	Unmoderated	Navigation	Neutral	00:01:35
Participant 8	Unmoderated	Navigation	Very easy	00:00:15

Task 5 - Parking: visitor voucher cost				
Participant	Test type	Search vs Navigation	Question rating	Time on task
Participant 1	Unmoderated	Search	Very easy	00:00:28
Participant 2	Unmoderated	Navigation	Very easy	00:00:39
Participant 3	Unmoderated	Search	Easy	00:01:02
Participant 4	Unmoderated	Navigation	Very easy	00:00:34
Participant 5	Unmoderated	Navigation	Easy	00:00:38
Participant 6	Unmoderated	Navigation	Very easy	00:01:05
Participant 7	Unmoderated	Navigation	Very easy	00:00:34
Participant 8	Unmoderated	Navigation	Easy	00:00:43

Task 6 - Waste: report a missed bin				
Participant	Test type	Search vs Navigation	Question rating	Time on task
Participant 1	Unmoderated	Search	Very easy	00:00:20
Participant 2	Unmoderated	Navigation	Very easy	00:00:08
Participant 3	Unmoderated	Search	Very easy	00:00:18
Participant 4	Unmoderated	Navigation	Very easy	00:00:34
Participant 5	Unmoderated	Navigation	Very easy	00:00:10
Participant 6	Unmoderated	Navigation	Very easy	00:00:18
Participant 7	Unmoderated	Navigation	Very easy	00:00:19
Participant 8	Unmoderated	Navigation	Easy	00:00:17

Task 7 - Planning: planning application comment

Participant	Test type	Search vs Navigation	Question rating	Time on task
Participant 1	Unmoderated	Search	Easy	00:00:36
Participant 2	Unmoderated	Navigation and search	Difficult	00:03:52
Participant 3	Unmoderated	Search	Neutral	00:00:38
Participant 4	Unmoderated	Navigation	Very easy	00:00:35
Participant 5	Unmoderated	Navigation	Very easy	00:00:18
Participant 6	Unmoderated	Navigation	Very easy	00:00:52
Participant 7	Unmoderated	Navigation	Very easy	00:00:16
Participant 8	Unmoderated	Navigation	Easy	00:00:13

Task 8 - Recycling: Haringey tip address

Participant	Test type	Search vs Navigation	Question rating	Time on task
Participant 1	Unmoderated	Navigation and search	Easy	00:00:58
Participant 2	Unmoderated	Navigation	Neutral	00:01:36
Participant 3	Unmoderated	Search	Very easy	00:00:38
Participant 4	Unmoderated	Navigation	Neutral	00:01:52
Participant 5	Unmoderated	Navigation	Easy	00:00:20
Participant 6	Unmoderated	Navigation	Very easy	00:00:45
Participant 7	Unmoderated	Navigation	Neutral	00:01:50
Participant 8	Unmoderated	Navigation	Easy	00:00:30

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