invuse · **Haringey LONDON**

In-person user research at Wood Green Library

6 February 2023

User testing aims and approach

The purpose of our visit

The purpose of Invuse visiting Wood Green Library was to speak to residents that are coming into Haringey council customer service centre in person.

The guerilla survey was a way of collecting quick easy data from users to find out why they have come in person, while the card sorting activity was a way to tap into this demographic and test if they have the same understanding of the website as the more digitally savvy users.

Across the 4 hour workshop, we managed to speak to 34 users.

It is essential that the project is to be informed by the residents of Haringey at every stage. It is also vital that we make sure we reach users that are perhaps not able to self-serve online and find out why, and if we can make changes to encourage and help those users to transact digitally in the future.

Guerilla testing

Survey questions

The method for guerilla testing was to speak to residents waiting in the customer service centre and ask a brief set of simple questions around their reason for visiting.

- If they checked the website before they came in person?
- why they ended up coming in person?
- if they didn't check the website, why?
- if they ever use the Haringey Council website?
- what they think of the website?

Guerilla testing

Did users try the website before coming in person?

NO
43.3%

YES
56.7%
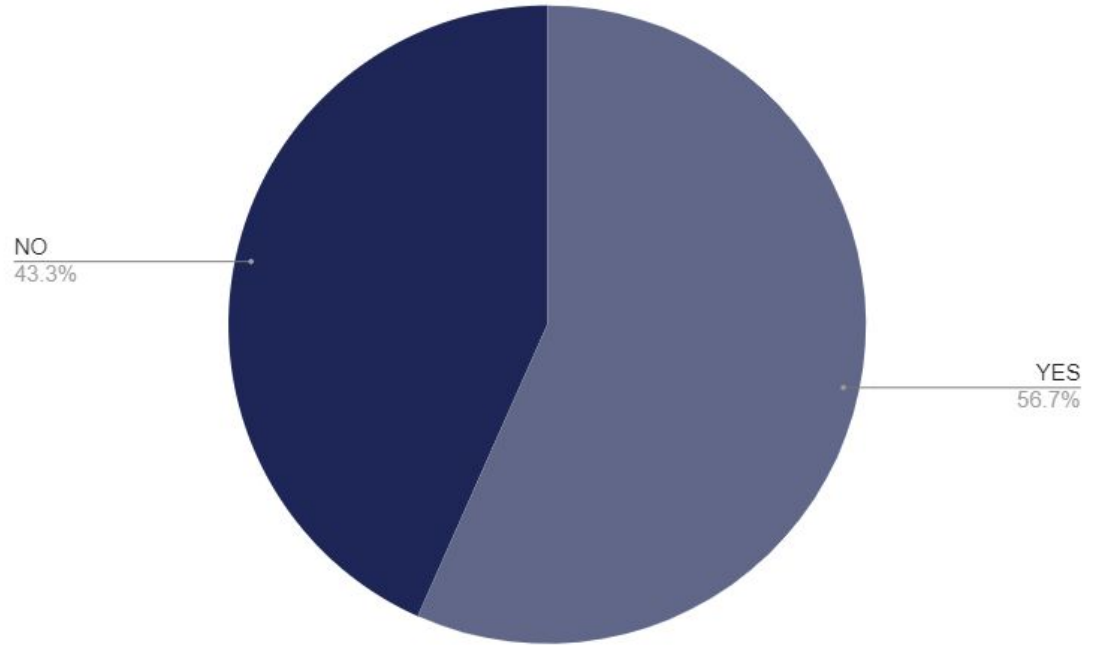
Guerilla testing

Service relating to query

- Housing 39.3%

- Parking (visitor vouchers) 17.9%

- Parking (permits) 10.7%

- Benefits 21.4%

- Library 7.1%

- Council Tax 3.6%

Council Tax
3.6%
Library
7.1%
Parking - per...
10.7%

Housing
39.3%

Parking - visi...
17.9%

Benefits
21.4%
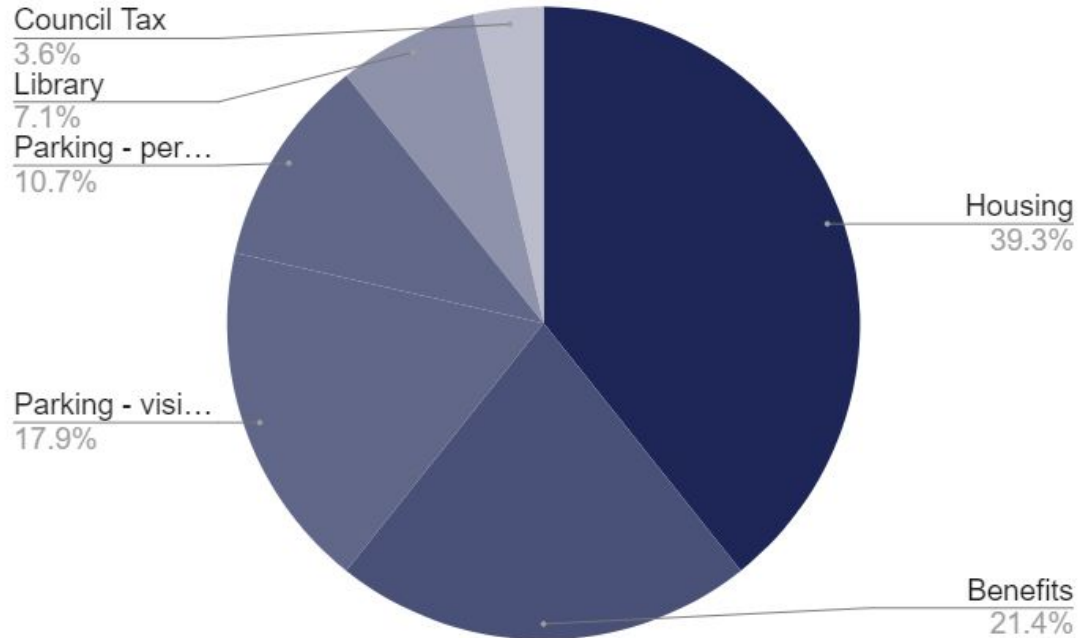
Guerilla testing

Reason for visit

The main reasons residents were visiting customer services were:

- the website was too difficult to navigate
- they felt they needed to speak to someone to resolve their issue
- they didn't speak English as a first language
- they didn't have a computer
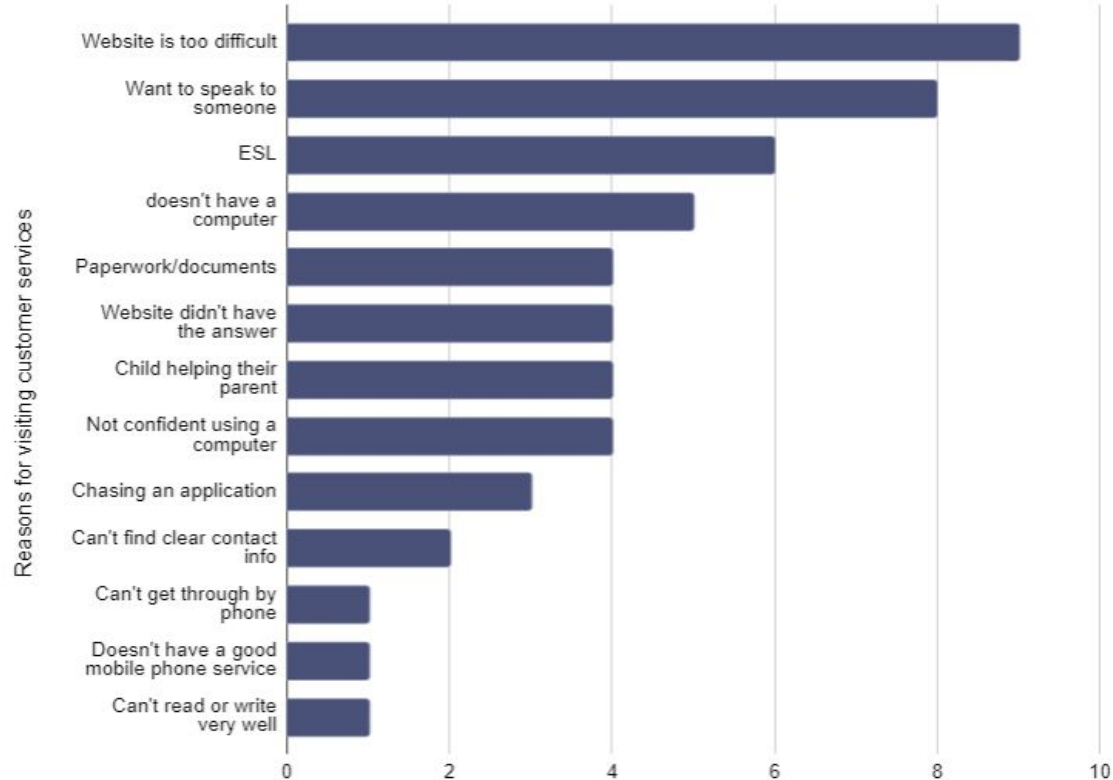
Guerilla testing

Recurring reasons for visit

The following reasons for visiting the customer service centre were mentioned more than once during testing (in no particular order).

- Parking permits
- Parking visitor vouchers
- Rent queries
- Handing in or collecting paperwork
- Checking the status of an application
- Getting help with an eviction notice
- Getting help with Housing Benefit Award Accuracy Initiative

Card sorting activity

Card sorting activity

Alongside the guerilla testing, Invuse carried out a card sorting activity at the library. Passing residents were free to come over and take part in the sorting exercise.

The activity included a set of cards displaying service information, and required the resident to sort the information into groups under headings. The option to suggest headings or place items in a group marked 'I don't know' were also available.

The purpose of the activity was to uncover any areas within the information architecture of the website where users don't think in the same way as the council staff. In order to help inform the new LGD website so that it is user led.

Card sort 1

Council and elections	Housing	Streets, roads and transport	Jobs, training and volunteering	Benefits and Financial Support	Bins and recycling	Leisure, parks and culture	Environmental Health	This should sit in more than 1 place
Register to vote		Pavement obstructions	Voluntary sector	Free school meals and clothing grant	Report dog fouling	Large events in Finsbury Park	Climate change action plan Haringey	
		Travel passes and consessions	Search for opportunities and apprenticeships - Haringey Works		Commercial, hazardous and clinical waste		Air pollution	
			Jobs in schools		Street sweeping			

Business, licensing and consumers	Planning and development	Adult social care	Community, safety and emergencies	Health and wellbeing	Education and schools	Children, young people and families	I don't know	Group together but under a new heading
Venues for hire in Haringey	Consultations	Disability and sensory loss	Haringey, Here to Help	Alcohol support	Haringey adult learning service	Reusable nappy voucher	Haringey Warm Welcome	Reporting anti-social behaviour
Allotments	Council strategies and policies	Travel passes and consessions			Choosing a preschool or playgroup	Disability and sensory loss	SEND Haringey Local Offer	Flooding
	Building control				Apply for a play street in Haringey	30 hours free childcare and tax-free childcare	Paying for care	Reporting a tree problem
	Major projects and regeneration							Homelessness

Card sort 2

Council and elections	Housing	Streets, roads and transport	Jobs, training and volunteering	Benefits and Financial Support	Bins and recycling	Leisure, parks and culture	Environmental Health	Original Card
Register to vote	Homelessness	Pavement obstructions	Search for opportunities and apprenticeships - Haringey Works	Haringey, Here to Help	Street sweeping	Allotments	Climate change action plan Haringey	This should sit in more than 1 place
		Apply for a play street in Haringey	Jobs in schools	Free school meals and clothing grant	Commercial, hazardous and clinical waste	Large events in Finsbury Park	Air pollution	
		Travel passes and concessions			Report dog fouling	Reporting a tree problem	Reporting anti-social behaviour	

Business, licensing and consumers	Planning and development	Adult social care	Community, safety and emergencies	Health and wellbeing	Education and schools	Children, young people and families	I don't know	
Venues for hire in Haringey	Major projects and regeneration	SEND Haringey Local Offer	Voluntary sector	Disability and sensory loss	30 hours free chilcare and tax-free childcare	30 hours free chilcare and tax-free childcare	Consultations	
	Building control	Paying for care	Flooding	Alcohol support	Free school meals and clothing grant	Free school meals and clothing grant	Haringey Warm Welcome	
		Disability and sensory loss				Reusable nappy voucher		
						Choosing a pre-school or playgroup		

Card sort 3

Council and elections	Housing	Streets, roads and transport	Jobs, training and volunteering	Benefits and Financial Support	Bins and recycling	Leisure, parks and culture	Environmental Health	
Register to vote	Haringey, Here to Help	Travel passes and concessions	Voluntary sector			Haringey adult learning service	Climate change action plan Haringey	
Council strategies and policies			Jobs in schools				Commercial, hazardous and clinical waste	
			Search for opportunities and apprenticeships - Haringey Works				Street sweeping	

Business, licensing and consumers	Planning and development	Adult social care	Community, safety and emergencies	Health and wellbeing	Education and schools	Children, young people and families	I don't know	Events and Activities (suggested heading)
Air pollution	Venues for hire in Haringey	Consultations	Apply for a play street in Haringey	Homelessness	Free school meals and clothing grant	30 hours free childcare and tax-free childcare	SEND Haringey Local Offer	Haringey Warm Welcome
			Reporting anti-social behaviour	Disability and sensory loss		Reusable nappy voucher	Alcohol support	Large events in Finsbury Park
						Choosing a preschool or playgroup	Allotments	Major projects and regeneration
							Report dog fouling	
							Pavement obstructions	
							Reporting a tree problem	
							Flooding	
							Building control	

Card sort 4

Council and elections	Housing	Streets, roads and transport	Jobs, training and volunteering	Benefits and Financial Support	Bins and recycling	Leisure, parks and culture	Environmental Health
Register to vote	Homelessness	Jobs in schools		Travel passes and concessions	Major projects and regeneration	Apply for a play street in Haringey	Commercial, hazardous and clinical waste
	Reporting a tree problem	Search for opportunities and apprenticeships - Haringey Works					Reporting anti-social behaviour
							Air pollution

Business, licensing and consumers	Planning and development	Adult social care	Community, safety and emergencies	Health and wellbeing	Education and schools	Children, young people and families	I don't know
	Building control			Disability and sensory loss	Haringey adult learning service	30 hours free childcare and tax-free childcare	Council strategies and policies
				Alcohol support	Climate change action plan Haringey	Free school meals and clothing grant	SEND Haringey Local Offer
					Choosing a preschool or playgroup	Paying for care	Haringey Warm Welcome
							Haringey, Here to Help
							Large events in Finsbury Park
							Voluntary sector
							Consultations
							Allotments
							Venues for hire in Haringey
							Reusable nappy voucher
							Street sweeping

Card sorting activity

Research findings

From the cards sorts that were conducted there were some repeated findings, which have been documented on this page and the next.

- The majority of users struggled with the 3 areas:
  - Adult social care
  - Health and Wellbeing
  - Children, young people and families

Claiming that there were a lot of crossovers. 'disability and sensory loss' as well as 'alcohol support' were most commonly placed in 'health and wellbeing'. Users reported being confused and not knowing which to choose before placing the cards. Some residents also suggested that they didn't understand the term 'adult social care'.

Recommendation: Consider merging 'adult social care' and 'health and wellbeing' to be 'health and social care' like [Bracknell Forest Council](#) or 'health and caring for someone'

- Environmental health caused some issues when it came to understanding what it contained. Users were certain that it covered 'air pollution' and 'climate change', but not so certain about anything else.

Recommendation: Consider splitting the reporting/clean up side of environment and the environmental action side. For example 'environmental impact' or just 'environment' and another theme for reporting environmental emergencies in the borough.

Card sorting activity

Research findings continued

- For services like 'reporting dog fouling' and 'street sweeping' users wanted to see a general waste disposal/clean up heading and didn't find the options of 'bins and recycling' or environmental health' or 'community, safety and emergencies' that helpful.

Recommendation: As mentioned above, it would be helpful to have a theme for reporting or looking up environmental emergencies in the borough. Or renaming 'community, safety and emergencies' to 'emergencies' or 'environmental safety and emergencies'. This could also include 'reporting a tree problem'. Users frequently commented on having no idea where this went. It was placed in a different area each time.

- The majority of users did place 'building control' within 'planning'.

- Only half the users felt that 'homelessness' should sit under 'housing'. Some stated this didn't feel right. One user felt this should come under a new heading, and another felt it was a health issue.

- Users didn't understand the term 'consultations' or 'strategies and policies'.

Recommendation: These are very council jargon terms. Could they be updated to include user language. For example, 'have your say' or 'council future plans'

- There were numerous crossovers within 'education and schools' and 'children, young people and families, which were expected.

Recommendation: To ensure these areas in particular are well sign posted to one another.

User quotes

"The system is not up to date."

"The Housing Benefit Award Accuracy form is too difficult."

"If English isn't your first language it can be hard."

"The website is a headache! I have medical issues. I just can't deal with the website."