

Stakeholder and End User Research

London Borough of Haringey

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Website Discovery - Research Overview

This document has been prepared with the purpose of summarising the combined stakeholder, member and user research carried out by Invuse in preparation for the move to LocalGov Drupal.

Below details the purpose of this project including the objective and approach.

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Project aim

To identify the stakeholder, member and end user priorities for the new LGD website for the London Borough of Haringey.

Research approach

The LBH discovery phase consisted of 7 stakeholder workshops with representatives from all service areas.

A stakeholder survey, and a separate end user survey was also completed by residents and staff of the borough.

These surveys and workshops enabled us to gather the opinions of 90 stakeholders, and 162 end users.

Research summary

Detailed below is a summary of the topics identified during the discovery phase, which should act as the basis for further exploratory research and planning.

Frequency denotes how often the topic came up during the research.

- H = **High** (the majority of stakeholders/users mentioned this or it formed a substantial part of the discussion in at least one session)
- M = **Medium** (some of the stakeholders/users mentioned this and was explored as part of the session)
- L = **Low** (one stakeholder/user mentioned this, or it formed a small part of the conversation)

Please note a high frequency does not necessarily equate to a high priority for the development of the new website, and is more an indicator of the current challenges and areas of interest for staff, and users.

| Research Themes | Frequency |
|---|-----------|
| Contact and Self-serve <ul style="list-style-type: none">● Contact information needs to be in an obvious place where users can find it easily.● Users requested forms and email addresses if a phone number is not available● Making it easy to access My Account for the most common tasks like parking and council tax, without needing assistance, will reduce calls/contact.● The new website needs to support residents (who can) to self-serve - more online services/forms, easier to find information. This would free the customer services teams up to deal with residents who need more support.● Users suggested an area to report emergencies and where vulnerable residents could go for help. | H |

| Research Themes | Frequency |
|---|-----------|
| <ul style="list-style-type: none"> Some users would like to see a live chat implemented to help with enquiries. <p>Recommendation - Contact information needs to be easy to find. Some users need help urgently and want to get in touch with someone. Simple CTAs (to pay, report, login) that are always visible will encourage users to self-serve. Reducing content and improving IA will help users find information and reduce time where staff and members have to respond.</p> | |
| <p>Mobile Responsive</p> <ul style="list-style-type: none"> The site needs to be improved for mobile usage. You cannot easily access account log in on mobile in the same way as on a desktop. Analytics show us areas where mobile is most used and areas where desktop is most used. It is essential to ensure the website caters for both formats. Big menus and large amounts of copy can be very frustrating for mobile users. <p>Recommendation - The new LGD site will ensure mobile responsiveness. It is imperative that when content is reviewed it is reduced down with mobile use in mind - keep double checking how pages display when you are migrating.</p> | H |
| <p>Information Architecture</p> <ul style="list-style-type: none"> Users reported the site being difficult to navigate and find what they were looking for. It was also felt that the construction was built around departments which have changed over time with service cuts/adjustments. The Information Architecture on the site can be improved by correcting things like: <ul style="list-style-type: none"> broken links repetition of links within signposted paths so as not to send the user round in circles simple user journeys for some key tasks across the site. <p>Recommendation - The new site should use an updated IA which reflects and supports key journeys through the website, rather than the internal structure of the council. This will help in navigating the site and getting users to where they need to be quickly. Make sure that related areas are signposted clearly across the site.</p> | H |
| <p>News</p> <ul style="list-style-type: none"> Stakeholders want to represent Haringey “as a place” and ensure they are upholding an open dialogue with residents and the community. Users do engage with News and Events in Haringey on the homepage, from the various options given to users about where they find their news. ‘The Haringey website’ was the top answer. Currently the news and events options are very disjointed. The full twitter feed is distracting users. | H |

| Research Themes | Frequency |
|---|-----------|
| <p>Recommendation - The LGD updated news ribbon is a function that can easily be used here. Consider a news room so that users purely wanting to transact can do so without being flooded with additional info. If images are used for this, always ensure 'alt text' is added or images are marked as decorative to meet accessibility legislation.</p> | |
| <p>My Account</p> <ul style="list-style-type: none"> • Currently the accounts are separate and require different logins, which users are finding frustrating. • Simplifying the process for simple tasks like renewing resident parking permits or paying parking fines is essential. • If you forget the password the reset password link sends you around in circles. • Users report not being able to resolve issues when they have account access problems. <p>Recommendation - Rationalise it so users have a SSO for all council services. Ensure the process for resetting passwords is user friendly or consider implementing a password hint. Account user testing will help identify main issues.</p> | H |
| <p>Accessibility</p> <ul style="list-style-type: none"> • It needs to be simple, so that even those with the most basic tech skills can self-serve. • Removing jargon, council terminology and simplifying language will help those whose first language is not English and any users who may have learning difficulties. • Simplify and structure content. • Users reported poor colour contrast and fonts being tricky to read. <p>Recommendation - The new LGD site will meet accessibility standards. Ensure that the new content being migrated over meets accessibility needs. Consider the translation tool and make sure that it is obvious to users.</p> | M |
| <p>Look and Feel</p> <ul style="list-style-type: none"> • The website is the Council's digital front door and should be personable, warm and welcoming. • Users mentioned the site feeling dated and needing to be more modern. • Design isn't consistent • It needs a strong identity - Images (especially of Haringey) would help to engage users who want to know more about Haringey "the place". • Users said they felt the red colour gave off an angry vibe and that there was too much white space. <p>Recommendation - Make sure the new site has an updated design to help support user engagement and give Haringey a strong digital identity.</p> | M |
| <p>Search</p> <ul style="list-style-type: none"> • In general users felt the search function was good if you know what you are looking for. | M |

| Research Themes | Frequency |
|---|-----------|
| <ul style="list-style-type: none"> ● Simplifying the information architecture of the site will further improve search results. ● Improving terms/language will further improve search results. ● A number of content titles currently have no context in terms of the information they cover. Creating concise, related titles will improve the search results. <p>Recommendation - Optimise content for search. Use simple and user-centred language to improve search. Allow for the search function to include improved ‘did you mean’ results. Conduct a taxonomy to help support the users in finding the content that they need.</p> | |
| <p>Content</p> <ul style="list-style-type: none"> ● Some of the content is redundant/out of date which causes issues with search and the IA as well as with the ability for users to self-serve. <ul style="list-style-type: none"> ○ Users and stakeholders reported not trusting in the content being up to date. ● It is felt that the content is too complicated and wordy. We recommend it should be reduced in order to make it easier for users to find what they are looking for. ● The content review dates and reminders to content owners should continue to happen. However, publishing the updated date is advised against until the process is ironed out. For example, not giving users the ultimatum of unpublished content, instead giving the option to select ‘no change’. ● Terminology/acronyms within the content do not reflect the language used by residents/end users during the rewrite; it is suggested that the council follow the user research closely. While also adhering to GOV GDS https://www.gov.uk/guidance/content-design/writing-for-gov-uk ● Ensure titles are clear and have context in terms of the content they cover. <p>Recommendation - A content audit, including ROT analysis has been conducted on some of the most popular pages. Content should be reviewed before migrating it onto the new site. PDFs need to be accessible if they are being migrated over. A review of the content updates process will improve the current level of trust that content is up to date when it says it is. Terminology needs to match the language the residents use.</p> | M |
| <p>Site Sections/Services</p> <ul style="list-style-type: none"> ● There is an inconsistency within content across all service areas, that, combined with various third party sites, means that the website feels very disjointed. ● It would be helpful for services areas to include simple Step-by-Step guidelines for payments and reporting. ● Needs clarity around service areas and contact - ideally using one contact us form with logic built in so that the form reaches the correct department. | M |

| Research Themes | Frequency |
|--|-----------|
| <p>Recommendation - Make sure content writing training is issued to all content editors. There are Step-by-Step and Guide formats within LGD. Making use of these will ensure users are kept informed in a simple and straightforward way.</p> | |
| <p>Home page</p> <ul style="list-style-type: none"> • The disjointed menu options for residents, businesses, local democracy alongside council services is confusing users. • The design is old-fashioned and needs a freshen up. • The carousel is not an accessible format. <p>Recommendation - Ensure that an ongoing review of analytics is conducted to iterate the homepage layout and keep it fresh and relevant. Using the suggested LGD format options for the homepage will ensure it is accessible.</p> | M |
| <p>Third party sites/portals</p> <ul style="list-style-type: none"> • There are a number of portals across the site that are skinned with Haringey branding. Consider looking at implementing further design elements into third party sites to include fonts, layout, etc. • There are inconsistencies with language/terms across some of the third party sites. For example - Council Tax Reduction/Council Tax Support <p>Recommendation - Look at how to skin third party sites to ensure a consistent look and feel across the digital real estate - this could be by providing a template to third parties or asking third parties to duplicate the branding on the main site (some cost may be involved).</p> | L |

Stakeholder Research

As part of the initial discovery phase Invuse carried out 7 Stakeholder Workshops with 8 stakeholders. This was followed by a 'Stakeholder Survey' that had 82 responses. The main themes discussed within our stakeholder research are:

1. The role of the stakeholder
2. Involvement in the project - aims and objectives of the research
3. Stakeholders' views and frustrations with the current Haringey website
4. Vision for the new website and how it can support Haringey
5. Current use of the website
6. Needs and priorities
7. Suggestions and improvements

Stakeholder Workshops

We compiled all of the comments, pain points and suggestions for improvement from the stakeholders' research.

The most common pain points:

- Streamlining transactional processes, freeing up the contact services to deal with residents who aren't able to self-serve digitally
- Conveying Haringey "as a place" being an informative hub and representing the community
- Digital services being user driven not stakeholder driven

Stakeholders frequently mentioned the look of the website and frustrations with content being overcrowded and outdated, as well as the following areas/integrations needing improvement:

- My Account
- The home page
- Portals

Stakeholder Survey

The survey was carried out by 82 stakeholders in various departments. The majority of responses came from the staff working in the following areas:

- Adult and Children services
- Comms and Digital
- Housing and Placemaking

The questions were based around 3 themes:

- **Usage** - What stakeholders need, and how easy it is for them to find it.
- **Content** - How does the content come across, and do they trust that it's up to date
- **Improvement** - What would make the job easier

The main wish of stakeholders is that residents who can transact digitally can easily do so on the website, freeing up contact centre help and support for those who can't.

| I feel confident directing others to the website for information. | No of users | % of users |
|---|-------------|------------|
| Strongly agree | 17 | 31% |
| Agree | 14 | 25% |
| Neutral | 14 | 25% |
| Disagree | 8 | 15% |
| Strongly disagree | 2 | 4% |

The majority do feel confident directing users to the website, however, a large percentage have remained neutral here. This could be because they don't use the website for this purpose, but also that they do not feel strongly either way. The aim here would be to ensure that content is engaging, useful and trust worthy to drive the confidence score even higher.

| I like the way the current website looks and find it engaging. | No of users | % of users |
|---|--------------------|-------------------|
| Neutral | 31 | 38% |
| Disagree | 25 | 30% |
| Agree | 15 | 18% |
| Strongly disagree | 9 | 11% |
| Strongly agree | 2 | 2% |

The majority of stakeholders feel neutral about, or have said they disagree with, the statement that they like the look of the website and find it engaging. This is something to consider when implementing the branding and designs. The various formats within LGD will also help improve this score and make content more engaging.

| The current website does a good job of representing Haringey as a place | No of users | % of users |
|--|--------------------|-------------------|
| Neutral | 32 | 39% |
| Agree | 22 | 27% |
| Disagree | 18 | 22% |
| Strongly disagree | 7 | 9% |
| Strongly agree | 3 | 4% |

The majority feel neutral about the statement that information is easy to find on the website. Poor search and navigation have been discussed in all of our workshops. This shows how important it is to work on an IA that suits the users' needs and avoid creating duplicates/layers of content/pages.

| On the current website, it is easy to find the information I need. | No of users | % of users |
|---|--------------------|-------------------|
| Disagree | 28 | 34% |
| Neutral | 24 | 29% |
| Agree | 21 | 26% |
| Strongly disagree | 8 | 10% |
| Strongly agree | 1 | 1% |

| The search results on the website are useful and relevant. | No of users | % of users |
|---|--------------------|-------------------|
| Agree | 27 | 33% |
| Neutral | 27 | 33% |
| Disagree | 15 | 18% |
| Strongly disagree | 6 | 7% |
| Strongly agree | 4 | 5% |
| I didn't use search | 3 | 4% |

Although a high percentage agree that search results are useful and relevant, the same number of users are neutral about this statement. Comparatively, the majority of end users said they were very dissatisfied with the 'Usefulness of the search' in the March 22 survey. Clear headings and using the language of your users should increase this score all round, but especially for the end users.

The other changes that will have a positive impact and in turn increase the positive feedback relating to search are:

- a user focussed IA
- a reduction in content

| I trust the information to be up-to-date and accurate. | No of users | % of users |
|---|--------------------|-------------------|
| Disagree | 28 | 34% |
| Neutral | 23 | 28% |
| Agree | 22 | 27% |
| Strongly disagree | 6 | 7% |
| Strongly agree | 3 | 4% |

The theme of stakeholders distrusting that the content is up to date has come up in the majority of the stakeholder workshops, as well as being a main topic in the various feedback comments and suggestions in the survey. The general feeling is that users are not reviewing content as they should be, and instead just resetting the content so that the 'updated date' is refreshed.

The recommendation here would be to remove the updated date until this functionality is correctly used and trusted by stakeholders and users.

| I find the website frustrating to use. | No of users | % of users |
|---|--------------------|-------------------|
|---|--------------------|-------------------|

| | | |
|-------------------|-----------|-----|
| Neutral | 34 | 41% |
| Agree | 26 | 32% |
| Disagree | 15 | 18% |
| Strongly agree | 6 | 7% |
| Strongly disagree | 1 | 1% |

Users are mostly neutral or agree that the website is frustrating to use. The implementation of the new LGD website will improve this result, but it is worth keeping in mind that improving content and IA as well as the ongoing user-centred management of the site will play a huge part in making a difference here.

| Overall, how satisfied are you with the Haringey website? | No of users | % of users |
|--|--------------------|-------------------|
| OK | 44 | 54% |
| Dissatisfied | 19 | 23% |
| Satisfied | 13 | 16% |
| Very dissatisfied | 5 | 6% |
| Very satisfied | 1 | 1% |

The majority of stakeholders find the website 'OK' or lean towards dissatisfaction overall. A focus on updating, reducing content and improving the transactional purpose of the website, for those end users who are able to self-serve, will have a huge impact on this feedback from stakeholders.

Comments or suggestions

Stakeholders were asked if they had any comments or suggestions to help improve the Haringey Council website. This question resulted in 82 responses.

Excluding comments which stated none/nothing, the comments covered various areas including:

- An improved, much simpler navigation
- An update to the look and feel of the website - A more modern "front door"
- A reassurance that information is up-to-date and informative - and that "less is more"

For the purposes of this report comments have been categorised by the main theme of the comment.

Stakeholder Quotes

“We were a very self serving Council. I’m not that interested in self serving. It is our focus to put users first.”

- Stakeholder, 2023

“It needs to be made easy, so someone can simply do a task on their mobile on the go.”

- Stakeholder, 2023

“Decluttering and getting rid of out-of-date content will be another big step towards improvement.”

- Stakeholder, 2023

“Don’t make the mistake and assume residents know and understand our services. I would like to see a website that is user centric and focused on outcomes instead.”

- Stakeholder, 2023

◆ End User Research

As part of the initial discovery phase Invuse carried out an end user survey that had 162 responses.

This allowed us to gather a good amount of quantitative data from users on their current use and satisfaction with the Haringey website.

◆ End User Survey

The User Survey covered questions grouped into three sections:

1. Understanding the user and their environment
2. Current use and experience with the Haringey website
3. Further comments and suggestions about the Haringey website

The majority of users being residents and the highest percentage being between 60-74 years old.

The survey aimed at understanding more about the user and their relationship to the council. It also looks at their experience with the website including, if they:

- have an account
- use the website to find news and events
- access family and children services
- rely on assistive technology to access the website

We were able to capture opinions on the above as well as useful feedback and suggestions about the website. We have also recaptured that ongoing overall satisfaction rating from users to assess any changes in the data after 11 months.

Understanding the User

The respondents were asked about their age, relationship to the council, what device they use, as well as any disabilities, language or assistive technology needs.

Data is displayed in descending order with the majority at the top.

| Which age group applies to you? | No of Users | % of Users |
|---------------------------------|-------------|------------|
| 60-74 | 59 | 37% |
| 50-59 | 29 | 18% |
| 40-49 | 29 | 18% |
| 30-39 | 18 | 11% |
| 75+ | 15 | 9% |
| 22-29 | 5 | 3% |
| 17-21 | 3 | 2% |
| Under 16 | 0 | 0% |

The age demographic of this survey is slightly higher than the website analytics.

| Are you fluent in English? | No of Users | % of users |
|----------------------------|-------------|------------|
| Yes | 154 | 96% |
| Maybe | 6 | 4% |
| No | 0 | 0% |

| Do you have any language translation needs? | No of Users | % of users |
|---|-------------|------------|
| No | 155 | 97% |
| Maybe | 4 | 3% |
| Yes | 0 | 0% |

The language needs listed included:

- Polish
- German/Slovak
- Czech

- Spanish
- Turkish

| How confident are you using the internet? | No of users | % of users |
|--|--------------------|-------------------|
| Extremely confident | 94 | 59% |
| Somewhat confident | 40 | 25% |
| Neutral | 16 | 10% |
| Somewhat not confident | 6 | 4% |
| Extremely not confident | 3 | 2% |

| Under the Equality Act 2010, a person is considered to have a disability if she/he has a physical or mental impairment which has a substantial and long-term adverse effect on her/his ability to carry out normal day-to-day activities. | No of Users | % of users |
|--|--------------------|-------------------|
| Are you disabled? | | |
| No | 113 | 71% |
| Yes | 27 | 17% |
| Prefer not to say | 19 | 12% |

| Please tell us which of the following impairment groups apply to you. You may tick more than one box. | No of Users | % of users |
|--|--------------------|-------------------|
| Prefer not to say | 32 | 32% |
| Long term health condition/hidden impairment | 20 | 20% |
| Other | 10 | 10% |
| Hearing Impairment | 10 | 10% |
| Mental health/mental distress issues | 10 | 10% |
| Visual Impairment | 7 | 7% |
| Neurodiverse | 5 | 5% |
| Learning difficulties | 5 | 5% |

| | | |
|---------------|----------|----|
| Deaf/BSL user | 0 | 0% |
|---------------|----------|----|

The 'other' impairments listed included mobility and stroke.

| Do you use any of the following assistive technologies when you access the Haringey website? | No of Users | % of users |
|---|--------------------|-------------------|
| Other | 16 | 35% |
| Spell checker | 14 | 30% |
| Zoom/Magnifier | 7 | 15% |
| Screen reading software (such as NVDA or Jaws) | 4 | 9% |
| Language translator | 3 | 7% |
| Braille display | 1 | 2% |
| Captions | 1 | 2% |

There was only one 'other' assistive technology requirement listed which was Voice recognition/control.

| What is your relationship with Haringey? You may tick more than one box. | No of Users | % of users |
|---|--------------------|-------------------|
| I live in Haringey | 134 | 74% |
| Other | 19 | 10% |
| I work for Haringey Council | 12 | 7% |
| I work for a business or community group in Haringey | 8 | 4% |
| I work for a different public sector body in Haringey (e.g. NHS) | 6 | 3% |
| I own a business in Haringey | 3 | 2% |

| Which of the following do you normally use to access the Haringey website? | No of Users | % of Users |
|---|--------------------|-------------------|
| Desktop or laptop computer | 108 | 52% |
| Mobile | 69 | 33% |
| Tablet | 26 | 13% |

| | | |
|-------|----------|----|
| Other | 3 | 1% |
|-------|----------|----|

While mobile UX/UI is imperative and will only increase in usage going forward, we cannot ignore the data from analytics, and the most recent survey. The survey shows that desktop usage is above mobile use. The homepage device data showed younger generations were using desktop over mobile as well. Overall data tells us that mobile is slightly higher than desktop usage.

Designing the new website for all devices in terms of content, layout and UI is essential to ensure optimum user experience.

| Are you a parent/guardian to any children/young people in Haringey? | No of Users | % of users |
|--|--------------------|-------------------|
| No | 129 | 83% |
| Yes | 27 | 17% |

Current Use

The respondents were asked about their current use and experience of the website, any accounts they may have, how they find out about news and latest updates and if they ever access children, young people and family services information.

Data is displayed in descending order with the majority at the top.

| How often do you use the Haringey Council website? | No of Users | % of Users |
|---|--------------------|-------------------|
| Less often than monthly | 69 | 43% |
| Monthly | 47 | 29% |
| Weekly | 36 | 22% |
| Daily | 10 | 6% |

The majority of users taking part in the survey visit the website less often than monthly.

| What do you use the website for? | No of Users | % of Users |
|---|--------------------|-------------------|
| Parking | 56 | 21% |
| General Information | 37 | 14% |
| Waste | 23 | 9% |
| Council Tax | 21 | 8% |
| News/what' on in the borough | 20 | 8% |

| | | |
|---------------------------------|-----------|----|
| Libraries | 16 | 6% |
| Transact - Pay/Report/Renew | 15 | 6% |
| Other | 15 | 6% |
| Planning | 10 | 4% |
| Services in general | 8 | 3% |
| Local Democracy | 7 | 3% |
| Housing | 6 | 2% |
| Adult services | 4 | 2% |
| My Account | 4 | 2% |
| Complaints | 4 | 2% |
| Child and young people services | 3 | 1% |
| Benefits | 2 | 1% |
| Roads | 2 | 1% |
| Marriage | 1 | 1% |

It is no surprise to see Parking as the top most listed reason for visiting the Haringey website. Closely followed by General information. Waste, Council Tax and News are also high on the list.

Making transactional things like paying parking fines and council tax simple is essential so ensure those who are visiting the site can transact easily. However, the research shows residents are visiting the site to find news and what's on locally. Getting the balance and allowing the two to work in the same space should be a focus.

Regular and ongoing analytic and content reviews and updates are essential to ensure an optimal user experience.

| Do you have an online account with Haringey Council (for logging into services such as Council Tax, Parking or Housing)? | No of Users | % of users |
|---|--------------------|-------------------|
| Yes | 102 | 63% |
| No | 60 | 37% |

| Which accounts do users currently have? | No of Users | % of users |
|--|--------------------|-------------------|
| Parking | 45 | 35% |

| | | |
|-------------------|-----------|-----|
| Council Tax | 30 | 24% |
| General reporting | 14 | 11% |
| Don't know | 11 | 9% |
| Housing | 9 | 7% |
| Library | 8 | 6% |
| All | 4 | 3% |
| I can't access it | 3 | 2% |
| Other | 3 | 2% |

Parking/parking permits are the main reason for users having an account. Some users did come across confused about the accounts and frustrated with login issues. When asked if they had an account, some user comments included:

- “Find very difficult to change password login, account closed”
- “Forgotten, need to look up again”
- “Do not know but I pay Council tax so must have one??”

| Are you able to do what you want in your account? | No of Users | % of users |
|--|--------------------|-------------------|
| Partially | 39 | 39% |
| Yes | 38 | 38% |
| No | 24 | 24% |

Users were asked if they had any comments about how we could improve Haringey online accounts?

Excluding comments which stated none/nothing, the main recurring comments were centred around:

- Parking permits and issues with processes within the parking account
- Difficulty with multiple account logins
- The poor usability of the current accounts system

For the purposes of this report comments have been categorised by the main theme of the comment.

| How do you currently find out about news and events in Haringey? You may tick more than one box. | No of Users | % of users |
|---|--------------------|-------------------|
| The Haringey website | 63 | 19% |
| Haringey People magazine | 58 | 17% |
| Email newsletters and updates | 53 | 16% |
| Social media (Twitter, Facebook, etc) | 44 | 13% |
| Friends and family members (word of mouth) | 40 | 12% |
| Local/community group | 36 | 11% |
| Local newspaper | 25 | 8% |
| Other | 14 | 4% |

Users are relying on the Haringey website to find news and events in the borough. This highlights the importance of making sure the news is factual, up to date and engaging so that users continue to trust and return to the website.

| Do you use the Haringey website to find any of the following? | No of Users | % of users |
|--|--------------------|-------------------|
| School or education information | 5 | 36% |
| Groups and activities for children or young people | 4 | 29% |
| Family events | 3 | 21% |
| Financial support or benefit information | 2 | 14% |
| Health advice | 0 | 0% |
| SEND support | 0 | 0% |
| Childcare support | 0 | 0% |

Families including children or young people are mostly searching for school and educational information or events and activities.

| Overall, how satisfied are you with the Haringey website? | No of users | % of users |
|--|--------------------|-------------------|
| Very dissatisfied | 48 | 31% |
| Neither satisfied or dissatisfied | 38 | 24% |
| Somewhat dissatisfied | 34 | 22% |

| | | |
|--------------------|-----------|-----|
| Somewhat Satisfied | 27 | 17% |
| Very satisfied | 9 | 6% |

The website satisfaction score is consistent with the previous survey in March 2022. Users are mostly very dissatisfied with the website. Improving on this score and resident satisfaction is a priority for this project.

◆ Comments or suggestions

End users were asked if they had any comments or suggestions to help improve the Haringey Council website. This question resulted in 167 responses.

Excluding comments which stated none/nothing, the comments covered various areas including:

- An improved, much simpler navigation
- A unified account system with Single Sign On (SSO)
- Visual, up to date contact information - forms, email and telephone numbers

For the purposes of this report comments have been categorised by the main theme of the comment.

End User Quotes

“Find it very hard because I am severely dyslexic So it would be nice if there were someone we could speak to.”

- End user, 2023

“Should have one password for the site. Every time you move from one ‘department’ to another you have to log in again with password. Infuriating.”

- End user, 2023

“Don’t have so many links, keep things precise and to the point.”

- End user, 2023

“It is built for those who know the systems and the language of the council.”

- End user, 2023

Content types in LGD

The move to LocalGov Drupal provides the opportunity to review the existing content and add new content page types available as part of LocalGov Drupal implementations- such as guides, step by steps and directories. This will allow the council to get the most out of the distribution and create a user first experience on their new website.

Some of the examples of using LocalGov Drupal content page types are listed below:

- **Service landing pages:** Service landing pages can be used to show different pages available within that service. For example, council tax service landing pages can show links to other important pages available within the service.
- **Service pages:** Each service page can be customised with different styles such as using Callout, quick fact styles to highlight important information.
- **Guides:** Guides can be used to pull together areas of content, where there isn't a linear process but users may wish to browse between options. A good example here is council tax discounts - these can be pulled together in a guide to allow the user to quickly move between the different discounts available and choose the correct one required.
- **Step by Steps:** Step by Steps can be used for any task that has several steps, with a linear process. For example, step by step content types can be used for registering a birth. Some of the steps that could be included are **Who can register the birth, Information you need to provide** and **information about attending an appointment**.
- **Directories:** Directories are useful in grouping together contact and location information, for example, lists of libraries can be added in directories with their contact information.
- **Newsroom:** Newsroom can be used to show news articles, which can be filtered by date and category.
- **News article:** News article can be categorised and there is an option to promote the latest 3 articles in the newsroom page. For example, promoting the latest news, such as local election results 2022.

◆ Common Themes

