

USER TESTING OF THE HUNGARIAN CENTRAL STATISTICAL OFFICE'S RENEWED WEBSITE, 2018

What was our objective?

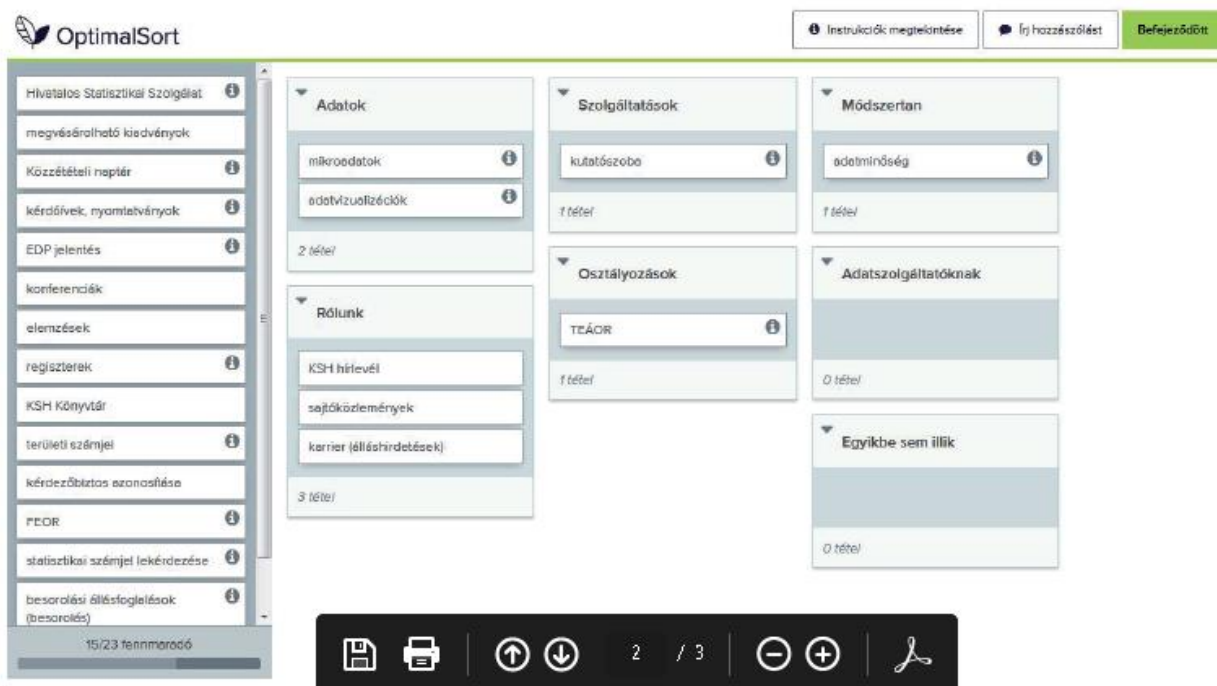
We aimed to provide direct feedback for our colleagues working on website development on the usefulness of the newly developed structure. We also wanted to obtain more information on necessary further changes for a better, easy-to-use menu system, in order to improve user experience.

What was examined?

The testing focused on typical topics, whose inclusion into the menu was ambiguous, or finding them on the website or on one of the planned thematic sites seemed to be problematic. For the testing we finally chose 25 statistic topics and 23 themes from the planned (sub) menu items.

When and how did it take place?

We used the widely accepted method the so-called *card-sorting method* in our research. Participants classify defined contents into logical categories based on their own judgement. The advantage of the method is its applicability in an online environment. Users complete the test wherever or whenever it is convenient for them. The method on the other hand definitely helps us learning on users' way of thinking, their rationale regarding the classification of themes or actual contents into menu points. The test took place during 1-18th December 2018, with the participation of 45 people.



Main results

As a research result we identified 25 topics (out of the 48 examined one: 25 were statistics- and 23 were submenu points related) where users' opinion differed from our prior developmental targets in some extent. In case of 16 topics test participants' indications pointed toward the same direction, and the website structure and rationale made the implementation of the requested changes possible. Users' feedback helped us disambiguate menu points and content denominations in most of the cases discussed. When designing the new website we implemented their suggestions as follows:

- Contents being accessible from more directions

In several cases the classification of thematic sites into statistical categories did not coincide with groupings considered as logical by the users. We decided to make these topics accessible from different directions. In order to achieve this goal we highlighted the categories mentioned by the users in the "related topics". For example contents from the *Housing, public utilities* topic are going to be accessible from the *Construction* topic, too.

- Changes in denominations

In case of certain menu points and contents users considered some denominations ambiguous. In these cases besides taking into account our professional considerations we aimed to make the denominations more precise, in order to offer users a better overview of the main page. For instance the previous *Data* main menu point is going to be renamed as *Data, publications* based on users' suggestions.

We would like to thank our attendants for the active participation and their constructive suggestions!