SURVEY REGARDING USERS FOR THE HUNGARIAN CENTRAL STATISTICAL OFFICE'S WEBSITE DEVELOPMENT, 2016

What was our objective?

The survey examined the usability and user experience regarding HCSO website, and aimed at formulating website development ideas based on user opinions and behaviours in connection with previous developmental plans.

What has been examined?

The survey examined the habits and opinions of different target groups, as well as their expectations regarding our services.

When and how did it take place?

The survey took place, with the cooperation of Market Ingsight Kft., in June-July 2016. We defined four target groups among HCSO website users (average user, data provider, researcher, regional data user); we conducted – with 20-20 participants per target group – personal interviews combined with eye camera measurements, as well as a total of four (one per target group) focus group discussions.

Attention distribution on the main page

⬤ : researcher   ⬤ : regional data user   ⬤ : average user   ⬤ : data provider

Main results

Survey results pointed unequivocally toward problematic items in need to be fixed when upgrading our website. Due to the comprehensive nature of the survey, the results were rather manifold. During the website development process we aimed to address users' expectations on these fields.
Here we only enlist the most important ones:

- Simplifying the homepage structure

- The results highlighted the fact that users meet difficulties in finding information within the existing homepage structure. In consequence a structural upgrade is needed for achieving a better browsing experience.
- It is necessary to organise statistical topics related information and data into a clear-cut structure.

- Rethinking the main page

- The opening/main page – the most important browsing point of the website - was deemed by the users as overcrowded, so we decided on simplifying, thematising it
- Users are focusing on statistical topics, these need to appear in a transparent, easily accessible way on the main page. Their content needs to be more accessible and complete.

- Search engine development
- Search engine development, modernising is absolutely necessary for obtaining more relevant search results, faster, also these should be displayed in a clearer manner.

- Subpage specific results
- It is necessary to redesign the static tables (STADAT). Topics menu structure is needed.
- Besides the menu system more filtering options should be available on the Publications site.

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