

# SATISFACTION WITH THE NEW HCSO WEBSITE

## (PUBLIC) OPINION SURVEY

### **What was our objective?**

The upgrade of HCSO website on 14<sup>th</sup> December 2019 was result of a multi-year preparatory work. The upgrade was based on the study of users' opinions in certain areas and their inclusion into the design and implementation. Improvement of website surfing was our customers' main expectation and also a main developmental goal: to simplify the structure of the main page and to make the surfing between statistical topics easier. The upgrade of the search engine also made information retrieval easier for customers. We examined the first impressions, that is the reason behind the immediate feedback taking place simultaneously with the introduction, when customers still recall the old website, and they are able to compare the old and new versions.

### **What has been examined?**

There were two main research directions: testing the website upgrade, mapping its reception and also defining further developmental directions, demands.

### **When and how did it take place?**

The online questionnaire based survey took place between 16<sup>th</sup> December 2019 and 3<sup>rd</sup> February 2020, with the participation of 199 people.

### **Main results**

- *Overall satisfaction with the website*

Users are, all in all, more satisfied with the new website. The new website has been evaluated as mediocre and better by 89% of users, this number was 82% for the old website.

- *Evaluating the usefulness of the new features*

Respondents appreciated the upgrades for interactive graphs and indices the most, thematic sites and the search engine upgrade also received a positive reception.

- *Efficiency of upgrades*

Based on users' first impressions it seems that the concise website, the opening page and the menu being clear cut reached the highest satisfaction rate by users'.

- *What did you like the most?*

"The highlighting of topics and within these the presentation of all important information. In my opinion this turned out brilliantly."

"The structure of the main menu is more unambiguous, the methodology and classification being highlighted as main menu is very good."

"Sorry for the wording, but my eyes don't get knackered when looking at the page."

"The rearranging of the main page, - with the new website I find the info I'm looking for with two clicks. Useful upgrade."

"The new search engine is faster and better."

"The database table by topics."

"The old version was more unambiguous. I knew when new data is going to show up and I didn't have to look for it."

"I liked before that there were no constant changes, I knew exactly what to find fast, and where."

### **Utilisation of research results**

Respondents offered further developmental suggestions regarding the easier, simpler utilisation of the HCSO website, these will significantly help us in our further upgrades.