



**ELECTORAL OFFICE FOR
NORTHERN IRELAND**

WEBSITE SURVEY REPORT 2009

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1 Introduction

In 2006 the Electoral Office website was redesigned and new sections added to make the site more user friendly and information more accessible. In 2009 it was agreed that a survey would be undertaken to ascertain if the website was still meeting the needs of users or if improvements were required. A short questionnaire was designed and attached to the registration/ID forms on the website. The questionnaire was comprised of the following questions:

- How did you find out about our website?
- Why did you visit our website?
- Did you find the information you needed?
- How long did it take you to find the information you needed?
- Is there any information that should be added to this website?

Users were also asked to give their opinion on the following aspects of the site:

- Layout
- Design
- Content

and whether they were satisfied with their overall experience of the site.

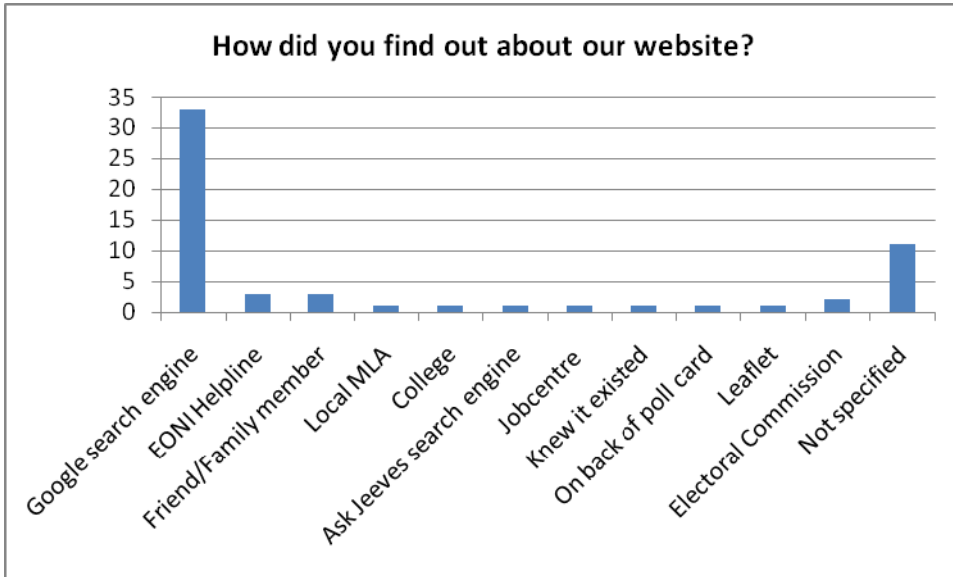
In addition, users were given the opportunity to add their own comments on the questionnaire. EONI staff were also asked to provide feedback on the site.

The survey was conducted over a ten week period, from mid July until the end of September, at which point the results were collated. 59 responses were received.

2 Survey Results

Q1: How did you find out about our website?

Google search engine	33
EONI Helpline	3
Friend/family member	3
Local MLA	1
College	1
Ask Jeeves search engine	1
Jobcentre	1
Knew it existed	1
On back of poll card	1
Leaflet	1
Electoral Commission	2
Not specified	11

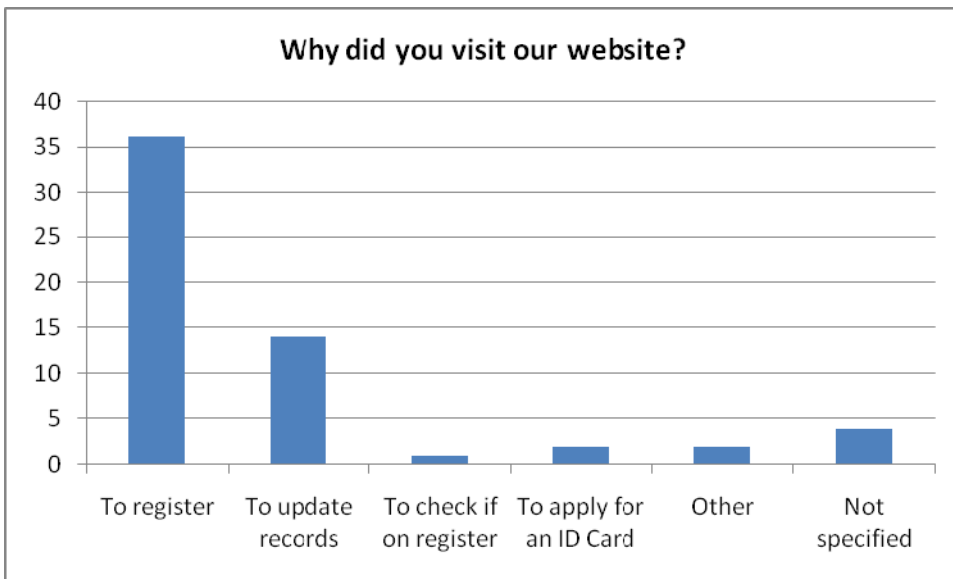


Summary

56% of users found the EONI website via the Google search engine. Other sources were the EONI helpline and family/friends.

Q2: Why did you visit our website?

To register	36
To update records	14
To check if on register	1
To apply for an ID Card	2
Other	2
Not specified	4

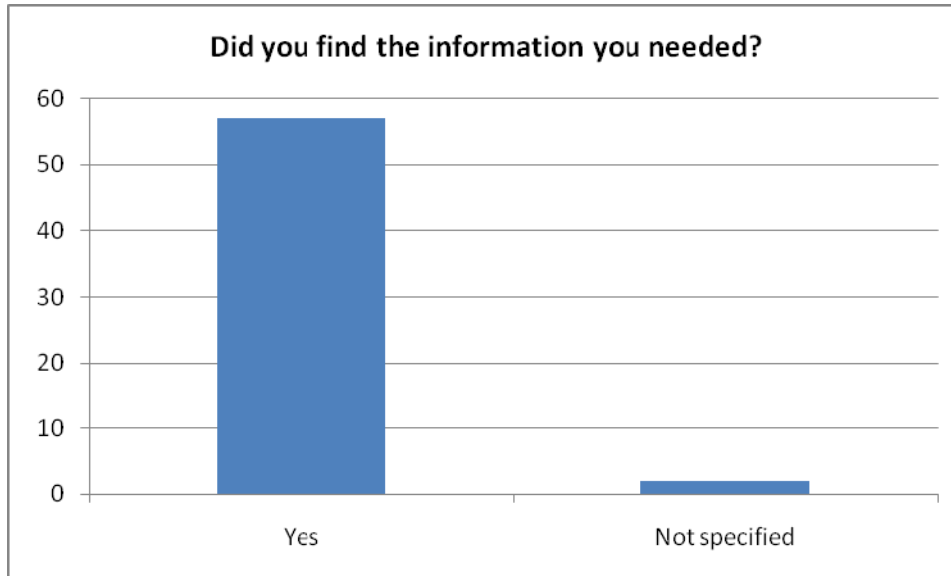


Summary

85% of users stated that they visited the website either to register or update their records on the register. This is to be expected as the survey was attached to the registration/ID form on the website. Two users stated that they visited the site to apply for an ID card.

Q3: Did you find the information you needed?

Yes	57
Not specified	2

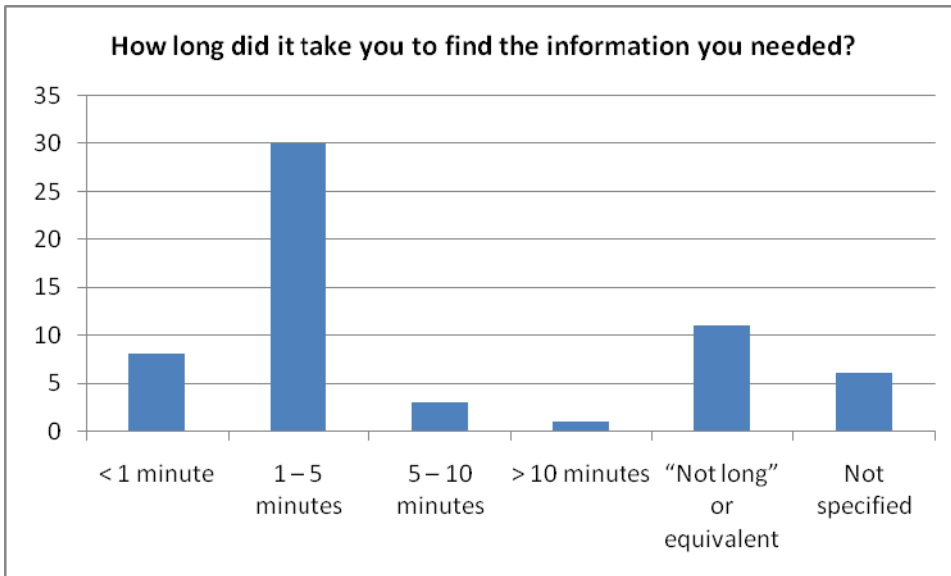


Summary

At least 97% of users were able to find the information they required on the website. No users stated that they could not find the information they required on the website.

Q4: How long did it take you to find the information you needed?

< 1 minute	8
1 – 5 minutes	30
5 – 10 minutes	3
> 10 minutes	1
“Not long” or equivalent	11
Not specified	6

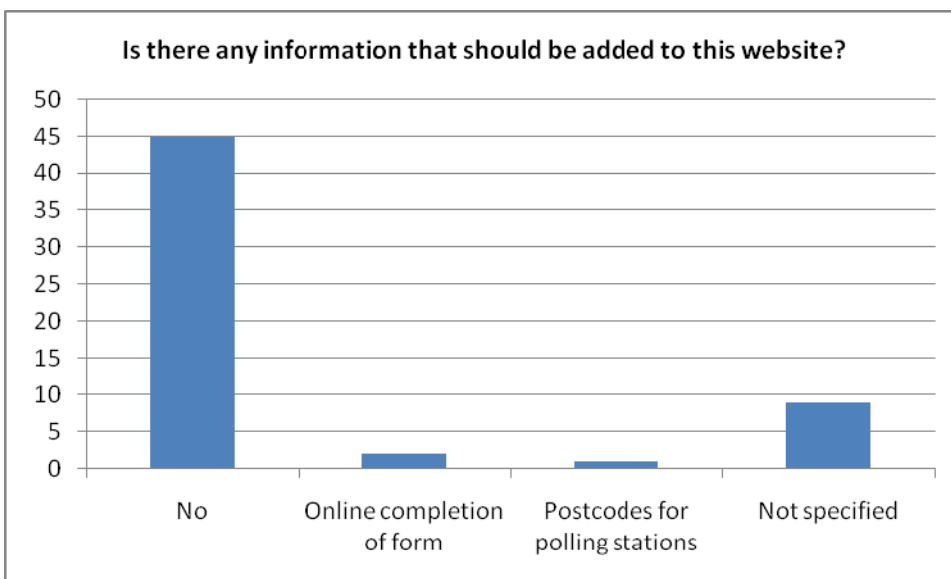


Summary

At least 83% of users found the information they needed in less than five minutes and 14% found it in less than one minute. One user stated that it took them more than 10 minutes to find the information they needed.

Q5: Is there any information that should be added to this website?

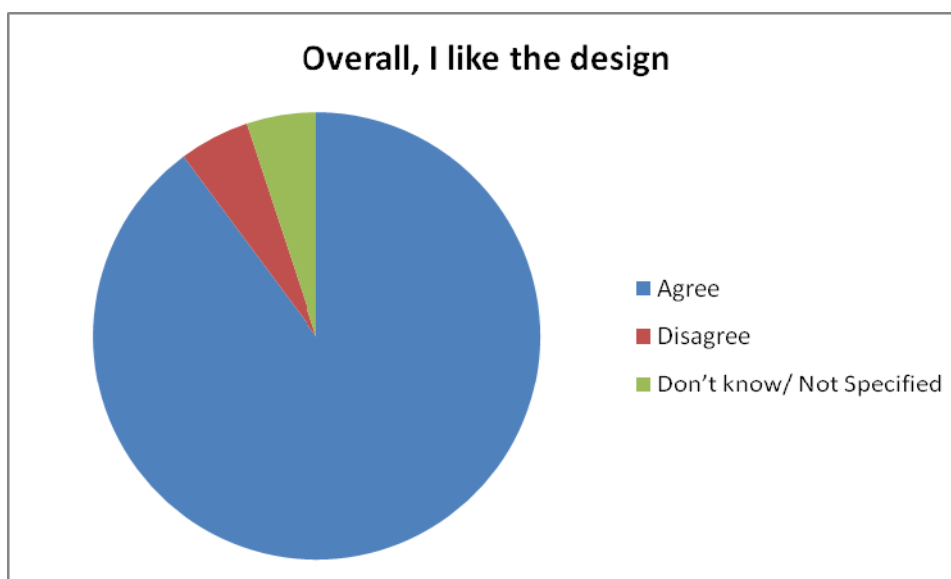
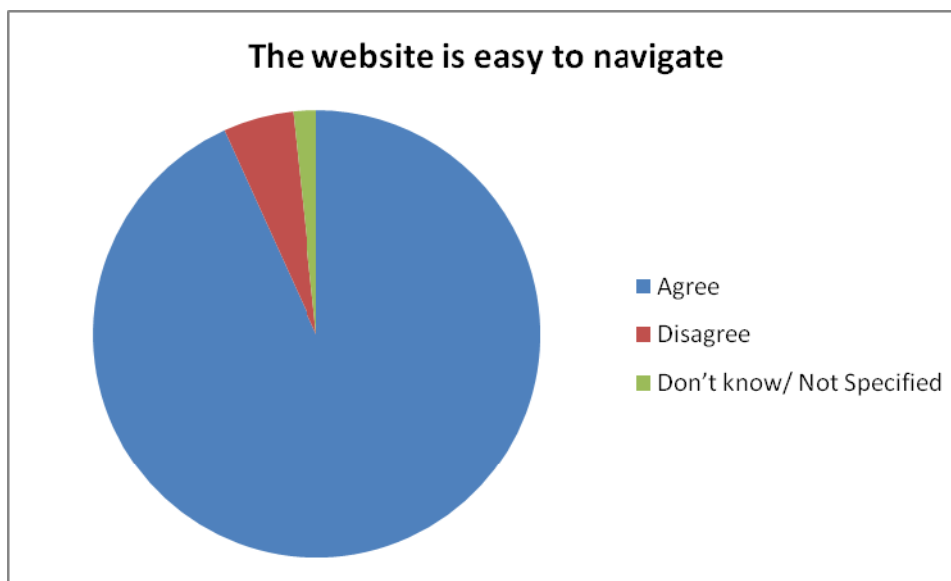
No	45
Online completion of form	2
Postcodes for polling stations	1
Not specified	11

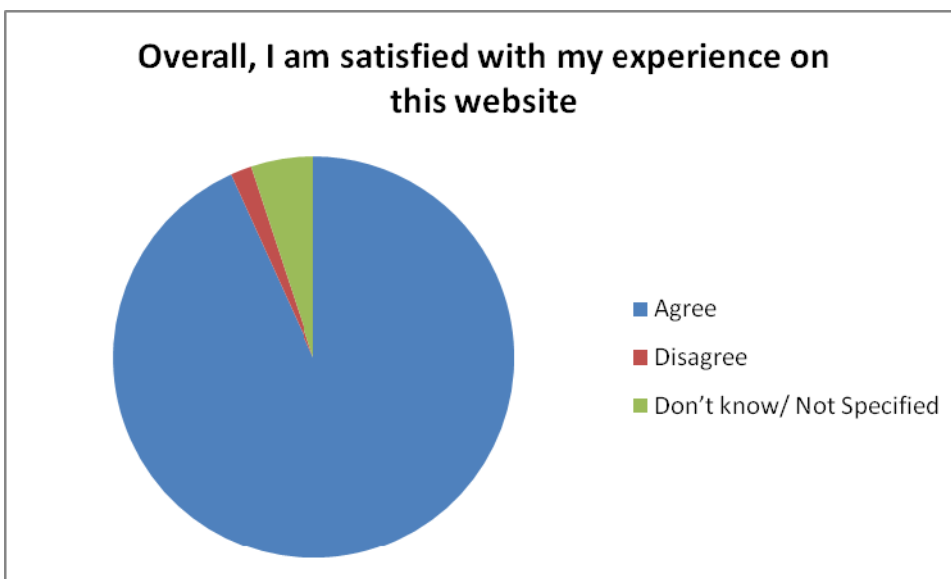
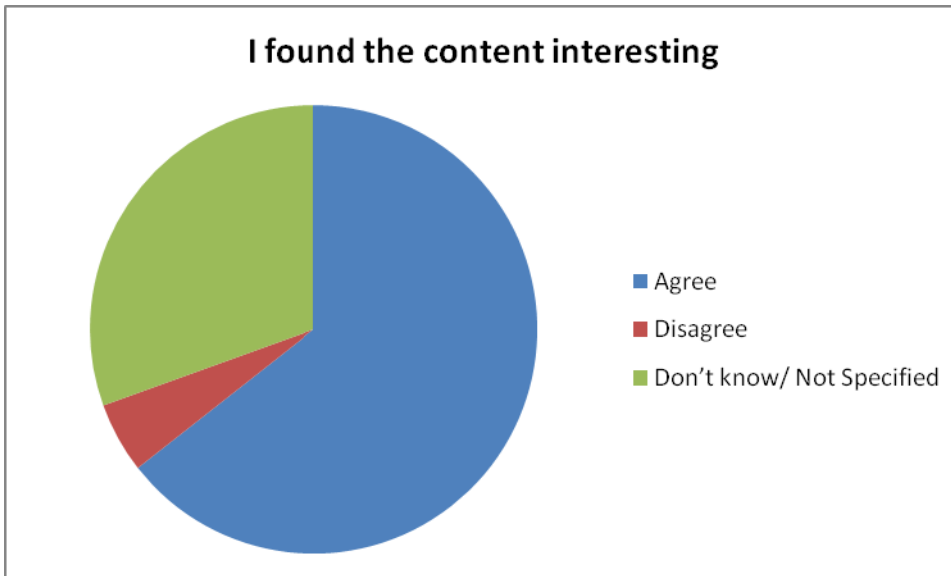


Summary

76% of users stated that no further information was required on the website. Two users stated that they would like to be able to register online and one user asked for the lists of polling stations to include post codes to make them easier to find.

	Agree	Disagree	Don't know/ Not Specified
The website is easy to navigate	55	3	1
Overall, I like the design	53	3	3
I found the content interesting	38	3	18
Overall, I am satisfied with my experience on this website	55	1	3





Summary

93% of users found the website easy to navigate and 90% liked the design. 64% found the content interesting and 31% did not give an opinion on this aspect of the site. 93% of users stated that they were satisfied with their overall experience on the site.

3 Comments and suggestions

It's a brilliant website.

As public sector websites in Northern Ireland go, it's quite good. It's not visually attractive, and while frequent users learn their way around, it's not always intuitive for new visitors. But given your role, the quantity of visitors and their reason for stopping by, I'm not sure it would be a great use of public money for you to have an all singing, all dancing, jazzy branded website. During the EU election the site seemed to be updated quite often. Yet information that would appear on the home page <http://www.eoni.org.uk/> or under elections seemed transitory. It wasn't anywhere else on the site. In a lot of sites, the same info would have been archived under Press Releases (probably renamed "Press Releases and Public

Statements”). For example, while there was a statement up during the election about the issues with maps on a small number of polling cards, that’s nowhere to be found now. It’s as if it didn’t happen. On a positive note, your FOI section and in particular open, regular and online publication of management minutes and papers etc surpasses any local council I’ve looked at (sadly in the last couple of week’s I’ve been trawling a lot of council websites and there’s more obscurity than open publication of information). So I’d give EONI an enormous tick for being generous with what’s published – and not just putting up a publication scheme that makes information available if you turn up at your office.

The key thing would be to address the main groups of visitors so they know where to go when they hit the home page, and to make sure pages have clear <TITLE> tags so that Google searches will take searchers to the relevant sections for common searches. I think you’re half way there with making it easy for (i) politicians, (ii) party workers, (iii) polling staff, (iv) journalists, (v) public wanting to register, (vi) public wanting to visit their local office, (vii) Electoral Commission wanting to browse around, (viii) electoral observers wanting to find details about your process (including timetable and location of events, polling stations, verification/count times).

Every page is similar so not sure the page requested had opened.

Too blue ????????

Information on very regular queries should be more obvious, with links on initial screen.

Website was easy to use and informative.

I’m satisfied with the information given on the website. It’s very useful.

There should be a “quick link” to a registration form and evidence guidelines on the homepage.

There could be a countdown clock in the run up to elections.

Moving text at the top of the website would make it look more interesting e.g. Latest News.

There should be several “Latest News” items on the homepage for people who haven’t accessed the site in a while.

There should be a section on the website dedicated to the work we are doing to support the EONI designated charity, including pictures of events organised to raise money and a link to the charity’s website so the public could have easy access if they wished to support them.

Information should be available about how to get confirmation of registration and contact details provided for the Public Record Office to enquire about listing on previous registers.

Homepage could be “jazzed up” a bit.

Website needs music! Jazz it up a bit.

4 Response to comments and suggestions

User comments/suggestions	EONI response
Website design could be “jazzed up” / too blue / all pages similar in design.	The design of the website reflects the current EONI corporate style and colours.
Information on homepage transitory / items should be available for longer and/or archived.	Homepage will display the last five news stories rather than just the current one. Short term announcements such as holiday closing hours are not archived but all press releases are archived back to 2005.
Information on most regular queries (such as how to register) should be more obvious, with links on the homepage.	Links will be added to the homepage to take the user directly to the registration/ID form.
Countdown clock should be added to homepage during run-up to election / moving text at top of website to make it look more interesting.	The inclusion of moving text and animations on a website is not recommended as it reduces the accessibility of the site. It is important that the site remains as accessible as possible to all users.
Should be a section dedicated to EONI’s designated charity, along with a link to that charity.	Section will be added.
Information should be added re. how to obtain confirmation of listing on the register and how to contact PRONI to access old registers.	Electoral Register section will be expanded to include this information.
Should be able to complete registration online.	This is not possible due to the statutory requirement for an original signature on the registration form.
Polling station addresses should include post codes.	Post codes will be added to the next Polling Station Scheme.

Conclusion

The majority of users are satisfied with the EONI website in its current form. Some improvements have been suggested and those that can be introduced without compromising the accessibility of the site will be implemented.

It is not recommended that the website be redesigned at this stage. A review of the website design will be undertaken when the EONI corporate image and colours are next updated.

WEBSITE SURVEY

Please take a few moments to complete this survey which will help us to improve our website. Please return it with your form. Thank you.

How did you find out about our website?

Why did you visit our website?

Did you find the information you needed?

How long did it take you to find the information you needed?

Is there any information that should be added to this website?

Your views on the website:

Agree Disagree Don't know

The website is easy to navigate

Overall, I like the design

I found the content interesting

Overall, I am satisfied with my experience on this website

Any further comments:
