DIGITAL SOCIETY SCHOOL | Amsterdam University of Applied Sciences

JAN 2021

FINSTRUMENT

Stage 1 user tests and results

LEGAL TECH LAB Hogeschool van Amsterdam

Arbeidsmarktresearch Universiteit van Amsterdam

DIGITAL SOCIETY SCHOOL | Amsterdam University of Applied Sciences

Gemeente Utrecht

Gemeente Amsterdam

Amersfoort

Hilversum Mediastad

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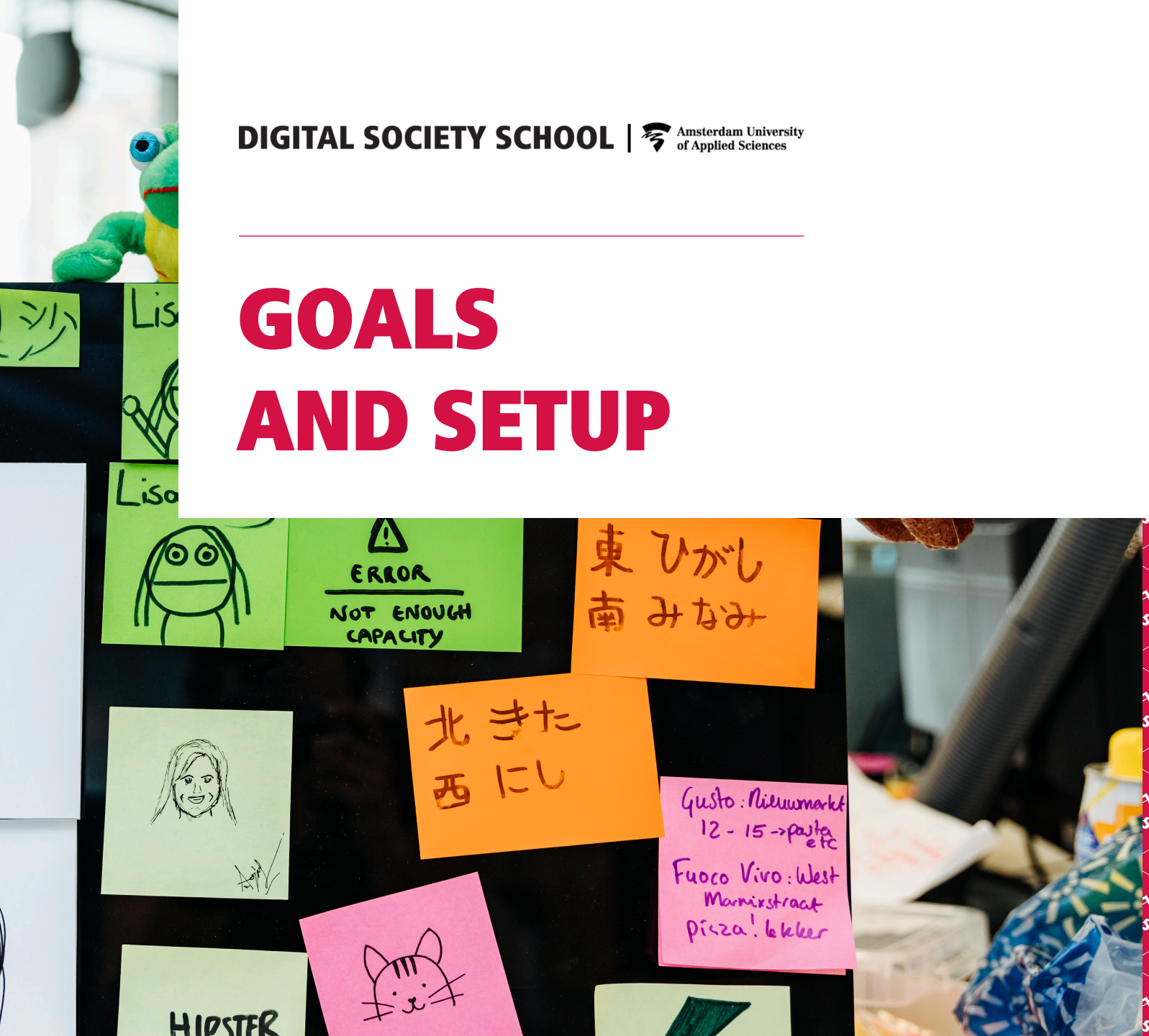
GOALS AND SETUP



SETUP | ELEMENTS

GOALS AND QUESTIONS

What were the test goals and the guiding questions?

ONLINE TASK-BASED USER TEST

Test was performed online (Zoom), as a task-based user test (also known as walkthrough)

INTERVIEWERS AND PARTICIPANTS

2 members of the prototype design/development teams interviewed the 4 test participants and observed their actions.

SETUP | AREAS OF FOCUS

CONTENT

The content of the 'Subsidie of Inkoop' tool and of the main site prototype (in all its media forms).

USABILITY

The usability of the prototype (both tool and main site).

USERS

The users' / participants perceptions towards the prototype, their questions, actions, reactions etc.

K-GOALS | GENERAL INFO

INCREASED USABILITY

Evaluate the usability of the prototype & user perception towards product with the ultimate goal to learn how to improve them;

CONTENT & PERCEPTIONS

Evaluate the content, explanations and perceptions of the user towards the two from the prism of different user types and of user adoption.

INFORMED ACTIONS

Generate/propose directions, and/or functionalities, design, interaction changes which address the two.

QUESTIONS | LIST OF INTERVIEW QUESTIONS (IN 🇳🇱)

H* **Waarom zou je ervoor kiezen de site en de tool te gebruiken?**
(e.g. *Hangt dit af van de casus? Of hangt het af van tijd?)*

1 **Wat vind je van de stijl van vragen?**

2 **Wat vind je van de opbouw van het rapport?**

3 **Wat vind je van de conclusie?**

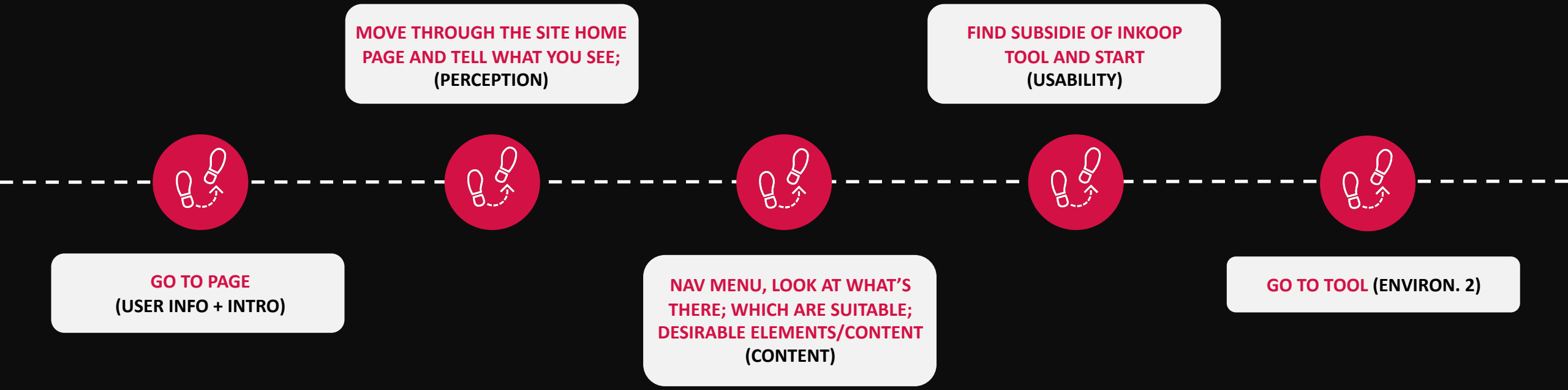
4 **Wat mis je?**

5 **Heb je behoefte aan meer uitleg?**

*hoofdvraag, main question

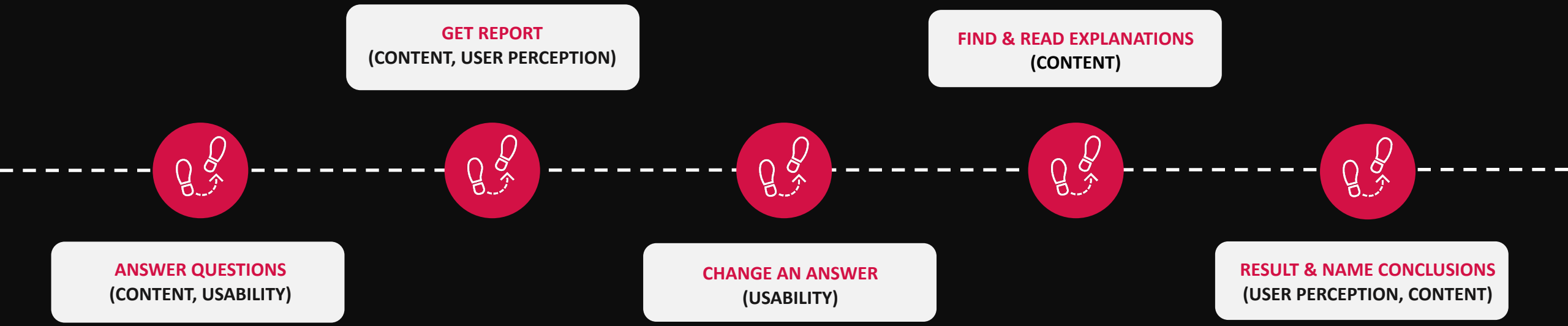
SETUP | ONLINE TEST: FINSTRUMENT HOME

Main page and setup: Tasks and areas covered, revolve around perception of user and potential of tool.



SETUP | ONLINE TEST: SUBSIDIE OF INKOOP TOOL

Scenario-based: User must complete tasks with a scenario in mind (that they encounter in their work).



SETUP | INTERVIEWERS & PARTICIPANTS

INTERVIEWERS

A legal professional and Instruments designer coordinated the tests. For this, two roles were assigned: interviewer and observer.

PARTICIPANTS

Participants were recruited from different departments within Dutch municipalities. They have different levels of experience, ages and professional backgrounds

CHALLENGES

COVID-19

Government restrictions relating to COVID-19 have made it more difficult to conduct tests a larger number of people. As well, the user tests were conducted online, using Zoom;

DEMOGRAPHIC REPRESENTATION

Demographics such as gender and race are not well represented in the participants of the user tests. The participants who volunteered are all women. This should be addressed in future user tests.

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INTERVIEWS + RESULTS

INTERVIEWEES | NUMBERS

4

PARTICIPANTS

- Different levels of experience in profession (junior, medior and senior);
- Different educational backgrounds

4

DEPARTMENTS

- Participants work with the topic of 'Subsidie of inkoop' within different topic areas / departments of the minicipalities

2

MUNICIPALITIES

- The participants represent departments in two Dutch municipalities

INTERVIEWS | GENERAL

DURATION: 45min.

Each test lasted last approximately 45 minutes.

ONLINE TOOLS: ZOOM

For the test, online communication tool Zoom was used. Participants shared their screen during the session.

RESULTS | USER PERCEPTIONS

MAIN LANDING SITE

Participants regarded the visual design of the main landing page as ‘young’, ‘hip’, ‘techie’, but also trustworthy.

SUPPORT/RESOURCES

Using videos in documentation was seen as a last resort, as participants preferred working with text first. Some concerns were expressed towards having information that they can find elsewhere included (e.g. from Belastingdienst site) which was not seen as useful.

REPORT

Participants were positive towards the usefulness, of the report, however, they expressed a desire for more explanations and a stronger visual/graphic design (which can highlight, or organise important aspects better).

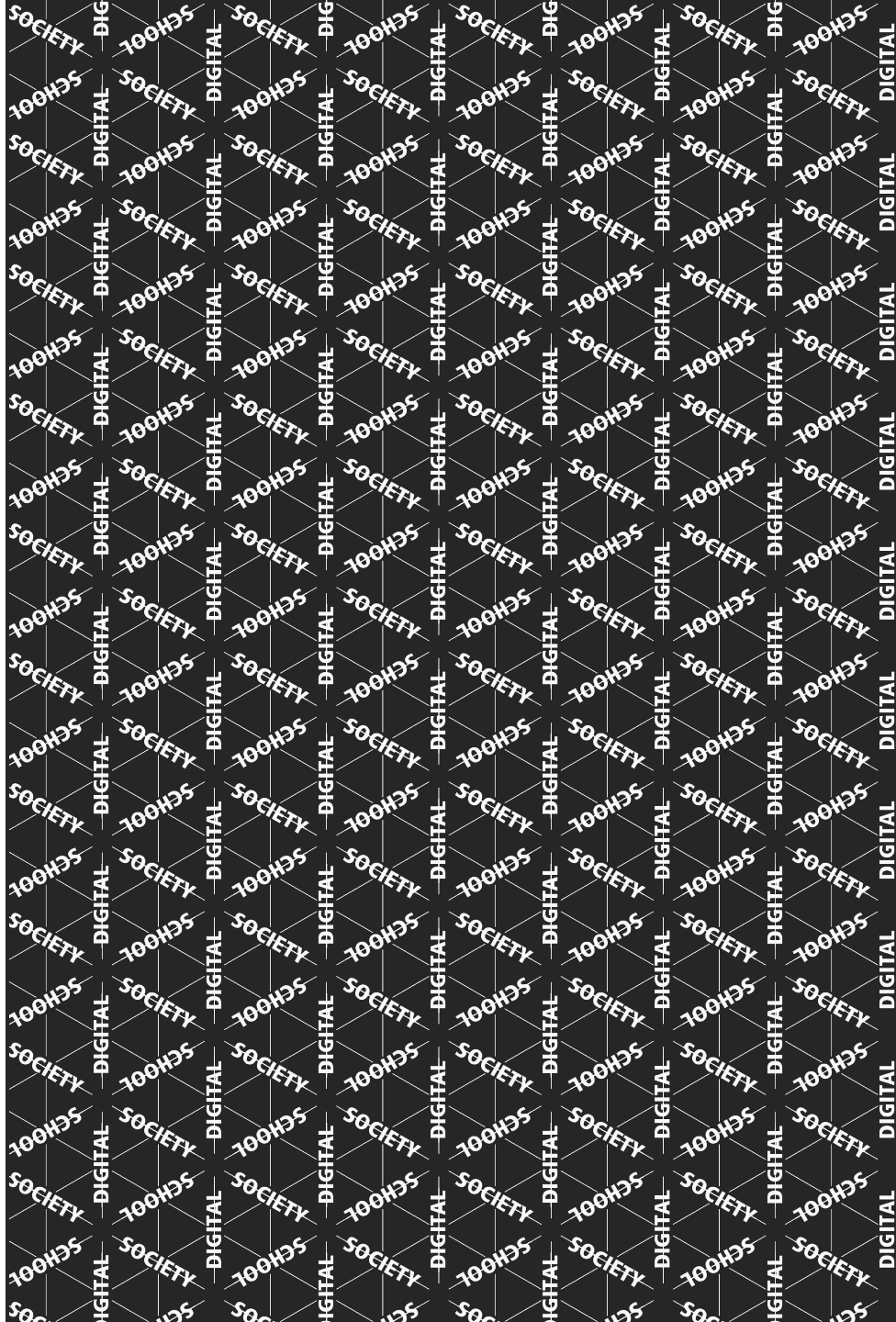
RESULTS | VISUAL & UI DESIGN

MAIN LANDING PAGE

Overall clear, one participants expressed reserve with the chosen icons/illustrations though and preferred more simple icons.

TOOL

The visual design of the tool was seen as consistent with the main site, however some usability issues have been identified, which may stem partly from the visual design of the interface. These should be addressed.



RESULTS | EXPLANATORY DESIGN

MEDIA/FORMAT

Overall, participants were positive about the use of media (images) to give examples which can help explain complex legal concepts (e.g. 'publieke verantwoordelijkheid').

TYPE OF CONTENT

They agreed about the need for extra explanation with respect to the two chose terms ('marktconform', 'publieke verantwoordelijkheid').

SUGGESTIONS

Participants gave suggestions for different types of examples and narratives for the tool explanations (side-column) and were open to provide more.

RESULTS | EXPLANATORY DESIGN

DECISION JUSTIFICATION

Participants expressed a desire for more justification of the final results, within the report, or otherwise, but also more insight into impact of certain answers to the results.

EXAMPLES

Overall, participants were positive about the use of media (images) to give examples which can help explain complex legal concepts (e.g. 'publieke verantwoordelijkheid'), but expressed some reserves towards the narrative, or level of symbolism. Suggestions were given to include more city like examples.

RESULTS | USABILITY

TASK COMPLETION

Some tasks could not be completed (e.g. return to question, and change the question answer) by all participants. This likely requires design changes.

NAVIGATION

Participants managed the main panel well, as well as the main site. Not all participants were able to navigate between questions via the side-menu, some expressed a desire to be able to navigate more forward and backward within main pane too.

DISCOVERABILITY

Not all actions, or components appear to be sufficiently quickly noticed by participants (e.g. toelichting block). They must be made more prominent, discoverable.

RESULTS | USABILITY

ACTION PROCESS TRANSPARENCY

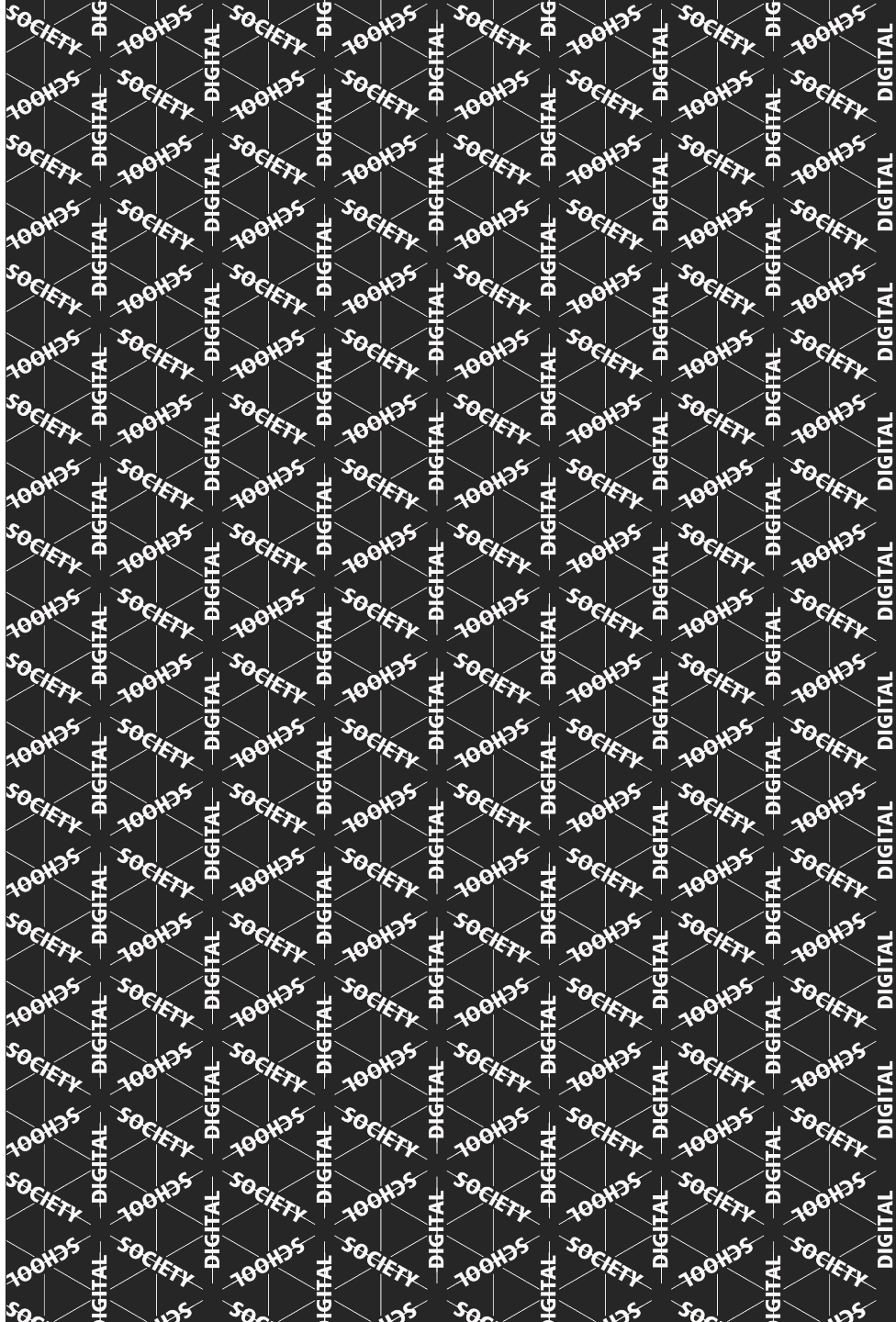
It is not always clear, or visible how and where actions can be undertaken in the interface and what happens when an action occurs (e.g. changing a question, going back etc.).

DEVICES / BROWSERS

Some older browsers do not handle the current setup of the prototype well (Internet Explorer).

LOADING TIME

Participants perceived the report generation waiting time as long, also as there was no indication of what is happening (not always clear it's being generated, may appear as a bug).



RESULTS | GENERAL

PERCEPTION/REPUTATION

Most participants regarded their logo as part of the main site, and part of their own documentation accessible, as a positive reputational mark.

USEFULNESS/DESIRABILITY

Participants were positive to the usefulness/desirability of the tool within their own municipality, however within different contexts and towards varying purposes (e.g. as help tool, or documentation tool, or education tool).

TARGET GROUPS

Participants expressed the tool would be most useful for their colleagues with no/little legal background, or as an educational tool. They gave examples of the departments they believed could use it best in their work.

INFORMED ACTIONS | WHAT?

FROM INFORMATION TO ACTION

The tests have produced information, which, now interpreted, can be used to improve the tool from the perspective of the the set K-goals. The next slides propose a set of actions that can achieve this.

ACTIONS | USABILITY

- Improve responsiveness across multiple breakpoints; Remove some features to account for IE & Edge (note: IE has been discontinued by mother company)
- Improve navigation design of the side-menu. Make clear which actions can be undertaken there where the user is and where they can go when.
- Make system processes more transparent to the user (e.g. something is loading, being generated etc.); If possible, improve response time.
- Improve design of overview. Design a way for the user to change answers more easily and move between questions more easily via the main pane.
- Improve discoverability of 'Toelichting' pane; Make clear it is possible to get support.
- Improve navigation from Intro page tool to the start of the process (e.g. more prominent, on top start button);

ACTIONS | EXPLANATORY DESIGN

- Further investigate/explore narrative fit of image and video explanations (‘toelichting’).
- Improve discoverability of explnations (e.g. more prominent design, access from main column based on hover interaction etc.).
- Expand, make more prominent, or even explicit explanations relating to justification of results within report.
- Expand, make more prominent, or even explicit explanations relating to tree trajectory of certain answers (what answer choices contribute in what way to the final outcome).
- Explore the possibility of real-time overview of position in the tree (increase position awareness, users know where they are, how much they might still have to go).
- Further investigate main site documentation preferences, design and fit with various cases/contexts (expertise user, municipality).

ACTIONS | USER PERCEPTIONS

Improve functional clarity, e.g. through less narrative iconography.

Explore further whether there needs to be more of a connection (communicatively) to the context application of the tools (e.g. it's about cities, and 'samenleving', so should that be more prominent?)

Implement reputational markers into the communication design and specify context, or attribution/area of expertise for parts of the design.

Make value of use in specific contexts more explicit.

CONCLUSION | 3 PILLARS TOWARDS A MORE USER-AWARE DESIGN

EXPERTISE-SENSITIVE INTERACTION

Cater to different levels of expertise within the design and delivery of tool.

IMPROVED ACTION SUPPORT

Improve interface support for possible actions, either through information organization, or intelligent features.

TRANSPARENCY & JUSTIFICATION

Improve and extend the way results and choices are explained and justified.

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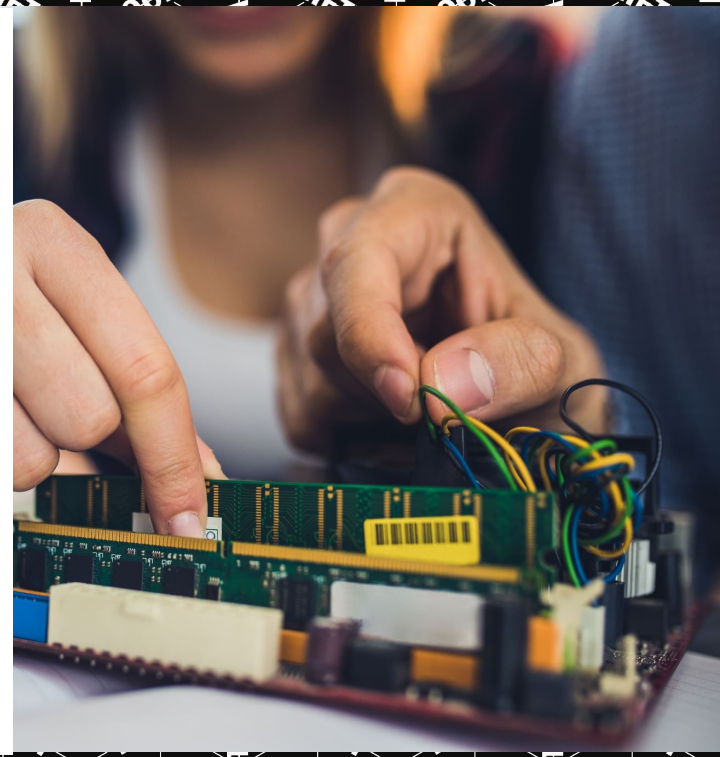
GET IN TOUCH

Nicoleta Pana
Instrument Designer

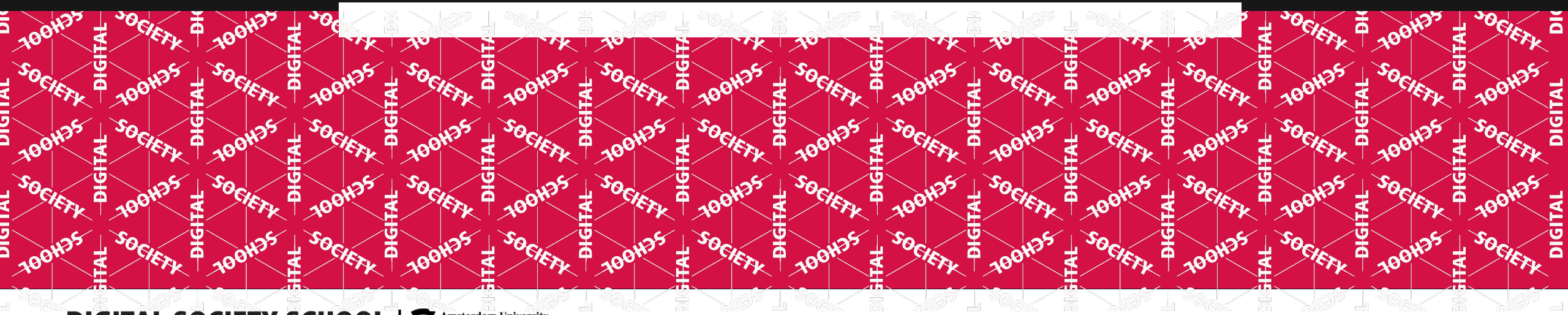
n.pana@hva.nl

Marco van Hout
Head of Programmes & Impact

m.v.hout@hva.nl



WHERE CHANGE TAKES SHAPE



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