

**UNITED NATIONS STATISTICAL COMMISSION and
ECONOMIC COMMISSION FOR EUROPE
CONFERENCE OF EUROPEAN STATISTICIANS**

**UNECE Work Session on the Communication of Statistics
(29 June – 1 July 2011, Geneva, Switzerland)**

- (ii) Gathering user feedback from websites

Gathering user feedback regarding Statistics Austria's website

Submitted by Beatrix Tomaschek, Statistics Austria

1. Statistics Austria conducted an online user survey from 24th June until 19th July 2010 in order to evaluate Statistics Austria's website www.statistik.at from the user's point of view and to ask them for potential improvements. In addition to this, an expert review was carried out to reveal further issues concerning usability and to optimize the user experience.
2. Methods
 - a) User survey in German and English
 - b) Expert review

I. User survey in German and English

3. The user survey was carried out as an online questionnaire in German as well as a shortened version in English. The questionnaire contained questions about the usage, handling and potential of the website and was available on the website from 24th June until 19th July 2010. Respondents were solicited via an online prompt (to take part in the survey) as well as by email invitation (invitations sent to all newsletter subscribers as well as other "heavy-users").
4. The German version contained 44 questions (of those: 27 filter questions, 7 demographic questions) (length of time: approx. 10 – 15 minutes), whereas the English one contained only 11 questions (4 of them demographic).
5. Issues addressed in the German version:
 - method of accessing the website (bookmark, search engine, etc.)
 - purpose of today's visit
 - frequency of use of Statistics Austria's website
 - evaluation of overall impression

- evaluation of statements regarding corporate image, ease of access, visual design, comprehensibility, expectations, font design, trustability
 - text length
 - recommendations for improvement
 - for recurring visitors: former actions taken on the website and evaluating them:
 - o data downloads
 - o publications: download and order process
 - o RSS feeds
 - o navigation
 - o website search
 - o index search (Index A-Z)
 - o ease of access of information
 - o mobile use
 - o social media
 - demographics: sex, age, education, country, purpose of use, branch of industry
6. Issues addressed in the English version:
- frequency of use of Statistics Austria's website
 - information needs
 - evaluation of information structure / the ease of access of information
 - evaluation of overall impression
 - recommendations for improvement
 - demographics: country, purpose of use, sex, age

II. Expert review

7. Usability experts additionally reviewed Statistics Austria's website regarding usability criteria and guidelines by different methods, such as heuristic evaluation, cognitive walkthrough and web user interface principles and guidelines.

8. In the expert review, the following issues were analyzed:
- structural composition of the website
 - layout in general (navigation, content areas)
 - position and arrangement of content and functions
 - arrangement, form and behavior of interaction and navigation elements
 - visual design (graphical design, icons, graphics)

III. Results

a) User survey in German and English

9. Overall, 625 (German) responses were gathered, 272 on-site (44%) and 353 (56%) from "invited" users. Unfortunately, the English version had only 19 answers.

10. The following results are based on the German evaluation:
56% of respondents were male and nearly 3 out of 4 are aged 18 to 49 years (18-34 years: 37%, 35-49 years: 37%). Regarding the educational attainment, 26% of the respondents have ISCED 3A/4A and a further 62% ISCED 5A/5B graduation.

11. 74% use the website for business related reasons, whereas 14% use it out of personal purpose and 12% for school/university. 42% of the respondents visit the website several times a month, 15% (nearly) every day and 16% several times per year.

12. Surprisingly, “typing in the URL” was no. 1 (60% of onsite users) among the most common methods for accessing the website, followed by “bookmark” (12%) and “via search engines” (11%). The primary reason for visiting the website is to look for information (79%), especially statistical results and publications. The most common topics of interest are data on population, income, labor market and prices.

13. 78% of respondents stated that they do like the overall impression of Statistics Austria’s website (23% stated that they like it very much, 55% said they like it). Further positively stated issues were trustability, font design and comprehensibility of web content. Potentials for improvement are seen in the visual design of website as well as the navigation and ease of access.

14. 71% stated that the length of texts is appropriate (neither too long nor too short).

15. Former actions taken on our website were mainly search for information (78%), data download (62%), download of publications (54%) and database queries (42%). Only 4% have already subscribed to RSS feeds on our website and 12% have ordered publications. On the whole, all of those actions were rated positively.

16. Regarding the method of access, navigation (45%) and search (42%) were used equally; a further 14% use bookmarks (multiple answers were possible).

17. Questions on the subject of navigation and search showed potential for improvement: efficiency of navigation as well as search results are the main issues to be addressed.

18. 18% are interested in information via social media, especially Youtube (10%) and Facebook (8%) are of interest, 1% would like to follow us on Twitter.

b) Expert review

19. Regarding the homepage, the consistency in corporate design, the availability of different search approaches, as well as the clear overview on available content, were assessed positively. The design is clear and signifies reliability.

The usability issues were categorized into 4 groups:

- 1.) Major problems (adjustment absolutely necessary)
 - no major problems detected
- 2.) Significant problems (adjustment is strongly advised)
 - a) search (search buttons, error tolerance, visualization of results)
 - b) links (inconsistencies, labeling of PDF documents)
 - c) organization of content (difficult to differentiate content on homepage)
- 3.) Minor Problems (adjustment is desirable)
 - a) window width (scalable but no minimum and maximum width at the moment)
 - b) text alignment (text flows around the “Zum Thema” boxes)
 - c) color contrast (not W3C compliant)
 - d) content (individuals content areas are difficult to make out)
 - e) navigation (order in “Publikationen & Services”, back navigation undetached)
 - f) content assignment (specific documents are not assigned to the “logical” topic)

- g) downloads (information on data type, size, publication date, short summary)
 - h) print button (providing button also at the top of the site)
 - i) mailing lists (inefficient (un)subscribing for more than one topic)
 - j) font size (buttons for enlarging the font size)
 - k) sitemap (“error” in sitemap)
- 4.) Nice to have
- a) consistency (inconsistent use in formal representation, e.g. EUR vs. €)
 - b) “entrance” pages for statistics (provide short overview of main topics)
 - c) access of press releases (provide filters for topic and date)
 - d) archive (provide an archive to shorten lists of available documents/tables)
 - e) news on homepage (filter, stating main topic for each post)
 - f) newsletter (difficult to find)
 - g) publication dates (difficult to find)

Further potential for improvement:

- redesign of homepage
- calendar of publication dates
- interactive charts
- social media
- mobile version
- videos
- tutorials
- personalization
- permanent feedback form
- “first visit” section
- hotlines
- handicapped accessibility
- support
- fun activities

20. The results of the Usability Study were presented to Statistics Austria’s Top Management in July 2010. Decisions on actions were taken within approximately 2 months.

IV. Actions taken

21. A re-design of the homepage has been carried out, along with improvements of most of the identified trouble spots. Screenshots (before and after) of selected issues are available in the appendix.

V. Significant problems:

2a) **search**: a fuzzy search was implemented to improve search results (e.g. “lorries” delivers the results for “lorries”); the search buttons were adapted

2b) **links**: PDF documents have to be labeled (incl. their size); link formats on homepage revised)

2c) **organization of content**: visual separation of the different content areas

Minor problems:

3a) **window width**: still scalable but with minimum and maximum width

3b) **text alignment**: in process → content of “zum Thema” boxes will be displayed in tabs at the lower end of each site, therefore this issue is not further relevant

- 3c) **color contrast**: contrasts were adjusted
- 3d) **content**: the homepage was re-designed
- 3e) **navigation**: order of navigational elements revised in “Publikationen & Services”, back navigation more detached
- 3f) **content assignment**: multiple assignments
- 3g) **downloads**: information on data type and size implemented; but no short summary (publication date available in the documents)
- 3h) **print button**: 2nd print button on top not yet implemented – is **planned to be done** in combination with other buttons, e.g. “bookmark this”
- 3i) **mailing lists**: (un)subscribing process improved by providing checkboxes
- 3j) **font size**: not required/desired because of scalable font size already available
- 3k) **sitemap**: error removed

Nice to have:

- 4a) **consistency**: reinforced monitoring
- 4b) **“entrance” pages**: in process (is expected to be launched in July)
- 4c) **access of press releases**: in process (is expected to be launched in June)
- 4d) **archive**: has been planned for years, implementation postponed
- 4e) news on homepage: obsolete because of homepage re-design
- 4f) **newsletter**: positioning of the newsletter more conspicuous (on homepage)
- 4g) **publication dates**: implemented on homepage

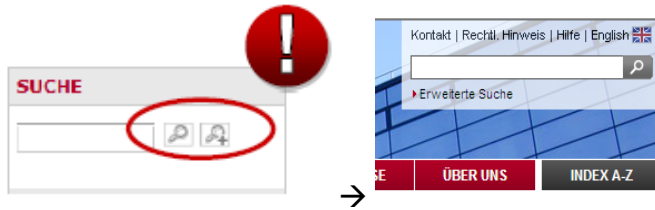
Further potential for improvement:

- **redesign of homepage**
- **calendar of publication dates**: small version on homepage, link to full version
- **interactive charts**: new interactive charts are constantly produced;
- **social media**: the use of social media will be evaluated
- **mobile version**: use of website currently fairly good, therefore no need at the moment
- **videos**: two web videos (use of ICT in households, census 2011) available
- **tutorials**: not planned at the moment
- **personalization**: not planned at the moment
- **permanent feedback form**: not planned at the moment
- **“first visit” section**: information for first time visitors available in the “help” section
- **hotlines**: phone support available via “contact” section
- **handicapped accessibility**: information on accessibility in the “help” section
- **support**: available on each site in the footer section
- **fun activities**: “Did you know” section with statistical facts, such as the smallest village or the number of cows in Austria

VI. APPENDIX

Improvements on search (2a)

Adaptation of search buttons:



Implementation of a fuzzy search:



Labeling of PDF links (2b)

The screenshot shows the Statistics Austria website interface. At the top, there is a navigation bar with tabs for 'STATISTIKEN', 'PUBLIKATIONEN & SERVICES', 'KLASSIFIKATIONEN', 'FRAGEBÖGEN', 'DOKUMENTATIONEN', 'PRESSE', 'ÜBER UNS', and 'INDEX A-Z'. A sidebar on the left contains a list of categories: Bevölkerung, Arbeitsmarkt, **Gesundheit**, Bildung, Kultur, Soziales, Wohnungen, Gebäude, Land- und Forstwirtschaft, Produktion und Bauwesen, Handel, Dienstleistungen, Unternehmen, Arbeitsstätten, Außenhandel, Tourismus, Verkehr, Energie, Umwelt, Forschung (F&E), Innovation, and Informationsgesellschaft. The main content area is titled 'Dokumentationen zu dieser Kategorie' and lists several documents, with 'Krebsstatistik (Krebsregister) ab 1983' circled in red. A callout bubble points to this link with the text: 'Anhand des Erscheinungsbild des Links ist nicht ersichtlich, dass ein PDF-Dokument geöffnet wird'. Below the list, a 'Dateidownload' dialog box is open, asking 'Möchten Sie diese Datei öffnen oder speichern?' and showing file details: Name: 604140.pdf, Typ: Adobe Acrobat Document, 103 KB, Von: www.statistik.at. The dialog has buttons for 'Öffnen', 'Speichern', and 'Abbrechen'. At the bottom of the page, there is a footer with contact information, a map of Austria, and a 'Drucken' button.

Homepage re-design

Homepage as of July 2010:

The screenshot shows the redesigned homepage of Statistics Austria as of July 2010. The layout is more structured and modern. At the top, there is a navigation bar with tabs for 'STATISTIKEN', 'PUBLIKATIONEN & SERVICES', 'KLASSIFIKATIONEN', 'FRAGEBÖGEN', 'DOKUMENTATIONEN', 'PRESSE', and 'ÜBER UNS'. A sidebar on the left features an 'INDEX A-Z' section and a list of categories: Bevölkerung, Arbeitsmarkt, **Gesundheit**, Bildung, Kultur, Soziales, Wohnungen, Gebäude, Land- und Forstwirtschaft, Produktion und Bauwesen, Handel, Dienstleistungen, Unternehmen, Arbeitsstätten, Außenhandel, Tourismus, Verkehr, Energie, Umwelt, Forschung (F&E), Innovation, Informationsgesellschaft, Preise, and Öffentliche Finanzen, Steuern. The main content area is titled 'Bruttoinlandsprodukt 2009' and features a large article with a photo of a cityscape. Below this, there are two more articles: 'Leichter Anstieg der Inflation im Juni 2010 auf 2,0%' and 'Grundsystematik der Güter, ÖCPA 2009'. On the right side, there is a 'SUCHE' (Search) box, a 'Quick-Info' section with 'Verbraucherpreisindex' data, 'Maastricht-Kriterien', 'Häufigkeit der Vorkommen', 'Lebenserwartung', and 'Quick-Links'.


VII. Adaptations

- more modern visual design by adding a bigger picture on top, new design of navigational bar, footer with chart of Austria as well as adaptation of the header including a translucent search box
- new section: „Wussten Sie schon?“ (Did you know...?) with funny and/or interesting statistical facts
- Grouping of links into tabs: Links, Tools, Erhebungen (surveys)



- Categorization of content areas into „Menschen und Gesellschaft“ (people & society), „Wirtschaft“ (economy), „Energie, Umwelt, Innovation, Mobilität“ (energy, environment, innovation, mobility) and „Internationales“ (international), to enable a better overview and find topics more easily
- the latest 3 press releases are shown with a short summary
- news regarding new publications, new statistical data, press conferences etc. in 1 big, 3 smaller as well as 3 headline-only sections
- calendar of publication dates
- Meltwater newsfeed: current press articles from Meltwater are shown in this section (manually chosen)

New homepage (April 2011):



STATISTIK AUSTRIA
Die Informationsagentur

Kontakt | Rechts | Hinweis | Hilfe | English

STATISTIKEN
PUBLIKATIONEN & SERVICES
KLASSIFIKATIONEN
FRAGEBÖGEN
DOKUMENTATIONEN
PRESSE
ÜBER UNS
INDEX A-Z

Menschen und Gesellschaft

- » Arbeitsmarkt
- » Bevölkerung
- » Bildung, Kultur
- » Gesundheit
- » Soziales
- » Wohnungen, Gebäude

Wirtschaft

- » Außenhandel
- » Handel, Dienstleistungen
- » Land- und Forstwirtschaft
- » Öffentliche Finanzen, Steuern
- » Preise
- » Produktion und Bauwesen
- » Tourismus
- » Unternehmen, Arbeitsstätten
- » Volkswirtschaftliche Gesamtrechnungen

Energie, Umwelt, Innovation, Mobilität

- » Energie, Umwelt
- » Forschung (F&E), Innovation
- » Informationsgesellschaft
- » Verkehr

Internationales

- » Europäische Indikatoren

Österreichische Forschungsquote 2011 voraussichtlich 2,79% des BIP

19.04.2011

Für Forschung und experimentelle Entwicklung (F&E) werden nach einer Schätzung von Statistik Austria in Österreich im Jahre 2011 voraussichtlich erstmals mehr als **8 Mrd. Euro** ausgegeben werden. Gegenüber 2010 wird die Gesamtsumme der **österreichischen F&E-Ausgaben** um 5,0% auf 8,286 Mrd. Euro ansteigen und somit **2,79% des Bruttoinlandsproduktes (BIP)** erreichen. Für 2010 wird die Forschungsquote auf 2,78% geschätzt; sie wird somit 2011 nur geringfügig ansteigen.

AKTUELLE PRESSEMITTEILUNGEN

- 19.04.2011 Kfz-Gebrauchtzulassungen im 1. Quartal 2011: +6,2%; Pkw +5,8%; Lkw +3,3%
- 19.04.2011 Österreichische Forschungsquote 2011 voraussichtlich 2,79% des BIP
- 19.04.2011 Industrielle Erzeugerpreise weiter im Steigen: +5,3% im Februar 2011 gegenüber Vorjahresmonat

TERMINVORSCHAU

April 2011

KW	Mo	Di	Mi	Do	Fr	Sa	So
13					1	2	3
14	4	5	6	7	8	9	10
15	11	12	13	14	15	16	17
16	18	19	20	21	22	23	24
17	25	26	27	28	29	30	

Pressemitteilungen (PM) werden in der Regel um 9.00 veröffentlicht. Ausnahmen sind GHPi (9.30), VPI (10.00) und Pressemitteilungen im Rahmen von Pressekonferenzen (PK).

- 20.04.2011 Ankünfte und Nächtigungen Februar 2011
- 21.04.2011 | PM Pkw-Tageszulassungen 1. Quartal 2011
- 21.04.2011 Materialflussrechnung 2008
- 22.04.2011 | PM Produktionsindex und weitere Konjunkturindikatoren Februar 2011

15.04.2011 Inflation steigt im März 2011 auf 3,1%
Die Inflationsrate für März 2011 betrug 3,1%. Zuletzt wurde ein Wert in dieser Höhe im Oktober 2008 beobachtet. Ausschlaggebend für den Anstieg der Inflation war in erster Linie die **Teuerung bei Mineralölprodukten** (+22% im Jahresabstand). Als weitere bedeutende Preistreiber erwiesen sich **Nahrungsmittel** (insgesamt +4,1%). Ohne Mineralölprodukte und Nahrungsmittel hätte die Inflationsrate im März 2011 1,8% betragen.

15.04.2011 Jobangebote
Die Bundesanstalt "Statistik Österreich" sucht überdurchschnittlich ambitionierte und einsatzfreudige **Mitarbeiterinnen und Mitarbeiter**.

12.04.2011 Pressekonferenz zur Konsumerhebung 2009/10: Monatliche Haushaltsausgaben im Schnitt 2.910 Euro
Die durchschnittlichen monatlichen **Verbrauchsausgaben privater Haushalte** in Österreich betragen, unabhängig von deren Größe, rund **2.910 Euro**. Die Äquivalenzausgaben, also die bedarfsgewichteten **Pro-Kopf-Ausgaben** eines Haushalts, liegen bei rund **1.880 Euro** pro Monat. Mit beinahe einem Viertel (23,8%) entfällt der größte Anteil der Haushaltsausgaben auf den Bereich **"Wohnen, Energie"**, an zweiter Stelle steht die Gruppe **"Verkehr"** mit 15,0%.

08.04.2011 Pressekonferenz Verkehrsunfälle 2010: Historischer Tiefstand bei der Zahl der Unfälle, Verletzten und Verkehrstoten

07.04.2011 Input-Output-Tabelle 2007

04.04.2011 Umweltwirtschaft trotz der Krise – 2009 um 3,7% mehr Beschäftigte

VERBRAUCHERPREISINDEX

März 2011 VPI 2010
Indexstand **102,9**
Inflation (vorl.) **3,1%**
» Wertsicherungsrechner

MAASTRICHT-KRITERIEN

Öff. Defizit '10 **4,6%**
Öff. Schulden '10 **72,3%**
HVP '10 **1,7%**
Langfr. Zinssatz '10 **3,16%**

PRESSESPIEGEL

channel
Die Österreichische Gesundheitsbefragung...

E10: AK ist gegen mehr "Bio" im Benzin
18.04.2011 Kurier
Hierzulande soll E10 im Herbst 2012 eing...

Nur zwei Prozent neiden Politikern ihren Lebensstil
17.04.2011 Der Standard
Josef Pröll hat es zum Schluss nicht meh...

Links Tools Erhebungen

- » Portal Statistik Austria
- » Net-Quest (z.B. Intrastat)
- » Ein Blick auf die Gemeinde
- » Mikrodaten für Forschung und Lehre
- » Newsletter
- » Weitere Statistikanbieter

WUSSTEN SIE SCHON?

Wie hoch war 2009 das Durchschnittsalter einer Mutter bei der Geburt ihres ersten Kindes?

» Antwort

DIGITALES ÖSTERREICH Explorer

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Statistiken
Publikationen & Services
Klassifikationen
Fragebögen
Dokumentationen
Presse
Über uns

Impressum
Kontakt
Anfahrt
Hilfe
RSS
Index A-Z
Stemap

Newsletter
Mailingslisten
Publikationskatalog
Neuerscheinungen
Statistisches Jahrbuch
Österr. Zahlenspiegel
Österreich. Zahlen. Daten. Fakten

English version of homepage:

Mailing lists (3i)

Easier (un)subscribing for more than one topic by ticking the relevant boxes:

Sie haben die Wahl...

Wochenvorschau	anmelden	abmelden
alle Themenbereiche	anmelden	abmelden
... oder Ihre individuelle Auswahl:		
Bevölkerung	anmelden	abmelden
Arbeitsmarkt	anmelden	abmelden
Gesundheit	anmelden	abmelden
Bildung, Kultur	anmelden	abmelden
Soziales	anmelden	abmelden
Wohnen, Gebäude	anmelden	abmelden
Land- und Forstwirtschaft	anmelden	abmelden
Produktion, Bauwesen	anmelden	abmelden
Handel, Dienstleistungen	anmelden	abmelden
Unternehmen, Arbeitsstätten	anmelden	abmelden
Außenhandel	anmelden	abmelden
Tourismus	anmelden	abmelden
Verkehr	anmelden	abmelden
Energie, Umwelt	anmelden	abmelden
Forschung (F&E), Innovation	anmelden	abmelden
Informationsgesellschaft	anmelden	abmelden
Preise	anmelden	abmelden
Öffentliche Finanzen, Steuern	anmelden	abmelden
Volkswirtschaftliche Gesamtrechnungen	anmelden	abmelden

Profil der Pressemitteilungs-Abonnements für max.mustermann@statistik.gv.at

Durch das Setzen eines oder mehrerer Häkchen melden Sie sich für die jeweiligen Themenbereiche an. Bereits abonnierte Mailinglisten können Sie durch Entfernen des Häkchens abmelden.

Presseaussendungen Bevölkerung	<input type="checkbox"/>
Presseaussendungen Arbeitsmarkt	<input type="checkbox"/>
Presseaussendungen Gesundheit	<input type="checkbox"/>
Presseaussendungen Bildung, Kultur	<input type="checkbox"/>
Presseaussendungen Soziales	<input type="checkbox"/>
Presseaussendungen Wohnen, Gebäude	<input checked="" type="checkbox"/>
Presseaussendungen Land- und Forstwirtschaft	<input type="checkbox"/>
Presseaussendungen Produktion, Bauwesen	<input type="checkbox"/>
Presseaussendungen Handel, Dienstleistungen	<input type="checkbox"/>
Presseaussendungen Unternehmen, Arbeitsstätten	<input type="checkbox"/>
Presseaussendungen Außenhandel	<input checked="" type="checkbox"/>
Presseaussendungen Tourismus	<input type="checkbox"/>
Presseaussendungen Verkehr	<input type="checkbox"/>
Presseaussendungen Energie, Umwelt	<input type="checkbox"/>
Presseaussendungen Forschung (F&E), Innovation	<input type="checkbox"/>
Presseaussendungen Informationsgesellschaft	<input type="checkbox"/>
Presseaussendungen Preise	<input type="checkbox"/>
Presseaussendungen Öffentliche Finanzen, Steuern	<input type="checkbox"/>
Presseaussendungen Volkswirtschaftliche Gesamtrechnungen	<input type="checkbox"/>
...oder:	
alle Pressemitteilungen (diese Mailingliste umfasst alle oben genannten Themenbereiche, nicht aber die Wochenvorschau)	<input type="checkbox"/>
Wochenvorschau	<input checked="" type="checkbox"/>

Newsletter (4f), calendar of publication dates

The newsletter is easier to find on the homepage and a calendar application provides access to the publication dates database:

The screenshot shows the Statistics Austria website. A red circle highlights the 'Österreichische Forschungsquote 2011 voraussichtlich 2,79% des BIP' article and the 'April 2011' calendar. Another red circle highlights the 'Newsletter' and 'Angebote' links in the bottom right corner.

Wussten Sie schon? (Did you know...?)

A few examples of this section (questions are currently revised and new ones added):

WUSSTEN SIE SCHON?

Wie viele Nächtigungen wurden im Tourismus-Winterhalbjahr 2009/2010 gezählt?

► Antwort



WUSSTEN SIE SCHON?

Wie hoch ist die Neugründungsrates im Dienstleistungsbereich im Vergleich zum produzierenden Bereich?

► Antwort



WUSSTEN SIE SCHON?

Wie viele Milchkühe wurden zuletzt (am 1.12.2010) in Österreich gehalten?

► Antwort



WUSSTEN SIE SCHON?

Wie viele Milchkühe wurden zuletzt (am 1.12.2010) in Österreich gehalten?

532.735

► mehr...



by clicking on „Antwort“ (answer) →