

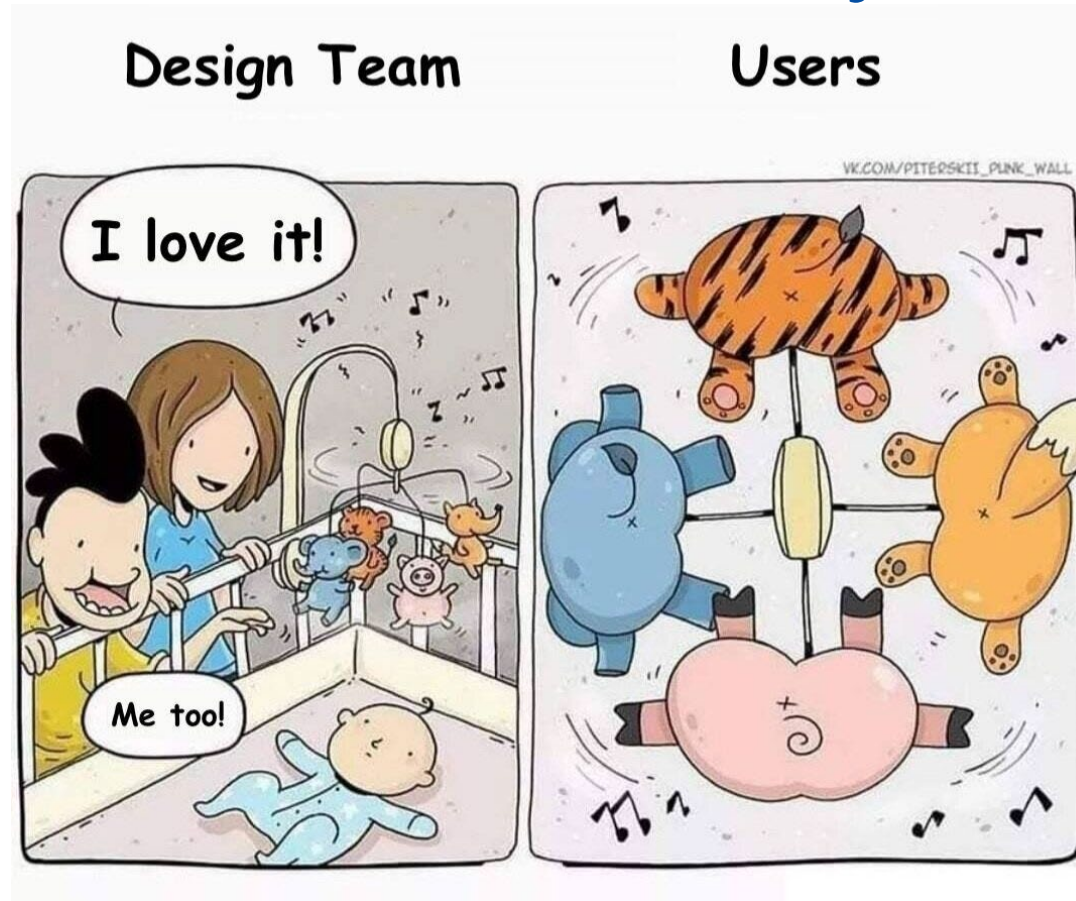


Usability testing of Eurostat's statistical products: Opportunities & risk mitigation

2022 Expert Meeting on Dissemination and Communication of Statistics

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Why we should do usability testing...



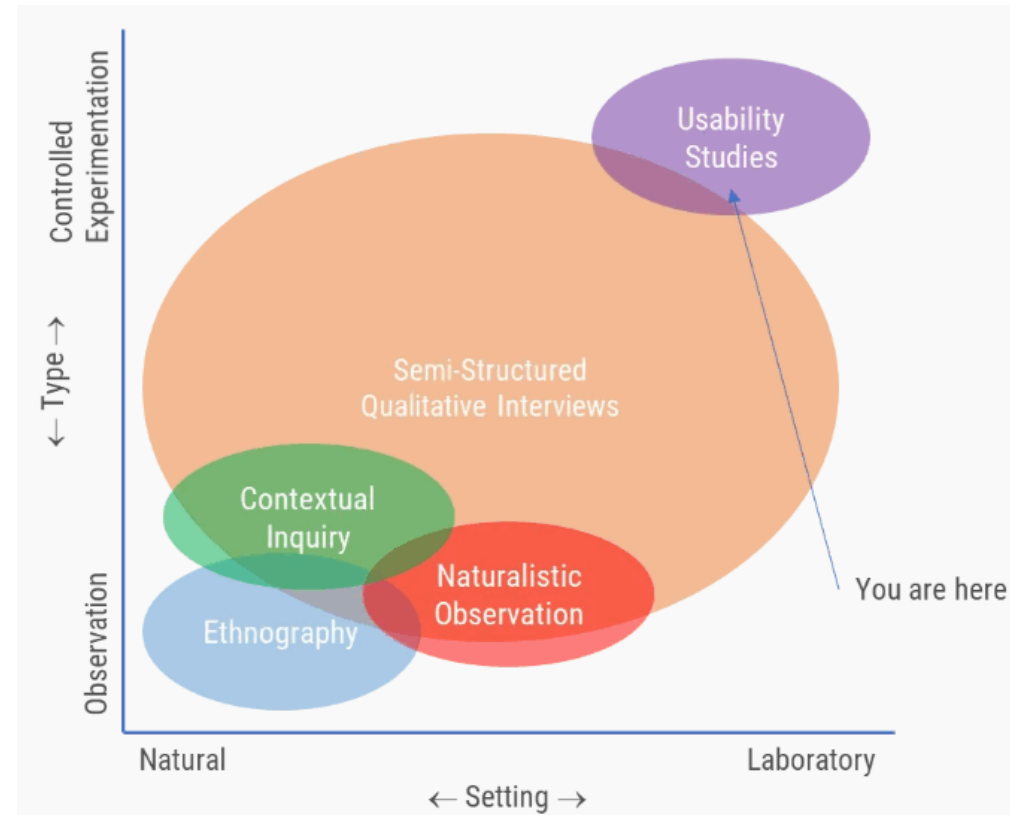
For Eurostat: To support the strategic principles of Eurostat's **communication and dissemination policy**, in particular **"Our communication is adapted to user needs..."**.

Structure & content

1. What is usability testing?
2. What are the opportunities?
3. What are the risks?
4. How do we conduct ethical and sound usability testing?

1. What is usability testing?

Qualitative user research methods



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1. What is usability testing?

Set-up

Who? - 1 participant (user) & 1 moderator (& possible silent observers)

What? - User is given tasks to conduct using a product

- Moderator observes user solving the tasks

- User “thinks aloud” & shares thoughts and feelings

Where? - in person (lab) or remotely (online communication tools)

Eurostat’s usability tests are carried out remotely using Webex or Zoom

1. What is usability testing?

Metrics & outcome

Metrics:

- Objective: time on task, number of clicks, number of confusions, success / failure rate
- Subjective: feedback & opinion, satisfaction, perceived effort, usability & usefulness

Outcome:

- Report detailing findings accurately
- Improvement suggestions
- Team discussions & reflection
(project owner / manager, designer, developer, etc.)

2. What are the opportunities?

Gains for Eurostat

- Specific feedback to improve usability of products
- Validation of our ‘internal’ choices
- In-depth insights into use of our statistics and dissemination products
- Understanding of users’ needs, expectations, reflections & reasoning
- Empathy with users & their “real” struggles
- Avoid the creation of products no one understands, uses or needs
- Learning effects for multiple teams & roles
- Positive image of Eurostat as user-centred organisation
- ROI (return on investment): reduce development cost and time, increase traffic & use

3. What are the risks?

Areas of pitfalls

1. Outreach to users
 - Fail to reach (enough) Eurostat users
 - Fail to encourage users to participate / sign-up
2. Recruitment of participants / user profiles
 - Fail to define user segments / profiles & their importance
 - Fail to recruit desired profiles
3. Planning & set-up
 - Fail to define sound research plan and “what” to test
 - Fail to define goals of tasks aiming to test specific features
4. During test session
 - Fail to conduct ethical and professional research
 - Fail to interpret participants’ feedback accurately
5. Reporting on outcome
 - Fail to represent participants feedback truthfully

4. How do we conduct ethical and sound usability testing?

Strategies for risk mitigation at Eurostat

1. Set up a sound research plan
 - Define research goals, including suitable methodology & target audiences
2. Write detailed test guide
 - Outline all steps of the session
 - Run (internal) pre-test / checks by project members
3. Recruiting specific user profiles
 - Pre-screen users
 - Recruit the right mix of profiles
 - Use appropriate channels
4. Respect the rules for conducting ethical research
 - Be empathic, honest, sensitive, unbiased, don't "overmoderate", don't lead users
 - Obtain permission & consent, keep data safe
 - Confirm interpretations with participants
 - Report accurately on findings

Eurostat products tested in 2021/2022

- Interactive publication “Regions in Europe”
 - European Statistical Recovery Dashboard
 - Euro indicator releases
 - Interactive tool “Young Europeans”
 - Presentation of the organisation of statistical themes on the Eurostat website (2 usability tests)
-and many more to come in 2022 / 2023!

Thank you for your attention!



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