

## **Human centred design and usability analysis for Istat institutional web site**

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### ***Abstract***

Istat has outlined an even more user-centered communication strategy aimed at increasing its ability to reach experienced and less experienced users.

In line with this strategy, the web editorial team carried out usability tests on the institutional website to learn the views of users and better respond to their needs.

Through the tests, we conducted an in-depth analysis of the user experience of the institutional website, to investigate its critical issues and, with a view to continuous improvement, offer a site that is increasingly responsive to users' information needs.

We conducted three types of tests:

- Moderate remote usability tests
- Unmoderated remote usability tests
- Remote user interviews.

Conducting three different types of tests provides complementary information.

What have we learned from these tests?

- Usability tests should be repeated periodically to make continuous improvement.
- Through the usability tests we were able to make the existing site more user-centered
- most importantly, we were able to identify some critical issues that have been overcome in the online site and others that will be the starting point for the new site we have begun to design

In conclusion thanks to the usability tests we have started to design a new site that will provide visitors with a more usable, more accessible, more flexible, more memorable, more useful digital experience geared to the needs of users in both desktop and mobile navigation.