Human centered design and usability analysis for www.istat.it
As far as humanly possible, when I look at a web page it should be self-evident.

Obvious.

Self-explanatory.

Don’t Make Me Think!

(Steve Krug)
After a degree in economics, a master in economics and a master in communication, I have been working at Istat since 1998.

I have been involved in social media and I have been social media manager.

I have been dealt with users’ satisfaction and I have been responsible for the relationships with users.

I am web content specialist, usability and accessibility expert.

I am currently in charge of Institutional Istat web site.
Outline

- Introduction
- Usability tests (remote)
  - Moderated usability tests
  - Unmoderated usability tests
  - Remote user interviews
- Changes made to www.istat.it to better meet user needs
- Lessons learned
- Conclusions
Introduction

- a more user-centered communication strategy
- usability tests
- in-depth analysis
Target users of www.istat.it

We carried out tests with the main user groups:

A. Public Administrations
B. Journalists
C. Citizens
D. Data Analysts/ Data Journalists and Researchers
Usability tests on www.istat.it (remote)

- Moderated usability tests
- Unmoderated usability tests
- User interviews
Moderate usability testing

10 users (max 60 min. per session)

- To collect **qualitative** and **quantitative** data
- To know the participant's satisfaction with the web site
- To investigate the main problems and needs with respect to User Interface
Unmoderated usability testing

40 users (max 20 min. per session)

- To identify any usability problems
- To collect quantitative data
- To determine the participants’ satisfaction with our web site
User interviews

18 interviews (max 60 min. per session) with the main user groups

- to know the users needs in relation to the activities they do most frequently
- to understand what features are missing in the current site
- to delve deeper into the context of use of the institutional site
- to define and formalize user group profiles
- to learn about the high-level scenarios and needs for each identified profile
Usability tests on www.istat.it

- **5 tasks** to each user
- Some tasks were the **same for the different target** groups, others were **different**
- To submit the tasks we have imagined contexts of use
To participate in a competition/call for tenders (or to write a project) with your organization you are collecting information on the factors affecting well-being in Italy. **Find information on local pollution in Italy** (Public administrations)

Imagine you are writing an article on well-being in Italy at the regional level. **Find which region has the lowest pollution rate** (Journalists)

**Macrodata**
You are thinking of moving with your partner and you want to understand in which regions of Italy the quality of life is higher. **Find which region has the lowest pollution rate (citizens)**

You have to analyze the aspects of daily life of Italian citizens. **Find processable data relating to the aspects of daily life of individuals and households, and download it to your PC (analysts)**

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**Usability tests on www.istat.it**

Microdata
Changes on www.istat.it to meet the users’ needs

“The Visualization label is not very predictive of the information contained in this area.

I would not have expected to find here interactive charts, infographics and cartographic representations”
Changes on www.istat.it to meet the users’ needs

Infographics

Some Users reported they would like more information on **license** of the infographics disseminated by Istat.
Changes on www.istat.it to meet the users’ needs

Label

for Users it was not always clear from the label what content to expect

ATTACHMENTS

FULL TEXT AND METHODOLOGICAL NOTE (pdf 887 kb)
TABLES (xlsx 124 kb)
METHODOLOGICAL NOTE (pdf 93 kb)
GLOSSARY (pdf 89 kb)

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Changes on www.istat.it to meet the users’ needs

“Often, after a keyword search, the system returns a page of results with the same titles. In these cases, I have to read the subtitles and other descriptive information (e.g., reference period, document type, topic) to understand what a piece of content is about and how it differs from the others, slowing down the search”
Lesson learned

○ Usability tests should be repeated periodically to work in continuous improvement cycle

○ We have made the current site more user-centered

○ Some critical issues have been overcome in the online site and others will be the starting point for the new site we have begun to design
A new web site that offers a digital experience that is

- more usable
- more accessible
- more flexible
- more memorable
- more useful
- tailored to users in both desktop and mobile navigation
Thanks for the attention!

Michela Troia | michela.troia@istat.it
Marco Amato | marco.amato@istat.it
Alfredina Della Branca | dellabra@istat.it
Francesca Ferrante | frferrante@istat.it
Ariella Caterina Martino | armarin@istat.it
Claudia Mosticone | claudia.mosticone@istat.it
Giorgia Proietti Pannunzi | giorgia.proiettipannunzi@istat.it
Roberta Pazzini | pazzini@istat.it