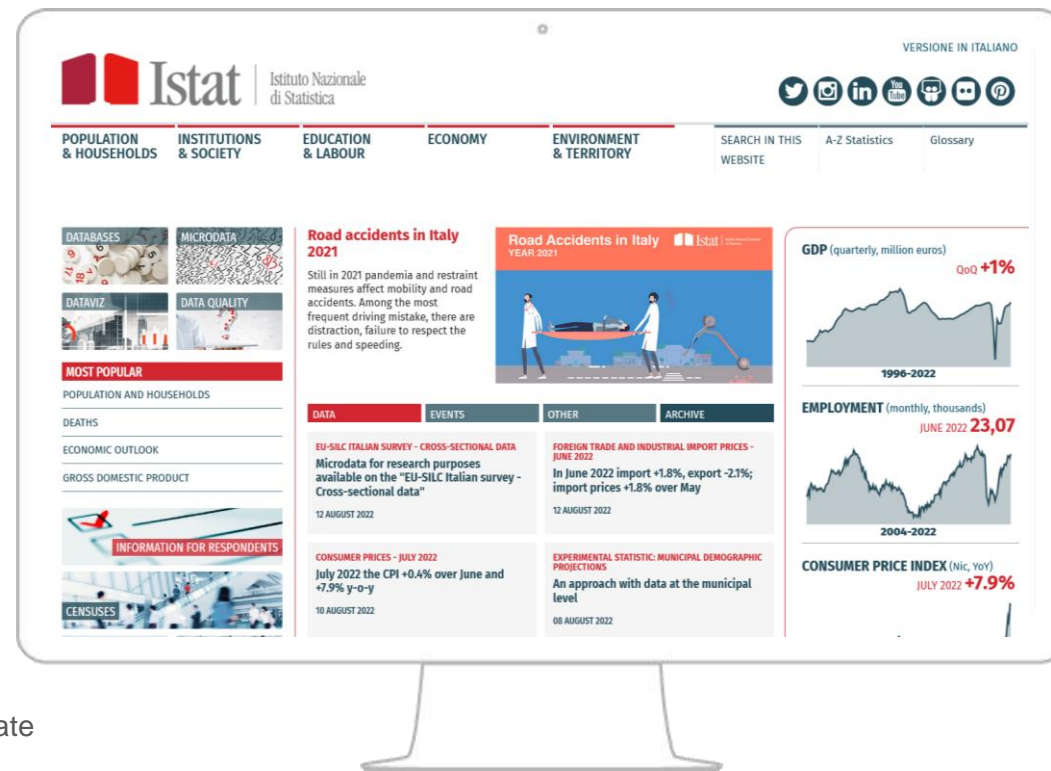


14 September 2021

DISSCOMM WORKSHOP

Human centered design and usability analysis for www.istat.it



MICHELA TROIA

Istat | Communication and dissemination directorate

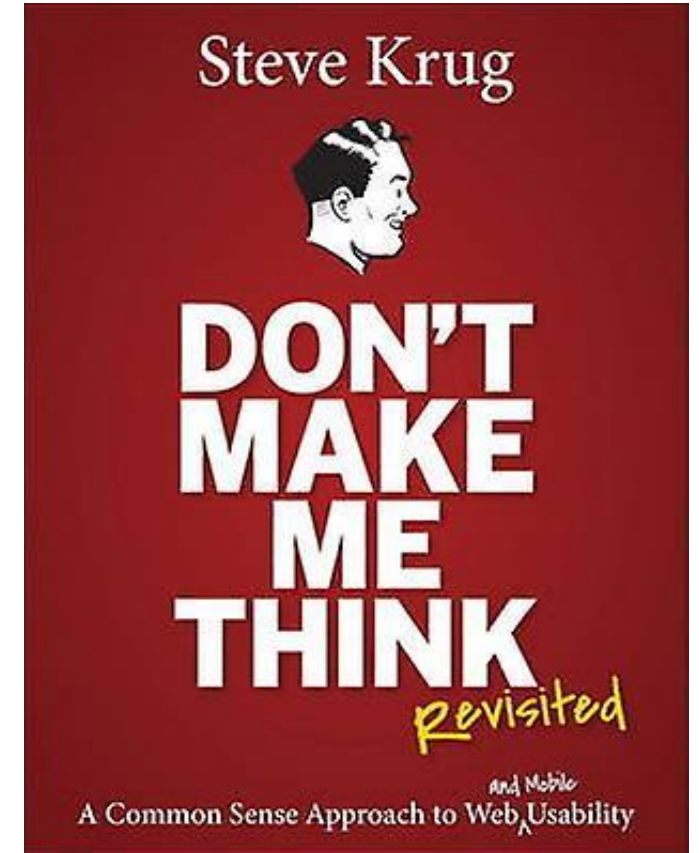
As far as humanly possible, when I look at a web page it should be self-evident.

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

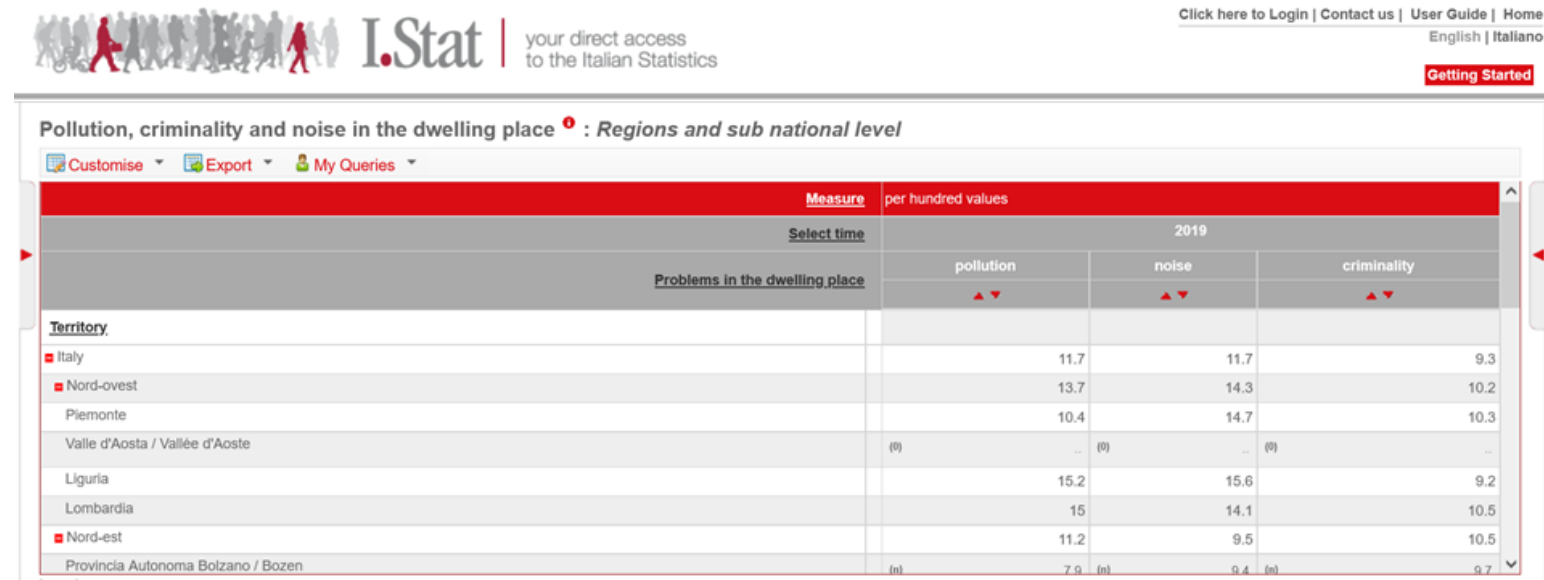
- **5 tasks** to each user
- Some tasks were the **same for the different target** groups, others were **different**
- To submit the tasks we have imagined contexts of use



Usability tests on www.istat.it

- 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



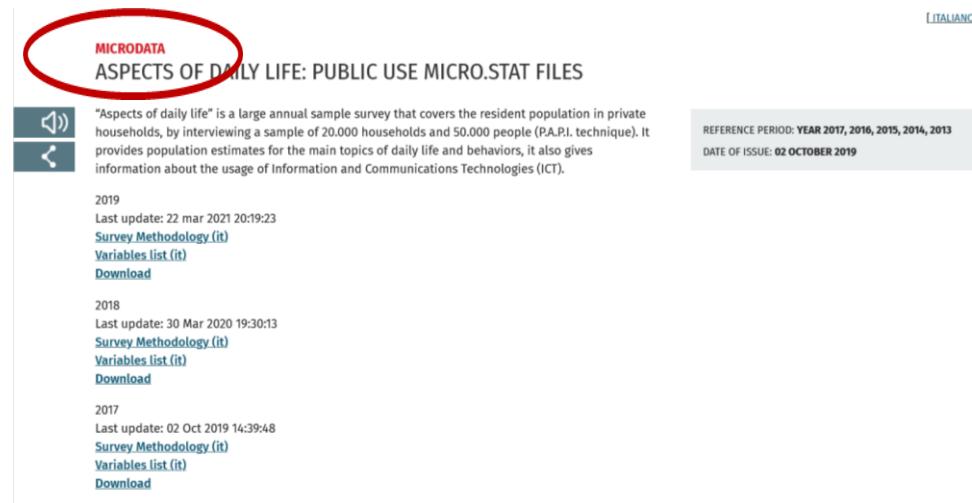
The screenshot shows the I.Stat website interface. The main content is a table titled "Pollution, criminality and noise in the dwelling place : Regions and sub national level". The table has columns for "Measure" (per hundred values), "Select time" (2019), and "Problems in the dwelling place" (pollution, noise, criminality). The rows list various Italian regions and their corresponding values for each measure.

Territory	2019		
	pollution	noise	criminality
Italy	11.7	11.7	9.3
Nord-ovest	13.7	14.3	10.2
Piemonte	10.4	14.7	10.3
Valle d'Aosta / Vallée d'Aoste	(n)	.. (n)	.. (n)
Liguria	15.2	15.6	9.2
Lombardia	15	14.1	10.5
Nord-est	11.2	9.5	10.5
Provincia Autonoma Bolzano / Bozen	(n)	7.9 (n)	9.4 (n)

Usability tests on www.istat.it

- 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)**

Microdata



MICRODATA
ASPECTS OF DAILY LIFE: PUBLIC USE MICRO.STAT FILES

[ITALIANO]

"Aspects of daily life" is a large annual sample survey that covers the resident population in private households, by interviewing a sample of 20.000 households and 50.000 people (P.A.P.I. technique). It provides population estimates for the main topics of daily life and behaviors, it also gives information about the usage of Information and Communications Technologies (ICT).

REFERENCE PERIOD: YEAR 2017, 2016, 2015, 2014, 2013
DATE OF ISSUE: 02 OCTOBER 2019

2019
Last update: 22 mar 2021 20:19:23
[Survey Methodology \(it\)](#)
[Variables list \(it\)](#)
[Download](#)

2018
Last update: 30 Mar 2020 19:30:13
[Survey Methodology \(it\)](#)
[Variables list \(it\)](#)
[Download](#)

2017
Last update: 02 Oct 2019 14:39:48
[Survey Methodology \(it\)](#)
[Variables list \(it\)](#)
[Download](#)

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”

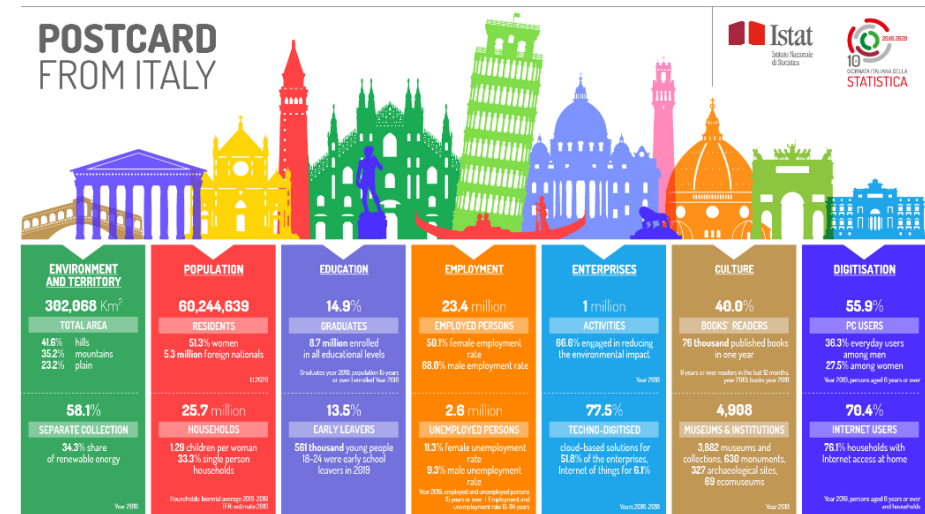


Changes on www.istat.it to meet the users' needs

Infographics

Some Users reported they would like more information on **license** of the infographics disseminated by Istat

INFOGRAPHICS POSTCARD FROM ITALY



Click the image to download pdf

> Event: [Tenth Italian day of statistics](#)

License CC-by

Unless otherwise stated, content on this website is licensed under a [Creative Commons License – Attribution – 3.0](#).

Data and analysis from the Italian National Institute of Statistics can be copied, distributed, transmitted and freely adapted, even for commercial purposes, provided that the source is acknowledged.

No permission is necessary to hyperlink to pages on this website.

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

ATTACHMENTS

FULL TEXT AND METHODOLOGICAL NOTE

(pdf 887 kb)

TABLES

(xlsx 124 kb)

METHODOLOGICAL NOTE

(pdf 93 kb)

GLOSSARY

(pdf 89 kb)

Label

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

DOWNLOAD

FULL TEXT AND METHODOLOGICAL NOTE

(pdf 887 kb)

TABLES

(xlsx 124 kb)

METHODOLOGICAL NOTE

(pdf 93 kb)

GLOSSARY

(pdf 89 kb)

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



DOCUMENTS TAGGED WITH: CONSUMER PRICES

CONSUMER PRICES (PROVISIONAL). SEPTEMBER 2021

In September 2021 the CPI -0.1% compared with the previous month and +2,6% year-over-year

Reference period: September 2021 | Date of Issue: 30 September 2021

Typology: PRESS RELEASE

Themes: PRICES

CONSUMER PRICES - AUGUST 2021

In August 2021 the CPI +0.4 over July and +2.0% y-o-y

Reference period: August 2021 | Date of Issue: 15 September 2021

Typology: PRESS RELEASE

Themes: PRICES

CONSUMER PRICES (PROVISIONAL). AUGUST 2021

In August 2021 the CPI +0.5 compared with the previous month and +2.1% year-over-year

Reference period: August 2021 | Date of Issue: 31 August 2021

Typology: PRESS RELEASE

Themes: PRICES

CONSUMER PRICES

In July 2021 the CPI +0.5% over June and +1.9% y-o-y

Reference period: July 2021 | Date of Issue: 11 August 2021

Typology: PRESS RELEASE

Themes: PRICES

CONSUMER PRICES (PROVISIONAL)

In July 2021 the CPI +0.3 compared with the previous month and +1.8% year-over-year

Reference period: July 2021 | Date of Issue: 30 July 2021

Typology: PRESS RELEASE

Themes: PRICES

CONSUMER PRICES

In June 2021 the Consumer Price Index +0.1 over May and +1.3% year-over-year

Reference period: June 2021 | Date of Issue: 15 July 2021

Typology: PRESS RELEASE

Themes: PRICES

“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



Conclusions

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 | armartin@istat.it

Claudia Mosticone | claudia.mosticone@istat.it

Giorgia Proietti Pannunzi | giorgia.proiettipannunzi@istat.it

Roberta Pazzini | pazzini@istat.it