

Open Data Portal Redesign User Survey Results Finding

Introduction

In an effort to enhance our online services, the City is consulting with users on the design, content and navigation of the Portal's homepage. This includes collecting and evaluating feedback on proposed data category titles and descriptions and providing a final recommendation on what those priorities should be.

The Open Data Portal Redesign Committee sent out a survey on March 29, 2016 to gather input from approximately 160 users, including individuals from Open Austin, City of Austin Open Data liaisons, data consumers, universities, City leadership, and City partner agencies.

The survey closed on April 12, 2016. It received a total of 41 respondents.

Below are the insights gathered from the survey. You can also view the full survey report here:

<https://cityofaustin.typeform.com/report/xYOhoz/e2ra>

Insights

- The majority of our survey respondents were government employees, analysts, researchers and data publishers.
- Respondents typically use the Open Data Portal for research, but also use the portal for civic engagement and application development.
- When asked how often respondents visit the portal, the majority stated that they visit the portal randomly.
- More than half of the respondents rated their happiness with the current homepage a 3 out of 5 stars.
- When asked what words best describe the current homepage, the top three words were "confusing," "overwhelming," and "complex."

- Respondents were asked to rate the usability and design of the features on the new homepage. Page layout, navigation tiles, and color scheme had the highest satisfaction rating. The footer, search bar, and organization of content were voted with the lowest satisfaction rating.
- Respondents overwhelmingly agree that the data category titles are clear and easy to understand.
- Respondents agreed that the footer is the one thing they would change about the new homepage.
- Some features that respondents stated they would like to see are: a new dataset notice, a more obvious search bar, a narrower footer, shorter descriptions for the tiles and consistent icons, and contact information.

Recommendations

- Viewing our insights on respondent thoughts of the current homepage, we will ensure that the new Data Portal design is simple and more intuitive.
- We will work to reorganize the content, improve the search feature, and adjust the footer to better satisfy user needs.
- We need to ensure that data tiles and descriptions are intuitive, clear and consistent.

RESULTS: OPEN DATA PORTAL REDESIGN USER SURVEY

Desktop

34 Users



Smartphone

1 User



Laptop Computer

12 Users



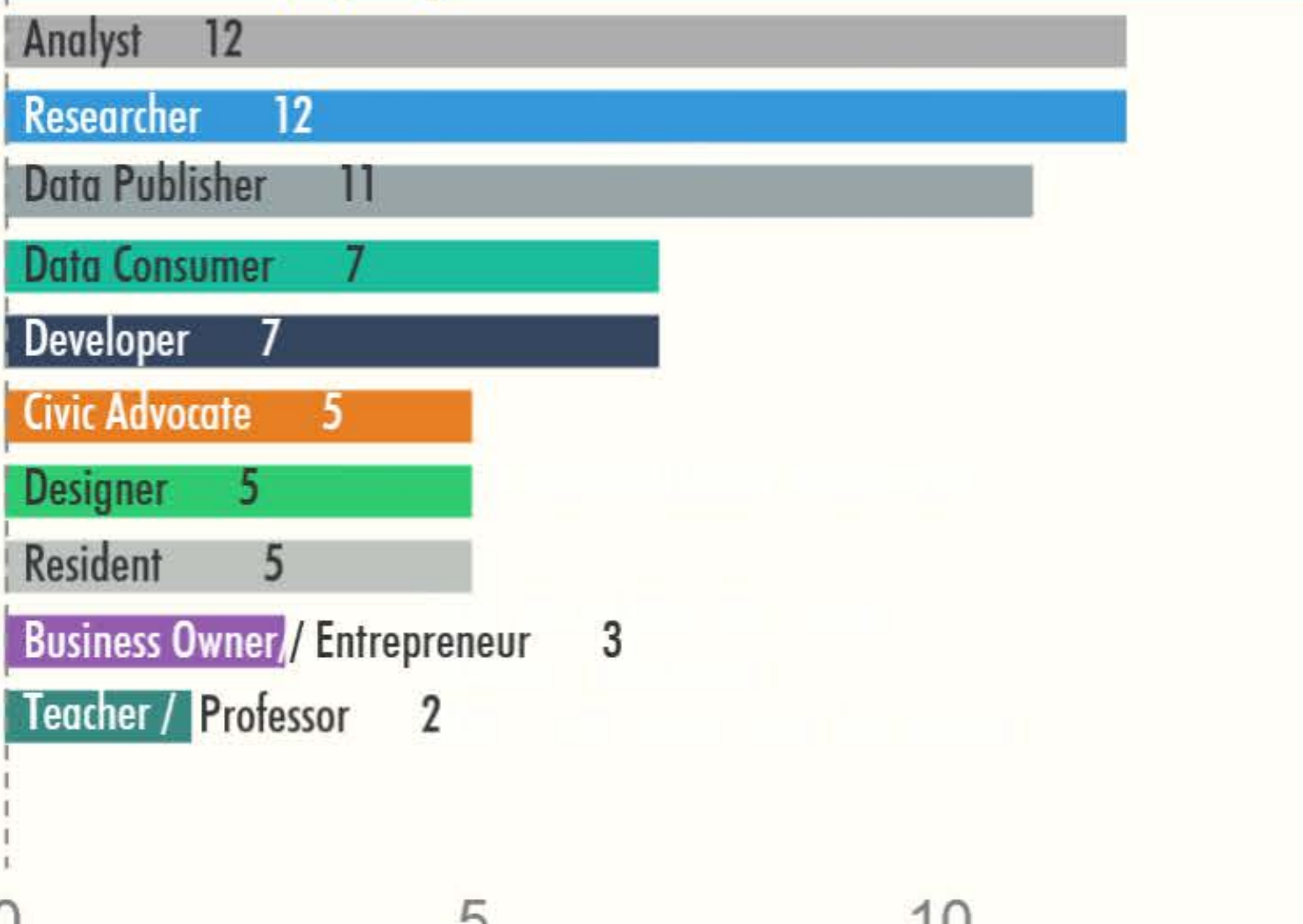
Tablet

1 User



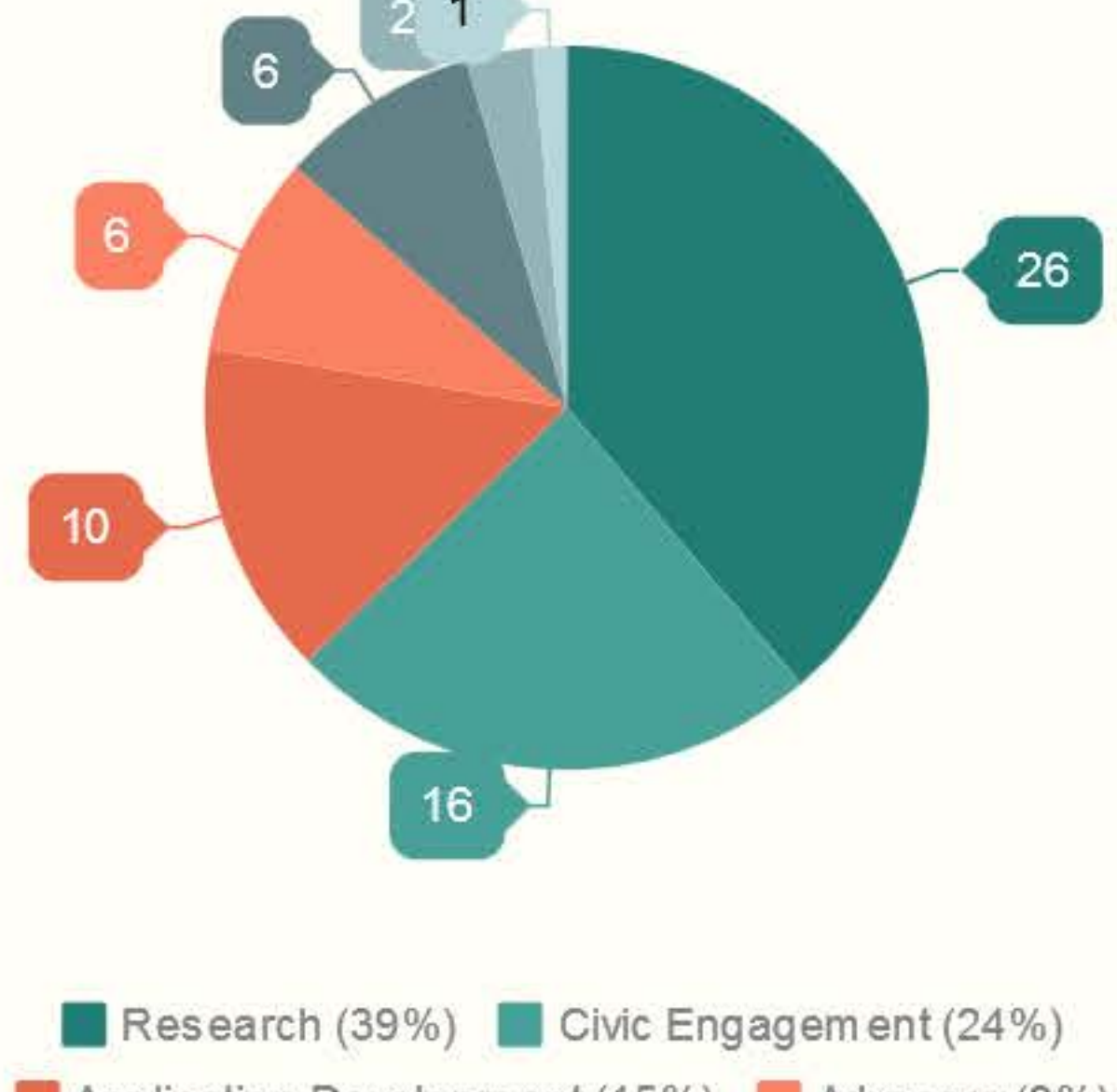
User Description

Which description best describes you?

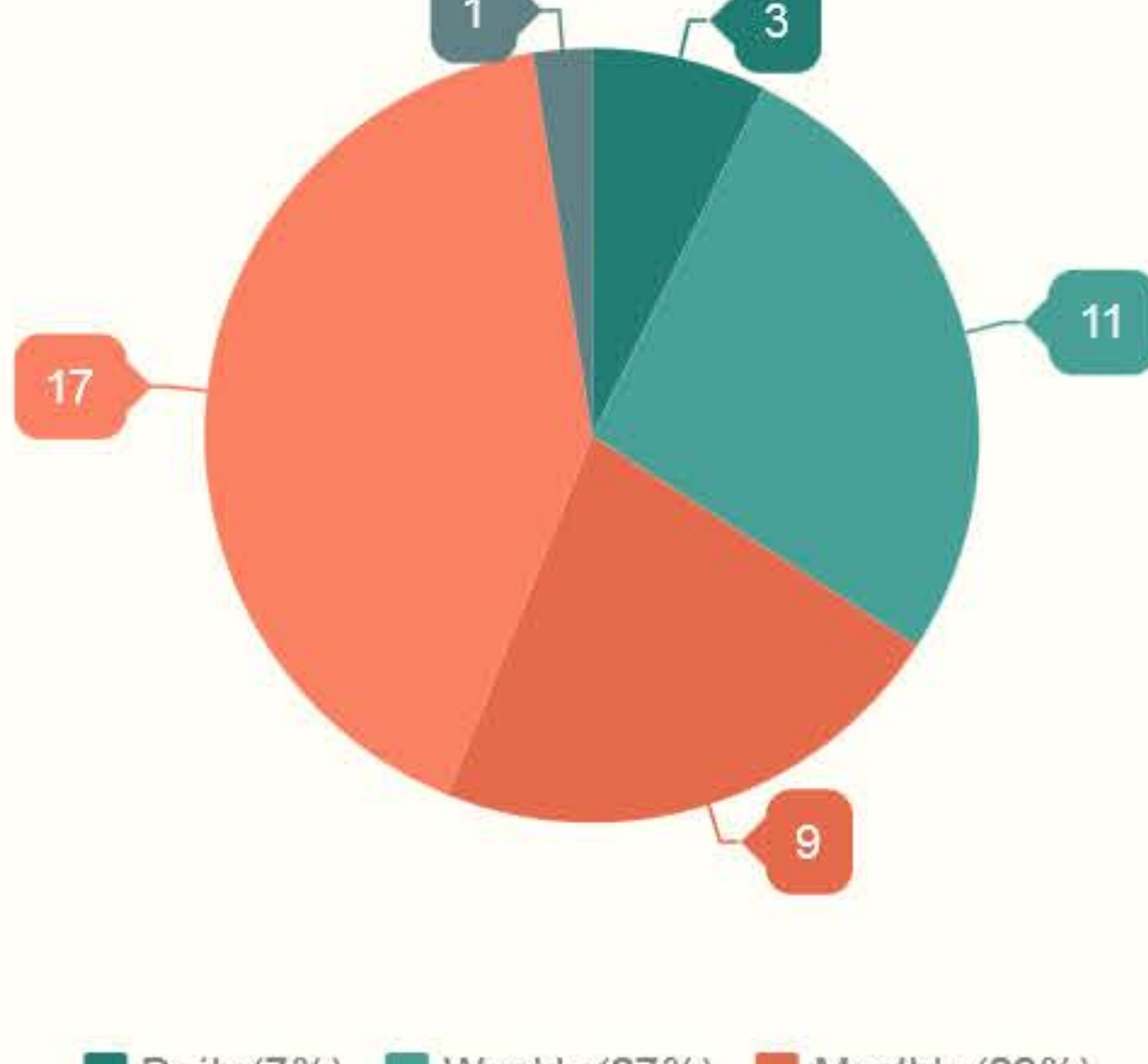


Portal Usage

What do you typically use the Open Data Portal for?



How often do you visit data.austintexas.gov?



Current Portal

Which three words best describe the current homepage?



How happy are you with the current homepage? ★★☆☆☆ 2.73

New Portal

Search Bar

40 out of 41 people answered this question



Organization of Content

39 out of 41 people answered this question



Overall Design

40 out of 41 people answered this question



Navigation Menus

41 out of 41 people answered this question



Color Scheme

40 out of 41 people answered this question



Page Layout

40 out of 41 people answered this question



Footer

39 out of 41 people answered this question



Navigation Tiles

39 out of 41 people answered this question



Banner Image

40 out of 41 people answered this question

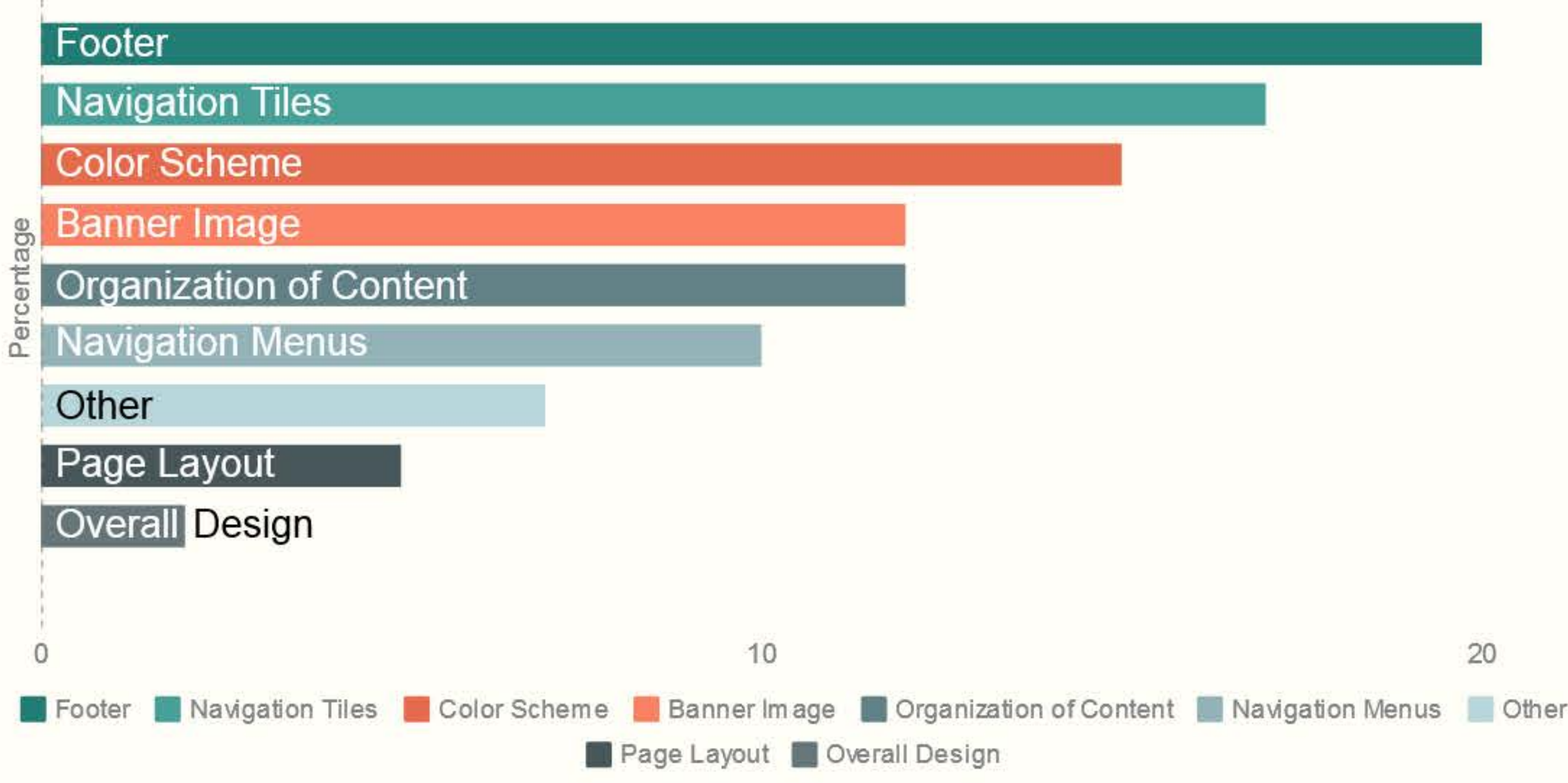


Are the current data category titles clear and easy to understand?



Yes No

If only one thing could be changed about the NEW homepage, what would you want it to be?



User Comments



Interested in weather emergencies, social emergencies, health trends and statistics as well as neighborhood design.

THINK LOCAL & REGIONAL



I would like to see scanned public documents but perhaps these are available under "Files & Documents".

INFORMATION TRANSPARENCY



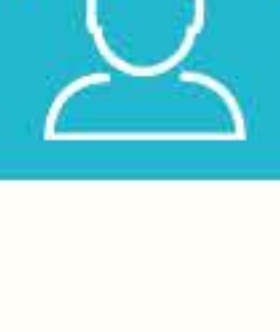
I want to quickly identify raw data (vs aggregated data and reports) and which datasets have been most recently and frequently updated.

DATA IMMEDIACY



Interesting use cases, and invitations to interact with visualizations of city financial data

DATA VISUALIZATION



Interested in participating in a user group?

Yes 15
No 25

Would you like to receive the results of this survey?

Yes 4
No 21



FOR MORE INFO, VISIT:
data.austintexas.gov



A PROJECT BY:

Open Data Portal
Redesign Committee