

Designing user-centred engagement strategies for online-first surveys – part of the ONS Social Survey Transformation Project.

Natalia Stutter

Senior Research Officer | Research and Design, Social Survey Transformation

27th June 2019 3-4pm

UK Data Service Webinar

Overview

1. **Why:** Context, explore why is it important to consider and research materials.
2. **How:** Approaches, principles and tools that underpin the development of materials
3. **What:** Examples of our qualitative and quantitative work and products
4. Recap
5. Questions

1. Why?

...

Setting the scene

'Digital by
default 2020'

Government
Digital Service
(GDS)

Public
expectations

ONS
transformation
programme

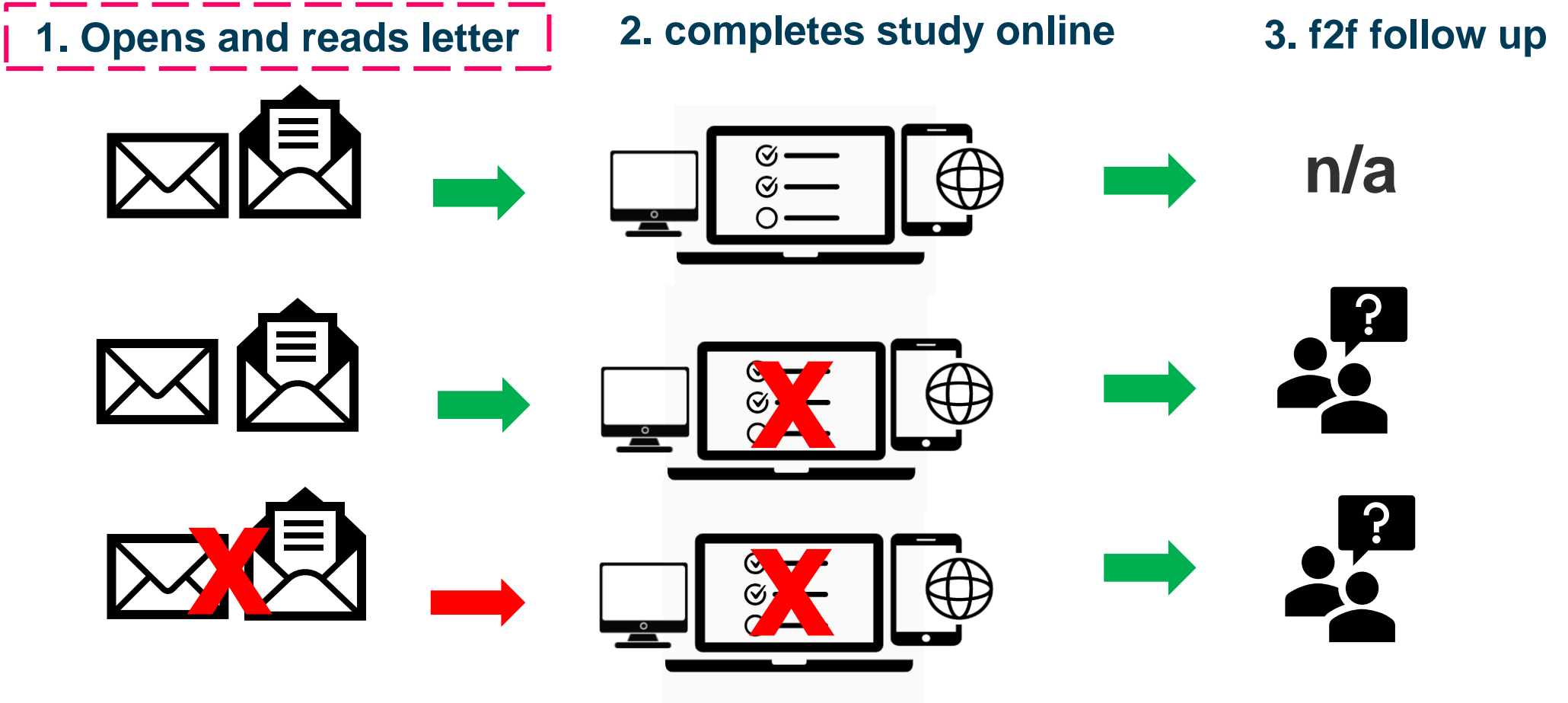
New
opportunities
admin/big data

Evolving user
requirements

Declining
response rates

Better
Statistics,
better decisions

Push-to-web respondent journeys





“If a user can understand a letter, they’re less likely to get in touch to ask questions via another channel and more likely to do the thing the letter is asking them to.”

GDS, 2019

What is
the user
need?

What is
the user
need?

What is
the user
need?

What is
the user
need?

User Centred Design

the user
need?

the user
need?

the user
need?

the user
need?

What is
the user

What is
the user

What is
the user

What is
the user

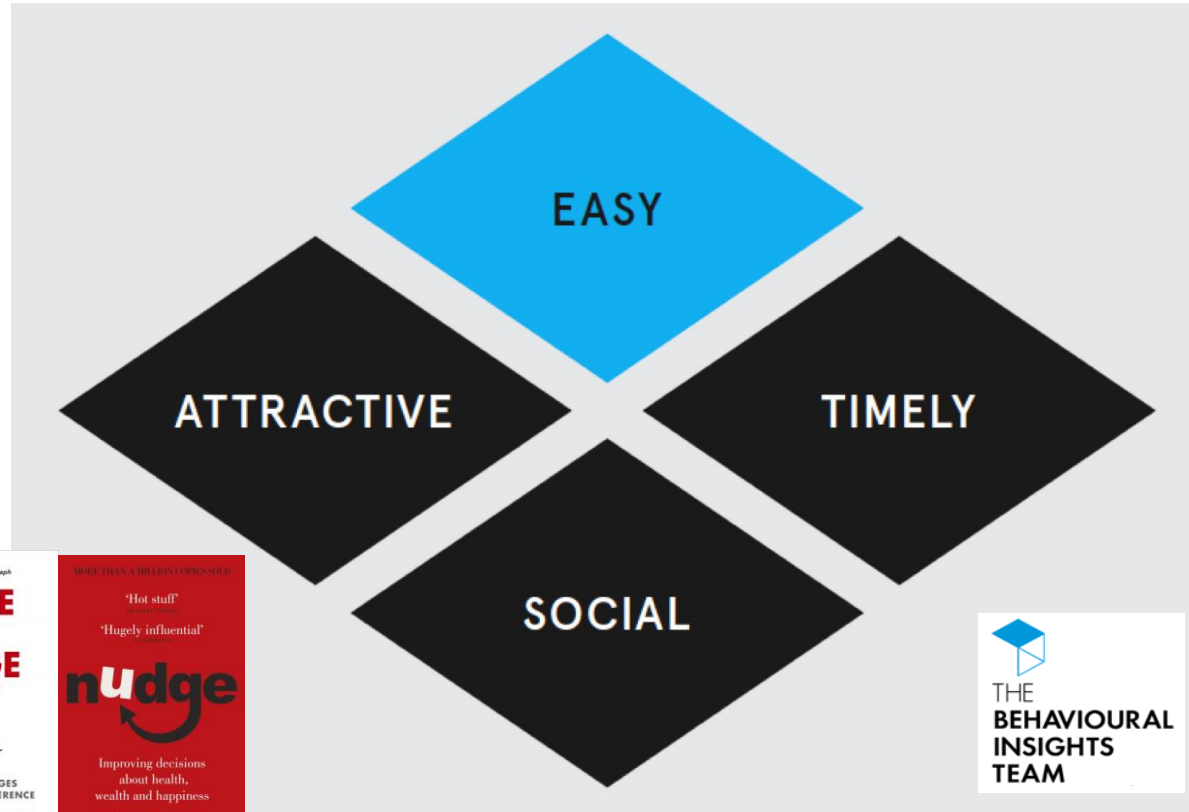
2. How?

Approach, research methods and design process

Desk research

- Understand the business needs/requirements
- Legal requirements
- Establish who the users are
- Literature reviews
- NSIs and other survey organisations
- Design community best practice
- Accessibility guidelines
- Behavioural Insights

Behavioural Insights



Attractive

- e.g. personalisation, framing, loss aversion, salience

Easy

- e.g. easier words, minimise actions

Social

- e.g. norms, messenger effect

Timely

- e.g. deadlines

Accessibility

- Keep content concise
- Aim for a reading age of 9 years old
- Use high contrast

Do not rely on:

- colours
- **bold** or
- imagery to convey meaning
- Test with users where possible

Engage with field staff

- Run focus group and workshops with interviewers
- Explore current challenges and barriers
- Understand successful techniques and messages

Re-design starts

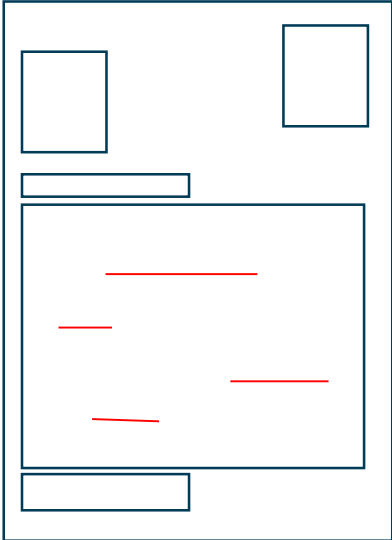
User Centred Design



Government Digital Service

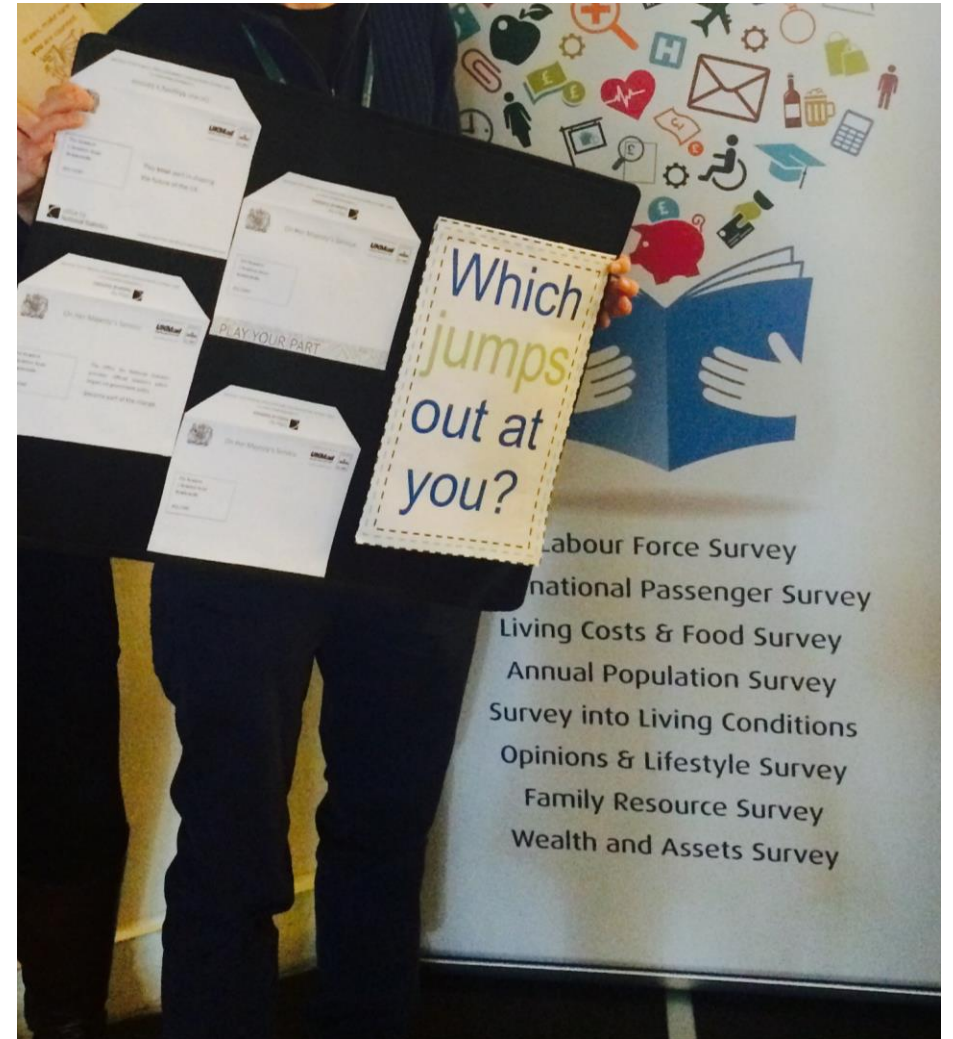


Blank page approach



Pop-up testing

- Early stages of development
- Wide reach of participants
- Public or semi-public spaces
- Cheap to conduct
- Gain quick insights
- Test higher volume of ideas
- Help develop next iteration



Focus groups

- Explore understanding, clarity, perceptions and feelings toward a topic
- Facilitates discussion - people bounce ideas around and challenge each other
- Less time-intensive than conducting individual interviews
- Helps to inform next steps



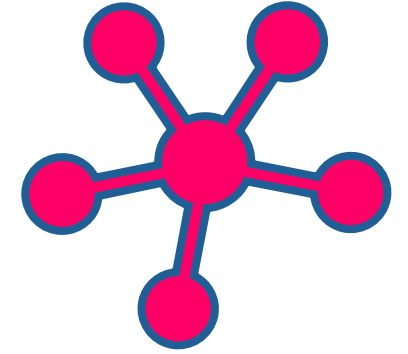
One to one interviews

- Cognitive interviewing
- Joined up testing with the electronic questionnaire
- Replicates end-to-end journey
- Participants home



Qual Analysis process

- Transcription + create memos
- Thematic analysis
- Group themes
- Make recommendations for changes
- Re-test



Tools

User centred design



Hemingwayapp.com

The screenshot shows the Hemingway Editor interface. At the top, there is a toolbar with options: Bold, Italic, H1, H2, H3, Quote, Bullets, Numbers, and Link. On the right, there are 'Write' and 'Edit' buttons. The main text area contains the following content:

Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can format your text with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

The right sidebar shows the following analysis:

- Hemingway Editor**
- Readability**
- Grade 6
- Good
- Words: 133
- Show More ▾
- 2 adverbs, meeting the goal of 2 or fewer.
- 1 use of passive voice, meeting the goal of 2 or fewer.
- 1 phrase has a simpler alternative.
- 1 of 11 sentences is hard to read.
- 1 of 11 sentences is very hard to read.

**Flesh-Kincaid Level
60-70 (8-9 years old)**

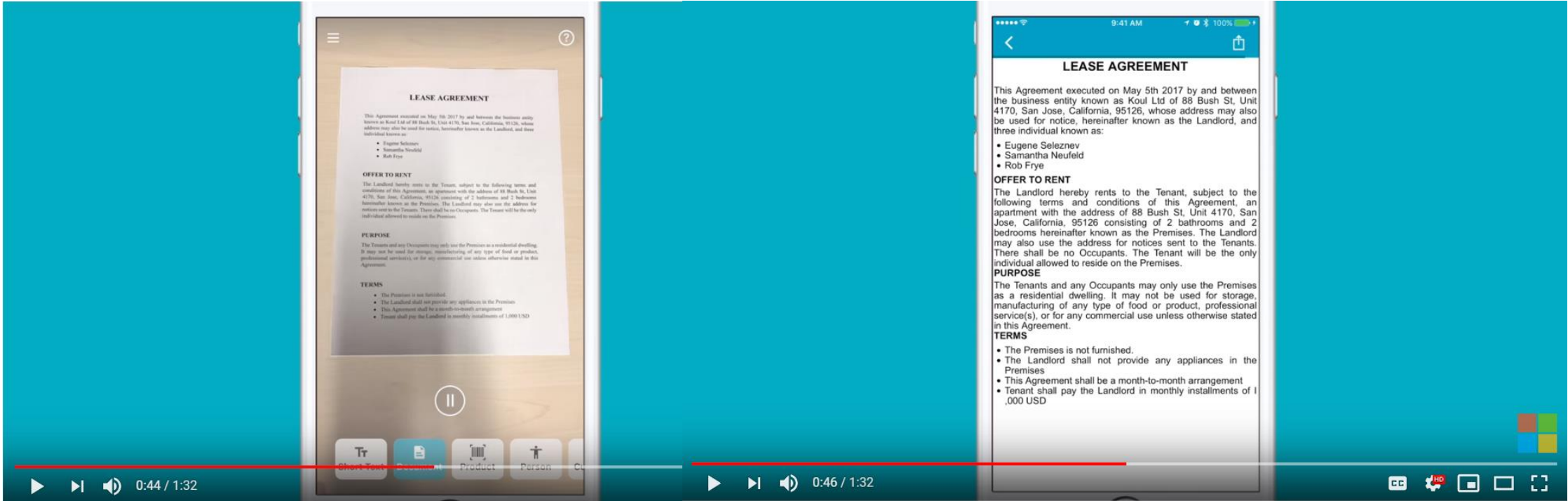
**US grade 3-4
UK year 4-5**

[GOV.UK - understanding how people read](https://www.gov.uk/understanding-how-people-read)

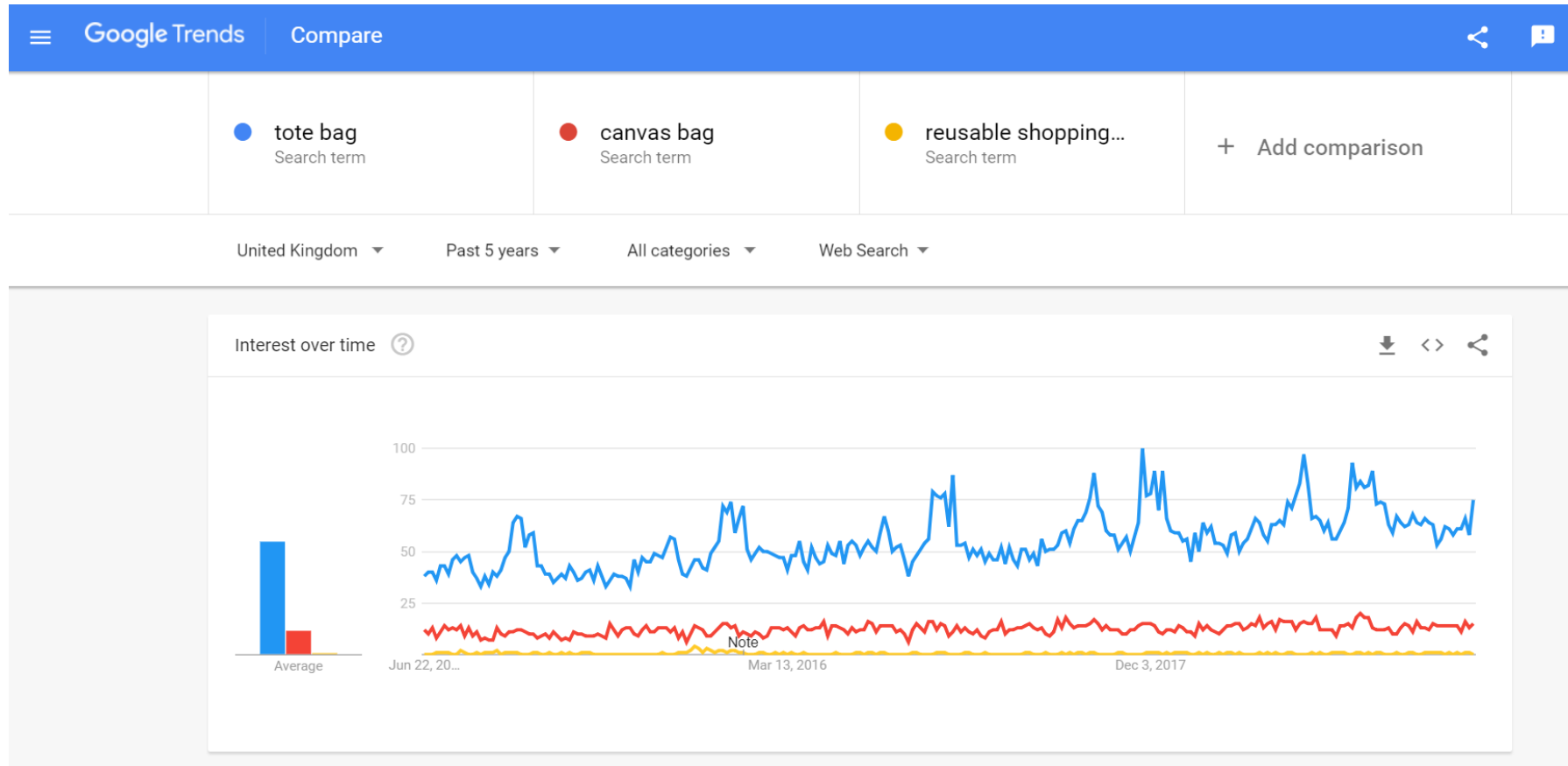
Vision Sim / Vision Goggles



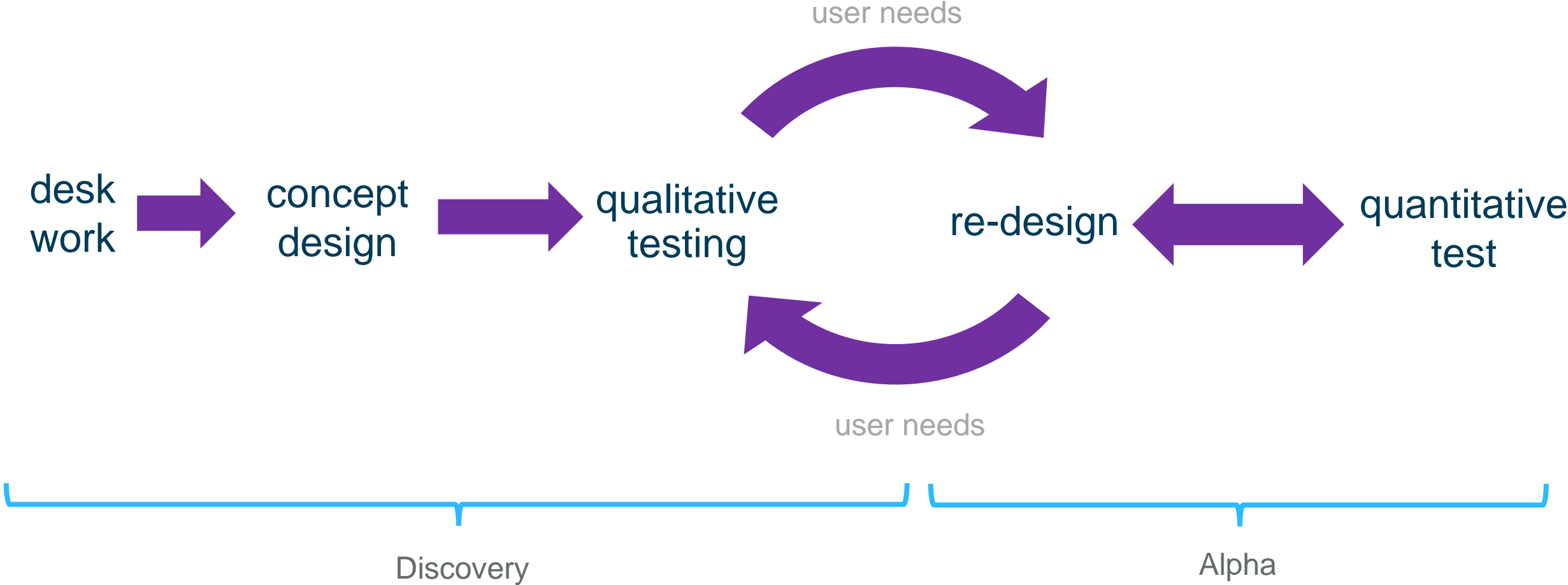
Seeing-AI

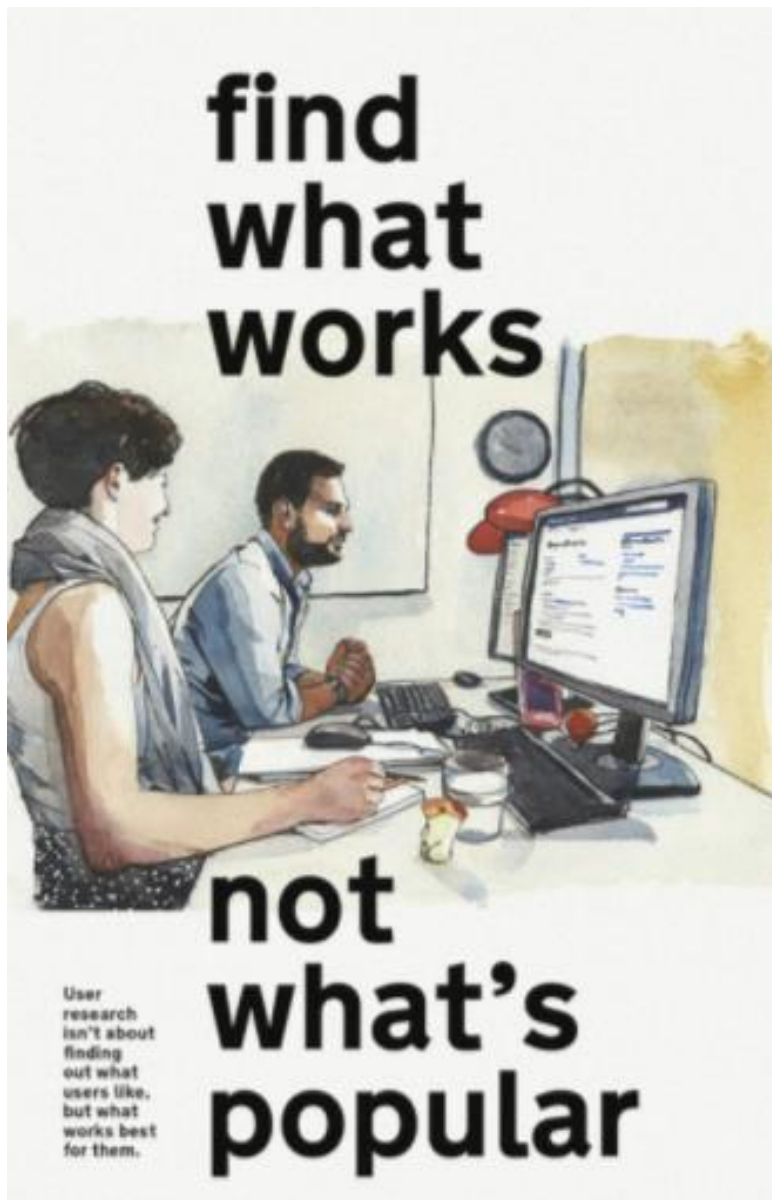


Google trends



User Centred Design





What

Learnings and examples from our findings

Tone



The Resident
Road
Town
POSTCODE

Segensworth Road
Titchfield
PO15 5RR

November 2016

Play your part in this important ONS Study

Dear Sir/Madam,

My name is Glen Watson and for many years I have been a civil servant, not employed by Parliament or political parties, but working for the Crown to make the UK a better place. I am now a Director General at the Office for National Statistics (ONS), and am writing to tell you about an important study we are running.

Your household has been selected

Your address has been selected to take part in an important study. ONS needs information you can provide, in order to create Official Statistics.

Everyone's experiences are important, and by sharing yours with ONS you can impact the entire country. Once you participate in an ONS study, we take out any identifying information, combine what you have told us about your circumstances with what others have also told us, and analyse it. At this point, it becomes an ONS statistic, which influences government policy, charities, and much more.

Recently our statistics led the government to create the 'What Works Centre for Wellbeing' which looks at what government, businesses, communities & individuals can do to improve people's wellbeing. It is not just government and businesses that can use our statistics- they are available to everyone, for free, on our website. The leaflet that came with this letter contains more about ONS and the journey your information will take, ending in the impact it has.

You will receive another letter

I am writing in advance because I feel it is useful to know that you will shortly receive another letter, containing instructions on how to complete the study online.

We value you as a participant

Your information will be treated as confidential.

Thank you in advance for your time.

Yours faithfully,

Glen Watson
ONS Director General for Population and Public Policy



To request a large print or Braille letter, phone us for free on 0800 298 5313.



The information you give us is protected by law and is treated as confidential. It will be used for statistical purposes only. The Office for National Statistics is not linked to any political parties.

The Resident
Address line 1
Address line 2
Town
County
Postcode

Freephone: 0800 298 5313
NGT Service: (18001) 0800 298 5313

<Month Year>

Play Your Part in Shaping Society

Take Part in this National Online Study

Dear Resident(s)

Your household has been selected to take part in a national online study carried out by the Office for National Statistics (ONS). We are an independent government department that produces official statistics for the UK.



Your response is important

Many of the news stories you see or hear, for example about unemployment or the cost of living, are based on statistics ONS produce. This information comes from the people who complete our studies and feeds into government policy. Your household has been selected to represent others in your area, so your contribution could shape facilities and services you might want to use.



How to take part

In a few days you will receive a letter inviting you to take part in the study online. This will contain your unique log-in code to access our secure system and instructions on how to complete the study. You can take part on any computer or mobile device at a time that suits you.



Who can take part?

Any adult over the age of 16 can take part by answering questions for your whole household.



Further information

To find out more about ONS and our statistics visit www.ons.gov.uk

Yours faithfully,

Glen Watson
Director General

To request a copy of this letter in large print or Braille please phone 0800 298 5313.



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The Resident
Road
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POSTCODE

Segensworth Road
Titchfield
PO15 5RR

November 2016

Play your part in this important ONS Study

Dear Sir/Madam,

The Office for National Statistics (ONS) believes in the statement 'better statistics, better decisions'. I am Glen Watson and as Director General for Population and Public Policy at ONS, I am writing to tell you about a study you can take part in to help make statistics better, so government decisions can be better too.

ONS is the UK's largest provider of statistics - we collect and publish Official Statistics about our society and economy and we conduct the census every ten years. We run studies to get the information needed for these statistics- each year about half a million people take part. The leaflet that came with this letter explains more about ONS and how you can play your part in our work.

Your address has been selected

ONS has selected addresses, including yours, to take part in an important study. You now have the chance for your information to feed into Official Statistics, which will help the Government make better decisions on hospitals, schools, wages and much more.

You will receive another letter

In a few days you will receive an invitation letter with instructions on how to complete the study online. To learn more about ONS, you can visit our website www.ons.gov.uk or call us for free on 0800 298 5313.

We value you as a participant

When you take part, your answers will be treated as confidential. Thank you in advance for your time.



Yours faithfully,

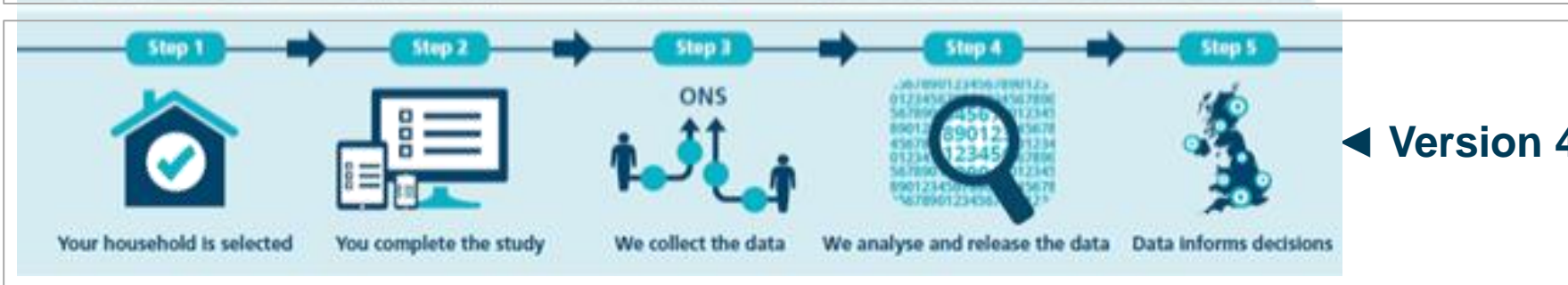
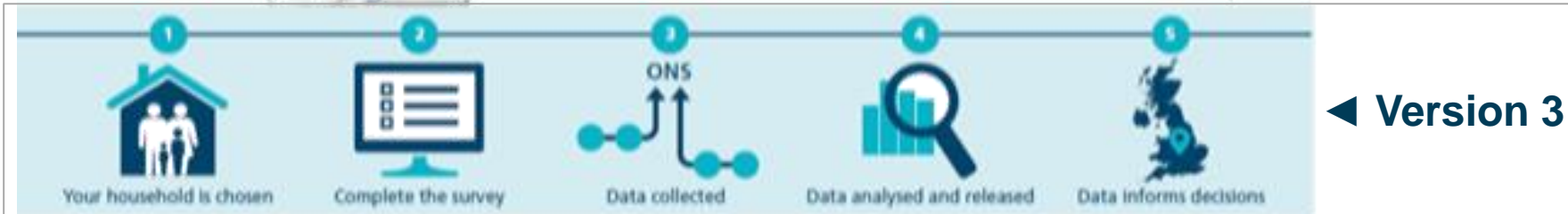
Glen Watson
ONS Director General for Population and Public Policy

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Infographics

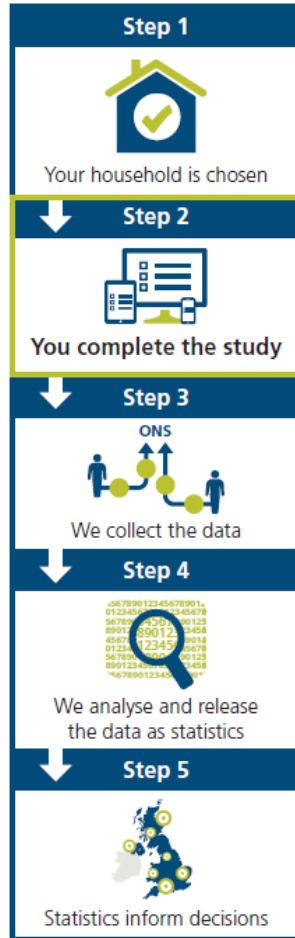




What you need to know

The Office for National Statistics is the UK's largest independent producer of official statistics and the recognised national statistics institute of the UK. We are not a commercial organisation and do not work for political parties. We would like your household to take part in a UK-wide online study. The steps to the right show how our studies inform government decisions, for example past statistics from our studies led to the introduction of the winter fuel allowance. By taking part you are ensuring your local area and the UK are properly represented in statistics, which go on to have a big impact on us all. Whoever you are, whatever you do, we are keen to hear from you.

To take part, all you need to do is complete step 2



How to find out more

Online

Our website contains more information about how you were chosen and what we do with your data: www.ons.gov.uk. You can also read our statistics here for free.

By telephone

You can call us for free on **0800 085 7376**
NGT service (18001) **0800 085 7376**

Our phone lines are open:

Monday to Thursday: 9am to 9pm
Friday: 9am to 8pm, Saturday: 9am to 1pm

Confidentiality

UK legislation allows us to collect and process your data to produce statistics for the public good. Your information will be treated as confidential as directed by the Code of Practice for Official Statistics. It will only be held for as long as it is being used for producing statistics. The statistics produced will not identify you or anyone in your household. Survey information is also provided to other government departments, approved organisations and approved researchers for statistical purposes only. Details on who can access this information can be found at www.ons.gov.uk/surveys. All statistics produced will be subject to the Code and the same standards of protection will be applied to your data at all times.

If you have a question about how we process your personal data and you can't find the answer on our website, you can contact our Data Protection Officer at DPO@statistics.gov.uk or 0845 601 3034.

To find out more about your rights under data protection legislation, or how to raise a concern with the Information Commissioner, see www.ons.gov.uk/dataprotection

To request a large print or Braille letter, phone us for free on **0800 085 7376**.



www.twitter.com/ONS



www.facebook.com/ONS



Envelopes

Expert panel

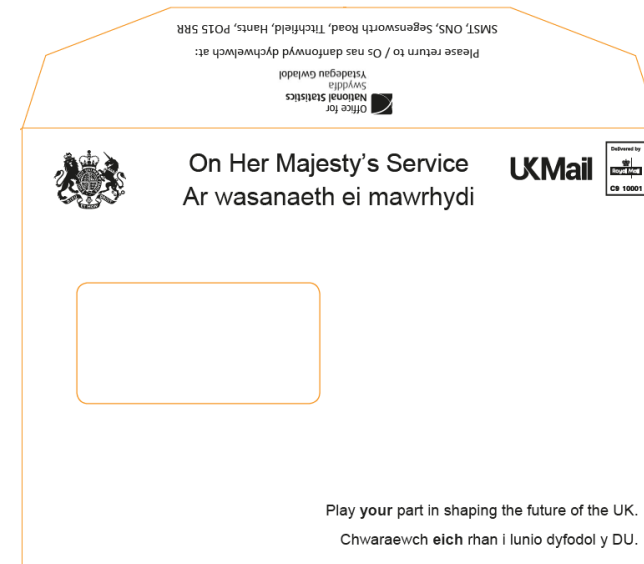
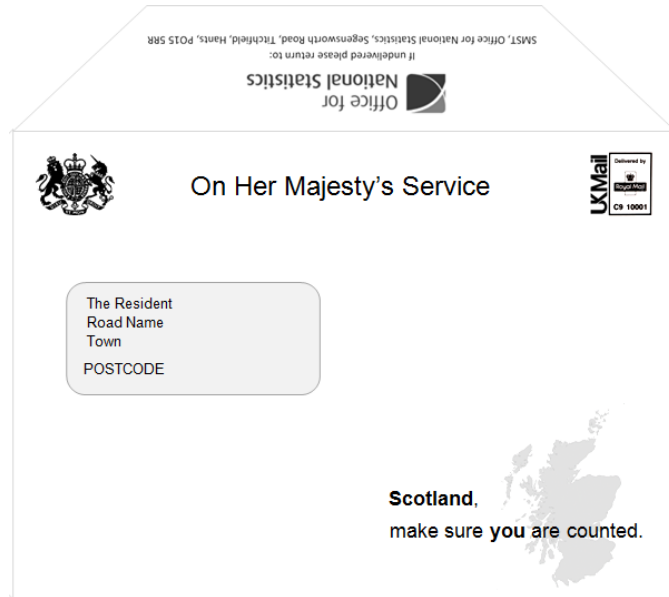
Interviewer feedback

Pop-up testing

Regional focus group testing



Envelopes – test 1



Email vs. Postcard

Products for online Labour Market Study Attrition Test

Between wave engagement

Step1:

Discovery work to find out types of comms expected by respondents

Step 2:

- Explored ways of presenting data – visuals, percentages vs. numbers
- Stories/policy impact
- UK vs. regional data

Focus Group

User needs identified

- Feedback needs to be more engaging
- Use of space important
- Facts to be consistent
- Identified problematic terminology
- Reference points need to be relevant to users
- Comparisons help make data more meaningful
- Citations important, but not too many

Considerations

- Timeliness of data release
- No ability to personalise email
- Content same across email and postcard
- Amount of space on postcard
- Accessibility for online
- Design for both formats
- One data set = one citation

Between wave engagement (1-2)

Office for
National Statistics



Your household recently took part in one of our studies – thank you. We're currently analysing your responses. These will go on to inform government decision-making and help shape the future of the UK.

To show how your answers count, we'd like you to imagine the UK as a village with 100 people aged 16 to 64 years old living in it. Previously*, we found that:



76
would be
working



3 would
be looking
for work



5 would be
looking after the
family or home



5
would be
students



5 would be
on long-term
sick



3 would be
retired
under 65



3 would not
be working for
other reasons

*Based on the Labour Force Survey (LFS) Quarter 4 (October to December) 2018 seasonally adjusted data.

Delivered by



<Organisation_Name>
<Address_Line1>
<Address_Line2>
<Locality>
<Town_Name>
<POSTCODE>

If undelivered, please return to: SMST, ONS, Segensworth Road, Fareham, PO15 5RR

THANKS FOR YOUR HELP

Your household recently took part in one of our studies - thank you.

We're currently analysing your responses. These will go on to inform government decision-making and help shape the future of the UK.

To show how your answers count, we'd like you to imagine the UK as a village with 100 people aged 16 to 64 years old living in it.

Previously*, we found that:



76

would be **working**



3

would be **looking for work**



5

would be **students**



5

would be **looking after the family or home**



5

would be **on long-term sick**



3

would be **retired under 65 years old**



3

would **not be working for other reasons**

Thanks for your help,

ONS

* Based on the Labour Force Survey (LFS) Quarter 4 (October to December) 2018 seasonally adjusted data.

To read more about our statistics, please visit: www.ons.gov.uk or follow us on [Twitter](#), [Facebook](#) or [LinkedIn](#)



Subscriber services:
[Manage Preferences](#) | [Unsubscribe](#) | [Help](#)

Email subject lines



A:

Subject line:

Thanks for taking part: An update from the Office for National Statistics

Preheader:

You're helping shape the future of the UK



B:

Subject line:

You've been counted

Preheader:

Thank you from the ONS

Email results

| | Delivered | Opened | Open rate (out of delivered) |
|----------------------------------|-----------|--------|------------------------------------|
| Email A - Thanks for taking part | 235 | 148 | 63% |
| Email B - You've been counted | 232 | 161 | 69% |
| Total | 467 | 309 | 66% |

- 97% of email addresses given were valid emails.
- Those who responded online were more likely to open the email than those who responded f2f.
- No unsubscribes
- No phone calls made to our survey enquiry line

Quant Tests

Online Labour Market Survey (LMS)

Invite

Reminder



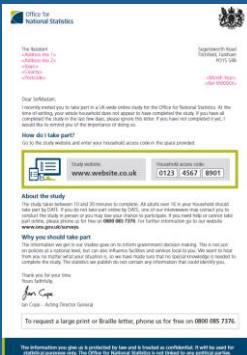
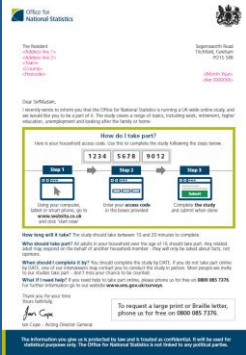
+

= 17.9%

Pre note

Invite

Reminder



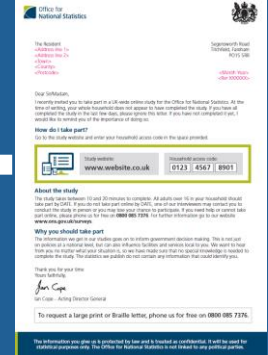
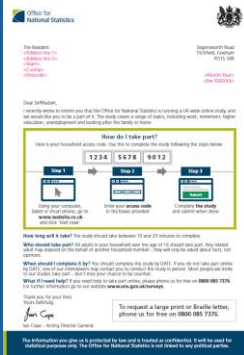
+

= 20.2%

Invite

Reminder

Reminder




+

= 21.4%

LMS Test 1 (2017) Results

Package of materials



Office for National Statistics
The Resident
<ORGANISATION_NAME>
<ADDRESS_LINE1>
<ADDRESS_LINE2>
<LOCALITY>
<TOWN_NAME>
<POSTCODE>

Segensworth Road
Titchfield, Fareham
PO15 5RR

<Month Year>
<TLA> <REFERENCE>

Dear Sir/Madam,
The Office for National Statistics (ONS) is an independent the UK's largest provider of statistics. We collect and publish society and economy and we run the census every ten years. The ONS, I would like to inform you that we are running a study that we would like you to be a part of it.

Why should I take part?
This study is where the official employment statistics are derived from. These statistics influence interest rates, mortgage repayments and your savings.

What happens next?
At the ONS we value those who take part in our studies. We will send you a gift to thank you for choosing to help us, a code and instructions for accessing our secure website on any computer, smart phone, or tablet with internet access.


Who can take part?
All adults in your household over the age of 16. Any related adult may respond on the behalf of another household member. They will only be asked about facts important that everyone in your household would be asked about.

How can I find out more?
The information slip that came with this letter visit www.ons.gov.uk/surveys or phone us for more information.

Thank you for your time. Yours faithfully,
Iain Bell
Iain Bell - Director General

To request a large print or Braille letter, please phone us for free on 0800 085 7376.

The information you give us is protected by law and is treated as confidential. It will be used for statistical purposes only. The Office for National Statistics is not linked to any political parties.



Office for National Statistics


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- Step 1**
Your household is chosen
- Step 2**
You complete the study
- Step 3**
We collect the data
- Step 4**
We analyse and release the data as statistics
- Step 5**
Statistics inform decisions

To take part, all you need to do is complete step 2



Office for National Statistics

The Resident
<ORGANISATION_NAME>
<ADDRESS_LINE1>
<ADDRESS_LINE2>
<LOCALITY>
<TOWN_NAME>
<POSTCODE>

Segensworth Road
Titchfield, Fareham
PO15 5RR

<Month Year>
<TLA> <REFERENCE>

Dear Sir/Madam,
I recently wrote to inform you that the Office for National Statistics is running a UK-wide online study, and we would like you to be a part of it. The study covers a range of topics, including work, retirement, higher education, unemployment and looking after the family or home.

How do I take part?
Here is your household access code.
Use this to complete the study following the steps below.

1234 5678 9012

Step 1
Using your computer, tablet or smart phone, go to www.ons.gov.uk/takepart and click 'start now'

Step 2
Enter your access code in the boxes provided

Step 3
Complete the study and submit when done

How long will it take? The study should take between 10 and 20 minutes to complete.
All adults in your household over the age of 16 should take part. If you respond on the behalf of another household member - they will act, not opinions. So, it is important that everyone in your household is invited to take part. We invite you to our studies take part - don't miss your chance to be part of it.

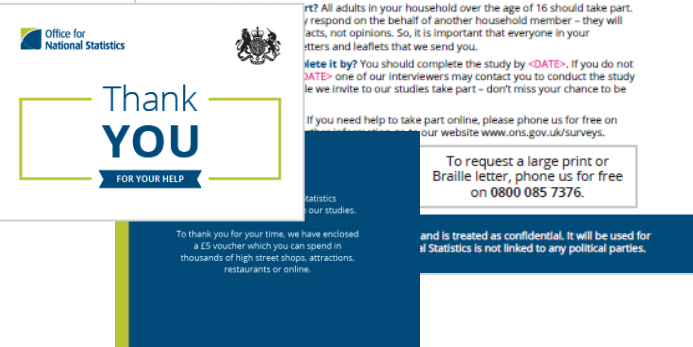
Remember: You should complete the study by <DATE>. If you do not complete the study by <DATE>, one of our interviewers may contact you to conduct the study in person or you may lose your chance to participate. If you need help or cannot take part online, please phone us for free on 0800 085 7376. For further information go to our website www.ons.gov.uk/surveys.

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Thank you for your time. Yours faithfully,
Iain Bell
Iain Bell - Director General

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Office for National Statistics


Thank YOU

FOR YOUR HELP

To thank you for your time, we have enclosed a £5 voucher which you can spend in thousands of high street shops, attractions, restaurants or online.

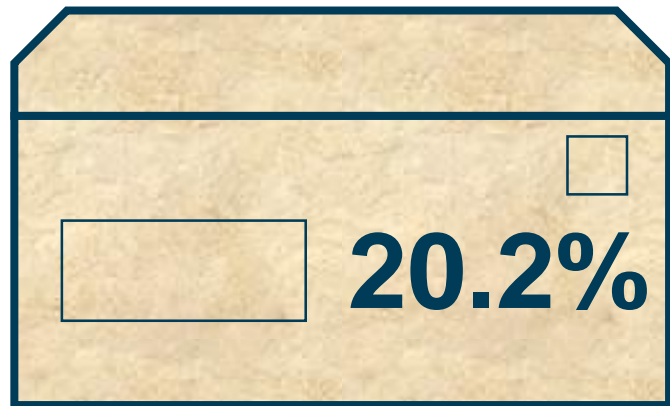
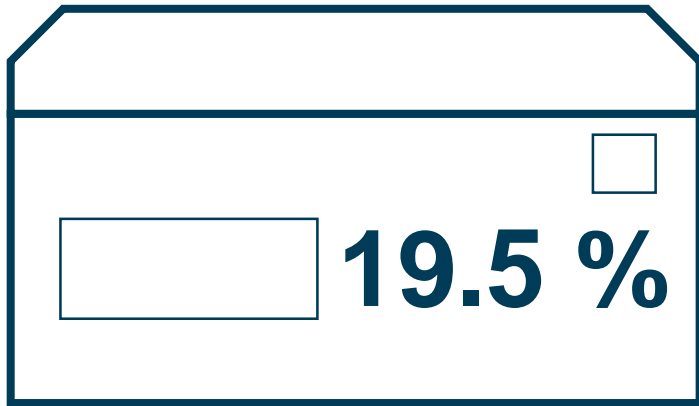
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SHAPE TOMORROW

Envelopes

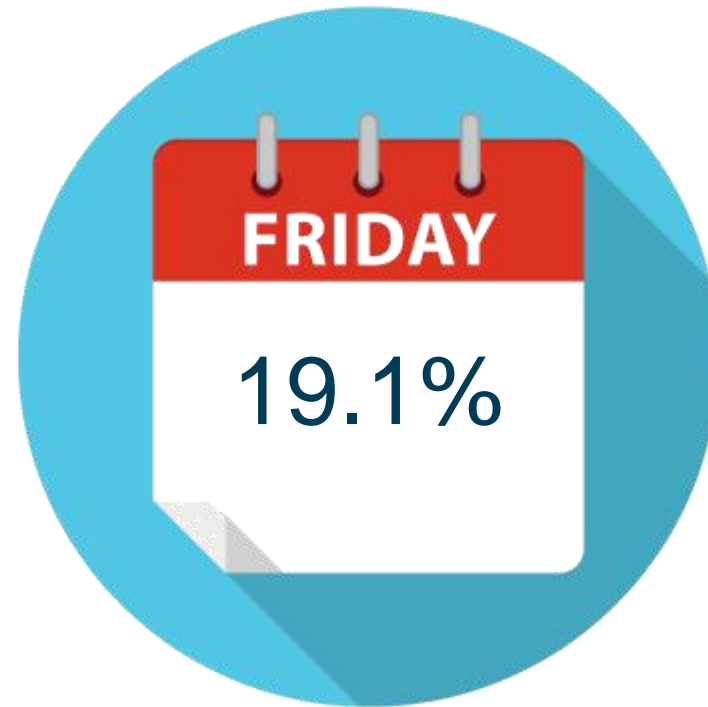
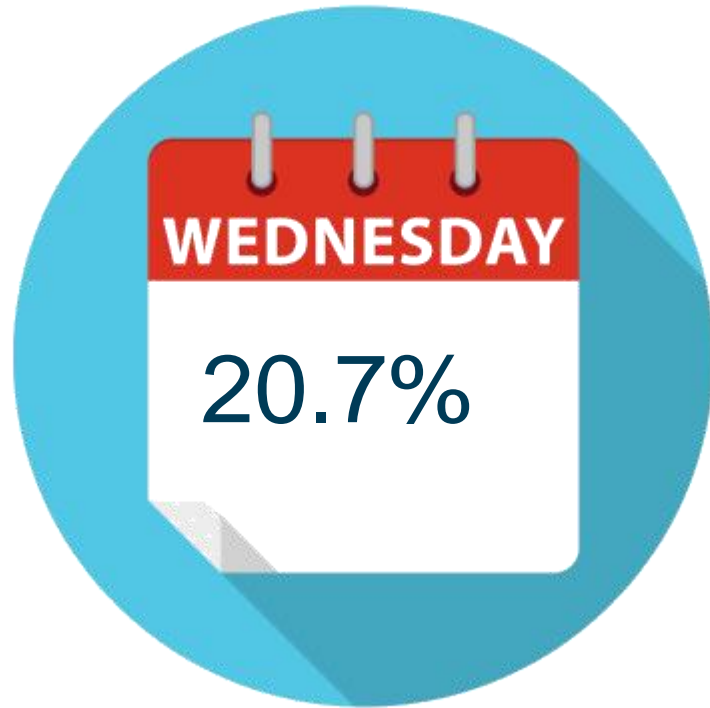


Nation specific branding

| Scotland | Wales |
|-----------------|-----------------|
| With – 18.5% | With – 19.8% |
| Without – 18.9% | Without – 19.1% |

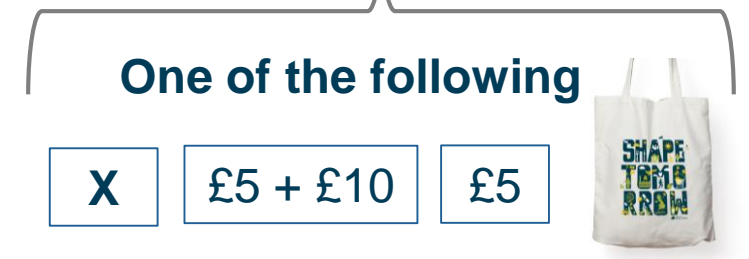
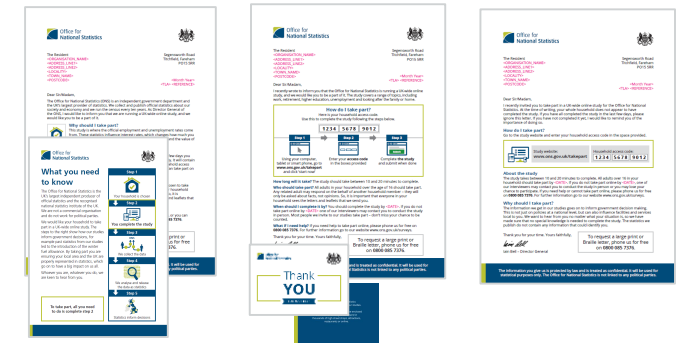
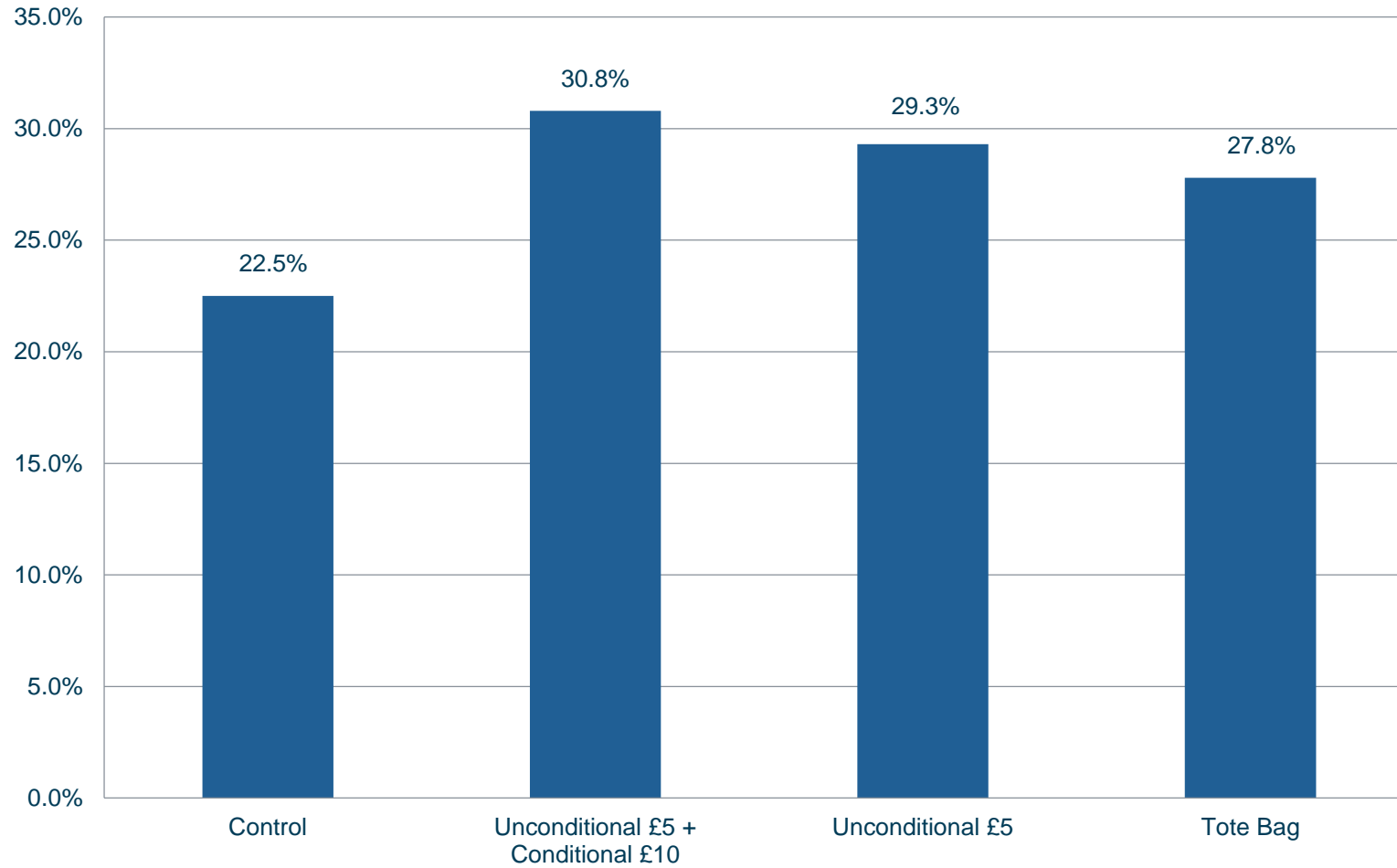
[Ipsos MORI - Test 1 report](#)

Mail out days



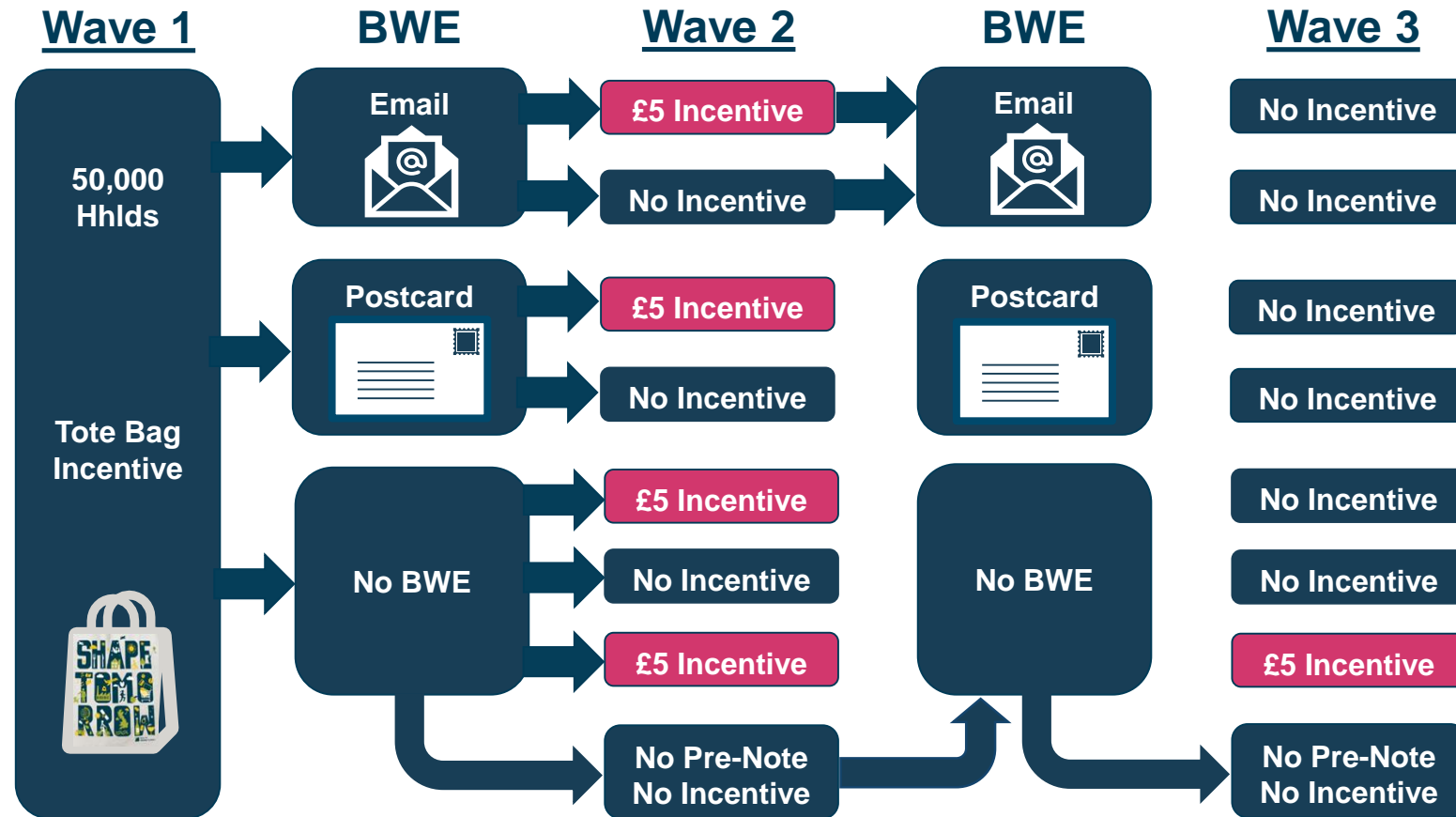
[Ipsos MORI - Test 1 report](#)

LMS Test 2 (2017)



Test 2 Report



LMS attrition test (2019)



In progress

Qualitative research

Interviewer calling cards

Ref. 18-031807-01 Date: / /

Sorry I missed you...



Dear Resident(s),

You were recently invited to take part in one of our online studies, but I've noticed you haven't completed it. I called by today to conduct the study with you in person so you don't miss your chance to have your say. If you would prefer to **arrange an appointment**, please call me on

Kind regards,
.....

Interviewer Name:
Interviewer No:

For further information call ONS for free on **0800 085 7376**.

Ref. 18-031807-01 Date: / /

Your appointment

Thank you for agreeing to take part in our study. Your appointment with has been arranged for:

Day of the week:



Date: / / Time: am / pm

Not going to make it?

If you have any questions about the study or if you need to rearrange this appointment, please call the interviewer directly on:

Interviewer Name:
Interviewer No:

For further information call ONS for free on **0800 085 7376**.

Ref. 18-031807-01 Date: / /

Oops, did you forget?

Sorry we missed each other. You were recently invited to one of our studies and we had an appointment today to carry it out in person. Unfortunately you were not in when I came by.

I'll try again...

If you would prefer to arrange an appointment, please call me on

Thank you for your help. By taking part in our study you will help shape the future of Britain – **don't miss your chance to have your say.**

Interviewer Name:
Interviewer No:



For further information call ONS for free on **0800 085 7376**.

Nudge to web calling card

Scarcity →

Commitment →

Salience →



Time is running out...

Your household was recently invited to take part in one of our online studies, but we notice you haven't yet completed it. Don't miss your chance to have your say.

When will you complete your study online?

Today Tomorrow

Why do the study online?




You can save public money by taking part online. If we have to send someone out to speak to you in person, it could be up to 50 times more expensive.


What happens if you don't do the study online?

An interviewer may call back at your address in the next few days.

www.twitter.com/ONS www.facebook.com/ONS

How do you take part?

-  **Step 1**
Receive your invitation letter
-  **Step 2**
Find your access code on your letter
-  **Step 3**
Go to www.ons.gov.uk/mystudy and complete the study

Confidentiality 

The information you give us is protected by law and is treated as confidential. It will be used for statistical purposes only.

Contact details

If you have lost your code and need a new one, please phone us for free on 0800 085 7376.

← Endowed progress

Website

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Welcome to the Office for National Statistics

The UK's largest independent producer of official statistics and the recognised national statistical institute of the UK.

A to Z of statistical bulletins

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| A | B | C | D | E | F | G |
| H | I | J | K | L | M | N |
| O | P | Q | R | S | T | U |
| V | W | X | Y | Z | | |

Headline news, figures and publications

Employment rate (aged 16 to 64, seasonally adjusted)
75.5%
2018 MAY-JUL

Asked to take part in a survey?
Find out why taking part is important and what is involved.

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Home > Our studies > Studies about people, families and households > Find your study

Find your study

Whether you have been invited to take part, or if you are just curious, find out more about our studies and what is involved in taking part.

- Our studies: what you need to know**
An overview of what is involved in our studies
- Crime Survey for England and Wales (CSEW)**
A study about experiences of crime in the last 12 months
- Family Resources Survey (FRS)**
A study about the economy and living standards of people living in the UK today
- Household Assets Survey (HAS)**
A study about how households in the UK are managing, focusing on assets and
- International Passenger Survey (IPS)**
A study about people entering and leaving the UK from ports and airports
- Labour Force Survey (LFS)**
A study about employment, unemployment, self-employment, education and training.



Re-cap

Top tips

- Identify your users
- Establish their needs
- Design
- Get out and research
- Re-iterate
- Recycle content
- Draw on expert knowledge outside your own field
- Don't leave it to the last minute

Useful Sources

Websites

[Government Digital Service](#)

ONS Blogs

1. [Labour Market Survey Transformation2](#)
2. [Designing the future of ONS surveys](#)

Webinars

1. [The ONS Labour Force Survey Transformation Project - Designing a web-first approach to data collection](#)
2. [Developing a user-centred, web-first approach to collecting socio-demographic and household data - part of the ONS Labour Force Survey Transformation Project](#)

Some literature

Dillman, D et al. (2014) Internet, phone, mail, and mixed-mode surveys: the tailored design method. John Wiley & Sons.

Krug, S. (2000) Don't make me think!: a common sense approach to Web usability. Pearson Education India.

Kahneman, D. (2011) Thinking, fast and slow. Macmillan.

The background of the slide features a light blue-grey gradient. Numerous hands of various skin tones are visible, each holding up a colorful speech bubble. The speech bubbles are in various colors including red, blue, yellow, green, and grey, and are scattered across the frame. The text is overlaid on this background.

Thank you and questions?

natalia.stutter@ONS.gov.uk