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

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Senior Research Officer | Research and Design, Social Survey Transformation

27th June 2019 3-4pm
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

1. Opens and reads letter
2. Completes study online
3. F2F follow up

Email

Letter

Online study

Face-to-face follow up

UK Data Service Webinar
“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
User Centred Design
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
1. Start with needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate, then iterate again
6. This is for everyone
7. Understand context
8. Build digital services not websites
9. Be consistent not uniform
10. Make things open
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
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.

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

US grade 3-4
UK year 4-5

GOV.UK - understanding how people read
Vision Sim / Vision Goggles

Select an eye disease

- Cataracts
- Chronic Open-Angle Glaucoma
- Corneal Edema
- Diabetic Retinopathy
- Homonymous Hemianopia
- Macular Hemorrhage
- Retinal Detachment
- Retinitis Pigmentosa
Seeing-AI
Google trends
User Centred Design

desk work → concept design → qualitative testing → re-design → quantitative test

user needs → user needs

Discovery → Alpha
find what works
not what’s popular

User research isn’t about finding out what users like, but what works best for them.

YOU ARE NOT YOUR USER

UK Data Service Webinar
What

Learnings and examples from our findings
Infographics

Version 1

Version 2

Version 3

Version 4

Office for National Statistics

UK Data Service Webinar
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. Whichever 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.
Envelopes

Expert panel

Interviewer feedback

Pop-up testing

Regional focus group testing
Email vs. Postcard

Products for online Labour Market Study Attrition Test
Between wave engagement

Step 1:
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)

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
- 5 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.
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Thanks for your help,
ONS

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Based on the Labour Force Survey (LFS) Quarter 4 (October to December) 2016 seasonally adjusted data.

To read more about our statistics, please visit [www.ons.gov.uk](http://www.ons.gov.uk) or follow us on [Twitter](https://twitter.com), [Facebook](https://www.facebook.com) or [LinkedIn](https://www.linkedin.com)
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

- 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

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<thead>
<tr>
<th></th>
<th>Delivered</th>
<th>Opened</th>
<th>Open rate (out of delivered)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email A - Thanks for taking part</td>
<td>235</td>
<td>148</td>
<td>63%</td>
</tr>
<tr>
<td>Email B - You've been counted</td>
<td>232</td>
<td>161</td>
<td>69%</td>
</tr>
<tr>
<td>Total</td>
<td>467</td>
<td>309</td>
<td>66%</td>
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Quant Tests

Online Labour Market Survey (LMS)
LMS Test 1 (2017) Results

17.9%

20.2%

21.4%
Package of materials
**Envelopes**

- **19.5%**
- **20.2%**

**Nation specific branding**

<table>
<thead>
<tr>
<th>Scotland</th>
<th>Wales</th>
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<tbody>
<tr>
<td>With – 18.5%</td>
<td>With – 19.8%</td>
</tr>
<tr>
<td>Without – 18.9%</td>
<td>Without – 19.1%</td>
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</tbody>
</table>

*Ipsos MORI - Test 1 report*
Mail out days

**Wednesday**: 20.7%

**Friday**: 19.1%

Ipsos MORI - Test 1 report
LMS Test 2 (2017)

Control: 22.5%
Unconditional £5 + Conditional £10: 30.8%
Unconditional £5: 29.3%
Tote Bag: 27.8%

One of the following:
- X £5 + £10
- £5

Test 2 Report
LMS attrition test (2019)

Wave 1
- 50,000 Hhlds
- Tote Bag Incentive

BWE
- Email
- Postcard
- No BWE

Wave 2
- £5 Incentive
- No Incentive

Wave 3
- No Pre-Note
- No Incentive

Office for National Statistics
UK Data Service Webinar
In progress
Qualitative research
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.

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.

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

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.

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.
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.

Our studies: what you need to know

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.

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.
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 Transformation
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.
Thank you and questions?
natalia.stutter@ONS.gov.uk