

Dónal Rice
Senior Design Advisor, ICT

Universal Design for
citizens and the public sector

**The Centre for
Excellence in
Universal Design**



NDA

Údarás Náisiúnta Míchumais
National Disability Authority

Questions for today...

- What do we know about the experiences of people in Ireland in using public sector websites?
- What can we say about how the public sector can benefit from and deliver on its policy commitments on providing world class public services online to citizens?
- What role can the Irish web community play in supporting this?



Citizen-centred public services

- eGovernment strategy 2012-2015
 - “ensure a strong focus on the customer and that better and more innovative use is made of technology to improve the customer experience.”
- Public Service Reform Plan 2014-2016
 - “Deliver improved outcomes for service users”
- ICT strategy (draft)
 - Design for Digital
 - Invest to transform
 - Build to share



Disability Policy

- Disability Act 2005
- Equality Acts
- UN Convention on the Rights with Persons with disabilities
- Upcoming:
 - EC – Web Accessibility Directive
 - EC – European Accessibility Act



Centre For Excellence in Universal Design (CEUD)

Standards

- Stimulate research
- Participate in Standardisation work nationally and internationally
- Provide advice to stakeholders
- Encourage compliance

Education and Professional Development

- Incorporate UD content into design curriculum
- Guidance on Universal Design for teaching, examinations and accreditation

Awareness

- Maintain a best practice database (website)
- Promote awareness and understanding



**Ireland's National
Disability Strategy
launched in
September 2004**



Disability Act 2005



**Formation of;
Centre for Excellence
in Universal Design
(CEUD) January 2007**



**Built environment
Products & Services
ICT**

3



Universal Design



Universal Design Assumes;

Every person experiences barriers, reduced functioning, some form of disability – temporary or permanent – at some stage in life



NDA

Universal Design

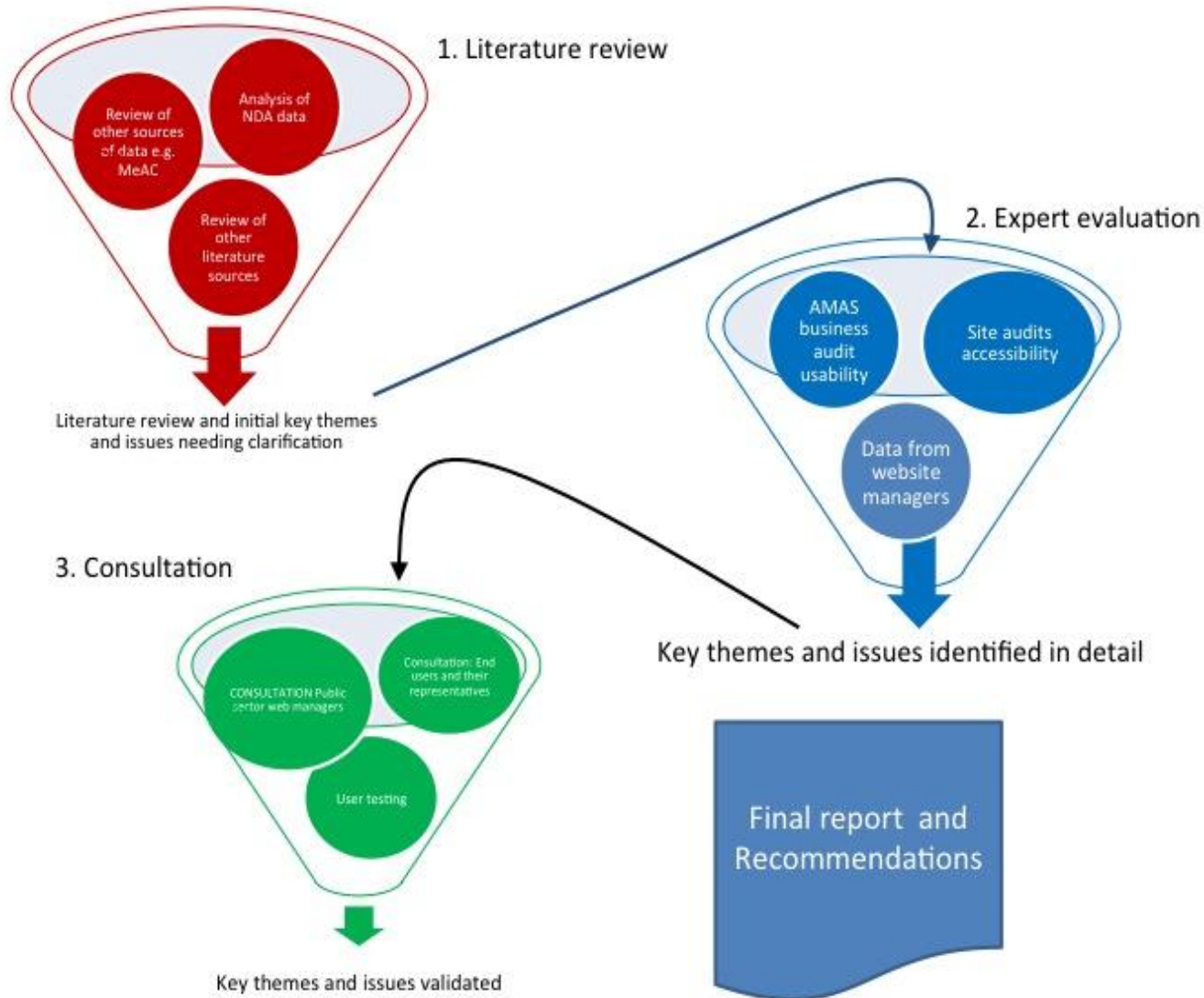


Lived experience of People in Ireland using Online Public Services





Research approach



Data / information sources used

- Literature review
 - Comparisons with other countries and mine data already available
- Google data to establish 11 most commonly used public sector websites
- National survey – NDA and CSO data
 - Specific questions on people's ICT and public website usage
- Survey representative bodies, Irish web agencies and public website managers
- Usability testing

Topline findings

- 52% of people surveyed use one of the top 10 most commonly used public sector websites
- The most popular public service websites used by respondents in the last year were motor tax online (35%), public transport websites (30%), Revenue (25%) and RTÉ (23%)
- Of those who do use these website, a majority (80%) stated they don't experience difficulties

Why don't (48%) of people use online public services

1. Means of access – 19% of households didn't have access to a computer or broadband

However – mobile phone data subscriptions have increased greatly (85%) penetration.

2. Lack of interest – 27% of respondents

What does this mean?

Genuinely don't want to – or need to use these sites?

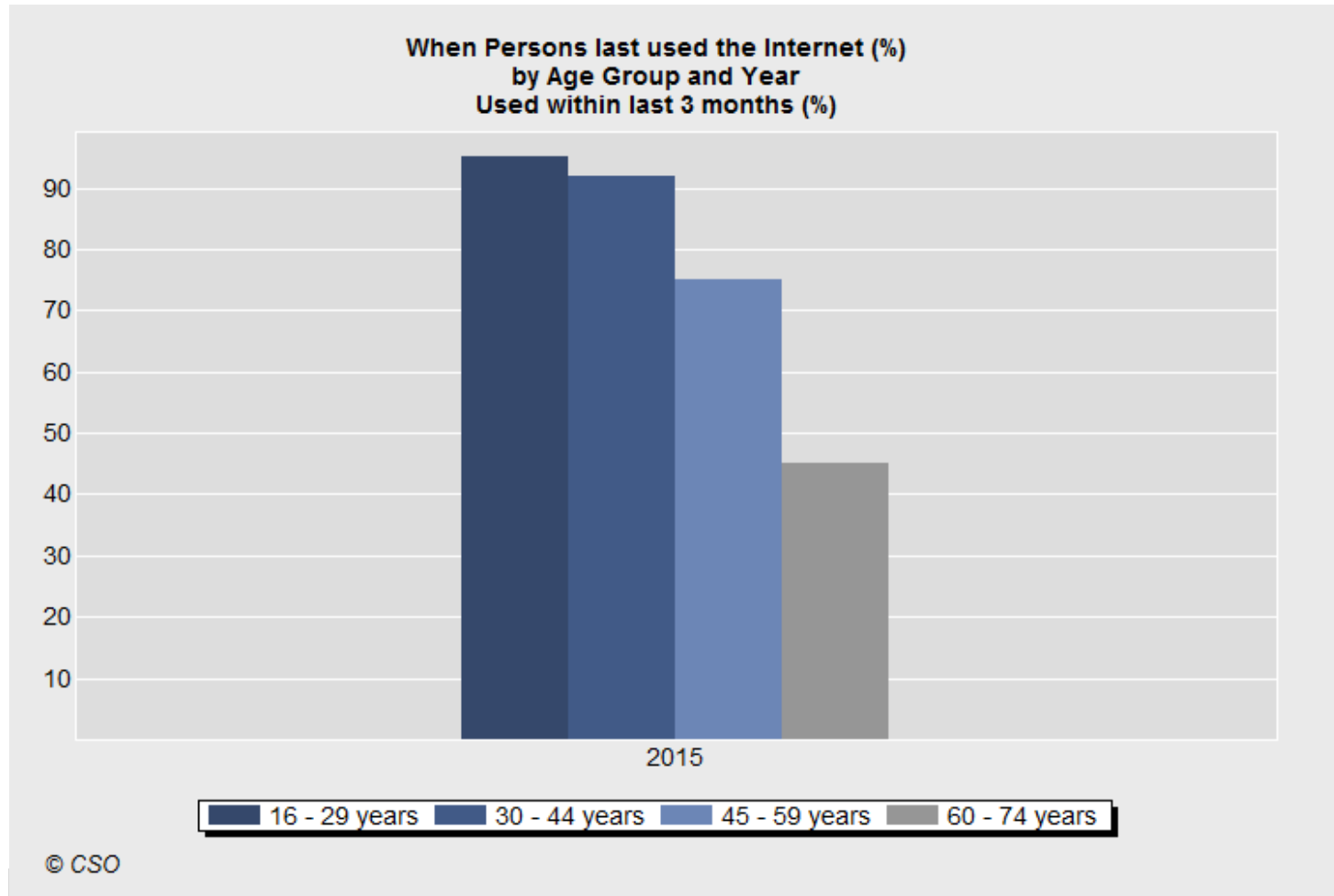
Prefer to use a more traditional channel?

Don't see the benefits?

Why don't people use online public services

3. Age is a factor

Internet usage in Ireland by age



Why don't people use online public services

4. So is disability...

Survey findings showed persons with disabilities 3 times more likely to encounter difficulties when using public sector websites

Main issues encountered by citizens

- Difficulty in finding information due to:
 - **confusing navigation structure**
 - **Variety of designs and information available**
 - **Inconsistent search**
- **Complex language** or instructions
- Design problems with online forms, error messages, CAPTCHAs and using colour only for instructions
- Other accessibility issues – even on sites with a written commitment to a certain level of accessibility – such as lack of Alt text for images, poor colour contrast and a lack of clear alternative channels for users

- Design plays a big part in whether or not cohorts such as older people or persons with disabilities use websites
- But also others...

ComReg issues Quarterly Report for Q4 2015

- 1.31 million broadband subscriptions at the end of December.
- The estimated household (fixed and mobile) broadband penetration rate at the end of Q4 was 83%, higher than the EU average of 80%.
- Mobile Data usage continues to grow, increasing by 56.6% in the year to Q4 2015.
- the total number of mobile subscriptions in Ireland was 4,902,009
 - In Q4 2015 there were 4,093,505 mobile voice and data subscribers using 3G/4G networks in Ireland.
 - This represents approximately 83.5% of all mobile subscriptions
- Among smartphone owners, young adults, minorities, those with no college experience, and those with lower household income levels are more likely than other groups to say that their phone is their main source of internet access.



52,000

(Moderate: 28,000

Severe:21,000

Total loss: 2,300) CSO data 2011



58,000

(Moderate: 35,000

Severe: 21,000

Total loss: 2,000)



245,000
(Dexterity: 79,000)



Concentration 137,000

Design for the Extremes

Sign in



Google Search

Google is offer



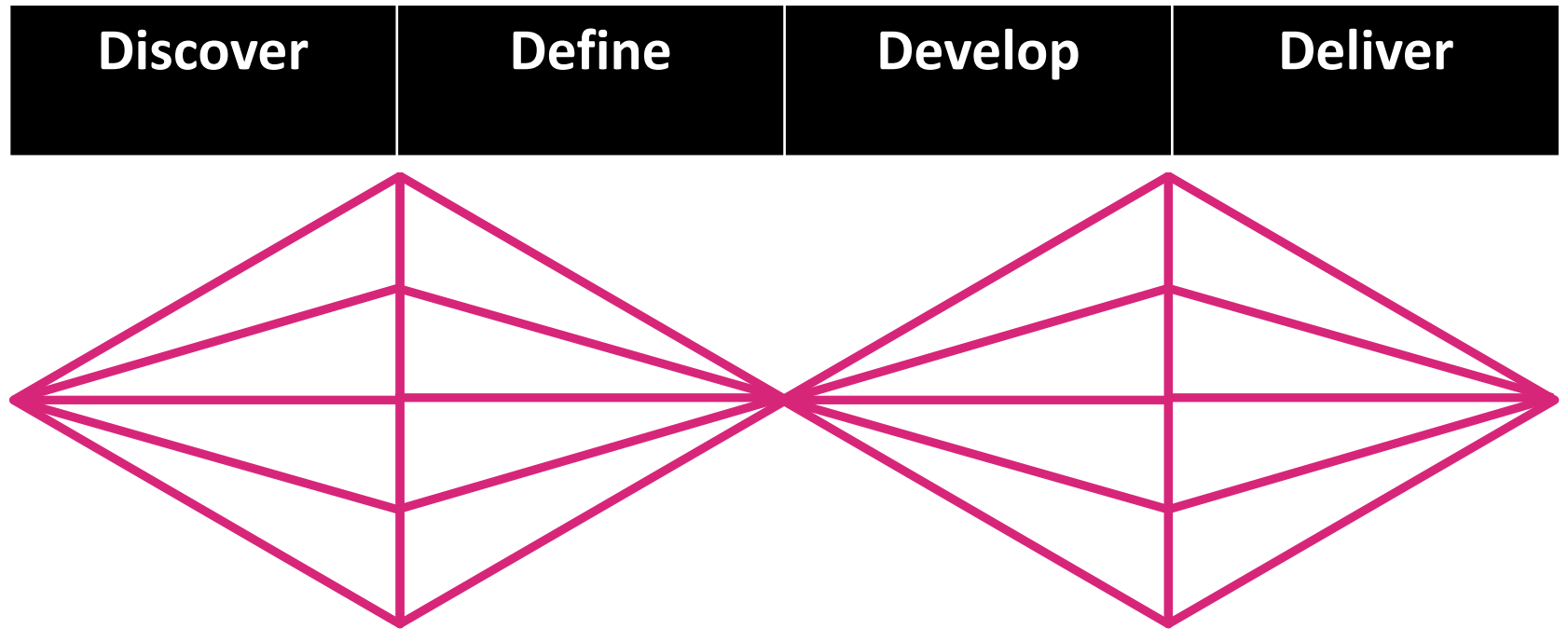
Access

Understand

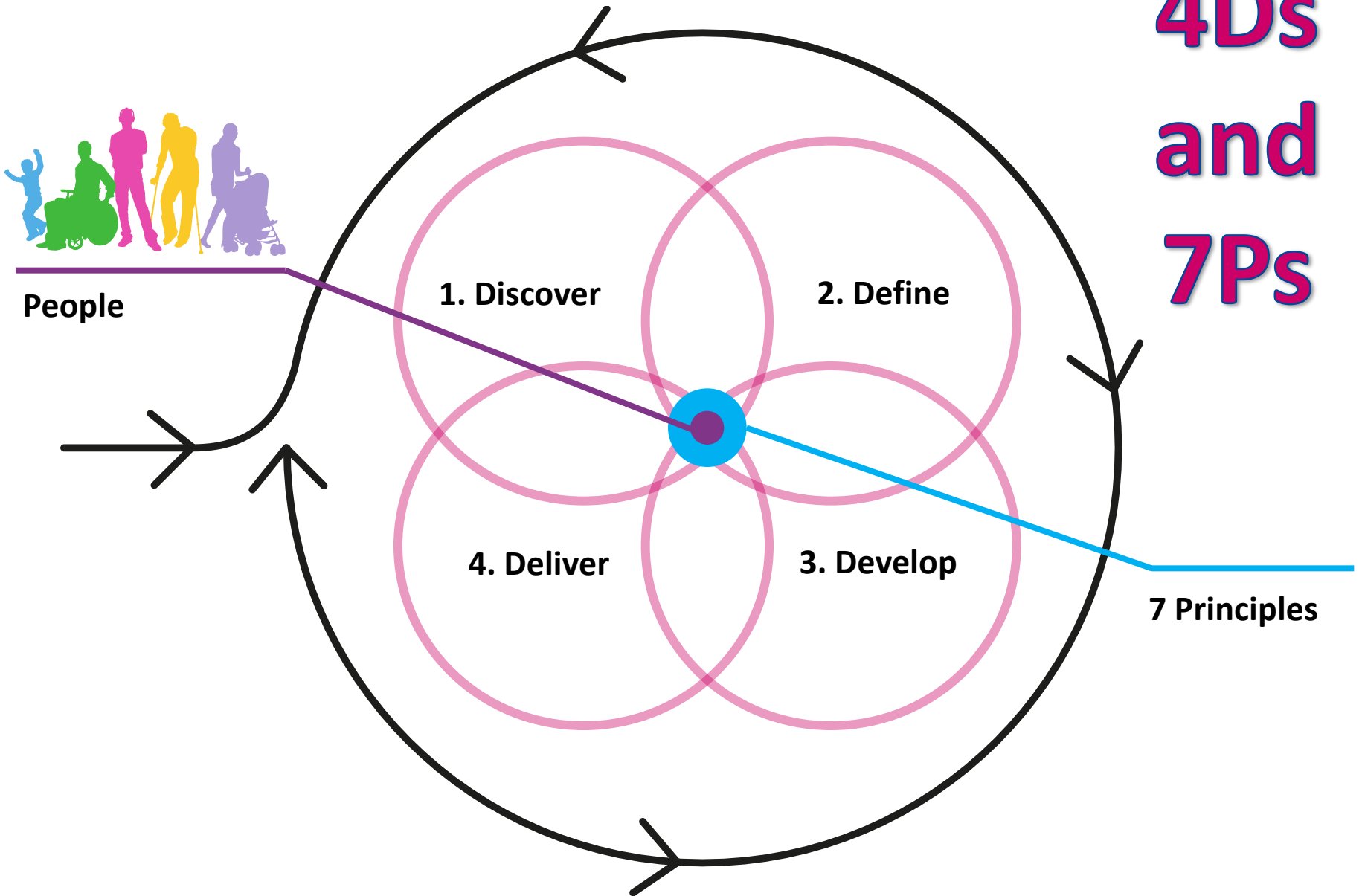
Use

**UNIVERSAL DESIGN PROCESS
PUBLIC SECTOR WEBSITES**

Double Diamond Development Process



Universal Design Process



Discover

•Explore all user needs for the website, parking any preconceived notions about the end results. Find out as much as possible about all stakeholders needs, expectations and wants, both internal and external. Users include citizens, other departments and agencies, professionals eg. lawyers, staff, senior management and the Minister. Look at other influencers such as Depts strategy, gov. strategies, ICT strategy etc

Tools:

- Personas
- Use cases
- Interviews, focus groups, surveys
- Published research on users

Define

Define a high-level design brief for the website.

Set out what the website must be able to do, the information needs of the various users, the technology to use, frequency of use etc, expectations of key stakeholders

Tools:

- A design brief

Develop

Start to develop the website's content strategy; information architecture; layout, design and look.

Prepare rules, protocols and guidance for staff on writing and publishing content to the new website.

Begin to upskill staff as necessary

Tools:

- Wireframes
- Paper and pencil prototypes
- Graphic design
- Cards sorting – for information architecture
- Web content writing guidance and protocols

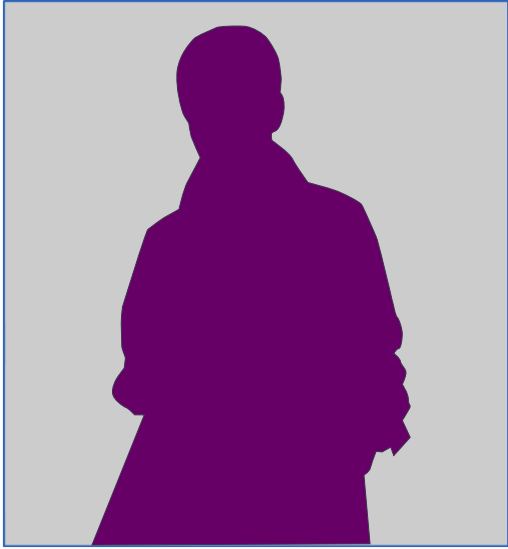
Deliver

Publish new content, layout and site design.

Make periodic and considered changes according as feedback is received. **Don't be afraid to make changes post-launch!**

Knowing thy user

- User research methods:
 - Research – NDA, ComReg, CSO, international
 - Personas
 - Surveys
 - User testing (gold standard – can be expensive)



“Insert quote that characterises this persona in one sentence.”

Brief description of the person, their interest, likes and dislikes (in general)

Name <name>
Type <type>
Role <role>

Personal

- Age: _____
- Gender: _____
- Level of education: _____
- Job status: _____

Motivation

- What is your person motivated by?

- What is your person looking to do?

- What are their needs?

Technical:

- Devices used: (primary, secondary)

- .How much time does this person spend browsing the web everyday

Behaviours

Mobile usage



Attitude towards technology usage



Frequency of access to your service





Name Michael
 Type Member of Industry Group
 Role Executive

Personal

- Age: 55
- Gender: M
- Level of education: 3rd Level
- Job:

Motivation

- What is your person motivated by?
Maximizing profit to his organization.
- What is your person looking to do? Get information of benefit to his organization.
- What are their needs? Clear, concise information on policy & How it relates to his company

Technical:

- Devices used: (primary, secondary)
PC/Tablets/iPhones
- How much time does this person spend browsing the web everyday?. 1 hour.

Behaviours

1: Short period of time on website – targeted questions
 None High

2: Analytical

3: Conversant with technical language

4: Computer savvy

“How can you help me to make money.”

Brief description of the person, their interest, likes and dislikes (in general)

Likes : Golf
 Whiskey
 Holiday in the Caribbean

Dislikes: Civil Servants Bureaucracy



“YOLO”

Brief description of the person, their interest, likes and dislikes (in general)

Likes : Dancing

Going on Cruises

Loves: Garth Brooks, Leopard print, a gin and tonic & bags

Dislikes: Foreign food, anything spicy

Name Charlie
Type Public
Role Supplier

Personal

- Age: 64
- Gender: Female
- Level of education: Primary School
- Job: Cleaner

Motivation

- What is your person motivated by? Looking for a contract
- What is your person looking to do? Get information on upcoming contracts
- What are their needs? Procurement information

Technical:

- Devices used: (primary, secondary) PC
- How much time does this person spend browsing the web everyday. Little

Behaviours

1: Mobile Usage



2: Attitude towards technology usage



3: Frequency of access to your service



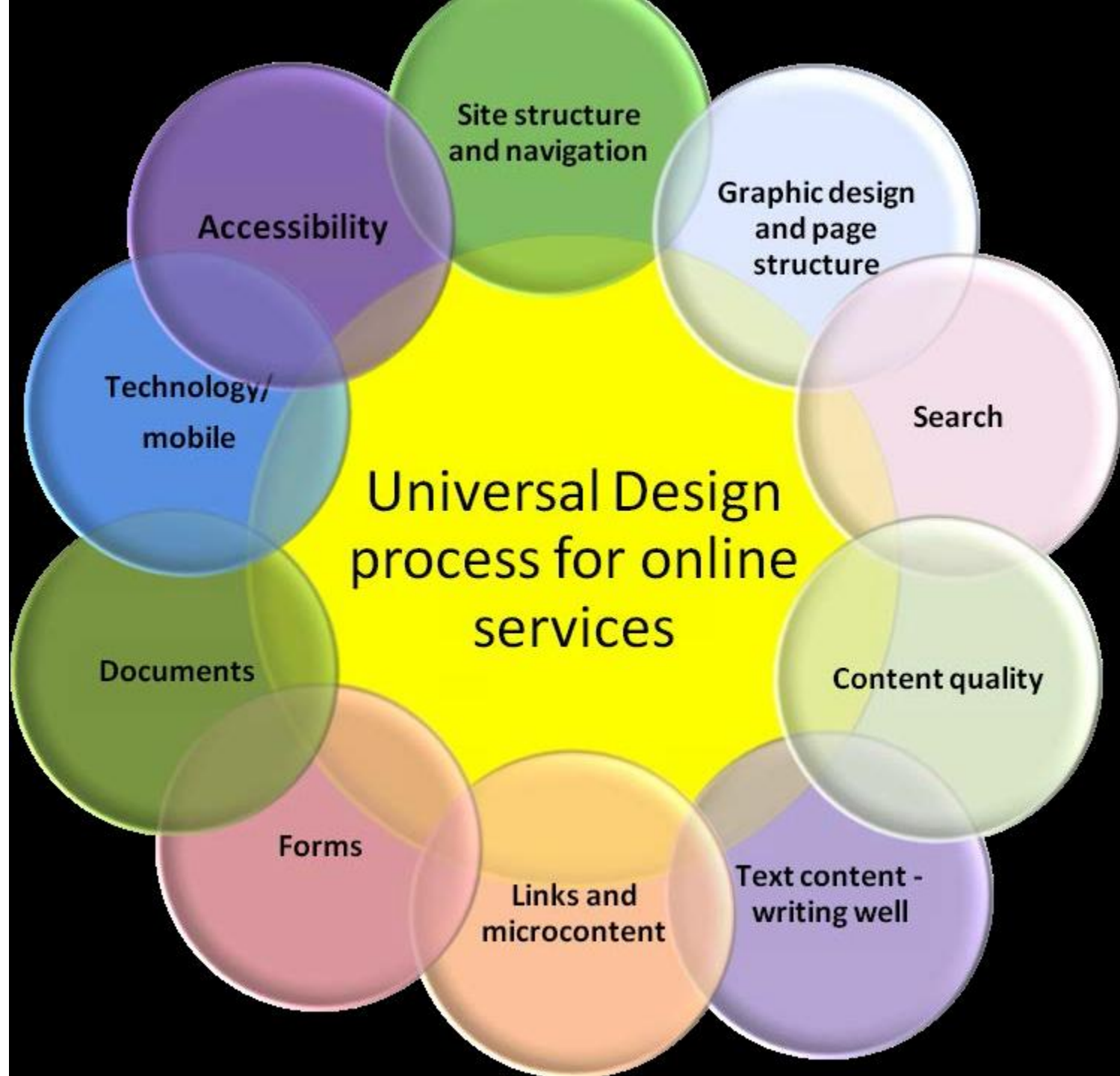
4: Confidence in using technology



Summary

- Follow a process
 - Discover
 - Define
 - Develop
 - Deliver
- Find out ALL your stakeholders' needs
- Use procurement to maximum effect
- Content, content, content
- Iterate - don't be afraid to make changes

Resources



Electronic & Web Based Communication



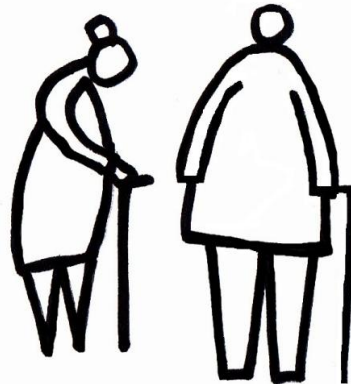
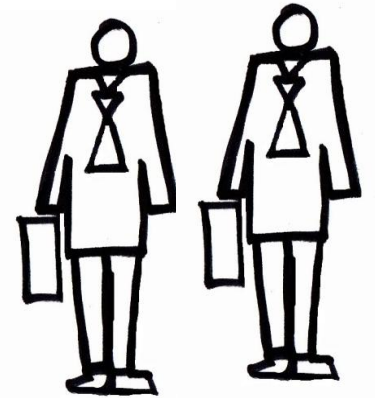
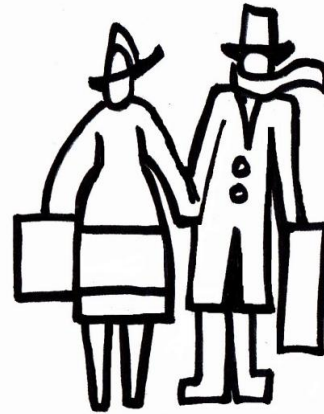
Case Study: The Purty Kitchen

- The **Purty Kitchen** is a busy food and beverage venue in Dublin.
- The **Purty Loft** is a venue upstairs over the Purty Kitchen, where the Supper club is held. This is a dinner and show night which is held twice a week.



Customer Base

- **The Purty Kitchen's** customer base tends to be tourists, business people and families visiting the area.
- **The Purty Loft's** main customer base are the actively retired looking for a weekly entertainment venue.



Business Outcomes

Better online customer engagement has resulted in increased online bookings for Purty Loft events.

	Oct' 13	Oct' 14
Number of online ticket sales	147	301
Cost of online ticket sales(€)	€6000	€12000

- There has been an **increase of 104% of tickets sold online** for the month of October '14 in comparison to October '13.
- This has resulted in a **100% increase for online sales** since October last year.

Awards



IRISH ARCHITECTURE AWARDS 2015





Download the toolkits from

www.universaldesign.ie

