

Capstone #: Research Summary

UTAH.GOV

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Executive Summary:

Survey responses: 11

Interviews: 3

FORM BEHAVIOR: How should forms be structured?

- I. Easy & Straightforward.
- II. Address any privacy concerns
- III. Refrain from asking too much personal info (e.g. phone number, address, full name, email)
- IV. Form should NOT exceed 10 minutes to complete (Target: 5-10 minutes)

CIVIL INVOLVEMENT: Who are these users? What do they need?

- I. While many feel they have ideas, solutions, or issues worth sharing, most do NOT share them with their state/local representatives because they either:
 - A. didn't know how
 - B. didn't know they could
 - C. felt their voice wouldn't matter

WEB INTERACTION: Requirements for effective UX Design?

- I. Link to form should be easy to find:
 - 1st Choice - Add tile on homepage.
 - 2nd Choice - Add a link in the "site feedback" and in site menu options.
 - 3rd Choice - After clicking "View More" (Utah.gov services), display tile.
 - 4th Choice - Add link in "My Representatives", make certain its findable in the "search" bar feature. (include suggested text in search bar)
- II. Form should instill confidence that it will be sent to the right people/departments. (categorization/sorting)

Findings

A) Survey Findings:

11 participants, US residents 18+

General Form Questions

- Most mentioned reason for quitting or exiting out of a form is
 - 1) "Too hard/confusing/frustrating"
 - 2) "Takes too long" (time)
 - 3) "Too personal" (asking for or requiring personal info)
- Most people will tolerate needing to scroll a bit or click through a couple of screens (2-3 or so) so long as the time spent doesn't exceed 10 minutes.
- Most people expect an online form (to submit an idea they had) to take 5-9 minutes.

Privacy:

- Most people are at least likely to submit their first name & zip code.
- Half are somewhat likely to give their email or Full name.
- Most people avoid giving out their full address or phone number.

Civic/Political Activity & Participation

- Majority of respondents are active in their elections (i.e. they vote)
- 81% of American respondents have had thoughts and ideas they felt could make a difference, or a frustration that needed to be addressed.
- 90.9% of American respondents share their ideas/frustrations with others.
- A surprising 36.4% have shared their idea or frustration with local or state representatives. 45.5% didn't know they could share or didn't know how. 18.2% simply chose not to share.
- 80% of those who didn't share their idea simply don't think their voice mattered. 20% simply didn't know how to share an idea.

B) Interview Findings:

3 participants, (Utah, Kansas/Utah, & Oregon residents) 18+

Interview Portion:

- Their political and civic involvement was mixed:
 - when it came to contacting representatives. One didn't know how to share ideas, one did it via phonecall back in 1995, and later online (searched for local representative's website), and another (although "opinionated") didn't really act on her opinions.

Observation (User Task)

- **Task:** How might you go about submitting an idea or solution you have, or an issue that needs to be addressed, on this website?
 - All 3 first glanced around to see if there was a quick, easy-to-identify link.
 - $\frac{2}{3}$ saw the feedback popup and thought that was where to go. After clicking, they realized it was just for website feedback only.
 - $\frac{2}{3}$ used the hamburger menu button to check for options.
 - $\frac{2}{3}$ used the search bar to check options.
 - All 3 started clicking around many times (6+) in an effort to find the right place.
 - 1 found a link to a representatives' (senators, governor, etc.) website, but when they were there, there was no obvious way for them to contact them or submit ideas. (even in the contact section).
 - None were successful in the task.

Other User Thoughts/Impressions

- Would like to see some evidence that the form will be sent to the right people.
- Search keywords included: "Issues", "suggestions", "complaint",
- Everyone looked for an easy link among the "services" section before trying other avenues.