

Capstone 2: Research Plan

UTAH.GOV

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Background

Utah.gov has recently redesigned their website to be more modern, accessible, and up-to-date. Unfortunately, this is rarely the case for all county, city, and even state websites. Utah.gov appears to have a UI style guide that they go off of, and it seems to be the most polished of the various government websites. Even so, it looks to be lacking some things here and there.

Problem

Citizens are asked to get involved by voting. But what about when voting is over? There are numerous citizens who have great ideas, or potential solutions to what the communities face. With every town, city, county and state having its own website, it becomes cumbersome to know where to submit ideas to improve the community in which they reside. Be it a complaint, an issue, a new idea, or a solution to a problem, residents want some way to communicate their thoughts and suggested actions to their officials (local and/or state) without getting lost among the many pages of many possible sites.

Research Goal

Discover the best possible solution to address this problem via adding a new feature on Utah.gov.

Research Objectives

- Learn what stops people from submitting ideas/complaints/solutions.
- Learn what people would expect to see.
- Learn what would make it easier and less complicated (no deterrents when they arrive)
- Learn what would make it an experience they'd want again

Research Questions

- For those who have ideas or things they've wanted addressed but never have submitted anything, what stopped them?
- Have people tried or considered submitting things? What was their experience?
- If they knew they could submit things *easily and quickly*, would they?
- What things would make them feel more interested in submitting ideas/issues/solutions?
- What are the usual deterrents?
- Where do people expect to see such a link or button?
- What things might be considered a deterrent if they came across it?

Methodologies

- Contextual interviews: 3
- Surveys: 10+
- Immersion (observe an interviewee attempt to complete a task on Utah.gov.)

Participants

- US Citizens (for survey insights)
- Utah Residents preferred (preferred for immersion eligible observations)
- Age: Adults 18+ (voting age)
- Pool: UXA students (Slack), LinkedIn network, local community and family members.

Assumptions

- Residents would submit ideas/issues/solutions if they knew how, could find it, and it were easy.
- The current website features available aren't sufficient for the residents' needs to submit things like ideas/issues/solutions.
- Government officials are interested in hearing, but need something organized and relevant to them.

Risks

- The percentage of citizens interested in using such a feature may be very low (<1%) which in turn could make it difficult to get the right information for this feature, even if they are Utah residents.

Timeline

1. Research Plan
2. Secondary Research
3. Create Survey
4. Survey
5. Create Interview Guide
6. Interviews (combined w/ Immersion observation)
7. Summarize Research findings