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EUROPEAN CONFERENCE ON QUALITY IN OFFICIAL STATISTICS 2024 ESTORIL - PORTUGAL

Quality assurance and user centred design in dissemination



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- Eurostat's user-centred design approach
- User research @ Eurostat
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Quality in dissemination General principles of good communication

General journalistic approach in terms of determining the message you want to pass, finding your angle, and structuring your information.

	5 Cs of communication
Clear	Simple language, free of any dual meaning and of too much complexity
Complete	With regard to the message you want to pass (beware of the tendency to overload)
Correct	Attention to detail and consistency!
Concise	Enough information to engage and prompt understanding, but not too much to overload and overwhelm
Compassionate	Compassionate communication involves active listening to users, and understanding of their needs and expectations



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General principles: Communication is two-way

One-way

Simple dissemination of statistics



Two-way process

Including: a sender, clear message, (appropriate) channel(s), receiver, and response/feedback (though challenging)





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Dissemination of statistics as a two-way process

- Away from a producer-oriented approach to a user-oriented approach
- Consider your target audience and their needs when developing dissemination products \checkmark
- Be aware on which channels you reach your target audience, and what products are \checkmark suitable for which target audience
- \checkmark « One size fits all » doesn't work \rightarrow differentiate products for different channels
- Obtain user feedback (and act on it) \checkmark



Knowledge of your users is key!





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Specificities of disseminating statistics

- Importance of developing a coherent brand
- Importance of attractive visuals to catch attention and foster understanding
- Interactive tools to engage with users
- Need for statisticians and dissemination experts to work hand in hand!





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Quality assurance mechanisms

- Quality as a systematic process
- Cover all stages of the dissemination process from conception, design to implementation
- Importance of feedback loops/quality reviews
- An update of a dissemination product is an opportunity to improve, taking into account user feedback
- Statisticians produce a lot of dissemination content \rightarrow need for clear dissemination guidelines





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Eurostat's user-centred design approach: What is user centered design (UCD)?

User-centered design is an approach to design products that puts users' needs at the center. It is all about **giving users** what they need, not what we think they need.

It follows an **iterative** design process that focuses on the user's needs every step of the way.

Users are involved in the design from the beginning

Iterative design process Organisation goals are aligned with users' needs

Continuous feedback loops





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Designing for usability

Design is not about trends, but rather principles, i.e. underlying rules that govern 'what makes a good user experience'.

Our dissemination products are centered around the following principles:

- **learnability**: How easy is it for users to accomplish basic tasks the first time they encounter the design? ٠
- efficiency: Once users have learned the design, how quickly can they perform tasks? ۲
- **memorability**: When users return to the design after a period of not using it, how easily can they reestablish proficiency?
- errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- **satisfaction**: How pleasant is it to use the design?





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Strategy and objective

- Eurostat's communication and dissemination strategy 2021-24: •
 - o related strategic principles: Promoting understanding of our data among all users Our communication is adapted to user needs
- remaining attractive, interesting, and relevant for users •
 - o providing products offering a positive user experience and help them achieve their tasks
 - o user-centered approach is based on 2 'connected' pillars: user research and usability testing

putting your users at the center requires a **sound knowledge** about them





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Opportunities – the 'why'?

- guidance for designing + validation of our 'internal' business choices
- gain in-depth insights into the use of our statistics, dissemination products •
- avoid the creation of products no one understands, uses, or needs
- ROI (return on investment): reduce development cost and time, increase traffic and use

Methods – the 'how'?

- qualitative and quantitative user research
- identify key user segments of users of European statistics, their needs, pain points, expectations to create personas / user profiles (**user research**)
- complemented by usability testing and user feedback surveys of Eurostat products and tools





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User research: User profiling study

- Objective: The user profiling study aims at improving Eurostat products and dissemination of statistics by:
 - identifying the key user segments of European statistics by Eurostat
 - o identifying key needs
 - identifying pain points
 - o identifying opportunities for improving the overall user experience
 - mapping tasks, activities, and flows

The 1st phase of the study was conducted from February 2023 to August 2023. The 2nd phase (update and refinement of Phase 1 outcomes) started in January 2024.

This study was built upon previous profiling initiatives, like the one of the DIGICOM study.





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User research: User profiling study - outline



Identifying and explaining how user profiles can be used in Eurostat context

Making user research accessible to everyone in Eurostat





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User research: User profiling study - outcome

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The daily user

Eurostat user profiles

Description

Daily Eurostat users have high confidence working with statistics. They consider themselves to be very familiar with Eurostat's products and services.

Daily users know very well what they are looking for, nearly all of them know if the (statistical) information is available from Eurostat, and they are well aware where this can be found. Subsequently, they perform a large variety of work-related tasks with this statistical information When it comes to using Eurostat information: 39% only report it to others,

35% use it for both (reporting and own work-related tasks), and 24% just for their own work purposes

Knowledge score (4.2 / 5)

Know which statistical area or specific data they need where to find the information from Eurosta

Type of data used

always / usually sometimes arely / never

80	129	6 8%	
Publications, articles, news, e	etc.		
49%	30%		1%
Graphs, charts, dashboards,	etc.		
42%	29%	299	6
Methodological background	2		
56%		34%	10%

Ease of understanding statistics 9/10 ******** find understanding statistics easy relatively easy

Familiarity with Eurostat products 10/10 ********

Key tasks

Most frequent tasks download statistical information (74%)

write reports (72%) present data to others (66%) perform (further) statistical analysis (60%) interpret the data (60%) explain data to others (59%)
 create data visualisations (59%) stomise data extractions (57%)

Less frequent tasks

 use data for decision making (46%) use data from different sources (46%) clean or re-structure the downloaded data work with statistical analysis packages such as Power BI (34% oopy and paste texts (33%)

Products used

data browser / data extraction tool thematic website sections publications

· Euro indicator releases

news articles Statistics Explained articles search engine metadata



eurostat The monthly user Eurostat user profiles

Description

Monthly users are relatively confident working with statistics. They consider themselves somewhat familiar with Eurostat's products and services.

> Most monthly users know what (statistical) information they are looking for, but not all of them know if the information is available from Eurostat or where to find it. When they find the information, they perform various tasks with it. When it comes to using Eurostat information: 33% only report it to others.

37% use it for both (reporting and own task), and 30% just for their own work purposes.

Knowledge score (3.7 / 5)

Iways / usually	sometimes \$2 / 10	rai	e
Bat Frenchet has	the information there are	In children &	

 publications search engine

Ease of understanding statistics

7/10 *******

find understanding statistics easy /

Familiarity with Eurostat products

8/10 ********

order. % of monthly users

are familiar / somewhat familia

Key tasks

Most frequent tasks

write reports (68%)
 present data to others (62%)

explain data to others (54%)

interpret the data (57%)

Less frequent tasks

Products used

thematic website sections

data browser / data extraction too

Professional groups

(37%)

customise data extractions (47%)

use data for decision making (41%)

use data for decision making (41%)
 use data from different sources (40%)
 clean or re-structure the downloaded data

download statistical information (68%)

reate data visualisations (56%) enform (further) statistical analysis (54%)

Type of data used

charts, dash 42%

Methodological backgroun

always / usually sometimes ararely / never atasets / raw data 24% 13% 63% ublications, articles, news, etc 36%

35%	25%	
etc.		#2. Businesses
30%	28%	#2. Businesses
		#3. Education sector
36%	26%	C. Carlo and C. Carlo

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The weekly user

Eurostat user profiles

Description

Weekly users are confident working with statistics. They consider themselves to be very familiar with Eurostat's products and services. Weekly users know well what they are looking for they usually know if the (statistical) information is available from Eurostat, and where this can be found. In the case they don't know, they are able to quess where it

could be found and, through trial and error, usually succeed in finding it. Subsequently, they perform a large variety of work-related tasks with this statistical information When it comes to using Eurostat information: 33% only report it to others 38% use it for both (reporting and own task), and 28% just for their own

Knowledge score (3.8 / 5)

work purpose



\$ 7/10 \$ 3 / 10 Know where to find the information from Eurosta

Type of data used

Balways / usually Disometimes Dirarely / never

35%

43%

ets / raw data 18% 10% ublications, articles, new 32% 38% 30%

#1. Media Graphs, charts, dashboards, etc. 30% 35% #2. EU institutions & services logical background 37% 20% #3. Policymakers

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The occasional user

Eurostat user profiles

Description

Users who visit Eurostat less than once per month are considered 'occasional' users. Occasional users are fairly confident working with statistics. They consider themselves to be somewhat familiar with Eurostat's products and services.

Not all know what information they are looking for, and even fewer know if Eurostat has this information or where to find it. As a result, some of them do explore the Eurostat website (both in terms of information and information presentation). When they find (statistical) information, they perform a limited number of tasks with it.

When it comes to using Eurostat information: 29% only report it to others 27% use it for both (reporting and own task) and 44% just for their own work purposes.

Knowledge score (3.3 / 5)



Know where to find the information from Eurosta

Type of data used

Professional groups

Ease of understanding statistics 7/10 *********

find understanding statistics easy elatively easy

Familiarity with Eurostat products

5/10 ********

present data to others (50%)

· explain data to others (41%)

interpret the data (41%)
 create data visualisations (39%)
 perform (further) statistical analysis (34%)

use data for decision making (28%)

casional users report using most the

data browser / data extraction tool

Statistics Explained articles

Less frequent tasks

Products used

following products)

search engine
 news articles

publications

ter, % of occasional users







Know which statistical area or specific data they

now that Eurostat has the information they are looking for 4/10

\$ 3/10 \$ 4/10





Key tasks tion order. % of weekly users Most frequent tasks

download statistical information (76%)

· write reports (72%)

(50%)

· present data to others (68%)

Less frequent tasks

Products used

thematic website sections

· publications

· search engine metadata

data browser / data extraction tool

Professional groups

explain data to others (68%)

interpret the data (65%) create data visualisations (64%)

customise data extractions (57%)

use data for decision making (44%)

work with statistical analysis packages, such as Power BI (33%)

use data from different sources (52%)

perform (further) statistical analysis (63%)

clean or re-structure the downloaded data

Ease of understanding statistics

8/10 ********

find understanding statistics easy /





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User research: **Reflections and on-going steps**

- There are various interesting ways to profile Eurostat users, based on variables such as attributes, tasks, products used, statistical literacy, professions.
- Profiling approach is based on **various statistical analyses** to uncover relations between user variables and to decide / choose the best profiling approach
- User research has a **moving target**: Users' needs, behaviors, and ways to approach Eurostat statistics are not static, but they evolve + new developments (e.g. AI) arise
- Eurostat's user research always needs to **evolve** as well to capture and understand the actual reality of users





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Usability testing – Opportunities

- To ensure that a product is usable for our users and helps them succeed in achieving their tasks
- User do not think like we think
- Users do not have good insight into the reasons for their behaviour
- User performance involves a human, a context and an activity

"Testing with 5 participants in a usability test reveals 85% of usability problems that affect 31% of the population" (Nielsen, 1993)

Usability testing – Methods

We ask participants to complete tasks and observe by means of

- Exploratory study •
- Summative study ۲
- Validation study
- Comparison test





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Usability testing – the process



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Usability testing – Studies performed 2022 - today

- Eurostat website revamp (multiple rounds)
- Key figures publications
- Statistics Explained revamp (multiple rounds, different types of tests)
- Eurostatistics (dashboard, visualisation tool, publication)
- Data browser (multiple rounds, different types of tests)
- Interactive publications (2 rounds, different types of tests)
- Dashboards
- New metadata layout (ongoing)





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Example: Data Browser before and after

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Mock-up

- Reduced number of functionalities in the main view
- Reduced cognitive load

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- Clear central stage
- Design considering the differences between entry level and advanced users
- New mental model for data download
- New design for advanced data formatting options



Thank you

For any questions, please contact: estat-user-research@ec-europa.eu



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