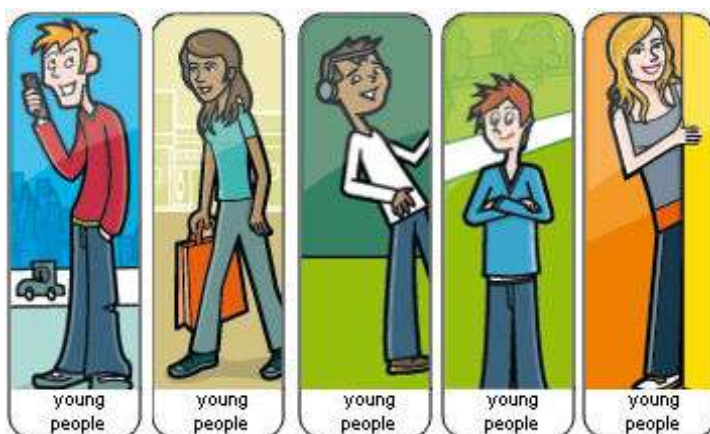


Evaluation report

How appropriate are our online young people illustrations and alternative format icons



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1. Introduction

When the HRIS website was relaunched in September 2009, new graphics were introduced to try and increase the visibility of resources available in alternative formats, translated or designed for young people.

This report provides the findings of a survey to test the appropriateness of these graphics. In March 2010, the survey was circulated to HRIS network members who had expressed an interest in commenting on our work, and to the Consumer Network ePanel - a link to the survey was also available from the HRIS website. This survey was created, distributed and analysed with SurveyMonkey (a copy of the questionnaire is available in appendix A).

148 people completed the survey - most of them (73 per cent) said they were not familiar with the HRIS website. The majority of respondents who access resources in alternative formats said they do this as part of their job.

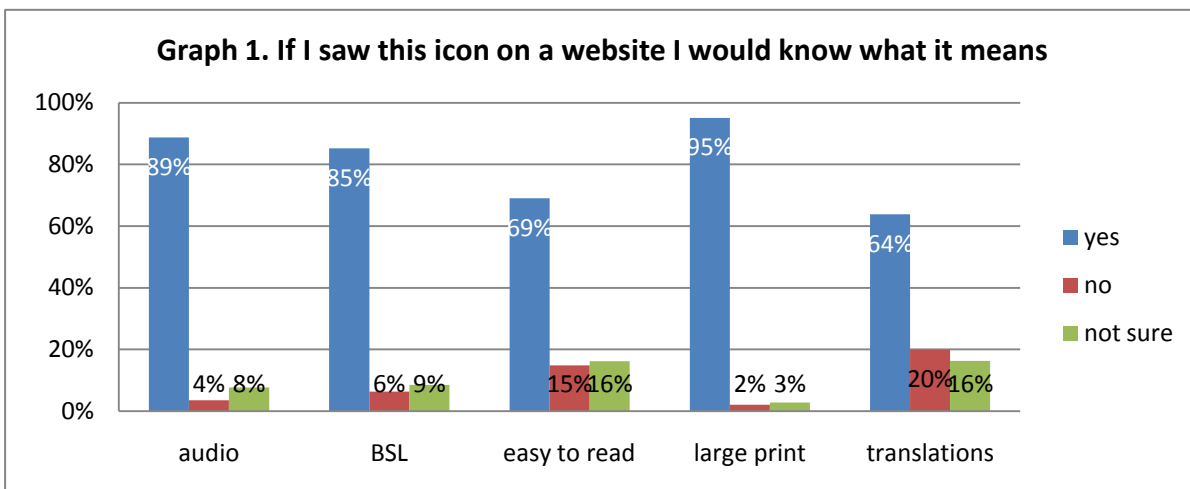
Most respondents were able to associate the icons and illustrations with the resources they represent, and said that they liked the graphics. Negative comments were mostly about the text on the labels being too small. A number of people also found the translations icon unhelpful. A summary of the findings is available in Appendix B.

2. Findings

1.1 Intuitivity

- *“if users “get it,” there’s a much better chance that they’ll find what they’re looking for”¹*

With this survey, we wanted to know whether it was easy for users to associate the graphics with the resources they represent. When asked whether they would know what the icons meant, the majority of respondents (almost 89 per cent) answered yes. The large print icon was the easiest to understand (scoring over 95 per cent), the translations icon was the least obvious (scoring slightly less than 64 per cent) – see graph 1 below.



These results appear to show that iconography we have used is appropriate.

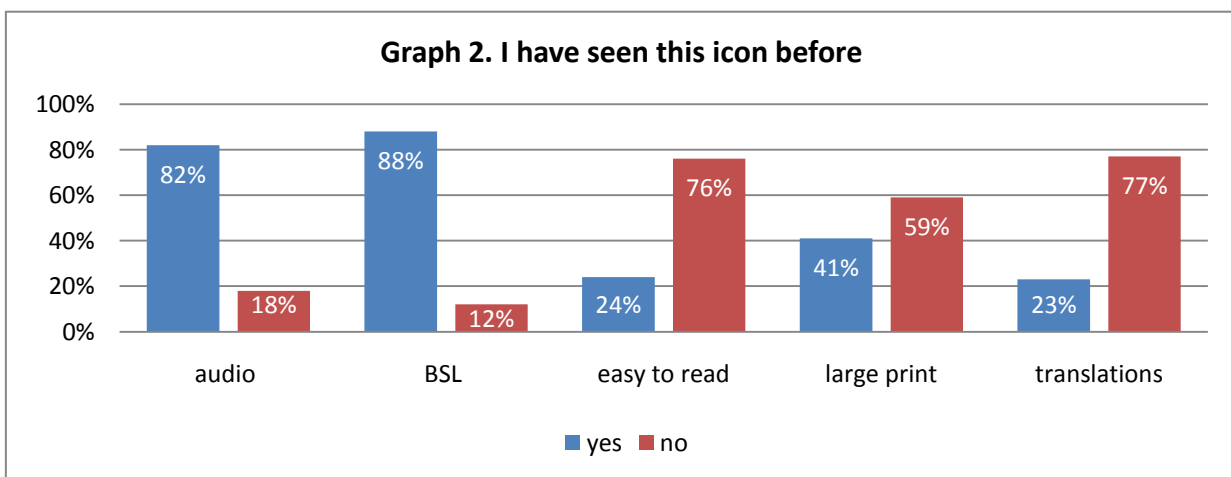
¹ 'Don't Make Me Think: A Common Sense Approach to Web Usability' by Steve Krug usability expert

1.2 Familiarity

Visitors' experience of using a site will be more enjoyable if they can find what they are looking for easily. This can be achieved using elements that users are familiar with - for example commonly used navigation systems or images. In this survey, we asked participants whether they had seen the alternative format icons before.

An overwhelming majority of respondents (see graph 2 below) had come across the audio or BSL icons we have used. The large print icon looked familiar to over 40 per cent of respondents.

When developing the alternative formats icons, we were unable to source standardised symbols. However, we visited a number of websites where audio and BSL resources are available, and based our design on symbols they had used. The large print icon uses the magnifying glass metaphor – this is routinely displayed online and in a number of computer applications. In the absence of recognisable images, designing the easy to read and translated information icons was quite challenging, and it is not surprising that these icons were least familiar.

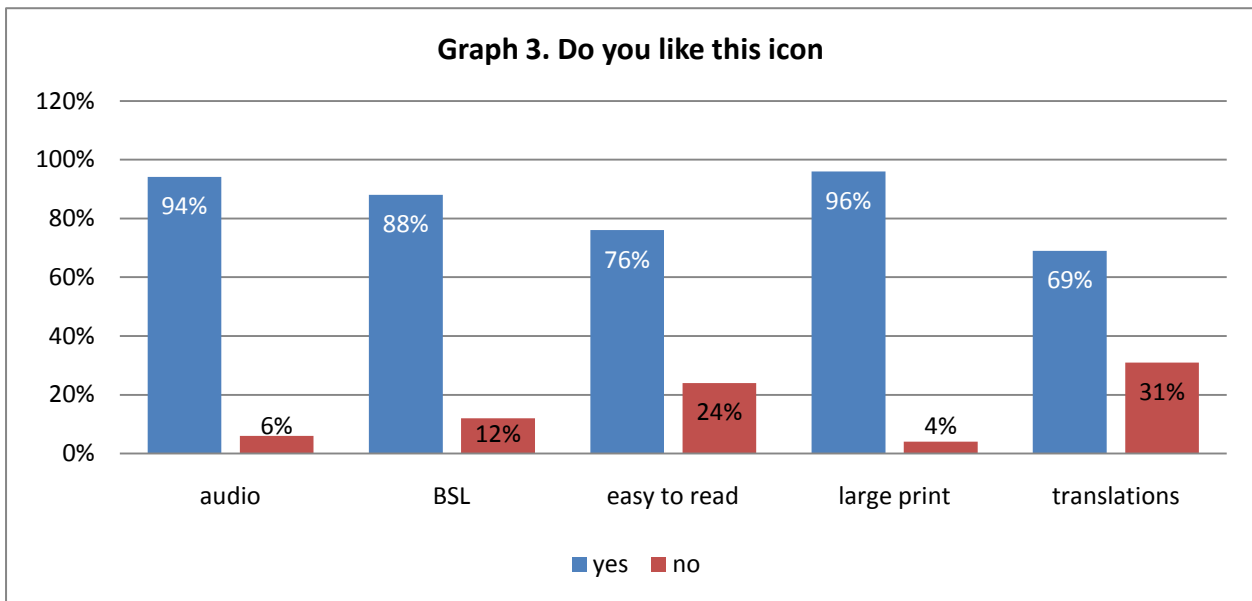


We need to consider further feedback carefully to assess whether unfamiliar icons (for easy to read, large print and translations) helped users identify resources.

1.3 Usefulness

Research has shown that users scan, rather than read, web pages². It is therefore necessary to try and make sure that users notice important information on a web page. This can be done by maximising the appeal of such elements.

We asked participants whether they liked the icons. The overwhelming feedback was very positive, but the easy to read and translations icons scored less well than the others (see graph 3 below).



We then asked respondents to tell us why they did not like a particular icon. Below is a summary of negative comments, with a few examples.

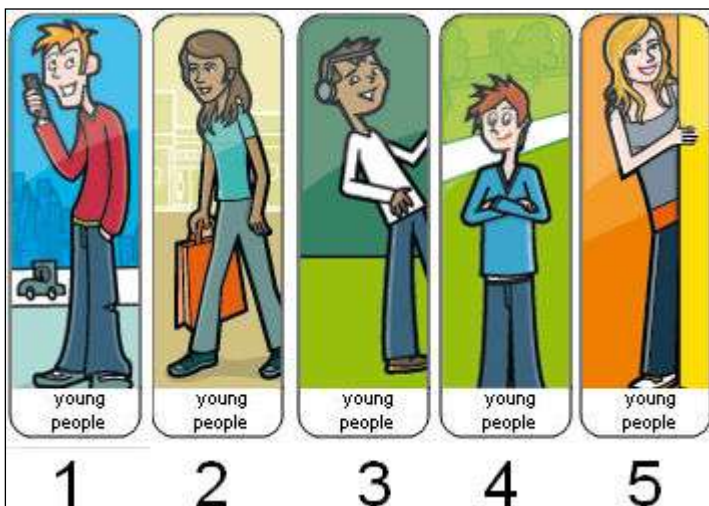
- **audio** – respondents mainly commented on the size of the text on the label (2) and on its ambiguous meaning (4):
 - *The text at the bottom is too small*
 - *Actually I like the icon but it is too similar to lots of audio icons*
- **BSL** – respondents mainly commented on the size of the text (4), on the design of the hands (5) and on its ambiguity (4):
 - *It's not the easiest to determine, particularly when the explanation, BSL, is in such a small font*
 - *This icon doesn't look clearly like hands, for me better hand definition*
 - *It looks like an advert for a conjurer*
- **easy to read** – many of the respondents' negative comments could be attributed to a lack of awareness of the easy to read format (8), other comments were about the size of the text (4):
 - *not sure exactly what this means ie large print/simple language etc*
 - *the text at the bottom is too small*

² Jakob Nielsen's - How Users Read on the Web (<http://www.useit.com/alertbox/9710a.html>)

- **large print** – this was the most popular icon, with only a few negative comments about the size of the text (2), about the image (2) and about the ambiguity of the icon (2):
 - *the text at the bottom is too small*
 - *I think big would be better than abc*
 - *it might suggest that it's in very small print*
- **translations** – this icon was the least popular with respondents, with negative comments about the size of the text (5), about the image itself (5) and about the ambiguity of the icon (10):
 - *I can't read the writing underneath it without a magnifying glass*
 - *It looks like a face with a long nose*
 - *This could be confused with access to world wide web*

1.4 Young people's illustrations

The young people's illustration (see image below) were introduced to increase the visibility of resources developed specifically for young people.

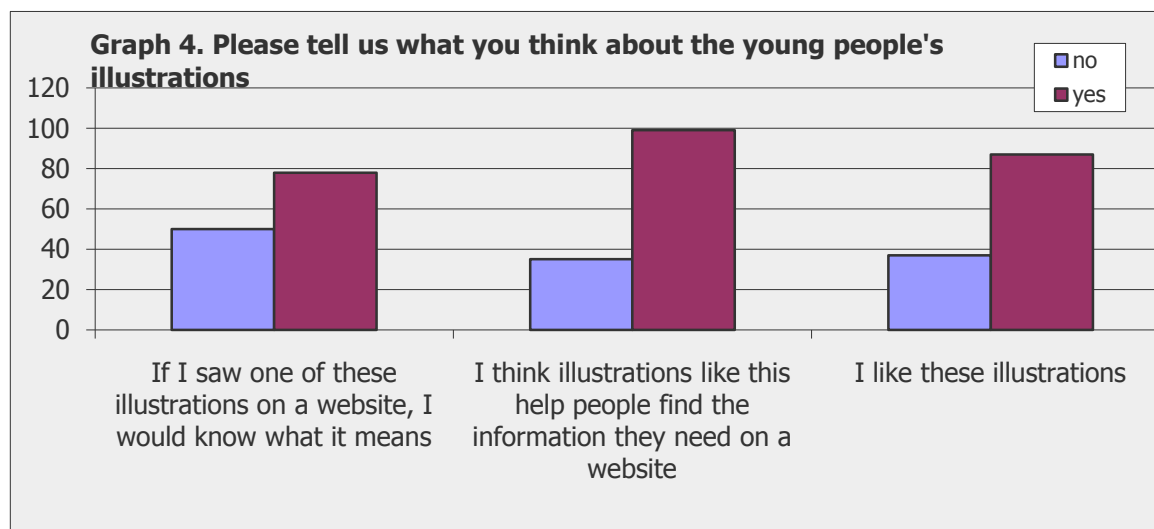


One of the five young people's illustrations appears as a web button on our home page. This is then rotated.

With this section of the survey, we wanted to find out if the illustrations were appropriate. We asked respondents:

- if they would easily associate the illustrations with the resources they represent
- if they thought the illustrations helped visitors navigate to the young people's section of the website
- to rate the appeal of each illustration.

Graph 4 (below) shows that 61 per cent of respondents were able to associate the illustrations with young people's resources, 74 per cent thought using such illustrations helped users navigate the website, and 71 per cent liked the illustrations.

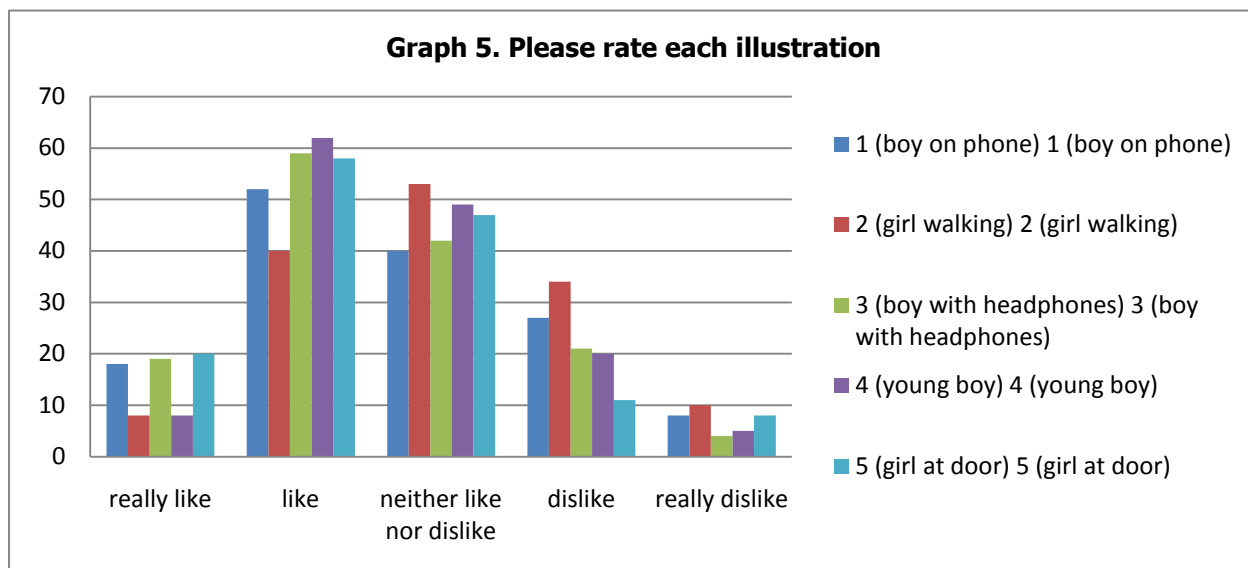


This broadly indicates that the young people's illustrations are appropriate.

We wanted to find out how the illustrations could be improved. To do this, we asked respondents who did not like the illustrations to tell us why – 55 comments were received.

- **Design** (27 negative comments) – respondents felt that the illustrations did not portray young people accurately:
 - *It is what old people think young people relate to. It is patronising.*
- **Usefulness of the icons as signposts** (16 negative comments) – respondents were not sure that people would associate the illustrations with the availability of information for young people:
 - *It would mean that it was something about young people not necessarily where to find information!*
- **Suggestions** (12 comments) – some respondents suggested ways of improving the illustrations, while others suggested using photographs instead:
 - *I like the style of the illustrations, but my first thought was that they were for "teenage lifestyle" things - mobile phones, shopping, music or sports - not about health information for young people. Maybe you could incorporate an "information" symbol somewhere?*
 - *You need pictures of real people - take a look at Young Scot website*
 - *I have mixed feelings about the characters being used, feel it may be useful for a younger group of persons to be asked to gain their perspective on the survey question*

We asked respondents to rate each illustration. Identifying a favourite could help us think about ways of improving other illustrations. Graph 5 below, shows how people responded.



The results show that respondents' least favourite illustration was number 2 (girl walking), while the favourite appears to be number 5 (girl at door), closely followed by number 1 (boy on phone).

3. Recommendations

This survey forms part of the assessment of our online alternative formats icons and young people's illustrations. We also asked Digital Media Access Group (DMAG) to evaluate the usability of these graphics. This was done by asking users of the alternative formats to complete a number of tasks on the HRIS website.

The design of the young people's illustrations attracted a number of negative comments from respondents to the survey. However, this was well received by the young people who participated in the DMAG research. Given that are likely to be adults rather than young people, and may not have gone online to view the young people's button on the home page, we can assume that the current illustrations are appropriate. One of the respondents commented '*I have mixed feelings about the characters being used, feel it may be useful for a younger group of persons to be asked to gain their perspective on the survey question*'.

Both evaluations raised concerns about:

- the size of the text on the labels – with many participants commenting that this is too small
- the translations icon – the image of the globe was not readily understood.

4. Conclusions

This survey has highlighted the need for us to:

- increase the size of the text on the labels, and
- review the design of the languages icon.

We will consider the [DMAG findings](#) alongside the results of this survey when revisiting the design of the alternative formats.

1. Health Rights Information Scotland (HRIS) – evaluation of website icons and...

On our website (www.hris.org.uk) we use icons to represent resources in other languages and formats, including audio, BSL, easy to read and large print. We also use illustrations to represent information for young people. We'd like to get your views on our website icons and illustrations.

By replying to this survey, you can help us understand whether the graphics are appropriate for the resources they represent.

Completing the questionnaire should only take a couple of minutes. Please tick one box only for each question.

1. It would be helpful if you could provide the following information:

Organisation (if applicable):

Job title (if applicable):

2. Do you need to find and/or use patient information resources in other languages or formats:

- as part of your job
- for friends or family
- for yourself

3. How often do you visit our website (www.hris.org.uk)?

- at least once a week
- at least once a month
- less often
- never

2. Please tell us what you think about our icons



1. If I saw the icon above on a website I would know what it means

yes

no

not sure

2. Please tell us what you think about the audio icon above

	yes	no
I have seen this icon before	<input type="radio"/>	<input type="radio"/>

I like this icon	<input type="radio"/>	<input type="radio"/>
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If you don't like this icon, please tell us why:



3. If I saw the icon above on a website I would know what it means

yes

no

not sure

4. Please tell us what you think about the BSL icon above

	yes	no
I have seen this icon before	<input type="radio"/>	<input type="radio"/>

I like this icon	<input type="radio"/>	<input type="radio"/>
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If you don't like this icon, please tell us why:



5. If I saw the icon above on a website I would know what it means

yes

no

not sure

6. Please tell us what you think about the easy to read icon above

	yes	no
I have seen this icon before	<input type="radio"/>	<input type="radio"/>

I like this icon	<input type="radio"/>	<input type="radio"/>
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If you don't like this icon, please tell us why:



7. If I saw the icon above on a website I would know what it means

yes

no

not sure

8. Please tell us what you think about the large print icon above

	yes	no
I have seen this icon before	<input type="radio"/>	<input type="radio"/>

I like this icon	<input type="radio"/>	<input type="radio"/>
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If you don't like this icon, please tell us why:



9. If I saw the icon above on a website I would know what it means

yes

no

not sure

10. Please tell us what you think about the translations icon above

	yes	no
I have seen this icon before	<input type="radio"/>	<input type="radio"/>
I like this icon	<input type="radio"/>	<input type="radio"/>

If you don't like this icon, please tell us why:

3. Please tell us what you think about our illustrations

On our home page, one of the illustrations below shows visitors where to find information for young people.



1 2 3 4 5

1. Please tell us what you think about our illustrations

	yes	no
If I saw one of these illustrations on a website, I would know what it means	jā	jā
I think illustrations like this help people find the information they need on a website	jā	jā
I like these illustrations	jā	jā

If you answered 'no' to any of the questions above, please tell us why:

5
6

2. Please rate each illustration

	really like	like	neither like nor dislike	dislike	really dislike
1 (boy on phone)	jā	jā	jā	jā	jā
2 (girl walking)	jā	jā	jā	jā	jā
3 (boy with headphones)	jā	jā	jā	jā	jā
4 (young boy)	jā	jā	jā	jā	jā
5 (girl at door)	jā	jā	jā	jā	jā

3. Which illustration is your favourite

1 (boy on phone)

2 (girl walking)

3 (boy with headphones)

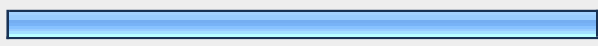
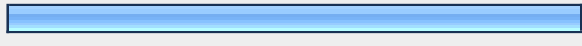
4 (young boy)

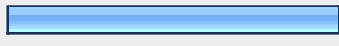
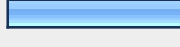
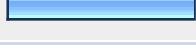
5 (girl at door)



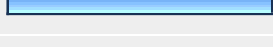

none

4. The results of this survey will be available in May 2010. Please provide an email address below, if you would like to receive a copy:

Email address:

1. It would be helpful if you could provide the following information:			
		Response Percent	Response Count
Organisation (if applicable):		97.8%	135
Job title (if applicable):		94.9%	131
		<i>answered question</i>	138
		<i>skipped question</i>	10

2. Do you need to find and/or use patient information resources in other languages or formats:			
		Response Percent	Response Count
as part of your job		54.7%	52
for friends or family		28.4%	27
for yourself		30.5%	29
		Appendix A <i>answered question</i>	95
		<i>skipped question</i>	53

3. How often do you visit our website (www.hris.org.uk)?			
		Response Percent	Response Count
at least once a week		4.1%	6
at least once a month		12.9%	19
less often		43.5%	64
never		39.5%	58
		<i>answered question</i>	147
		<i>skipped question</i>	1

4. If I saw the icon above on a website I would know what it means			
		Response Percent	Response Count
yes		88.8%	127
no		3.5%	5
not sure		7.7%	11
answered question			143
skipped question			5

5. Please tell us what you think about the audio icon above			
	yes	no	Response Count
I have seen this icon before	82.4% (112)	17.6% (24)	136
I like this icon	94.1% (128)	5.9% (8)	136
If you don't like this icon, please tell us why:			10
answered question			146
skipped question			2

6. If I saw the icon above on a website I would know what it means			
		Response Percent	Response Count
yes		85.2%	121
no		6.3%	9
not sure		8.5%	12
answered question			142
skipped question			6

7. Please tell us what you think about the BSL icon above			
	yes	no	Response Count
I have seen this icon before	37.2% (51)	62.8% (86)	137
I like this icon	87.6% (120)	12.4% (17)	137
If you don't like this icon, please tell us why:			23
answered question			146
skipped question			2

8. If I saw the icon above on a website I would know what it means			
		Response Percent	Response Count
yes		69.0%	98
no		14.8%	21
not sure		16.2%	23
answered question			142
skipped question			6

9. Please tell us what you think about the easy to read icon above			
	yes	no	Response Count
I have seen this icon before	23.7% (32)	76.3% (103)	135
I like this icon	75.6% (99)	24.4% (32)	131
If you don't like this icon, please tell us why:			33
answered question			142
skipped question			6

10. If I saw the icon above on a website I would know what it means			
		Response Percent	Response Count
yes		95.1%	137
no		2.1%	3
not sure		2.8%	4
answered question			144
skipped question			4

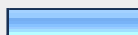

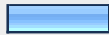

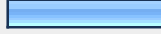

11. Please tell us what you think about the large print icon above			
	yes	no	Response Count
I have seen this icon before	40.6% (56)	59.4% (82)	138
I like this icon	95.6% (130)	4.4% (6)	136
If you don't like this icon, please tell us why:			9
answered question			146
skipped question			2

12. If I saw the icon above on a website I would know what it means			
		Response Percent	Response Count
yes		63.8%	90
no		19.9%	28
not sure		16.3%	23
answered question			141
skipped question			7

13. Please tell us what you think about the translations icon above			
	yes	no	Response Count
I have seen this icon before	23.3% (31)	76.7% (102)	133
I like this icon	69.0% (87)	31.0% (39)	126
If you don't like this icon, please tell us why:			47
answered question			140
skipped question			8

14. Please tell us what you think about our illustrations			
	yes	no	Response Count
If I saw one of these illustrations on a website, I would know what it means	60.9% (78)	39.1% (50)	128
I think illustrations like this help people find the information they need on a website	73.9% (99)	26.1% (35)	134
I like these illustrations	70.2% (87)	29.8% (37)	124
If you answered 'no' to any of the questions above, please tell us why:			55
answered question			140
skipped question			8

15. Please rate each illustration							
	really like	like	neither like nor dislike	dislike	really dislike	Rating Average	Response Count
1 (boy on phone)	12.4% (18)	35.9% (52)	27.6% (40)	18.6% (27)	5.5% (8)	2.69	145
2 (girl walking)	5.5% (8)	27.6% (40)	36.6% (53)	23.4% (34)	6.9% (10)	2.99	145
3 (boy with headphones)	13.1% (19)	40.7% (59)	29.0% (42)	14.5% (21)	2.8% (4)	2.53	145
4 (young boy)	5.6% (8)	43.1% (62)	34.0% (49)	13.9% (20)	3.5% (5)	2.67	144
5 (girl at door)	13.9% (20)	40.3% (58)	32.6% (47)	7.6% (11)	5.6% (8)	2.51	144
	answered question						145
	skipped question						3

16. Which illustration is your favourite			
		Response Percent	Response Count
1 (boy on phone)		21.2%	31
2 (girl walking)		2.7%	4
3 (boy with headphones)		16.4%	24
4 (young boy)		13.7%	20
5 (girl at door)		25.3%	37
none		20.5%	30
	answered question		146
	skipped question		2

17. The results of this survey will be available in May 2010. Please provide an email address below, if you would like to receive a copy:

		Response Percent	Response Count
Email address:	<input type="text"/>	100.0%	74
		<i>answered question</i>	74
		<i>skipped question</i>	74