NSW GOVERNMENT | **Education**

DEC

**NSW Department of
Education & Communities**

Case Study

RAPID RESEARCH

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Putting people at the centre of everything we do

| Project Background

The NSW Department of Education and Community (DEC) had conducted a significant body of research to understand and redefine its digital landscape, with the aim of understanding user requirements to create a joined-up digital experience.

Sitback was engaged by DEC to explore concepts for disseminating secure and non-secure digital content to its School audiences (e.g. executives, teachers, administrators, and other non-teaching staffs).

Working alongside the DEC's project team, we were responsible for **validating and extending** the previous research, as well as translating the identified requirements into **actionable agenda items**.

"**We employed an** *Agile Experience Research* **approach**"

Documentation Review

Content Audit

Analytics Review

Visioning Workshops

Interactive Prototypes

Card Sorts

Usability Testing

Personas/ User Journeys

Information Architecture

Showcase Exhibition

The project was not without its challenges though, as the DEC digital landscape is highly fragmented, with related content located in multiple sites using different terminology. Furthermore, the business rules around secure content, information access and content ownership were unclear.
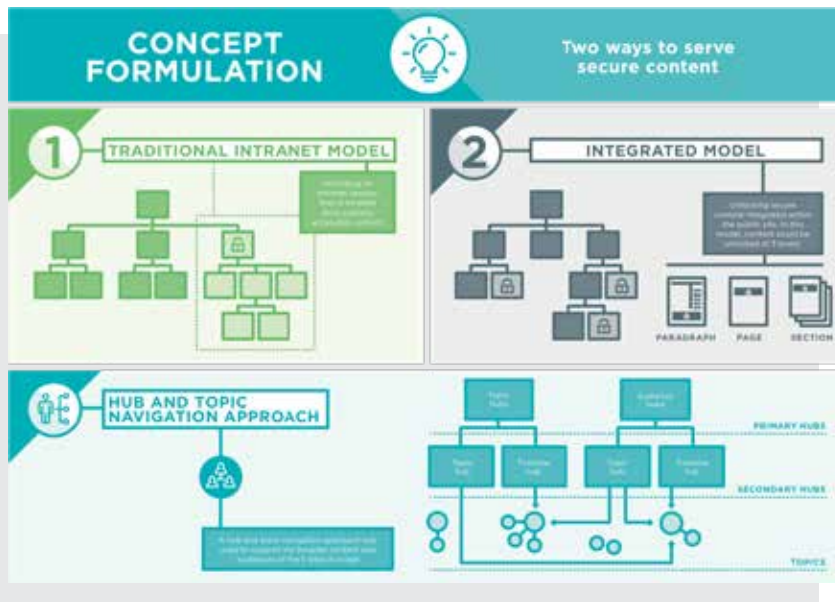
Our Approach

We employed an **agile experience research** approach, with the research methods being defined and refined throughout the project based on the validation (or invalidation) of the research hypotheses and assumptions.

1. Pre-Solution Research

One of the initial steps of the research process was to define the research objectives and aims. We conducted a **documentation review** to understand the business landscape, an initial **content audit** to inform the structural framework of the current websites, and utilised **Google Analytics** to gather additional insight into the usage and trends of a range of DEC sites. We also conducted a series of **visioning workshops** with internal audiences to gather business insights and to explore concepts for the DEC digital landscapes.

2. Concept Formulation

We then generated two initial concepts to test and contrast potential approaches to surfacing secure content. After internal reviews, we translated the concepts into **interactive prototypes** that were taken to contextual enquiries.

3. User Research

Various user research and validation techniques were incorporated into our school visits. These included **contextual enquires** to fully understand and empathise with their day-to-day frustrations, **card sorts** to uncover the user's mental model of secure information, and **usability testing** to investigate the ideal experience. We then created a survey to gather feedback from more participants and validate the findings uncovered during the qualitative research activities with a larger sample of users.

4. Refine, Document, & Disseminate

We documented findings, created **personas** and **user journeys** and **information architecture**, and refined the concepts based on the findings from the onsite research. In addition to a written report, we also held an internal **'drop-in centre'** to engage key stakeholders and to showcase the research findings and concept prototypes. We displayed key research findings, recommendations, and outcomes in various mediums, including **leaflets**, **posters** and **videos**. This exhibition style generated valuable conversations and provided input into the next round of research.

Outcome

The project resulted in the provision of five personas and user journey representing the core user archetypes. An interactive prototype illustrating the interaction design of the site for two screen sizes (desktop & mobile) was developed.

Sitback was subsequently invited to plan and conduct the next round of research focusing of other audience groups.

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At Sitback, we believe that everyone deserves exceptional experiences.

So, whether your customers are consumers, companies, students, citizens or staff, we exist to ensure your organisation provides the best possible experience, resulting in satisfied customers and a successful business.

As the trusted partner for companies who are dedicated to putting their customers first, we take a holistic approach to Experience Design and provide market-leading UX Consultancy from Registered Psychologists and HCI experts, alongside specialist Software Development, Support and Training services.

Putting people at the centre of everything we do