

Key findings of the 2012 website user survey

Second meeting between NGO
representatives and ECHA

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Background

- Customer insight research launched in 2010
 - Substantial in-depth research over a 6 month period, including interviews, surveys, user testing, web analytics & best practice research

Background

- Customer insight research launched in 2010
 - Evaluate & scope next steps for evolving website
 - Understand visitor needs, priorities and objectives
 - Prioritise where to best invest time, energy & budget to best meet ECHA & visitor goals
 - Deliver a good quality, usable, informative website to a varied community of users

Background

- Customer insight research results

Industry:
Active Expert
Users

Intermediaries:
Compliance &
Industry Reps

Industry:
Not Yet Active or
Expert

Information
Consumers &
Public
Intermediaries

Information Consumers & Public Intermediaries/Civil Society



“The information delivered by ECHA is necessarily complicated and a bit nerdy. I’m not sure just how accessible this is ever going to be to people outside the industry and so there will always be the need for intermediaries.”

What I’m trying to do:

- Gather and interpret information on behalf of groups (knowledgeable intermediaries).
- Understand risks/undesirable actions and how to mitigate them (civil society).
- The ability to understand rights and obligations from a simple consumer perspective .

What I need from echa.europa.eu:

- A way into the site that doesn’t intimidate (citizens & information consumers).
- The ability to find information in a ‘non-scientific’ manner – animal testing, workplace and household products etc – and to understand what this means.
- Transparency – why this is being done, what benefits is it bringing citizens, if information is not available, say why it is not available.

Information Consumers & Public Intermediaries/Civil Society



“I can’t see anywhere on this site how this relates to me and my interest in ending animal testing. I don’t understand what it is saying and the site clearly isn’t meant for people like me”

Current biggest issues with site:

- Not knowing where to start and getting overwhelmed
- The site needs brute force and prior knowledge to penetrate
- The language is impenetrable
- Not sure where to go or why
- Not sure that this is aimed at a beginner

Priority fixes:

- A site that talks to me (citizens and their representatives) in my non-scientific language
- Clearer navigation
- Calendar of events/updates
- Incorporate benefits, success outcomes & mission values – why does REACH matter?

Background

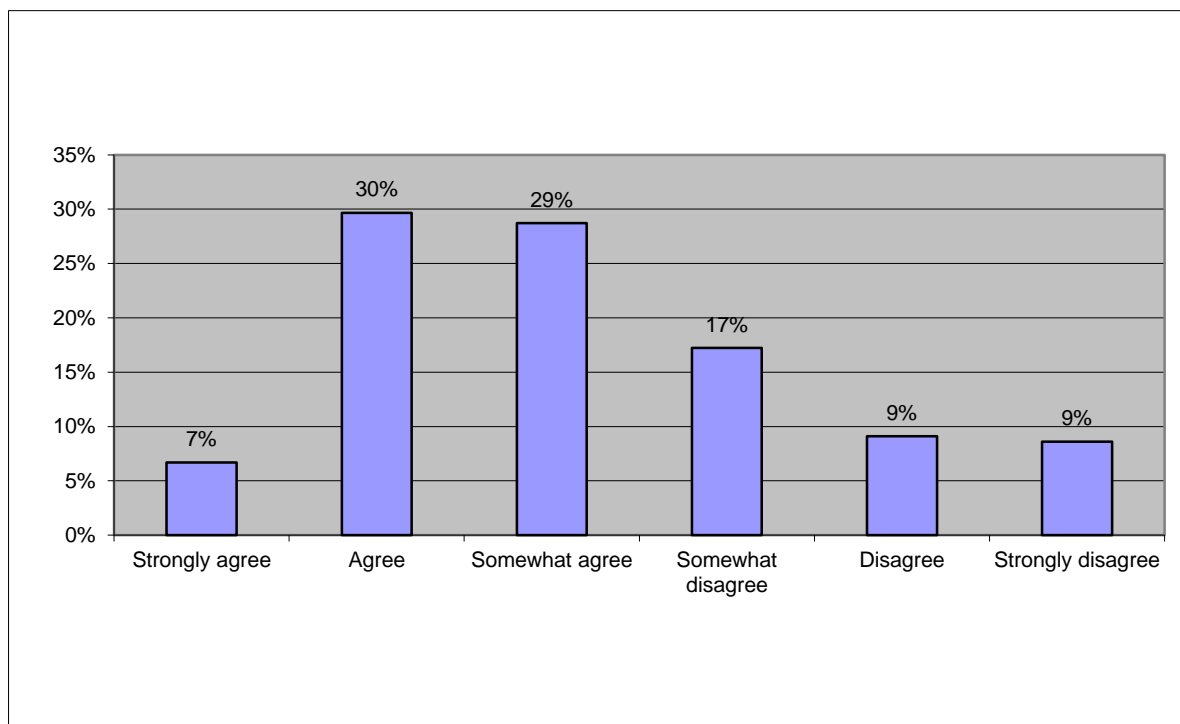
- New website (launched in 12/2011) built on customers needs
 - Additional research done as follow up of the customer insight in Q1-Q2 2011 (information architecture, persona creation, usability tests)
 - Again full involvement of our customers

Evaluating the website – the survey

- Web survey launched in 11/2012
 - Link to the survey distributed via ECHA e-News
 - 209 respondents
 - Worldwide respondents, biggest groups from Germany, France and Netherlands
 - Primary field of activity was Manufacturer of chemicals for the 46 % of the respondents

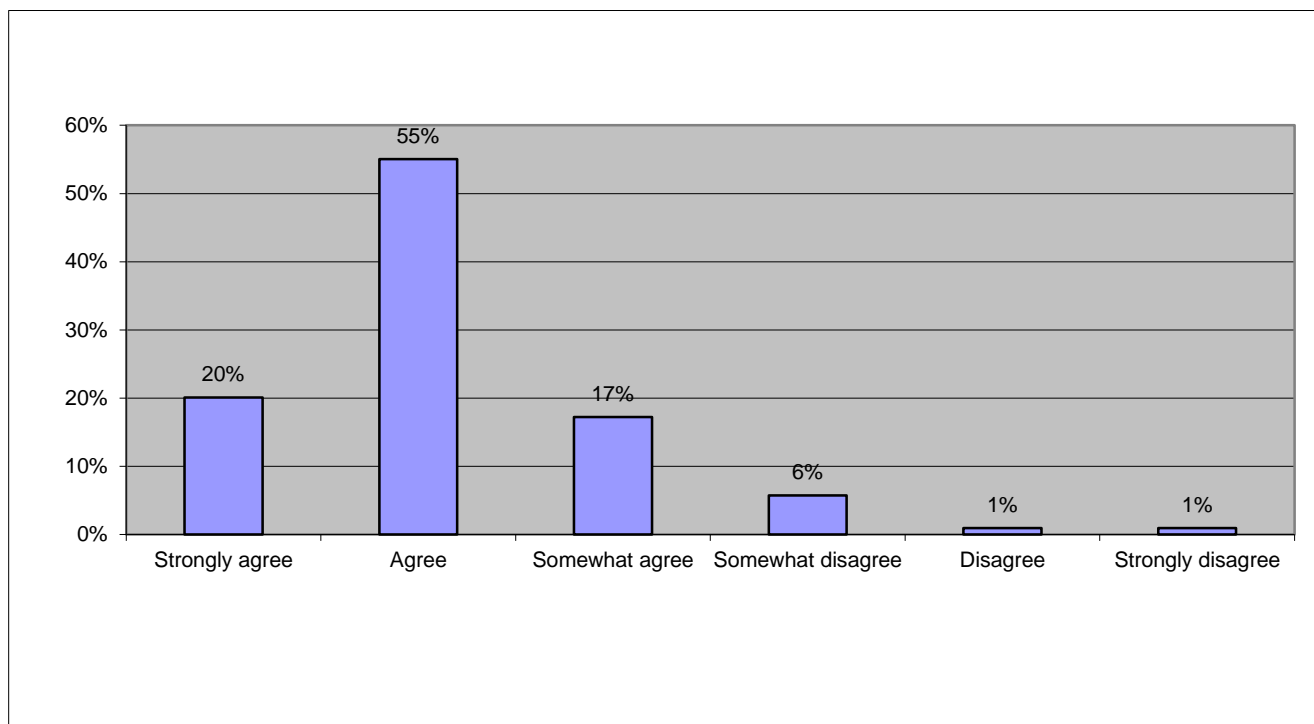
Evaluating the website

"I can easily find what I am looking for"



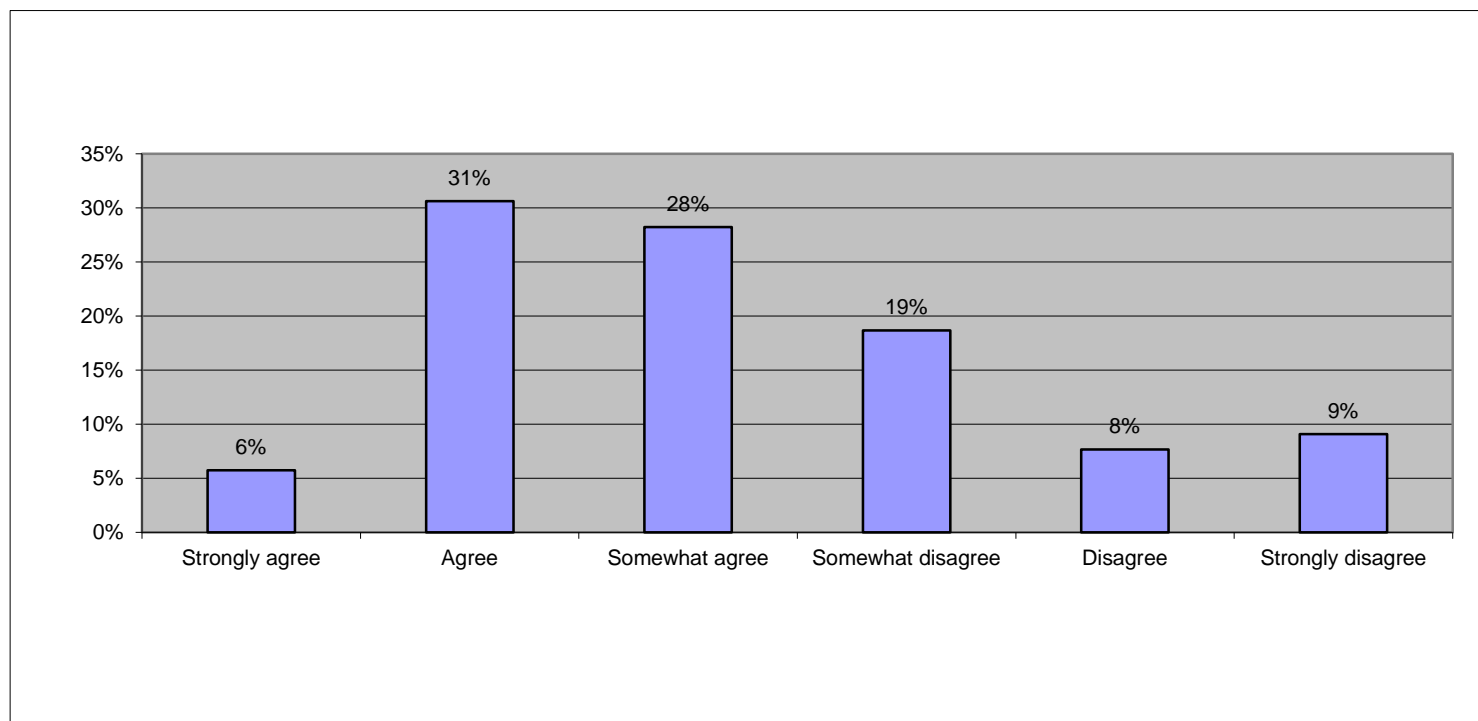
Evaluating the website – the survey

“The information is useful for my needs”



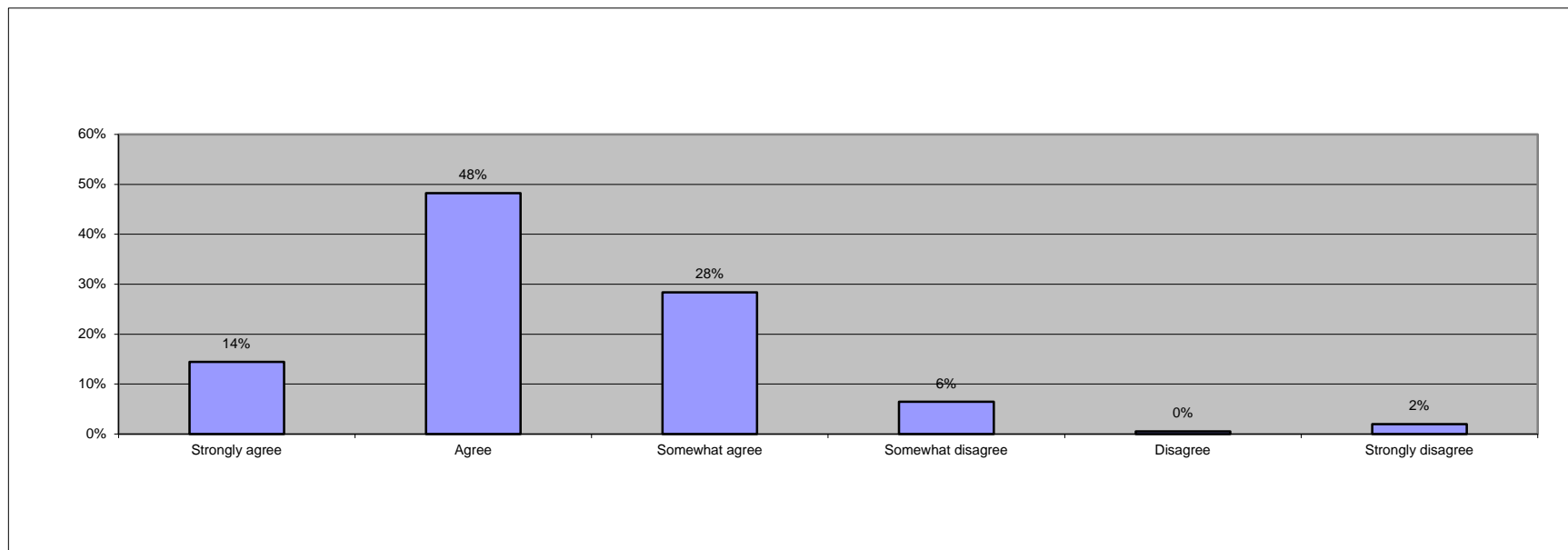
Evaluating the website – the survey

“The layout of the website is well structured”



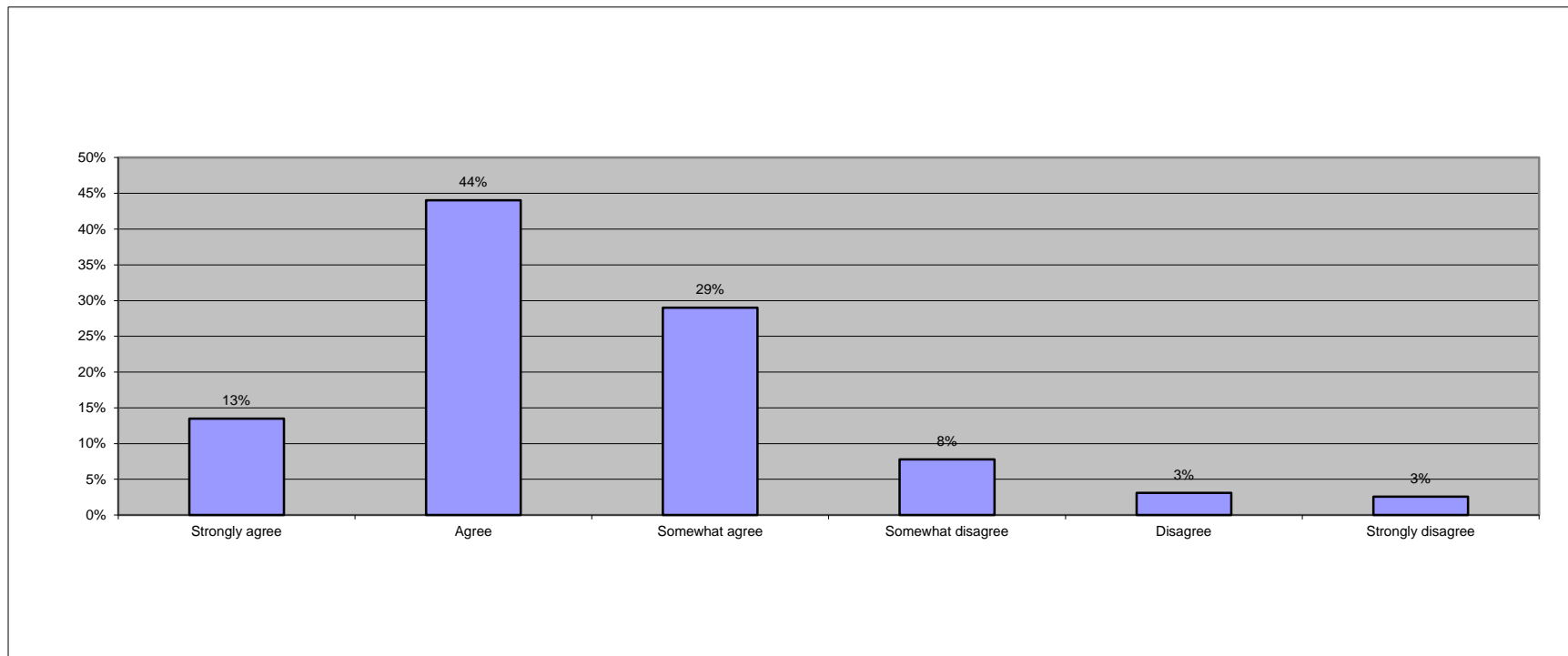
Evaluating the website – the survey

“The website texts help me to better understand ECHA's activities and the regulations it is responsible for”



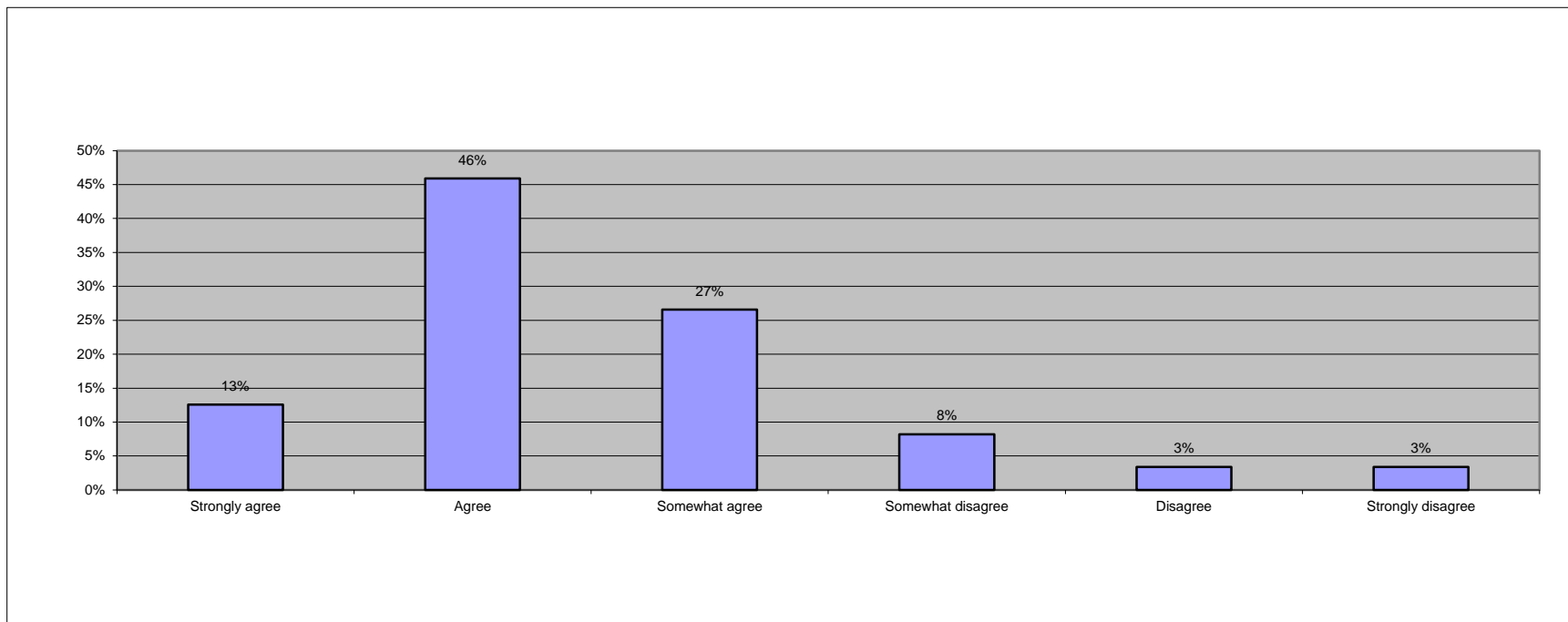
Evaluating the website – the survey

“The website texts help me to comply with legal obligations”



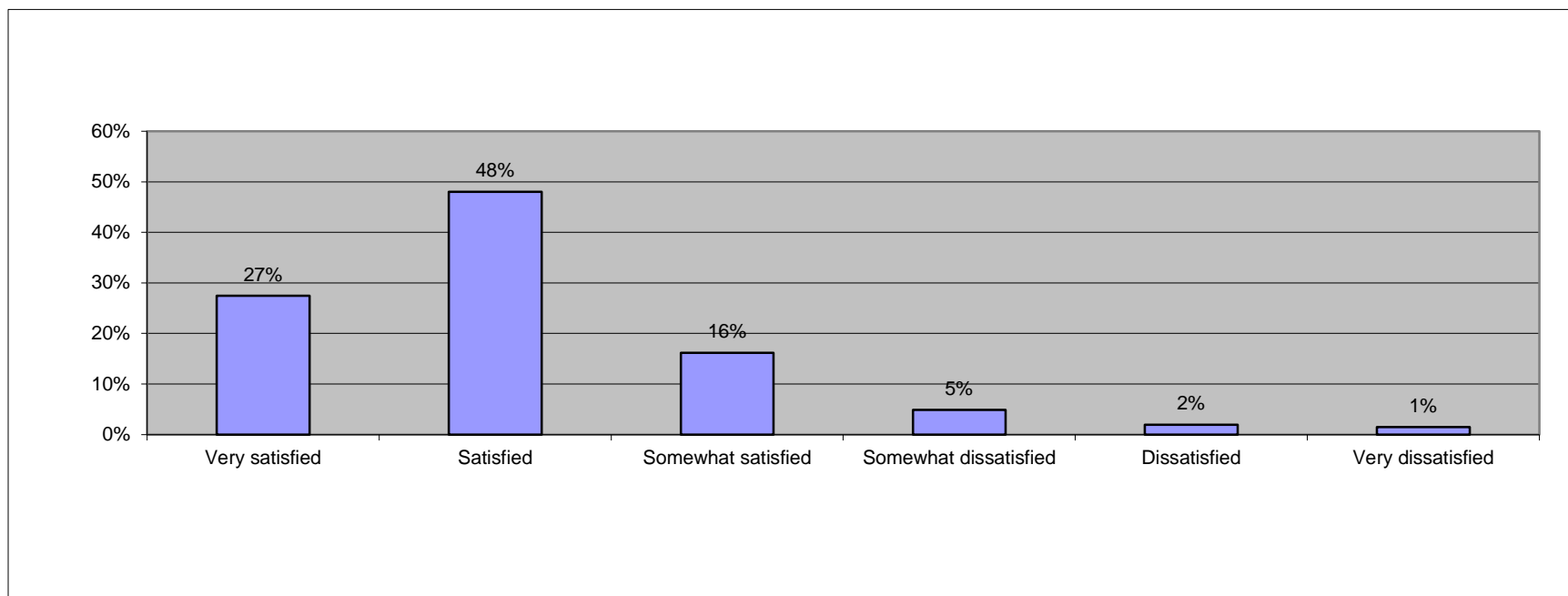
Evaluating the website – the survey

“The web page language is clear and easy to understand”



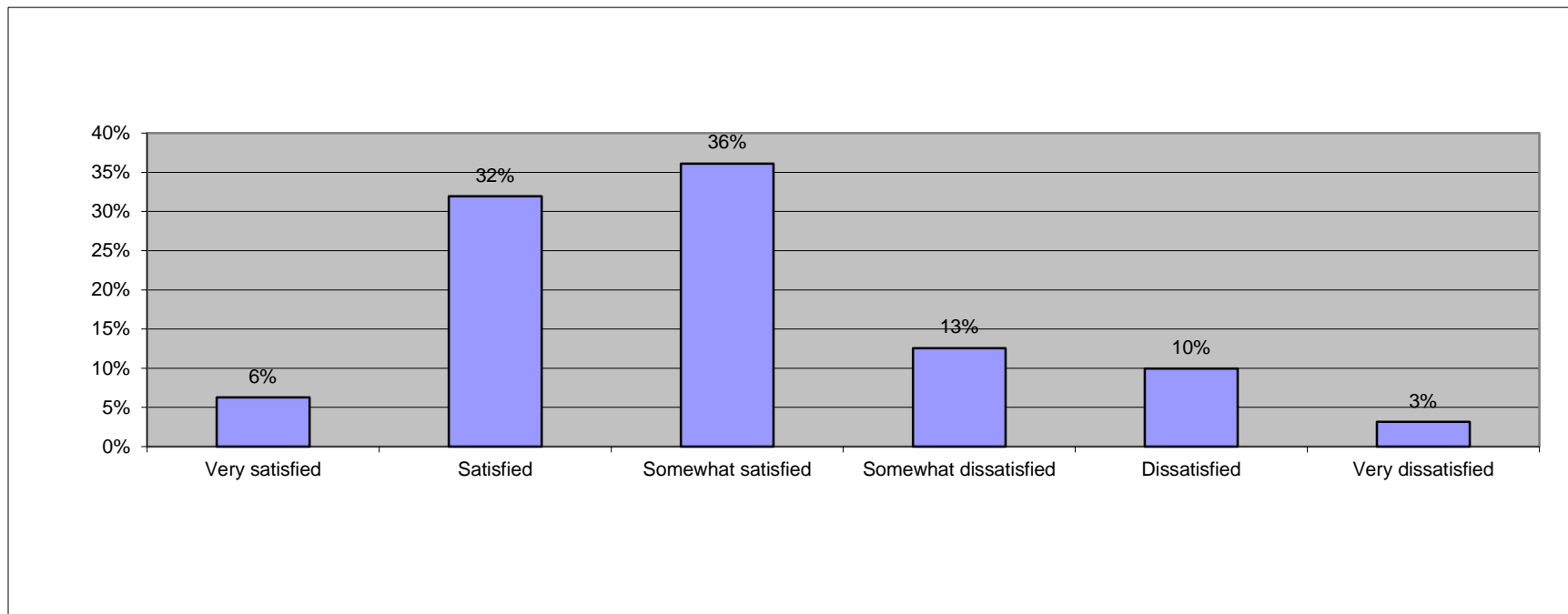
Evaluating the website – the survey

“How satisfied are you with the search for chemicals on the ECHA website?”



Evaluating the website – the survey

“How satisfied are you with the search results on the ECHA website?”

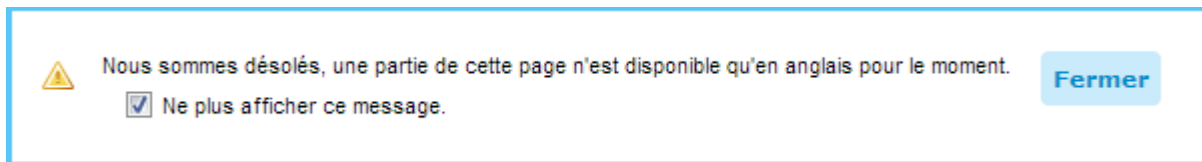


Evaluating the website – the survey

- Most frequent comments
 - Easier access to Guidance
 - Search results to be improved
 - Translations message overwhelming
- Overall satisfaction with the website very good!

Improving the website – actions

- Links to Guidance more evident
- Translations message changed



- Change in the logic of content's tagging
- Technical improvement to the search engine

Thank you

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