

Panel members were asked to feedback on the proposed new website homepage before this went live on the Riverside website. Panel members reviewed whether content was easy to find and whether improvements could be made.

Survey End date: 12th April 2019 Total number of participants: 45

Summary:

- The majority of panel members accessed the new homepage by a mobile or by a laptop/ computer.
- Half of panel members accessing the homepage on their mobile found the new webpage to be better for viewing on a mobile. Under half found it to be the same and just one panel member finding it worse compared to the previous webpage.
- Around 80% of panel members found it easy to find where you would go to access information on universal credit and how to look for a new home.
- Around 60% of panel found it easy to find where you would go to access information on gas safety, how to make a complaint and reporting ASB.
- 84% of customers who have registered for a My Riverside online account found it easy to find where they would go to logon.
- 58% of customers who have not yet registered for a My Riverside online account found it easy to find where they would go to register.
- Panel members commented that what they liked most about the new homepage was the layout/ appearance, ease of use and the usefulness of the information that was included on the page.
- A number of panel members also made comments about improvements that they felt could be made to the home page, including areas that they felt were currently missing and improvements that could be made to the layout and user-friendliness of the page.

What we will do following your feedback:

- We acknowledge that finding some key customer information on the homepage could be better. As part of the next stage of the project to review the Riverside website, we will focus on where we can improve the online customer journey to help customers find key information more seamlessly. We have also recently added a new 'customer campaign banner' to the new homepage, which allows us to prominently display customer focused campaigns on some of the key topics covered in the survey.
- We will take on-board the feedback that customers who have not yet registered for My Riverside, found it less easier than registered customers to find where you would go to access My Riverside. This will be fed into the project team as part of the national rollout plan for this service, in which we will look at various ways to assist new users in signing up to the service. This will include fine-tuning parts of the website content such as clearer and more visible signposting / navigation.
- Finally, we also note the feedback regarding improvements that could be made to improve the layout and user-friendliness of the page. We have therefore made some design / copy changes including re-wording buttons and prompts so they use more intuitive language, and simplifying the footer menu so it's less cluttered and easier to navigate.

Results

How did you access the new proposed website?	No. responses	% of responses
Laptop/ computer	21	48%
Mobile phone	18	41%
Tablet	5	11%

Do you feel that the new proposed homepage was better or worse to view on a mobile phone compared to the current webpage?	No. responses	% of responses
Much better	7	39%
Somewhat better	2	11%
About the same	8	44%
Somewhat worse	1	6%

How easy/ difficult did you find it to locate where you click to access information on universal credit?	No. responses	% of responses
Very easy	23	54%
Easy	13	30%
Neither	6	14%
Difficult		
Very difficult	1	2%

How easy/ difficult did you find it to locate where you click to access information on gas safety?	No. responses	% of responses
Very easy	13	30%
Easy	14	33%
Neither	6	14%
Difficult	2	5%
Very difficult	8	19%

How easy/ difficult did you find it to locate where you click to access information to look for a new home?	No. responses	% of responses
Very easy	18	43%
Easy	16	38%
Neither	6	14%
Difficult	1	2%
Very difficult	1	2%

How easy/ difficult did you find it to locate where you click to access information on how to make a complaint?	No. responses	% of responses
Very easy	10	24%
Easy	16	38%
Neither	9	21%
Difficult	5	12%
Very difficult	2	5%

How easy/ difficult did you find it to locate where you click to access information on reporting ASB?	No. responses	% of responses
Very easy	15	36%
Easy	12	29%
Neither	4	10%
Difficult	9	21%
Very difficult	2	5%

If signed up for My Riverside; how easy or difficult did you find it to locate where you would go to logon to your My Riverside online account?	No. responses	% of responses
Very easy	8	42%
Easy	8	42%
Neither	2	11%
Difficult	1	5%

How easy or difficult did you find it to locate where you would go to register for My Riverside online services?	No. responses	% of responses
Very easy	9	35%
Easy	6	23%
Neither	8	31%
Difficult	3	12%

Please tell us what you like most about the proposed new homepage?

Panel members commented that what they like most about the new home page was that it was clear and easy to navigate, the layout and appearance of the new homepage and the useful information on the homepage.

Please tell us what you like least about the proposed new homepage?

The majority of panel members did not comment or commented that there wasn't anything they liked least about the new homepage. Where panel members did comment the following areas were highlighted:

- Too many drop downs
- Text being small
- Spelling error
- Not enough information for certain customer groups (disabled customers, shared owners)
- Wanted to section on how to report repairs/ problems/ ASB to be more prominent
- Looking the same to previous page
- Difficult to find some sections/ headings not clear
- Having to press contact us button

Do you feel there is anything missing that you would like to see in the new homepage design?

Where customers commented any items they were missing from the new homepage, they commented on the following:

- Reporting repairs online
- A list of phone numbers from different services
- Customer involvement
- Local events/ what is happening nationally
- Index (find what you are looking for straight away)
- Increase text size
- More information for disabled customers
- "Anything else?" button