

Results of the new homepage feedback

1. Introduction

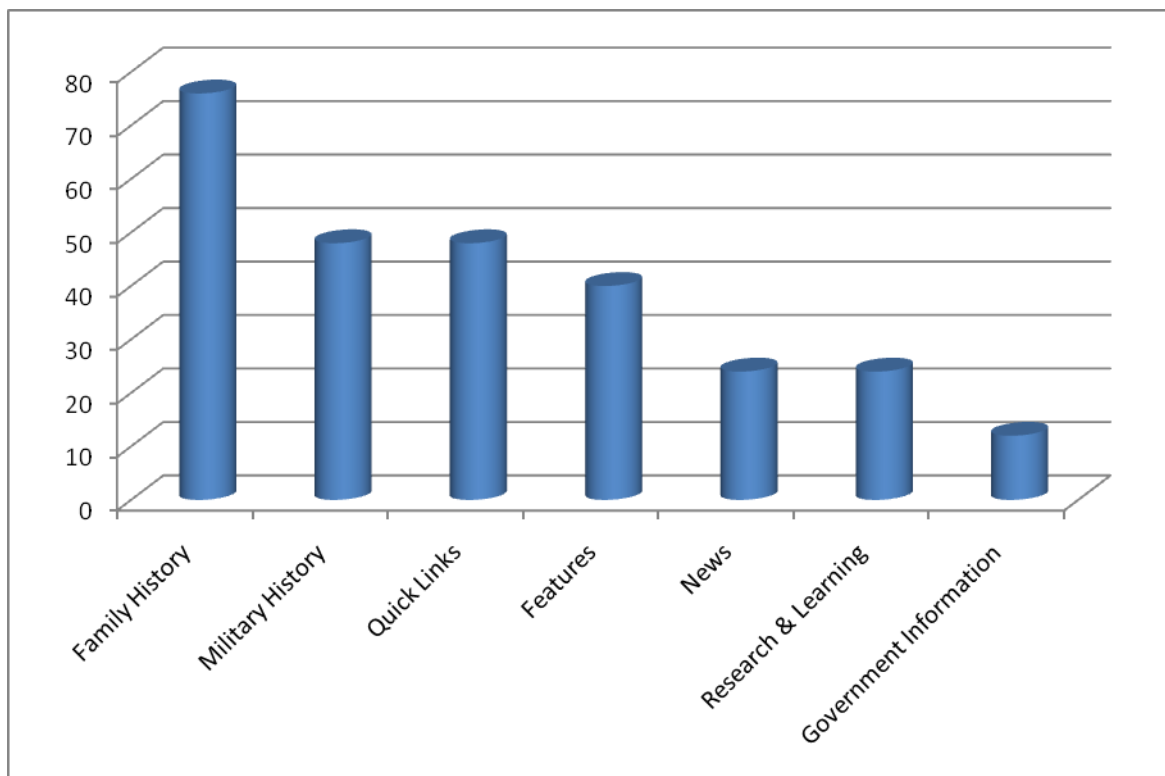
This report summarises the feedback received from the Online User Advisory Panel on The National Archives new homepage.

The feedback was positive overall, with the homepage fulfilling its objectives for priority of content and streamlined design.

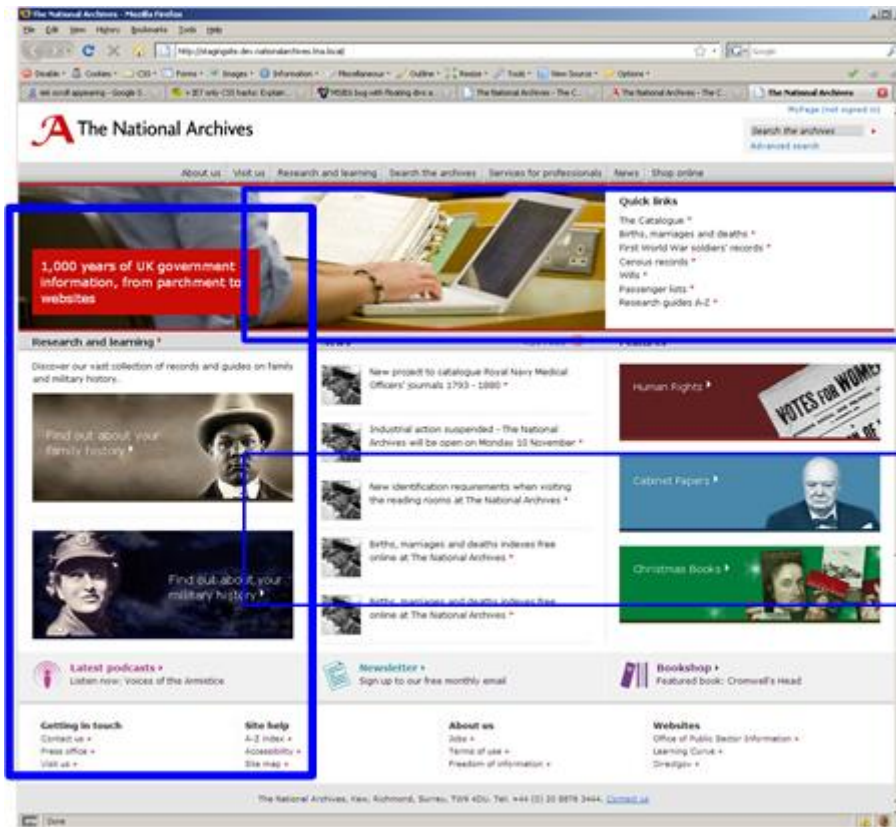
2. Priority of sections

Participants were asked to rate which sections of the homepage looked the most important. The results below are percentages based on the number of mentions and the relative position in the list.

NB. The Research and Learning section contains both the Family and Military History sections and could therefore be amalgamated with these scores. Government Information is taken to mean the 'statement of purpose' banner top left of the homepage.



The results show that family history is particularly prominent but that military history and quick links also get a large proportion of attention. These results map well to established user behaviour which indicates that a majority of people scan web pages in an F formation (shown below).



3. Positives

The majority of positive comments centred on the overall design being clean and clear and the introduction of a quick links section. Other comments ranged from the introduction of the podcast, newsletter, bookshop links at the bottom to the use of images (content not size).

4. Negatives

The main criticism was that the images were too large, in particular the main banner (top left). Other issues were whether the page reflected the range of material the archives holds (it was felt the page slightly oversimplifies the service) and whether the choice of links/content was appropriate.

5. Emotional response

All participants scored the homepage against a repertory grid designed to elicit more subjective responses to the design. These responses were combined and plotted on the grid below.

