

That told us!

User survey: June 2012

Aims

- Take stock
- Measure satisfaction
- Identify usability issues
- Identify unmet needs

Who took part?

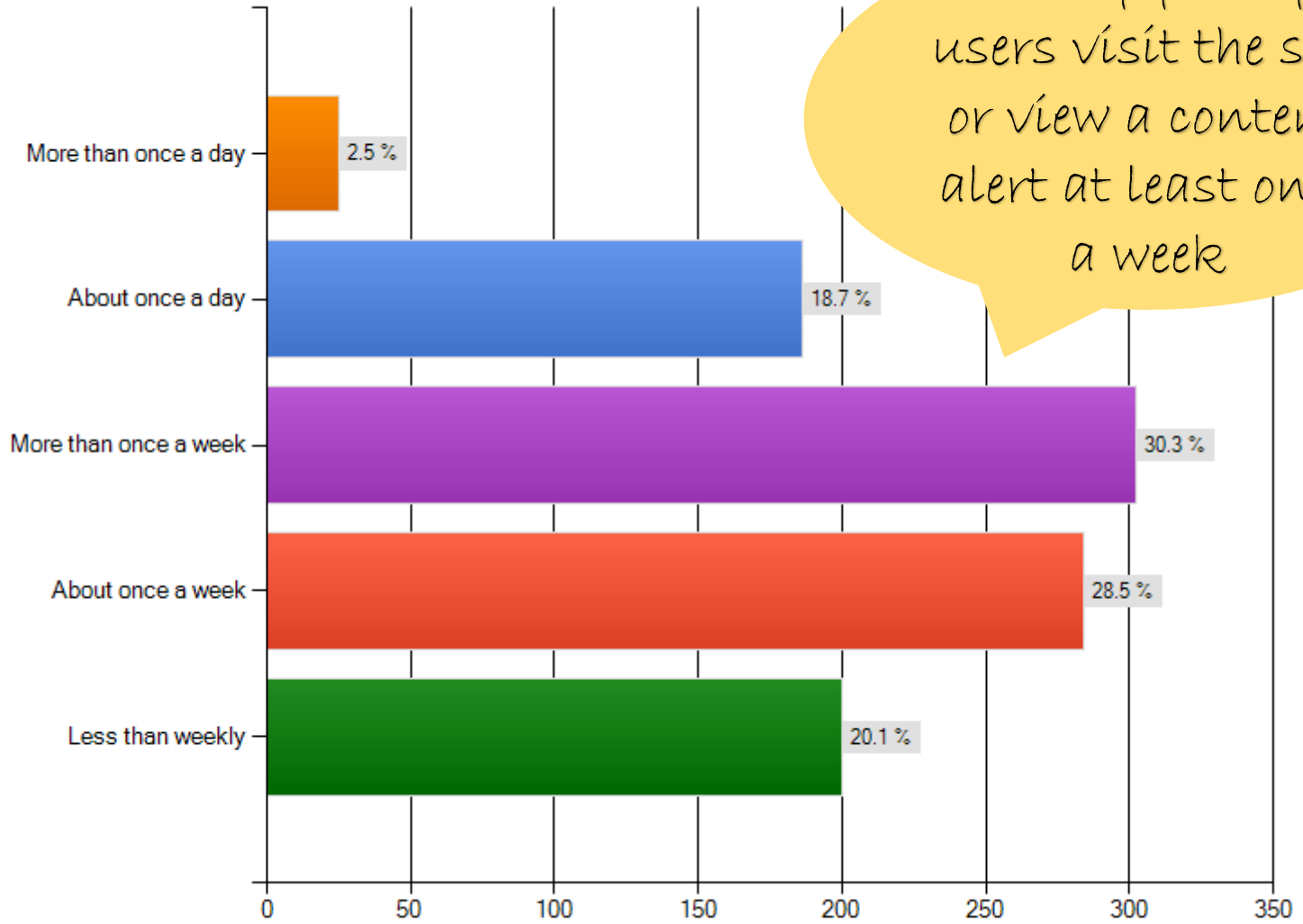
- 1029 responses to online survey (May 2012)
- More than 2% of registered users
- Wide cross section of NHS professions and job functions

Where we are now

	May 2011	May 2012	% change
Page views	172,514	218,356	27%
Visits	56,635	64,255	13%
Registered users	26,047	48,819	87%
Newsletter subscribers	18,489	28,711	55%
Networks	596	587	-1.5%

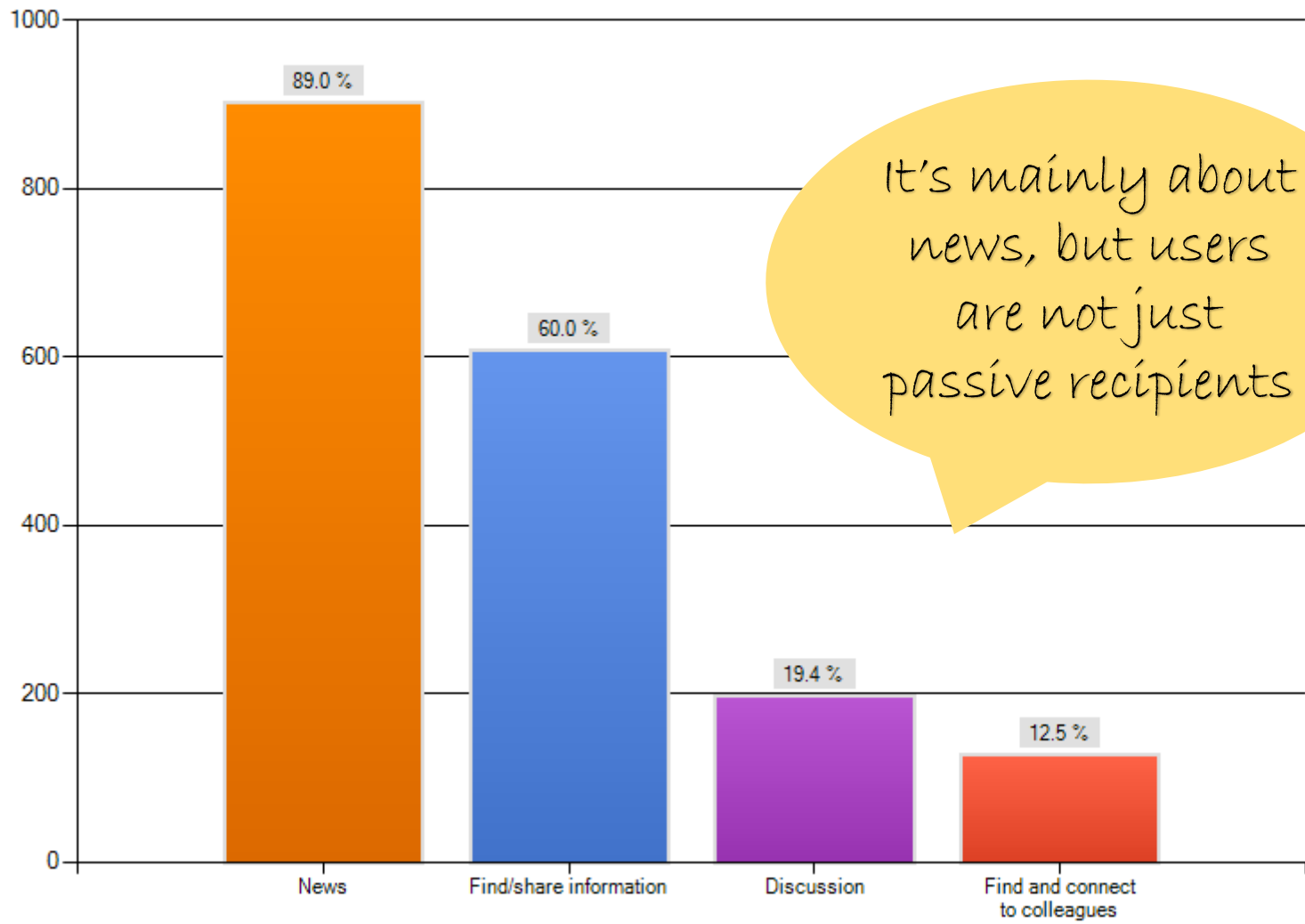


Frequency of visits

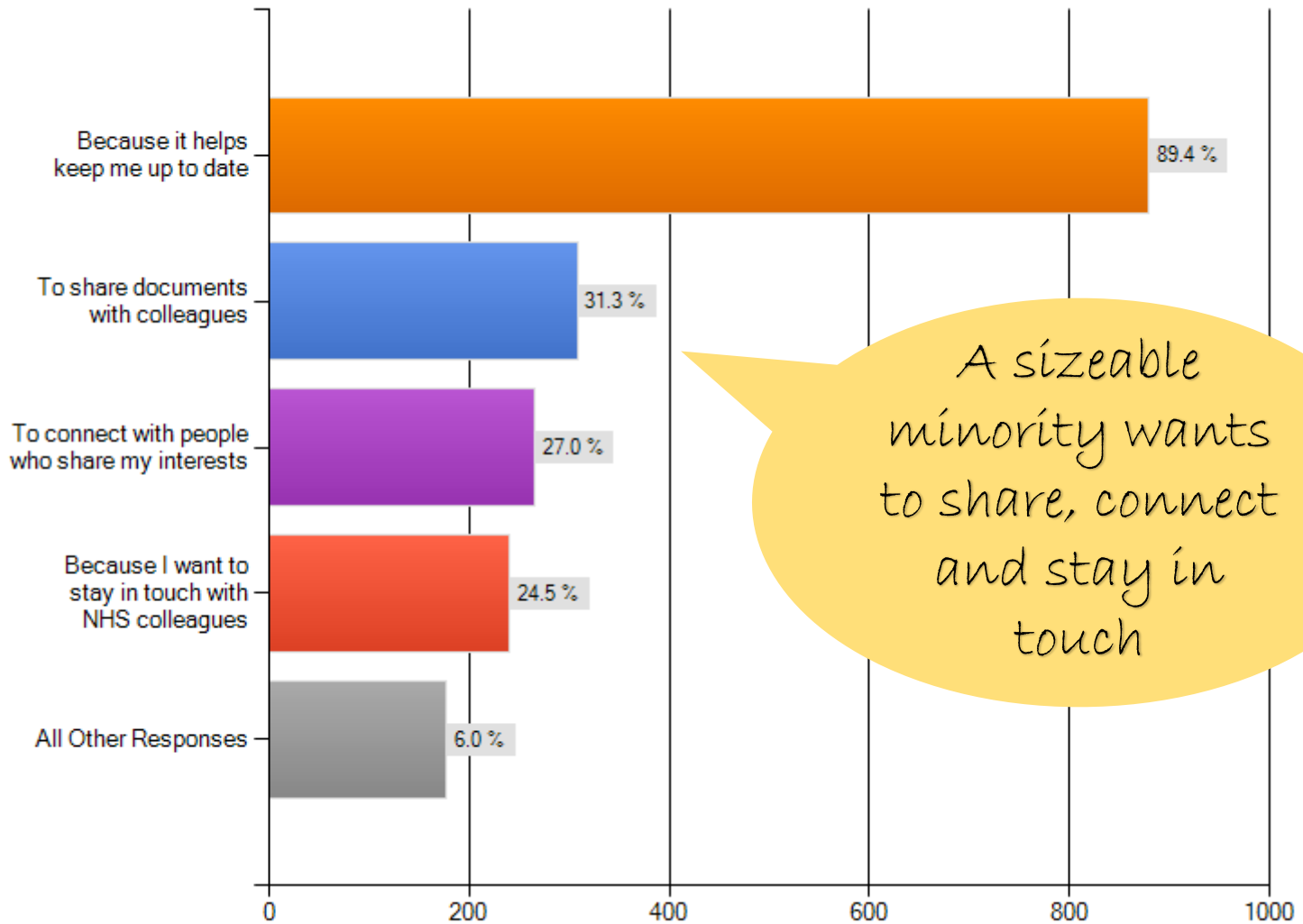


Four-fifths of users visit the site or view a content alert at least once a week

What do you use NHS Networks for?



Why do you use NHS Networks?

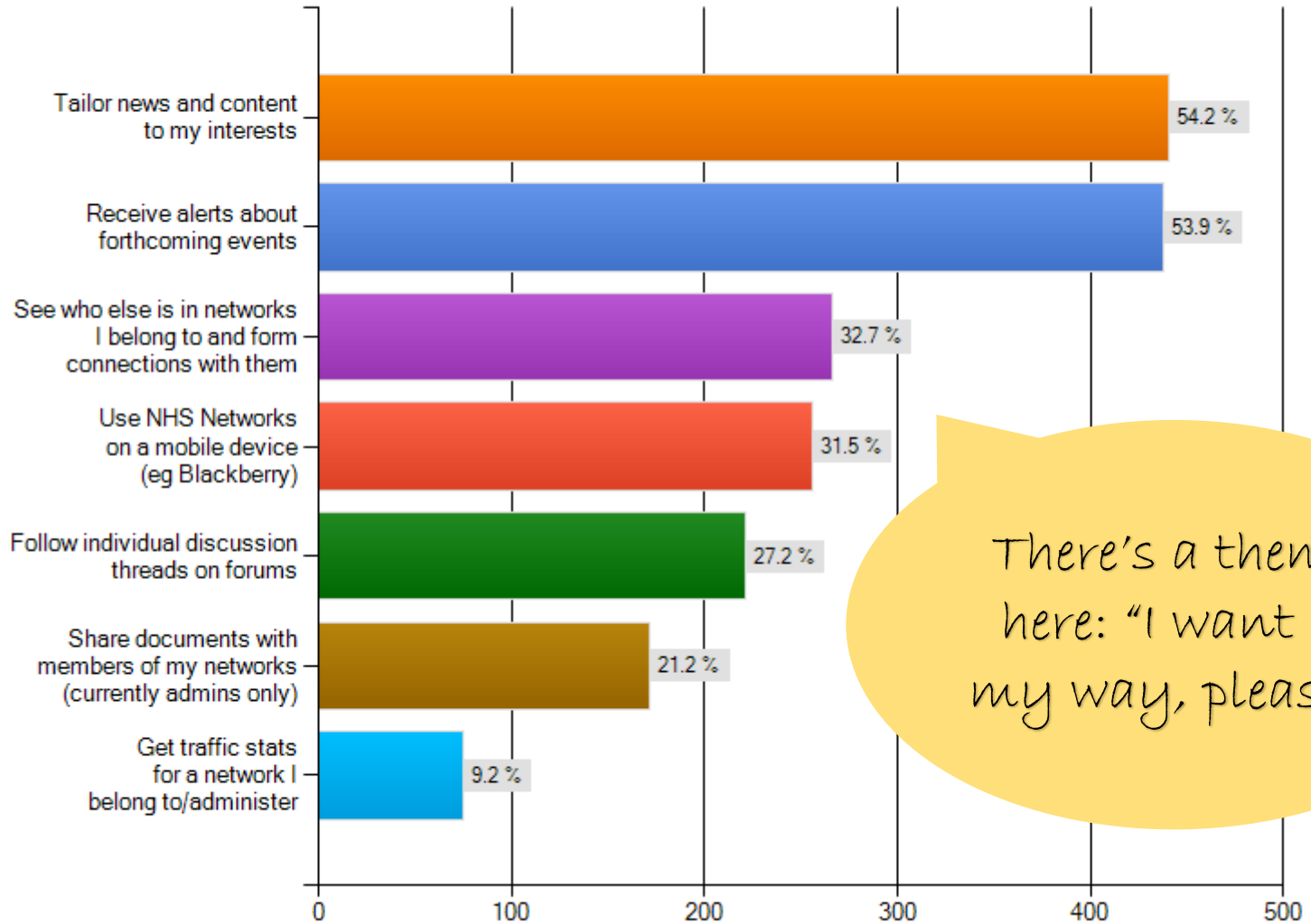


A sizeable minority wants to share, connect and stay in touch

Top rated content

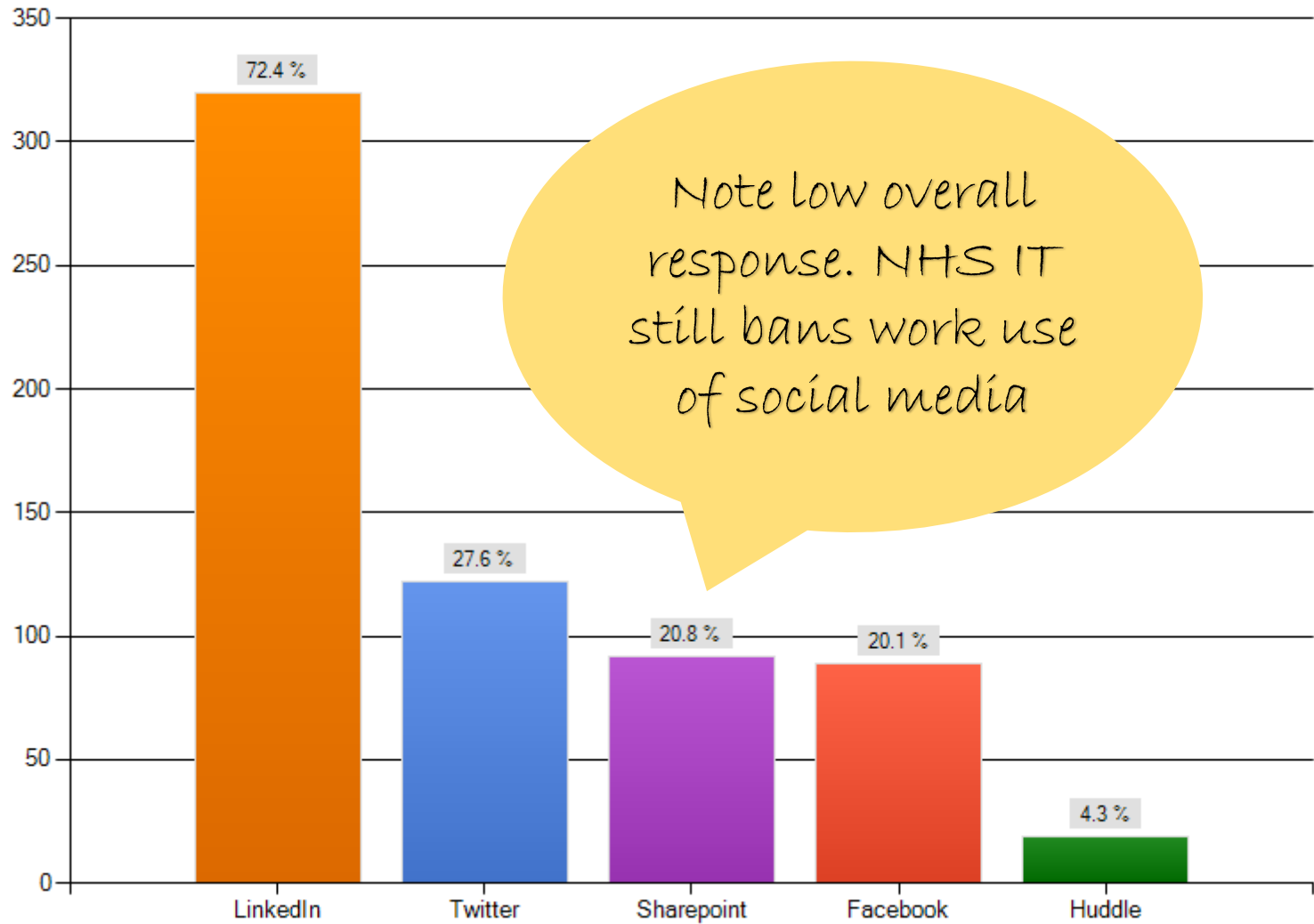


What people would like to be able to do

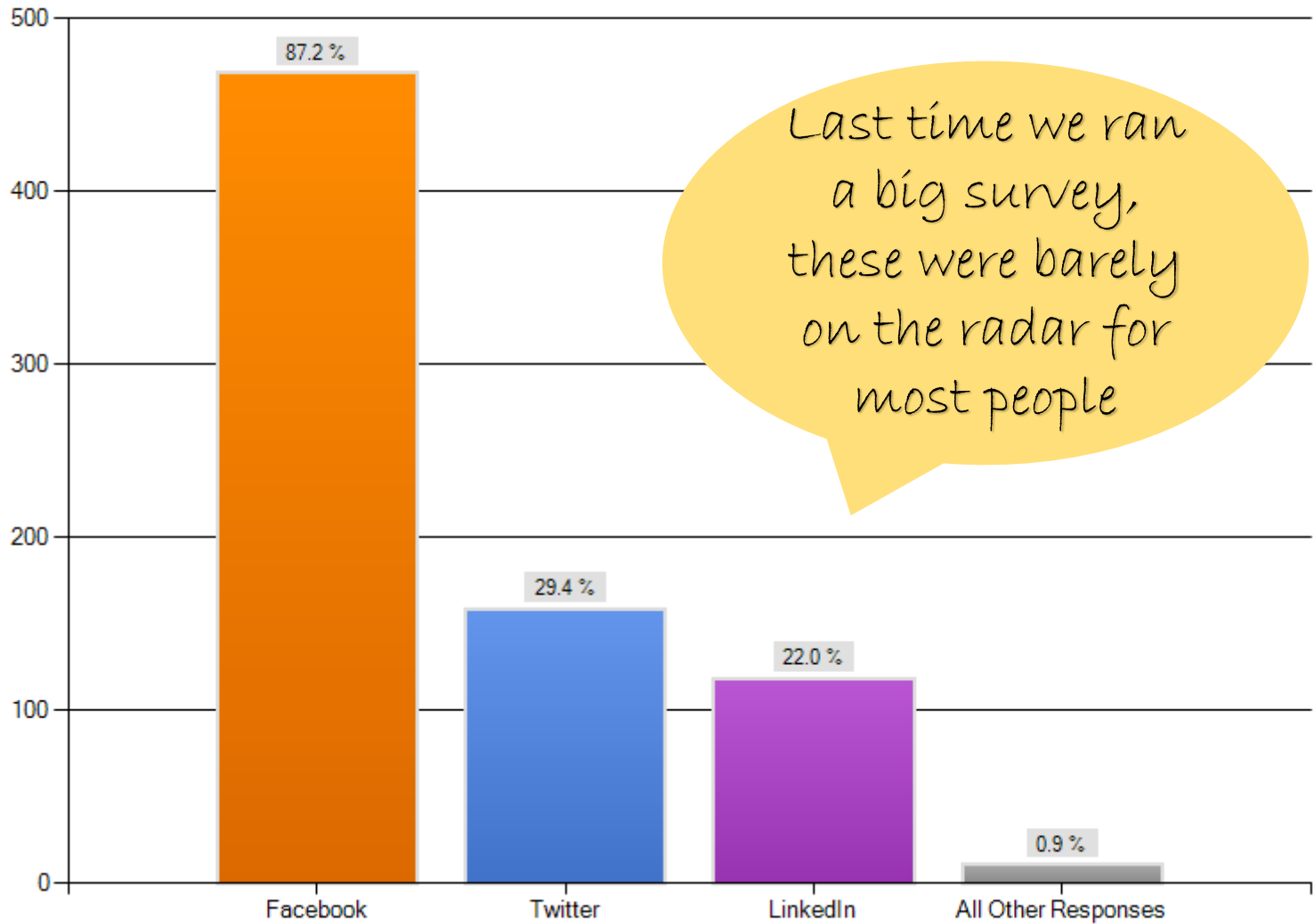


There's a theme here: "I want it my way, please!"

What people use in their professional life

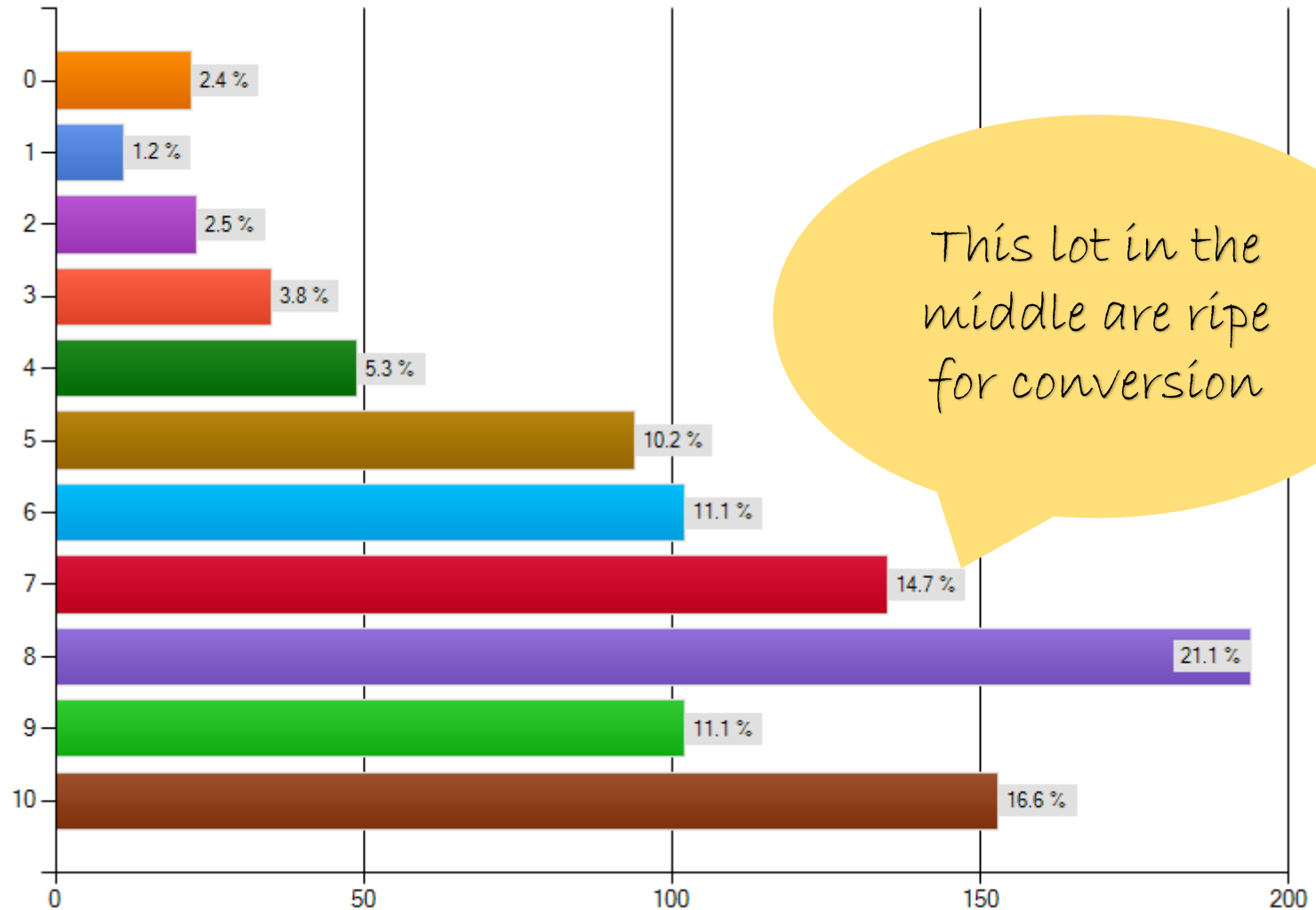


What people use in their social life



The bulge is in the right place

Would you recommend NHS Networks to a colleague?



Closing the gaps

1. People aspire to do more than site allows
Solution: technical development
2. It can be done but we haven't made it obvious enough
Solution: user interface design/signposting

Quick wins

- Rationalise content alerts
 - Too many alerts
- Add alerts about events (second most requested feature)
- Redesign the home page and top level navigation
 - More attractive
 - Better signposting of features

We've fixed
this one
already!

These are
next

Thanks again...

- We will use your feedback to make NHS Networks a more interesting and useful resource
- We'll keep you up to date with our progress (if you're interested)
- And we'll check back with you from time to time to find out how we're doing



