



Website Experience

Tree Tests Results & Findings

Presented by 



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Introduction

Purpose

The purpose of this report is to share background information about tree testing we conducted to evaluate options for [REDACTED] site structure, along with results, conclusions, and recommendations from proposed by the user research team at [REDACTED].

Tree testing was intended to provide answers to the following research questions.

Research Questions

- How do end users navigate through the site to achieve commonly performed tasks?
- How does the IA being tested support, or fail to support, a user's ability to independently find information?
 - Where do end users get lost and why? Where do end users expect to look for key information?
 - How successful are end users in achieving these commonly performed tasks?
 - How might we improve the information architecture to provide straightforward and efficient pathways for end users to achieve most commonly performed tasks?
- What IA strategy is most effective?



Introduction

Our Process

The user research team at [REDACTED] gathered insights about the way in which sample users navigate through [REDACTED] website by utilizing the following process:

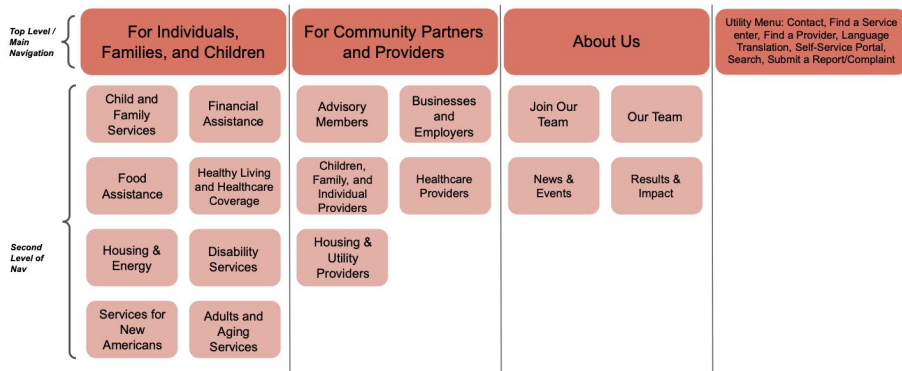
1. Hypothesized three potential IA structures, which were developed based on information collected in focus groups with [REDACTED] internal teams and contextual research of state-level health and human services sites across the U.S.
2. Presented IA structures with [REDACTED] stakeholder teams for consideration and feedback. Two of the three proposed IAs were selected for tree testing.
3. Created 12 tasks commonly performed by end users of [REDACTED] sites.
4. Launched unmoderated tree tests involving participants from across the U.S. via Optimal Workshop's tree testing platform, where respondents were primarily recruited through the platform. Each individual was prompted to navigate through layers of IA to achieve 12 different tasks.



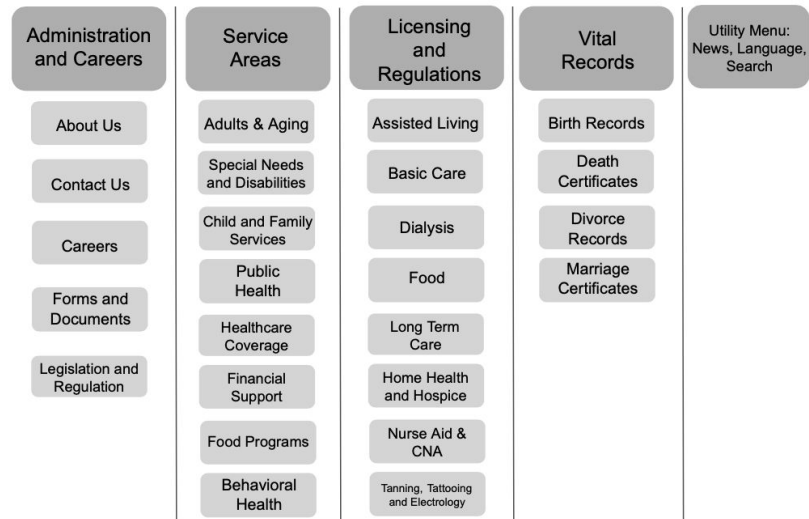
IAs Tested

The two hypothetical site structures, or IAs, selected by [REDACTED] teams to be tested with sample users were IA 2, described as 'Audience Focused' and IA 3, described as 'Assumptive User Access Focused'.

Audience-Focused



Assumptive User Access

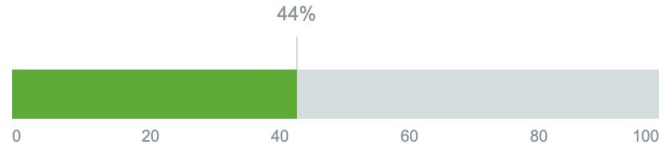


Task Overview

Tree testing measures, among other things, **success** and **directness**, where success relates to the rate of participants that reached the pre-defined 'correct' destination, and directness relates to how users reached their destination (whether they backtracked or jumped around within the outline representing the site organization). Directness is measured regardless of whether the user ultimately chose correctly or not - a user could demonstrate a high level of directness while ending up at the wrong destination. Although IA 2 showed a higher directness across tasks, more participants navigated to **correct** answers with IA 3 than with IA 2.

IA #2

Audience
Focused

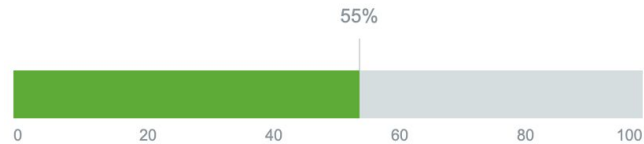


Out of all the tasks completed by participants, 44% ended up at a "correct" answer (includes direct and indirect navigation to the correct answer).

44% success with 80% directness

IA #3

Assumptive
User Access



Out of all the tasks completed by participants, 55% ended up at a "correct" answer (includes direct and indirect navigation to the correct answer).

55% success with 69% directness



Participant Overview

A greater percentage of participants were able to complete tasks associated with IA 3 than with IA 2. IA 2 participants were 23 seconds quicker than IA 3 participants at completing all tasks, but both user sets had outliers causing the average times to vary. There was a higher rate of abandonment with IA 2.

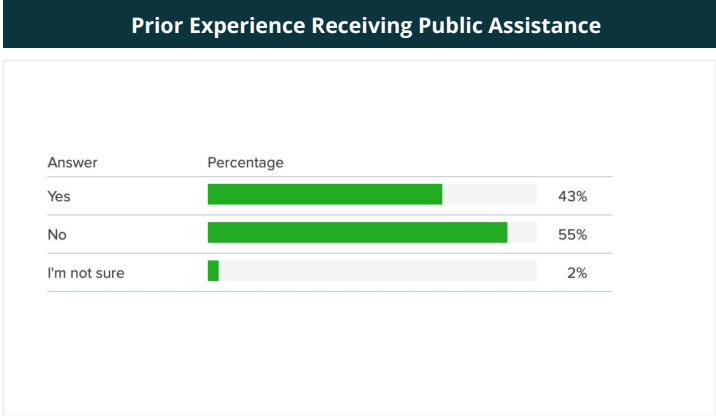
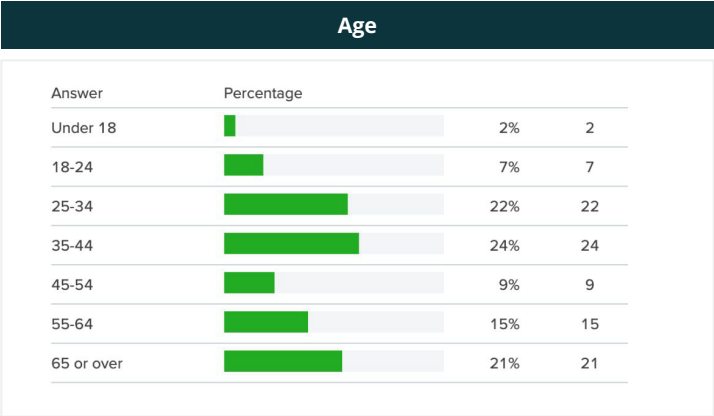
	Completion Rate	Time Spent
IA #2 Audience Focused	 81% 100 out of 124 100 out of 124 (81%) participants completed all eight tasks of IA #2 tree test. 24 out of 124 (19%) participants abandoned the test.	 5_m 50_s It took participants a median time of 5 minutes and 50 seconds to complete the test. The longest time was 1 hour and 48 minutes. The shortest time was 1 minute and 28 seconds.
IA #3 Assumptive User Access	 90% 95 out of 106 95 out of 106 (90%) participants completed all eight tasks. 11 out of 106 (10%) participants abandoned the test.	 6_m 13_s It took participants a median time of 6 minutes and 13 seconds to complete the test. The longest time was 57 minutes and 2 seconds. The shortest time was 24 seconds.



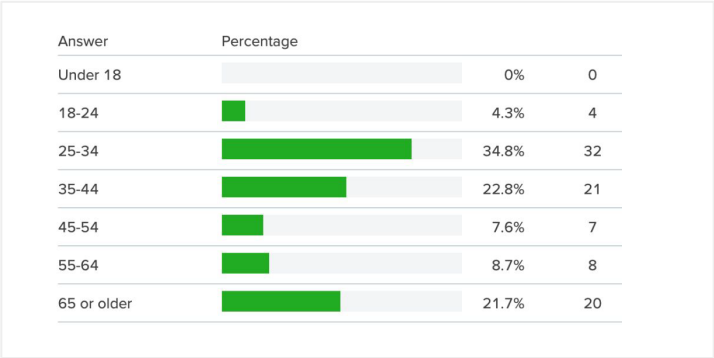
Participant Overview - Age and Demographic Details

Most participants were in the age ranges of 25-44 years and 65 years and over for both test. In both instances, participants were quite equally divided between those that had received public assistance and those that had not.

IA #2
Audience
Focused



IA #3
Assumptive
User Access



Conclusions & Recommendations - How They Measure Up

IA 3 showed higher success than IA 2 in the following eight tasks:

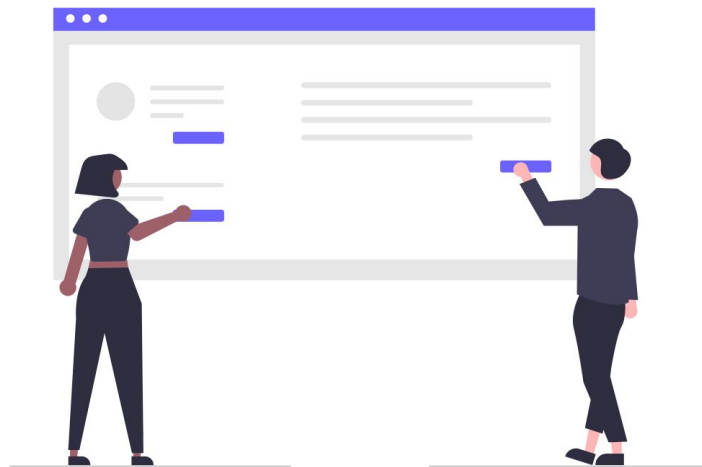
- Medicaid provider information (54 versus 43%)
- COVID-19 information (46 versus 34%)
- Rent assistance (66 versus 32%)
- Substance abuse and addiction (67 versus 42%)
- Foster care (73 versus 57%)
- Birth records (90 versus 43%)
- Licensing (76 versus 37%)
- Adults and aging services (48 versus 36%)

IA 2 showed higher success than IA 3 in the following three tasks:

- Food assistance programs (69 versus 58%)
- Service center locations (63 versus 28%)
- School immunizations (23 versus 15%)

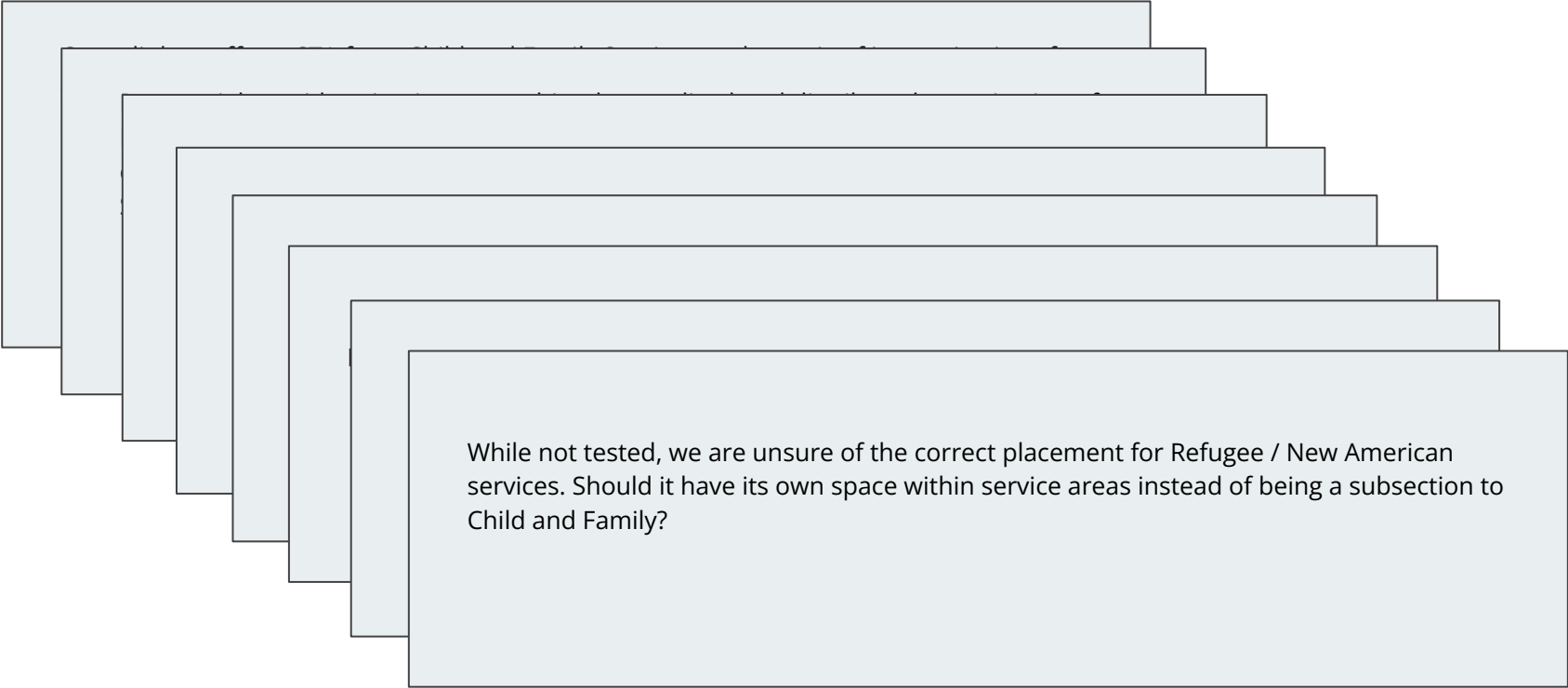
Both IAs performed similarly well for this task:

- Developmental disability services (48% on IA 2 and 45% on IA 3)



Conclusions & Recommendations - IA 3 with Modifications

As shown, participants were generally more successful in reaching correct destinations with IA 3. By leveraging the following considerations and recommendations, IA 3 could be even more successful in increasing findability and discoverability of content for all users.



While not tested, we are unsure of the correct placement for Refugee / New American services. Should it have its own space within service areas instead of being a subsection to Child and Family?



Conclusions & Recommendations - Low to Moderate Success Tasks

A few tasks had low to moderate success across both IAs tested. This slide describes those areas and the corresponding recommendation to better meet the needs of users seeking that information.

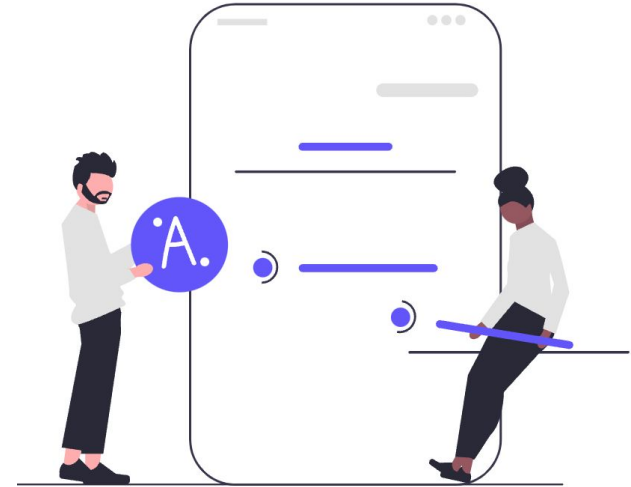
1. Task 12: School immunization for children (IA 2 performed best with 23% success):
 - a. On IA 3, Child and Family Services within Service Areas was a popular destination for this task even though immunization information 'lives' in Public Health. A CTA in this section relating to school immunizations, helping a user jump from Child and Family Services over to the Immunizations section of the IA may be valuable.
2. Task 7: COVID-19 information for individuals working with vulnerable adults (IA 3 performed best with 46% success):
 - a. COVID-19 was highlighted as a popular and highly-sought item in user research. While it may fit best within the public health / health topics, promoting seasonal and timely information based on 'hot topics' such as this will be a good strategy. It should have a presence on the homepage.
3. Task 6: Adults and aging services for seniors in need of in-home assistance (IA 3 performed best with 46% success):
 - a. **In IA 3, most users (>65%) found their way to Adults and Aging;** it was from there that some users went to Family Caregivers and Assisted Living rather than Basic Care and Home- and Community-Based Care. The Adults and Aging landing page in this experience should support browsing within this section of the site to enable users to determine what type of service in this area may best meet their need.
4. Task 9: Developmental disability services for children with autism (IA 2 had 48% success, IA 3 45%):
 - a. **This is slightly understated because for IA 3, 66% of users correctly reached Special Needs and Disabilities or Child and Family Services.** The most popular 'incorrect' direction taken was to Providers, Licensing and Regulations. Some users seem to be perceiving this section to be ABOUT providers (including about finding providers), not just FOR providers (information relating to providing services). We suggest simplifying the name of that item to 'For Providers' AND including a page relating to licensing and certification within the Administration and Careers section, to help route users looking for that type of provider content to the provider section.



Next Steps

That concludes our data collection and analysis of the new [REDACTED] information architecture. What comes next?

- Questions, comments or concerns?
- Finalizing the site map
- Applying the IA to the migrated site



Appendix

The following slides provide the pie tree visualization of each task that was tested, including an instructional slide relating to how to interpret the visualizations.



Reading Pie Trees

The next several pages compare how participants performed on a given task between the IAs that were tested. The pie tree diagram represents the paths and directions users took to locate information for each task.

The width of a **line connector** represents the number of participants who took that path - wider lines indicate more participants took that path, while narrow lines indicate fewer participants took that path. Gray lines represent incorrect paths and green lines are correct paths.

Each **pie** represents a page in the IA that users visited. As a participant lands on a page, the pie illustrates their behavior from that page. Within the pie...

- **Red** represents the portion of participants who navigated to the wrong page.
- **Green** represents the participants who navigated to the correct page.
- **Blue** represents the participants who navigated back a page.
- **Gray** represents the participants who skipped the task.
- **Yellow** represents the participants who nominated the page as a correct answer to the task.



Task 1: You're experiencing difficulty with paying your rent. You want to find available programs that can help.

IA 2 - Audience Focused

32% success

- 60% of participants navigated to For Individuals, Families, and Children and 43% of those participants navigated to Housing and Energy Services, of which 94% navigated to Rent and Utility Assistance which was the correct answer.
- A popular incorrect path was Financial Assistance.

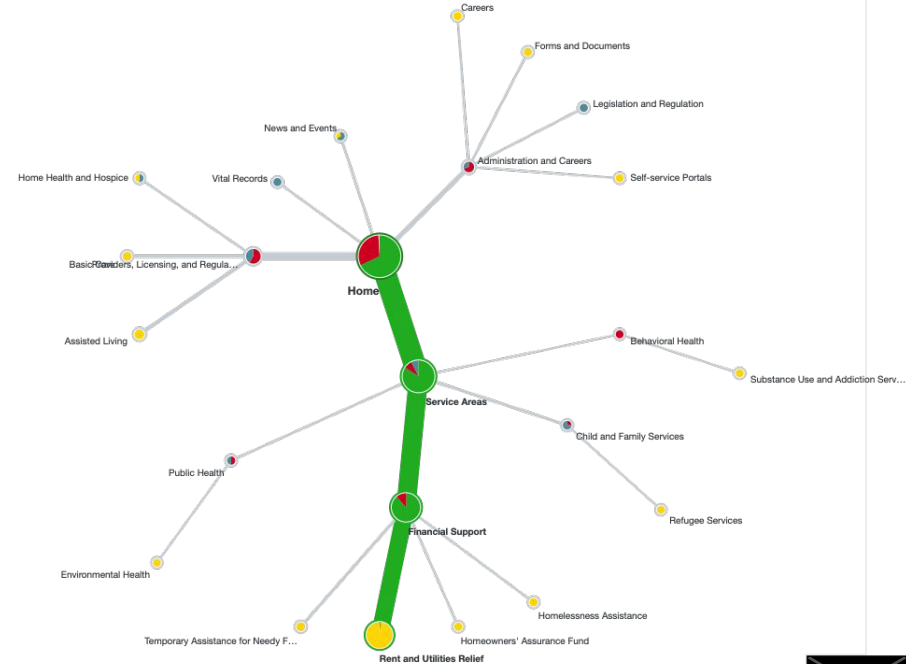


IA 3 - Assumptive User Access



66% success

- 68% of participants correctly navigated to Service Areas, of which 84% navigated to Financial Support. From there, 89% of participants navigated to Rent and Utilities Relief.
- Other paths were all fairly unpopular, with 25% navigating from Home to Providers, Licensing, and Regulations.



Task 2: You're finding it difficult to keep up with the cost of groceries for you and your newborn. You want to find a program that can assist you in buying nutritious food for your family

IA 2 - Audience Focused



69% success

- 75% of participants navigated to the correct 'first click' being For Individuals, Families, and Children, of which 78% of those participants navigated to Food Assistance, where all interior content constituted a successful destination.



IA 3 - Assumptive User Access

58% success

- 69% of participants navigated to Service Areas, of which 62% of those participants navigated to Food Programs.
- Some users navigated from Service Areas to Child and Family Services instead of to Food Services, perhaps because of the mention of the newborn in the task.



Task 3: Someone you know has displayed signs of dependency on alcohol. You want to find programs that can help treat their addiction.

IA 2 - Audience Focused

42% success

- 51% of participants navigated to For Individuals, Families, and Children, of which 50% of those participants navigated to the next correct step being Healthy Living and Healthcare, and 84% of those participants navigated to Substance Abuse and Addiction.
- From Home, other popular paths were Find a Service Center and For Community Partners and Providers.



IA 3 - Assumptive User Access



67% success

- 65% of participants navigated to Service Areas, of which 60% navigated to Behavioral Health, where 93% correctly navigated to Substance Use and Addiction Services.
- There was broad distribution to the various 'incorrect' paths and destinations with Providers, Licensing and Regulations being the most popular incorrect path.



Task 4: You want to be a foster parent. You want to find out the eligibility requirements for becoming one.

IA 2 - Audience Focused

57% success

- 83% of participants navigated to For Individuals, Families, and Children or For Community Partners and Providers, of which 81% navigated to Child and Family Services, and from there 71% correctly navigated to Foster Care.
- 41% of those who navigated to For Community Partners and Providers, navigated to Children, Family, and Individual Providers. 67% navigated to Children and Family Service Providers and selected it as their answer.



IA 3 - Assumptive User Access



73% success

- 76% of participants navigated to Services Areas or Providers, Licensing and Regulations. 75% of those who navigated to Service Areas, navigated to Child and Family Services and 93% navigated to Foster Care and selected it as their answer. 75% of those who navigated to Provider's Licensing, and Regulations, navigated to Children Related Services and 96% navigated to Child Related Services and selected it as their answer.
- Administration and Careers was the most popular 'incorrect' path, perhaps because users saw foster parenting as 'employment' with HHS.



Task 5: You're a clinician who provides services to individuals with Medicaid coverage. You want to understand the Medicaid policies and billing information.

IA 2 - Audience Focused

43% success

- 50% of participants navigated to For Community Partners and Providers. 64% of those participants navigated Healthcare Providers and 91% of them selected it as their answer.
- There were several incorrect destinations chosen, including multiple within the For Community Partners and Providers section.



IA 3 - Assumptive User Access



54% success

- 47% of participants navigated from Home to Providers, Licensing, and Regulations. 82% of those participants navigated to Medicaid and Health and 100% of them selected it as their answer.
- Service Areas was the most popular incorrect path.
- With a higher ultimate success rate in selecting the final destination, this suggests users bounced around, such as jumping from Administration and Careers or Service Areas over to the correct path.



Task 6: Your grandmother lives on her own and needs more support with day to day activities. You want to find programs that will provide someone to support her in her home.

IA 2 - Audience Focused

38% success

- 71% of participants navigated to For Individuals, Families, and Children. 70% of those participants navigated to Adults and Aging Services. 66% of those participants navigated to Adults and Aging Services Landing Page, Basic Care Assistance, or Home and Community Based Care and 98% of them selected one as their answer.

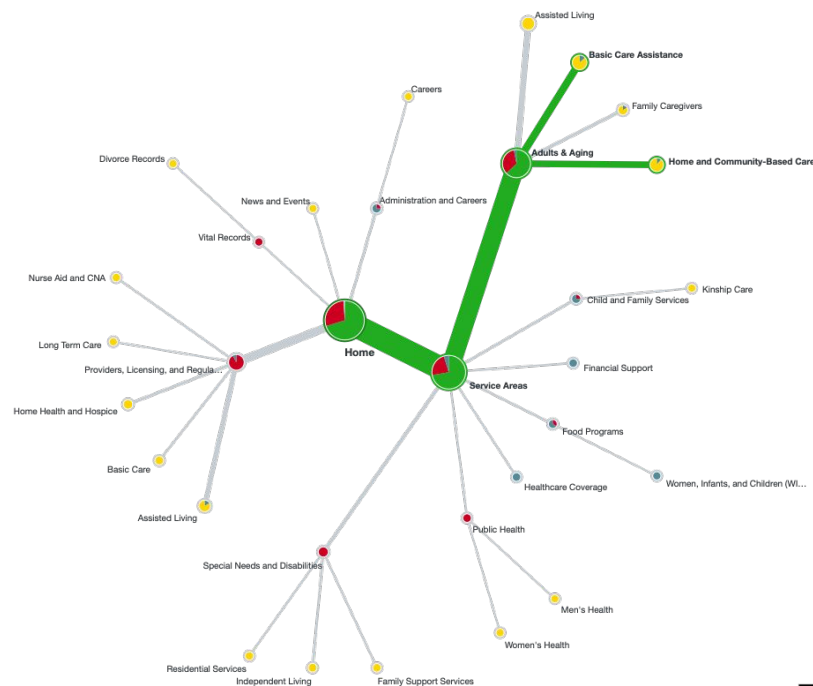


IA 3 - Assumptive User Access



46% success

- 70% of participants navigated to Service Areas. 72% of those participants navigated to Adults & Aging. 63% navigated to Basic Care Assistance or Home and Community-Based Care and 87% of them selected one as their answer.



Task 7:

IA 2 - Audience Focused

34% success

- 45% of the time, respondents took the correct first step to For Individuals, Families, and Children.
- The most popular 'incorrect' step from Home was For Community Partners and Providers with about 37% of respondents navigating there. The task describing the user context being in a professional capacity might have created some bias / lean towards provider-related resources.



IA 3 - Assumptive User Access

46% success

- 82% of participants navigated to Service Areas, 46% of those participants navigated to Public Health, and 44% selected COVID-19.
- 23% of participants navigated to Providers, Licensing, and Regulations.
- 19% of participants selected News and Events as their answer.



Task 8: You would like to receive in-person help on a program application. You want to find a nearby service location.

IA 2 - Audience Focused

63% direct success

- Slightly under half of the time, respondents correctly selected Find a Service Center from Home as the starting point. The next most popular direction was For Individuals, Families, and Children, with 24% of respondents going there for this task.
- 12% of users chose Contact Us as the destination for this task. Otherwise selections were distributed and small in volume.



IA 3 - Assumptive User Access

28% success

- Service Areas was the most popular initial direction to go from Home (47%), and was not the correct direction based on the set up of the IA. Administration and Careers, the correct path, was selected 35% of the time.
- There was a high volume of final destinations selected for this task, suggesting users did not have a common place where they would expect to find this information, beyond a high popularity leaning towards Service Areas.

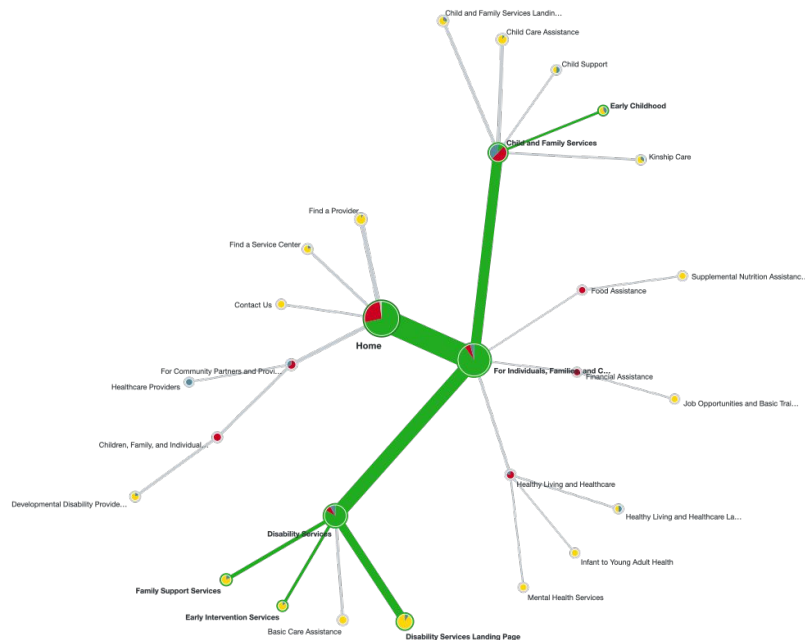


Task 9: You are a parent of a young child with autism. You want to find resources and information about developmental disabilities services offered in [redacted]

IA 2 - Audience Focused

48% success

- 71% of the time, respondents correctly navigated to For Individuals, Families, and Children, and 90% of the time, respondents took the correct next step to either Child and Family Services or Disability Services.
- There was fairly even distribution of incorrect selections, including several within Child and Family Services, showing most users got to the right general area.



IA 3 - Assumptive User Access

45% success

- 73% of the time, users correctly navigated from Home to Service Areas as the initial step. From Service Areas, users took a correct path 67% of the time.
- 30% of the time, users went from Service Areas to Child and Family Services, and although not all of its subpages were classified as correct, this is an appropriate place for the user to go for this task (conceivably all pages within Child and Family Services in Service Areas might have been correct, depending on the nature of information sought).
- Behavioral Health was a fairly common incorrect path, visited 19% of the time.

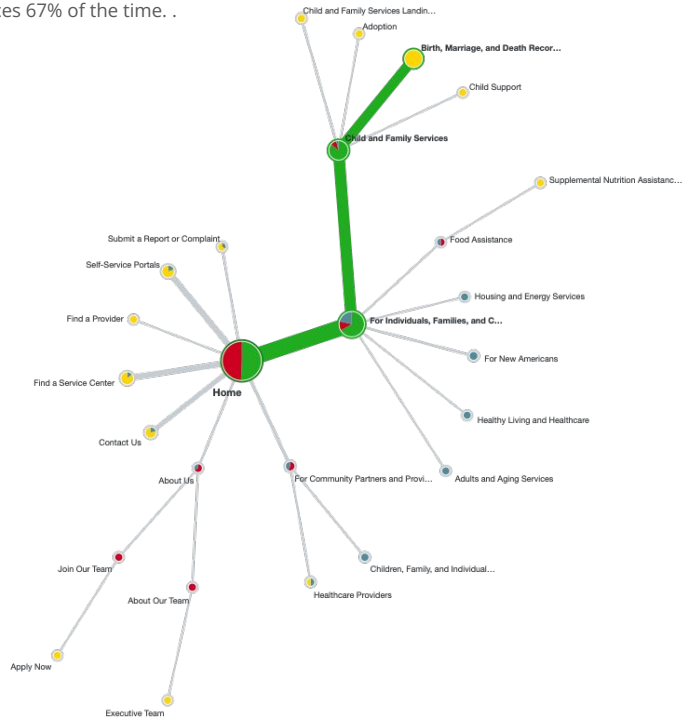


Task 10: You have misplaced your child's birth certificate. You want to obtain an official copy.

IA 2 - Audience Focused

43% success

- About 50% of the time, respondents navigated to the correct initial place - For Individuals, Families, and Children. There was no other initial destination that was selected at a particularly significant rate. 15% selected Find a Service Center, suggesting participants thought this was a task that might need to be or best be done in person.
- From For Individuals, Families and Children, participants to the next correct step to Child and Family Services 67% of the time. .

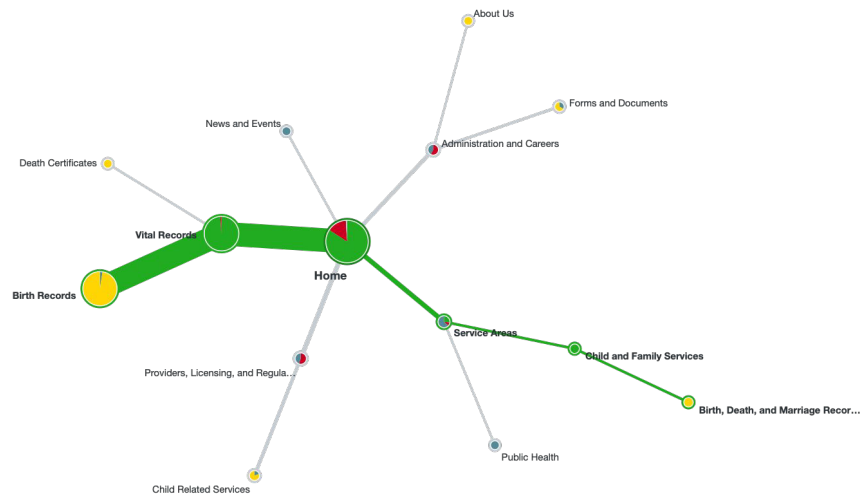


IA 3 - Assumptive User Access



90% direct success

- 84% navigated correctly to either Vital Records or Service Areas from Home with the majority towards the former (77%).
- All 'incorrect' directions were small in volume, with the most significant being Providers, Licensing, and Regulations (8%).



Task 11: You are interested in opening a food truck. You want to find out about licensing requirements for food trucks in [REDACTED].

IA 2 - Audience Focused

37% success

- 65% of the time, participants did not go to the correct path from Home, being For Community Partners and Providers, instead going to a variety of other destinations, with For Individuals, Families, and Children being the most popular incorrect direction (29%).



IA 3 - Assumptive User Access



76% success

- 72% of the time users correctly navigated to Providers, Licensing, and Regulations, at which point users had a very high likelihood of reaching the correct destination.
- Administration and Careers was the most popular 'incorrect' direction (not final destination).



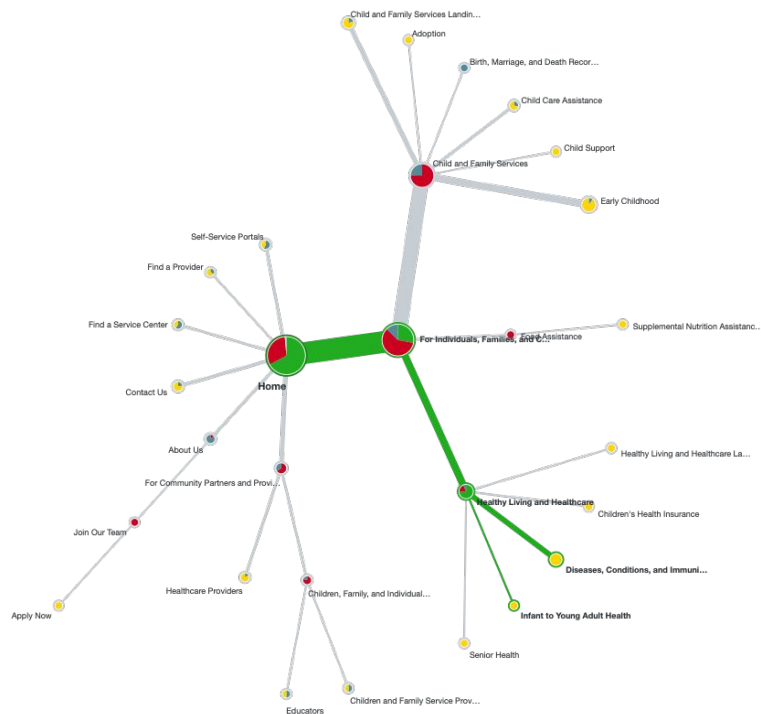
Task 12: You have a child getting ready to start kindergarten in the fall. You want to find out about requirements for school immunizations

IA 2 - Audience Focused



23% success

- 67% of participants correctly navigated to Individuals, Families, and Children, but 60% incorrectly selected Child and Family Services instead of Healthy Living and Healthcare.



IA 3 - Assumptive User Access

15% direct success

- 33% of the time, respondents took the correct initial step to address this task. Including backtracking/indirect paths, 48% of the time users selected the correct path, Service Areas.
- A popular indirect direction for users to take was Providers, Licensing, and Regulation (33%).
- Within Service Areas, a large number of respondents went towards Child and Family Services, which is logical based on the scenario involving a child (20% of total respondents did this).

