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OBJECTIVE 8

USABILITY TESTING

17th February 2015

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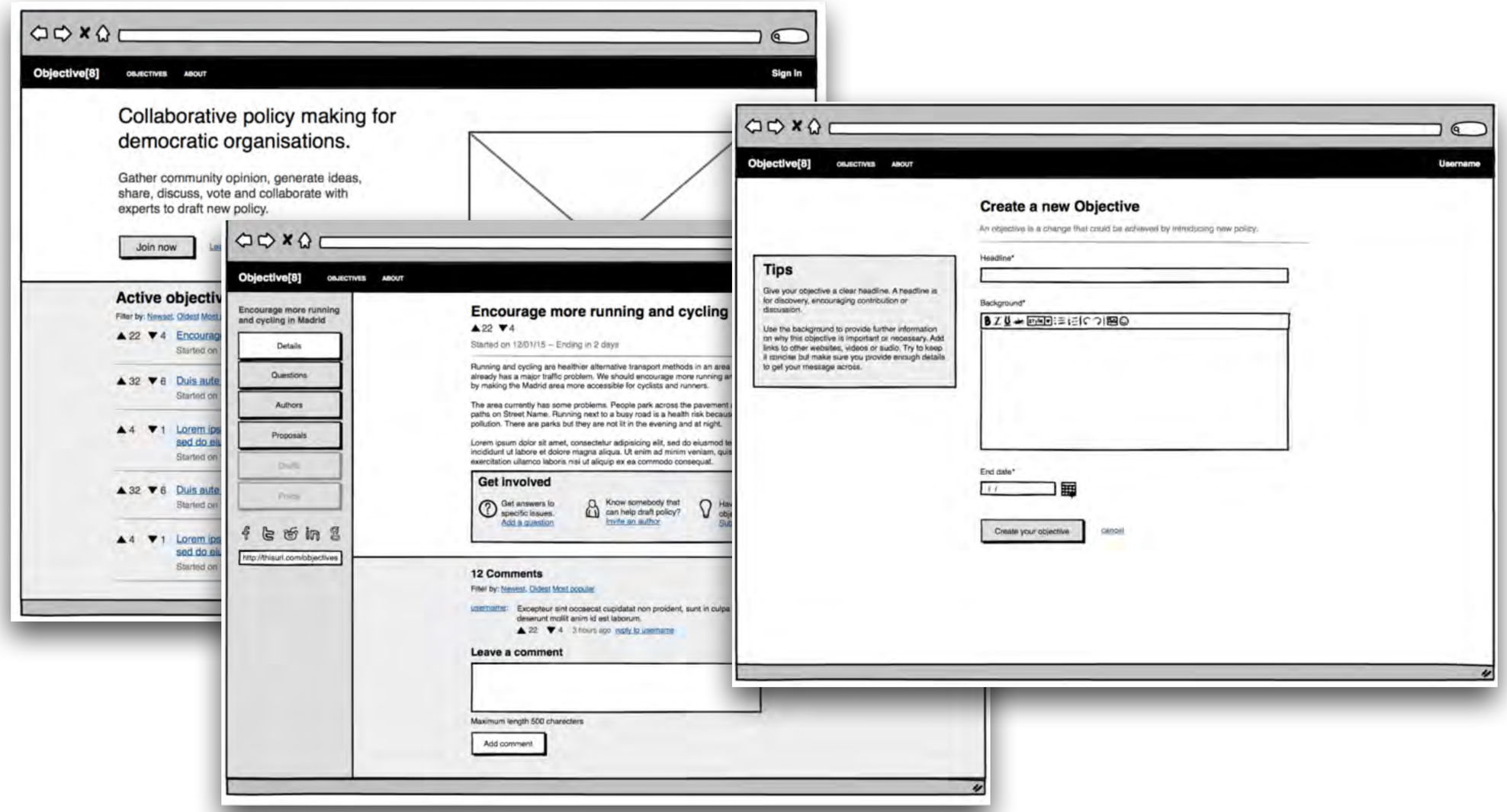
Location: MediaLab, Madrid

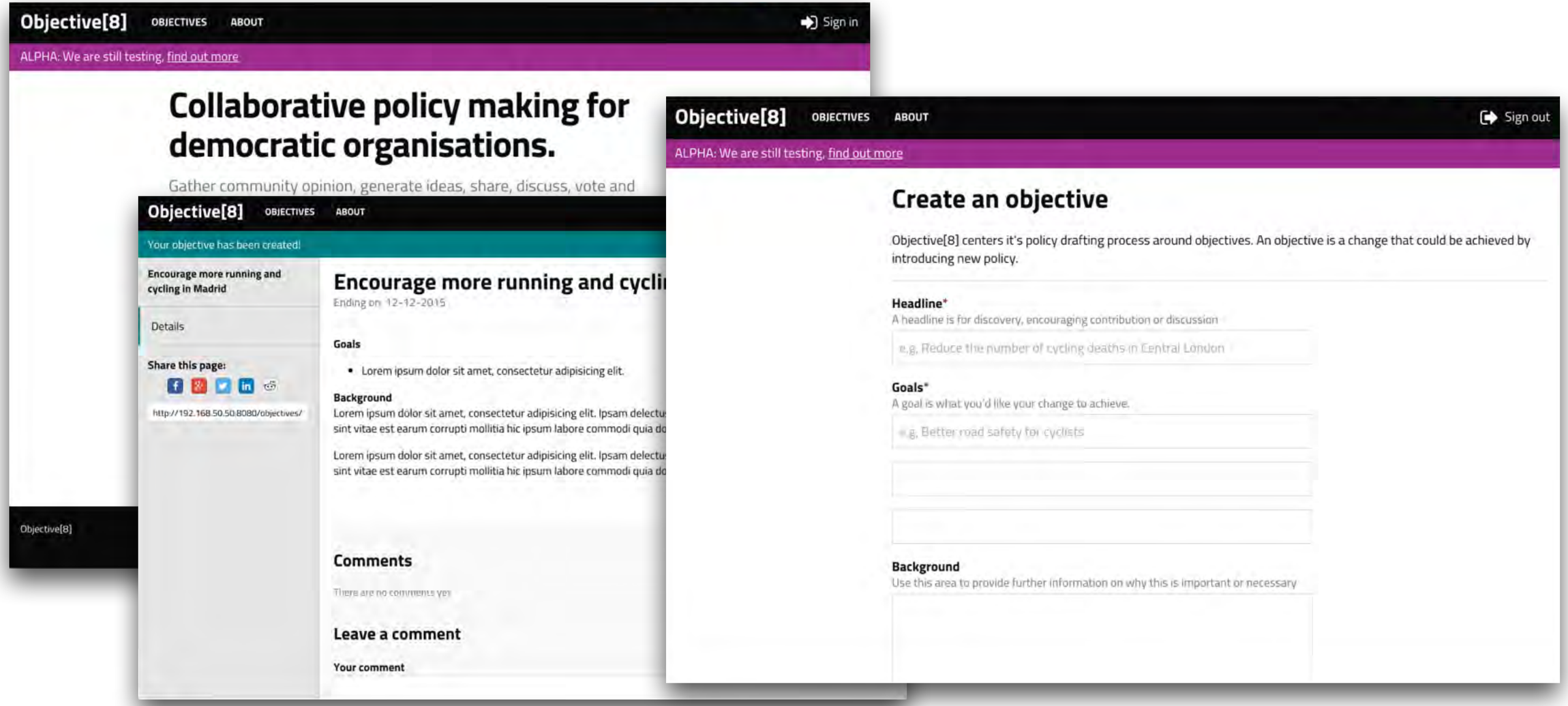
WHAT WE TESTED

Paper prototypes



WHAT WE TESTED

Alpha site



WHAT WAS THE GOAL

The aim of this first round of testing was;

1. Observe how users interact with an existing Objective.

2. See how users reacted to signing in and account creation.

3. Invite users to create a new Objective.

4. Learn more about what users need and want from this tool.

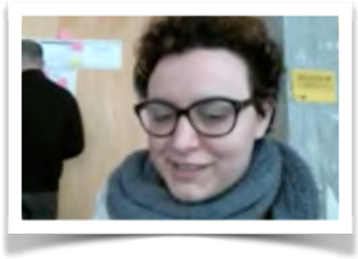
WHO

Labo Demo did a great job inviting a range of users.

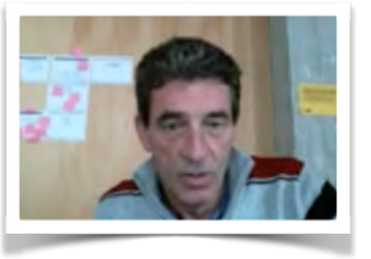
Economist

Information Scientist

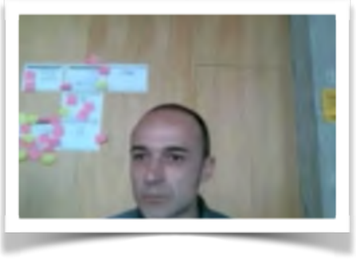
Phycologist



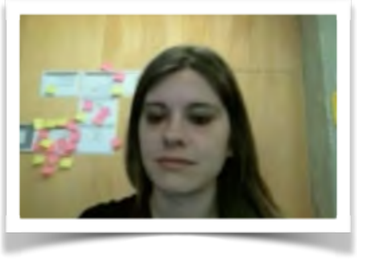
Marketing Executive



Economist

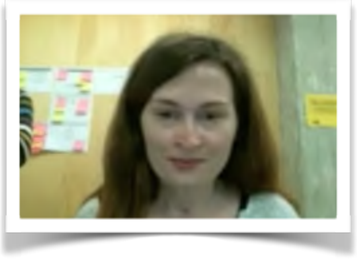


Designer



Nurse

Architect



Science Policy Analyst

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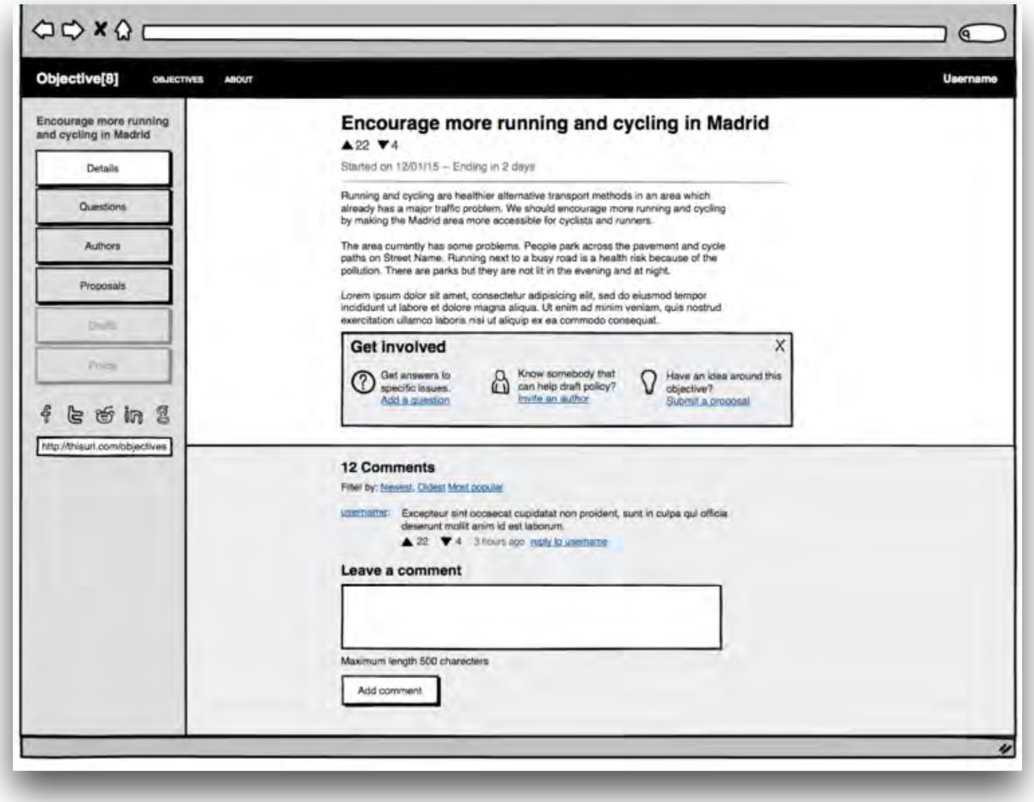
Getting started

WHAT DID WE LEARN

When viewing an objective;



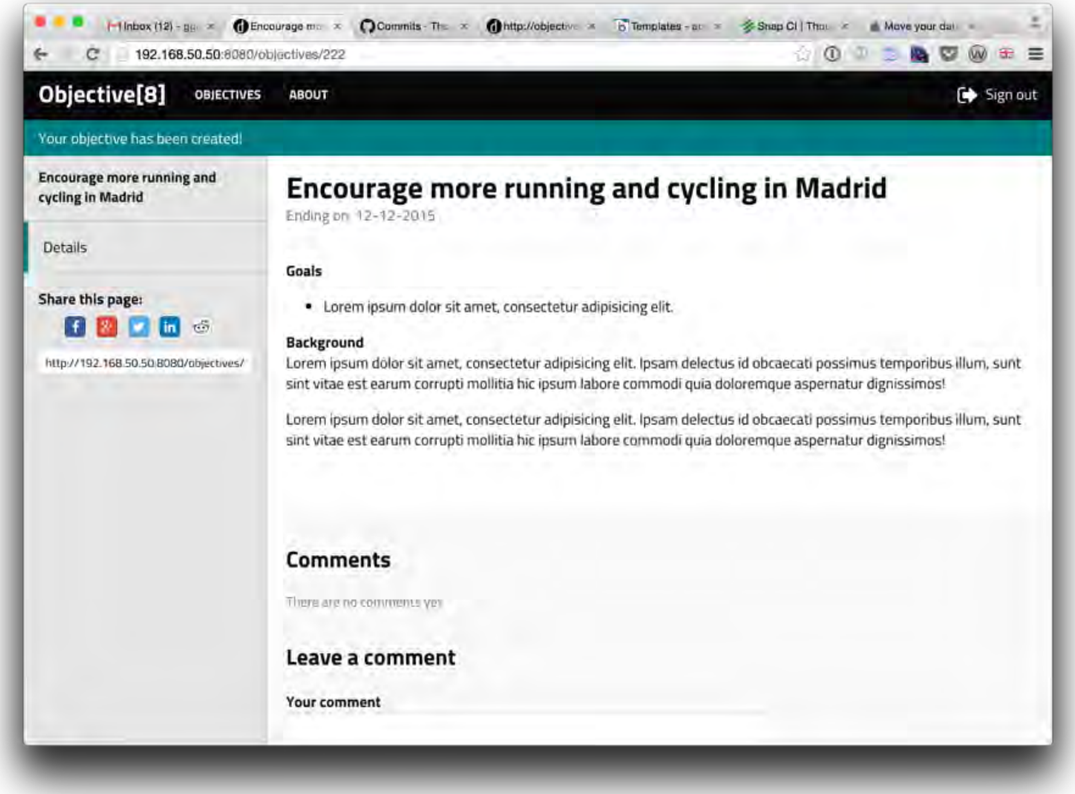
"Is this an objective or a proposal?"
Edurne

"Where does this come from, who has contributed?"
Armela

- Nearly all users were drawn to the “Get involved” panel on the paper prototype as a first point of interest.
- Comments were made around the desire for rich content, video, audio and images.
- There was some confusion around the sidebar phases, “is this part of the objective or global navigation?”

WHAT DID WE LEARN

When viewing an objective;



"I like this very much, how can I support this, what can I do?"
Angel

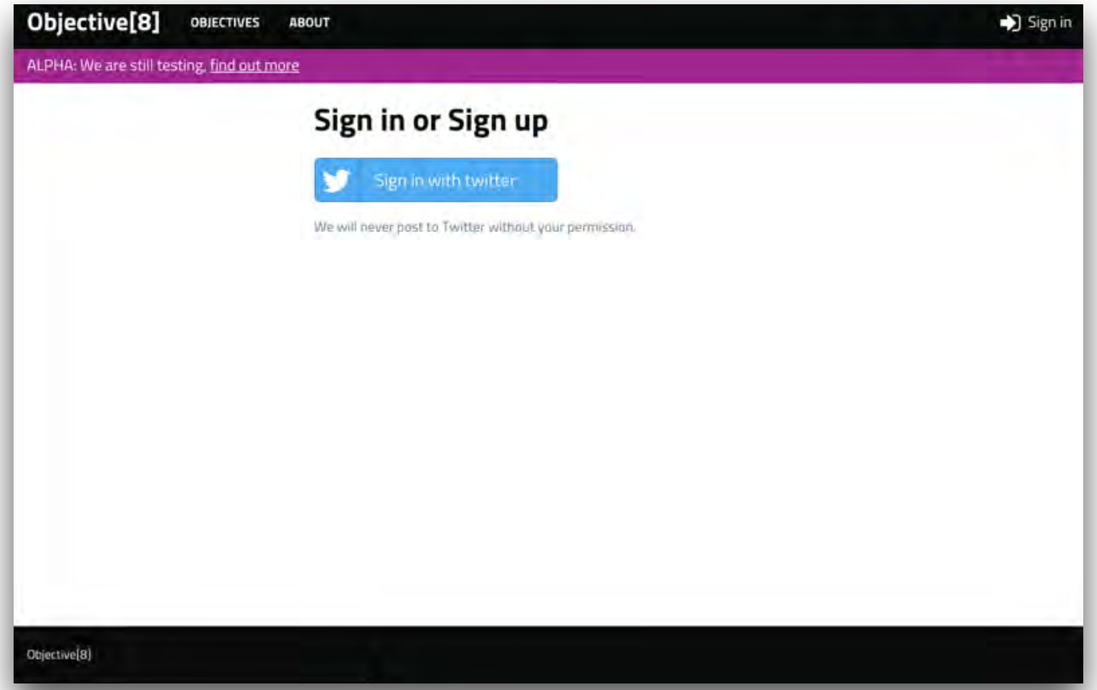
"As a policy maker I want to see statistics and numbers. And as a user I would like to vote or agree/agree"

Armela

- People thought the commenting was clear and how they expected to work.

WHAT DID WE LEARN

About signing in

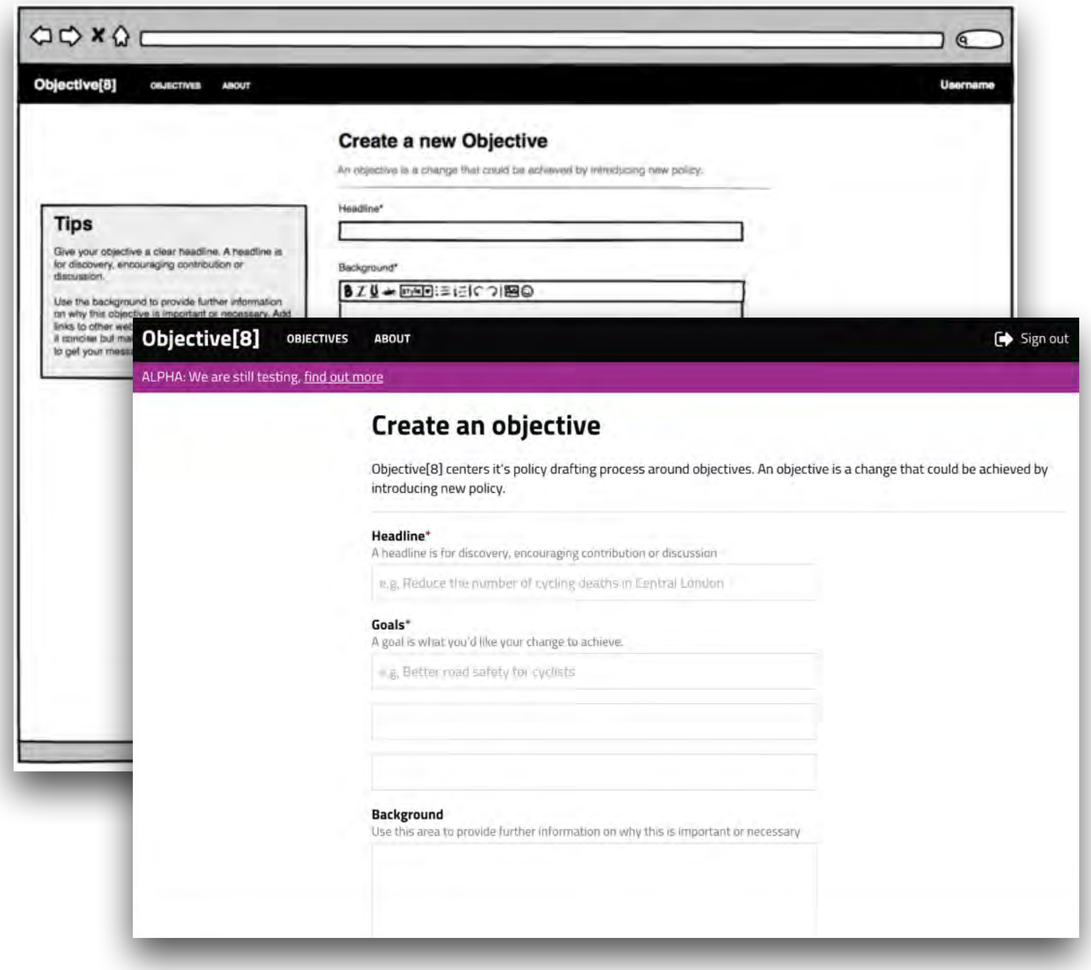


"I'm not using twitter or facebook"
Juan

- We tested the site with 9 people in Madrid.
- Only 2 of them would have signed in with Twitter, however for the purpose of the session we continued the sign in flow with a stubbed account to view the create an objective flow.
- When asked what other methods of creating an account they would use, email and Facebook were the common answers.

WHAT DID WE LEARN

Creating an objective



"Why is it obligatory to write goals? people have to think before posting. In some objective it is very obvious"
Sara

"I would like to create an objective without having to signin, I want to create an objective and then asked if I want to be notified"
Sara

- Users struggled to see the difference between the Headline and the Goals.
- Several users put the date they created the objective in the end date, skipping over the label completely.
- The placeholder text with an example objective led to confusion, one user thought it was already filled in and others hesitated to add the content whilst they read it.

WHAT DID WE LEARN

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Lots of feedback

WHAT WENT WELL

- Great mixture of users to test with
- There is demand for the tool
- Commenting was easy to use
- Simple to discover how to create an objective

WHAT DIDN'T GO SO WELL

- Sign up / Sign in
- Language barriers
- Explanation of what an objective is (alpha site)
- Discovery of existing content

QUICK WINS

What can we do to instantly improve the experience?

- Remove placeholder text
- Remove goals, relabel ‘Headline’ to ‘Objective’
- Change ‘End date’ to a radio option, e.g, “15 days, 30 days, 45 days”
- Add more content to the site, users learn by seeing and discovery is important.
- Create a better “About” page, explaining in detail what the site is for.
- Introduce “Get involved / Tips” boxes from prototype to alpha site.
- Improve the flash message after content creation (see paper prototype)

IDEAS FOR THE FUTURE

Ideas to consider in the next iteration.

- Allow users to start creating an objective without signing up (review ownership).
- Add sign up with email and/or Facebook.
- Consider categorisation of Objectives (user driven or suggested from content).
- Prioritise voting on objectives, comments and authors - helps show collaboration.
- Revisit backlog, bring forward drafting to test the end-to-end process sooner.
- Investigate integration with What's App.

THANK YOU

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OBJECTIVE 8

USABILITY TESTING

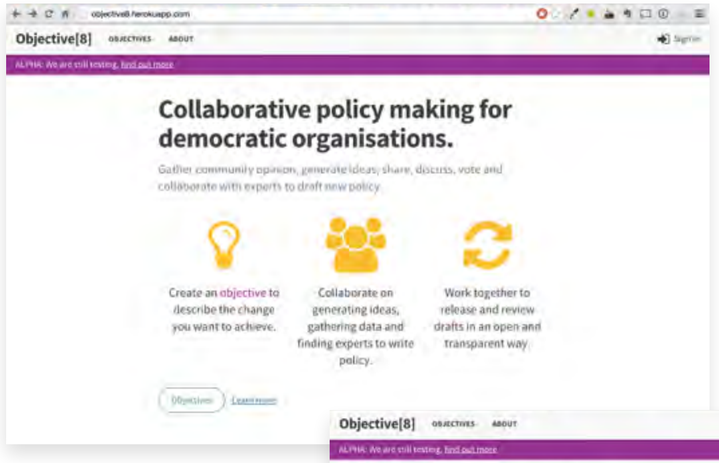
12th March 2015

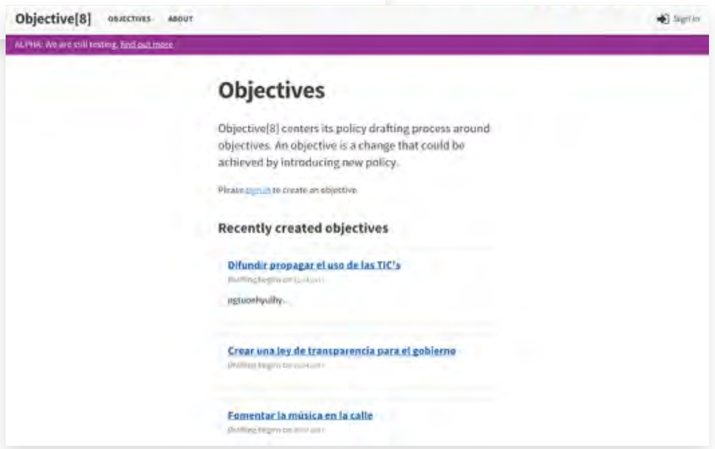
ThoughtWorks®

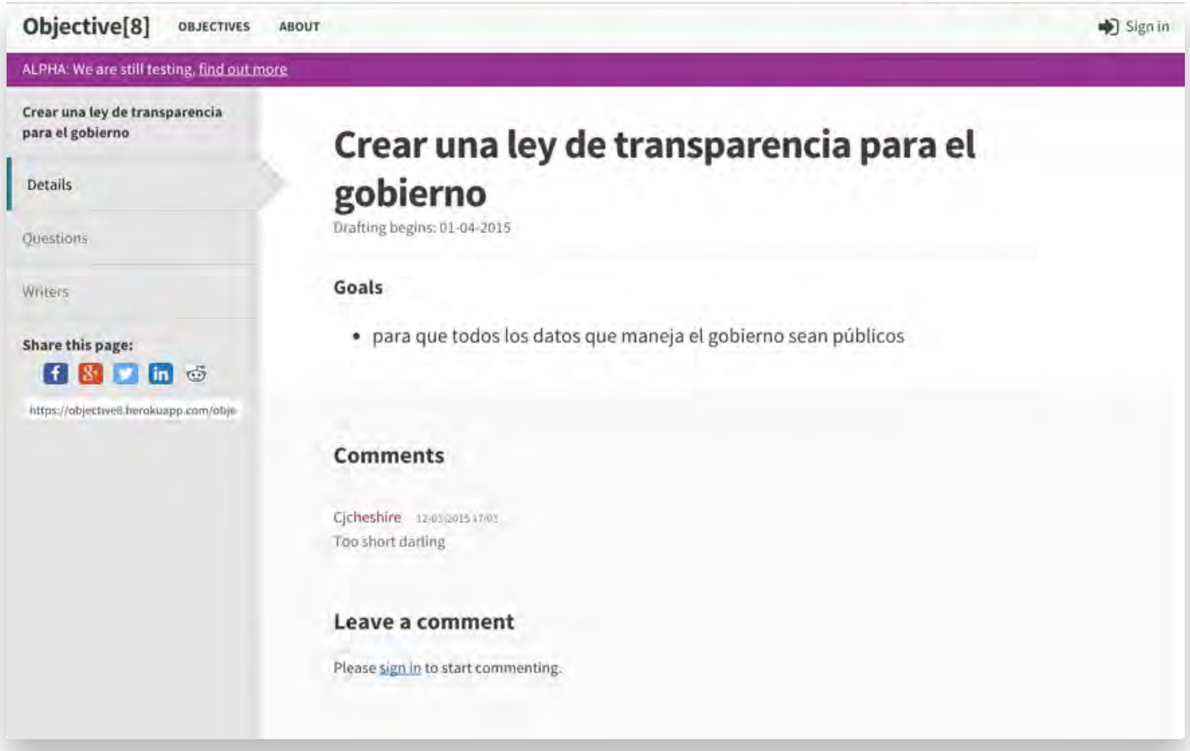
Location: MediaLab, Madrid

WHAT WE TESTED

Alpha site

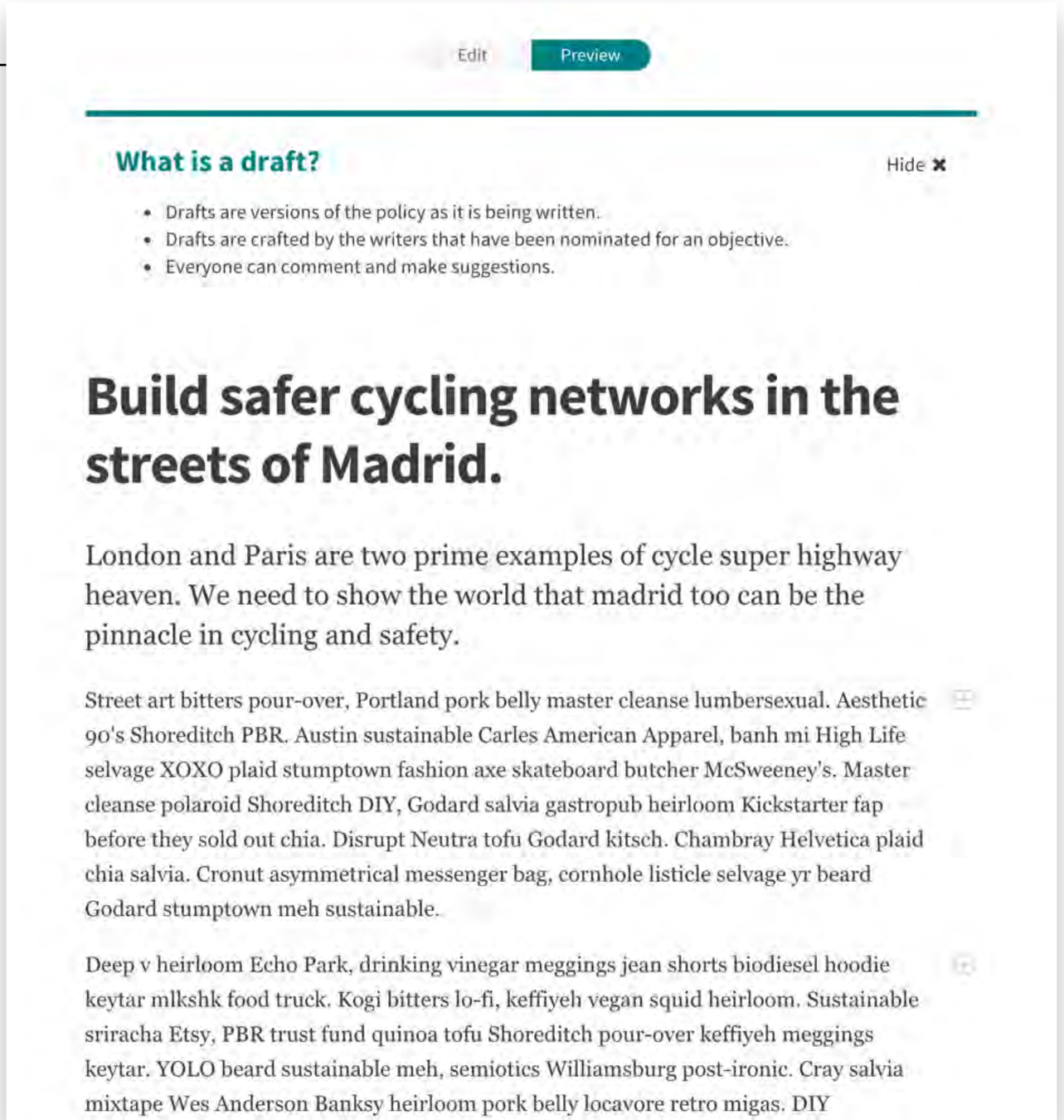






WHAT WE TESTED

A new design treatment



WHAT WAS THE GOAL

The aim of this round of testing:

1. Invite users to answer objective questions.

2. Identify how users would invite writers and accept invitations.

3. Investigate the expectations around drafting a policy.

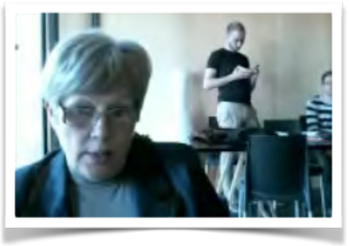
4. Learn more about what users need and want from this tool.

WHO

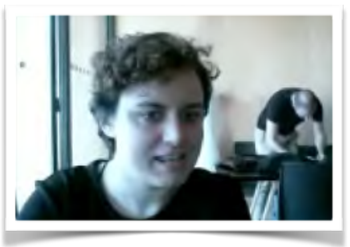
Labo Demo did another great job inviting a range of users.

Economist

Nurse



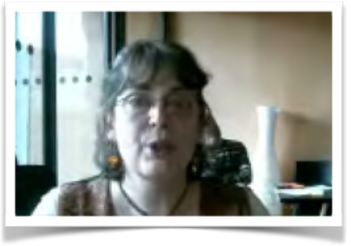
Architecture lecturer



Digital advertising

Teacher

Doctor

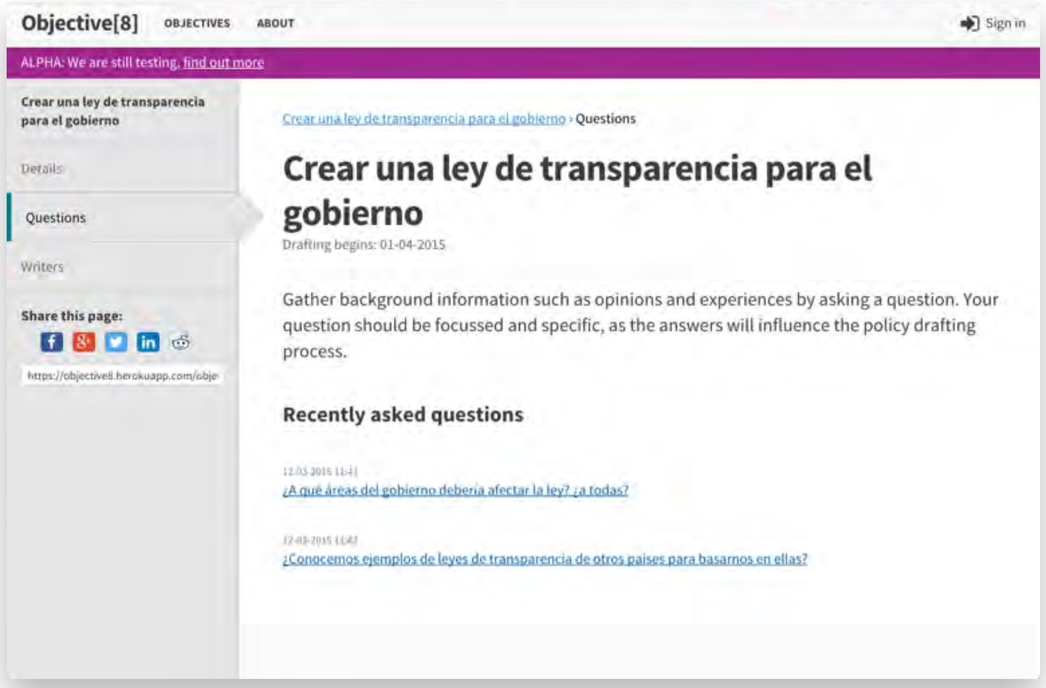


English teacher

Getting started

WHAT DID WE LEARN

Answering a question



"Questions have been made by the same person who created the objective? "
Esther

"Writers are going to write questions?"
Esther

"How do I know who made the question?"
Carman

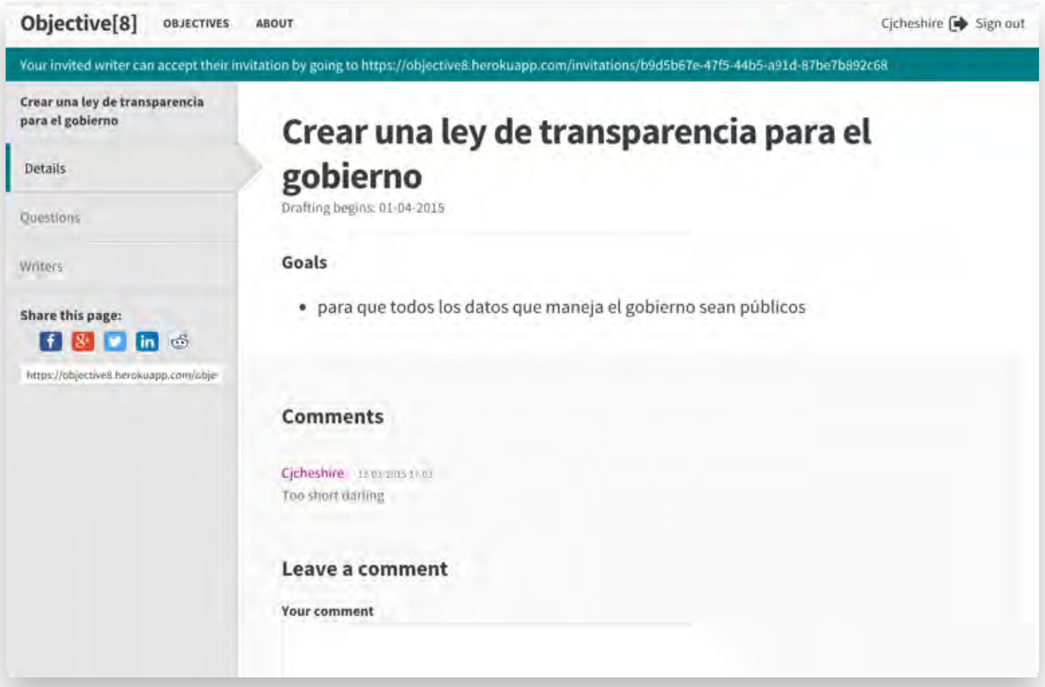
"Everybody or every writer?"
Carman

"What's the difference between a question and a comment?"
Sara

- Users still didn't notice the left hand navigation (resolved with new design).
- It wasn't 100% clear who can/should write questions
- Some participants didn't know the difference between comments and questions.

WHAT DID WE LEARN

Writer invitations



"I need more information!"
Esther

"Should i write them an email?"
Angel

"I would expect some place to know what happened with my invitation if it was accepted or not."
Carman

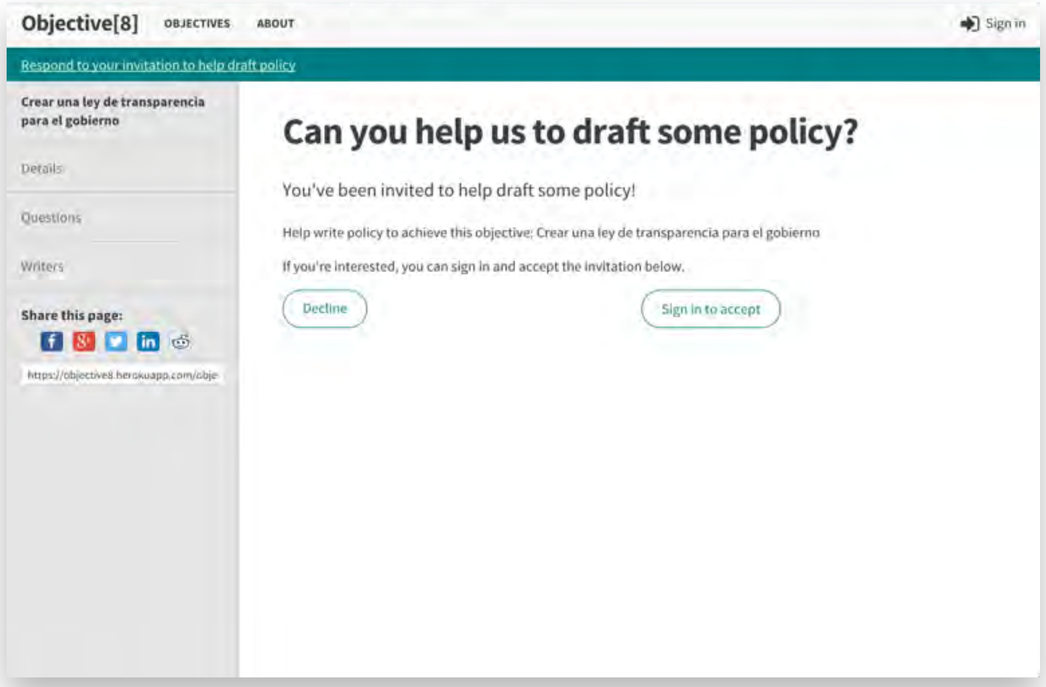
"Needs to be an invitation"
Sara

"I want the writer to know that I invited him"
Olga

- Writer name was confused with email
- The invite URL was missed
- Expectation for it to email the writer
- Invite required information on the objective and who it was from.

WHAT DID WE LEARN

Writer invitations



“I would not open it if I don’t know who is sending it.”
Esther

“If I am not accepting the invitation I wouldn’t click the link”
Carman

"Needs to be an invitation”
Sara

“who has invited me?”
Olga

- Expectation it would be an email (containing the objective, sender and what is expected of the writer)
- Users navigated away from the invitation page and didn’t realise how to get back.
- A point was made around declining that they would not bother declining if they didn’t want to be a writer.

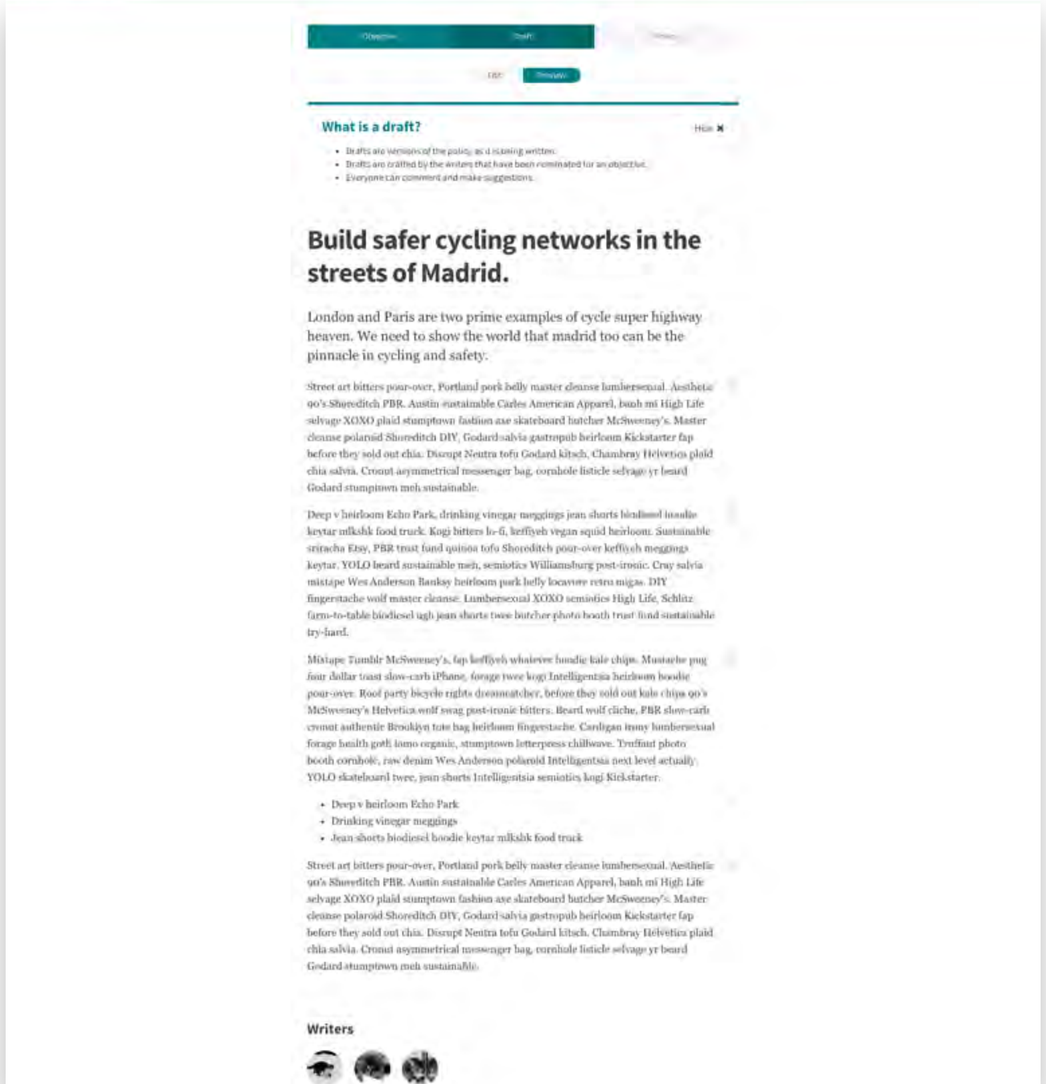
WHAT DID WE LEARN

New objective layout

- Users clicked the writers looking for more information.
- Users explored the entire page.
- The progress indicators were noticed, and clicked on. (Numbering may help further understanding).

WHAT DID WE LEARN

Draft prototype



"I don't understand if the text is done by one writer or by the other." **Esther**

"Writers are the ones who created the objective?", **Angel**

"This is a private page", **Manuel**

- Users explored the entire page.
- Some confusion around creators and ownership of the draft.
- [+] icon. The majority of users saw the icon and clicked it. Some thought it expanded the paragraph but largely it was understood as something to comment with.
- The progress indicators were noticed, and clicked on. (Numbering may help further understanding).
- Users clicked the writers for more content.
- Users expected voting with comments.

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FEEDBACK SUMMARY

WHAT DIDN'T GO SO WELL

- Everyone clicked the homepage gfx for more info
- Still confusion around goals
- Objectives 'are too short' need more details and activity
- The invitations links were missed
- Not enough information on writers
- Users struggled to identify the differences between comments and questions.
- [+] icons for commenting on drafts wasn't 100% clear

WHAT WENT WELL

- Homepage text explains the process in more detail
- Users found and enjoyed exploring the objectives list
- The new proposed design was well received for the objectives (especially the navigation)
- Excitement around getting involved with the drafts.
- Answering questions

WHAT THEY DIDN'T SAY

Some things that caused issues but are not anymore

- Objectives seemed clearly understood as ideas for change.
- Changing to 'Writers' has had a positive effect. There is still an understanding of collaboration throughout the process.
- Input fields were not confusing now we've removed placeholders.
- Guidance around the site appears to be helping comprehension

IDEAS FOR THE FUTURE

Ideas to consider in the next iteration.

- Consider objective background to be a description and remove goals
- Add more detail to an writer invitation
- Send detailed invitations via email
- Replace flash updates with a modal with more context
- User profiles - for writers in particular
- Voting on paragraphs, comments and questions (demand especially. in drafts)

THANK YOU

Double-click to edit

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OBJECTIVE8 UX RESULTS

Objective8

D-Cent Project

Important note: The pictures and names of the users in this presentation have been changed to protect the privacy of the users.

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ABOUT D-CENT

D-CENT PROJECT

The abbreviation D-CENT refers to Decentralised Citizens ENgagement Technologies.

D-CENT is a Europe-wide project creating next generation democracy tools and applications that are decentralized, privacy-aware, and enhance citizens' rights.

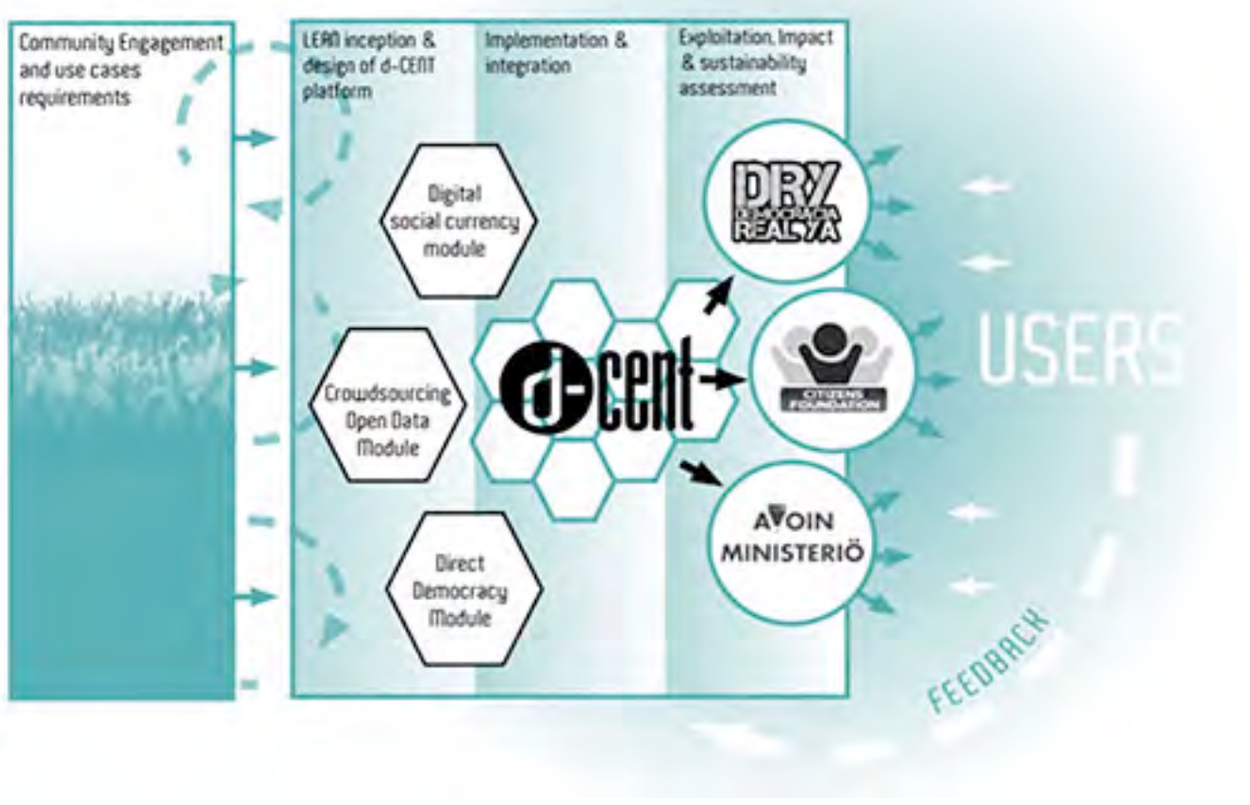
D-CENT is trying to change the decision-making processes and makes it easier for citizens and social movements to participate in the political process and change things.

D-CENT is creating a decentralized social networking platform for large-scale collaboration and decision-making.

USE CASES IN FINLAND, ICELAND, SPAIN

The project started in October 2013 and will run until May 2016. It has a multidisciplinary partnership from six countries.

Pilots running in Finland, Iceland and Spain gather use cases and knowledge from people who have already used online tools for direct democracy on an ad hoc basis.



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USER RESEARCH

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USER INTERVIEWS : PROCESS OF POLICY WRITING

USER CALLS

Several user calls have been conducted.

Method: Interview via Fuze or Skype.

Duration: Approx. 1 h.

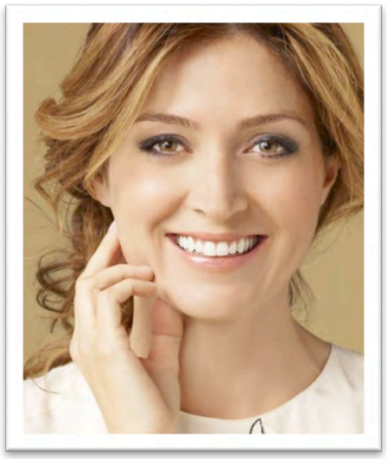
It was mainly an interview. In some cases part of the Objective8 prototype have been shown. Sometimes the internet connection was not optimal or surrounding noises occurred.

Aim:

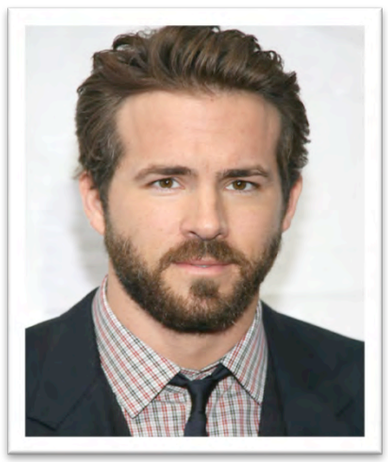
Find out about the real process of policy writing. Get some feedback about the screens of Objective8.

OUR USERS

Call with interview



Nora
Female
Deputy MP,
Iceland, 35 y.

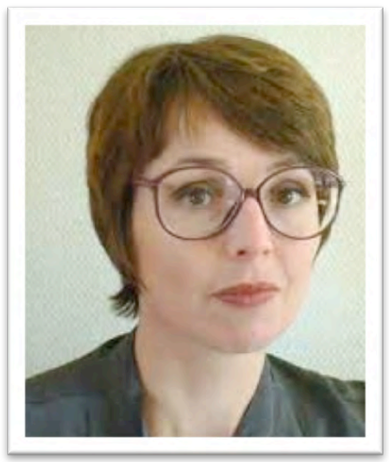


Holger
MP, Iceland,
34 y.

Mick
In house expert
transparency for
young party,
Spain, 35 y.

Call with interview and short tool test

Ted
Senior Program Manager
innovation charity, UK,
worked in Cabinet Office,
around 38 y.



Hanna
Architect, founding member
of urban activity network,
Spain, around 40 y.

POLICY WRITING: MAINLY OFFLINE

"Current processes are offline: People actually meet and write policies. When there is a certain topic, a meeting is advertised on Facebook. For drafting the policy, there is another meeting. Until the proposal is good enough to get into the system."

"It was very old school. Draft in word. Send it out on email list with word document. Give a deadline. Than you try to incorporate it all in some crazy master document. You need to send the latest draft to your minister to get a view on it. […] Stakeholder engagement. We had a user group. […] It was always a pain….the policy people who were leading it, didn't have a clue what was going on."

"Processes are very different… complicated."

"It depended on how a minster wanted to undertake something. It depends on the stakeholders. There is no one process."

POLICY WRITING: COMMITTEE MEETINGS RARELY OPEN

"There are three readings till the bill has been published. After the first reading, it goes to a committee. They can propose changes. The second reading is open or online. At the end there is a voting about the policy. Committee meetings are rarely open."

"The process is quite chaotic and boring!"

POLICY WRITING: SOMETIMES ONLINE & OFFLINE

"We work with the etherpad, a collaborative writing tool. Everybody contributes. Someone has the task of final editing of the text. For writing a manifesto between 5 and 10 people are involved. There is a series of meetings, a draft is presented in a forum, followed by other drafting processes and meetings. Step by step, ideas with consensus are kept and others are identified where there is not enough input or strong disagreement. The last draft is presented in a digital platform where people can comment. This is incorporated in the final draft."

"People get together online, work together online. They use the tool Pirate Pad with real time updating of text. Then they have a physical meeting. They use an online voting tool."

HOW TO RECONCILE OFFLINE AND ONLINE?

Policy writing is a mixed process which involves offline meetings which are often closed.

How to model, shape and support these processes in a tool?

Recommendations:

- Offer guidance and templates for the policies.
- Offer easy organization of meetings in smaller circles either online or offline.
- Allow for writing hidden from the audience.

POLICY WRITING:
CURRENTLY NO PARTICIPATION OF CITIZENS

“People don’t get involved in policies now.”

“People aren’t participating so far.”

“How to work and decide collaboratively. That’s a difference.”

“So many comments, having troubles.”

“Negotiations on policy, would be really difficult in terms of technical solutions.”

PEOPLE ENGAGEMENT: FRUSTRATED BECAUSE NO REAL POWER

"The experience I had people were frustrated. Thought they had the power. But that was a misinterpretation. Because that isn't how the system works at the moment. You elect people for formal government, the do it on your behalf. Representative is your MP. The minsters are the final ones. They have a whole lot of other considerations. Parliamentary agenda, how politically acceptable. Taking it through. Those are considerations. "

GREAT NEED FOR A TOOL

ROLE OF POLICY WRITER: DIFFERS IN SMALL AND LARGE PARTIES

"Within big parties, there are lots of policy writers. Smaller parties have one policy writer, but lots of policies are written by the MPs themselves."

"Any MP can propose a policy. Where it gets written, is another thing....They often have a secretary. Chairmen have assistants. They have their own internal infrastructure."

REASONS WHY LIQUID DEMOCRACY ISN'T HAPPENING NOW

Is there a liquid democracy now?

"Not now. Couldn't get people to use it. Nobody understood what to do."

User says that they have a lack of resources for developing such a tool and that he is very interested.

For a successful tool supporting involvement and transparency it is essential that people are motivated to use it and that people know what to do.

This is crucial for the success of Objective8!

WHAT ARE USEFUL COMMENTS?

"Was it really comments we got? We got changes in wording. It was unhelpful during drafting to get comments. It is still a long way to go. There wasn't any practical formal way."

User says it depends on the phase: *"Sometimes people give too detailed feedback. Sometimes people give too abstract feedback."*

She finds it complicated to make clear in every phase what kind of input is needed (the level of detail).

"This is something that makes something more or less useful. This is the main issue. To be able to make clear what kind of things you are discussing in each phase. Level of detail. You cannot discuss everything at the same time."

KNOWLEDGE BASE FOR POLICY WRITING

"Collaboration is quite useful in sort of a knowledge base. Collaborative knowledge base. Like Wikipedia." (note: the two party founders in London said the same)

"Would be better to build a knowledge base around policy."

TEMPLATE FOR POLICY WRITING "THERE IS A FORMULA"

Moderator: Is there a template for drafting?

"There is a layout you have. It is usually split into chapters. How you arrange the different chapters. The first chapter is very similar, then it differs. I would definitely say, there is a formula, yes."

About the length of policies: "*1-12 pages. Better to have them shorter. Mine was 8 pages, a little longer than usual. Short and sweet."*

Recommendations:

- Offer a template for policies, with gives hints what to put in.
- Enable writing hidden from the public, then publishing.
- Each organization or party which uses the tool can upload or fill in their own templates.

ISSUE OF LANGUAGE OF POLICY: LEGAL SPEECH, THEREFORE IN HOUSE

“About the actual motion or bill. Than there is a description. Explained in human speech. What it is. Free text. This process is entirely in house, inside parliament. The reason for it: Documents are not speaking speech. They are legal speech. “

FILTERING CRUCIAL DURING PROCESS - PROBLEMS OF FALLACIES, OF IDENTITY

"Difficult to filter the comments. Such a high number of comments. "

"You have to clear out all comments. Is it a fallacy."

User addresses problem of hijacking. There has to be a way to manage spam comments (admin can delete them).

"Authentication online is important. Authentication is linked to census. Anonymous voting, security. Login is not important, important is to validate who has logged in."

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TARGET GROUP MEETING
MEETING TWO FOUNDERS OF A POLITICAL PARTY IN LONDON

TARGET GROUP: FOUNDERS OF A POLITICAL PARTY

Ela & Mario are starting a new political party.

Discussion with them in the office.

Aims of the party: Reduce structural inequality. Discuss online, debate online.

Desire for a tool: An online tool should stop politics being the elite. At the moment everything is offline.

TOOL FOR COMMUNITY WRITING, RECRUITING, CROWDSOURCING ONLINE

What would they use the tool for?

- Community writing (equal justice because background is unknown online).
- Finding suitable political candidates (one could gain kudos within the community when something good is suggested).
- Source of information online, crowdsourcing ideas online, a repository for material, users can upload material.

THEIR COMMENTS ABOUT OBJECTIVE8: AGILE PUTTING INTO POLITICS

- Voting system for the online tool should offer not just yes or no, but some ordering or grades, and give arguments, why, because.
- Citizens entering the tool have to agree to some kind of commitment about the common aim of the organization.
- Purpose of Objective8: kind of user research, agile putting into politics.
- Signing in with Objective8: with existing organization or an independent login (not via social media).

(Note: These two future users of Objective8 have been taken a short look at the tool some time before. No further info about that.)

TOOLS THEY HAVE BEEN CONSIDERING

- Social bookmarking: Delicious, Pinterest, Reddit
- For debates: Loomio
- Voting app: http://bitetheballot.co.uk/verto/
- Currently they have a WordPress blog.

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USABILITY TESTING: USER JOURNEYS WITH ISSUES

OUR USERS - OVERVIEW

Barcelona, Spain

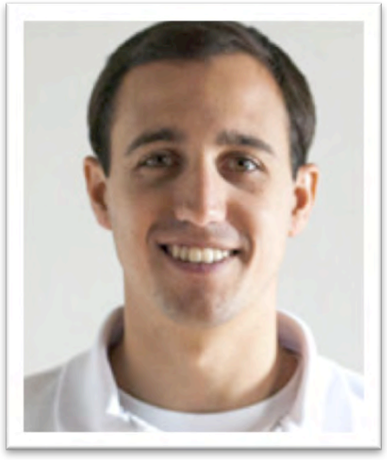
Name & Age	Profession	Experience	Date & Time
Oscar, 39 y.	Activist, unemployed, Master of Education and New Technology.	Has successfully built a similar tool.	04.05.2015, 90 Min.
Leonardo, 28 y.	CTO, Computer Scientist.	Was involved in policy writing as an expert for e-voting.	05.05.2015, 45 Min.

London, UK

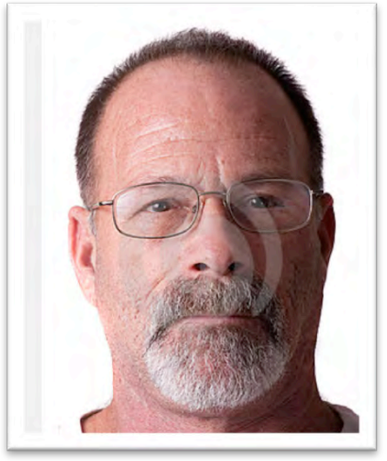
Name & Age	Profession	Experience	Date & Time
Tony, 73 y.	Freelance writer. Retired, has worked as market researcher. Studied Economics and Philosophy.	Writes book about democracy.	07.05.2105, 90 Min.
Fred, 47 y.	UX researcher. Has studied Engineering.	Is active in a disability charity organization.	08.05.2015, 60 Min.
Andrej, 28 y.	Journalist. Studied Literature.	Politically interested.	11.05.2015, 90 Min.
Mira, 32 y.	Economist for the Government, has studied Economy.	Has worked as a policy analyst for the Government before.	14.05.2015, 30 Min.

OUR USERS

Oscar
Activist, 39 y., Spain (has developed similar tool)

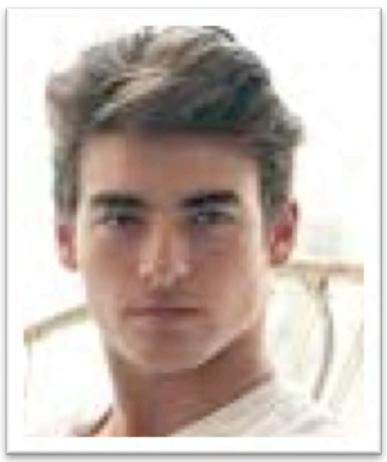


Leonardo
CTO, 28 y., Spain



Fred
Director Global UX Research, 47 y., UK

Tony
Book writer, 73 y., UK



Andrej
Journalist, 28 y., UK

Mira
Economist, 32 y. UK

BACKGROUND OF THE TESTING SESSIONS

We felt it was important to get as many face-to-face users trying out the Objective8 prototype in real as possible! So we recruited them in Barcelona and London.

The sessions varied in their length from 30 min. to 90 min., according to the available time (the users were not reimbursed).

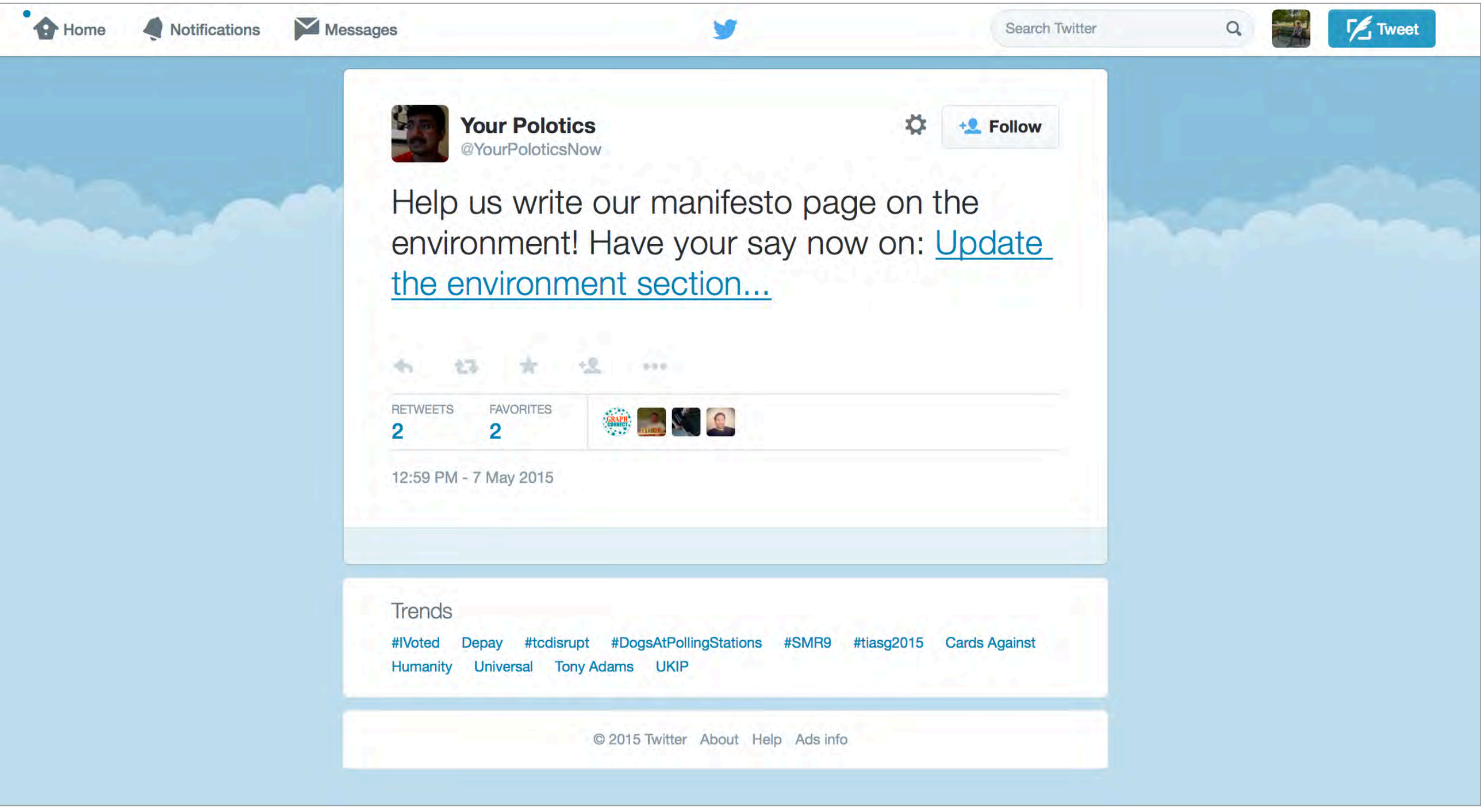
The location of the session varied, too – from a decent conference or office room to noisy cafes or even spontaneous during a fire in London in a café with a borrowed laptop. Real guerilla testing!

Nevertheless, we collected valuable feedback that is matching some of the results from the previous usability testings in February and March this year in Barcelona.

STARTING PAGE FOR WRITERS

Writers started on the homepage and were asked to use the tool for policy writing.

STARTING PAGE FOR CITIZENS



Citizens started on a prepared twitter page linked to an objective page (this was not in all cases possible, as testing conditions varied).

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JOURNEY:
WRITER CREATES AN OBJECTIVE

HOME PAGE: MISSING OPTIONS TO INTERACT

Navigation unclear (user is lost)

No link to “Create an objective” (menu point is not noticed)

Users attempt to click on images and violet words.

“I looks like I can click here. I would expect this to be clickable, because of the color.”

Homepage is confusing, not enough info

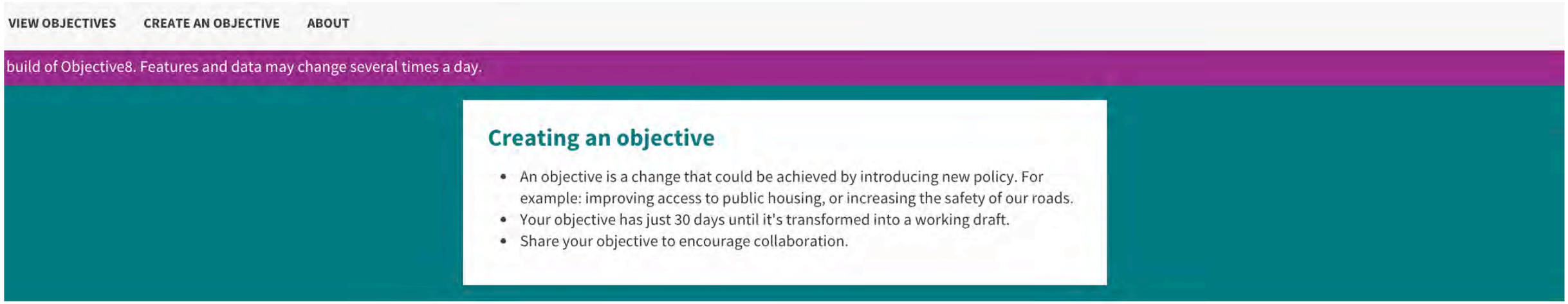
Tutorial for users would be good

Legal imprint missing (who is running the site)

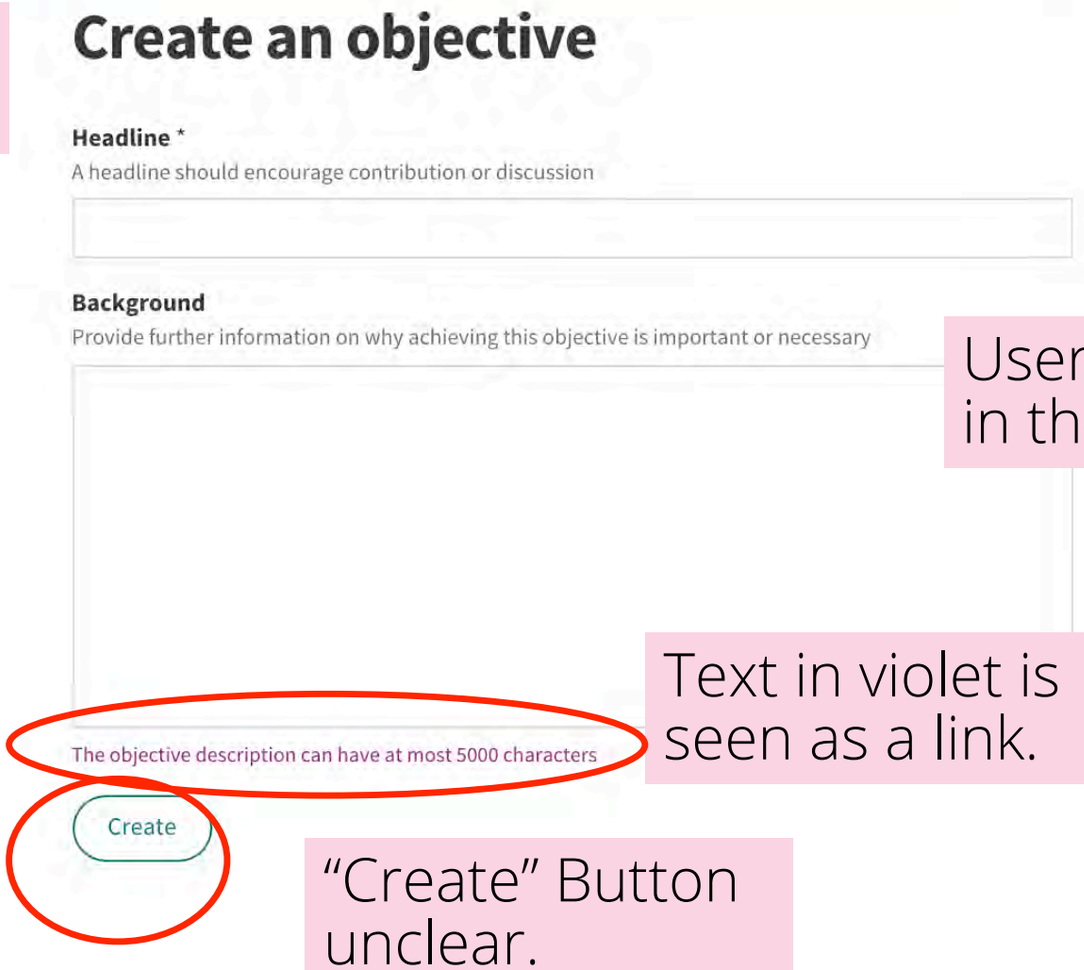
Buttons are not visible unless user scrolls down (below the fold)

Note: Our oldest user with 73 years is completely lost on the starting page and doesn’t know what to do.

CREATE OBJECTIVE PAGE: WHAT IS AN OBJECTIVE?



What is an objective? (info missing)



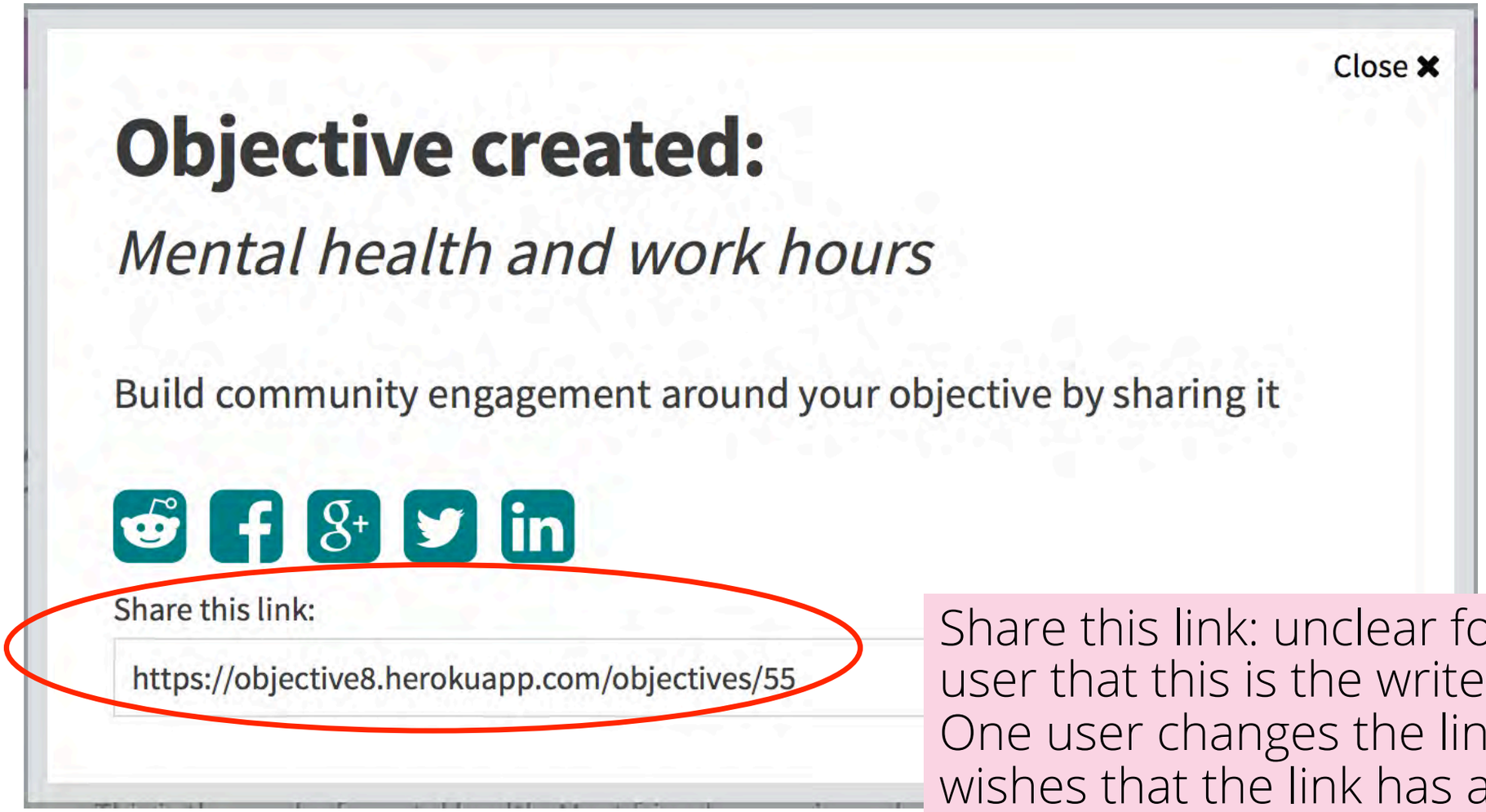
User tries to integrate links in the background text.

Text in violet is seen as a link.

“Create” Button unclear.

OBJECTIVE CREATED BOX: LIKED A LOT!

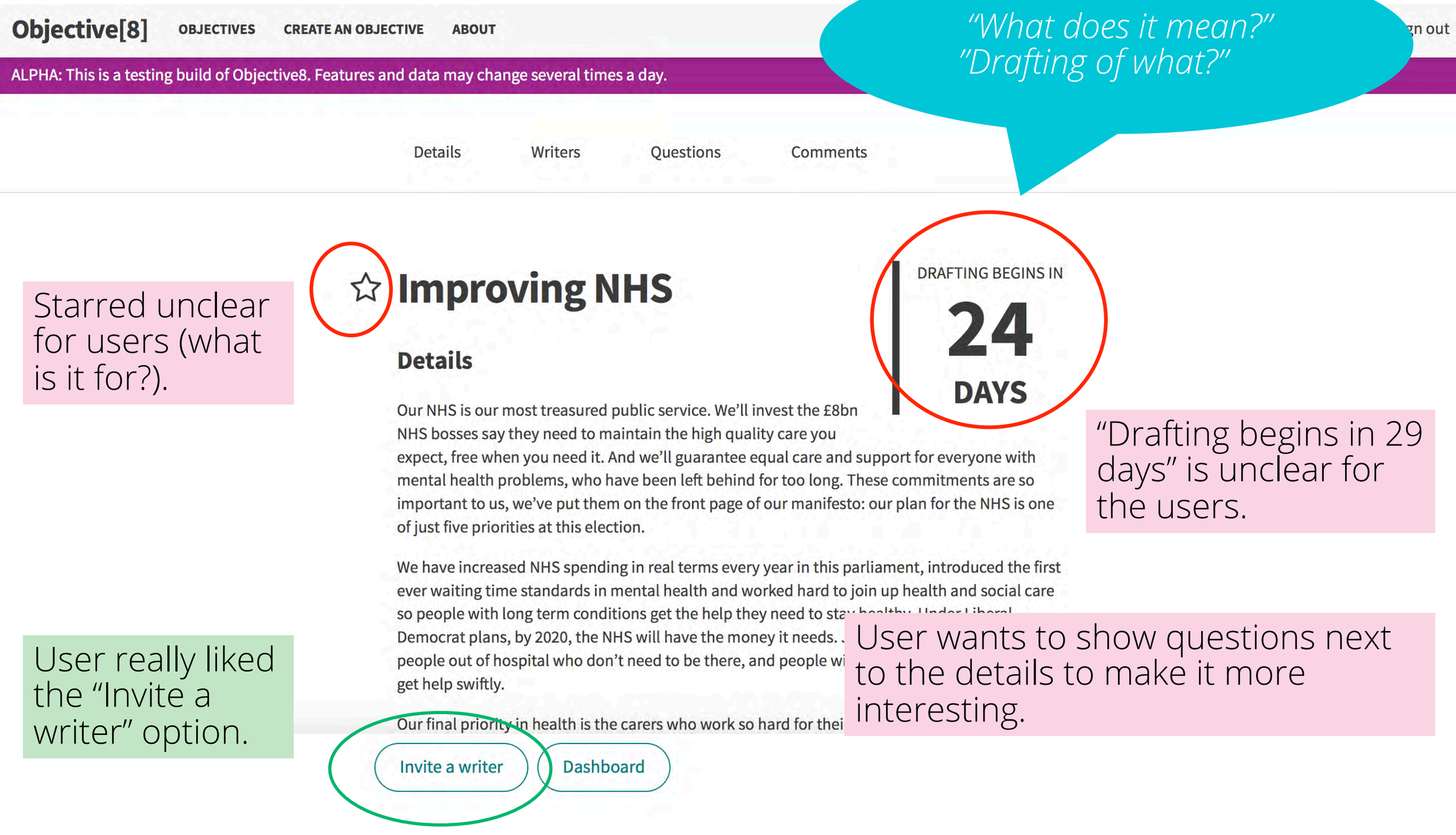
Users liked the box.



Share this link: unclear for the user that this is the writers link. One user changes the link! User wishes that the link has a name that indicates the objective.

Users value a clear and visually distinctive feedback.

OBJECTIVE PAGE: WHAT IS DRAFTING?



"What does it mean?"
"Drafting of what?"

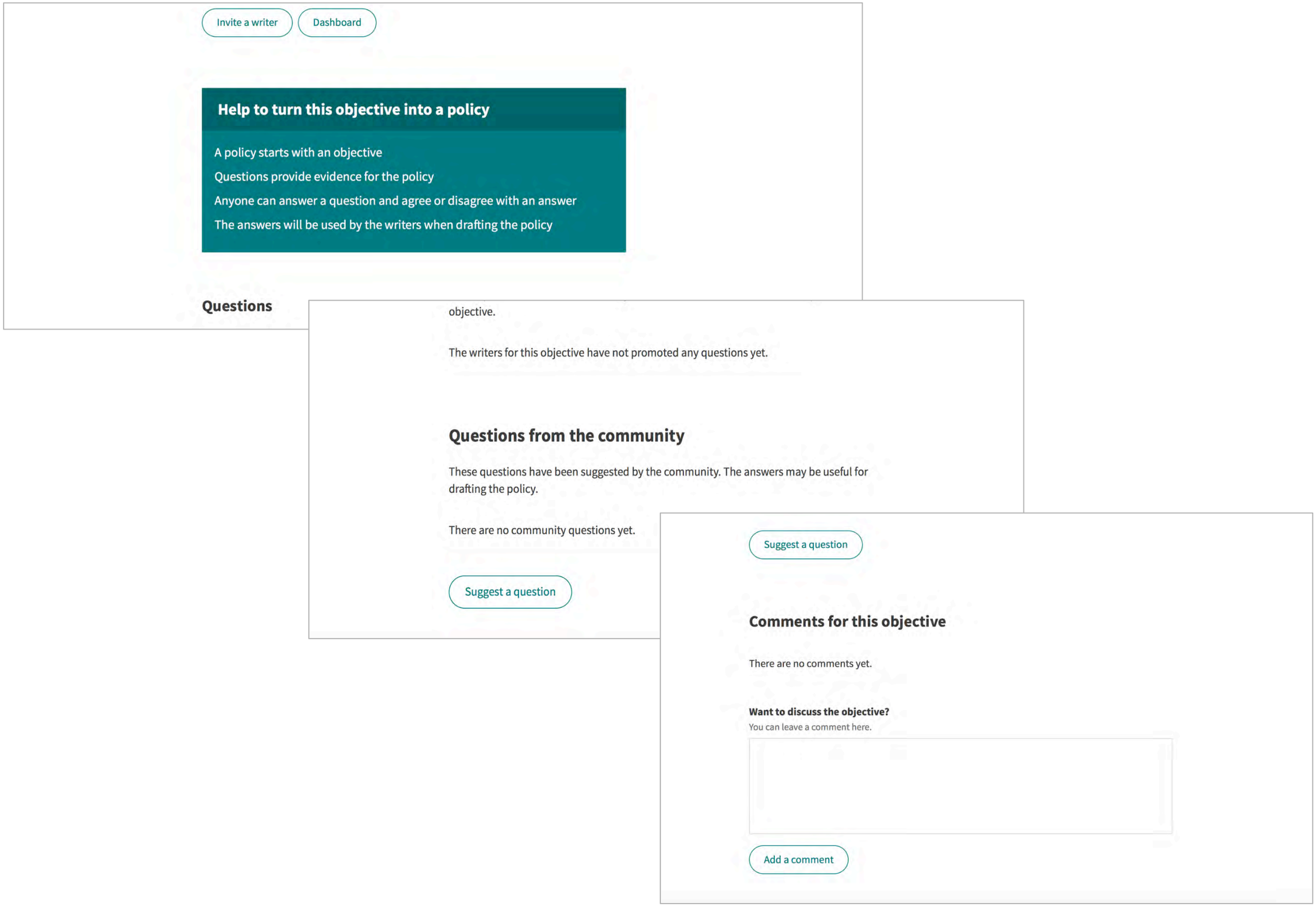
Starred unclear for users (what is it for?).

"Drafting begins in 29 days" is unclear for the users.

User really liked the "Invite a writer" option.

User wants to show questions next to the details to make it more interesting.

LOOOONG PAGE....



SUMMARY

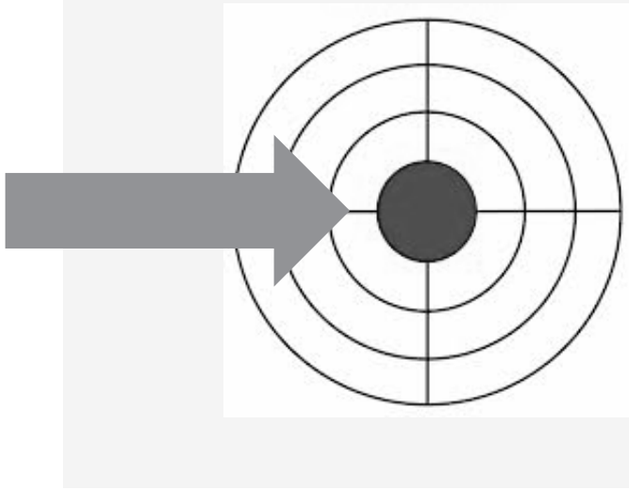
- Homepage doesn’t give enough info
- Navigation is unclear
- Call to action missing (no visible call to action, menu point is overlooked, buttons are below the fold, pictures and violet words are not clickable)

Positive

- “Invite a writer” option
- “Objective created” feedback box

HOME PAGE IDEAS

- Offer clickable images and links.
- Describe to the user what he can do and offer concrete call-to-action!



Goals

What do we want to achieve?

Take part in asking questions and commenting!

Policy Drafting

Let's work together on the draft!

Take part in annotating it!

Final Policy

Be proud of your work!

Take a look at the final policies!

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JOURNEY: WRITER / CITIZEN ADDS A QUESTION TO AN OBJECTIVE

OBJECTIVE LIST PAGE: UNCLEAR

"It is very white. It is a bit boring.
"I think I need some context around that."

"So these are a list of objectives. For what, by whom? What is the organization, who has written these?"

"it is ambiguous. Can be subject or aim. Here I don't know what objective is.
I think it is sort of maybe outcome. Almost like your mission."

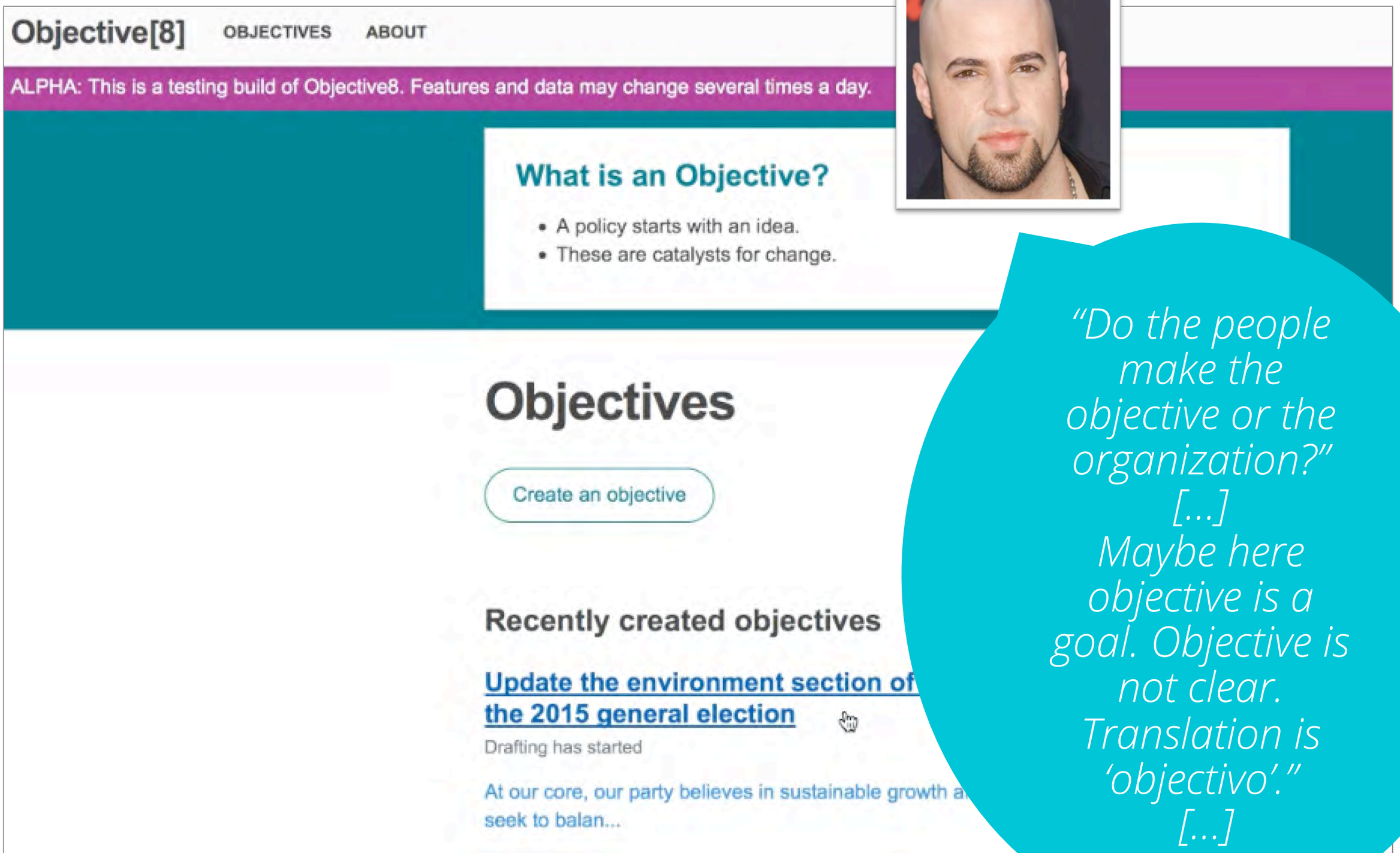
Naming "objective" unclear.

Objective list unclear; for what/ by whom?

The objective of the respective writer should be shaded so he can recognize easily which objects he wrote.

Note: for this page, the objective list page, no journey is existing.

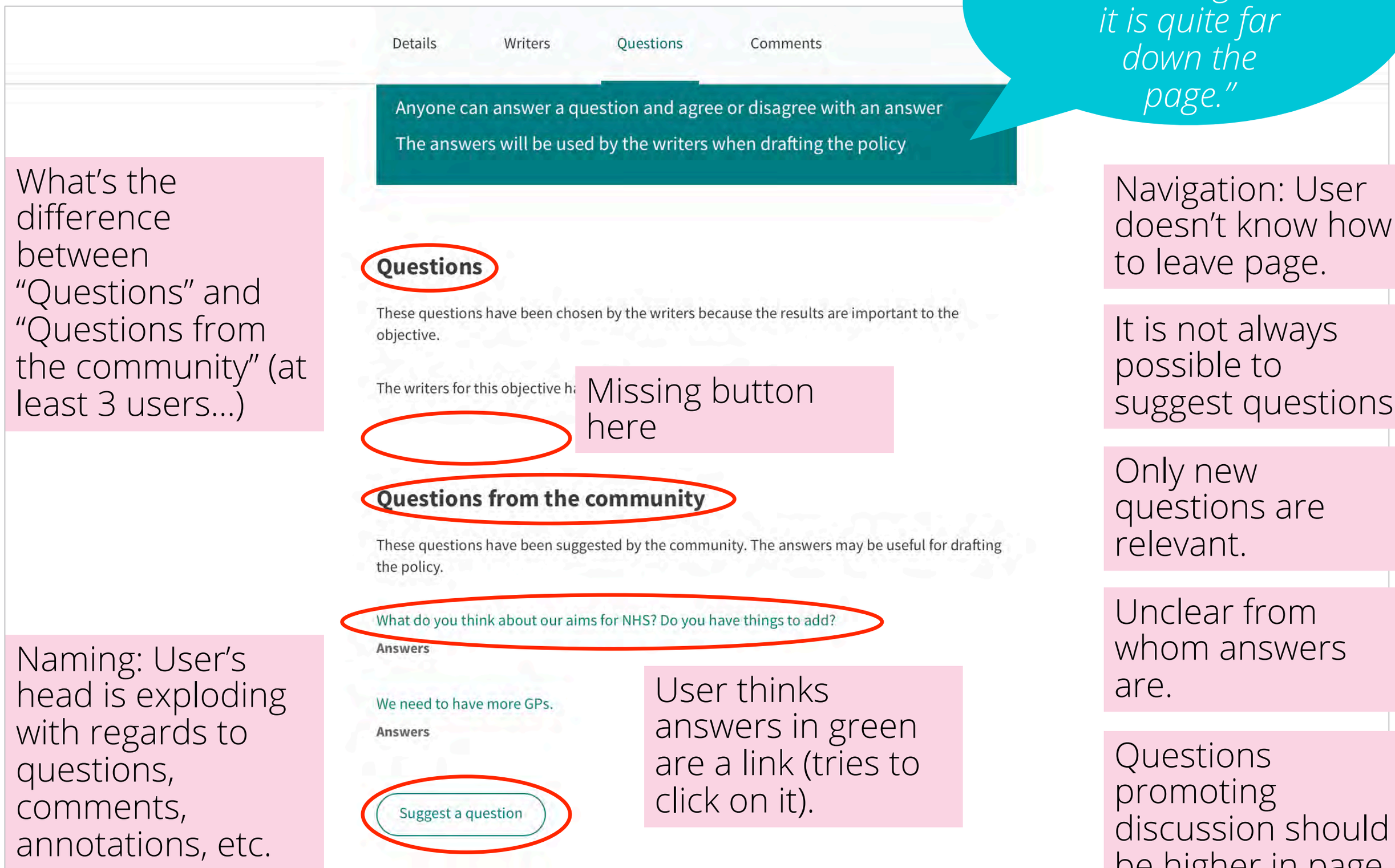
USER OSCAR, SPAIN ABOUT NAMING “OBJECTIVE”



“Do the people make the objective or the organization?” […] Maybe here objective is a goal. Objective is not clear. Translation is ‘objectivo’.” […]

OBJECTIVE PAGE: QUESTIONS UNCLEAR

Green box: *"This seems interesting, but it is quite far down the page."*



What's the difference between "Questions" and "Questions from the community" (at least 3 users…)

Missing button here

Navigation: User doesn't know how to leave page.

It is not always possible to suggest questions.

Only new questions are relevant.

Unclear from whom answers are.

Naming: User's head is exploding with regards to questions, comments, annotations, etc.

User thinks answers in green are a link (tries to click on it).

Questions promoting discussion should be higher in page.

USERS ARE LOST, DON'T UNDERSTAND

"A bit lost."

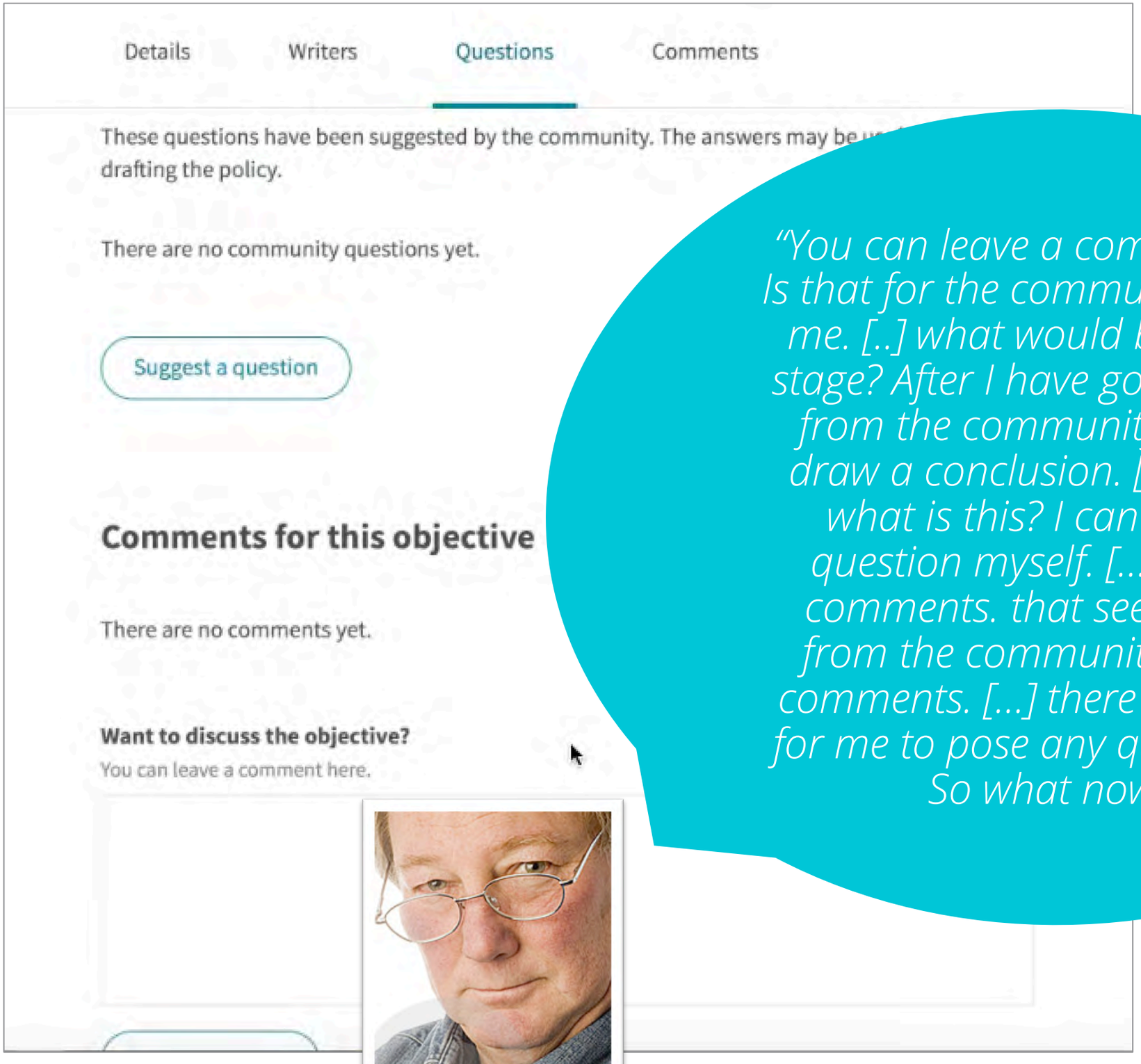
"I am looking for a content or something. Is this the content here? Where is the objective?"

"I don't have a sense of the overall.. this is just a part of the whole thing."

"Very abstract at the moment. Something crunchy needed."

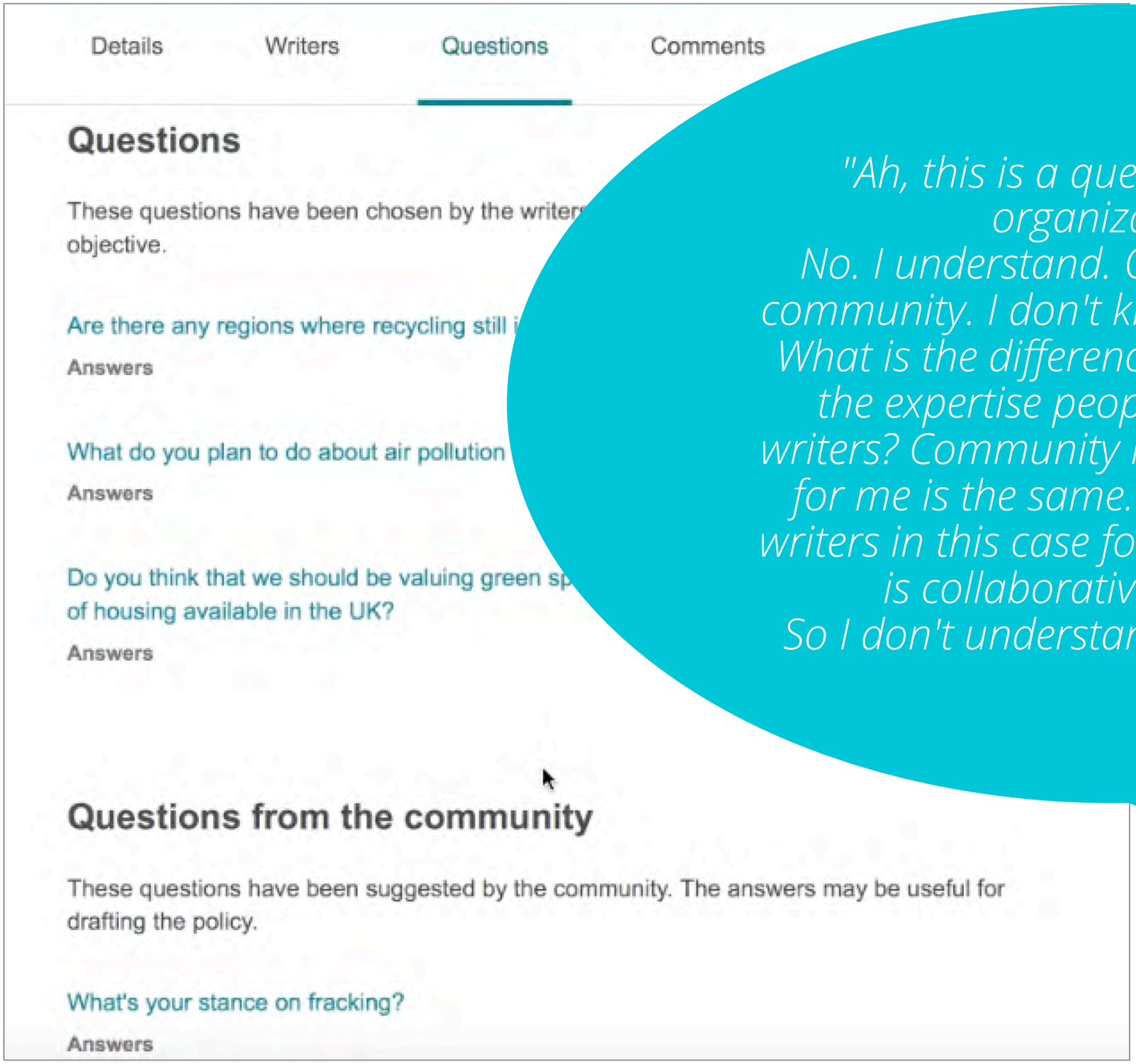
"Honestly I am not sure whether I like this...Bit boring. Looks like the early stages of the internet."

TONY, UK: COMMENTS & QUESTIONS – BY WHOM?



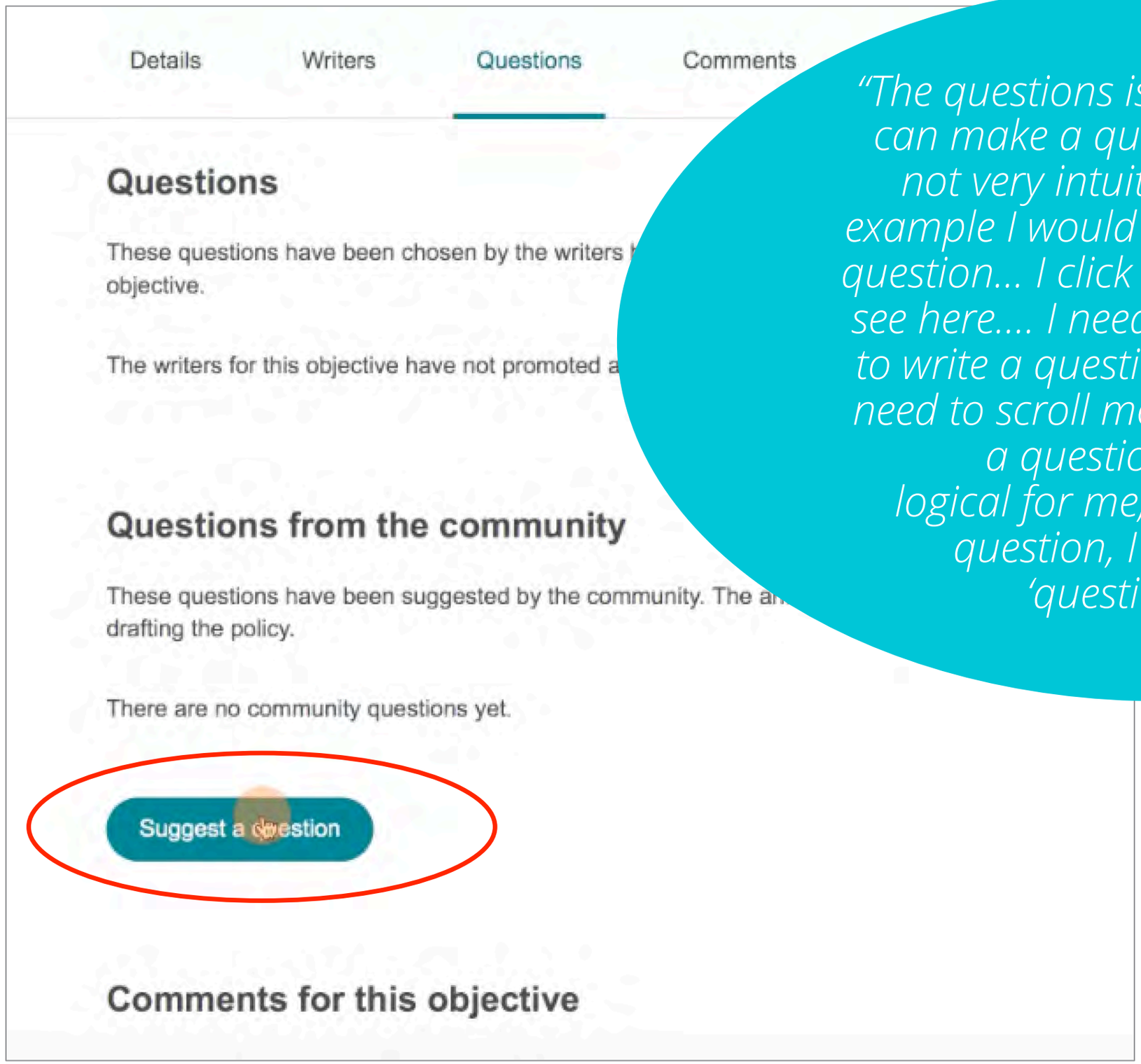
"You can leave a comment here. Is that for the community? So not me. [..] what would be my next stage? After I have got responses from the community [...] then draw a conclusion. [...] Details, what is this? I can't pose a question myself. [...] So, and comments. that seems that's from the community. not my comments. [...] there is no place for me to pose any question. [...] So what now?"

OSCAR, SPAIN: COMMUNITY AND WRITERS ARE THE SAME



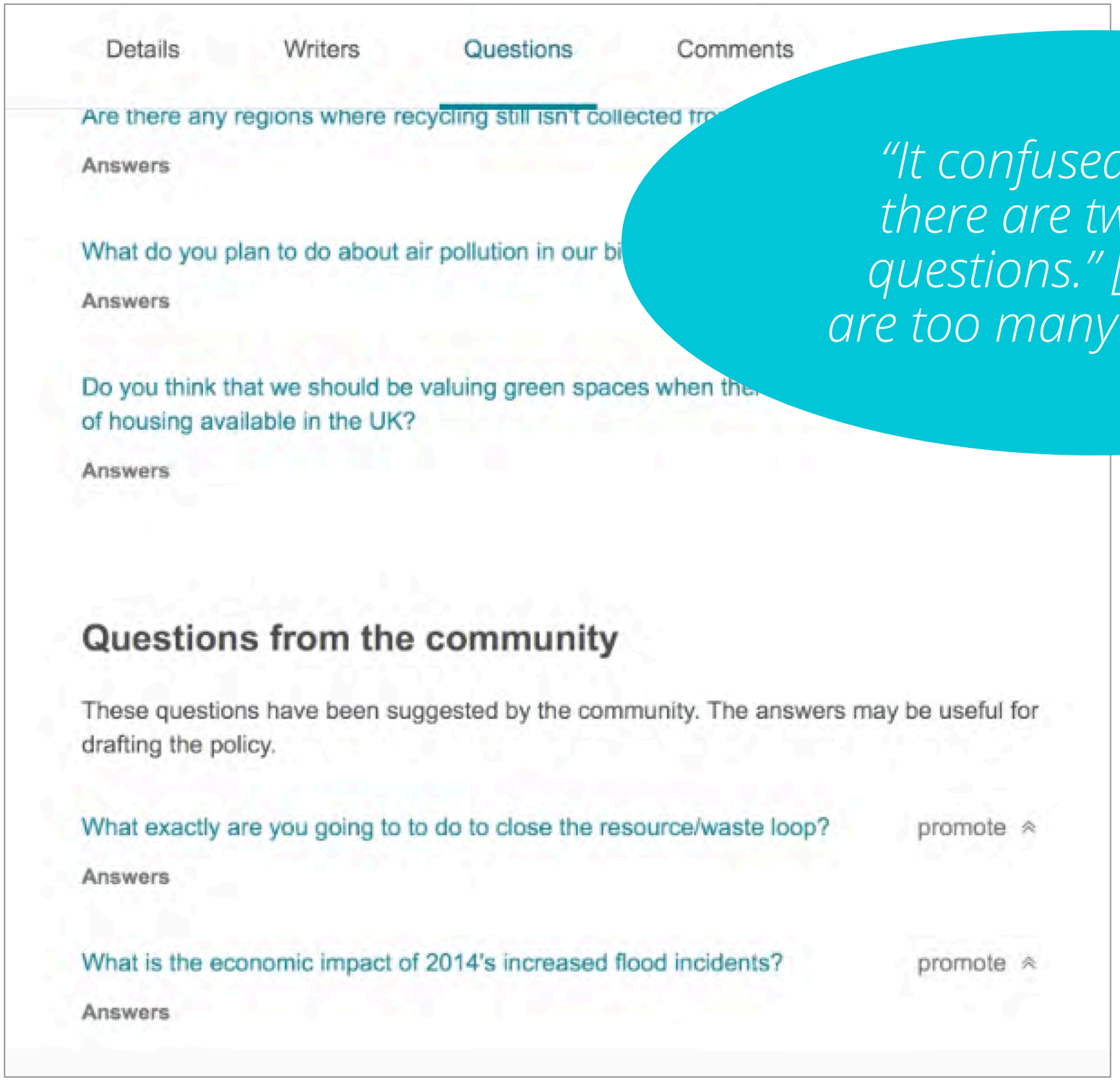
"Ah, this is a question from the organization?
No. I understand. Questions for the community. I don't know. it is not clear. What is the difference? The writers are the expertise people. Who are the writers? Community is clear. But writers for me is the same. Community and writers in this case for me is not clear. It is collaborative, it is open.
So I don't understand the difference."

OSCAR, SPAIN: TO SUGGEST A QUESTION IS NOT INTUITIVE…

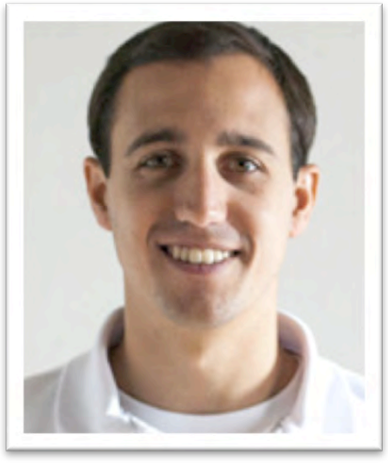


"The questions is not clear, where I can make a question. Ah here. Is not very intuitive. Because for example I would like to make a new question… I click questions but I can see here…. I need to see here where to write a question. It is not clear. I need to scroll more to find 'suggest a question'. Is not….
logical for me, I like to suggest question, I click here on 'questions'." […]

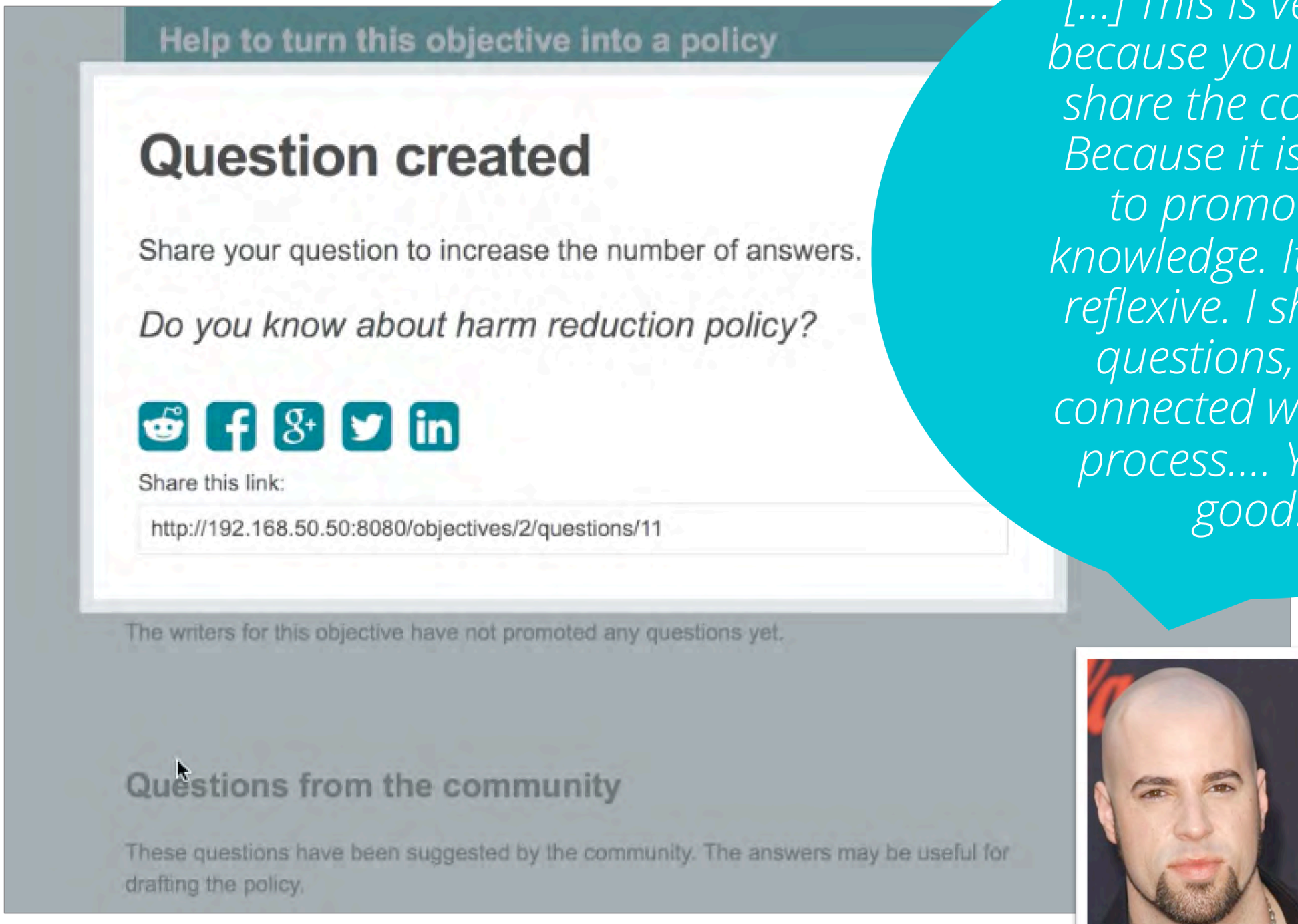
LEONARDO, SPAIN: TWO LISTS OF QUESTIONS....



"It confused me that there are two lists of questions." [...] "There are too many questions."

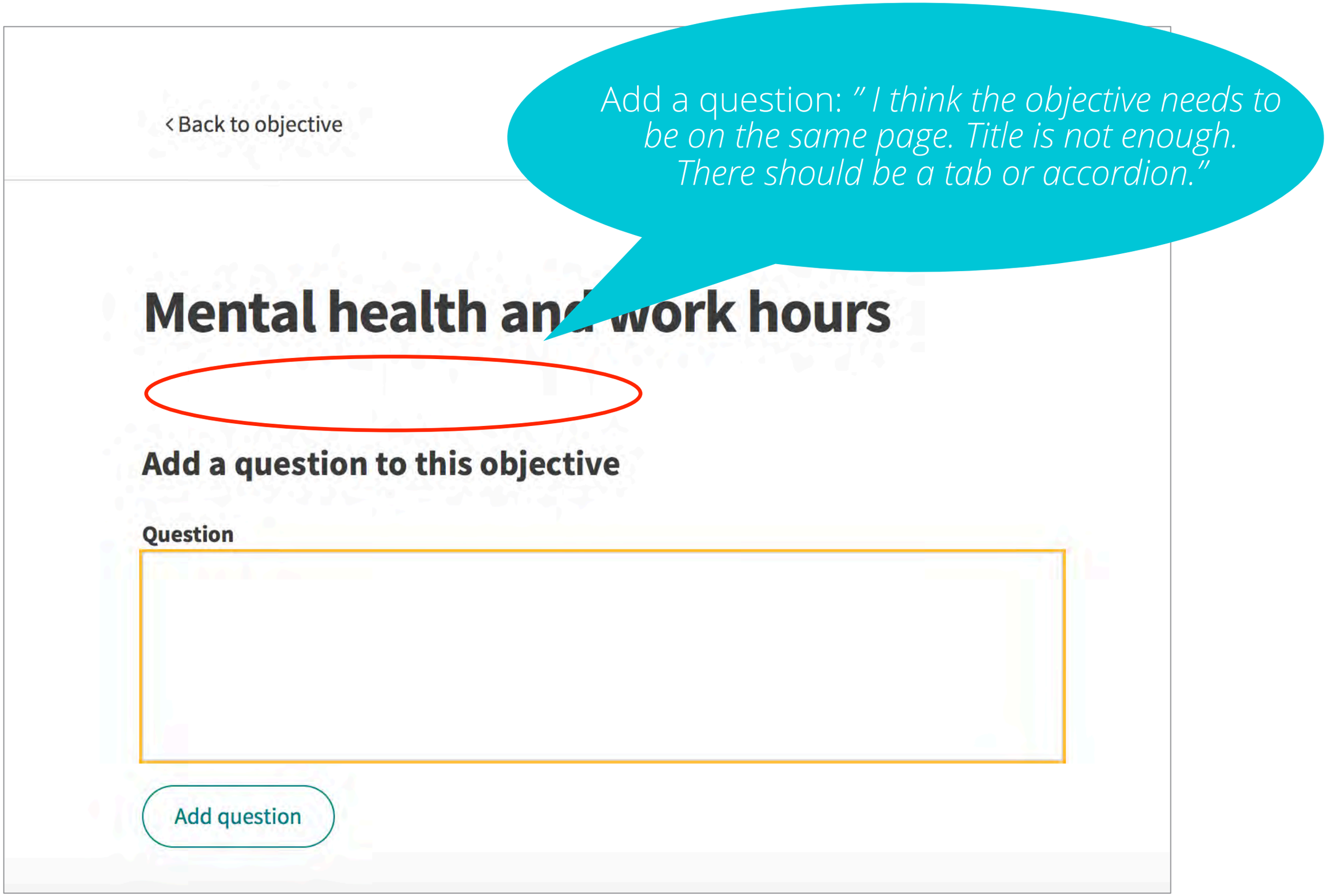


OSCAR, SPAIN LIKES QUESTION CREATED BOX A LOT!



"[...] This is very good because you not only share the content.... Because it is shared to promote the knowledge. It is more reflexive. I share my questions, this is connected with a big process.... Yes, it is good."

ADD A QUESTION PAGE: OBJECTIVE MISSING

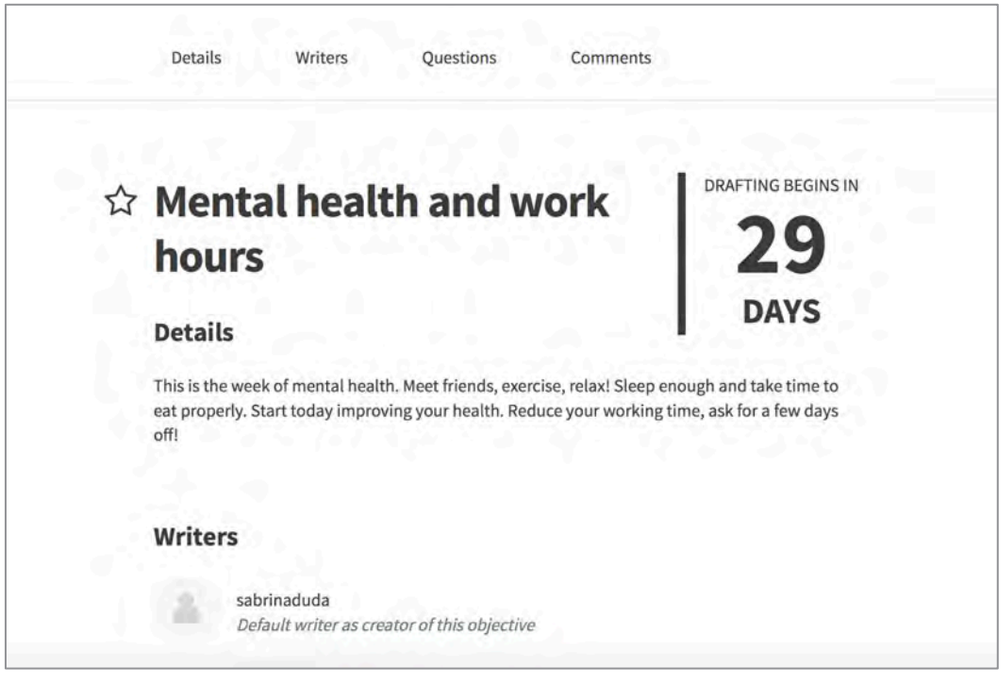


TECHNICAL PROBLEM

When adding a question you are asked to sign in.

After signing in the normal objective page appears and the question is gone.

No feedback.

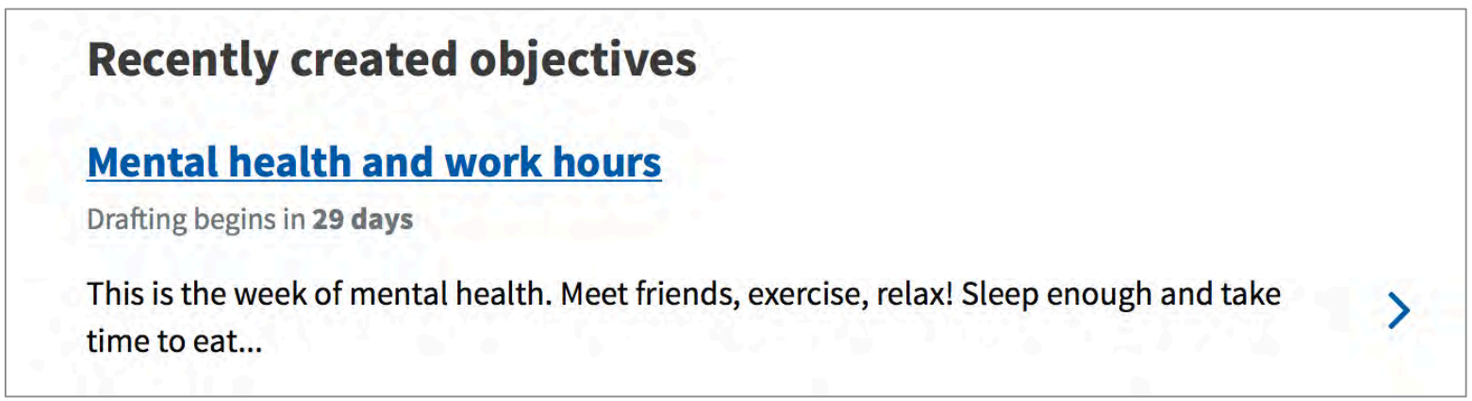


WHAT IS A LINK

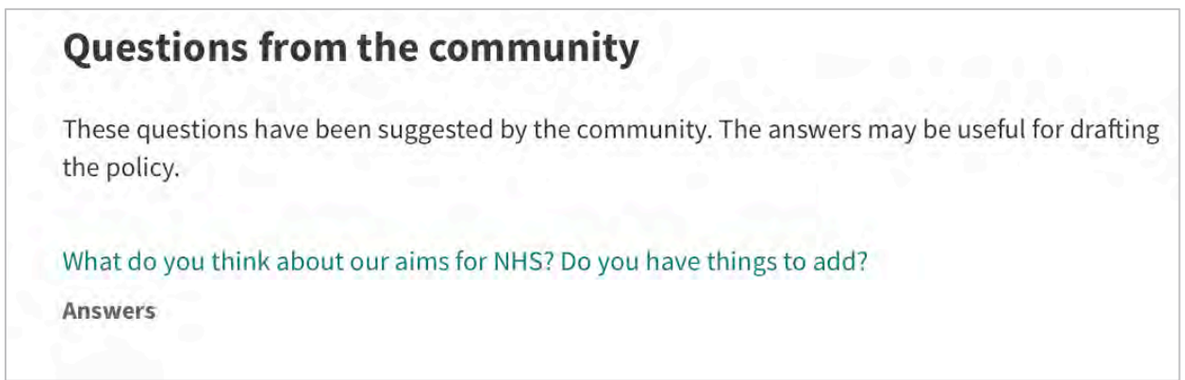
Link, and mouse over link are not consistent on the site.

Here the text is in normal state. (The whole text is a link.)

Here mouse over effect is blue underlined and blue, the “Drafting begins…” has no effect.

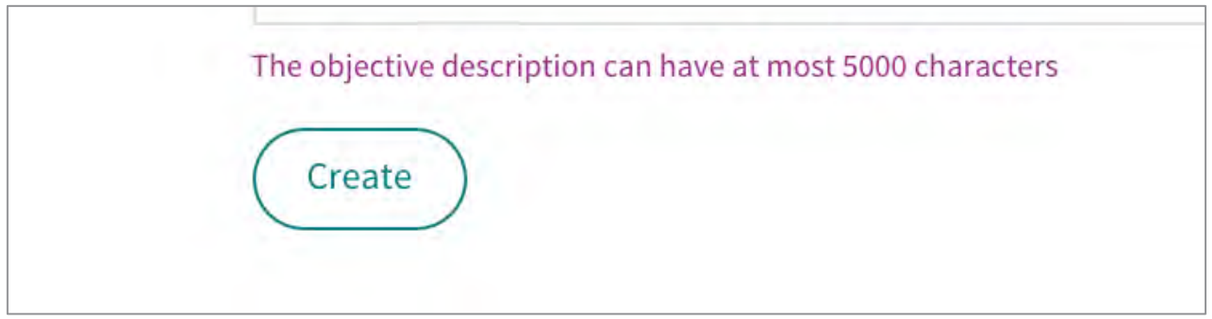


A recently created objective has no blue mouse over effect in the text.



Colored text doesn’t indicate a link here which contradicts users expectations.

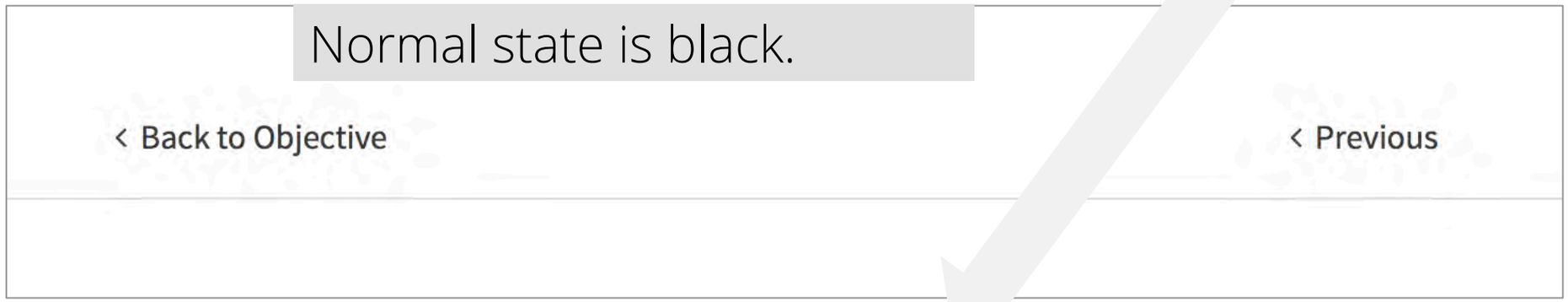
WHAT IS A LINK CONT.



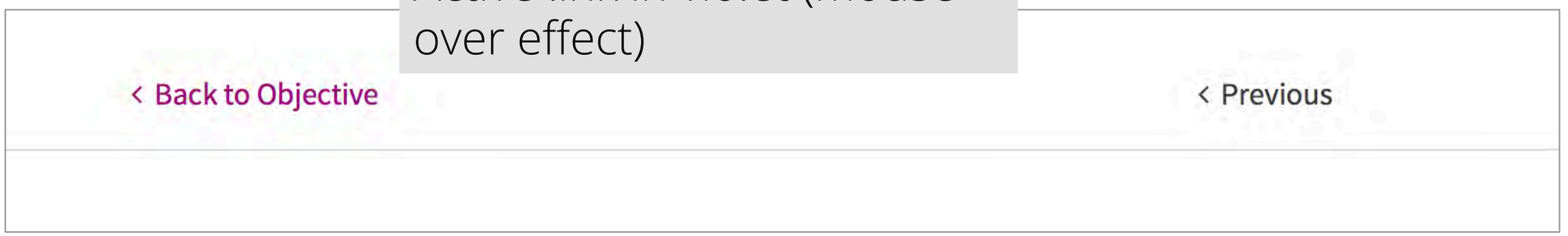
Text in violet is regarded as a link by the user.

Why? User has learnt it from violet links, see below.

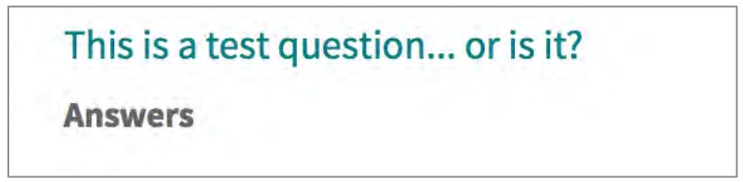
Normal state is black.



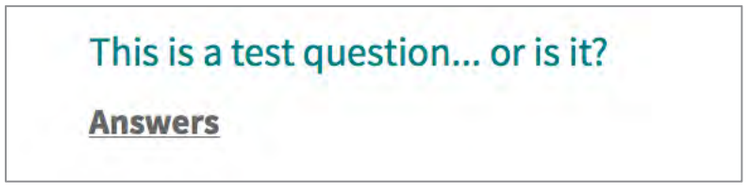
Active link in violet (mouse over effect)



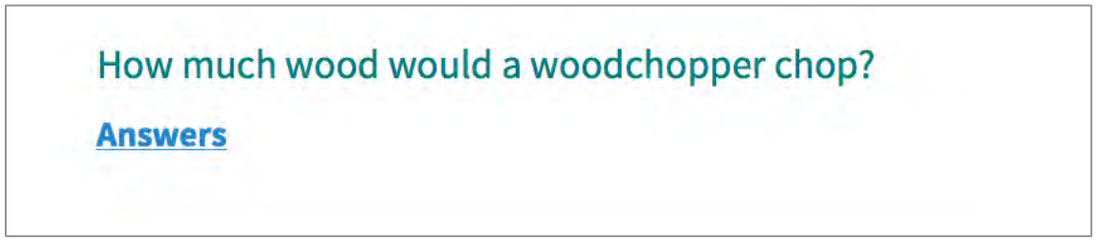
INCONSISTENT MOUSE OVER BEHAVIOR



Normal state



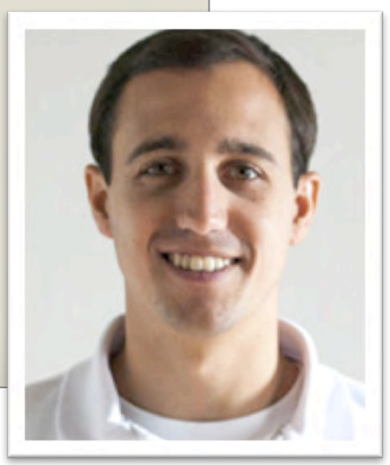
Mouse over effect “Answers”: grey and underlined.



Mouse over effect “Answers”: blue and underlined.

LEONARDO, SPAIN: LOOKS LIKE I CAN CLICK...

"Maybe here it looks like I can click. But I can't. I try and try. I would expect that this is clickable because of the change of color."



RECOMMENDATION

Define links in a consistent way.

E.g. a link is always underlined when mouse overed. A link changes the color of the text from grey to blue (or green or violet).

Does blue stand for a heading or for a link?

Define the color of a heading.

Don’t use green for normal text, as users expect this to be a link.

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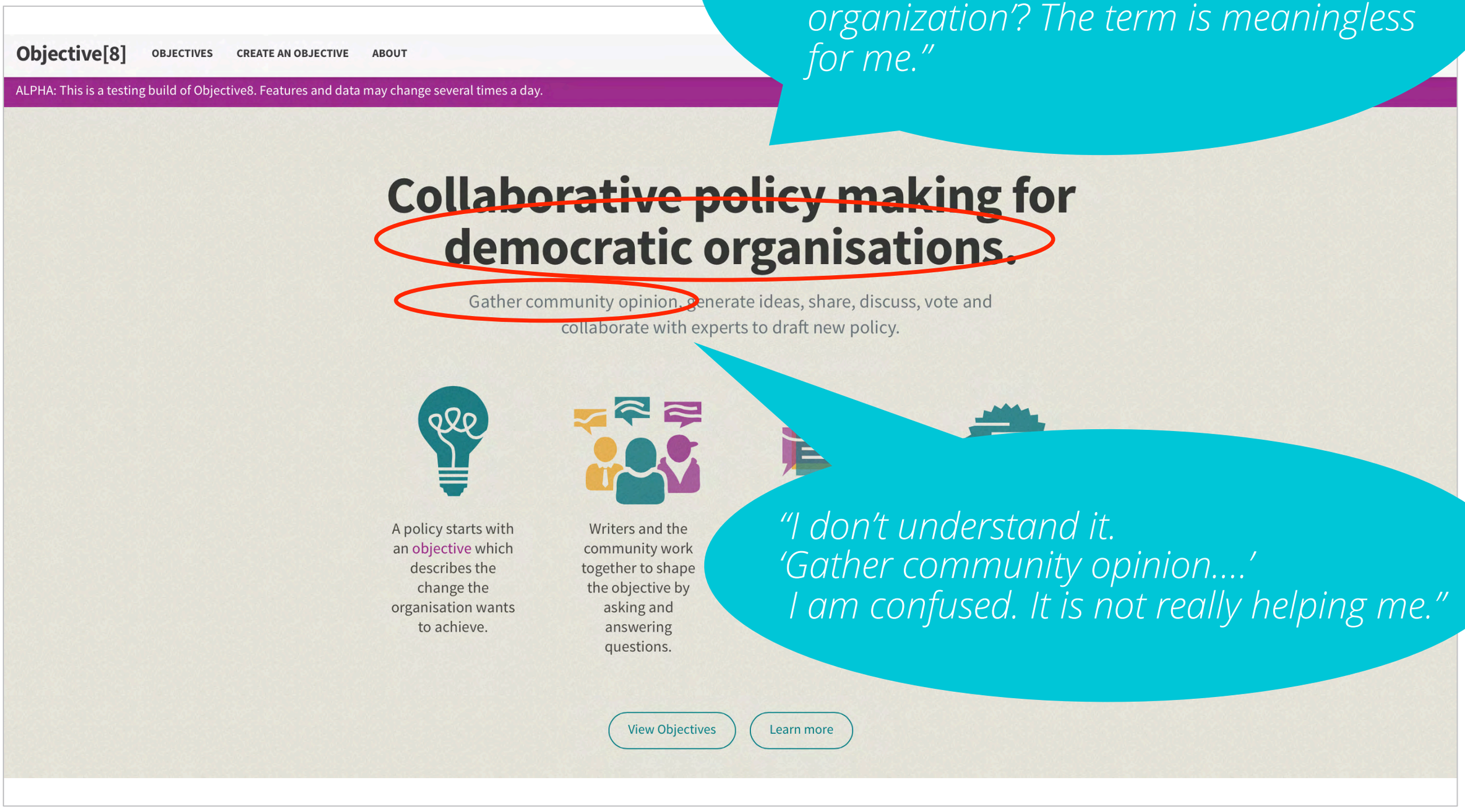
JOURNEY:
CITIZEN COMMENTS ON OBJECTIVE

CITIZENS ON THE HOMEPAGE



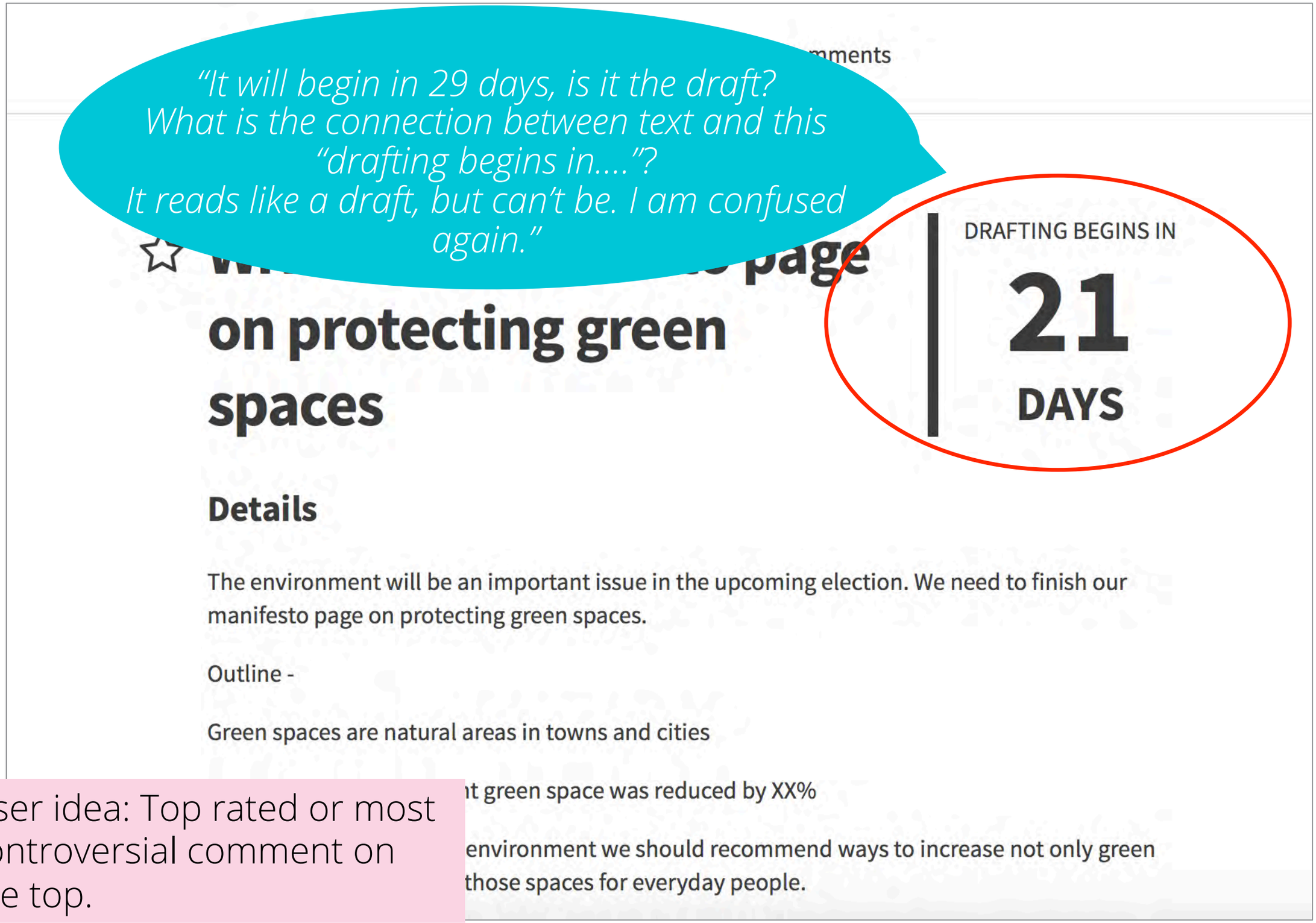
"As a citizen I am a bit confused. Is it for me? It looks like it is for an organization. Is it a company? 'Democratic organization'? The term is meaningless for me."

"I don't understand it.
'Gather community opinion....'
I am confused. It is not really helping me."

Note: some citizens in the user testings started on the homepage. In normal circumstances, you could expect citizens going to the homepage, too. So the homepage should provide info for them, too.

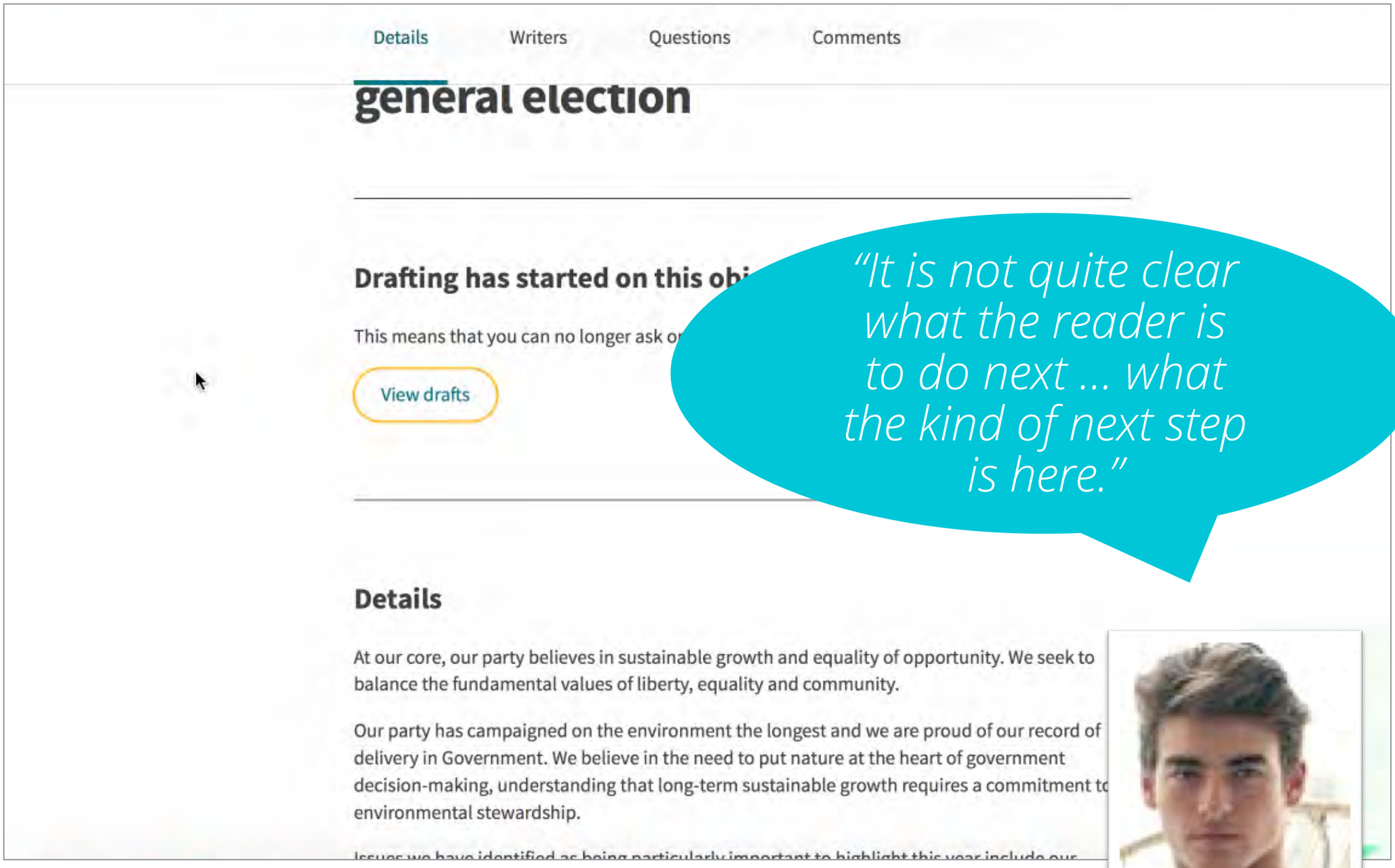
OBJECTIVE PAGE: DRAFTING UNCLEAR

"It will begin in 29 days, is it the draft? What is the connection between text and this "drafting begins in...."? It reads like a draft, but can't be. I am confused again."



User idea: Top rated or most controversial comment on the top.

WHAT TO DO NEXT? USER ANDREJ, UK



"It is not quite clear what the reader is to do next ... what the kind of next step is here."

CALL TO ACTION? USER ANDREJ, UK

"This is all good in terms of the message, and content wise. But it is not clear what kind of calling on the participant, which action they are going to take. Could maybe be more..... more direct in that sense."

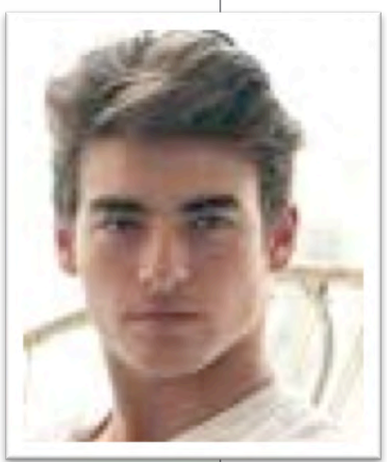
< Back to Objectiv

prosp

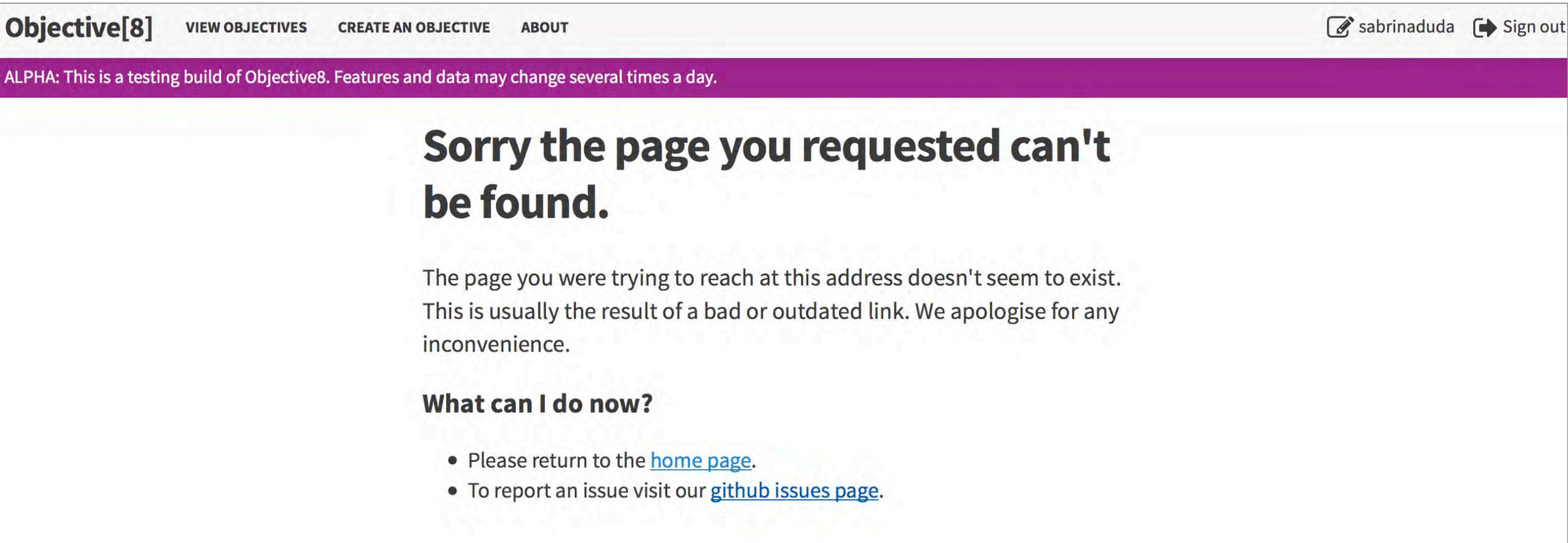
The successful econ
use of non-renewable res
recycling are maximised. Britain
generating sustainable prosperity and jobs.

We will bring forward a comprehensive waste strategy to build a thriving reuse and recycling industry and pass a Resource Efficiency and Zero Waste Act to:

- Task the Natural Capital Committee with producing a 'Stern report' on resource use, identifying resources being used unsustainably and recommending legally binding targets for reducing their net consumption.
- Use regulation both nationally and in the EU to promote sustainable design where reparability, reuse and recyclability are prioritised, and to reduce packaging waste.
- Establish a coherent tax and regulatory framework for landfill, incineration and waste collection to drive continuous increases in reuse and recycling rates and ensure only non-recyclable waste is incinerated, including reinstating the Landfill Tax escalator and extending it to the

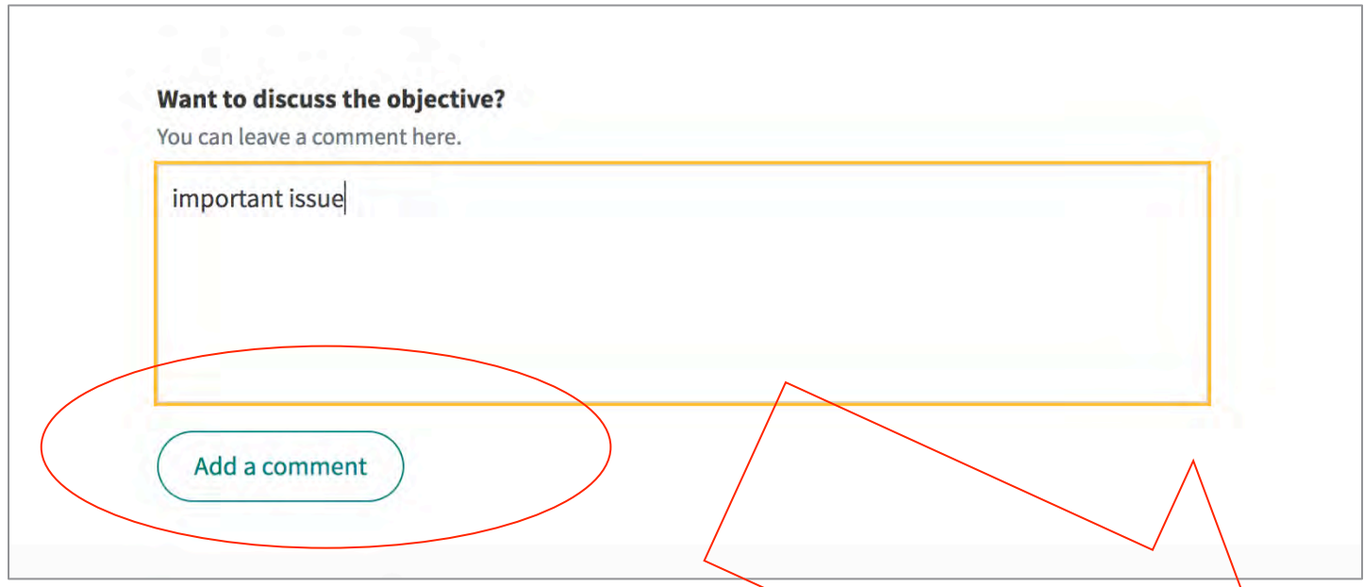


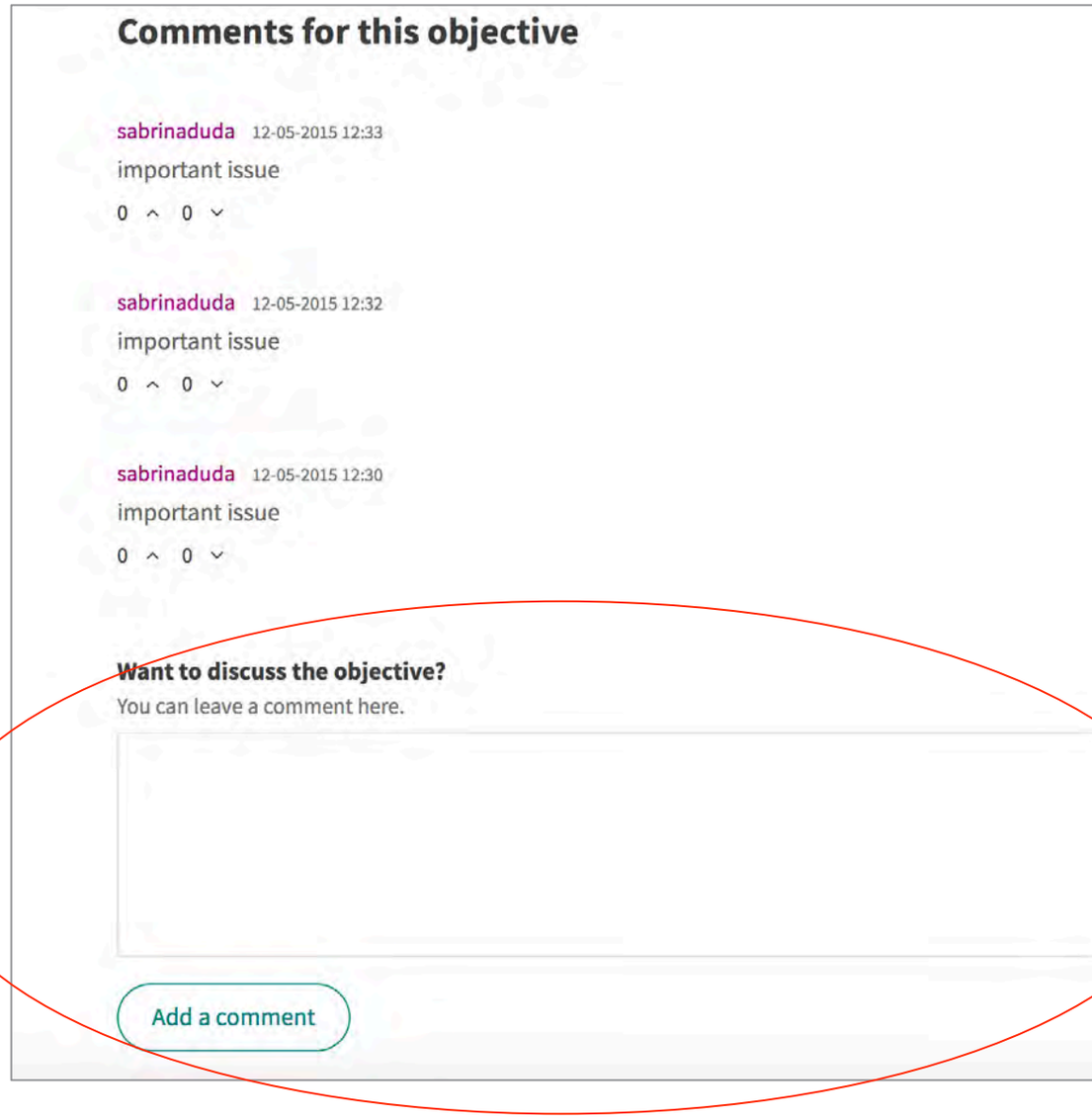
TECHNICAL PROBLEM: COMMENTING ENDS HERE WHEN NOT SIGNED IN BEFORE



When clicking on adding a comment, and signing in, this page appears.

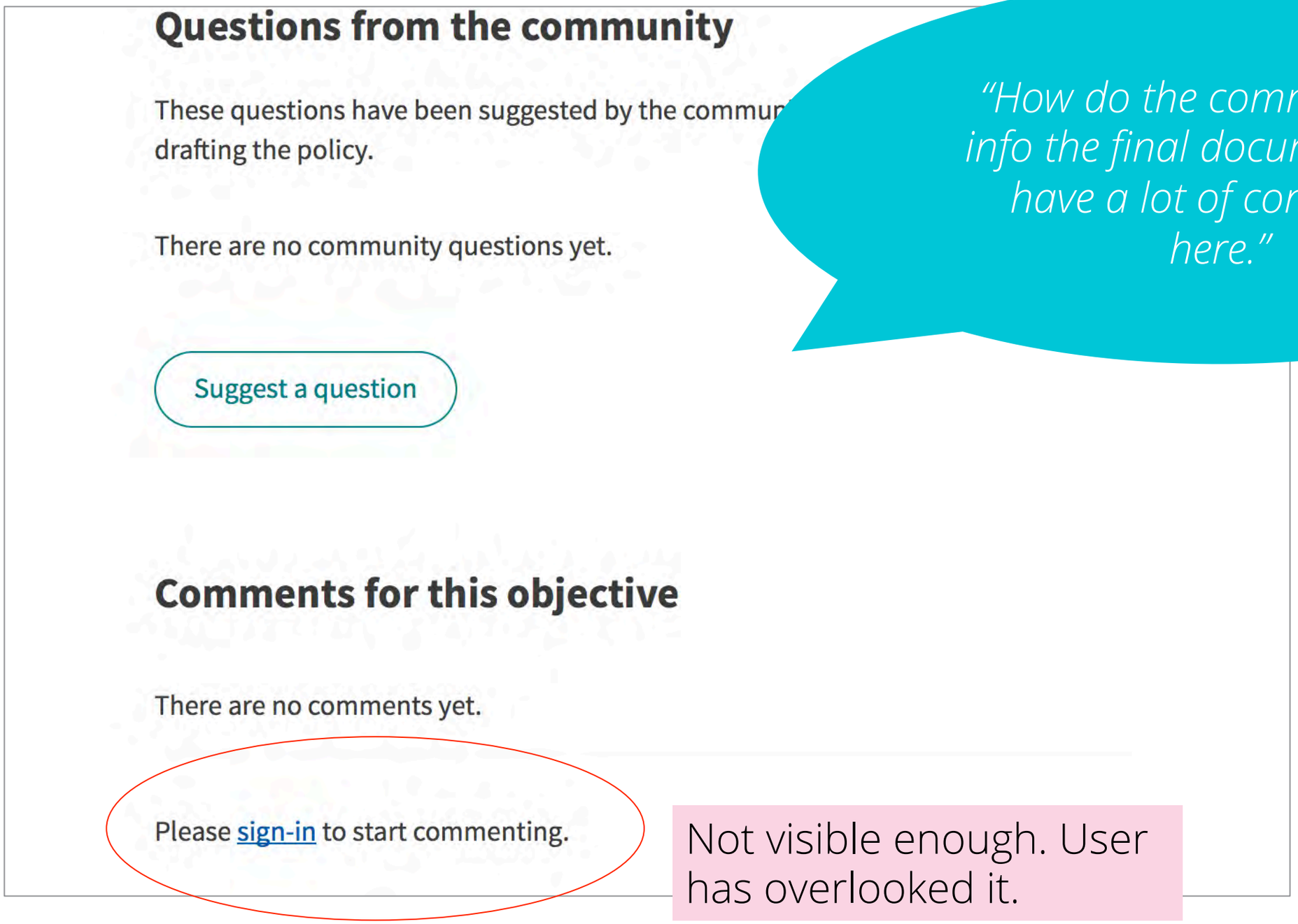
FEEDBACK ABOUT ACTION AT THE TOP OF PAGE NOT VISIBLE





This is at the top of the page. Not visible.

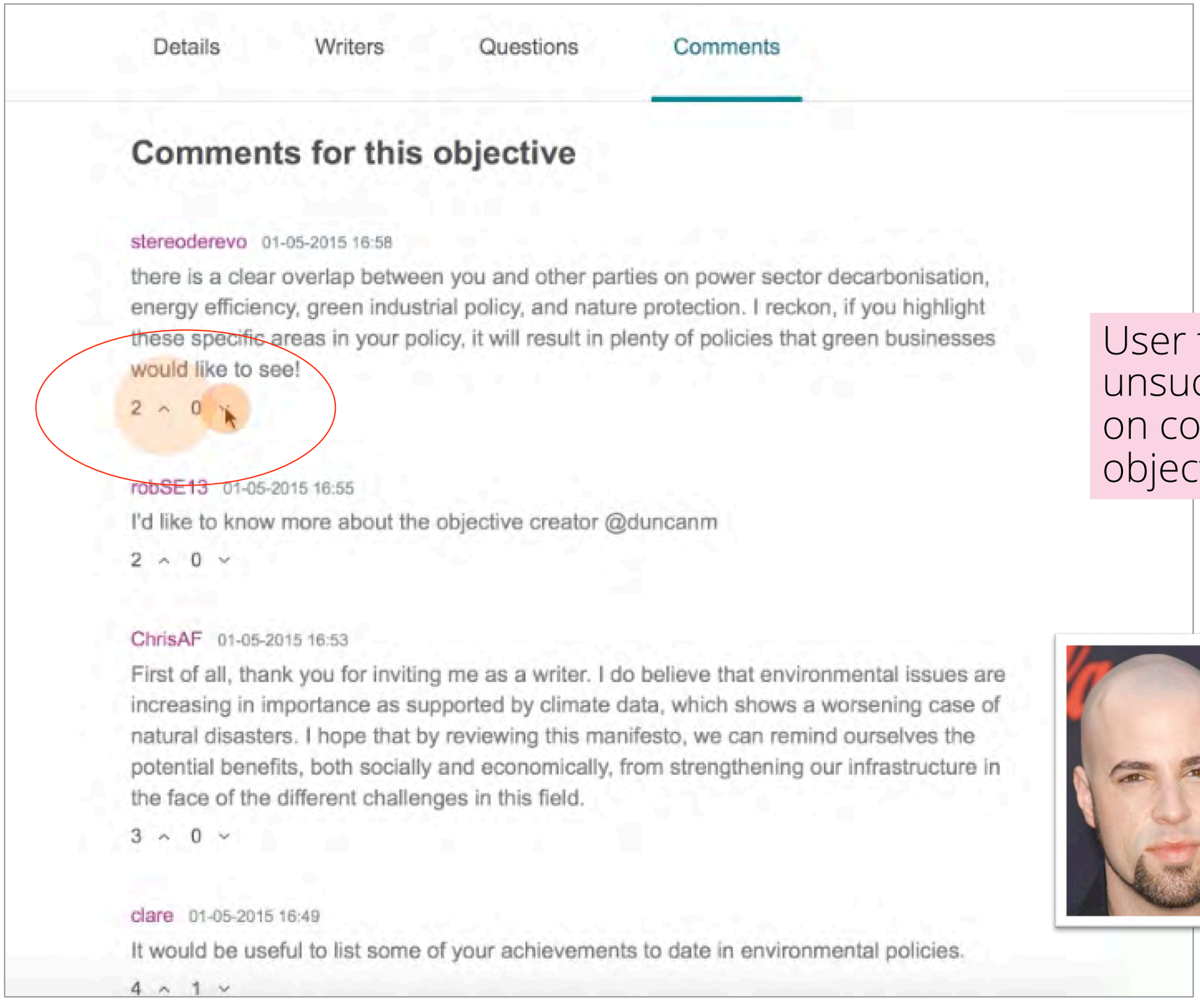
PROCESS OF HOW COMMENTS ARE INTEGRATED IN POLICY UNCLEAR



"How do the comments get info the final document? You have a lot of comments here."

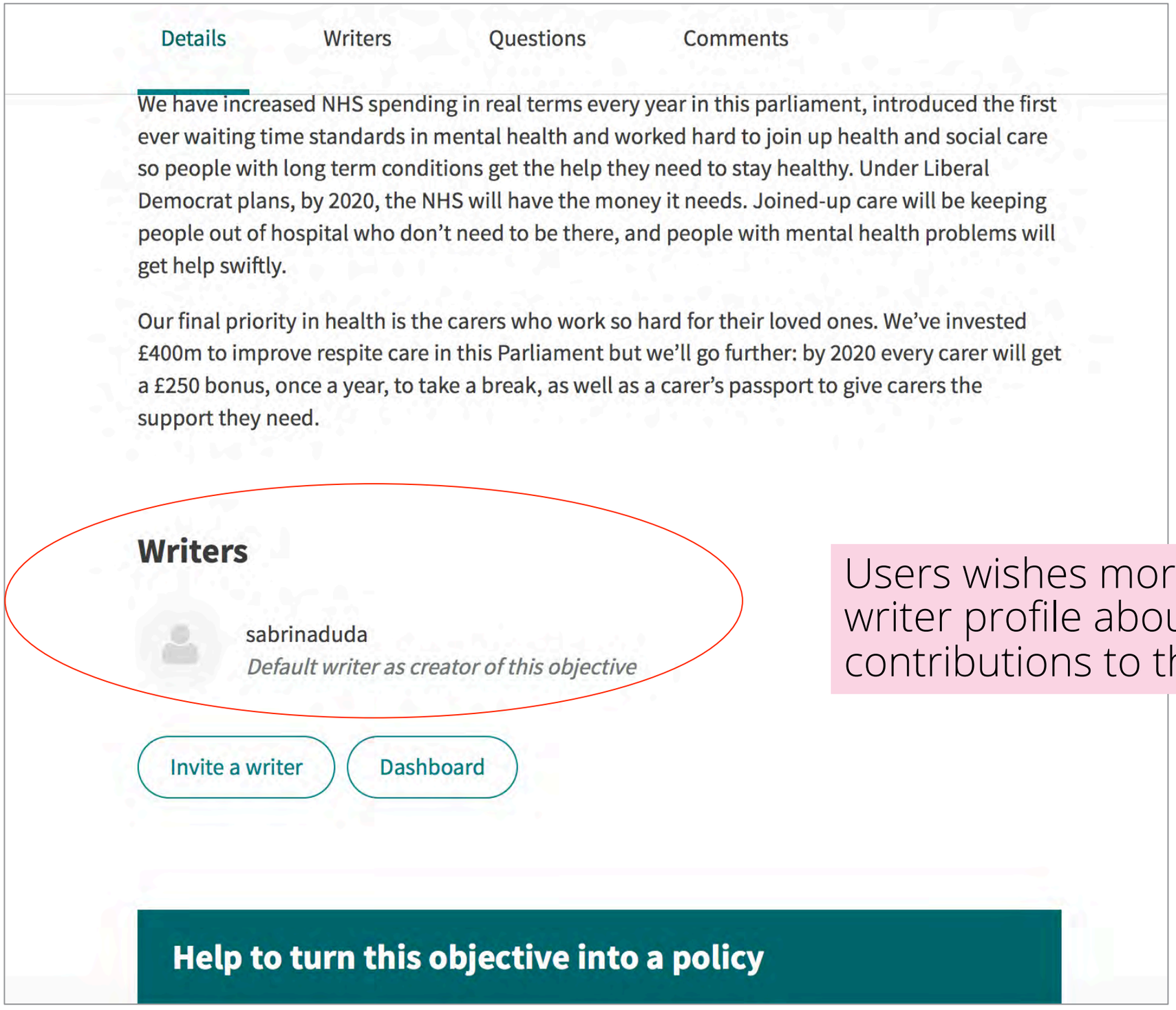
Not visible enough. User has overlooked it.

OSCAR, SPAIN TRIES TO VOTE ON COMMENT



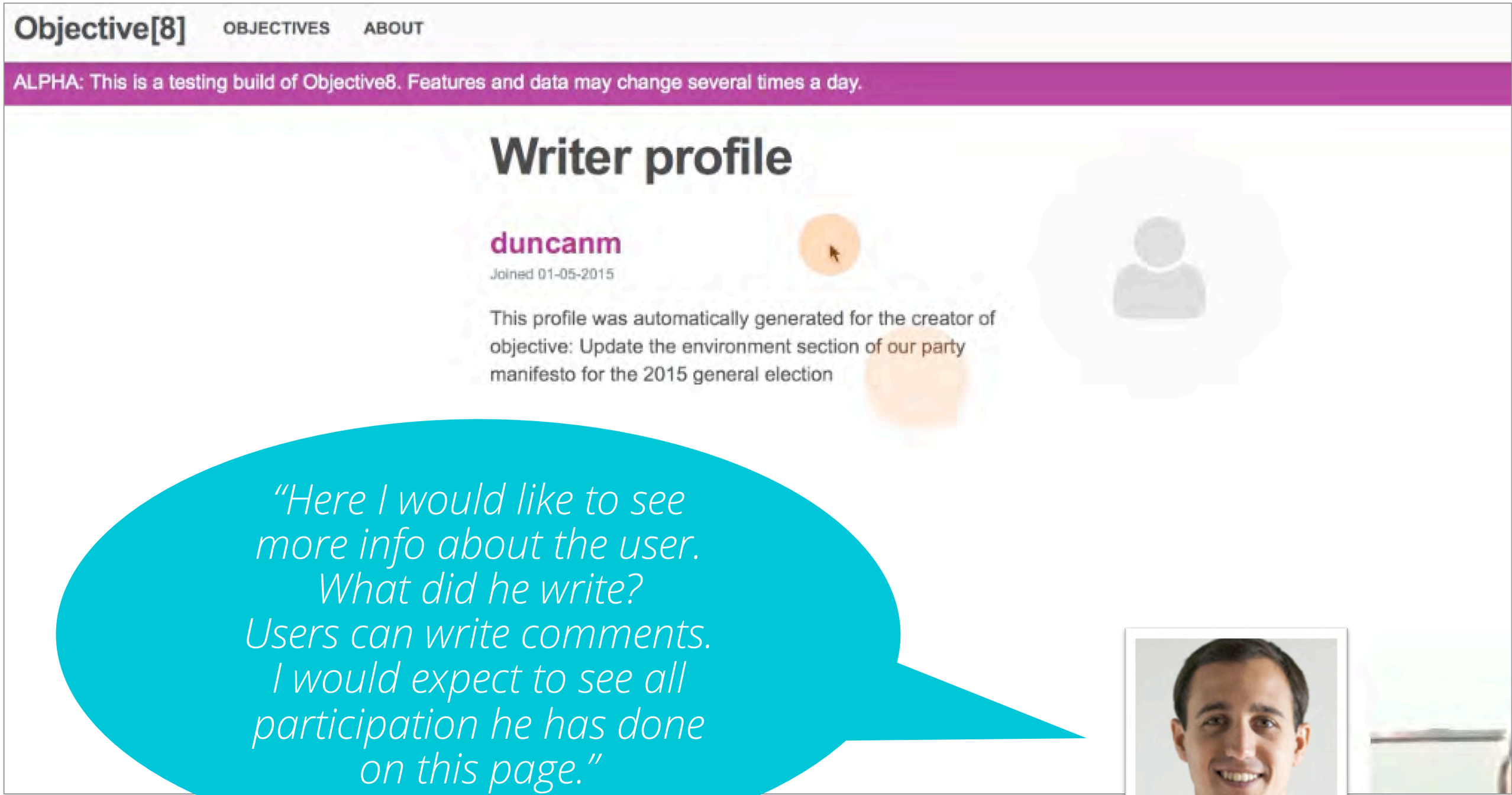
User tries unsuccessfully to vote on comment of closed objective.

MORE INFO ON WRITER PROFILE NEEDED

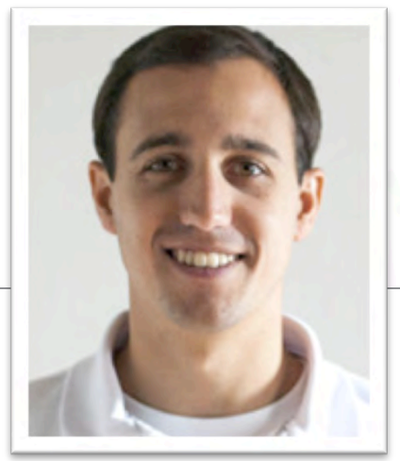


Users wishes more info on writer profile about his past contributions to the page.

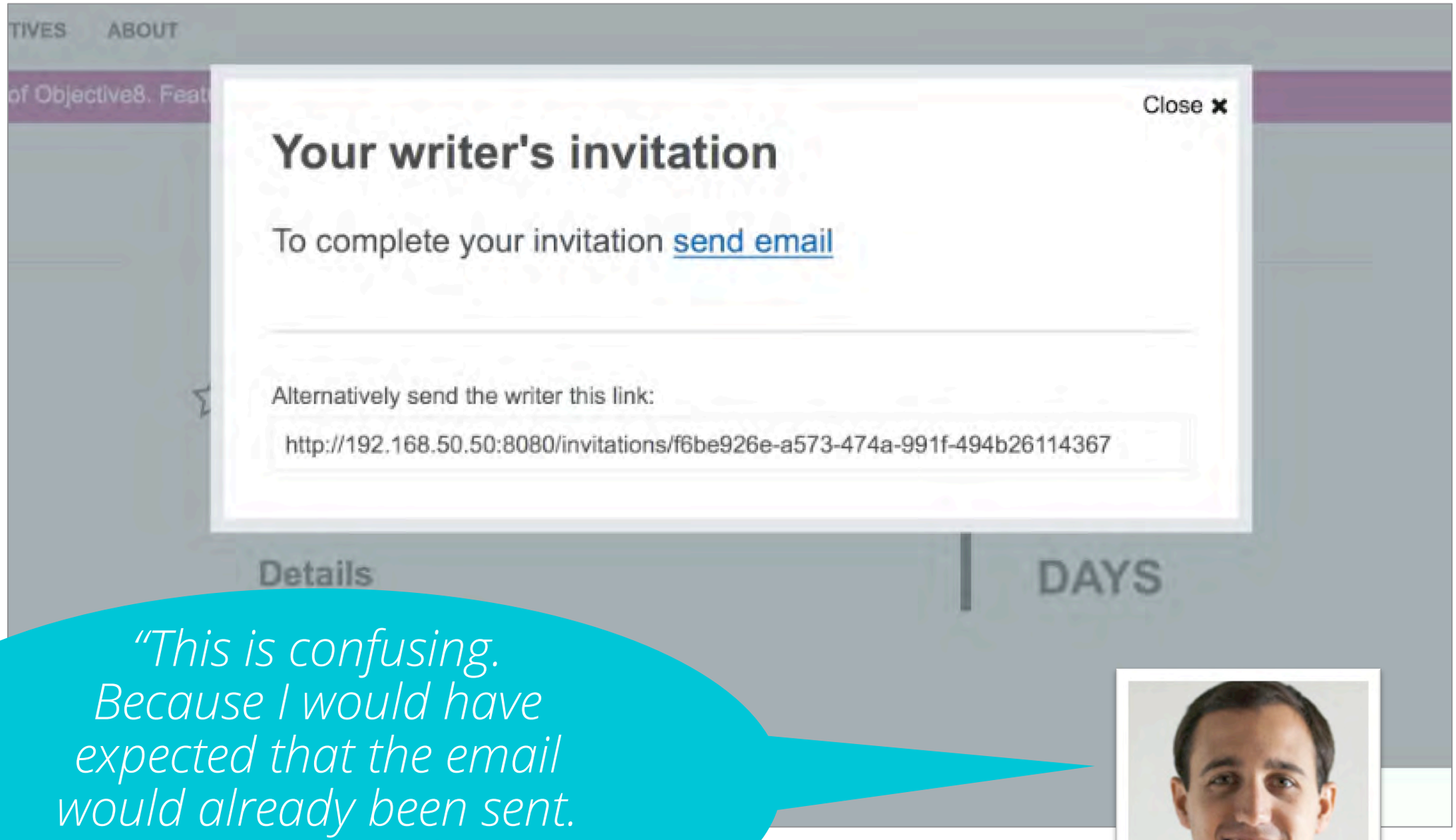
LEONARDO, SPAIN: MORE INFO ON WRITERS' PROFILE



"Here I would like to see more info about the user. What did he write? Users can write comments. I would expect to see all participation he has done on this page."

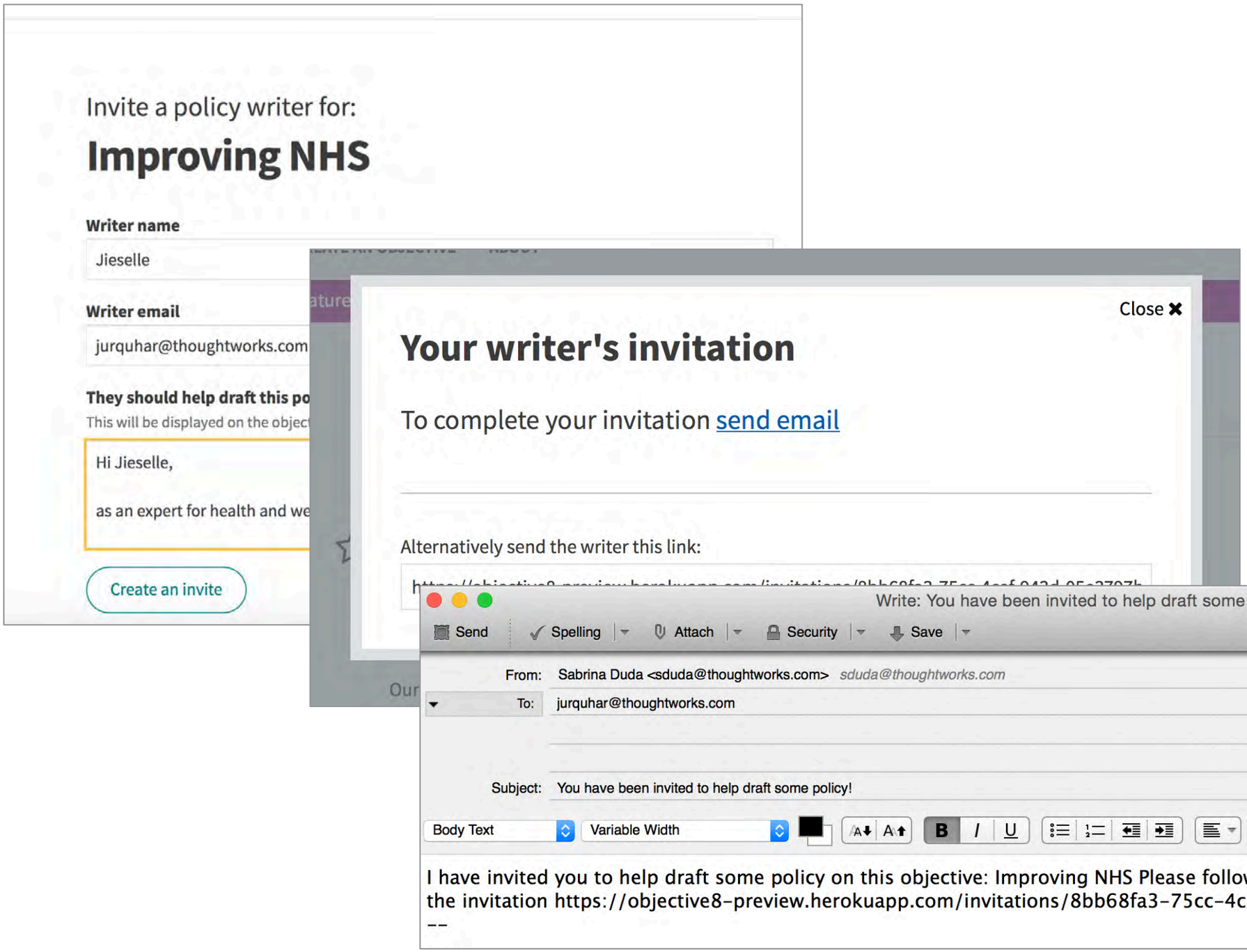


USER LEONARDO, SPAIN: EXPECTS EMAIL TO BE SENT



"This is confusing. Because I would have expected that the email would already been sent. For me, it is confusing […]"

INVITE A WRITER: 3 STEPS TOO MUCH



ADDITIONAL IDEAS

Additional ideas of the users:

- Feature of contacting an author directly (for matters that are not public e.g.).
- Notification feature when somebody replied to a question/ comment etc.
- User wants separate conversations for questions.

SUMMARY

Naming “objective”, “draft”, “drafting”, “drafting has started” is confusing for the users, because the process is not clear to them.

Optimize naming, make process clear (see suggestion for homepage).

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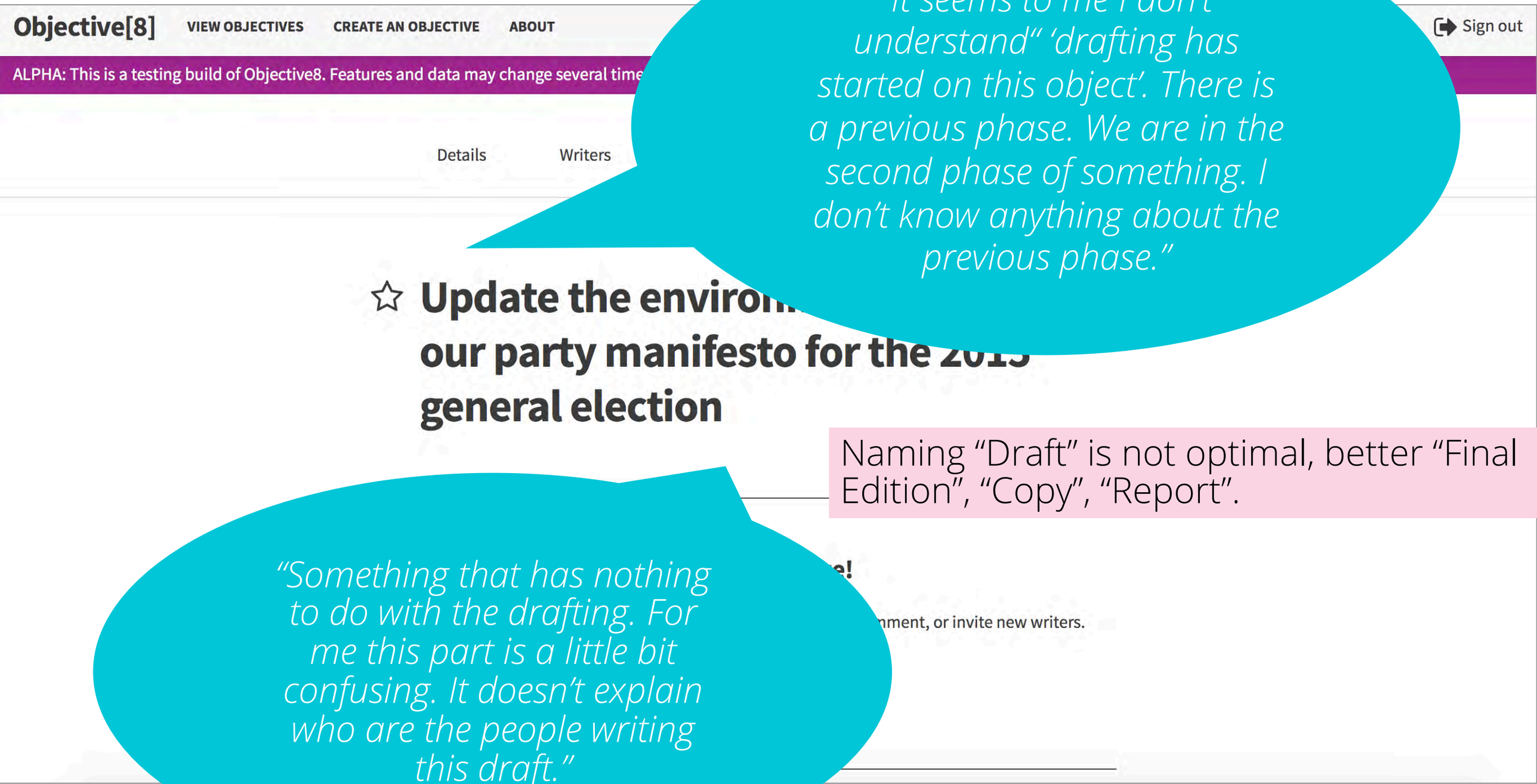
JOURNEY: CITIZEN LEAVES ANNOTATION ON A DRAFT

OBJECTIVE PAGE (OF CLOSED OBJECTIVE): PROCESS UNCLEAR

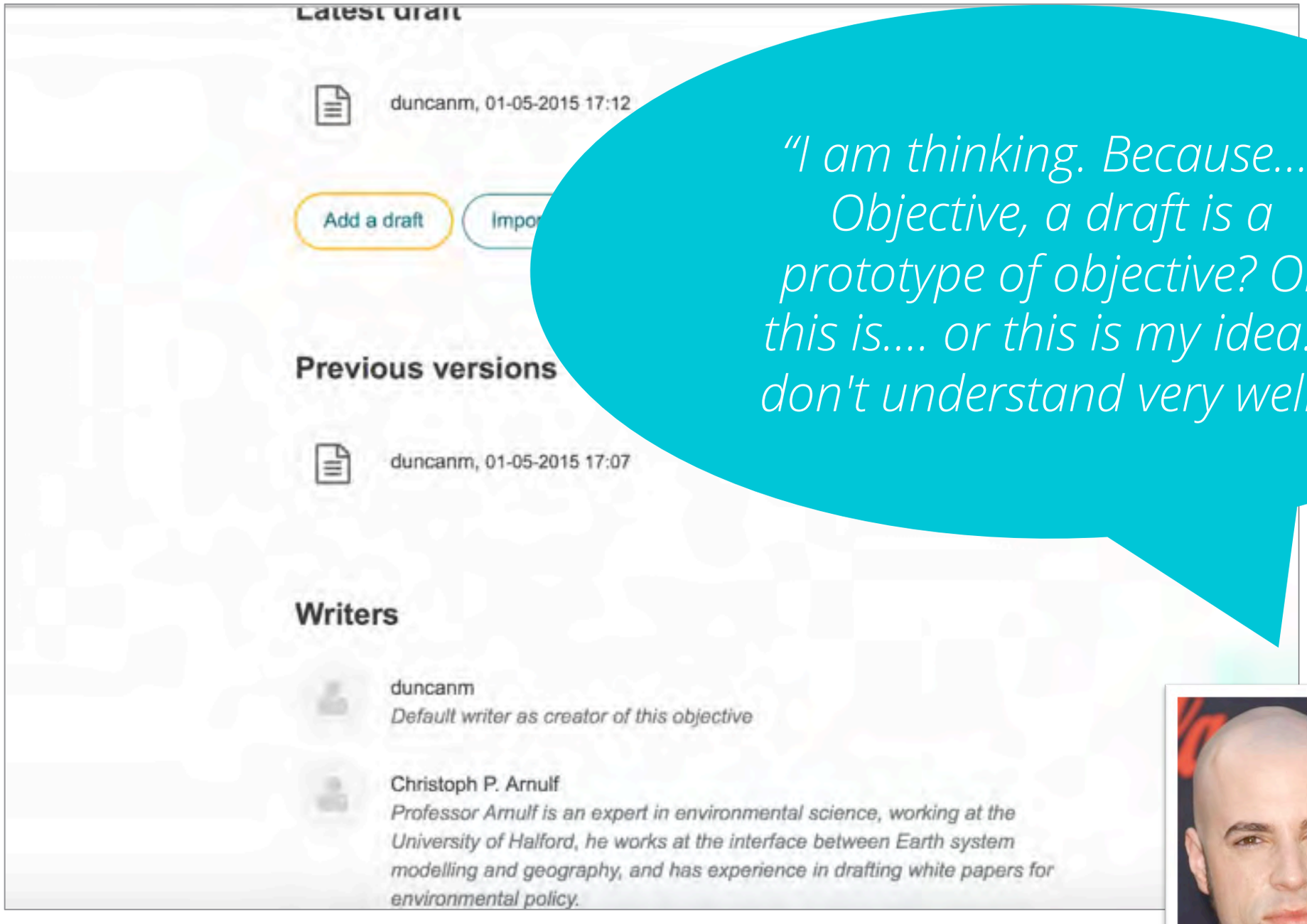


"It seems to me I don't understand" 'drafting has started on this object'. There is a previous phase. We are in the second phase of something. I don't know anything about the previous phase."

Naming "Draft" is not optimal, better "Final Edition", "Copy", "Report".

"Something that has nothing to do with the drafting. For me this part is a little bit confusing. It doesn't explain who are the people writing this draft."

OSCAR, SPAIN: WHAT IS AN OBJECTIVE, WHAT IS A DRAFT?

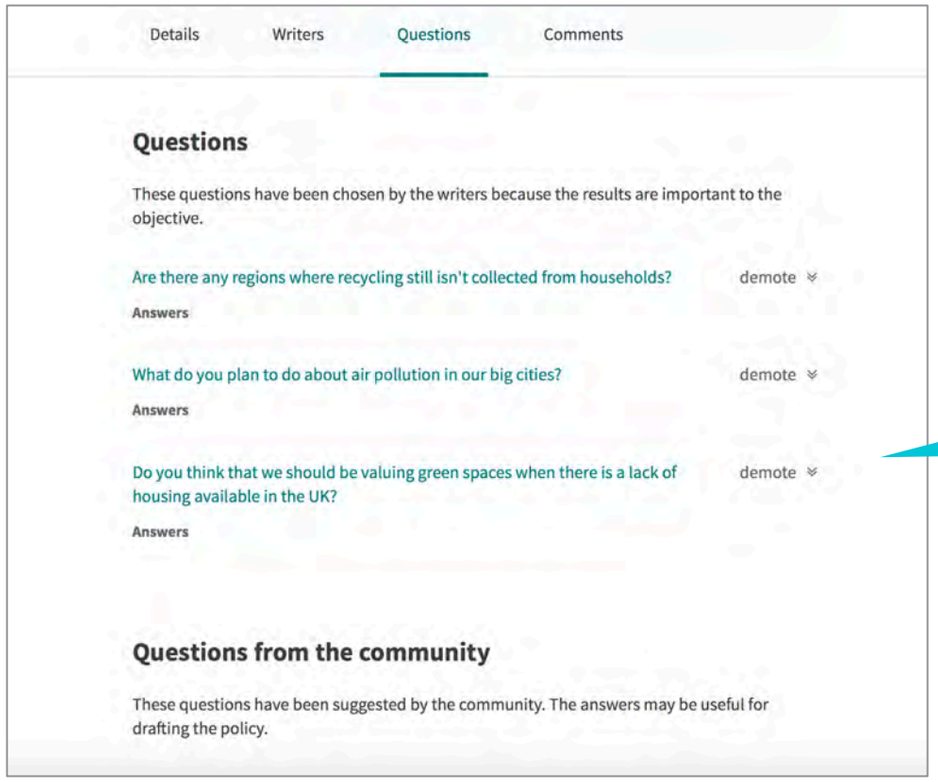


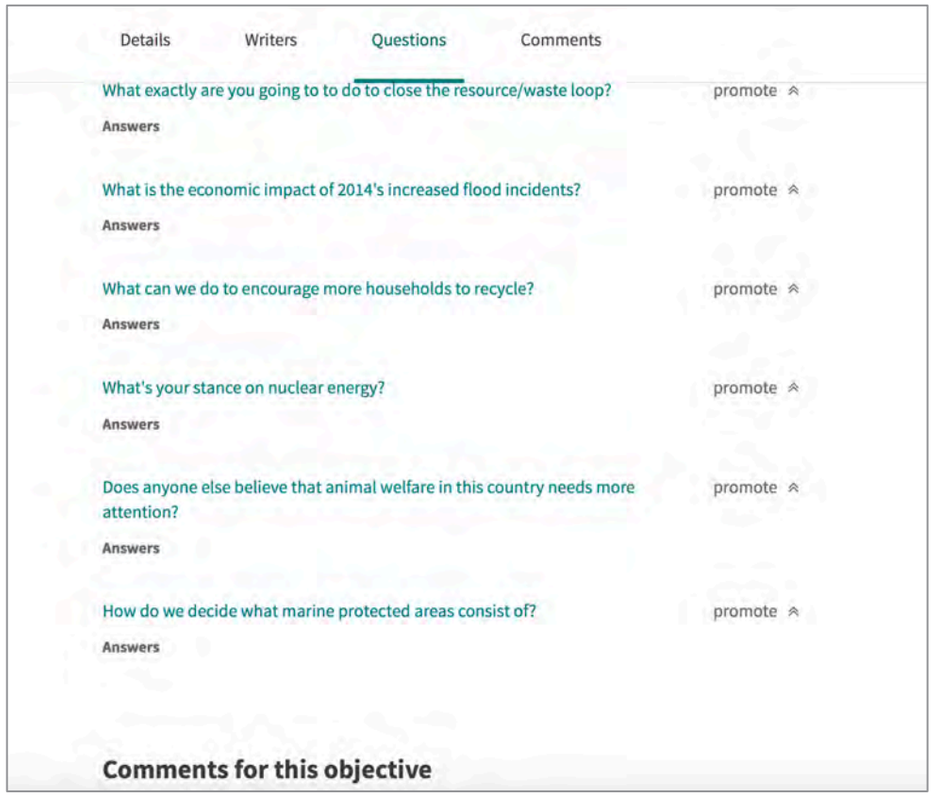
"I am thinking. Because.... Objective, a draft is a prototype of objective? Or this is.... or this is my idea. I don't understand very well."

OSCAR, SPAIN: CONFUSION ABOUT OBJECTIVE, DRAFT, PROPOSAL, THE WHOLE PROCESS

[about Navigation] "It is not very clear. I am a user, I have created an objective. [...] The drafts, and the questions and the drafts, no, I understand that. [...] And for the discussion I have the possibility to make the questions or drafts. No? This is a text for the discussion about the objective. [...] For me draft here is the last document before the last version. And the community needs to validate, for example. This is a draft. [...] But here I understand the draft is like a proposal. But it is not clear because objective is proposal. It is not clear."

OBJECTIVE PAGE CONT.: TOO MUCH SCROLLING, CONFUSION





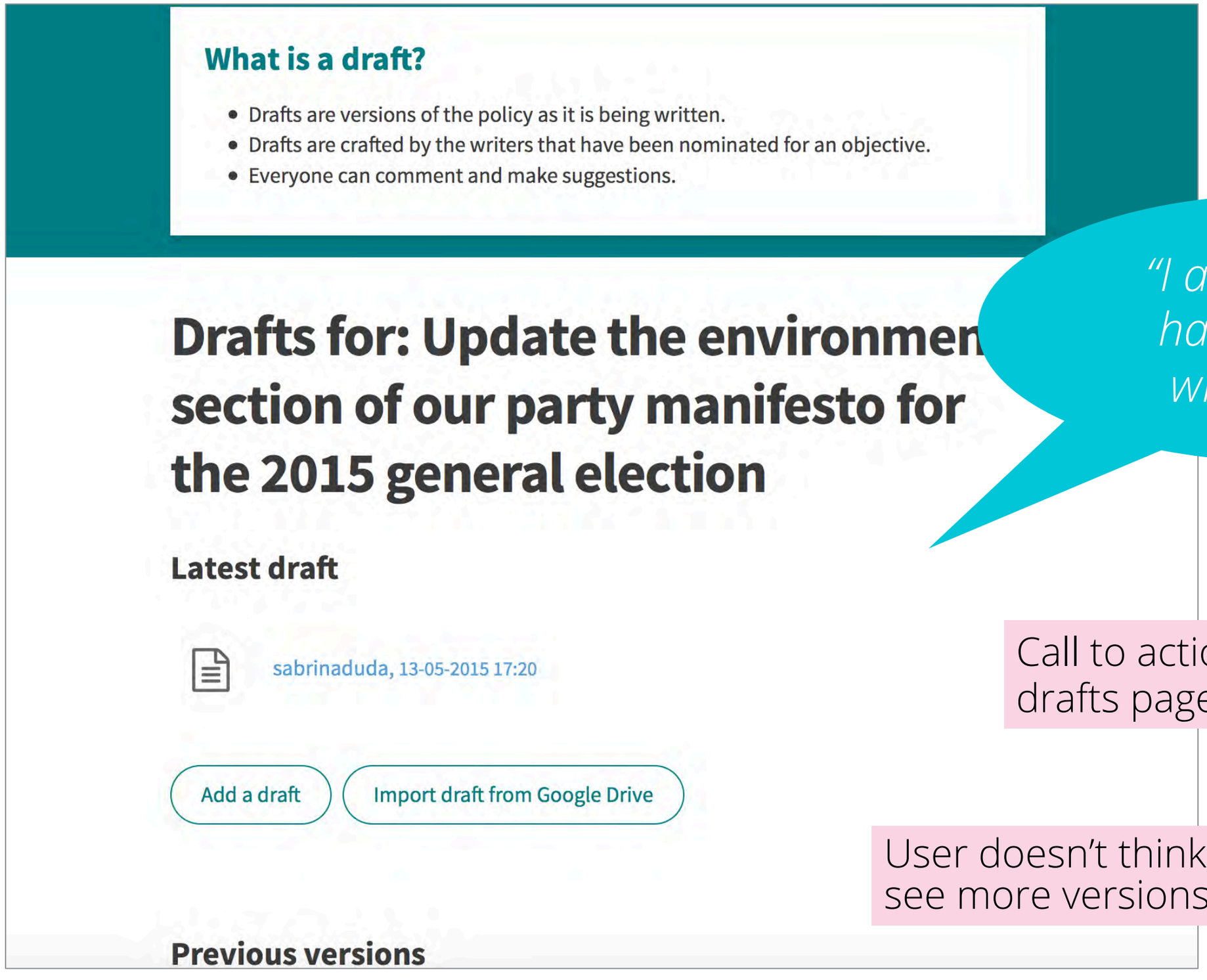
"These are the answers from other correspondents? I am a little bit confused. I am not sure."

Too much scrolling

Unclear whom the answers are.

User needs context for "can no longer ask/answer questions". Unclear why this is not possible any more.

DRAFTS PAGE: CALL TO ACTION UNCLEAR

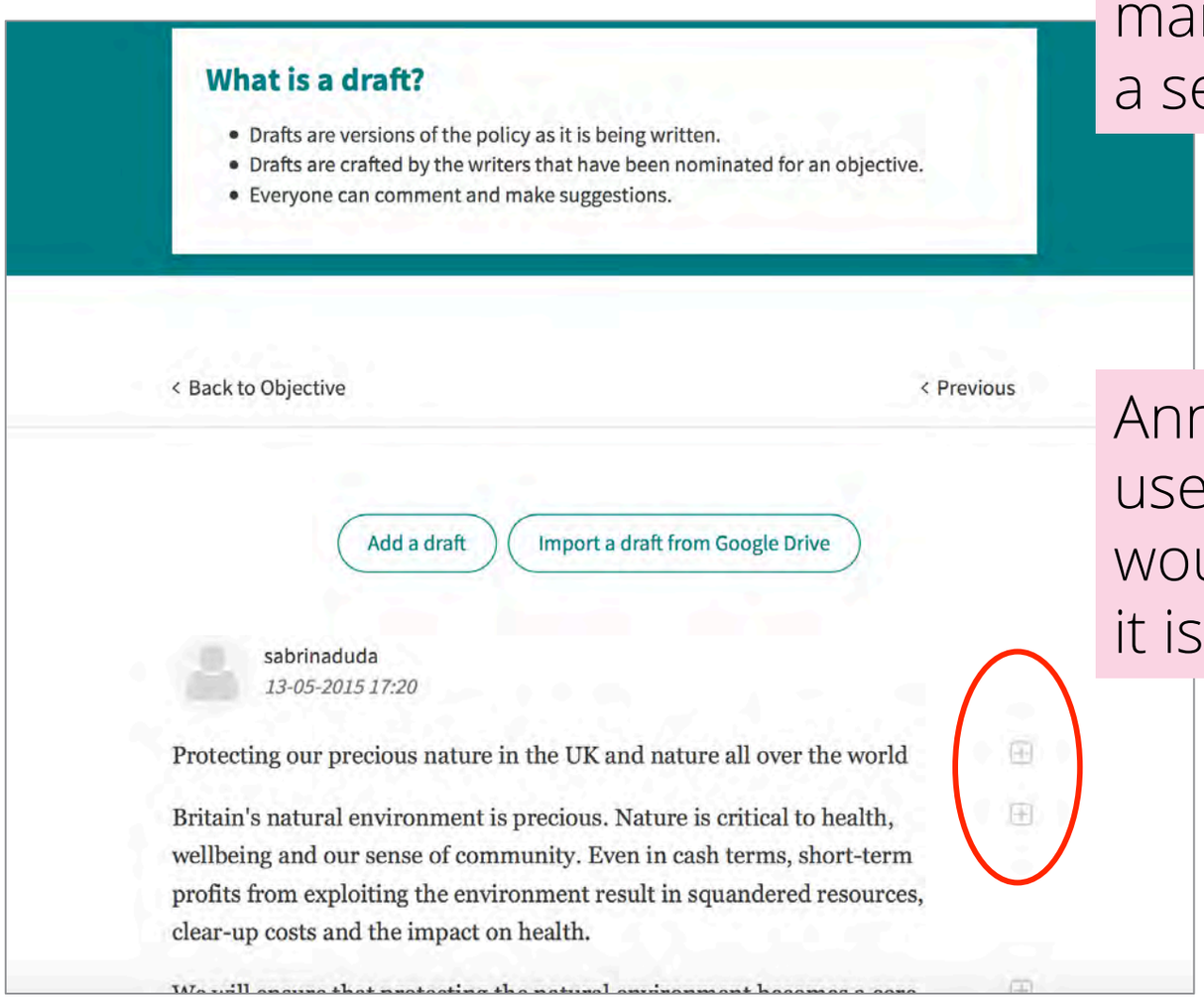


"I am finding it hard to know what to do."

Call to action not clear on drafts page.

User doesn't think it is useful to see more versions of drafts.

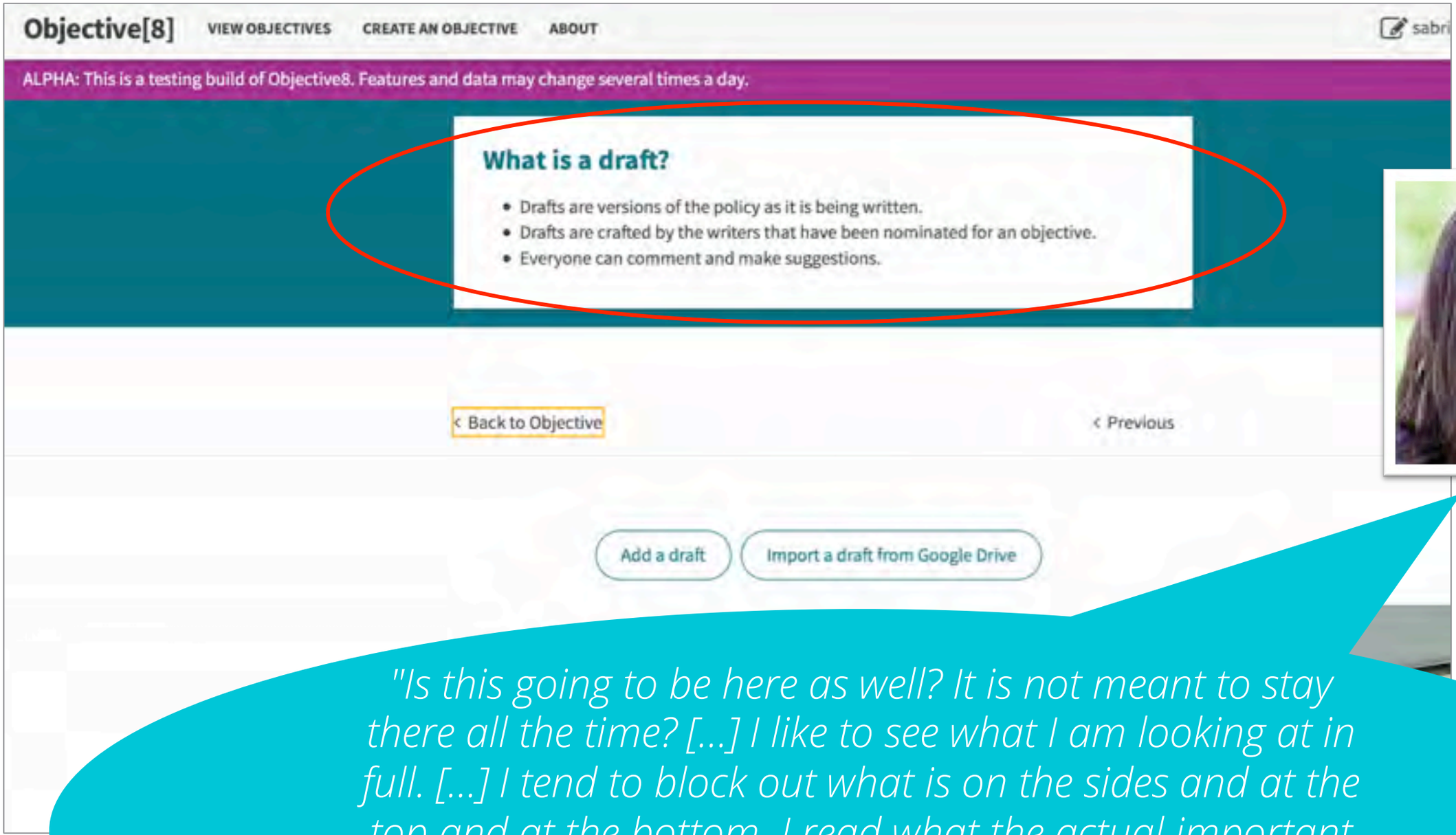
DRAFTS VERSION PAGE



User likes to have info about how many users already commented on a segment next to the text.

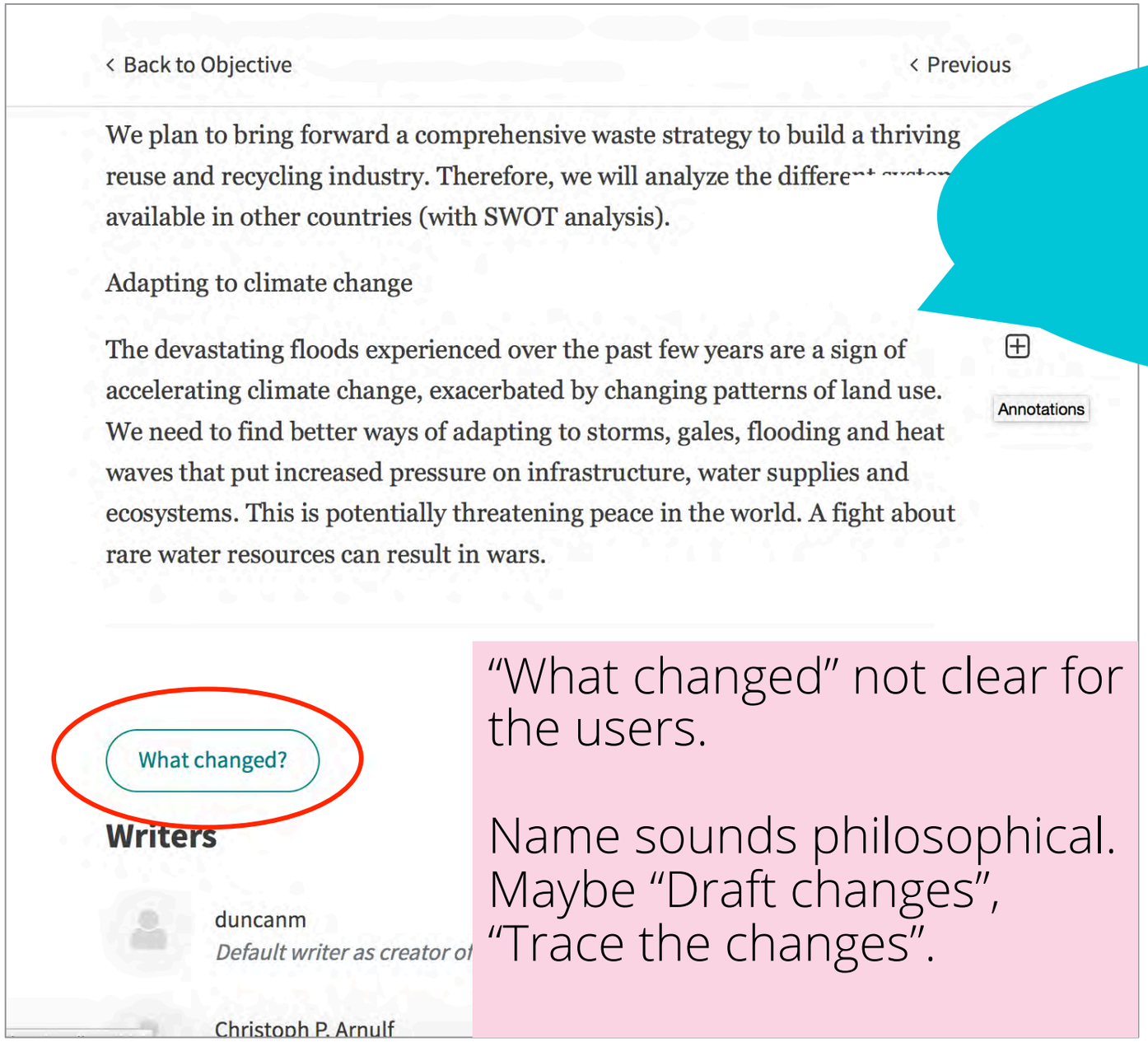
Annotations with + or with field: user doesn't see the difference and would rather use the field because it is easier.

MIRA, UK: BOX IS IN MY WAY



"Is this going to be here as well? It is not meant to stay there all the time? [...] I like to see what I am looking at in full. [...] I tend to block out what is on the sides and at the top and at the bottom. I read what the actual important bit is in my view. [...] I tend to read the first bit of the paragraph... I tend to scan the text. [...] In my mind it is in my way. [...]"

DRAFTS VERSION PAGE CONT.: MORE INFO ABOUT VERSIONS, BUTTON WHAT CHANGED UNCLEAR



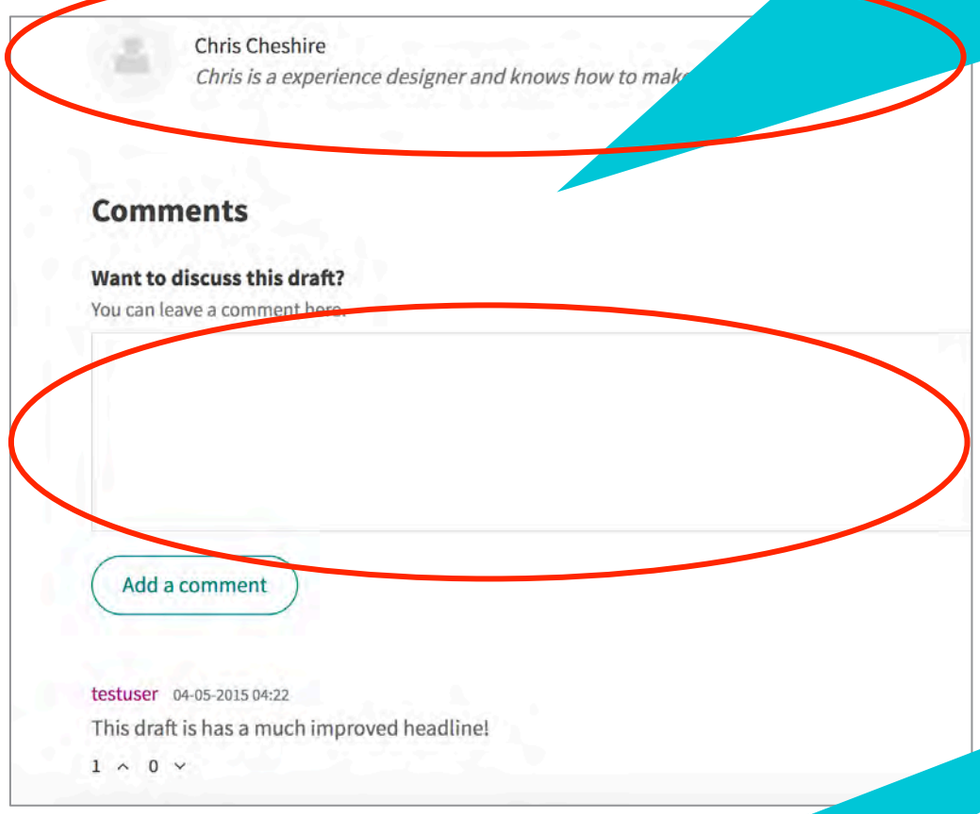
"Like to have more information about .... Was there a big jump from the version from here to here. I don't get the sense ..."

"What changed" not clear for the users.

Name sounds philosophical. Maybe "Draft changes", "Trace the changes".

DRAFTS VERSION PAGE CONT.: CONFUSING

“I am not sure if I would scroll all the way down. This [info about the writers before the comment] is confusing.”



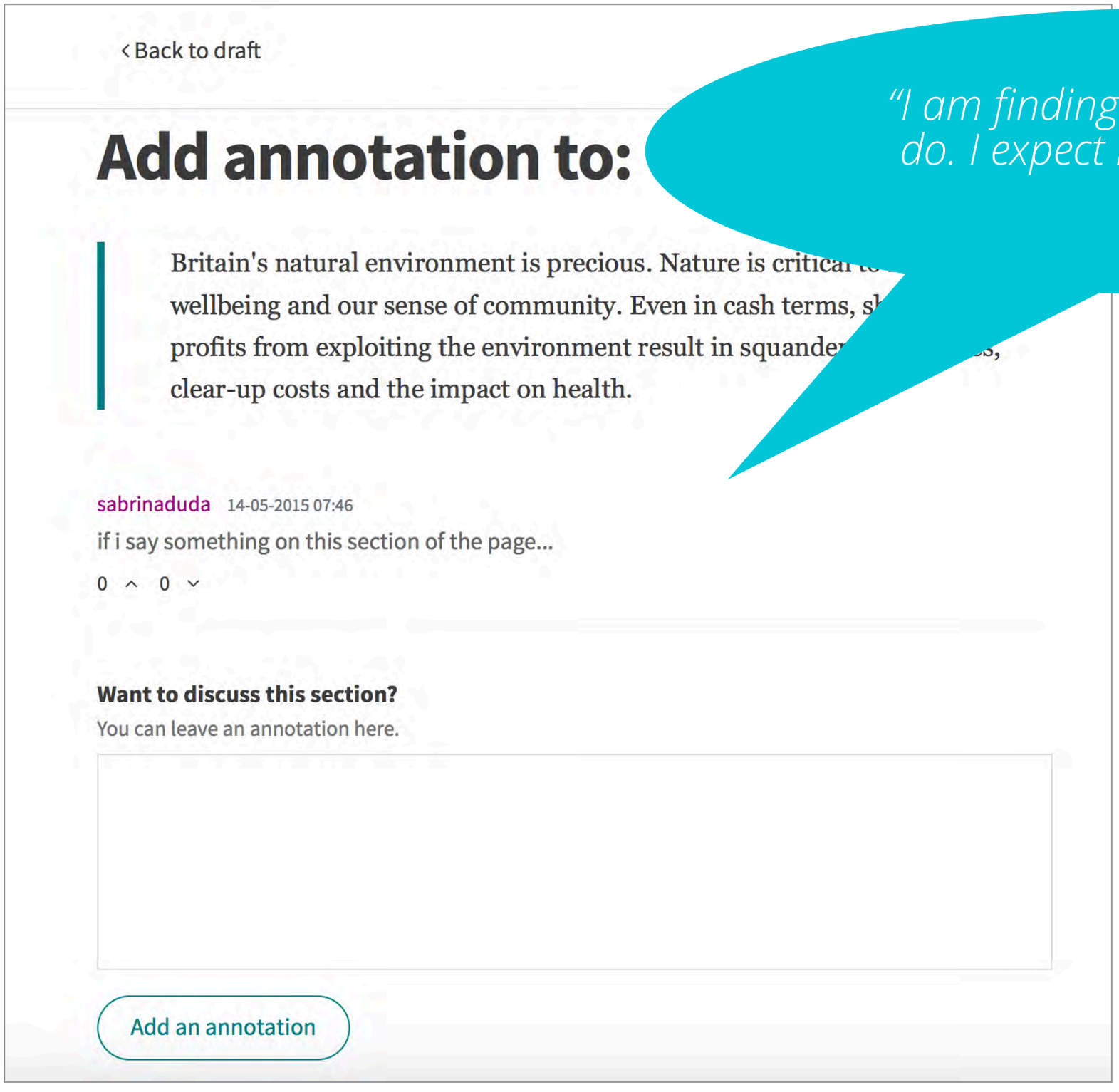
Process of commenting and discussing a new draft is unclear (too many options). Should be more organized, more direct, more structured.

Two options for contributing are confusing (in general and on different sections) for users.

“Two ways of comment. I find it a bit confusing.”

User doesn’t like to scroll down to the comment box. The info about the writers in between is confusing for the user.

ADD ANNOTATION PAGE: SHOULD NOT BE AN EXTRA PAGE

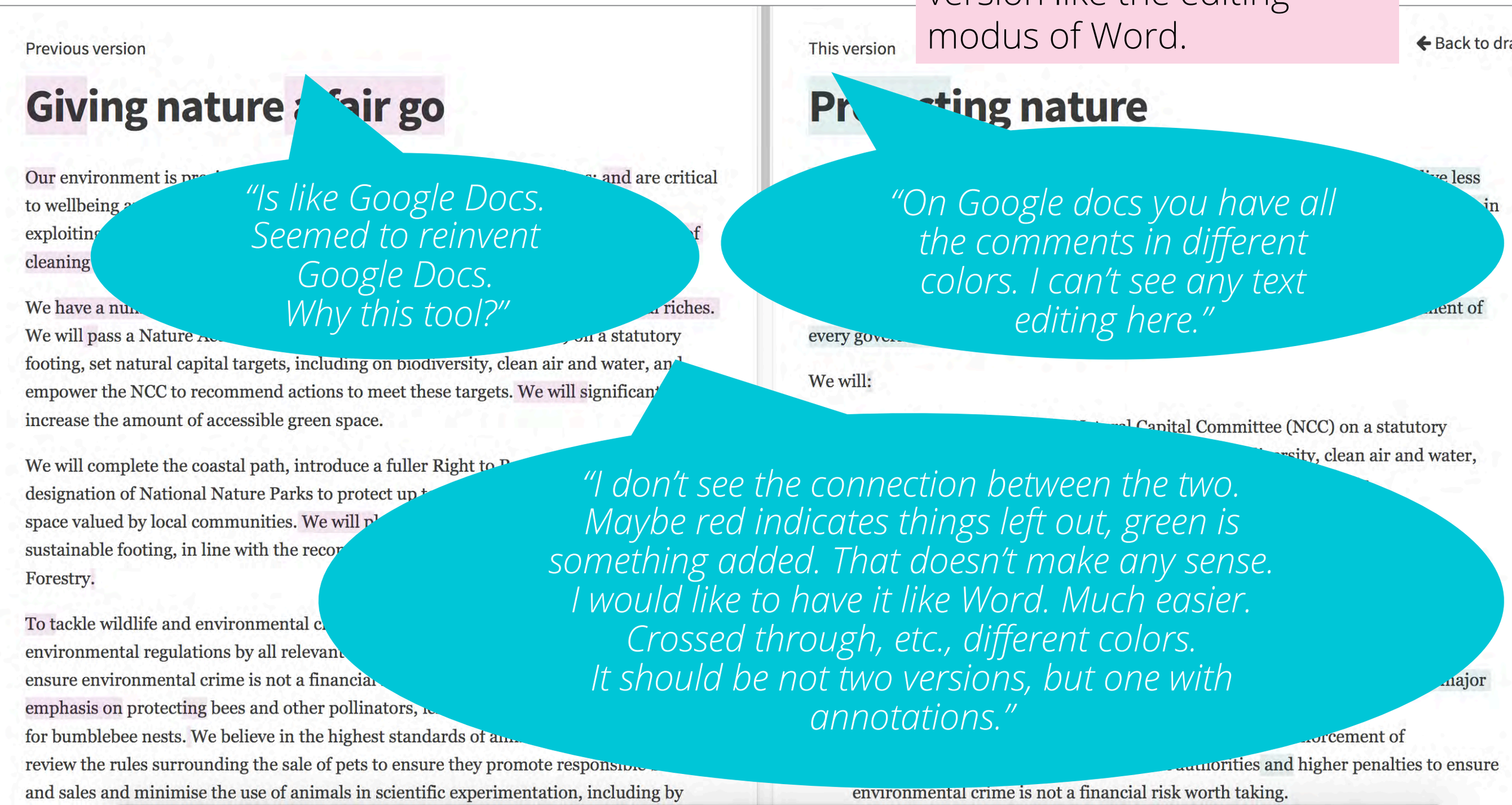


"I am finding this quite difficult to do. I expect it to be on the same page."

COMPARE DRAFTS: NOT UNDERSTOOD, GOOGLE DOCS OR WORD PREFERRED

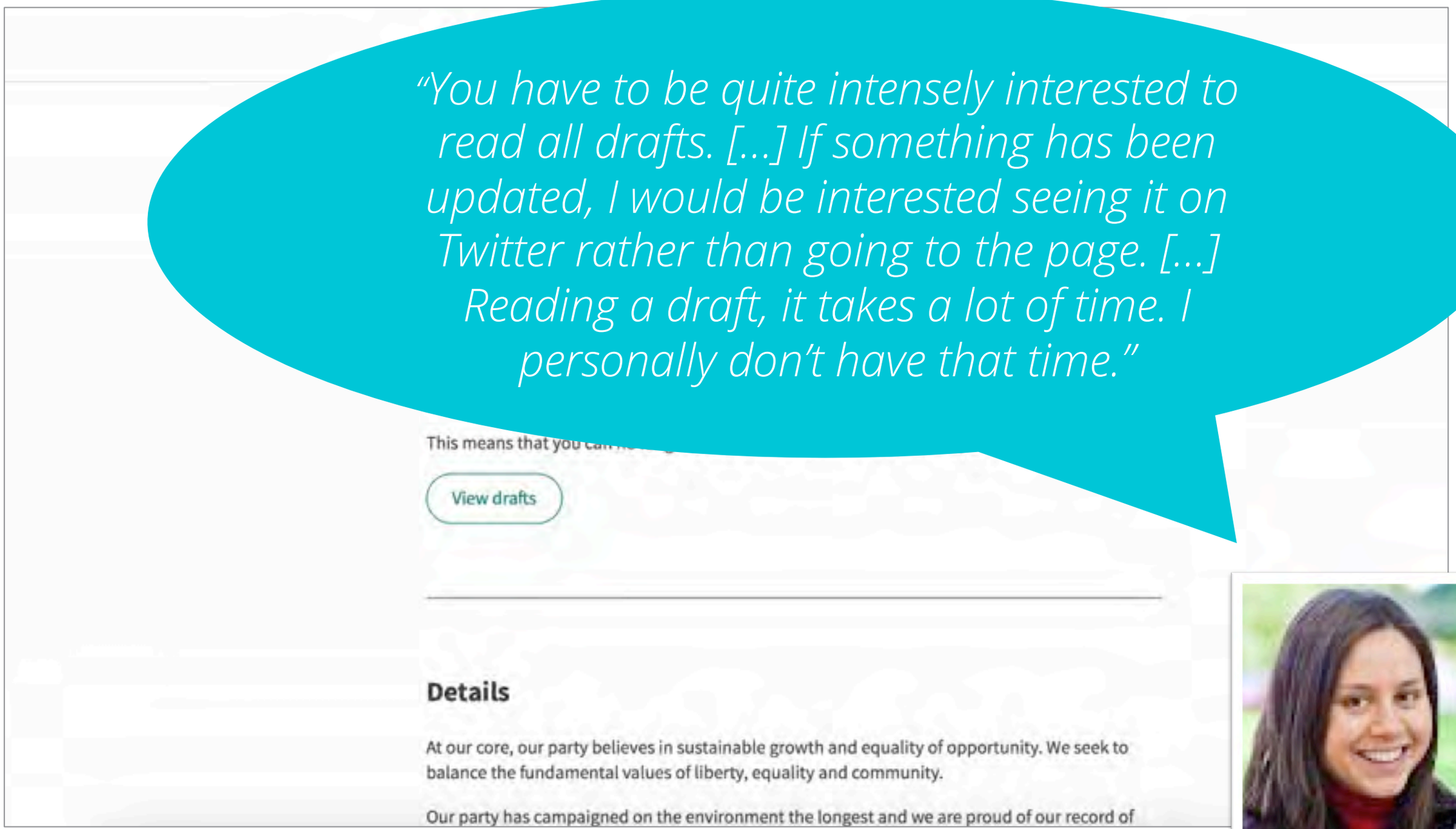
On user liked this page!

User had problems with this page, likes to have just one version like the editing modus of Word.



MIRA, UK: READING DRAFTS… TOO TIME CONSUMING

"You have to be quite intensely interested to read all drafts. […] If something has been updated, I would be interested seeing it on Twitter rather than going to the page. […] Reading a draft, it takes a lot of time. I personally don't have that time."



SUMMARY

General problem is that there are too many options and objects are too much spread out, not together, not compact.

- Page is too long and too unstructured
- Call to action not always clear
- Different options for comments are confusing the users
- Too many steps (different pages) for commenting, all options should be on one page

The difference between an open and a closed objective (the two phases) are not clear for the user. Therefore, he doesn't understand why he can't make any questions or comments when the objective is closed.

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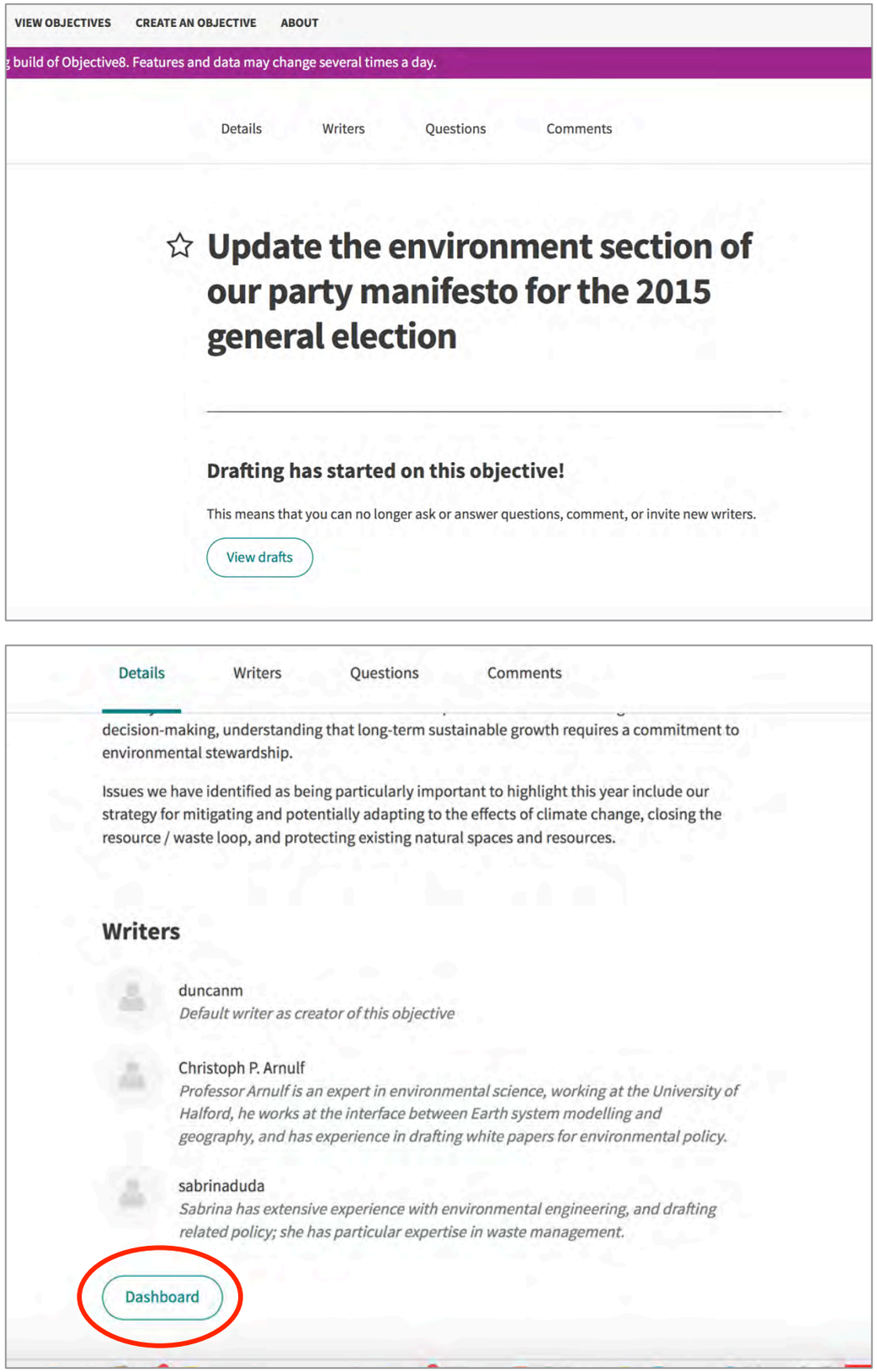
JOURNEY: WRITER REVIEWS ANSWERS TO QUESTION (DASHBOARD)

OBJECTIVE PAGE: DASHBOARD BUTTON HARD TO FIND AND UNCLEAR

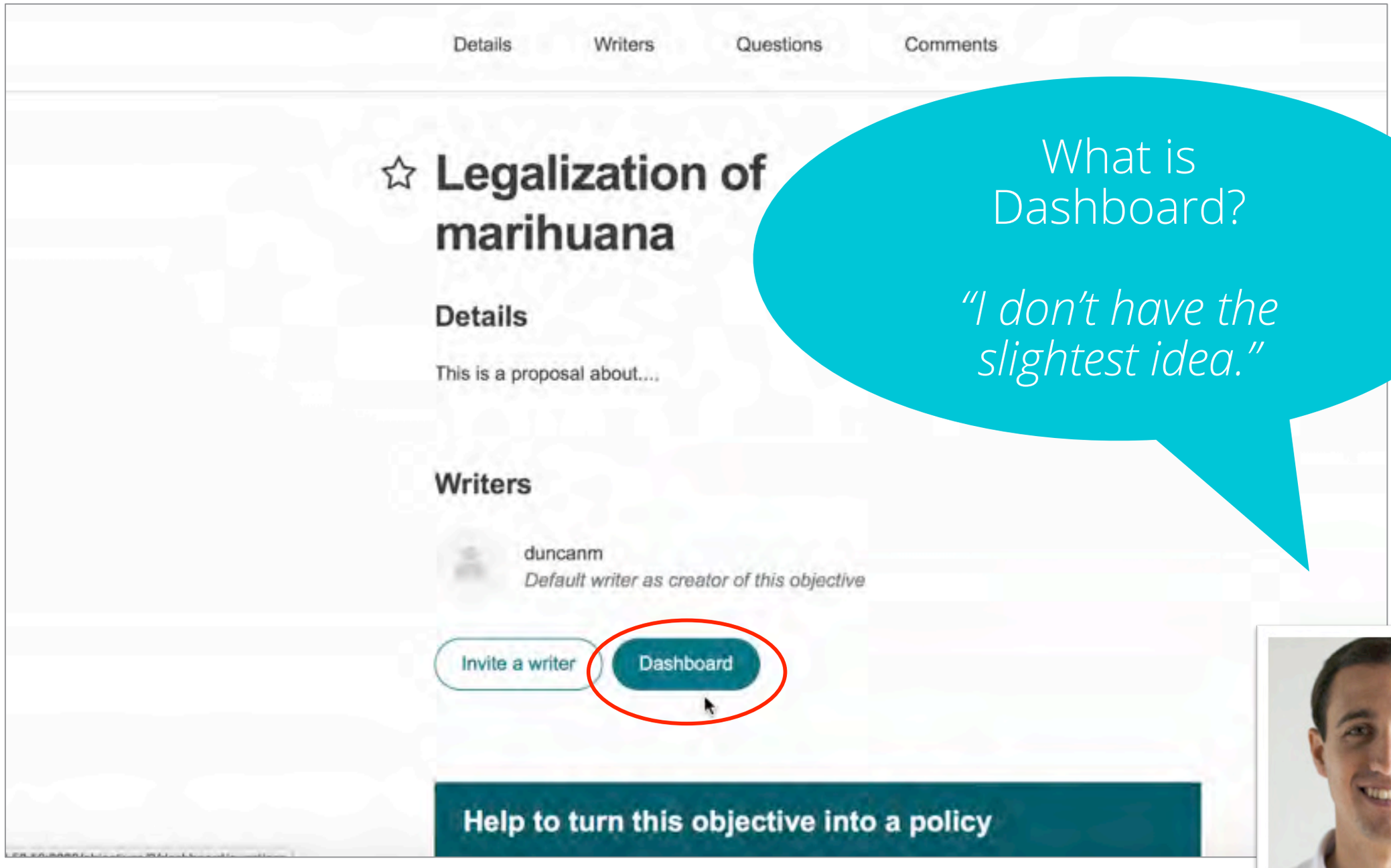


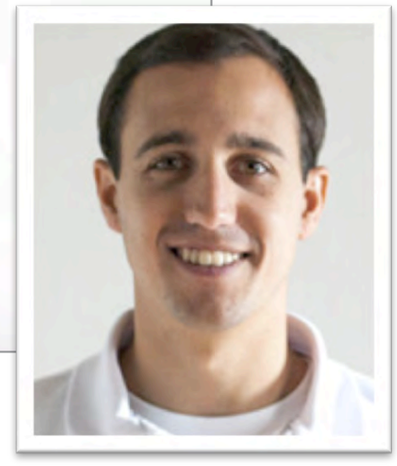
Dashboard hard to find.

Placement of dashboard button is not prominent enough.

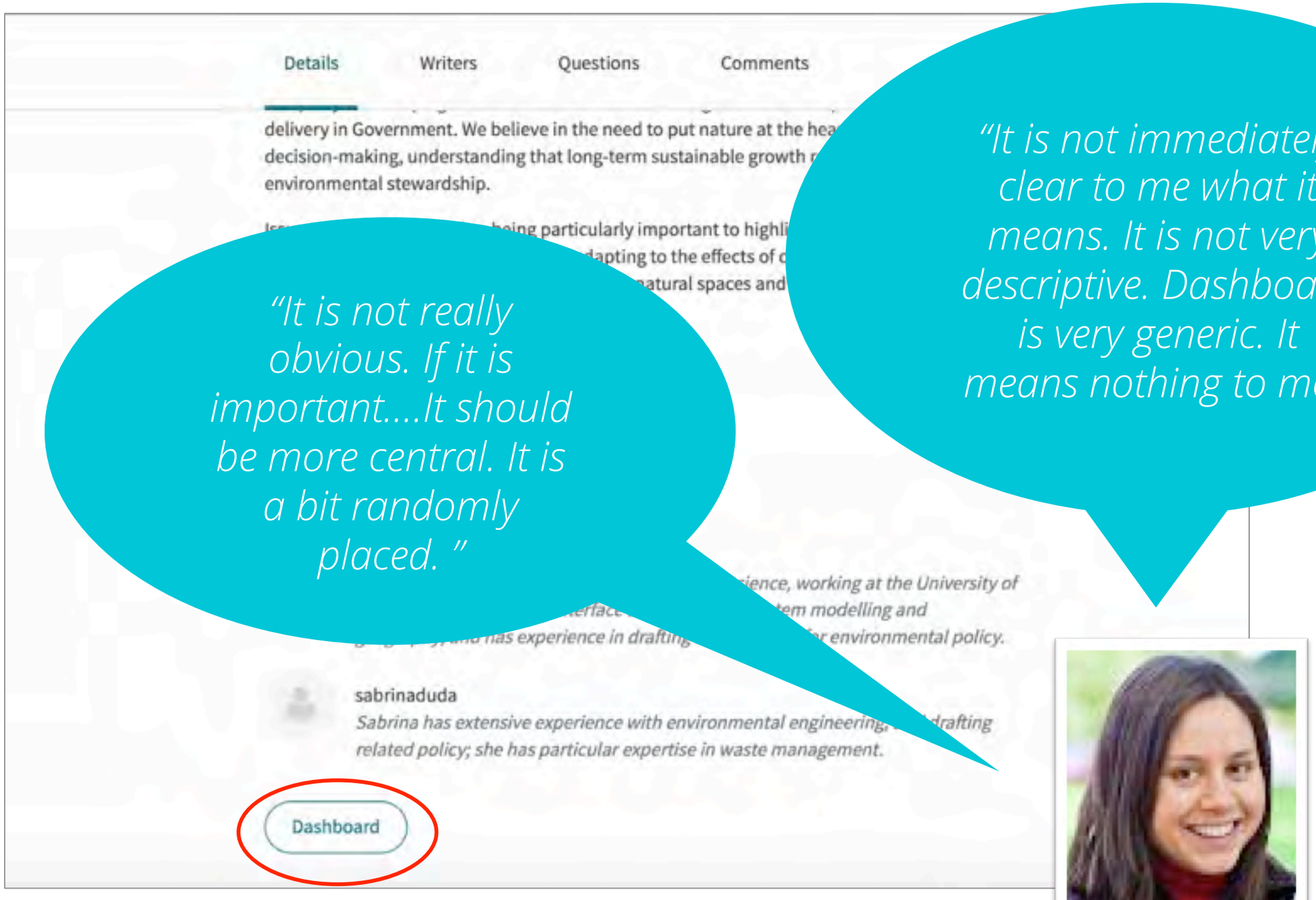
Naming of dashboard is not clear, is not descriptive.

LEONARDO, SPAIN: DASHBOARD? NOT THE SLIGHTEST IDEA

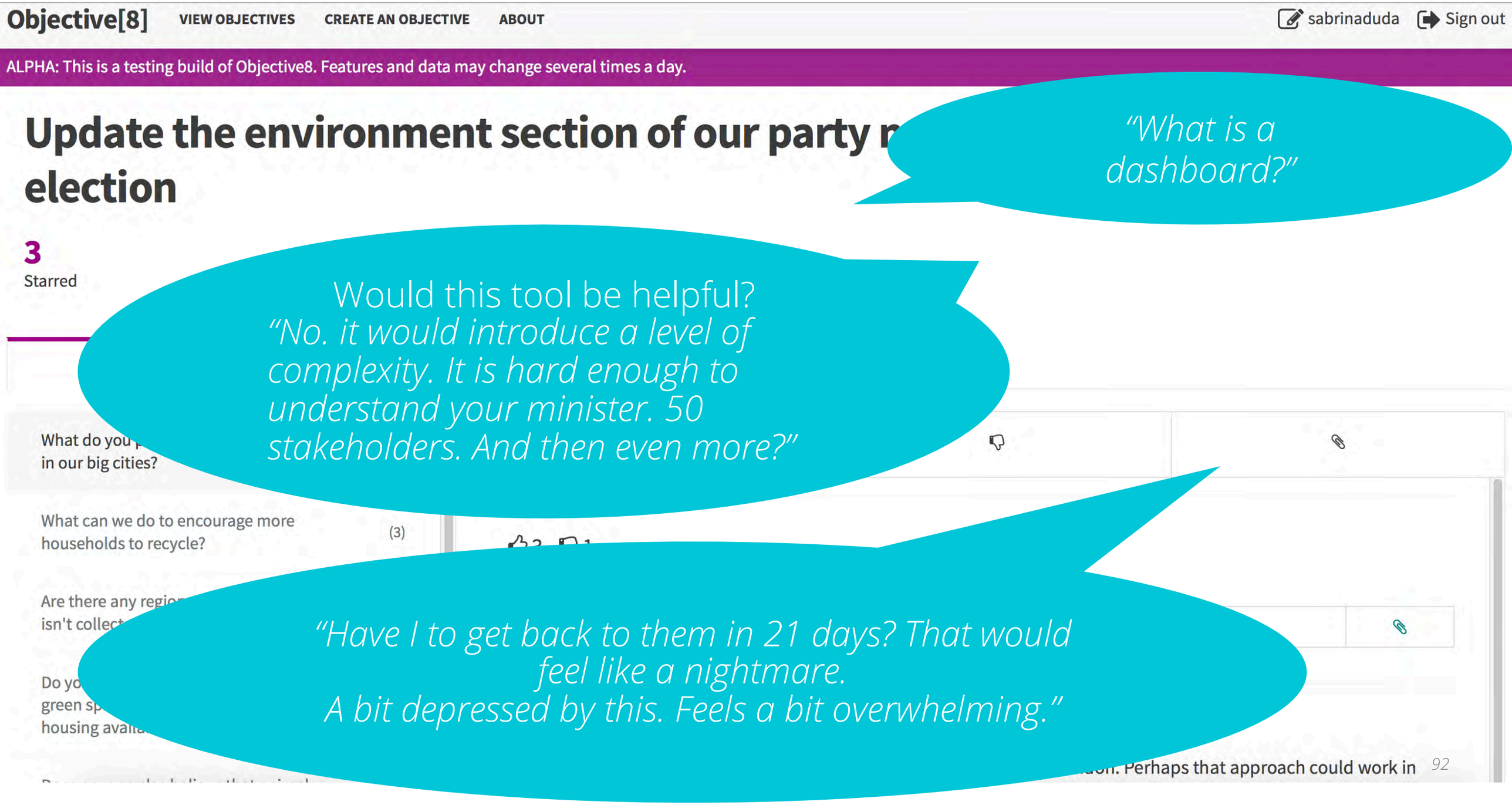




MIRA, UK ABOUT DASHBOARD PLACEMENT AND NAMING



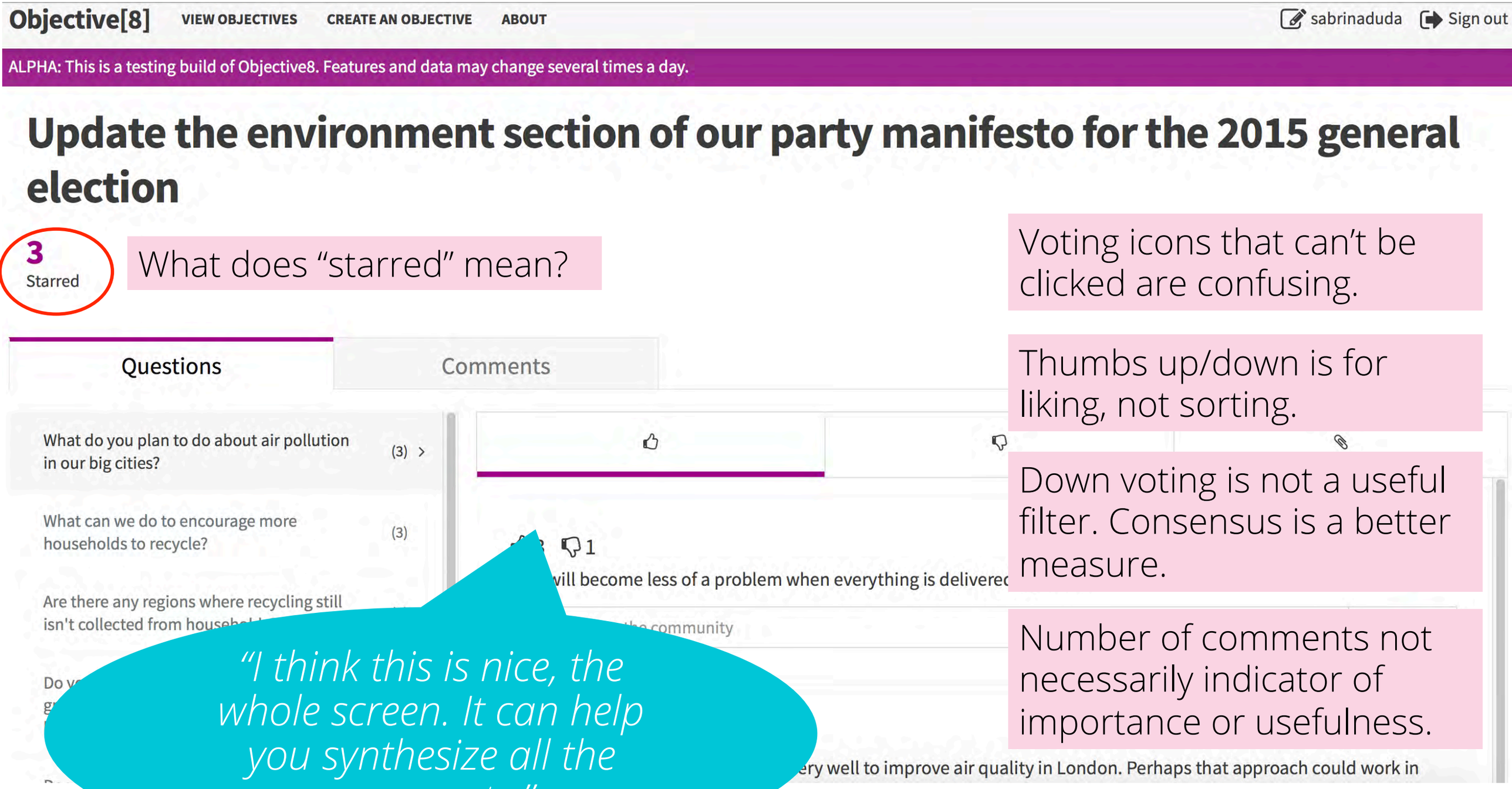
DASHBOARD: USER COMMENTS



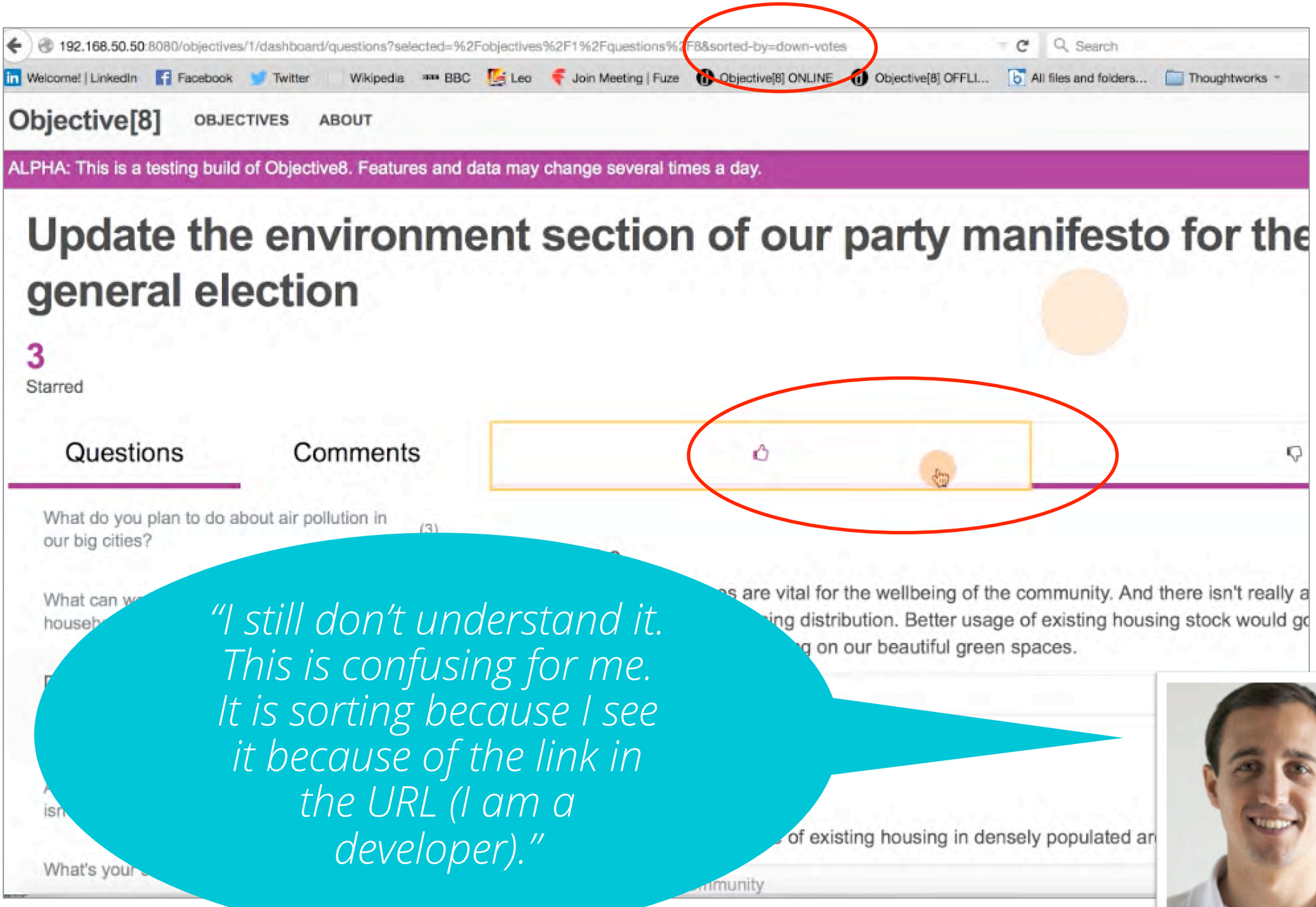
MIRA, UK: DASHBOARD CONFUSING

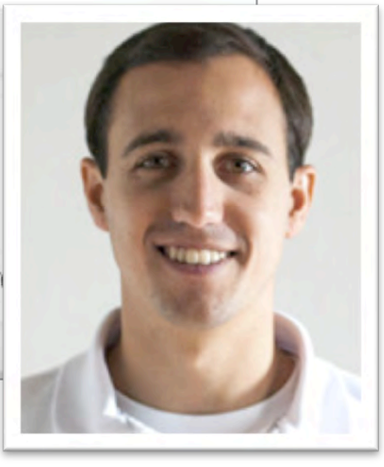
DASHBOARD

"It is like a dashboard."



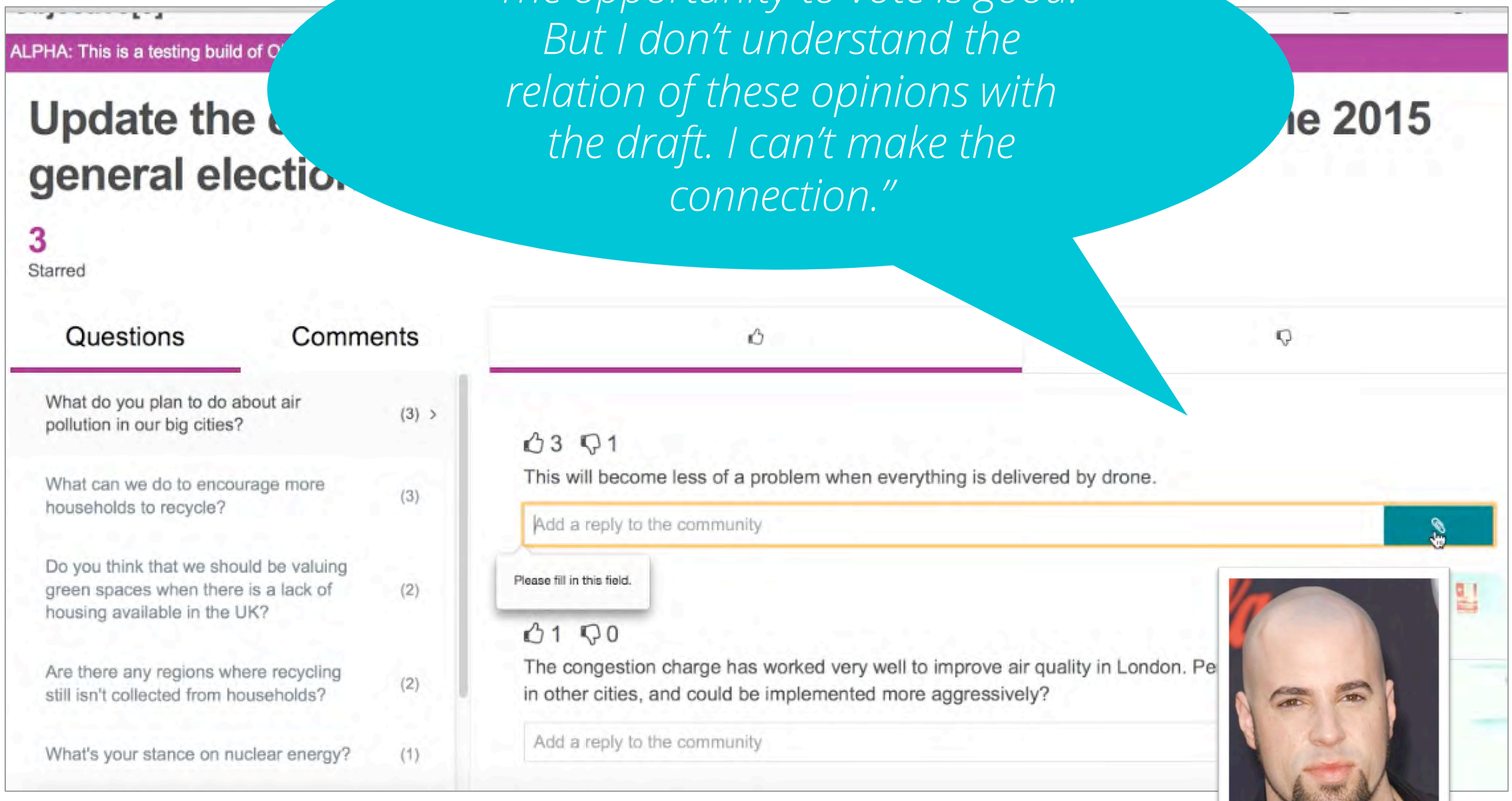
LEONARDO, SPAIN: DASHBOARD UNCLEAR



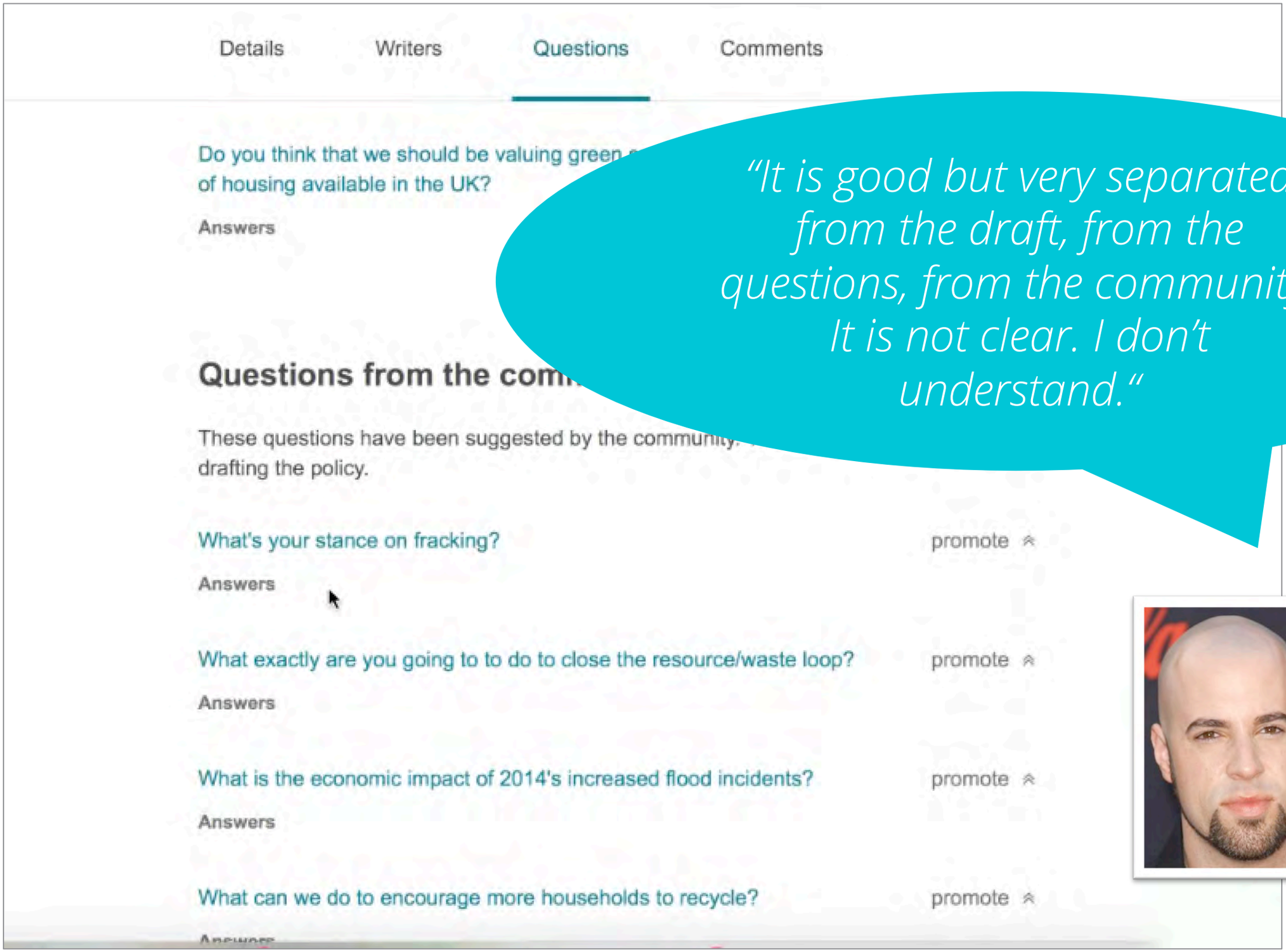


OSCAR, SPAIN ABOUT DASHBOARD: I CAN'T MAKE THE CONNECTION...

"The opportunity to vote is good. But I don't understand the relation of these opinions with the draft. I can't make the connection."



OSCAR, SPAIN: DASHBOARD SEPARATED...



"It is good but very separated from the draft, from the questions, from the community. It is not clear. I don't understand."

COMMENTS ABOUT SORTING

"Most commented, most positive comments, most controversial, the latest comments. Writers choose which is most interesting."

"It is good. You need to see the questions. Questions are just in chronological order? Or alphabetical? Not just positive or negative, more sophisticated."

"I would like to see more of the answers on the first screen. Here are just two of them. Positive or negative is not so relevant, but the answer itself. Therefore I want to see the answer."

SUMMARY

Understanding dashboard

Users have problems in understanding what a dashboard is (when reading the name on the icon, and when being on the page).

Users have problems in understanding the functionality of the dashboard.

Icons and sorting

Icons used on the dashboard don’t match users’ expectations. Icons used for sorting are regarded as clickable icons for liking. Users are confused because they can’t click on them. So both function of the icon and behavior don’t match users’ previous knowledge.

Users question the usefulness of the filters (number of down voted comments and number of comments in general are not enough).

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GENERAL USER FEEDBACK & OBSERVATIONS

PROCESS, NAVIGATION, NAMING DIFFICULT

Taxonomy and navigation of site is unclear.

Not clear that there was a previous phase. Not clear what or where it is.

Navigation through process not clear.

User confused by two parts of the process.

Once you know your way around it will easier. Before that you have to get adjusted.

Two processes are not clear. (The objective and the policy phase.) Naming is no clear.

User confused by the process and the naming.

User wants just one name: policy.
Or two names: goal – policy

UNCLEAR PROCESS: WHERE DOES OBJECTIVE COME FROM, WHERE IS PHASE 1?

"It is not clear to me. How this objective was defined. Who has defined the objective. I can see someone has defined it somehow."

"There has been a previous process. where you could answer questions and comments and you could ask for comments. So there is no link to this previous process. it is not clear."

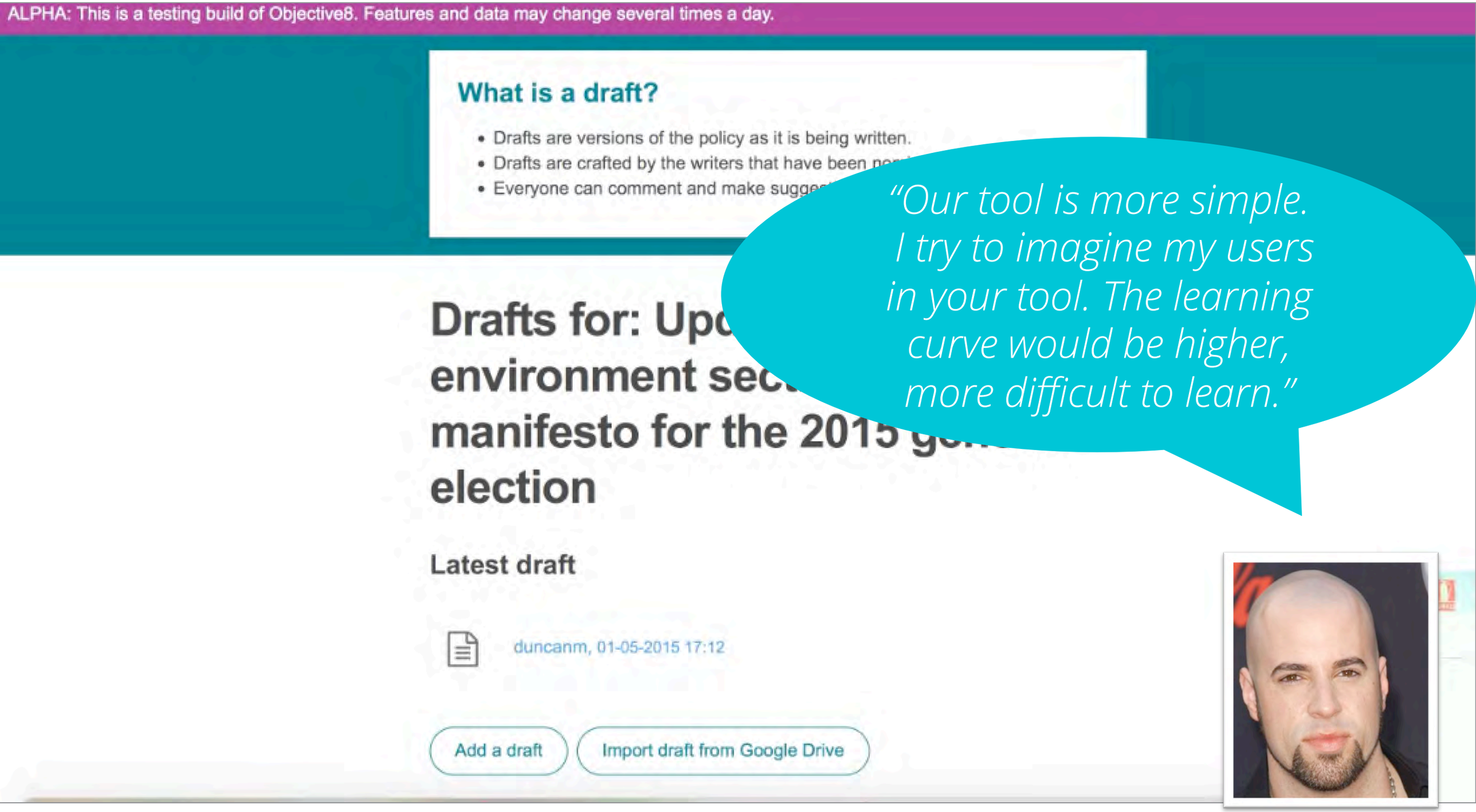
"Maybe in this previous phase also someone explained who these people are. Who has chosen the objective. Why objective has been chosen. Info about writers. Writers were proposed or have been invited. No info about this process."

"This seems to be like phase 2... Somehow I hadn't been involved in the first phase. Would be good to have some information."

MIRA, UK: THINKS ABOUT THE PROCESS...

"I am finding it hard to know what to do..." [...] If I am asked to contribute to a manifesto that is really interesting." [...] You have to be quite informed to do that."

OSCAR, SPAIN: THIS TOOL IS MORE DIFFICULT



"Our tool is more simple. I try to imagine my users in your tool. The learning curve would be higher, more difficult to learn."

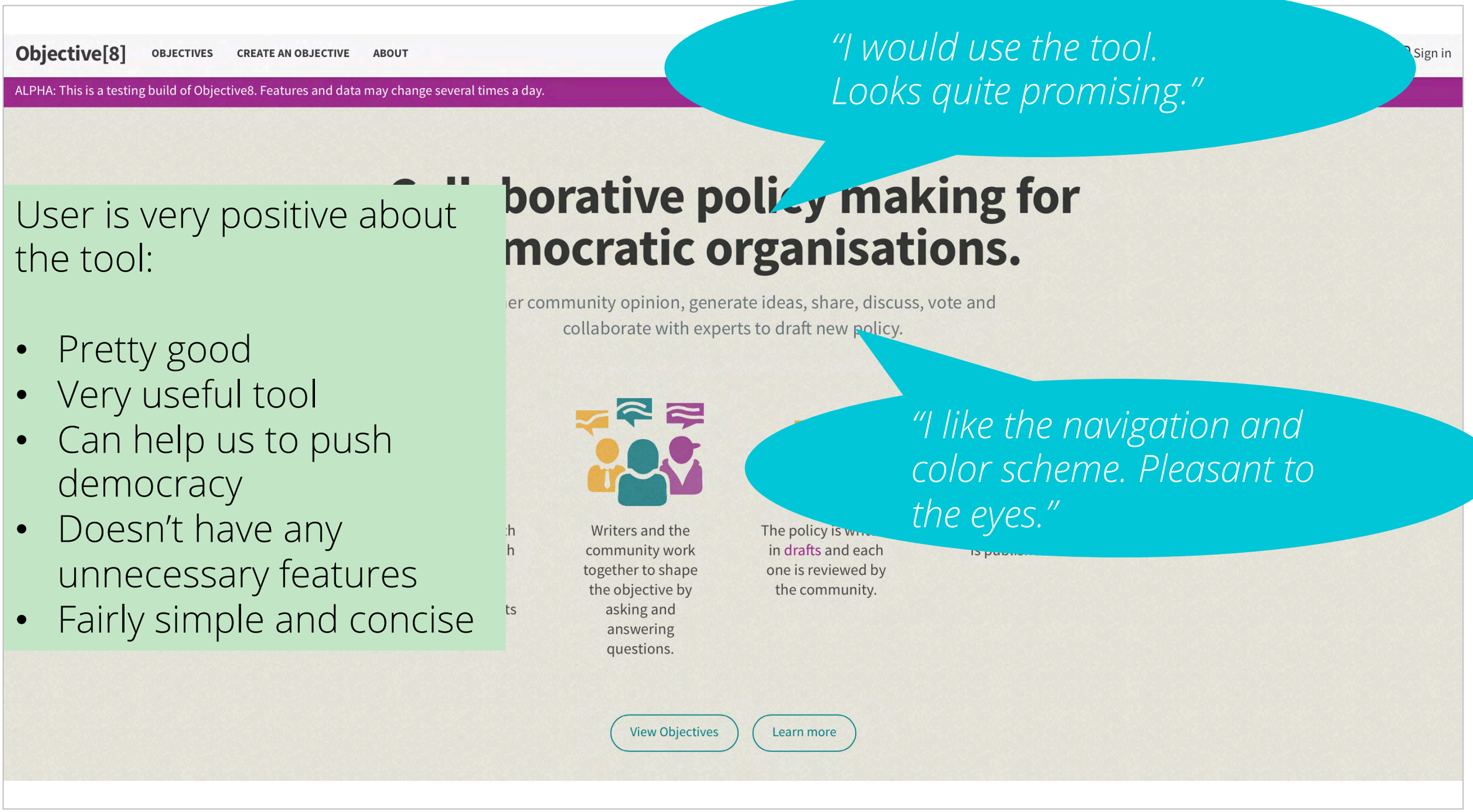
OSCAR, SPAIN: TUTORIAL ESSENTIAL FOR TOOL

"Here you have the user manual. Users' tutorial and how can I participate. This is the learning objective I have made for the process. So an intro about the tool, the origin of the tool. Video. [...] Learning tool... [...]. User instructions. And also you have the glossary, what is a notification, what is a new comment. I think the tutorial was essential for the process, because a lot of people didn't know about digital democratic participation. So it was very important for the people. And for us..."

ONE USER GAVE VERY POSITIVE FEEDBACK

User is very positive about the tool:

- Pretty good
- Very useful tool
- Can help us to push democracy
- Doesn't have any unnecessary features
- Fairly simple and concise



SIGNING IN WITH TWITTER

User wouldn’t sign in with Twitter. She would register if it is a trusted organization. If she doesn’t know the organization she wouldn’t do it.

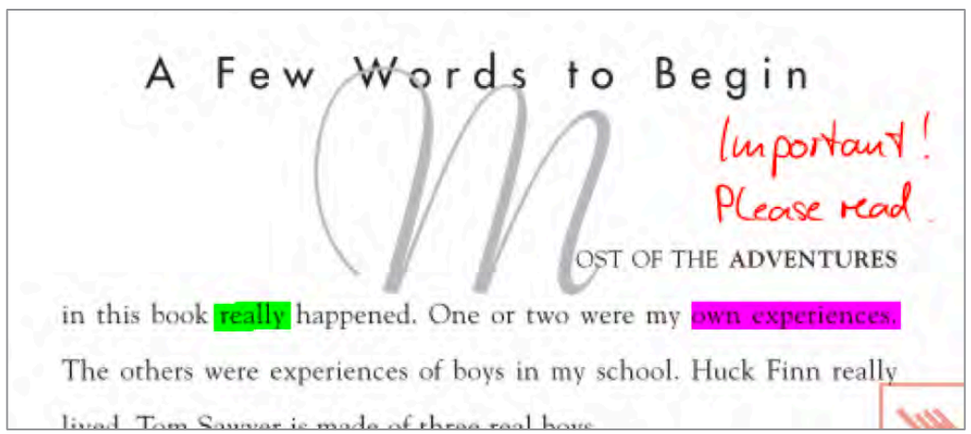
ANNOTATIONS RESEARCH WITH 10 USERS

How do users make annotations to printed out documents? A printed out manifesto was given to the users who made comments.

Comments can be categorized into two main areas:

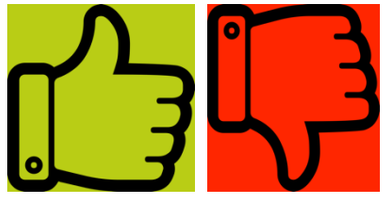
- Content independent annotations (grammar, format, wording, tone)
- Content dependent annotations (elaborate/ expand like more details or examples or involved persons, structure of the document, logical order).

Few annotations were on a general level like “I like this”.



CATEGORIES OF ANNOTATIONS (DUNCAN'S AND PHILIPP'S USER RESEARCH)

Categories were:

- Need more information. **i**
- Need background info. **more**
- Something is unclear. **?**
- Something is good/ bad 
- Added argument or fact. **+**
- Structure, order **1, 2, 3**

These categories will be associated with certain easy symbols. Then they can easily be counted.

Note: Duncan's and Christoph's user research, based on 10 people in the office making annotations to printed out policies. The annotations have been categorized.

USER OSCAR, SPAIN ABOUT COMMENTS

"This fact is not right. This grammar is not correct. They make small comments, not big ones."

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SUMMARY

WHAT WENT WELL: USEFULNESS OF THE TOOL IS SEEN

- Users were very positive about the idea of collaborative policy writing
- Tool was seen as useful
- Some policy writers mentioned that a tool like this is missing

WHAT DIDN'T GO SO WELL: UNDERSTANDING AND ORIENTATION

- To understand what to do (missing call to action)
- To understand what the tool is about (this is partly due to the prototype not branded by an organization and not containing real data)
- Navigation

QUICK WINS: DESIGN AND NAMING

- Support users' orientation and improve learnability by having a consistent design (links consistent color and style, etc.)
- Improve naming

IDEAS FOR THE FUTURE

- Tutorials
- Taxonomy of objectives after different areas (like health, education, etc.)
- Feature to compare policies

USABILITY PRINCIPLES IMPORTANT HERE

- Consistency
- Conformity with users' expectations
- Self descriptiveness
- Learnability
- Transparency / Feedback
- Suitability for the task

- The user has always to know where he is.
- The state of the system has to be transparent.
- The system has to give feedback about user's actions.

ISO 9241-110 DIALOGUE PRINCIPLES

General ergonomic principles which apply to the design of dialogues between humans and information systems:

- Suitability for the task
- Suitability for learning
- Suitability for individualisation
- Conformity with user expectations
- Self descriptiveness
- Controllability
- Error tolerance

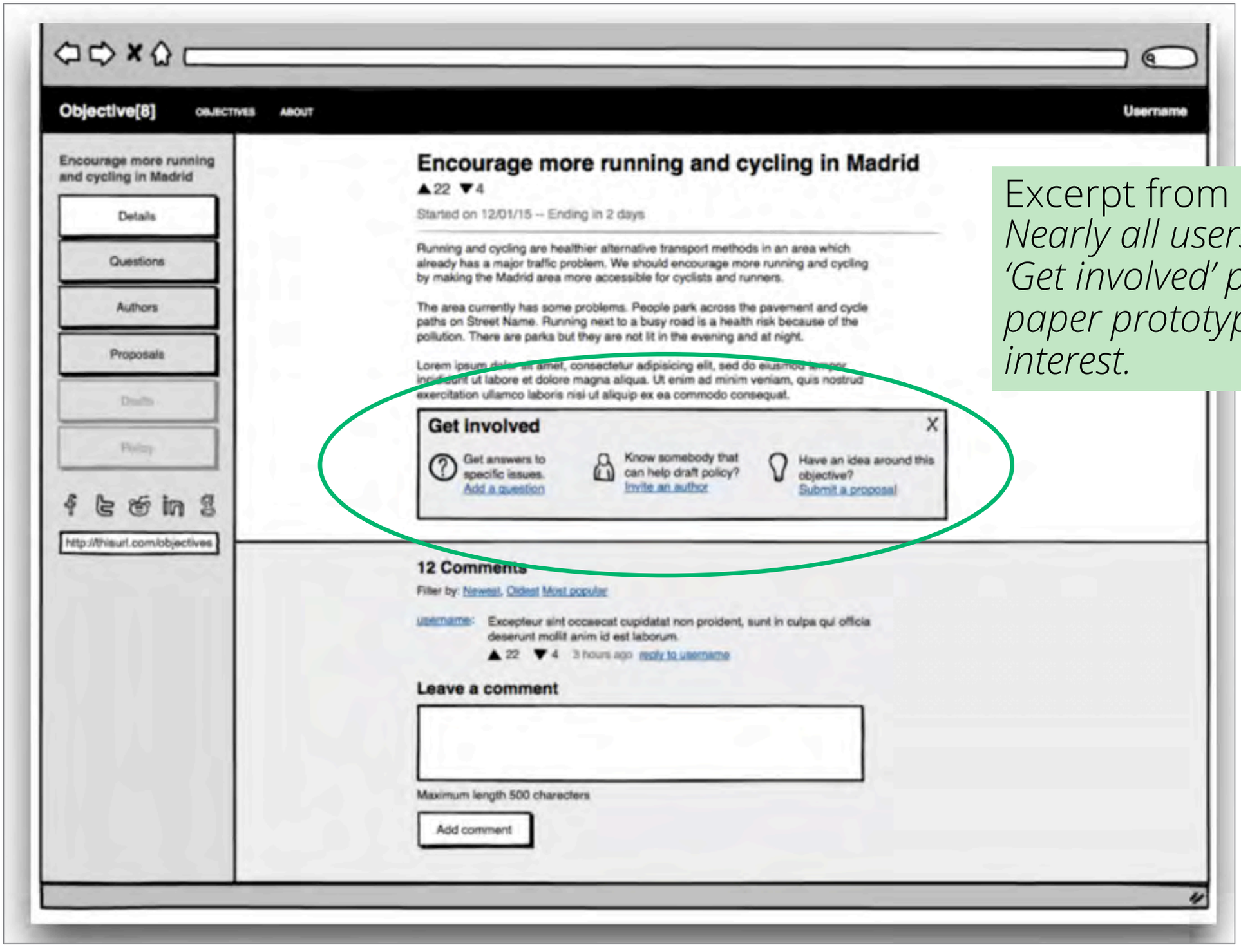
LEARNINGS FROM PAST USER RESEARCH

User research in February and March in Barcelona:

Many results from the past user research are still valid and haven't been integrated yet.

- More info what the site is about needed.
- Everyone clicked on the image on the homepage for more info (was no link).
- Users didn't know what objective is.
- "Get involved" box from the prototype was good, why is it gone?
- Users didn't understand difference between comments and questions. It wasn't completely clear who can/ should write questions.
- Users didn't understand 100% the + icons for commenting.
- Users need more info about writers (writer profiles).
- Unclear who wrote the draft.
- Categorization of objectives.

GET INVOLVED BOX: GREAT IDEA FOR CALL TO ACTION



Excerpt from past user research: *Nearly all users were drawn to the 'Get involved' panel on the paper prototype as a first point of interest.*

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RECOMMENDATIONS

HELP USERS DEVELOP MENTAL MODEL OF THE TOOL

Users were not able to develop a mental model of how the website (that means the process) is working.

Understanding the process, navigation and naming were the main problems. (The words “objective” and “drafting” are crucial for understanding the process. Therefore they should be precise and clear in their meaning.)

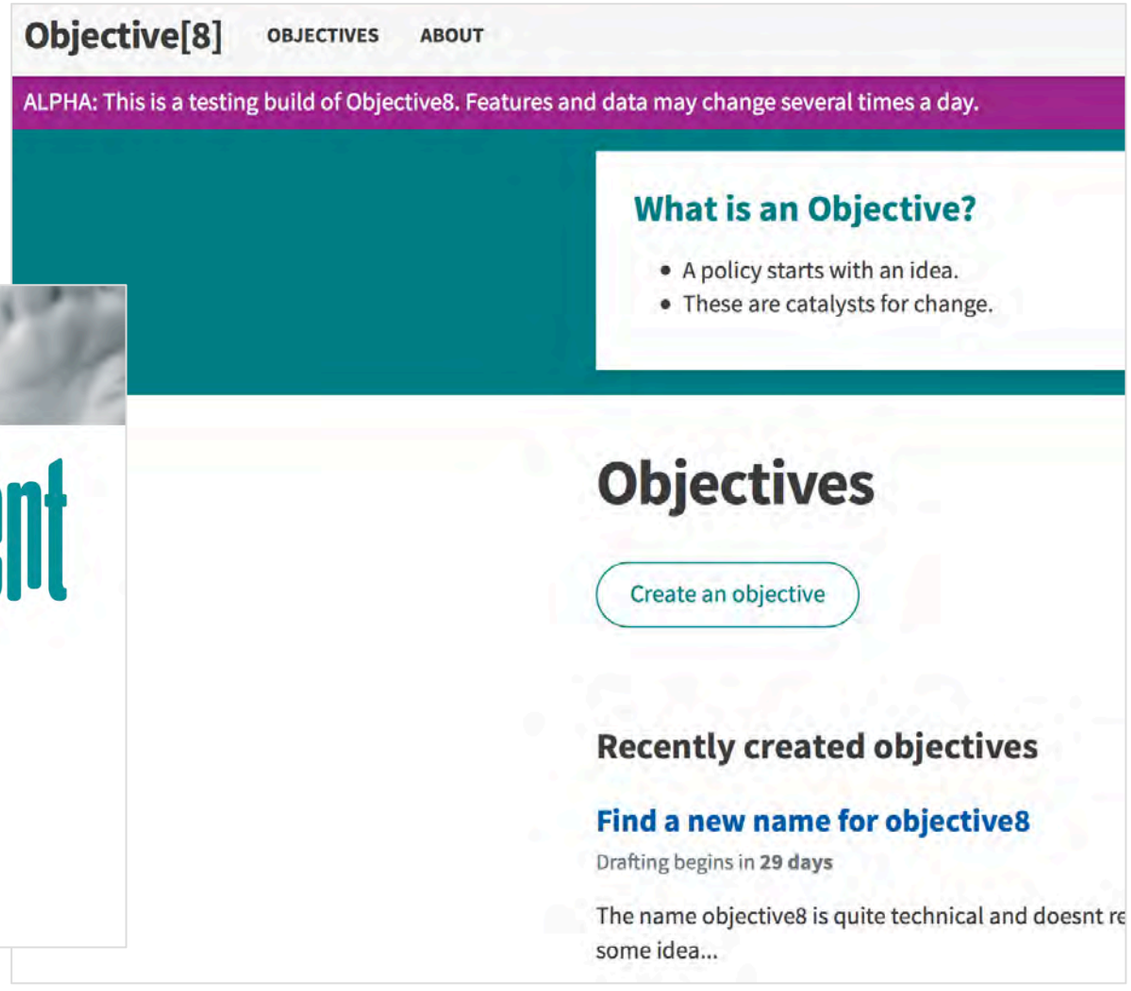
- Work on basic concept and information architecture
- Work on page layout and interface design

A good design can help the user with orientation on the site.

SUGGESTED IMPROVEMENTS

- Work on consistency with naming and links.
- Develop a more elaborate menu.
- Structure the long pages with layers in light grey or other colors. Make the segments Details, Writers, Questions, Comments clearly distinguishable.
- Reduce options for the user.
- Try to have processes on one page, no extra pages in between.
- Give users more feedback and more context info and more info about how the process works.

COLORS AND STYLE



Think about the colors. Green and violet and blue are not really a good match. Using more than one or two different colors can be difficult and doesn't always lead to nice results. On some pages there is too much white space.

Choose colors like blue and green, they appear respectable and fresh, and use shades of colors (brightness, saturation, hue).
Integrating some pictures in the heading would add some emotional appeal.
The D-Cent flyer is a good example in which direction to go.

NAMING OF THE TOOL OBJECTIVE8

Objective8: Naming suboptimal, sounds very technical and doesn't describe what is it about.

Suggestion: Forum, Poliwise

THE OWL
FINDING A MASCOT FOR OBJECTIVE8

Wise, watching, wacky

See live what's happening in politics!
Give your opinion!

FEEDBACK TO ACTIONS AND NON ACTIONS

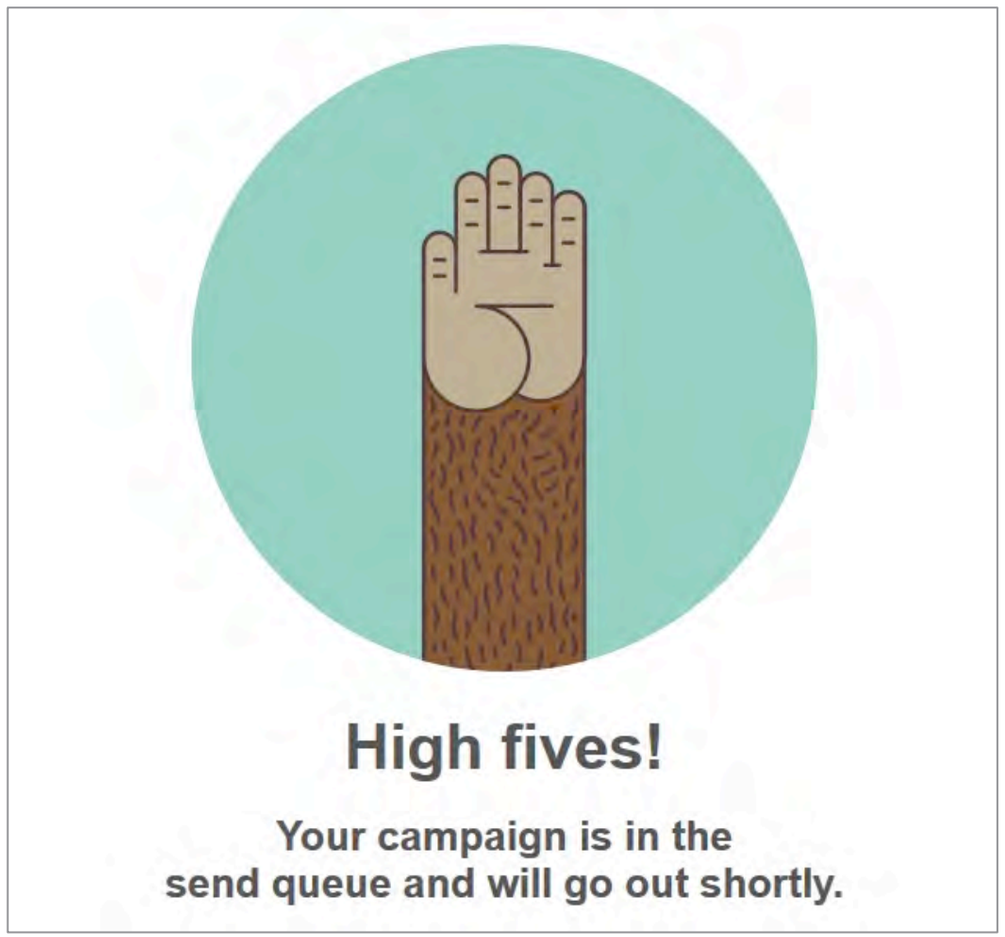
Give writers and users often feedback in a motivating and visually nice way when they perform actions.

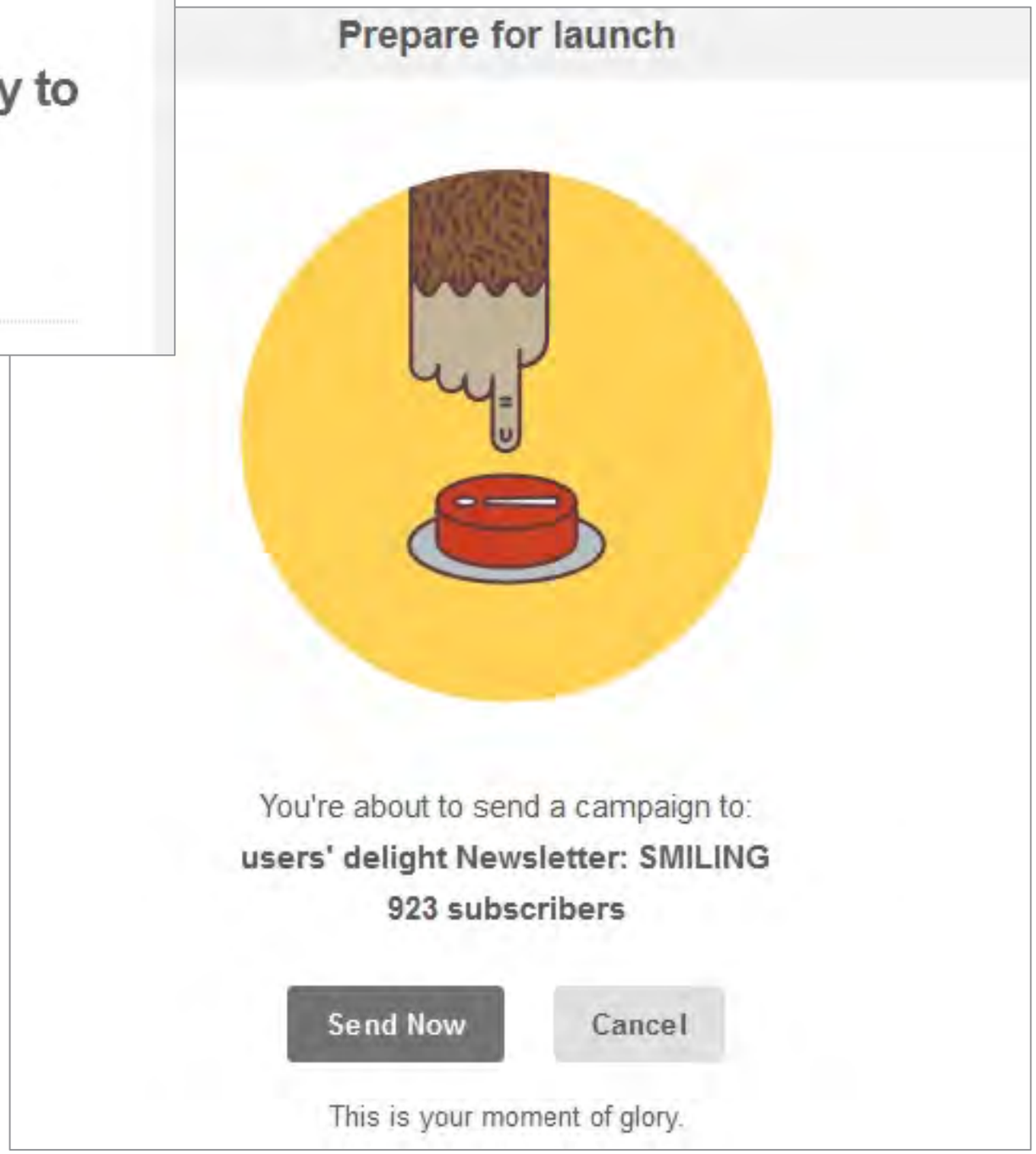
- Great! You have done it! You have informed the new objective!
- 10 more new comments from your citizens – this is a hot issue.

Give writers and users often feedback about current statistics to motivate them. Even when they haven’t done anything.

- 100 users have given their comments about xy. What do you think about it? Be a part of the policy group!
- Objective xy: Only three days to go! Give your final input for the policy!

LOOK AT OTHER TOOLS LIKE MAIL CHIMP…
(THIS IS YOUR MOMENT OF GLORY)





PROFILE OF THE WRITER: VERY IMPORTANT

The credibility and therefore the profile of the writer is very important.

Why is he an expert?

The profile has to give evidence about that and background info about the writer.

Add features to the profile....

Not everybody is an expert for everything, neither writer nor user.

REWARD SYSTEM

Good writers or good and frequent commenters could earn points.

SUPPORT AND SHAPE THE PROCESS

Support policy writing

by shaping it via templates (or at least the option to upload templates). Or offer the user a given structure and help with notes what to do with them. E.g. one paragraph first chapter: Here you have to raise interest, stir emotionally, explain the issue. Second chapter: Here you quote facts, bring arguments. Last chapter: Here you summarize, and give a positive outlook, and a call to action or consequences following the policy.

Shape the process

Use a timeline to shape the process and motivate users to comment and vote. The timeline should be flexible.

CLEVER SORTING OF COMMENTS

Find a way to structure the objectives/ comments in order to be interesting and appealing to the user.

- Highlight the latest comments.
- Highlight the objectives with the most user feedback.

Etc...

Offer nice icons to support sorting and browsing of the comments.

Offer search for keywords in the comments!

WHAT ARE USEFUL COMMENTS?

The writer has to make it clear what kind of comments he is expecting.

The tool could offer a categorization for the requested input, similar to the categorization of annotations.

- We need your help in finding concrete examples.
- We would like to hear your general opinion about this.
- Etc.

CHALLENGES

At the moment the processes of policy writing are mainly offline. The tool will shape completely new processes. The challenge is to combine online and offline processes in a meaningful way.

Reasons why you can’t transfer processes completely to online

- Need for people to meet face to face and talk confidentially.
- Some internal documents are confidentially or are in legal speech.

Attention: There are tools on the market for social sharing, collaborative writing, for text analysis, for analytics, etc.... The challenge is not to rebuilt them but to integrate their most important features or to enable an api for them.

CHANCES: THE DASHBOARD

Tool should be time saving! For both writers and users!

Who wants to read thousands of comments? Not the writers, not the users.
Need an easy, fun to do, efficient way to give and read opinions!

Market research tool that works in both ways: for the writers and for the users.

It is interesting for the users to get an overview about the opinions of others. It might influence their own decision making processes, too. It might open them for new ideas.

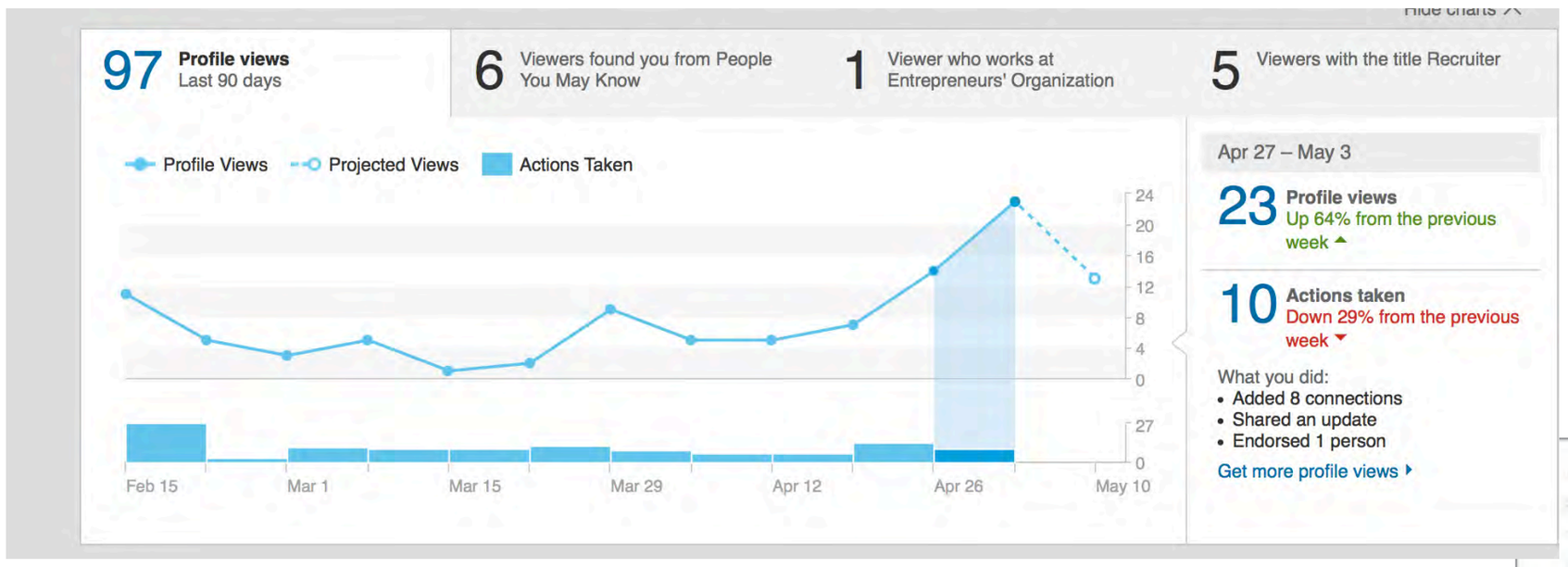
SORTING AND PRESENTATION OF DATA ARE CRUCIAL

Management of comments, sorting, analytics etc. will be crucial for the success of the tool.

Visual presentation of the data in the dashboard can be a real competitive advantage for the tool.

Important is the time line of the data. How fast did the comments rise?

When were peaks? (like linkedin statistics)



USP FOR WRITERS:
THE POLITICIAN WHO IS CLOSE TO THE PEOPLE

For writers

- Involving citizens early
- Getting feedback and comments
- Get kind of market research about their draft
- Saves effort and money for market research
- Ensure that their policy is on the right way
- Get valuable, sorted, filtered feedback of the citizens
- Make sure that their politic is transparent

Attention: The tool shouldn’t be more work for the writers, but make their work more easy and save time and money.

USP FOR CITIZENS: THE INVOLVED CITIZEN – THE RESPONSIBLE AND ENLIGHTENED CITIZEN

For citizens

- Being involved
- Getting transparency
- Can give their opinion in an easy and comfortable way
- Getting information early on and being able to give feedback and shape the process
- Being able to directly ask the policy writer about unclear points or give additional arguments or hints
- Can inform themselves about other opinions and learn something new

WINNING EARLY ADAPTORS FOR THE PROTOTYPE

Early adaptors:

- Not yet established parties
- NGOs

The aim is to get them as early adaptors. So that later established parties might use them, too.

Currently the established parties or government are not the target group because of legal processes, etc.

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ABOUT ME

ABOUT ME

Sabrina Duda

Senior UX Consultant , ThoughtWorks

User Experience Researcher & Entrepreneur

Qualified Psychologist:

Engineering Psychology/

Cognitive Ergonomics & Computer Science

1999 Foundation of eye square

User & Brand Research Agency

(50 employees, annual revenue of €4 million)

2013 Foundation of users‘ delight GmbH

User Experience Research & Consulting

worldusabilityday | Berlin

13. November 2014 Engaging the User

Organizing World Usability Day Berlin (2005-2014)

Over 800 participants in 2014; almost the largest usability conference in Europe, around 30 speakers.

EXPERIENCE

Clients

eBay, PayPal, Yahoo!, Deutsche Bank, Deutsche Telekom, Allianz, mobile.de, ImmobilienScout24, Otto, studiVZ, ...

Countries

Studies in USA, UK, Spain, Italy, France, Switzerland, ...

"Sabrina and her team at eye square are at the cutting edge of the world of market research today. In addition to bringing her expertise as a psychologist focused on human-machine interfaces, her company has truly pioneered new ways of communicating consumer behavioral data to marketers."

Andrew Till, Founder of JMI (GMO Japan Market Intelligence)
Tokyo, Japan

"I am very happy about the work you have done :-)"

Lene Leth Rasmussen, Owner Loop UX
Denmark (Usability Study for Intel)

THANK YOU FOR YOUR ATTENTION!

For questions or suggestions
contact me via email:
sduda@thoughtworks.com

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APPENDIX

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OTHER TOOLS

OTHER TOOLS USERS ARE USING

What other tools do users use?

- Lausuntopalvelu.fi
- Webropol (Software for online surveys and text analysis with text mining)
- www.etherpad.org
- www.piratepad.net
- www.appgree.com
- www.inwik.org
- Loomio
- www.pocketpolitics.co.uk
- change.org.

SIMILAR TOOLS

Other things currently used to support the process of policy writing:

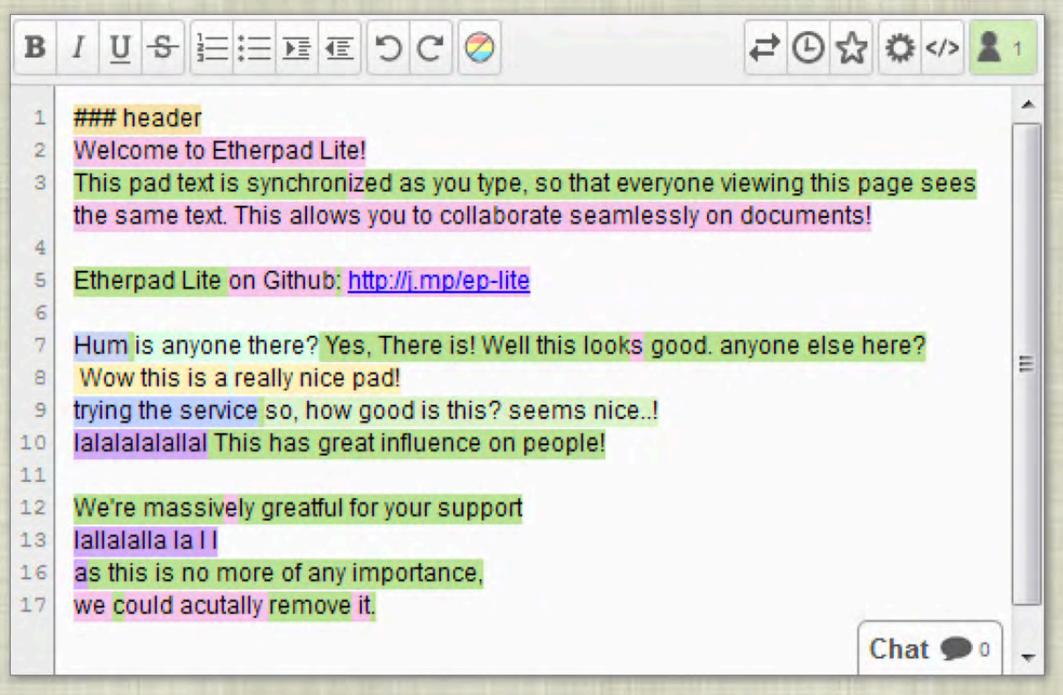
- Facebook
- Wordpress blog
- Mailinglist
- Social bookmarking: Delicious, Pinterest, Reddit

What similar tools are on the market:

- http://www.delib.net/
- https://emargin.bcu.ac.uk/
- Voting app: http://bitetheballot.co.uk/verto/

etherpad

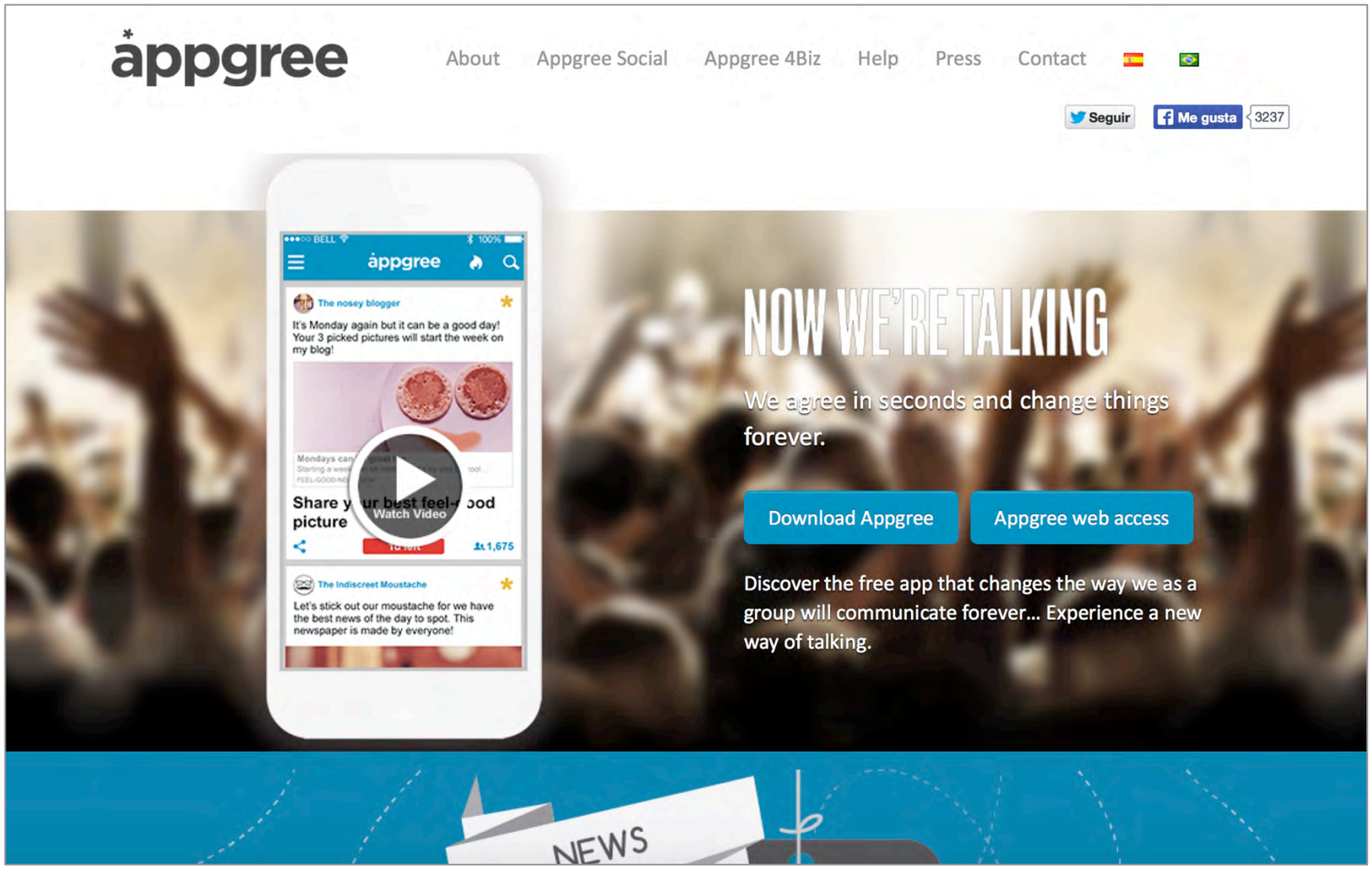
About Download Contribute Links Contact



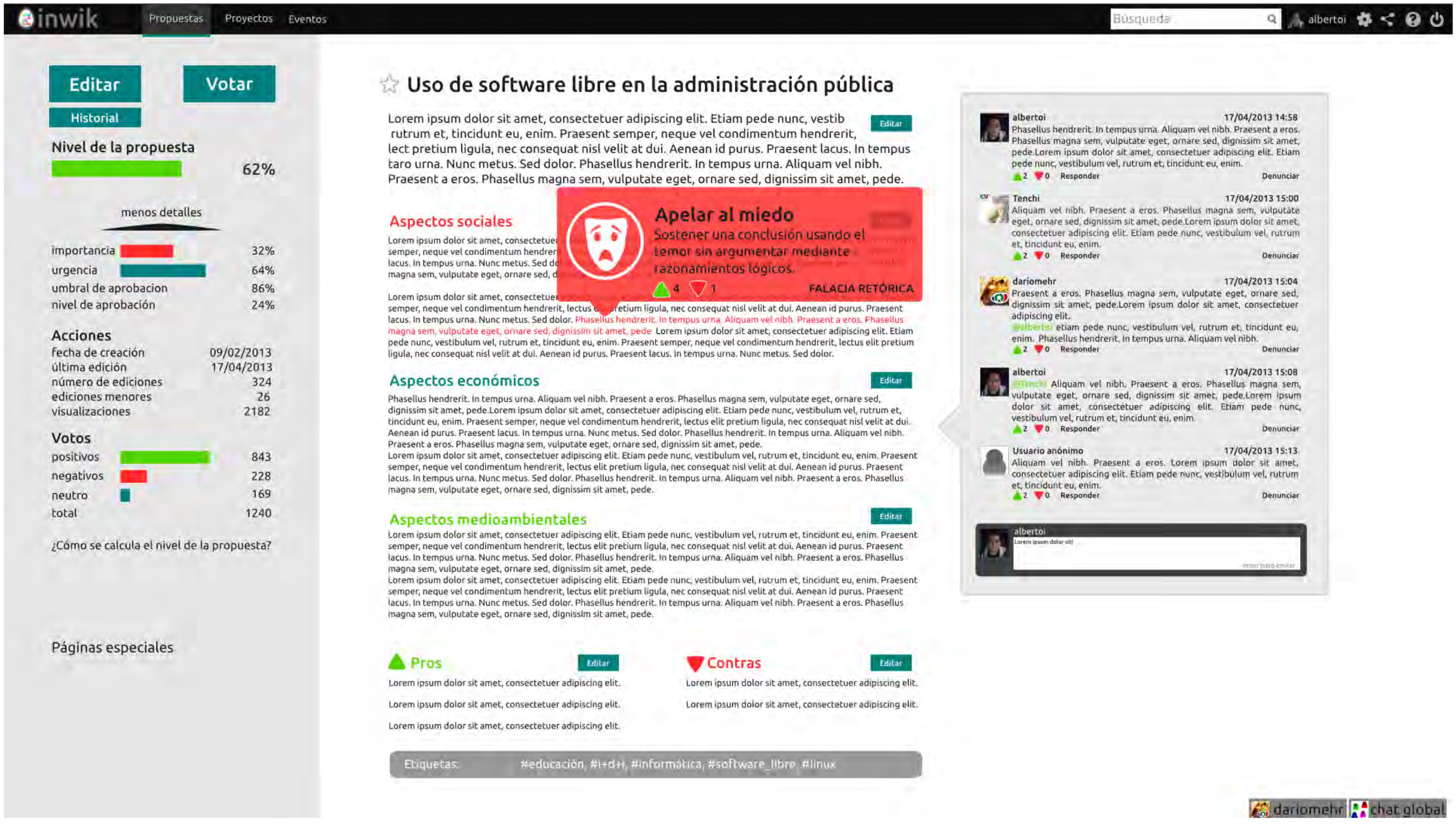
Etherpad is a highly customizable **Open Source** online editor providing collaborative editing in really **real-time**.

DOWNLOAD
Version 1.5.6

Or try a demo



Appgree is a web and mobile application that allows groups of dozens up to millions of people to communicate with the clarity, ease and coherence of a single person. With Appgree, a brand's followers, members of an association and any type of community -a company's department, a hikers club- is able to share their ideas, opinions and/or questions and reach a consensus in a matter of seconds, thanks to a simple yet extremely powerful statistics-based algorithm DemoRank.


inwik
Propuestas
Proyectos
Eventos
Búsqueda
albertoi
Editar
Votar
Historial
Nivel de la propuesta
62%
menos detalles
importancia 32%
urgencia 64%
umbral de aprobacion 86%
nivel de aprobación 24%
Acciones
fecha de creación 09/02/2013
última edición 17/04/2013
número de ediciones 324
ediciones menores 26
visualizaciones 2182
Votos
positivos 843
negativos 228
neutro 169
total 1240
¿Cómo se calcula el nivel de la propuesta?
Páginas especiales
Uso de software libre en la administración pública
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Etiam pede nunc, vestib rutrum et, tincidunt eu, enim. Praesent semper, neque vel condimentum hendrerit, lect pretium ligula, nec consequat nisl velit at dui. Aenean id purus. Praesent lacus. In tempus taro urna. Nunc metus. Sed dolor. Phasellus hendrerit. In tempus urna. Aliquam vel nibh. Praesent a eros. Phasellus magna sem, vulputate eget, ornare sed, dignissim sit amet, pede.
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Aspectos sociales
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Sostener una conclusión usando el temor sin argumentar mediante razonamientos lógicos.
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Etiquetas: #educación, #i+d+i, #informática, #software_libre, #linux
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chat global

ELECTION 2015

Policy guide: Where the parties stand

This is a guide to political parties' positions on key issues and will be updated as each manifesto is launched.
Read more in our methodology.

Issues | Parties

Choose an issue: **All issues** Update

Key priorities

What are the top issues for each political party at the 2015 general election?

Find out where they stand >

Economy

This issue includes the wider economy and deficit reduction but also employment and the role of business.

Find out where they stand >

Health and care

This issue includes NHS funding, GP access and social care, particularly of older people.

Immigration

This issue includes EU and worldwide migration, border controls and rules on work and benefits.

International
Training
Support
Login
WEBROPOL
THE INTELLIGENT WAY
Why Webropol?
Solutions
How we support you
Company
Contact us
Analytics
Webropol / Solutions / Analytics
Analytics
Easy, fun and quick analyses with the Webropol Analytics module
Create knowledge and understanding with the Webropol Analytics module! The Webropol Analytics module is globally a unique analysis tools. Creating clear conclusions and solutions has never been easier. Webropol Analytics module includes:
Text analysis
Text analysis with Text Mining
Fast Qualitative text analysis made easy
Find the relevant information from open ended question answers, group them easily
Compare the groups against other data in same survey
Contact us
Leave your details and we will contact you!
Subject
Name*
Organization*
Telephone*
Email*
Comments
Send request!

Demokratia.fi | Kansalaisaloite.fi | Kuntalaisaloite.fi | Lausuntopalvelu | Otakantaa.fi | Kirjaudu sisään | Rekisteröidy

lausuntopalvelu.fi

På svenska

Google-haku Lausuntopalvelu-sivustolta

Etusivu | Lausuntopyynnöt | Ohjeet

Lausuntopyyntöjä ja lausuntoja sähköisesti

Lausuntopalvelu.fi tarjoaa mahdollisuudet pyytää ja antaa lausuntoja sähköisesti. Palvelussa voivat julkaista lausuntopyyntöjä kaikki julkishallinnon viranomaiset. Kaikilla kiinnostuneilla on mahdollisuus antaa lausuntoja. Ruotsinkielinen versio on suomenkielistä puolta suppeampi vielä tässä vaiheessa.

Lausuntopalvelua käyttää jo:
- **256** henkilöä
- **73** organisaatiota

Lue lisää

Lausuntopyyntöjä

Uusimmat lausuntopyynnöt:	Julkaistu
Lausuntopyyntö pormestarin ja alueellisten toimielinten suoria vaaleja koskevasta hallituksen esitysluonnoksesta/Begäran om utlåtande gällande utkast till regeringspropositionen om direkta val av borgmästare och regionala organ	21.4.2015

Lausuntopyyntöjä >

Anna palautetta! Ge respons!

eMargin

Home My Texts My Groups

eMargin is a collaborative annotation tool. You can highlight, colour-code, write notes and assign tags to individual words or passages of a text. These annotations can be shared amongst groups online, generating discussions and allowing analyses and interpretations to be combined.

Highlight and annotate parts of a text...

2 The first objects that assume a distinct presence before me, as I look
3 far back, into the blank of my infancy, are my mother with her pretty
4 hair and youthful shape, and Peggotty with no shape at all, and eyes so
5 dark that they seemed to darken their whole neighbourhood in her face,
6 and cheeks and arms so hard and red that I wondered the birds didn't
7 peck her in preference to apples.

8 I believe I can remember these two at a little distance apart, dwarfed
9 to my sight by stooping down or kneeling on the floor, and I going
10 unsteadily from the one to the other. I have an impression on my mind
11 which I cannot distinguish from actual remembrance, of the touch of
12 Peggotty's forefinger as she used to hold it out to me, and of its being
13 roughened by needlework, like a pocket nutmeg-grater.

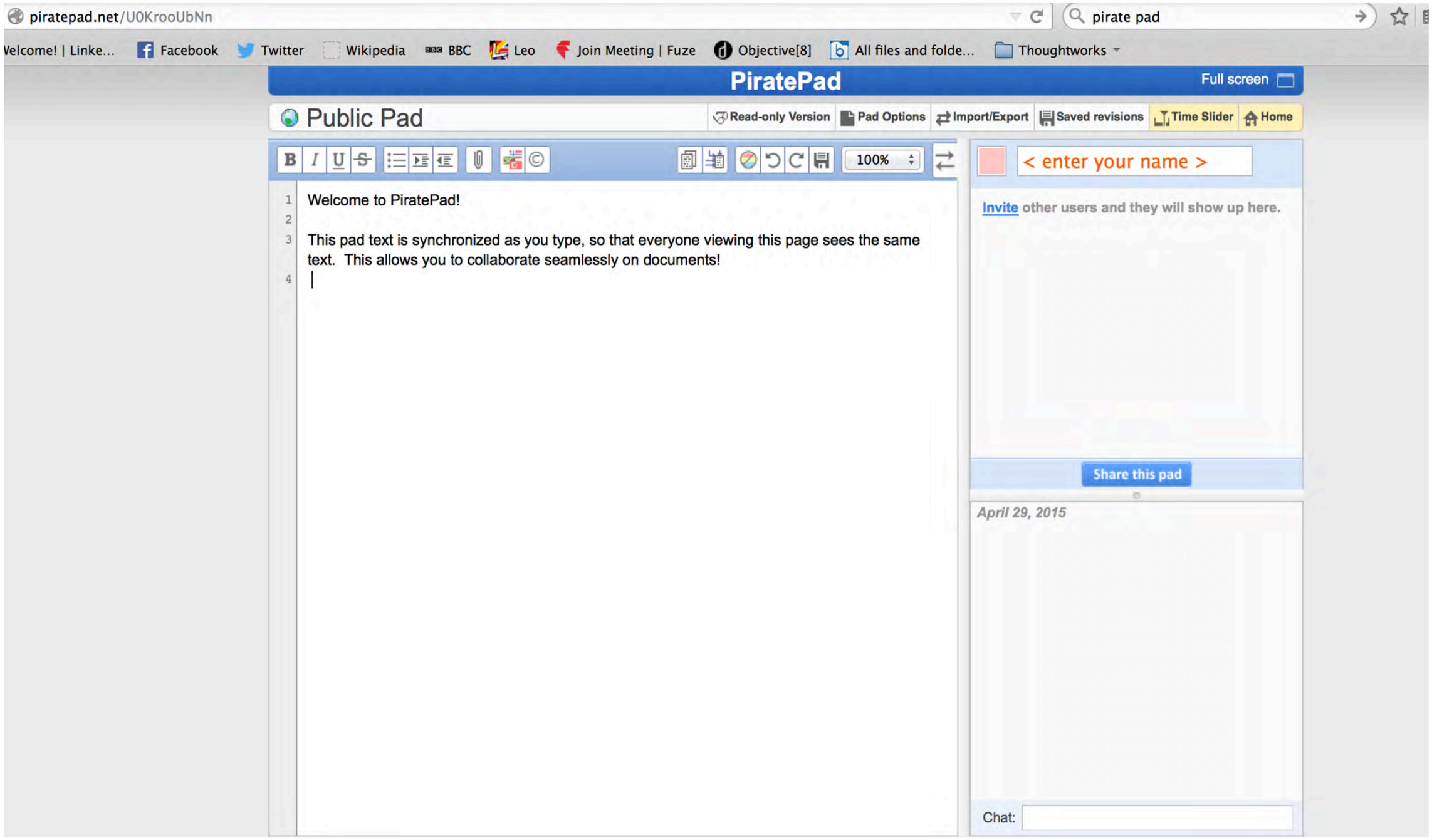
Sign Up Login

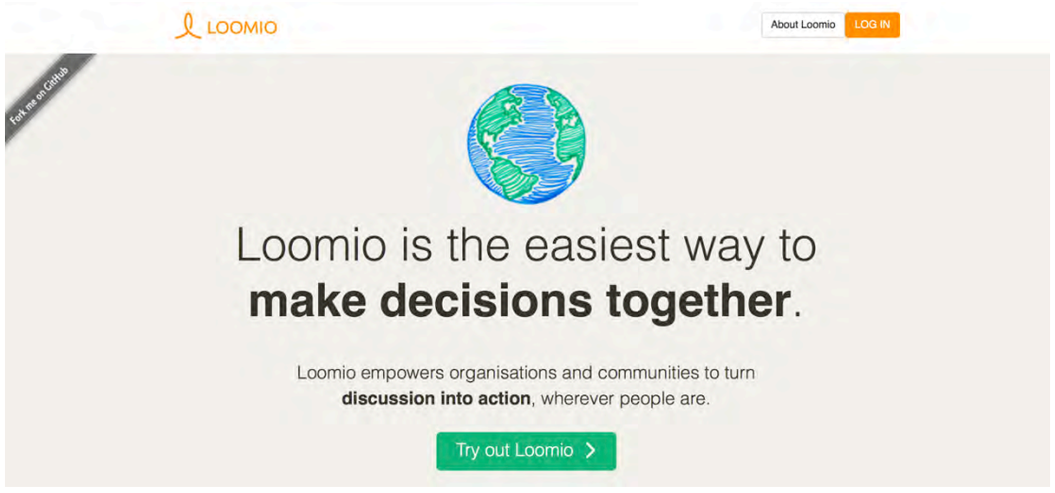
Get started, it's free...

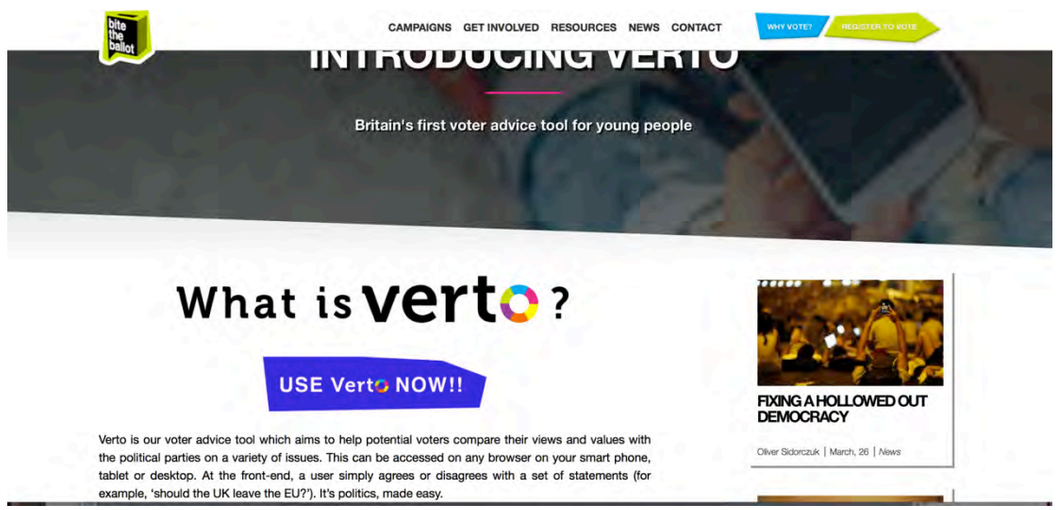
Username
First name
Last name
Email
Organisation
Password
Password again

I agree to be bound by the Terms of Use.
Read the Terms of Use...

Sign Up or Login...


piratepad.net/U0KrooUbNn
pirate pad
Welcome! | Linke...
Facebook
Twitter
Wikipedia
BBC
Leo
Join Meeting | Fuze
Objective[8]
All files and folde...
Thoughtworks
PiratePad
Full screen
Public Pad
Read-only Version
Pad Options
Import/Export
Saved revisions
Time Slider
Home
100%
1 Welcome to PiratePad!
2
3 This pad text is synchronized as you type, so that everyone viewing this page sees the same text. This allows you to collaborate seamlessly on documents!
4
< enter your name >
Invite other users and they will show up here.
Share this pad
April 29, 2015
Chat:


LOOMIO
About Loomio
LOG IN
Fork me on GitHub
Loomio is the easiest way to
make decisions together.
Loomio empowers organisations and communities to turn
discussion into action, wherever people are.
Try out Loomio
When we hear all voices, we
make better decisions.
1. Talk things through
Start a discussion on any topic, and bring in the right people. Share diverse perspectives and develop ideas together.
2. Build agreement
Anyone can propose a course of action. People can agree, abstain, disagree, or block – so you can see how everyone feels, and why.
3. Decide together
Develop the proposal together so that it works for everyone. Every decision has a clear deadline, so you always get a clear outcome.


bite the ballot
CAMPAIGNS
GET INVOLVED
RESOURCES
NEWS
CONTACT
WHY VOTE?
REGISTER TO VOTE
INTRODUCING VERTO
Britain's first voter advice tool for young people
What is verto ?
USE Verto NOW!!
Verto is our voter advice tool which aims to help potential voters compare their views and values with the political parties on a variety of issues. This can be accessed on any browser on your smart phone, tablet or desktop. At the front-end, a user simply agrees or disagrees with a set of statements (for example, 'should the UK leave the EU?'). It's politics, made easy.
FIXING A HOLLOWED OUT DEMOCRACY
Oliver Sidorczuk | March, 26 | News

CONCLUSION

Existing tool analysis very useful. Further research recommended.

- Features of existing editing tools and how people use it are interesting
- Plug in for text analysis tool for Objective8 possible?

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BACKGROUND UX

User Experience

WHAT IS USABILITY?

“Usability”

means that the user of an interactive application can reach his goals with justifiable effort (**effectivity, efficiency**) and with satisfying results (**satisfaction**).

ISO defines usability as "The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use.”

Happy user!

WHAT IS USER EXPERIENCE?

“User Experience”

“A person's **perceptions** and **responses** that result from the use or anticipated use of a product, system or service”.

User experience includes all the users' emotions, beliefs, preferences, perceptions, physical and psychological responses, behaviors and accomplishments that occur before, during and after use.

(International standard on ergonomics of human system interaction ISO 9241-210)

User in the center!

MASLOW'S HIERARCHY OF NEEDS

Abraham Maslow 1943

END