

# National Assembly for Wales, MySenedd User Needs Survey 2017

## User Stories and Persona Types

NAfW Business Analysis Team, June 2018



Cynulliad  
Cenedlaethol  
Cymru

National  
Assembly for  
Wales

# User Needs Analysis (UNA) Survey and Personas

## Purpose

- To establish the relationship between the User Stories derived from the UNA Survey and the Assembly's established 4 persona types.
- To provide quotes from respondents to the user needs survey that correspond to persona types and can therefore be used to help bring the personas to life.

## Method

- UNA Survey data was analysed to determine the respondents that fit within the 4 persona types.
- Answers to the survey's open text questions had previously been analysed to create a set of User Stories.
- The persona groups were analysed against these User Stories to determine whether each persona would be more or less likely to express each user story.
- Specific comments made by respondents to the UNA survey in answer to open text questions were attributed to the appropriate persona.

## About personas

Personas are a highly effective way of distilling essential information about a target audience. They are detailed descriptions of 'archetyped' people that interact with a website.

They are used as tools to drive development and encourage cross-communication between different stakeholders. Rather than talking abstractly about 'customers' we can begin to talk about, for example, a particular persona and their goals and attitudes, in a way that provides more effective and focused input.

They will then be used as a tool to drive further design decisions and ensure that we are working in an appropriately user-centred way.

Note that a single individual may shift between persona types.

## UNA Survey and Persona Types

- Comparing the UNA data to the characteristics of each persona type indicates that respondents can be grouped primarily by their interest in Welsh politics. The groups used within this report are:

Group	Persona	Number of respondents	Interest in Welsh Politics score
Persona 1	disaffected	94	0, 1, 2, 3
Persona 2	every person	128	4, 5, 6
Persona 3	traditionally political	128	7, 8
Persona 4	influencer	120	9, 10

- The following table and graph display the percentage scores for each persona group on the key political engagement factors tested through the UNA survey. Each factor is scored as the percentage of respondents in the persona group that demonstrate the characteristic in question.
- Some factors have been calculated from multiple answer options, for example 'Get information on politics in Wales from traditional media' is calculated from the number of respondents who get information from at least one of television, radio or newspapers.

Survey Question	% persona 1	% persona 2	% persona 3	% persona 4
Have regular access to the internet	77.7%	88.3%	92.2%	94.2%
Get information on politics in Wales from traditional media	78.7%	89.8%	90.6%	89.2%
Get information on politics in Wales from online media	35.1%	60.9%	68.8%	81.7%
Get information on politics in Wales from active engagement	18.1%	37.5%	42.2%	64.2%
Directly engage with Welsh politics as part of job	0.0%	3.9%	5.5%	19.2%
Indirectly engage with Welsh politics as part of job	6.4%	12.5%	12.5%	21.7%
Other engagement with Welsh politics as part of job	1.1%	12.5%	18.8%	18.3%
No engagement with Welsh politics as part of job	92.6%	71.1%	63.3%	40.8%
Have visited the Assembly estate	35.0%	53.8%	70.6%	77.6%
Last visit was to engage with Assembly business	8.5%	7.8%	18.0%	40.8%
Have watched long periods of NAfW meetings	4.3%	7.8%	16.4%	44.2%
Have watched brief clips of NAfW meetings	40.4%	57.0%	62.5%	47.5%
Have never watched NAfW meetings	45.7%	28.9%	10.2%	7.5%
Have corresponded with a Member	17.0%	28.1%	43.0%	64.2%
Have signed a petition	16.0%	32.0%	41.4%	60.8%
Have given views to a consultation or committee	7.4%	17.2%	25.8%	47.5%
Have used an NAfW online service	12.8%	31.3%	50.0%	73.3%

# UNA User Stories

- User Stories have previously been derived from respondent's answers to these UNA survey open text questions:
  - Question 21: What more could the National Assembly for Wales do to encourage people to get involved?
  - Question 24: Tell us what could be improved about the online services we offer?
  - Question 38: Do you have any other comments or ideas, particularly around engaging more people in the work of the National Assembly for Wales or around improving the experience provided?
- User Stories from Questions 21 & 38 were combined as respondents noted similar concerns and ideas across these two questions. Answers to Question 24 were considered separately
- Q21 & Q38 generated 574 comments, Q24 generated 105, these have been grouped into 22 User Stories
- In addition 5 general categories were used for comments which did not fit into one of the User Stories, these included neutral comments, such as 'I don't know', positive comments, such as 'it's great', comments about NAFW, such as 'not a big fan of devolution' and 'ensure you secure a good future for Wales' and comments related to wider political issues.
- Here we consider comments from all 22 User Stories and the 5 additional categories. The graphs that follow show the number & percentage of respondent comment by persona type.

# UNA Outline User Stories

## Questions 21 & 38 – improved engagement / experience

- More engagement at a local level
- Better promotion / education of the Assembly
- Improve interaction / know that opinion has been considered
- Involve and engage with young people more
- Improve engagement opportunities
- Increase the availability of information
- Be more visible in media including Welsh media
- Focus on community issues
- More accessible including access to Members
- Improved use of online including social media
- Wider engagement including consultation with different groups
- Simplify information and language

## Question 24 – online services

- improve layout and navigation
- better promote NAfW online services
- improve ease of finding information
- simplify information and language
- improve interactive features
- make more information available more often
- make information / online services more engaging
- improve senedd.tv
- improve information correctness
- improve information availability

# UNA User Stories - additional categories of comments

## Other categories

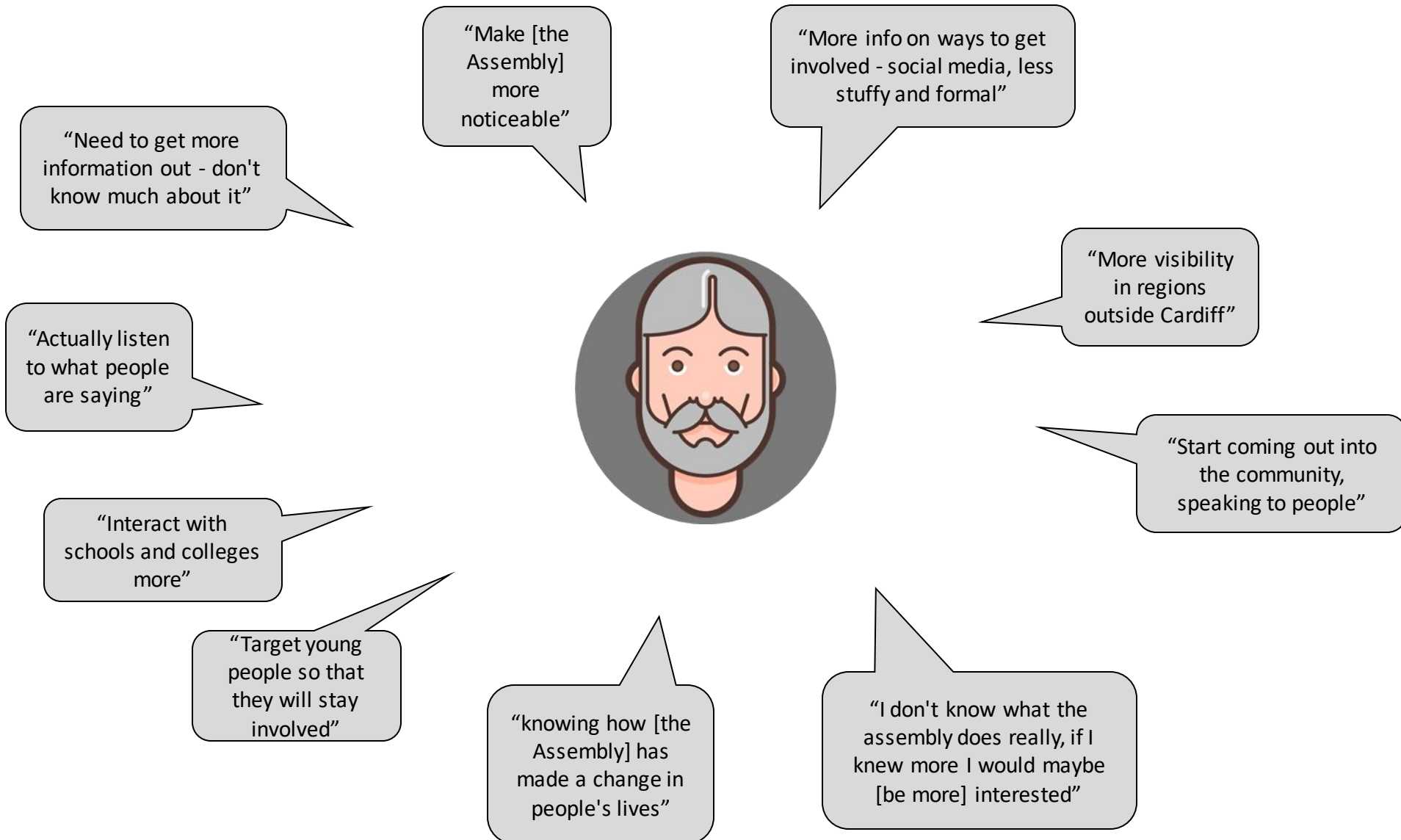
- general comments about NAFW
- general comments about WG and NAFW
- general positive comments
- general neutral comments
- non-Assembly issue



# UNA User Stories and Personas

Persona	More likely to mention . . .	Less likely to mention . . .
Persona 1	<ul style="list-style-type: none"> <li>• Engagement at a local level</li> <li>• Better promotion / education of the Assembly</li> <li>• More accessible including access to Members</li> </ul>	<ul style="list-style-type: none"> <li>• Improve interaction / know that opinion has been considered</li> <li>• Increase the availability of information</li> <li>• Be more visible in media including Welsh media</li> <li>• Focus on community issues</li> <li>• improve layout and navigation of online services</li> </ul>
Persona 2	<ul style="list-style-type: none"> <li>• Better promotion / education of the Assembly</li> <li>• Improve engagement opportunities</li> <li>• Increase the availability of information online</li> <li>• simplify information and language online</li> </ul>	<ul style="list-style-type: none"> <li>• Be more visible in media including Welsh media</li> </ul>
Persona 3	<ul style="list-style-type: none"> <li>• Engagement at a local level</li> <li>• Improve interaction / know that opinion has been considered</li> <li>• Improve engagement opportunities</li> <li>• Increase the availability of information</li> <li>• Focus on community issues</li> <li>• better promote NAfW online services</li> <li>• simplify information and language online</li> </ul>	<ul style="list-style-type: none"> <li>• Be more visible in media including Welsh media</li> <li>• Wider engagement including consultation with different groups</li> </ul>
Persona 4	<ul style="list-style-type: none"> <li>• Be more visible in media including Welsh media</li> <li>• Improved use of online including social media</li> <li>• Wider engagement including consultation with different groups</li> <li>• improve layout and navigation of online services</li> <li>• better promote NAfW online services</li> <li>• improve ease of finding information online</li> <li>• improve interactive features online</li> <li>• make more information available more often online</li> <li>• make information / online services more engaging</li> </ul>	<ul style="list-style-type: none"> <li>• Improve engagement opportunities</li> <li>• Increase the availability of information</li> <li>• Focus on community issues</li> </ul>

# Respondent Comments – persona 1, disaffected



# Respondent Comments – persona 2, every person



“Be out more talking to people and asking them what they want. Never see politicians much”

“Has to be something I feel passionate about to get involved.”

“Politicians saying when they've done something so people know things are changing”

“I hear a lot more news on Brexit and London than what happens in Cardiff Bay?”

“I don't enjoy on-line activity, except e-mail. I am not the right generation to feel at home there.”

“See more TV and Social Media”

“Make it clearer where it sits within the wider scope of politics. What is it's role?!”

“Just make it easy as possible to find what [I'm] looking for [online]”

“Simpler language [of online services]”

“They do as they like - whatever I say is not going to be listened to”

“Be more relevant and be in places where younger people would be, don't just target older people”

“More local media coverage”

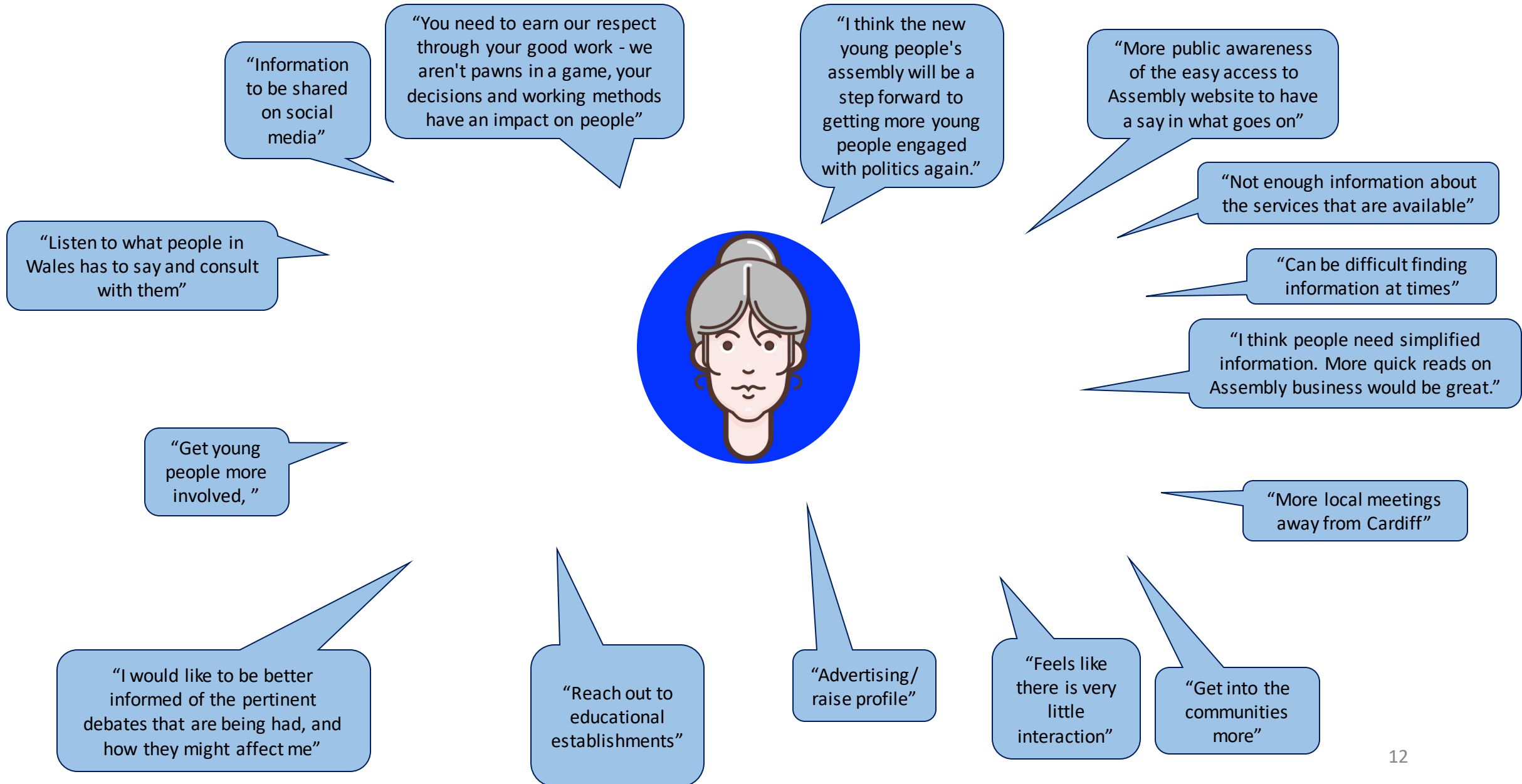
“target a wider range of people for topics not just the usual suspects”

“People need to know what you do. Be more vocal and be seen”

“Need to make it more clear how people can get involved. ”

“More frequent and more different [online] feed for different types of people”

# Respondent Comments – persona 3, traditionally political



# Respondent Comments – persona 4, influencer. 1 of 2 Q21 & Q38



“Utilise social media more effectively to extend invitations to the public and ask for contributions to consultations”

“Be less formal in Plenary meetings. More debate. Do more to follow cases in more detail.”

“I think the email alerts service would dramatically increase engagement as community and special interest groups would be much better informed.”

“More face to face engagement by taking Committee meetings to different areas giving the public the opportunity to ask questions.”

“Reach out to more diverse communities in their communities. go to them”

“Fix your information deficit, get more information about Welsh Politics out there instead of a British View.”

“Make politics in Wales more relatable to daily issues. My impression (both professional and personal) is that people don't realise how much the Assembly does”

“Shout about what you do more! You do great work; please let more people know about it, more regularly”

“To engage more people the Assembly needs to be more engaging”

“Have a public engagement portal where people can look at all inquiries and decide if they want to get involved and how to go about it”

“Improve your website to give better access to committee business in a way that is easier to understand.”

“More information about petitions and low number of signatories required”

“Go to speak to young people in further education colleges regularly to explain the importance of awareness of politics in general”

“React to what people say. People won't bother if they don't get any reaction”

“Teach politics in schools and its importance to everyone”

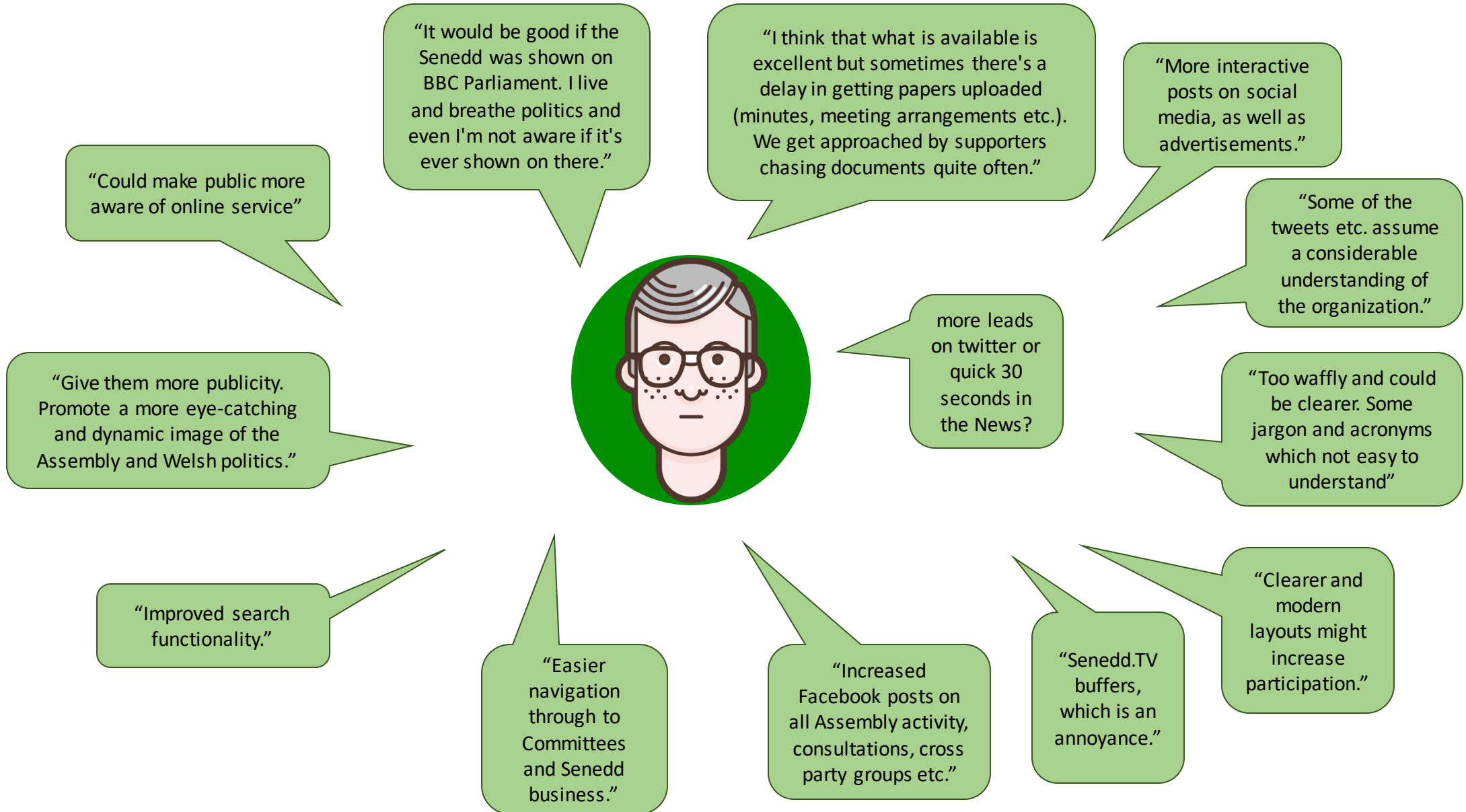
“Appeal for consultation contributions on television, radio and in print media”

“Think beyond the Cardiff bubble”

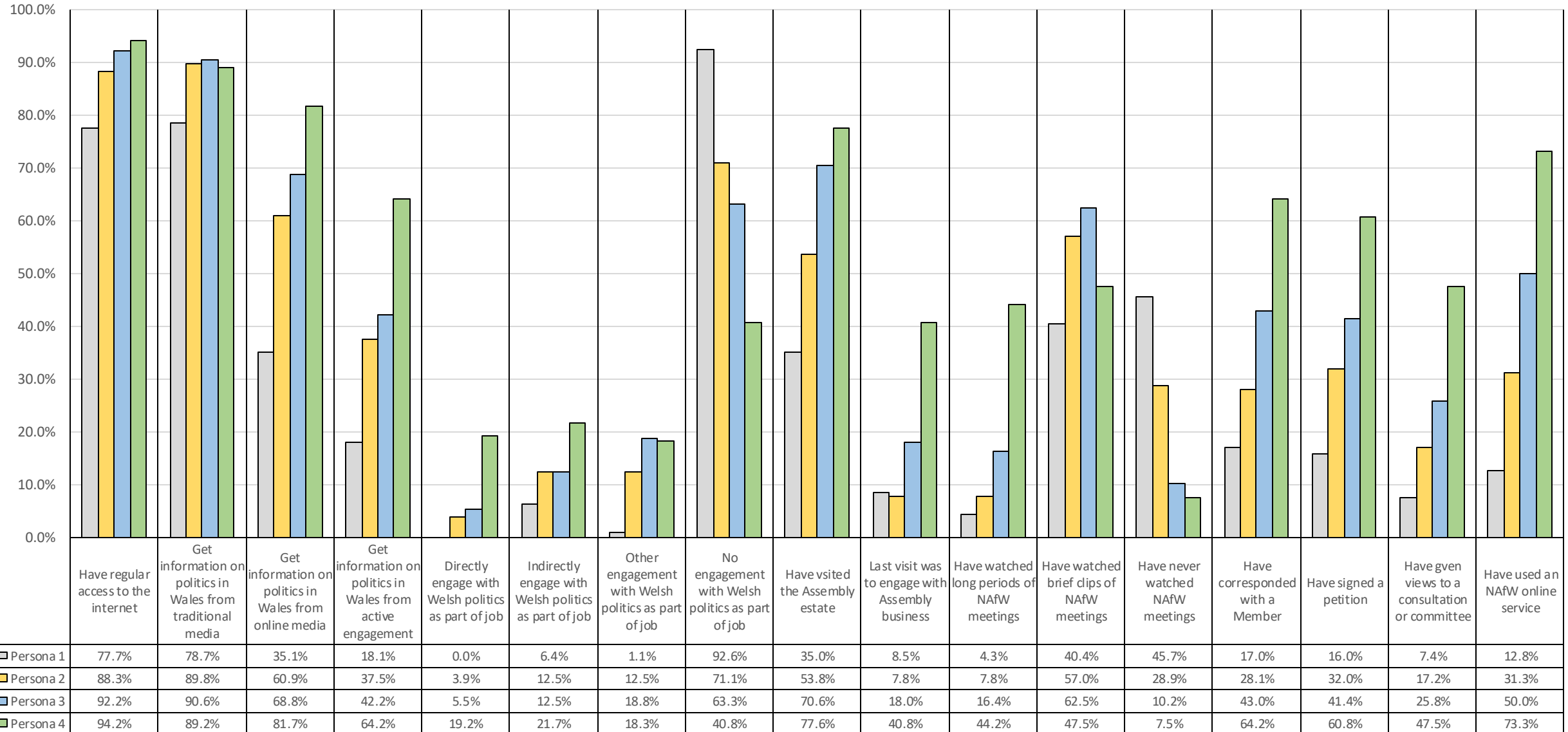
“Proactively invite relevant groups to attend debates in the Siambr or the committees public galleries when relevant subjects are discussed”

“AMs should all blog about what they're doing using a consistent template. They should explain what issues they're voting on and why they've voted the way they did.”

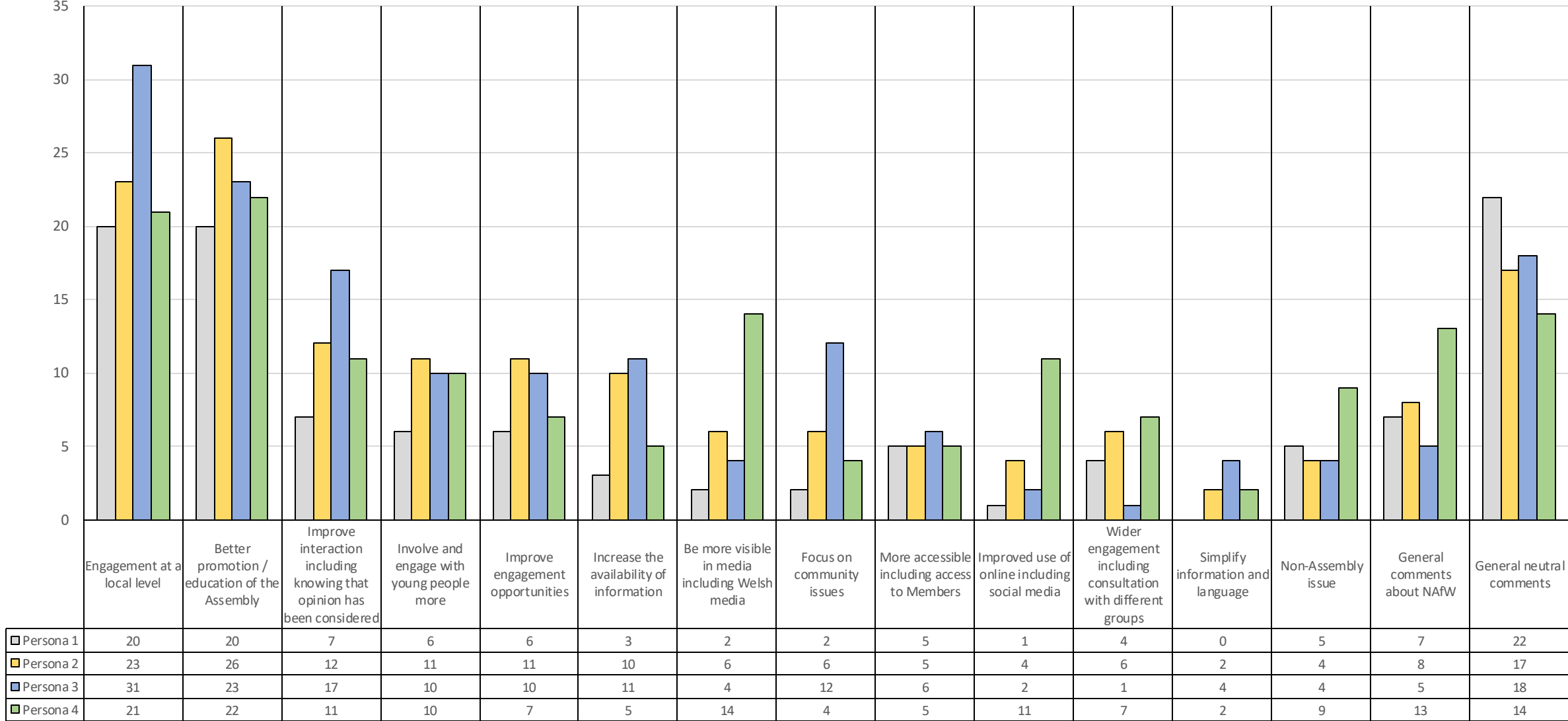
# Respondent Comments – persona 4, influencer. 2 of 2 Q24



Percentage of respondents in each persona group providing a positive response to the UNA survey political engagement factors

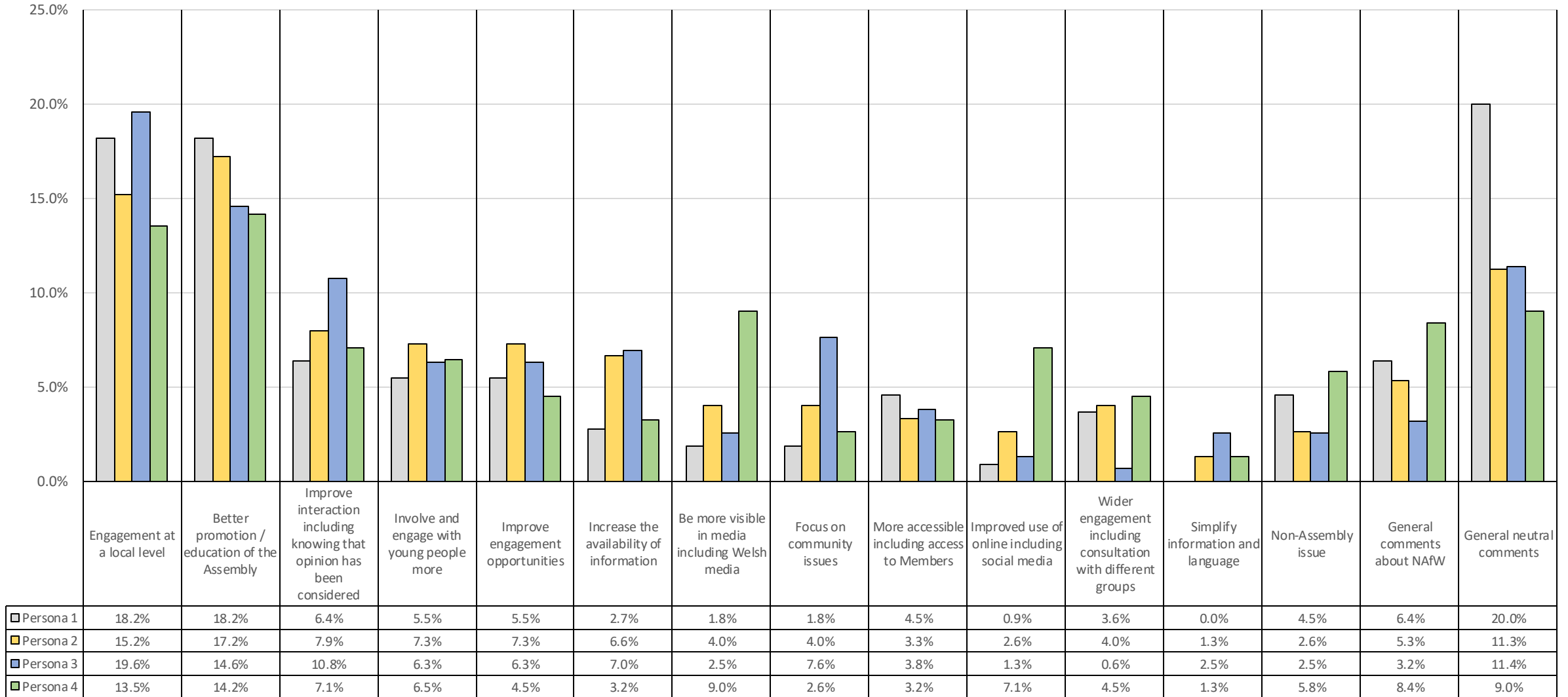


Number of comments made by persona group Q21 & Q38

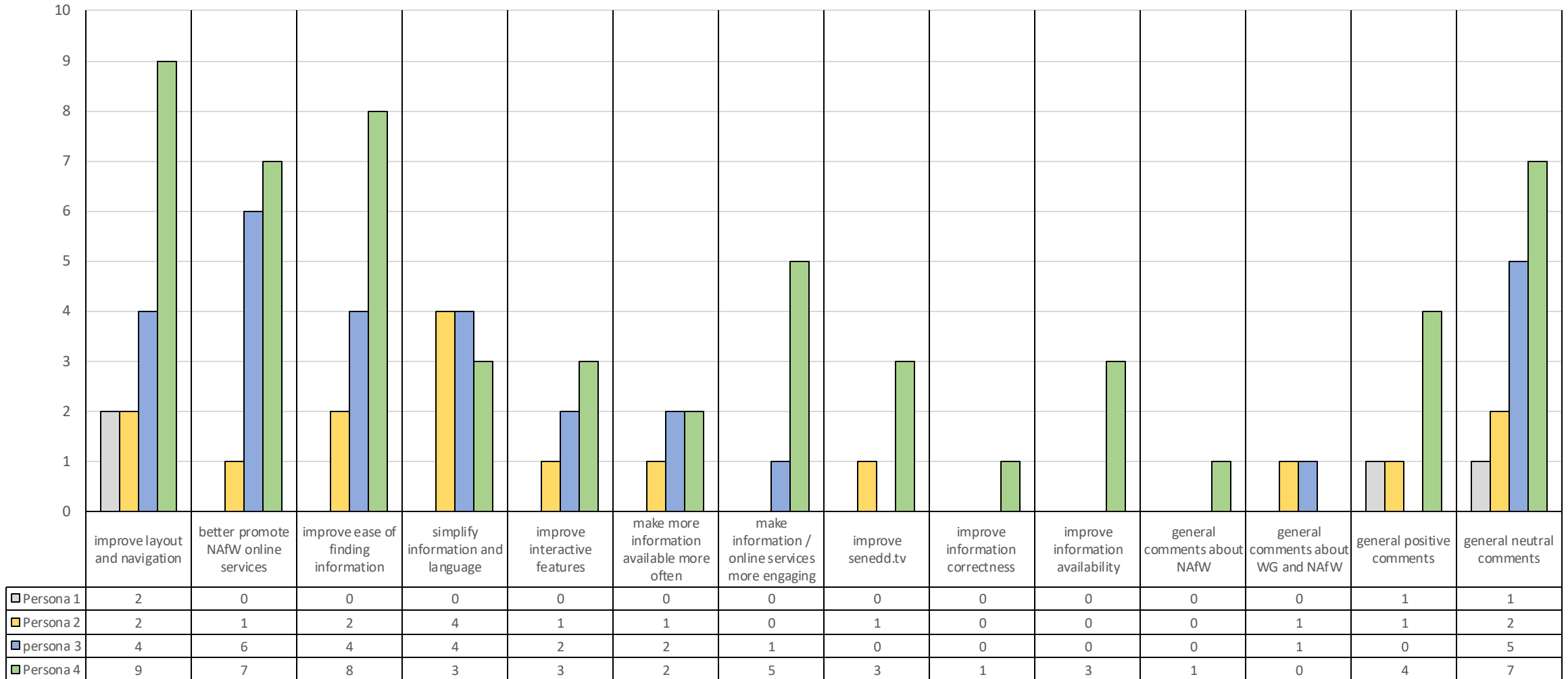




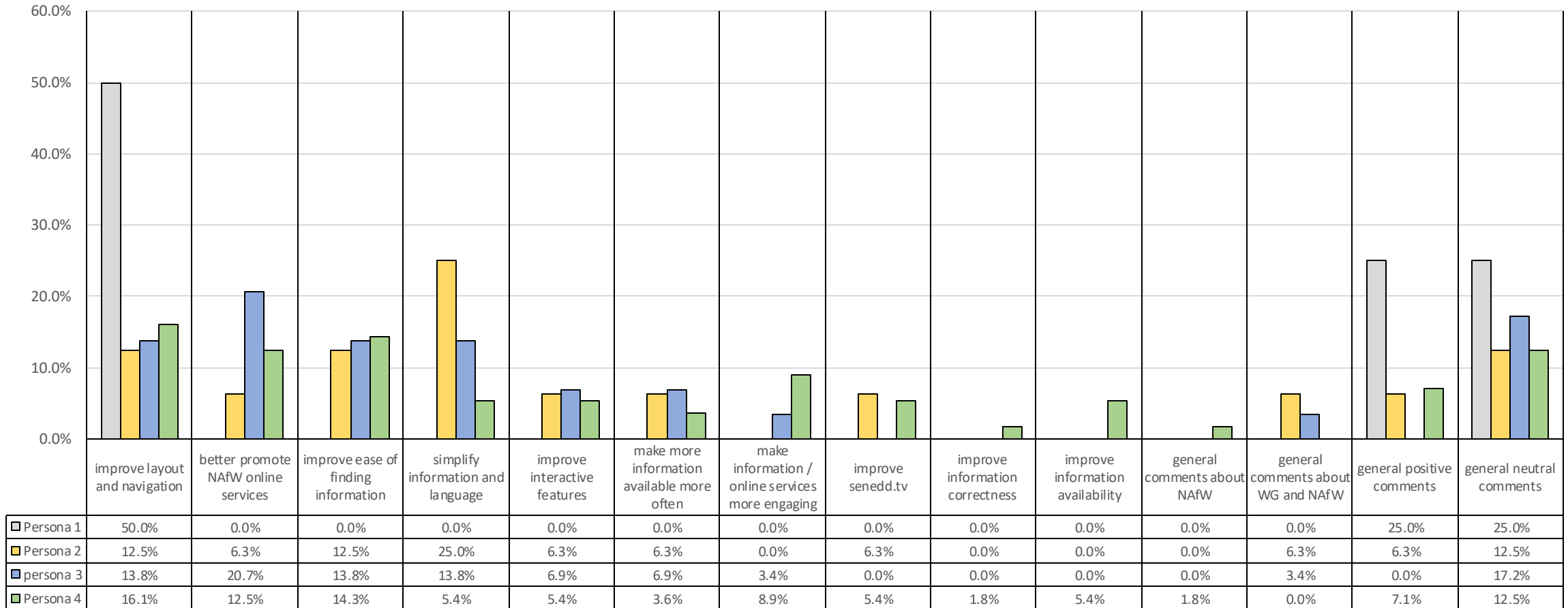
### Percentage of all comments made by the persona group Q21 & Q38



Number of comments made by each persona group Q24



Percentage of comments made by each persona group Q24



# Key Points 1 of 2

- UNA survey respondents' declared interest in politics in Wales directly relates to persona group by tested political engagement scores
- More engagement at a local level and better promotion of the Assembly are significant factors for all persona types.
- Persona 3, the traditionally political made significantly more comments on improving interaction (not necessarily online) than other groups especially persona 1, the disaffected
- Personas 2 and 3, the every-person and the traditionally political made more comments on improving engagement opportunities and increasing the availability of information than both personas 1 and 4
- Persona 4, the influencer made significantly more comments on being more visible in Welsh media and improving the use of online channels including social media than all other personas



## Key Points 2 of 2

- Many more comments were received on questions related to engagement improvements than to that related to improving online services.
- 44 of the 79 comments on online services (55%) were made by respondents of persona 4 type – the influencers, corresponding to this group’s greater use of these channels
- 45 of the comments on online services (57%) referred to improving layout and navigation, better promotion of online services and improving the ease of finding information.
- Following these three factors, the next most popular comment groups concerned: simplification of information and language (11 comments), improving interactive features (6) and making more information available more often (5).
- The comments from individual respondents used here are typical comments from each persona group.



We are committed to putting the needs of all the users of our services - Members, the people of Wales, support and Commission staff - at the centre of all of our improvement projects and we are working hard to embed this way of thinking and working in our culture. This year we have built upon on our strengths and increased our user research capability. We have done this by taking steps to more consistently:

- understand the needs of a wider range of users e.g. researching the needs of potential users of our website;
- applying a wider range of techniques for collecting, analysing and presenting users' needs e.g. producing personas; and
- involving users in all stages of the improvement projects to ensure the best possible fit between the solution and users' needs e.g. the beta-testing of the Record.

Looking forward we aim to consolidate these improvements and build upon them by keeping our user research up to date, further developing the personas, and placing a greater emphasis on usability testing