



Editor/Publisher Survey Summary Report

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Introduction

The Window on Working Editors and Publishers Survey was sent out to everyone who is registered as an Editor or Publisher with the community web site (totalling 450 people at the time of the survey).

The survey took was carried out using an online questionnaire. It was open for completion between the 1 December 2006 and 1 January 2007. 79 responses were received during this time (17.5% response rate).

Executive Summary

General:

- Just over half of organisations registered with WoW have only one web page
- A third of organisations use WoW to link to their own website

Positive responses

- A very favourable opinion was expressed on the appearance of WoW.
- A number of features (adding events, searching for events and searching for organisations via the Directory) were highly rated in terms of their ease of use.
- There was a good level of interest in proposed new features, especially the Volunteers Area and Users Forum.
- Although only just over half of respondents had used the Administration Shell, of those that had a large majority (84%) found it easy to use.
- The various Help and Support resources available to users (FAQs, Animated Tutorials, Help Text and Support Team) received high levels of satisfaction (86%, 87%, 84% and 96% respectively rated quite helpful or very helpful).
- The e-Bulletins sent regularly to users were popular (84% rated them quite or very useful).
- A significant number of respondents expressed an interest in helping to test new features.

Not so Positive Responses

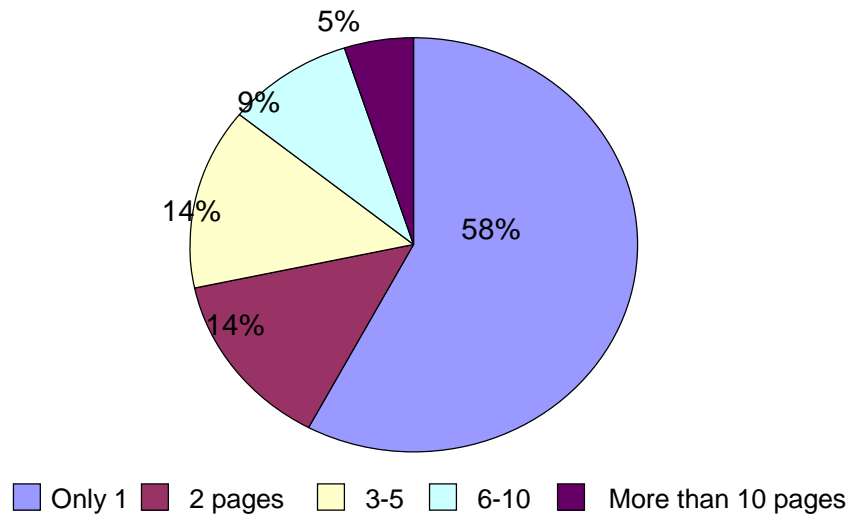
- There is a significant number of organisations that have only one web page
- There is low take up of user accounts for viewing restricted web pages with only 13% respondents using this feature
- There is also low use of accounts for shared web publishing. 80% of organisations currently have only one person (the Editor) with publishing rights.
- Of the respondents that have not used the Diary of Events 20% said there did not know how to add events information to the Diary and nearly one in three were unaware of the existence of this feature.
- There was a very low use of the RSS feeds (only 1 respondent had used this feature).
- Opinion was divided equally over the ease of use of the online grant application form, although a number of useful suggestions have been made about how this could be improved.



Organisations' Web Pages

Of those that responded the survey 57% only have one page on Window on Woking. 53.3% of these respondents answered that they did not have a link to another page, which means that these users could be encouraged to develop more pages within Window on Woking.

Number of Pages on Window on Woking

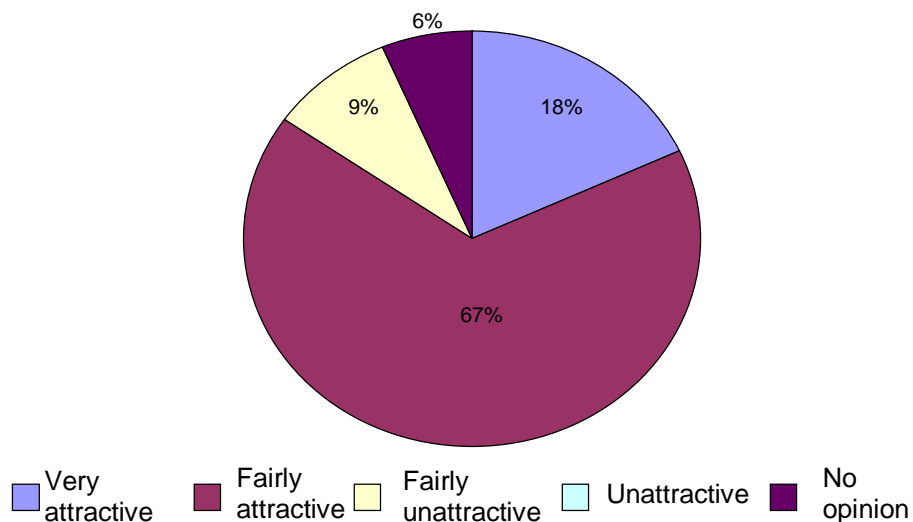


One in three organisations use WoW to link to another web site.

2. Design and Appearance

When asked about the appearance of the website, 84.6% of respondents rated it as very or fairly attractive, but only one in four organisations have used features to personalise their WebPages.

How do you rate the appearance and design of Window on Woking?



3. Accounts and Registrations

The majority of organisations are not using accounts to enable viewing of restricted content or shared web publishing. 80.8% of respondents stated that they currently only have one person with an account on Window on Woking, and only 13% are making use of the facility to allow users to register to view restricted information.

Positive comments relating to registration included:

'It works fine, we only want our own volunteers to be able to access the members only part and they usually do it via the centre registration and that works fine.'

Other comments were not quite so positive:

'I think many of our members find the registration process very daunting.'

4. Existing Features

Many questions in the survey focused around the different features that Window on Woking has to offer:

- **Diary of Events** - 52.6% of respondents stating that they have never used the diary to promote their organisations events. However, the main reason for this was that the organisations did not have events to publicise through the website (34.2%). 69.2% of these only have a home page on WoW and the majority had no link from there to an external website, so it may just be that they do not require this facility for their organisation. Of more concern could be the fact that 31.6% responded that they were not aware that there was a diary of events, and it could be that these needs to be promoted further to Editors and Publishers registered to WoW.

More positively of those who have used the Diary of Events, 82.9% found it very or quite easy to add events to it, and 49.4% of all respondents said they found it very or quite easy to search for events in the diary.

Suggested improvements to the Diary of Events included:

'Put in a feature so that repeating events don't have to be put in every month!'

'Email notification back to publisher on expiry.'

'Make searching in advance of 1 month a lot easier - to look next July you have to check every'

- **Directory and Keyword Search.** 81% of respondents said they found searching through the directory very or quite easy, and 64.5% stated that to search using the keyword search was very or quite easy.

Comments on the search facilities included:

'Excellent keyword features'



'Some of the searches throw out bizarre results which are clearly wrong. Perhaps there should be a feedback form so that users can report some of the strange results.'

'Choice to search for in the title of the organisation or content on their page.'

- **Community Grant application form.** Few of the respondents have used the on-line community grant application form (only 16% having used it). Opinion was divided among those who have used the form, with 50% finding them very or quite easy to use and the other 50% finding them quite or very difficult. With such a small sample it is hard to reach any definite conclusions as to the ease of use of this feature.

Many improvements were suggested for this feature, including:

'Put question numbers on. Some sections only allow you to enter a maximum of 250 characters which is not enough, this needs to be looked at.'

'It would help if the form could be printed off, so that preparation could be made in advance of the questions asked. Also so other Trustees could see what would be entered.'

'I looked & gave up due to the complexity & lack of time to do it...'

- **RSS Feeds** - only 1 organisation who responded to this survey had used the RSS Feed, and they stated that they found it quite difficult to use.

Those who had responded that they had not used the RSS Feed were asked to give reasons why. The main reason was that they were not aware of the purpose of RSS (40.2%), and the second most common reason was that they did not know how to use an RSS feed (29.9%). 21.8% stated that they had not noticed the links, so this feature may be in need of better promotion. Only 8% stated that they were not interested in using this feature.

Suggestions for improvements were limited but we received the following two:

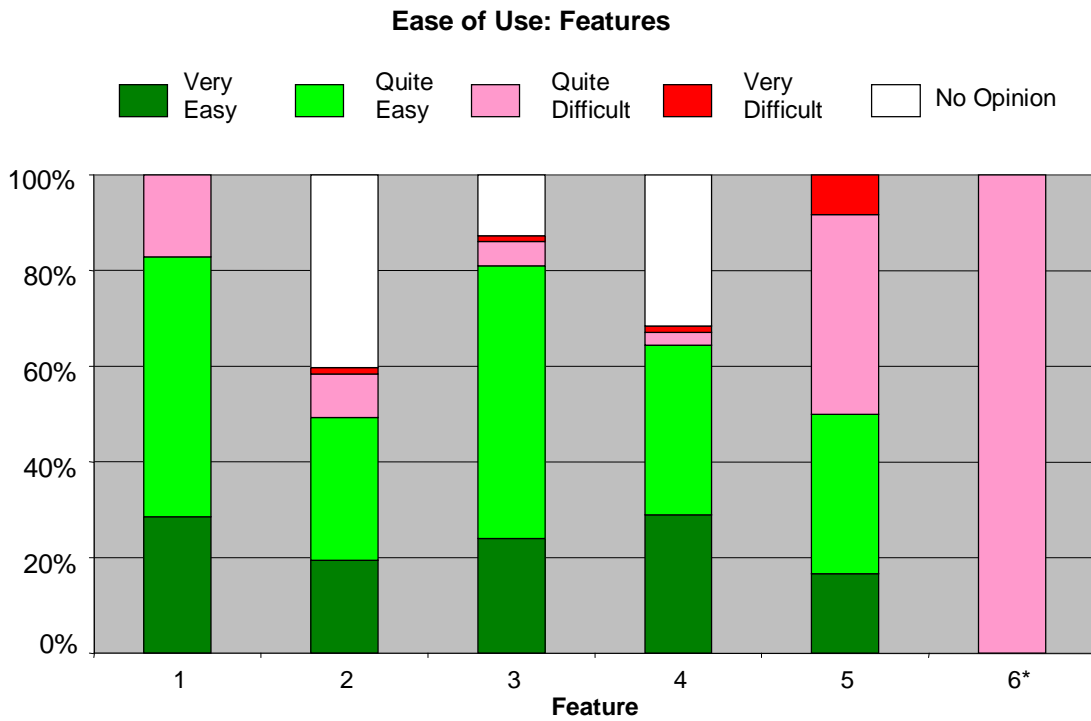
'I would love a short help bit on RSS - I don't think members would use it yet - but the youth club might in the future...'

'Few organisations have enough content to warrant an RSS feed. However, groups of similar organisations could use an RSS feed. Think along the lines on EBay saved searches, RSS of any pages added that contain a certain user defined 'keyword'.'



5. Ease of use of existing features

Respondents were asked to rate the ease of use of a number of the community web site's features.



Key

1. Adding events to the Diary
2. Searching for events in the diary
3. Searching for an organisation using the directory
4. Keyword search
5. Online grant form
6. RSS Feed

* only 1 respondent



6. New Features

Editors and Publishers were asked the likelihood of their organisation using new features that are either under development or being proposed, and invited to provide suggestions on how they would like these features to operate.

- **A Volunteers Area:** this is being proposed that will allow organisation to be matched up with people who wish to volunteer.

48% of those who responded stated that they would be very or quite likely to make use of this facility.

Suggestions on how this facility should function included:

'You need two sections, one for volunteers looking for a position and two for organisations to advertise their volunteering opportunities.'

'Have options to choose area, type of volunteering, then chance for the organisation to say times etc. that volunteers are needed.'

'A truthful "job" description is essential; maybe offer a trial period to see if the volunteer is happy with status quo.'

- **An equipment loan notice board:** this would allow organisations to share equipment by placing notices seeking or offering loan of items.

Of those who responded 37% said they would be very or quite likely to use this feature. 47% said that they would be quite or very unlikely to use this facility.

Suggestions on how this facility should function included:

'Sounds good - maybe a message board asking for specific items & a list of stuff that people can lend, with searchable keywords on each individual site (or linked to each site) - or standard categories & list of each organisation that has these to lend out.'

'Transport may be a problem.'

- **A user's forum** – this will enable users to seek and share advice on how to get the most out of their websites.

56% replied that they would be very or quite likely to use this facility.

Suggestions relating to the implementation of a user's forum included:

'Message board format - but should have each conversation flowing on one page, not lots of links to find the next comment (which is VERY annoying - especially if you are answering the person before last not the last comment.

Up to 20 posts per page is ok'.

'Should cater for all levels of users' expertise.'



7. Using the Administration Shell

54% of those who responded have used the administration shell to make changes to their web pages. Of those, 84% found it very or quite easy. No-one stated that they found it very difficult.

Suggestions for improvements included:

'I would like to keep my own style of formatting when adding information created in MS Word.'

'Make the word "do you want this to go live" a bit bigger on the edit text page - as I keep forgetting & have to go back to make it live later, even after a tiny change.'

'Access to Refresher course would help!'

8. Help and Support

Within the Help and Support section half of those who responded had use the FAQ. 86% found them either very or quite helpful. The animated tutorials found within the same section had only been used by 21% of respondents. However, 87% of those who had used them found them either very or quite helpful.

66% of respondents had not used the Help text within the administration shell, but 84% of those who had found it very or quite helpful.

The Support Team had been contacted by 44% of users, with 96% of them finding the help they received very or quite helpful. Of those who had not contacted Support, 65.9% said that they had not needed help with their web pages, 14.6% said they did not know how to contact the team and 7.3% were unsure as to whether they would receive the help needed.

Suggested improvements for the Help and Support sections included:

'I contacted them about the search facility and they were most helpful in implementing my suggestion'.

'Split screen help, with relevant "help text" alongside working page, would be helpful.'

'It is easier to have a written text of 'how to' OR have someone actually talk you through it - not an efficient use of their time!'

9. Communicating with you

Automated emails are sent whenever there is something of relevance to a user's account or their organisation's account - such as warning them that a web page is due to expire, or telling them somebody has requested to register with their organisation.



The survey asked if users had any suggestions for improving the automated e-mail facility. Responses were generally positive.

Regular E-bulletins are sent to all editors and publishers, and they are a way of sharing recent development, hints and tips.

Users were asked how useful they found the e-bulletins. There was a high level of satisfaction with 84% saying they found them very or quite interesting. None of the respondents said they found them of no interest at all.

Users were asked if they would be interested in joining the Board. Window on Working Advisory Board has been formed to help prioritise the future development of the community web and 18% of those who responded said they would be interested in joining. A list of those who responded positively has been collated, and users will be contacted accordingly.

Finally, users were asked if they would be willing to test new features for WoW. 34% replied that they would be, and a list of the organisations has been drawn up to be contacted in the future.

