



User Survey 2006/07

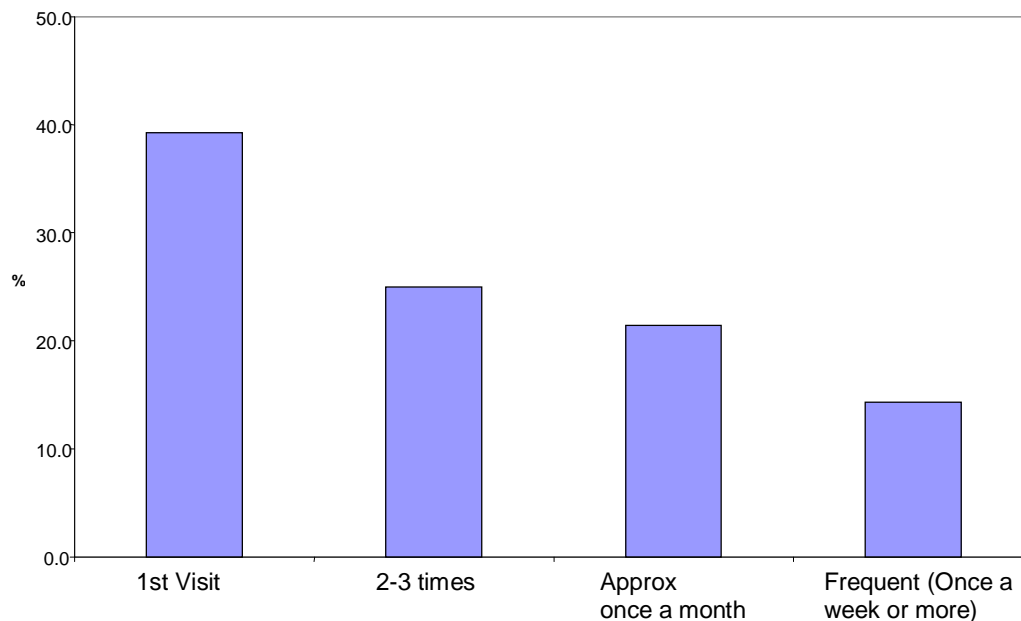
Introduction

The Window on Woking User Survey is accessed via the home page of the web site and is available to any one who visits the site. It was published at the end of November 2006 and by end of January 2007, 28 responses were received.

Frequency of Use

Of those who responded 42% were visiting WoW. 21% visited approximately once a month and 14% described themselves as frequent users visiting the site at least once a week (see figure 1)

Fig 1. How many times have you visited WoW?



Reason for Visiting

Two-thirds of those who answered the survey were just browsing the site as opposed to one third who were looking for something specific.

Of those seeking specific information, the majority were looking for information relating to a particular organisation or details of events.

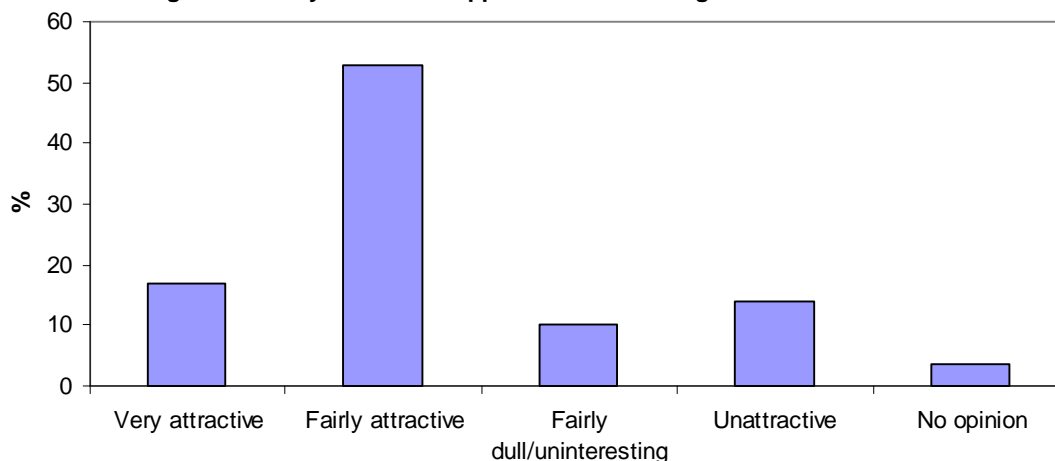
Success in finding information

Just over half of all visitors (55%) found the information they were looking for. However, of those who did not find what they were looking for, three quarters (75%) found other information of interest. Only 14% of all visitors failed to find the information they were looking for.

Appearance

When asked to rate the appearance of the website, 70% rated the site as very or fairly attractive. Less positively, 24% thought it is fairly dull, uninteresting or very unattractive (see figure 2)

Fig. 2 How do you rate the appearance and design of the website?



Features and Ease of Use

78% said that rated the site very easy or quite easy to find their way around.

The 'Keyword Search' feature is the most used, whilst the Grant Form is the least used. When asked to rate the features that they used, the keyword search, directory and contact forms were all rated as easy or very easy to use, whilst the RSS feed and grant application form were the least easy.

Accounts and Passwords

Just over one third of respondents were Editors or Publishers, and just under one third (29%) used a password to log in an access restricted information.

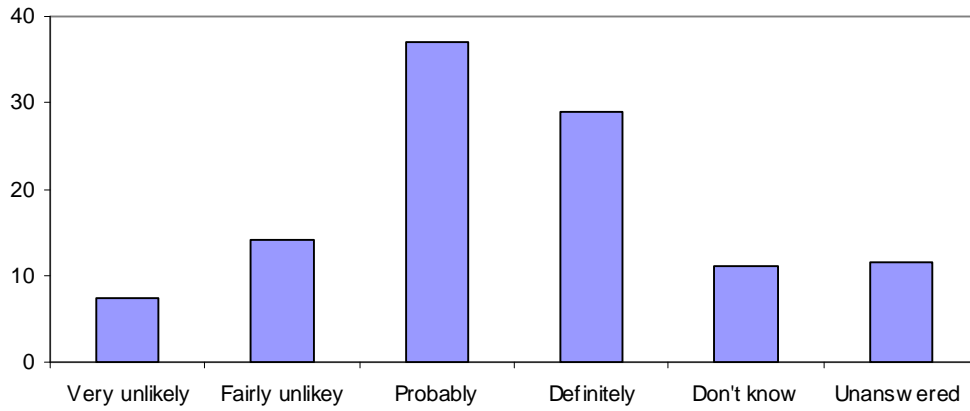
Finding our about Window on Woking

One in four visitors (25%) found out about the community site through publicity or promotional posters and leaflets, whilst 29% used word of mouth. The largest group (40%) found out about it through other means.

Likelihood of returning

Two thirds of visitors said they were likely to visit again (and almost half of these said thought they would definitely visit again), opposed to 21% who thought they are unlikely to visit again (see figure 3).

Fig. 3 How likely are you to visit WoW again?





Appendix I - User Survey 2006/07 Statistics

Statistics for select one fields only. (n.b. not all respondents answered all questions)

Question 1. How many times have you visited Window on Woking?

- This is my first visit: 12 (42%)
- 2 - 3 times: 6 (21%)
- I visit approximately once a month: 6 (21%)
- I am a frequent visitor (once a week or more): 4 (14%)

Question 2. On your visit today, were you looking for something specific?

- No - I was just browsing: 17 (65%)
- Yes 9: (34%)

Question 3. Did you find what you were looking for?

- Yes: 15 (55%)
- No - I could not find the information I needed: 4 (14%)
- No: - but I found other information of interest: 8 (29%)

Question 4. How easy is it to find your way around Window on Woking?

- Very easy: 8 (28%)
- Quite easy: 14 (50%)
- Quite difficult: 3 (10%)
- Very difficult: 2 (7.1%)
- No opinion: 1 (3.5%)

Figures for questions 5a – 5f based on those who indicated they had used these features

Question 5a. How easy is to use the keyword search?

- Very easy: 5 (35%)
- Quite easy: 8 (57%)
- Quite difficult: 1 (7.1%)
- Very Difficult: 0 (0%)
- No opinion: 0 (0%)



Question 5b. How easy is it to search for an organisation using the Directory?

- Very easy: 1 (10%)
- Quite easy: 7 (70%)
- Quite difficult: 1 (10%)
- Very difficult: 0 (0%)
- No opinion: 1 (10%)

Question 5c. How easy is to use are the contact forms?

- Very easy: 1 (100%)
- Quite easy: 0 (0%)
- Quite difficult: 0 (0%)
- Very difficult: 0 (0%)
- No opinion: 0 (0%)

Question 5d. How easy to use is the RSS feed?

- Very easy: 0 (0%)
- Quite easy: 3 (100%)
- Quite difficult: 0 (0%)
- Very difficult: 0 (0%)

Question 5e. How easy is it to use is Readspeaker?

- Very easy: 1 (50%)
- Quite easy: 0 (0%)
- Quite difficult: 1 (50%)
- Very difficult: 0 (0%)

Question 5f: How easy to use is the grant application form?

- Very easy: 0 (0%)
- Quite easy: 0 (0%)
- Quite difficult: 1 (100%)
- Very difficult: 0 (0%)
- No opinion: 0 (0%)



Question 6. How do you rate the appearance and design of the website?

- Very attractive: 5 (17%)
- Fairly attractive: 15 (53%)
- Fairly dull and uninteresting: 3 (10%)
- Unattractive: 4 (14%)
- No opinion: 1 (3.5%)

Question 7. Are you an Editor or Publisher for one or more organisations on the community website?

- I am neither: 17 (68%)
- I am an Editor: 6 (24%)
- I am a Publisher: 2 (8%)
- I am an Editor and a Publisher for different organisations: 0 (0%)

Question 8. Do you use an account and password to log in and access information restricted to registered users of an organisation?

- No: 19 (70%)
- Yes: 8 (29%)

Question 9. How did you find out about Window on Woking?

- Search engine: 1 (3.7%)
- Publicity/promotional leaflets/posters: 7 (25%)
- Word of mouth: 8 (29%)
- Followed a link from another website: 0 (0%)
- Other: 11 (40%)

Question 10. How likely are you to visit Window on Woking again?

- Definitely: 8 (29%)
- Probably: 10 (37%)
- Fairly unlikely: 4 (14%)
- Very unlikely: 2 (7.4%)
- Don't know: 3 (11%)