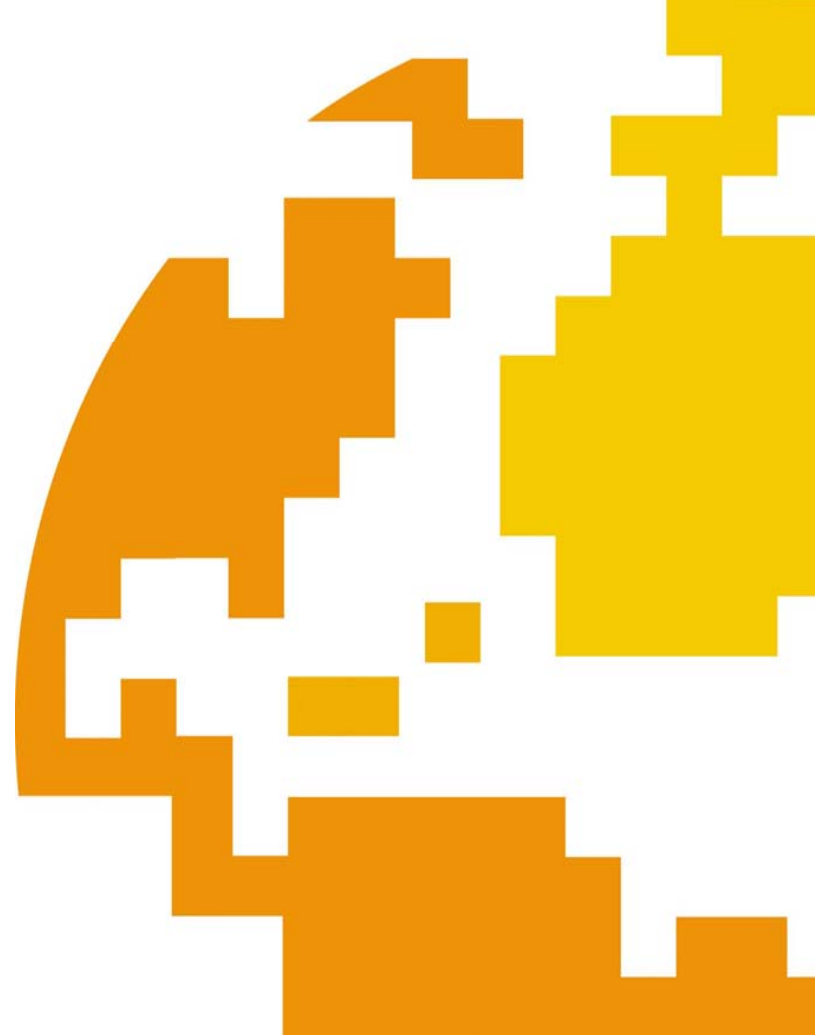


HSE Statistics Microsite Research STAGE 2

Presentation of Findings

Prepared by:	Virtual Surveys
Prepared for:	HSE
Date:	8 th September 2008
Ref:	VSL 2126



Introduction

> > Introduction

Respondent Profile

Overall Reaction to New Designs

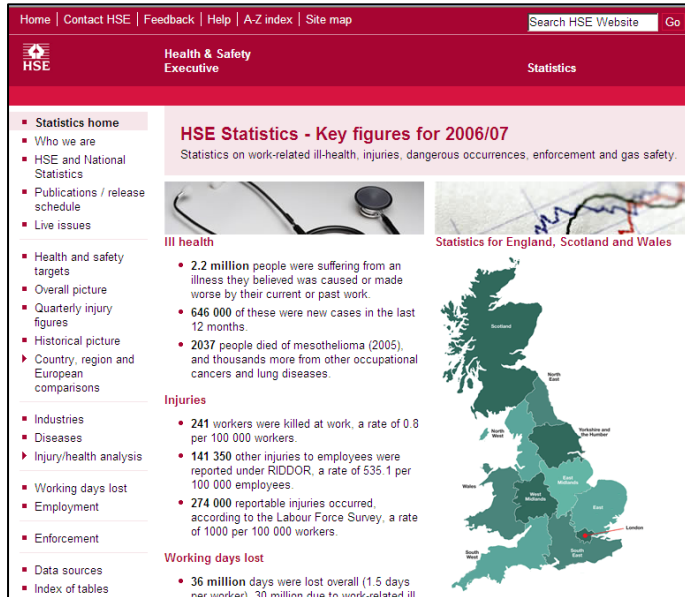
The New Homepage

The New Industries pages

The New Search Tool

Conclusions/Recommendations

Background



The existing homepage

HSE have embarked on an on going programme of redesigning the HSE Statistics website.

Stage 1: A Mini-Visitor survey on the Statistics section of the HSE website.



The outcomes of stage 1 were used to help Rocket redesign the Statistics section homepage and several deeper pages of content.



Stage 2: A survey launched on the HSE statistics homepage to obtain opinions on the new designs.

The survey was used to recruit 9 teledepth interviews to discuss the new designs in more detail

Objectives

- The main objectives of this stage of the research were to:
 - Assess whether the new designs are improvements from the existing site
 - Assess whether website users consider the new designs meet the needs of website visitors
 - Website visitor needs were taken from stage 1 of the project
 - Identify any suggested areas for improvement
 - Determine whether if implemented, the new designs would increase traffic to the site

Method

- The survey was conducted online using a short pop up questionnaire which appeared to a sample of visitors 3 minutes after arriving on the Statistics homepage.
- A sampling interval of 1 in 1 was set.
- 207 complete responses were obtained to the questionnaire from 565 starting the survey
- Response rate: 16% / Completion rate: 37%
- The research was conducted between 30/07/08 and 28/08/08



HSE New Statistics Website Designs: Tell Us What You Think

If you have not finished your visit to the site and would like to return to this survey later [please follow this link to minimise this window](#).

In March of this year we asked HSE website visitors how we could improve the Statistics part of the site. The responses were very helpful and we have now produced some sample pages of a new design for you to provide feedback on. The survey takes about 4 or 5 minutes to complete, is anonymous and is being conducted by an independent research agency.
[More information about the survey](#)

What is your age?

<input type="radio"/> 15 and under	<input type="radio"/> 45-54 years
<input type="radio"/> 16-24 years	<input type="radio"/> 55-64 years
<input type="radio"/> 25-34 years	<input type="radio"/> 65 or more years
<input type="radio"/> 35-44 years	

[Next Question >>](#)

10% of survey completed

Note: no validation was set to force response to every question and so all figures have been presented based on those answering each question. All figures are percentages, unless otherwise stated.

Respondent Profile

Introduction

> > **Respondent Profile**

Overall Reaction to New Designs

The New Homepage

The New Industries pages

The New Search Tool

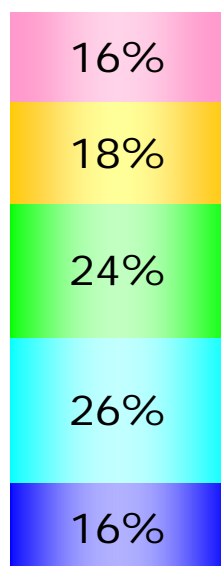
Conclusions/Recommendations

Age

Q1 What is your age?

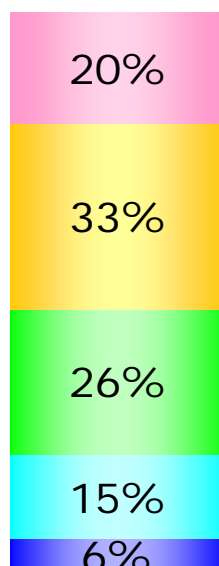
Base: 562 (all answering)

Mean Age: 39



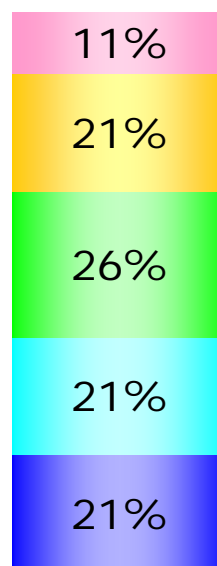
Average UK
Website

44



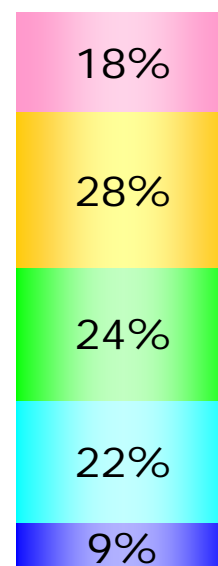
HSE Website
overall - 2007

38

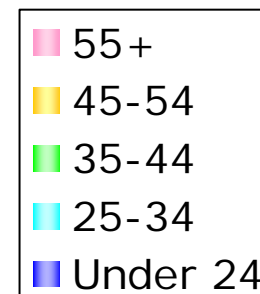


HSE Statistics
section

42



Stage 2

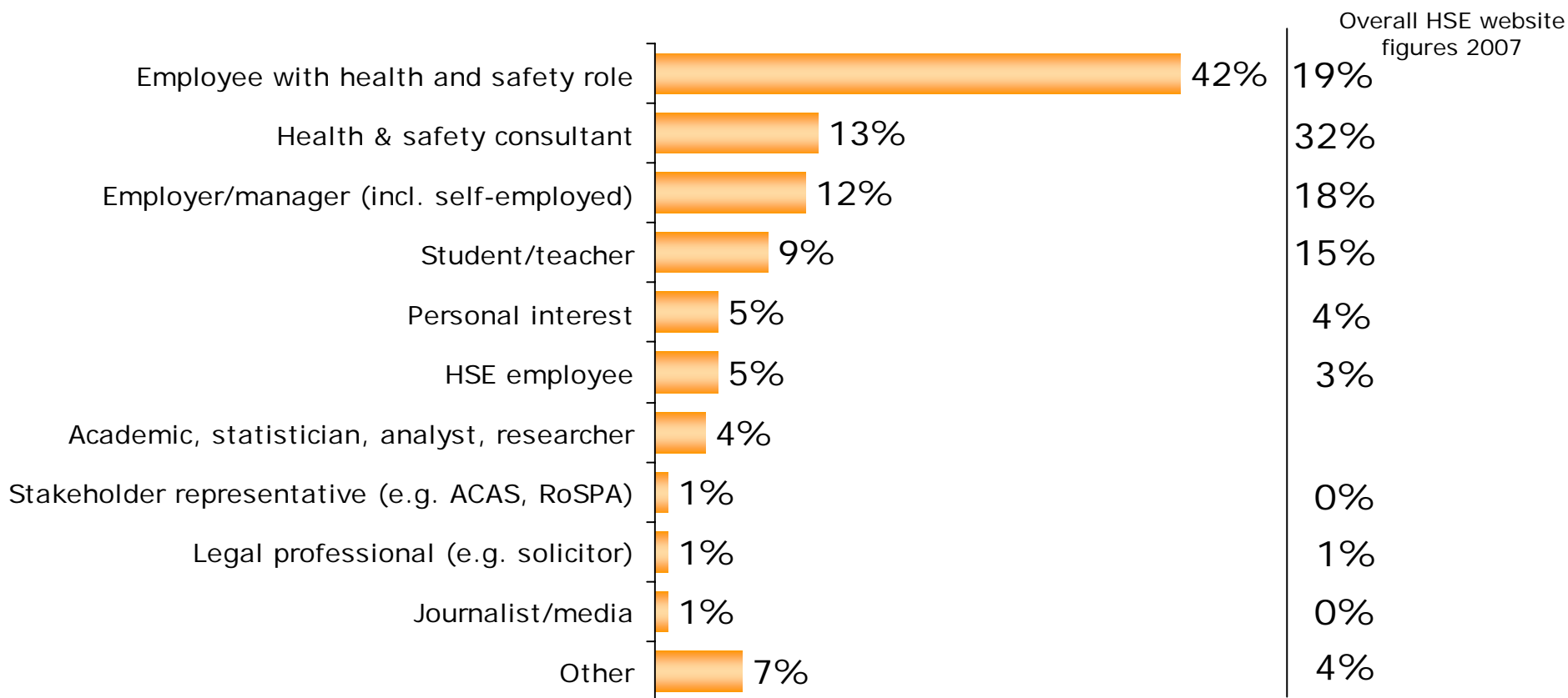


The average age has risen due to the significant decrease in those aged under 24 from 21% to 9%. This is due to the survey running in the school holidays equating to less students coming to the site for research.

Type of visitor

Q2 Which of the following roles best describes you as a visitor to the Statistics section of the HSE website today?

Base: 538 (all answering)



Generally results are similar to Stage 1 apart from there being significantly less student/teachers at this stage due to summer holidays (9% vs. 25% for stage 1). Employees with H&S roles were more likely to be repeat visitors when compared to first time visitors (46% vs. 34%). This was also the case for H&S consultants (18% vs. 7%).

Teledpths - Type of visitor

Employee with Health & Safety role

4

H&S consultants

2

Manager/Employers

2

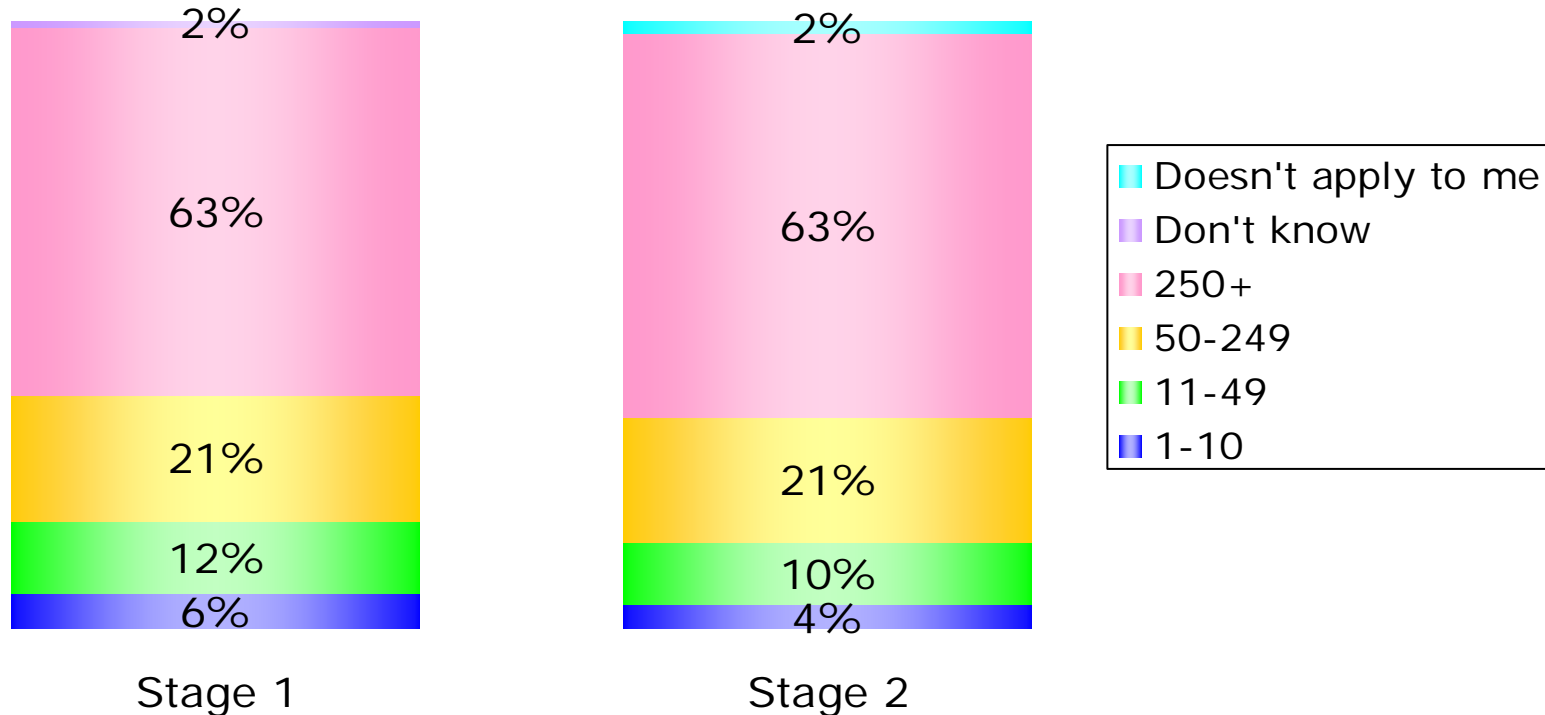
Statisticians/researchers

1

Size of business

Q3 What is the size of the company or organisation you work for in terms of employees?

Base: 447, 273 (all answering)

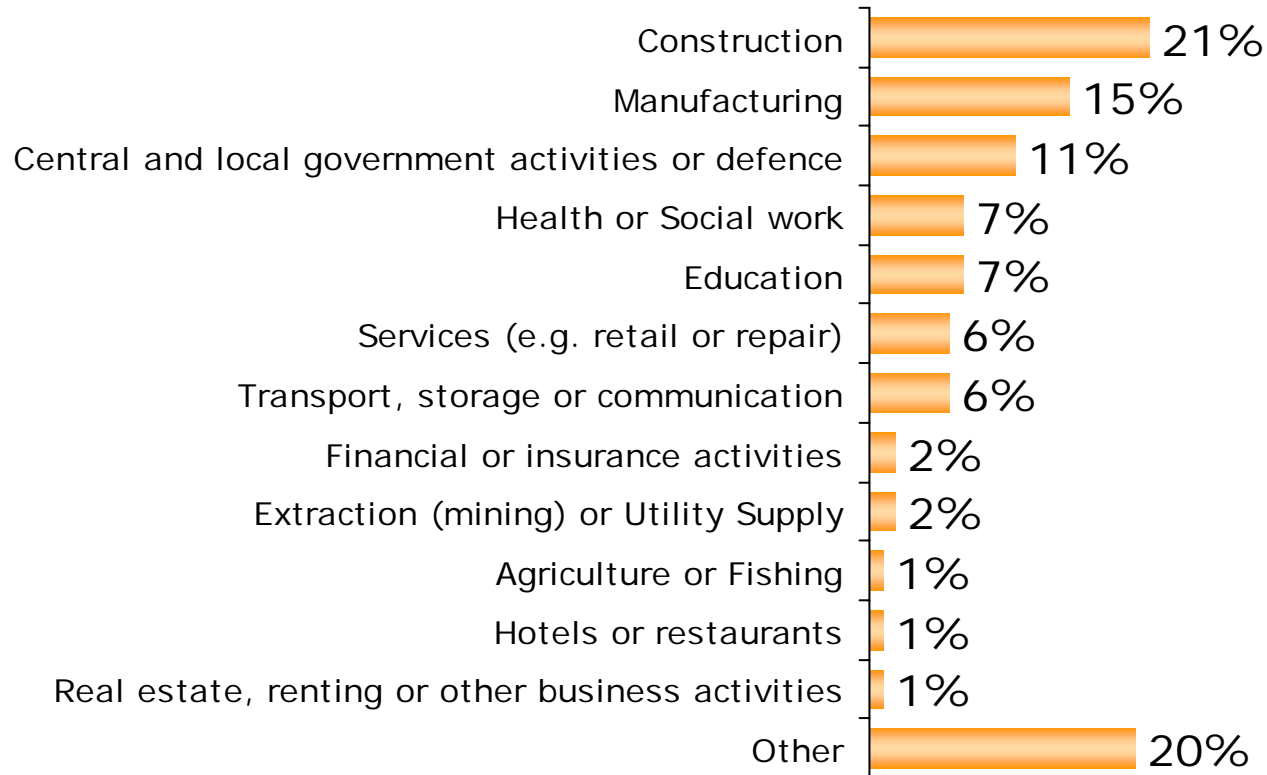


Results from this stage were very similar to those from stage 1. When compared to Employers/managers, a larger portion of Employees with H&S roles (67%) work for businesses with 250+ employees (48% for Employers/managers).

Type of industry worked in

Q4 What would you say is the main line of business of your company or organisation?

Base: 282 (Employers/managers and Employees with H&S roles)

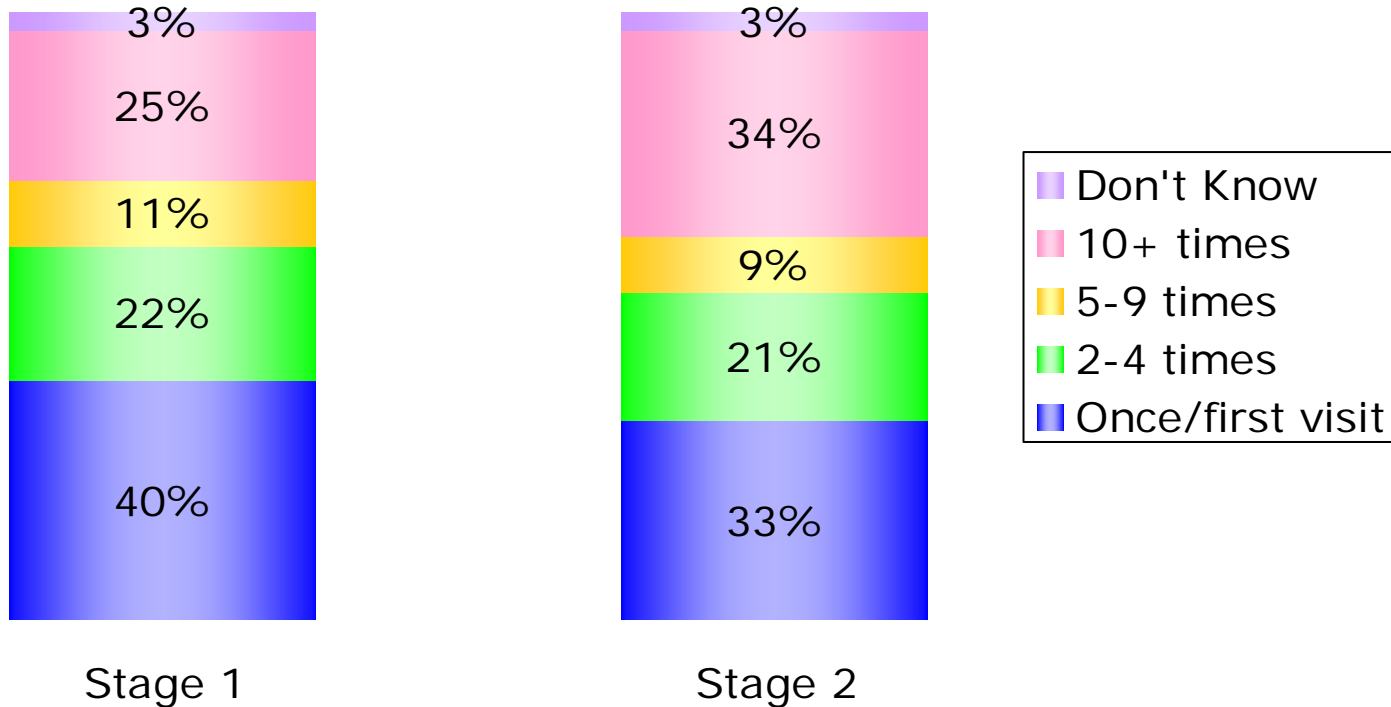


Again, results have remained generally the same since stage 1. Those who work in the Education industry are more likely to be repeat visitors when compared to those visiting for the first time (10% vs. 4%).

Frequency of visits

Q7 How many times have you ever visited the Statistics section of the HSE site (including this time)?

Base: 495 (all answering)

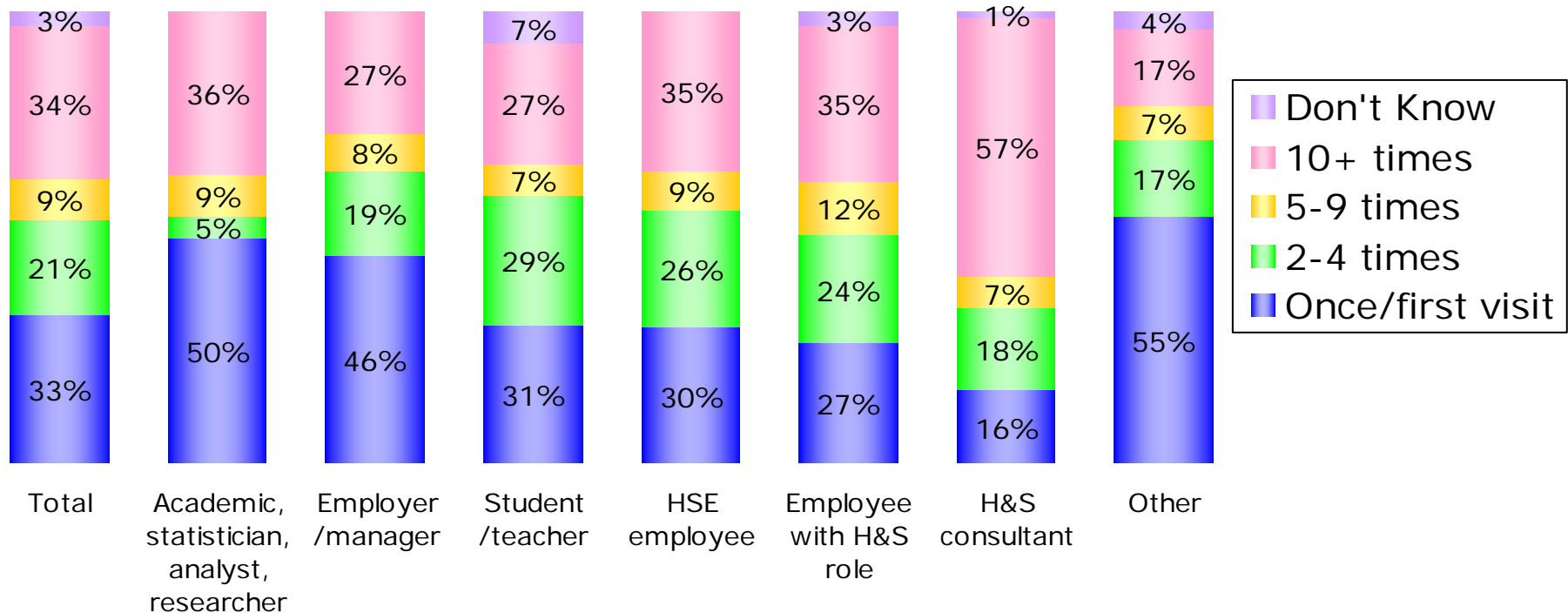


There are significantly less first time visitors than stage 1. There have also been a significant increase in those who have visited the site 10 or more times. This is driven by H&S consultants, 57% of which have visited 10 or more times.

Frequency of visits

Q7 How many times have you ever visited the Statistics section of the HSE site (including this time)?

Base: 495 (all answering)

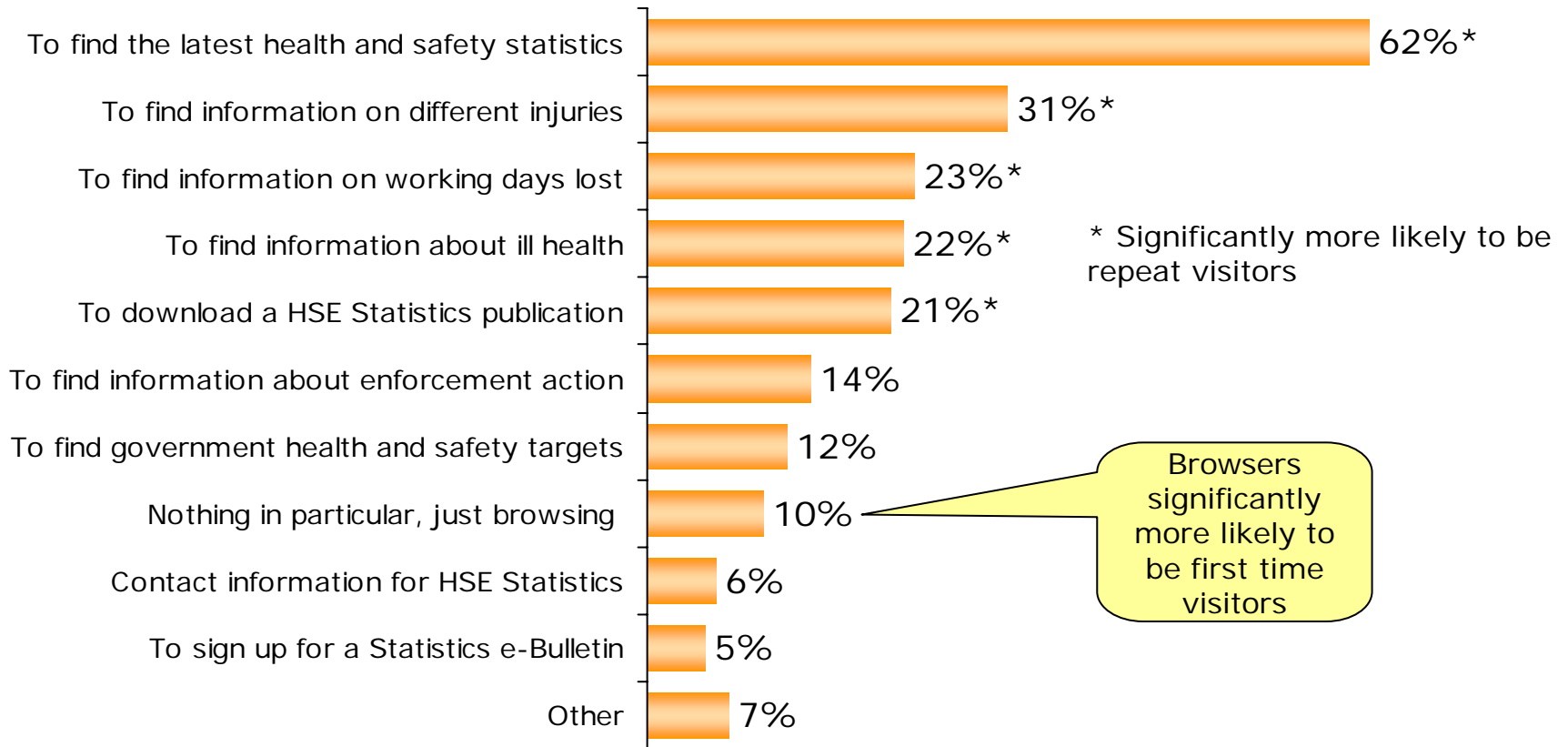


H&S consultants show the highest number of repeat visitors due to the fact that over half have visited the site more than 10 times.

Reasons for Visiting

Q6 Which of the following best describes what you were looking for on the Statistics section of the HSE website today?

Base: 509 (all answering)



Those who are coming to the site to find the latest H&S statistics are significantly more likely to be H&S consultants or Employees with H&S roles.

Overall Reaction to New Designs

Introduction

Respondent Profile

> > **Overall Reaction to New Designs**

The New Homepage

The New Industries pages

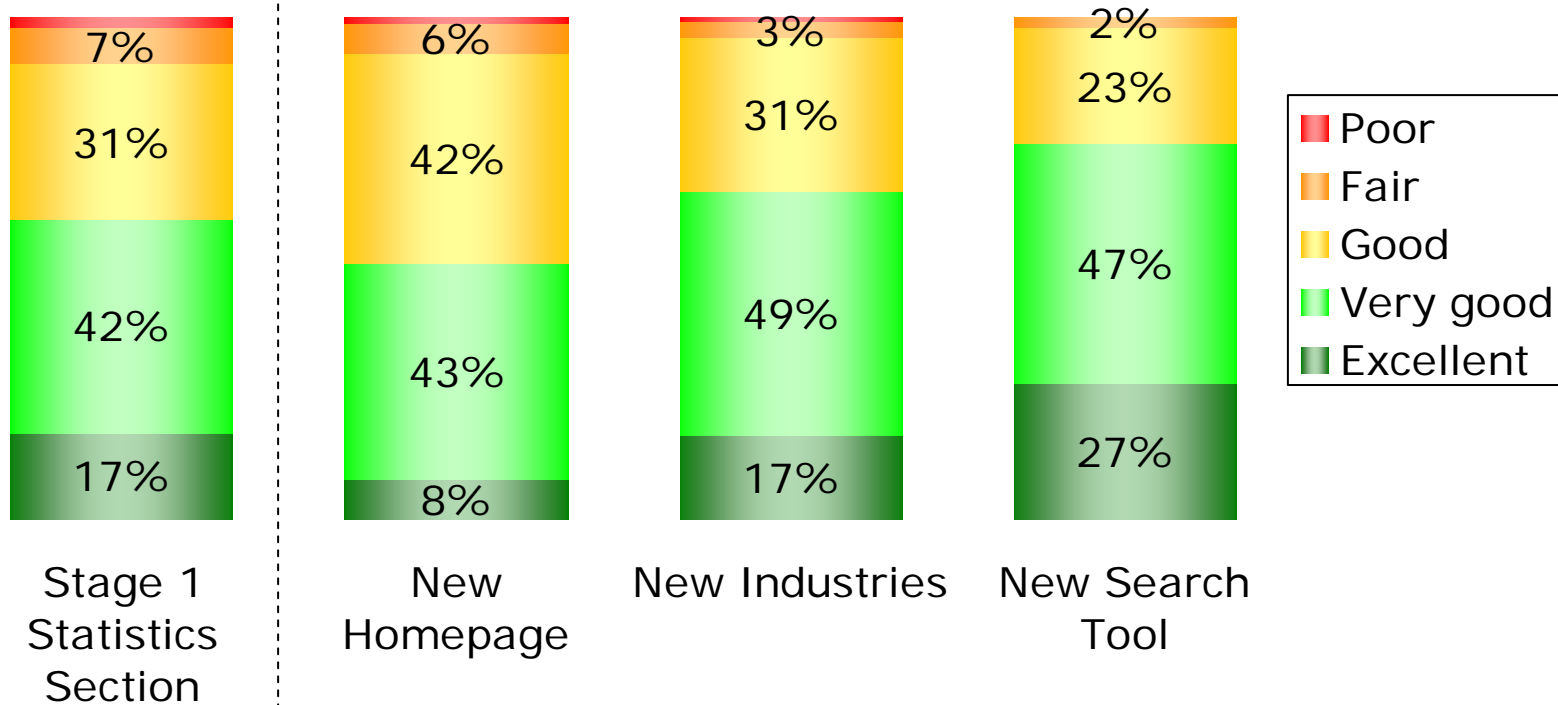
The New Search Tool

Conclusions/Recommendations

Overall Opinions

QV4(Q7)/Q12/Q17 What is your overall opinion of the new homepage/industries page/search tool design?
Stage 1 - What is your overall opinion of the Statistics section of the HSE website?

Base: 833,455,240,201 (all answering)



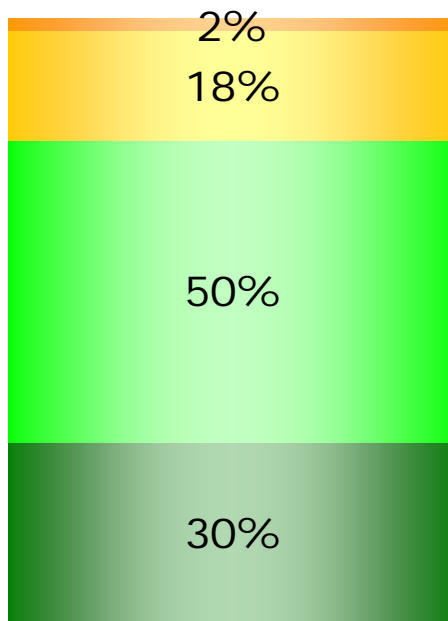
Overall the new search tool was the most popular new feature (particularly amongst repeat visitors).

Comparisons with Current Statistics Site

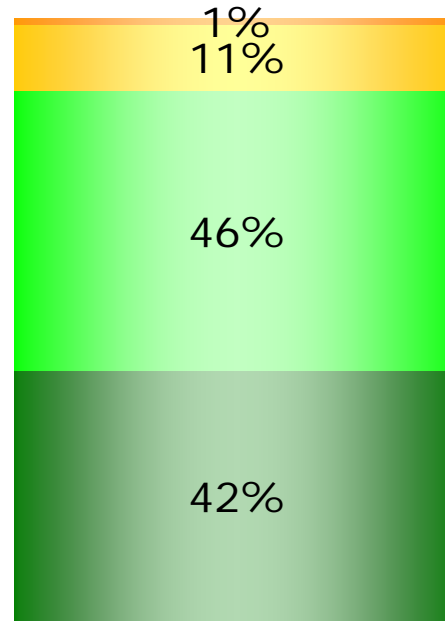
Q8 How does the new Statistics homepage design compare to the current version of the HSE website?

Q13 How does the new industries page design compare to the current version of the HSE website?

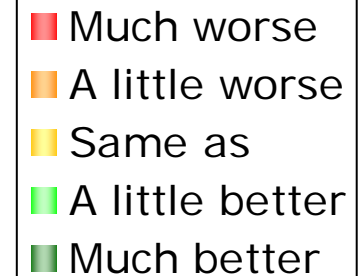
Base: 446, 237 (all answering)



New Homepage



New Industries page



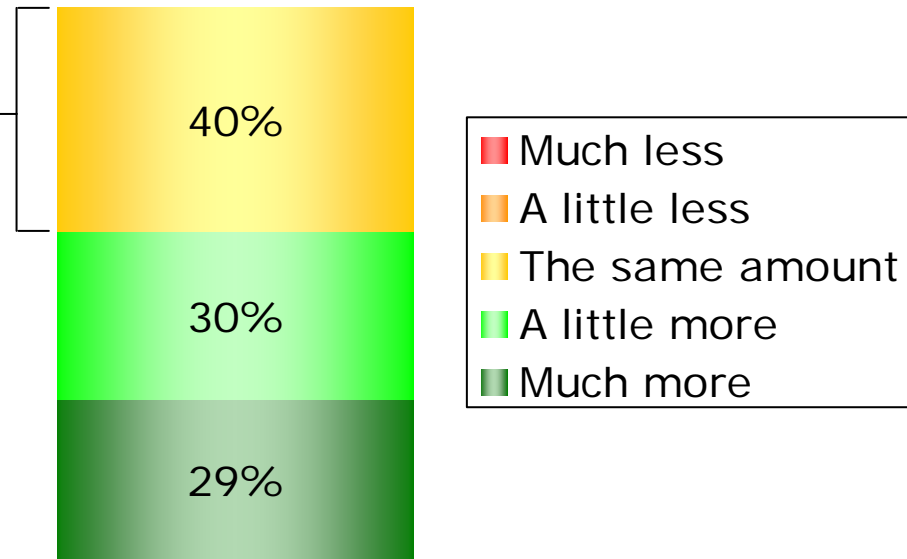
Very positive responses for both pages. Most people (80%+) thought the new designs were better.

Expected Change in Frequency of Visits

Q22 If the new design was implemented, would it encourage you to visit the HSE website more or less often?

Base: 202 (all answering)

H&S consultants and employees with H&S roles were significantly more likely to visit the same amount.



Change in Frequency of Visits

Generally, a positive response. Over half the respondents said they would visit the site more. 40% said they would not change their visit frequency. This is because for most people their visit frequency is driven by their need for information rather than how easy it is to obtain once on the site.

The New Homepage

Introduction

Respondent Profile

Overall Reaction to New Designs

> > **The New Homepage**

The New Industries pages

The New Search Tool

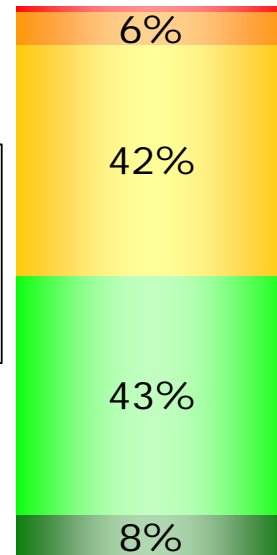
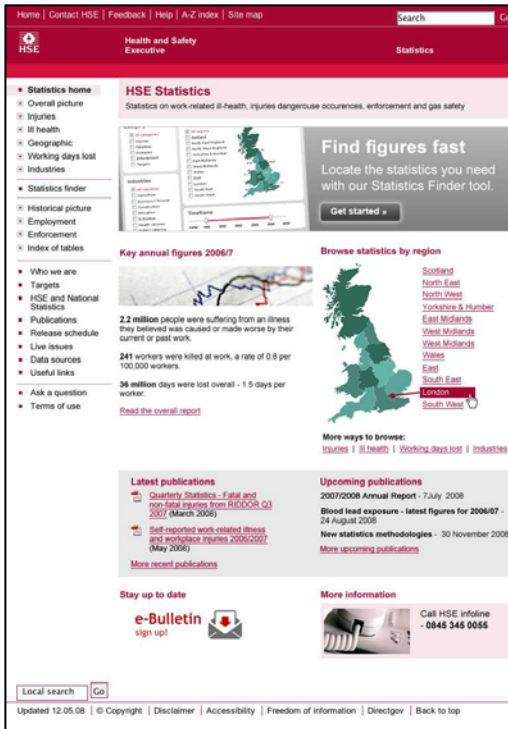
Conclusions/Recommendations

Overall Opinion of New Homepage

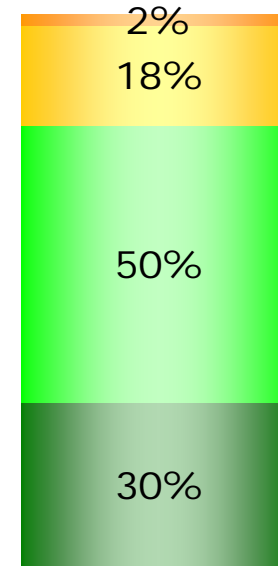
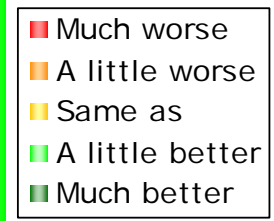
QV4 (Q7) What is your overall opinion of the new Statistics homepage design?

Q8 How does the new Statistics homepage design compare to the current version of the HSE website?

Base: 455 (all answering)



Overall opinion



Overall comparison

Teledepth Feedback: Very positive. Improvements are clearly a step forward. However, some feel it is still cluttered and overwhelming for new users.

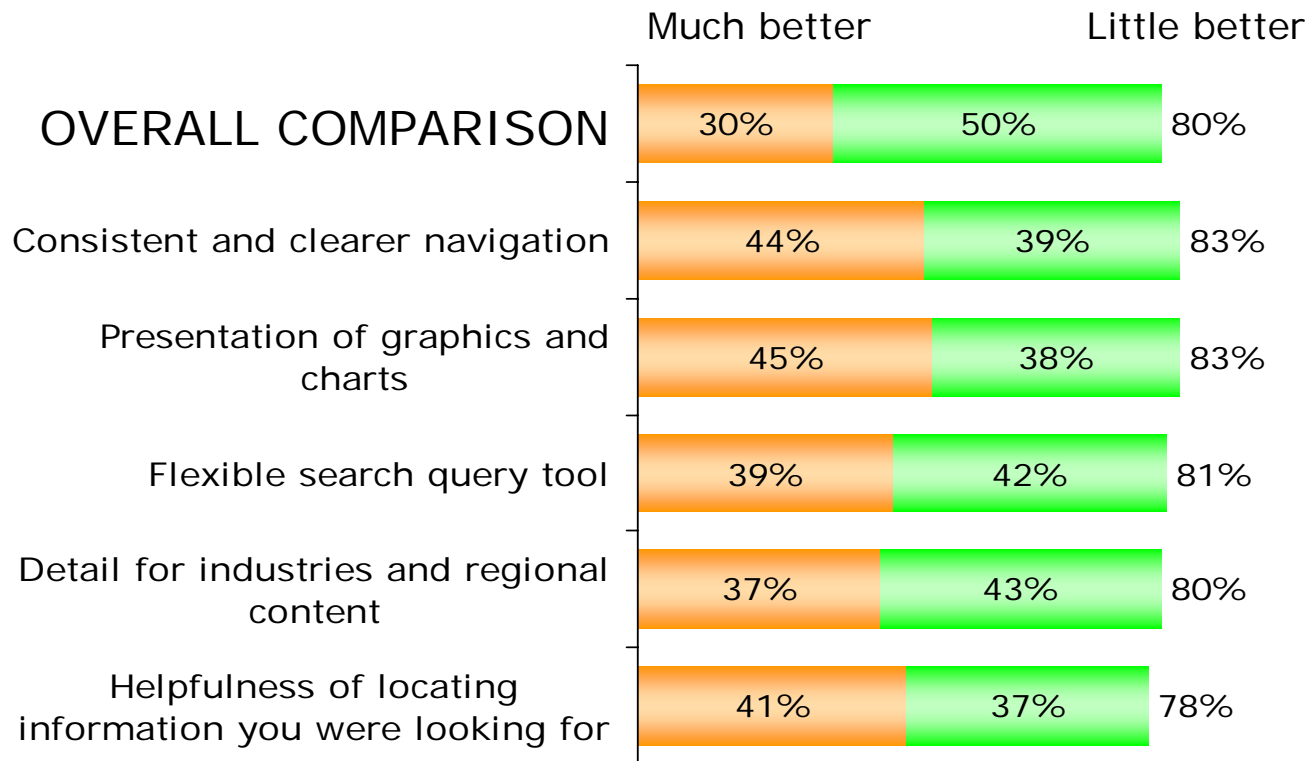
Overall, a positive response. 8 in 10 visitors thought the new homepage was better than the existing one.

Comparison of new vs old design (1)

Q8 How does the new Statistics homepage design compare to the current version of the HSE website?

Q9 Please rate the new Statistics homepage on how it captures each of the findings of the earlier survey on the Statistics website...

Base: 446, 320-327 (all answering)

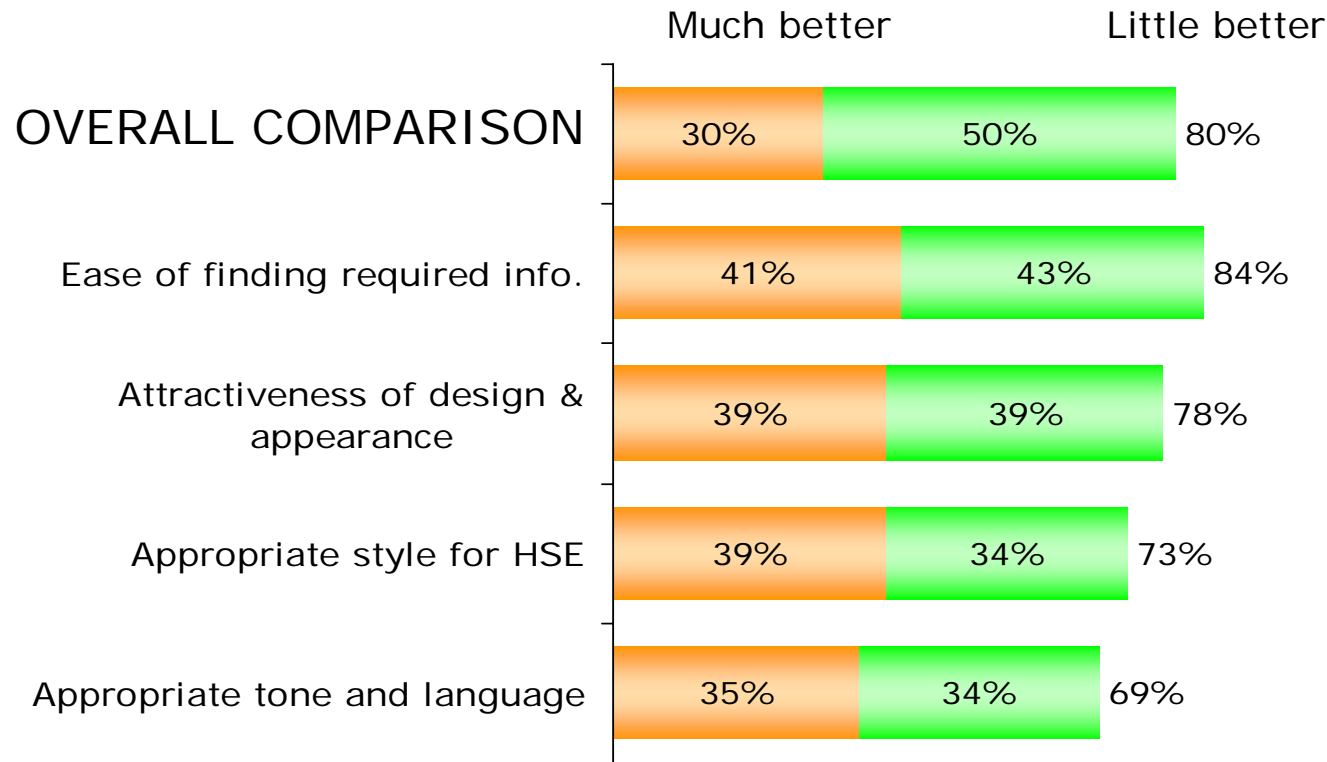


Positive responses across all aspects. In terms of overall comparison H&S consultants were most positive about the new Statistics homepage.

Comparison of new vs old design (2)

Q10 ...and please rate the new Statistics homepage on the following aspects...

Base: 277-282 (all answering)



Ease of finding required info. scored most highly due to the link to the new search tool and the improved navigation on the left hand menu. Repeat visitors are most likely to find the ease of finding information much better.

First impressions of homepage – Overall a positive response

Q11 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

Comments focussed around the page being clear and well laid out:

I thought over all, that I was able to see what I wanted, and how to download the information I wanted, also in some areas I could actually click on and copy and paste. I found it a lot more user friendly to navigate around.

Retained important elements from old design such as map but it seemed to offer clearer and easier to use navigation facilities.

The layout is clearer and it is easier to get to key information.

It is clear where to go for stats: that's good.

Fits the page better.

Liked the layout, appeared to be easier to find the information you need.

Clear design, better signposting of information. More visually attractive and appealing.

First impressions of homepage – Some negative responses

Q11 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

A relatively small minority feel the page is cluttered and it is hard to find what they are looking for:

Care will need to be taken that it does not get cluttered on the page. Overall the layout is preferable to the existing one.

I did not find the industry I was looking for, it would be so much better if it had a Google option within the industries.

Too busy. Maybe it is just the opening graphic but there are too many fonts and colours.

I didn't like the text the old one is easier on the eye, the new one reminds me of like a Rightmove type website like you're trying to sell me a house or a car!!!!

Crowded, very scattered subject matter.

Industry data was not immediately seen.

First impressions of homepage – Suggestions

Q11 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

Clearer navigation needed

More accessible
- larger
typeface etc.

Ease of
navigation. Would
like a clearer link
to statistics.

Search tool could
be broader.

More obvious
links to the full
reports.

I would look at colour
coding for industries,
& not sure red
background is most
user friendly.

Wider range of reports

I would like to see bench
marking information on near
misses, minor accidents from
similar organisations.

The web site is very clear and
easy to navigate. What I would
like to see is the ability to
access reports that I have
already submitted.

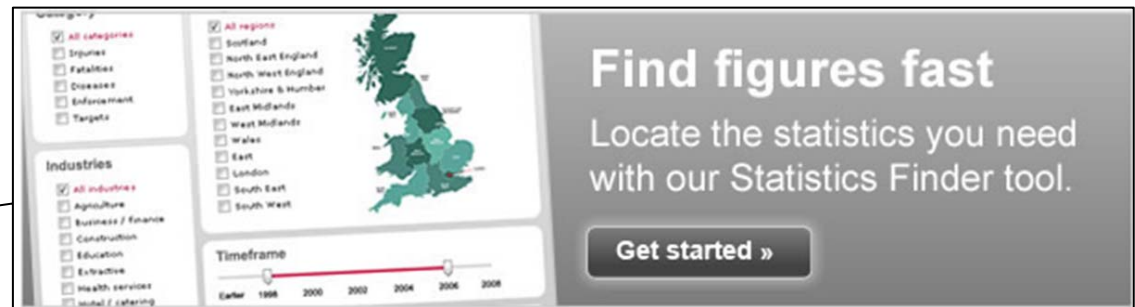
Use consistent terms for statistics

When using stats use the same
comparator - 53% or 5/10 or
half - don't mix them.

Teledepth feedback – The homepage

Find figures fast and **Browse statistics by region** were the **most eye catching**.

Respondents spontaneously spoke about these sections first when asked about the page overall.



Browse by region was considered a good feature. However, several people mentioned it being not relevant for the sort of information they were after.

Teledepth feedback – The homepage

Generally the headlines were well received. However, if they are not updated regularly they will become background blur for regular visitors.

The screenshot shows the HSE Statistics homepage. A red box highlights the 'Key annual figures 2006/7' section, which includes a line graph and text stating: '2.2 million people were suffering from an illness they believed was caused or made worse by their current or past work.', '241 workers were killed at work, a rate of 0.8 per 100,000 workers.', and '36 million days were lost overall - 1.5 days per worker.' Another red box highlights the 'Browse statistics by region' section, which shows a map of the UK with links to various regions. A third red box highlights the 'Latest publications' and 'Upcoming publications' sections, which list recent reports and upcoming releases. The 'Latest publications' section includes 'Quarterly Statistics - Fatal and non-fatal injuries from RIDDOR Q3 2007 (March 2008)' and 'Self-reported work-related illness and workplace injuries 2006/2007 (May 2008)'. The 'Upcoming publications' section includes '2007/2008 Annual Report - 7 July 2008', 'Blood lead exposure - latest figures for 2006/07 - 24 August 2008', and 'New statistics methodologies - 30 November 2008'. The 'Stay up to date' section features an 'e-Bulletin sign up!' button. The 'More information' section includes a call to action to 'Call HSE infoline - 0845 345 0055'.

This block provides a detailed view of the 'Latest publications' and 'Upcoming publications' sections. The 'Latest publications' section lists 'Quarterly Statistics - Fatal and non-fatal injuries from RIDDOR Q3 2007 (March 2008)' and 'Self-reported work-related illness and workplace injuries 2006/2007 (May 2008)'. The 'Upcoming publications' section lists '2007/2008 Annual Report - 7 July 2008', 'Blood lead exposure - latest figures for 2006/07 - 24 August 2008', and 'New statistics methodologies - 30 November 2008'. Below these sections are links for 'More recent publications' and 'More upcoming publications'. The 'Stay up to date' section features an 'e-Bulletin sign up!' button. The 'More information' section includes a call to action to 'Call HSE infoline - 0845 345 0055'.

The latest publications section is perceived as a useful section for those who regularly visit the site.



One person mentioned that it would be good to have RSS feeds. E-bulletins may not be the preferred method for staying up to date.

The New Industries pages

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> > **The New Industries pages**

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New Industries Pages Shown

[Home](#) | [Contact HSE](#) | [Feedback](#) | [Help](#) | [A-Z index](#) | [Site map](#)

**Health and Safety Executive**


Statistics

- Statistics home
 - Overall picture
 - Injuries
 - Ill health
 - Geographic
 - Working days lost
 - Industries
 - Agriculture
 - Business / finance
 - Construction
 - Injuries
 - Ill health
 - Working days lost
 - Education
 - Extractive
 - Health services
 - Hotel / catering
 - Manufacturing
 - Public administration
 - Retail / wholesale
 - Transport
- Find statistics
 - Historical picture
 - Employment
 - Enforcement
 - Index of tables
- Who we are
 - Targets
 - HSE and National Statistics
 - Publications
 - Release schedule
 - Live issues
 - Data sources



Statistics for work-related injuries and ill health in construction


2.2 million people work in Britain's construction industry, making it the country's biggest industry. It is also one of the most dangerous. In the last 25 years, over 2,800 people have died from injuries they received as a result of construction work. Many more have been injured or made ill.



Injuries

There were 77 fatal injuries to workers in construction in 2006/07, a 28% increase on the previous year. 23 deaths (30%) were due to falls from a height and 16 (21%) were due to being hit by a moving or falling object.


[More information about injuries in the construction industry](#)



Ill health

The latest survey of self-reported work-related illness (SWI) carried out in 2006/07 estimated that 90 000 people whose current or most recent job in the last year was in construction suffered from an illness which was caused or made worse by this job.

[More information about ill health in the construction industry](#)



Working days lost

Workplace injuries and work-related illness accounted for an estimated 0.9 and 1.8 million working days lost (full-day equivalent) respectively in 2006/07, with corresponding rates of 0.43 and 0.84 days per worker.

[More information about working days lost](#)

[See also](#)

[Home](#) | [Contact HSE](#) | [Feedback](#) | [Help](#) | [A-Z index](#) | [Site map](#)

**Health and Safety Executive**

Statistics

- Statistics home
 - Overall picture
 - Injuries
 - Ill health
 - Geographic
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 - HSE and National Statistics
 - Publications
 - Release schedule
 - Live issues
 - Data sources
 - Useful links
- Ask a question
- Terms of use



Statistics for construction injuries

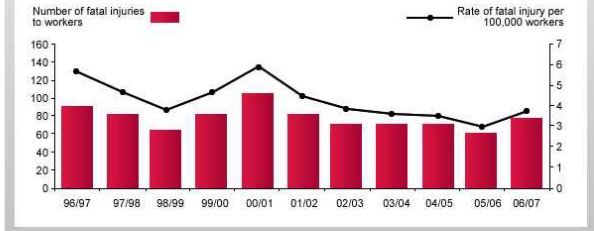
Last updated: 1 May 2008

There were 77 fatal injuries to workers in construction in 2006/07, a 28% increase on the previous year. Of these 77 fatalities, 50 were employees and 27 were self-employed, compared to 43 and 17 in 2005/06.

23 deaths (30%) were due to falls from a height and 16 (21%) were due to being hit by a moving or falling object.

In 2006/07, 32% of all worker deaths were in the construction industry. The rate of fatal injury to workers in construction rose to 3.7 per hundred thousand workers, from 3.0 per hundred thousand workers in 2005/06.

Figure 1: Number and rate of fatal injury to workers 1996/97 - 2006/07p



Year	Number of fatal injuries to workers	Rate of fatal injury per 100,000 workers
96/97	90	5.5
97/98	85	4.5
98/99	65	3.5
99/00	80	4.0
00/01	105	5.5
01/02	85	4.5
02/03	75	4.0
03/04	70	3.5
04/05	70	3.5
05/06	60	3.0
06/07	77	3.7

[Copyright / licensing information](#)

Reported major injuries to employees rose slightly in 2006/07 to 3 711, compared to 3 706 in 2005/06.

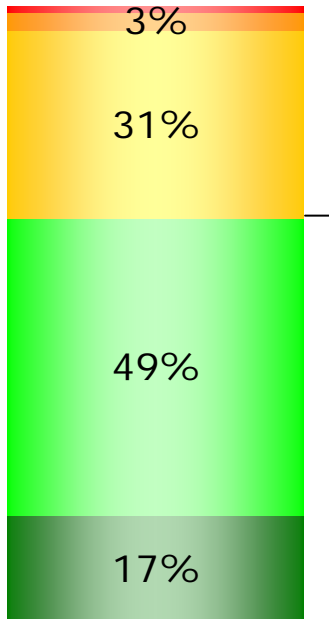
The rate of major injury to employees decreased by 4% from 307.8 per 100 000 employees to 295.4. This continues the general downward trend seen since 1998/99, and is the lowest rate since RIDDOR 95 was introduced in 1996.

In 2006/07, the most common kind of accident was a slip or trip 988 (27%). As in previous years, falling from a height accounted for a high number of major injuries, 987 (27%). The next two most common kinds of accident were being hit by moving/falling objects (649) accounting for 17%, and being injured while handling, lifting or carrying (525) accounting for 14% of major injuries.

Overall Opinion of New Industries Page

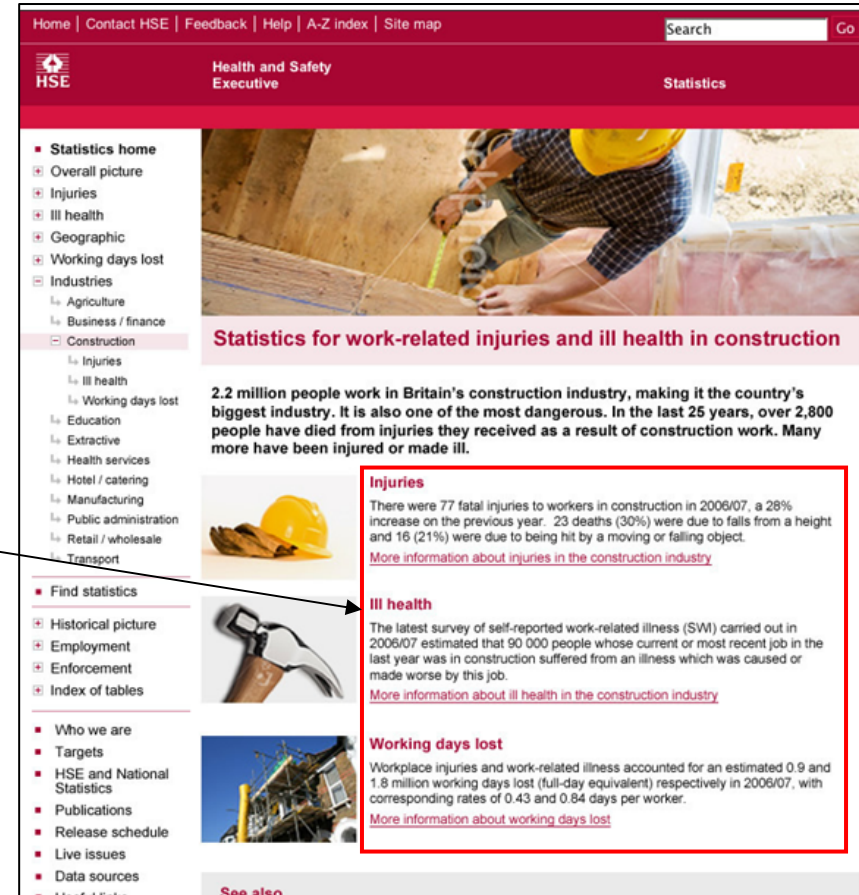
Q12 What is your overall opinion of the new industries page design?

Base: 240 (all answering)



New Industries Page

The break down of categories per industry brings the most positive responses



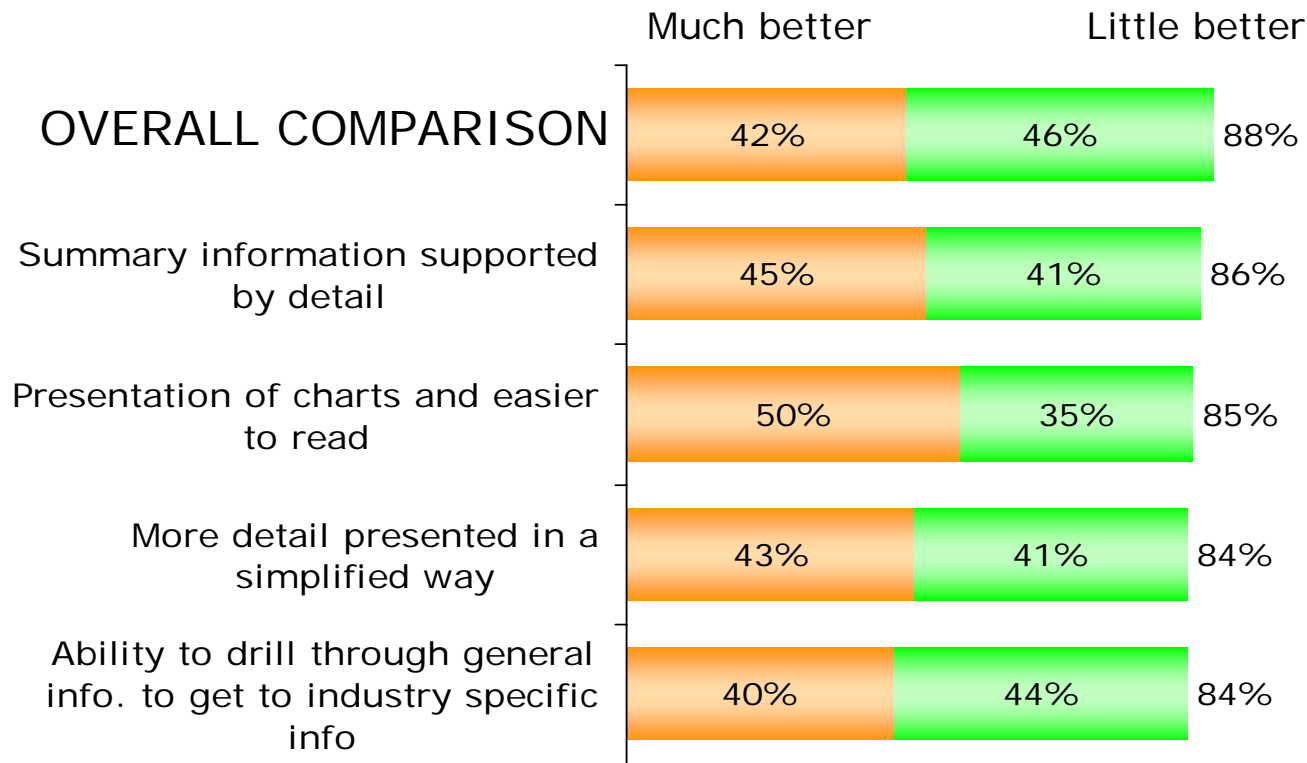
In terms of 'Excellent/Very good', the new industries page was rated most positively by those coming to the site to find information on working days lost (75%), injuries (75%), enforcement (75%), and ill health (74%).

Comparison of new vs. old design (1)

Q13 How does the new industries page design compare to the current version of the HSE website?

Q14 Please rate the new industries page on how it captures each of the findings of the earlier survey on the Statistics website...

Base: 237, 191-195 (all answering)

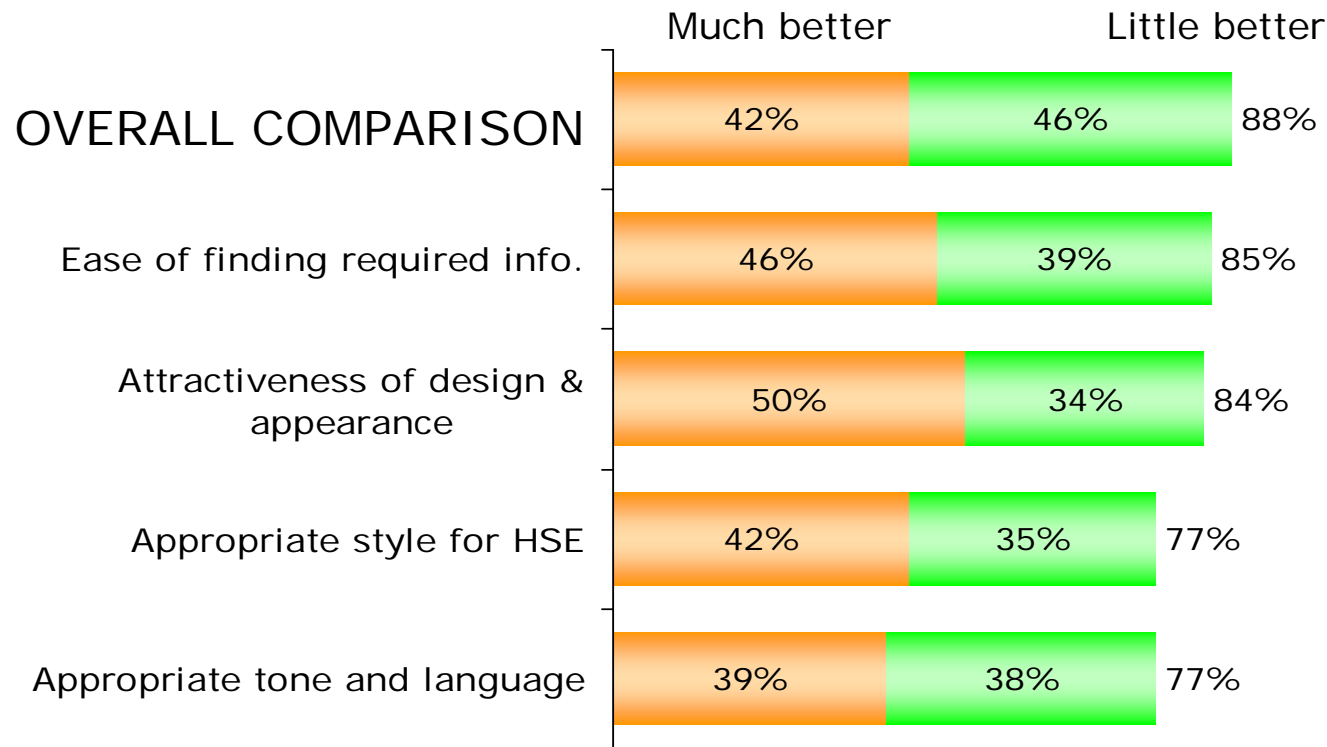


Similarly to the new Statistics homepage design, the responses for each aspect has been very positive with more than 8 out of 10 respondents saying that the new page is better.

Comparison of new vs. old design (2)

Q15 ...and please rate the new industries page on the following aspects...

Base: 277-282 (all answering)



Ease of finding information and attractiveness scored most highly (as with the new Statistics homepage). Appropriate style and appropriate tone and language scored significantly lower however this is possibly due to the fact that these aspects are harder to answer.

First impressions of industry page – Overall a positive response

Q16 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

Comments were focussed around the improved presentation:

Really liked the more visual approach taken. Existing statistics page was quite dull.

The usage of charts & pictorial presentations with language makes clearer.

Very eye catching and easy to read.

It was much better than before. I really like the presentation page and everything is more easier to find.

Appears clearer.

The proposed design is far better than the existing page. The information is presented more clearly and the links should mean it is easier to access key information, that is more clearly presented.

Nothing to dislike easily accessible and understandable.

Easier on the eye.

Teledepth feedback – The industries page

The initial response to the new industries page overall was very positive with the use of images and charts proving to be a popular addition.

Some respondents mentioned that the pictures looked nice but didn't really have any relevance to the heading they were next to...



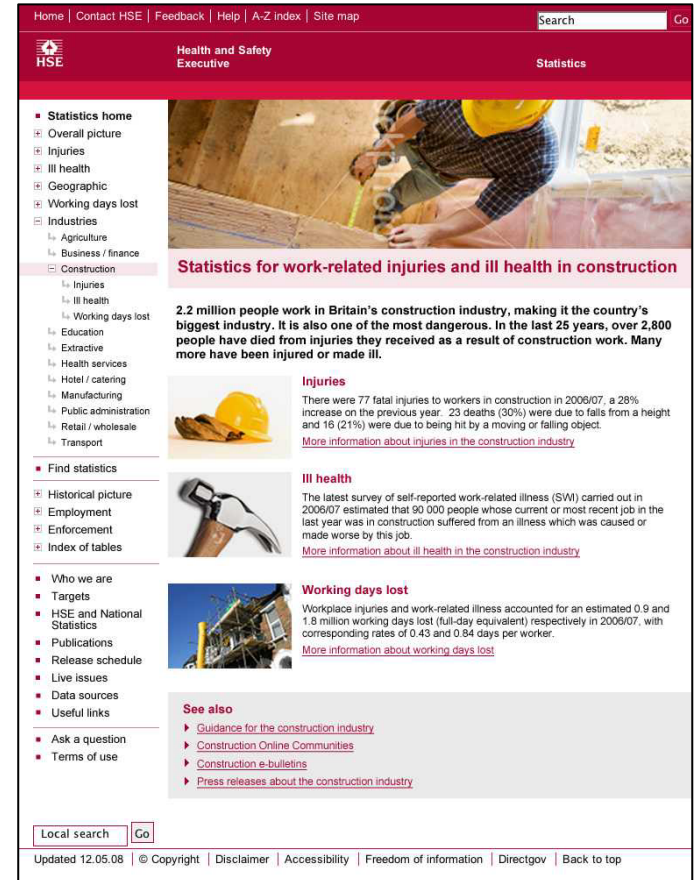
= Injuries?



= Ill health?



= Working days lost?



The screenshot shows the HSE website's 'Statistics' page for construction. The page has a red header with 'HSE Health and Safety Executive' and 'Statistics'. A search bar is in the top right. A left sidebar contains a navigation menu with categories like 'Overall picture', 'Injuries', 'Ill health', 'Working days lost', and 'Industries'. The main content area features a large image of a worker and a title 'Statistics for work-related injuries and ill health in construction'. Below this, there are three sections: 'Injuries' (77 fatal injuries in 2006/07), 'Ill health' (90,000 people with work-related illness in 2006/07), and 'Working days lost' (1.8 million working days lost in 2006/07). Each section includes a brief description and a link for more information. At the bottom, there is a 'See also' section with links to guidance, communities, e-bulletins, and press releases. The footer contains a local search bar, a 'Go' button, and a list of links including 'Updated 12.05.08', '© Copyright', 'Disclaimer', 'Accessibility', 'Freedom of information', 'Directgov', and 'Back to top'.

Teledepth feedback – The industries page

The break down of each industry into Injuries, Ill health and Working days lost was thought to be very good and an appropriate way of categorising information.

For those that noticed the development of the navigation menu down, it was thought that the expanding tree type index was a very good and helpful addition.



Teledepth feedback – The industries page

- **Statistics home**
- + Overall picture
- + Injuries
- + Ill health
- + Geographic
- + Working days lost
- **Industries**
 - ↳ Agriculture
 - ↳ Business / finance
 - Construction
 - ↳ Injuries
 - ↳ Ill health
 - ↳ Working days lost
 - ↳ Education
 - ↳ Extractive
 - ↳ Health services
 - ↳ Hotel / catering
 - ↳ Manufacturing
 - ↳ Public administration
 - ↳ Retail / wholesale
 - ↳ Transport

The ability to break down information by industry was considered a good feature.

However, some mentioned that industries could be further broken down into sub industries.

For example, Manufacturing could be broken down into...

- Automotive
- Pharmaceutical
- Electronics
- Etc.

Could you please improve on the categorization of the various industries, such as keeping Hotels, Restaurants, and Cafes in one section; while Contractual Catering in another section.

Hopefully it will also allow you to search in more depth within these categories, e.g. not just manufacturing but the industries within that sector.

Teledesktop feedback – The injuries page



The new injuries page was considered much better.

Combined with the new industries page, it is better way of conveying information compared to the current industries page.

However, it was thought to be text heavy.

It was hard to pick out information. Some suggestions were:

- More charts
- Highlight key figures in different colours

Notes on why things have occurred would be helpful.

The content seemed relevant. However, the information is focussed around what has happened with no real coverage as to why.

Teledepth feedback – The injuries page

The presentation of graphs was considered a big improvement. In particular the ability to export the table into Excel.



People would like to know what caused peaks like this so they can prevent it happening in their own workplaces.

An option to have the data in a CSV format would also be helpful.

The New Search Tool

Introduction

Respondent Profile

Overall Reaction to New Designs

The New Homepage

The New Industries pages

>> **The New Search Tool**

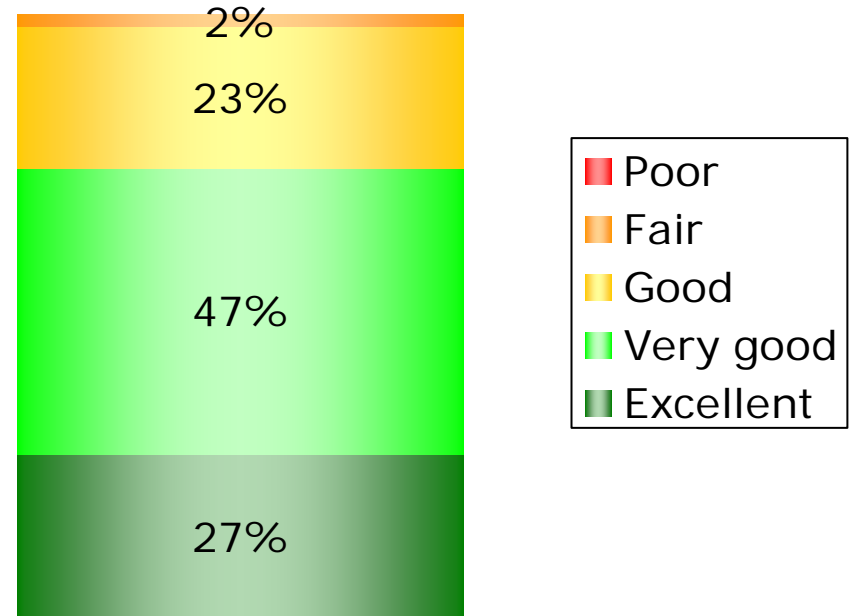
Conclusions/Recommendations

Overall Opinion of New Search Tool Design

Q17 What is your overall opinion of the design of the new search tool page?

Base: 201 (all answering)

The screenshot shows the HSE Statistics finder search tool interface. It includes a navigation bar with links like Home, Contact HSE, Feedback, Help, A-Z index, and Site map. The main content area is titled 'Statistics finder' and features a sidebar with various filters such as Category, Region, Industries, and Timeframe. The search results section shows '24 results found' and a 'View results' button. The footer contains a 'Local search' button and a 'Go' button.



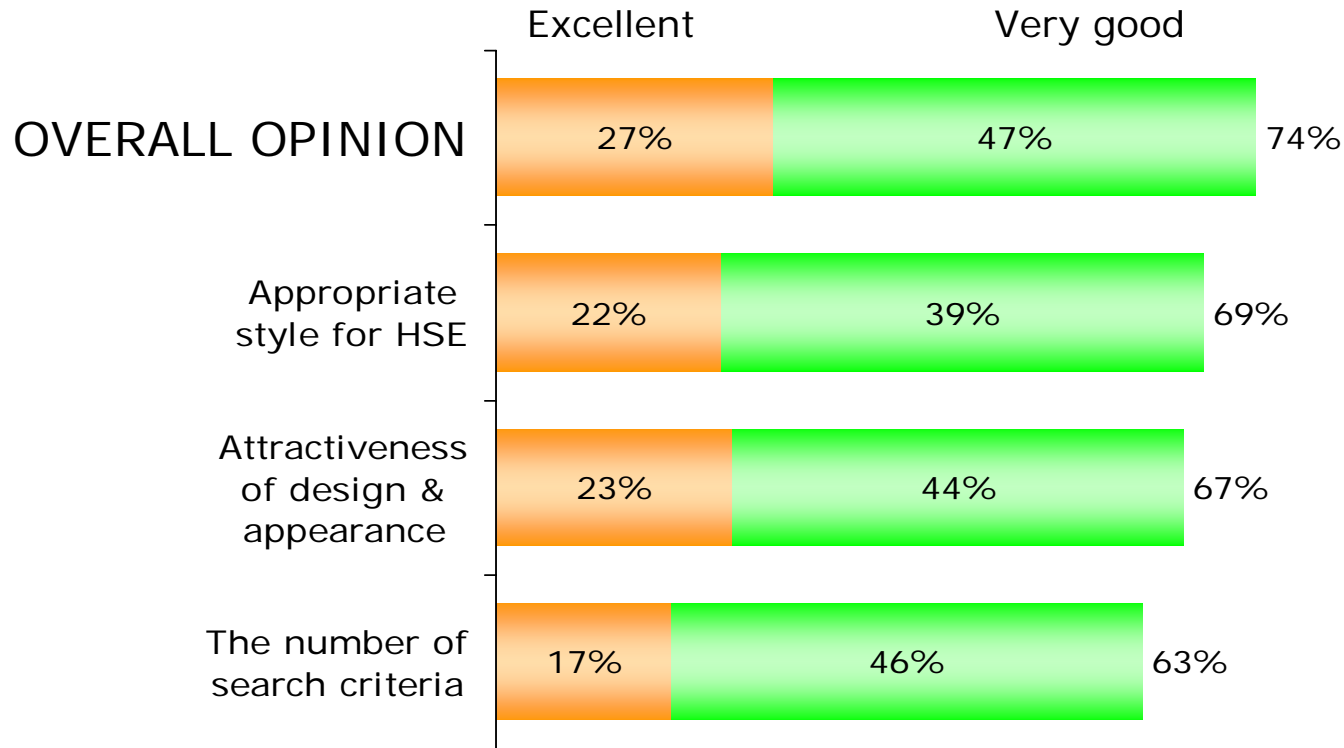
New Search Tool

The search tool scored the highest out of all the new features and was most popular amongst repeat visitors. 77% of repeat visitors rated the new search tool Excellent/Very good which is significantly higher than the ratings given by first time visitors (62%).

New search tool ratings

Q19 ...and please rate the new search tool design on the following aspects...

Base: 189-192 (all answering)



The ratings for the search tool on individual aspects were all high although the number of search criteria is significantly lower than the other aspects. This shows the desire from visitors to be even more specific with their search.

First impressions of new search tool design – Overall a positive response

Q18 Please tell us a bit more about what your first impressions were of this page. (e.g. things you liked, disliked, would improve or add)

The new search tool is perceived as a much better and easier way of finding information:

The slide bar for dates looks fantastic. Much clearer and more simple design.

Liked that you can define year range of interest as my principle interest is in national epidemiology.

Design offers improved search facilities to enable quick access to specific information.

A far better user friendly way to navigate round.

If this helps to filter on multiple dimensions, it will be really useful.

Will be a big plus and mean better self-service.

Definitely more user friendly.

Easily readable, logically segregated, easy to use.

That would be really helpful and timesaving.

Teledepth feedback – The new search tool design

Home | Contact HSE | Feedback | Help | A-Z index | Site map

Search Go

Health and Safety Executive Statistics

Statistics finder
Explore the range of statistics that HSE has to offer.

Hide search criteria

Category

- ☒ All categories
- ☐ Injuries
- ☐ Fatalities
- ☐ Diseases
- ☐ Enforcement
- ☐ Targets

Region

- ☒ All regions
- ☐ Scotland
- ☐ North East England
- ☐ North West England
- ☐ Yorkshire & Humber
- ☐ East Midlands
- ☐ West Midlands
- ☐ Wales
- ☐ East
- ☐ London
- ☐ South East
- ☐ South West

Industries

- ☒ All industries
- ☐ Agriculture
- ☐ Business / finance
- ☐ Construction
- ☐ Education
- ☐ Extractive
- ☐ Health services
- ☐ Hotel / catering
- ☐ Manufacturing
- ☐ Public administration
- ☐ Retail / wholesale
- ☐ Transport

Timeframe

Earlier 1998 2000 2002 2004 2006 2008

Keywords

24 results found

Local search

Updated 12.05.08 | © Copyright | Disclaimer | Accessibility | Freedom of information | Directgov | Back to top

The new search tool received the most positive feedback. It was considered...

- very well laid out
- an easy to use tool.

Feedback focussed mainly on the new search tool saving them time. Searching on the current site is...

- time consuming
- a little ambiguous

It was mentioned again that the industries could be broken down further for search purposes.

It was also mentioned that there could be more explanation about the type of words that should go in the search box.

Conclusions/Recommendations

Introduction

Respondent Profile

Overall Reaction to New Designs

The New Homepage

The New Industries pages

The New Search Tool

> > Conclusions/Recommendations

Conclusions

The new designs for the HSE Statistics site are without doubt improvements from their equivalents on the existing site.

The new homepage was considered a definite improvement mainly due to...

- The new regional breakdown
- The link to the new search tool

However,

- The page still looks cluttered
- The amount of information can be overwhelming for new visitors

The new industries page has also been improved. Mainly due to...

- The addition of images
- The well laid out page
- The ideal categorisation - Injuries, Ill health & working days lost

However,

- The images could be made relevant to their subject matter

Conclusions

The new injuries page. The most improved aspects were...

- The graphical presentation - much clearer
- The exporting functions

However, the page was considered...

- Text heavy - difficult to digest quickly

The new search tool was the **most popular** new feature. This is due to it...

- Being a very good time saving tool
- Improving accessibility of information

Range and depth of information key to driving people to the site.

- Improvements to the site have only altered the way visitors access it.

Recommendations – The homepage

The screenshot shows the HSE Statistics homepage. The top navigation bar includes links for Home, Contact HSE, Feedback, Help, A-Z Index, and Site map, along with a search bar. The main header features the HSE logo, 'Health and Safety Executive', and 'Statistics'. The left sidebar contains a 'Statistics home' menu with links to Overall picture, Injuries, Ill health, Geographic, Working days lost, and Industries. Below this is a 'Statistics finder' section with filters for Historical picture, Employment, Enforcement, and Index of tables. The main content area is titled 'HSE Statistics' and includes a 'Find figures fast' section with a 'Get started' button. A map of the UK is shown with a list of regions: Scotland, North East, North West, Yorkshire & Humber, East Midlands, West Midlands, Wales, East, South East, London, and South West. A red box highlights the 'Key annual figures 2006/7' section, which includes a line graph and text stating: '2.2 million people were suffering from an illness they believed was caused or made worse by their current or past work.', '241 workers were killed at work, a rate of 0.8 per 100,000 workers.', and '36 million days were lost overall - 1.5 days per worker.' Another red box highlights the 'Latest publications' section, which lists 'Quarterly Statistics - Fatal and non-fatal injuries from RIDDOR Q3 2007 (March 2008)' and 'Self-reported work-related illness and workplace injuries 2006/2007 (May 2008)'. A third red box highlights the 'Browse statistics by region' section, which includes a list of regions and a map. The bottom of the page features an 'e-Bulletin sign up!' section, a 'Local search' bar, and a footer with links for Updated 12.05.08, Copyright, Disclaimer, Accessibility, Freedom of information, Directgov, and Back to top.

1. As much as possible keep updating the site with interesting information to avoid sections of the page becoming background blur.



2. Consider introducing RSS feeds for latest publications.

3. Have an area on the site for new users which outlines the different ways of finding information:

- Use the search tool
- Navigate through the menu on the LHS
- Sign up for e-bulletin
- Browse by region
- etc.

Recommendations – The industries page

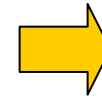


4. If possible break down the industries into sub industries to allow more specific searching. This also applies to injuries (i.e. break down into types of injuries).

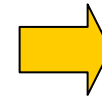
5. Make the pictures more relevant to what they are representing...



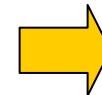
= Injuries?



= Ill health?



= Working days lost?



Recommendations – The injuries page



6. Use consistent terms for statistics

- "53% or 5/10 or half - don't mix them"

7. Break up the text with more graphs

8. Break up the text by highlighting key figures in **bold** or in a different **colour**

9. Include some explanation of the events occurring in the graph to help people prevent future injuries

10. Allow data to be downloaded in CSV format to increase usability.

Recommendations – The new search tool design

11. If possible reduce the number of search boxes to avoid confusion. This also applies to the other pages.

The screenshot shows the HSE Statistics finder interface. At the top, there is a navigation bar with links: Home, Contact HSE, Feedback, Help, A-Z index, Site map. Below this is the HSE logo and the text 'Health and Safety Executive'. A search bar is located in the top right corner, with the word 'Search' inside and a 'Go' button next to it. This search bar is circled in red. On the left side, there is a sidebar with a 'Statistics home' section containing links like 'Overall picture', 'Injuries', 'Ill health', 'Geographic', and 'Working days lost'. Below this is a 'Statistics finder' section with links like 'Historical picture', 'Employment', 'Enforcement', and 'Index of tables'. Further down, there are sections for 'Who we are', 'Targets', 'HSE and National Statistics', 'Publications', 'Release schedule', 'Live issues', 'Data sources', 'Useful links', 'Ask a question', and 'Terms of use'. The main content area is titled 'Statistics finder' and contains a 'Hide search criteria' button. Below this are three sections: 'Category' with checkboxes for 'All categories', 'Injuries', 'Fatalities', 'Diseases', 'Enforcement', and 'Targets'; 'Region' with checkboxes for 'All regions', 'Scotland', 'North East England', 'North West England', 'Yorkshire & Humber', 'East Midlands', 'West Midlands', 'Wales', 'East', 'London', 'South East', and 'South West'; and 'Industries' with checkboxes for 'All industries', 'Agriculture', 'Business / finance', 'Construction', 'Education', 'Extractive', 'Health services', 'Hotel / catering', 'Manufacturing', 'Public administration', 'Retail / wholesale', and 'Transport'. The 'Industries' section is highlighted with a red box. Below these sections is a 'Timeframe' slider ranging from 'Earlier' to '2008'. At the bottom of the main content area is a 'Keywords' section with a text input field labeled 'Enter keywords' and a 'Go' button. This input field is circled in red. Below the main content area, it says '24 results found' and 'View results'. At the very bottom, there is a footer with links: 'Local search', 'Go', 'Updated 12.05.08', '© Copyright', 'Disclaimer', 'Accessibility', 'Freedom of information', 'Directgov', and 'Back to top'. The 'Local search' and 'Go' buttons are circled in red.

13. Include a link to a guide or some tips on 'keyword searching' to help visitors get the most out of the search tool.

12. Include further sub categories in search criteria.

Thank You!

