

OPENGSA IDEASCALE USABILITY TEST

Usability Test Report January 15, 2010

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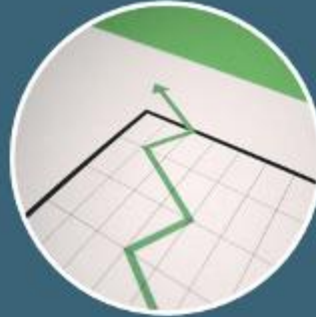
801.201.2002

Using Data to Drive Design Decisions



User-Centered Design

- User-centered design involves users in **design, testing, and evaluation** processes.



Performance-Driven

- Data-driven design produces websites that are **measurably easier to use**.



Research-Based

- Research-based design elicits an increase in **user performance, satisfaction and usability**.

Purpose of the OpenGSA Usability Test

The purpose of the OpenGSA Usability Test was to:



Measure users' abilities to perform tasks on the application (*performance evaluation*)



Obtain users' impressions of the application (*preference/satisfaction evaluation*)



Identify difficulties involved in using the application



Suggest research-based and data-driven recommendations for improvement

Agenda

1 Overview of the usability test

2 Participant demographics

3 Performance metrics

4 Findings and recommendations

5 Next steps

Agenda

1 Overview of the usability test

2 Participant demographics

3 Performance metrics

4 Findings and recommendations

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Overview of the OpenGSA Usability Test

What was tested?

GSA's implementation of IdeaScale
OpenGSA

When / Where was the test conducted?

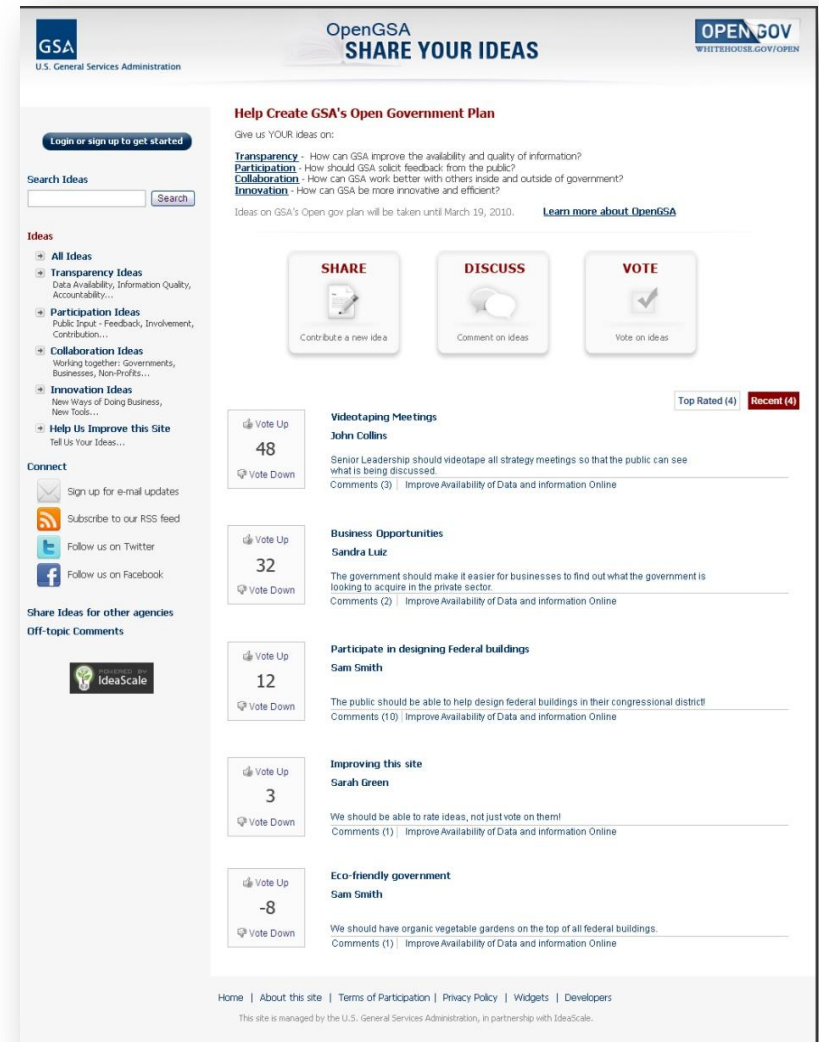
January 14, 2010; Washington, DC

How many users participated?

41 Participants
(19 In-Person, 22 Remote)

How was the test conducted?

Each participant saw scenarios presented using a FirstClick usability testing tool.



OpenGSA
U.S. General Services Administration

SHARE YOUR IDEAS

OPEN.GOV
WHITEHOUSE.GOV/OPEN

Help Create GSA's Open Government Plan
Give us YOUR ideas on:

- Transparency** - How can GSA improve the availability and quality of information?
- Participation** - How should GSA solicit feedback from the public?
- Collaboration** - How can GSA work better with others inside and outside of government?
- Innovation** - How can GSA be more innovative and efficient?

Ideas on GSA's Open gov plan will be taken until March 19, 2010. [Learn more about OpenGSA](#)

SHARE Contribute a new idea

DISCUSS Comment on ideas

VOTE Vote on ideas

Top Rated (4) **Recent (4)**

Videotaping Meetings
John Collins
Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.
Comments (3) | [Improve Availability of Data and information Online](#)

Business Opportunities
Sandra Luiz
The government should make it easier for businesses to find out what the government is looking to acquire in the private sector.
Comments (2) | [Improve Availability of Data and information Online](#)

Participate in designing Federal buildings
Sam Smith
The public should be able to help design federal buildings in their congressional district.
Comments (10) | [Improve Availability of Data and information Online](#)

Improving this site
Sarah Green
We should be able to rate ideas, not just vote on them!
Comments (1) | [Improve Availability of Data and information Online](#)

Eco-friendly government
Sam Smith
We should have organic vegetable gardens on the top of all federal buildings.
Comments (1) | [Improve Availability of Data and information Online](#)

Home | About this site | Terms of Participation | Privacy Policy | Widgets | Developers
This site is managed by the U.S. General Services Administration, in partnership with IdeaScale.

What We Tested

During the usability test, users:

1. Completed background questions

2. Provided initial impressions

3. Performed real-world tasks

4. Rated their satisfaction

5. Selected design preference

6. Provided post-test reactions

Task 8 of 59: You would like to propose a few ways that GSA could involve citizens in its decision-making. Where would you click to make a suggestion on this site?

SKIP THIS TASK

GSA
U.S. General Services Administration

OpenGSA
SHARE YOUR IDEAS

OPEN GOV
WHITEHOUSE.GOV/OPEN

Login | Sign up

Help Create GSA's Open Government Plan

Give us YOUR ideas on:

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- Collaboration** - How can GSA work better with others inside and outside of government?
- Innovation** - How can GSA be more innovative and efficient?

Ideas on GSA's Open gov plan will be taken until March 19, 2010. [Learn more about OpenGSA](#)

SHARE
Contribute a new idea

DISCUSS
Comment on ideas

VOTE
Vote on ideas

Join the Discussion

Submit New Idea »

Top Rated (4) Recent (4)

Vote Up 48
Vote Down

Videotaping Meetings
John Collins
Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.
Comments (3) | Improve Availability of Data and information Online

Vote Up 32
Vote Down

Business Opportunities
Sandra Luiz
The government should make it easier for businesses to find out what the government is looking to acquire in the private sector.
Comments (2) | Improve Availability of Data and information Online

Subscribe

3 Ideas, 2 Comments, 20 Votes x

Share Ideas for other agencies
Off-topic Comments

powered by IdeaScale

What We Tested

Prototype A: 22 Users OpenGSA Implementation

Success Rate

Success Rate	Color
75%	Green
25%	Red

Prototype C: 19 Users Traditional IdeaScale Implementation

Success Rate

Success Rate	Color
81%	Green
19%	Red

What We Tested

During the usability test, we measured:

Metric	Description of Metric
Task Completion:	How many participants successfully made the FirstClick?
Time on Task:	How long did it take participants to make their FirstClick?
User Satisfaction:	After using the site, how satisfied were users?
Design Preferences:	Which of the three graphic treatments did users prefer?

* There were no statistical differences between the performance on the two versions, therefore, we combined the data in an aggregate analysis.

What We Tested

FirstClick
Data

Task 9 of 41: Where would you click to view other people's suggestions a government and business can better work together?

18 CLICKS, 1 SKIP. AVERAGE TIME TAKEN: 22 SECONDS.

<< PREV DONE NEXT >>

CHANGE CLUSTER SIZE - + + +

GSA
U.S. General Services Administration

OpenGSA
SHARE YOUR IDEAS

OPEN GOV
WHITEHOUSE.GOV/OPEN

Help Create GSA's Open Government Plan

Give us YOUR ideas on:

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- Innovation** - How can GSA be more innovative and efficient?

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SHARE 11% (2 clicks)
Contribute a new idea

DISCUSS 28% (5 clicks) 22% (4 clicks)
Comment on ideas

VOTE 22% (4 clicks)
Vote on ideas

Top Rated (4) **Recent (4)**

Vote Up 48 **Vote Down**

Videotaping Meetings
John Collins
Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.
Comments (3) | [Improve Availability of Data and information Online](#)

Connect
Sign up for e-mail updates
Subscribe to our RSS feed

Ideas

- All Ideas
- Transparency Ideas
Data Availability, Information Quality, Accountability...
- Participation Ideas
Public Input - Feedback, Involvement, Contribution...
- Collaboration Ideas
World, 11% (2 clicks) - Governments, Businesses, Non-Profits...
- Innovation Ideas
New Ways of Doing Business, New Tools...
- Help Us Improve this Site
Tell Us Your Ideas...

Research Shows:
If users correctly make the firstclick off the homepage, they have a 90% probability of finding the desired information. If their firstclick is incorrect, the probability that they are successful drops to 50%.

1

Overview of the usability test

2

Participant demographics

3

Performance metrics

4

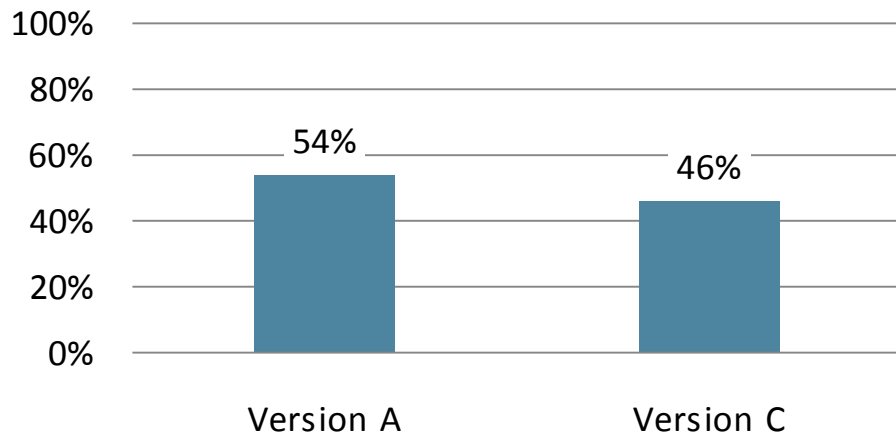
Findings and recommendations

5

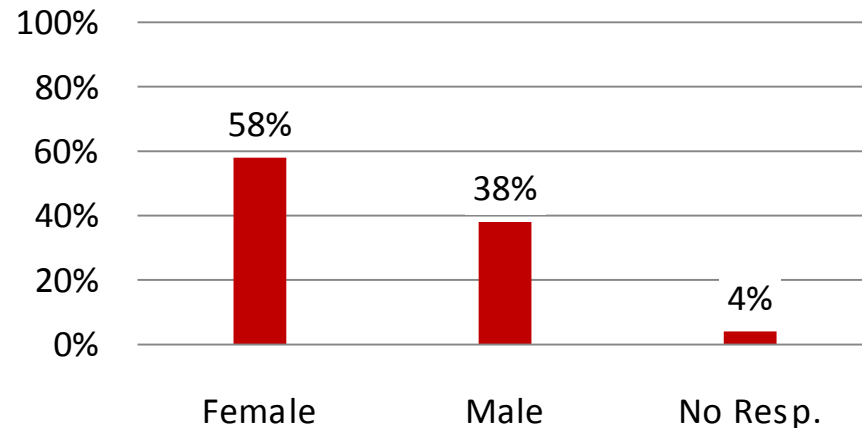
Next steps

Overall Demographics

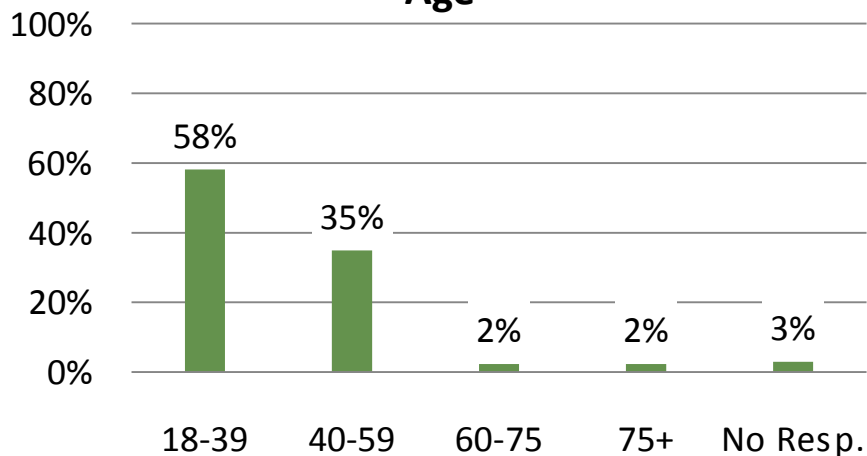
Version Tested



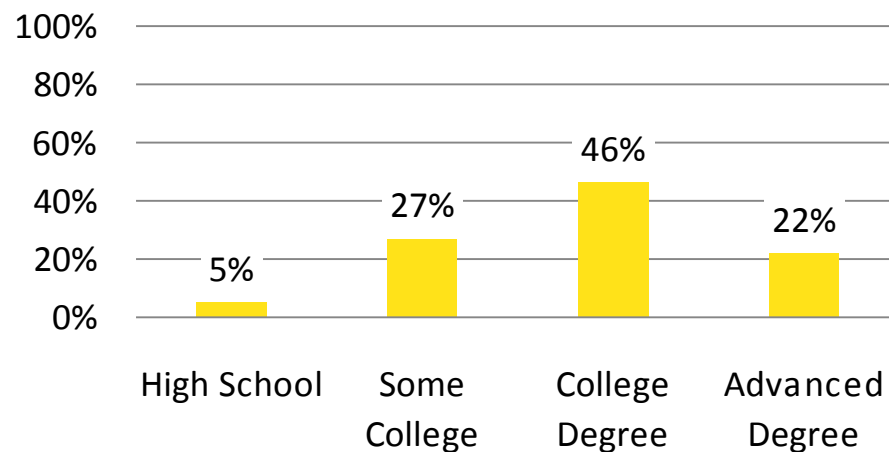
Gender



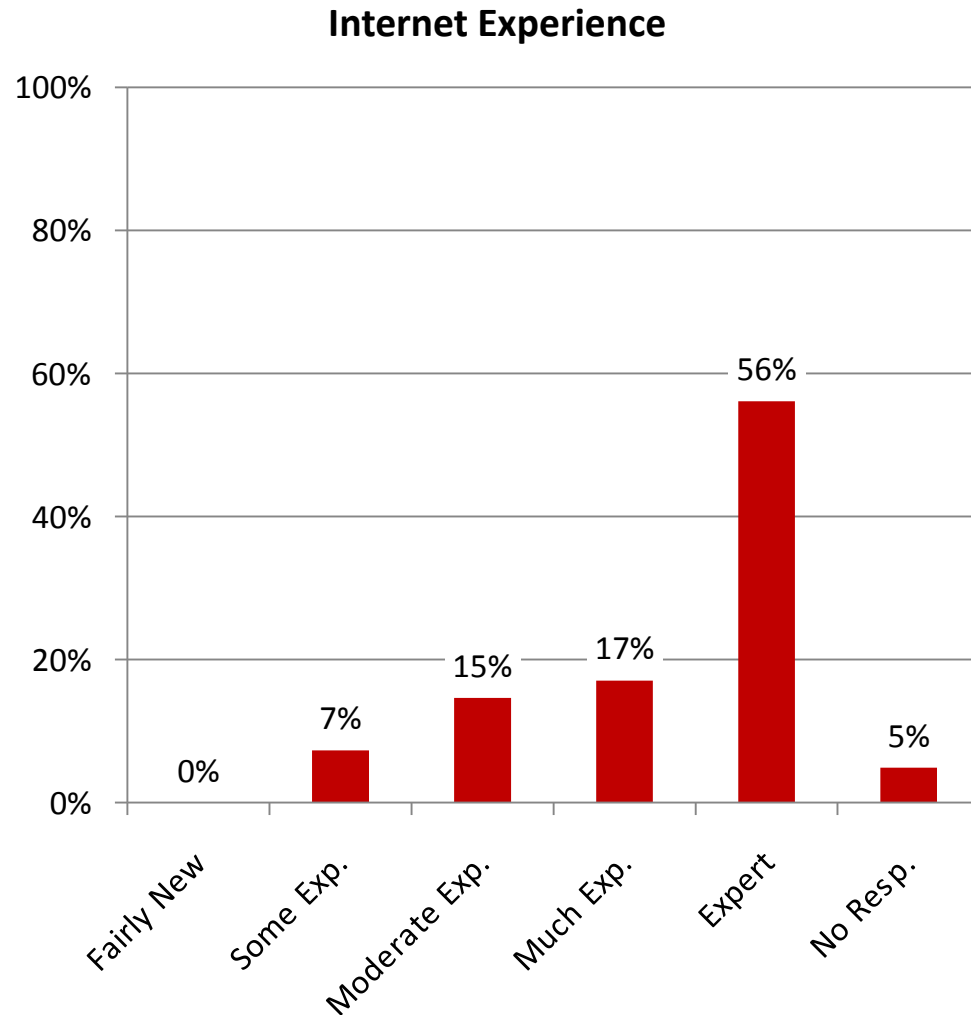
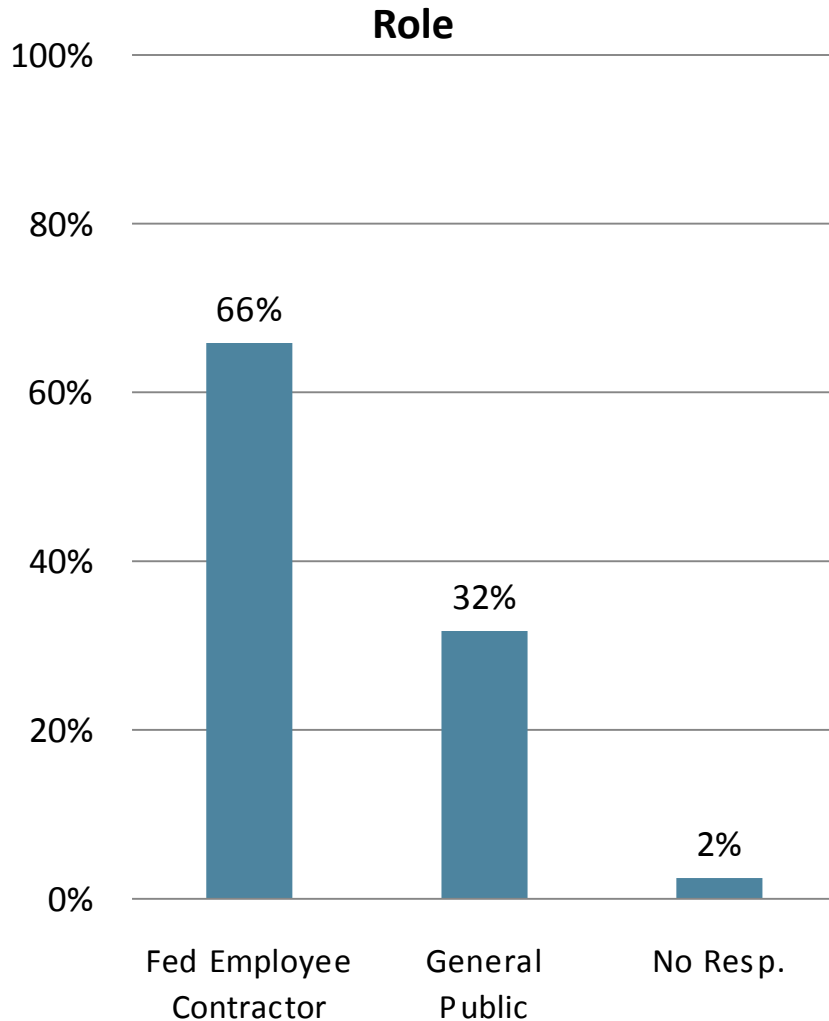
Age



Education



Overall Demographics



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Next steps

Scenarios: Worst Performing to Best Performing

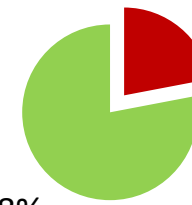
Scenario	Description
Off Topic	Where would you click to view suggestions about GSA that are not directly related to Transparency, Participation, Collaboration & Innovation?
Transparency	Where would you click to view suggestions about how GSA can improve the availability and quality of its information?
Recent	Where would you click to sort the suggestions according to the date they were submitted?
Top Rated	Where would you click to view a list of the most popular suggestions on the site?
Plan	Where would you click to find out more about GSA's Open Government plan?
Innovative	You're interested in viewing suggestions that propose creative and new ways for GSA to be more open to citizens. Where would you click to do this?
Email Updates	How would you subscribe to receive an email when suggestions are added to this site?
Travel Regs.	How would you find a list of all of the comments on this site that are related to GSA's travel regulations?
Final date	Click on the final date that comments will be accepted.
Comment	You saw a comment by Sandra Luiz about business opportunities. How would you add your thoughts about her comment?

Scenarios: Worst Performing to Best Performing

Scenario	Description
Participation	You are interested in finding all suggestions that are related to ways that citizens can get involved at GSA. Where would you click to do this?
Vote down	You saw a suggestion that government buildings should have an organic vegetable garden on the roof. You disagree with this suggestion. Where would you click to voice your disagreement with this suggestion?
Share Ideas	You would like to propose a few ways that GSA could involve citizens in its decision-making. Where would you click to make a suggestion on this site?
Collaboration	Where would you click to view other people's suggestions about how government and business can better work together?
Manage Site	Who is responsible for managing this Web site?
Sign Up	Where would you click to register on this web site?
Vote Up	You saw a comment that leadership should videotape their meetings. You really agree with this. How would you show your agreement?
Site Improve	You would like to suggest an idea on how to improve this website. Where would you click to do this?
Most Votes	Click on the suggestion that has the most positive votes.
Discuss	You'd like to review others' suggestions and comment on their ideas. Where would you click to do this?

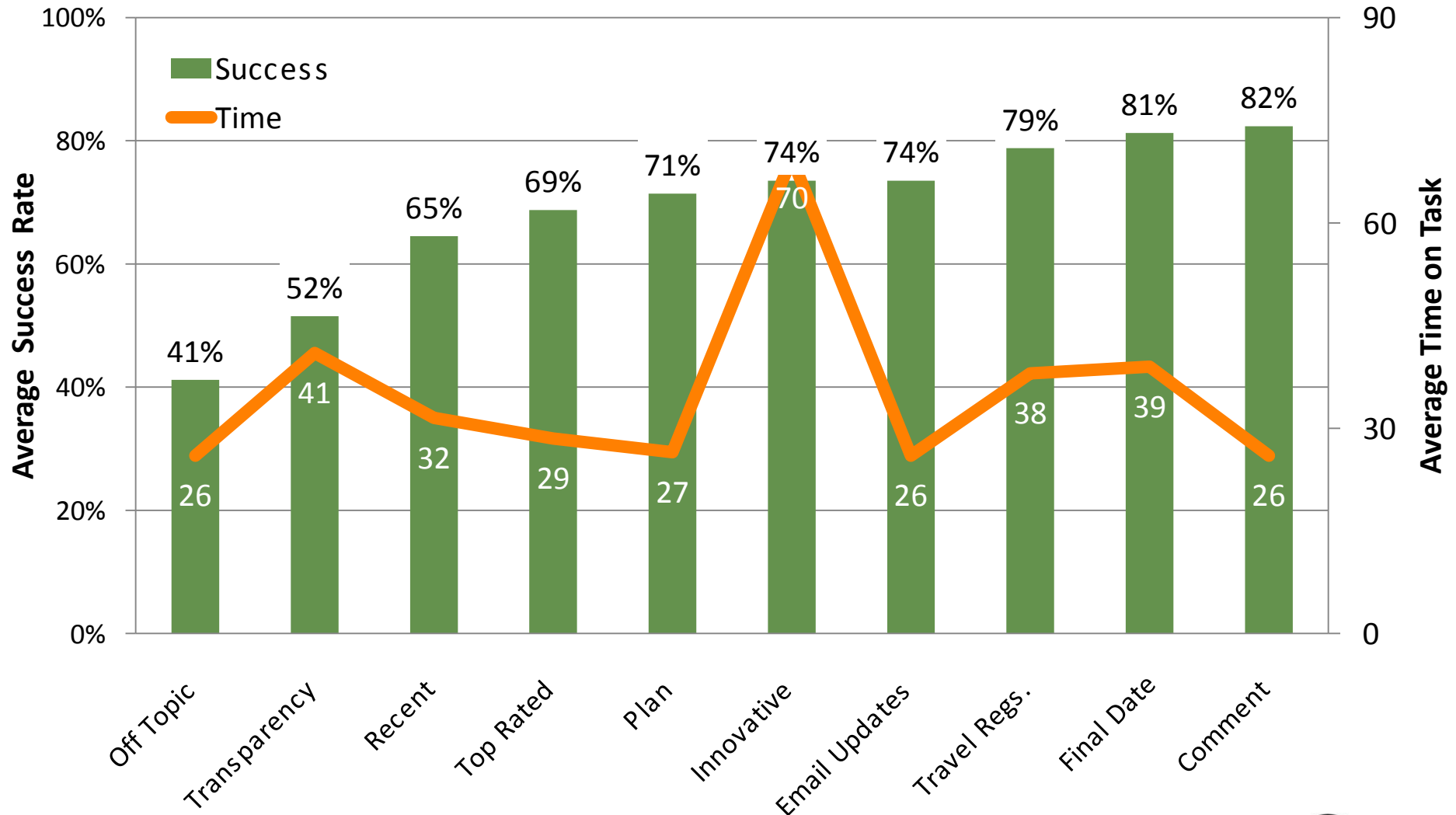
Success vs. Time

Average Success Rate



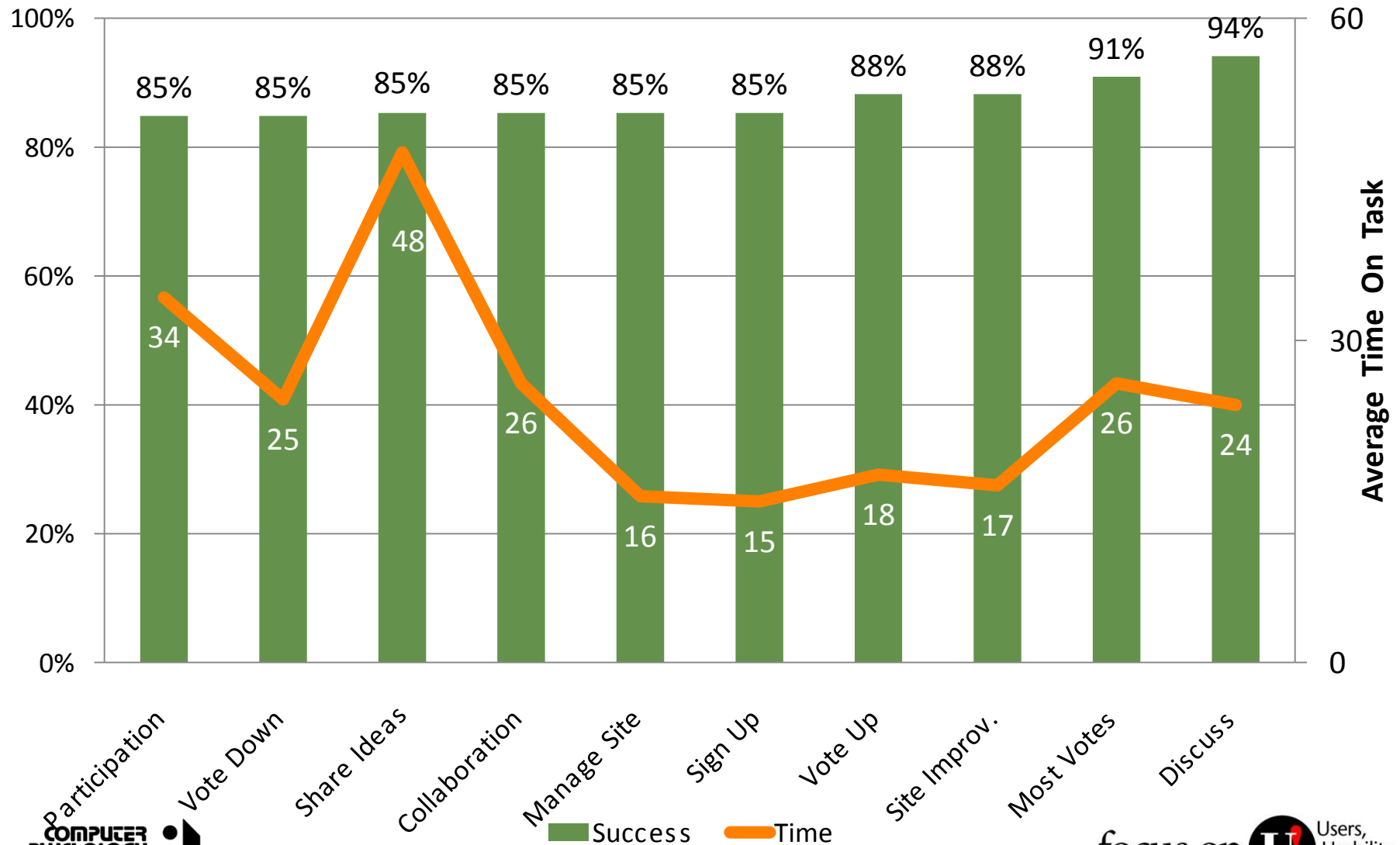
Average Time on Task
30 Seconds

Unmoderated Tests, N = 34



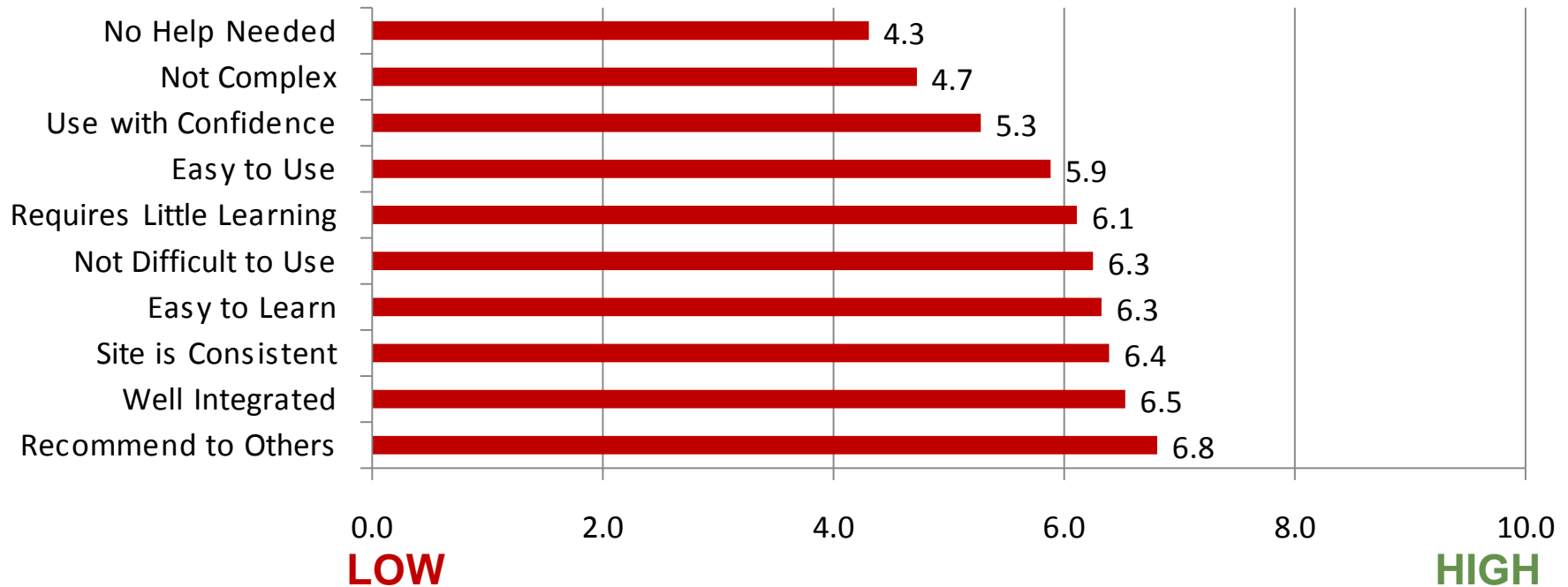
Success vs. Time

Unmoderated Tests, N = 34

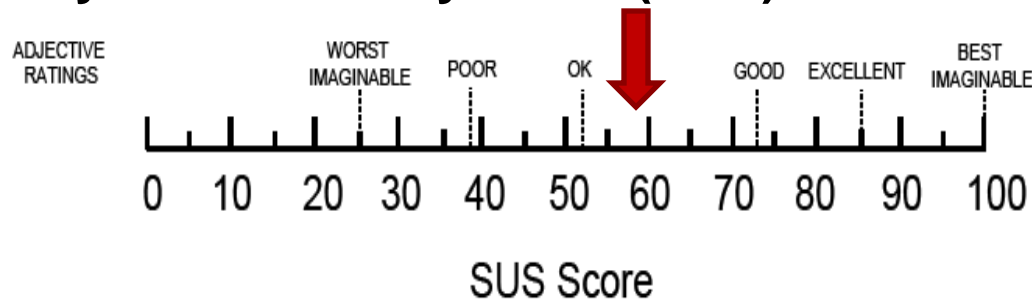


Satisfaction: Prototype A

Satisfaction Score: 59 out of 100



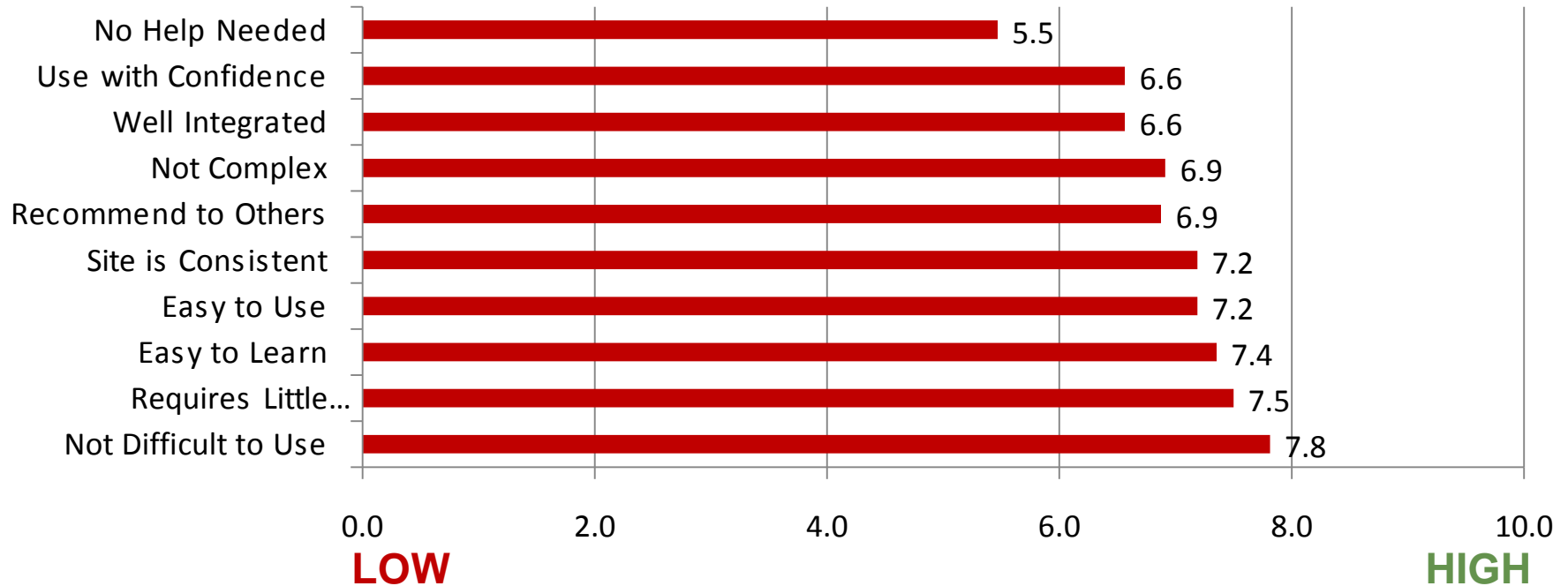
Satisfaction was measured using the System Usability Scale (SUS)



Predicted ACSI
Score: 61

Satisfaction: Prototype C

Satisfaction Score: 69 out of 100



Satisfaction was measured using the System Usability Scale (SUS)



Predicted ACSI
Score: 66

1

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Design Preferences

At the end of the session, users were asked to review three user interface designs and select the one that they liked the best.

A

29% Preferred

B

45% Preferred

C

26% Preferred

Findings & Recommendations



Finding:

- ✓ Many users liked the “clean” layout and thought this page was very “clear”.
- ✓ Users liked the big buttons for the social media tools.

OpenGSA
U.S. General Services Administration

SHARE YOUR IDEAS

OPEN GOV
WHITEHOUSE.GOV/OPEN

Help Create GSA's Open Government Plan

Give us YOUR ideas on:

- Transparency** - How can GSA improve the availability and quality of information?
- Participation** - How should GSA solicit feedback from the public?
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- Innovation** - How can GSA be more innovative and efficient?

Ideas on GSA's Open gov plan will be taken until March 19, 2010. [Learn more about OpenGSA](#)

SHARE DISCUSS VOTE

Contribute a new idea Comment on ideas Vote on ideas

Top Rated (4) Recent (4)

Videotaping Meetings
John Collins
Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.
Comments (3) Improve Availability of Data and information Online

Business Development
Sandra Lusk
The government is looking to do business with the private sector. The government is looking to do business with the private sector.
Comments (1)

Participate
San Smith
The public should be able to help design federal buildings in their congressional district.
Comments (10) Improve Availability of Data and information Online

Improving this site
Sarah Green
We should be able to rate ideas, not just vote on them!
Comments (1) Improve Availability of Data and information Online

Eco-friendly government
San Smith
We should have organic vegetable gardens on the top of all federal buildings.
Comments (1) Improve Availability of Data and information Online

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Findings & Recommendations



Finding:

- ✓ Overwhelmingly, users liked the call to action – the red heading that reads: **Share. Discuss. Vote.**
- ✓ A few users liked the comment bubble in the logo/heading. One user mentioned she did not like the bubble.
- ✓ Many users liked the “clean” layout and thought this page was very “clear”.
- ✓ Users liked the big buttons for the social media tools.

The screenshot shows the OpenGSA website interface. At the top, there are logos for GSA (U.S. General Services Administration), OpenGSA (SHARE YOUR IDEAS), and OPEN GOV (WHITEROUSE.GOV/OPEN). The main heading is "...and Help GSA Create a Plan to be More Open". Below this, there are three large buttons: "SHARE" (Contribute a new idea), "DISCUSS" (Comment on ideas), and "VOTE" (Vote on ideas). The page displays a list of ideas with voting options (Vote Up/Down) and comment counts. A large blue box with the letter 'B' is overlaid on one of the idea cards, highlighting a specific finding.

Findings & Recommendations



Finding:

- ✓ Many users liked the fact that they could take immediate action by clicking in the “Join This Discussion” text box.
- ✓ Most users thought that this field would let them enter a comment (not just a title).
- ✓ When asked what would happen when they clicked submit, very few users understood that they would have to “log in”.

The screenshot shows the OpenGSA website interface. At the top, there is a GSA logo (U.S. General Services Administration) and the OpenGSA logo (SHARE YOUR IDEAS). A navigation bar includes a 'New Idea +' button, a search bar, and a 'Submit New Idea' button. Below the navigation bar, there are three main sections: 'SHARE' (Contribute a new idea), 'DISCUSS' (Comment on ideas), and 'VOTE' (Vote on ideas). A 'Join the Discussion' section features a text input field and a 'Submit New Idea' button. A list of ideas is displayed, each with a 'Vote Up' and 'Vote Down' button, a vote count, and a brief description. The ideas listed are: 'Videotaping Meetings' (48 votes), 'Participate in designing federal buildings' (12 votes), 'Improving this site' (3 votes), and 'Eco-friendly government' (-8 votes). The footer contains links for Home, About this site, Terms of Participation, Privacy Policy, Widgets, and Developers, along with a note that the site is managed by the U.S. General Services Administration in partnership with IdeaScale.

Findings & Recommendations



Finding:

- ✓ Several users commented on the redundancy of this design, specifically noting the “new idea” button in the left column, the “share” button in the center of the page, and the “join this discussion” text box.
- ✓ Other users thought that they needed to select a topic in order to “join a discussion” and were unsure how the text box worked.
- ✓ Most users were discouraged when they learned that ideas entered into the “join this discussion” box could possibly be lost when they signed in.

Findings & Recommendations



Finding:

- ✓ After using the site, many participants were still unclear about the purpose.
- ✓ Users were drawn to the Share, Discuss, Vote buttons.
- ✓ Many users skimmed (skipped) over the descriptions at the top of the page.

Users liked the descriptions but didn't read them without being prompted.

Findings & Recommendations



Finding:

- ✓ Users liked the “personal” feel of the site’s language.
- ✓ Most users struggled to differentiate the four main topics.
- ✓ Links in the center of the page were not widely used and were confusing.

Help Create GSA's Open Government Plan

Give us YOUR ideas on:

Transparency - How can GSA improve the availability and quality of information?

Participation - How should GSA solicit feedback from the public?

Collaboration - How can GSA work better with others inside and outside the agency?

Innovation - How can GSA be more innovative and efficient?

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Users liked the “personal” feel of “Give us YOUR ideas” vs. the “bureaucratic” feel of “Help Create GSA’s Open Government Plan.”

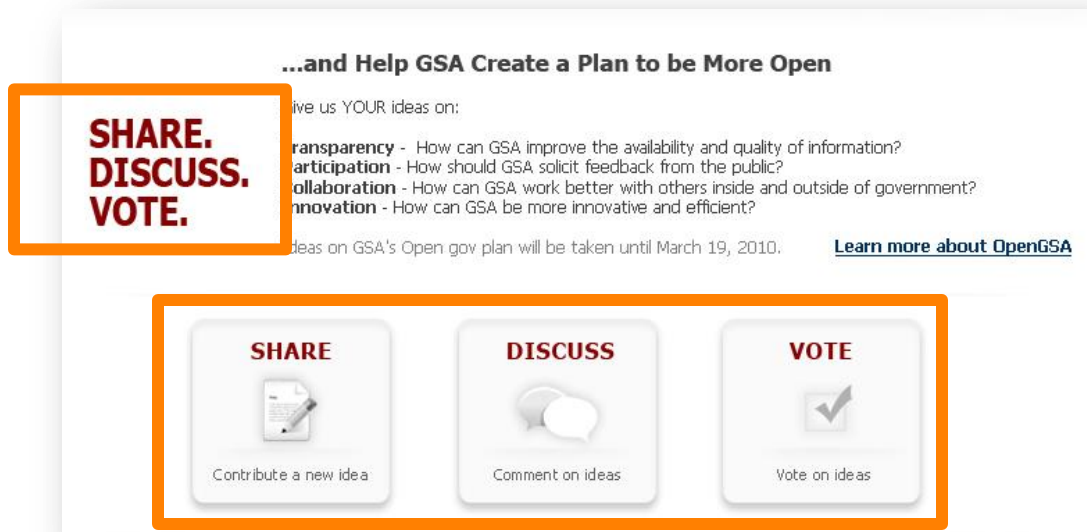
Topics are too similar and overlapping. Also, links in the center were redundant with the topics on the right.

Findings & Recommendations



Finding:

- ✓ Users were drawn to the red labels: **Share. Discuss. Vote.** Several users felt the presentation of this information was “compelling” or “engaging”.
- ✓ Many users were so attracted to the Share, Discuss, Vote boxes in the center of the page, that they missed other elements on the page.



Findings & Recommendations



Recommendations:

- ✓ Ensure that the purpose of the site is immediately clear.
- ✓ Simplify descriptions at the top of the page, by:
 - Reducing the amount of text
 - Improving the layout
 - Reducing the redundancy of the bullets
 - Making the language more compelling & active
- ✓ Add the labels “**Share. Discuss. Vote.**” (as shown on Version B).
- ✓ Reduce prominence of the Share, Discuss & Vote buttons.
- ✓ Set expectations of the “Share” button by renaming it “Sign up & Share”.
- ✓ Reduce redundancy by combining the “Discuss” and “Vote” buttons.

Findings & Recommendations



Recommendations:

- ✓ Consider a different presentation of the information describing the initiative and evoke a call to action.

SHARE.
DISCUSS.
VOTE.

Give us *your* ideas on how we can:

- Work better with others inside & outside the government
- Solicit feedback from the public
- Improve the availability & quality of information
- Be more innovative & efficient
- Create GSA's Open Government Plan. [Learn more ...](#)

Ideas will be accepted until March 19, 2010

Transparency

Innovate

Participate

Collaborate

Sign Up & Share Ideas

Discuss & Vote on Ideas

**This mock-up is just a wireframe, it does NOT depict the actual graphical design of the site.*

Proposed Placement #1:
Middle / Center

[Login](#)

Search Ideas

Ideas

- All Ideas
- Transparency Ideas
Data Availability, Information Quality, Accountability...
- Participation Ideas
Public Input - Feedback, Involvement, Contribution...
- Collaboration Ideas
Working together: Governments, Businesses, Non-Profits...
- Innovation Ideas
New Ways of Doing Business, New Tools...
- Help Us Improve this Site
Tell Us Your Ideas...

Connect

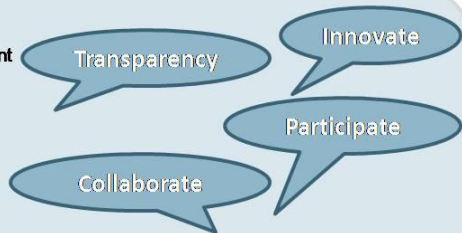
- Sign up for e-mail updates
- Subscribe to our RSS feed
- Follow us on Twitter
- Follow us on Facebook

Share Ideas for other agencies
Off-topic Comments

SHARE. Share your ideas on how we can:
DISCUSS.
VOTE.

- We'll better with others inside & outside the government
- Solicit feedback from the public
- Improve the availability & quality of information
- Be more innovative & efficient
- Create GSA's Open Government Plan. [Learn more...](#)

Ideas will be accepted until March 19, 2010



[Sign Up & Share Ideas](#)

[Discuss & Vote on Ideas](#)

[Top Rated \(4\)](#) [Recent \(4\)](#)

48

John Collins

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.

Comments (3) | [Improve Availability of Data and information Online](#)

32

Business Opportunities

Sandra Luiz

The government should make it easier for businesses to find out what the government is looking to acquire in the private sector.

Comments (2) | [Improve Availability of Data and information Online](#)

12

Participate in designing Federal buildings

Sam Smith

The public should be able to help design federal buildings in their congressional district!

Comments (10) | [Improve Availability of Data and information Online](#)

Participate in designing Federal buildings



U.S. General Services Administration

Proposed Placement #2: Upper Top of Page

YOUR IDEAS

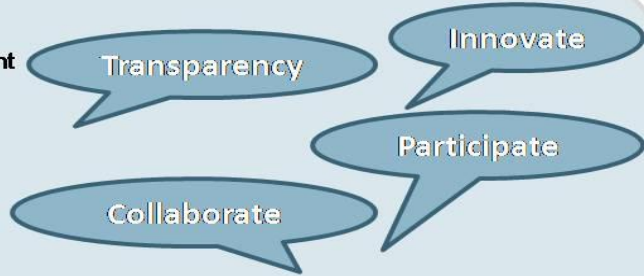


[Login](#)

**SHARE.
DISCUSS.
VOTE.**

Give us *your* ideas and show us how we can:

- Work better with others inside & outside the government
- Solicit feedback from the public
- Improve the availability & quality of information
- Be more innovative & efficient
- Create GSA's Open Government Plan. [Learn more...](#)



Ideas will be accepted until March 19, 2010

[Sign Up & Share Ideas](#)

[Discuss & Vote on Ideas](#)

[Top Rated \(4\)](#) [Recent \(4\)](#)

Search Ideas

Find Ideas About:

- [All Ideas](#)
- [Transparency Ideas](#)
Data Availability, Information Quality, Accountability...
- [Participation Ideas](#)
Public Input - Feedback, Involvement, Contribution...
- [Collaboration Ideas](#)
Working together: Governments, Businesses, Non-Profits...
- [Innovation Ideas](#)
New Ways of Doing Business, New Tools...
- [Help Us Improve this Site](#)
Tell Us Your Ideas...

Connect

- Sign up for e-mail updates
- Subscribe to our RSS feed

Vote Up
48
 Vote Down

Videotaping Meetings

John Collins

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.

Comments (3) | [Improve Availability of Data and information Online](#)

Vote Up
32
 Vote Down

Business Opportunities

Sandra Luiz

The government should make it easier for businesses to find out what the government is looking to acquire in the private sector.

Comments (2) | [Improve Availability of Data and information Online](#)

Vote Up
12
 Vote Down

Participate in designing Federal buildings

Sam Smith

The public should be able to help design federal buildings in their congressional district!

Findings & Recommendations



Finding:

- ✓ Many users struggled with “top rated” and “recent” items, possibly because of:
 - Location
 - Labels (consider “most popular” and “most recent”)
 - Numbers (users did not know how these would be determined)
 - Date of post isn’t listed anywhere

Current Design

 Vote Up
48
 Vote Down

Videotaping Meetings

John Collins

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.

Comments (3) | [Improve Availability of Data and information Online](#)

Top Rated (4)

Recent (4)

Findings & Recommendations



Recommendations:

- ✓ Make the tabs look more like tabs. Consider the size of the tabs. Should the tabs be slightly larger?
- ✓ Consider removing the numbers in parenthesis
- ✓ Revise labels. Use a parallel structure: Most Popular & Most Recent
- ✓ Consider adding dates to posts if you are planning to sort by “Most Recent”

Current Design

 Vote Up
48
 Vote Down

Videotaping Meetings

John Collins

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.

Comments (3) | [Improve Availability of Data and information Online](#)

Top Rated (4)

Recent (4)

Findings & Recommendations

Phase II



Finding:

- ✓ The format of the comments wasn't intuitive to users.



Videotaping Meetings

John Collins

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.

Comments (3) | Improve Availability of Data and information Online

Current Design



Recommendations:

- ✓ Increase size of title.
- ✓ Place comment text directly below the title.
- ✓ Limit display of comment (set a character limit) and then link to [more...](#)
- ✓ Place “author” below the comment. Change label to “By [John Collins](#)”.
- ✓ Change comment label to: “[3 Comments](#)” instead of “Comments (3)”
- ✓ Place “Discuss” button to right of idea.

Findings & Recommendations

Phase II



Finding:

- ✓ Many users did not understand the binary voting system:
 - Some users thought that the number (48) was the total number of votes, not the net. Other users thought this was the total number of people who voted FOR the idea. One or two participants misread the number as a percent (48%).
 - The label “vote down” was not clear to all of the users.
 - Users wanted to know how many people had voted (which the current system does not do)

Current Design



Videotaping Meetings

John Collins

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.

Comments (3) | [Improve Availability of Data and information Online](#)

Top Rated (4)

Recent (4)



Recommendations:

- ✓ Avoid a system that displays the Net votes, not the total. The current system could be misleading as polarizing issues may receive lots of votes, but the Net total doesn't reflect this.
- ✓ Consider a rating system or other system that would more clearly balance high / low votes and would display the total number of votes.

Current Design

 Vote Up

48

 Vote Down

Videotaping Meetings

John Collins

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.

Comments (3) | [Improve Availability of Data and information Online](#)

Top Rated (4)

Recent (4)

Findings & Recommendations



Current

Vote Up
48
 Vote Down

Videotaping Meetings

John Collins

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed.

Comments (3) | [Improve Availability of Data and information Online](#)

Proposed

I Agree
48
 I Disagree

Videotaping Meetings

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed. If the message is a long message, add a link to [more...](#)

January 23, 2010

[Discuss](#)

By [John Collins](#) 1 Comment [Transparency Ideas](#)

Findings & Recommendations



Finding:



Many users commented on the length of the pages. With the current design, comments appear below the fold (these comments provided a lot of context for users and helped users to better understand the scope/purpose of the website).



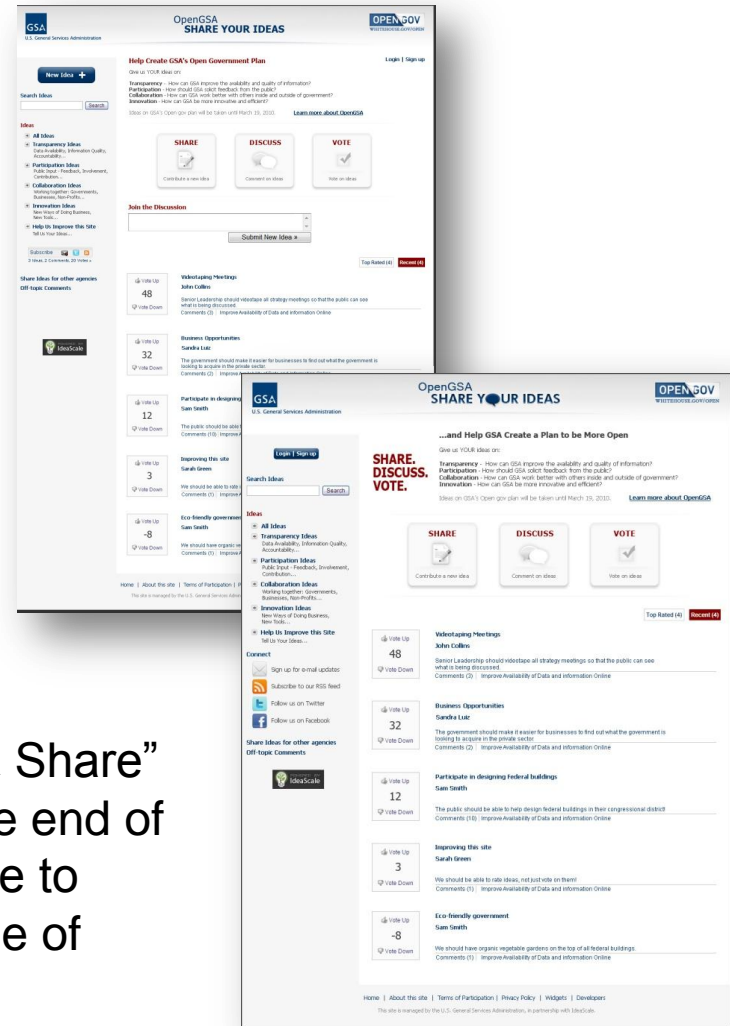
Recommendations:




Consider placing a button to “Sign up & Share” at the bottom of the comments, or at the end of each ‘page-full’, so that users don’t have to scroll back to the top of a very long page of topics.





Use a [more...](#) link on long comments.



Proposed Design



U.S. General Services Administration



Login

SHARE. DISCUSS. VOTE.

Give us *your* ideas on how we can:

- Work better with others inside & outside the government.
- Solicit feedback from the public
- Improve the availability & quality of information
- Be more innovative & efficient
- Create GSA's Open Government Plan. [Learn more...](#)

Ideas will be accepted until March 19, 2010

[Sign Up & Share Ideas](#) [Discuss & Vote on Ideas](#)

Participate Innovate
Transparency
Collaborate

Search the Ideas


Find Ideas About:

- All Ideas
- Transparency Ideas
Data Availability, Information Quality, Accountability...
- Participation Ideas
Public Input - Feedback, Involvement, Contribution...
- Collaboration Ideas
Working together: Governments, Businesses, Non-Profits...
- Innovation Ideas
New Ways of Doing Business, New Tools...
- Help Us Improve this Site
Tell Us Your Ideas...

Connect

- Sign up for e-mail updates
- Subscribe to our RSS feed
- Follow us on Twitter
- Connect with Facebook

Share Ideas for other agencies
Off-topic Comments



Most Popular **Most Recent**

Videotaping Meetings

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to [more...](#)
January 23, 2010

By: John Collins 3 Comments Transparency Ideas [Discuss](#)

Videotaping Meetings

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to [more...](#)
January 23, 2010

By: Carol Smith 1 Comment Transparency Ideas [Discuss](#)

Videotaping Meetings

Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to [more...](#)
January 23, 2010

By: Sarah Silva 20 Comments Transparency Ideas [Discuss](#)

[Sign Up & Share Ideas](#) [Discuss & Vote on Ideas](#)

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Phase One Changes

The screenshot shows the OpenGSA 'SHARE YOUR IDEAS' website. At the top, there are logos for GSA (U.S. General Services Administration), OpenGSA (SHARE YOUR IDEAS), and OPEN GOV (WHITEHOUSE.GOV/OPEN). A 'Login' link is in the top right. The main content area is titled '1 SHARE. DISCUSS. VOTE.' and includes a list of ways to help: 'Participate', 'Innovate', 'Collaborate', and 'Transparency'. Below this is a '2 Sign Up & Share Ideas' button and a '3 Discuss & Vote on Ideas' button. A '4' callout points to the 'Discuss & Vote on Ideas' button. The main content area shows a list of ideas, each with a '5' callout pointing to the 'I agree' and 'I disagree' buttons. The first idea is 'Videotaping Meetings' by John Collins, with 48 votes. The second is 'Videotaping Meetings' by Carol Smith, with 12 votes. The third is 'Videotaping Meetings' by Sarah Silva, with 5 votes. On the left, there is a search bar and a 'Find Ideas About:' section with categories like 'All Ideas', 'Transparency Ideas', 'Participation Ideas', 'Collaboration Ideas', 'Innovation Ideas', and 'Help Us Improve this Site'. At the bottom, there are 'Sign Up & Share Ideas' and 'Discuss & Vote on Ideas' buttons, and a footer with navigation links and a 'POWERED BY IdeaScale' logo.

List of Major Changes Implemented for Phase 1 (Based on technical feasibility)

- 1 Added new intro graphic to better communicate the purpose of the site, using plain language.
- 2 Added prominent buttons for sharing ideas and changed labeling of share button to “Sign Up & Share” in order to set user expectations.
- 3 Consolidated the discuss & vote options and added a rollover on all buttons to indicate state.
- 4 Improved affordance and prominence of the tabs. Changed labels to be more intuitive.
- 5 Changed “Vote Up” and “Vote Down” labels to “I Agree” and “I Disagree”. Added new image for the “thumbs up” / “thumbs down”.

Phase One Changes

The screenshot shows the OpenGSA website interface with several changes highlighted by numbered callouts:

- 6**: The "Login" link and "OPEN GOV" logo are moved to the top right of the page.
- 7**: The "Sign Up & Share Ideas" and "Discuss & Vote on Ideas" buttons are added to the bottom of the page.
- 8**: The "Sign Up & Share Ideas" and "Discuss & Vote on Ideas" buttons are also added to the bottom of the main content area.
- 9**: The search bar and left navigation menu are aligned with the main content area.

The website content includes a header with the GSA logo, "OpenGSA SHARE YOUR IDEAS", and "OPEN GOV WHITEHOUSE.GOV/OPEN". A main section titled "SHARE. DISCUSS. VOTE." lists ways to give ideas: Participate, Innovate, Transparency, and Collaborate. A search bar is located at the top left. The main content area displays a list of ideas, each with a title, description, date, author, and a "Discuss" button. The bottom of the page features a footer with navigation links and a "POWERED BY IdeaScale" logo.

List of Major Changes Implemented for Phase 1 (Based on technical feasibility)

- 6 Moved Login & Accessibility links to the top right.
- 7 Reformatted the social media section and added rollovers to links.
- 8 Added "Sign Up & Share Ideas" and "Discuss & Vote on Ideas" buttons at the bottom of the page to make it easier for users to comment on long pages without having to scroll back up to the top.
- 9 Aligned search and the left navigation section for "Ideas" with the ideas in the center of the page.
10. (Not Shown): Added a global header to the sub pages of the site so that it's easy to share, vote and comment from any page of the website.

Phase Two Changes

The screenshot shows the OpenGSA 'SHARE YOUR IDEAS' website. At the top, there are logos for GSA (U.S. General Services Administration), OpenGSA (SHARE YOUR IDEAS), and OPEN GOV (WHITEHOUSE.GOV/OPEN). A 'Login' link is visible in the top right. The main header area contains the text 'SHARE. DISCUSS. VOTE.' and a call to action: 'Give us *your* ideas on how we can:'. Below this, there are three callout bubbles: 'Participate', 'Innovate', and 'Collaborate'. A list of bullet points describes the goals: 'Work better with others inside & outside the government', 'Solicit feedback from the public', 'Improve the availability & quality of information', 'Be more innovative & efficient', and 'Create GSA's Open Government Plan. [Learn more...](#)'. A date stamp reads 'Ideas will be accepted until March 19, 2010'. Two buttons are present: 'Sign Up & Share Ideas' and 'Discuss & Vote on Ideas'. Below the header is a search bar with a 'Search' button and two sorting options: 'Most Popular' and 'Most Recent'. On the left, there is a 'Find Ideas About:' section with categories: 'All Ideas', 'Transparency Ideas', 'Participation Ideas', 'Collaboration Ideas', 'Innovation Ideas', and 'Help Us Improve this Site'. The main content area displays three identical idea entries, each titled 'Videotaping Meetings'. Each entry includes a thumbs-up/down icon, a count (48, 12, 5), a 'Discuss' button, and a 'By:' field with the author's name and the date 'January 23, 2010'. Numbered callouts (1-5) highlight specific changes: 1. The thumbs-up/down icons and counts; 2. The 'Discuss' button; 3. The author's name; 4. The date; 5. The 'Discuss' button. At the bottom, there are two buttons: 'Sign Up & Share Ideas' and 'Discuss & Vote on Ideas'. The footer contains a 'Share Ideas for other agencies' section, a 'Powered by IdeaScale' logo, and a navigation menu: 'Home | About this site | Terms of Participation | Privacy Policy | Widgets | Developers'. A small note at the bottom states: 'This site is managed by the U.S. General Services Administration, in partnership with IdeaScale.'

List of Major Changes *To Be Implemented for Phase 2* (Based on technical feasibility)

- 1 Reformatted the presentation of the ideas. Increased size of the post title. Moved author's name to the bottom of the post.
- 2 Added a date to each message (to more easily show how messages are sorted by "Most Recent").
- 3 Reformatted the presentation of the author's name, number of comments and tags so that this information is easier to scan and doesn't compete for attention with the rest of the message.
- 4 Limited the number of characters shown on the main page and included a "More" button so interested users could read the full post. This also helps to display more information on the page and makes the page easier for users to scan.
- 5 Added a "Discuss" button for each comment so that users could quickly comment on an idea from the homepage.

Before & After Comparison

Before

OpenGSA SHARE YOUR IDEAS

U.S. General Services Administration

Help Create GSA's Open Government Plan

Give us YOUR Ideas on:

- Transparency** - How can GSA improve the availability and quality of information?
- Participation** - How should GSA solicit feedback from the public?
- Collaboration** - How can GSA work better with others inside and outside of government?
- Innovation** - How can GSA be more innovative and efficient?

Ideas on GSA's Open gov plan will be taken until March 19, 2010. [Learn more about OpenGSA](#)

SHARE (Contribute a new idea) | **DISCUSS** (Comment on ideas) | **VOTE** (Vote on ideas)

Videotaping Meetings (48 votes) | **Business Opportunities** (32 votes) | **Participate in designing Federal buildings** (12 votes) | **Improving this site** (3 votes) | **Eco-friendly government** (-8 votes)

After

OpenGSA SHARE YOUR IDEAS

U.S. General Services Administration

SHARE. DISCUSS. VOTE.

Give us **your** ideas on how we can:

- Work better with others inside & outside the government
- Solicit feedback from the public
- Improve the availability & quality of information
- Be more innovative & efficient
- Create GSA's Open Government Plan. [Learn more...](#)

Ideas will be accepted until March 19, 2010

Sign Up & Share Ideas | **Discuss & Vote on Ideas**

Most Popular | **Most Recent**

Videotaping Meetings (48 votes) | **Videotaping Meetings** (12 votes) | **Videotaping Meetings** (5 votes)

Major Differences

Before

Help Create GSA's Open Government Plan
Give us YOUR Ideas on:

- Transparency** - How can GSA improve the availability and quality of information?
- Participation** - How should GSA solicit feedback from the public?
- Collaboration** - How can GSA work better with others inside and outside of government?
- Innovation** - How can GSA be more innovative and efficient?

Ideas on GSA's Open gov plan will be taken until March 19, 2010. [Learn more about OpenGSA](#)

SHARE Contribute a new idea
DISCUSS Comment on ideas
VOTE Vote on ideas

Top Rated (4) Recent (4)

Vote Up 48
Vote Down

Connect:
Sign up for e-mail updates
Subscribe to our RSS feed
Follow us on Twitter
Follow us on Facebook

Share Ideas for other agencies
Off-topic Comments

IdeaScale

Comments (1) Improve Availability of Data and Information Online

Vote Up -8
Vote Down

Eco-friendly government
Sam Smith
We should have organic vegetable gardens on the top of all federal buildings.
Comments (1) Improve Availability of Data and Information Online

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Purpose of the site not immediately clear. Cluttered design that's difficult to scan.

After

SHARE. DISCUSS. VOTE.

Give us **your** ideas on how we can:

- Work better with others inside & outside the government.
- Solicit feedback from the public.
- Improve the availability & quality of information.
- Be more innovative & efficient.
- Create GSA's Open Government Plan. [Learn more...](#)

Ideas will be accepted until March 19, 2010

[Sign Up & Share Ideas](#) [Discuss & Vote on Ideas](#)

Participate
Innovate
Transparency
Collaborate

Search the Ideas
Most Popular Most Recent

Find Ideas About:
All Ideas
Transparency Ideas
Participation Ideas
Collaboration Ideas
Innovation Ideas
Help Us Improve

Videotaping Meetings

Connect:
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Follow us on Twitter
Connect with Facebook

Share Ideas for other agencies
Off-topic Comments

IdeaScale

Comments (1) Improve Availability of Data and Information Online

Vote Up -8
Vote Down

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Purpose of the site is clear and presented in an interesting, engaging design.

Major Differences

Before

OpenGSA SHARE YOUR IDEAS

U.S. General Services Administration

Help Create GSA's Open Government Plan

Give us YOUR Ideas on:

- Transparency** - How can GSA improve the availability and quality of information?
- Participation** - How should GSA solicit feedback from the public?
- Collaboration** - How can GSA work better with others inside and outside of government?
- Innovation** - How can GSA be more innovative and efficient?

Ideas on GSA's Open gov plan will be taken until March 19, 2010. [Learn more about OpenGSA](#)

SHARE Contribute a new idea

DISCUSS Comment on ideas

VOTE Vote on ideas

Top Rated (4) Recent (4)

Vote Up 48

Vote Down

Comments (1) Improve Availability of Data and Information Online

Vote Up -8

Vote Down

Comments (1) Improve Availability of Data and Information Online

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After

OpenGSA SHARE YOUR IDEAS

U.S. General Services Administration

Give us **your** ideas on how we can:

- Work better with others inside & outside the government.
- Solicit feedback from the public.
- Improve the availability & quality of information.
- Be more innovative & efficient.
- Create GSA's Open Government Plan. [Learn more...](#)

SHARE. DISCUSS. VOTE.

Sign Up & Share Ideas **Discuss & Vote on Ideas**

Most Popular Most Recent

Find Ideas About:

- All Ideas
- Transparency Ideas
- Participation Ideas
- Collaboration Ideas
- Innovation Ideas
- Help Us Improve

Connect

Share Ideas for other agencies

Off-topic Comments

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Major Differences

Before

Sorting options are difficult to see and labels are not intuitive.

48
Vote Down

Vote Up
32
Vote Down

Vote Up
12
Vote Down

Vote Up
3
Vote Down

Vote Up
-8
Vote Down

Top Rated (4) Recent (4)

After

SHARE. DISCUSS. VOTE.

Give us your ideas

Work better with our customers
Solicit feedback from our customers
Improve the availability of information
Be more innovative in our work
Create GSA's Open Government Plan. [Learn more...](#)

Ideas will be accepted until March 19, 2010

Sign Up & Share Ideas Discuss & Vote on Ideas

Most Popular Most Recent

Videotaping Meetings
Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to [more...](#)
January 23, 2010
By: John Collins 3 Comments Transparency Ideas [Discuss](#)

Videotaping Meetings
Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to [more...](#)
January 23, 2010
By: Carol Smith 1 Comment Transparency Ideas [Discuss](#)

Videotaping Meetings
Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to [more...](#)
January 23, 2010
By: Sarah Silva 20 Comments Transparency Ideas [Discuss](#)

Sign Up & Share Ideas Discuss & Vote on Ideas

Major Differences

Before

Voting options (“Vote Up” and “Vote Down”) are not clear or immediately obvious.

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After

New labels (“I Agree” and “I Disagree”) are more intuitive. New image makes the voting options more engaging and appealing.

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Major Differences

Before

Format of posts was difficult to scan. The author's name was as prominent as the title of the post and disrupted the flow of the idea.

The screenshot shows a list of ideas on a website. The ideas are listed with their titles, authors, and content. The authors' names are prominently displayed, disrupting the flow of the ideas. A yellow callout box highlights the text: "Format of posts was difficult to scan. The author's name was as prominent as the title of the post and disrupted the flow of the idea." The ideas listed include:

- Business Opportunities** by Sandra Lutz: The government should make it easier for businesses to find out what the government is looking to acquire in the private sector. (2) Improve Availability of Data and Information Online
- Participate in designing Federal buildings** by Sam Smith: The public should be able to help design federal buildings in their congressional district. Comments (10) Improve Availability of Data and Information Online
- Improving this site** by Sarah Green: We should be able to rate ideas, not just vote on them! Comments (1) Improve Availability of Data and Information Online
- Eco-friendly government** by Sam Smith: We should have organic vegetable gardens on the top of all federal buildings. Comments (1) Improve Availability of Data and Information Online

After

The new format puts more emphasis on the title and makes the name of the author, number of comments and tags easier to scan.

The screenshot shows a list of ideas on a website. The ideas are listed with their titles, authors, and content. The authors' names are less prominent, and the titles are more emphasized. A yellow callout box highlights the text: "The new format puts more emphasis on the title and makes the name of the author, number of comments and tags easier to scan." The ideas listed include:

- Videotaping Meetings**: Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to more... (48) Discuss
- Videotaping Meetings**: Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to more... (12) Discuss
- Videotaping Meetings**: Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to more... (5) Discuss

Major Differences

Before

The old format did not include a date for the posts.

The screenshot shows the old IdeaScale interface. A yellow callout box contains the text: "The old format did not include a date for the posts." An orange box highlights a list of ideas, each with an up/down vote button and a comment count, but no dates are visible. The ideas listed are:

- Business Opportunities** by Sandra Lutz: 32 votes, 2 comments.
- Participate in designing Federal buildings** by Sam Smith: 12 votes, 10 comments.
- Improving this site** by Sarah Green: 3 votes, 1 comment.
- Eco-friendly government** by Sam Smith: -8 votes, 1 comment.

After

The new format has an area for data so that sorting by "Most Recent" comments is easier to use.

The screenshot shows the new IdeaScale interface. A yellow callout box contains the text: "The new format has an area for data so that sorting by 'Most Recent' comments is easier to use." An orange box highlights a list of ideas, each with an up/down vote button, a comment count, and a date, demonstrating the new sorting capability. The ideas listed are:

- Videotaping Meetings**: 48 votes, 3 comments, January 23, 2010.
- Videotaping Meetings**: 12 votes, 1 comment, January 23, 2010.
- Videotaping Meetings**: 5 votes, 20 comments, January 23, 2010.

Major Differences

Before

The old format did not easily allow users to comment on an idea.

The screenshot shows the 'Voting Meetings' section with the following ideas:

- Business Opportunities** by Sandra Lutz: 32 votes up, 0 votes down. Idea: The government should make it easier for businesses to find out what the government is looking to acquire in the private sector.
- Participate in designing Federal buildings** by Sam Smith: 12 votes up, 0 votes down. Idea: The public should be able to help design federal buildings in their congressional district.
- Improving this site** by Sarah Green: 3 votes up, 0 votes down. Idea: We should be able to rate ideas, not just vote on them!
- Eco-friendly government** by Sam Smith: -8 votes up, 0 votes down. Idea: We should have organic vegetable gardens on the top of all federal buildings.

After

The new format includes a "Discuss" button for each comment to make it easier for users to participate in the discussion.

The screenshot shows the 'Voting Meetings' section with the following ideas:

- Videotaping Meetings**: 48 votes up, 1 disagree. Idea: Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to more... **Discuss**
- Videotaping Meetings**: 12 votes up, 1 disagree. Idea: Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to more... **Discuss**
- Videotaping Meetings**: 5 votes up, 1 disagree. Idea: Senior Leadership should videotape all strategy meetings so that the public can see what is being discussed, add a link to more... **Discuss**

Major Differences

Before

The old format had the "share ideas" button at the top of the screen.

The screenshot shows the old OpenGSA website interface. At the top, there is a "SHARE" button. Below it, there is a list of ideas with "Vote Up" and "Vote Down" buttons. The interface is cluttered with various navigation elements and a search bar.

After

The new format includes links at the top and bottom of the page to make it easier to comment on long pages.

The screenshot shows the new OpenGSA website interface. At the top, there is a "SHARE YOUR IDEAS" header. Below it, there is a "SHARE. DISCUSS. VOTE." section with a list of actions: "Work better with others inside & outside the government", "Solicit feedback from the public", "Improve the availability & quality of information", "Be more innovative & efficient", and "Create GSA's Open Government Plan". There are also "Sign Up & Share Ideas" and "Discuss & Vote on Ideas" buttons. The interface is cleaner and more focused on the core actions.

1

Overview of the usability test

2

Participant demographics

3

Performance metrics

4

Findings and recommendations

5

Next steps

Next Steps

- Determine feasibility of “Phase II” priorities and develop timeline to implement.
- Consider additional usability testing once page is built out and the interaction is functional.



Questions?

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