

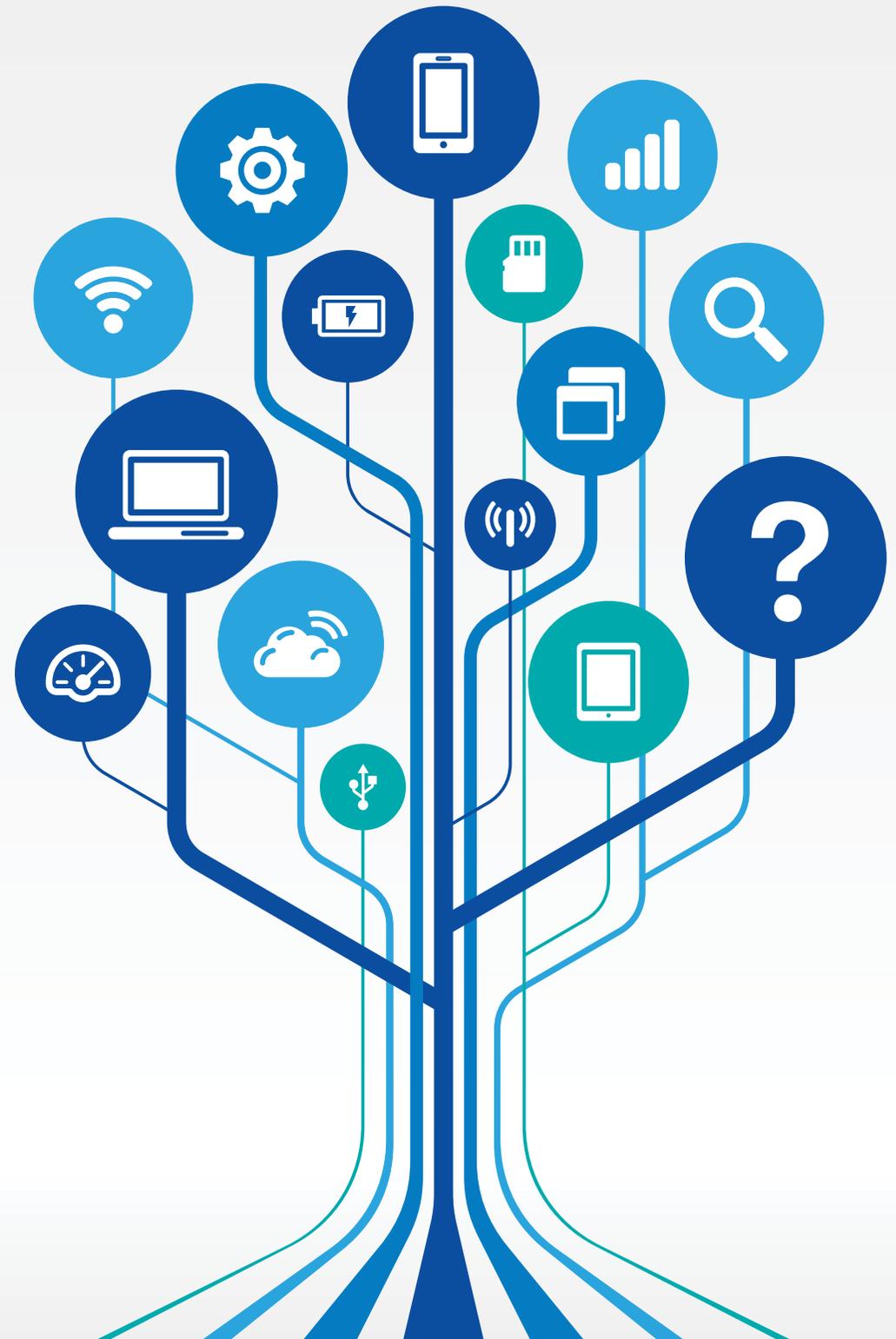


cutting through complexity

GLOBAL
REVIEWS

Digital Government Ease of Use Index 2015

kpmg.com/au/digitalgovindex



Welcome

Introducing the Digital Government Ease of Use Index

KPMG Australia and Global Reviews have come together to provide a unique perspective on the everyday experience of Australians as they interact with government online. This research of nearly 1,500 Australians delivers an evidence-based insight into how well government websites meet the needs and expectations of citizens.

Australians are some of the most digitally savvy and connected people in the world, with over 80% of the population 'online' and over 60%¹ connected via a social media network. This willingness to use the digital sphere to connect, research, share, shop and conduct business is driving massive change, not least of which is a dramatic shift in citizens' expectations of their interaction with all levels of government.

Government also appreciates what other sectors such as banking and telecommunications have known for some years: high satisfaction levels with a digital service reduces the cost to service and drives efficiencies.

Governments are transforming their online service delivery to meet the expectations of citizens and there is strong support for a digital transformation agenda around the nation. In some areas of service delivery, government-led digital innovation is leading the way while in others, government continues to chase citizens' expectations.

The Digital Government Ease of Use Index provides a baseline for measuring Australia's progress in putting citizens at the centre of public service delivery of information and services via digital channels.

Our research shows:

- ▶ Citizens start with a search engine 90% of the time when looking for government information or services.
- ▶ Citizens are willing to persist with a government site when trust or authoritative advice is important but comfortably turn to non-government sites for other information and services.
- ▶ About half the respondents were unable to complete every task they were set indicating poor levels of usability and lack of customer-centric design.
- ▶ Citizens are strong advocates of government online when their satisfaction with a service or information is high.

This report highlights the real benefits for all levels of government of improving citizen satisfaction with government digital services and channels.



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¹ Source: <http://www.socialmedianews.com.au/May> Statistics 2015

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1

Results, key findings and insights

An assessment of how easy and satisfying it is for Australian citizens to interact with government information and services online.

Results, key findings and insights

KPMG and Global Reviews have undertaken primary research into how Australians use the web to interact with government.

We studied how citizens from the mainland states searched for everyday government information and interacted with common government online services. This information has been used to rate each jurisdiction's websites against:

- ▶ Efficiency
- ▶ Effectiveness
- ▶ Satisfaction

The research output has informed this inaugural Digital Government Ease of Use Index. The index provides unique evidence and insights into how Australians use the web to interact and engage with government as well as how satisfying that interaction is.

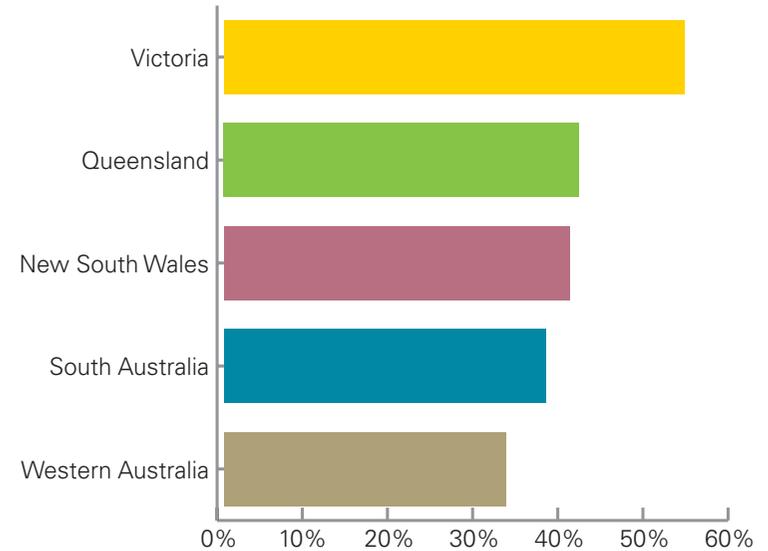
Chart 1 compares the Digital Government Ease of Index result by state. The average ease of use across the five states was 44.4%. The highest Index rating for a state was 54%. In addition, 48% of respondents had difficulties completing the tasks. This result indicates there are opportunities for governments to continue to develop and refine their digital offerings.

A Digital Government Ease of Use Index dashboard for each state is also provided in this section. The dashboard indicates the effectiveness, efficiency and citizen satisfaction ratings for the state government websites. The Index for each state appears in the top left of each dashboard.

The bottom panel of each dashboard displays the results for the three online service tasks only. This is because the criteria for judging satisfaction of those tasks was tied to completing the task and the time it took.

For an overview of how the scores have been calculated, please refer to Appendix A.

Chart 1 – Digital Government Ease of Use Index: State by State Results (March 2015)



Results, key findings and insights

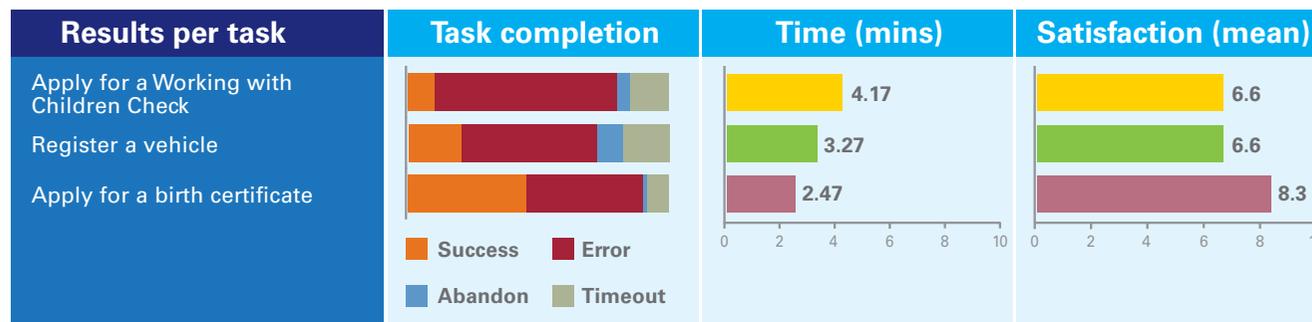
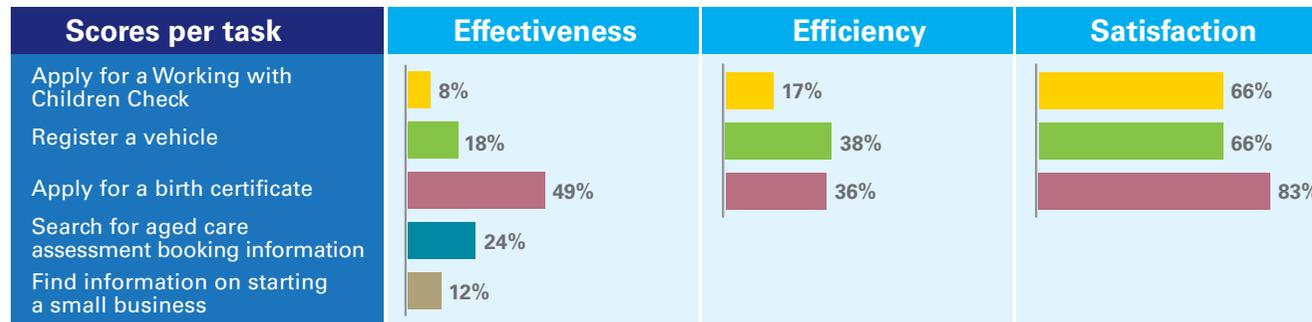
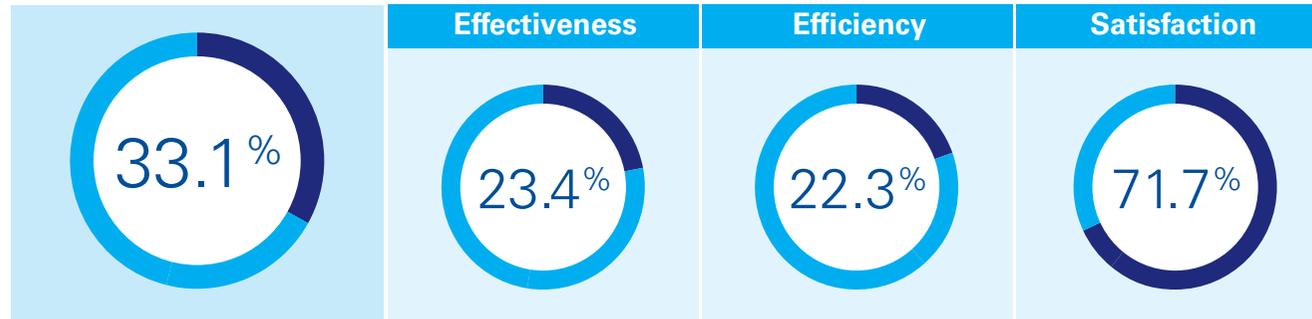
10 key findings and insights

Finding	Insight for government website owners
1 This study included the jurisdictions of New South Wales, Queensland, South Australia, Victoria and Western Australia. The average Digital Government Ease of Use Index of government websites across the five states was 44.4%.	This figure indicates that there is room for improvement across governments in meeting citizens' online expectations and needs.
2 90% of respondents used a search engine first when looking for government information and services.	Make all web pages Google friendly. Citizens parachute into a website from Google and land on the page that best matches their query. Treat web page as a potential home page and name web pages using the words and phrases that citizens search for.
3 Almost half the respondents had difficulty finding information. Of those who experienced difficulties, 55% said the reason was either they didn't know where to start looking, or it wasn't where they expected to find it.	Organise content and features according to the way citizens think, not according to internal organisational structures. Use navigation techniques that users are familiar with. Citizens are conditioned to expect sites to work like the ones they use daily. Follow convention to avoid confusion.
4 When respondents experienced difficulty finding information on a website, 37% said they would turn to FAQs or help pages, 24% to the telephone and 22% to contact us.	Productivity gains are lost when a citizen can't find or understand the information they want online and instead seek assistance from a call or customer centre. Provide easy to find and relevant FAQs and help features.
5 The younger demographic of 18-25 year olds had the most difficulty with the registering a vehicle task.	If services are aimed at younger audiences, remember that they may be less familiar with government jargon. For all audiences, consider providing: <ul style="list-style-type: none"> ▶ clear instructions, especially in form fields ▶ a glossary of terms ▶ help information that is relevant to what's on the screen in front of them.



Results, key findings and insights

Western Australia



What citizens of Western Australia said

“Bright primary colours are used each topic is in its own area and each topic is self-explanatory. “My” is used to make the user feel it is specifically catering for them alone.”

“It was very confusing with ALL the information I had to sift through.”

“The information was easy to locate and clear to identify.”

Appendix A – About the research

Demographic breakdown

The following represents the breakdown of respondents by age, gender location and tasks completed.

Table A1 – Number of respondents by gender, age and location

STATE	Male	Female	18-25	26-35	36-45	46-55	56-65	66+	TOTAL
VIC	144	163	47	57	57	57	52	37	307
NSW	142	162	52	53	52	48	54	45	304
QLD	182	123	30	51	60	56	62	46	305
SA	116	176	40	58	56	59	52	27	292
WA	103	185	25	59	68	60	50	26	288
TOTAL	687	809	194	278	293	280	270	181	1496

Table A2 – Number of respondents by task grouping and location

STATE	Aged Care + Working with Children Check	Small Business + Vehicle registration	Report a scam + Apply for birth certificate	TOTAL
VIC	101	105	101	307
NSW	101	101	102	304
QLD	101	102	102	305
SA	96	99	97	292
WA	96	95	97	288
TOTAL	495	502	499	1496

Note: Subjects have been grouped in this way because they were asked to complete one 'information discovery' task, and one 'onsite experience' task. Two tasks per respondent.

About the online service tasks

This category of tasks provides the facts and insights about how a government's websites stack up against citizens' expectations and the offerings of other state government websites.

Global Reviews divides the online journey into two primary phases, from *Considering* the information and services being offered, through to the tools the website provides to assist the citizen in completing a desired *Action*. An 'action' could be downloading a form or interacting with online services.

Table A3 – Online service tasks & success criteria

	Task	Success Criteria
Birth Certificate	Your task is to find out what supporting documentation is required for the online application for a standard birth certificate. Write down the types of and quantity of documents that will be required in order to complete the process of obtaining a standard birth certificate.	Identification of the required documentation
Car Registration	Your task is to find out the total cost of renewing your vehicle registration in [state] for a 12 month period. You live in postcode [relevant by state] and no concessions apply. In NSW, citizens started on the Service NSW website, www.myrta.com	Identification of the correct cost
Working with Children Check	VIC/NSW Your task is to find out what information is required for the online application for a Working with Children Check. We don't want you to complete the online form, but to stop when you have reached the page asking you to submit your personal information (name and address). You are looking at how easy it would be to complete this process online. QLD/SA/WA Imagine you are an employee who needs to obtain a Working with Children Check in [State]. The first page that you will see is the [URL] website homepage. Your task is to find out what information is required to apply for a Working with Children Check. Write down the steps involved and information required if you need to.	Identification of the required information

Appendix A – About the research

About the information discovery tasks

This category maps the journey citizens take to find specific services and information where government is the authority, and how well government connects citizens to the information and services they are after.

Respondents are given a guideline to spend time online (about 10 minutes) to complete the scenario. They are not prompted about where to go to find this information. The technology we use tracks all the websites and pages visited, their clicks, times spent as well as their responses to pre- and post-task survey questions.

Table A4 – Information discovery tasks & success criteria

Scenario	Success Criteria
Aged Care Imagine you live in [city, state] and you have an elderly parent who needs to go into a government-supported aged care facility. You have identified the first step in the process is to book an Aged Care Assessment. Spend up to 10 minutes online, identifying where you need to go for your Aged Care Assessment if you live in postcode [relevant by state]. Write down the phone number of your local Aged Care Assessment service.	Did the respondent find the correct phone number?
Small Business Imagine you are looking to start up a small business. Spend up to 10 minutes online (using the browser provided), identifying the information sources that best guide you through the process of starting up a small business. Write down the main information sources you found to be helpful.	Did the respondent include the designated state government website in their information sources listed?
Report a Scam Imagine you have recently been approached by the 'Philippines Australia Help Fund' for a donation to help flood victims. While you recall hearing about recent floods in the Philippines, you are not sure whether this fund is legitimate. Spend up to 10 minutes online, identifying whether this fund is a legitimate charity registered in Australia. If not, we would like you to find out where you can report it online as an illegitimate scheme. Write down what websites are involved in the above steps.	Two parts: 1. Could the respondent identify if the fund was a legitimate charity (answer is 'No') 2. Did they include the core state government website in their information sources listed?

How is the Digital Government Ease of Use Index score calculated?

Success (Effectiveness), Efficiency and Satisfaction scores from each online service task plus the Success score (the number of respondents who could completed the task successfully) from two¹¹ of the information discovery tasks, were weighted and combined to produce a score for each state.

Success in a task is weighted more highly than Satisfaction and Efficiency. The following weightings were used:

- ▶ 50% effectiveness
- ▶ 25% efficiency
- ▶ 25% satisfaction

When calculating the overall score, the online service tasks (25%) are weighted more highly than information discovery tasks (12.5%).

Definition of website type classifications

- ▶ **Search engine:** a website that searches for and identifies items in a database that correspond to keywords specified by the user (eg. Google)
- ▶ **Directory:** a website listing individuals or organisations alphabetically or thematically with details such as names, addresses, and telephone numbers (eg. Yellow Pages, villages.com.au)
- ▶ **Government portal or website:** a website providing government information and links to agency websites that provide additional information (eg. sa.gov.au, vic.gov.au, service.nsw.gov.au)
- ▶ **Corporate website:** a company or organisation website that provides or sells products or services (eg. ANZ, Uniting Care, Red Cross)
- ▶ **Knowledge-base website:** a website or portal providing information for the purpose of furthering knowledge and understanding (eg. Wikipedia, online dictionary)

¹¹ The two scenarios used included 'Registering for aged care assessment' and 'Starting a small business'. Reporting a scam was not used because of its stronger Federal alignment.

Appendix A – About the research

What else can you learn from this data?

In addition to the data presented in this high level report, the following can be obtained (on request):

- ▶ Organic and paid search terms that citizen used to find information (informational tasks only)
- ▶ Voice of Customer feedback against each website experience
- ▶ The identification of customer experience pain points specific to each website
- ▶ Heat maps and click paths of the journeys citizens took through each website
- ▶ Click paths of the journeys citizens took to location the government information and services
- ▶ Best practice recommendations on how to improve the citizen experience.



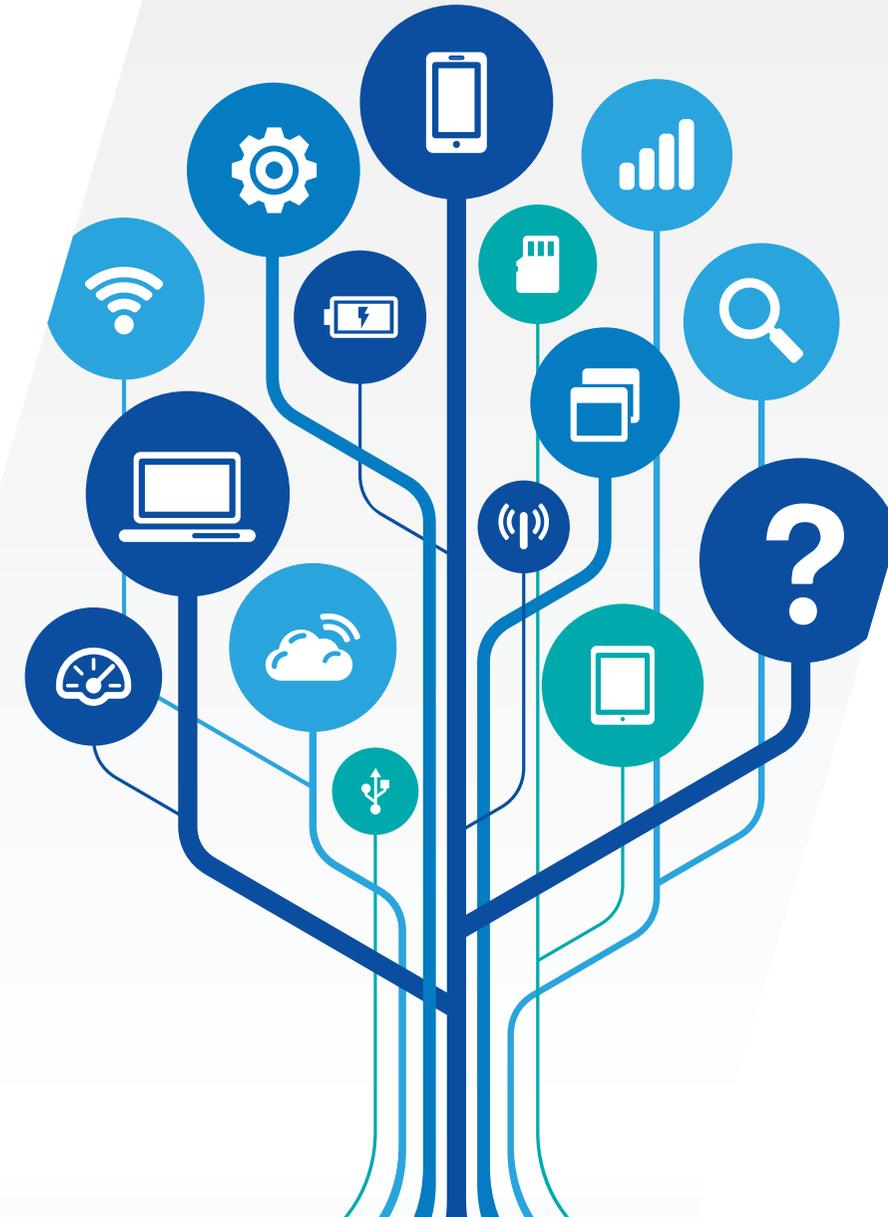
Appendix B – About the authors

Global Reviews

Global Reviews is a leading international digital customer experience benchmarking and consumer analytics firm, with its head office in Melbourne, Australia. Each year Global Reviews studies the behaviour of tens of thousands of consumers across multiple industries utilising its best practice customer experience measurement frameworks. Global Reviews provides its unique data insight to major organisations to improve marketing/sales performance, service and advocacy.

KPMG

KPMG understands the unique needs of the public sector today. We offer targeted advice that can help governments achieve policy reform and change the way services are delivered. We've worked closely with all levels of government for many years and our people have a deep understanding of the environment, culture, policies and procedures of government. Through our extensive national and global networks, we have access to insights and resources to help government explore new ways of thinking.



More information

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