



**Date of consultation:** September & November 2017

**Consultation Title:** Review of the Annual Report

**Number of tenants/customers involved in consultation:** 14

**Method of Consultation:** Real-time testing & Online testing

## 1. Overview consultation:

We invited tenants and customers to review the annual report we were developing. It was especially important with it being a digital one to get a feel for how tenants navigated the site and if they found it useful.

We ran a User Experience session with our micro-site developers which consisted of a 30 minute session in which the tenants were asked to find different bits of information. They were supervised and their screen was recorded whilst undertaking the exercise so that we could understand how they navigated the site and how difficult/easy they found it, as well as how easily accessible the information was that they were trying to find.

We had 3 tenants attend the sessions, all with varying degrees of digital skills. One was in her 80's and never used a computer before and didn't have access to one. Despite this, with the help of someone sat next to her she could easily find the information that we asked her to find indicating that the content was sitting in the right sections – where tenants would expect to find this information, which was great news as that is one of the most important things.

A tenant with visual impairments also attended (with his lovely dog!) and commented that he was very happy to be invited to get involved with this as he had always been involved with our printed mag. We found that a few of the colours used on the site were a bit difficult for him to read which was easily fixable and other than that he was impressed with the design, layout and how simple the content was.

The third tenant was a Plus Dane Voices first timer and had travelled all the way from Congleton to Liverpool to give us his feedback, he was also very happy to be involved. At the start of the session he admitted to not having very good digital skills but flew through the questions which was great to see because it meant even for those who aren't digitally savvy, the site's usability was great.

We also got staff involved to fill the time slots and they were all very happy with the site and found everything they were asked to do simple.

Once our digital Annual Report had been completed and published, we invited tenants and customers to review it to tell us:

- Is the Annual Report easy to read through?
- Do you like the look and design of the pages?
- Do you feel the content is informative?
- Is there any information missing from the report that you feel should be included in future?

A survey comprising of these questions was produced and circulated across our Plus Dane Voices for their feedback. The purpose of this was so that we can use any feedback received as the basis of how we design next year's Annual Report as we constantly strive to make it as customer-friendly as possible.

## 2. Key recommendations from consultation:

We were pleasantly surprised with how little needed to change as a result of the user experience sessions. A lot of this was due to last year's sessions where we did the same thing and learnt a lot that we made sure to implement into the current annual report site.

One thing that did change was a few font colours as a result of the session ran with our visually impaired tenant, specifically white text on a lighter coloured background.

We received 11 responses to the post-publication survey in total. The majority of comments received were very positive about the publication, which bodes well for the design and consultation processes that the team had gone through in producing it.

A couple of the comments received related to additional content that customers would like to see included in future reports, particularly relating to Plus Dane's long-term plan to tackle the issue of Anti-Social Behaviour, and details of any planned changes/developments for the year ahead.

## 3. What will Plus Dane do as a result of this consultation:

As mentioned above we didn't have to change much but that isn't a negative thing. The feedback from our tenants was really important because it offered us certainty that what we had created was easy to use for people with very little to no digital skills, right through to those who are digitally savvy, as well as those with visual impairments.

The feedback was also very helpful in determining if we'd made the right decision to change the format and style of the content that we had included in this year's annual report. The tenant's feedback was that the content was simple, well placed and enjoyable to read which allowed us to continue with this theme and develop it into a communications campaign.

As a result of this consultation we have been given a lot to think about in regards to how we test the annual report next year, as well as what content and styles tenants would like to see moving forward and we thank everyone who has been involved!

We will feed all comments received from the post-publication survey into our discussions when we come to design the next Annual Report, and try to identify the best way to incorporate the requested information.

The positive feedback and comments that we received will also be used to influence the design process, as there was a clear appreciation for the format, layout and design of this year's publication, and therefore it would be unwise to deviate too much from this in future.