Fife Health & Social Care Partnership

Health and Social Care Partnership Website Testing

Participation & Engagement Feedback Report

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January 2024

Contents

Introduction

Fife Health and Social Care Partnership is designing a new website, giving access to information about all Health and Social Care Services in one place. The site will have its own homepage, containing links to the information hosted on both NHS Fife and Fife Council websites.

In addition, the site will host a staff area. The intention is for this area to provide information to HSCP staff by replacing the current weekly email / sway 'briefings and hosting information and news staff wish to promote across the Partnership.

Working groups and an Oversight group have been formed to lead on the work and an external company were contracted to design the website. HSCP Participation and Engagement Team carried out a consultation regarding the test site, on behalf of the group. This Feedback Report presents the findings from the engagement which will help inform the final design of the site to ensure it meets user's needs.
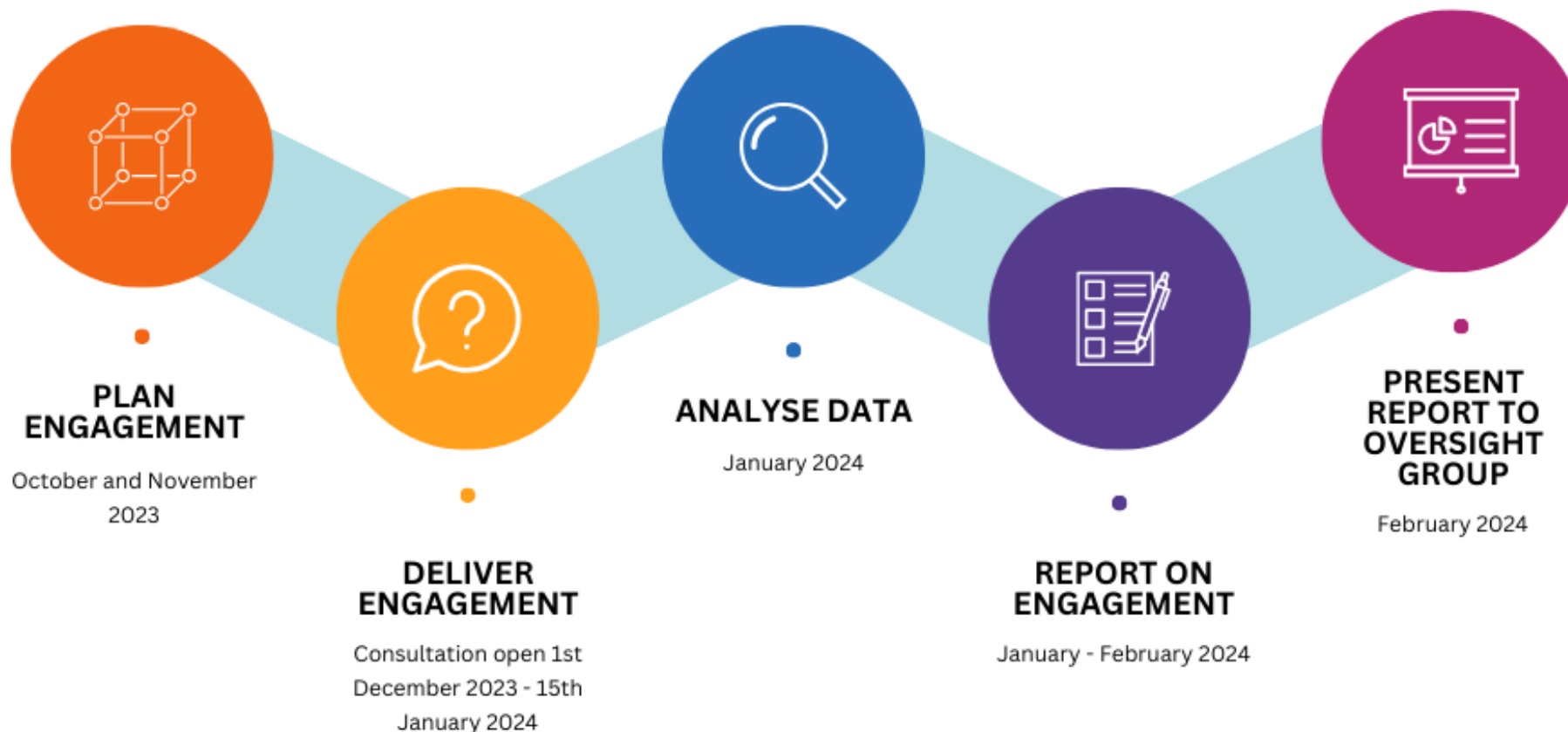
Engagement purpose

The Fife Health and Social Care Partnership's Participation and Engagement Team supported the Oversight group to plan, develop and deliver an engagement activity that aimed to gain an understanding of what is important and valuable to those using the site.

Engagement Timeline

The Engagement Timeline below outlines the planning, delivery and reporting process that has been undertaken.

PLAN ENGAGEMENT

October and November 2023

DELIVER ENGAGEMENT

Consultation open 1st December 2023 - 15th January 2024

ANALYSE DATA

January 2024

REPORT ON ENGAGEMENT

January - February 2024

PRESENT REPORT TO OVERSIGHT GROUP

February 2024

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Stakeholder Engagement

Designing the Consultation

The consultation aimed to gain feedback on the design and navigation of the test site and ascertain whether the site meets the needs of users.

The consultation was designed to be accessible to all stakeholders. Respondents were asked to access the test site, complete simple tasks, and provide feedback on how fully the site met their needs. Questions covered the topics:

Appearance and layout	Search function	Navigation
Information and language	Accessibility functions	Overall feedback

Staff were also asked for feedback on the name of the staff area to build an awareness and sense of ownership amongst staff.

Engagement Methods

Engagement took place online. The consultation was hosted on MS Forms and open for six weeks. It was promoted via a variety of methods including:

- Staff Virtual Noticeboards
- NHS Fife Participation and Engagement Directory
- Via Fife Voluntary Action Website news article
- Fife Council People's Panel
- Group emails
- During meetings and network events

Engagement Reach

There were 128 responses to the online consultation. Responses came from a broad range of stakeholders. We collected data to give us an insight into who these stakeholders are, to better understand who we are engaging with.

Of the 128, 20 respondents (15%) identified as an unpaid carer, with 12 aware of what support is available to carers, and 4 currently accessing support.

We asked people to select the category that best describes them. Responses came from a range of categories as can be seen to the right.

More than 60% of the 128 respondents completed the additional equalities, diversity, and inclusion questions.


- 5% 1%
- 19%
- 16%
- 22%
- 37%
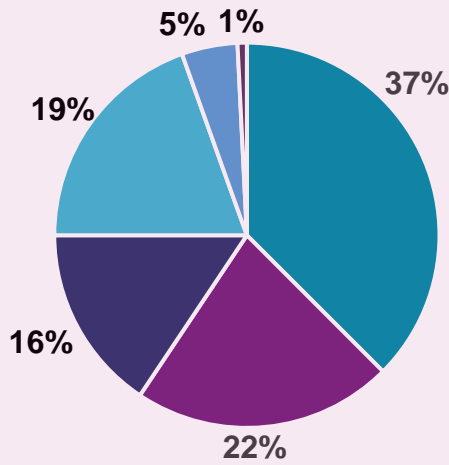
- A person working for Fife HSCP
- A member of the public
- A person working for NHS Fife
- A person working for Fife Council
- A person who works / volunteers for the Third/Voluntary Sector/Organisation
- A member of the IJB or Project Steering Group

Respondent profile and protected characteristics

The majority were aged 35 – 44 or 55 – 64 and identified as a white Scottish; heterosexual woman who is married.

Responses came from across age groups, as shown in the table to the right. There were 0 responses from those aged 24 or under.
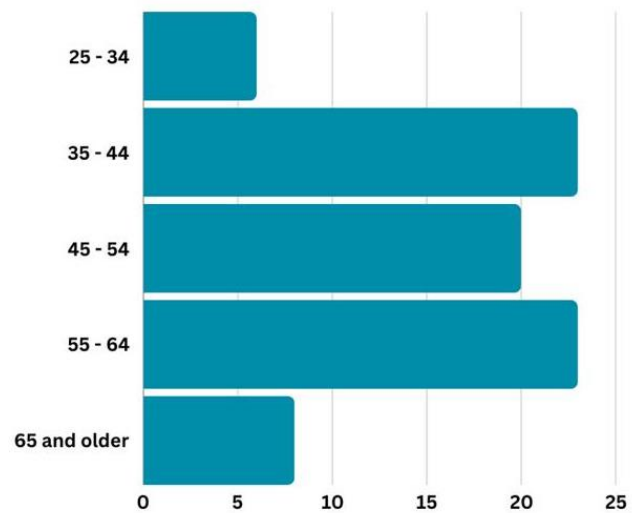
When asked if they would describe themselves as having a health condition and / or a disability 24% responded 'Yes' and selected the category shown in the table on the left.

5
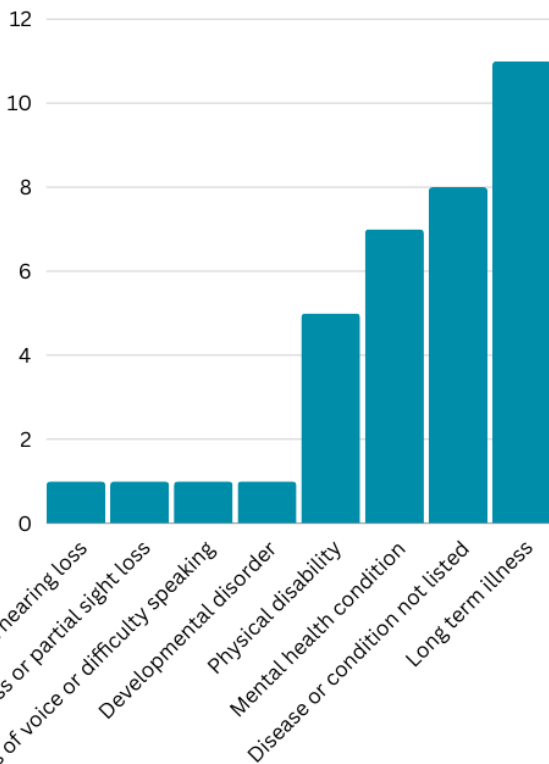
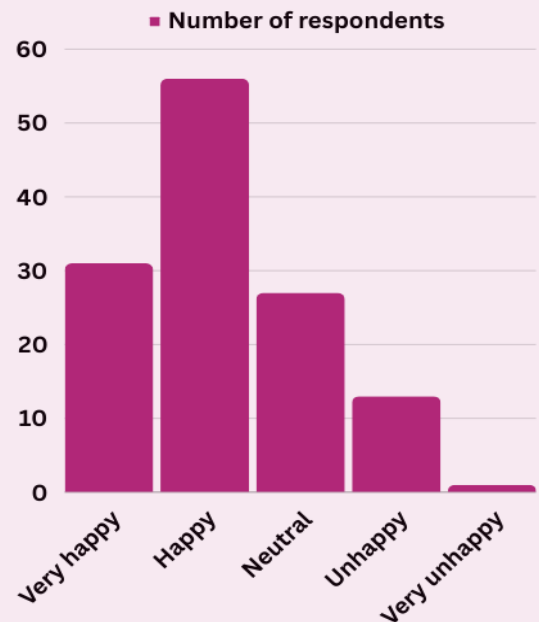# Themes from Feedback

Appearance and layout

We asked:

Do you like how the website looks?

We wanted to find out what people thought about the site. This included the colour scheme, how the page is laid out, the images used and how the site appears on their device.

You said:

+ **Clear**
+ **Easy to use**
+ **Simple**

- **Main picture dominates**
- **Contrast could be an issue**

21 people provided feedback regarding the picture on the landing page. The main theme of this feedback is the picture is too big and dark and dominates the page.

Bar chart titled "Number of respondents" with categories: Very happy (~31), Happy (~56), Neutral (~27), Unhappy (~13), Very unhappy (~1).

Suggestions you gave:

💡 Reduce picture size and increase text size to focus on important information.

💡 Change the Call to Action on a seasonal basis

"colours are clear and stand out against the white background. Because the colours are the ones used in the logo it just pulls it all together."

"It's bright, in keeping with themes and easily travelled."

"It is broadly OK but some of the text does not have good contrast and is not too easy to read without enlarging it and therefore having to move the window around to see all the content. The pastel coloured background looks good but it's maybe aesthetics triumphing over practicality."

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Information and language

We asked:

Is the text clear and easy to read and understand?

We wanted to know people's thoughts on the way the site is written, the language used, and the information given.

You said:

Over 83% of respondents selected 'Yes'. Comments show people value information and language being:

+ **Easy to understand**
+ **Clear and concise**
+ **Simple**

7 respondents gave feedback around the use of jargon, acronyms and some language they believe may need reviewed.

Suggestions you gave:

- Ensure phrasing is consistent across sections
- Ensure jargon and acronyms are explained

"The initial information to help guide you to the proper place is concise and clear and easy to understand and most importantly not too wordy. When you eventually get to the end place, that is where there is necessarily greater volume of information. It all flows very well."

"The language has to be less corporate which I think it achieves in parts. The language has to be consistent in tone, phrasing across each section."

"I am not sure about "learning difficulties" as a tab as there is constant confusion between Learning disability and learning difficulty. Maybe this tab should be Learning and developmental disabilities though I recognise that it also offers generic services for people who are vulnerable (such as Citizens advice)"

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Navigation

We asked people:

Was it easy to find information?

We wanted to find out how people found navigating the site. This included the words used for the headings and how many times they had to 'follow' a link to find what they were looking for.

Yes	
61%	
Not sure	**No**
21%	**18%**

You said:

The majority of people answered 'Yes' describing navigation as **simple and easy.**

"Very intuitive and easy to find information within a few clicks"

Those who answered 'No' or 'Not sure' described navigating the **menus and their titles challenging or potentially challenging** for those unfamiliar with Health and Social Care Services.

"I can navigate and understand it, however, would people understand you have to keep pressing on tabs until you get the service you are looking for?"

"I think the language you are using does not mean anything to members of the public. For example, I was looking up my local GP surgery, so I went into services and then presumed partnership services - what does this mean? And then primary care services - again what does this mean to the public?"

Suggestions you gave:

- 💡 Include description with Menu titles or simplify language
- 💡 Include a visual site map to help people navigate the site

Accessibility functions

We asked people:

Do the 'Accessibility functions' meet your needs?

We wanted to know if the Accessibility functions were helpful. This included changing how the text appeared or using the reading guide.

You said:

63% described functions as **good or great, easy to use**, and suggest they will **help people** use the site.

Yes 35%

Would not use 48%

No 5%

Not sure 12%
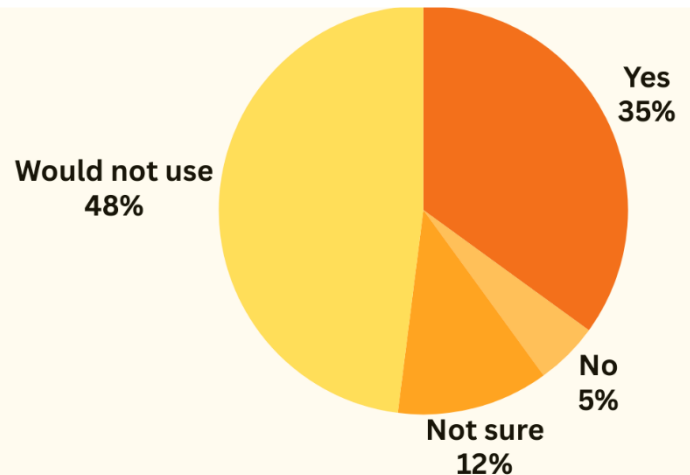
Suggestions you gave:

- Raise awareness of these features – make button bigger and on every page
- Continue expanding options beyond visual
- Consider if everyone will understand the title 'Accessibility' in a digital context

"Great to have a dedicated button for accessibility requirements and compatibility with reader software."

"Accessibility is about so much more than low vision. I haven't been able to explore all of the site, but if you have followed the Home Office's guidelines on designing for the autistic spectrum, screen readers, physical or motor disabilities, Deaf or hard of hearing, low vision, and dyslexia, all should be good!"

"…access to the options should be clearly highlighted on every page, in line with the digital literacy requirements of users."

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Search function

We asked people:

Can you find the information you need using the 'Search' bar?

We wanted to know if the search function yielded results.

You said:

103 **successfully accessed and used** the search function.

+ **It is easy to use**
+ **Speedy**

"Search was easy to use and located what I was looking."

Yes
65%

Not sure	No
18%	**17%**

When asked about the functionality, 29% of the 103 respondents gave feedback regarding the content the search returned.

"I believe the vast majority of users will use a search engine to isolate the page they require before accessing the website so it will be important for the efficient user experience of the website, that we ensure that popular browsers provide accurate search results for webpages within the new site."

When considering this feedback in the context of the search function, there is a need to:

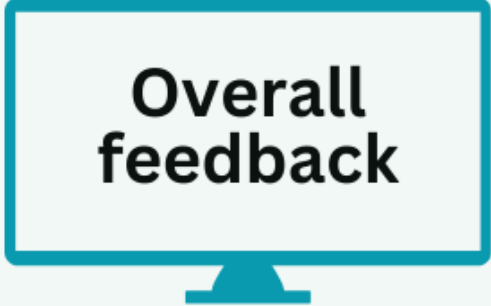- Ensure content is tagged appropriately
- Tagging includes common misspellings

We asked people:

What could be better about the site design and layout?

We wanted to know if the site worked for people and met their needs – if not what could be better.

Overall feedback

You said:

81 respondents (63%) gave no comment or did not wish to see any change.

47 respondents (37%) commented on visual elements, including adding more visuals, considering adding video and actioning the points made regarding the home page image.

"I was very pleased with the site overall and it certainly met my own needs whilst searching."

"Design and Layout is good. Particularly like the consistency and comparability of this site alongside other NHS sites such as some GP Practice websites, NHS Inform, NHS Fife."

"The overall site seems quite complicated. There is a lot of information which is mostly in written form and if you are not very IT literate it might be quite hard to navigate your way round the site without getting lost. More simple visual aids might be helpful."

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Staff area

We asked staff:

What should be the title of the staff area on the website?

61% of Staff identified a preference for the staff area to be titled '**Staff Portal**'.

13%

26%

Colleague Hub

I don't mind

Staff Portal

61%
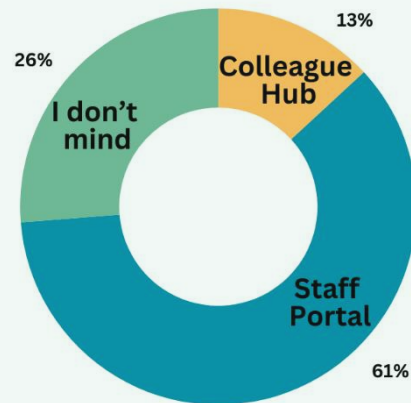
Further feedback

The consultation aimed to gather feedback on the design and function of the site. People additionally fed back on the content hosted there.

Some of the key things they said are:

Build content
It is important to people that current content gaps are filled, and all the links function as intended

End points
People feel the site lacks 'end points' such as contact details or links to gain further information, or make a referral to the service provider

Site feedback
People would welcome a site feedback function, and further consultation once the site is up and running

Clear and concise
People expressed a need for clarity and conciseness across the site. They suggested providing a clear site description on the landing page to explain site purpose and content.

Conclusion

In conclusion, feedback from the Website Testing consultation has highlighted people **recognise and value** the progress made to bring information from across all of Fife's Health and Social Care Services together, in one place.

Feedback came from a broad range of stakeholders, to support and inform the ongoing website development. Respondents found the site **quick and easy to use and understand**, highlighting the **importance of offering accessibility to all** and ensuring it provides information **about services and how to access them**.

Developments across site appearance and layout, information and language, navigation, accessibility functions and search function received praise. Feedback provided offers the partnership **opportunities to explore suggestions** which focus on ensuring the purpose of the site is clear, people are able to easily navigate around the site and content provides users the information they are looking for.

Providing the right care, in the right place, at the right time is key in meeting the needs of people and communities of Fife. The website offers accessible information in an equitable way. It allows people to explore their Health and Social Care options, before making informed choices, which can enable them to live healthy, independent lives.

Next Steps

The findings in this report will be used to influence and shape the layout and appearance of the website going forward.

The project team have reviewed the feedback and begun implementing suggestions. Below are examples of feedback and resulting action:

You said	We did
Improve search function	Identified and 'fixed' error with search
Menu titles and navigation are confusing	Menu and titles simplified, subtitles added
Make Accessibility section more obvious	Button made larger and added to each page
The purpose of the site is not clear	Description of site added to landing page
Site should be reviewed once launched	Content review to take place in 12 months

There is an opportunity to connect with other engagement feedback that identified website development as a key theme. This may include:

Getting It Right For Everyone
People said they would like information to be up to date, consistent and easily accessible to help them make informed decisions about their support and care.

Fife HSCP Mental Health and Wellbeing in Primary Care and Community Settings Project : Phase 2
People said knowing where and how to access information about services and supports in their communities, which is up to date and easy to understand is important to them.

Fife HSCP Digital Strategy
People value easily accessible information online, which they know they can trust to be correct and reliable.