oomph

MassLegalHelp

Information Architecture Testing Results & Final Version

February 2, 2023

Prepared by:

Ashley Estes
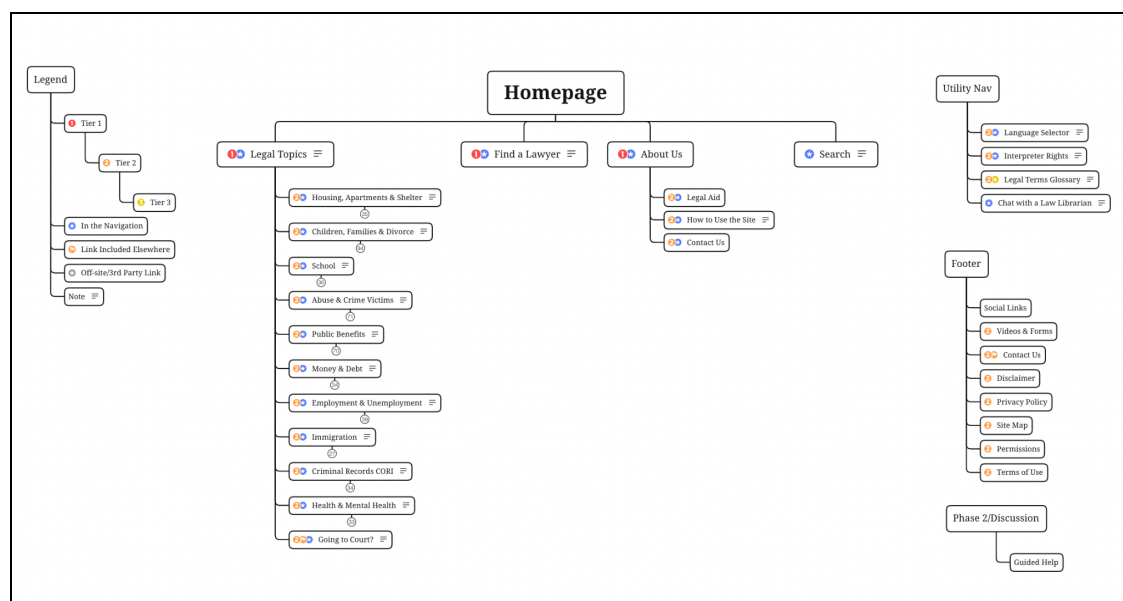Associate UX Architect
aestes@oomphinc.com

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Executive Summary

Information Architecture Testing

With the Proposed IA draft in place, we conducted architecture testing with a tool called [Treejack](#). The survey ran from January 23rd to January 27th, resulting in **27 valid participant responses**. 9 additional participant sessions were excluded due to not completing the survey, taking it more than once, or filling out the data inaccurately (answering the same response repeatedly without reading the questions).

In the survey, participants were provided with scenarios and asked where they would go to find the desired information, choosing the answers in the navigation structure provided. The navigation structure provided in the test was limited to the primary paths through the main header. To review the previous V1 proposed IA, visit: www.xmind.net/m/jzt5bQ

While we know the existing IA is useful as a resource for primary audiences, improvements can be made to serve these users better. Based on these results, we have examined the proposed IA and implemented revisions to create an enhanced architecture that will serve your existing audience.

Homepage

Legend
- Tier 1
- Tier 2
- Tier 3
- In the Navigation
- Link Included Elsewhere
- Off-site/3rd Party Link
- Note

Legal Topics
- Housing, Apartments & Shelter
- Children, Families & Divorce
- School
- Abuse & Crime Victims
- Public Benefits
- Money & Debt
- Employment & Unemployment
- Immigration
- Criminal Records CORI
- Health & Mental Health
- Going to Court?

Find a Lawyer

About Us
- Legal Aid
- How to Use the Site
- Contact Us

Search

Utility Nav
- Language Selector
- Interpreter Rights
- Legal Terms Glossary
- Chat with a Law Librarian

Footer
- Social Links
- Videos & Forms
- Contact Us
- Disclaimer
- Privacy Policy
- Site Map
- Permissions
- Terms of Use

Phase 2/Discussion
- Guided Help

To review the **proposed final IA**, visit: www.xmind.net/m/kV9Bv5. This document contains the revised recommended IA for tiers 1 & 2. Below we will walk through the survey results, along with trends and discoveries that led to this final information architecture.

Key Findings

Overall, the testing proved that the proposed **additional layer** of navigation had a **positive impact** on the participants. 82% of users reached the correct answer, with 76% of answers chosen without any backtracking or exploring. The majority of participants responded to the open-ended question, stating that they found the navigation easy to use and helpful. Participants also commented that while they understand the navigation, they would likely first use an on-site search to find answers to some of these situations. As explained in the Discovery findings, we recommend supporting a filterable search results page that makes it easier to find resources. With a strong high-level architecture, other pieces of the site's header will further enhance this design, like the search bar and the utility navigation.

Findings Requiring Revisions:

- As expected, the question that received the lowest success rate and most confusion was the court information. Nearly 75% of participants selected Legal Topics first when looking for general court information. Paths then split into numerous subcategories from there. **We have revised the Going to Court page to live within the Legal Topics section.** A call to action can still exist within the Find a Lawyer page, linking users to this information

- Users are likely to come to the site with situations that apply to multiple sections, and are likely to find the desire answer given the new IA. With that said, a portion of users may come to a **different interior page based on the title or language used**. For example, a number of users selected the "Finding Housing" interior page instead of "Emergency Shelter", or "Custody" instead of "Parenting Time and Visitation". **The testing for tiers 1 and 2 was successful, but revisions and possible further testing will be necessary to tier 3+ to reduce confusion.** This round of testing scratched the surface of refining the deeper pages and content that exist.

Testing Results

Results by Participant

Of the 27 participants, the majority had a successful task completion ratio. 14 had a 90%+ success rate, 7 had an 80% success rate, 4 had a 70% success rate, and 2 had a less than 50% success rate. Of the 2 that had less success, 1 of the participants still wrote in the open ended question that they found the new navigation easy to use and understand. The other respondent had incorrect answers that did not seem to follow trends, and only got 2 questions right.

☐	Participant 18	kaitlynspart@gmail.com	Completed	4:50	1	100%	0	70%	Actions ⌄
☐	Participant 19	mgsickles@gmail.com	Completed	5:07	1	100%	0	90%	Actions ⌄
☐	Participant 20	jhe730@gmail.com	Completed	5:31	1	100%	0	100%	Actions ⌄
☐	Participant 21	jessmurray77@gmail.com	Completed	7:20	1	100%	0	90%	Actions ⌄
☐	Participant 22	emilyamallard@gmail.com	Completed	7:34	1	100%	0	100%	Actions ⌄
☐	Participant 23	joshphopper@gmail.com	Completed	2:48	1	100%	0	100%	Actions ⌄
☐	Participant 24	heather.crump926@gmail.com	Completed	3:44	1	100%	0	100%	Actions ⌄
☐	Participant 25	sajohnson1013@gmail.com	Completed	5:08	1	100%	0	80%	Actions ⌄

With the majority of users being successful across the board, we want to focus on those that had 70 or 80% correct, meaning they understood the overall navigation, but some areas didn't seem to fit as well. To find these answers, we focused on results by question, leading to trends and possible changes.

Results by Question

Of the 10 questions asked, **7 received an 80%+ success rate**, meaning the sections targeted **do not need substantial revisions** to the initially proposed architecture. With the majority of users able to complete the tasks without other visual cues that come with a site design, this actually warns against further changes to those sections, as they may lower the ease of use. With that said, we will walk through each question and any differing responses. Visuals from these questions are attached, showing average success rates, time taken, and an overall score. Success is divided into direct and indirect, noting if a user back tracked before then selecting the correct answer.

1. Housing & Apartment Scenario

You moved to a new apartment and the landlord from your previous apartment hasn't returned your security deposit. Where would you look to learn about your legal rights so that you can confidently ask for your full deposit back?

  a. *Legal Topics > Housing, Apartments & Shelter > Protect Your Security Deposit*
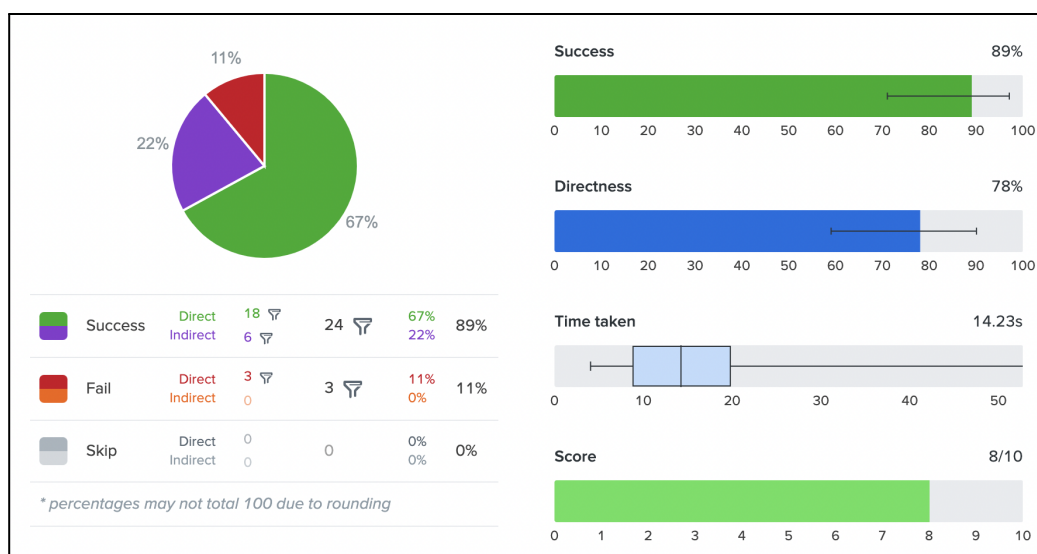
Responses prove that this path is clear. No changes are recommended to the proposed IA.

The majority went directly to the correct answer. Those with an indirect success went to find a lawyer, then to the correct section, OR started with the Housing, Apartments & Shelter, went back to a section like Money & Debt, then went to the correct section again.

Of the 3 that selected an incorrect answer, 2 selected Find a Lawyer > Going to Court. While this is not where we wanted users to go, it is also not technically an incorrect answer as legal advice can be sought with this. The other incorrect answer selected Abuse & Crime Victims > Going to Court.
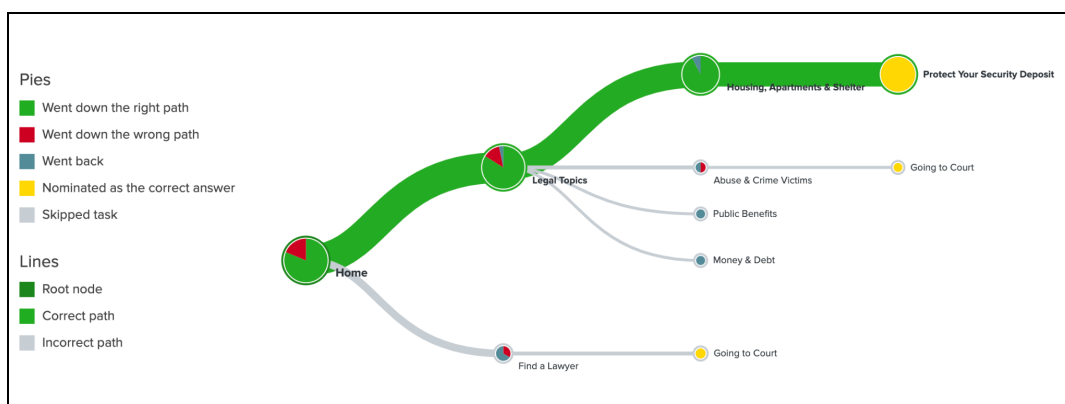
The pie tree indicates green for desired paths. The width of the line indicates how frequently it was selected. The majority of users selected the correct path, with some users infrequently visiting other various pages.

2. Unemployment & Benefits Scenario

You have recently lost your job. Where would you look to find information on whether you can get any money or benefits while you look for a new job?

    a. *Legal Topics > Employment & Unemployment > Losing Your Job*

    b. *Legal Topics > Employment & Unemployment > Unemployment Insurance*

    c. *Legal Topics > Public Benefits > SNAP/Food Stamps*
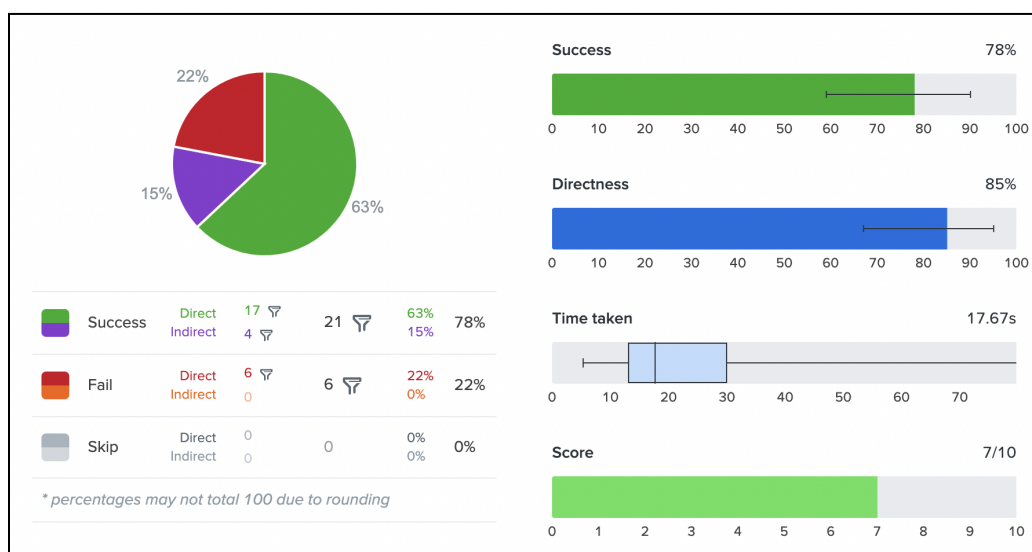
Responses prove that this path is clear in the main header. This scenario successfully leads users to the 2 desired sections. While no changes are needed to the initially proposed version of the IA, possible clarity concerns exist. Of all the respondents, no one selected SNAP/Food Stamps for this scenario, even though it was marked as a possible correct answer.

Of those that had a direct failure, 2 selected a page within About Us, while 4 selected a different page within unemployment or public benefits. For those 4, the answer can be considered a success, since they navigated to the correct, desired section. Language use for pages within these sections may cause confusion.

Of those with indirect success, most explored each of the primary navigation items before selecting the correct answer. While 78% selected legal Topics first, 19% of participants selected the About Us section first. Of the 10 with an indirect success OR a direct failure, 6 looked in the About Us section, making this a potential point of confusion.
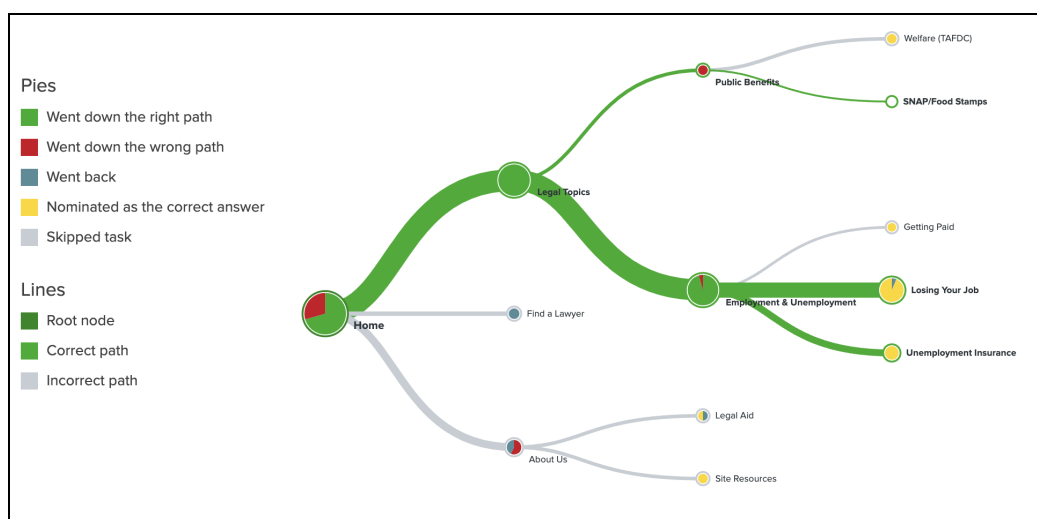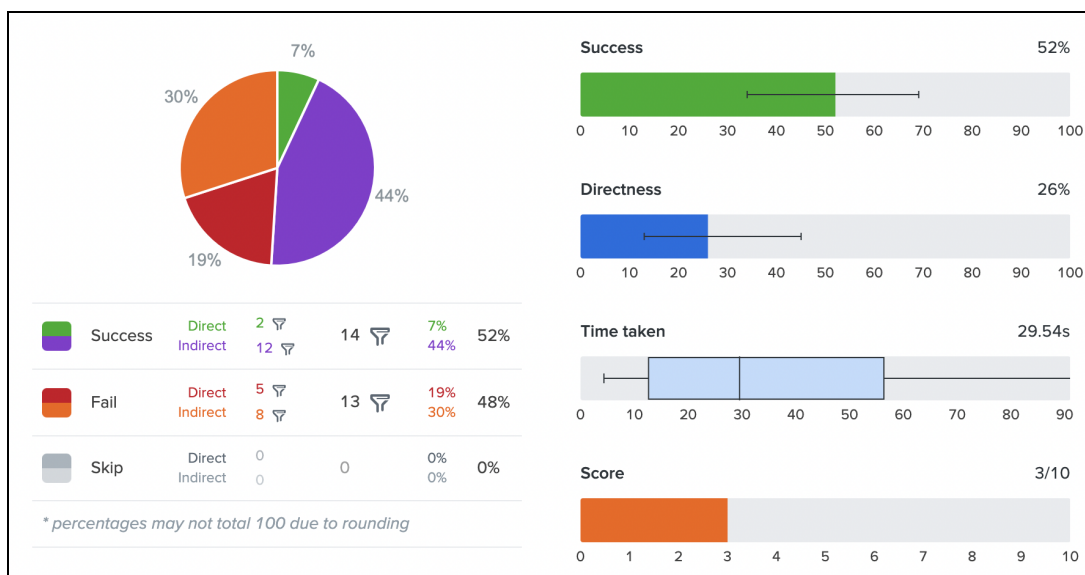

The pie tree indicates green for desired paths. Most users went towards the employment and unemployment section, with some viewing the public benefits.

3. Going to Court Scenario

You have a court date coming up, and you are unsure about courtroom policies. Where would you look to find this information?

  a. *Find a Lawyer > Going to Court*

Responses prove that this path is <u>not</u> clear in the main header.

With only 52% of respondents reaching the desired location, the current proposed location needs to be revised. From this analysis, we know that 74% of respondents actually selected the Legal Topics category first, meaning the majority expected this information to be there. From the attached pie tree, we know that the users split fairly evenly as to where they felt the information would be from there. This proves that the category needs to be a Tier 2 page, rather than beneath one of the existing categories. A call to action can still exist on the Find a Lawyer page, providing some context and informing users that they can find more details about courtroom policies within the section under legal topics.
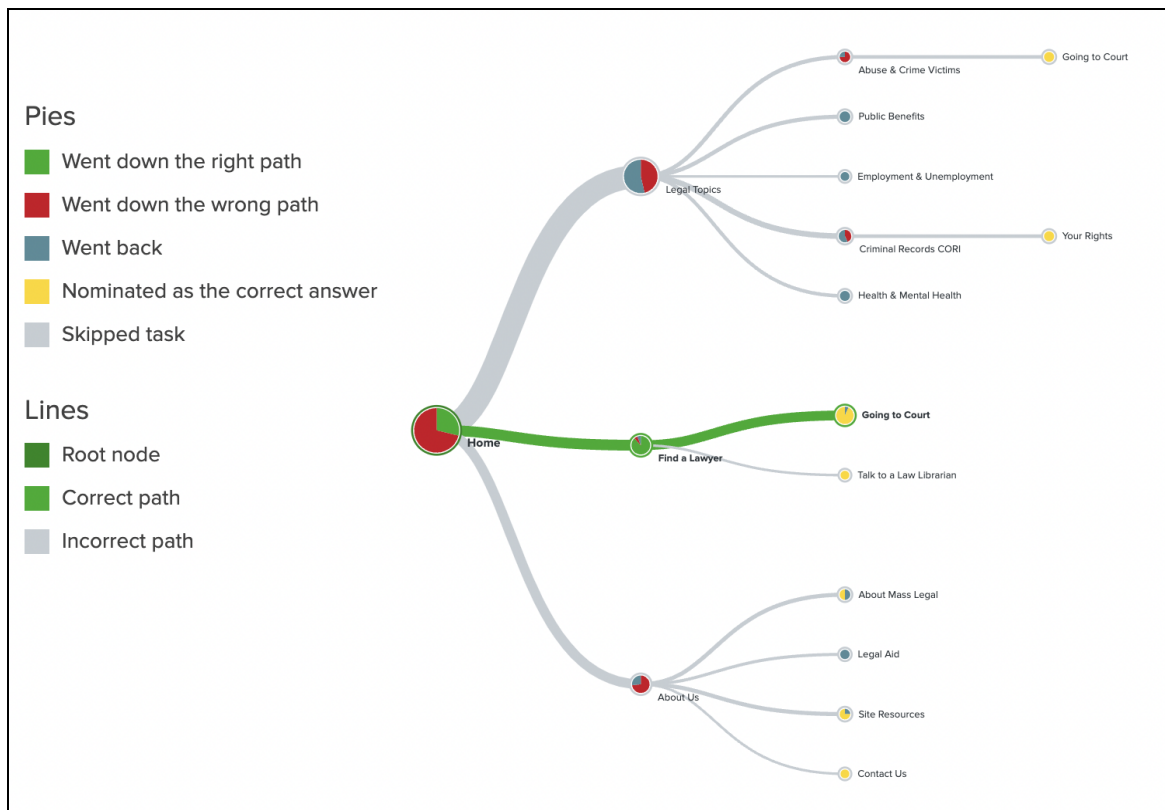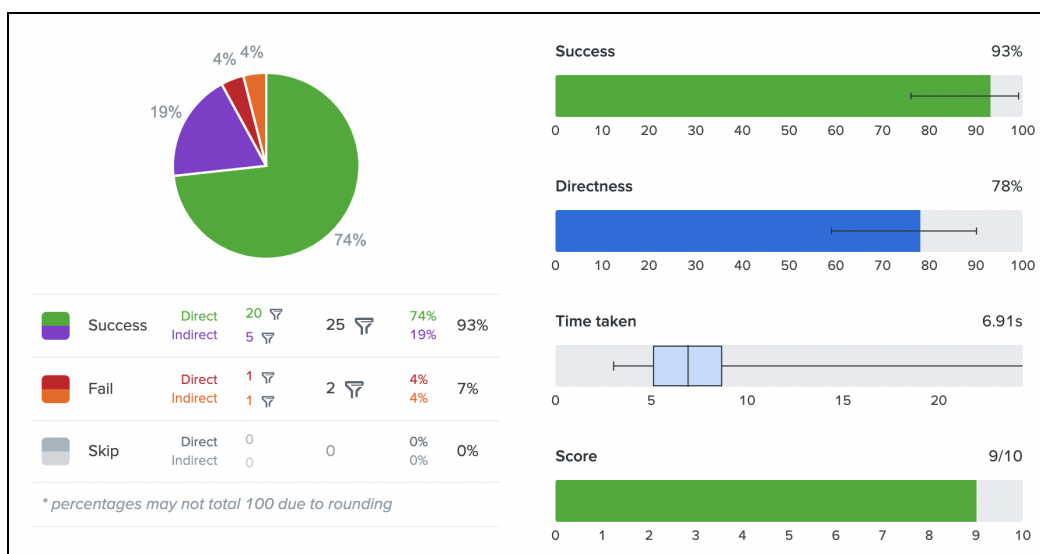
The pie tree indicates green for desired paths. As you can see, the majority of users selected the legal topics path first, even though about 50% ended up at the desire path in the end.

4. About Us Scenario

You have never used the Mass Legal Help site before, and want to find information about what the site is and its mission. Where would you look to find information to better inform yourself?

a. *About Us > About Mass Legal*

Success	Direct	20 ▽	25 ▽	74%	93%
	Indirect	5 ▽		19%	
Fail	Direct	1 ▽	2 ▽	4%	7%
	Indirect	1 ▽		4%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

* percentages may not total 100 due to rounding

Responses prove that this path is clear. With 25 respondents selecting the correct answer, we do not advise changing this from the initially proposed architecture.

Of the indirect success participants, they primarily explored other areas within the About Us section before landing on the correct answer. Of the two incorrect answers, they selected contact us and site resources, both found within the About Us section. 85% of respondents selected About Us first.
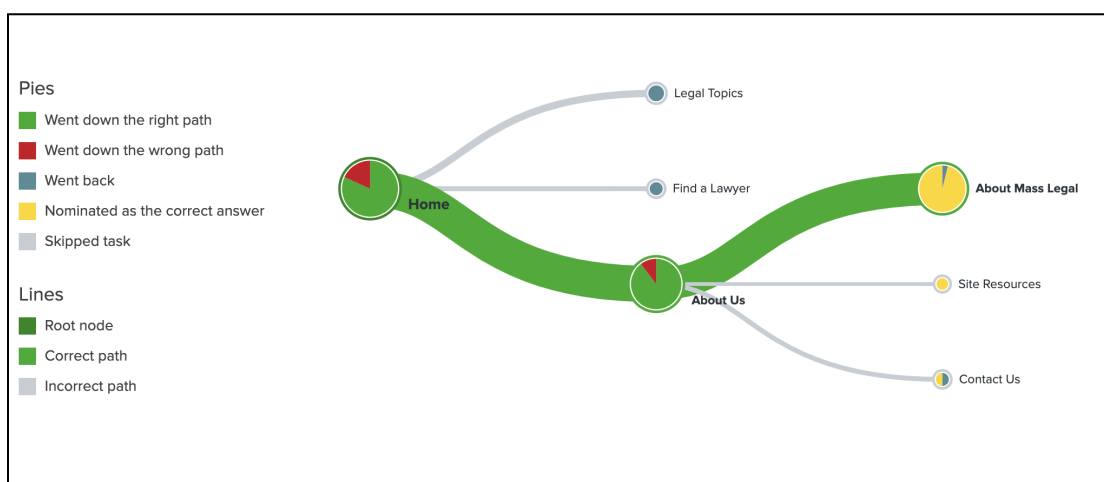

The pie tree indicates green for desired paths. As you can see, the majority of users selected the correct path.

5. Children, Custody & Visitation Scenario

You have primary custody of a child but the other parent would like additional visits with the child. Where would you find out more about your rights and the rights of the other parent in this situation?

   a. *Legal Topics > Children, Families & Divorce > Parenting Time and Visitation*
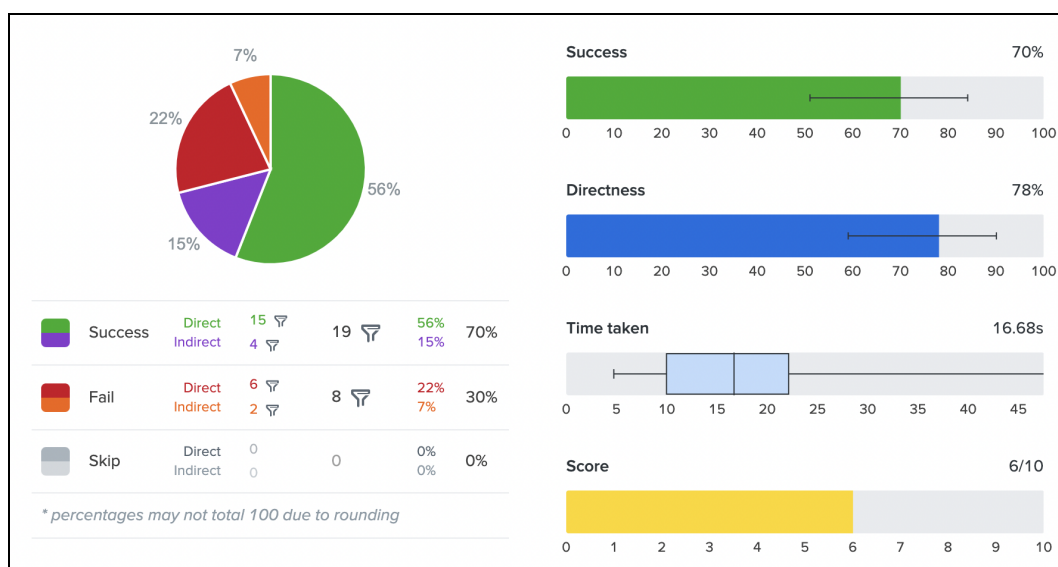
Responses prove that this path is clear. 6 of the 8 failures selected a related page and can be considered a success within the navigation. Consider consolidating these pages if possible.

89% of respondents selected Legal Topics first. Of the 4 participants that had an indirect success, 2 selected Custody before finding the correct answer, while the others selected Abuse, Crime & Victims and Find a Lawyer first.

Of the 8 failures, 6 selected custody as the answer, 1 selected site resources, and 1 selected Going to Court. With the primary answer living in the same section as the Custody page and being directly related, this can be dismissed as it is potentially linked and related to the correct answer.
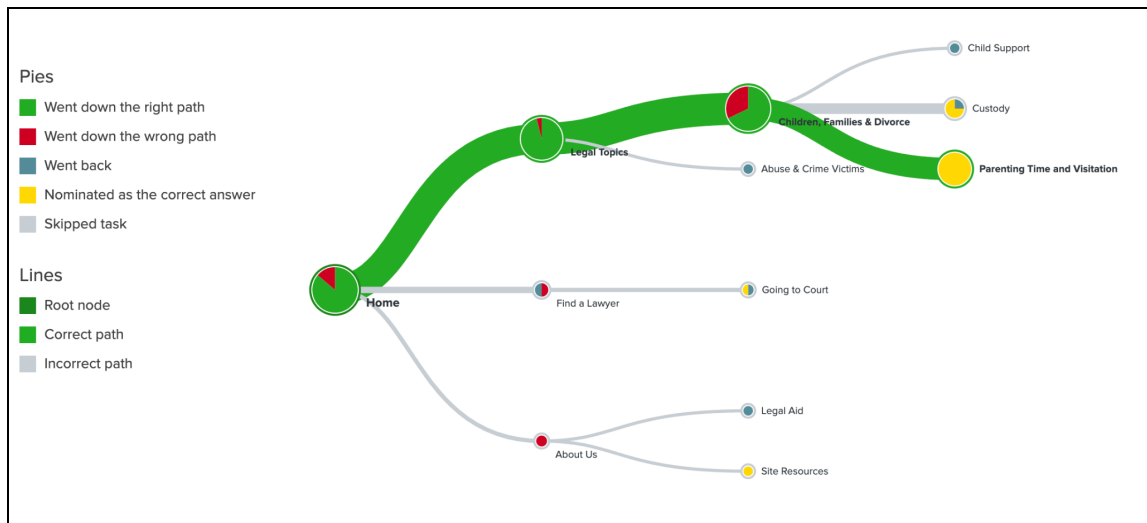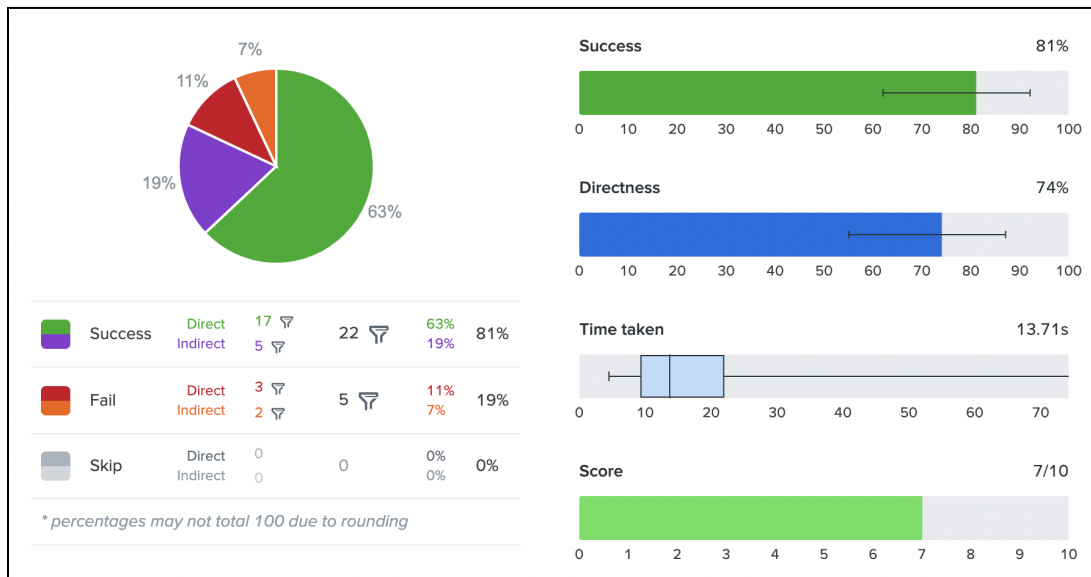
The pie tree indicates green for desired paths. As you can see, the majority of users selected the correct path, with some selecting custody.

6. Benefits Scenario

You work hard but are employed for low wages. You think you may qualify for food stamps. Where would you look for information on whether or not you qualify?
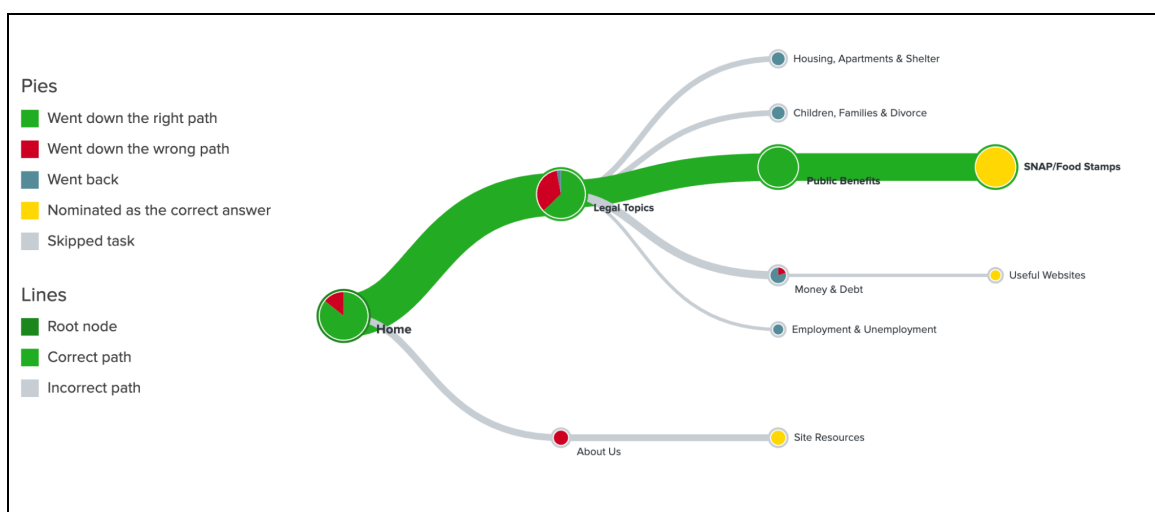
  a. *Legal Topics > Public Benefits > SNAP/Food Stamps*

Responses prove that this path is clear. With 22 respondents selecting the correct answer, we do not advise changing the initially proposed architecture.

89% of respondents selected Legal Topics first. Indirect success respondents commonly clicked on the Children, Families & Divorce, Money & Debt, and Housing, Apartments & Shelter sections before reaching the correct result.

Of the 5 task failures, 3 selected About Us > Site Resources, and 2 went to various sections under Legal Topics, landing on Site Resources and Useful Websites. This means that the language for these titles may be confused with other sections.

The pie tree indicates green for desired paths. As you can see, the majority of users selected the correct path.

7. Shelter Resources Scenario

Your apartment was damaged in a fire. You and your children need a place to live and want to know what resources and assistance are available to you. Where would you look for information about this?

a. *Legal Topics > Public Benefits > Emergency Assistance Shelter*

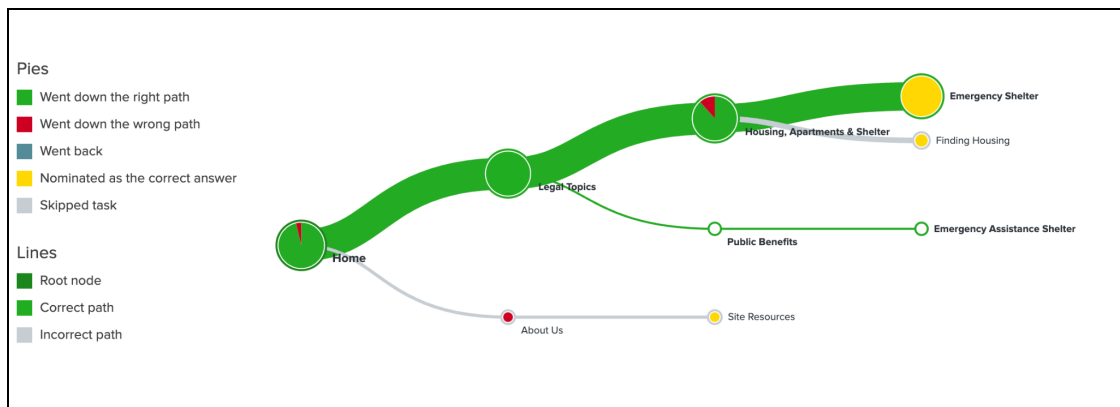b. *Legal Topics > Housing, Shelter & Apartments > Emergency Assistance Shelter*

Responses prove that this path is clear. With 23 respondents selecting the correct answer, we do not advise changing the initially proposed architecture. Language research for interior pages is recommended.
Of those tested, no one selected Emergency Assistance Shelter under Public Benefits for this scenario, even though it was marked as a possible correct answer.

96% of respondents selected Legal Topics first. Of the 4 direct failures, 3 selected the Finding Housing page within the same section, leading to the insight that there may be potentially confusing language here.

The pie tree indicates green for desired paths. As you can see, the majority of users selected the correct path.

8. Mental Health & Insurance Scenario

You just turned 26 and can't be on your parent's health insurance anymore. You aren't working or in school right now. You want to know if you are eligible for any other kind of health insurance. Where would you look for this information?

    a. *Legal Topics > Health and Mental Health > Connector Care*

    b. *Legal Topics > Health and Mental Health > MassHealth and Health Insurance*
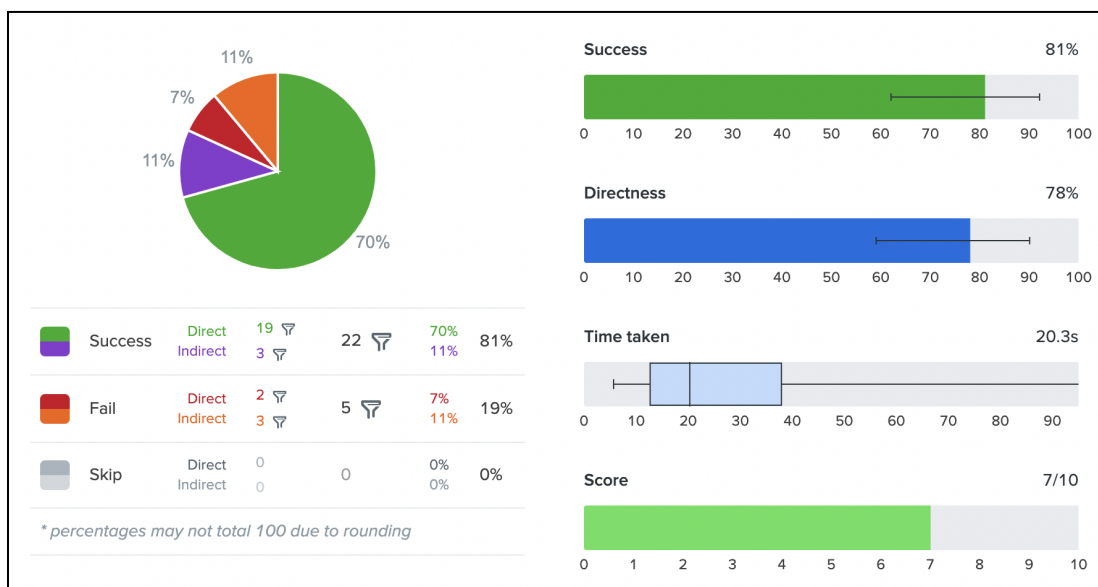
Responses prove that this path is clear. With 22 respondents selecting the correct answer, we do not advise changing the initially proposed architecture.

Of those tested, no one selected ConnectorCare for this scenario, even though it was marked as a possible correct answer. 96% of respondents selected Legal Topics first. Of the 3 indirect success respondents, all of them visited the Public Benefits section before selecting the correct response.

With the 5 failures, 2 visited the Public Benefits section and 3 visited Employment & Unemployment. As this scenario mentions an employment background, this is an understandable path. Public benefits is also a general term that can be applied to many situations refining language of pages within this section is also important.
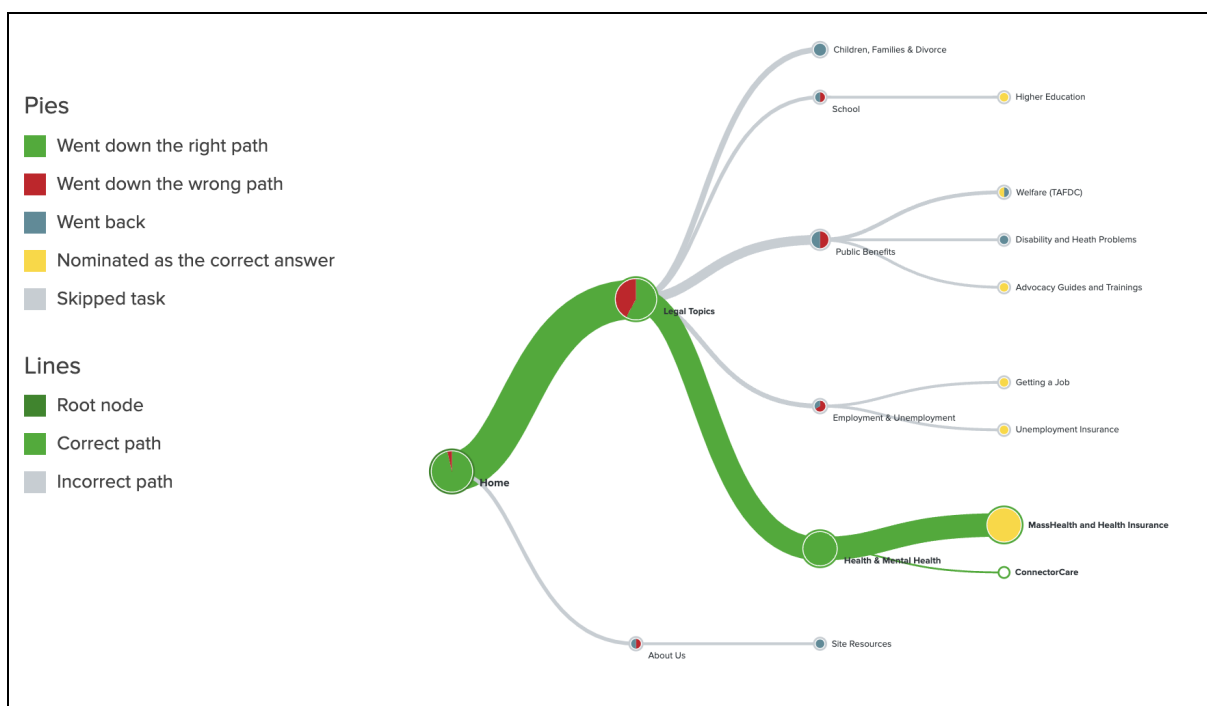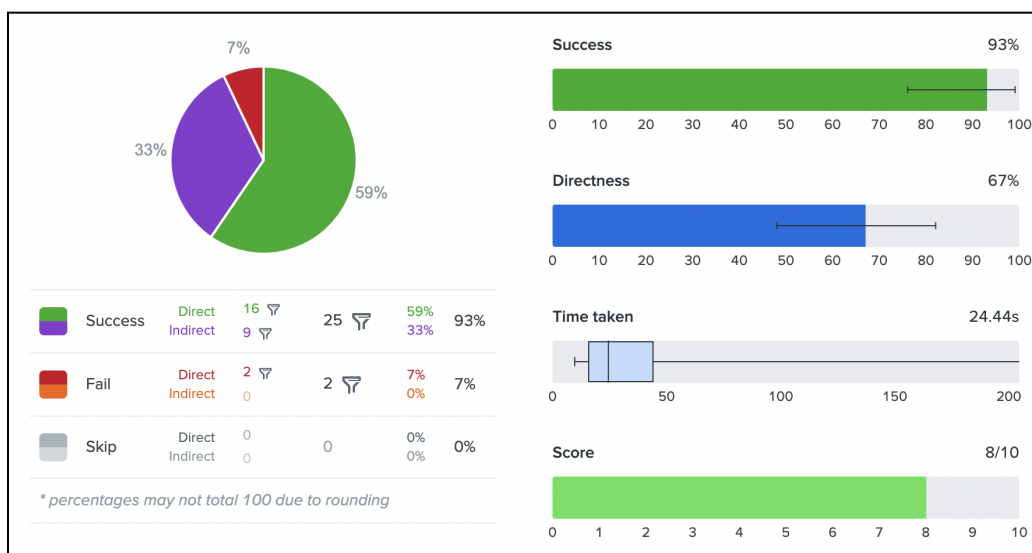

The pie tree indicates green for desired paths. As you can see, some participants viewed a number of different pages. The majority of users selected the correct path.

9. Housing, Benefits & Bills Scenario

You are behind on paying your electric bill. You have electric heat and you are worried that this will cause your heat to shut off. Where would you look to see if there is anything you can do about this?

- *a. Legal Topics > Public Benefits > Utilities*
- *b. Legal Topics > Housing, Apartments & Shelter > Utilities*
- *c. Legal Topics > Money & Debt > Debt*

Responses prove that this path is clear**. With 25 respondents selecting the correct answer, we do not advise changing this from the initially proposed architecture.** 100% of respondents selected Legal Topics first. No one selected Debt, under Money & Debt for this scenario, even though it was marked as a possible correct answer.
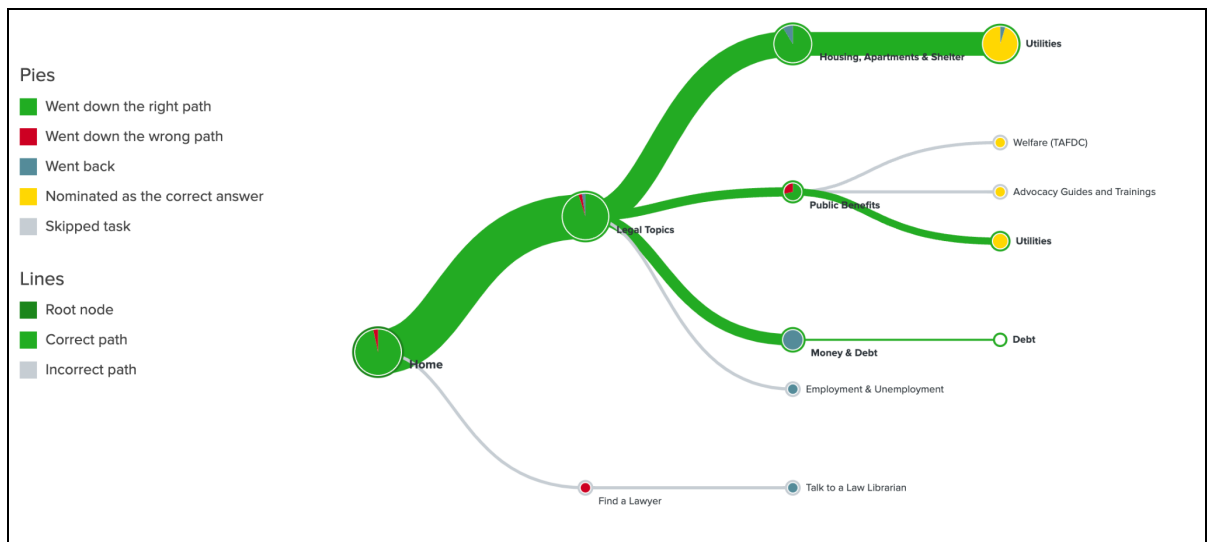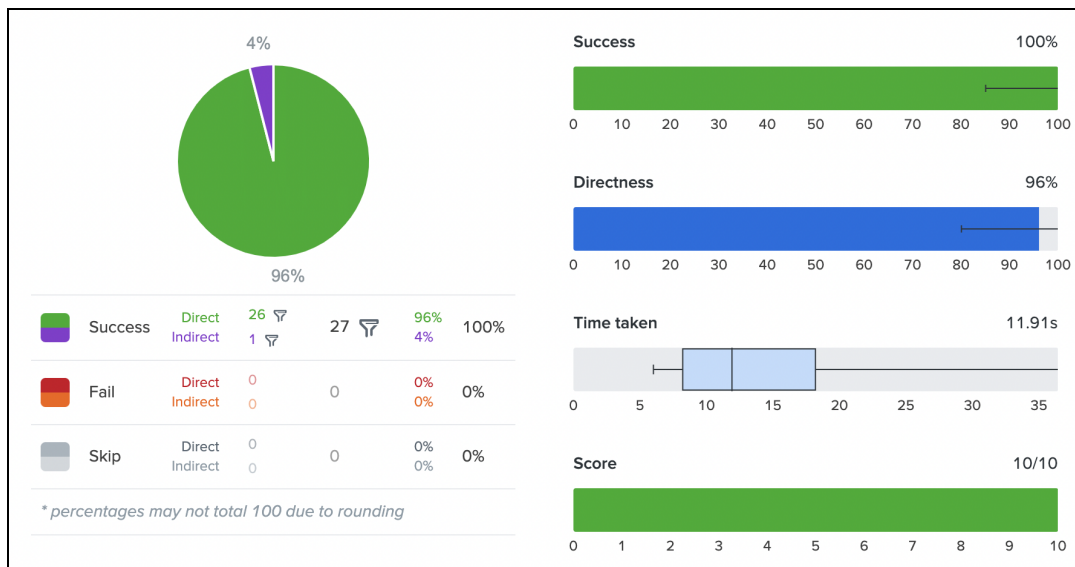
The pie tree indicates green for desired paths. As you can see, some participants viewed a number of different pages, mainly within correct sections. The majority of users selected the correct path.

10. Privacy & Theft Topic

You checked your online bank and found some charges that you did not make. You are worried that someone has stolen your information. Where would you look for information about this?

    d. *Legal Topics > Money & Debt > Privacy and Identity Theft*

    e. *Legal Topics > Abuse & Crime Victims > Privacy and Identity Theft*

Responses prove that this path is clear. With all 27 respondents selecting the correct answer, we do not advise changing this from the initially proposed architecture. 100% of respondents selected Legal Topics first.
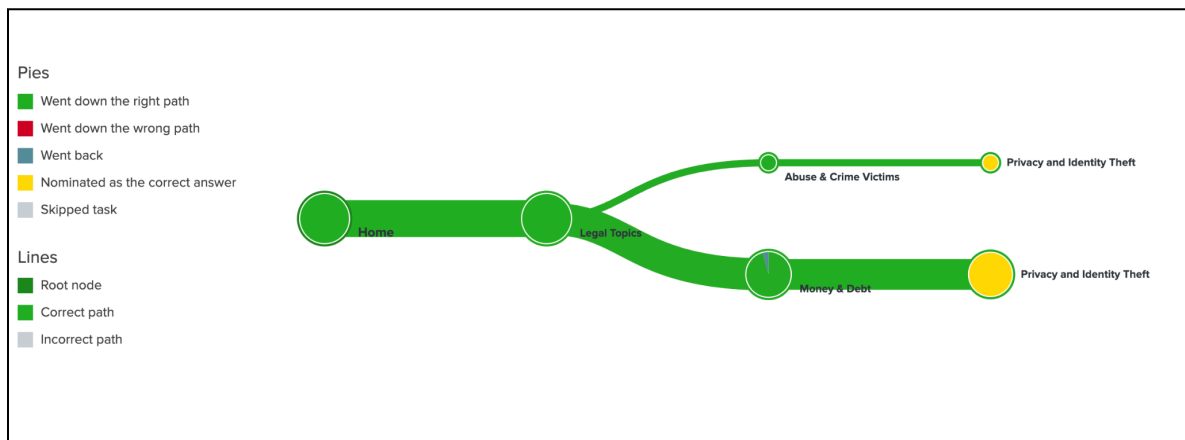
The pie tree indicates green for desired paths. As you can see, the majority of users selected the correct path.

Open Ended Responses

Overall, 21 of the 27 participants filled out the open ended question at the end of the survey. Of these responses 21 respondents, **19 wrote that they found it easy to use.** Some of the more detailed responses can be useful in understanding how people are thinking when they view the site.

Question:

How was your experience looking for these tasks? Please share any additional thoughts on what stood out to you.

Responses:

- Extremely easy. I feel this exercise made your website much clearer than when I used it before taking the survey.
- It was a pleasant experience there wasn't anything difficult to find
- It was pretty easy. The list under legal topics was good.
- Easy to navigate.
- I did not expect information about going to court would be in the Find a Lawyer tab. Overall the experience was very good.
- Well...for several of the situations I wasn't confident (or even hopeful) that I'd find the info I was looking for even though I was forced to click 'I'd find the info here.' My experience has been that these forced choices lead me to basic info that I've already found via internet search but hardly ever addresses the specific questions or situations I'm researching. There's no place for intersecting issues (i.e., disability AND housing, health care AND disability, aging and any of these, etc.) I got tired even doing these made-up tasks; when it's for real and there's urgency and/or anxiety involved I'd SO wish there was a human way to contact for guidance re which options to choose or whether any of the options will eventually (stress eventually.....) lead to helpful information. Would like to see a disclaimer that the info in these links are pretty general and basic (if that's the case). Also an option for special needs/elderly/or otherwise not computer-savvy searchers to talk with a human to help navigate. Hope this is helpful. Encouraged to see someone at

least paying attention!! Many thanks. p.s. I wouldn't know when it's time to search for a lawyer. That's something I would need guidance for also

- I believe it was easy to find the subtopics I was looking for once I got familiar with the different headings. Once I understood how it worked, everything seemed straightforward.
- Very interesting
- It was very good. I always find what I'm looking for
- Easy for most of them, there are a few like the court room I would not know where to look under about
- Drop down menu was a helpful guide
- I would not have necessarily gone to Find a Lawyer to look for Courtroom Policies.
- The flow simple and the headings for each section clearly indicated the information you would find
- It was pretty easy
- Pretty straightforward, topics were easily labeled
- Menu seemed well organized and topics/resources/info seems to cover a wide range of scenarios
- As I became more familiar with the website it was easier to find what I needed. I was a little confused with the first task, but by the second I felt much more confident.
- Easy to navigate!
- It was fine for me to navigate based on prompts. There are two things that strike me: 1. I would not think about going to masslegal for some of these questions (unemployment, SNAP, health insurance), and 2. I would need to have a certain level of savvy to know which topic areas and spaces to assume they would be part of. I am guessing that you have a "search" feature, which would be my first instinct to use.
- I thought it was very clear as to where you would look.
- The scenarios made it very clear what was being asked, which was helpful!