MyGlasgow Top Tasks Survey 2017

Report by Kat Husbands, Digital Content Officer, February 2018

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Executive summary

In an online survey conducted between June and November 2017, more than 1,000 students and staff voted for their most important online tasks. They picked five tasks from each of these lists:

- **Web tasks:** 72 tasks they can complete using any of UofG's websites
- **Logged-in tasks:** 23 tasks they can complete using any of UofG's browser-based systems (MyGlasgow Portal, Moodle, CoreHR etc)

763 students and 311 staff responded, allocating a total of 10,740 votes - 20% more than our target.

The MyGlasgow team analysed the responses to identify a clear hierarchy of each group's **Top**, **Medium**, **Small** and **Tiny** tasks.

These lists and the qualitative data we gathered along with the votes (see page 12) will be invaluable to our work to continuously improve the navigation structures and content of the University's most highly-trafficked pages: MyGlasgow Students, MyGlasgow Staff, and the two MyGlasgow Portals.

We have already identified several changes to test (see 'Insights', page 14), and we will monitor the impact of our changes by regularly testing top task success rates and completion times.

Designing in this data-driven way will help us to:

- Improve user experience by make it as quick and easy as possible for students and staff to complete their top and medium tasks
- Increase efficiency by keeping small and tiny tasks out of the way (though still easy to reach)

Main results

	Student web tasks	Student logged-in tasks	Staff web tasks	Staff logged-in tasks
Top tasks top 25% of the vote	1. Exam timetable 2. MyGlasgow Portal login 3. Library resources 4. Dates	1. My timetable 2. Course handbooks and resources	1. MyGlasgow Portal login 2. Staff details 3. Policies & procedures	1. Annual leave 2. Payslips
Medium tasks next 25% of the vote	5. Room finder 6. Wi-Fi 7. Internships 8. Staff details 9. Opening hours 10. Maps 11. Societies 12. Sports / gym	3. WebMail 4. Coursework instructions 5. Upload coursework	4. Contact details for a School/College/RI/ Service 5. Dates 6. Job vacancies 7. MyGlasgow News 8. Maps 9. Salary scales 10. Room finder 11. User guides	3. Report a fault or request a job 4. WebMail 5. Room bookings
Small tasks next 25% of the vote	14 tasks – see page 6	3 tasks – see page 8	14 tasks – see page 9	5 tasks - see page 11
Tiny tasks bottom 25% of the vote	46 tasks - see page 6	10 tasks - see page 8	47 tasks – see page 9	13 tasks - see page 11

About the Top Tasks Survey

We followed the process designed by Gerry McGovern, the originator of Top Tasks Management, and detailed in his article _What Really Matters: Focusing on Top Tasks_.

Creating the survey

We gathered a longlist of 186 tasks from sources including:

- The content on the current MyGlasgow Student and MyGlasgow Staff homepages
- The top 50 most viewed internally-facing webpages, based on Google Analytics
- Personal lists provided by four current students and four members of staff
- The Student Journey Map produced by the 2016 Student Journey Mapping project
- The 'top tasks' list used by the University of Edinburgh in a similar survey ten years ago

We involved various stakeholders in the task shortlisting process, giving them the opportunity to suggest changes and additions. These included Student Services, HR, LEADS, RSIO (now RIS), Library, Estates, Sport, the SRC, Internal Communications and the University Web Team.

We designed and hosted the survey in Google Forms, as this was the only free platform we could find where it was possible to randomise the task lists. We felt was important that each respondent saw the tasks in a different order, to ensure an even spread of consideration across all the tasks.

Gathering responses

We set ourselves a target of 900 respondents; that's 3% of the University community of c30,000 students and staff. With 1074 responses overall, we beat this target by almost 20%.

We used several different methods to promote the survey, including MyGlasgow News stories, key message on MyGlasgow Staff, and pop-up events on various parts of the Gilmorehill campus, usually over lunchtimes.
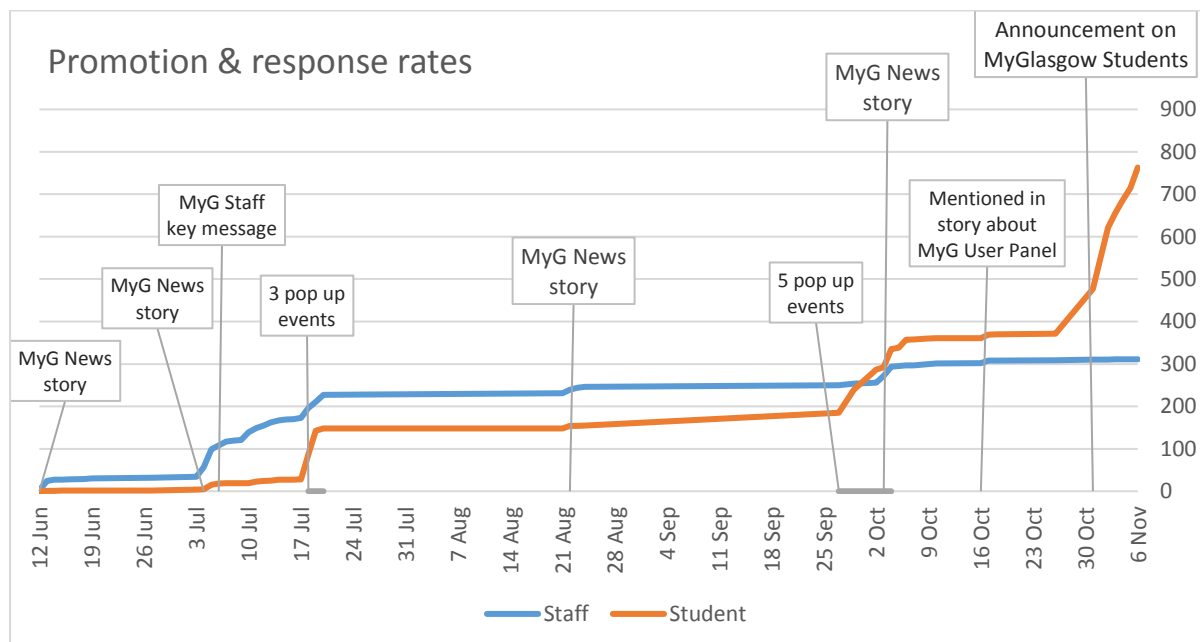
The most effective ways we reached students were through the pop-up events and the announcement we posted in the MyGlasgow Student Portal. These generated far more responses than the MyGlasgow News pieces directed at students.

Staff also responded well to the mid-July pop-up events.

Vote trend analysis
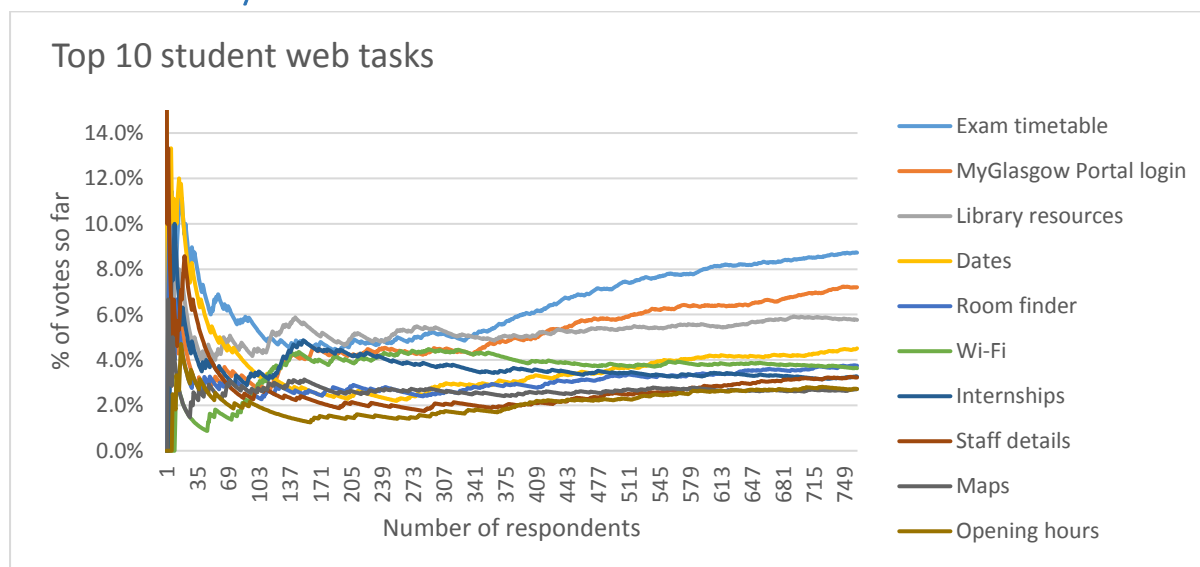
The top task voting process is highly efficient: after just 470 students had voted, the top three web tasks had emerged very clearly. We saw similar patterns in the other categories too.

Analysing the results

Following the Top Tasks Management method, we sorted the tasks by vote – highest to lowest – then split them into top, medium, small and tiny tasks.

The tasks that share the top 25% of the vote are **top tasks**.

Those in the next 25% of the vote are **medium tasks**.

Those in the next 25% are **small tasks**.

And those in the bottom 25% are **tiny tasks**.

'Small' and 'Tiny' shouldn't be taken to mean 'unimportant'. Every task got at least one vote, and all of them need to be achievable. What we're looking for is a measure of the tasks' *relative* importance, to help prioritise user journeys.
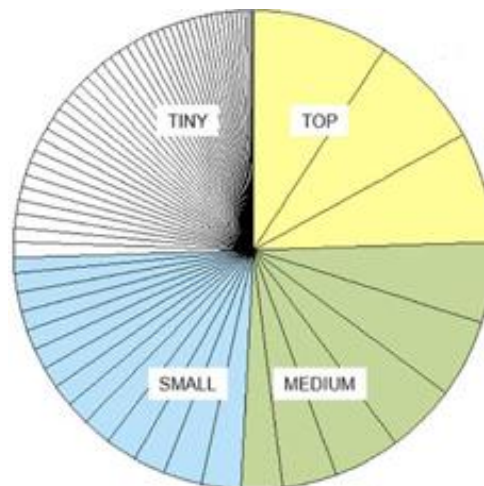
Example 1, from What Really Matters: Focusing on Top Tasks

Demographics

1074 people completed the survey: 763 students and 311 staff. Analysis of the demographic questions reveals that our sample represents a full cross-section of the University community.

Student breakdown

The 2017-18 student headcount is not yet available so we used the 2016-17 student numbers at Headcount Student Data - QlikView.

| College	Level	Students in 2016-17	Survey responses	Response rate
Arts	UG	3778	129	3.41%
	PGT	515	23	4.47%
	PGR	411	15	3.65%
	Total	**4704**	**168**	**3.57%**
MVLS	UG	4819	115	2.39%
	PGT	774	22	2.84%
	PGR	723	11	1.52%
	Total	**6316**	**148**	**2.34%**
SciEng	UG	5114	158	3.09%
	PGT	505	45	8.91%
	PGR	799	23	2.88%
	Total	**6418**	**225**	**3.51%**
SocSci	UG	4959	109	2.20%
	PGT	3785	77	2.03%
	PGR	448	19	4.24%
	Total	**9192**	**208**	**2.26%**
Services	?	?	13	?
No answer			1	

The response rate was fairly consistent across the different student groups. We haven't yet been able to explain the very high response rate from PGT students in Science and Engineering compared to other student groups – we will continue to look into this.

Student response rate
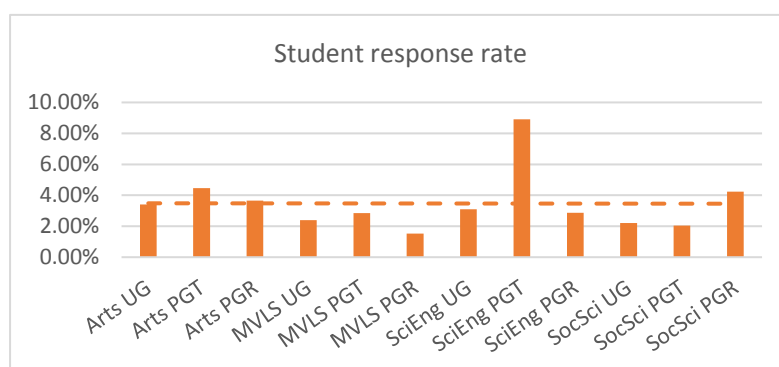
Staff breakdown

Job family	Number of staff (2016-17 data)	Number of respondents	Response rate
Research & Teaching	3345	68	2.03%
MPA	2534	183	7.22%
Technical or Specialist	890	35	3.93%
Operational	892	21	2.35%
Honorary or Affiliate	?	4	?

The response rate was significantly higher among MPA staff. This group perhaps spends the most time working with email and are therefore more likely to see MyGlasgow News emails.

Results

Student web tasks
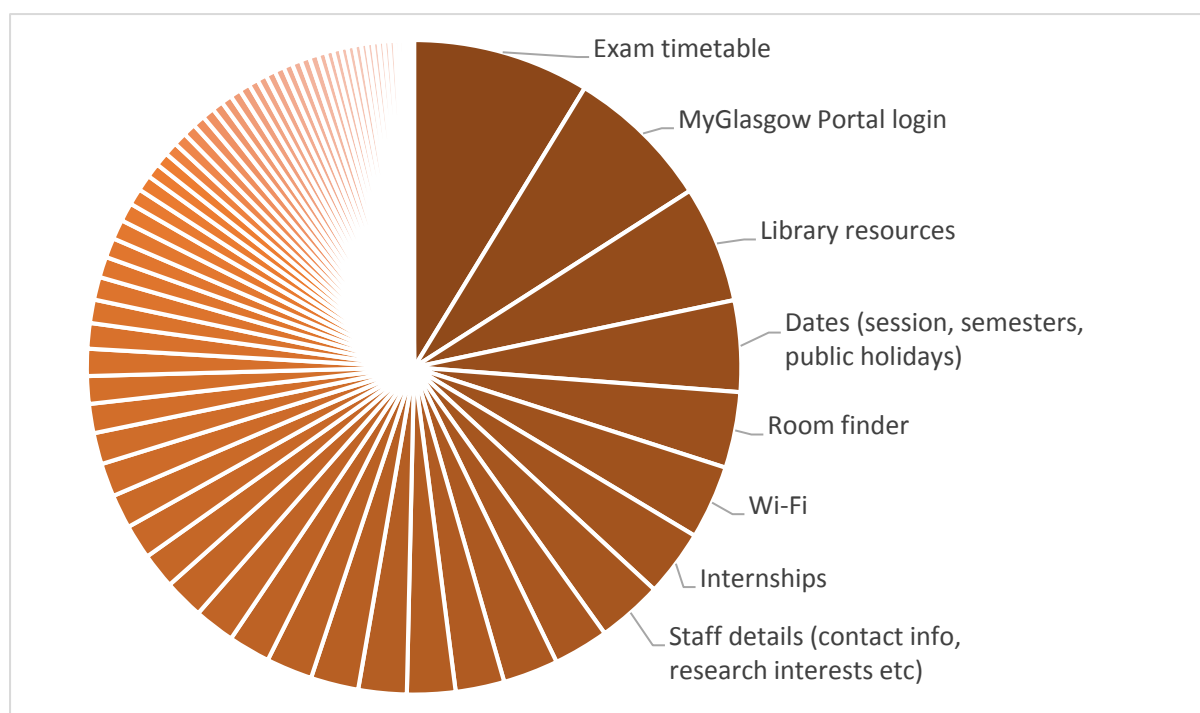
Four tasks shared the top 26.21% of the vote. These are our students' <mark>top web tasks</mark>. Their <mark>medium tasks</mark>, <mark>small tasks</mark> and tiny tasks are listed below.

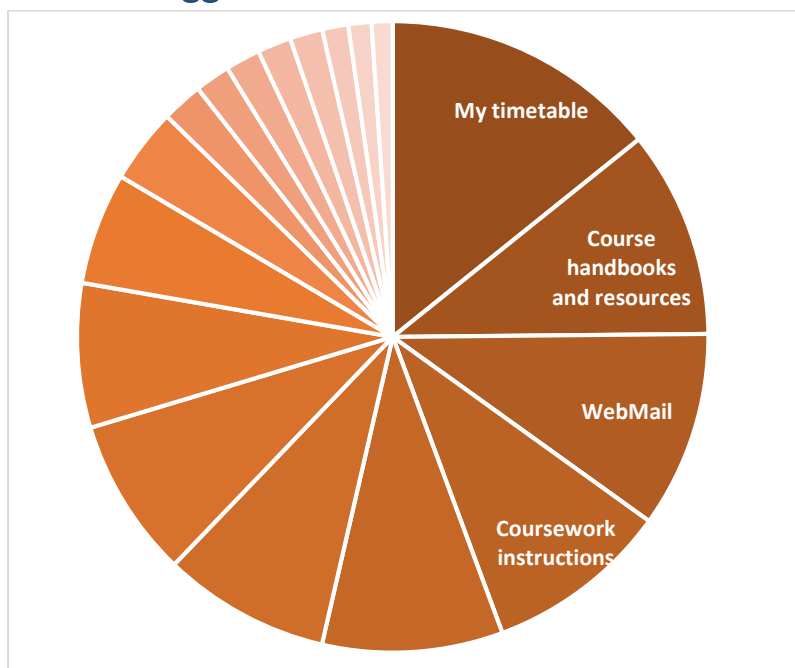| Rank	Student website task	Votes	Percentage share of vote	Cumulative percentage	Mapped comments (not counted as votes)
1	Exam timetable	333	8.73%	8.73%	
2	MyGlasgow Portal login	275	7.21%	15.94%	
3	Library resources	220	5.77%	21.70%	
4	Dates (session, semesters, public holidays)	172	4.51%	26.21%	
5	Room finder	143	3.75%	29.96%	4
6	Wi-Fi	139	3.64%	33.60%	
7	Internships	125	3.28%	36.88%	
8	Staff details (contact info, research interests etc)	123	3.22%	40.10%	2
9	Opening hours	104	2.73%	42.83%	
10	Maps (campuses, buildings)	104	2.73%	45.56%	1
11	Social clubs & societies	92	2.41%	47.97%	1
12	Sports facilities & gym membership	91	2.39%	50.35%	
13	Study skills	91	2.39%	52.74%	
14	Job vacancies	90	2.36%	55.10%	
15	Course catalogue	87	2.28%	57.38%	
16	Registration & enrolment guidance	79	2.07%	59.45%	
17	Events	77	2.02%	61.47%	
18	ID card	75	1.97%	63.43%	
19	Scholarships & funding	67	1.76%	65.19%	
20	Career development	65	1.70%	66.89%	
21	Contact details for a School / College / Research Institute / Service	64	1.68%	68.57%	
22	MyGlasgow News	63	1.65%	70.22%	
23	Password (change, forgotten, expired)	59	1.55%	71.77%	
24	Mobile apps	55	1.44%	73.21%	

| Rank	Student website task	Votes	Percentage share of vote	Cumulative percentage	Mapped comments (not counted as votes)
25	Study abroad & exchange	52	1.36%	74.57%	
26	Accommodation	51	1.34%	75.91%	
27	Computer clusters & study spaces	48	1.26%	77.17%	
28	Transcripts, certifying letters, confirmation of status	44	1.15%	78.32%	
29	Counselling	43	1.13%	79.45%	
30	Graduation	39	1.02%	80.47%	
31	International student support & visas	37	0.97%	81.44%	
32	Research support	37	0.97%	82.41%	
33	Cafes & restaurants on campus	35	0.92%	83.33%	
34	University news & press releases	31	0.81%	84.14%	1
35	Job profiles / role definitions	30	0.79%	84.93%	
36	User guides for University systems	27	0.71%	85.64%	
37	Culture on campus (music, museums, galleries)	26	0.68%	86.32%	
38	Disability support	25	0.66%	86.97%	
39	Healthcare	25	0.66%	87.63%	
40	Campus development updates	24	0.63%	88.26%	
41	Living in Glasgow	23	0.60%	88.86%	
42	Policies & procedures	23	0.60%	89.46%	
43	Regulations	21	0.55%	90.01%	
44	English for academic study	20	0.52%	90.54%	
45	Health & safety	20	0.52%	91.06%	
46	University governance	20	0.52%	91.59%	
47	Alumni	18	0.47%	92.06%	
48	Best practice	18	0.47%	92.53%	
49	Parking permits	18	0.47%	93.00%	
50	Summer school	18	0.47%	93.47%	
51	Local transport information (bus/cycle routes, subway etc)	17	0.45%	93.92%	
52	Magazines	17	0.45%	94.36%	
53	Room booking guidance	17	0.45%	94.81%	
54	Salary scales	17	0.45%	95.26%	
55	Recycling & energy efficiency	15	0.39%	95.65%	
56	Blogs & RSS feeds	14	0.37%	96.02%	
57	Updates from the Principal & management teams	14	0.37%	96.38%	
58	Cycling, bike workshops	13	0.34%	96.72%	
59	University facts, figures & history	13	0.34%	97.06%	1
60	University strategy, vision & core values	13	0.34%	97.40%	
61	Emergency contacts & crisis management	11	0.29%	97.69%	
62	External mail guidance	11	0.29%	97.98%	
63	Video conferencing, conference calls	11	0.29%	98.27%	
64	Conference planning & support	10	0.26%	98.53%	
65	Marketing materials (logos, images, templates, design)	10	0.26%	98.79%	
66	Travel advice & bookings	10	0.26%	99.06%	
67	Committee papers & minutes	8	0.21%	99.27%	
68	Organisational charts	8	0.21%	99.48%	
69	Pensions	7	0.18%	99.66%	
70	Staff benefits	5	0.13%	99.79%	
71	Catering for meetings & events	4	0.10%	99.90%	
72	Purchasing & procurement guidance	4	0.10%	100.00%	
		3815	100.00%		10

Student logged-in tasks

Two tasks shared the top 24.85% of the vote. These are our students' <mark>top logged-in tasks</mark>. Their <mark>medium tasks</mark>, <mark>small tasks</mark> and <mark>tiny tasks</mark> are listed below.

Rank	Student Portal Task	Votes	Percentage share of vote	Cumulative percentage	Mapped comments (not counted as votes)
1	My timetable	543	14.23%	14.23%	1
2	Course handbooks and resources	405	10.62%	24.85%	1
3	WebMail	384	10.07%	34.91%	3
4	Coursework instructions	360	9.44%	44.35%	
5	Upload coursework	353	9.25%	53.60%	
6	Register & enrol	327	8.57%	62.18%	
7	Assessment results	312	8.18%	70.35%	
8	Library account (reservations, due dates, fines)	282	7.39%	77.75%	
9	Assessment feedback	219	5.74%	83.49%	
10	Printing credits (check & top up)	146	3.83%	87.31%	
11	Discussion forums & wikis	80	2.10%	89.41%	1
12	Room bookings	69	1.81%	91.22%	1
13	Book a training course	68	1.78%	93.00%	
14	Book a meeting	66	1.73%	94.73%	
15	Update personal details	64	1.68%	96.41%	
16	Small ads	51	1.34%	97.75%	
17	Travel insurance	45	1.18%	98.93%	
18	Report a fault or request a job (IT, AV, building fabric etc)	41	1.07%	100.00%	1
		3815	100.00%		8

Staff web tasks
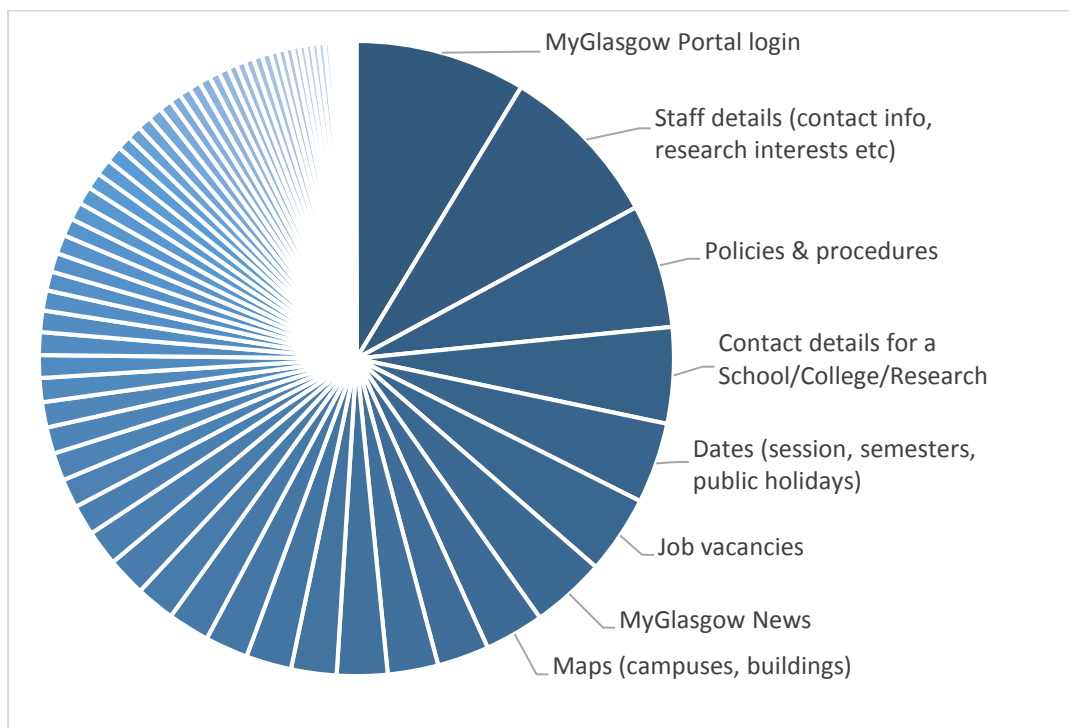
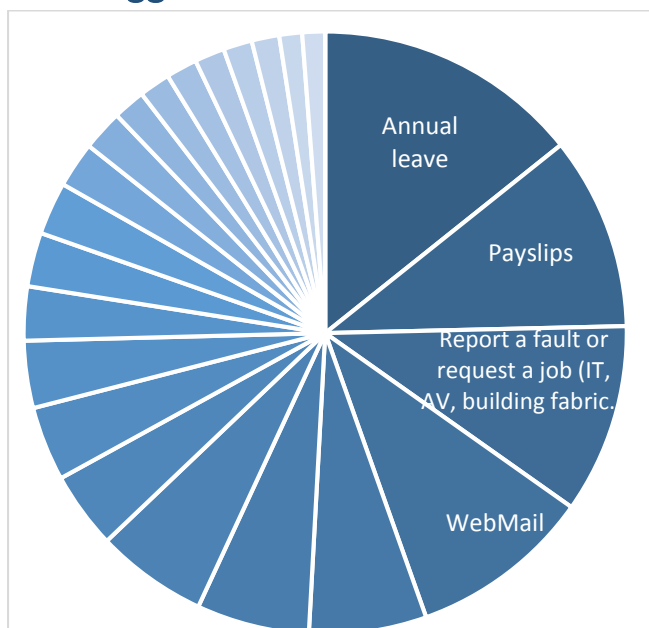Three tasks shared the top 23.41% of the vote. These are our staff's <mark>top web tasks</mark>. Their <mark>medium tasks</mark>, <mark>small tasks</mark> and tiny tasks are listed below.

Rank	Task	Votes	Percentage share of vote	Cumulative percentage of vote	Mapped comments (not counted as votes)
1	MyGlasgow Portal login	135	8.68%	8.68%	
2	Staff details (contact info, research interests etc)	131	8.42%	17.11%	6
3	Policies & procedures	98	6.30%	23.41%	2
4	Contact details for a School / College / Research Institute / Service	76	4.89%	28.30%	1
5	Dates (session, semesters, public holidays)	64	4.12%	32.41%	1
6	Job vacancies	62	3.99%	36.40%	2
7	MyGlasgow News	59	3.79%	40.19%	1
8	Maps (campuses, buildings)	47	3.02%	43.22%	1
9	Salary scales	41	2.64%	45.85%	
10	Room finder	40	2.57%	48.42%	1
11	User guides for University systems	40	2.57%	51.00%	1
13	Regulations	36	2.32%	53.31%	
12	Library resources	36	2.32%	55.63%	1
14	University news & press releases	34	2.19%	57.81%	
15	Wi-Fi	33	2.12%	59.94%	
16	Course catalogue	31	1.99%	61.93%	
17	Staff benefits	31	1.99%	63.92%	
18	Job profiles / role definitions	28	1.80%	65.72%	
19	Marketing materials (logos, images, templates, design)	24	1.54%	67.27%	
20	Events	23	1.48%	68.75%	
21	Password (change, forgotten, expired)	22	1.41%	70.16%	
22	Purchasing & procurement guidance	21	1.35%	71.51%	
23	Sports facilities & gym membership	20	1.29%	72.80%	
24	Committee papers & minutes	19	1.22%	74.02%	
25	Career development	18	1.16%	75.18%	

Rank	Task	Votes	Percentage share of vote	Cumulative percentage of vote	Mapped comments (not counted as votes)
26	University strategy, vision & core values	18	1.16%	76.33%	
27	Health & safety	17	1.09%	77.43%	
28	Research support	16	1.03%	78.46%	
29	Campus development updates	15	0.96%	79.42%	
30	Catering for meetings & events	15	0.96%	80.39%	
31	Exam timetable	15	0.96%	81.35%	
32	Pensions	14	0.90%	82.25%	
33	Scholarships & funding	14	0.90%	83.15%	
34	University governance	14	0.90%	84.05%	
35	Best practice	13	0.84%	84.89%	
36	International student support & visas	13	0.84%	85.72%	
37	University facts, figures & history	13	0.84%	86.56%	
38	Opening hours	11	0.71%	87.27%	
39	Parking permits	11	0.71%	87.97%	
40	Study skills	11	0.71%	88.68%	
41	Updates from the Principal & management teams	11	0.71%	89.39%	
42	Recycling & energy efficiency	10	0.64%	90.03%	
43	Cafes & restaurants on campus	9	0.58%	90.61%	
44	Registration & enrolment guidance	9	0.58%	91.19%	
45	Room booking guidance	9	0.58%	91.77%	
46	Summer school	9	0.58%	92.35%	
47	Organisational charts	8	0.51%	92.86%	
48	Video conferencing, conference calls	8	0.51%	93.38%	
49	Culture on campus (music, museums, galleries)	7	0.45%	93.83%	
50	Cycling, bike workshops	7	0.45%	94.28%	
51	Healthcare	7	0.45%	94.73%	
52	ID card	7	0.45%	95.18%	
53	Social clubs & societies	7	0.45%	95.63%	
54	Study abroad & exchange	6	0.39%	96.01%	
55	Transcripts, certifying letters, confirmation of status	6	0.39%	96.40%	
56	Travel advice & bookings	6	0.39%	96.78%	
57	Accommodation	5	0.32%	97.11%	
58	Graduation	5	0.32%	97.43%	
59	Living in Glasgow	5	0.32%	97.75%	
60	Magazines	5	0.32%	98.07%	
61	Mobile apps	5	0.32%	98.39%	
62	Internships	4	0.26%	98.65%	
63	Computer clusters & study spaces	3	0.19%	98.84%	
64	Disability support	3	0.19%	99.04%	
65	Alumni	2	0.13%	99.16%	
66	Blogs & RSS feeds	2	0.13%	99.29%	
67	Counselling	2	0.13%	99.42%	
68	Emergency contacts & crisis management	2	0.13%	99.55%	
69	English for academic study	2	0.13%	99.68%	
70	External mail guidance	2	0.13%	99.81%	
71	Local transport information (bus/cycle routes, subway etc)	2	0.13%	99.94%	
72	Conference planning & support	1	0.06%	100.00%	
		1555	100.00%		17

Staff logged-in tasks

Two tasks shared the top 24.63% of the vote. These are our staff's <mark>top logged in tasks</mark>. Their <mark>medium tasks</mark>, <mark>small tasks</mark> and tiny tasks are listed below.

Rank	Staff Portal Task	Votes	Percentage share of vote	Cumulative percentage
1	Annual leave	222	14.28%	14.28%
2	Payslips	161	10.35%	24.63%
3	Report a fault or request a job (IT, AV, building fabric etc)	158	10.16%	34.79%
4	WebMail	152	9.77%	44.57%
5	Room bookings	98	6.30%	50.87%
6	Expenses	94	6.05%	56.91%
7	Manage student records	93	5.98%	62.89%
8	Staff benefits	64	4.12%	67.01%
9	Book a training course	62	3.99%	71.00%
10	Purchasing & procurement	56	3.60%	74.60%
11	Course handbooks and resources	45	2.89%	77.49%
12	Timetabling	45	2.89%	80.39%
13	Library account (reservations, due dates, fines)	44	2.83%	83.22%
14	Update personal details	38	2.44%	85.66%
15	Small ads	34	2.19%	87.85%
16	Assessment feedback	27	1.74%	89.58%
17	Discussion forums & wikis	26	1.67%	91.25%
18	My timetable	26	1.67%	92.93%
19	Assessment results	25	1.61%	94.53%
20	Travel insurance	24	1.54%	96.08%
21	Timesheets	23	1.48%	97.56%
22	Course/programme approval	19	1.22%	98.78%
23	Coursework instructions	19	1.22%	100.00%
		1555	100.00%	

Qualitative data

Free text question 1

57% of students and 15% of staff answered the optional question: *If you could change one thing about the MyGlasgow Student/Staff Portal, what would it be?*

Our first observation here was that a high number of the students clearly make no distinction between the MyGlasgow Student Portal, Moodle, MyCampus and the Student Centre. Some of their answers refer to these systems interchangeably for example saying 'Moodle' when they're talking about a feature of the Portal, or 'Student Center' when talking about something you can only do in Moodle. This will be important to keep in mind when re-developing the Student Portal.

As a next step to finding common themes in the answers, we have tagged them and grouped the tags. Some answers got multiple tags.

Student answers	
Tag group	**Count**
Appearance / Design / Layout	67
Single-sign-on / persistent log-in	67
Enrolment	55
Navigation / Signposting / Search	37
Moodle access / Moodle itself	35
Timetable / Deadlines	35
Nothing	24
Mobile / App	24
"Make it more user friendly"	23
Simplify / Clarify / Modernise	21
MyCampus / Student Center	19
Personalisation	16
Student Voice	15
Speed	14
Announcements / Events	14
Accessibility	10
Position of link on UofG homepage	6
Everything	5
Consistency of experience	4
Email / Communication tool	4
Notifications	3
Online marking & feedback / Results	3
(unclear comment)	3
Reliability	2
TOTAL	**504**

Staff answers	
Tag group	**Count**
Layout / Appearance	16
Navigation / Signposting	12
Position of link on UofG homepage	8
Existence	3
Personalisation	3
CoreHR	2
One-stop-shop	2
Search	2
Email	1
Help	1
Nothing	1
Personalisation	1
Single-sign-on	1
Staff details	1
The name	1
TOTAL	**55**

The next step is to dig deeper into each tag group to find more specific themes and opportunities. So far the clearest issues are:

- **Single-sign-on**: since student email moved to Exchange Online, students can no longer click straight through from the MyGlasgow Student Portal to their email. Now they have to log in again when they get there, which many find frustrating.
- **Enrolment**: many of the lengthier answers from students were about the difficulties they had enrolling for courses in MyCampus.

Where there are appropriate and useful comments and suggestions relating to specific systems, we will forward these to the relevant team. For example, we will forward the comments on enrolment issues to the SLSD Team.

This quantitative data set may have been more useful if we had phrased the question more openly. As it was, we have a lot of generic one word answers, eg 'Design' and 'Navigation'. We can still make use of these though, as they give us an idea of WHAT things people would change if they could. We can listen out for HOW they think these things could be better during our other UX research activities.

Emotive responses

Among the students' comments and suggestions about their portal we found 44 strongly emotive responses. The most common emotive words were 'Confusing' (17 respondents) and 'Annoying' (16 respondents).
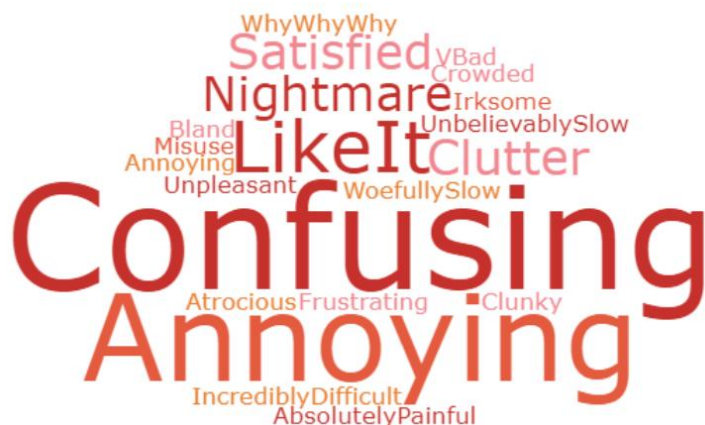
Response	Count
Confusing	12
Annoying	9
Like it	4
Clutter	2
Nightmare	2
All others	1 each

While these responses represent less than 5% of the students who participated, it is interesting to see which phrases are repeated the most, and reasonable to observe that the user experience could clearly be better.

Staff were far less emotive, though a few expressed annoyance at the format of the survey itself!

Free text question 2

7% of students and 19% of staff and answered the optional question: *Was there anything missing from these lists that you would have preferred to choose?*

Where possible, we mapped their answers to existing tasks, without counting them as votes. Out of 35 mappable answers, 29 (83%) mapped to top tasks or medium tasks. This further supports the importance of these tasks.

13 answers mapped to tasks for which the respondent had already voted, suggesting either that these tasks are doubly important to those people, or that by the time they reached this question they had forgotten what they voted for.

A few answers suggested new tasks. Each of the following was mentioned once: Filming/Media support; Past exam papers (available through the Student Portal since 1 Nov); Personalised contact list; Prayer rooms; Quiet area; Staff handbook; Support for teaching development; Timesheets.

Some of the answers to this question were more relevant to free text question 1, so we tagged them the same way and included them in the tag groups.

The rest of the comments were either very vague (eg 'Registry', 'A-Z') or simply stated the name of a University system (eg Agresso, Moodle). These answers don't fit our definition of tasks as 'activities with clear end goals', but it is interesting to note the importance people attach to the way they

navigate the site. No-one's end goal is to look at an A-Z, but if that's their default way to find the pages where they can complete their tasks, then it says something about the site navigation.

Insights

The most immediate impact of the top task lists is that we can now review the links presented on the main MyGlasgow pages, and reorder them in an evidence-based way.

We have also identified the following areas where changes may improve top task success and completion time. We expect to uncover more such insights in future, as we revisit the survey results in light of ongoing user experience research and testing.

Student web tasks

- #1 Exam Timetables and #4 Dates placed very highly throughout the survey period from June to November, suggesting that **students want their calendars sorted as soon as possible**.
- Internships placed as a medium task at #7 – higher than Job vacancies and Career development. **This insight could be valuable to Careers staff as they target, develop and promote their services.** We will also highlight this to the Project Comms team in Student Services, who look after the MyGlasgow Students homepage, so they can review **how they link to employment opportunities.**
- The Project Comms team already make use of seasonal and time-sensitive content, for example by adding a banner linking to exam related information around exam times. The hierarchical lists may help them **identify other such content to display at key times**.

Student logged-in tasks

- The six tasks that students complete via Moodle got 45% of the votes between them, and three came out as top or medium tasks. Students also mentioned Moodle in their free text answers twice as many times as any other system, so it's clear that this system forms a significant part of their experience at UofG. Currently the MyGlasgow Student Portal provides students with links to the Moodles they have access to, but no more than that. We could **carry out student interviews and journey mapping to investigate what improvements we could make to the visibility and functionality of Moodle in the Portal.**
- There were several variations on 'Bring back Student Voice!' For example: 'Before it changed the latest topics were visible on the MyGlasgow home page. Now they are not anymore and only people who click on it can see the posts. This means that posts reach less people than before.' '[Less] opportunity of stumbling upon things that I wasn't looking for but still am interested in (new societies forming, participating in projects, buying useful things).' And so on. This suggests it may be worth **reconsidering how content from Student Voice is surfaced in the Student Portal**.

Staff web tasks

- The top task here was no surprise. We have been tracking MyGlasgow Portal logins since March 2017, to see which of the various login links get the most clicks. The link in the body of the staff homepage consistently gets >90% of the clicks, even since the addition of hundreds more MyGlasgow pages with the login link in the header. We will continue to monitor this and respond accordingly if there are any significant changes.

Staff logged-in tasks

- Both the top tasks in this category are completed through CoreHR. This system is not currently accessible via single-sign-on, so staff who access it via the link in the MyGlasgow Staff Portal have to log in again when they get there – a source of frustration.

- The medium task Report a fault is currently covered by a link of the same name on the MyGlasgow Staff homepage, which takes staff to a separate page where the various helpdesks are listed. We could **improve the user journey here by linking directly to the main helpdesks from the homepage**, but we would need to consider the implications on the use of self-service. We also need to keep in mind that a new Services Management Platform is on the way, and this is likely to significantly change the way such services are accessed.

Lessons learned

- In hindsight, we perhaps shouldn't have separated the web tasks and logged-in tasks. That seemed to confuse students in particular, and subsequent user research has shown that students generally don't make any distinction between the two. Some even refer to the website, MyGlasgow, Student Center and Moodle interchangeably.
- We need to be more careful with the phrasing of free text questions, to encourage more respondents to give longer answers.

What next?

- Complete our analysis of the qualitative data
- Review the links presented on the main MyGlasgow pages and, where appropriate, rearrange them in an evidence-based way, to facilitate student and staff top tasks and medium tasks.
- Distribute system-specific comments to relevant teams
- Start a regular programme of top task testing with users:
    1. Initial round of testing to set baseline top task success rates and completion times
    2. Define KPIs based on these baselines
    3. Rework content/structure/navigation to improve the user journeys for the top tasks
    4. Test again to assess impact of changes on the success rates and completion times
    5. Repeat steps 2 to 4!
- Combine our findings with the results of other ongoing user experience research - including user interviews and journey mapping – to feed into continuous improvement

Further reading

- *What Really Matters: Focusing on Top Tasks*, article by Gerry McGovern, originator of top tasks analysis
- *Optimising what's important – Get to know your long neck*, blog post by Neil Allison, User Experience Manager, University of Edinburgh
- *Survey results show what our customers want*, blog post by Helen Titchen Beeth, European Commission
- *Intranets: what staff really want*, article by Gerry McGovern