



Testing Triage: Navigating FloridaLawHelp.org

The Results of User Research

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Executive Summary

In April 2019, FloridaLawHelp.org conducted user tests of the new FloridaLawHelp.org/triage staging website. The user testing participants were provided with a hypothetical legal problem and asked to navigate the site to get the help they wanted. In addition to asking structured questions at key points, we documented what the participants did, what they said, and where they seemed to have trouble throughout the process.

Key Findings

- Half of the participants did not notice all parent topics.
- Participants struggled to identify the correct parent topic.
- Once participants identified the correct parent topic, the majority were able to find their legal problem.
- Participants did not select the relevant applicant categories (veterans, senior, crime victim, and domestic violence survivor) that were provided in the hypothetical.
- Some participants had trouble with the different methods of inputting information, most noticeably on the dropdowns.
- Most participants understood why they were being asked for personal information and were comfortable providing it.
- Almost all of the participants noted that they did not read the small print explaining the site.
- Providing an accurate income for a household may be difficult for some users.
- Site navigation was not intuitive for most participants.

These findings have been shared with the site developers and incorporated into the ongoing design.

Methodology

In this round of testing, we partnered with Gulfcoast Legal Aid and Legal Aid of Manasota to identify potential user testing sites. The sites were chosen based on the agencies which were willing and able to host us. We conducted the user tests at the following locations:

Manatee County: Legal Aid of Manasota in Bradenton
 CareerSource Suncoast in Bradenton

Sarasota County: The Friendship Center in Sarasota
 The Kathleen K. Catlin Friendship Center in Venice

Prior to the scheduled day of user testing, we sent each location a flyer and sign-up sheet which they could post. In all locations, on the day of the testing, we set up a table with a flyer which explained what we were doing and asked for volunteers. We also had a very visible bowl of candy. In each location, staff from the host organization recruited participants from their clients.

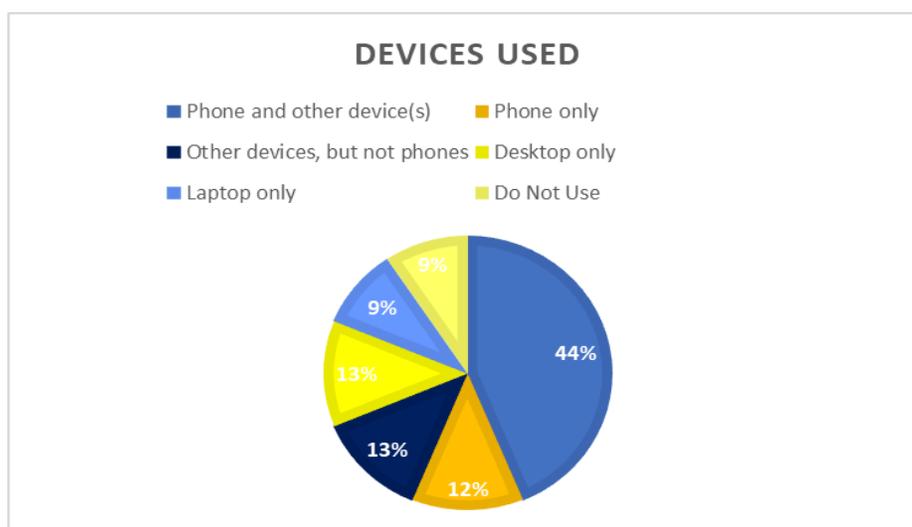
Over the course of 4 days, we spoke with 32 individuals. See Appendix I for a summary of the participants demographics. We offered each volunteer a \$10 gift card for providing their feedback. Prior to each test, we explained what FloridaLawHelp.org was, that the Florida Justice Technology Center, a non-profit, managed the site, that we were improving updating the site and were seeking feedback on how the new site worked. We stressed that this was a test of the site and not the user. After the explanation, we asked each volunteer to pick out a gift card of their choice and let us know if they still wanted to participate. Each user was told that the gift card was theirs regardless of whether they participated further or not. We spent approximately 30 minutes with each participant. Of the 32 participants, 17 were tested on a laptop and 15 were tested on a mobile phone.

The User Tests

"I think it is really great that you are doing what you are doing to be more user friendly and making it easier"

At the start of the interview, FJTC asked each participant about their internet use and the devices that they used. Over half of the participants relied on their phone or their phone and another device to

access the internet. Only three participants, approximately 9%, reported that they did not use the internet at all.



Based on the participants' answers to questions about what they used the internet for, FJTC calculated a tech-savviness score from 1 to 15 for each participant. Participants got points for the following:

- ✓ Using email frequently (several times a week)
- ✓ Using social media
- ✓ Looking up contact information
- ✓ Researching other information
- ✓ Using YouTube
- ✓ Shopping online
- ✓ Completing forms online
- ✓ Banking online
- ✓ Working using the internet

All but one participant used email with 25, approximately 78%, using email at least once a week.

Unsurprisingly, the three participants who did not use the internet at all, each scored 1 or below. The

remaining participants scored between five and eleven, with over two-thirds receiving a score of seven or more indicating a general comfort with using the internet.

The Hypothetical

Prior to looking at the site, participants were asked to imagine that they were looking for legal help and the following facts were true:

- ✓ You are 66 years old.
- ✓ You served in the U.S. Army.
- ✓ You and your two grandchildren live in North Miami in Miami-Dade County.
- ✓ You earn \$22,000 a year working in a local hotel.
- ✓ You would like to change your last name so that you have the same last name as your grandchildren.
- ✓ You are not sure how to change your name, but you have just learned about FloridaLawHelp.org and are going to see what you can find.

Each participant was given a copy of the hypothetical and encouraged to refer to it as needed as they worked their way through the user test. The hypothetical handout was written at a 4.5 grade level and was explained orally to each participant. None of the participants appeared to struggle with literacy, although we did not specifically ask that question during the testing.

Once the participants were given the hypothetical, we either showed the participant a phone or laptop with the FloridaLawHelp.org homepage already loaded.¹ Participants were asked to navigate the page as if they were trying to use the site on their own, but we asked them to verbalize any thoughts they may have about the site or the process.

Life is Complicated

¹FJTC loaded the homepage rather than having the users search for it because the site is not live. FJTC explained that to each participant and showed each participant the current FloridaLawHelp.org site once the test was over.

"I am hoping it means your website makes things easier"

The home page prominently includes the statements "Life can be complicated. What are you having issues with?" along with the explanation "Let us point you in the right direction. That could mean helping you fill out the right documents for your legal issue or connecting you with a lawyer who can help."

FJTC asked participants about those phrases to get their reactions. Just over half of the participants made comments that suggest that they find the phrases to be positive. Another quarter were neutral and did not have strong feelings either way. However, only one participant mentioned reading the small print on the site which explains what help the site provides.

Parent Topic and Subtopic Selection

"Not sure if it is guardianship or Families & Children. Nothing tells me which one it is. It should say "Hey you want to change your name?"

Once the hypothetical was explained, FJTC either showed the participant a phone or laptop with the FloridaLawHelp.org homepage already loaded.² Participants were asked to navigate the page as if they were trying to use the site on their own, but we asked them to verbalize any thoughts they may have about the site or the process.

The legal problem of needing a name change was picked because FJTC had already created the FloridaNameChange.org tool which could be linked to the staging site. However, this legal issue created some unanticipated results as it was not clear into which of the eight parent topics or legal categories³ name changes fall.

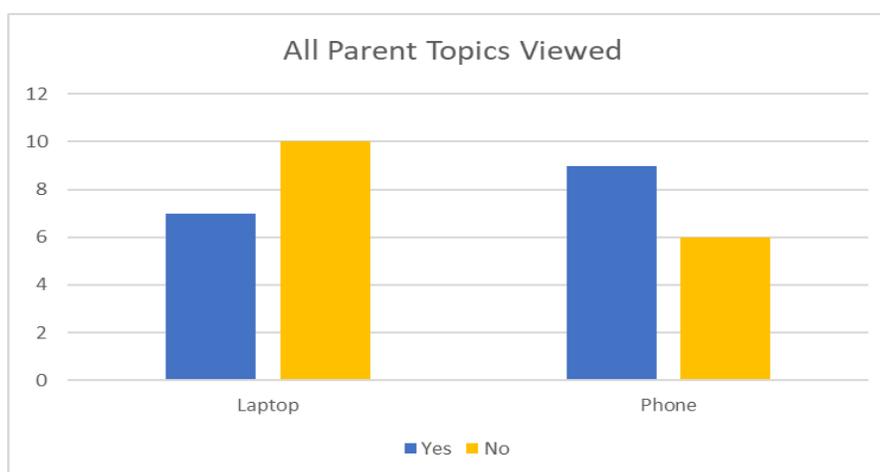
² FJTC loaded the homepage rather than having the users search for it because the site is not live. FJTC explained that to each participant and showed each participant the current FloridaLawHelp.org site once the test was over.

³ The listed categories are: Disaster Relief; Wills, Estates & Guardianship; Money, Debt & Taxes; Housing; Health & Public Benefits; Jobs & Working; Going to Court; and Families & Children.

In addition, when the participants were tested on the laptop, the laptop screen cut off at the top four topics. Whereas when participants were tested on a phone, it was more obvious that there was more content, and the participants were more likely to scroll down.



Just 50% of all participants looked at the eight parent topics without being prompted. For those being tested on a laptop, the percentage dropped to 41%. In contrast, of those being tested on the mobile site, 60% looked at all the topics.

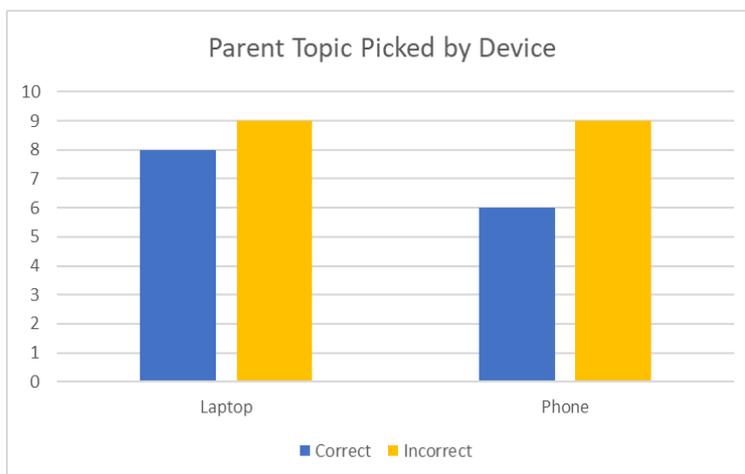


⁴ The images are an accurate depiction of what the participants saw except for the search button which was added after the testing had concluded.

“Weird-it doesn’t tell me where it would be.”

Even once the participants had either looked at all the topics or had been prompted to do so, they struggled with identifying the correct parent topic. Less than half of all participants chose “Families & Children” unprompted. Many selected “Wills, Estates and Guardianship” while others believed that name changes may fall into “Going to Court” because court action is required. Some expressed frustration at not knowing which topic name change would fall under and others noted a lack of a search function.

“I don’t know? Going to court is too general. Guardianship? I have to change my name because of the children, so maybe families and children. It is hard to figure out which”



Furthermore, of the 14 who did pick the correct parent topic, only 3, all of whom were using a laptop, verbalized why they were picking that topic or commented on that fact that they had read “name change” when they hovered over the category (a feature which is not available on the mobile site).

In contrast, once the participants had either selected Families & Children or had been prompted to do so, approximately two-thirds selected the correct subtopic of “name change”. Of the eight participants who did not pick the correct subtopic, six chose “Birth Certificates and Other ID” which was listed before “name change”. Those six participants quickly proceeded to the next step of the process confident in their selection. If they had been allowed to complete the questionnaire, the results they would have received would not have been relevant to name changes.

“This is a wild list so, so many, so many. Different stuff.”

Of note, only two participants commented on the fact that the lists of parent topics and subtopics were not alphabetical. One went on to say that it made no difference to her as she would read everything anyway. While the other asked “Why wasn't this in the 'n's?”. It is unclear whether if the parent topics and subtopic were listed alphabetically it would promote better navigation, but given the parent topic and subtopic navigation results, it is worth exploring.

The Interview

Once the participants had clicked on the name change subtopic, they were asked to continue to use the site as though they were looking for help to change their name. The participants were reminded to use the hypothetical for any facts they may need.

Initially, users are asked to indicate if they belong to a particular category of applicant: veteran, victim of DV, senior citizen and/or victim of a crime. Although users can select multiple options, the screen greyed out after one selection which seemed to indicate that only one choice is allowed. This showed up in the testing. Of the 32 participants, 26, over 80%, only selected one category despite the hypothetical mentioning that the user was both a veteran and a senior. In addition, four of the participants got stuck following this question because the “Why is this Free” section at the bottom of the page popped up and they couldn't figure out how to go back.

The next question asks users to select their county from a dropdown list. While none of the participants commented on the lengthy list of counties, it should be noted that MiamiDade was placed at the top of the list as opposed to being in alphabetical order like the rest of the counties. Most of the participants, 75%, had trouble maneuvering the dropdown lists either because the arrows did not work as expected and/or because the “done” button which must be clicked after a county is selected was not obvious. In many cases the participants selected choice did not get filled in and they got stuck.

The next question asks about income and is the only place where the user must free-type information. Overall, the participants had less trouble with this question, although half struggled with where to place the marker so that the keyboard pulled up and several spent time looking to add a coma in the amount (which was \$22,000 per the hypothetical).

Why Are We Asking for this Information and Would You Provide It?

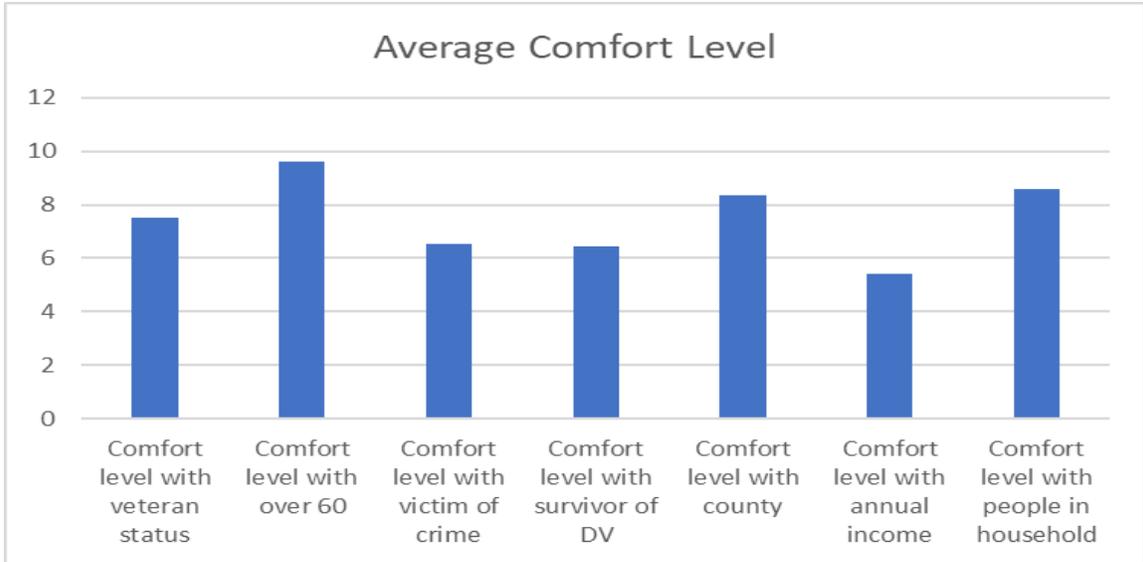
"I have no idea! I just want to change my name."

Over two-thirds of the participants knew why the site was asking for their demographic information. However, it was not clear from most of the participants' comments whether they understood what the site does; many seemed to think that FLH.org was a legal aid organization that would provide direct services. Several participants commented that they did not read the small print located throughout the site.

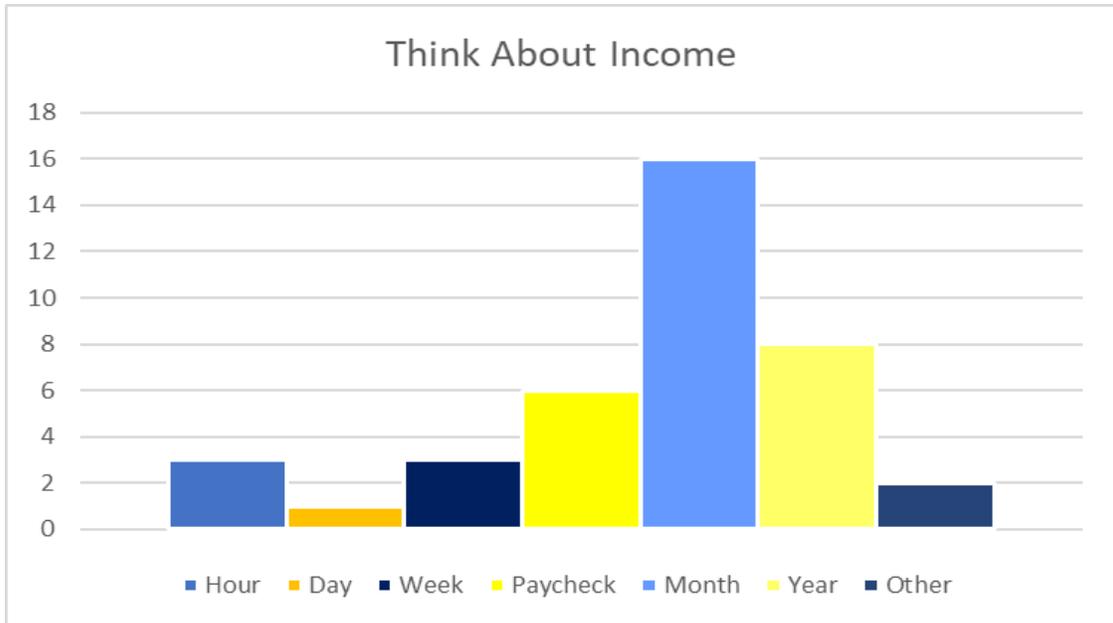
"To take me to a site where I could get the most help. That's what I'd think and hope that they would make it easy for me."

Participants were then asked to ignore the hypothetical for a moment and answer as if they were going to use the site. We asked them how comfortable they would be providing demographic information about themselves. The participants were asked to rate their comfort level on a scale from 1 (not comfortable at all) to 10 (totally comfortable).

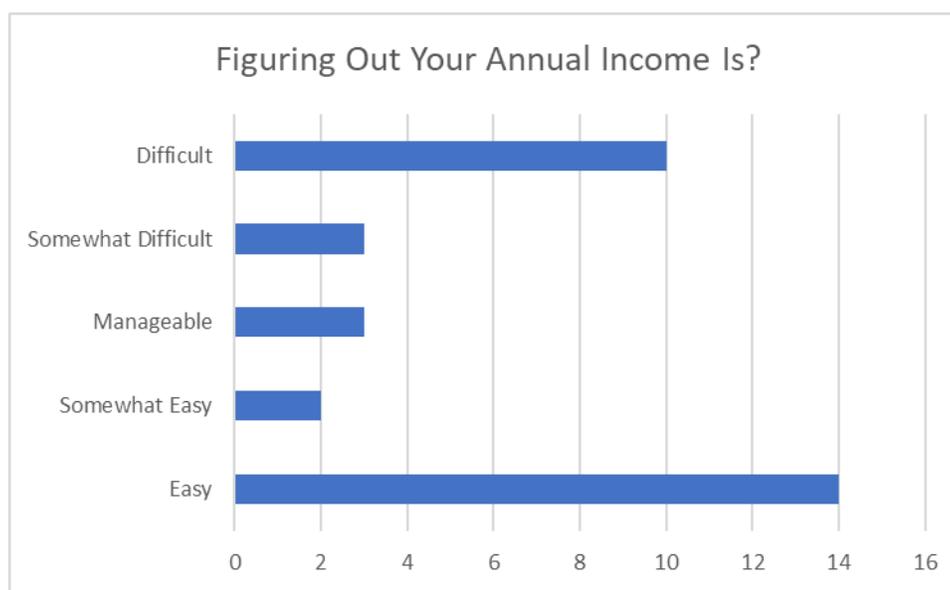
The participants were most comfortable with providing information about their age (9.6) followed by how many people lived in their household (8.6). They were most comfortable providing information about income (5.4), followed by whether they were DV survivor (6.4) or crime victim (6.5). Some of the participants seemed to think that the question about being a crime victim was asking whether they had a criminal history.



In order to determine whether users would be able to answer questions about their income and the number of people in their household, two facts critical for legal aid program eligibility, FJTC asked participants how they thought about income and if they would be able to provide an annual income if asked.



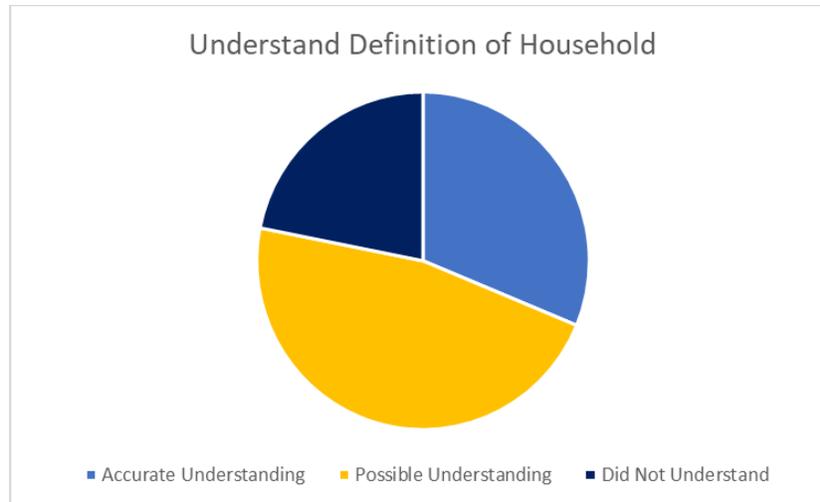
Three-quarters of the participants reported that they think about income by month or year⁵. Accordingly, 50% of the participants reported that it would be easy or somewhat easy to answer a question about annual income. However, 40% reported that it would be somewhat difficult or difficult to answer that question. However, the participants who reported that it would be difficult commented that it is not necessary the math that makes the question difficult but rather because their income is not consistent and may depend on the season or the hours offered to them. One participant commented that she does not know how much she made in the prior year until she does her taxes.



FJTC asked the participants what they thought household meant. About a third recognized that household included those individuals for whom they were financially responsible in some way or contributed financially to the home, about half mentioned it included people in your family without mentioning financial responsibility, and a little more than a fifth mentioned it included everyone, including roommates.

“Everybody in my house. People who live together roommates. People you take care of.”

⁵ The total does not add up to 32 as some participants indicated more than one choice.

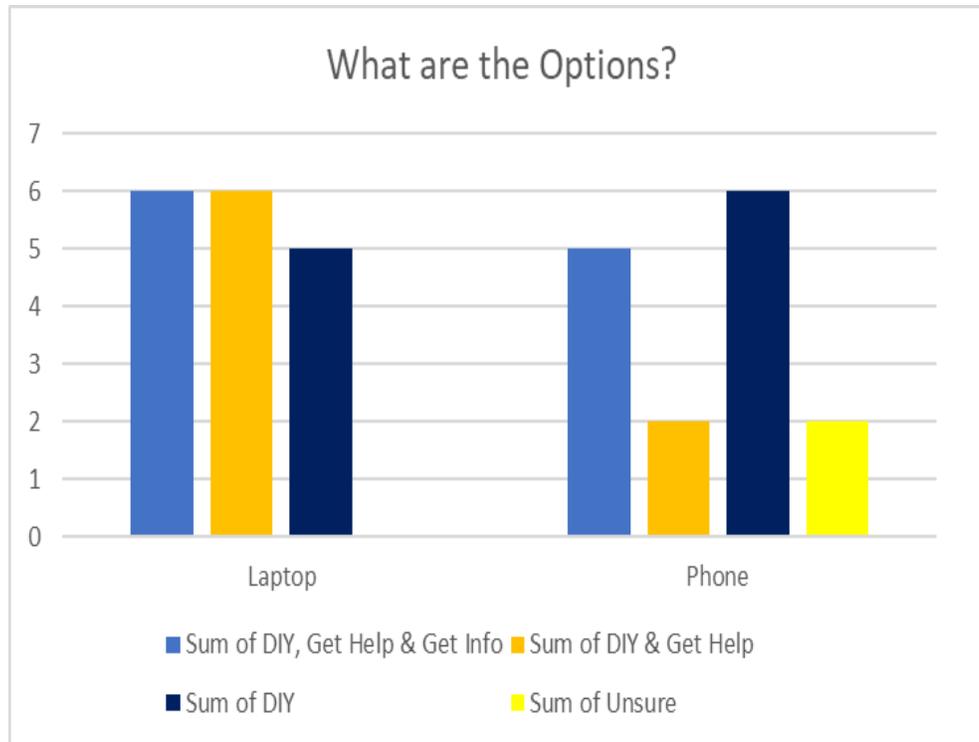


Triage Results

What Are Your Options?

Once the participants had submitted their information based on the hypothetical, they were asked what legal help options the site provided. Approximately one-third, eleven of the participants, noticed only the top result (Do It Yourself tool- FloridaNameChange.org). Another third scrolled to the bottom of the page to see all three options. However, the results page differed depending on whether the participants were using a laptop or phone. On both devices, the same number of participants noticed the options that were visible on the screen. Of the eight participants who noticed both the DIY and Get Help options, six were using a laptop. On the laptop, both those options were visible without requiring the user to scroll down. When participants were using the phone, six noticed the DIY option which was the only option visible on the screen.

It is unclear why the remaining seven participants noticed results that were different than those visible on their device's screen but that they did not notice all the options: Five of the laptop users just noticed the top option of DIY and did not seem to notice the also visible Get Help option and in contrast, two of the phone users scrolled down far enough to notice Get Help, but not far enough to see Get Information. Two of the participants using the phone get stuck on the results page and did not know what to do.



Now You Know Your Options, What Would You Do?

Do First: The participants were evenly split on what they would do first with eleven saying that they would do-it-themselves, eleven saying that they would get information and ten saying that they would get help.

“Because that is what I want to do-change my name”– User who chose DIY first

Do Second: The results were more varied on the participants’ second choice. Thirteen participants indicated that they would want to get help. Nine would try to do it themselves. Six would do nothing and four would get more information.

“You would want to know what you have to do”– User who selected Get Info first

Do Third: Two-thirds of the participants, 21, reported that they would not do anything further. Five said they would try to get more information, while three would try to get help and three would try to do-it-themselves.

“Hard to DIY when you don’t know what you are doing. I want to find the right steps”
– User who selected Find Help first.

Do You Want to Save this Information?

“I don’t see how you would [save the results]. I didn’t see the save results button or didn’t remember seeing it. But if I send them my email, they are going to send me more information, right?”

Just over half, 17 participants, said that they would like to save the results. Another eleven said that they may want to save the results. However, few of the participants knew how to do that. Most indicated that they would save the results page to their favorites or bookmark it. Others commented that they might screenshot the results or print them out. Only approximately 20% of the participants noticed the “Save Results” button. Similarly, approximately 20% of the participants (although not the same ones) understood what would happen if they clicked on the Save Results button and entered their email address. Some participants thought that FLH.org would reach out to them to assist them with their name change, while others thought that now FLH.org could either spam them or sell their information to others.

“I assume that the organization is going to contact me...It goes to FloridaLawHelp’s database so that someone can contact me”

Recommendations

1. Make all the parent topics be visible on the home page
2. Have subtopics visible under the parent topics on the home page to minimize guessing.
3. Consider listing the parent topics and subtopics in alphabetical order to make them easier to find.

4. The site should make it clear that more than one category can be selected in response to the question “I am...” Selecting one option should not grey out the page.
5. Limit the number of ways participants must use to input their information in the mad-lib questionnaire as there are currently three methods (choice, two dropdowns, and free type).
6. The explanation of what the site does needs to be more visible and obvious to the user.
7. The site should clearly explain why it is asking for demographic information and how that information is going to be used/stored.
8. Consider getting language from legal aids on how hourly/seasonal/under-employed users should answer the annual income and the household members questions and add that guidance to the site.
9. Make the Save Results button more visible and provide an explanation of what is going to happen. Consider changing “Save Results” to “Email this page to yourself”
10. Navigation throughout the site may improve if there are noticeable arrows/clues that tell the user that there is more content which is not visible on the screen.

Appendix I: Demographics

Age Group	Number of Participants
18-30	6
31-40	3
41-50	3
51-60	3
61-70	5
71+	10
Prefer Not to Answer	1
No Response	1
Total	32

Income	Number of Participants
None	4
Under 15K	8
15K - 30K	11
Over 30K	2
Prefer Not to Answer	6
No Response	1
Total	32

Gender	Number of Participants
Male	4
Female	28
Total	32

Race/Heritage	Number of Participants
Black	8
Black & Native American	1
Latino	1
White	20
Prefer Not to Answer	2
Total	32

Area	Number of Participants
Rural	2
Suburban	13
Urban	11
Prefer Not to Answer	5
No Response	1
Total	32

Language	Number of Participants
English	25
No Response	5
Prefer Not to Answer	1
Ukrainian & English	1
Total	32