



# Website Redesign for a Government Program

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*Testing methods for increasing responsivity  
and customer satisfaction via website design*

**Agency:** Florida Department of Economic Opportunity

**Trial Duration:**  
03/13/17–04/09/17

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### Context

A user-friendly website can assist clients in accessing necessary information, which may increase trust in the agency's services. Furthermore, the website can help inform service delivery and reduce misunderstandings, thereby reducing staff burden.

### Key Finding

The redesigned website is more user-friendly. Clients access the website and FAQ pages for answers, instead of calling the service center, reducing staff burden.

\*BetaGov trains agency personnel to become research-savvy "Pracademics" who lead trials.

## Background

Public agencies use online platforms to offer important resources and services. Website information should be easy to locate, access, and understand. A well-designed website reduces burden on staff by providing answers to frequently asked questions, increases public trust in the agency's performance, and increases user participation and satisfaction. To improve access to Reemployment Assistance (RA), the Florida Department of Economic Opportunity (DEO) redesigned their external RA website.

## Trial Design

Initially planned as a randomized controlled trial whereby users would be randomly provided with the existing or redesigned website, the DEO opted to test two websites — the original for two weeks followed by the redesigned website for two weeks. Outcomes included identification of features clients most wanted to use, optimal navigation elements, and effective presentation of information. Changes are shown in the table. Data were collected during two consecutive two-week time periods, including drop-off rate by page depth (time spent on page), website comments, FAQ-page viewership, clients'

willingness to recommend the site, and calls received by the service center.

## Results

Page drop-off rate remained similar, although users spent slightly longer on some pages of the new website. Compared to the original, the redesigned website had fewer comments, higher FAQ-page viewership (by 11%), and received almost 5,500 fewer weekly calls to the service center. Findings also indicate that users are more willing to recommend the redesigned page to others. The DEO's redesigned website successfully addressed important customer-service concerns. Although not a randomized controlled trial, this suggests that an easily navigated website improves service efficiency and client satisfaction.

| Changes from Original to Redesigned Website |
|---|
| Landing page                                |
| FAQ page                                    |
| Service-center banner                       |
| Log-on portal                               |
| Tax information                             |
| Contact Us widget                           |

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