**W3C Site Redesign Survey** 256 Surveys Taken -- GENERAL SURVEY --Q1. How would you describe yourself? People who self-identified as Developers, Designers, UX/IA & Engineers accounted for majority of respondents. **Answer Options** Response Percent Response Count Web designer 39.90% 101 Web application developer 43.10% 109 User experience designer/information architect/content strategist 30.40% **77** Project manager 16.20% 41 Web technology engineer 28.50% 72 7.90% Department head 20 38 Other (please specify) 15.00% 253 Other: Primarily identified as more specific types of Devs/Designers (Front end, JS, etc.), answered question Accessibility/Standards experts, and Teachers 3 skipped question Q2. What types of groups do you participate in? (select all applicable) 46% don't participate in W3C groups, etc. 36% surveyed participate in Working Groups. Response Percent | Response Count **Answer Options Working Group** 36.30% 91 Interest Group 21.50% 54 Community Group 25.10% 63 **Business Group** 30 12.00% 8 Advisory Board 3.20% **Advisory Committee** 7.60% 19 TAG 1.20% 3 None (We will ignore other selections if you choose this option.) 46.60% 117 answered question 251 5 skipped question Q3. What roles (if any) do you have within a W3C group? Nearly 80% of respondents don't have a formal role in W3C. **Answer Options** Response Percent Response Count Chair 8.70% 22 23 Team contact 9.10% 9.80% 25 Editor 7 Test manager 2.80% None (We will ignore other selections if you choose this option.) 79.90% 203 answered question 254 skipped question **SURVEY RESPONDENT ANALYSIS:** - Majority of respondents self-identified as Developers, Designers, UX/IA professionals & Engineers (many as multiple). - 46% of those surveyed would be considered "general public" (aren't in Working Groups, etc.). - Of those who are in Working Groups/Committees/Boards, 20% (approx. 50 people) have formal roles (Chair, Manager, etc.). - 20% of those surveyed work for Members (approx. 50 people). -- GROUP QUESTIONS --Q4. Would you find it useful if W3C were to provide templates for group home pages (e.g,. to provide a consistent user experience across groups, and to automate some WG tasks)? Almost 93% of WG participants surveyed want Templates for Group home pages. Response Percent Response Count **Answer Options** 92.90% 39 Yes 7.10% 3 No Funnel for WG participants answered question 42 skipped question 214 Q5. Do you think it would be useful to distinguish a group's "public" home page (for visitors) from its "operations" home page (which would also be public, but focus on meeting details, etc.)? 73% would like to make a distinction between Public & Operations WG pages. **Answer Options** Response Percent Response Count 73.80% 31 Yes 26.20% 11 No 42 answered question skipped question 214 Q6. If we were to separate the two pages, what information would you put on the group's "public" home page vs. its public "operations" home page? Public: WG goals, members, charter, milestones & work status, recent drafts, mailing lists/contact info, public tools/external links, news, how to get involved Operations: future/past meeting minutes, discussion topics, telco/meeting info/agendas, internal docs/wiki, guidebook links, active docs & drafts "First of all, in response to the yes / no questions previously asked, it is only useful to provide templates if they meet the needs of the WG. If they don't leave room for critical information or have feature problems. I can't use them." **Answer Options** Response Count answered question 25 231 skipped question **GROUP RESPONSE ANALYSIS:** - Seems to be clear support for templates to improve consistency & usability of WG pages (93% approval). - Templates need to well architected, flexible and meet the needs of the various WGs. - 73% support for making some distinction between Public & Operational pages. - Content requested for each page type was strikingly consistent across the comments (>50% of the WG members answered). -- MEMBER QUESTIONS --Q7. Do you work for a W3C Member? Only 20% surveyed work for a member (50 people). Response Percent Response Count **Answer Options** Yes 20.70% 50 No 79.30% 191 answered question 241 Q8. How often do you visit the Member home page? \*\* About 60% visit the Member HP regularly, but generally just a few times a year. But 22% had never visited the Member HP. **Answer Options** Response Percent Response Count 0.00% Daily 0 Weekly 12.50% 5 Monthly 22.50% 9 A few times a year 40.00% 16 I have never visited the Member home page. 7.50% 3 I have never visited the Member home page and didn't even know there was one! 15.00% 6 Other (please specify) 2.50% 1 40 Funnel for Members answered question skipped question 216 Q9. What features or improvements would you most like to see on a Member home page? Top Request: Updated & relevant info immediately available on the page; latest News, agendas, etc.; Member info (who, what group, joining, etc.); MY WG status; easier way to find Specs; integrate Community Group stuff. > 1/3 of Members responded **Answer Options** Response Count answered question 14 242 skipped question "It looks a staged home page at the moment with many links outwards. Where I wish to have a feed of updated information straight in the home page with facets to jump to some specific parts (process, etc.)" "More clarity in the design. Less cruft. More focus." Q10. Should the Member home page become a customized "dashboard" with information or links specific to you, such as: identity (name, affiliation), lists of group membership with your organization, etc.? \*\* Nearly 74% support for Dashboard, which could address requests for updated & relevant info. **Answer Options** Response Percent Response Count Yes 74.20% 23 8 25.80% No > 1/2 of Members responded answered question 31 skipped question 225 Q11. What sections of the Member site do you most use? Event Cal, Member Actions/News/Mail/Discussion, Process/Policy/Finance Guide are the most used sections. **Answer Options** Response Percent Response Count Calendar of Member Events 58.60% 17 55.20% Member Actions, News, Mail, Discussion 16 31.00% 9 **Process, Patent Policy, Finances Guide** Member Standards Promotion 10.30% 3 7 Membership Administrivia 24.10% List of AC Reps 20.70% 6 2 Staff FTE tables (summarized by activity) 6.90% > 1/2 of Members responded answered question 29 skipped question 227 Q12. What information have you had difficulty finding on the Member site? Top Issues: WGs I/My Company belongs to; Billing info & contact (dues); Specs & Spec Updates; Offices; PR Material; Open issues/actions/polls; future AC meetings >1/3 of Members responded **Answer Options** Response Count answered question 16 skipped question 240 "Pretty much everything is hard to find unless you know exactly where it is." "Almost everything I have ever looked for [is difficult to find]. It has improved, but the improvements provided some jarring readjustments." Q13. What features or improvements would you most like to see in the Member site (other than to the Member home page) in the future? Top Requests: Feed of Activity/News/Dashboard; Improved Nav/IA; improve process for adding/removing Group members/accounts; "Membership Viewer" (current one doesn't work); Logout option/button (?) >1/4 of Members responded **Answer Options** Response Count 10 answered question skipped question 246 Q14. Because much information useful to Members exists on the public site, please indicate how important it is to you to access that information directly from the Member site? \*\* 80% would find this at least somewhat useful. (But most seem to be on the fence.) Response Percent Response Count **Answer Options Essential** 16.10% 5 **Important** 25.80% 8 **Somewhat Useful** 38.70% 12 Not useful 19.40% 6 > 1/2 of Members responded answered question 31 225 skipped question Q15. Which links to the public site are most important for you to find from the Member site? Top Requests: Links to my WG home pages; News; Events; Validators; Software; All Standards; Access to Drafts; Mailing lists; Minutes; WG join info **Answer Options** Response Count 9 answered question skipped question 247 "As a member, I don't make a distinction between the member site and the public site. For me, all of this is the same, with slightly annoying password requests from time to time. I do not know when I'm on the member site and when I'm not." **MEMBER RESPONSE ANALYSIS:** - About 60% visit the Member HP regularly, but generally just a few times a year for specific tasks. Over 20% of Members don't use the page. - 74% are in favor of a Dashboard, but it's less clear if there would be value in bubbling up content from the public HP. - I think a clearly designed dashboard is going to serve the Members well and will address most of the issues & requests. \*\*Should the Member & Public sites be more distinct, or is the goal to provide a "seamless" experience? -- GENERAL SURVEY RESUMES --Q16. How often do you visit the W3C home page? \*\* 63% of those surveyed visit at least once a month. Response Percent Response Count **Answer Options** Daily 7.10% 14 32.10% Weekly 63 47 Monthly 24.00% 32.70% 64 A few times a year 2.00% I have never visited the W3C home page 4 2.00% Other (please specify) 4 answered question 196 60 skipped question Q17. What features/information do you use on the current home page? \*\* Most used: links to Standards+, links to Validators, News, W3C Blog Response Percent Response Count **Answer Options** 49.20% 88 News 70 W3C blog 39.10% Talks and Events 18.40% 33 Links to jobs 4.50% 8 93 Links to validators 52.00% Links to standards and other materials 74.30% 133 3 Member testimonial 1.70% 179 answered question 77 skipped question Q18. What features or improvements would you most like to see on the public home page? Top Requests: #1 Make it easier to find relevant Standards/Get to Specs; Quick links; #2 Improve Organization/IA; Less Content; Progressive Disclosure (news, etc.); #3 Responsive Design; Update Look & Feel; more White Space #4 Improve Search; bubble up common/frequent Searches; better Accessibility #5 Donation/support button; clearer info on How to Get Involved; find WGs easily #6 More translated docs **Answer Options** Response Count answered question 56 200 skipped question "Better organization. Less clutter. Clearer actionable things to do depending on the audience." "A tailored specification search would be useful. Right now, when I enter "CSS" in the Google search box at the top, I get mostly irrelevant stuff, hard to sift through. Instead I would like to see a clear, preferably short, list of relevant specifications, ordered and colored by their status (Rec → ... → WG Note) etc. Other, non-spec hits could be listed further below." "Stop hiding content with scripts that slow down my browser and make it harder to get to the content I care about. It is a real art to find content now when I'm looking for something in particular. Really a problem on the TR pages, but the organization into "buckets" that mean different things than my own mental categorizations, and not enough cross-links between them, makes it really hard to find stuff." **HOME PAGE QUESTIONS ANALYSIS:** - The public HP is widely used with 63% visiting AT LEAST once a month. - Standards & Validators are most used links, followed by News & the Blog. - Links to important specs sorted by frequency of use is a common request, as is better organization. Since nearly 75% of those surveyed use link to specs from the HP, I think the W3C should consider looking more closely at tracking usage and adjusting content based on real usage data. Q19. When considering adjustments to the style for W3C Standards and Drafts (e.g. CSS Media Queries), please rate the following in terms of importance to you: Top Requests: Better typography, Clearer indicators of doc replacement & maturity, Integration of related materials, Tools & Narrower columns **Answer Options** Essential Important Somewhat Us Not Useful Rating Average Response Count 40 39 12 2.12 138 **Better Typography** 47 47 33 2.63 138 Narrower column width 26 32 Less status information up front 14 37 63 19 2.65 133 7 51 19 1.87 138 Clearer indication when document has been superseded 61 24 7 1.94 139 Clearer indication of document maturity (on the recommendation track) 46 62 Integration with related materials (tests, developer documentation, etc.) 45 60 29 1.96 139 7 41 50 40 2.09 138 Tools for making it easier to review and comment on a specification Other 6 5 15 2.85 33 Comments 19 answered question 141 Other: "Jump to" links to sample code; links to related/competing standards; pagination; mobile interface; multiple views; print styles; start content earlier (condense abstract, etc.) skipped question 115 "less circular jumping around in standards documents... I can't tell you how many times I've clicked on a link to learn more about a keyword or topic, only to be taken to the heading for the topic that I'm already looking at, or a passing reference to the same topic that again links to nowhere useful. It's like you're filling the page with links for improved SEO that doesn't actually benefit the user," "Stop hiding things under expandos and different views of the page that force me to go through several steps to find a particular document." Q20. Which filter options on the Standards and Drafts index do you use most frequently? All filters seem to be used, but esp. Standards only. **Answer Options** Response Percent Response Count 41.70% 43 56 Standards only 54.40% Drafts only 14.60% 15 Review opportunities 3.90% 4 answered question 103 153 skipped question Q21. Which sorting options on the Standards and Drafts index do you use most frequently? Sorting most used: Technology, Status & Date. Editor rarely used. Response Percent Response Count **Answer Options Technology** 59.80% 55 32.60% 30 **Status Date** 28.30% 26 Title 20.70% 19 22 Working/Interest Group 23.90% 2 2.20% Editor 92 answered question 164 skipped question Q22. Do you have any recommendations for the Standards and Drafts index? Top Requests: Search field; get rid of Click-to-open sections (slow users down); do sorting & filtering on the client-side to make it more responsive; show only Recs by default **Answer Options** Response Count answered question 23 skipped question 233 "I had not seen the standards/drafts index page before, I tend to use google, e.g. "HTML5" or "WCAG 2" and go straight there. Sometimes need to use the 'latest version' link when I get there. Might try it now though!" Q23. Are the "current status" pages useful (e.g. CSS Current Status)? \*\* If people know they exist, they seem to find them useful. A striking 46% don't know they exist! **Answer Options** Response Percent Response Count 47.50% 67 Yes 6.40% 9 I didn't know they existed. 46.10% 65 answered question 141 skipped question 115 Q24. Are the labels for groups of reports on the Standards and Drafts index useful? \*\* These don't seem to be working as well. 52% don't know they exist! **Answer Options** Response Percent Response Count Yes 36.50% 50 No 10.90% 15 I didn't know they existed. 52.60% **72** answered question 137 skipped question 119 **STANDARDS & DRAFTS QUESTIONS ANALYSIS:** - Striking number of folks weren't aware of the "current status" (46%) & Standards and Drafts index (52%) pages. A couple of those people said that they would use them NOW b/c they seem really useful. Need to bubble these up. - Most of the adjustments to the docs themselves garnered support, and some good suggestions for UI (print styles!). \*\* Running theme for the requested changes: It takes too long/is too difficult to get to the CONTENT I need to use. Q25. Why do you visit the W3C site? Check all that apply. \*\* Top Reasons: Find Specs, Find Recommendations, about HTML & CSS, Accessibility guidelines & W3C Validator Does this mesh with our analytics snapshot? Response Percent Response Count Answer Options Find W3C specifications 91.60% 131 Find out whether something is a Recommendation 51.00% 73 Find how well a specification is implemented in browsers and other software 32.90% 47 **HTML** elements and attributes 72.00% 103 **CSS** properties and values 69.20% 99 **Accessibility Guidelines** 42.70% 61 Working Group News 28.70% 41 Overview of current W3C work relevant to a given industry (e.g., automotive, digital publishing) 13.30% 19 How to participate in W3C 11.90% 17 15 How to become a W3C Member 10.50% List of W3C Members 18.20% 26 33 Learn about the Web 23.10% W3C validator 62.90% 90 32 Test suites 22.40% Tutorials 25.90% 37 7.00% 10 Other (please specify) answered question Other: Update account pwd; w3schools; tips in the Blog; see WG Members; Team page 143 skipped question 113 Q26. What features or improvements would you most like to see in the future on the public site (other than on the public home page)? Top Requests: consistent page layout; better navigation & organization; improved site map; revise drafts/spec section to be more useful (like html doctor/dochub); individual donations; minutes doc archive; notice of new WG/IG/BG formation (if open to public); better tool for surveys/issues/public comments; improved blog design (difficult to read) eLearning platform; examples & templates (?); live code editor; **Answer Options** Response Count answered question 31 225 skipped question "In general it seems the site is inward looking (it explains things in terms of how the W3C happens to be organised) vs outward looking (what might possible visitors be interested in)" "Remove the scripts that enforce a certain view of how I should interact with the site, and make better use of CSS features that allow flexible layout and accommodate to my needs." Q27. Is the site map useful to you? 66% of people don't find the site map useful. **Answer Options** Response Percent Response Count Yes 34.10% 45 No 65.90% 87 132 answered question 124 skipped question Q28. What do you find useful about the site map? Top Responses: A-Z index; easy access to WGs; good overview; faster nav to pages; ability to visualize structure; useful for finding unknown pages **Answer Options** Response Count answered question 20 236 skipped question Q29. What information have you had difficulty finding on the W3C site? **Top Responses:** #1 Almost everything. #2 HTML5/etc. candidate recs; current HTML/etc. standards; usage examples & unit tests; answers to concrete questions; #3 current Members; some policies/procedures; WG updates; historical info; meeting info; how to participate #4 translations (even if they exist) **Answer Options** Response Count answered question 41 skipped question 215 Almost everything. Follow your own guidelines about clarity of headlines, showing status, and defining technical language." "Simplified versions of the specs - e.g. for HTML5, what status it is, a list of valid elements and attributes, without having to read through lots of administrative introductions and words such as "conformance", "normative", etc. Specs related to the one I'm currently reading. There should be a navigation bar, sub-menu or something similar." Q30. Please rate the following features of the W3C website: \*\* Winning on Value of Content! But losing on Ease of Navigation & Organization of Info. Need to take a hard look at IA. Answer Options Excellent Pretty Good Okay Poor Response Count Rating Average Usefulness of Search function 10 39 2.67 118 49 20 Ease of navigation **27** 50 43 3.03 126 Organization of information 6 37 47 36 2.90 126 Value of content to you 55 54 14 1.74 127 answered question 127 129 skipped question **GENERAL SITE QUESTIONS ANALYSIS:** - 92% of those surveyed are looking for specs, followed by HTML & CSS info. \*\* Users want the content/to participate/learn more from W3C experts, but they can't find what they need and/or it's really DIFFICULT, so they look to Google/elsewhere. If the W3C fails to be a useful resource for the web community, is it's future relevance in danger?