



The client: Social Care Institute for Excellence

The brief: SCIE's Social Care Online is the most comprehensive database of social care knowledge and research in the UK. Following an expert functionality review and market insight report, both conducted by SDA in 2012, SCIE undertook an extensive redevelopment of the service. In 2014 they asked SDA to review the new service in order to evaluate the effectiveness of the redevelopment, and make suggestions for further improvements.

The approach: SDA used a combination of heuristic analysis and usability testing to evaluate the service. Using personas developed from previous empirical research about information seeking the sector, we undertook user journeys in order to evaluate how effectively the service was able to answer typical queries by users.

The outcome: The report showed significant improvements in the service, with results in response to typical queries being more relevant, comprehensive and easy to access than previously. We identified some problems with advanced functionality, which the organisation plans to address.

2014
