

## Report on the Air Quality Archive Online Questionnaire

**A report produced for the Department for Environment,  
Food and Rural Affairs, the Scottish Executive, the Welsh  
Assembly Government and the Department for the  
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# Executive Summary

An online questionnaire has been published in order to collect user feedback on the Air Quality Archive web site. The duration of the questionnaire was 6 weeks from February 2<sup>nd</sup> to March 15<sup>th</sup> 2004. Its aim was to user collect ratings and comments in order to help Defra and the Devolved Administrations improve areas of the web site. In addition, suggestions for improvement were also invited. The results of the questionnaire are summarised in this report.

The results of the questionnaire have confirmed that a broad range of user groups visit the Air Quality Archive web site. The largest user groups are environmental professionals and students, with a significant amount of interest from the general public as well. The frequency of visits to the site covers the full range of only once per year or less, to daily. The majority of users report that they tend to visit the Air Quality Archive about once per week. The most common reasons to visit the site are to access general air quality information, and current and historical data.

The questionnaire was designed to provide feedback on each of the main sections of the web site, with **headline feedback** as follows:

- ▶ The home page is most popular with the general public and casual visitors to the site.
- ▶ Users comment on entering the site that it provides a vast amount of information on air quality, and up-to-date data.
- ▶ 94% of users think that the content of the site and the layout of the Home Page are excellent, good or sufficient.
- ▶ 86% of users regard that the interactive map and links on the page are better than sufficient.
- ▶ 89% of users find the "Latest News" items are informative.
- ▶ Users are generally happy with the download speed and comment that this site is very well maintained.
- ▶ Suggestions for improvement include a postcode search function, content on impact to human health and more frequently updated news.

The majority of users visit the site in order to download data and information from the **data and statistics** section, and it is therefore not surprisingly reported as the most important part of the site.

- ▶ 90% of users find that the background information on data, air quality bandings, limit values, objectives and Directives are excellent, good or sufficient.
- ▶ 73% of users report that the downloads of measurement data are sufficient to meet their needs, whilst comments suggest that the majority of problems are in locating and downloading non-automatic monitoring data.
- ▶ 74% of users believe that the statistics and exceedence statistics data are more than sufficient.
- ▶ Some users comment that they would like to see a simpler or "short-cut" way to access data, and that site grid references and data capture information should be included in the downloads.

**Local Air Quality Management** is another popular section, ranked overall by users as the second most important section of the web site.

- ▶ 74% of users consider that the information on Local Air Quality Management is excellent, good or sufficient.
- ▶ The interactive map of air quality management areas is reported to be a useful tool to help locate the information easily.
- ▶ Some users comment that they would like to have more detailed contact information and links to LAQM reports in this section.
- ▶ 92% of users report that the LAQM tools are appropriate and easy to use.

**Research information** is the third most important area of the site to users.

- ▶ 91% find that report download and search functions are excellent, good or sufficient.
- ▶ This area of the web site is most important to researchers. Some users comment that the database would be improved if it contained all the reports or links to all the reports for each contract, and that there should be a better search mechanism.
- ▶ 76% of users consider that the contracts database is better than sufficient, but several users noticed that the records are not always up-to-date.

The least important areas of the site according to the survey were the FAQs and the related site sections.

- ▶ 85% of users find that the material in the FAQs database is better than sufficient to meet their needs.
- ▶ 82% of users suggest that the advice given is excellent, good or sufficient.
- ▶ A large majority (96%) of users find that the related site list is better than sufficient.

It can be concluded that overall user feedback to the Air Quality Archive is very positive, with the majority of users reporting that the site meets their needs in full.

However, a small but significant proportion of specialist users feel that their needs have not been fully met; they have made a number of constructive suggestions for improving the functionality and content of the Air Quality Archive, particularly in relation to the Data and Statistics section of the web site. This feedback will be considered carefully in relation to future improvements to the website.

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APPENDIX 1 QUESTIONNAIRE



# 1 Introduction

The UK Air Quality Archive website at [www.airquality.co.uk](http://www.airquality.co.uk) is a key national resource providing comprehensive information on all aspects of air pollution to our citizens, as well as to a global audience. An online questionnaire has been published in order to collect user feedback on the web site. The duration of the questionnaire was 6 weeks from February 2<sup>nd</sup> to March 15<sup>th</sup> 2004. Its aim was to user collect ratings and comments in order to help Defra and the Devolved Administrations improve areas of the web site. In addition, suggestions for improvement were also invited.

## 1.1 THE QUESTIONNAIRE

The questionnaire consisted of two parts: user information and the main body of the questionnaire. Users were invited to submit their personal details in the first part, but this was made optional in order to allow anonymity if necessary.

There were 8 sections within the main body of the questionnaire. Users were asked to give their scores on information, tools and functions, as well as their opinions on what we are doing well and how to improve each of the main areas of the site. Users were also asked to score which area of the web site is most relevant to them. A further space was given in the questionnaire for users to submit additional suggestions. A copy of the questionnaire is given in Appendix 1.

## 1.2 HOW THE QUESTIONNAIRE WAS CONDUCTED

The questionnaire was published on the Air Quality Archive web site at [www.airquality.co.uk](http://www.airquality.co.uk). A banner was added to the top of each of the main sections of the web site inviting users to complete the questionnaire. In addition, it was also publicised in the "Latest News" section of the site, and advertised via an article in the February publication of the "Air Quality Management" newsletter. Once an individual user had completed the questionnaire, the banners disappeared; this was implemented by placing of a cookie on the users' PC.

200 users visited the questionnaire page. 52 of these visitors did not go on to complete the questionnaire. Of the 148 who did supply a partial or complete questionnaire, 6 have not been included in the analyses or report, since no sensible information was entered. Therefore, 142 responses have been analysed and reported here.

## 1.3 BRIEF DESCRIPTION OF THE REPORT

The results of the questionnaire are summarised in this report. These include:

- ▶ An analysis of the user domains
- ▶ Consideration of feedback on each topic
- ▶ Assessment of overall performance of the web site, and
- ▶ A summary of the comments and suggestions.

The purpose of this report is not to comment on the feasibility or implications of user suggestions for future development of the Air Quality Archive. We simply present them here as ideas to be considered.



## 2 User Analysis

Data on user types, visiting frequency and visit purpose have been collected in the questionnaire, in order to understand the needs of the users as clearly as possible.

It can be seen from Table 1 that of those users who responded to the questionnaire, most are environmental professionals and students. Local authority or government officials and interested members of the public are the next highest number of users.

**Table 1 User group details**

<b><i>User group</i></b>	<b><i>Number of users</i></b>
<b><i>Environmental professional</i></b>	54
<b><i>Student</i></b>	51
<b><i>Local authority or government official</i></b>	34
<b><i>Interested member of the public</i></b>	26
<b><i>Academic</i></b>	8
<b><i>Other</i></b>	8
<b><i>Journalist</i></b>	1
<b><i>The user group field left blank</i></b>	17

It is shown in Table 2 that most of users visit the site once or several times each week. However, a large proportion of users visit the site only a few times or less each year. A small number of users visit the site every day.

**Table 2 The frequency with which users visit the site**

<b><i>Frequency</i></b>	<b><i>Number of users</i></b>
<b><i>Once per week</i></b>	44
<b><i>Several times each week</i></b>	42
<b><i>Once a year or less</i></b>	39
<b><i>A few times each year</i></b>	28
<b><i>Once per month</i></b>	16
<b><i>Every day</i></b>	10
<b><i>Other</i></b>	8
<b><i>The field left blank</i></b>	20

The majority of users visit the site in order to obtain air quality data and information (see Table 3). Other important functions are for research, LAQM information and for students to complete their assignments. A smaller number of users visit the site because they are concerned about air quality in their local area or the health impacts of air quality.

**Table 3 The purpose of users visiting the web site**

<b><i>Purpose</i></b>	<b><i>Number of users</i></b>
<b><i>Air quality information</i></b>	45
<b><i>Assignment</i></b>	20
<b><i>Research</i></b>	18
<b><i>LAQM</i></b>	18
<b><i>Research report</i></b>	9
<b><i>Local air quality data and information</i></b>	8
<b><i>Personal interest</i></b>	7
<b><i>Personal health</i></b>	4
<b><i>Tools</i></b>	3
<b><i>By accident</i></b>	2
<b><i>Don't know</i></b>	1

# 3 Analysis of the Responses

It is not practicable to list *all* the individual comments in the main body of the report. However, these are provided in Appendix 2, whilst summarised comments are discussed in this section of the report.

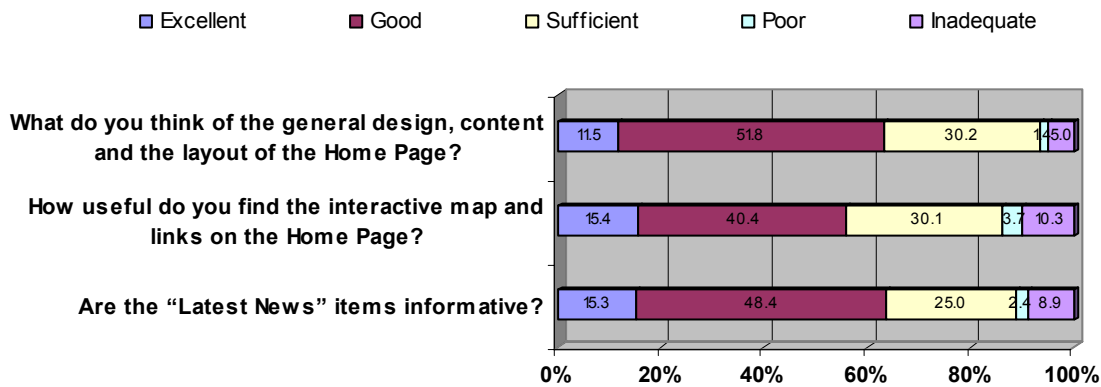
## 3.1 HOME PAGE, GENERAL DESIGN AND CONTENT

Users were asked to give their scores on three aspect of this section of the site:

- ▶ General design and usability
- ▶ Information and
- ▶ News items.

139, 136 and 124 users have given their scores for these three aspects, respectively; the results are illustrated in Figure 1. They show that 94% of users think that the general design, content of the site and the layout of the Home Page are excellent, good or sufficient. 86% of users find that the interactive map and links on the Home Page are excellent, good or sufficient. 89% of users find the "Latest News" items are informative. The average scores are close to good for all three questions (see Figure 2).

**Figure 1. Scores on the general design and content of the site and the layout of the Home Page**



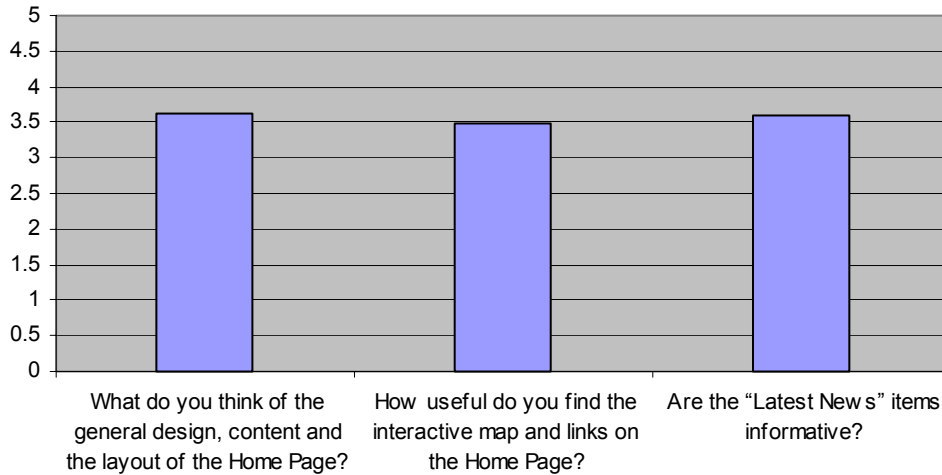
Most of the users reported that this section of the web site is very well designed, and the layout is clear. It presents clear information on what the site is about and what information is available. Some users think the colour scheme is very good, whilst others would like it to be more colourful and exciting. A number of suggestions were:

- ▶ Fast track navigation should be set up for regular users by using cookies.
- ▶ The layout of the site is more complex than the previous version, with no obvious benefit; it is therefore more difficult to get the required information.
- ▶ The 'select an area of interest' box should be moved to the top of the page.
- ▶ A postcode search function should be added.

- ▶ A dynamic link to the non-automatic monitoring site information should be added, in addition to the automatic site information.

**Figure 2. Average Scores for Home Page**

5 = Excellent, 4 = Good, 3 = Sufficient, 2 = Poor, 1 = Inadequate



Users report that the background and air quality information is up to date and informative, and that the site is especially good for non-technical users (see Appendix 2.1). Most users think that the air quality information coverage is good and is a valuable resource for all the user groups. However, there were a number of further suggestions for improvement:

- ▶ More information on air pollution, such as:
  - What causes air pollution;
  - How it affects the way in which we live;
  - How air pollution affects people’s health; and
  - How the statistical data are calculated.
- ▶ More detailed air quality information available on local areas.
- ▶ Better publicity on the availability of reliable air quality data is needed for the public, particularly schools, health and media groups.

A large number of users consider that the “Latest News” items are interesting and useful; however, some suggest that the news items should have shorter life-time and be updated more frequently. One user suggested that the latest news section is too low down the page.

Users are happy with the speed of this section. A few users pointed out that the site seems to be maintained very well, is rarely out of order, and updated regularly. However, one user complained that it is hard to find the old information, which may still useful for some applications.

### **3.2 DATA AND STATISTICS**

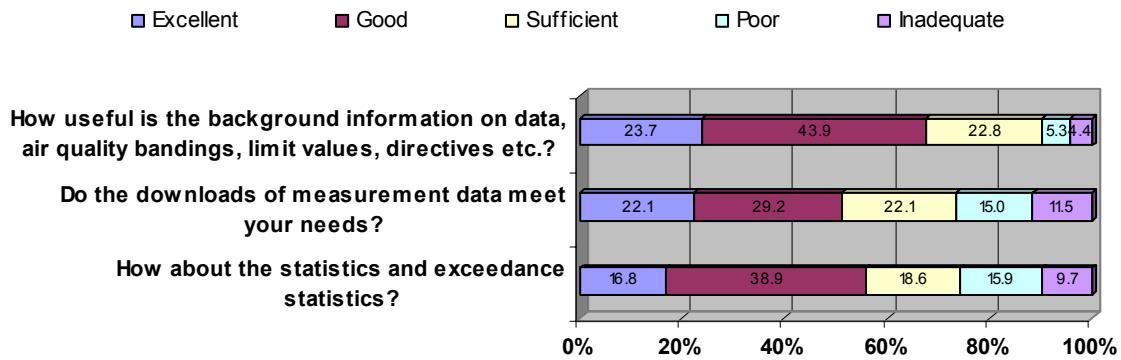
The data and statistics section of the web site is the most important to the majority of users. Users were requested to score this section on:

- ▶ The background information provided

- ▶ Raw data and
- ▶ Statistics data download functions.

114, 113, and 113 out of 142 users gave their scores to these three questions respectively. 90% of users found that the background information and descriptions of air quality bandings, limit values and Directives are excellent, good or sufficient. 73% of users feel that the downloads of measurement data are sufficient or better to meet their needs, although a small number of users have experienced problems in accessing non-automatic data. 74% of users report that the statistics and exceedance statistics data are better than sufficient. The average score for background information is close to good. The others are between sufficient and good (see Figure 4).

**Figure 3. Scores on Data and Statistics Section**

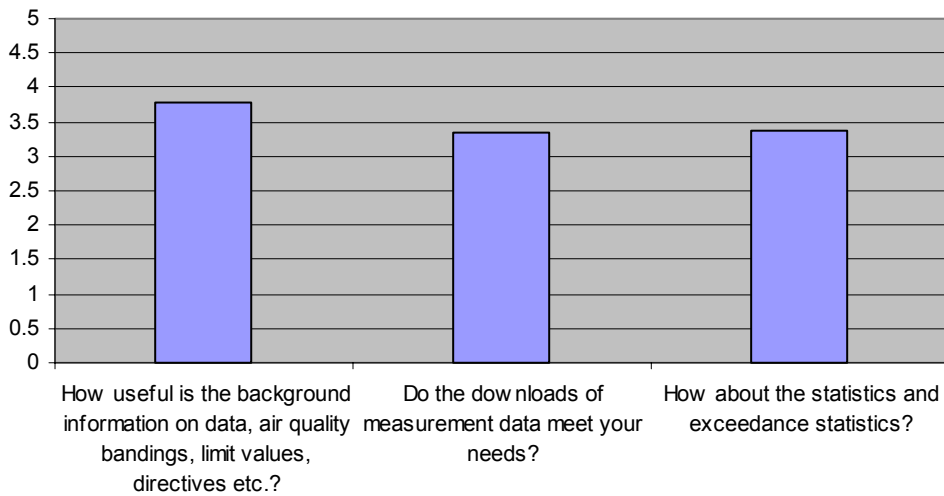


A large proportion of users provided comments on this section (see Appendix 2.2). Some of them are in great detail and mostly positive:

- ▶ Users find that this section provides free access to large quantities of data relatively easy and quickly.
- ▶ A large number of users stated that this facility has made their work possible.
- ▶ The general public find this section is too technical for them, but the glossary is very comprehensive and useful.
- ▶ Response to the email data requests is reasonably prompt.

**Figure 4. Average Scores for Data and Statistics Section**

5 = Excellent, 4 = Good, 3 = Sufficient, 2 = Poor, 1 = Inadequate



Additional comments were as follows:

- ▶ The statistics data and data availability functions generally provide very useful data and tools.
- ▶ Many users reported that usability of the data searching function has been improved considerably since the site was initially launched.
- ▶ The data are easily found and downloaded if a user has some knowledge on network and monitoring sites, or if the data is measured at an automatic monitoring site.

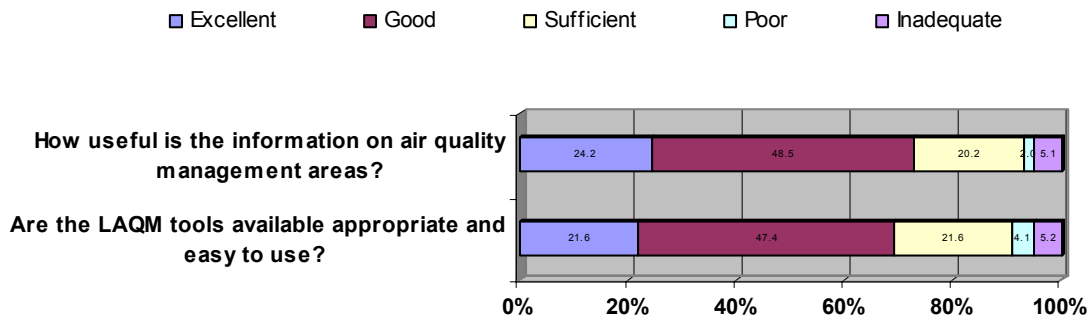
However, the users think that following aspects of this section of the web site could usefully be improved:

- ▶ Provide further help functions in order to guide users to find the available data and prevent them from selecting parameters which have no data;
- ▶ Provide two search methods:
  - A **quick** search in which fewer mouse clicks are needed and
  - An **advanced** search for more detailed ad hoc queries.
- ▶ Include more relevant information in the download header, such as:
  - The grid reference of each site
  - How the exceedence is calculated, and
  - Data capture information for statistics data.
- ▶ Publish summary information in addition to what is currently provided.
- ▶ Treat different monitoring networks evenly.
- ▶ Automatically check data availability for selected parameters to avoid download for the sites with 'no data'.
- ▶ Ensure data quality and improve performance of the database, since it is slow to download data and some the data are missing occasionally.
- ▶ The diffusion tube data should be bias-corrected.
- ▶ The OS coordinates of diffusion tube sites are unreliable

### 3.3 LOCAL AIR QUALITY MANAGEMENT

Users were invited to give their scores on the air quality management and LAQM tools section of the website. 116 and 96 out of 142 users, respectively responded. Most users (93%) consider that the information on air quality management areas is excellent, good or sufficient. 91% of users regard that the LAQM tools are appropriate and easy to use (see Figure 5). The average of the scores is between sufficient and good for the information on air quality management areas; the corresponding rating was good when users were asked about the tools provided by the web site (see Figure 6).

**Figure 5. Scores on LAQM Section**

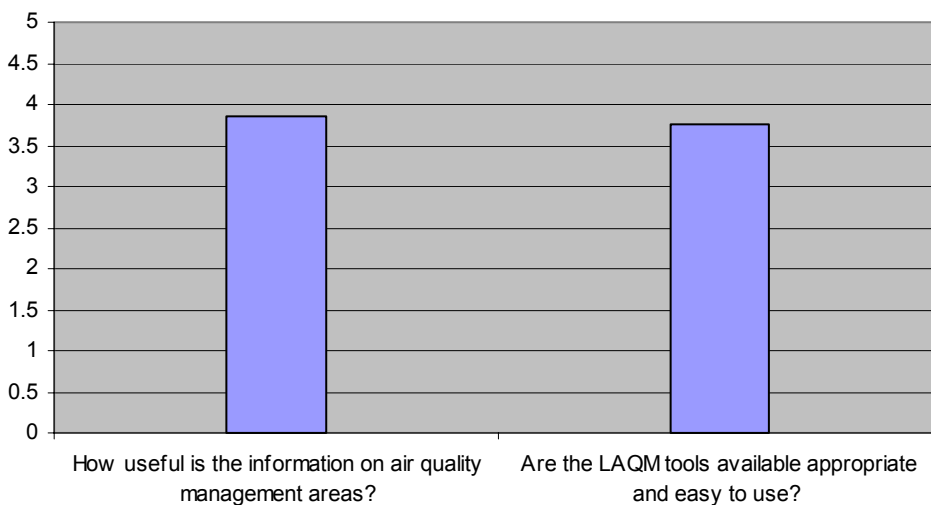


It can be seen that users generally find the information and tools provided to be a very comprehensive and useful resource. However, it was noted in some responses that insufficient advice is provided for the general public who are interested in air quality issues in their local areas.

The information on air quality management areas is reported to be easy to find. Navigation on this section is very intuitive. The maps have made it very easy to research the information for any local authority. However, some users report occasional problems downloading the tools and maps.

**Figure 6. Average scores for questions on LAQM section**

5 = Excellent, 4 = Good, 3 = Sufficient, 2 = Poor, 1 = Inadequate



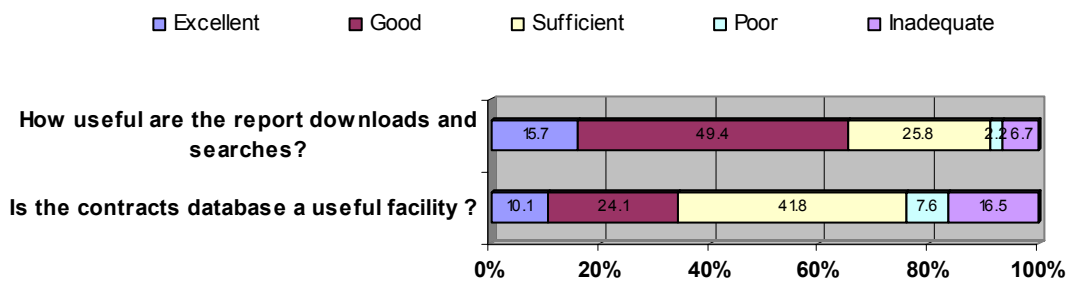
Users have also suggested:

- ▶ That it may be useful to add copies of review and assessment reports or links to sites where they are published.
- ▶ A better mechanism should be established to ensure that LAQM records are up to date all the time.
- ▶ One user suggested that the site might allow local authorities access for updating the changes.
- ▶ More detailed contact information is needed for the environmental health officers at each local authority.

### 3.4 RESEARCH INFORMATION

Users were asked to give their scores for the report database and contract database sections of the web site. 89 and 79 out of 142 users respectively provided a response. The large majority (91%) of users found that report download and search functions were excellent, good or sufficient. 76% of users reported that the contract database is excellent, good or sufficient.

**Figure 7. Scores on Research Information**

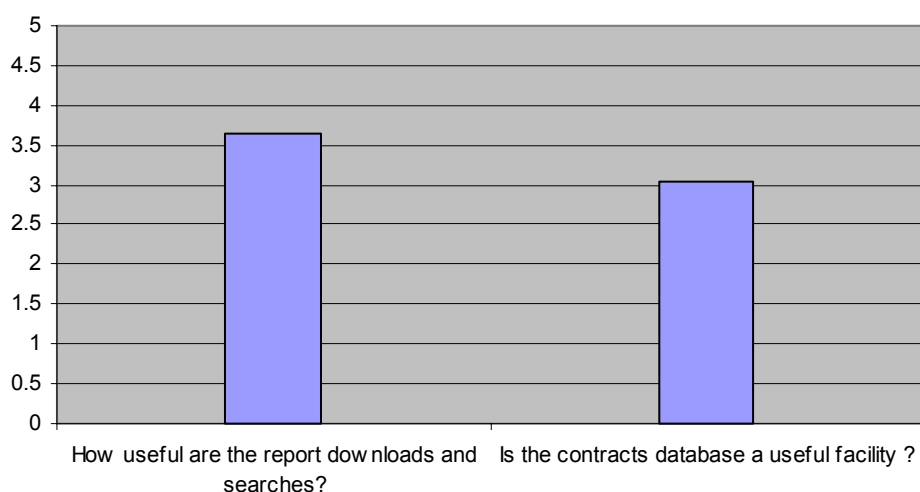


The average score for the report database is between sufficient and good. It is slightly above sufficient for the contract database. This figure may reflect the fact that only a small proportion of users access the contract database (see further analysis in section 4).



**Figure 8. Average Scores for Questions on Research Information**

5 = Excellent, 4 = Good, 3 = Sufficient, 2 = Poor, 1 = Inadequate



Most users commented that the report database contains high quality reports and a wealth of information. It is rated as particularly useful for people undertaking research or university undergraduates.

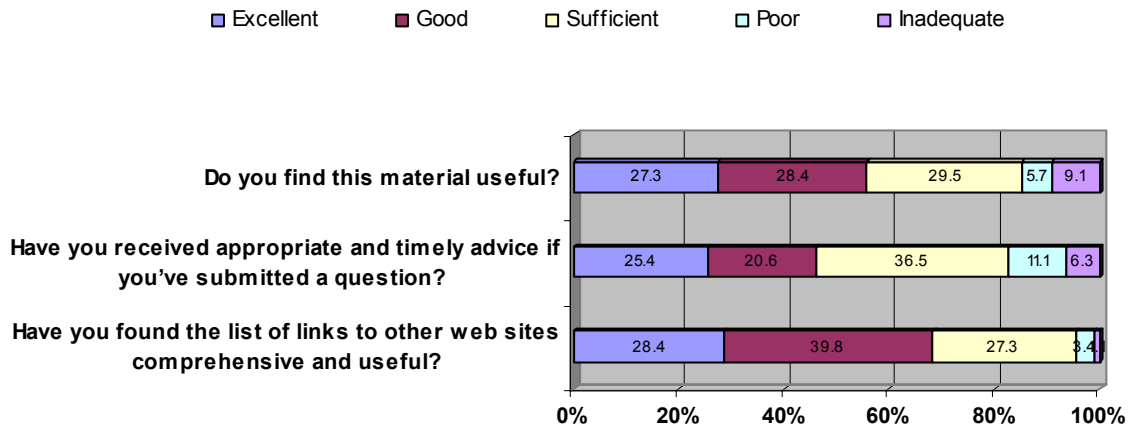
Comments received were as follows:

- ▶ Some users would like to access more historical reports, and to have links to other research organisations in this section.
- ▶ One user suggested that some of the reports are now quite out of date as they were before the most recent technical guidance and DMRB. They suggest that there should be a regular review of the reports to remove any based on such out-of-date information.
- ▶ The search on keywords could be upgraded so that more relevant reports can be found.
- ▶ Some users have problems understanding how the reports are classified.
- ▶ It is suggested that it would be useful to include all the air quality reports published by Defra and the Devolved Administrations, or links for all the contracts.
- ▶ A large proportion of users think that the contract database is less relevant to them. It is reported that the contract records appear to be out-of date.

### 3.5 FREQUENTLY ASKED QUESTIONS (FAQS)

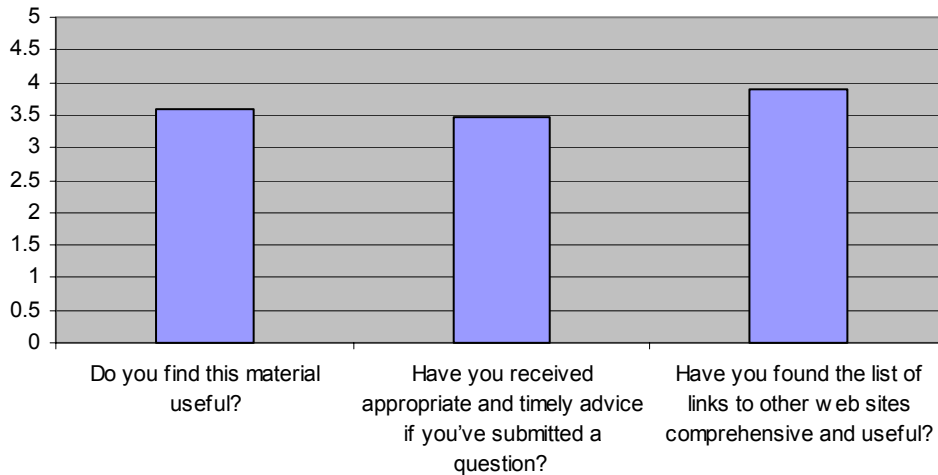
Users were asked if they found the material in the FAQs section useful, and whether they received appropriate and timely advice when a question was submitted. There were 88 and 63 replies to the two questions, respectively- the lowest response, proportionately, in the questionnaire. 85% of users find the material in the database is better than sufficient to their needs. 82% of users suggest that the advice given is excellent, good or sufficient (see Figure 9)

**Figure 9. Questions on FAQs and Related Site sections**



**Figure 10. Average Scores for Questions on FAQ's and Related Sites Sections**

5 = Excellent, 4 = Good, 3 = Sufficient, 2 = Poor, 1 = Inadequate



Many of the users commented that the questions and answers are clear and concise, with an excellent coverage of material. The replies to email enquiries are generally very quick. This section is rated as very useful for those who do not work in the Air Quality field, such as the general public or students.

It was suggested that:

- ▶ More sections could be added to the FAQs, such as reasons for exceedences.
- ▶ FAQs should be listed by date and updated regularly.
- ▶ Two users complained that their questions had not been answered sufficiently rapidly. When this happened, they had to phone the monitoring help-line to obtain a quicker response.

- ▶ Unusually, both the general public and professionals use this area of the web site. This results in some difficulties in balancing user-friendliness against technical rigour. Some members of the public commented that less technical phrases should be used in this section but, conversely, some professionals found the answers to be too superficial.

### **3.6 RELATED SITES**

When users were asked if the list of links to other web sites was comprehensive and useful, 88 out of 142 users provided feedback. The large majority (96%) of users found that this section of the web site was better than sufficient (see Figure 9). The average score was good (see Figure 10).

Suggestions were as follows:

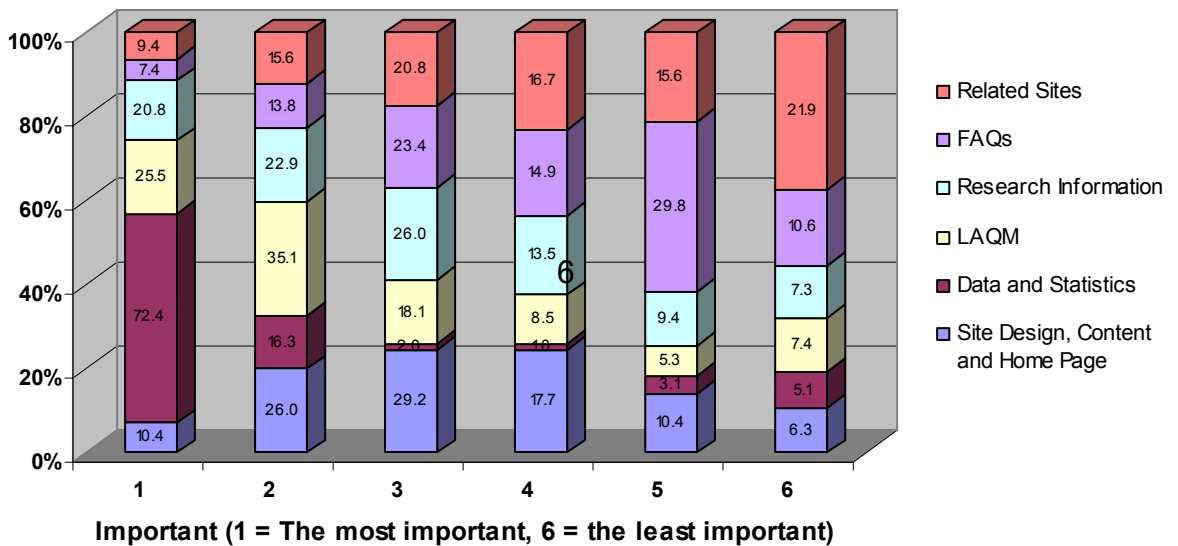
- ▶ Users found in general that the links provided were very good, giving people access to more sources of useful information.
- ▶ Some users commented that this section was kept well up-to-date.
- ▶ It was suggested that a short paragraph could be added describing each website and its content.
- ▶ One user suggested a facility for suggesting or adding new links to the pages.

# 4 Overall Performance of the Web Site

## 4.1 RELATIVE IMPORTANCE OF EACH OF THE WEB SITE AREAS TO USERS

Users were asked to rank the relative importance of each area of the web site. Nearly 100 users filled in this section of the questionnaire and the rankings are given in Figure 11. The results show that Data and Statistics is the most important area for most of the users. This is followed in turn by the LAQM, Research Information, FAQs and Related Sites sections.

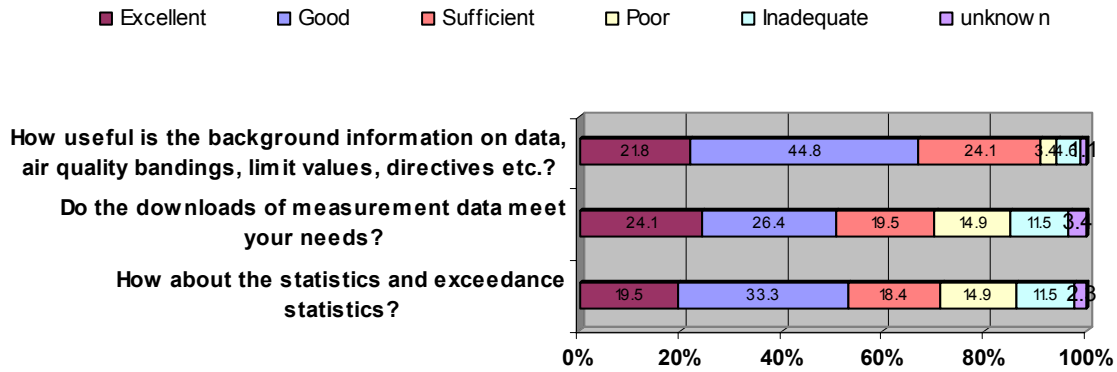
Figure 11. Relative Importance of Each Topic Area of the Web Site to Users



Further analysis has been carried out to determine user opinions on the areas of the web site which they have ranked as the first and second most important. This enables us to determine how the web site has met the users' needs, as well as identifying overall strong and weak areas of the site.

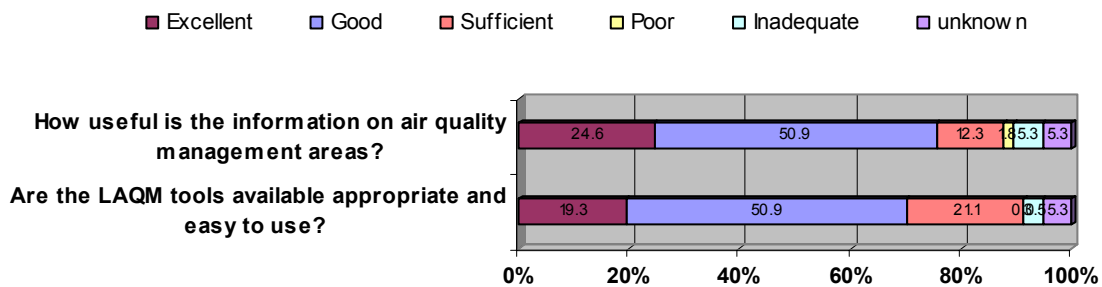
87 users report that the data and statistics section is the first or second most important area of the web site for them. The great majority (94%, 85% and 86%) find that this section is excellent, good or sufficient (see Figure 12). This is higher than the corresponding figures for all users, indicating that those people who use the data and statistics section of the web site frequently are most the happy with its functionality.

**Figure 12. The Scores From Users Who Think the Data and Statistics Section is Very Important to Them**



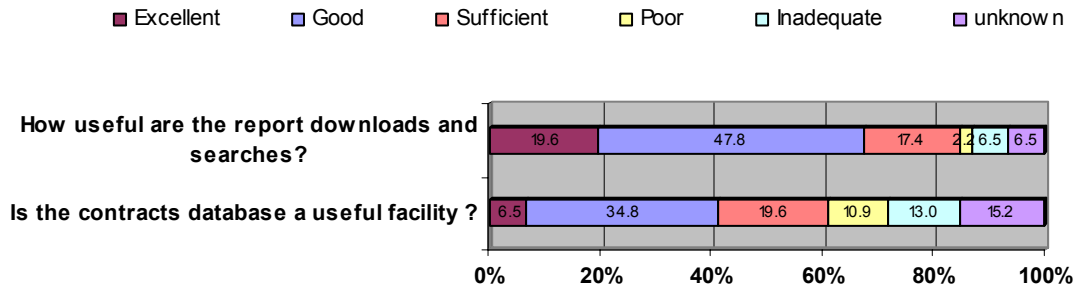
57 users stated that LAQM section is the first or second most important area of the web site to them. The great majority (88%, and 91%) find that it is excellent, good or sufficient with respect to the two questions asked about this section of the web site (see Figure 13).

**Figure 13. The Scores From Users Who Think the LAQM Section is Very Important to Them**



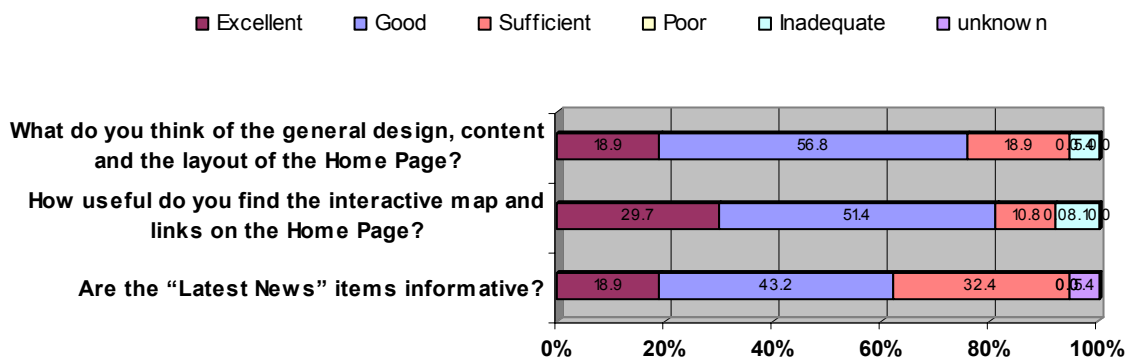
46 users stated that Research Information is the first or second most important area of the web site for them. 85% of these users believe that reports database is excellent, good or sufficient; however, only 60% of them feel that the contracts database is better than sufficient (see Figure 14).

**Figure 14. The Scores From Users Who Think that the Research Information Section is Very Important to Them**



37 users considered that the information on the home page is the first or second most important topic for them. The great majority of these (95%, 92% and 95%) find that the material is excellent, good or sufficient with regard to the three questions asked about this part of the web site (see Figure 15).

**Figure 15. The Scores From Users Who Think the Site Design, Content and Home Page are Very Important to Them**



## 4.2 HOW FAR HAVE WE MET THE USER'S REQUIREMENTS?

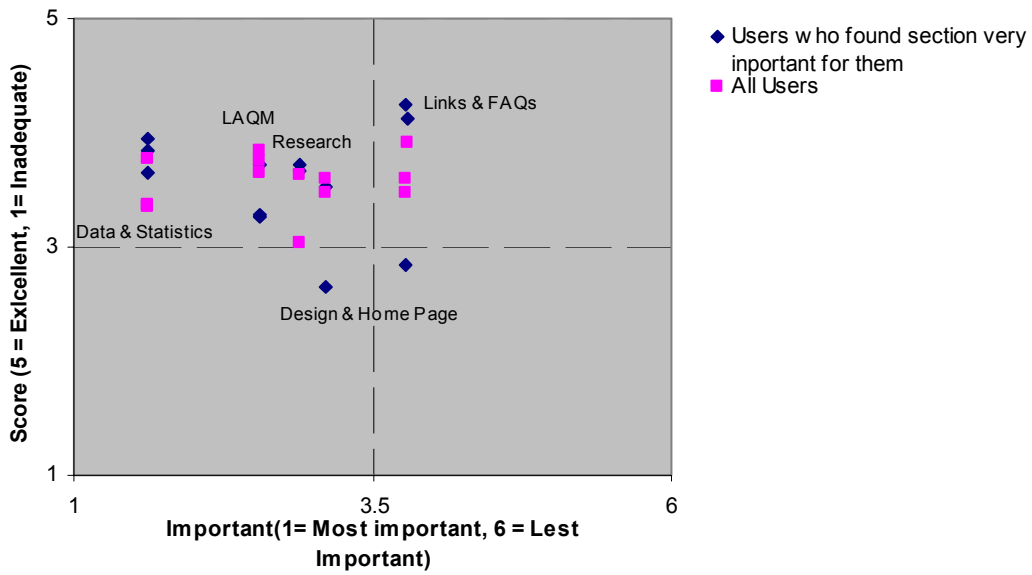
In Figure 16, the average score for each section of the web site surveyed is plotted against the average relative importance for that area of the site. It can be seen that most of the points are located in the top left quadrant of the chart, which means that the majority of users find that the site has met their needs for the most important sections.

One point is in the upper part of the bottom left quadrant indicates that this important feature of the web site is just below sufficient. In this case, those users who believe that the design of the web site is very important are slightly less than satisfied with the way it is currently presented.

A small proportion of points are in the top right quadrant. This indicates that the least important areas of the site e.g., FAQ's and relevant sites, are providing a more than

sufficient service. These areas of the web site are would therefore be expected to need least attention for improvement.

**Figure 16. Importance vs. User's Scores**



The analysis also shows that, in most cases, the results are generally consistent overall between the all-user sample population and users who consider the topic area to be very important to them.

## 5 Additional Ideas For Improvement

Users were asked to provide additional comments and suggestions that were not covered by the specific questions. 22 users replied to this question. Some of the answers overlap with the comments/suggestions in previous sections and only new ideas are therefore listed here. The results are presented as found, with no comment on their feasibility or implications attempted here.

### 5.1 ADDITIONAL FUNCTIONALITY OR INFORMATION

1. 'Include non-UK data (with suitable disclaimer) and meteorological data from the Met Office. Often we are looking for the met station nearest to a site so that we can carry out dispersion modelling'.
2. 'Perhaps the inclusion of a Local Authority forum - where Local Authorities can post messages offering / requesting help, discuss equipment, techniques and procedures and compare results etc'.
3. 'Put the results of the workshop described below on data downloads etc. on the site, perhaps along with a help file on using the tools on the site'.
4. 'Add an air quality related training course section to the site, maybe advertisement space paid for by the company / organisation supplying the course?'
5. 'Greater information on exactly how air quality is measured and the units in which they are recorded may be useful to enable those with a lesser degree of knowledge on the topic to understand and follow, and be able to draw some sort of conclusion.'

### 5.2 IMPROVEMENTS AND COMMENTS

1. 'Clearer and easier site navigation. There is a lot of information available on the site but new users have found that it is very difficult to find'.
2. 'As a general point the site has something of a "problem" because of its sheer size. This could cause some difficulties for new users. Although the data/statistics section has improved since the re-launch o' the site there are still limitations'.
3. 'Think of 'Joe Soap' making a very basic enquiry about where he lives. I'm sure the site is fantastic for the experts but the public are interested too.'
4. 'Read the CD that I sent you, contact Dr Vipond and act upon the information contained there in'.
5. 'Thanks for preparing this questionnaire. I hope you get some useful feedback. Now that the site works, we will gradually stop grumbling'.
6. 'Please reinstate the old website with the download capability for annual Excel spreadsheets and the cd-rom copy at annual intervals. It really is a waste of NETCEN scientist's time emailing me data when a simple download or save as facility would suffice'.
7. 'pH of local areas to make people sit up and listen!'



## 6 Conclusions

It can be concluded from this survey that a wide-range of user groups visit the Air Quality Archive web site, with the main users being environmental professionals and students. Large numbers of the general public also use the site, although often with a different purpose to the air quality specialists. Most users visit the site to obtain current or historical air quality measurement data.

The visit frequency covers the full range from yearly to daily, but most users visit the site on average on a weekly basis.

The questionnaire results show that the large majority of users responding to the questionnaire is happy with the service provided by the site. Only a small number of users believe that this site is inadequate to meet their needs.

Many constructive comments and suggestions were given by users in the questionnaire. These will be used to target future developments in order to meet users increasing high expectations and demands. Headline comments included:

### **Web site**

- ▶ Better publicity is needed to inform the public about the service, particularly schools, health and media groups.

### **Home page**

- ▶ Enable a postcode search of current pollution level and forecasting. Include a graphic display of the general trend for the year so that the general public can understand the current level or forecasting data better.
- ▶ Create additional links to web sites which contain popular science on air quality for the general public.
- ▶ Allow users to set up "My Air Quality Archive", so that a user will see the page or content which is of most interest to them on their Home Page.
- ▶ Add non-automatic monitoring site information to this section.

### **Data and statistics section**

- ▶ Improve the usability of data search function.
- ▶ Include more site information in the header when data are downloaded.

### **Local air quality management section**

- ▶ Include review and assessment links in this section if the information is provided.

### **Frequently asked question section**

- ▶ It should be made clearer that users can post their questions here.
- ▶ The content should be classified as general or technical, so that a user can tell if the answer is for them.

### **Research information**

- ▶ Add content search in addition to the key words search function, so that users can find more relevant documents easily.

### **Related sites**

- ▶ Add brief description of the listed web sites
- ▶ Add a form for users to recommend new sites.



# Appendices

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Appendix 1      Questionnaire

# **Appendix 1**

## **Questionnaire**

### Air Quality Archive On-line Questionnaire

The following questions have been compiled to help Defra and the Devolved Administrations improve this web site for you. In some cases it is helpful to know who is expressing these views. Adding your name, details and e-mail contact below would be beneficial to us when analysing the results, but it is optional. If you would prefer to be anonymous, you can leave this blank.

Your comments are valued and we appreciate your time spent in completing this questionnaire. Many thanks.

Name	
e-mail	
Are you?	An interested member of the public. A student. A local authority or government official. An academic. An environmental professional. A journalist. Other
Job Title (If Applicable).	
What's your main purpose in visiting this web site?	
How frequently do you visit this web site on average?	Every day. Several times each week. Once per week. Once per month. A few times each year. Once per year or less.
Which country are you connecting to the site from?	

The questions are in several sections. Please consider how useful you find each area of the web site, and score according to the following:  
5=Excellent    4=Good    3= Sufficient    2= Inadequate    1= Poor

If any questions aren't relevant to you then please just leave them blank.

Please feel free to add comments to support your marking, or raise specific issues in the spaces provided.

### 1. Home Page, General Design and content

	😊		😐		☹️
1) What do you think of the general design and content of the site and the layout of the Home Page?	5 ○	4 ○	3 ○	2 ○	1 ○
2) How useful do you find the interactive map and links on the Home Page?	5 ○	4 ○	3 ○	2 ○	1 ○
3) Are the "Latest News" items informative?	5 ○	4 ○	3 ○	2 ○	1 ○
<b>Home Page:</b> What are we doing well?					
Suggestions for improvement					

### 2. Data and Statistics

	😊		😐		☹️
1) How useful is the background information on data, air quality bandings, limit values, Directives etc.	5 ○	4 ○	3 ○	2 ○	1 ○
2) Do the downloads of measurement data meet your needs?	5 ○	4 ○	3 ○	2 ○	1 ○
3) How about the statistics and exceedence statistics?	5 ○	4 ○	3 ○	2 ○	1 ○
<b>Data and Statistics:</b> What are we doing well?					
Suggestions for improvement					

### 3. Local Air Quality Management

	😊		😐		☹️
1) How useful is the information on air quality management areas?	5 ○	4 ○	3 ○	2 ○	1 ○
2) Are the LAQM Tools available appropriate and easy to use?	5 ○	4 ○	3 ○	2 ○	1 ○
<b>LAQM:</b> What are we doing well?					
Suggestions for improvement					

### 4. Research Information

	😊		😐		☹️
1) How useful are the report downloads and searches?	5 ○	4 ○	3 ○	2 ○	1 ○
2) Is the Contracts Database a useful facility?	5 ○	4 ○	3 ○	2 ○	1 ○
<b>Research Information:</b> What are we doing well?					
Suggestions for improvement					

### 5. Frequently Asked Questions

		😊		😐		☹️
<b>1) Do you find this material useful?</b>		5 ○	4 ○	3 ○	2 ○	1 ○
<b>2) Have you received appropriate and timely advice if you've submitted a question?</b>		5 ○	4 ○	3 ○	2 ○	1 ○
<b>FAQs:</b> What are we doing well?						
Suggestions for improvement						

### 6. Related Sites

		😊		😐		☹️
<b>1) Have you found the list of links to other web sites comprehensive and useful?</b>		5 ○	4 ○	3 ○	2 ○	1 ○
<b>Related Sites:</b> What are we doing well?						
Suggestions for improvement						

### 7. Relative Importance

Which of the above topic areas are most important to you? Please rank in order of importance, with 1 being most important.

Site Design, Content and Home Page	1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
Data and Statistics	1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
LAQM	1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
Research Information	1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
FAQs	1 ○	2 ○	3 ○	4 ○	5 ○	6 ○
Related Sites	1 ○	2 ○	3 ○	4 ○	5 ○	6 ○

### **8. Ideas for improvement**

This section is for any feedback that the above questions have not covered. Please use it to provide suggestions on what we might do to make the Air Quality Archive a better resource for you.

The results of this questionnaire will be analysed and reported on this web site by the end of March 2004.

If there are specific issues raised regarding the on-line tools and data downloads, then a user workshop will be held to demonstrate and discuss these features, also at the end of March 2004. Places at the workshop are likely to be limited, but if you think you would be interested in attending then please tick the box and give your reasons below:

- I would like to attend the Archive user workshop

My reasons for attending are:



