



مركز الإحصاء  
STATISTICS CENTRE

# Building a Modern Statistical Website - SCAD's experience

Presenter: Greg Pole

# Introduction

- The **digital world** constantly **evolving** and **user** expectations continually **shifting**.
- In recognition of this SCAD, in 2015, undertook a **review** the **SCAD website**.
- Our remit:
  - *consult with **users** and other stakeholders*
  - *review the site's **structure** and **content***
  - *prepare an **analysis** of the current state*
  - *prepare **recommendations** for improvement*

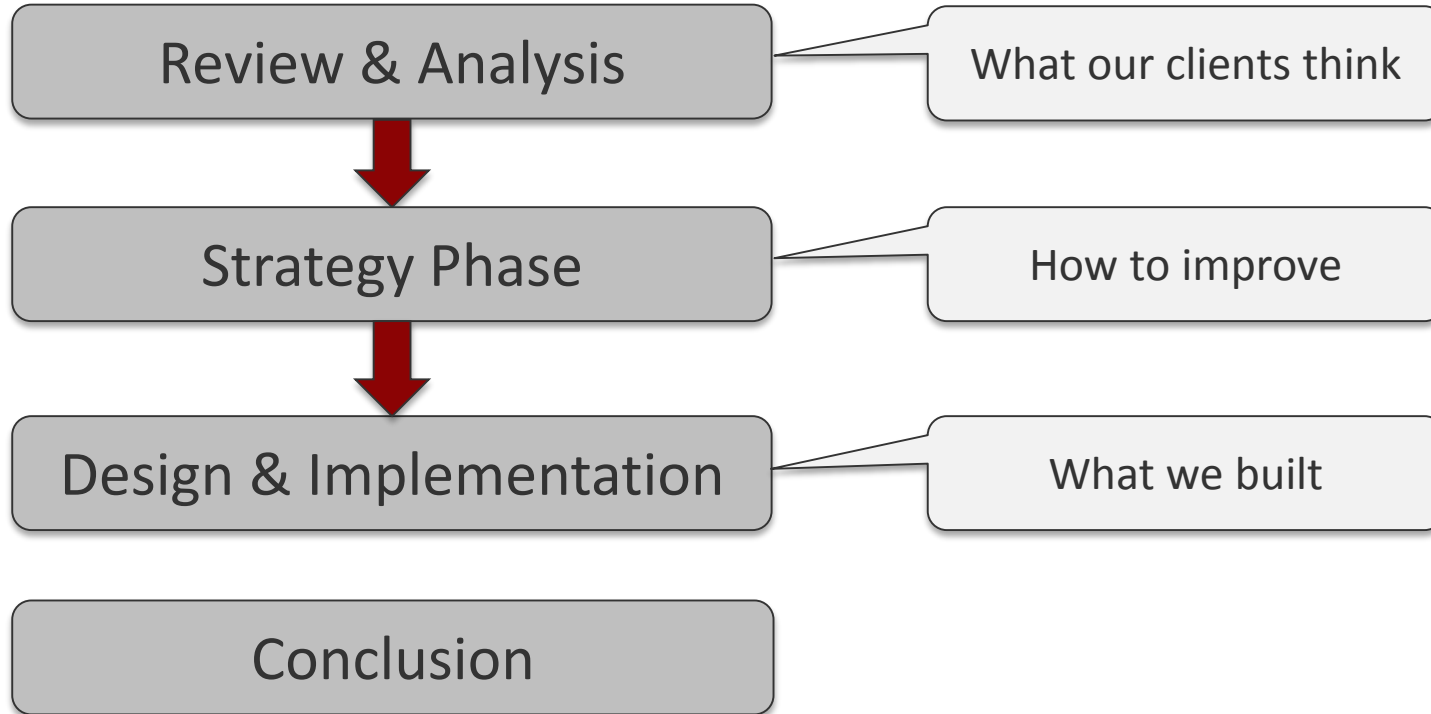
The screenshot shows the Abu Dhabi Statistics Centre website. At the top, there are social media icons and the date 'Tue 18, Feb 2014'. The header includes the logo and name 'مركز الإحصاء STATISTICS CENTRE'. Below the header is a navigation menu with links for 'About Us', 'Statistics', 'Our Projects', 'Media Center', 'Our Services', and 'Contact Us'. A search bar is also present. The main content area features a sidebar with categories like 'Abu Dhabi Statistics', 'Economy', 'Industry and Business', 'Population and Demography', 'Social Statistics', 'Labour Force', and 'Agriculture and Environment'. The 'Labour Force' category is highlighted. A large banner image shows two workers in hard hats, with a text overlay stating 'Total labour force: 1.2 million' and 'Due to economic growth, Abu Dhabi has observed a significant increase in the labour force... Read more'. Below the banner, there are sections for 'Key Indicators' and 'Latest Releases'. The 'Key Indicators' section includes a table with data for 'Economy'.

Indicator	Value
GDP at current prices (Million AED) [2012]	911,591
Gross fixed capital formation % of GDP[2012]	18.9%
Oil share in GDP[2012]	56.5%
Inflation rate [2013]	1.1%

The 'Latest Releases' section lists several reports, including 'Jan-2014 Births Statistics in Abu Dhabi 2012', 'Jan-2014 Non-Oil Merchandise Trade Through the Ports of Abu Dhabi Emirate - October 2013', and 'Jan-2014 Non-Oil Merchandise Trade Through the Ports of Abu Dhabi Emirate - September 2013'. There is also a 'Statistical Tools' section with links to 'Foreign Trade for Goods', 'Personal Inflation Rate Calculator', and 'Purchasing Power Calculator'.

# Overview

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*What our clients think*

# Review & Analysis

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User Experience  
Study

SCAD Stakeholder  
Interviews

Expert Analysis

International Best  
Practice

# Review & Analysis

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User Experience Study

SCAD Stakeholder Interviews

Expert Analysis

International Best Practice

- External focus groups - SCAD website **users**.
- Provided with **scenarios** to find specific **content** on the website.
- Observed '**click paths**' and general interaction with the site.
- Users were **interviewed** about their thoughts on website (e.g. design, content, navigation, etc.)

# Review & Analysis

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User Experience Study

SCAD Stakeholder Interviews

Expert Analysis

International Best Practice

- To ascertain the **corporate needs** for the website, **SCAD Department Managers** were interviewed and completed a questionnaire.
- Topics included: SCAD's strategy, customer awareness, internal workflows, external communication, website statistics, editorial guidelines, etc.

# Review & Analysis

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User Experience  
Study

SCAD Stakeholder  
Interviews

Expert Analysis

International Best  
Practice

- Professional **consultancy's experience** in designing and developing similar government websites.
- Analysis included: technical evaluation of website performance, HTML coding practices, search engine optimisation, etc.



# Review & Analysis

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User Experience  
Study

SCAD Stakeholder  
Interviews

Expert Analysis

International Best  
Practice

- A review of **leading statistical websites** to understand best practice in functionality, design, and tools.
- Sites reviewed included: Statistics New Zealand, Statistics Canada, Statistics Singapore, Destatis, Open Data (US), ONS (UK).

# Strategy Phase

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*How to improve*

# Strategy Phase

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Context

Content

Technology

User

# Strategy Phase

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Context

Content

Technology

User

- Context is **understanding** the internal and external **business environment**.
- E.g. organisation structure, **core business** areas, communication channels, interaction with stakeholders.
- Recommendations:
  - *Enhance website marketing activities*
  - *Make user feedback ubiquitous*
  - *Consolidate and expand interactive tools*

# Strategy Phase

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Context

Content

Technology

User

- **Content** is the most **critical success factor** of SCAD's dissemination strategy.
- E.g. content **tonality**, layout, linking, consistency, **navigation**, formatting...
- Recommendations:
  - *Create simple overview text for publications*
  - *Develop a Search Engine Optimisation (SEO) strategy*
  - *Improve top level navigation*
  - *Optimise content for mobile and other devices*

# Strategy Phase

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Context

Content

Technology

User

- Analysis of the **technical environment** for hosting and presenting the website, as well as the **CMS** used to update content.
- Recommendations:
  - *Improve website speed (reduce HTTP requests, resize images, etc.)*
  - *Apply responsive design for multiple screen sizes*
  - *Move to de-centralized publishing*

# Strategy Phase

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Context

Content

Technology

User

- A website's **success** is ultimately evaluated by its **users**. Online products and services must be developed from a user perspective.
- Recommendations:
  - *Create a new modern and appealing website design (flat design)*
  - *Offer more user interaction with data*
  - *Reduce click path to content*
  - *Offer more user feedback opportunities*

# Design & Implementation

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*What we built*



# Design & Implementation

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Modern flat design

Responsive design

Live Chat

Improved feedback

Improved  
navigation

Consolidated  
interactive tools

# Design & Implementation

Modern flat design

Responsive design

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Consolidated interactive tools

- Many modern websites have moved to '**flat**' design.
- Different to more traditional '*skeuomorphic*' design (resembling the real world).
- **Focus** solely on the **content** - removes the more complicated textures, patterns, shadows, bubbles, gradients, etc.
- **Minimalist.**

# Design & Implementation

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# Design & Implementation

Modern flat design

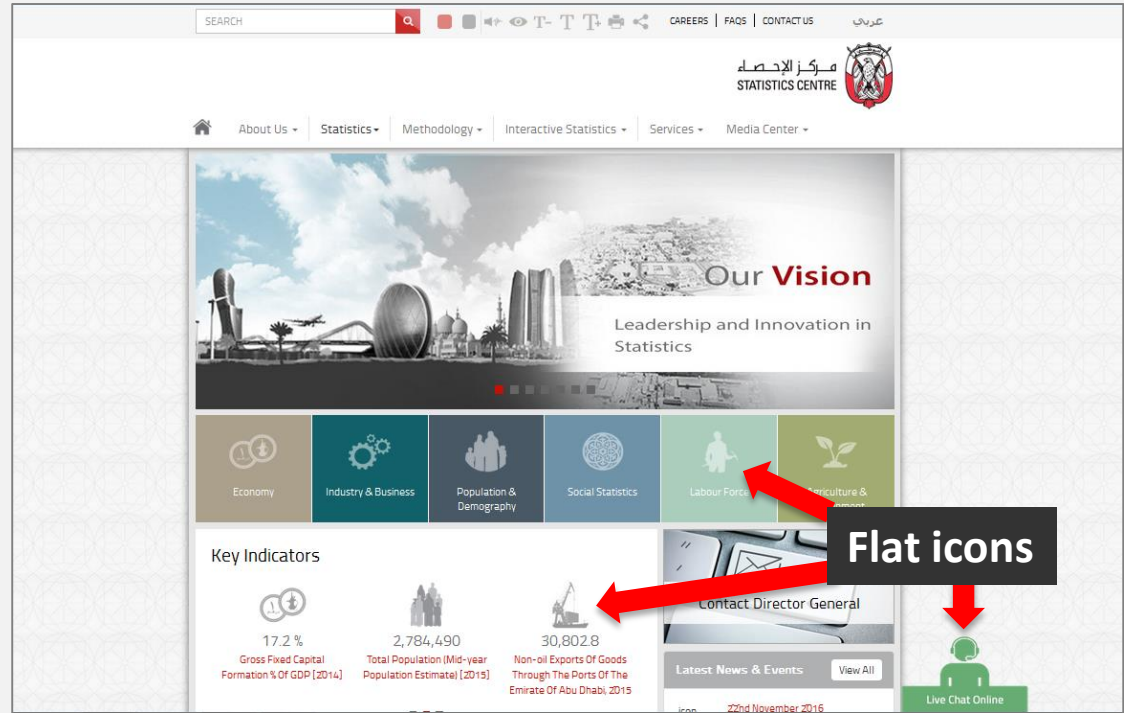
Responsive design

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Flat icons

# Design & Implementation

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- **Responsive web design** reacts to the **user's viewport** based on device or platform.
- It **attractively adjusts** to any **screen resolution**-be it on a desktop, mobile, tablet.
- Single biggest **change** in web development environment recently.

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## *Anatomy of responsive design*

1  
FLUID GRIDS



A percentage based design that adapts to the screen size accordingly.

2  
FLEXIBLE IMAGES



Images sized in relative units to prevent them from displaying outside their containing element.

3  
MEDIA QUERIES



A way to apply CSS rules to the page based on the size of the displaying browser.

# Design & Implementation

Modern flat design

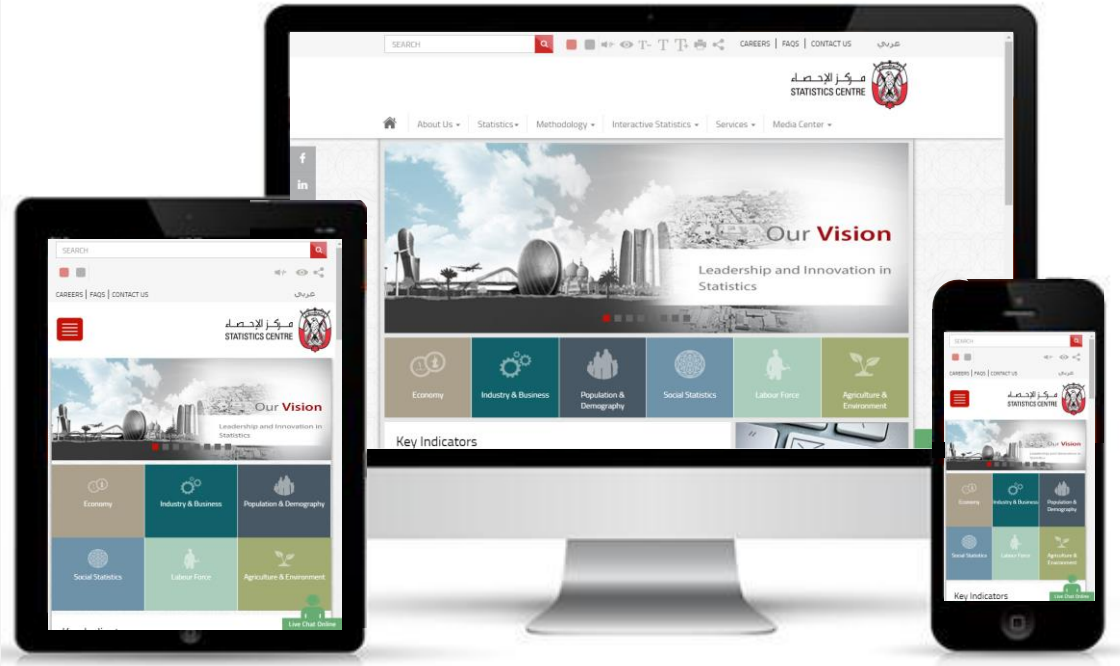
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# Design & Implementation

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- **Benefits:**

- **Enhanced user experience** - users not limited by an organization's website preferences – own resolutions and devices.
- **Cost effective** - developing and maintaining one website, costs less than two.
- **Increase visibility** in search engines – recommended / preferred by Google.
- **Increase reach** - tablet and mobile audiences were original driving force.



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- In addition to normal **client services** functions, SCAD has introduced an online “**Live Chat**” facility on the website.
- It enables users to **ask questions** and receive an **immediate response** from our CRM officers.
- Aims to increase **user satisfaction** by receiving a personalised response (human).

# Design & Implementation

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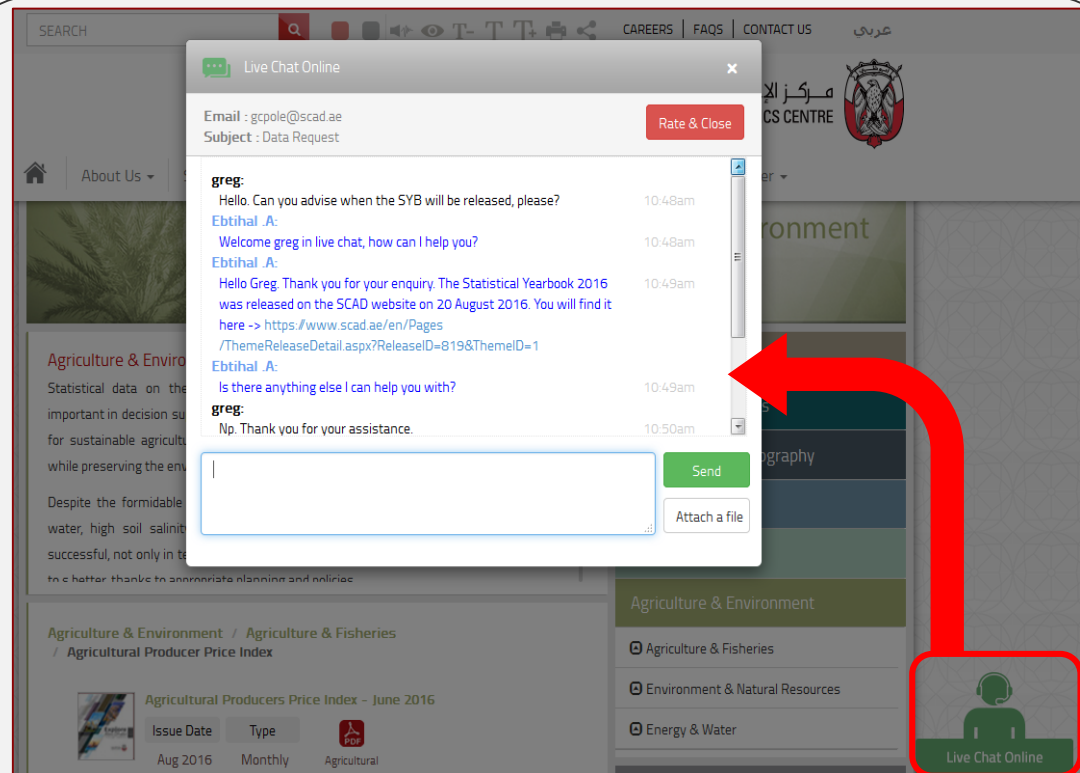
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# Design & Implementation

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- SCAD has introduced **ubiquitous feedback** options.
- For each publication, statistical tool, or mobile app there is an associated user feedback form.
- Captured user **opinions** are **shared** with relevant teams as part of ongoing improvement processes.

# Design & Implementation

Modern flat design

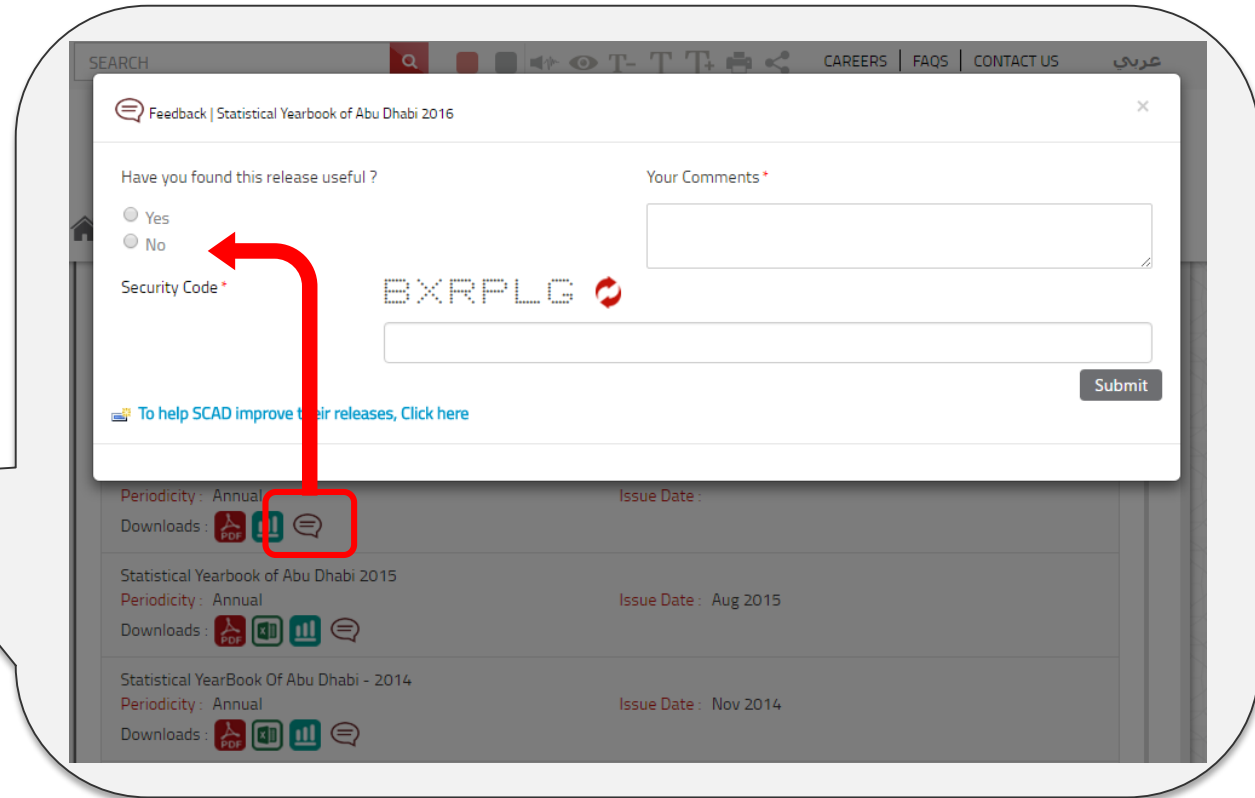
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- Important to SCAD that **users 'get to' the data** they require in the shortest time possible.
- The new **themed navigation** enables clients to download a publication / data table in **three clicks**.
- **Home page is dominated by six icons** (statistical themes), making it easier for users to identify the correct navigation path.

# Design & Implementation

Modern flat design

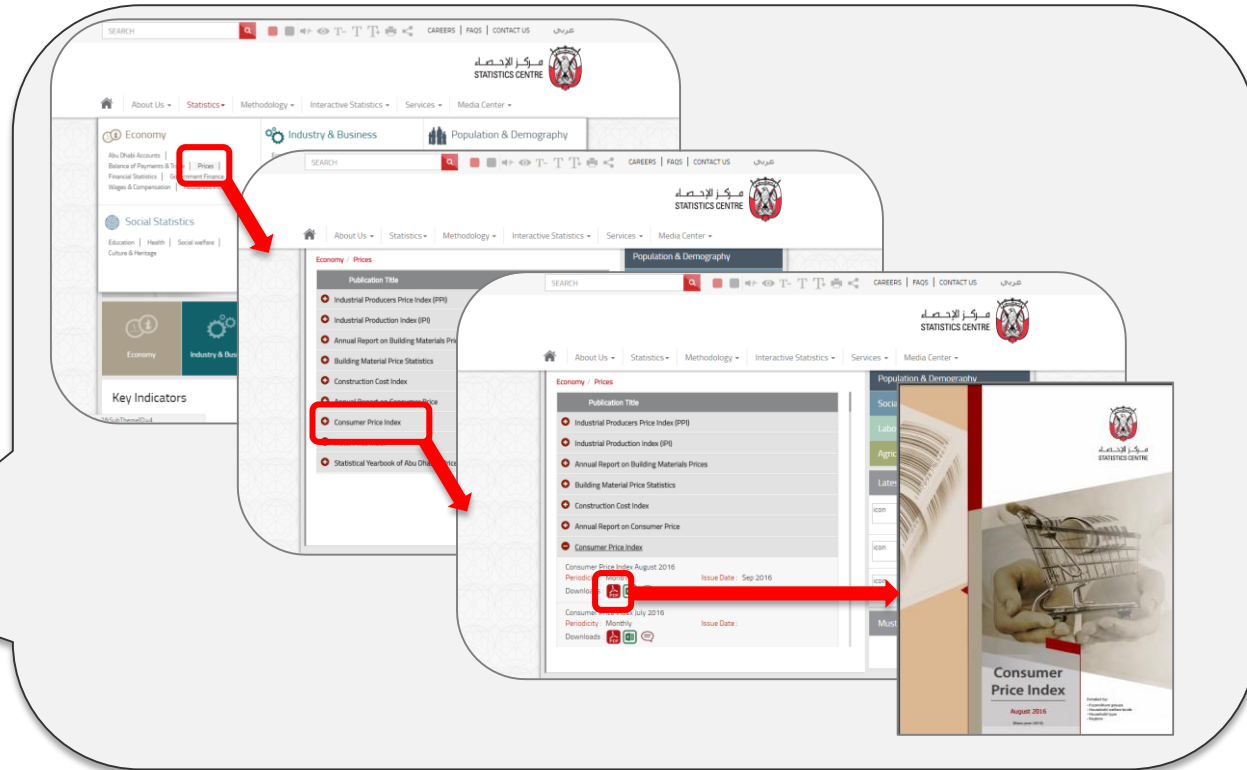
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# Design & Implementation

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Improved  
navigation

Consolidated  
interactive tools

- SCAD has developed **many data visualisations** and interactive **tools**.
- E.g. mobile apps, table builders, animated videos, thematic maps, etc.
- In the new SCAD website, these have been **consolidated** into a single location.

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# Demonstration

SEARCH [input field] [magnifying glass icon] [red square icon] [grey square icon] [back icon] [eye icon] [T- icon] [T icon] [T+ icon] [share icon] CAREERS | FAQs | CONTACT US عربي

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Partnership and Continuous  
Innovation"

Economy | Industry & Business | Population & Demography | Social Statistics | Labour Force | Agriculture & Environment

Key Indicators

Live Chat Online

# Conclusion

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- By undertaking **user** experience **studies**, **stakeholder** interviews, **expert** analysis, and reviewing **international** best practices, and by evaluating website **context**, **content**, **technologies** – SCAD has built a website that **meets** client **expectations** and utilises **modern** web **design** techniques.
- Since the release, the new website has witnessed a significant **increase** (over 20%) in **user** traffic.
- **Feedback** about the new design and functionality has been **positive**.
- Through this initiative, SCAD has **contributed** to its **responsibility** of **improving** the **quality**, **timeliness**, and **accessibility** of statistics produced in the Emirate of Abu Dhabi.

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