**The Technical User**

|  |  |
| --- | --- |
| **Uses quality information:** | **Motivators** |
| * To check consistency between waves of longitudinal datasets
* To gain precise definitions of variables
* To teach students the importance of reviewing methodology when evaluating statistics
* To add reader confidence in the reports that the data support
 | * Needs confidence in the accuracy of data
* Challenging prevailing assumptions
 |
| **Quality information must haves for Technical Users:** |
| * Output Quality
* Relevance
* Discontinuities
* Boundary Changes
 |
| **Technical users also want:** |
| * Accuracy
* Clarity
* How the output is created
* Timeliness and punctuality
* Assessment of user needs and perceptions
 |
| **WE MUST**  | **WE MUST NOT** |
| * Make information on boundary changes easy to access
 | Make access to geographical data difficult |

**The Information Forager**

|  |  |
| --- | --- |
| **Uses quality information:** | **Motivators** |
| * For academic research
* To help make decisions about public services and gaps in services
* To understand whether the data is suited for the intended purpose
* To inform presentations
* To gain a more accurate analysis of the data
* To understand the accuracy and assumptions made in statistics
* For comparison
 | * Need trust in methodology
* Looks for information that may help their organisation
* Likes to be informed
 |
| **Quality information must haves for Information Foragers:** |
| * Output quality
* Comparability
* Accessibility
 |
| **Information Foragers also want:** |
| * How the output is created
* Accuracy
* Timeliness and punctuality
* Assessment of user needs and perceptions
* Clarity
* Comparability
 |
| **WE MUST** | **WE MUST NOT** |
| * Provide clear titles for all content, including good metadata and keywords
* Ensure the presentation of quality information is uncluttered
* Inform users on how to cite our documents
 | Overcomplicate with too many links  |

**The Inquiring Citizen**

|  |  |
| --- | --- |
| **Uses quality information:** | **Motivators** |
| * To underpin learning
* To gain a wider understanding
* To support issues being taken forward
* To ascertain that quality criteria are met
 | * Has an enquiring mind – interest will be sparked by engaging content titles and images
* Looking for trustworthy information
 |
| **Quality information must haves for Inquiring Citizens:** |
| * Accessibility
* Accuracy
* Assessment of user needs and perceptions
* Trust in Official Statistics
* Clarity
* Comparability
* Concepts and definitions
 |
| **Inquiring Citizens also want:** |
| * Coherence
* How the output is created
* Output quality
* Output quality trade-offs
* Relevance
 |
| **WE MUST** | **WE MUST NOT** |
| * Provide engaging content
* Give information on the trustworthiness of our data
 | * Regularly change format or location of data
* Use language that is too complex
* Give the impression of any political agenda or bias
 |

**The Policy Influencer**

|  |  |
| --- | --- |
| **Uses quality information:** | **Motivators** |
| * To support use of the data and to demonstrate where the data came from
* To gain an overview of the statistics
* To gain a better understanding of data in relation to subject area
 | Wants trusted information |
| **Quality Information must haves for Policy Influencers:** |
| * Accessibility
* Accuracy
* Comparability
 |
| **Policy Influencers also want:** |
| * Clarity
* Concepts and definitions
* How the output is created
* Output quality
* Relevance
* Timeliness and punctuality
 |
| **WE MUST** | **WE MUST NOT** |
| * Surface methodology links
* Provide quality information that is easily accessible
* Use clear titles for all content
 |  Provide inconsistent layouts  |

**The Expert Analyst**

|  |  |
| --- | --- |
| **Uses quality information:** | **Motivators** |
| * To interpret the data accurately
* To assess the confidence that can be attached to the data, particularly for low level geographical areas
* To understand the reliability of the data
* To communicate data correctly
* To compare data correctly
* To support business decisions
* To fully understand data and potential differences between data
* To know whether the data is suitable for the intended use
* To understand the limitations of the data and whether this impacts on the accuracy, quality or relevance of the analysis
 | * Needs accurate statistics to provide confidence in their analysis
* Wants globally-trusted information
 |
| **Quality Information must haves for Expert Analysts:** |
| * Accessibility
* Accuracy
* Clarity
* Coherence
* Comparability
* Concepts and definitions
* How the output is created
* Output quality
 |
| **Expert Analysts also want:** |
| * Assessment of user needs and perceptions
* Output quality trade-offs
* Timeliness and punctuality
 |
| **WE MUST** | **WE MUST NOT** |
| * Make it simple to re-find quality information
* Keep pathway to quality information minimal (fewest clicks possible)
* Be consistent in presentation
 | Give the impression of dumbing-down statistics |