**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 |