

**APNIC** **33** NEW DELHI,  
CONFERENCE INDIA  
27 February - 2 March 2012



# APNIC Website Usability Survey Analysis

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# Background

- 21 Survey questions
  - Respondents rated the website according to a scale of very dissatisfied to very satisfied, with some questions providing for comments
- 418 respondents
  - 223 account holders
  - 195 non-account holders
  - Respondents generally reflect membership composition and are spread across Australia and New Zealand (24.6%), SE Asia (23.44%) and South Asia (22.97%)
- Secondary data from Google Analytics indicates strong use by the Chinese-based community, but requires more research

# Key Findings

- Overall, high satisfaction
  - 71.5% of respondents were “somewhat satisfied” or “very satisfied” (77% when considering neutral responses)
- 95.8% of respondents found what they were looking for
- 83.7% of respondents were familiar with Internet concepts
- Majority of users visited the website from an APNIC communication



APNIC

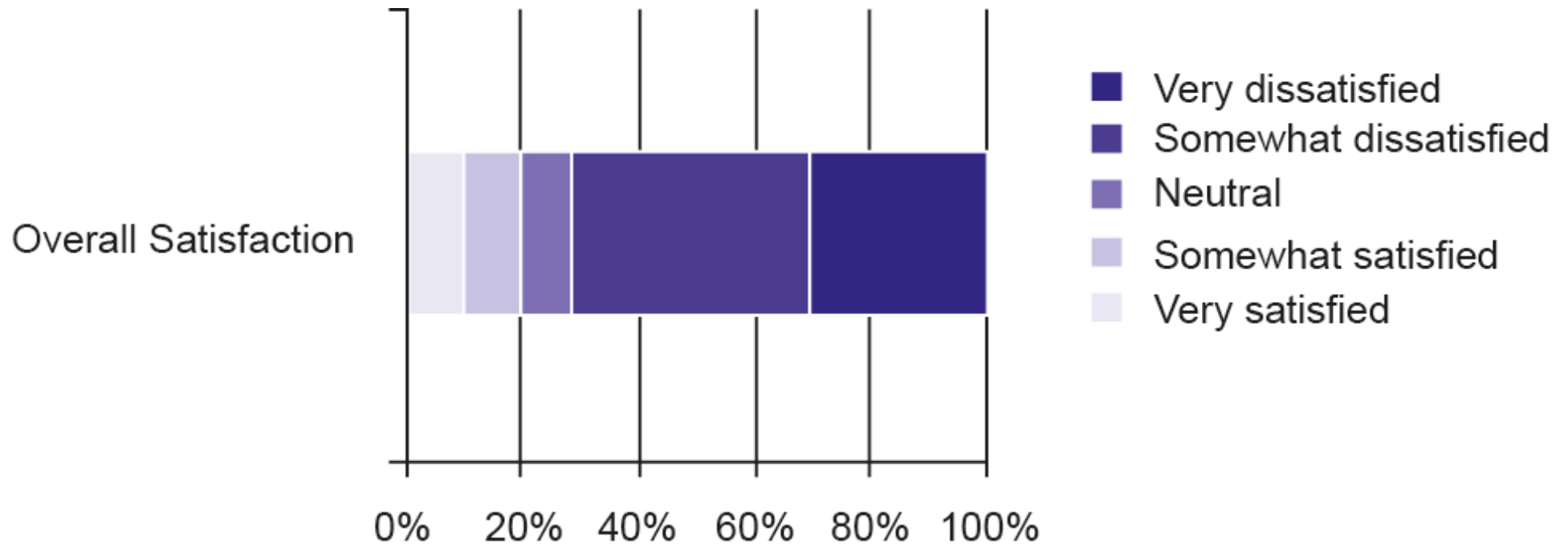
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# Satisfaction

- 71.2% were “somewhat satisfied” and “very satisfied”



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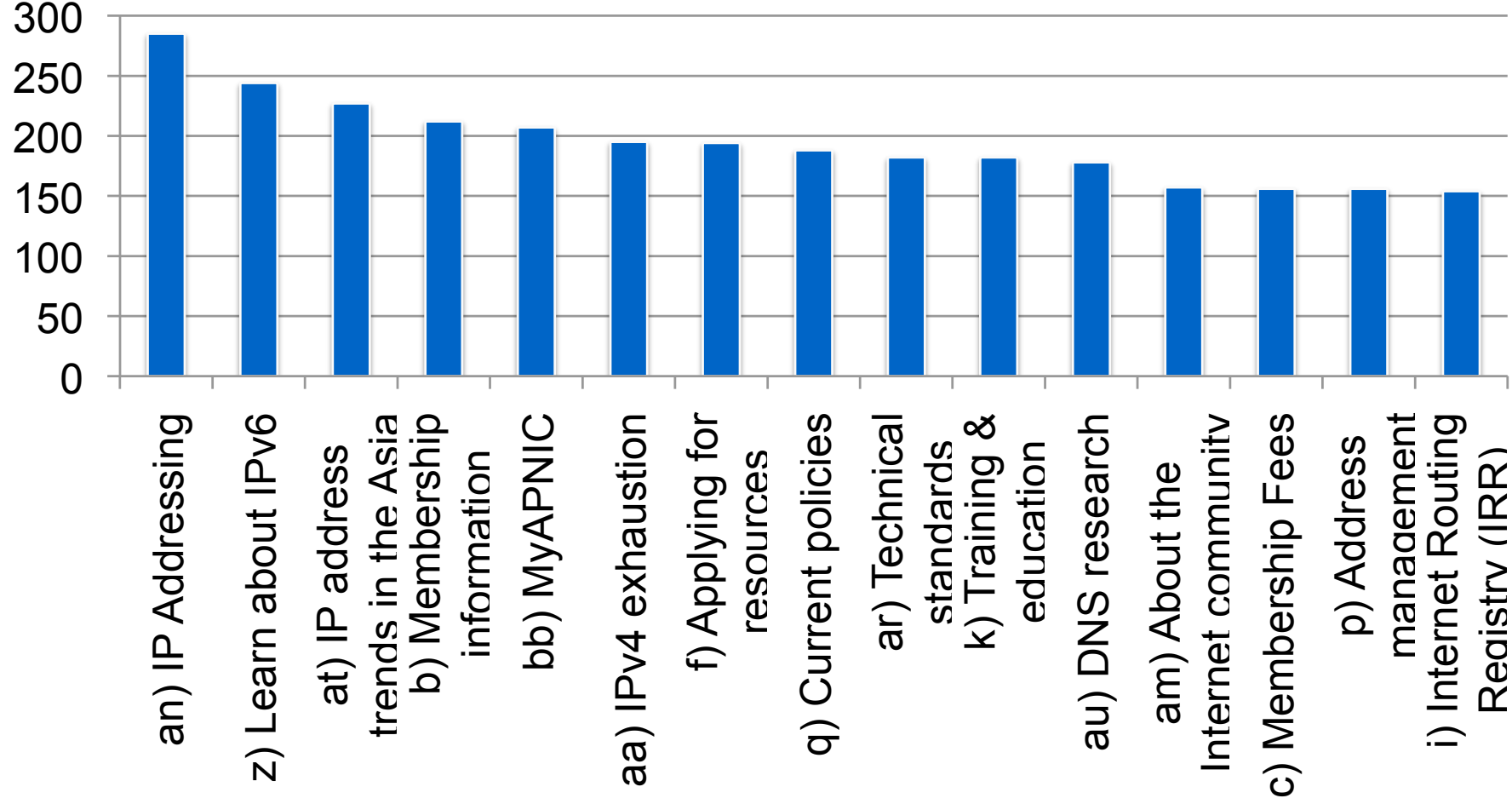
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# Top 15

1. IP addressing
2. Learn about IPv6
3. IP address trends in the AP
4. Membership information
5. MyAPNIC
6. IPv4 exhaustion
7. Apply for resources
8. Current policies
9. Technical standards
10. Training and education
11. DNS research
12. About the Internet community
13. Membership fees
14. Address management objectives
15. Internet routing Registry

# Top 15



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# Bottom 15

1. Staff and human resources/  
Benefits of working at APNIC
2. Mailing lists
3. Resource Certification
4. Policy drafts
5. APNIC By-laws and Corporate documents
6. Press and Media resources
7. Contribute to APNIC news
8. APNIC in the press
9. Host or sponsor an event
10. ICONS
11. Participate in elections
12. NRO news
13. ISIF program
14. EcoAPNIC
15. Book a speaker



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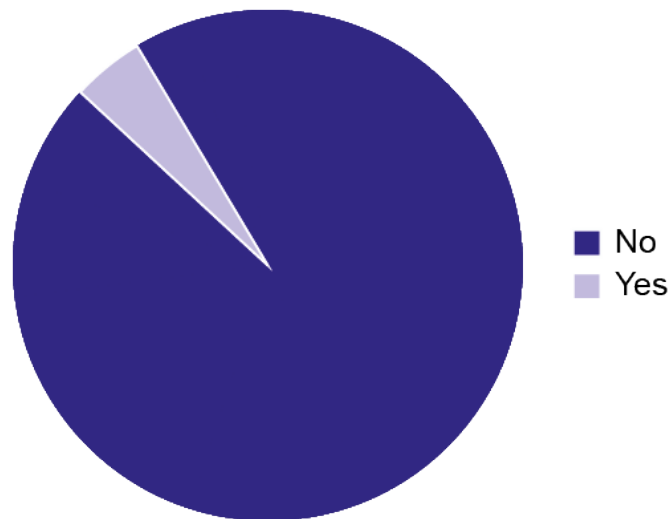
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# Navigation

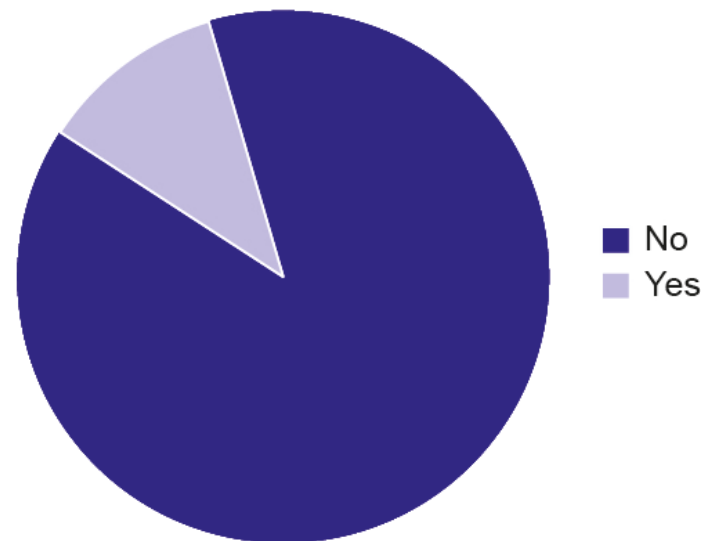
- 94.8% found the menu options on the home page clear
- 90.9% found the left-hand menu and other navigation tools clear





# Navigation

- 80.3% did not have problems navigating the website. 19.7% did with 10 comments related to trouble accessing information and tools



# Accessibility

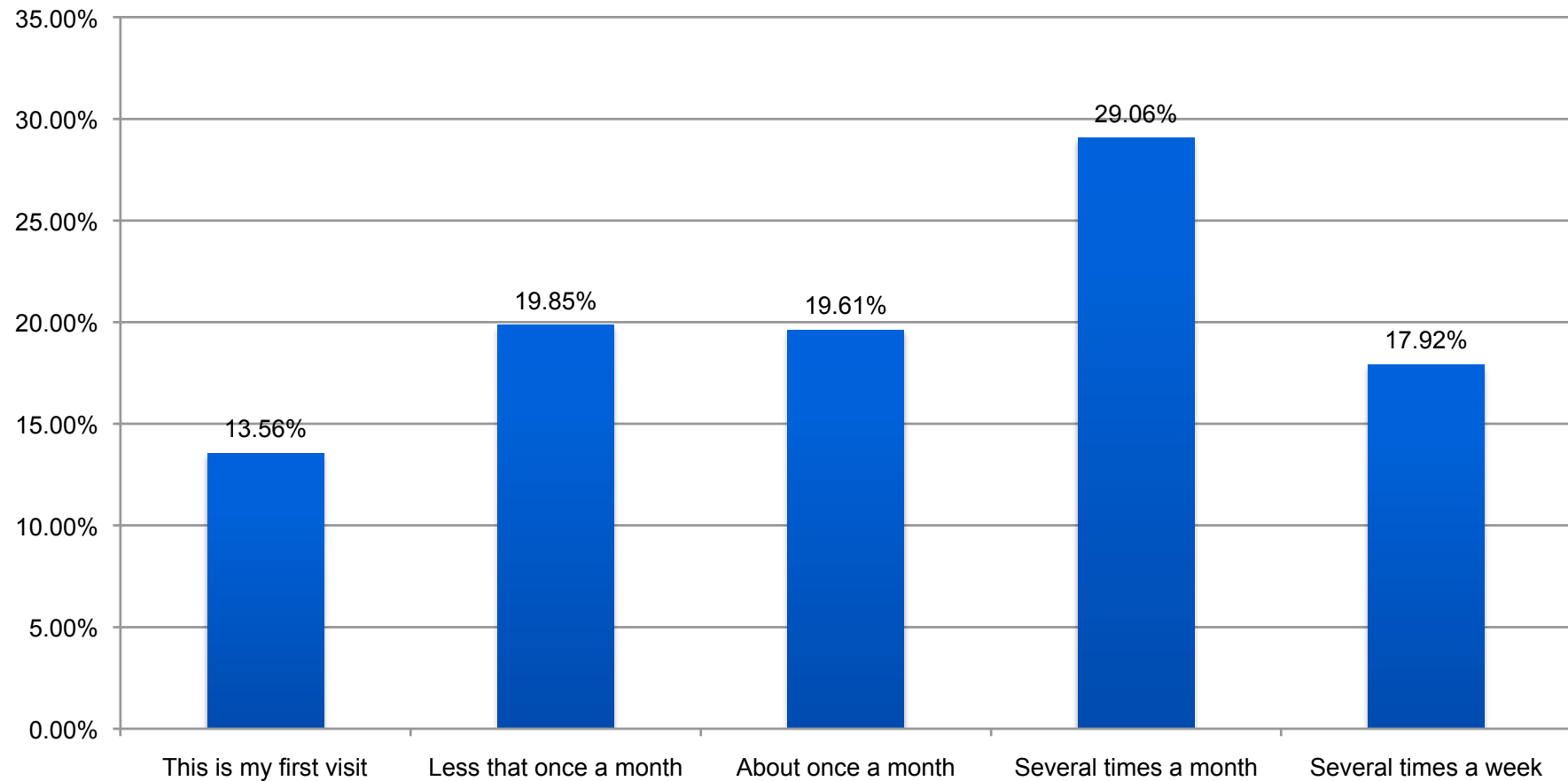
- 95.8% of respondents found what they needed
- 89.2% did not have any problems accessing the website

# Users

- Majority users visited “Several times a month” (29.06%); “Several times a week” (17.9%) and “Once a month” (19.5%)
- First visitors measured 13.56%
- Three distinct categories emerged:
  - Frequent users (several times a month or week)
  - Regular users (once a month)
  - First time users

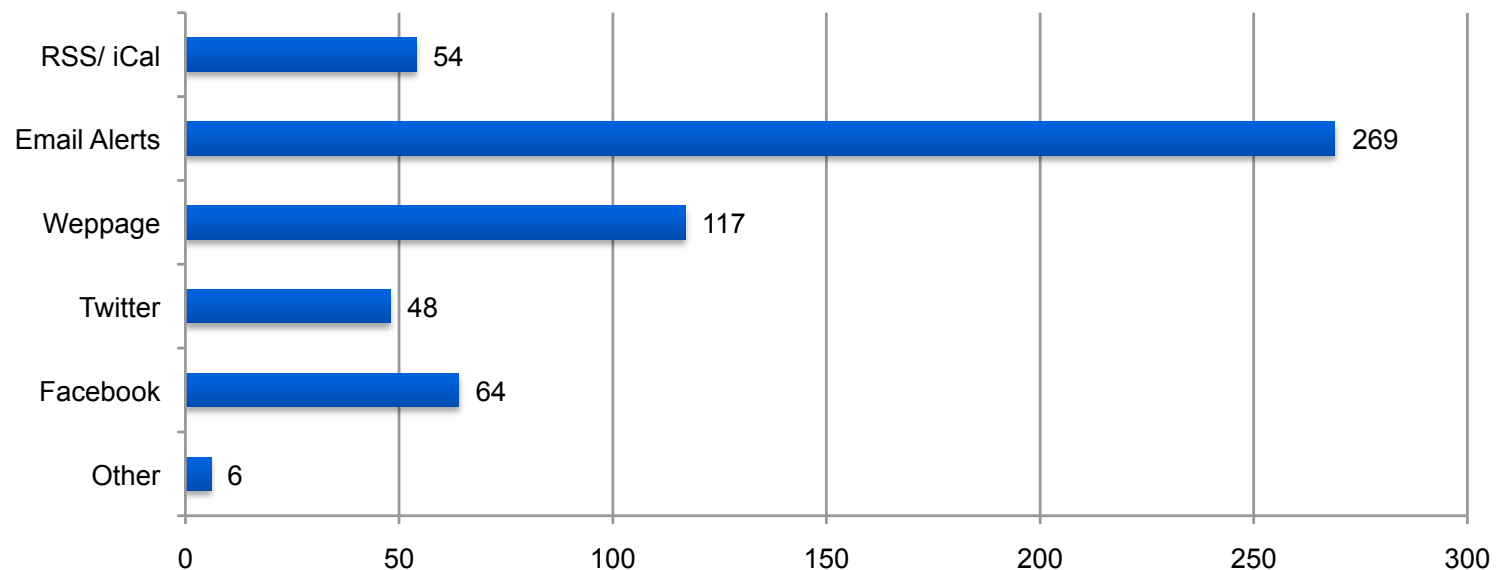
# Usage

How often do you visit the APNIC website?: Survey



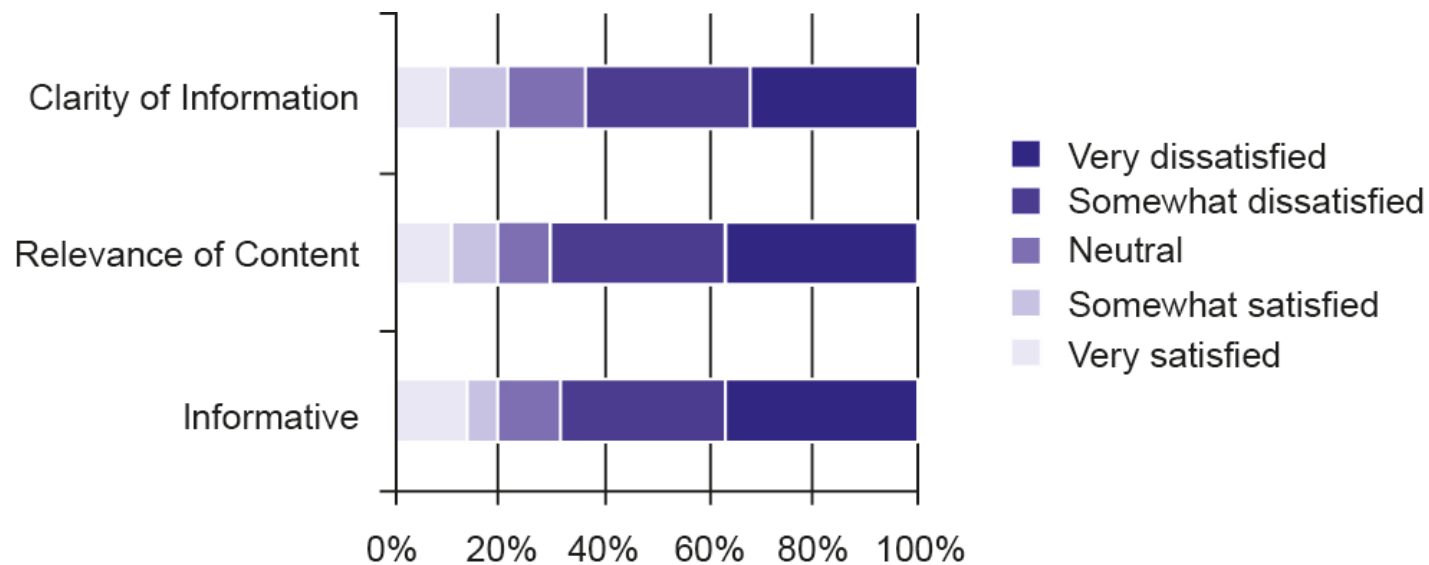
# Getting Updates

- 269 respondents preferred email updates
  - Desired getting information in a preferred format rather than relying on visiting a web page



# Functionality

- Responses were “very satisfied” (VS) and “somewhat satisfied” (SS) for content that is:
  - Informative - 36.4% (VS); 31.9% (SS)
  - Relevant - 36.6% (VS); 33.8 (SS)
  - Clear - 31.8% (VS); 31.8% (SS)



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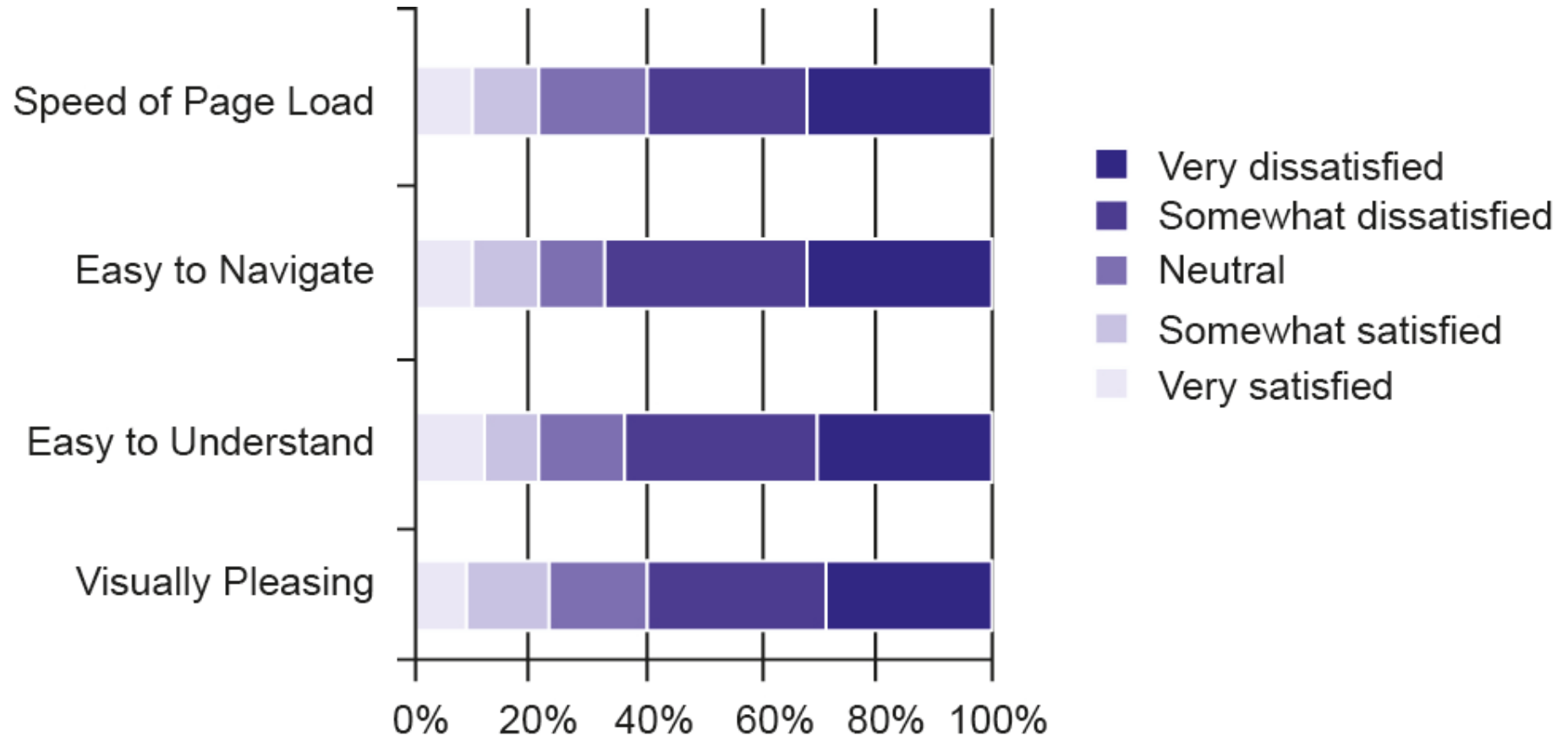
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# Quality and Appearance

- 71.5% were “somewhat” and “very satisfied” overall
  - Speed of page load (3.58 /5)
  - Easy to navigate (3.65 /5)
  - Easy to understand (3.60 /5)
  - Visually pleasing (3.54 /5)
- Little variance between satisfaction rates

# Quality and Appearance



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# Recommendations

- “General information about IP addressing” must be kept up-to-date as it was accessed the most by first time and regular users
- Resource Certification content may need to be updated and awareness of Mailing lists will need to be improved
- Navigation can be tweaked to address the 70 respondents who made comments

# Navigation Update

The screenshot shows the Open Universities Australia website navigation menu. The top navigation bar includes the university logo, a search bar with the text "Search: Enter a keyword" and a magnifying glass icon, and a link for "Advanced Search". Below the navigation bar, the main menu is divided into several categories: Home, Future students, Courses & units, Student admin & support, About us, and My OUA. The "Future students" category is expanded, showing a list of links under three main headings: "Getting started", "Financial assistance", and "Commonwealth supported students".

**OPEN UNIVERSITIES AUSTRALIA**

Search:  [Advanced Search](#)

[Home](#) [Future students](#) [Courses & units](#) [Student admin & support](#) [About us](#) [My OUA](#)

**Getting started**

- Why OUA?
- Preparing for study
- Career advice & online readiness tool
- Levels & prerequisites
- How to enrol online
- Student support services
- Study resources
- Study materials
- Study load
- Computer requirements
- Credit for previous study

**Financial assistance**

- FEE-HELP
- HECS-HELP
- VET FEE-HELP
- Scholarships
- Travel subsidies
- Government allowances

**International students**

- Benefits & challenges
- Australians overseas
- English proficiency
- International student fees
- International exams
- International textbooks

**Commonwealth supported students**

- About Commonwealth supported places
- Pricing and payment options
- How to apply
- Withdrawal and special circumstances

**Fees & charges**

- Unit fees
- Administration fees
- Payment options

[Find](#) [Take a r](#) [Enrol now](#)

# Further Research

- The Survey should be repeated annually to assess whether trends can be established:
  - Satisfaction
  - Geographic spread
  - Usage