

Participant Information and Privacy Notice

Research Study Name	Discovering the attitudes, needs, and expectations of users of the NI Assembly website
Research Study ID	J846
Lead Researcher	Jonathan Synnott
Research Date	February / March 2024

Thank you for your interest in completing this questionnaire. The Northern Ireland Assembly is beginning to plan the redesign of their website (<http://www.niassembly.gov.uk/>). The purpose of this redesign is to create a modernised, digital presence for the Assembly, which meets the needs and expectations of its diverse audience.

User research is a very important part of this process, ensuring that the attitudes, needs, and expectations of current and prospective users is considered throughout the design process. The Assembly has commissioned a local design agency, Big Motive, to conduct this research.

Why is this research taking place?

This research is taking place to ensure the attitudes, needs, and expectations of the NI Assembly's audience is considered in the redesign of the NI Assembly website (<http://www.niassembly.gov.uk/>). Capturing these insights will maximise the impact, desirability, and usability of the redesigned website.

Do I have to take part? What if I change my mind?

You are under no obligation to complete the questionnaire. If you change your mind before completing the questionnaire, please close the questionnaire without submitting your responses. As all responses will be anonymised, we will be unable to identify and delete an individual's responses once submitted.

Where will the research take place?

The questionnaire is completed online, in your own time. Completion will take approximately 10 minutes.

What will I be asked to do, and what data will you collect?

You will be asked a series of multiple choice and open-ended questions regarding a range of areas including:

- Your attitudes, awareness, and needs of the NI Assembly's current website
- Your expectations, needs, and priorities for the NI Assembly's redesigned website

Upon completing the questionnaire, you will be invited to register your interest in participating in a 1:1 interview to discuss your responses in more detail. This is entirely optional, and you are under no obligation to participate in these interviews.

What will happen to data collected during my involvement?

Your involvement in this study will be completely anonymous. All data will be processed in line with GDPR requirements. Data collected from all respondents will be shared with our research supplier, Big Motive, for analysis. Big Motive will consolidate, summarise, and present the results of the questionnaire to staff within

the NI Assembly in the form of insights and recommendations for the redesign of the NI Assembly website. Summaries of insights generated from this research will be used in future publications, including research reports, blog posts, and other outlets.

Any raw data collected from you will be deleted upon completion of the research study.

Should you indicate that you would be happy to be contacted about future stages of the website redevelopment project, your contact details will be held by NI Assembly Commission staff until website development is complete.

Are there any benefits involved in taking part?

By participating in this research, you will have a tangible impact on the redesign of the NI Assembly's website.

Are there any risks involved in taking part?

There are no risks associated with taking part in this study.

Who should I contact if I have any questions or concerns?

If you have any questions or concerns regarding participation in this study, please contact the lead researcher:

Name: Jonathan Synnott
E-Mail: js@bigmotive.com
Telephone: 028 9531 3837
Office Hours: Monday - Friday 09:00 - 17:30