1. Introduction

On 19 December 2017 Information Services Division (ISD) of NHS National Services Scotland launched a new beta platform for releasing statistics. This was informed by six months of user research and testing. The platform is being developed iteratively and we are engaging with users throughout the development process to ensure that the features that we develop meet their needs.

Before and after the launch of the beta platform, ISD’s Transforming Publishing team sought feedback from users in a variety of ways. This report summarises the methods used, the responses received and the future plans for the platform.

The first data release to be incorporated into the new platform was the Quarterly Acute Activity and Hospital Beds publication. In December this publication was released both in the traditional format on the ISD website and in the new format on the new publishing platform. From March 2018 onwards, the new version will replace the previous format and will be the sole release of the Acute Hospital Activity and NHS Beds data.

ISD would like to thank everyone who took time to provide feedback and continues to welcome feedback on the platform as it evolves.
2. Approach and feedback

The Publishing Platform is being developed using agile and user centred design methods. To do this, we followed the development cycle shown below, ensuring that user needs were considered throughout.

![Development Cycle Diagram](image)

Source: Government Digital Service

The following methods have been used to engage users in developments so far:

**Focus Groups and Interviews**

An extensive round of user engagement was undertaken shortly after the Transforming Publishing Programme was established in Spring 2017. The team engaged with users from different settings through focus groups and interviews which focused on understanding user needs and generating ideas for development. The findings from the focus groups and interviews were used to create Transforming Publishing User Personas (see appendix 1) which were used to inform the development of the platform.

**User Testing**

After the platform started to be developed, the team held a number of testing sessions with users. These sessions involved users testing the use of specific features in the platform and provided valuable feedback with informed subsequent developments.

**Consultation Survey and Web Feedback**

To accompany the Beta launch in December, ISD created a consultation survey which sought to seek feedback on the different elements of the new platform. The consultation was open from the 19th of December until the 28th of February and was promoted through the beta platform, the ISD website and the @NHSNSS Twitter handle. In addition to the survey, users were also invited to submit more informal feedback via the ‘Feedback’ section of the new platform.

**Social Media**

The @NHSNSS twitter handle and #hscdata hashtag were used to promote the development of the new publishing platform from autumn 2017.

**External Events**

The team has presented the work at a number of conferences across the UK including the Royal Statistical Society 2017 Annual Conference, and the Fire Starter Festival 2018. Presenting at these events has helped the team to promote the platform to a wider audience and listen to feedback.
Feedback received during the user research and engagement work so far has found that users were excited about how the new platform is evolving and feel that the different elements will make it quicker and easier for them to access, explore and understand the data that ISD releases. The following two themes outline the emerging areas of user needs from the user research and engagement undertaken so far:

1. Design
Feedback on the design of the new platform and different elements in it has been positive, with users particularly enjoying the interactive nature of the ‘Data Trends’ and ‘Data Explorer’ elements. Feedback identified the need to have a design that is both engaging and intuitive so that it is enjoyable and easy to use.

2. Content
Users are looking forward to more content being integrated into the platform. Feedback indentified that there is a need for ISD to produce different types of content for different user groups and that users are seeking more flexible, joined-up data from across the health and social care system.
4. Next Steps

The development team is continuing to refine and develop features in the platform, aligning with concurrent work being undertaken to redevelop the ISD web estate, as well as working with teams across ISD to prepare content from other health and social care areas to be integrated into it.

This feedback received so far and future user engagement and research work will be used to inform development priorities. We look forward to sharing new and refined features with you in the future.

5. Contact

If you have any comments about this report and/or would like to keep up to date with developments to the platform, please contact the Transforming Publishing development team on nss.isdtransformingpublishing@nhs.net.
Appendix 1

Personas

By identifying the ways in which our user base engages with our data we can develop ways of presenting and publishing our data that better fits their specific needs. The Transforming Publishing team have created several personas to represent the broad range of people who use the data produced by ISD.

Adil

Adil
Nurse

I need focussed #HSCData that is intuitive to access so that I can plan and deliver a more responsive service to patients.

Alison

Alison
Commercial data advisor

I need detailed #HSCData about my area so that I can understand and monitor the market for the sector that I work in.

Benjamin

Benjamin
Health and social care manager

I need consistent #HSCData that is validated so that I can develop health and social care strategies.
Caroline
Journalist
I need contextual #HSCData that is responsive so that I can make the public aware of health and social care stories.

Euan
Third sector engagement officer
I need good quality #HSCData that is reusable so that I can influence advocacy for my charity.

Liena
Social care
I need concise #HSCData that I can connect so that I can understand how the whole health and social care system functions.

Maria
Local data analyst
I need timely #HSCData about my area so that I can support frontline health and social care staff.
Michael

Michael
Quality improvement advisor

I need meaningful #HSCData that can be grouped so that I can identify areas for improvement in health and social care.

Monifa

Monifa
Doctor

I need thorough #HSCData that is relevant to my speciality so that I can improve clinical outcomes for patients.

Pawel

Pawel
Academic researcher

I need robust #HSCData presented over time so that I can conduct research in specific areas.

Rose

Rose
Member of the public

I need engaging #HSCData that is easy to understand so that I can make decisions about my health and social care.
Tim
Parliamentary researcher

I need easy to find #HSCData for different geographies so that I can support MSPs to hold health and social care policy to account.

Vicki
Policy Officer

I need trustworthy #HSCData that has a clear purpose so that I can help to create health and social care policies.