Social Security Scotland & **invotra** enterprise intranets & portals

— Case Study —

Social Security Scotland achieve a **78% increase** in Internal Knowledge Management traffic through engaging designs and intuitive search

Invotra & Social Security Scotland

An Invotra customer since 2018, Social Security Scotland wanted to ensure internal processes and user journeys surrounding its internal knowledge management solution, powered by Invotra, were as streamlined as possible.

Social Security Scotland undertook user research which indicated employee frustrations when it came to locating business critical documentation; the content existed on the internal knowledge management solution but users were struggling to surface it.

The Social Security Scotland team worked closely with Invotra to respond to the research insights by introducing measures that would optimise the user experience.

Social Security Scotland utilised the flexible, powerful and simple customisation tools offered by Invotra, to improve the internal knowledge management search and navigation experience. The aim was to create a knowledge hub all users were confident in using, and that all users trusted to provide the up-to-date organisational information they required.
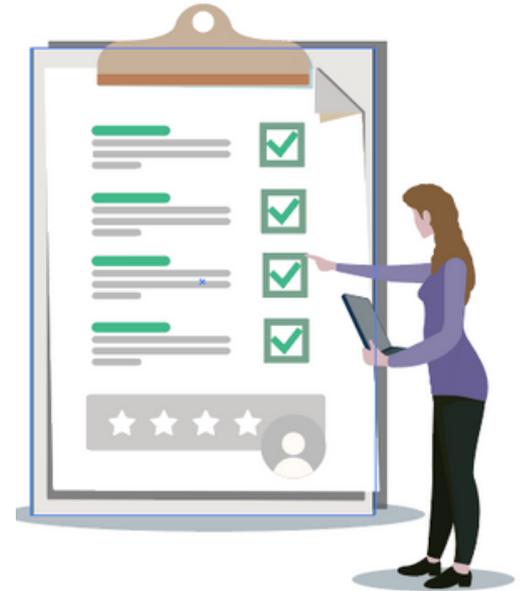
About Social Security Scotland

- Social Security Scotland is an Executive Agency of the Scottish Government.

- It was set up in 2018 to deliver the social security benefits that are gradually being devolved from the UK Government.

- Social Security Scotland have headquarters in Dundee, and a second main site in Glasgow. They also provide face-to-face support in communities across every local authority area in Scotland.

- A new and growing public service, Social Security Scotland seeks to employ at least 1900 people once it is fully up and running.

» Challenges

User research uncovered a number of issues the Internal Knowledge Management team needed to address including:

- Finding guidance - Users found the search filter often led to unsuccessful searches and user frustration. Users raised concerns that search failed to recognise commonly used acronyms.

- Engagement - Users were not engaging with content on the homepage

- Site navigation - Users described the main navigation as cluttered and research found it did not follow users' natural expectations of approaching tasks. Additionally, users explained they were unsure where guidance was located within sub-sections, so resorted to trial and error to locate it.

» Goals

Social Security Scotland wanted to follow a data-backed action plan of improvements to internal knowledge management which would convince all of their users it was the tool they needed.

Knowing that the Invotra product could overcome the challenges that users were facing, the Invotra and Social Security Scotland teams worked together to recognise the issues users were facing and create a plan to address each issue.

Once the problems were identified, Social Security Scotland would work with Invotra to design and test changes that would result in:

- An increase in the success rate for users when finding guidance

- A reduction in the time taken to find guidance

- An improvement in user experience

⟩⟩ Solutions

User testing was undertaken which included interviews, card sorting, usability testing, and diary studies. The issues identified were divided into three themes, Finding Guidance, Content Management and User Experience.

Providing solutions to each insight, the Invotra team worked to optimise search and navigation, and improve the layout of the internal knowledge management solution.

Finding Guidance

After consultation with the Customer Success team at Invotra, the Social Security Scotland team introduced the following measures to improve users' ability to find guidance:

- Filtering by benefit
- Increasing visibility of breadcrumbs
- Adding commonly used acronyms to the CMS search function
- Outlining conventions for page naming
- A redesign of the site-wide search bar

Content Management

Insights into content management revealed that user experience and engagement also needed to be improved. Invotra offered templates, layouts and advice on how each content type could be improved, and Social Security Scotland introduced new measures such as:

- Providing direct routes to popular content via the homepage
- Surfacing benefit sub-sections relevant to individual users and direct access to benefit guidance
- All important content was made visible above the page break

User Experience

Other steps taken to improve user experience, in response to insights from user testing included:

- The main navigation information architecture was reorganised
- All guidance relating to each benefit was concentrated in a single location
- Cross-benefit guidance was given a central section, linked to from each benefit sub-section
- Guidance types were simplified and split
- Unpopular, unused tabs were removed
- Better signposting was added to help users find popular content
- New headings were used to better signpost users to links and page templates
- A new link listing widget simplified the process of creating and managing benefit sections

⟫ Results

Page views increased by **106%** between January and May

Visits to Internal Knowledge Management rose by **78.56%**

The number of keywords searched for by users went up by **273%**

Users downloaded **80%** more content

> ❝We recently changed the top level navigation for our site and I was impressed with **how easy it was** to move sections about without creating any broken links or a need for redirects. We also created a new homepage and having the ability to design our own page layouts made it **simple to get the look we wanted.**❞

Content Management Lead, Social Security Scotland