



VERSION 2  
MAY 22, 2017



## Website Scrutiny Report



Magnify Scrutiny Group  
on behalf of Tuntum Housing Association

## WEBSITE SCRUTINY REPORT

We are Magnify Scrutiny Group. We are a group of Tuntum Housing Association tenants who volunteer to carry out in-depth reviews of services and functions that Tuntum offer.

This review and subsequent report has been carried out by:

- Michael Seagrave
- Barbara Douglas
- Christine Seagrave
- Phillip Simpson
- Dorothy Ellis

We received advice and support initially from Kate Newbolt, then latterly by Michael Hill, independent TPAS mentors. We also had support throughout the project by Melanie Wilson-Davis & Alanna Irving, both Tuntum employees.

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### Topic Selection

The current Scrutiny Group members are new to the role. We felt it important that our first topic as a group would be a relatively short and simple project that would be simple to follow and complete. We were made aware that Tuntum was looking to review and launch a new website. We decided that this would be our first project as a group.

We decided to concentrate on two key areas:

- Which parts of the current website work well
- Where could there be improvements

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### Methodology

Our methodology used a series of peer questioning, website browsing and targeted fact finding. We did this by:

- Reviewing the Tuntum website from our own perspective
- Adopting a different persona to our own and looking for specific information within the Tuntum website
- Speaking to family, friends and neighbours about their website experiences
- Looking at other Housing Organisations websites

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### Findings

Our initial activity involved reviewing the current Tuntum website from our own perspective. These were our comments:

Positives findings	
The information is excellent it just needs to be presented better	
Like the payment rent button and section	
Areas for improvement	
Too much writing	Want to feel reassured by a website, this doesn't do this
The Lettings section rambles on and on	Too much information – it makes you want to ring in
If people don't understand the website, they will call the office	Can't see any info on eligibility to rent
Gives the impression its mainly housing for elderly and infirm people	There's no incentive to choose Tuntum over other landlords
Need to know asap if they will be eligible	It doesn't reflect how good and diverse we are.
It does not reflect the positive work Tuntum does – it doesn't 'fit'. Don't get the same feeling about the website as did when at the meeting yesterday, when we met Richard the Chief Executive.	

Our next activity saw us speak to our family, friends and neighbours and look at the website through other the eyes of others. These were our findings:

Positives findings	
The colourful website is liked	The repairs info is straightforward when you get to it
Areas for improvement	
The website had a lot of pages to go through	It was confusing and difficult to navigate
Too many words – got fed up in the end!	Repetitive – sending you backwards and forwards
The picture of the carnival on the front page doesn't suggest it is a housing organisation	It's not clear how to report a repair from the home page

## Peer Reviews

Our next activity involved reviewing several organisational websites to compare styles, content, approach and design. We viewed Housing Associations of different size and to see if there were any similarities regardless of their resources. The website we reviewed were: different from the following websites and here are our comments:

- **South Yorkshire Housing** [www.syha.co.uk](http://www.syha.co.uk)

Liked	Disliked
The use of pictures / photos of the areas and real homes as well as the 'calls to action' which are images	The dull colours but recognise this is SYHA's logo colours.
The contact details are on the front at the top.	
The scrolling 'carousel' of pictures on the front page	

- **Inquilab** [www.inquilabha.org](http://www.inquilabha.org)

Disliked
We felt this just didn't feel like a housing website. The colours and style made it look very corporate and off-putting

- **Sanctuary** [www.sanctuary-housing.co.uk](http://www.sanctuary-housing.co.uk)

Liked	Disliked
The use of the words 'we & you' and the way in which the text spoke to us	The photo of the sculpture on every page. We couldn't see the link to housing
The 'local to you' section with the dropdown box which opens for more information. It keeps you on the page and doesn't divert you	
The Home page image is welcoming	
The 'welcome to sanctuary' text on the homepage	

- **Arches Housing** [www.archeshousing.org.uk](http://www.archeshousing.org.uk)

Liked
The live chat messaging facility

- **Cross Keys Homes** [www.crosskeyshomes.co.uk](http://www.crosskeyshomes.co.uk)

Liked	Disliked
Easy to understand mainly because of the boxes on the front page that make it clear where things are	The tradition left hand side lists. Boxes are better.
They clearly labeled things like repairs	
How to help section..... liked that there are lots of info without lines and lines to read	

South Yorkshire Housing was our favourite website overall and Inquilab our least favourite.

## Suggestions

During this process, we have gathered initial suggestions and made several observations. These are split into themes for clarity.

Navigation	Appearance & Accessibility	Information
Make the important sections such as repairs easier to find	Need more graphics / pictures for people with literacy difficulties	Users need to see how they can get help and if we can help them at all – if not what next
The telephone number needs to be easy to see	Use video's	Include case studies that people can relate to
Use bolder headings	Make it useable for people on mobile phones / tablets	Instead of using long paragraphs use bullet points and bold writing
	Make training available for people who want to learn how to use the website	Bring back the 'Ask Debbie' or similar for questions and answers on the website
	Change the background and writing colour	
	Make the website bold and exciting	

## Formal Recommendations

We are delighted to offer the following formal recommendations. These are broken down into the theme identified above.

Theme	Recommendation	Why
<b>Navigation</b>	Use clear 'calls to action' for the most important services such as Rents, Repairs etc.	This would help users find the most often used areas quickly without the need to delve within the content. These are commonly used in website to allow swift navigation.
	Make sure the new website is optimised for use on all devices from Laptops to Smartphones	Using the current website is difficult on a smaller mobile device. It would make it easier for users to navigate and find the information they need.
<b>Appearance &amp; Accessibility</b>	Use photos as much as possible. Use real 'Tuntum people' where possible. This includes the use of staff and tenants.	Using real Tuntum people would make the site more relatable, whereas stock images can appear contrived. Make sure that the photos we use reflect our organisation and diversity.
	Use images for the 'Calls to Action' buttons	We feel that using images rather than icons helps to build the friendly focus of Tuntum.

	The primary background of the website should be white with dark writing.	This would make it easier to read with a clear contrast.
	Embed the Facebook feed on the Home Page	This would allow a regular free flow of current information that would almost act as a news feed. It would also allow cross promoting of the Facebook page with a potential of encouraging more users of that platform.
	Create a Carousel of images for the Home Page	This would make the Home Page engaging and provide the chance to promote several areas within the same space. It would provide the chance to use this space for promoting particular projects, seasonal items or breaking news
<b>Information</b>	Make the written information concise and to the point	This would enable information to be digested more easily.
	Make written information clear about what Tuntum can, and cannot do but provide signposting if Tuntum cannot help.	It will help to reduce expectations and provide clarity.
	Make the contact details clear at the top of each page. This to include the Emergency Repair contact details.	This would provide comfort to the users that if they cannot find the information they need they have the contact details readily available.
	Use videos where possible	We believe that a short video has the power to transmit the ethics and ethos of an organisation in a way that spoken words cannot.
	Introduce 'Ask Debbie' as the figurehead for the Frequently Asked Questions section	We think this can be a really effective way of getting across some of the most commonly asked questions. We believe it can be developed to encourage more interaction with the website users.

We have also developed a list of developments that we would like to be considered, but have stopped short of making them formal recommendations. We have called these our 'Would like to haves'.

We recognise that there are resource and development implications which may mean that these are considered in a further development or phase of the website improvement.

#### Would like to haves

Topic	Why
Use real life Case Studies	We believe it is important to be able to relate. Reading Case Studies gives others an insight of what can happen and how lives can be changed. We believe that there are many positive stories that can help potential and current tenants.
Video of the Chief Executive on the Home Page	Our meeting with the Chief Executive was inspirational and gave a great insight into the organisation and its ethos. We think if that was captured it would be a great introduction for anyone wanting to understand who Tuntum is and what it does.
Training available for tenants of using websites	We believe that a good website is only any good if people can use it. For this new site to be useful we have to encourage people to use it and give them the confidence to make this a platform that they can rely on.

A Live Chat facility	We think that providing this would give our website users another way in which to engage with us. It allows one member of staff the chance to have multiple conversations at the same time.
A clear explanation of Tuntum’s history and its development	During this review, we were told that Tuntum was ‘only for black or disabled people’. This was derived from the images and feel of the current website. We believe that our website needs to give a history of Tuntum but also explain where it sits today.

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**Conclusion**

We believe we have carried out a robust review of the current website and taken an open-minded approach to finding solutions to the issues we found.

We would welcome feedback on our recommendations as well as our ‘Would like to haves’. We are willing to help Tuntum continue developing the website, and encourage furthering the team working between members of Magnify Scrutiny Group and Tuntum Officers.

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**Acknowledgements**

We are extremely grateful for all those who took part in this review which allowed us to carry out this project. We would especially like to thank Alanna Irving and Melanie Wilson-Davis for their support and commitment to the Scrutiny process.