

CGAP tree test

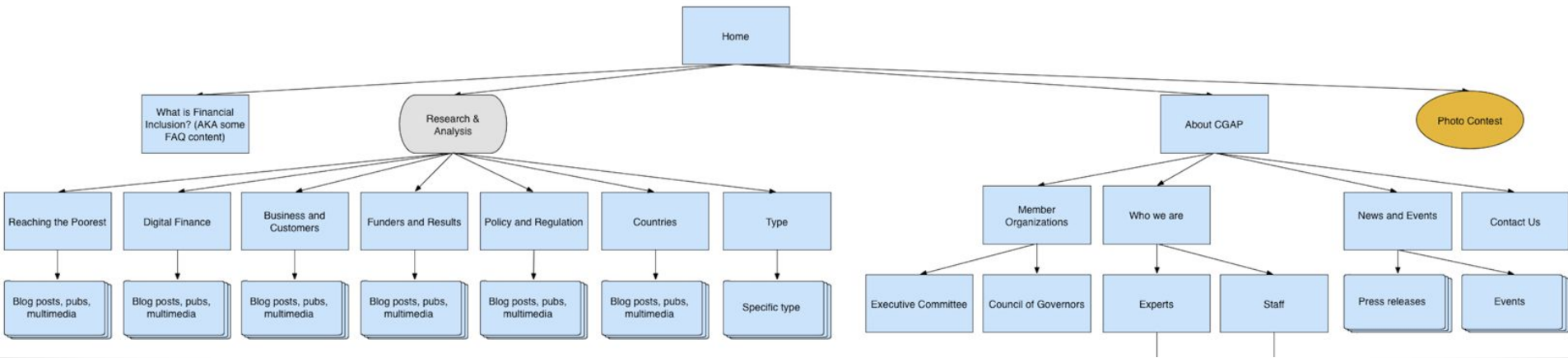
Analysis and recommendations
Spring 2016

Background

15 tasks

32 survey completions through March 21

Tree



Overall results

Overall results

Success



Directness

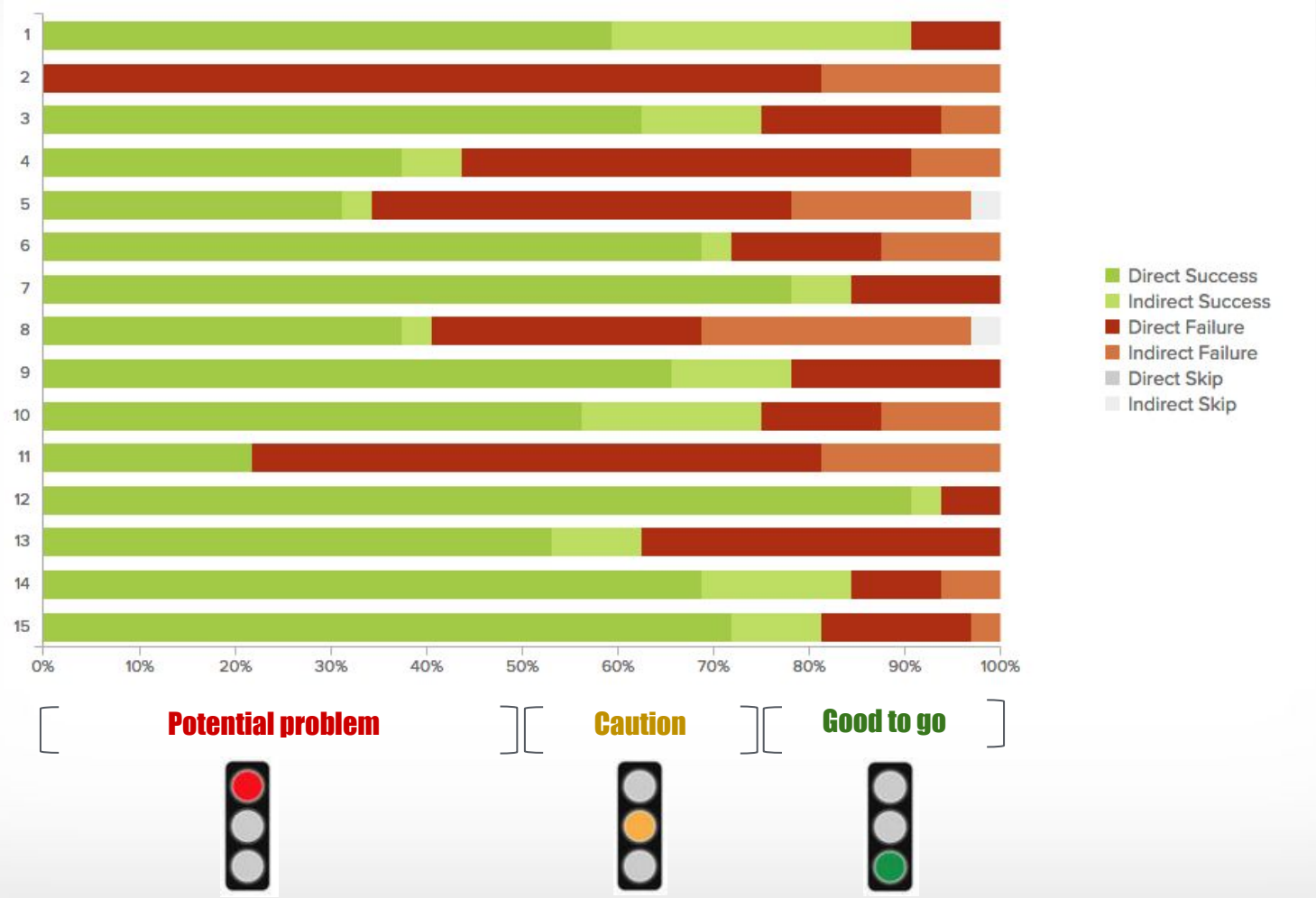


Time Taken



Lowest observed time:	3.12
Lower Quartile:	4.46
Median:	5.25
Upper Quartile:	7.19
Highest observed time:	11.18

Task success overall



Results by area/task

About CGAP





1: Find an author

Task: Your colleague emailed you a PDF of a publication from CGAP. You'd like to find out more about the author's credentials. Where might you find this information?

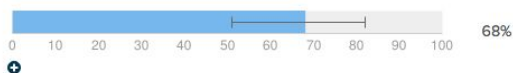
Correct answers:

- About CGAP > Who we are > Experts
- About CGAP > Who we are > Staff

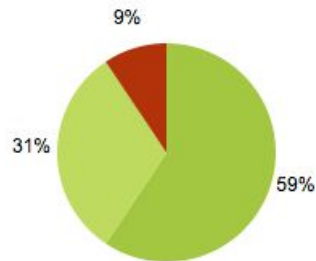
Success



Directness



Time Taken

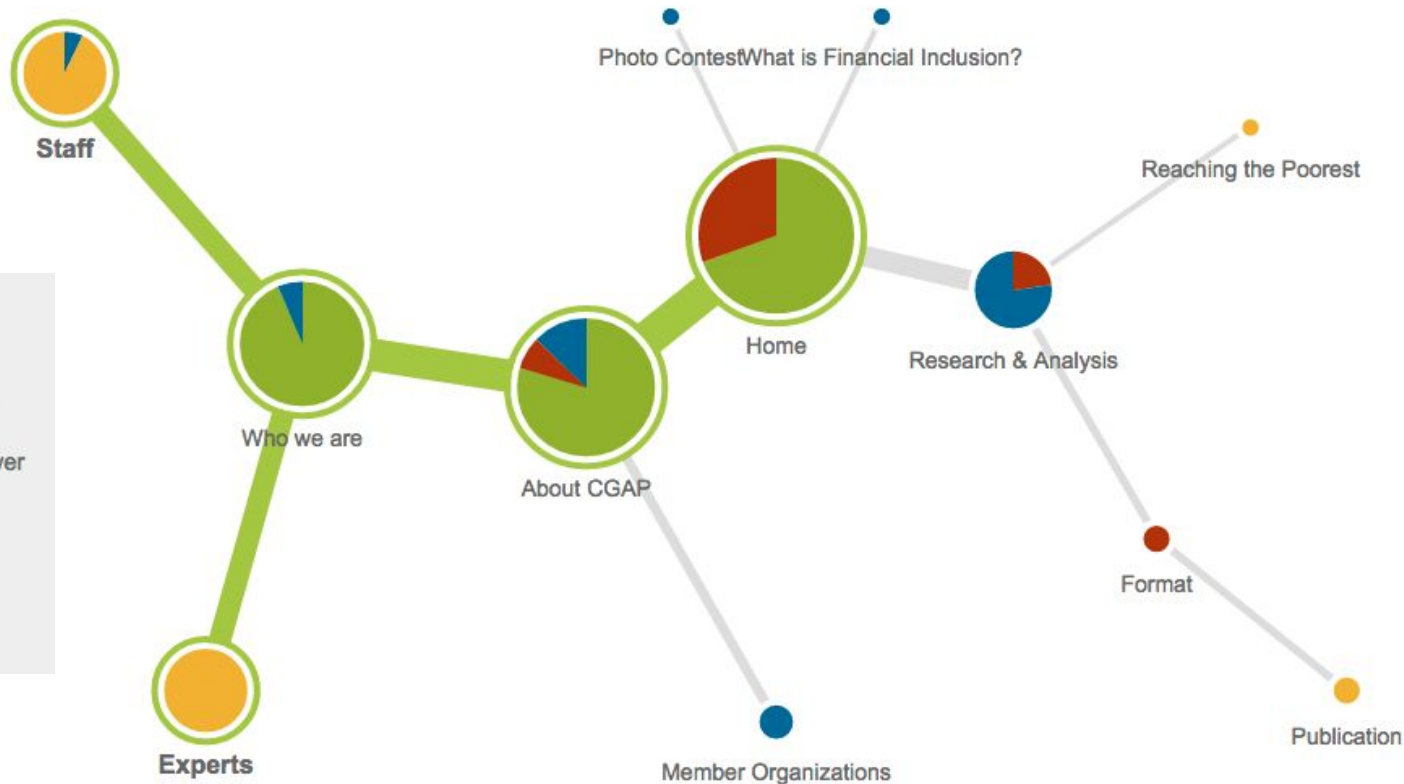


Success	Direct	19	29	59%	91%
	Indirect	10		31%	
Fail	Direct	3	3	9%	9%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

*percentages do not total 100 due to rounding



1: Tree





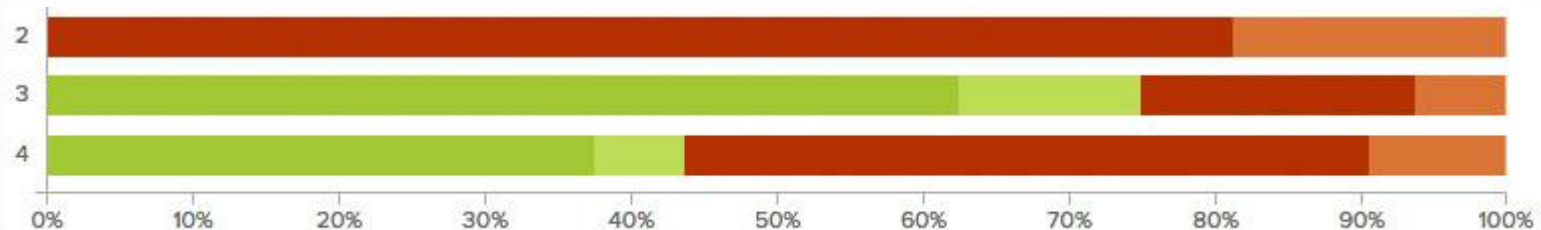
1: Analysis

50/50 split in answers between “Staff” and “Experts”

Recommendations:

- Combining the two categories (as previously discussed) will help users find the right person
- Improve people search

Funders & Results





2: Financial inclusion portfolio

Task: *Imagine you are a government official tasked with your agency's financial inclusion work. Where would you go for guidance on this topic?*

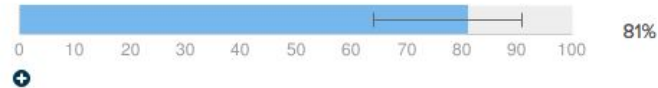
Correct answer:

- Research & Analysis > Funders & Results

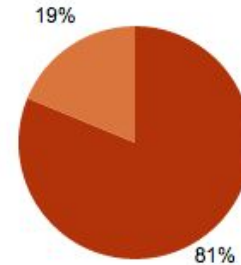
Success



Directness



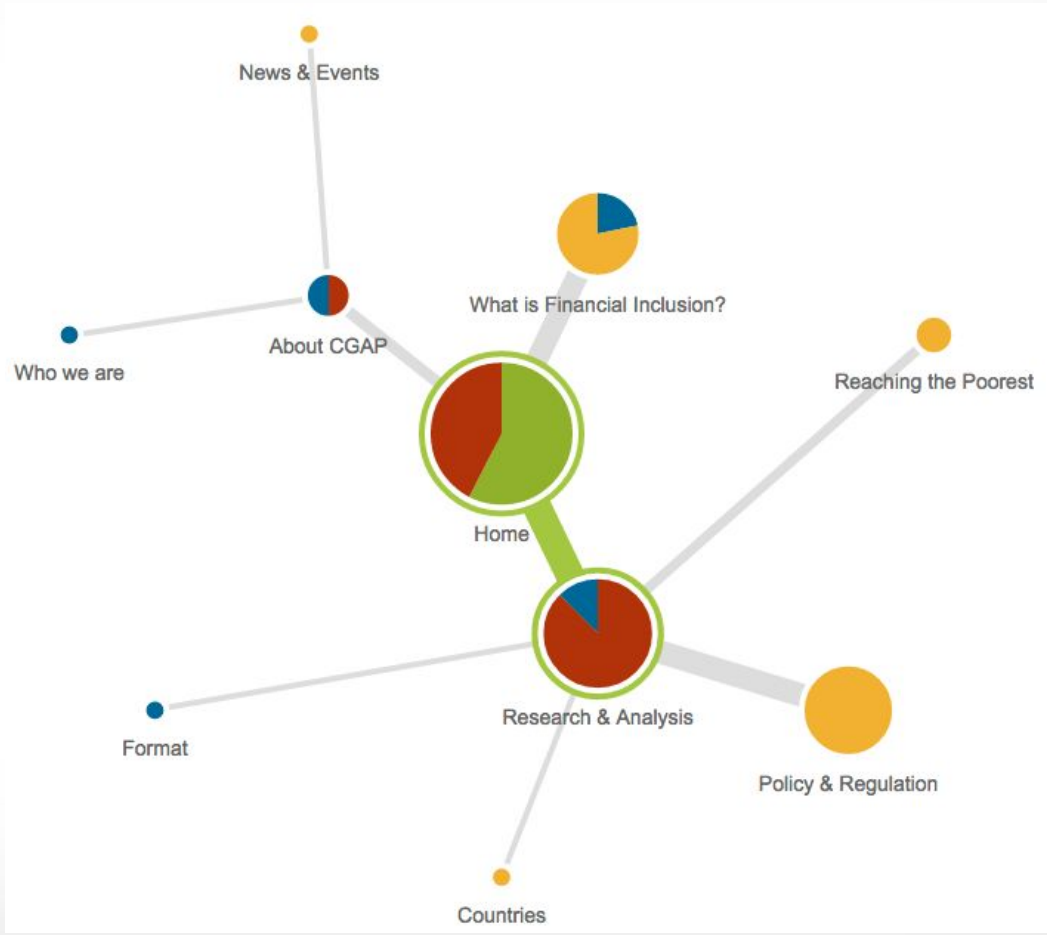
Time Taken



Success	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%
Fail	Direct	26	32	81%	100%
	Indirect	6	0	19%	0%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%



2: Tree



Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path



2: Analysis

Spectacular failure. Possibly a throw away question?

Popular wrong answers:

- *What is Financial Inclusion?* page (11), possibly due to question wording
- *Policy & Regulation* category (16), possibly due to question including that the user is a government official

Recommendations and questions:

- Is the question valid? If so, this kind of content should be categorized elsewhere.



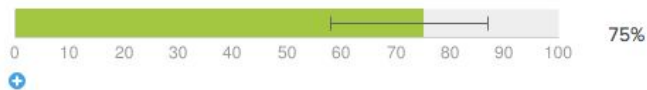
3: Funders & Results

Task: You are trying to find out how much money was invested globally in financial inclusion projects last year. Where would you expect to find this information?

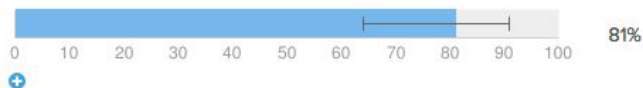
Correct answer:

- Research & Analysis > Funders & Results

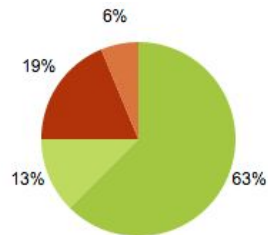
Success



Directness



Time Taken



Success	Direct	20	24	63%	75%
	Indirect	4		13%	
Fail	Direct	6	8	19%	25%
	Indirect	2		6%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

*percentages do not total 100 due to rounding



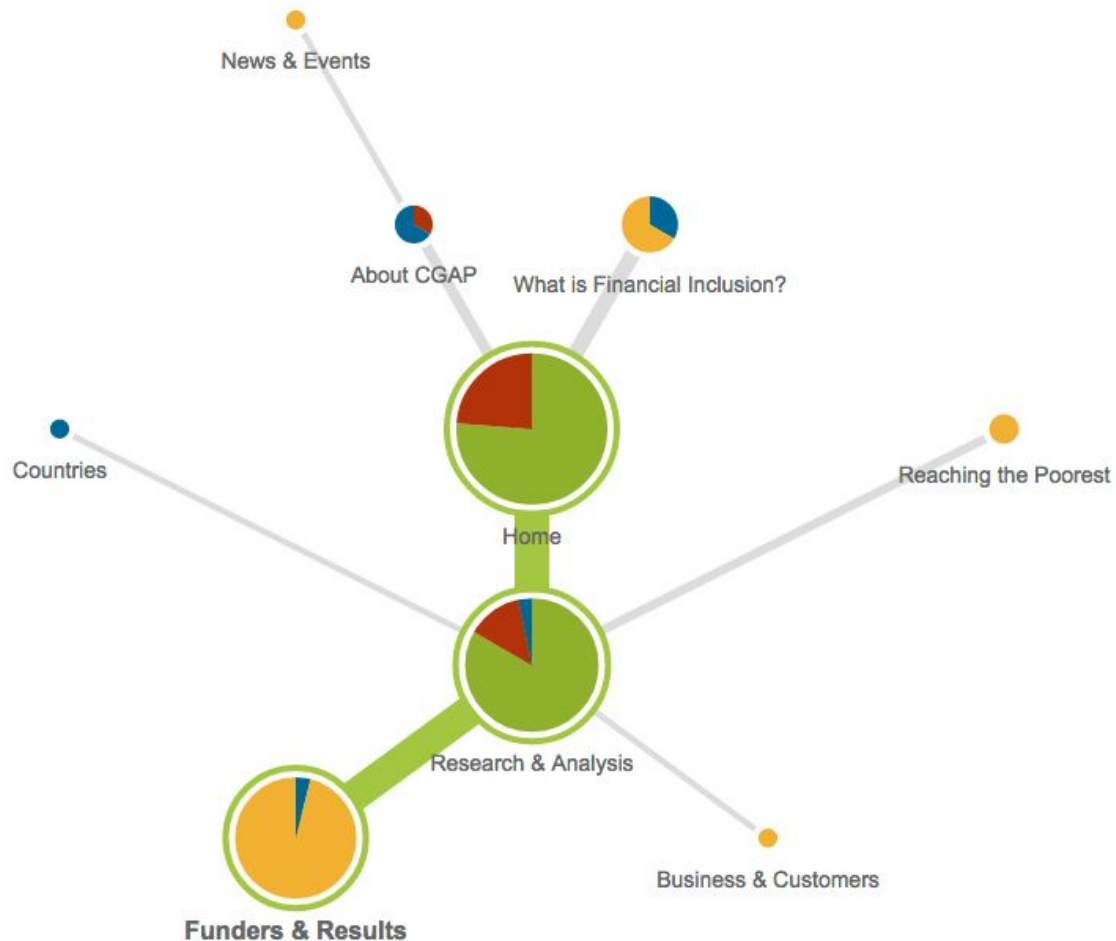
3: Tree

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path





3: Analysis

Popular wrong answers

- *What is Financial Inclusion?* (4)
 - the question included the phrase “Financial Inclusion” in it, and may have been leading some users down the wrong path.

Questions/Recommendations:

- No recommendations; leading question likely skewed results a little bit toward *What is Financial Inclusion?*, but no concerns.



4: Funders & Results

Task: *You are trying to understand the impact of financial inclusion efforts. Where would you expect to find this information?*

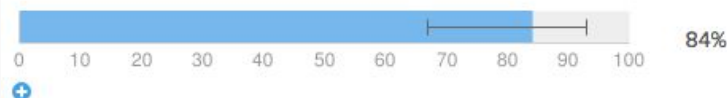
Correct answer:

- Research & Analysis > Funders & Results

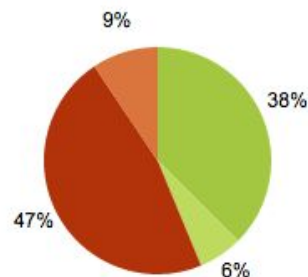
Success



Directness



Time Taken



Success	Direct	12	14	38%	44%
	Indirect	2		6%	
Fail	Direct	15	18	47%	56%
	Indirect	3		9%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	



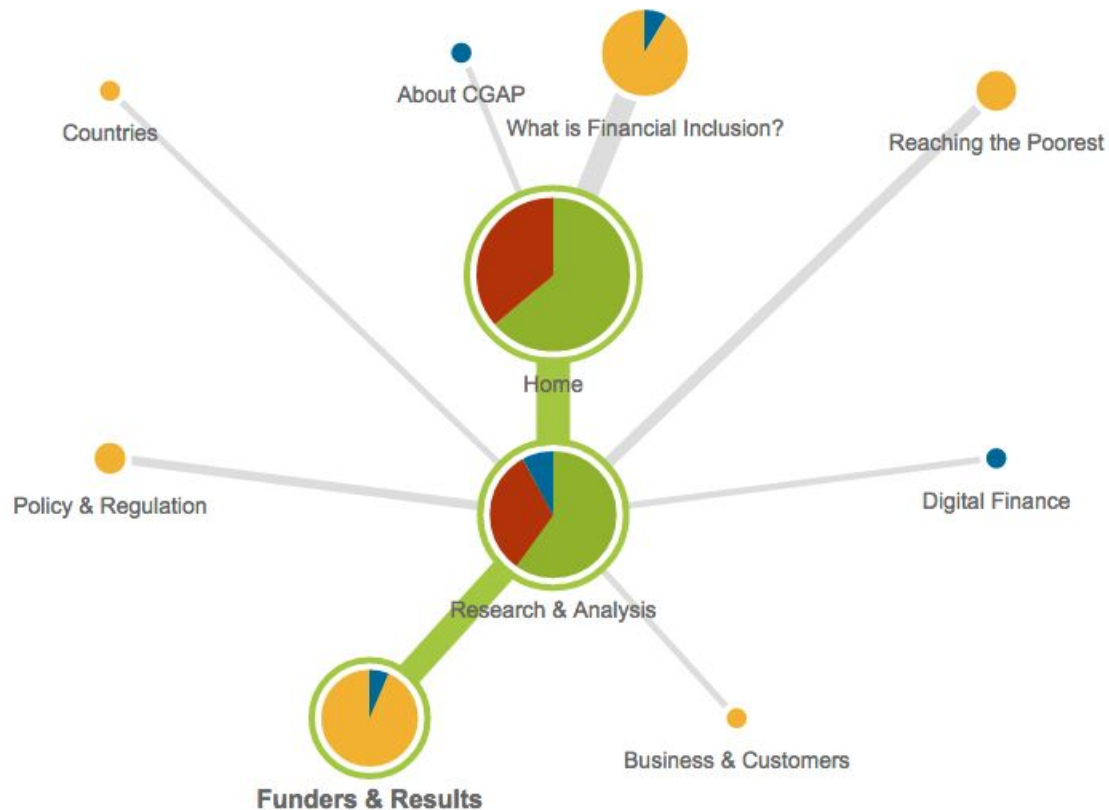
4: Tree

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path





4: Analysis

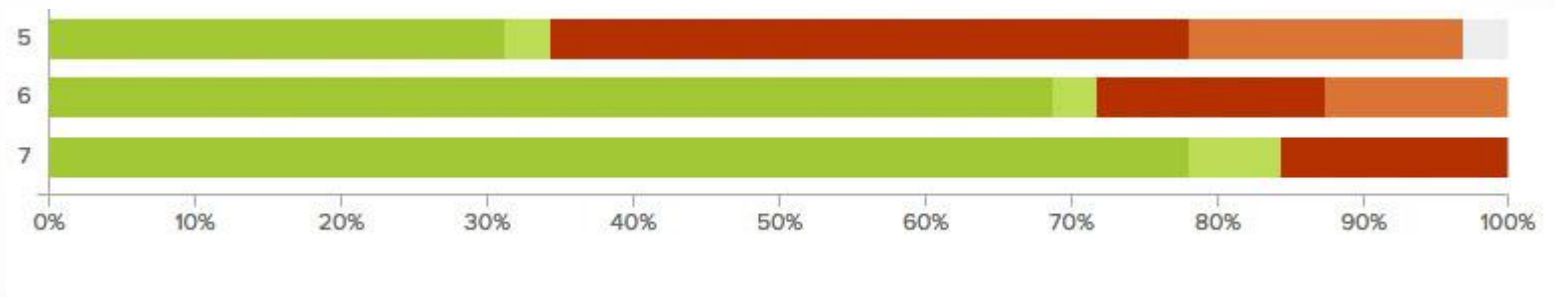
Popular wrong answers:

- *What is Financial Inclusion?* page (11), possibly due to question wording

Questions/Recommendations:

- Is the question valid? If so, is this *Funders & Results* the right category for this kind of content?

Digital Finance





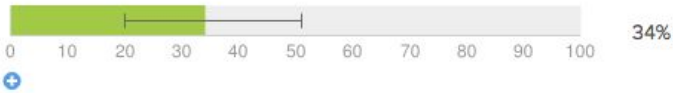
5: Agent Networks

Task: *You are researching Agent Networks. Where do you look for this information?*

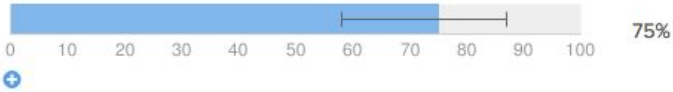
Correct answer:

- Research & Analysis > Digital Finance

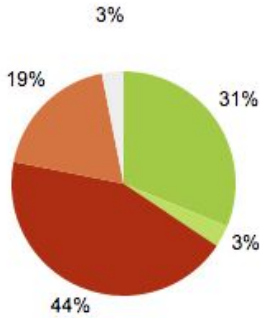
Success



Directness



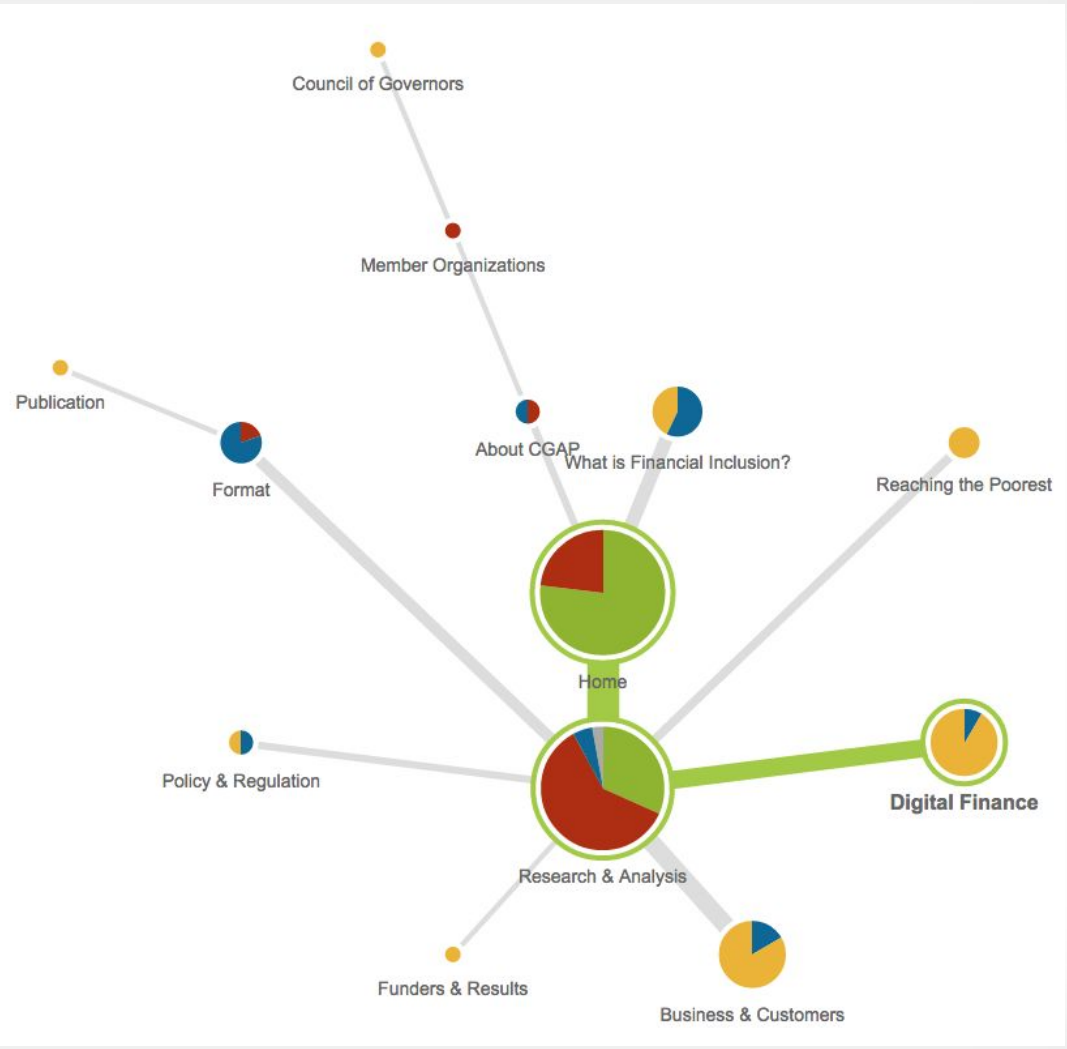
Time Taken



<div></div>	Success	Direct	10	11	31%	34%
		Indirect	1		3%	
<div></div>	Fail	Direct	14	20	44%	63%
		Indirect	6		19%	
<div></div>	Skip	Direct	0	1	0%	3%
		Indirect	1		3%	



5: Tree



Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path



5: Analysis

Popular wrong answers:

- *Business and Customers* topic page (10)

Questions/Recommendations:

- Why “Business and Customers”? What is it about Agent Networks that makes a lot of users steer to this category?



6: M-Pesa and bKash

Task: *You'd like to find info on services like M-PESA or bKASH - where would you go?*

Correct answer:

- Research & Analysis > Digital Finance

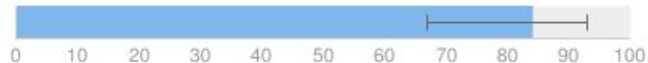
Success



71%



Directness



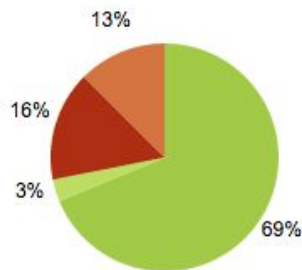
84%






Time Taken



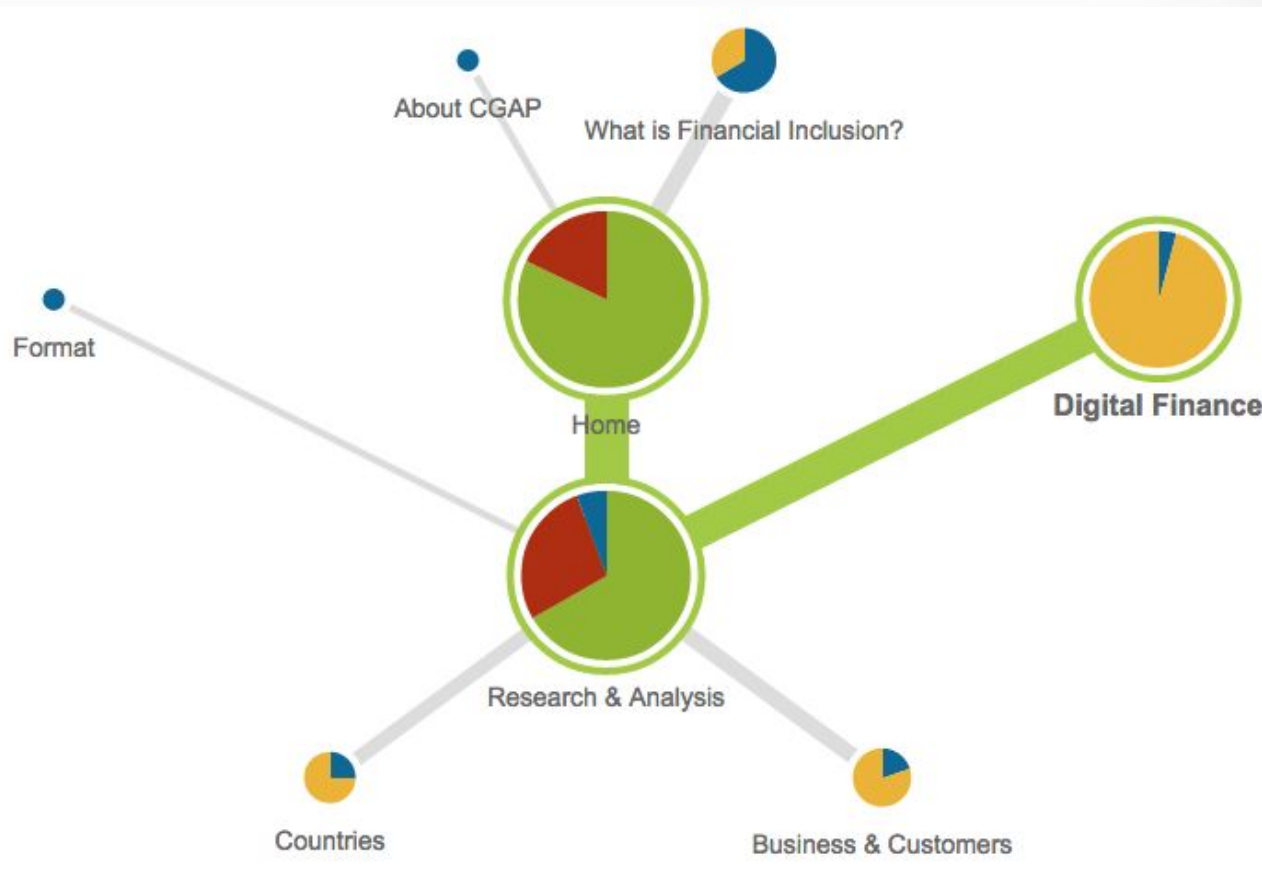
6.38 sec +



	Success	Direct	22	23	69%	72%
		Indirect	1		3%	
	Fail	Direct	5	9	16%	28%
		Indirect	4		13%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	



6: Tree





6: Analysis

Popular wrong answers:

- *Business and Customers* topic page (4)
- *Countries* page (3)

Recommendations and questions:

- *Countries* makes sense as a possible correct answer, as M-Pesa and bKash may have an association with certain countries (Kenya, Bangladesh), so some users may want to find via country
- Why *Business and Customers*?



7: Mobile Banking

Task: *Where would you find out what risks are associated with mobile banking?*

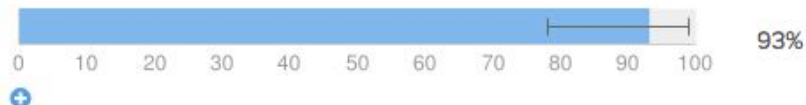
Correct answer:

- Research & Analysis > Digital Finance

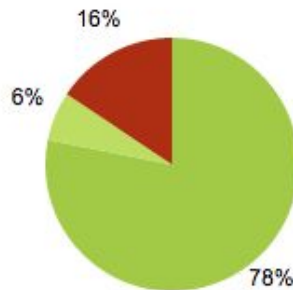
Success



Directness



Time Taken



	Success	Direct	25	27	78%	84%
		Indirect	2		6%	
	Fail	Direct	5	5	16%	16%
		Indirect	0		0%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	



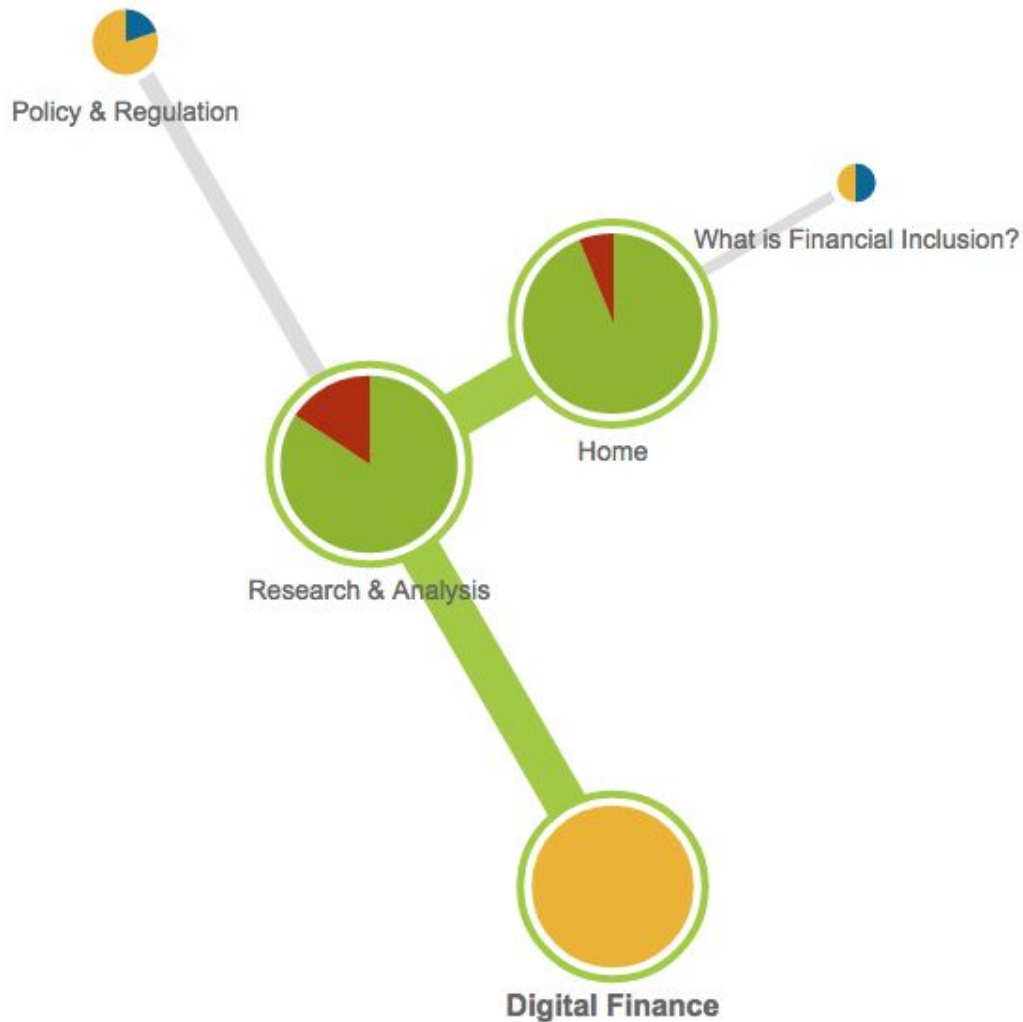
7: Tree

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path





7: Analysis

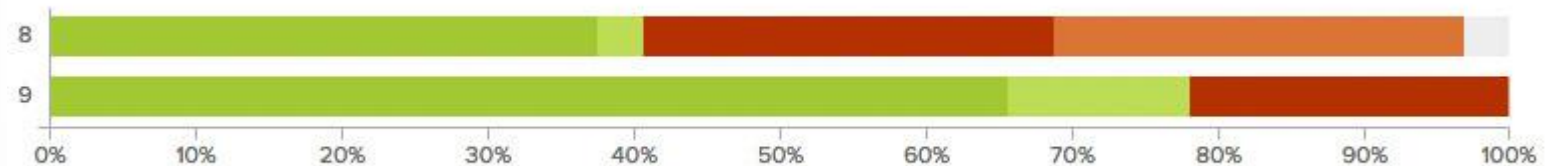
Popular wrong answers:

- *Policy & Regulation* topic page (4)

Recommendations and questions:

- Not sure why P&R is being selected by a few users, but it's not a concerning number.

Reaching the poorest





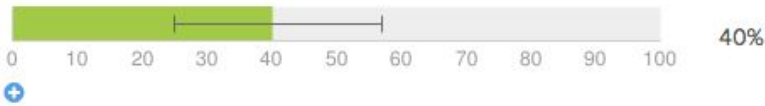
8: Smallholders

Task: *Where would you find out what kinds of financial services are available for small farmers?*

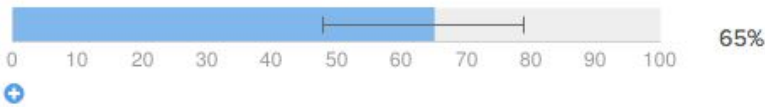
Correct answer:

- Research & Analysis > Reaching the Poorest

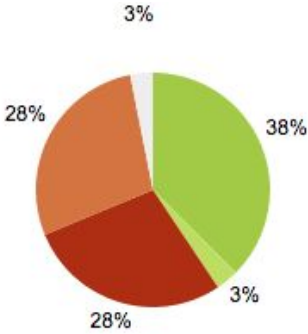
Success



Directness



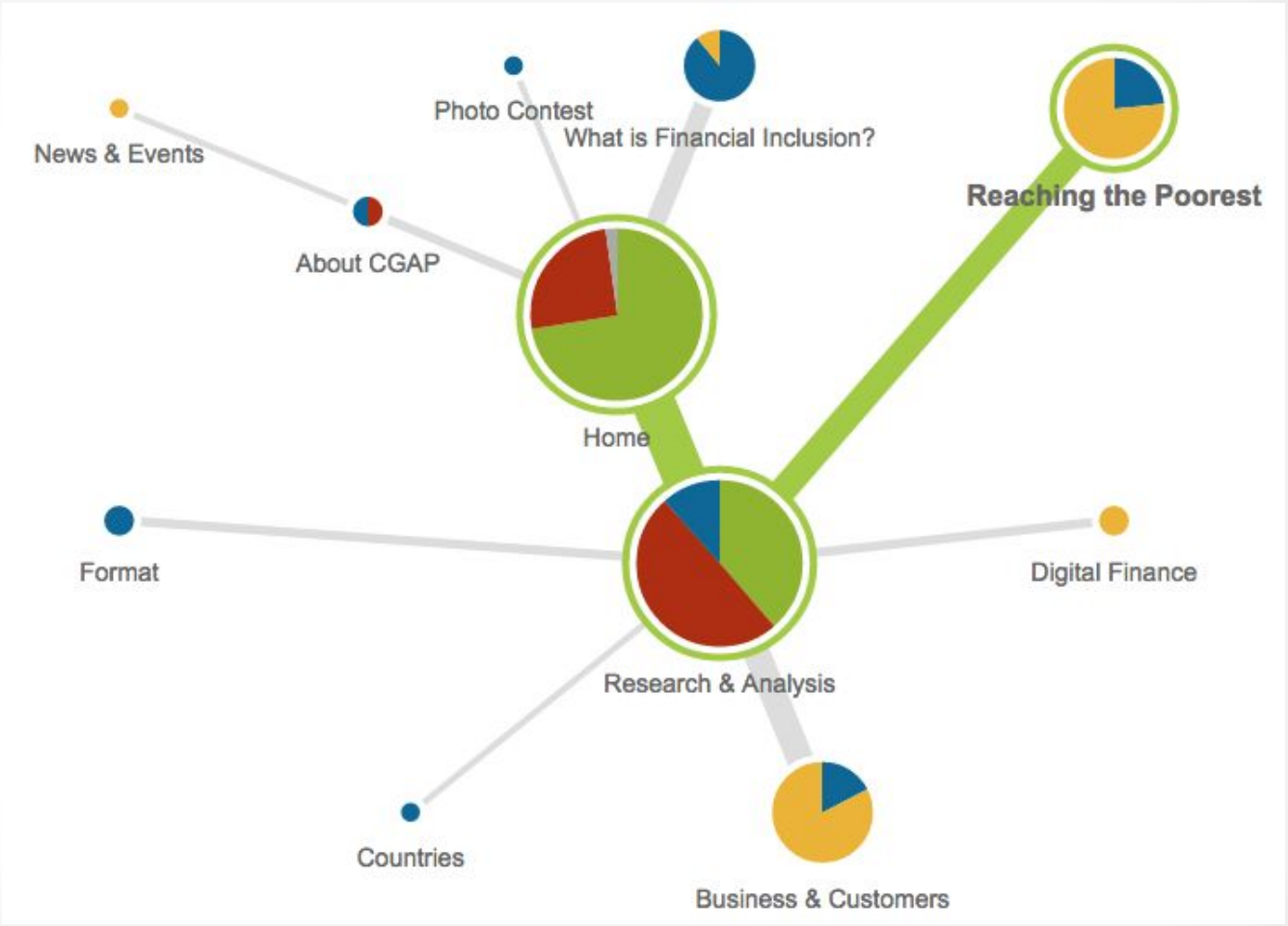
Time Taken



Success	Direct	12	13	38%	41%
	Indirect	1		3%	
Fail	Direct	9	18	28%	56%
	Indirect	9		28%	
Skip	Direct	0	1	0%	3%
	Indirect	1		3%	



8: Tree





8: Analysis

Popular wrong answers:

- *Business & Customers* topic page (14)

Recommendations and questions:

- About equal split between *Reaching the Poorest* (13) and *Business & Customers* (14).
- Some users may not associate “small farmers” with “the poorest”.



9: Excluded from Fin. Svcs.

Task: *Where would you learn about the people who are most excluded from financial services?*

Correct answer:

- Research & Analysis > Reaching the Poorest

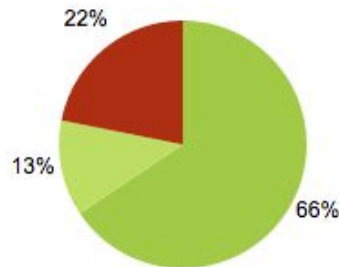
Success



Directness



Time Taken



Success	Direct	21	25	66%	78%
	Indirect	4		13%	
Fail	Direct	7	7	22%	22%
	Indirect	0		0%	



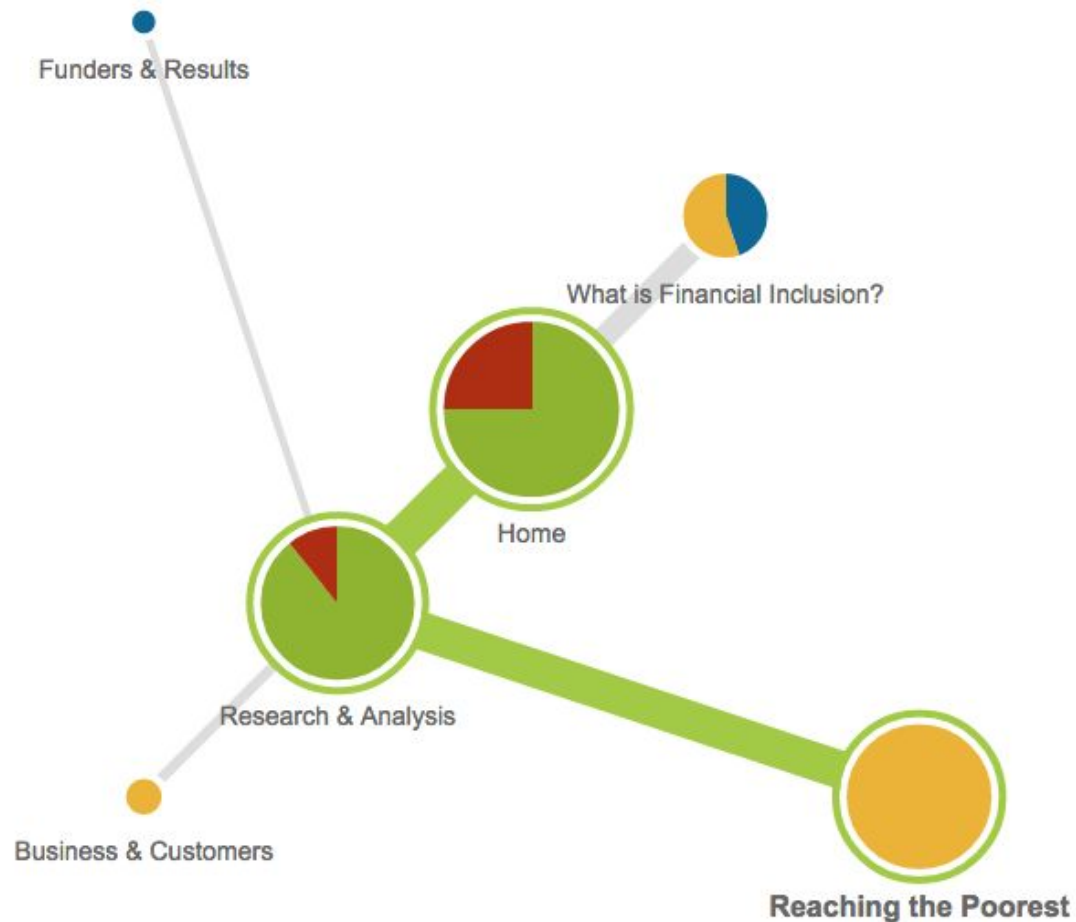
9: Tree

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path





9: Analysis

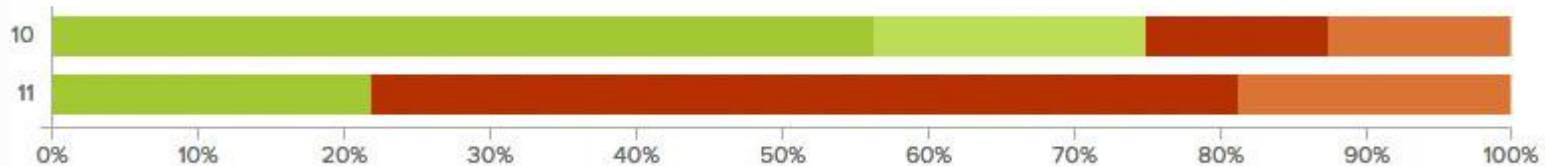
Popular wrong answers:

- *What is Financial Inclusion? (5)*

Recommendations and questions:

- None

Business & Customers





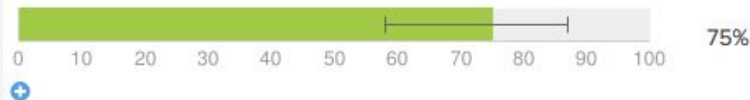
10: Creating new products

Task: *Imagine you work at a bank. Where would you find guidance on creating new products to serve your clients?*

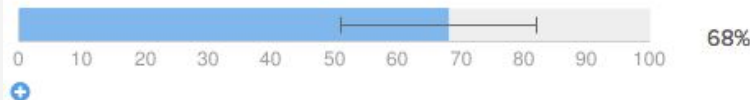
Correct answer:

- Research & Analysis > Business and Customers

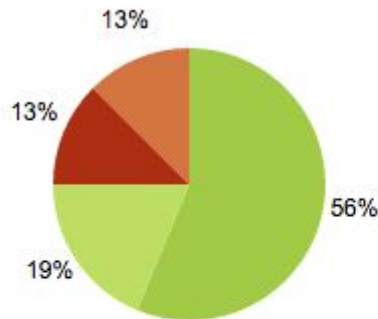
Success



Directness



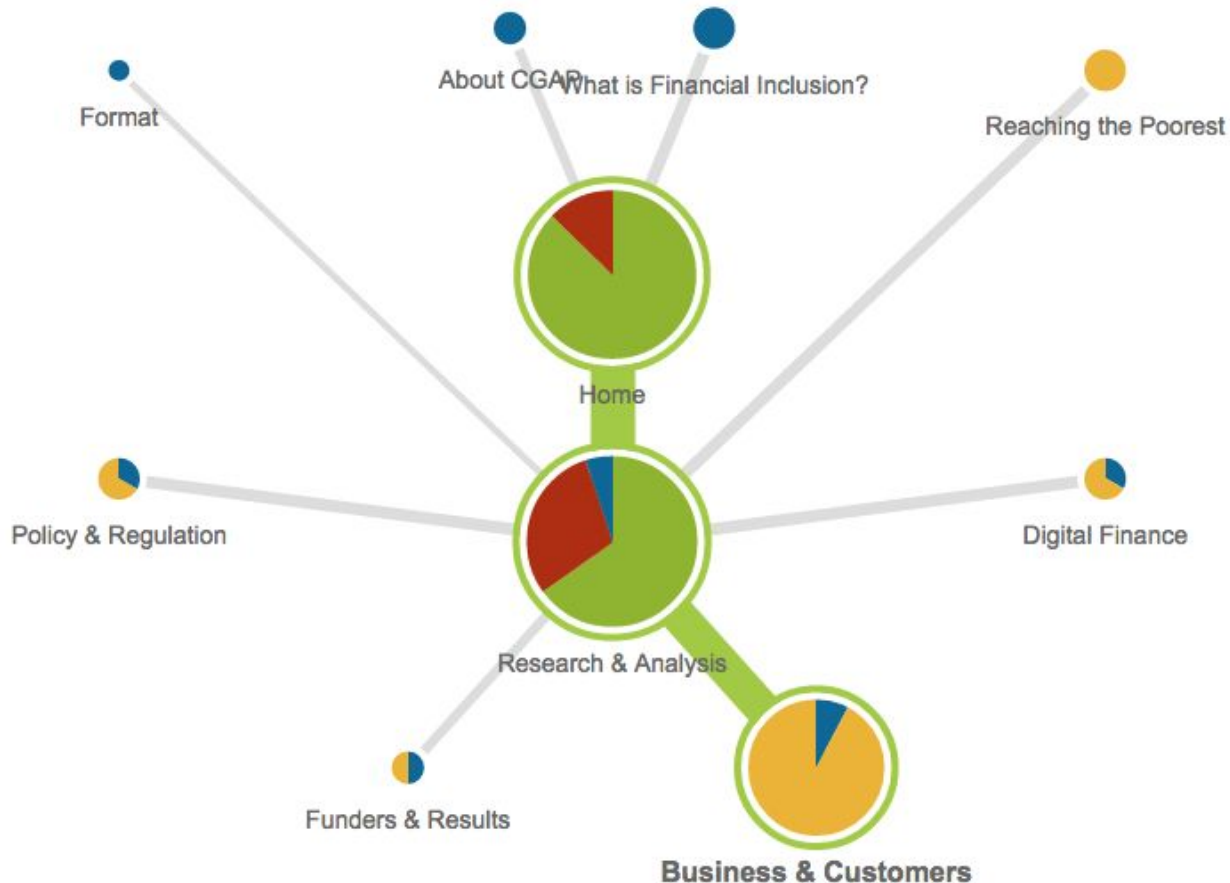
Time Taken



Success	Direct	18	24	56%	75%
	Indirect	6		19%	
Fail	Direct	4	8	13%	25%
	Indirect	4		13%	



10: Tree





10: Analysis

Popular wrong answers:

- *Reaching the Poorest* (3)

Recommendations and questions:

- None



11: Services for customers

Task: *Imagine you work at a bank or microfinance institution. Where would you find guidance on services that low income people need?*

Correct answer:

- Research & Analysis > Business & Customers

Success



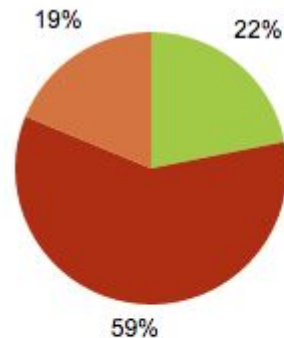
Directness



Time Taken



9.92 sec



Success	Direct	7	7	22%	22%
	Indirect	0		0%	
Fail	Direct	19	25	59%	78%
	Indirect	6		19%	



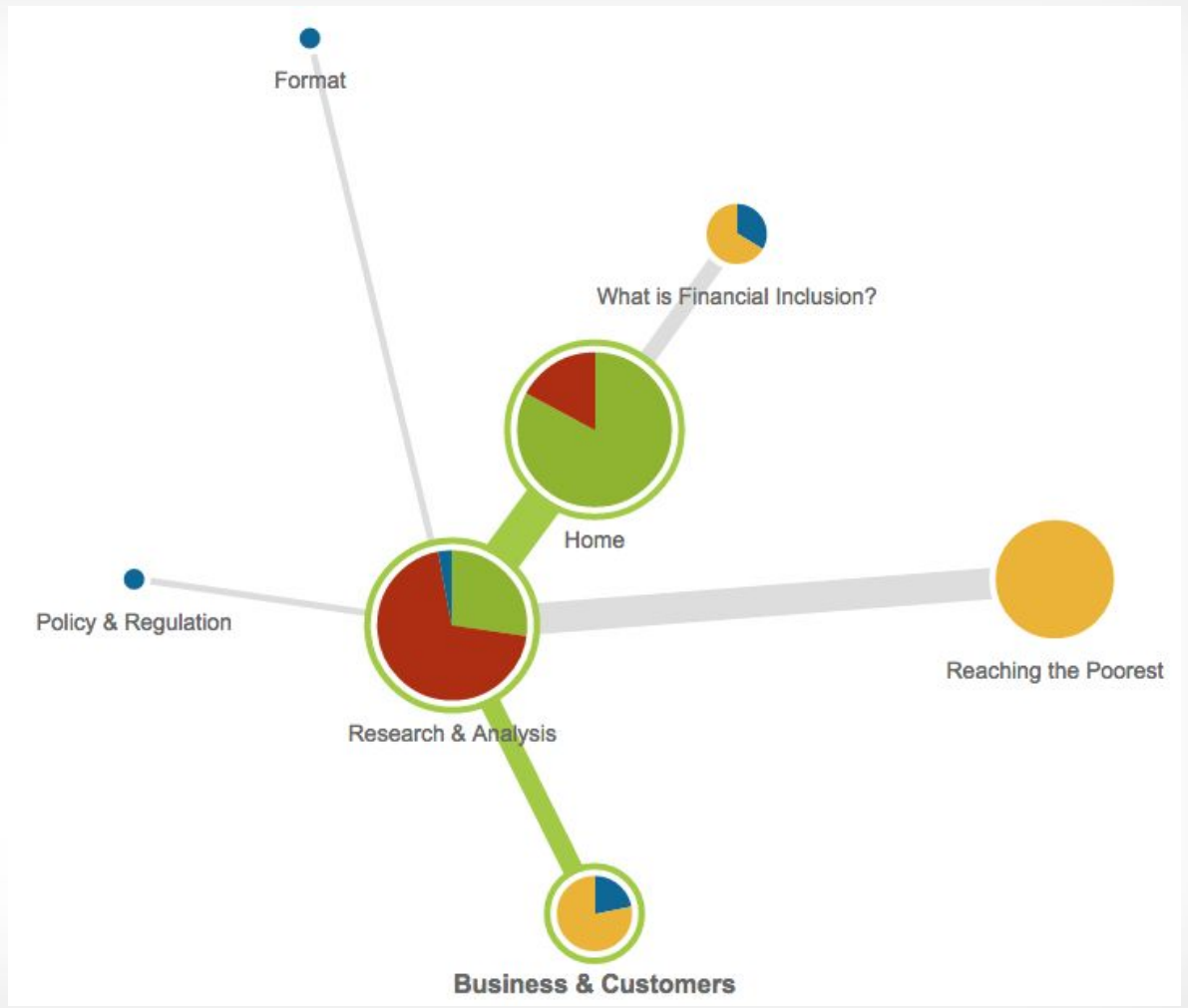
11: Tree

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path



Business & Customers



11: Analysis

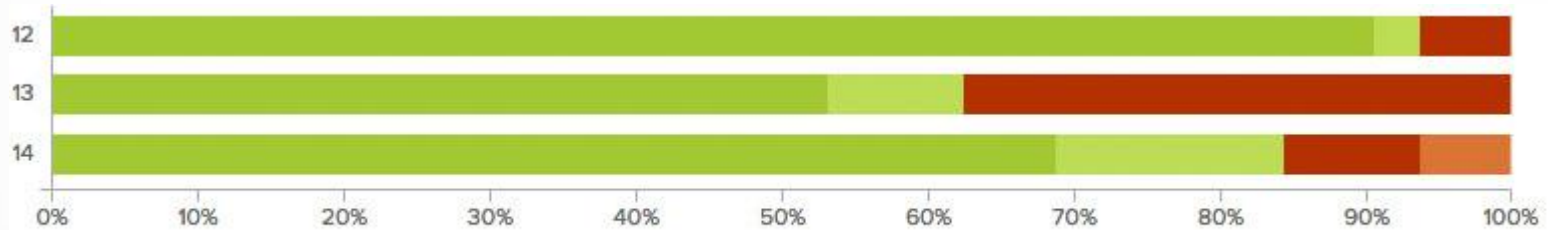
Popular wrong answers:

- *Reaching the Poorest* (21)
- *What is Financial Inclusion?* (4)

Recommendations and questions:

- This could possibly be partially due to question wording including “low income people”
- Is this content cross-category? Is it a better fit in another category?

Policy & Regulation





12: Policy and law

Task: *Your government is considering passing a new law that might impact financial services providers. As a government employee, you want to understand the implications of this new law. Where would you expect to find this information?*

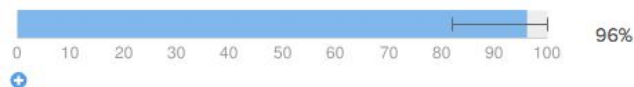
Correct answer:

- Research & Analysis > Policy & Regulation

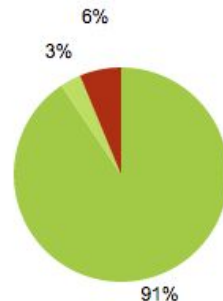
Success



Directness



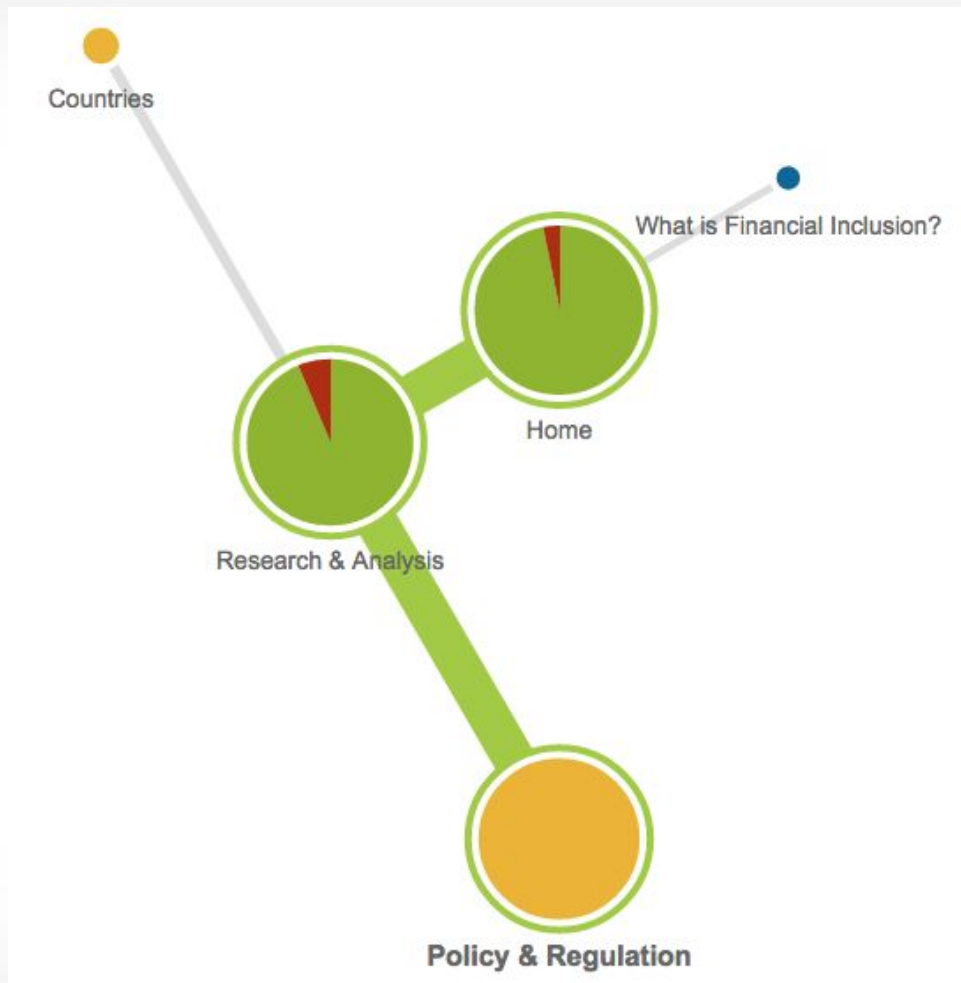
Time Taken



Success	Direct	29	30	91%	94%
	Indirect	1		3%	
Fail	Direct	2	2	6%	6%
	Indirect	0		0%	



12: Tree



Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path



12: Analysis

Popular wrong answers:

- *Countries (2)*

Recommendations and questions:

- This was a highly successful task; the only wrong answer seems like it would definitely be a legitimate alternate pathway to finding the answer to this question.



13: Product regulation

Task: *You want to launch a new mobile money product and need to learn about standards to which your product should comply. Where would you find this information?*

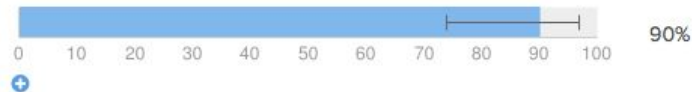
Correct answer:

- Research & Analysis > Policy & Regulation

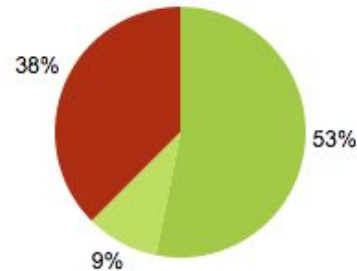
Success



Directness



Time Taken

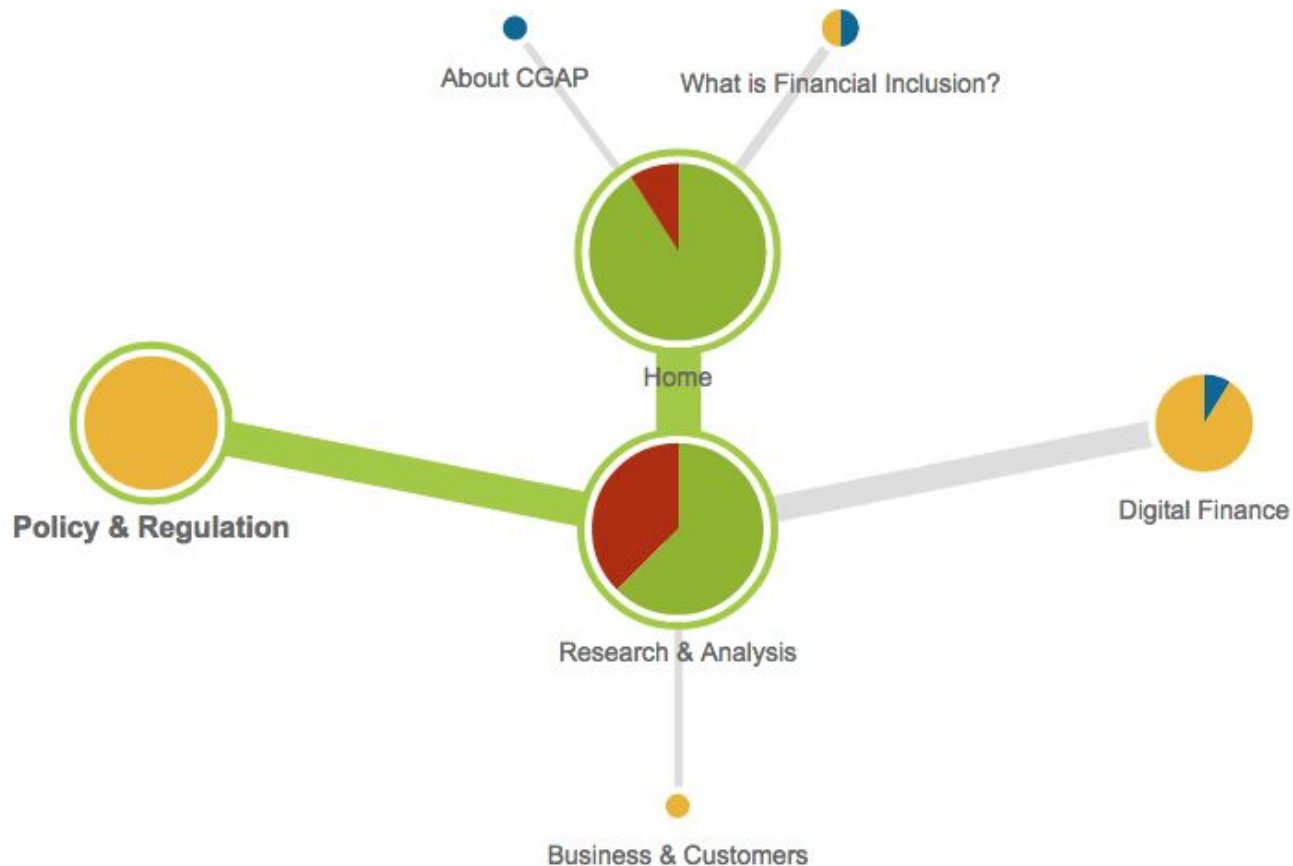


Success	Direct	17	20	53%	63%
	Indirect	3		9%	
Fail	Direct	12	12	38%	38%
	Indirect	0		0%	



- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

■ Correct path
■ Incorrect path





13: Analysis

Popular wrong answers:

- *Digital Finance* (10)

Recommendations and questions:

- About a third of respondents chose *Digital Finance* over *Policy & Regulation*. Thoughts on why?



14: Indian Gov't initiatives

Task: *One of your colleagues mentioned that the Indian government has launched several initiatives to advance financial inclusion. Where would you go to find information about its programs?*

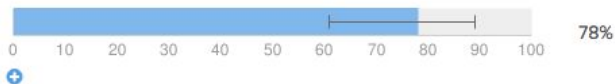
Correct answers:

- Research & Analysis > Policy & Regulation
- Research & Analysis > Countries

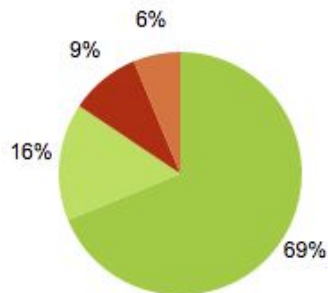
Success



Directness



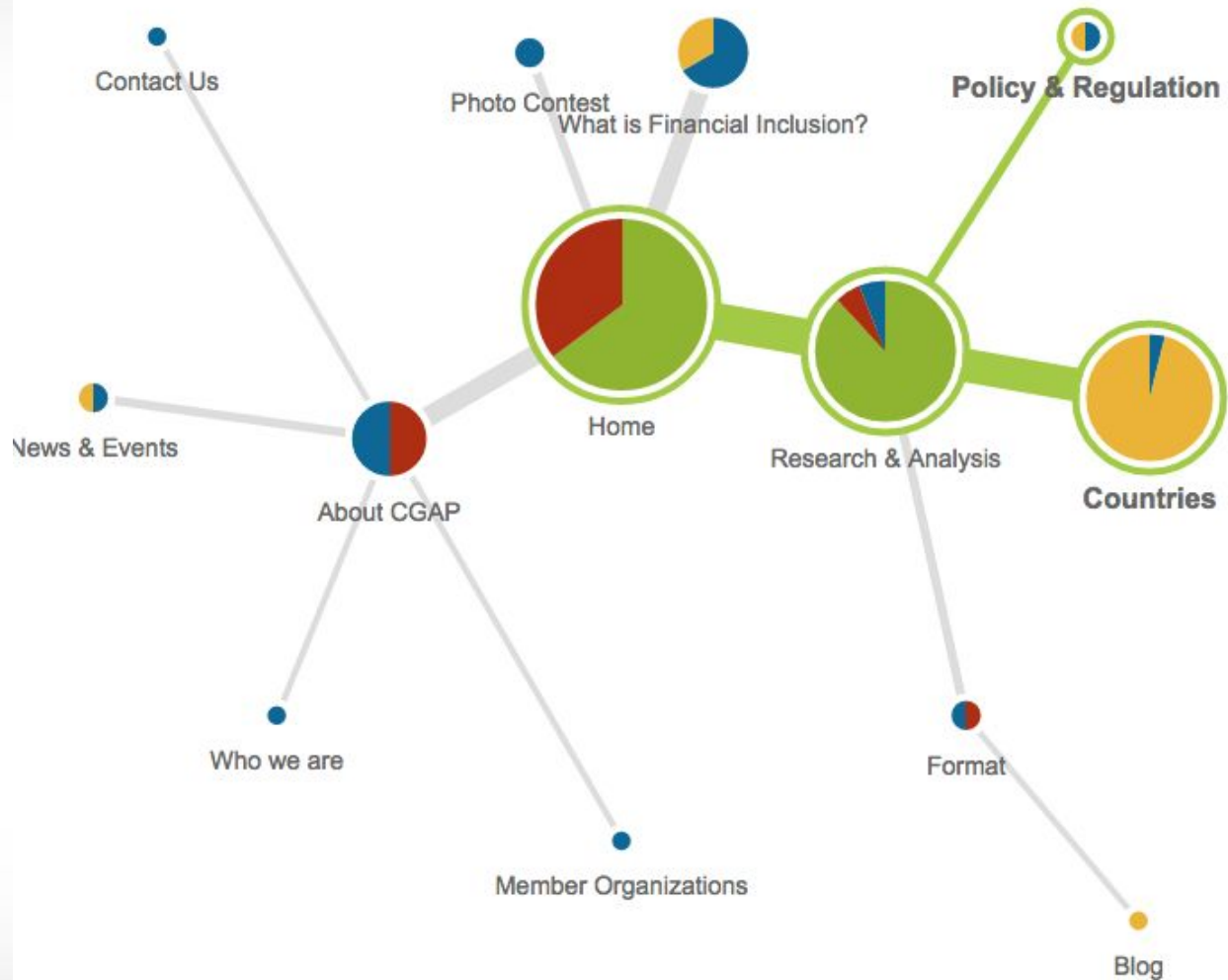
Time Taken



Success	Direct	22	27	69%	84%
	Indirect	5		16%	
Fail	Direct	3	5	9%	16%
	Indirect	2		6%	



14: Tree





14: Analysis

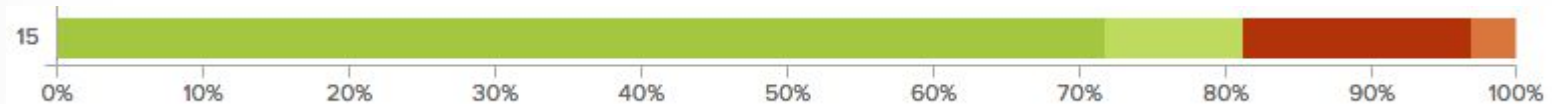
Popular wrong answers:

- *What is Financial Inclusion? (3)*

Analysis:

- More users opted to look via the country mentioned in the prompt

Other formats





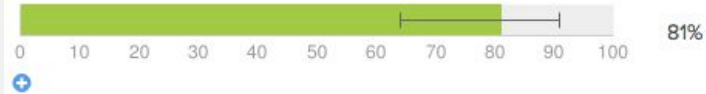
15: Stats on mobile money use

Task: You want to find statistics on mobile money use. Where would you expect to find this information?

Correct answer:

- Research & Analysis > Digital Finance
- Research & Analysis > Format > Data visualization

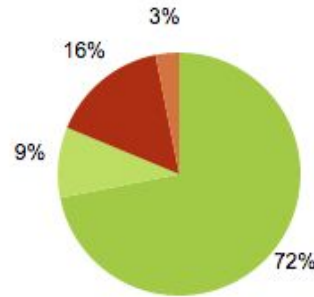
Success



Directness



Time Taken



Success	Direct	23	26	72%	81%
	Indirect	3		9%	
Fail	Direct	5	6	16%	19%
	Indirect	1		3%	



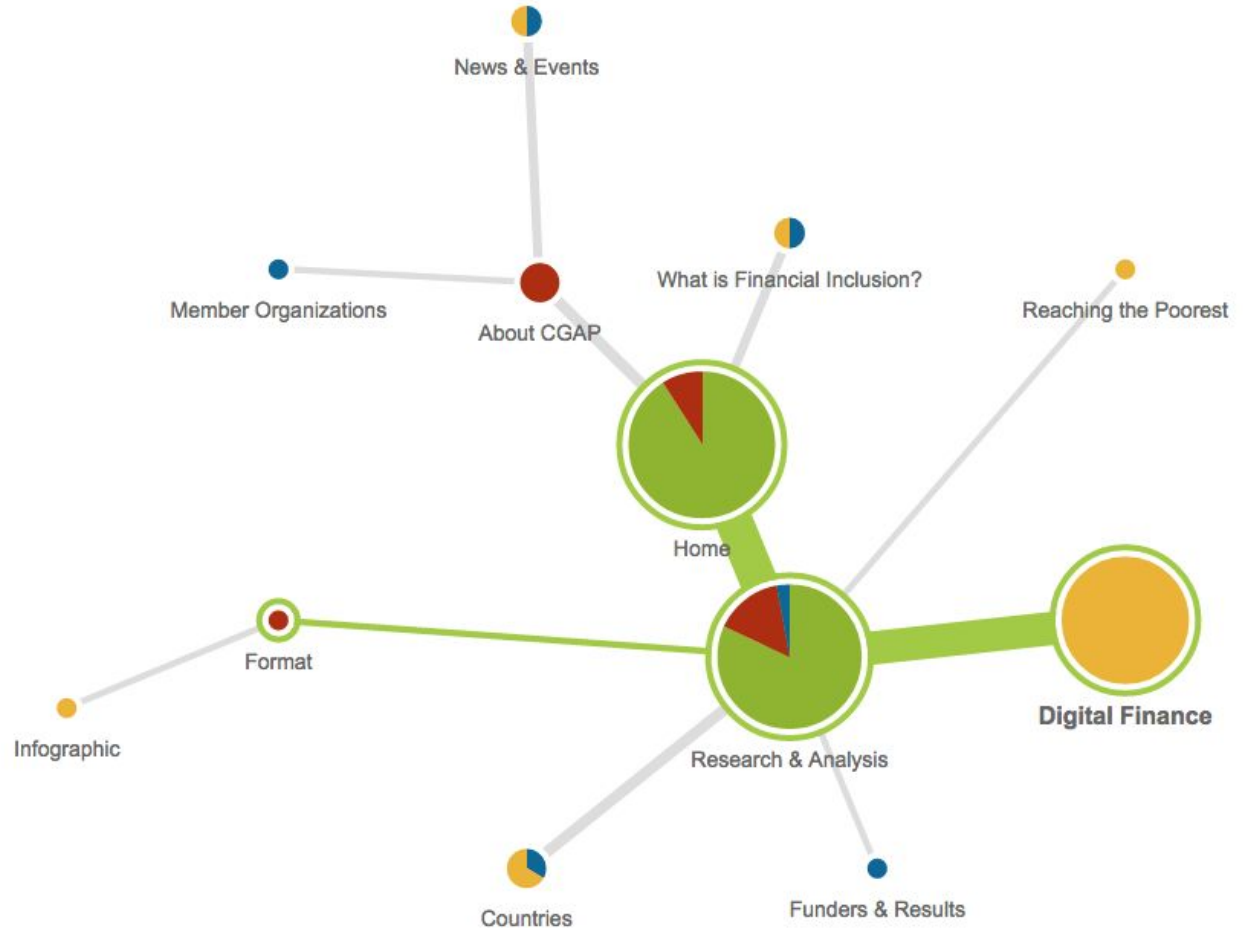
15: Tree

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Correct path
- Incorrect path





15: Analysis

Popular wrong answers:

- None notable

Analysis:

- No recommendations

Observations

- There seems to be a user or two who select *What is Financial Inclusion?*, regardless of what the prompt is. It seems that this is a compelling CTA.

Recommendations

1. Combine Staff and Experts and improve search for “people” on cgap.org
 - a. Minimize profiles of inactive people (former employees, etc.)
2. Carefully write and structure the *What is Financial Inclusion?* page to direct to resources for new users
3. Consider cross-category content: do we want to restrict pieces of content to a single category or should content be able to be in multiple categories? What about collections of content?
4. Continue tagging with geographic metadata

Recommended new IA