Transforming Publications.

**Aims**

Whether you are a front line clinician planning the discharge of a patient or a member of the public who has just been diagnosed with a long term condition, everyone needs access to meaningful and understandable health information. Scotland’s health and social care data are some of the best in the world and each year Information Services Division (ISD) uses these data to produce around 400 publications. Most of these are published as static PDF documents with accompanying excel tables, however feedback has shown that our data can be challenging to find and digest in this format.

In order to improve the user experience with publications, the transforming publications programme aims to modernise how ISD produces and releases data, with customers at the heart of the development process.

**Methods**

The team identified the most common customer types and developed a draft set of personas (see Image 1). Customers were engaged with directly through interviews and focus groups to identify if our perceptions of customers’ needs reflected reality. Using a combination of agile and user design methodology, the findings were translated into features for development.

**Outcomes/Results**

Using the list of user stories, a prototype for releasing data was developed and released in December 2017 (http://www.isdscotland.org/Health-Topics/Hospital-Care/Publications/Acute-Hospital-Publication/ or follow the QR code).

Following this, feedback was encouraged through a formal consultation period and alternative methods such as online feedback forms and social media:

“Our engagement of ISD with its partners in social care as part of the programme is greatly appreciated and I look forward to seeing how the platform is refined and developed further.”

“Just a quick note to say I love, love, love the new ISD site. As an R user it is great to see the clean plots and tables.”

“Great dashboard! Very user-friendly, eye-catching.”

**Conclusions**

On 19 December 2017, ISD launched a new beta platform for releasing statistics, informed by six months of user research and testing (see Image 2).

By co-designing a new model of presenting data, our platform will provide customers with the data they need in a way that they can understand.

**References**

http://www.designkit.org/
https://www.agilealliance.org/agile101/the-agile-manifesto/

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**Image 1:** An example of the customer personas (member of the public)

**Image 2:** The new ISD platform for releasing data