

UNDERSTANDING VOICES PROTOTYPE CONSULTATION: HEADLINE POINTS OF FEEDBACK & UV EDITORIAL BOARD RESPONSE

The table below displays the headline points of feedback from the UV Prototype consultation process that took place in March 2019. It shows the way the *Understanding Voices* Editorial Board responded to each point in developing the website for the soft launch in September 2019.

ASPECT	FEEDBACK/COMMENT	OUR RESPONSE
LOOK & FEEL	Colour scheme is soothing/therapeutic & use of imagery engaging	We retained prototype colour scheme and use of photographic imagery.
	Not enough diversity in imagery used	We improved the representation and distribution of representations of diversity by ensuring that images reflected people from a variety of different ethnic groups, cultural and religious backgrounds.
	Some images were inappropriate or didn't match topic	Problematic images were replaced with alternatives.
	People didn't notice that the testimony sliders contained more slides	Sliders were set to move automatically every 2 or 3 seconds.
	Some module layouts were text heavy and looked a bit clinical/NHS	Text heavy modules were broken up by using more images, infographics & multi-media, and we made sure each section included a featured portfolio image at top in order to give a less clinical feel.
STRUCTURE & NAVIGATION	Top menu is difficult to use & module home pages are easily missed	We set the top menu to display on landing, be continually visible and developed an alternative menu structure.
		We included a site map page.
	It's hard to go back to the module home page and navigation is sometimes circular	A 'back' button was added to each portfolio item, 'back to grid' button functionality was improved, and we made sure the 'next button' on last section of each module forwards the visitor to the next module rather than taking them back to the beginning of the module.
	In many cases, module content is being missed	We reduced blank space so more information/content appears 'above the fold' and incorporated prompts/down arrows to encourage scrolling.
		We adopted more consistency across the module structures and sections, when content would allow.
		Resources were grouped under a 'Find out more' heading.
	Current homepage and structure was designed for prototype only	We develop an alternative homepage layout and included a core section landing pages.
Glossary ejects people from what they are reading, and glossary links aren't distinguishable from other links	We developed an alternative glossary function and made sure glossary didn't open in a new window.	

ASPECT	FEEDBACK/COMMENT	OUR RESPONSE
INFORMATION & CONTENT	Feedback re. the level and amount of information provided across the site was mixed. For some, it was too much, for others it was just right.	EB agreed to maintain level of information and nuanced content, but to continue to simplify language use where possible. We incorporated 6 PDF 'Quick reads' with accessible. summaries of the main sections of the site. Plans to incorporate Easy-Read versions of the text are ongoing.
	Some participants asked for in-text references to research studies	We used tooltips to include references in the text.
	Participants called for information on medication, positive aspects of voice-hearing (e.g. creativity, spirituality) and a section on how to talk about voices with other people	These ideas were included in our content plan from the outset and were added to the site before the UV launch.
	Some participants asked for a section for peer support workers, and information on re-building self-esteem, changing habits, taking care of yourself and whether or not you have to do what voices tell you	We are considering adding a peer support worker section at the next phase of development. Other suggestions were incorporated where possible across the Living with Voices section of the site.
	Participants asked for more multi-media resources on the site to improve engagement and accessibility	We commissioned 5 digital stories, 10 audio recordings of testimonials exploring disclosure, and an animation on 'What is hearing voices?'.
ACCESSIBILITY	Level of information and language use is not accessible to people who struggle with literacy and/or those who might be distressed, heavily medicated and have difficulties concentrating or other learning disabilities	We implement strategies to make website as easy to access as possible. These included downloadable PDFS (Quick Reads') with top ten points for each section, use of more infographics, and short videos and animations (see above).
		We are currently sourcing funds to cover the development of easy-read versions of module text, making the site compatible with screen readers for visually impaired visitors, and foreign language translation to make UV accessible to wider audiences.
LANGUAGE USE & TONE	Some modules were too text heavy and language too complex	We tried to use less academic language and shorter sentences across the site, and incorporated more bullet points, toggles, multi-media and use of images to break up large chunks of text.
	Tone had a slight 'clinical' edge in some places	A more conversational tone was adopted wherever possible.