



## **Research participant information sheet for Healthy Leicestershire websites user research**

Thank you for agreeing to participate in our Healthy Leicestershire, Public Health websites user research.

Before you decide whether to take part, it is important for you to understand why the research is being done and what it will involve.

Please take time to read the following carefully. If you have any further questions that are not covered in this information sheet, then please contact us using the details below.

### **Do I have to take part?**

The choice whether to take part in this research project is completely your own. If you do decide to take part, you will be given this information sheet along with a fair processing notice that will explain how your data will be collected and used and be asked to provide your consent to participate.

If you decide to take part and participate in an activity, you are still free to withdraw at any time during or after the activity, and without giving a reason, by contacting the researcher. Choosing to either take part or not take part in the research will have no impact on your current or future use of NHS or Council health and social care and services.

### **Who is carrying out the research?**

The research is being carried out by researchers from:

- Leicestershire County Council: Melissa Maiden, Strategic Lead (Health improvement programmes)
- Leicestershire County Council: Lucy Yewlett, Public Health Digital Engagement Officer
- Box UK: Sophie Collins, UX Designer

The research is funded by Public Health, Leicestershire County Council.

### **Purpose of the research**

We're redesigning our Public Health websites to improve the user experience by making it easier for people to find information and complete tasks.

The purpose of this research is to:

- understand the backgrounds, needs and challenges of our target users when accessing health and wellbeing resources, including those in harder to reach areas
- how users would naturally group content and therefore navigate or search for information
- the language and terminology they would use to label the content
- how easy and engaging they find it to complete tasks

## **Why have I been invited to participate?**

We're inviting people of all different backgrounds, age, gender, ethnicity, sexual orientation, location, young people, adults, parents, carers, professionals, employed, self-employed, unemployed, permanently sick or disabled, in training or education, retired, looking after the home, and those with accessibility needs, or low digital confidence, to ensure that our research is relevant to the residents and professionals who live and work in Leicestershire.

## **What will research participants be asked to do?**

You may be invited to take part in up to 3 different types of user experience research activities that will take place over a period of a few months from April 2026 as we progress through the design and development of the new Healthy Leicestershire websites. You can then decide if this is something you are happy to do.

- **Card sorting** – involves grouping up information into categories that makes sense to you and labelling them according to what you think best describes that group of information.
- **Tree testing** – involves finding website information - like "find where you would book an appointment" - in a simple text only format; you simply click through the list of labels until you find the section where you'd expect that information to live.
- **Website user testing** – involves you being asked to complete key tasks for us such as finding specific information on a website. We will ask you to share your thinking with us on using the website as you navigate through it so we can ensure that the design will meet the needs of the user.

Your feedback is really valuable. There are no right or wrong answers. We're not testing you – we're testing our websites. No experience is necessary – we just want your honest opinions.

## **What will happen to the information I provide?**

For details on the information we will collect about you, the purpose, how we will store and share it, keep it secure for up to one year, and your rights, please see the Healthy Leicestershire websites user research fair processing notice.

## What will happen to the results of the research project?

The results of the research will be amalgamated into a statistical report and anonymised so your personal information will not be identifiable.

This analysis will give us a better understanding of the needs and challenges of our target audience and how best to structure and design the websites to best meet the needs of our target audience and reduce the challenges when seeking out health and wellbeing information and resources online.

## What should I do if I want to take part?

If you would like to help us out with this research, please ensure you have read and understood this research participant information sheet and the fair processing notice so you can make informed consent to take part in the research when you register your interest using our online form.

We'll be in touch if we have a research activity for you, however, there's no obligation to take part in every activity we invite you to. If you have any queries, you can email us at [PHEngagement@leics.gov.uk](mailto:PHEngagement@leics.gov.uk)

## Compensation

As a token of our appreciation for your time and valuable input, we'll email you an Amazon digital gift card, upon completion of each research activity. This will be £10 or £20 depending on the type of activity you are selected for.

## Contact details

- Melissa Maiden, Strategic Lead for Health Improvement Programmes, [Melissa.Maiden@leics.gov.uk](mailto:Melissa.Maiden@leics.gov.uk)
- Lucy Yewlett, Public Health Digital Engagement Officer, [Lucy.Yewlett@leics.gov.uk](mailto:Lucy.Yewlett@leics.gov.uk)
- Researcher: Sophie Collins, UX Designer, Box UK, [Sophie.Collins@boxuk.com](mailto:Sophie.Collins@boxuk.com)

## Complaint procedure

If you wish to complain about the way in which the research is being conducted or have any concerns about the research, then in the first instance, please contact Melissa Maiden.

If you are unhappy with the way your data is being handled, or if you need to contact Leicestershire County Council's Data Protection Officer, please contact the Information Governance Team: [informationgovernance@leics.gov.uk](mailto:informationgovernance@leics.gov.uk)