



Office for
National Statistics
Swyddfa
Ystadegau Gwladol

Electronic Data Collection Proof of Concept

29th March 2012

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Agenda










- Introduction
 - How did we get here?
 - Objectives
 - Why a portal solution?
 - Roadmap
- Proof of Concept Flow
 - Personas
 - Social User
 - Business User
 - Offline Data Collection
- Next Steps
- Questions

Introduction

How did we get here?

- Electronic Data Collection being investigated by both Business and Social
- Blaise selected as the Questionnaire design and delivery mechanism
- Liferay selected as the portal of choice
- PoC needed to understand the integration mechanisms and the extent to which Blaise would deliver the business requirements
- The scope of the PoC was widened to take a more stakeholder engagement approach

PoC Objectives

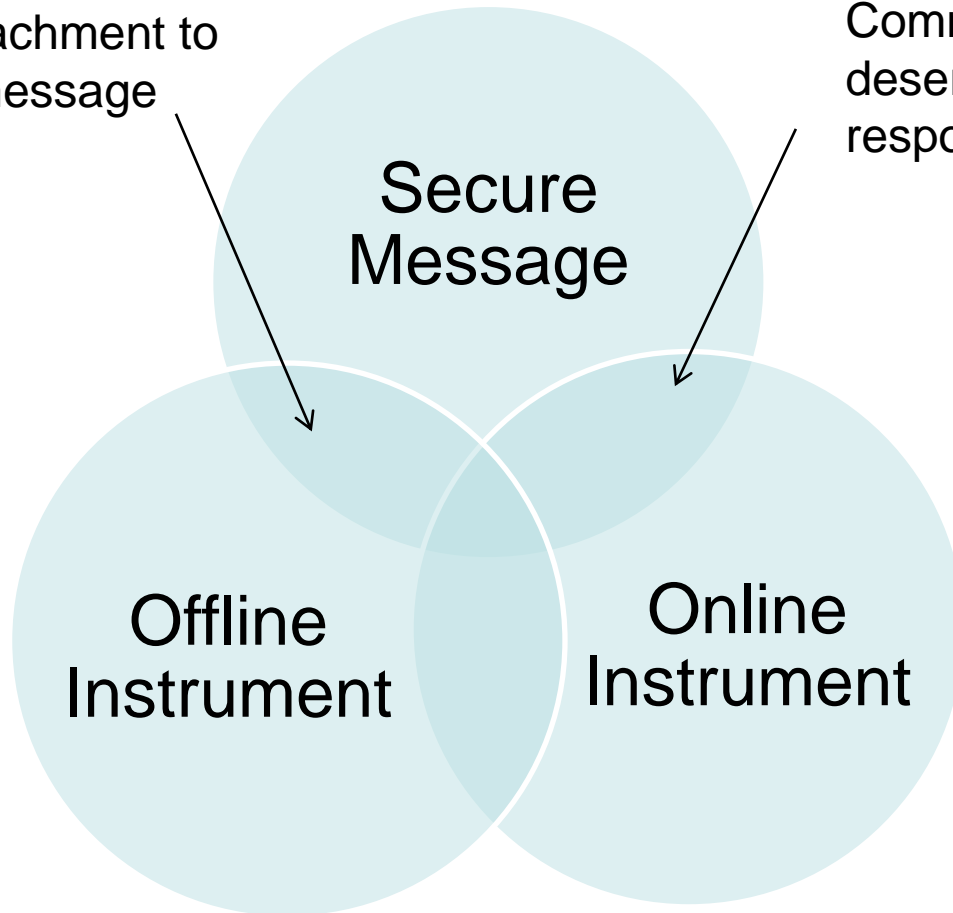
Task	Status
Log on functionality & Identity Model	
Implementation of Disclosure	
Display of Questionnaire Portfolio	
Select and answer questionnaire	
Welsh interaction	
Cheque book page	
Journaling	
Extrinsic Validation	
Performance testing	

Introduction (cont..)

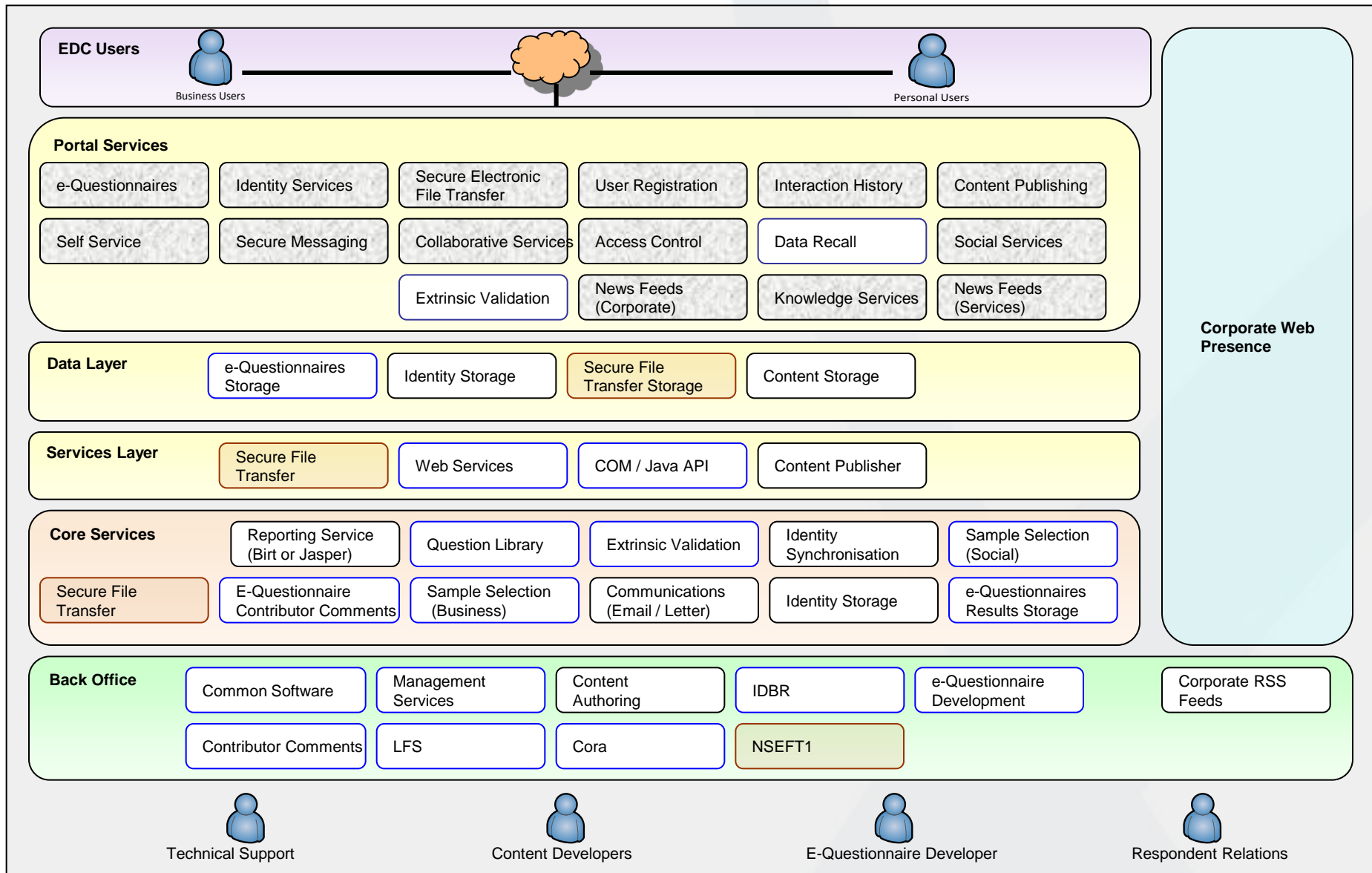
Why a Portal solution?

Attachment to
a message

Comment,
deserving a
response



Roadmap



Persona – Social User



Persona Type: Social User

Name: John Brown

Age : 58

Location : London

Technical Comfort : Can use technology comfortably (online banking, email, social networking)

Job Title : Not applicable to registration

Back Story

- Happy to speak on behalf of the household
- Has a wife and kids.
- Knowledgeable enough to answer our queries

Motivations

- Is keen to reply to our questions accurately
- Wants to complete his survey as quickly as possible
- Wants to answer his questionnaires online and in his own time

Social User “Happy” Scenario



- John has received his letter(s) with a unique id & password and an address to the ONS Electronic Data Collection Website
- He enters the URL and is taken to the ONS Electronic Data Collection login screen where he registers and enrolls to the survey
- He then starts to complete the survey

Social User “Happy Scenario”

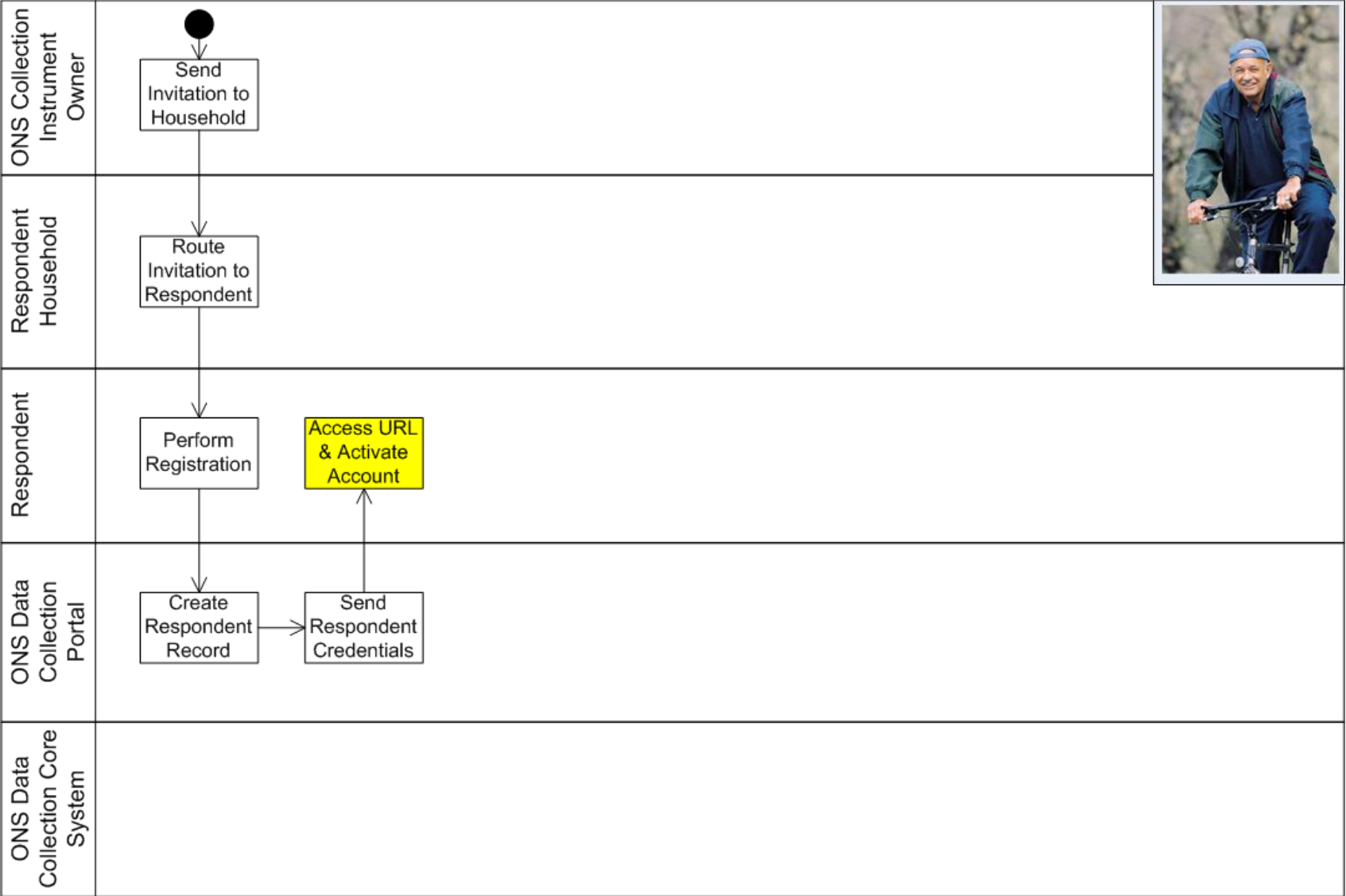
This scenario can be seen in 5 stages:

1. Registration
2. Activation
3. Enrolment
4. Data Entry
5. Submission

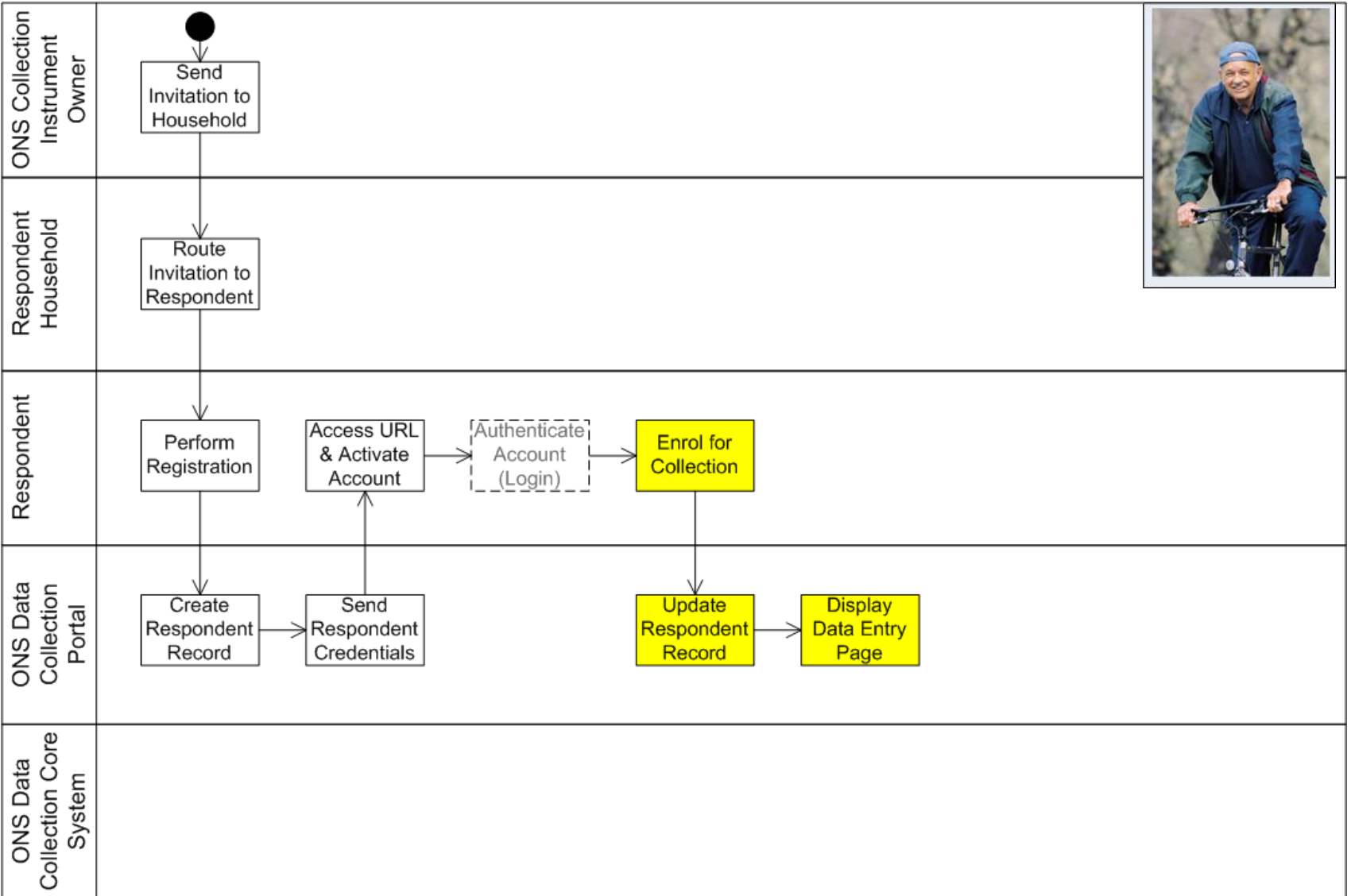
Registration



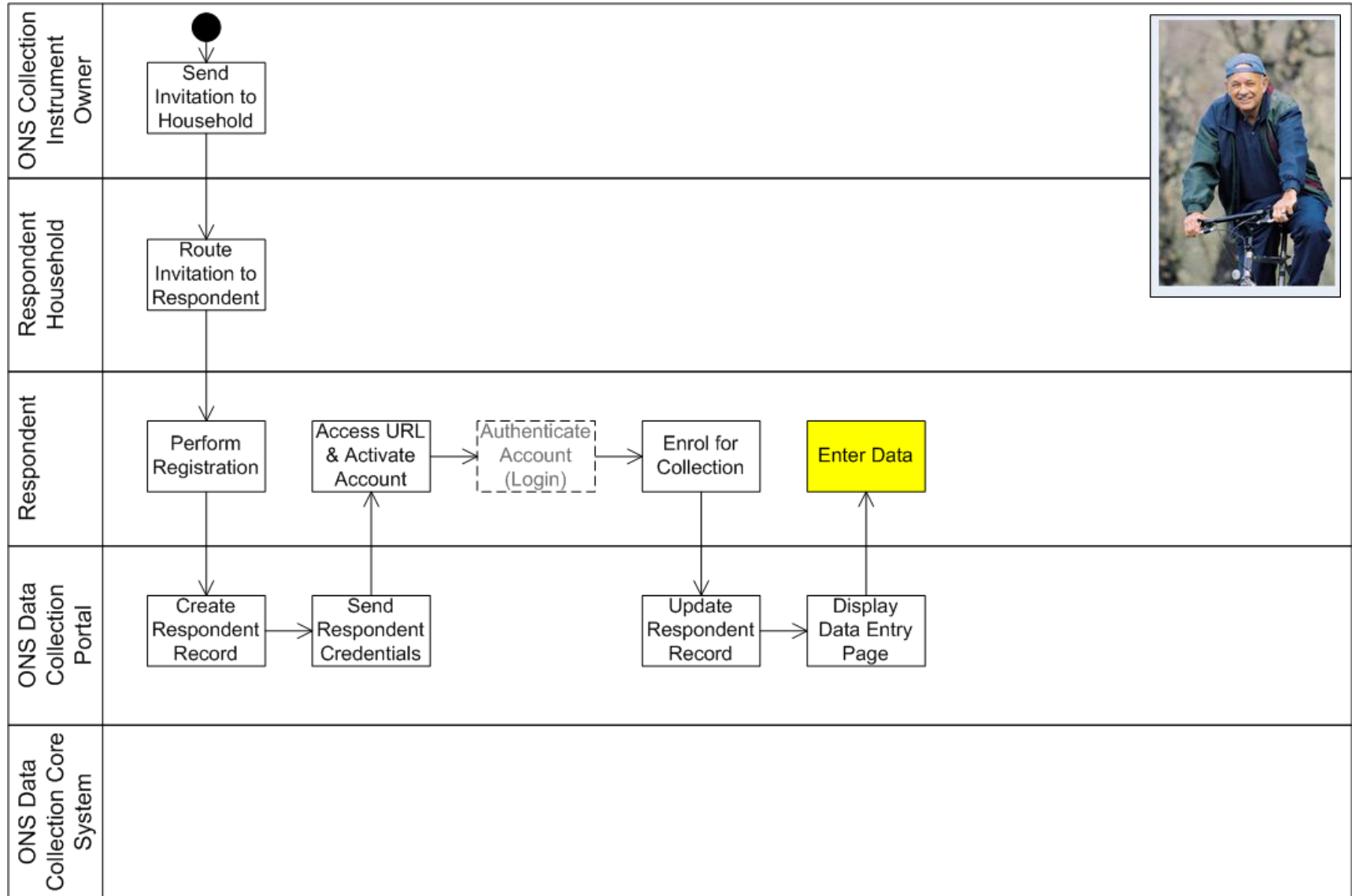
Activation



Enrolment



Data Entry



BLAISE IS – Household Questionnaire

Labour Force Survey
Blaise Pilot 2011

CONTENTS

Background information
Work schemes
Employment
Place of work
Hours worked
Working patterns
Benefits
Earnings

 Office for
National Statistics

Main Person 1 Person 2 Person 3 Person 4

Questions for person 1: Bob Smith

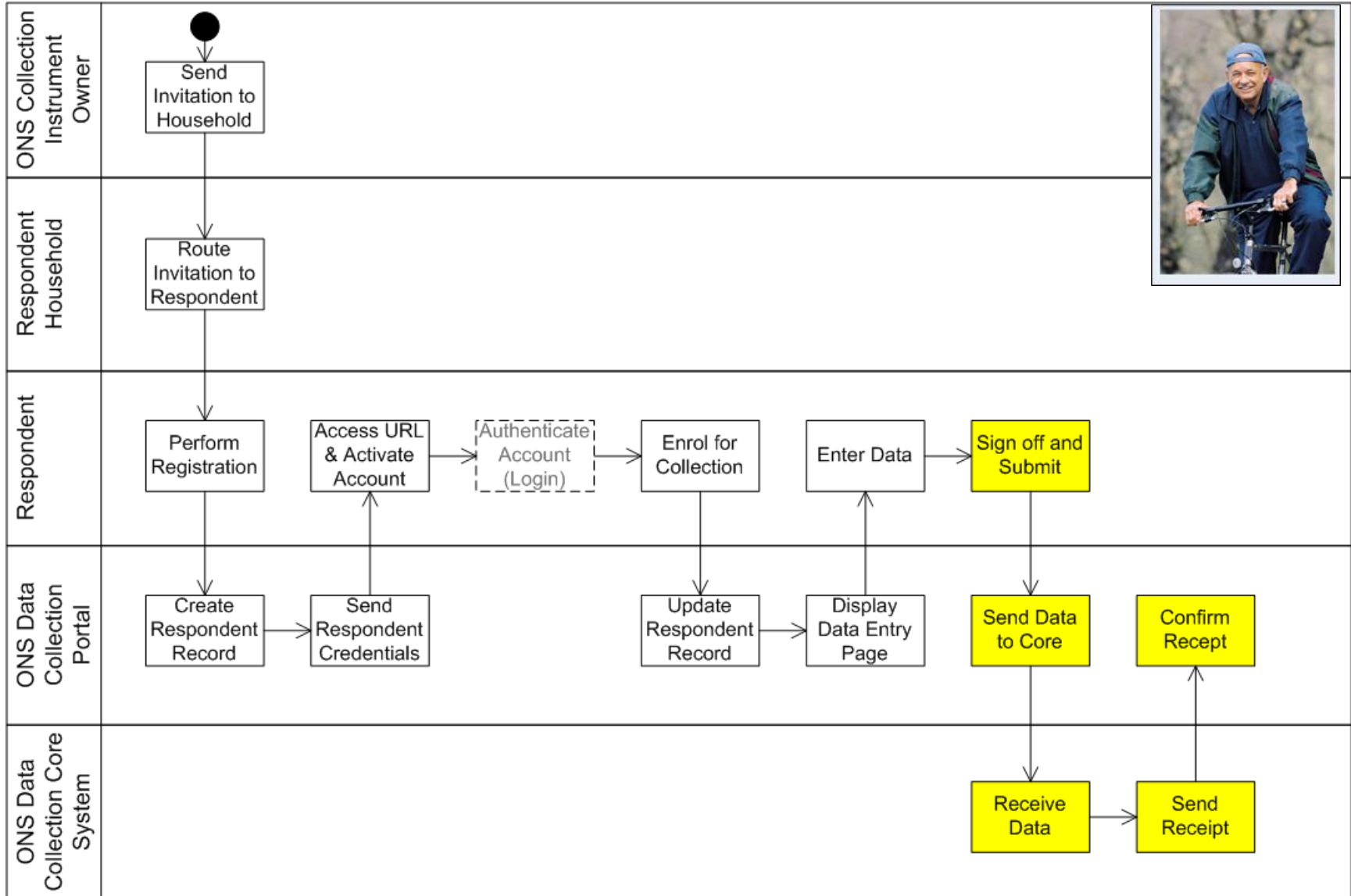
Please click the person who is answering the questions for Bob Smith.

Children under 16 are not listed, so please choose another person to fill out the answers.

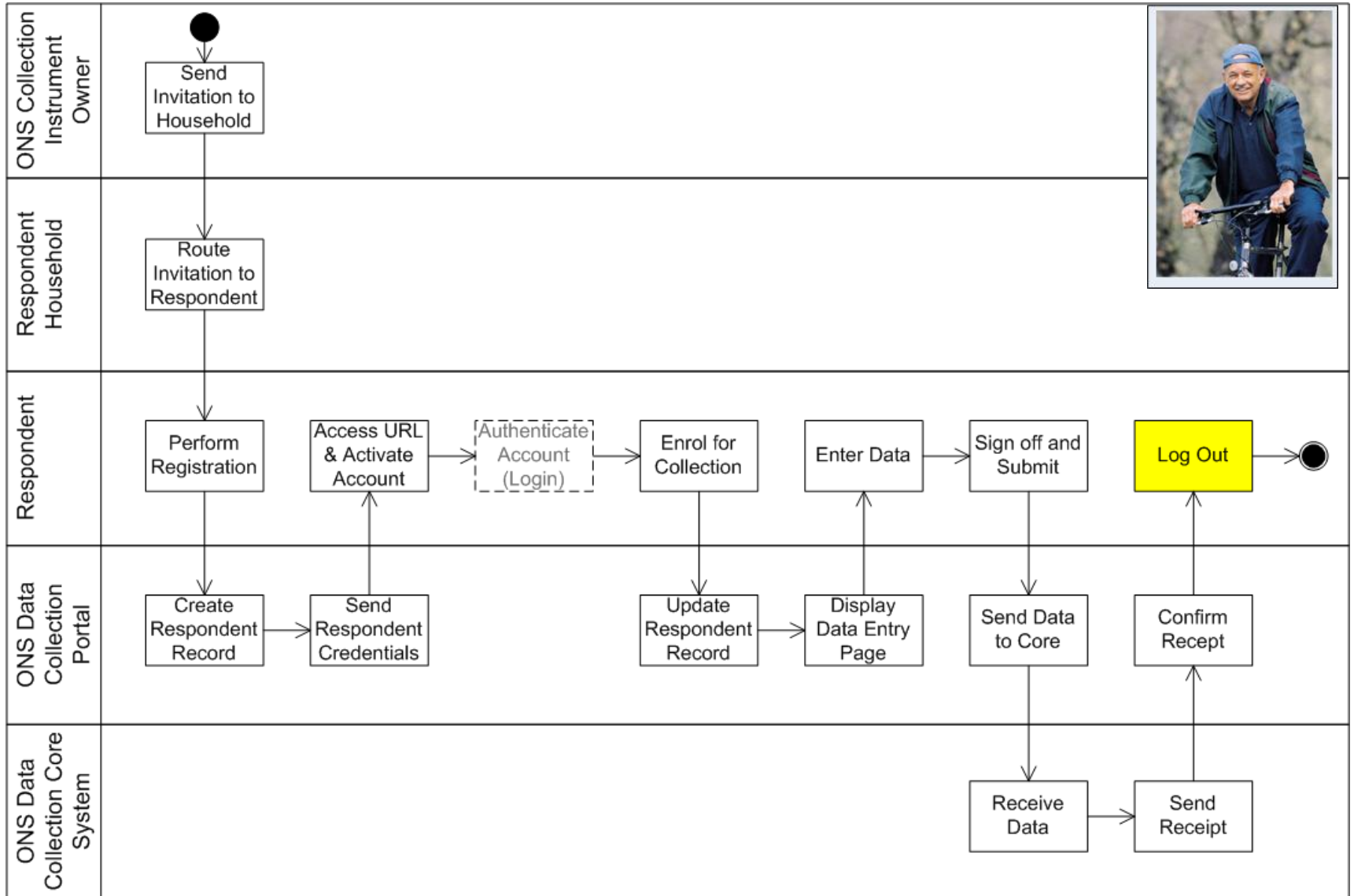
- Bob Smith
- Anne Smith
- Emma Smith
- Rosie Smith
- Somebody outside the household

Next >>

Submission



Logout



Persona – Establishment User



Persona Type: Business User

Name: Jane Doe

Age : 40

Location : London

Technical Comfort : Advanced user

Job Title : Director

Back Story

- The owner / director of a company about which ONS wants to collect data
- Has required level of responsibility and knowledge to answer the instruments.
- Is appropriate person to sign off collection instruments as complete.

Motivations

- Is keen to reply to our questions accurately
- Technically comfortable with technology
- Prefers to do electronic fulfilment to paper

Establishment User “Happy” Scenario



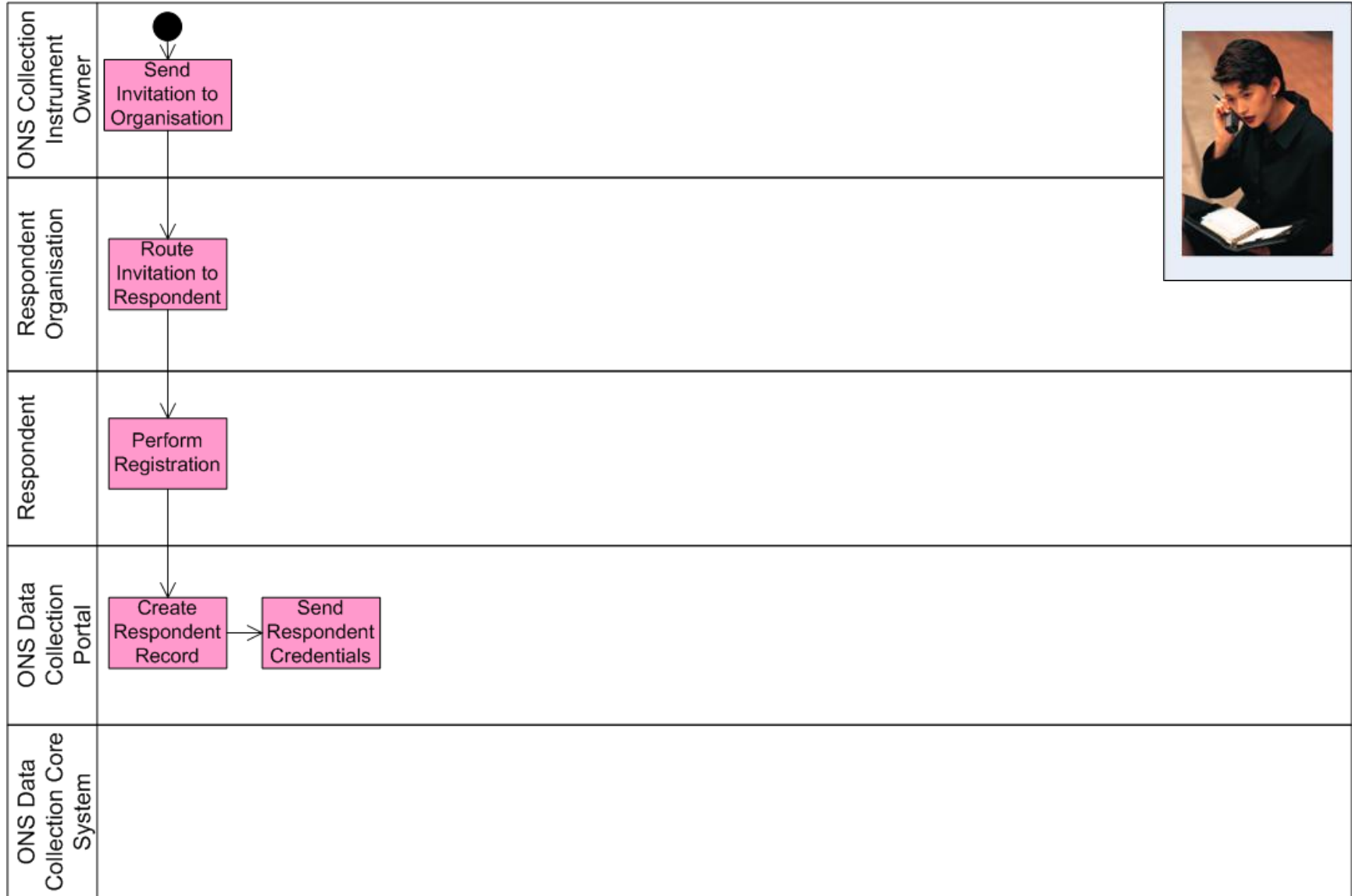
- Jane has received her letter(s) with a unique id & password and an address to the ONS Electronic Data Collection Website
- She enters the URL and is taken to the ONS Electronic Data Collection login screen where she registers and enrolls to the survey
- Following registration she is taken to a portfolio page where she can view the collection instrument to which she has been enrolled
- She selects the survey to complete and is taken to that survey

Establishment User “Happy Scenario”

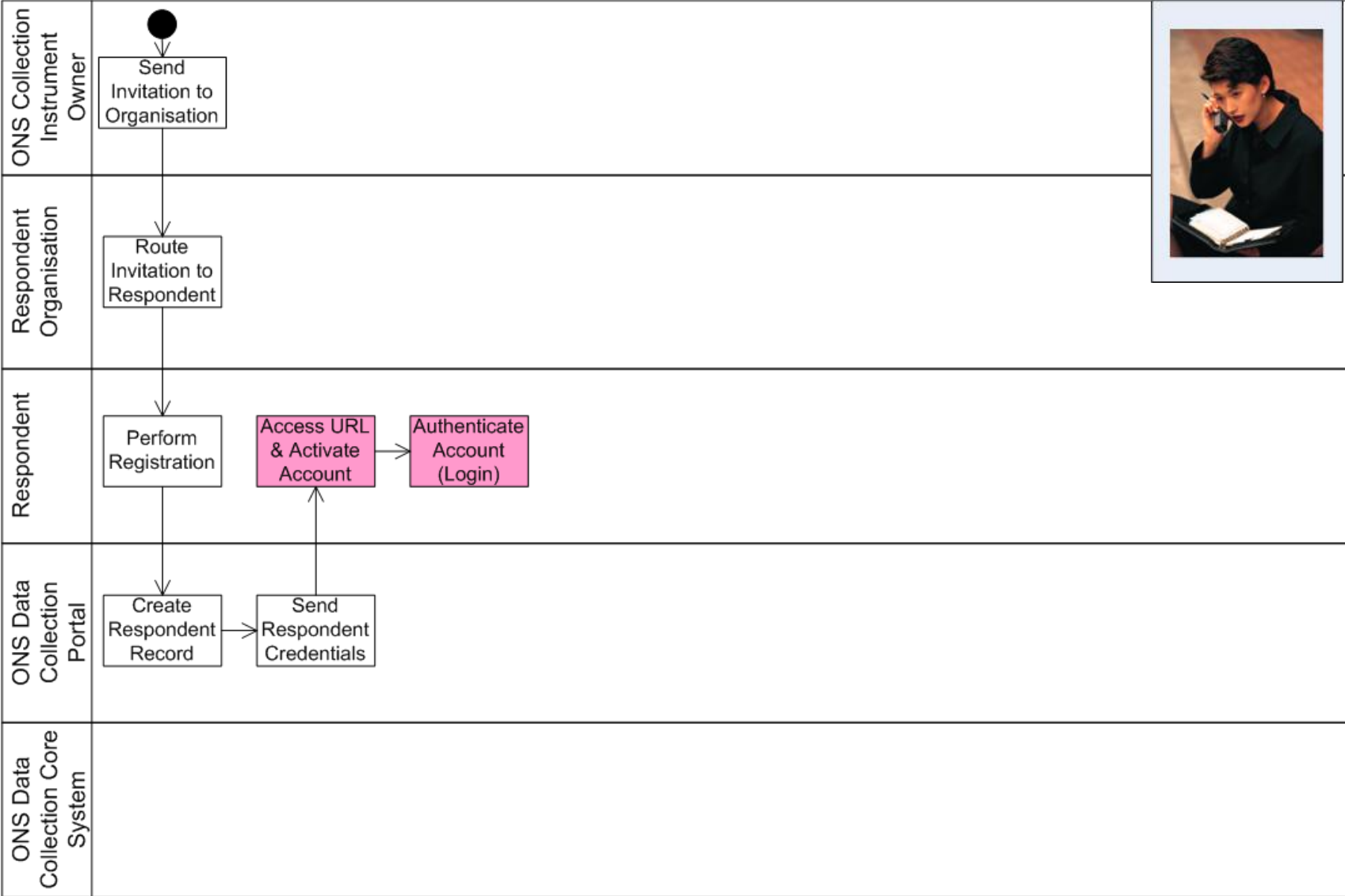
This scenario can be seen as 6 stages:

1. Registration
2. Activation
3. Enrolment
- 4. Portfolio**
5. Data Entry
6. Submission

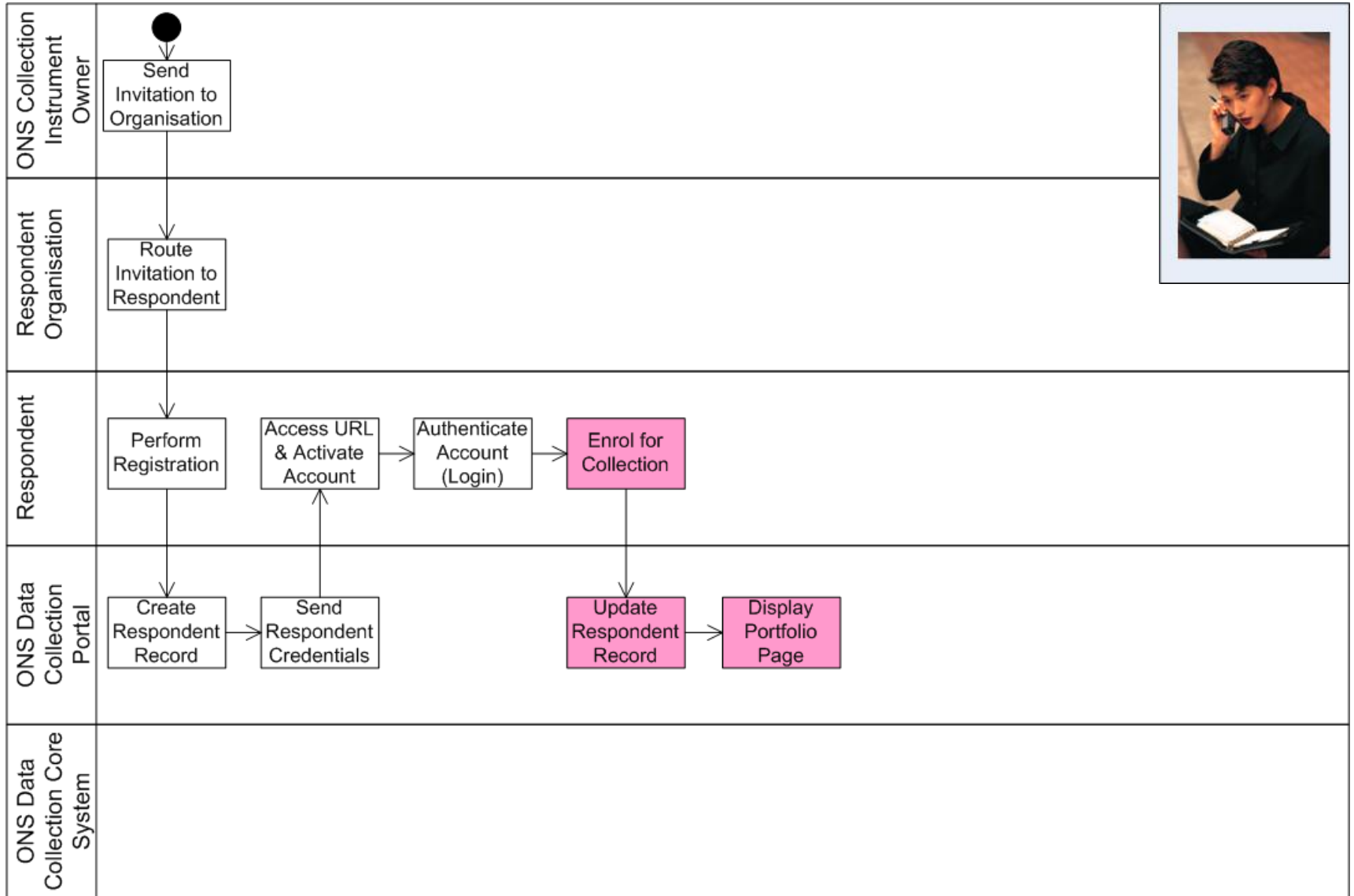
Registration



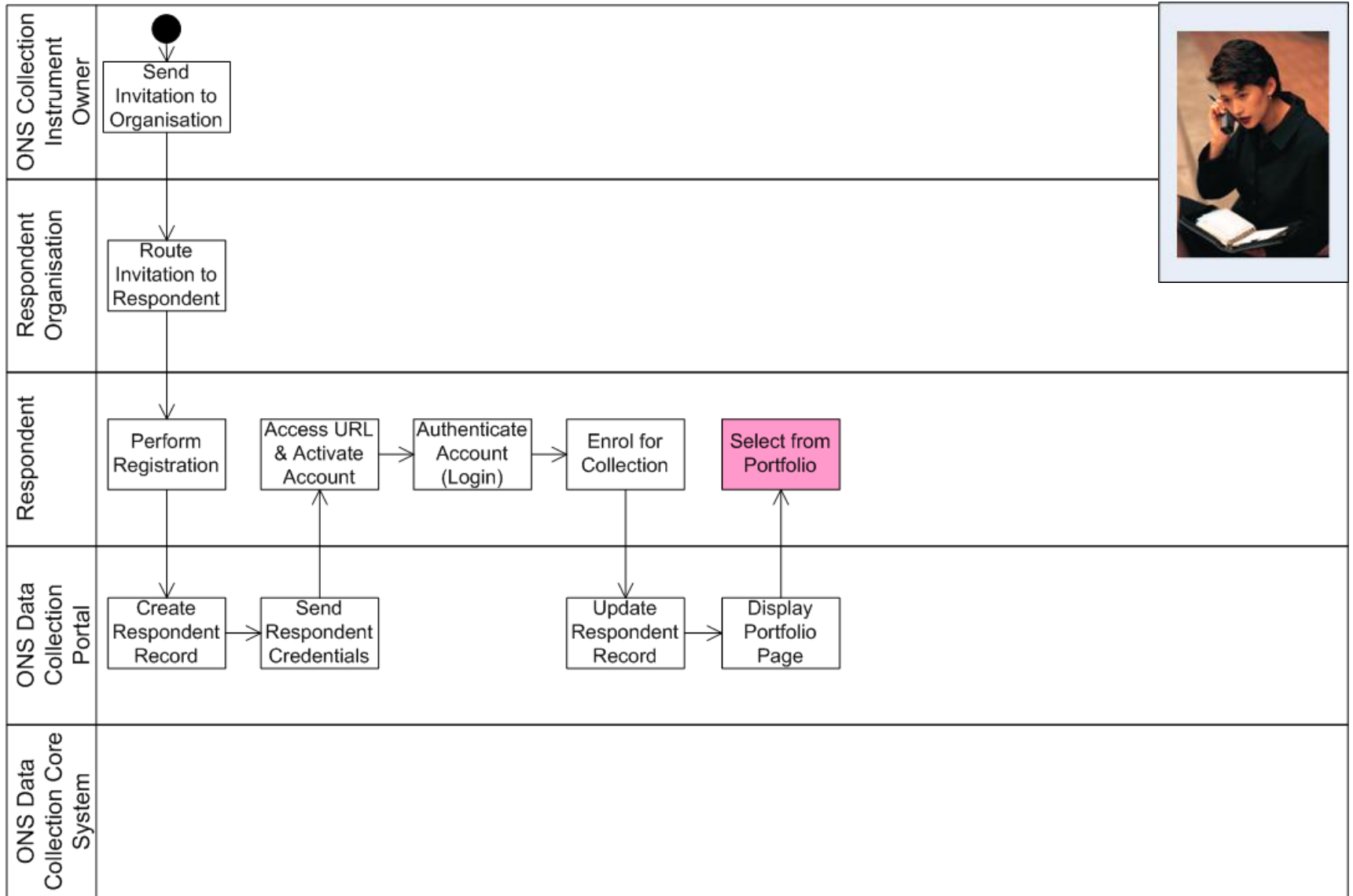
Activation (& Authentication)



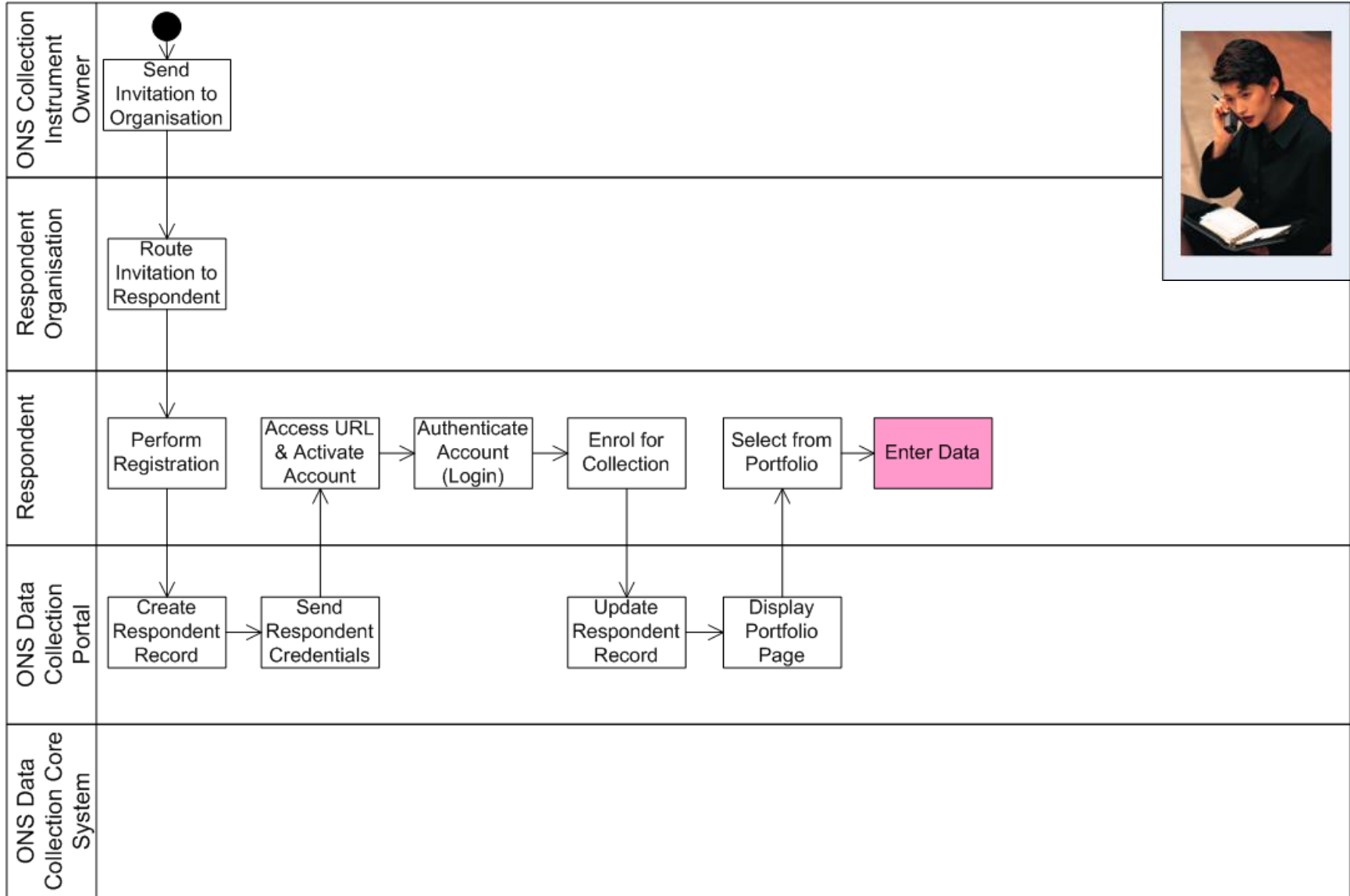
Enrolment



Portfolio (Selection of Instrument)



Data Entry



BLAISE IS – Establishment Questionnaire

National Statistics

Online Collection Instruments Offline Collection Instruments

My Online Survey

Company Details
Return Period
Acquisitions
 Construction
 Vehicles
 Computer Software
 Computer Hardware
 Other Equipment
 Total Acquisitions
Disposals
 Vehicles
 Computer Software
 Computer Hardware
 Other Equipment
 Total Disposals
Comments
Response Summary
Contact Information
For queries

Survey reference number

4990012345€

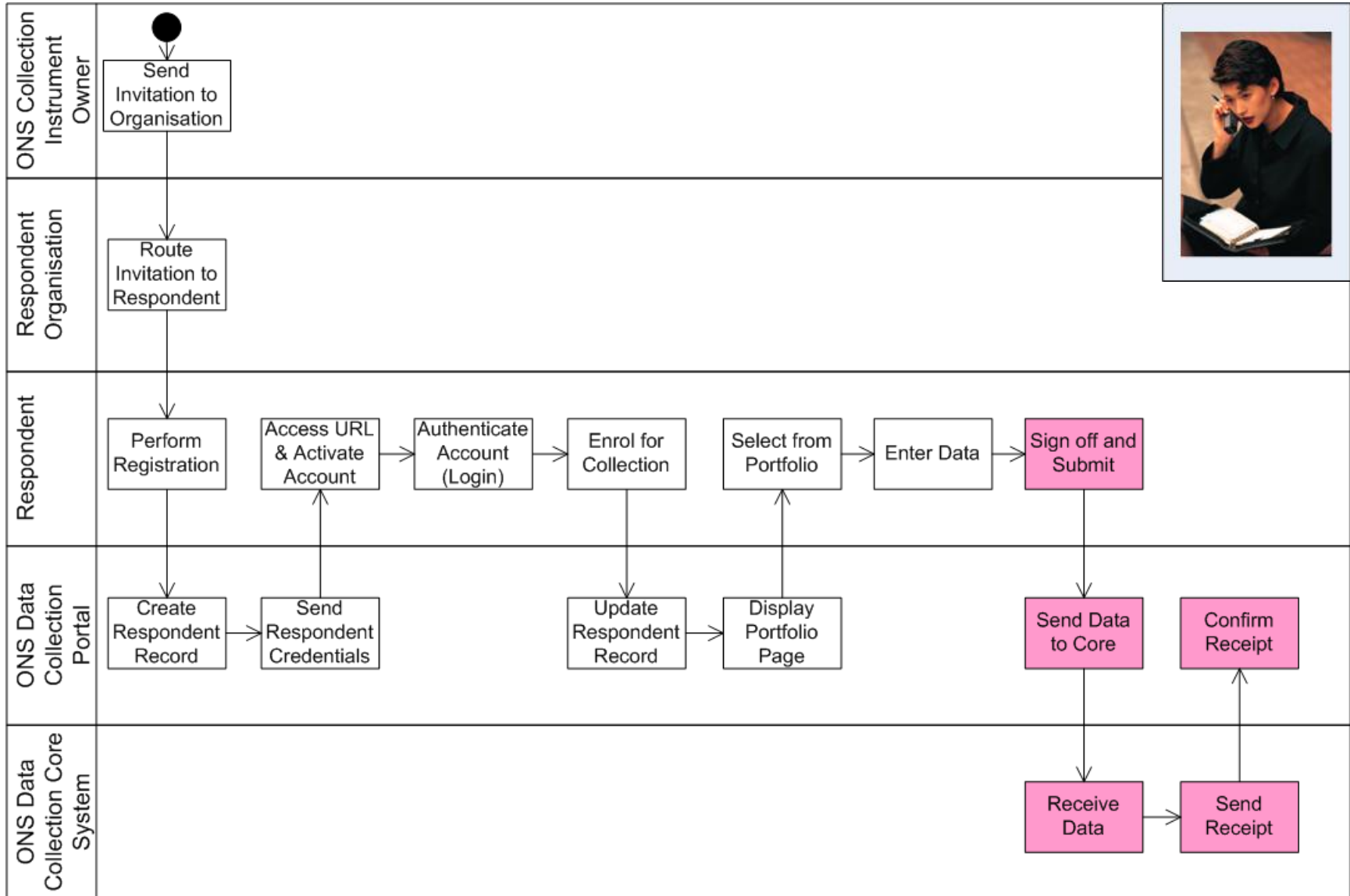
Online Collection Instruments

- o Labour Force Survey
- o Capex Survey 2010
- o Capex Survey 2011
- o Survey Home

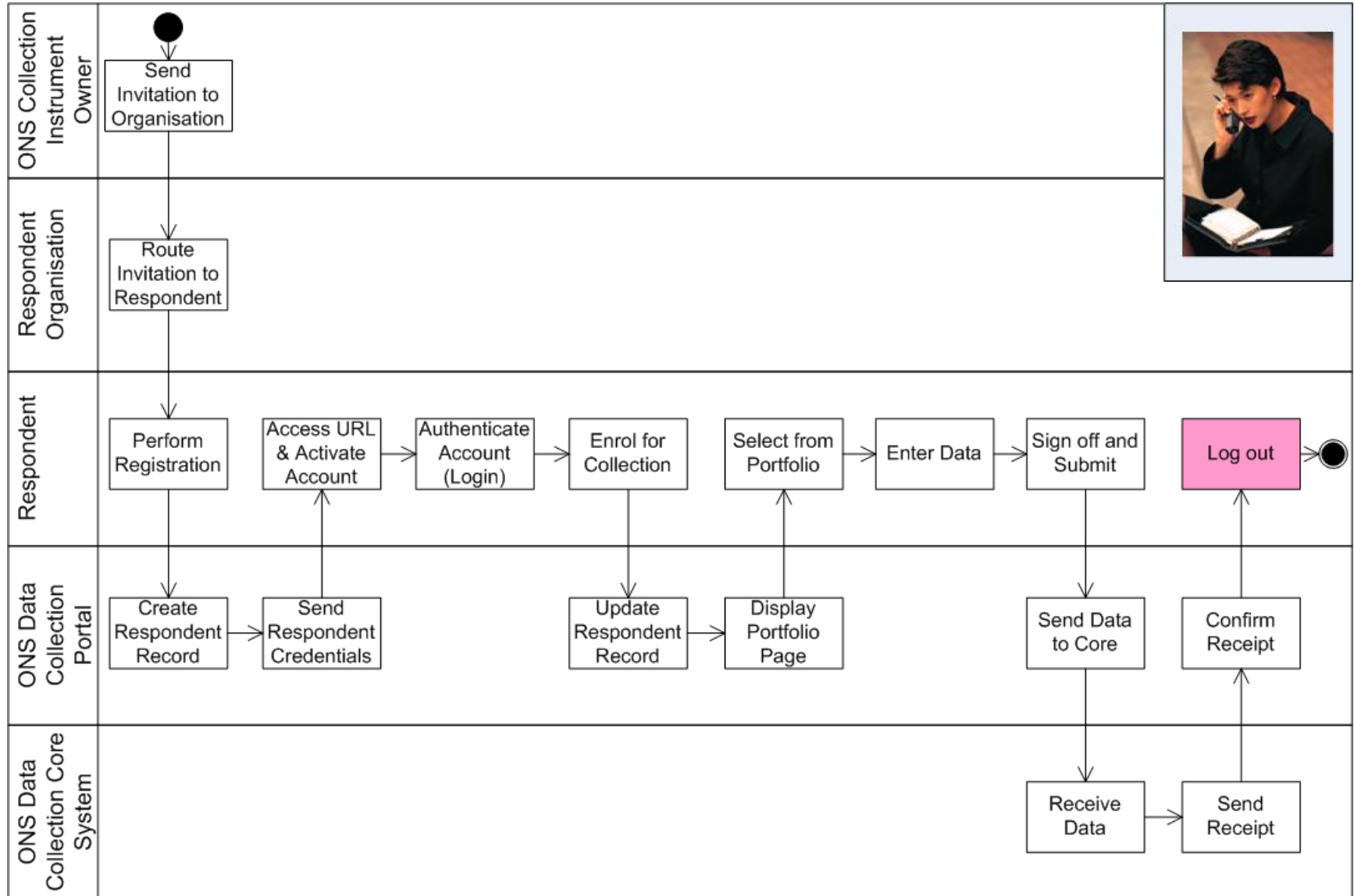
Help with Online Collection

Welsh Next Page

Submission



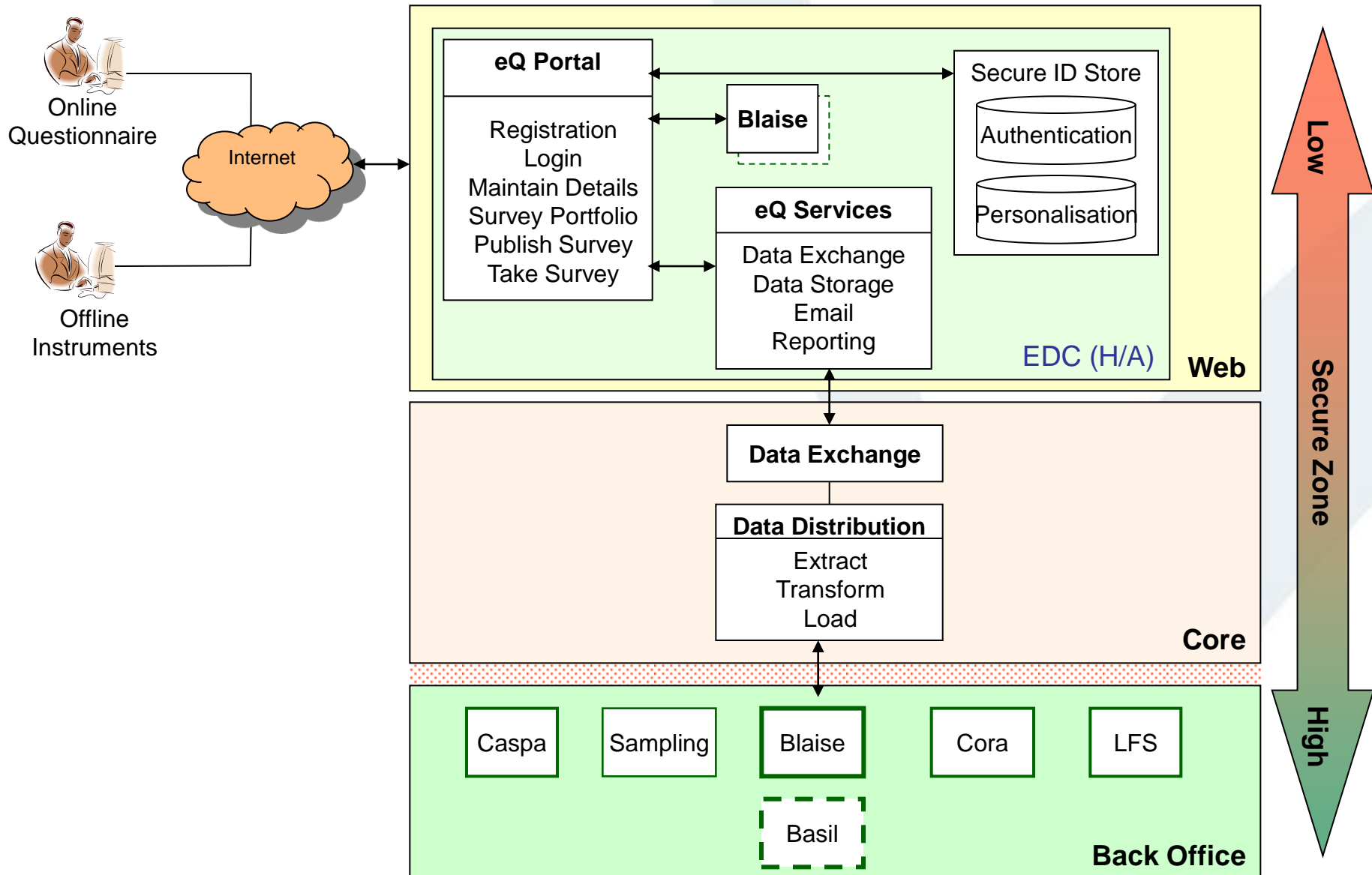
Logout



Offline Electronic Data Collection

- Data can be collected electronically both ONLINE and OFFLINE
- Can be used by Establishment or Social users
- The starting point is the Portfolio page

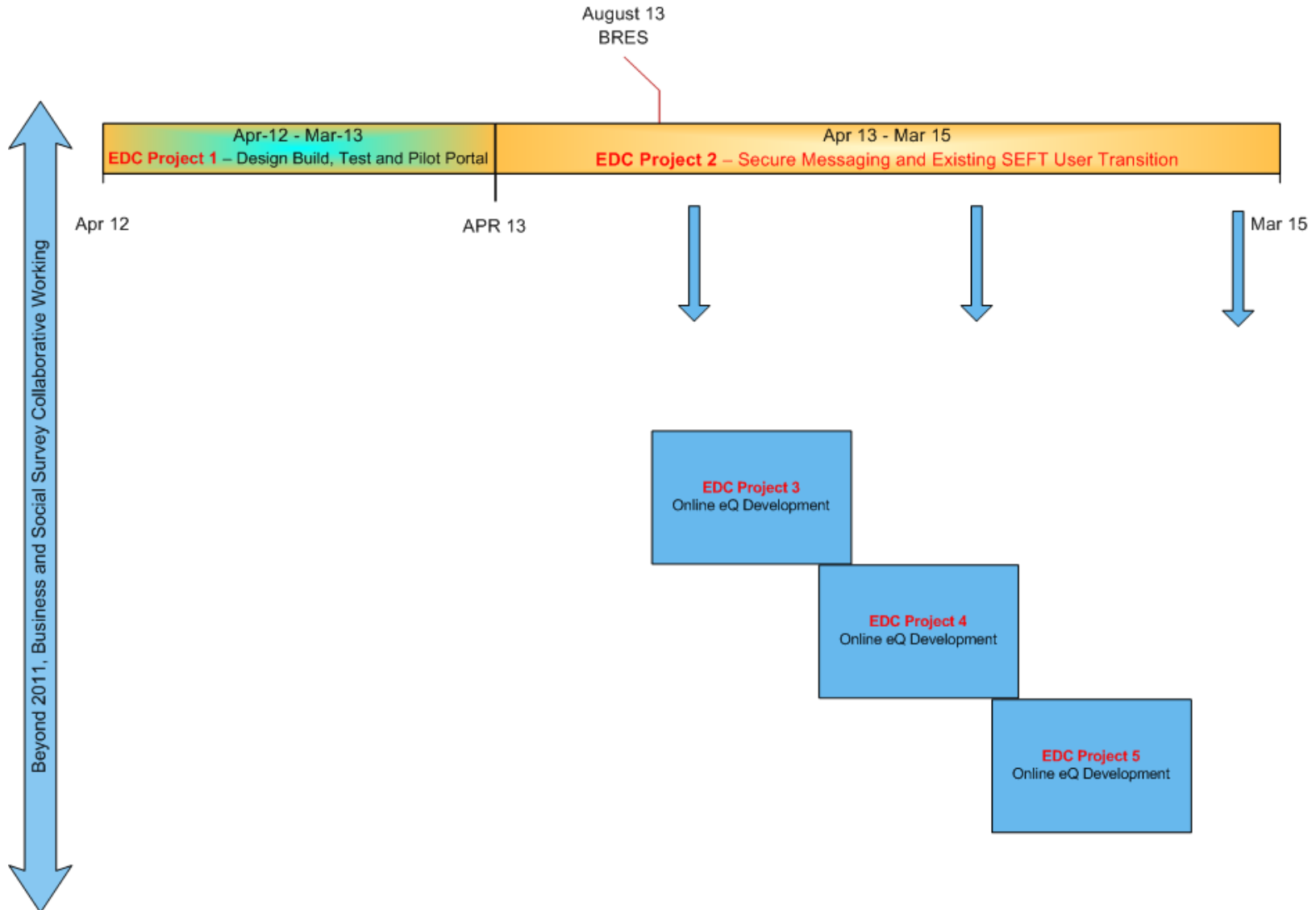
Electronic Data Collection Overview



Next Steps – Proof of Concept

- Complete Performance Testing
- Continue with definition of the Solution

Next Steps - Roadmap



Future Plans

- Develop the Social Survey Model
- Develop the LFS Questionnaire for on-line data collection
- Consult with Stats Netherlands over journaling, layout and ASP pages

Questions?

