

## Digital Service Standard assessment

### Greater London Authority

### London Datastore - 26/11/18

#### Assessment participants

- Assessors and product team members
- Lead assessor : Martin Chaney : Senior Manager - Digital Transformation
- Technical assessor : Graham Lane : IT Development Manager
- Supporting assessor: Matthew Cropper : Demography and Policy Analysis Apprentice
- Service Manager: Christine Wingfield : Opinion Research and Statistics Manager
- Product Owner: Joseph Colombeau : Senior Research and Statistics Officer
- Product expert : Paul Hodgson : GIS and Infrastructure Manager

#### About the service

[The service can be found here.](#)

The London Datastore is a free and open data-sharing portal where anyone can access data relating to the capital. Whether you're a citizen, business owner, researcher or developer, the site provides over 700 datasets to help you understand the city and develop solutions to London's problems.

The site won the 2015 [ODI Open Data Publisher Award](#).

## Assessment summary

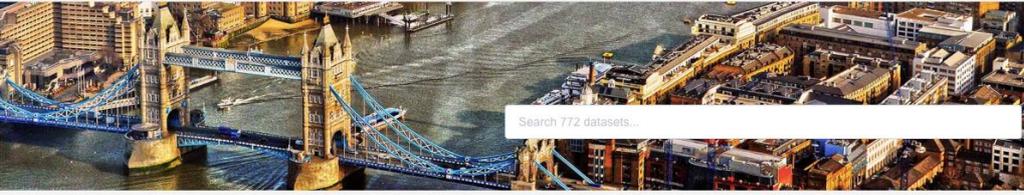
Standard	Met/Not met	Score (>0 = met)
1. Understand user needs	Met	3
2. Have a multidisciplinary team	Not met	0
3. Use agile methods	Not met	0
4. Iterate and improve regularly	Not met	0
5. Evaluate appropriate tools and systems	Met	1
6. Evaluate user data and information	Met	5
7. Use open standards	Met	5
8. Test the end-to-end service	Met	3
9. Make a plan for being offline	Met	3
10. Make sure users succeed first time	Met	3
11. Build a consistent user experience	Met	1
12. Encourage everyone to use the digital service	Met	4
13. Identify performance indicators	Met	2
14. Do ongoing user research	Met	1
15. Test with senior manager	Met	1
<b>Overall result</b>	<b>Not met</b>	

Total score (Min met 15, max 75 ):	Not met
Main strengths:	The London Datastore represents a significant achievement in opening up London's data and increasing transparency. The service team are committed to developing and improving the service and they have a good understanding of user needs. The datastore is also well regarded across London, nationally and internationally.
Main weaknesses:	The current service has some significant limitations. It is difficult to continuously improve the service to meet user needs, in part due to limited resource and in part due to platform limitations. If the service is to fulfil its potential, investment in both is required. Some of this investment is already under way.

# Visuals

**LONDON DATASTORE** Login

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## Welcome to the Datastore

The London Datastore is a free and open data-sharing portal where anyone can access data relating to the capital. Whether you're a citizen, business owner, researcher or developer, the site provides over 700 datasets to help you understand the city and develop solutions to London's problems. Please do have a look around, and let us know what you think.

We are proud to be the winners of the 2015 ODI Open Data Publisher Award.

## Latest Tweet by @LDN\_Data



**LDNMayor Data**  
@LDN\_data  
#London's #employment remains high, with strong #wage growth in London and the UK. Read the full London labour market blog.[bit.ly/2z6EYbo](http://bit.ly/2z6EYbo)  
Nov 13, 2018

## Datastore Highlights

 <p><b>London Office of Data Analytics</b> See how we're using data science to address public sector challenges across London.</p>	 <p><b>Borough Data Partnership</b> Bringing London's Boroughs together to solve city-wide problems and drive efficiency in our use of data.</p>
 <p><b>Economic Fairness</b> Explore a range of indicators that attempt to measure how fair and inclusive is London's economy is.</p>	 <p><b>Apps &amp; Analysis</b> Read the latest reports produced by the GLA and explore our suite of data-driven apps.</p>

## Blog Posts



**Measuring food security in London**

October 19th, 2018

## Datasets



**HBAI Poverty in London**

November 20th, 2018

## Apps & Analysis



**Labour market update for London – November 2018**

November 13th, 2018

## London Datastore background

The Datastore is the GLA's open data portal hosting over 700 datasets. Its mission is to make London's data accessible and encourage its use.

This [slide deck](#) give much more detail on the datastore mission, setup, user feedback and future plans and contains much of the evidence used for this assessment.

## Detailed assessment

For the overall rating, 1 indicates the minimum level of compliance to the standard, and 5 the highest. Again, these are not terribly scientific scores, but the aim should be to identify where improvements can be made.

<b>1. Understand user needs</b> <i>Research to develop deep knowledge of who the service users are and what that means for the design of the service - <a href="#">find out more</a></i>					
What was good?	<ul style="list-style-type: none"> <li>- Good sample of user base and their purpose. Use tools such as google analytics.</li> <li>- Have conducted a user survey in May 2018</li> <li>- Following this, 90% of users can find the information they are looking for if it is available</li> <li>- During the 2014 rebuild the datastore was geared towards professional analysts and has been very successful in this.</li> <li>- Have increased from 300 to 700 datasets based on what people need.</li> </ul> <p>Next steps – setting up KPIs to measure, yet to be discussed. Monitoring over time – survey can be run again</p>				
What could be improved?	<p>The main area for improvement is better understanding the needs of the non-technical audience. This could help increase uptake.</p> <p>Consider if a survey of the wider population would be useful to see who would benefit from the datastore that currently are being missed.</p>				
Overall rating	1	2	3	4	5

## 2. Have a multidisciplinary team

Ensure a suitably skilled, sustainable multidisciplinary team, led by a senior service manager with decision making responsibility, can design, build and improve the service - [find out more](#)

What was good?	Current team committed to maintaining and improving the service. More resource is being added to the team.
What could be improved?	Currently the team lacks a number of roles. Development resource is limited as is user research, user experience and community management. This limits the team's ability to continuously improve the service.
Overall rating	Not met

## 3. Use agile methods

Create a service using the agile, iterative and user-centred methods set out in the Government Service Design Manual - [find out more](#)

What was good?	Development in 2014 was agile. We have a considerable input into the supplier's product lifecycle
What could be improved?	Continuous improvement is currently limited with limited control over release cycle.  The planned APIs will improve this as it will be possible to build agile solutions to user needs using the data. However, resource need to be identified (such as a front-end developer) to make this possible.
Overall rating	Not met

## 4. Iterate and improve regularly

Build a service that can be iterated and improved in response to user need and make sure you have the capacity, resources and technical flexibility to do so - [find out more](#)

What was good?	The team are committed to continuously improving the service. Increased from 300 to 700 datasets based on user need
What could be improved?	Constraints include funding and small team Don't currently have time to remove old datasets due to resource constraints. Plans to increase resource should help.

Overall rating	Not met
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### 5. Evaluate appropriate tools and systems

Evaluate what tools and systems will be used to build, host, operate and measure the service, and how to procure them, looking to reuse existing technologies where possible - [find out more](#)

What was good?	<p>Open source system that has been significantly customised. Commercial product, built on opensource foundations. CKAN (backend)/ WordPress (front end). We do own a copy of the code.</p> <p>DataPress provide hosting, security, backups and development. They are specialists in this area. Contract up in 2019.</p> <p>Running costs are reasonable.</p> <p>Catalogue is good – CKAN works well DataPress developing the API Can bring in mapping info and mix with catalogue.</p>					
What could be improved?	<p>Customisation means the service can not easily be transferred.</p> <p>Resource will be needed to take advantage of the API once developed.</p>					
Overall rating	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		

### 6. Evaluate user data and information

Evaluate what user data and information the digital service will be providing or storing and address the security level, legal responsibilities, privacy issues and risks associated with the service - [find out more](#)

What was good?	<p>Licences hold to access/publish certain data sets. There are specific safeguards in place. Secure email and laptops. Expert staff. Do not hold personal information in data sets. Information sharing agreements in place.</p>					
What could be improved?	- N/A					
Overall rating	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </table>	1	2	3	4	5
1	2	3	4	5		

### 7. Use open standards

Use open standards, existing authoritative data and registers, and where possible make source code and service data open and reusable under appropriate licenses - [find out more](#)

What was good?	The service is built on open standards.  Data available in open formats such as DCAT – most catalogues can consume from the datastore.  National registers in use.  Using correct formats for audiences, based on research.  Open source software in use: CKAN, WordPress.				
What could be improved?	N/A				
Overall rating	1	2	3	4	5

### 8. Test the end-to-end service

Be able to test the end-to-end service in an environment similar to that of the live version, including all common browsers and devices - [find out more](#)

What was good?	Service is a commercial SaaS offering. A test version is available.				
What could be improved?	Consideration will be needed when developing solutions using the API to ensure suitable test environments are available.				
Overall rating	1	2	3	4	5

### 9. Make a plan for being offline

Make a plan for the event of the digital service being taken temporarily offline, and regularly test - [find out more](#)

What was good?	SaaS solution. Downtime over 4 years has been minimal It is not a critical frontline service Shared network drive and AWS backup holds all the data as well. Contract includes ownership of code				
What could be improved?	Consider what would happen should the supplier cease to trade.				
Overall rating	1	2	3	4	5

### 10. Make sure users succeed first time

*Make sure that the service is simple enough that users succeed first time unaided - [find out more](#)*

What was good?	Usability testing indicate 90% of uses were successful in finding the data they wanted. Continuing surveys to measure success against mission statement				
What could be improved?	Ensure that usability testing is part of the ongoing plans as the service grows.				
Overall rating	1	2	3	4	5

### 11. Build a consistent user experience

*Build a service consistent with the user experience of government digital services, including using common government platforms and the Government Service Manual design patterns - [find out more](#)*

What was good?	Datastore is correctly branded. Part of london.gov infrastructure. People value the commentary – very positive feedback. Feedback from supplier – dashboard is very highly regarded with peers Dashboard – useful to some users but not all. Some content types such as <a href="#">Economic fairness</a> are a good example of improvements used - still includes the dataset but gives a lot more context – signposting the important parts and being more transparent -				
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What could be improved?	<p>Whilst recognising the good feedback and usability of the site there are a number of improvements that could be considered to improve more general usability, discoverability and reach. Some are a result of the datastore being developed before the current London.gov site.</p> <ul style="list-style-type: none"> <li>• Should the datastore be a separate site?</li> <li>• How do we better integrate into London.gov customer journeys and strategically acquire new users?</li> <li>• Review the menus, navigation and information architecture</li> <li>• Review the 300 content pages – what could/should sit on London.gov for example.</li> <li>• Review the 2 blogs – should these be part of the London.gov blog?</li> <li>• Should the dashboard should be on London.gov rather than data.London</li> <li>• Consider our internal users and how this links into our Intranet</li> </ul>				
Overall rating	1	2	3	4	5

<p><b>12. Encourage everyone to use the digital service</b>  <i>Encourage maximum usage of the digital service (with assisted digital support if required) - <a href="#">find out more</a></i></p>					
What was good?	<p>Positive internal responses.          Good core audience.          Twitter for sharing @LDN_data.          Monthly newsletter.          Physically meeting boroughs for using and uploading the data.          Some datastore data/reference in press releases.          Huge international recognition from other cities – including several presentations a month.          Answering Borough queries.          Data institute award.</p>				
What could be improved?	<p>Consider a more strategic approach to acquisition, retention and promotion across all channels (including internally)</p>				
Overall rating	1	2	3	4	5

<p><b>13. Identify performance indicators</b>  <i>Identify performance indicators for the service, incorporating existing indicators and</i></p>					
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<i>publishing to a performance platform, if appropriate - <a href="#">find out more</a></i>					
What was good?	<p>Google analytics in use. Working with digital performance analyst to develop measures, including using Hotjar to measure user behaviour.</p> <p>Some good work started looking into usage and overall effectiveness and impact.</p>				
What could be improved?	<p>Continue to develop KPIs and measurable outcomes/impact.</p> <p>Consider publishing datastore usage on the datastore.</p>				
Overall rating	1	2	3	4	5

<b>14. Do ongoing user research</b> <i>Put a process in place for ongoing user research, usability testing to continuously seek feedback from users, and collection of performance data to inform future improvement to the service - <a href="#">find out more</a></i>					
What was good?	<p>Further surveys planned</p> <p>Regular requests from users give some indication of need.</p> <p>Key word searches to see what is popular and trends.</p>				
What could be improved?	<p>Resource is needed to increase the level user engagement and understanding, especially as the service offer expands and the audience grows.</p>				
Overall rating	1	2	3	4	5

<b>15. Test with senior manager</b> <i>Test the service from beginning to end with appropriate council member or senior manager responsible for it - <a href="#">find out more</a></i>					
What was good?	<p>Good awareness of the datastore among senior staff.</p> <p>Chief Digital Officer championing it.</p>				
What could be improved?	<p>As the service evolves, ensure that relevant stakeholders have actually used the system. This will help improve the service (user research) as well as increasing advocacy,</p>				

Overall rating	1	2	3	4	5