



Reporting Progress with Open SDG

Lucy Gwilliam
UK Office for National Statistics

Open SDG

- Open source
- Free to reuse
- Collaborative
- Fully customisable
- Multilingual
- Interoperable
- User-centred
- Accessible

open-sdg.org

The screenshot shows the Open SDG website homepage. At the top, there is a navigation bar with the Open SDG logo and links for 'About', 'Documentation', 'News', and 'Events'. The main heading is 'Open SDG', followed by a sub-heading: 'An open source, free-to-reuse platform for managing and publishing data and statistics related to the UN Sustainable Development Goals (SDGs)'. Below this is a 'Get started' button. The page is divided into six columns, each with a title, a short description, and a red button:

- Open source and free**: Built only with open-source libraries and tools. Hosted and maintained using free services. Button: [Get started](#)
- Latest release**: What's included in the latest release? Check out the list of updates. Button: [Latest release](#)
- Feature rich**: Flexible and customisable with a variety of optional features. Button: [Learn more](#)
- Who's using it?**: Which countries and localities are currently using the Open SDG platform? Button: [Our users](#)
- Questions?**: Answers to frequently asked questions about the Open SDG platform. Button: [Frequently asked questions](#)
- Support**: Need help? Please get in touch with the support team. Button: [Contact us](#)

User research for the UK SDG data website

- The aim of our user research is to help us learn what users need from our data website, and to design a service that works well based on the findings
- Our approach to user research is user-centred and iterative
- We apply our findings to the development of Open SDG where applicable, as in the case of reporting progress

The screenshot shows the UK Sustainable Development Goals website. At the top, there is a 'BETA' notice and a 'Take part in user research' button. The main header features the UK flag and the 'SUSTAINABLE DEVELOPMENT GOALS' logo. Below the header, there are navigation links for 'Goals', 'Reporting Status', 'About', 'Publications', 'FAQ', and 'Updates'. The main content area is titled '17 goals to transform our world' and includes a paragraph explaining the SDGs. To the right of this text is a circular graphic of the 17 goals. Below the text is a grid of 17 goal icons, each with a number and a brief description. The grid is organized into two rows: the first row contains goals 1 through 9, and the second row contains goals 10 through 17.

BETA This website is in development - your [feedback](#) will help us to improve it [Take part in user research](#)

SUSTAINABLE DEVELOPMENT GOALS

Goals Reporting Status About Publications FAQ Updates

17 goals to transform our world

[The Sustainable Development Goals \(SDGs\)](#) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The 17 Goals were adopted by all UN Member States in 2015, as part of the [2030 Agenda for Sustainable Development](#).

UK data for the Sustainable Development Goals

Click on each goal for UK Sustainable Development Goal global indicator data.

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	

UK SDG Data Website User Personas

Primary personas

Concerned Citizen

“Tell me what the goals are and what is being done about them”

Connected Influencer

“Give me a tool that will support my ambitions and give me a louder voice”

Fact Gatherer

“I just need to quickly see what progress is being made and check the facts”

Involved Analyst

“I just want the data so I can do my own thing with it”

Secondary personas

Data Supplier

“Tell me when you need it and where it is. I want to help and be involved”

Data Detective

“Let me efficiently update the SDG platform with appropriate data”

Master Builder

“I want to rapidly build my own solution”

International Users

“I need country data to produce regional and global aggregates”

Visual data

Raw data

User needs relating to reporting progress

Previous user research identified a need for the UK SDG website to report on progress the UK is making towards the SDGs.

As a result, many user stories were identified under 8 key themes. For example:

As a user, I need a clear view of the UK's progress, so that I can understand if we (the UK) are achieving the SDGs

8 key themes

Providing context around the data

Displaying changes over time

Reporting the baseline

Comparing the UK to other similar economic countries

Highlighting interlinkages and connectivity

Allowing the ability to drill down through the levels of data

Understanding what's relevant to the UK

Understanding the methodology used to analyse/report progress

Discovery study

Aim

Validate existing user needs around 'progress' and identify additional user needs and explore how 'progress' could be displayed on the UK SDG data website

How

- Explored participants' current role and their interest in the SDGs
- Explored the participants' particular interest in identifying how well the UK is doing against the SDGs
- Asked participants to provide their understanding of four different mock-ups, highlighting how progress could be reported on the UK SDG website

Discovery study

The image displays four overlapping browser window mockups from 'sdgdata.gov.uk', illustrating a user interface for Sustainable Development Goals (SDG) data. The windows are arranged in a layered fashion, showing different views of the data.

- Top-left window:** Titled 'Sustainable Development Goals - UK Progress summary', it features a circular progress chart on the left side, with segments representing different goals (Goal 11, 12, 13, 14, 15, 16). The main content area contains placeholder text.
- Top-middle window:** Titled 'Sustainable Development Goals - UK Progress summary', it displays a table with columns for '2015', '2020', and '2030 Target'. Each row represents a goal with a horizontal bar chart showing progress and a small arrow icon indicating the trend.
- Top-right window:** Titled 'Sustainable Development Goal Targets - Progress summary', it lists various goals (Goal 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15) with their respective target descriptions and progress indicators.
- Bottom-right window:** Titled 'Indicator 3.6.1', it focuses on the 'Death rate due to road traffic injuries'. It includes a line chart showing a downward trend over time, with a dashed horizontal line representing the '2030 Target'. The chart has a legend and a 'Chart' tab.

Minimum Viable Product

Indicator-level progress reporting on **goals** page:



End poverty in all its forms everywhere

Targets and indicators

1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

1.1.1 [Proportion of the population living below the international poverty line by sex, age, employment status and geographic location \(urban/rural\)](#)

Not available

Reported

1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

1.2.1 [Proportion of population living below the national poverty line, by sex and age](#)

Challenges remain

Reported

Four categories:

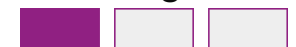
Target achieved



Approaching target



Challenges remain



Not available



NOTE: images are for demonstration purposes only

Minimum Viable Product

Indicator-level progress reporting on **indicator** page:



Four categories:

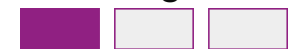
Target achieved



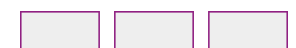
Approaching target



Challenges remain



Not available



NOTE: images are for demonstration purposes only

Usability testing of MVP

Aim

Validate proposed designs and get early user feedback on the reporting progress MVP, and identify potential usability issues

How

Participants probed to explain their expectations and problems in regards to the reporting progress MVP

Results

Participants **observation** and **understanding** of the progress statuses was inconclusive:

- Labels and images were clear to some participants, whilst others struggled to interpret their function and/or meaning
- Labels and images were observed by some participants, whilst others did not see them at all

Further research needed to be carried out...

Terminology Study




Aim

Understand what different 'progress' related terms mean to participants

How

Participants presented a text label (alongside a little bit of context) and asked to explain what that term means to them

Results

Target achieved		<ul style="list-style-type: none">• <i>“goal / objective reached”</i>• <i>“reached your goal”</i>• <i>“an SDG Target has been met”</i>
Approaching target		<ul style="list-style-type: none">• <i>“working towards target and nearly there”</i>• <i>“getting closer to the goal / ambition / end”</i>• <i>“nearing the target for the UK”</i>
Challenges remain	  	<ul style="list-style-type: none">• <i>“goal / objective reached”</i>• <i>“reached your goal”</i>• <i>“an SDG Target has been met”</i>
Not available		<ul style="list-style-type: none">• <i>“no reliable information on this item”</i>• <i>“out of stock”</i>• <i>“data are not available to assess progress against this goal”</i>

Preference Testing

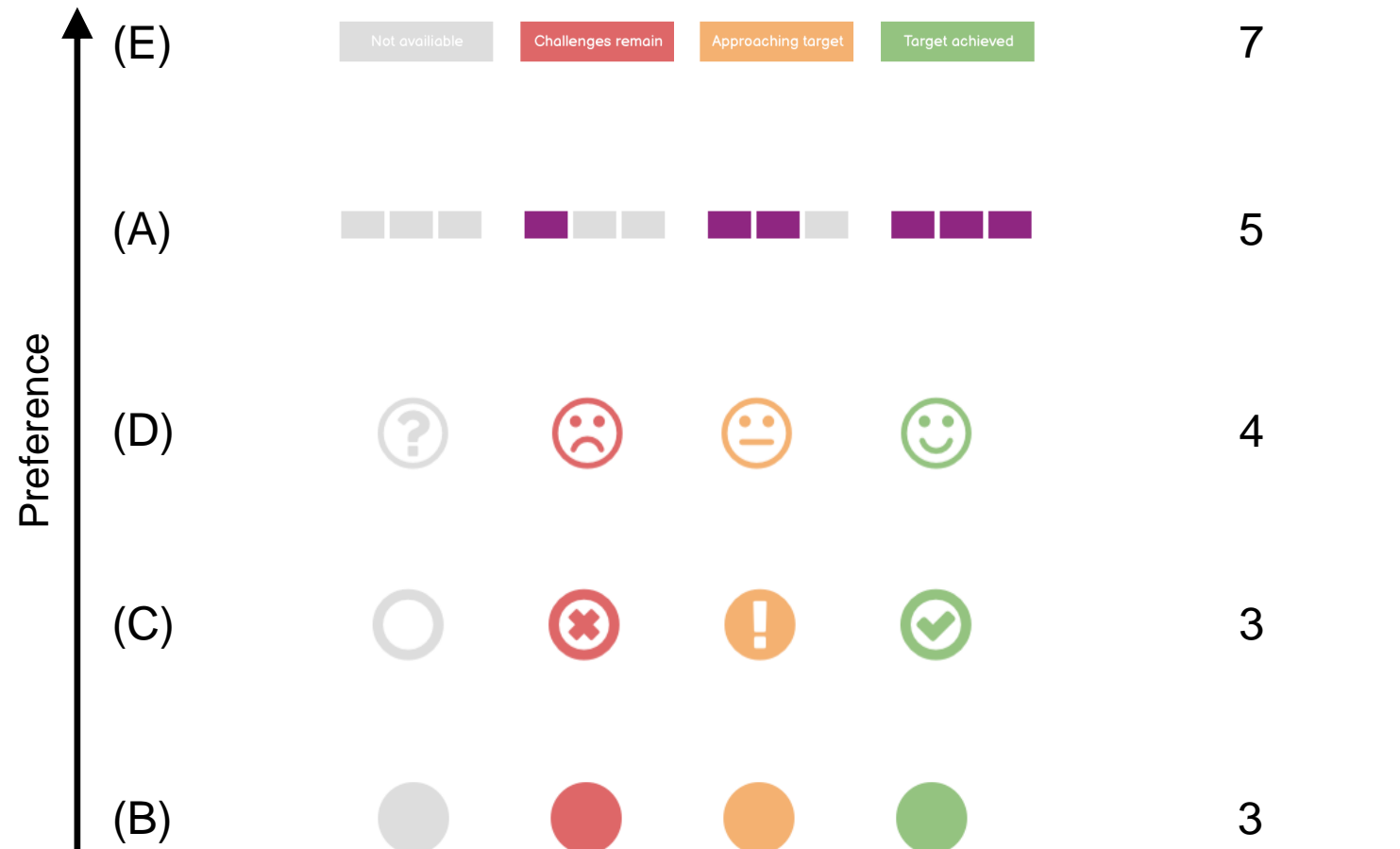
Aim

Evaluate several different images that may be used to represent progress

How

Participants presented a selection of 'progress' icons (outside of context) and asked to choose the set that best represents the text labels displayed

Results



First Click Testing – in progress

Aim

Evaluate position the progress status images and labels are most easily discovered

How

Participants presented a screenshot and asked to click on the image to indicate where they would go to complete the task set.

Placement on **goal** page:

1 NO POVERTY
End poverty in all its forms everywhere

Targets and Indicators

1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

1.1.1 [Proportion of population below the international poverty line, by sex, age, employment status and geographical location \(urban/rural\)](#)

Reported

2030 target achieved

1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

1.1.1 [Proportion of population below the international poverty line, by sex, age, employment status and geographical location \(urban/rural\)](#)

Reported

2030 target achieved

First Click Testing – in progress

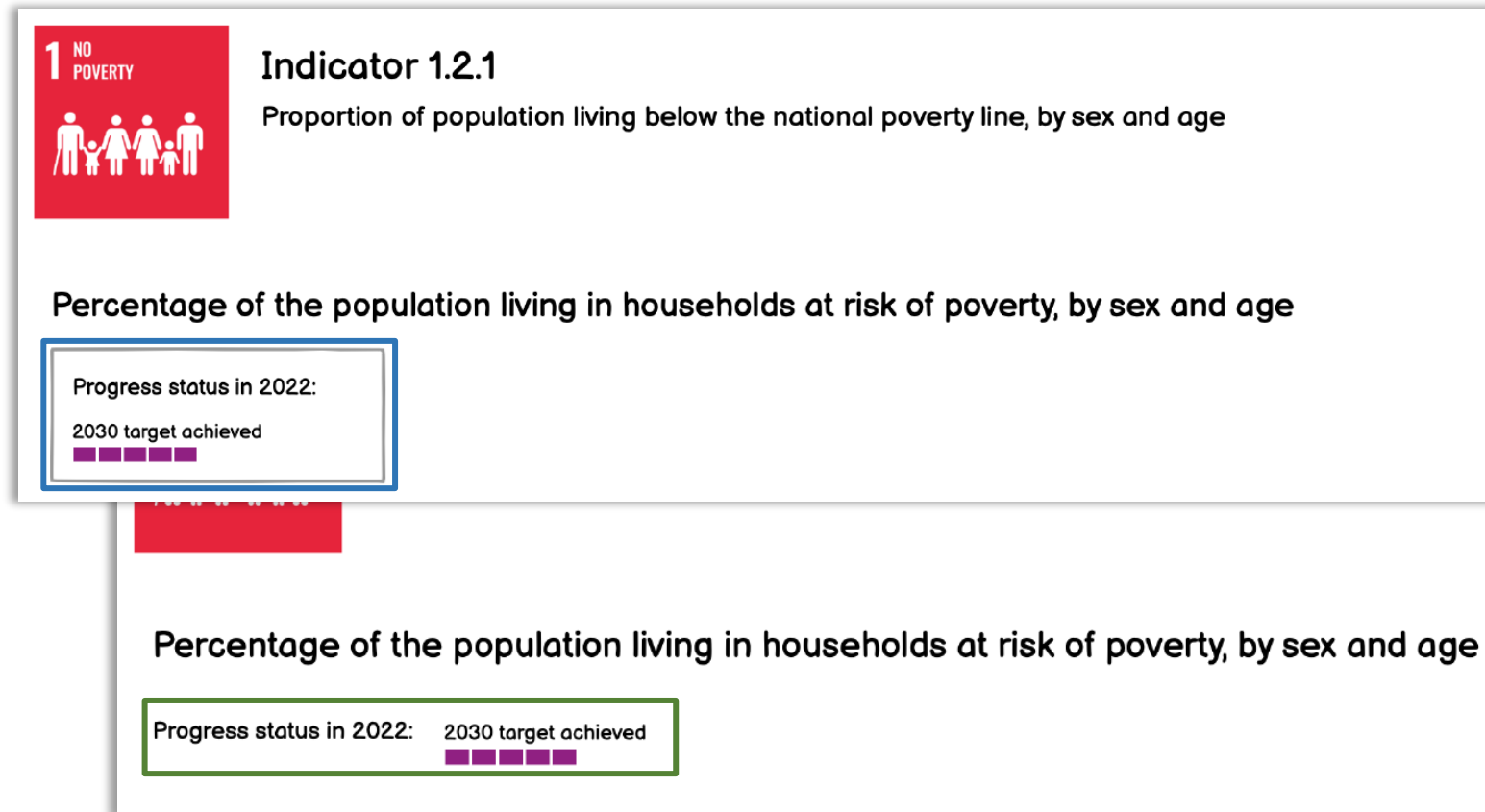
Aim

Evaluate position the progress status images and labels are most easily discovered

How

Participants presented a screenshot and asked to click on the image to indicate where they would go to complete the task set.

Placement on **indicator** page:



Next steps

1. Bring results from terminology study, preference testing and first click testing together to iterate design
2. Carry out another phase of usability testing on the new design to validate it and get early feedback, and identify potential usability issues
3. Based on results of usability testing, either:
 - a) build new design into Open SDG – if results are conclusive
 - b) carry out further user research – if results are inconclusive

Contacts



UK: SustainableDevelopment@ons.gov.uk
Open SDG: opensdg@googlegroups.com



UK: sdgdata.gov.uk
Open SDG: open-sdg.org



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