

IN.gov Agency Site Study: Adaptive Template (Courts) Evaluation

Date: December 10, 2025 **Participants:** 8 Indiana residents **Site Evaluated:** <https://www.in.gov/courts/> **Device:** Desktop (all participants)

Study Purpose

Establish a baseline evaluation of the IN.gov Adaptive template by testing it against the Indiana Courts website — assessing service findability, navigation, help discoverability, onboarding clarity, content comprehension, and trust.

Participant Demographics

Attribute	Breakdown
Age Range	22–69 (mean ~48)
Gender	1 Male, 6 Female, 1 Non-binary
Web Expertise	2 Advanced, 5 Average, 1 Beginner
Employment	4 Full-time, 2 Self-employed, 1 Homemaker, 1 Student
Income Range	<\$19,999 to \$149,999

Tasks

Participants completed the same standardized agency site evaluation tasks as the Marketing template study: 1. Review the homepage (10 seconds) 2. Find main services (case search, filings, programs, etc.) 3. Locate help/support (contact info, office locator, FAQs) 4. Find a “get started” or onboarding area 5. Browse a service/resource page 6. Rate overall navigation 7. Assess trust and credibility

Key Metrics

Ease Ratings (1–5 scale, 5 = very easy)

Task	Mean	Median
Find main services	4.50	5.0
Find help/support	4.38	4.5
Find “get started” / onboarding area	3.25	3.5
Information understandability	4.63	5.0
Overall navigation ease	4.50	5.0

Task Efficiency

Task	Mean Time (sec)	Median Time (sec)	Median Clicks
Homepage review	57.4	59.5	0
Find main services	46.0	37.5	1
Find help/support	69.9	50.5	1
Find onboarding area	67.6	68.5	1
Browse service page	40.1	41.5	1.5

Trust & Credibility

Question	Yes	No	% Positive
Does site feel official and trustworthy?	6	2	75%
Comfortable submitting personal info?	7	1	87.5%
Anything make you doubt credibility?	1	7	87.5% no doubts

Key Findings

Strengths

- 1. **Strong service findability** — 4.5/5 mean for finding main services, accomplished in median 37.5 seconds with 1 click
- 2. **Good content clarity** — 4.63/5 mean for information understandability
- 3. **Solid overall navigation** — 4.5/5 mean matches the Marketing template
- 4. **Efficient task completion** — Low click counts across all tasks (median 1–1.5)

Weaknesses

- 1. **Onboarding is weakest area** — “Get started” scored **3.25/5**, consistent with the Marketing template finding. First-time visitors struggle to find entry points.
- 2. **Lower trust than Marketing template** — Only 75% found it trustworthy (vs. 100% for BMV). Two users did not feel the site was official/trustworthy.
- 3. **Help findability variance** — One user took 192 seconds to find support resources, suggesting inconsistent information architecture for help content
- 4. **Smaller sample size** — 8 participants limits statistical confidence

Scoring Summary

Dimension	Score
Service Discovery	4.50 / 5
Help/Support Findability	4.38 / 5
Onboarding / “Get Started”	3.25 / 5
Content Comprehension	4.63 / 5
Overall Navigation	4.50 / 5
Trust	75%
Composite Average	4.25 / 5

Comparison: Adaptive vs. Marketing Template

Dimension	Marketing (BMV)	Adaptive (Courts)	Difference
Participants	24	8	—
Find main services	4.46	4.50	+0.04

Dimension	Marketing (BMV)	Adaptive (Courts)	Difference
Find help/support	4.50	4.38	-0.12
Onboarding / "Get Started"	2.96	3.25	+0.29
Content clarity	4.75	4.63	-0.12
Overall navigation	4.50	4.50	0.00
Trust (% official)	100%	75%	-25 pts
Comfortable submitting info	91.7%	87.5%	-4.2 pts

Key Takeaways from Comparison

- Both templates score nearly identically on core navigation and content metrics
- Both share the same fundamental weakness: **onboarding/first-time-visitor experience**
- The Adaptive template has a trust gap (75% vs. 100%) — may be related to the Courts site content rather than template design
- Overall navigation ease is identical (4.5/5) across both templates
- The Marketing template performs slightly better on help discoverability

Implications for 2026 Template Redesign

Both templates validate that core navigation, service discovery, and content comprehension are strong. The consistent gap is onboarding: - Neither template provides adequate "start here" or guided pathways for first-time visitors - This should be a primary focus of the 2026 template redesign across all template types - The trust disparity should be investigated — is it template-driven or content-driven?