

IN.gov Agency Site Study: Marketing Template (BMV) Evaluation

Date: November 26, 2025 **Participants:** 24 Indiana residents **Site Evaluated:** <https://www.in.gov/bmv/> **Device:** Desktop (all participants)

Study Purpose

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

Participant Demographics

Attribute	Breakdown
Age Range	22–74 (mean ~36)
Gender	11 Male, 13 Female
Web Expertise	12 Advanced, 12 Average
Employment	15 Full-time, 3 Self-employed, 3 Student, 1 Homemaker, 1 Disabled, 1 Unemployed
Income Range	<\$19,999 to \$200,000+

Tasks

Participants completed a standardized set of agency site evaluation tasks: 1. Review the homepage (10 seconds) 2. Find main services (case search, renewals, forms, etc.) 3. Locate help/support (contact info, FAQs, phone numbers) 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	4.46	5.0
Find help/support	4.50	5.0
Find “get started” / onboarding area	2.96	3.0
Information understandability	4.75	5.0
Overall navigation ease	4.50	5.0

Task Efficiency

Task	Mean Time (sec)	Median Time (sec)	Median Clicks
Homepage review	67.0	60.5	0
Find main services	47.7	46.0	2
Find help/support	57.1	53.0	2
Find onboarding area	69.7	63.5	3
Browse service page	51.7	43.0	1

Trust & Credibility

Question	Yes	No	% Positive
Does site feel official and trustworthy?	24	0	100%
Comfortable submitting personal info?	22	2	91.7%
Anything make you doubt credibility?	4	20	83.3% no doubts

Key Findings

Strengths

1. **Universal trustworthiness** — 100% of participants found the BMV site official and trustworthy
2. **High content clarity** — 4.75/5 mean for information understandability
3. **Good overall navigation** — 4.5/5 mean, with service discovery and help both scoring well
4. **Efficient task completion** — Most tasks completed in under 1 minute with minimal clicks

Weaknesses

1. **Onboarding is the clear gap** — “Get started” / “learn how” scored only **2.96/5** (median 3.0), significantly lower than all other metrics. Users struggled to find a starting point for first-time visitors.
2. **Some credibility doubts** — 4 of 24 users noted something that made them doubt information accuracy (though none felt it was untrustworthy overall)
3. **Help findability variance** — While average was strong (4.5/5), some users took over 100 seconds and 15 clicks to locate support resources

Scoring Summary

Dimension	Score
Service Discovery	4.46 / 5
Help/Support Findability	4.50 / 5
Onboarding / “Get Started”	2.96 / 5
Content Comprehension	4.75 / 5
Overall Navigation	4.50 / 5
Trust	100%
Composite Average	4.23 / 5

Implications for 2026 Template Redesign

The Marketing template scores well on trust, content clarity, and core navigation, but has a clear deficiency in onboarding/first-time-visitor experience. The 2026 template should

prioritize: - A visible "Start here" or "New to [agency]?" entry point - Guided pathways for common first-time tasks - Maintaining the strong trust signals and content structure that scored highly
