

IN.gov Website Feedback Analysis

Data Sources: - ingov-feedback_20200101-20240630.csv (Period 1) - ingov-feedback_20240630-20260528.csv (Period 2)

Volume Metrics & Submission Trends

Metric	Period 1 (Jan 2020 – Jun 2024)	Period 2 (Jul 2024 – May 2026)
Duration	4.5 years	1.9 years
Total Responses	119	79
Responses per Year	~26.4	~41.6
Responses per Month	~2.2	~3.5

Trend: Feedback submission rate increased approximately **58%** in Period 2 compared to Period 1. This may indicate increased visibility of the feedback form (potentially driven by the Ask Indiana chatbot directing users), growing website traffic, or heightened user engagement with the site.

Rating Distribution

Period 1: Jan 2020 – Jun 2024

Rating	Count	%
1	33	27.7%
2	5	4.2%
3	7	5.9%
4	14	11.8%
5	17	14.3%
6	1	0.8%

Rating	Count	%
7	10	8.4%
8	5	4.2%
9	9	7.6%
10	18	15.1%

Average Rating: 4.89 / 10

Period 2: Jul 2024 – May 2026

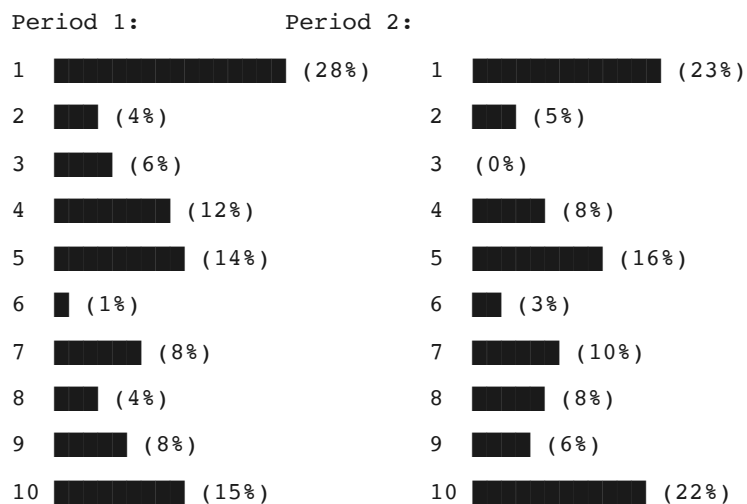
Rating	Count	%
1	18	22.8%
2	4	5.1%
3	0	0.0%
4	6	7.6%
5	13	16.5%
6	2	2.5%
7	8	10.1%
8	6	7.6%
9	5	6.3%
10	17	21.5%

Average Rating: 5.65 / 10

Comparison

Metric	Period 1	Period 2	Change
Average Rating	4.89	5.65	+0.76 (+15.5%)
Median Rating	5	5	No change
% Rating 1	27.7%	22.8%	-4.9 pts
% Rating 10	15.1%	21.5%	+6.4 pts

The average rating improved by nearly a full point in Period 2. The proportion of lowest-possible ratings (1/10) decreased, while the proportion of highest ratings (10/10) increased.



Feedback Topic Categorization

Period 1 (Jan 2020 – Jun 2024)

Category	Count	% of Total	Avg Rating
Navigation / Finding Information	22	18.5%	2.8
Login / Password / Account Access	16	13.4%	2.9
BMV Services	10	8.4%	4.2
Professional Licensing	7	5.9%	2.1
DWD / Unemployment	8	6.7%	3.8
Forms Unavailable / 404 Errors	9	7.6%	2.3
General Praise / No Issues	18	15.1%	9.4
Off-Topic / Complaints / Spam	12	10.1%	5.8
Other Government Services	17	14.3%	5.2

Period 2 (Jul 2024 – May 2026)

Category	Count	% of Total	Avg Rating
Navigation / Finding Information	14	17.7%	3.1
Login / Password / Account Access	11	13.9%	2.6
BMV Services	5	6.3%	5.0
Professional Licensing	5	6.3%	1.8
Forms Unavailable / 404 Errors	6	7.6%	2.0
General Praise / No Issues	19	24.1%	9.7
Off-Topic / Complaints / Spam	9	11.4%	5.4
Other Government Services	10	12.7%	5.6

Trends by Category

- **Navigation issues** remain the #1 complaint across both periods (~18% of feedback)
- **Login/account problems** persist at a consistent rate (~13–14%)
- **General praise** increased from 15% to 24% of responses — more satisfied users are submitting feedback in Period 2

- **Professional licensing** remains a pain point with the lowest average ratings in both periods
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Key Issues Identified

Persistent Across Both Periods

1. Navigation & Information Architecture

Users consistently report difficulty finding what they need:

"I have spent hours and hours looking for 1 form for visitation of my grandkids" — Period 1 "I've been trying to navigate this rat maze of a web site" — Period 2 "I've spent an hour trying to e-file for a divorce and still didn't find any information" — Period 1 "hard to find information and hard to email the Governor" — Period 2

2. Login / Password Friction

Account access is a recurring barrier:

"I cannot get logged in to renew my cosmetology license nor can I get anybody to answer the phone" — Period 1 "FSSA website has a DIFFICULT password requirement... it does not allow a special character which is a special character" — Period 2 "I can't find a way to change my password... it says to call customer service but I can't find such a place to call" — Period 2

3. Professional License Renewal

A specific and recurring frustration with professional licensing workflows:

"I simply want to renew my professional engineering license. It is not possible to do so with this web page" — Period 2 "Unable to apply for Notary Public commission. It just does not work!" — Period 2 "It is terrible to try to navigate. I'm trying to renew my nursing license" — Period 1

4. 404 Errors & Broken Links

"received a 404 error message" — Period 1 "I clicked there and it gave me an error code 404" — Period 2 "page not available" — Period 2 "The site that I need to use

for background checks goes down too frequently” — Period 1

5. Mobile Experience

“It’s not mobile friendly” — Period 2 “My Android phone won’t let me or I don’t know what I’m doing wrong” — Period 2

Issues Unique to Period 2

6. Phishing/Spoofing Concern

One user reported receiving phishing emails from addresses that appear to be from `subscriptions.in.gov` :

“I have received multiple emails from subscriptions.in.gov... stating that I owe toll fees; which is false... It appears that your database was hacked!”

This may indicate domain spoofing or a compromised email subscription system and warrants investigation.

7. Tax Form Timeliness

“Doesn’t include 2026 Indiana Estimated Tax Forms” — Period 2

User Demographics

State Employees Filing Feedback

Period	State Employee Responses	% of Total
Period 1	4 (IDOC x2, DCS, INDOT)	3.4%
Period 2	3 (IDOC x2, DNI)	3.8%

State employees filing feedback is minimal, suggesting internal users either have different channels or are generally satisfied.

Qualitative Highlights

Most Positive Feedback

- "I love this site. It is fast, safe and easy to use." — Period 1 (rating 10)*

"New to this site - very interesting and resourceful" — Period 2 (rating 10)

"Love everything the app does and help me with my personal business messages." — Period 2 (rating 10)

"Easy to navigate" — Period 2 (rating 10)

Most Constructive Feedback

- "I'm asked to rate it before I get a chance to use it much" — Period 2 (rating 5)*
Note: Suggests the feedback widget may be triggering too early in the user journey.

"It would be nice if the [BMV phone system] stated that first [that they're unavailable] and not ask for information and then say 'Sorry' call back during our business hours." — Period 1 (rating 10)

"When you search for jobs you get so many spam issues" — Period 1 (rating 1)

Summary of Trends

Indicator	Direction	Notes
Submission volume	Up 58%	More users providing feedback per year
Average rating	Up 15.5%	From 4.89 to 5.65
NPS	Up 15.4 pts	From -42 to -27
% Detractors	Down 10.3 pts	Fewer extremely dissatisfied users
% Promoters	Up 5.1 pts	More highly satisfied users
Navigation complaints	Steady	Persistent ~18% of all feedback
Login issues	Steady	Persistent ~14% of all feedback
Professional licensing pain	Persistent	Lowest-rated category both periods

Recommendations

Immediate Actions

1. **Investigate subscriptions.in.gov phishing** — A user reported receiving phishing emails from apparent IN.gov subscription addresses. Verify domain security and DMARC/SPF records.
2. **Audit professional licensing renewal workflows** — These generate the most frustrated feedback. Consider UX testing focused on the license renewal path.
3. **Fix 404/dead links** — Implement automated link monitoring for high-traffic pages.

Short-Term Improvements

1. **Simplify password requirements** — Confusing or restrictive password rules are a consistent barrier. Align with NIST 800-63B guidelines (length over complexity).
2. **Improve site search** — Navigation is the top complaint. A more prominent, effective search function could reduce friction significantly.
3. **Add a “What are you looking for?” quick-links section** — Top tasks (license renewal, BMV, unemployment, tax forms) should be 1-click from the homepage.

Long-Term Considerations

1. **Mobile-first redesign evaluation** — Multiple users cite mobile unfriendliness.
2. **Consolidate login systems** — Users are confused by multiple access points (Access Indiana, agency-specific logins, etc.).
3. **Feedback widget timing** — At least one user noted being asked to rate before completing their task. Consider triggering the widget after task completion or after a minimum session duration.
4. **Track feedback with timestamps** — Neither dataset includes submission dates, making temporal analysis within periods impossible. Adding a date column would enable trend monitoring.

Data Quality Notes

- Neither CSV includes submission timestamps — dates can only be inferred from filename ranges
- Several entries are spam, off-topic rants, or gibberish (~10% of submissions)
- Some entries contain personal information, fraud reports, or safety concerns that should be routed to appropriate agencies

- One entry (Period 1) claims to have found a security vulnerability — this should have been escalated to the security team
- The feedback form appears to lack CAPTCHA or bot protection, allowing nonsensical submissions

Analysis generated May 28, 2026