



Te Māngai Pāho

## Te Māngai Pāho Website Rebuild

Audience Research Findings

# Introduction.

Building on the Google Analytics audit, we interviewed six people who have recently engaged with Te Māngai Pāho's website. We wanted to understand how they engage with content on the site, what's working well, and any pain-points in the user experience. A few topics outside of our research scope were discussed – we've highlighted these in section 2b.

## CONTENTS

1. What you told us.
2. What people told us.
3. Where to next.

## WHAT YOU TOLD US

# Primary & secondary audiences.

During the discovery workshop, the team defined the website's primary audience as creatives interested in applying for funding. The secondary audience was industry organisations looking for TMP publications and documents.

WHAT YOU TOLD US

# What are you trying to achieve?

The goal of the site is to clearly explain TMP's mission, what you do and don't fund, and how people can apply for funding.

## WHAT YOU TOLD US

# What could be better?

We discussed how the current CMS makes it hard for the team to update content on the site. The team have also received feedback that information about funding is hard to find and people get lost navigating the site.

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Te Pūahatanga is easy to use.

What do you like most about TMP's site?



## WHAT'S WORKING

# Te Pūahatanga is easy to use.

People see Te Pūahatanga as an extension of the site, rather than a separate product. They find it easy to check milestones, budgets, contracts and like having all the information in one place.

“Best thing TMP’s done for ages is streamlining the application process”

## WHAT'S WORKING

# The bilingual nature.

People were really positive about the dual language approach TMP have taken with the site. They suggested weaving Te Reo into the English content as a language learning opportunity, for example bilingual titles.

*Te Pūahatanga is easy to use.*

**If you could change one thing  
about the website what would it be?**

## WHAT COULD BE IMPROVED

# It's hard to find funding information.

'Our funding' isn't immediately visible and people we spoke to said it is hard to find RFP documents and supporting publications. They also find it hard to access reports that outline how much funding was allocated to different projects.

"It takes two or three clicks to find what you're looking for"

"It takes forever to find an RFP on their website. No link from Te Puahatanga"

## WHAT COULD BE IMPROVED

# Content is out of date.

People commented that they haven't visited the site recently because a lot of content is outdated.

One example is the radio page, where the 'Latest Funding Results' are from 2013.

"I stopped going to it ages ago, a lot of the information is really old"

"It's boring, hasn't changed in four years"

## WHAT COULD BE IMPROVED

# Button titles are confusing.

Links and call to actions throughout the site are unclear, and people are not sure what to expect if they click on a button.

“Links are nondescript”

*Te Pūahatanga is easy to use.*

**What would you like to  
see more of on the website?**

## Case studies & resources.

The stand-out sentiment is people see TMP as industry leaders and look to you for advice and support. They asked for more content about what you have funded in the past – ‘success stories’ – as well as resources to create an RFP that stands out.

“If TMP write stuff, people will read it. I read a 200 page document from NZ On Air... it’s our bread and butter”



IDEAS FOR THE FUTURE

## Content you've funded.

Alongside success stories, most people wanted to see links to content TMP has funded to help promote te reo content. A few referenced NZ On Air's 'Watch & Listen' page.

“Everything they commission promotes Māori language and culture.”

IDEAS FOR THE FUTURE

## TMP's story.

Some people we spoke to imagined visiting the site as a new user and saw an opportunity to describe what TMP do, and articulate your mission clearly and concisely upfront.

“As a new user [you think]  
‘What do TMP do?’ – you  
don’t really know”

## 2b. What people told us.

We found it nearly impossible to talk about TMP's website without an interviewee giving feedback on the *application process*. While this is beyond the scope of our research, we have included their thoughts.

Do you have any general  
comments or suggestions?

## IDEAS FOR THE FUTURE

# A two-step funding process.

Some people described how so much time goes into an RFP and it can be hit and miss. They suggested presenting an initial proposal for feedback to see if their idea hits the mark, before investing time in a full proposal.

IDEAS FOR THE FUTURE

## An open dialogue.

Some people said they would like to receive feedback throughout the RFP process, rather than applying all at once with little communication or discussion.

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# Ideas

## CONTENT AUDIT

Update outdated content

Clearly label buttons

Remove repeated links

Articulate your mission upfront

Front load key funding dates

More imagery & visual content

Resources for writing RFPs

Share content you have funded

## INFORMATION ARCHITECTURE

Improve the information architecture

Improve site navigation structure

Plan the user experience for 2–3 key user flows

## WIREFRAME NEW CONTENT

Create designs that enable TMP to share case studies, resources and content you have funded

## BACK-END UPDATES

More flexibility in the CMS

Improve search

Make key content pages downloadable

Set up Google Analytics filters and goals



# Effort

SIMPLE

MEDIUM EFFORT

DIFFICULT

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# First projects

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