

Heidi User Survey

HSG/15/02/02

Background and desired outcome

The heidi user survey was sent out to 2352 users on the 29th June 2015 and remained open until the 10th July 2015.

We had a 17% response rate to the survey (up on the 6% response rate of the previous heidi user survey in 2011). The results of the user survey have been included in the stakeholder papers for review in this meeting (appendix A).

Members of the Heidi Stakeholder Group are invited to review and approve the survey results for publication and to suggest any areas for further action.

Below are the existing actions points resulting from an initial internal review of the heidi user survey 2015.

1. Actions from the heidi user survey (appendix A)

- 1.1 Generate a prioritised list of data sets not current hosted in heidi which respondents indicated would be useful to them (Question 11).
- 1.2 Review the list of API improvement suggestions for Heidi Plus. (Question 13 c).
- 1.3 Review comments regarding how a future heidi service could appeal to a wider range of staff roles at organisations (Question 20).
- 1.4 Pass on the following for review to the heidi lab project:
 - The business questions raised regarding what users would like the new service to answer which current heidi cannot. (Question 22)
 - The contact details of those users who would like to become involved in the heid-lab project.
- 1.5 Consider comments regarding the future of heidi (Question 24) in the planning of Heidi Plus.

Appendix A

heidi User Survey results 2015

We would like to thank all who took part in our survey. HESA undertook a heidi User survey during June 2015. The purpose of this survey was to evaluate customer satisfaction of heidi ahead of the release of the new Heidi Plus service in November 2015 and to seek feedback on the future development of the service.

The results of the survey are displayed below. Comments have been summarised and appear beneath the relevant question.

If you would like to discuss any of these results please contact the Heidi Team at heidi@hesa.ac.uk.

Survey Results

Number of respondents: 399

Number of users surveyed: 2352

Number of organisations represented: 138

Response rate: 17%

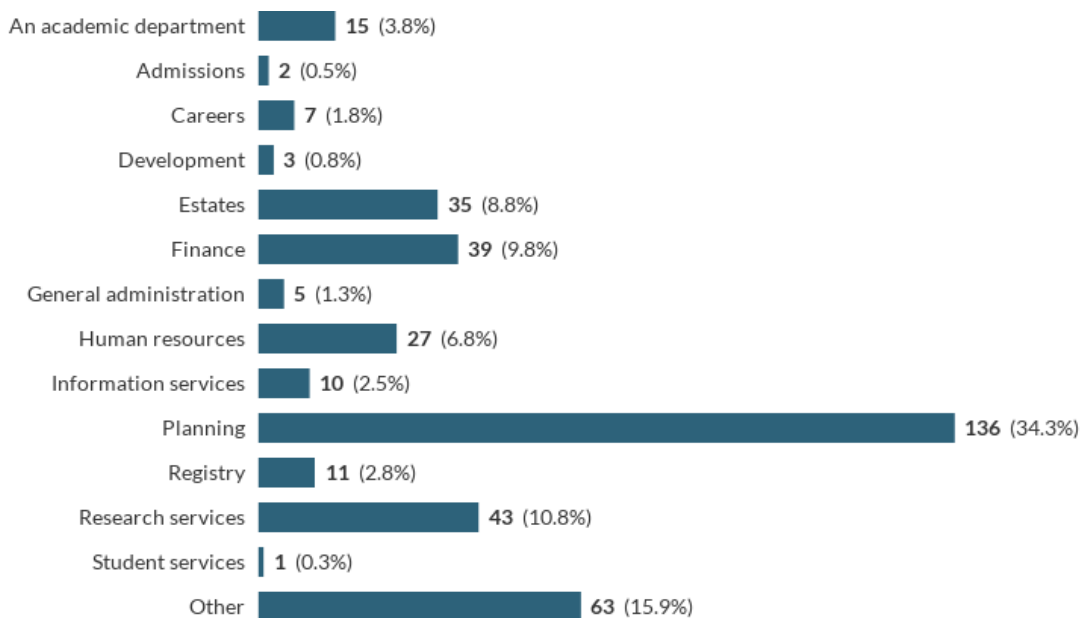
(Previous response rate from 2011 survey: 6%)

Launch date: 29th June 2015

Close date: 10th July 2015

Of the respondents, 61.9% considered themselves to be data specialists (*Question 6, 399 respondents*), and 22.1% were heidi local administrators (*Question 3, 394 respondents*).

Responses were received from a wide range of departments. (*Question 2, 394 respondents*).

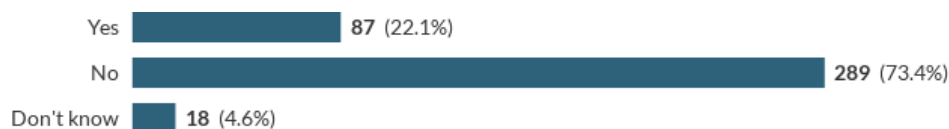


Other departments (with 0.5% of responses or more) included:

- Marketing
- Equality and Diversity
- Policy
- Vice Chancellors Office

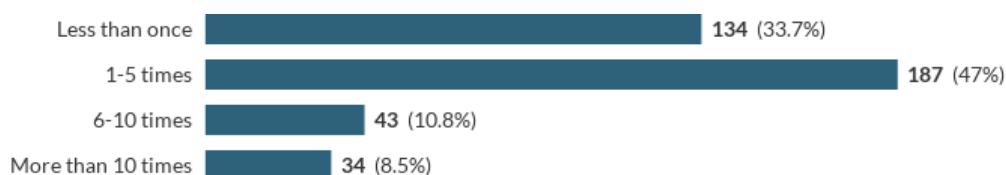
heidi User Survey

Q.3 Are you a heidi local administrator? (394 respondents)

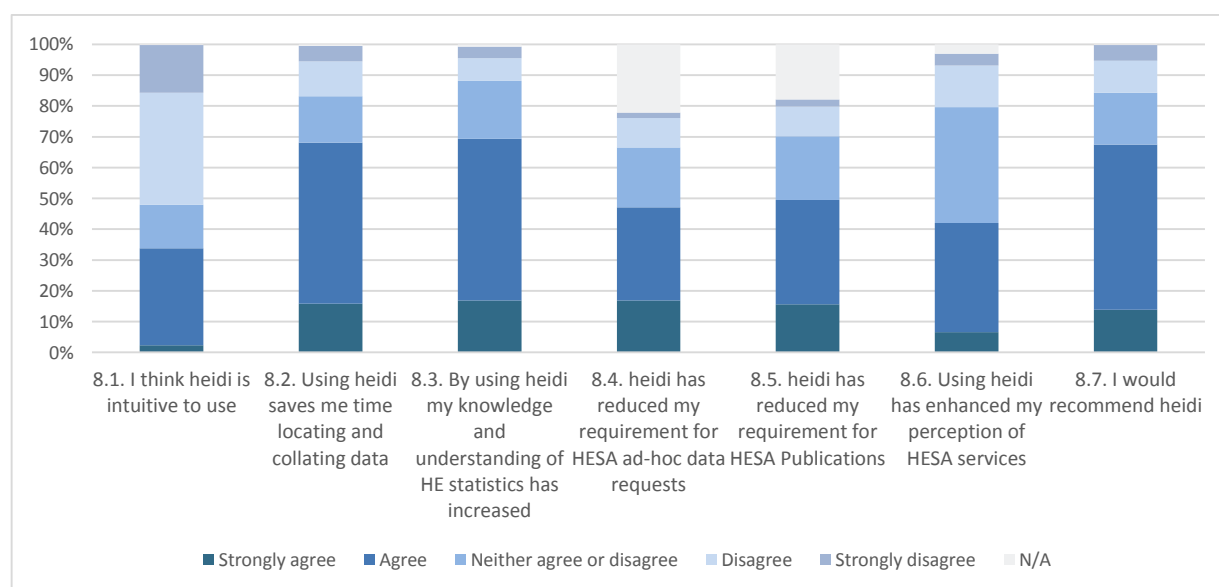


Of those that were local administrators (*Question 4, 96 respondents*) 92.7% reported to spend 3 hours or less a month supporting users and 1.0 % spending more than 10 hours a month. Of those that were not local administrators (*Question 5, 316 respondents*) 82.6% knew who their local administrators were at their organisation.

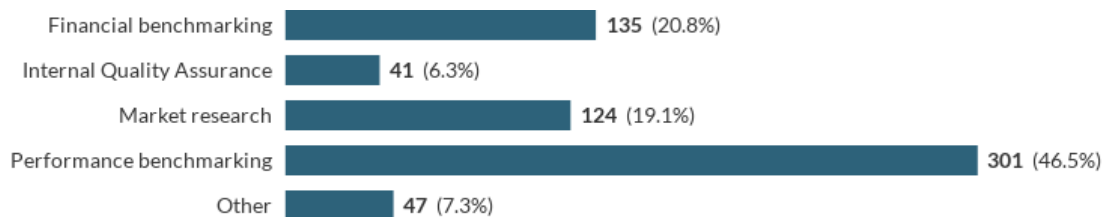
Q.7 On average how many times a month do you use heidi? (398 respondents)



Q.8 How do you feel about the following statements? (respondent range 393 – 398)



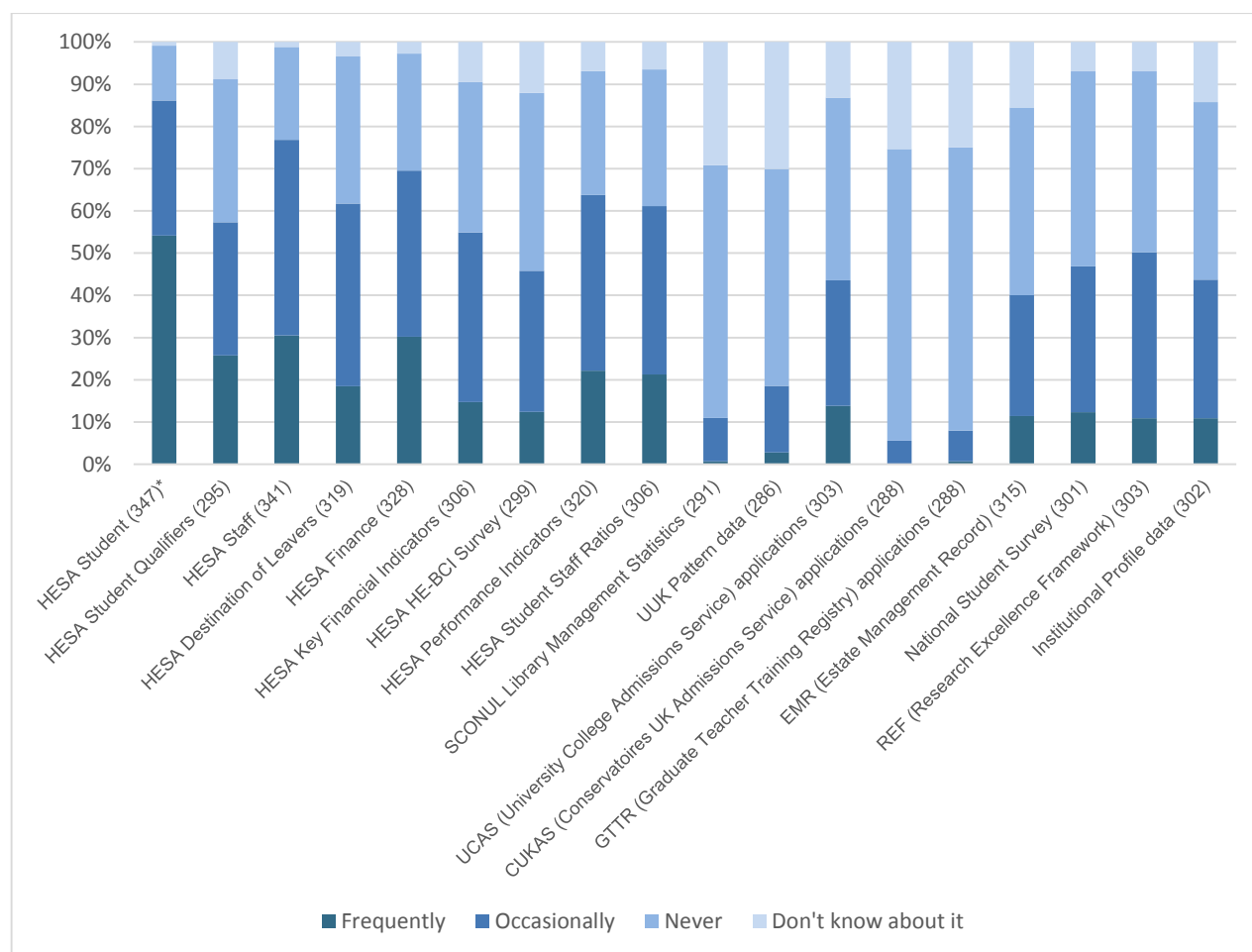
Q.9 What do you predominantly use heidi for? (pick up to three options)



Many comments were received under those who responded “Other” for their predominant use of heidi. Of these Research and Academic research were mentioned in 6.4% of cases

heidi data

Q.10 Which of the following datasets in heidi do you use? (The figure in brackets * denotes the number of respondents).

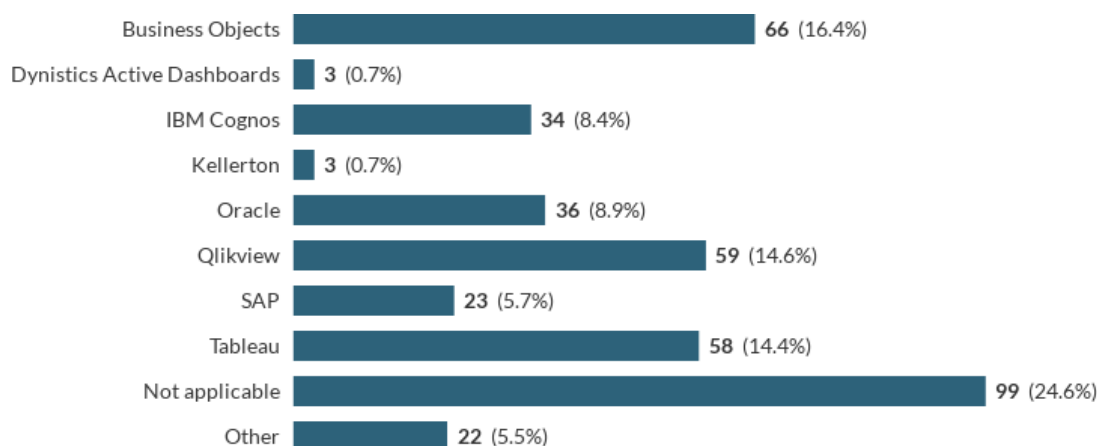


Q.11 What datasets not currently in heidi (if any) would you find useful? (92 respondents)

The 10 most commonly suggested data sets, mentioned 3 or more times, included (summary of answers):

- League table data
- Course title data
- Distance learning data
- PTES (Postgraduate Taught Experience Survey)
- 4 digit JACS code data
- Average Tariff data
- Longitudinal DLHE data
- PRES data (Postgraduate Research Experience Survey)
- Publications data
- RCUK data

Q.12 Do you use a Business Intelligence system in addition to, or alongside heidi, and if so what type?



Other included the following responses:

- | | |
|--|---|
| • In house tool | 5 |
| • SAS | 4 |
| • Excel | 3 |
| • SQL Server | 1 |
| • SITS | 1 |
| • Microsoft Power BI | 1 |
| • Microsoft BI tool | 1 |
| • Jaspersoft Studio | 1 |
| • Institutional CRIS | 1 |
| • Excelsius dashboards | 1 |
| • CAFM system with Estate data & reports | 1 |
| • Access | 1 |

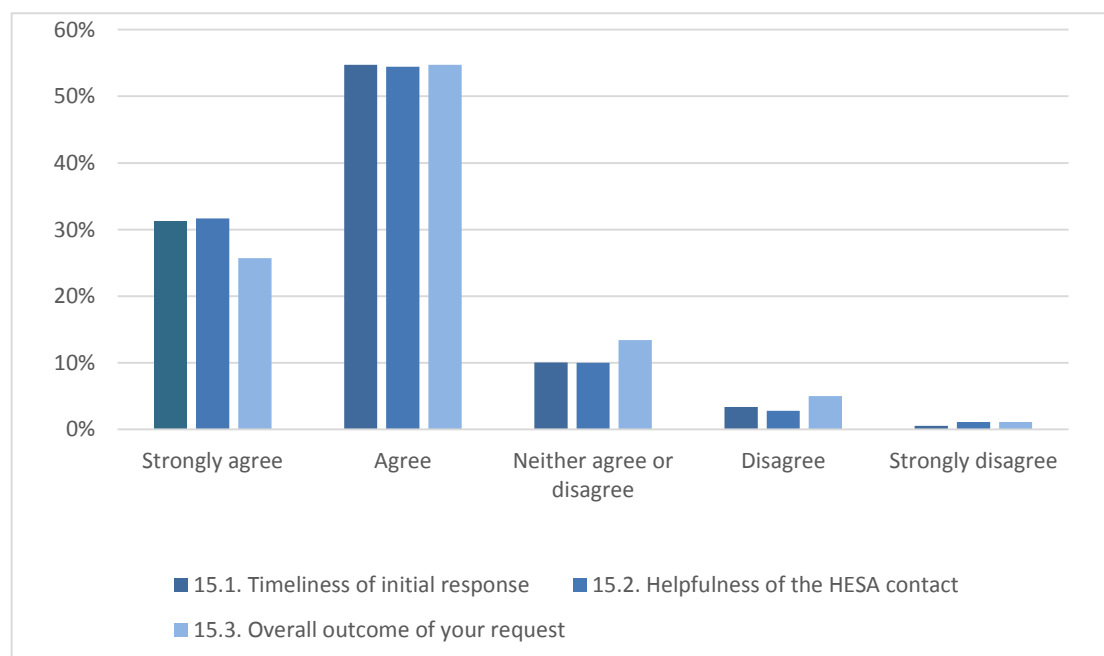
Q.13 and Q.14 heidi's Application Programming Interface?

32.3% of respondents knew that heidi had an API (Q. 13, 396 respondents) and of these 12.5% use an in house developed connector compared to 25.8% who did not (Q. 13a, 128 respondents). The 7.8% who responded Other specified Kellerton, Alteryx and QV source as their connectors (Q13.a.i, 10 respondents). 28.1% of respondents regarded the API as a practical method of getting heidi data into their own systems and 16.4% did not. 55.5% didn't know (Q. 13.b, 128 respondents). There were 112 improvement suggestions made by those who indicated they knew heidi had an API which will be reviewed in relation to the new API planned for heidi plus. (Q. 13.c, 128 respondents).

Of all respondents 15% believed heidi's API had been useful to their organisation overall with 7.4% believing it had not and 77.6% responding Don't know (Q. 14, 380 respondents).

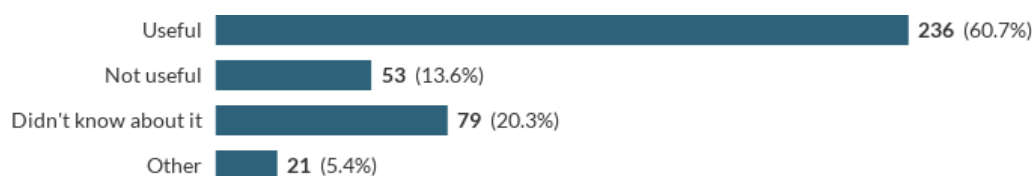
Support

Q.15 If you have contacted the heidi team at HESA, please provide your view of the following statement: "I am satisfied with the response(s) received in relation to the..." (358 respondents)



Please note the 50% of Not Applicable answers were removed from this data.

Q.16 How useful do you find the heidi information website: www.heidi.ac.uk? (389 respondents)



The comments from the Other responses are summarised below: (Q. 16a, 21 respondents):

- | | | |
|-----------------------------------|---|----|
| • Have not used/use often | | 13 |
| • Useful but not easy to navigate | 4 | |
| • Medium usefulness | | 3 |
| • Not good for new starters | 1 | |
| • Training videos limited | | 1 |

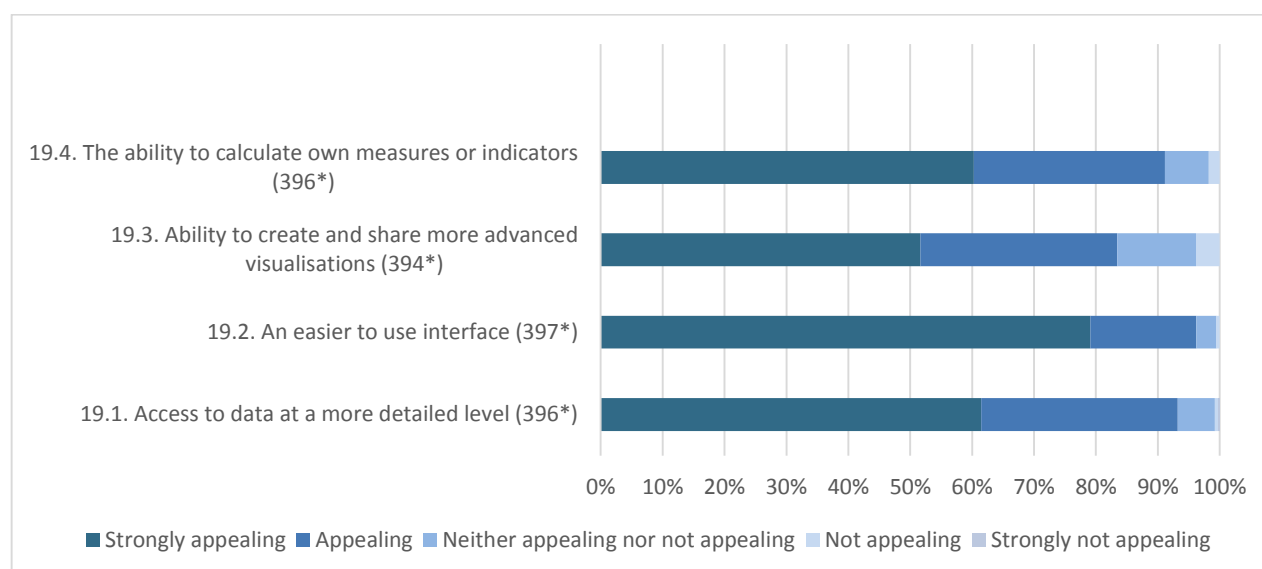
Q.17 Which training events have you attended which have solely focussed on heidi (if any)? (290 respondents)

62% of respondents reported having received heidi training either at HESA or in-house, 34% having no training, and 4% answering Not/applicable.

Q.18 Are you aware of the HESA and Jisc Business Intelligence Project which aims to replace the current heidi service? (398 respondents)

56.8% of respondents were aware of the HESA and Jisc Business Intelligence Project. 43.2% were not.

Q.19 How appealing would the following new functionality be to you as part of a future new heidi service? (The figure in brackets * denotes the number of respondents).



Q.20 How could a future heidi service appeal to a wider range of staff roles at your organisation? (171 respondents)

The top five themes that presented included:

1. By far the most mentioned comment can be summarised as *A more intuitive and easier to use system* that would lessen the need for training before people could get started. Ideas included drag and drop facilities, interactive dash boards and reports, wider visual representation options and a pivot table style of operation.

2. ***Wider data than is currently available with more flexibility to interact with it.*** A significant amount of respondents wanted to move away from the data navigation explorer method of selecting data and have an improved method of selecting year on year data in particular.
3. ***Better publicity of heidi both internally and externally.***
4. ***Include a data dictionary to better explain all the different terminology***
5. ***Others questioned why should the heidi service try to appeal to a wider range of staff.*** There was an interest expressed amongst some to restrict heidi to data experts only and reduce the risk of data misinterpretation. Some expressed a reservation that this may not be possible anyway with some providers having centralised their activities.

Q.21 Which roles or departments do you think could make use of an improved heidi service? (179 responses)

The following list represents the top ten most mentioned roles or departments in descending order:

1. Planning
2. Marketing
3. Finance
4. Academic departments
5. Human Resources
6. Estates
7. Management
8. Admissions
9. Student Services
10. Research Office

Please note the responses to [questions 22 and 23](#) are currently being reviewed by the relevant teams at HESA/Jisc to help inform the design of the new service. These relate to business questions users would like the new service to answer that current heidi does not, and expressions of interest in being involved in the heidi lab project.

Q. 24 Do you have any questions or comments about the future of heidi? (63 responses)

A summary of the most mentioned comments in descending order include:

1. Over 30% of respondents re-iterating that above all they would like a more intuitive and flexible service offering the ability to add extra years' worth of data simply and with the potential to make further aggregations e.g. of subject codes.
2. Many positive expressions about what the heidi service currently offers and users looking forward to Heidi Plus.
3. Respondents wishing the new service will offer access to a finer granulation of data than is currently available in heidi.
4. Questions around what training will be available for the new service were raised.
5. Requests for further data (Widening participation) and requests for the retention of existing data (UCAS).

Q. 25 Are there any further comments you would like to make regarding heidi? (73 responses)

A summary of the most mentioned comments in descending order include:

1. heidi is currently too difficult to use and needs developing. Some users reporting going elsewhere for data if able to or not enjoying using the service. The service is too restricted in its handling of large data items, crashes too much, and is too timely to use.
2. heidi is useful and has changed the way people access and use data at higher education providers. It is a great tool and works well.
3. Better resources required to accompany heidi including definitions, user manual, and an idea of sending weekly bulletins of heidi news raised.