User tests for mitmischen.de youth portal of the German Bundestag

Client:
Deutscher Bundestag

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Categories:

Tags:
#Bildung
#Medien
#Services
#UX-Design
#Zukunft

Challenge

The German Bundestag's youth portal, mitmischen.de, is aimed at young people aged 12 and over and provides important political and parliamentary information in an appealing and user-friendly way. In order to tailor the platform specifically to the needs of this target group, the aim was to optimize the user experience. The main challenge was to better understand user behavior and identify potential weaknesses in order to improve the site's navigation.

Solution

In order to gain a deep understanding of user behavior, comprehensive user tests were conducted with young people from the target group. The participants completed various tasks on the website while their interactions were recorded. These detailed analyses helped to identify hurdles and possible optimizations. In addition, we conducted a survey in the form of an online form consisting of around 15 targeted questions. This form was created using the **involve.me platform**, which provided detailed analyses and extensive data sets. The findings from the user tests and the survey were systematically evaluated and summarized in a comprehensive catalog of weaknesses and suggestions for optimization.

Benefits

- **Insight into user behavior:** The Bundestag received a detailed analysis of the challenges faced by the target group when using the platform.
- **Concrete suggestions for improvement:** The results made it possible to make the platform more user-friendly and attractive in a targeted manner.
- **Better target group orientation:** The proposed adjustments aim to increase the relevance of the youth portal and its attractiveness for young users.

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Nico Rehmann
Dipl.- Wirtschaftsinformatiker (DH)
Partner | CEO

Telefon: +49 89 9545706 10
email: info@asioso.com
www.asioso.com

asioso GmbH Wilhelmine-Reichard-Str. 26 80935 München Deutschland