

Improving PxWeb through user insights

PX-MEETING IN PRISTINA, OCTOBER 2026



Statistisk sentralbyrå
Statistics Norway **150 år**

Introduction

- Maren
- Statistics Norway
- My role in PxWeb: UX/UI designer
- Very briefly explained:
 - Responsible for user experience and design

Agenda

Why user insights matter

From feedback to understanding

Example from Statbank Norway

Closing thoughts

Why user insights matter

User insights help us

- Understand the real user needs before building solutions
- Focus on the issues that matter most to users
- Reduce the risk of low-value development work
- Make decisions and priorities based on evidence rather than assumptions
- Create a shared understanding across teams and stakeholders

From feedback to understanding

We receive feedback

- We receive feedback from multiple sources:
 - E-mail and support channels
 - Information service
 - Colleagues and internal networks
 - Feedback widget (in the interface)
 - Internal stakeholders
 - Other statistical offices and organizations

We look for patterns

- All feedback is collected and organized in an affinity diagram
- (An affinity diagram is a way of collecting and grouping insights to see where users are experiencing similar problems)
- This helps us identify recurring pain points and areas of concern

Feedback alone isn't enough

- Some user groups are more likely to provide feedback than others, but we also need to understand the needs of users who rarely contact us
- Feedback tells us that users are struggling with something, but not necessarily why or what they need
- Example: "In my experience, it [now] takes more scrolling to find the table I'm looking for"

Feedback alone isn't enough

- What the feedback isn't telling us:
 - Is this a usability problem or a learning curve issue?
 - Does the current design provide other benefits that can compensate for the additional scrolling?
 - What is the underlying user need?
 - Who is affected by it? Does it impact all users, or just some?

We need to investigate further

- When we identify recurring pain points or improvement suggestions, we often conduct usability testing
- This helps us better understand:
 - What users are trying to achieve
 - How they interact with the interface in practice
 - Where they encounter friction
 - What the underlying user need is
- Builds a more balanced understanding of our different user groups

Not everything requires extensive user research

- We also rely on established design principles, best practices, accessibility guidelines, and professional experience
- Most valuable when:
 - The problem is complex
 - Users have different needs and perspectives
 - There are competing ideas about the solution
 - The proposed changes require significant development effort

Example from Statbank Norway

Finne riktig tabell

This block contains several sticky notes with text. The largest note on the left lists various tables and their contents. Other smaller notes are scattered around, some with headings like 'Finne riktig tabell' and 'Finne riktig tabell'.

Velge variabler og verdier

This block contains several sticky notes with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Velge variabler og verdier' and 'Velge variabler og verdier'.

Avsluttet tabell / brudd i tidsserie

This block contains two sticky notes with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Avsluttet tabell / brudd i tidsserie' and 'Avsluttet tabell / brudd i tidsserie'.

Navigere mellom sidene

This block contains one sticky note with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Navigere mellom sidene' and 'Navigere mellom sidene'.

Informasjon om tabellen

This block contains several sticky notes with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Informasjon om tabellen' and 'Informasjon om tabellen'.

Interne behov og ønsker

This block contains several sticky notes with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Interne behov og ønsker' and 'Interne behov og ønsker'.

Funksjonalitet på tabellsiden

This block contains several sticky notes with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Funksjonalitet på tabellsiden' and 'Funksjonalitet på tabellsiden'.

Tabellinnhold

This block contains three sticky notes with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Tabellinnhold' and 'Tabellinnhold'.

Ferdige lapper, skal sorteres

This block contains a large blue rectangular area. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Ferdige lapper, skal sorteres' and 'Ferdige lapper, skal sorteres'.

Generelt

This block contains several sticky notes with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Generelt' and 'Generelt'.

Ønsker for fremtiden

This block contains two sticky notes with text. The largest note on the left lists various variables and values. Other smaller notes are scattered around, some with headings like 'Ønsker for fremtiden' and 'Ønsker for fremtiden'.

Different findings, different next steps

- Many of the patterns we see in the feedback align with observations and ideas we were already aware of
- Some problems are (more or less) straightforward, like wanting to be able to select multiple values at once
- Others require a deeper understanding before we can identify the right solution
- One example of this is ...

Some users find the start page less intuitive and more difficult to navigate than before

- What the feedback tells us:
 - Experienced users says finding the right table now requires more scrolling, filtering, and navigation than before
 - It is harder to get an overview of all the tables within statistics areas, particularly for statistics with many tables
 - Users miss the old statistics “overview” with grouped table lists and subheadings

Arbeidskraftundersøkelsen



Velg tabell



Velg variabler



Vis resultat

Bokstavkode etter tabelltittel viser laveste regionsnivå: (F) = fylke, (K) = kommune, (G) = grunnkrets, (B) = bydel, (T) = tettsted
Forklaring på tidsperiode: K = Kvartal, M = Måned, U = Uke

Sammenlignbare tidsserier

Tabellnr.	Tittel	Tidsperiode:
13760	Arbeidsstyrken, sysselsatte, arbeidsledige og utførte ukeverk, etter kjønn og alder. Brudd- og sesongjusterte tall	2006M01 - 2026M08
14483	Personer, etter arbeidsstyrkestatus, kjønn og alder. Brudd- og sesongjusterte tall	2009K1 - 2026K2
13618	Personer, etter arbeidsstyrkestatus, kjønn og alder. Bruddjusterte tall	2009 - 2025
13619	Personer, etter arbeidsstyrkestatus, kjønn og alder. Bruddjusterte tall	2009K1 - 2026K2

Arbeidsstyrken

Tabellnr.	Tittel	Tidsperiode:
05110	Personer, etter arbeidsstyrkestatus, kjønn og alder	1988K2 - 2026K2
14714	Innvandrere, etter arbeidsstyrkestatus, landbakgrunn, kjønn og alder	2021K1 - 2026K2
14715	Innvandrere, etter arbeidsstyrkestatus, landbakgrunn, kjønn og alder	2021 - 2025
05111	Personer, etter arbeidsstyrkestatus, kjønn og alder	1972 - 2025
14077	Personer, etter arbeidsstyrkestatus, kjønn, alder og utdanningsstatus	2021K1 - 2026K2
14090	Personer, etter arbeidsstyrkestatus, kjønn, alder og utdanningsstatus	2021 - 2025
13784	Personer, etter arbeidsstyrkestatus, kjønn, alder og utdanningsnivå	2021K1 - 2026K2

Our current understanding of the feedback

- Some users don't necessarily want to narrow their options down immediately, they first want to understand the “landscape”
- They need to compare similar tables, understand the differences between them, to make sure they choose the right one

For those who know where to look

- However, reaching this page required a good understanding of Statistics Norway's topic structure and terminology
- Users had to navigate through topics, subtopics, and statistics before they could access this overview
- The journey involved multiple clicks and provided little visibility into what tables were available before reaching that final page
- Users unfamiliar with the structure would struggle to get there in the first place

Further investigation needed

- We have recently conducted a new usability test of the start page
- The results are currently being analyzed
- Based on the findings, we will explore and evaluate potential design improvements

Important context

- The feedback we have received so far is dominated by experienced and internal users
- Many users have spent years learning the previous solution. Any major change will naturally create some friction while users adapt to new workflows
- We also need to keep in mind that:
 - PxWeb 1 is still available
 - Some functionality still exists only in PxWeb 1
 - Many users continue to rely on these features

Closing thoughts

Every redesign comes with a learning curve

- When launching a new solution, users need time to adapt
- Some challenges may be related to change and learning, while others may indicate genuine usability issues
- Understanding which is which is an important part of our work

Help us improve PxWeb

- We receive a lot of valuable feedback from end users and the Px community 👍
- The more specific and concrete the feedback is, the easier it is for us to understand and prioritize
- Better feedback leads to better decisions and, ultimately, a better PxWeb for everyone

🌈 ⭐ ✨ 🌱 **Launching is not the end of the journey. The real learning begins when users start using the product** 🌱 ✨ ⭐ 🌈

Thank you!

