

Edmonton Maps User Experience, January 2025

Context and Objectives:

The City of Edmonton provides various maps on edmonton.ca to help Edmontonians learn more about neighbourhood features, transit routes, addresses, assessments, bike routes and more.

This survey was conducted to understand how Edmontonians currently use maps on edmonton.ca. The results will be used to further improve user experience of online maps available on the City of Edmonton website.

Methodology:

Online data collection (EIC + Open link)

- An online survey issued through the Edmonton Insight Community (EIC).
- A link made publicly available to share the survey with others who are not a part of EIC
- In total, 2,223 respondents completed the survey, of which 1,280 have used online maps on City's website.
- Note that this report only includes the analysis of closed-ended questions asked in the survey.

Timelines:

Survey was open from January 28th to February 11th, 2025.

I. Usage Patterns

General usage

- More than half of respondents (58%) have used online maps on City's website (edmonton.ca) (Figure 1).
- Among those who have not used maps, majority are not aware of the online maps on City's website (73%). About half (53%) mention not using maps on City's website because information they need is available on external maps (Figure 2).
- Majority (63%) of those who have used maps on City's website, use online maps on edmonton.ca rarely (a few times a year).

Figure 1 - There are about 180 online maps on the City's website edmonton.ca. Have you ever used online maps on City's website edmonton.ca?

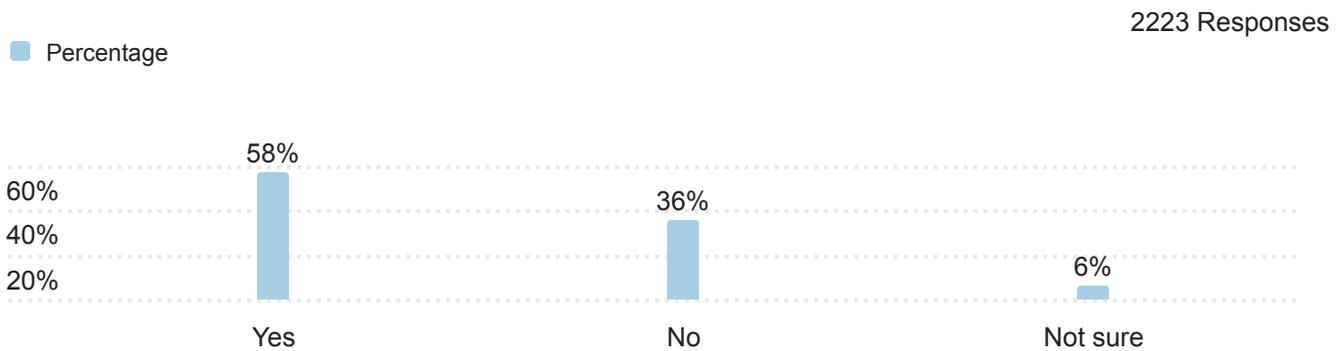
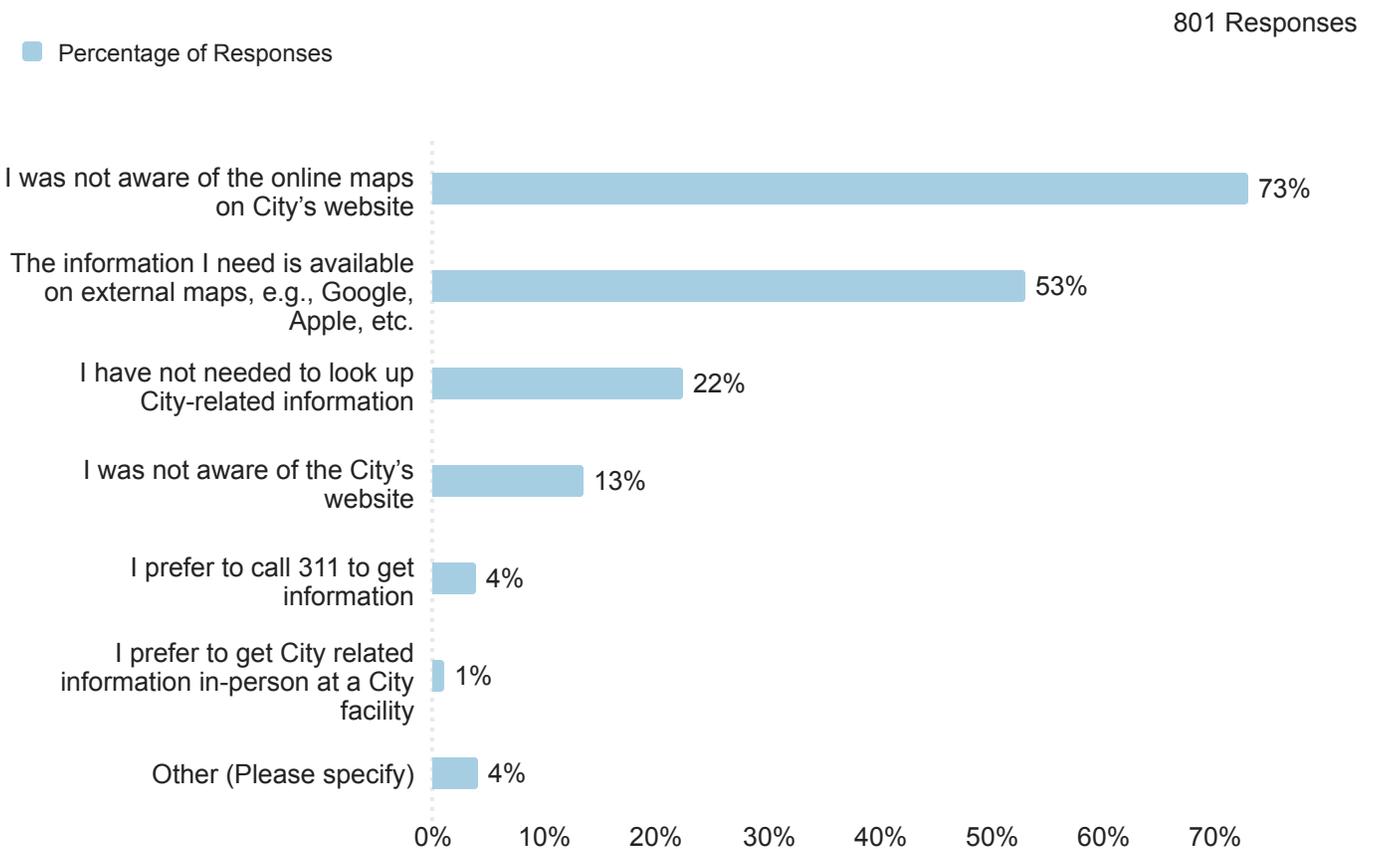


Figure 2 - Why have you not used online maps on edmonton.ca? Select all that apply.



Most used online maps:

- More than a quarter of respondents mention using the following online maps: Eco stations (43%), Current traffic disruptions (35%), Recreation centres & pools (32%), and EPark (26%) (Figure 3).
- When asked about the map they used most frequently, 18% mentioned 'Current traffic disruptions', followed by 'Recreation centres & pools' (13%) and 'Eco stations' (12%) (Figure 4).

Figure 3 - Which of the following online maps have you used on edmonton.ca? Select all that apply.

1280 Responses

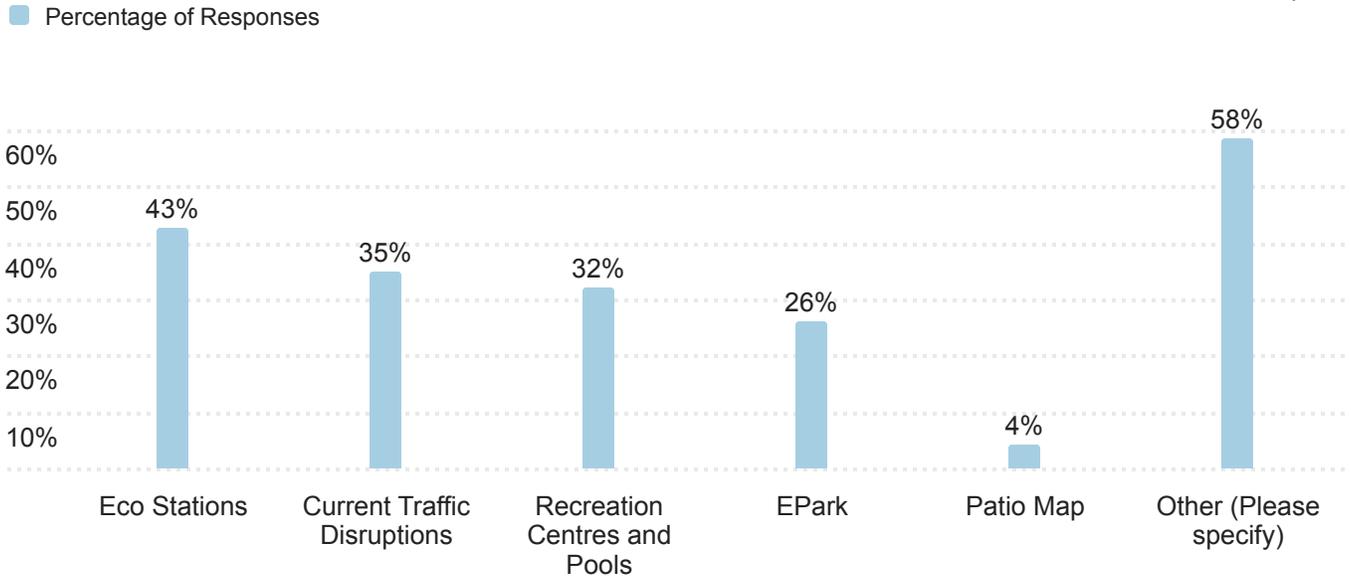
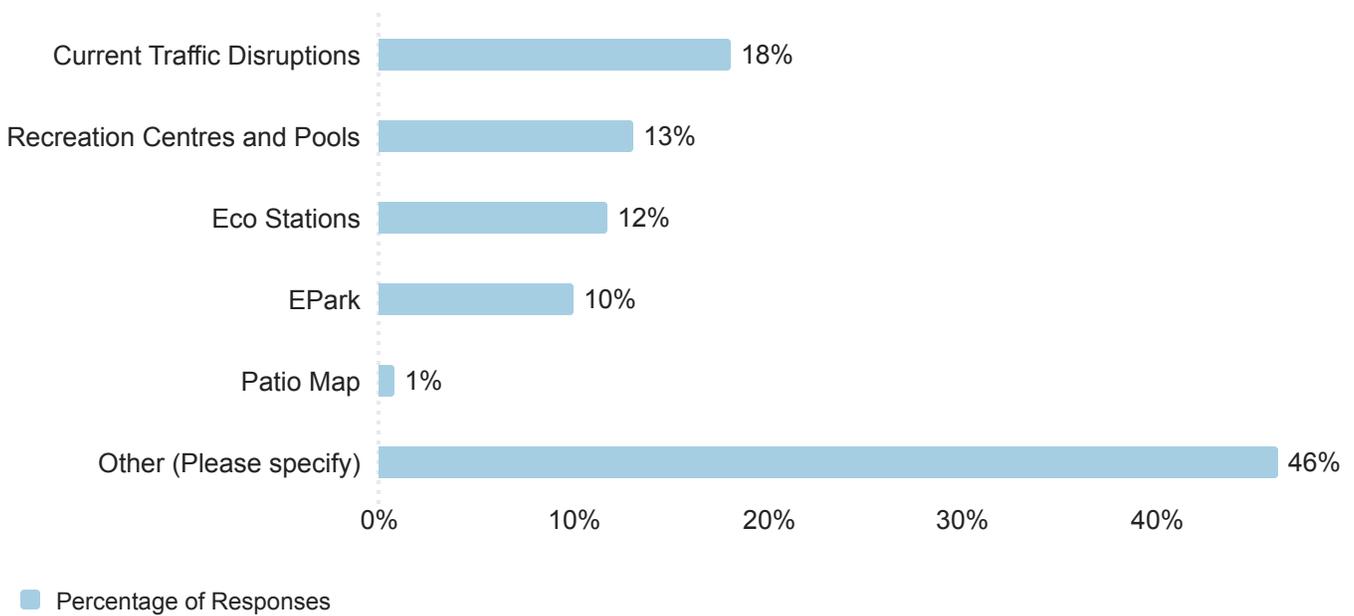


Figure 4 - Most frequently used online maps on edmonton.ca

1280 Responses



More about usage:

- The majority of respondents (95%) have used online maps on edmonton.ca for personal use (Figure 5).
- The most used device for accessing online maps on edmonton.ca is smartphone (62%), followed by laptop (44%) and desktop (41%) (Figure 6).

Figure 5- Do you use the online maps on edmonton.ca for... Select all that apply.

1280 Responses

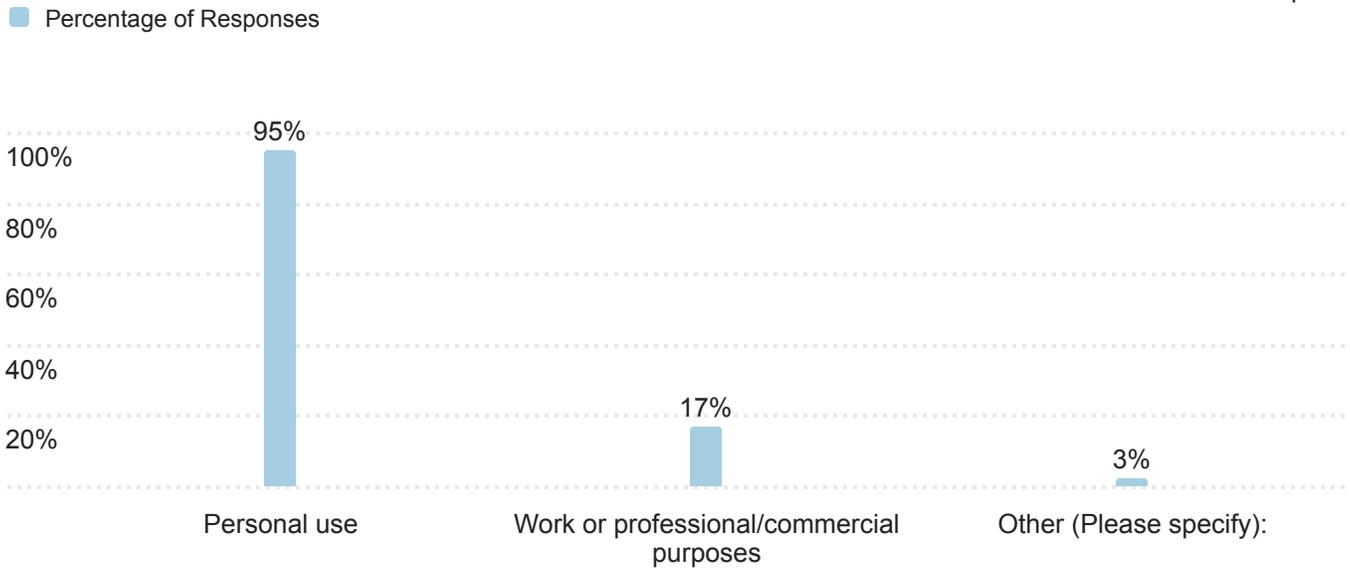
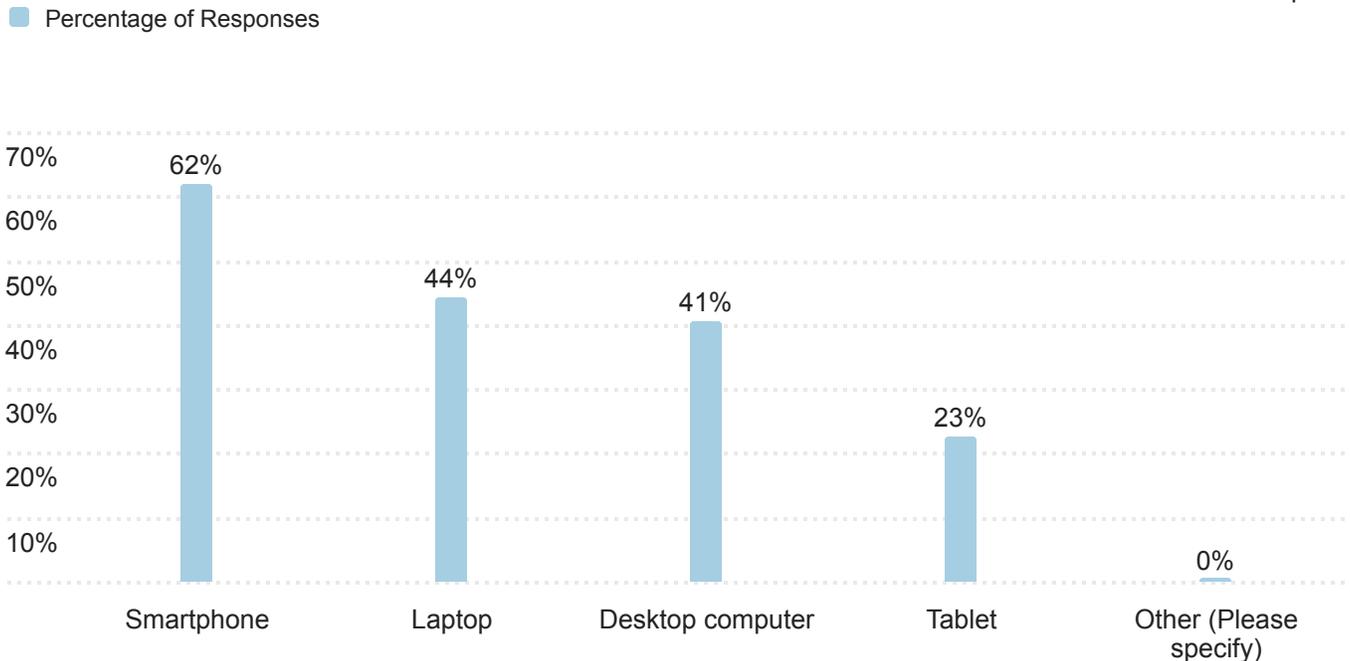


Figure 6 - Which devices do you use to access online maps on edmonton.ca? Select all that apply.

1280 Responses



II. User Experience

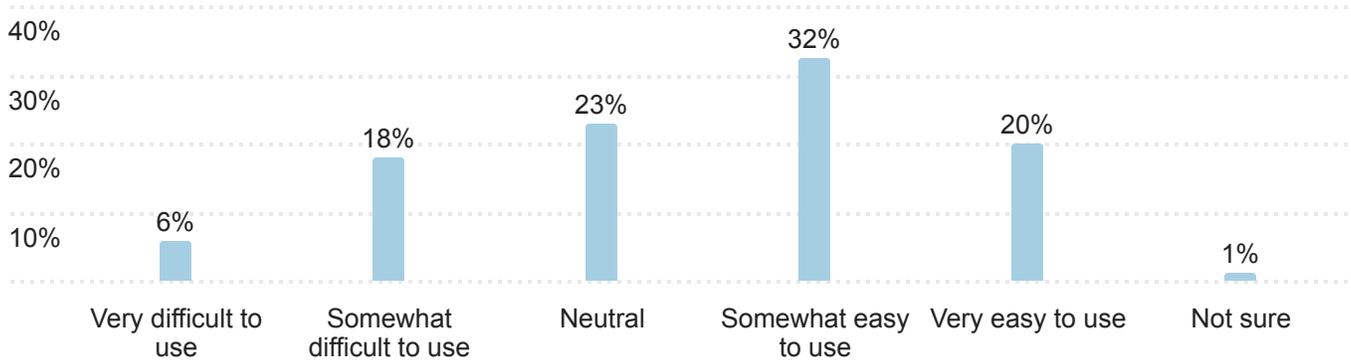
Ease of Use

- Half of the respondents (52%) indicate that overall online maps on edmonton.ca are easy to use (Figure 7).

Figure 7 - How would you describe your overall experience using the online maps on edmonton.ca?

1280 Responses

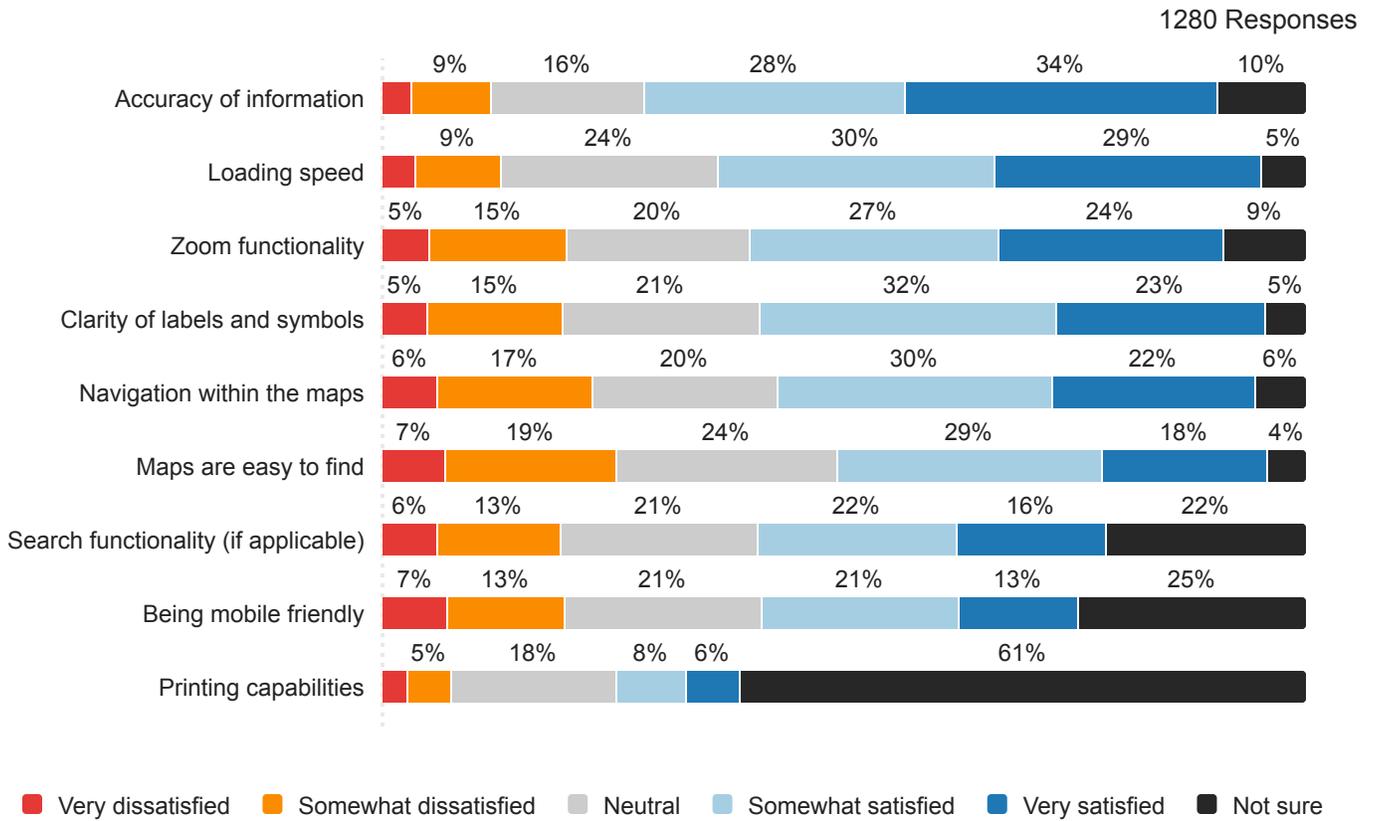
■ Percentage



Satisfaction with various features of online maps

- Respondents are most satisfied with 'accuracy of information' (62%), followed by 'loading speed' (59%).

Figure 8 - How satisfied are you with the following aspects of maps on edmonton.ca?

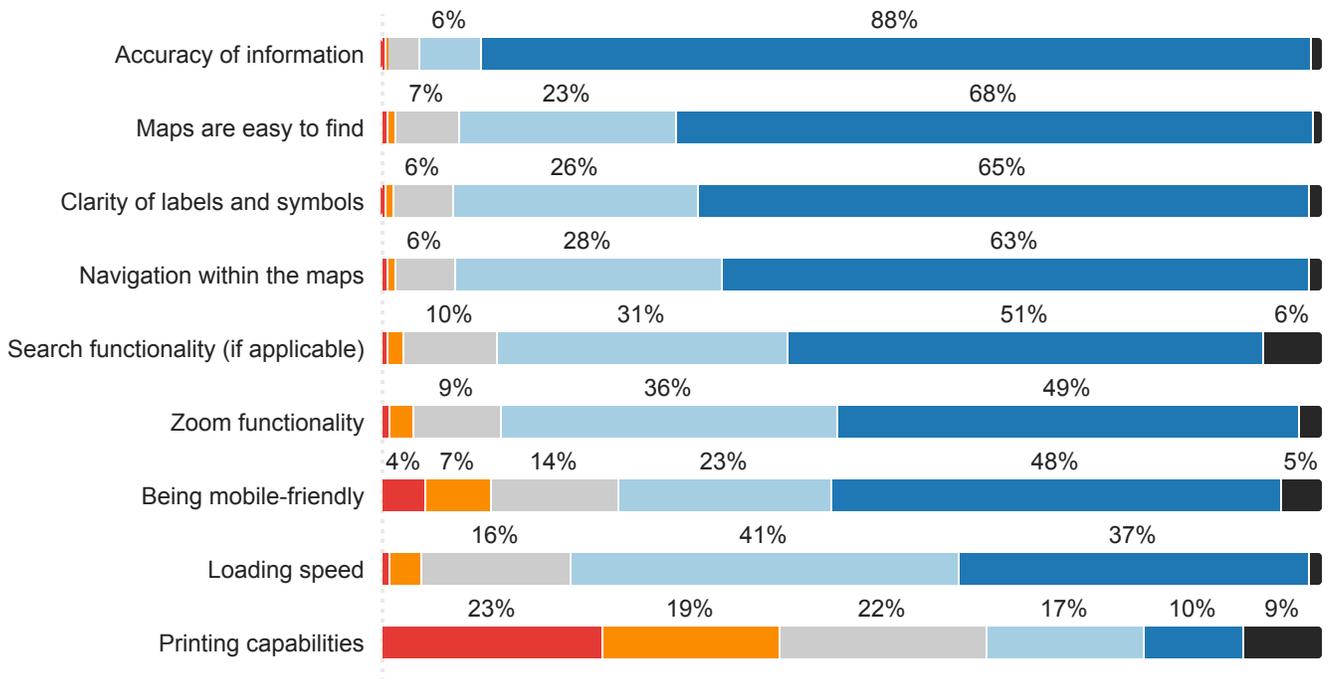


Importance of various features of online maps

- Respondents rate 'accuracy of information' (94%), 'easy to find (91%), clarity of labels and symbols (91%) and navigation within maps (91%) as most important features.
- Printing capability is the least important, with 27% respondents indicating that it is important.

Q10a - How important are the following to you when you use maps on edmonton.ca?

1280 Responses

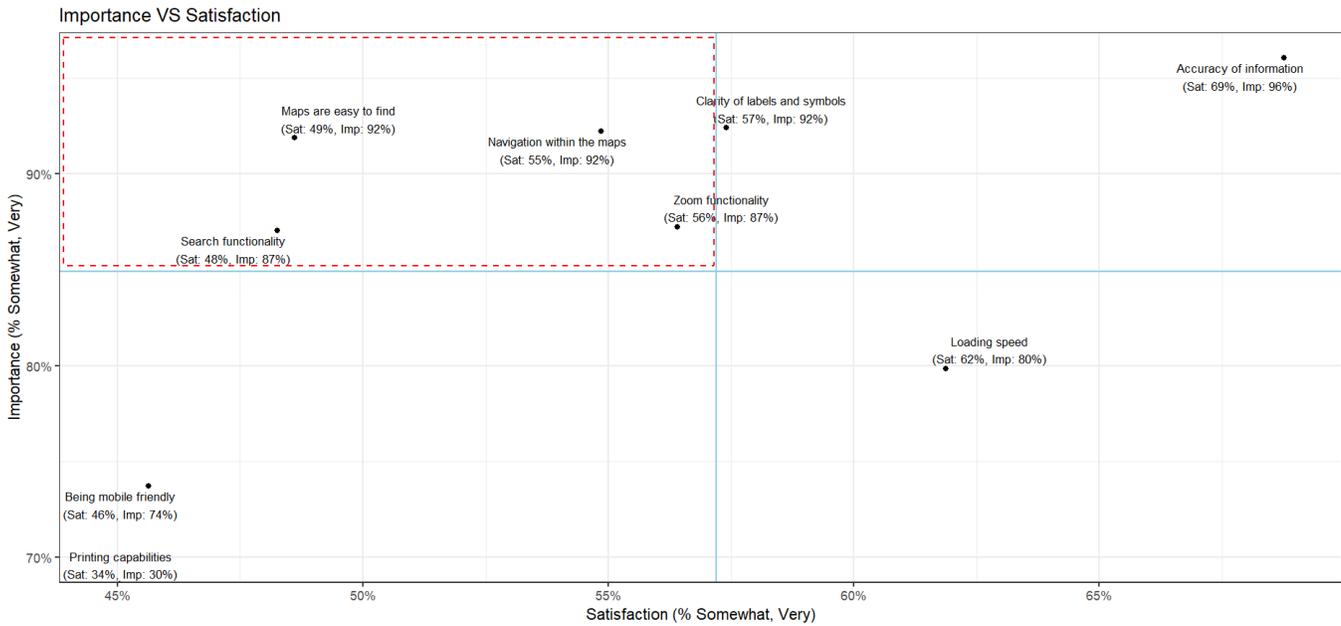


■ Not important at all
 ■ Not very important
 ■ Neutral
 ■ Somewhat important
 ■ Very important
 ■ Not sure

Primary Strengths and Opportunities for Improving Online Maps on edmonton.ca

- Primary strengths for online maps are as follows (rated as high importance and high satisfaction)
 - Accuracy of information
 - Clarity of labels and symbols

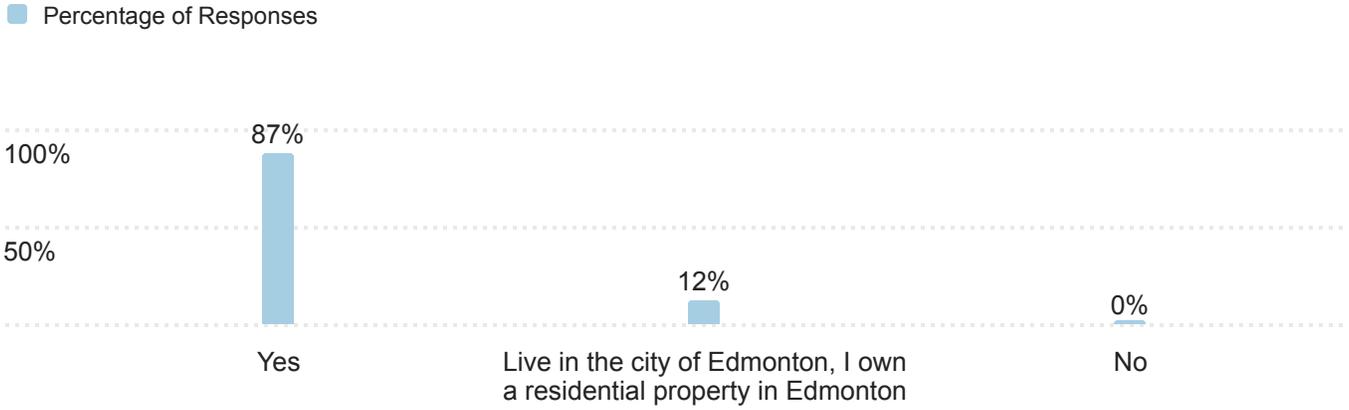
- Primary opportunities for improving online maps are as follows (rated as high importance and low satisfaction):
 - Maps are easy to find
 - Navigation within the maps
 - Search functionality
 - Zoom functionality



Demographics - Profile of respondents

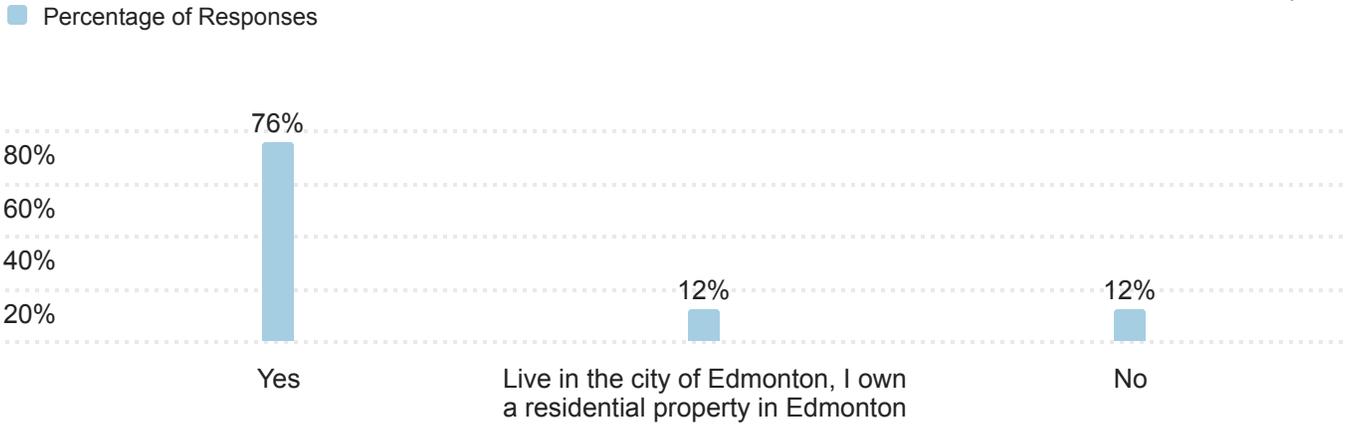
Residence

2223 Responses



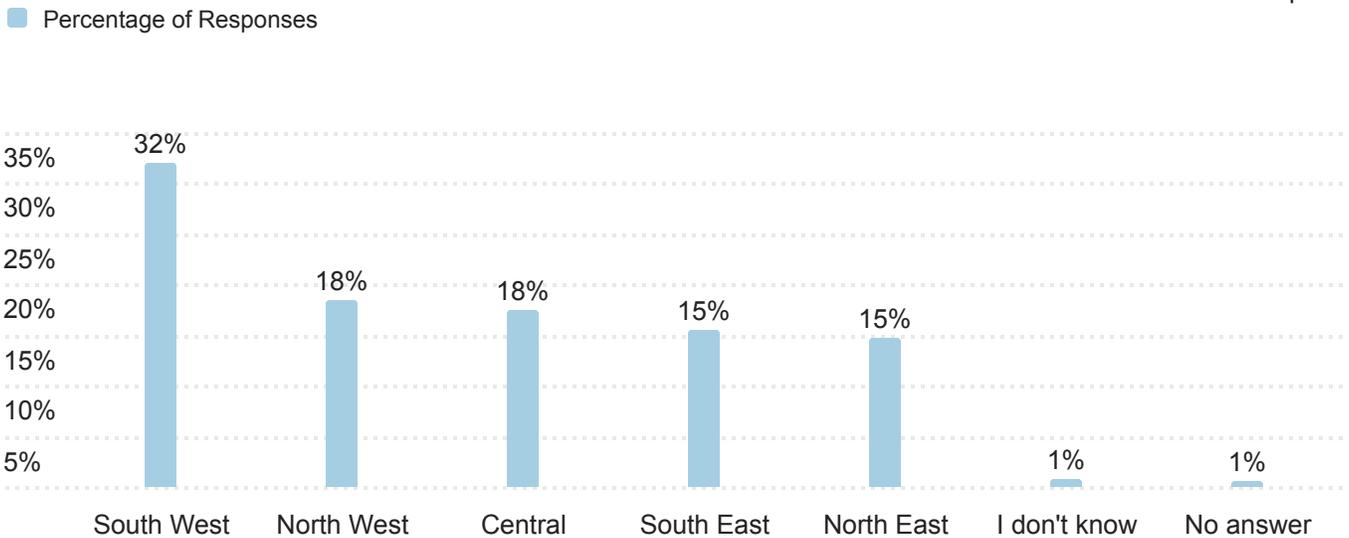
Residential Property Owner

2223 Responses



Region

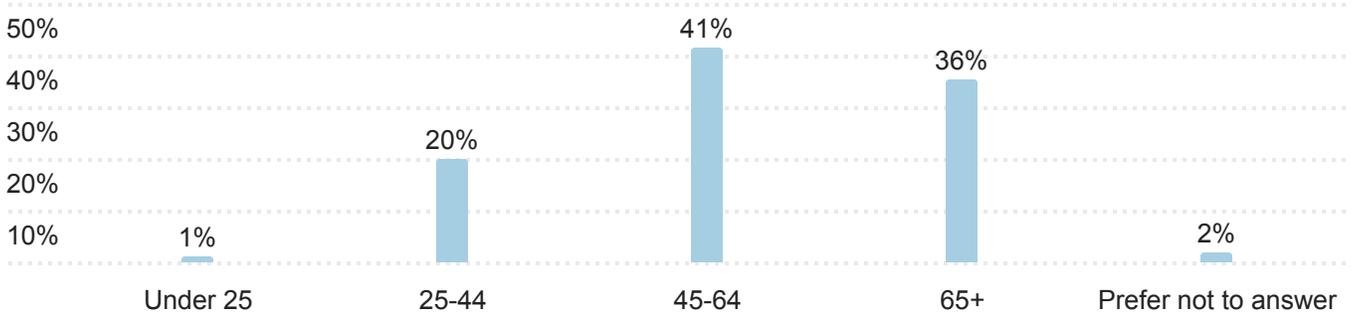
2223 Responses



Age group

2223 Responses

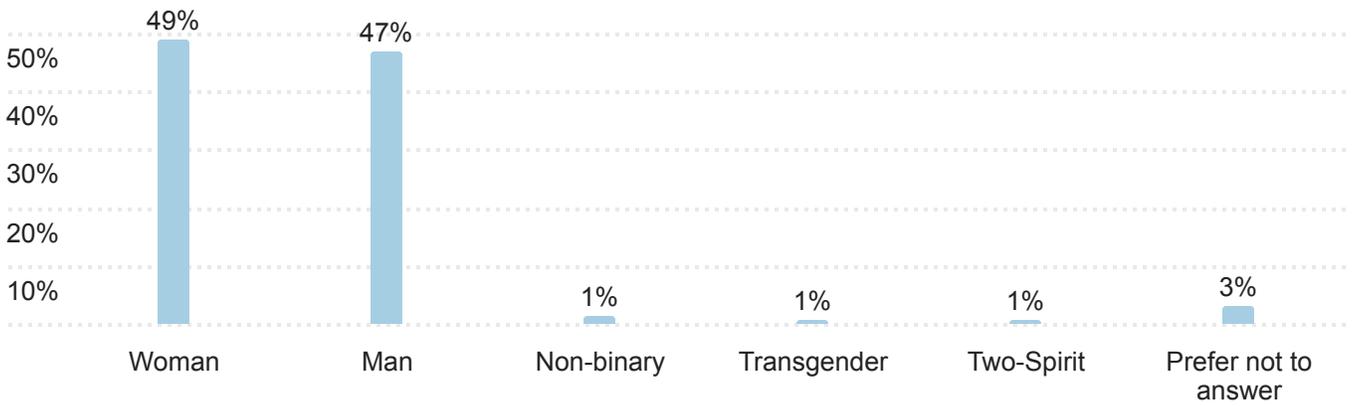
Percentage of Responses



Gender

2223 Responses

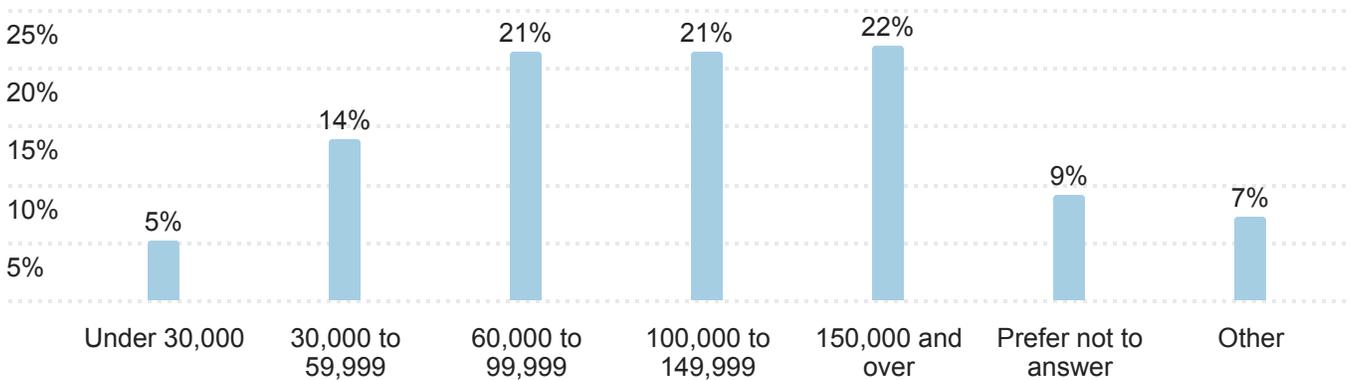
Percentage of Responses



Household Income

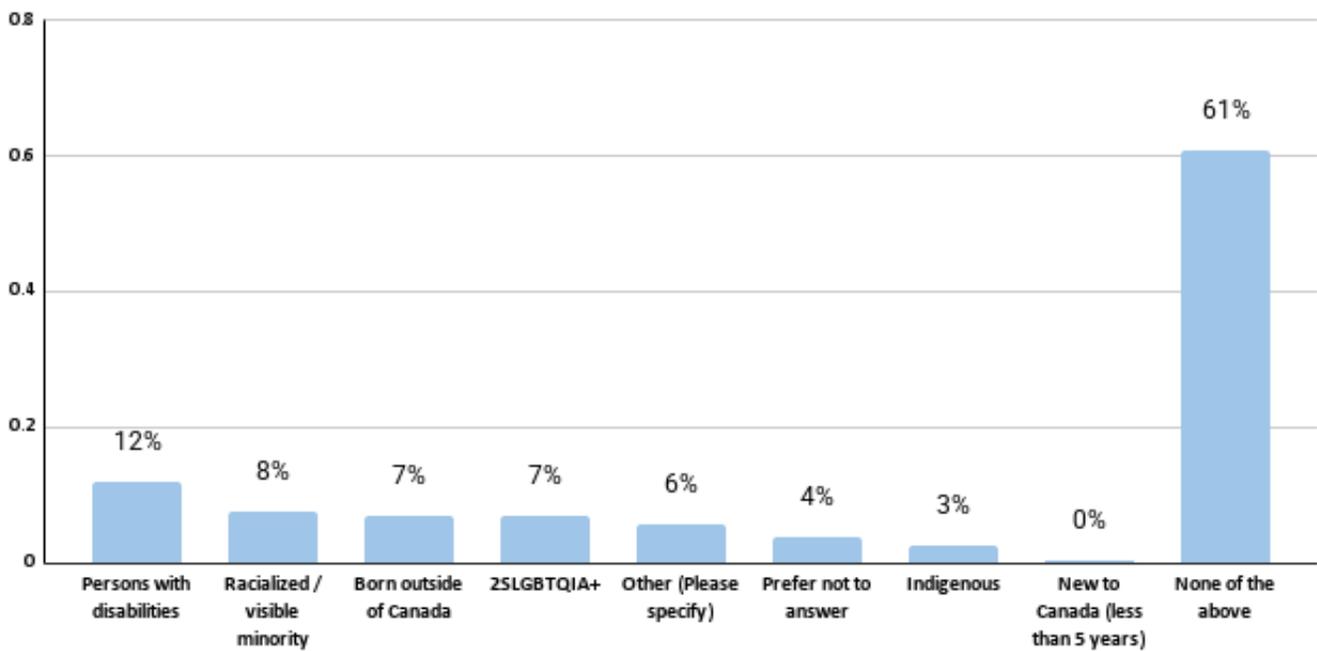
2223 Responses

Percentage of Responses



Identity

2223 responses



Employment status

2223 responses

