

# EMODnet user-survey

Improve user-friendliness of the services offered by the EMODnet Data Portals (WP2):  
preliminary results

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# WP2 – Monitoring EMODnet Output and Progress

Task 2.3.1: Assess user-friendliness of EMODnet data portals



# EMODnet



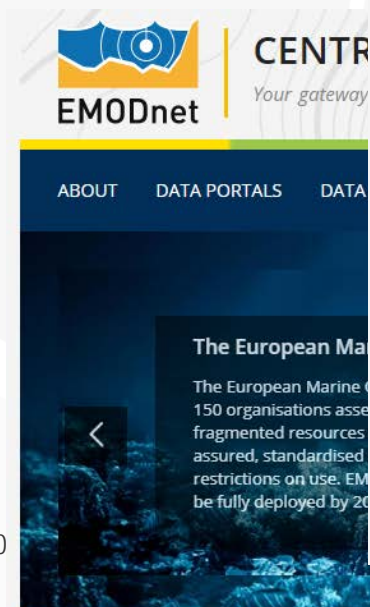
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## WP3 Out

Task 2.3.1: Assess user-friendli

### 🔊 (1) General user-survey

- 5-10 minutes
- 14 May – 31 August
- Online on Central Portal
- About user-friendline



Start Page 2 Page 3 Page 4 Page 5 Complete

**Which EMODnet Portals do you visit most often? \***

- Bathymetry
- Geology
- Seabed habitats
- Physics
- Chemistry
- Biology
- Human activities
- None yet, as it's my first visit.

(more than one option is possible)

**How do you rate the overall content of the EMODnet Central Portal? \***

- Clear and complete
- Moderately satisfying
- Neutral
- Moderately unsatisfying
- Unclear and incomplete

**How do you rate the overall look / virtual appeal of the EMODnet Central Portal website? \***

- Visually attractive
- Moderately attractive
- Neutral
- Moderately unattractive
- Visually unattractive

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# WP2 – Monitoring EMODnet Output and Progress

Task 2.3.1: Assess user-friendliness of EMODnet data portals

📡 (1) **General user-survey**

- 5-10 minutes
- 14 May – 31 August
- Online on Central Portal
- About user-friendliness of Central Portal and services

📡 (2) **Targeted assessment**

- 30-60 minutes
- End May – end August/beginning September
- Exploring tasks & questions sent to participants
- One in-depth survey per Data Portal
- About user-friendliness & services (map viewer, catalogue, data download, ...)

## Part 1.1 – Exploring tasks

Please note down the path you follow, starting from the Central Portal ([www.emodnet.eu](http://www.emodnet.eu)), to go to the Human Activities portal.

ANSWER:

Portal functionality	Exploring task																		
View data	EMODnet Human Activities offers the possibility to visualise a wide range of																		
	<table border="1"> <thead> <tr> <th>Item to score</th> <th>Description</th> <th>Scoring (1-5)</th> </tr> </thead> <tbody> <tr> <td><b>1. VISUAL IMPRESSION</b></td> <td></td> <td>Score 1 (poor), 3 (average) to 5 (excellent) NA (not applicable)</td> </tr> <tr> <td>Appeal</td> <td>Originality of colours and illustrations, sobriety, and design consistency.</td> <td></td> </tr> <tr> <td>Visual Hierarchy</td> <td>Text fonts, colours, position of text and illustrations, ... create textual hierarchy.</td> <td></td> </tr> <tr> <td>Typography</td> <td>Text is comfortable to read (font - variety of fonts, size, colour, position).</td> <td></td> </tr> <tr> <td><b>2. NAVIGATION</b></td> <td></td> <td>Score 1 (poor), 3 (average) to 5 (excellent) NA (not applicable)</td> </tr> </tbody> </table>	Item to score	Description	Scoring (1-5)	<b>1. VISUAL IMPRESSION</b>		Score 1 (poor), 3 (average) to 5 (excellent) NA (not applicable)	Appeal	Originality of colours and illustrations, sobriety, and design consistency.		Visual Hierarchy	Text fonts, colours, position of text and illustrations, ... create textual hierarchy.		Typography	Text is comfortable to read (font - variety of fonts, size, colour, position).		<b>2. NAVIGATION</b>		Score 1 (poor), 3 (average) to 5 (excellent) NA (not applicable)
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<b>2. NAVIGATION</b>		Score 1 (poor), 3 (average) to 5 (excellent) NA (not applicable)																	
Search data	Language clarity	The wording is simple and clear.																	
	Structure	The website has an intuitive, logical structure. <i>i.e.</i> , navigation through the website is easy and straightforward.																	
Simplicity	Simplicity	A conservative amount of clicks to reach your target.																	
	Guidance	If needed, guidance is provided under the form of FAQs, tutorials, guidelines/workflow, ...																	
Services	If you are familiar with using web services, then we invite you to explore this function offered by EMODnet Human Activities. If not, then you may disregard this question.																		
Other pages	Explore and read the following pages, while keeping in mind to try and grasp the main messages put forward by each page: <i>Home</i> , <i>About</i> (and subpages), <i>Blog</i> .																		

ng to.

ANSWER.



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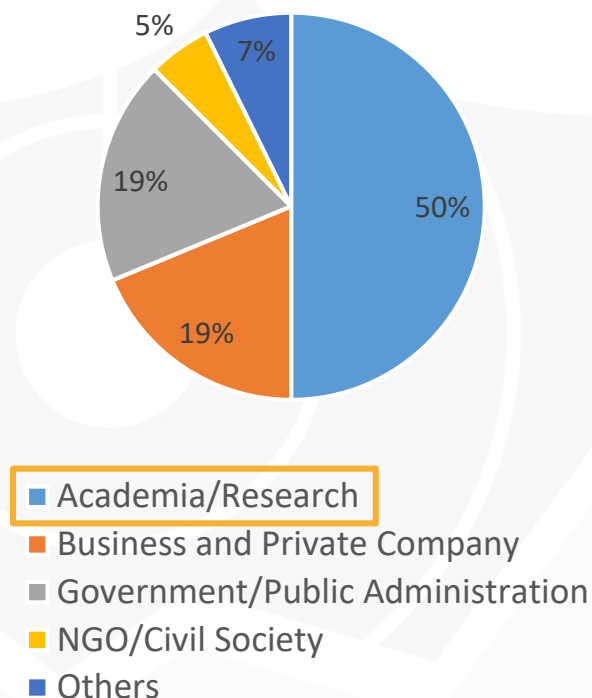


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# (1) General online survey – overall figures

 96 people completed the online survey

## Organisation type





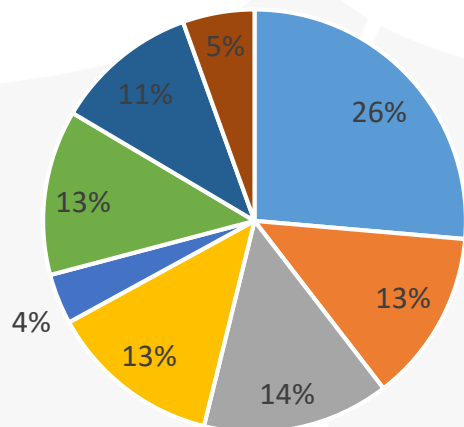
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# (1) General online survey – overall figures

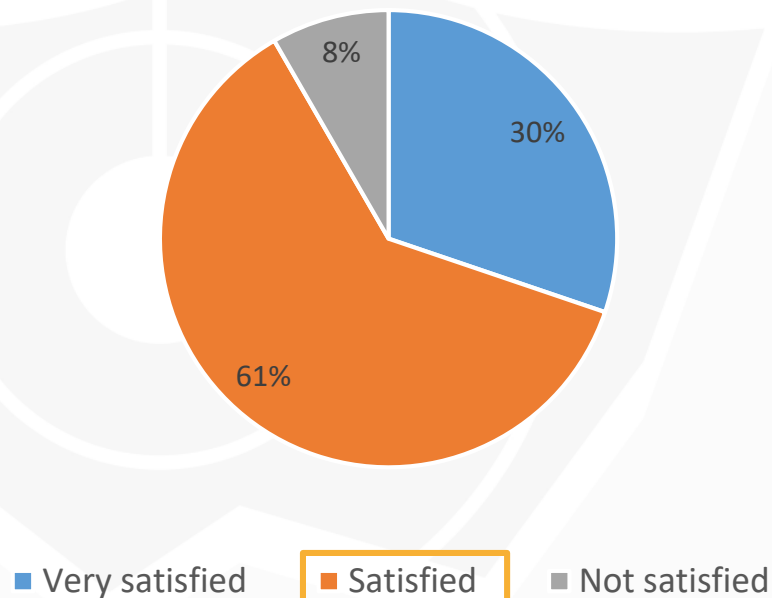
Which EMODnet Portals do you visit most often?



- Bathymetry
- Seabed habitats
- Chemistry
- Human activities

- Geology
- Physics
- Biology
- None yet

Overall, how satisfied are you with the EMODnet Central Portal website?



- Very satisfied
- Satisfied
- Not satisfied

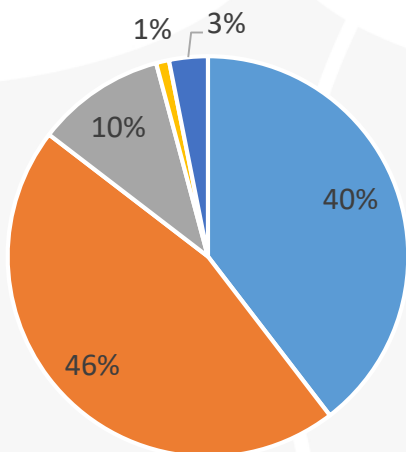


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# (1) General online survey – overall figures

How do you rate the overall content of the EMODnet Central Portal?



Clear and complete

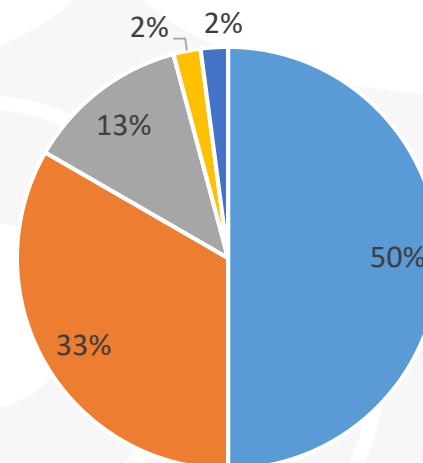
Moderately satisfying

Neutral

Moderately unsatisfying

Unclear and incomplete

How do you rate the overall look / virtual appeal of the EMODnet Central Portal website?



Visually attractive

Moderately attractive

Neutral

Moderately unattractive

Visually unattractive



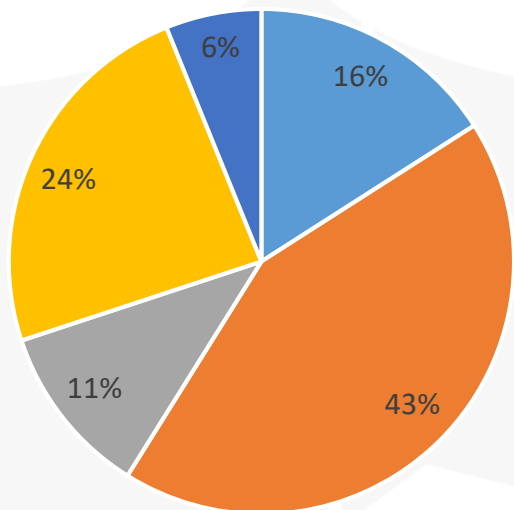


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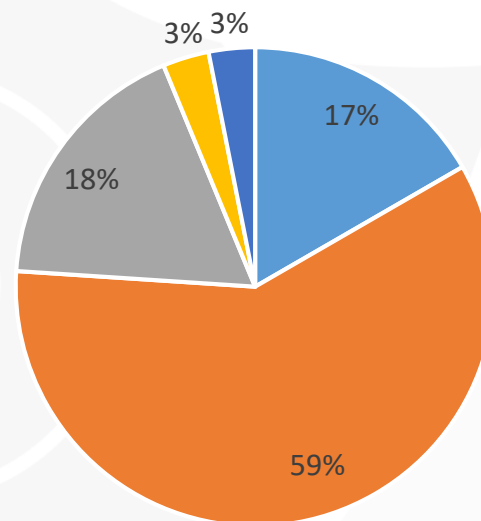
# (1) General online survey – overall figures

Which EMODnet Central Portal key services do you use?



- Catalogue
- Map viewer
- Query tool
- Data and webservice
- None

How do you assess the quality of the EMODnet Central Portal key services?




- Very good
- Good
- Medium
- Low
- Very low, I expected a higher level of scientific quality



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## (2) Targeted assessment – overall figures

 64 people contacted → 30 users completed survey

Data Portal	# respondents
Bathymetry	5
Geology	3
Seabed Habitats	2
Physics	6
Chemistry	5
Biology	4
Human Activities	3
Central Portal	2
<b>TOTAL</b>	<b>30</b>

Sector	# respondents
Research & academia	17
Public sector	6
Private sector	7
Civil society / NGO	0



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## (2) Targeted assessment – comments & recommendations based on feedback

📶 ± 64,7 minutes to complete

Feedback common to all portals

📶 EMODnet is a **great initiative**: offers a unique marine data platform

📶 **Promote** the overall **objective**.

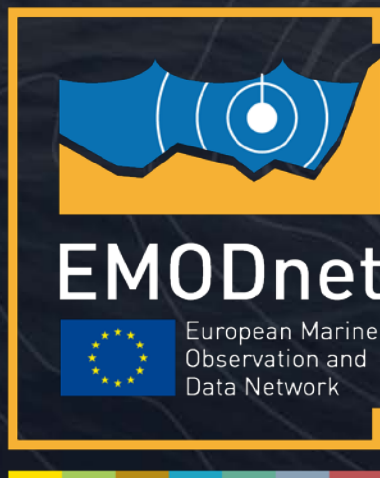
“**Website structure** can be **overwhelming**, certainly for a new user”.

➔ more operational website dedicated to deliver services

📶 **Map viewer** is an important discovery service

The viewers are very different between portals > **harmonisation**.

📶 **Product Catalogue** structure: not always clear how to use.



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*Your gateway to marine data in Europe*