

EMODnet
European Marine
Observation and
Data Network
Your gateway to marine data in Europe


0 300 600 km

The European Atlas of the Seas


http://ec.europa.eu/maritimeaffairs/atlas/maritime_atlas/


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The key ingredients to KPIs are « before and after » metrics that allow the measurement of success levels






2 simple measurable key metrics for the Atlas

- number of visitors for a time period
- average visit duration




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More complex metrics to measure

- Usability improvement
- Quality of information
- Feedback



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Performing well can be complex... Which KPIs?



Satisfying the users is the critical success factor.




$$\Sigma (a+b+c)$$


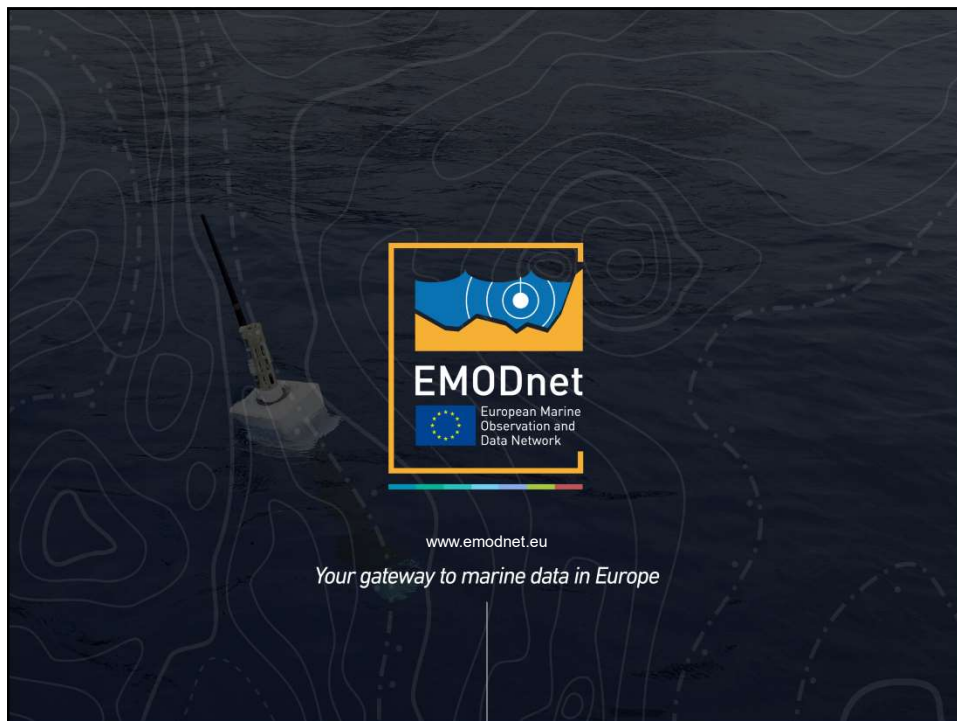


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Who should define KPIs?



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	EVENT ACTION		▼ TOTAL EVENTS
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