

GEO Web Portal Usability Testing

14th User Interface Committee Meeting

March 2-4, 2010



Overview

- Fourth Round GEO Web Portal (GWP) Testing Results
- Summary and Comparative Results from 4 Rounds of GWP Usability Testing
- Notable GWP Features

Earth Science Information Partners Winter Meeting, January 5-6, 2010

- ESIP membership = Federal agencies (NOAA,USGS, NASA, and EPA) + universities + non-profit organizations
- 175 ESIP participants, 39 GWP testers
- 79% would revisit the GWPs
- 67% did not previously test a GWP
- 64% had successful searches
- 54% were scientists and 49% experienced users
- 3.2 overall rating for all portals (5 = exceptional)
- Climate, Water, and Agriculture most popular SBAs

Summary Results

- May 2009 – January 2010 test period
- 259 testers: 117 (ISRSE) + 25 (independent web-based) + 78 (GEO VI Plenary) + 39 (ESIP)
- Highest participation rate, GEO VI Plenary (31%)
- Most testers were scientists (60%)
- Even mix of casual (40%) and experienced (40%) testers
- High revisit interest (81%) for all portals
- 60% of testers had successful searches
- Climate and Disasters most popular SBAs
- Above average rating scores for all portals

Comparative Portal Test Results across Four Rounds of Testing

ESA/FAO	ESRI	Compusult
Highest revisit rate (90%)	Highest successful search rate (62%)	Highest “ease-of-use” rating score (3.3)
Highest overall performance rating score (3.25)	Highest percentage of scientist/researcher testers (64%)	Most improvement in ease of use from Round 1 to Round 4
Lowest percentage of casual users (35%)	Highest percentage of experienced users (46%)	Highest percentage of casual users (50%)

Notable GWP Features

ESA/FAO	Compusult	ESRI
“GETTING STARTED” and “FAQ” pages serve as “Help” references	Comprehensive “Help” with indexed and searchable User’s Guide and Resources	Context-sensitive “Help” functions tailored to portal page
Home page variety	Redundant home page links	Home page simplicity
Simultaneously searches two Clearinghouses and reports separate results	Easy-to-use filters to refine search criteria and target search results	ArcGIS Server access and applications
Visualize geographic information, maps, and imagery through a Web Map Viewer and Globe	Access map functions without plug-ins or downloads	GEO Viewer and Map Gallery
GWP Brochure and alerts/remote feeds displayed on Globe	SBA descriptions and SBA-specific RSS feeds	Social networking service links