



NOAA
FISHERIES

Web Transformation

Phase 1 Launch Is Here!

MAFAC, November 28, 2017

AGENDA

- Sneak Peak
- Overview
- Current Status
- Demo

Web Transformation Goals

- Improve user experience.
- Make internal web services more efficient, cost-effective.

What Are We Really Trying to Do?

- Merge 20 core Fisheries sites into 1 national user-friendly website while maintaining identities and decentralized control over content.
- Focus on user data.
- Mobile first.
- Future proof – long-range planning with regards to technology and how content is structured.
- Eliminate redundant, out-of-date, and trivial content.
- Migrate priority content in a phased approach.

ForeSee Satisfaction Baseline Score

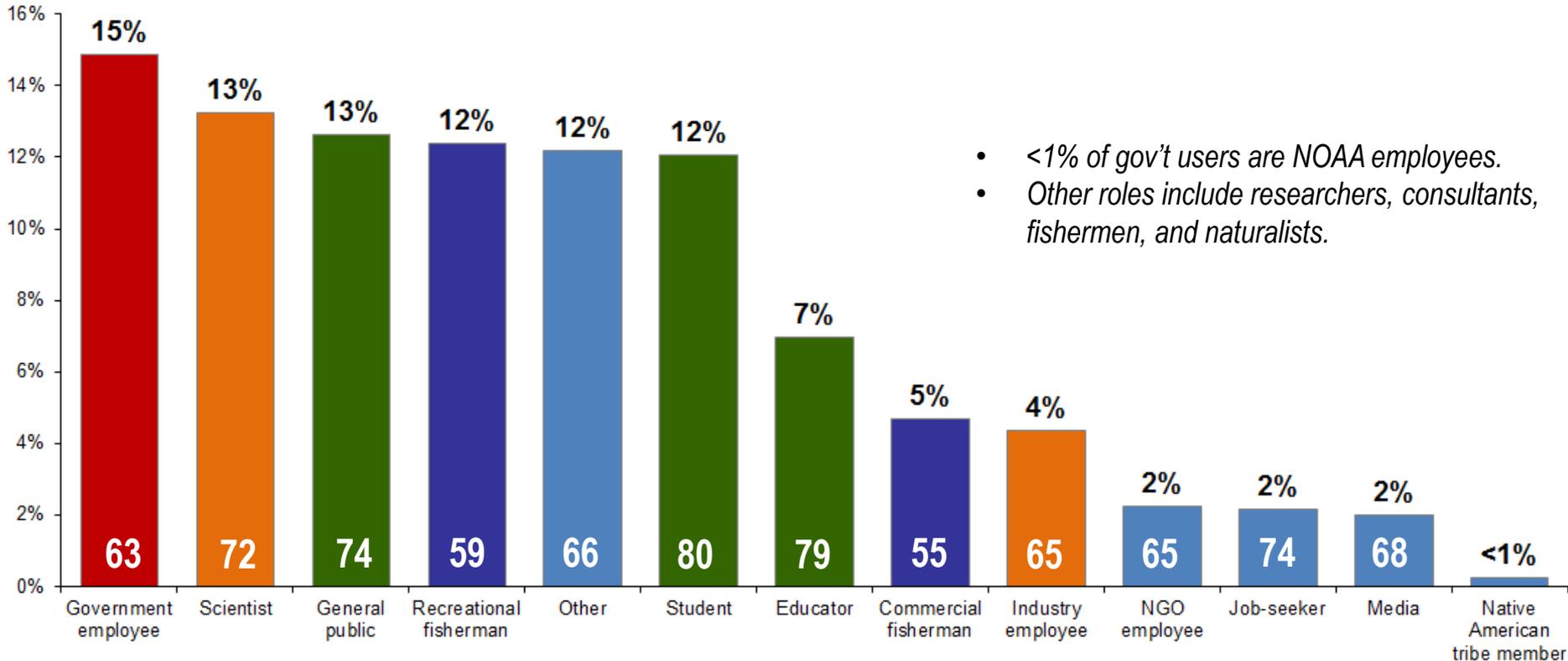
Elements	Score ¹	Impact on Sat ²
Information Browsing	66	1.6
Look and Feel	76	1.8
Navigation	70	1.5
Site Information	72	2.8
Site Performance	83	0.7

Customer Satisfaction
69
Number of respondents: 1950

Impact on Future Behavior ³	Future Behaviors	Score
3.7	Primary Resource	66
4.3	Recommend	74
2.9	Return	76

January 2015 to January 2016

Who Visits Our Websites?



Top Tasks

Facts about a specific marine species

Find a report/publication

Rules & regulations

Check recent news

Scientific data

Info on a fishery or fish stock

Apply or learn about permits/license

Fisheries statistics

Contact NOAA or look up employee

Apply for job/internship

User Profiles

- **Surfer** – *general public, K-12 students, other*
 - Browsing and scanning the site to wherever their interests take them.
- **Swimmer** – *fishermen, educators*
 - Seeking something specific like permits or educator curriculum.
- **Divers** – *government, scientists, graduate students*
 - Looking for data and legal details they can analyze or manipulate.

CURRENT STATUS

- What's New?
- How Does It Work?
- Where Are We At?
- Migration Schedule

What's New?

- ***Better, user-centric content organization.***
 - Data driven addressing unique audience needs.
 - So users can navigate to content faster—species, topics, regions, and key tasks. Org structure/office identity still there.
- ***Higher-quality content.***
 - Removing redundant and old content and making sure our content is compelling and written in plain language.
- ***Mobile friendly.***
 - Responsive design for desktop, tablet, and smart phone users.



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National Marine

How Will Users Find Content?

- 60% of users get directly to what they seek by Google search engine.
- Prominent site search box at the top of every page.
- Robust “tagging” allows for “create once, publish everywhere”.
- Filters applied to directories to help users get to specific content, e.g., news, species directory, permits, grants, rules/regs, publications, data/maps/tools.

A Work in Progress – An Ongoing, Iterative Process

- Phase 1 priority national content is in.
- “Hybrid” site for a while—linking to current sites until all content migrated.
- Fixing bugs
- Gathering and addressing feedback.
- Adding enhancements.
- More user testing.

Migration Schedule

2017	2018	2019
SF	AKRO	GARFO
PR	PIRO	NEFSC
HC	PIFSC	NWFSC
ST	WCR	SWFSC
AQ		
IA/SI		
OLE		
MB		
AFSC		
SERO		
SEFSC		

- We will archive all old headquarters program websites on 1/15/18.
- We will aim to archive other phase 1 region and science center sites on a later schedule.

DEMO

www.fisheries.noaa.gov