

Monitoring the use of the Atlas

European Atlas of the Seas

1 3rd Steering Committee of the European Atlas of the Seas

Content

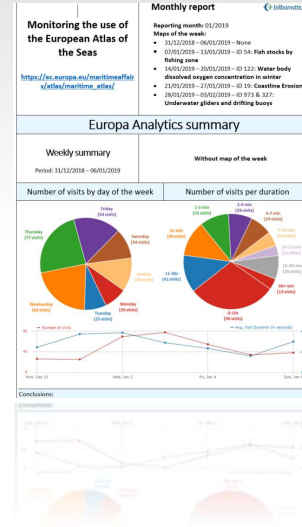
- 1 Automated monthly reports on the maps of the week
- 2 Update on the number of visitors
- 3 Feedback form

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1 Monthly report

- ✓ Oriented to the **Map of the week**
- ✓ Per week:
 - ✓ Number of visits and duration
 - ✓ **Top 10** layers
 - ✓ Access point (websites, search engines, direct entry)
 - ✓ **Language**, country
 - ✓ **Device** used (tablet, mobile, desktop)
- ✓ Monthly totals

↓
User behaviour



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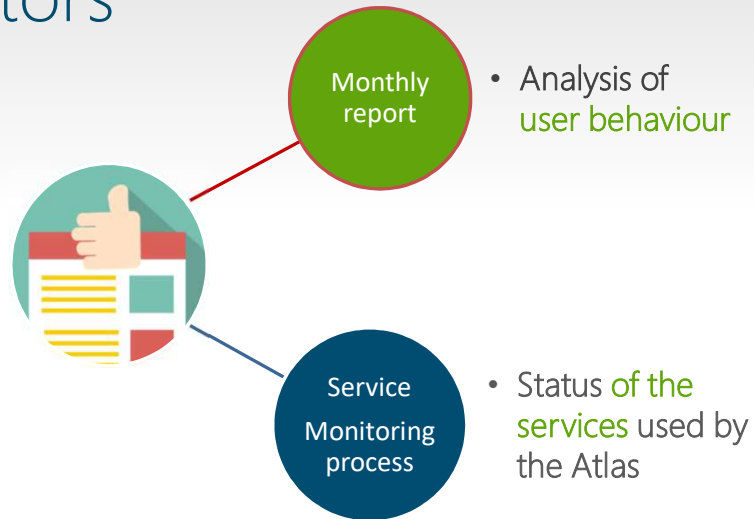
1.1 Automated process

European Analytics
+
Template
+
Conclusions

} Automate these two activities (ongoing)

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2 Update on the number of visitors



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2.1 Update on the number of visitors

Main objective

Improve the use of the European Atlas of the Seas
from two perspectives:
the **number of visits** and **duration of the visits**

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2.2 Update on the number of visitors

- Atlas improvements
 - 24 EU Official Languages
 - Feedback form
- **Map of the week** (always the same day)

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2.3 First impressions

<p>"impact" or effect of the maps of the week is quite random</p>	<p>Duration of the visits is short</p>
<p>➤ Map of the week published on Friday → Any reason?</p> <p>➤ Any event related to the map of the week?</p>	<p>➤ Users have a first interest or curiosity</p> <p>➤ Do they expect other result?</p> <p>➤ Do they know how to use the data and the Atlas?</p>

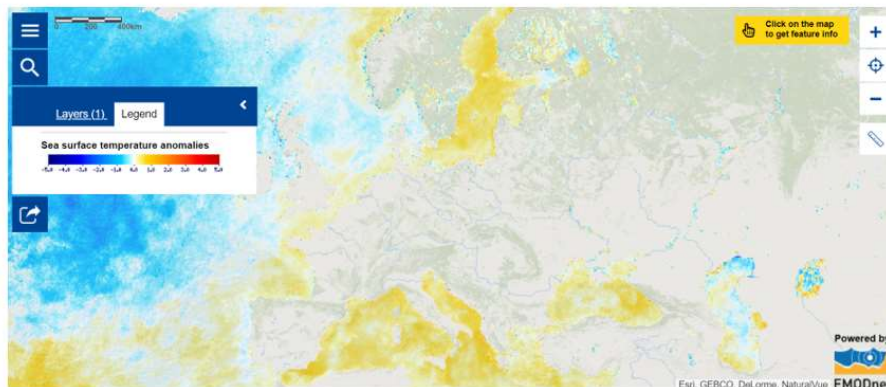
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2.3 Suggestion

Relating the **map of the week** with a **"trending topic"** in social networks

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Map of the week – Sea surface temperature anomalies



An article published in *The Guardian* this week (4 March 2019)¹ exposes the alarming effects of global warming on the sea-life but also on humanity, which relies on the oceans for many vital needs such as food and oxygen.

Titled "Heatwaves sweeping oceans 'like wildfires', scientists reveal", the text by journalist Damian Carrington mentions that ocean heatwaves have become far more frequent in recent years resulting in the lost of foundation species critical to life in the oceans, like seagrass meadows or coral reefs.

Our "Map of the week" on sea surface temperature anomalies presents data of the year 2016 that share the same conclusion as the article: the temperatures are rising in many oceans and seas. Sea surface temperature (SST) is the temperature of the water close to the sea surface². An anomaly is the deviation

3 Feedback form

- Gather users **suggestions**
- Detect possible bugs

The screenshot shows a blue feedback form with the following elements:

- Header: "Feedback" with a "Close" button.
- Text input field: "How can we improve?"
- Text input field: "Who are you?"
- Text input field: "Email"
- Checkbox: "I agree with the personal data protection provisions"
- Submit button: "Submit"

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3.1 Feedback form

- Accessible from the map
- Accessible in the headers



12 3rd Steering Committee of the European Atlas of the Seas

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Observation and
Data Network

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