Web Transformation

Status Update

CCC/Comms Workgroup, May 2018

AGENDA
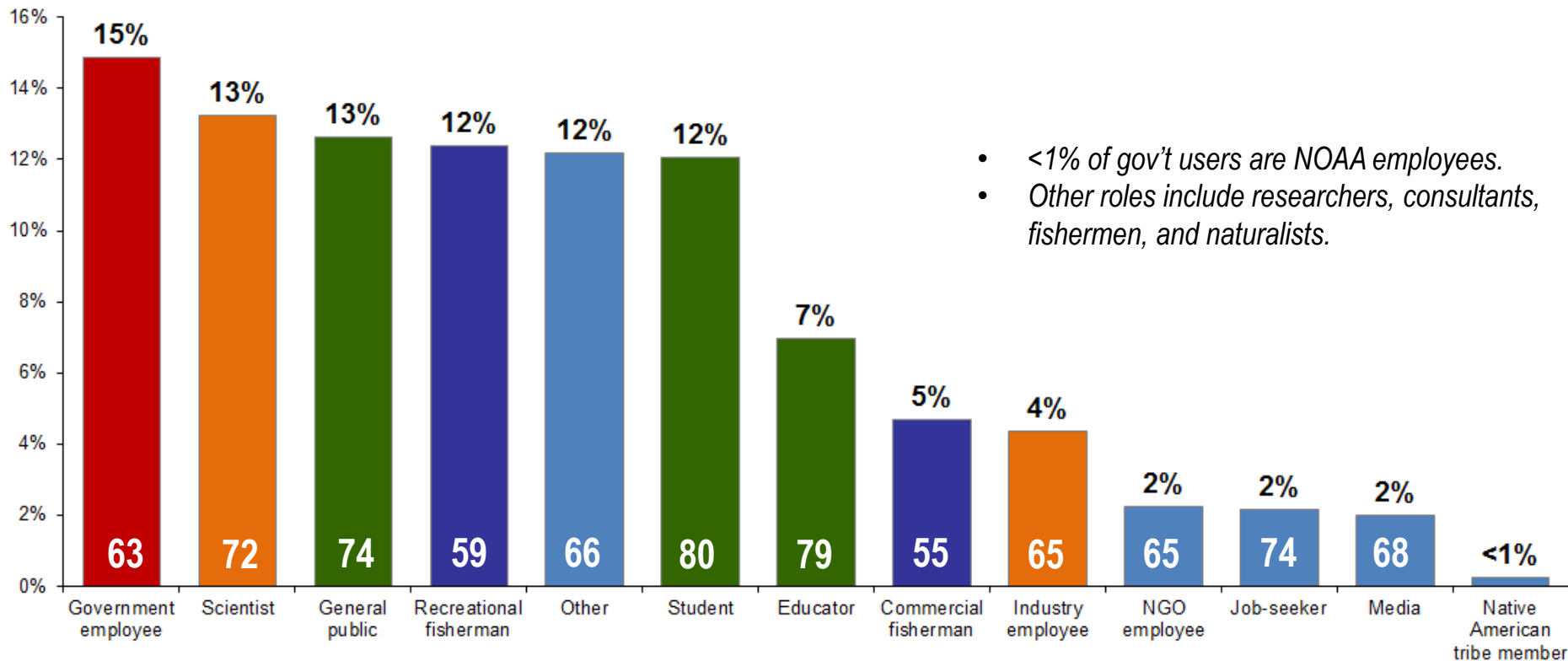
- Overview

- Current Status

- Demo: Focus on RFMC Areas of Interest

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Web Transformation Goals

- **Improve user experience.**
  - Merge 20 core Fisheries sites into 1 national website.
  - Focus on user data.
  - Mobile first.
  - Eliminate redundant, out-of-date, and trivial content.
- **Make internal web services more efficient, cost-effective.**
  - Future proof – long-range planning with regards to technology and how content is structured.

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

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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.

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Preliminary Satisfaction Scores for New Site

Persona	# Surveyed	Average %
Student	45	**84.4%**
Scientist	25	**77.4%**
Other	29	**77.3%**
Commercial fisherman	10	**75.6%**
Industry employee	15	**75.3%**
General public	35	**68.1%**
Government employee	46	**66.1%**
NGO employee	8	**65.7%**
Recreational fisherman	43	**65.0%**

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CURRENT STATUS

- What's New?

- How Does It Work?

- Where Are We At?

- Migration Schedule

- Council Preparation

- Section 508 Resources

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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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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 metadata allows for "create once, publish everywhere."

- Filters help users get to specific content in directories, e.g., news, species directory, permits, grants, rules/regs, publications, data/maps/tools.

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A Work in Progress – An Ongoing, Iterative Process

- Phase 1 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.

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Migration Schedule

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

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Preparation for Council Sites

- Email notification of final migration dates for regions/centers.

- Run a links report to plan for broken links.

- Use Google Analytics to prioritize broken links.

- Work with web leads at respective region/center to help identify new links.

Section 508 of Rehabilitation Act Resources

- Department 508 coordinators:
  - DOC: Jennifer Jessup, (202) 482-0336
  - NOAA: Natalie Smith, natalie.d.smith@noaa.gov
- DOC Accessibility Resources
- NOAA Library Section 508 Guide
- Section508.gov: Create Accessible Documents
- GSA 508 Tutorials, Guidance, Checklists

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DEMO

www.fisheries.noaa.gov

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