

FIRMS Steering Committee Meeting
Tenth Session
Copenhagen, Denmark 21-24 June 2017
Results of the survey on FIRMS website, data services and on the overall FIRMS partnership
Author: Nancie Cummings – WECAFC Regional Focal Point and FIRMS Secretariat

1. Introduction

This document summarizes the recent online survey on the FIRMS website requesting feedback on the FIRMS data services and how to improve the FIRMS website. The aim of the survey was to solicit input on the updated FIRMS website (<http://firms.fao.org>), the data services, and the FIRMS Partnership. Results will be used to identify additional enhancements needed to improve the website and better fulfil the needs and expectation of the overall Partnership.

Section 2 of the document describes the nature of the survey and characterizes the type of questions contained in the survey. Section 3 summarizes the survey results and Section 4 provides a brief summary and recommendations.

2. Online Survey Description

Twelve questions were posed in the FIRMS SC 10 Website online survey. The survey can be found at: https://docs.google.com/forms/d/e/1FAIpQLSda-PXfhpleY7q7P_RA000QBaeHMOOqvFKbHWoD7jagy7o25Q/viewform. The questions were divided into three main types: 1) general, content and website tool relevance, 2) identification of benefits from the website and Partnership and 3) future needs. Responders were asked to identify their organization and role within their organization (Q1, Q2). Question 3 queried website users as to a 'general rating' on the website and a follow-up Question (Q4) asked for additional input on 'how to improve the website'. Question 4 was free form providing responder's flexibility in their submissions on how to improve the website.

Questions were also posed to identify the frequency of visiting the FIRMS website as well as quantifying the relevance of specific content of the website to users (Q5, Q6). Question 6 was considered an essential question for the Secretariat in identifying the type of content considered important to all users of the website. Question 7 queried users on the relevance of specific technical tools on the website (e.g., map viewer, marine resource inventory/fact sheets, fishery fact sheets, fishery browser). Since FIRMS SC9 several enhancements have been made to the FIRMS website including development and enhancement of a Map Viewer. Question 8 addressed the general relevance of this technical tool for users. A follow up question (Q9) requested users to further identify any additional features and enhancements that would be useful for the map viewer. Another free form response Question (Q10) queried responders to identify any other enhancements on the overall website users like to see in the future. Questions 4-10 were considered keys to identifying importance of certain website technical tools and data services. In addition these questions were consider key to planning

resource distribution for future website enhancements by the Secretariat. Question 10 sought additional suggestions other than those identified specifically in the survey perhaps overlooked in the survey response design and was considered important in reaching out to website users.

Question 11 was multiple choice and posed to identify what benefits as identified by the Secretariat did users felt they were receiving from the website. Finally an additional free form question (Q12) provided users the opportunity to submit further suggestions on needs possibly not being met or covered in Questions 1-11.

3. Survey Results

There were eleven unique responders to the FIRMS SC 10 Website online survey. Responders represented a variety of fishery organizations including: Regional Fishery Management Organizations (RFMOs), regional fishery bodies, and other international organizations all involved in the management of marine fisheries. All response provided useful and informative results were obtained through the FIRMS online survey. Results follow.

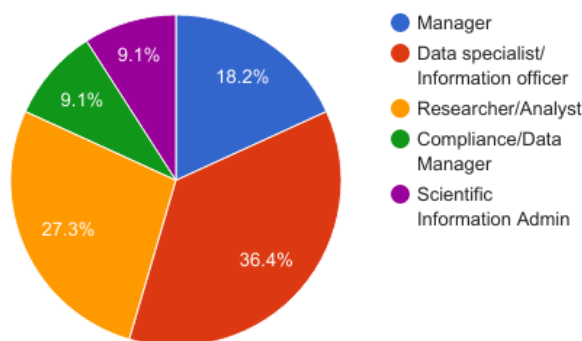
Q1: Which organization do you belong to?

Responders to the FIRMS SC10 Website Survey
CCSBT
COPACE
ICCAT
ICES
Inter-American Tropical Tuna Commission
Kenya Marine and Fisheries Research Institute
NEAFC
NOAA
Northwest Atlantic Fisheries Organization
SEAFDEC
South East Atlantic Fisheries Organisation

Q2: Which role do you cover within your organization?

Roles of responders within their organization varied with the highest percentage representing data specialists/information officer (36%) roles followed by researcher/analyst role (27%). Responders also included managers and science/information officers. Respondents occupied multiple roles also (e.g., data specialists/information officer, compliance/data managers) indicating the FIRMS data and content services were used by a diverse audience within the fisheries environment. This survey question better informed the information characterising the population of FIRMS website users.

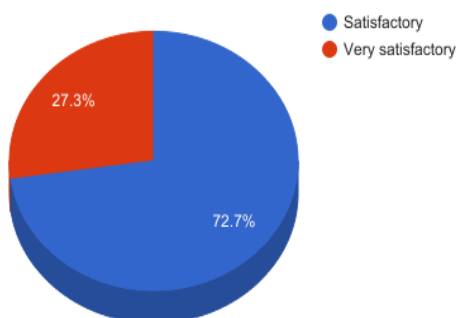
Which role do you cover within your organization?



Q3: 3. How would you rate the current FIRMS website?

Of the eleven responses most indicated a generally high level of satisfaction in the FIRM website overall. Seventy three percent of responders were 'Satisfied' with the website while 27 % were 'Very satisfied' with the website. No responders indicated the website was only 'Somewhat satisfactory' or 'Un-satisfactory' indicating that the services provided through the website were acceptable.

How would you rate the current FIRMS website



Q4: Please provide any suggestions you may have to improve the current FIRMS website.

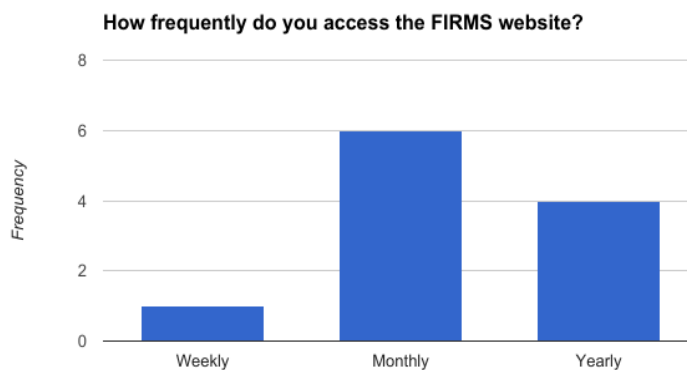
Question 4 was not a mandatory question as the aim was to solicit further input from users on how to improve the website to better meet user/Partner needs. Five (of eleven) responders answered this question. Responders were asked to provide input in a free form text style allowing freedom in submitting input targeting possible ways to further improve the website. The suggestions were variable as expected and informative guiding future website content design changes and included new content suggestions, technical design, and data needs.

- The website is not optimised for modern computer screens nor mobile devices and this should probably be addressed. The size and perspective of the page is therefore not optimal.

- Navigation and searching seems a bit difficult, and I find the mapping to be very slow and difficult to use
- Rendre l'accessibilité un peu plus facile
- Eliminate redundant content, Possibly at fixed times have an alert/reminder to upcoming calls for inventory/fact sheet update requests
- It would be helpful if the section to access meeting reports was more visible or marked "Meeting Reports" on the homepage

Question 5: How frequently do you access the FIRMS website?

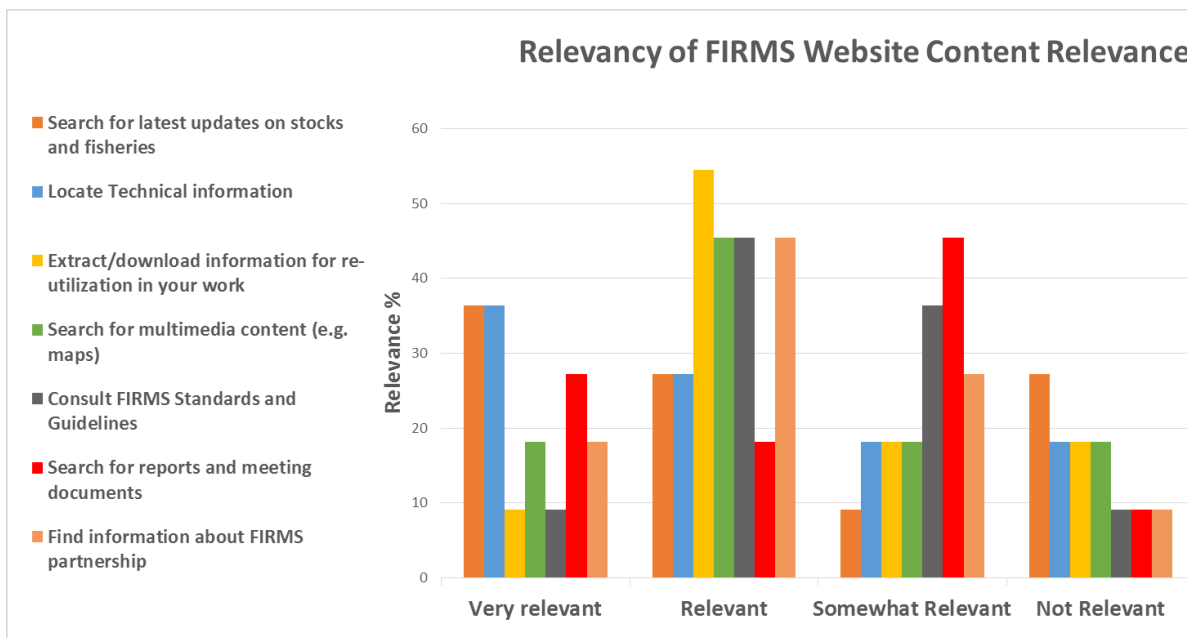
The majority (8 of 11) of the responses indicated most visit the site monthly while one responder noted weekly use of the website and four indicated only yearly frequency of site usage. One responder indicated weekly visits.



Question 6: What relevance would you assign to the following FIRMS content functionalities?

This question address specific content of the FIRMS website as to relevance for users. This question as many was mandatory and addressed relevance of specific components of the website. The question was aimed at refining future website content to better meet and optimize user/Partner expectations.

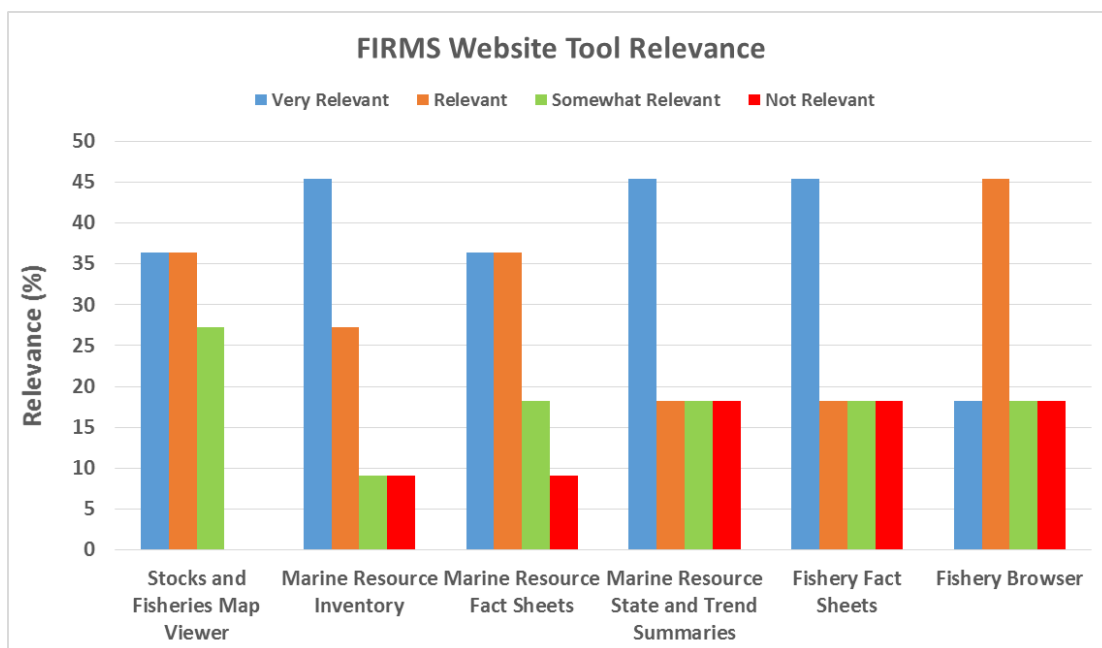
Response inputs indicated that all of the seven content options identified in the multiple choice options remain either 'Very relevant' or 'Relevant'. Content categories identified as having primary relevancies (with rankings greater than 35% were: Searching for latest updates on stocks and fisheries, Locating technical information, and Extraction of information. Content categories identified as ranking high in the 'Somewhat relevant' or 'Not relevant' categories were: Searching for reports and meeting documents, and. Overall the rankings indicate the diverse needs across the multiple users/Partners in website tools and interface functionalities similarly as in relevance of content and data. Also, interestingly there was a strong indication of a split in the 'Relevant/Somewhat Relevant' rankings of two content categories (Consulting FIRMS Standards and Searching for multimedia content (e.g., Maps) indicating additional information /improvements may be needed relating to improve relevance of these content categories.



Question 7: What relevance would you assign to the following FIRMS tools/interfaces?

Question addressed specific tools of the FIRMS website with the aim to identify primary usage of the multiple tools/interfaces offered on the website across users.

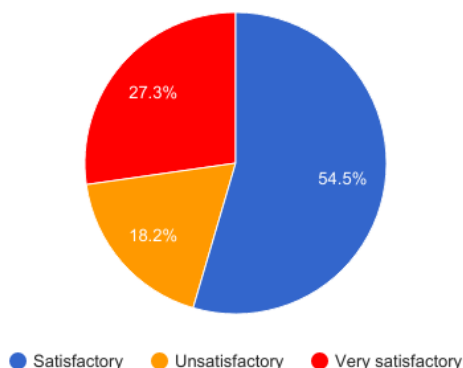
Survey responses indicated that all of the tools/interfaces offered on the website still had relevance and many of the website tools had either ‘Very Relevant’ or “Relevant” relevance to users. Specifically, three of the six website interface tools had relevance scores of more than 45% for users: the Marine Resource Inventories, the Marine Resource State and Trend Summary, the Fishery Fact sheets and the Fishery Browser tool. Similarly, as in Question 6 (Content relevance) survey responders indicated that the majority of the FIRMS website tolls remain applicable to users/Partner’s functionality needs.



Question 8: Is the new Stocks and Fisheries Map Viewer satisfactory?

Of the eleven responders, 82% indicated they were either ‘Very satisfied’ (27%) or ‘Satisfied’ (55%) with the new map viewer. Two responses (18%) indicated they were unsatisfied with the map viewer. A follow up question (Q9) sought further input on what additional improvements in the viewer were desired. A follow-up question (Q9) was posed to further identify improvements in the still developing map viewer.

Is the new Stocks and Fisheries Map Viewer satisfactory?



Question 9. What enhanced features would you like to see for the FIRMS Maps viewer?

This question was not a mandatory question. Submissions to this question were allowed in a ‘free form’ style thus allowing flexibility for responses. Six responders (55%) provided informative input for use in future design changes to the map viewer. The suggestions addressed multiple topics:

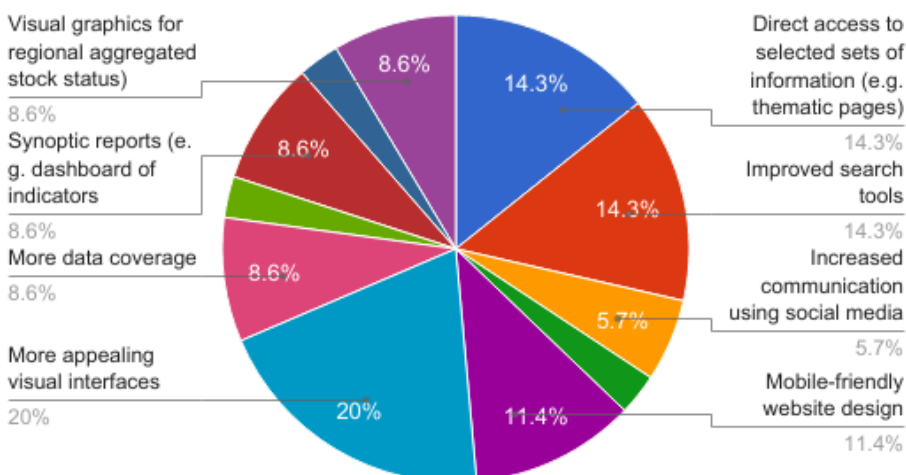
- Easier browsing and faster performance
- Location of the fish tags could be improved
- More explanation on Legend, e.g. number specified for marine resources and fisheries
- Mise à jour régulière
- As the map viewer has been enhanced recently need to visit use more however it's working quite nicely. Not sure this could be done easily but having the capability from the viewer to identify number of stock assessments that exist for a resource / species could be nice
- When scrolling over the areas, it may be helpful if the pop up also included governing RFMO of the area

Question 10. What other enhanced features would you like to see in the future for the FIRMS website?

Question 10 queried the FIRMS Partnership and website users to gain insight on other general modifications perceived as future needs. The question was multiple choice, identifying eight individual options for possible additions to the website. Also, a ninth option allowed free form input for responses. Of the eleven responses all indicated the options provided in the survey question had relevance for potential future website modifications.

Suggestions for future modifications were varied however three suggestions were prioritized by responders: 1) having a more appealing visual interface (20%) followed by 2) providing directed access to content (14%) and 3) improved search tools. All responses were considered relevant to possible future modifications to the FIRMS website.

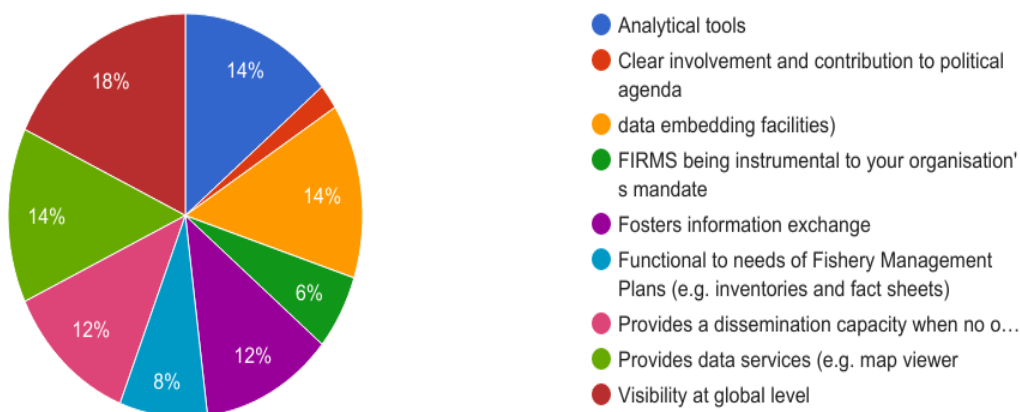
What other enhanced features would you like to see in the future for the FIRMS website?



Question 11. Which of the following benefits apply to you?

Question 11 was asked to identify what benefits of the FIRMS website and Partnership were relevant to responders. Seven multiple choice selections were provided in addition to the option of a free form suggestion. The responses overwhelming indicated the website / Partnership supplied multiple benefits to most partners. There were 33 total responses averaging 3.3 benefits per partner. Responders indicated that 1) visibility at a global level, 2) provision of data services (e.g. map viewer, analytical tools, data embedding facilities), and 3) the website providing a dissemination capacity as chief benefits of the FIRMS website. Other benefits noted included: ability in fostering information exchange, alignment with organization mandate, and functional to management needs (e.g., through inventories, fact sheets). The responses in total indicated that the diverse group of functionalities of the website was still matching partner/user needs after ten years although as expected some functionalities of the website and Partnership were considered more beneficial than others.

Which of the following benefits apply to you?



12. What other needs should FIRMS address for its partners?

Two responses were submitted providing additional suggestions for added benefits that users could envision. These added suggestions help informative further potential benefits that users consider applicable to their specific environments possible through the FIRMS website interface and Partnership.

- Up-to-date information (fact sheets) on the marine resources
- Enable/implement data calls - will aid in increasing inventory updates and possibly new submissions. Thank you for the opportunity to have provided input

4. Summary

Eleven responses were received to the FIRMS online survey providing useful information to facilitate future enhancements in the FIRMS website content and interface tools. Responders represented a diverse group of roles within their organizations. Some responders occupied multiple roles. There were no responder's indicating the website was performing at an unacceptable level of expectation.

Across the group of responders most visited the website monthly. The survey did not include a follow-up question addressing 'what would increase the rate of website usage'. Future surveys are recommended to include a question addressing website usage frequency.

The FIRMS online survey responders provided important feedback on current relevance of the website content/data services and tools and interface functionality. Not surprisingly, responders indicated that nearly all for the content /data services and tools remained applicable to their organization's needs. These results were not unexpected given the overarching function of the FIRMS Partnership- "to provide access to a wide range of high-quality information on the global monitoring and management of fishery marine resources". Notwithstanding this aim, the survey responses also identified the diverse and often multiple prioritizations of content and interfaces amongst users emphasizing the importance of future website design to continue to optimize resources across content and tools categories.

Responders also provided key input into how the FIRMS website and the Partnership plays a role in supplying user benefits. The chief benefits noted were: 1) visibility at a global level, 2) provision of services (e.g. map viewer, analytical tools, data embedding facilities), and 3) the website providing a dissemination capacity. Other benefits noted included: ability in fostering information exchange, alignment with organization mandate, and functional to management needs (e.g., through inventories, fact sheets).

The survey results provide information to refine future modifications/extensions of the website functionality. In an effort to continue to optimize future website content and functionality of the website for all users the survey results can inform the prioritization of areas of work for specific components:

- 1) For the website in general: having a more appealing visual interface, 2) providing directed access to content, 3) improved search tools, increasing frequency of website visits (Questions 4, 6, 7 ,5)
- 2) For the map viewer- easier browsing and faster performance, more details on the legend (Questions 8,9)
- 3) For the data content contained within the website- Up-to-date information (fact sheets) on the marine resources, more data coverage, enable/implement data calls - will aid in increasing inventory updates and possibly new submissions. (Questions 4, 6),
- 4) For the website content and tools/interface functionalities (faster browsing, visual graphics) (Questions 6, 7, 8, 9, 10).