GEO Knowledge Hub User Metrics and Satisfaction Plan

This document is submitted by the Secretariat to the Programme Board for discussion.

1   INTRODUCTION

As requested by the Programme Board during its 20th meeting in May 2021, the GEO Knowledge Hub (GKH) team is responding to the request for a plan for usability testing and collection of metrics related to usage and user satisfaction with the GKH. Recognizing that the GKH is still in the development stage, the ideas presented here are an indication of the kinds of metrics that could be employed to assess the user experience with the GKH. However, these are not meant to be considered as an exhaustive list at this juncture. Indeed, the actual set of metrics will be dependent to a great degree on the operational version of the GKH that is released to the public at the end of 2021. Nevertheless, a close collaboration with GEO's user community in terms of co-design will help ensure that the appropriate user satisfaction metrics will be deployed from the outset.

The scope of the metrics presented in this document, as emphasized in Figure 1 emphasize the knowledge path taken by users, from the process of entering in the GKH to discover a given Earth observations (EO) application and its related resources, through the re-use of the application, to the point at which a decision may be taken based upon the content contained in the GKH.

Figure 1: GKH Users knowledge path

2   MEASURING GEO KNOWLEDGE HUB UPTAKE

A measure of the success of the GEO Knowledge Hub can be determined by the number of users who re-use the EO applications made available by activities of the GEO Work Programme (GWP) and made discoverable via the GKH.

As demonstrated in Figure 2, measuring the uptake of the GKH, involves 3 main essential elements:

- Establishing the criteria of user metrics.
- Measuring continuous engagement with the user community.
- Measuring user satisfaction and impact.

Figure 2: GKH Users Metrics

Note that a distinction is made here between users who are leveraging the content of the GKH and re-using available EO applications, and knowledge providers who are the originators of the EO applications and related knowledge resources.

2.1 Metrics

The list below highlights the user metrics essential to monitor the usage status of the GKH

- Total number of users over time (per month / year)
- Rate at which new users join the GKH
- Average time of user visit to the GKH
- Geographic distribution of the users
- Number of registered users
- Number of registered knowledge providers
- Number of pages per session
- Return rate: numbers of users who return to the GKH

Enter in the GKH

- Most searched EO applications (knowledge package), by keywords
- Number of times an EO application has been consulted
- Number of times an EO application has been consulted & re-used
- Number of comments given on a given EO application (rate ranking)
- Number of times a knowledge resource has been consulted vs consultation of the EO applications (knowledge package)

Discover EO Applications
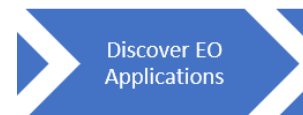
2.2 Engagement

The GKH will require continuous engagement with the user community as well linking the knowledge providers with specific user community.

Consultation and Re-use EO Applications

To measure the engagement:
- Number and type of users who engage directly with the knowledge providers via the Q&A section as well Users Forum section.
- Number of webinars/workshop organized around the various knowledge packages/EO applications
- Number of users attending the workshops
- Number of users who start using the GEO Knowledge Hub after the workshop
- Number of GEO external websites that point to the GKH

2.3 Users Satisfaction and Impact

Implement a user's satisfaction interface to request:

Decisions made by applying new knowledge

- If the user has found the application sought in the GKH, if the GKH has been useful and if he/she plans to re-use the application or if in need of support.
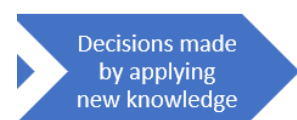
It is of crucial importance to know the users of the GKH and their needs and at this purpose a GKH newsfeed will be established to inform users of new content registered based on their main interest.

The Users Satisfaction and Impact section will be also collecting success stories- and measuring impact.

The users will be requested to share with the GKH team their stories on how valuable the GKH and the applications discovered through it have been and collect stories on decisions made based on application found on GKH content.

The Knowledge Providers as the authoritative sources of the EO Applications registered and made available in the GKH will help identify the categories of users that needs to be targeted in the process of scaling up the visibility and re-usability of the shared applications.

2.4   Tool

The tool that will be used is Human Interaction complemented with web analytics tools.