



# User Metrics and Satisfaction Plan for the GEO Knowledge Hub

**21<sup>th</sup> GEO Programme Board Meeting**

**GEO Knowledge Hub Team**

[www.earthobservations.org](http://www.earthobservations.org)  
[www.geoportal.org](http://www.geoportal.org)

# Some definitions

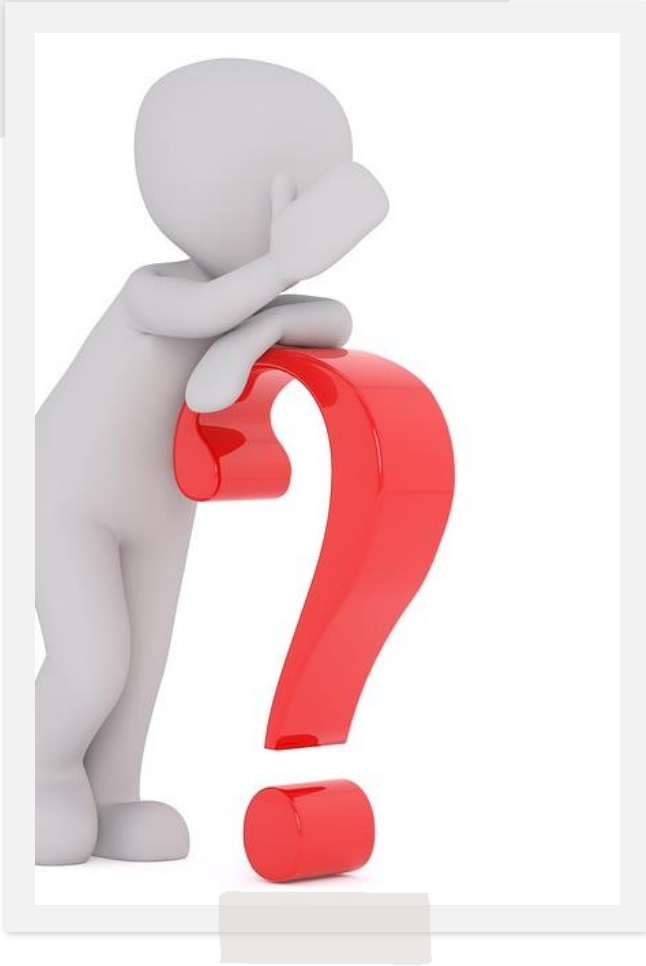
**The Users** those who are leveraging the content of the GKH and re-using available EO applications.

**Knowledge providers** those who are the producers of EO applications and related knowledge resources.

# GKH User Metrics and Satisfaction Plan

The measure of GKH success:

Has a given EO application discovered within the GKH informed any decisions or brought about measurable impacts?



# GKH User Metrics and Satisfaction Plan

Decisions made by applying new knowledge

Consultation and Re-use EO Applications



Discover EO Applications



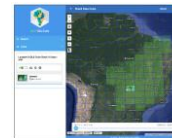
Global Observation System for Mercury



GEOGLAM/Sen2Agri



Land Use Land Cover Classification/ Brazilian Data Cube



Global Wildfires Information Systems



GEO - Human Planet Initiative



Enter in the GKH



-  About  
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# GKH User Metrics and Satisfaction Plan

Total n. of users over time (per month / year)

Rate at which new users join the GKH

Average time of user's visit to the GKH

Geographic distribution of the users

N. of registered users

N. of registered knowledge providers

N. of pages per session

Return rate: n. of users who return to the GKH

Most searched EO applications (knowledge package), by keywords

N. of times an EO application has been consulted and re-used

N. of comments given on a given EO application (rate ranking)

N. of times a knowledge resource has been consulted vs consultation of the EO applications (knowledge package)

N. and type of users who engage directly with the knowledge providers via the Users Fora

N. of webinars/workshops organized around the various knowledge packages/EO applications

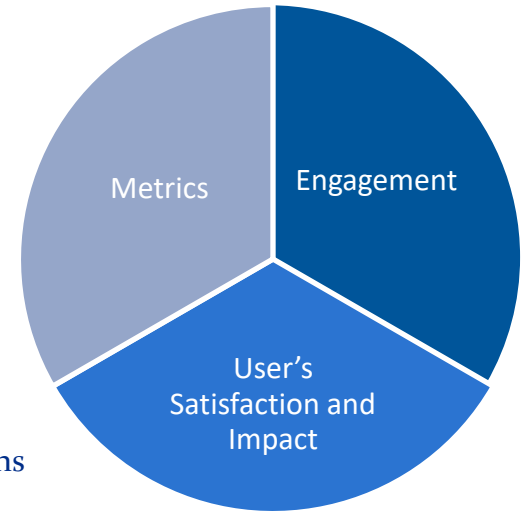
N. of users attending the workshops

N. of users who start using the GEO Knowledge Hub after the workshop

N. of GEO external websites that point to the GKH

Know the users and support their needs

Collect success stories



More Qualitative than Quantitative Measurements

# Tools, Efforts & Costs

**Tools:** Usage of web-based analytical tools to measure essential metrics complemented by human interaction.

**Efforts:** Will be correlated to the n. of registered EO applications

The GEO Knowledge Hub team will partner with the Capacity Development Working group in:

- Strengthening Engagement, Communication, Impact with end users

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

**Costs:** There are no additional costs foreseen to collect GKH user metrics (part of normal GEO Secretariat operations).

# Thank You

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Communicate and Collaborate with GEO:

