



NOAA
FISHERIES

Web Transformation

www.fisheries.noaa.gov

Status Update

CCC, May 2018

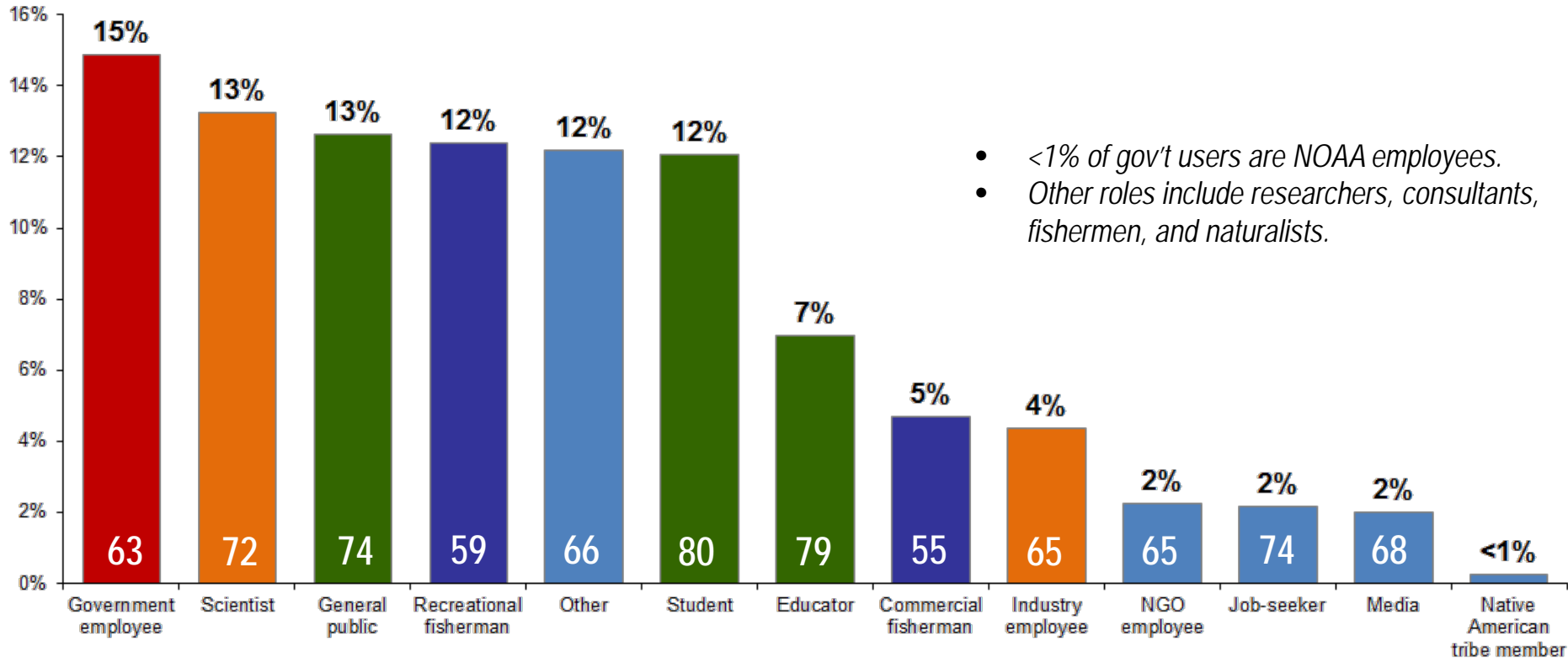
AGENDA

- Overview
- Current Status
- Demo: Focus on RFMC Areas of Interest

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 - Eliminate redundant, out-of-date, and trivial content.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.

Who Visits Our Websites? (2015 Survey)



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

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%

NOTE: Fishermen currently account for 29% of mobile respondents and 16% of desktop visitors.

CURRENT STATUS

- What's New?
- How Does It Work?
- Where Are We At?
- Migration Schedule

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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A Work in Progress – An Ongoing, Iterative Process

- Phase 1 national content is in.
- “Hybrid” site for a while—linking to current regional sites until all content migrated.
- Fixing bugs.
- Gathering and addressing feedback.
- Adding enhancements.
- More user testing.

Migration Schedule

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

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.

DEMO

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