

**NOAA**  
**FISHERIES**

# Web Transformation

Status Update

CCC/Comms Workgroup, May 2018

# AGENDA

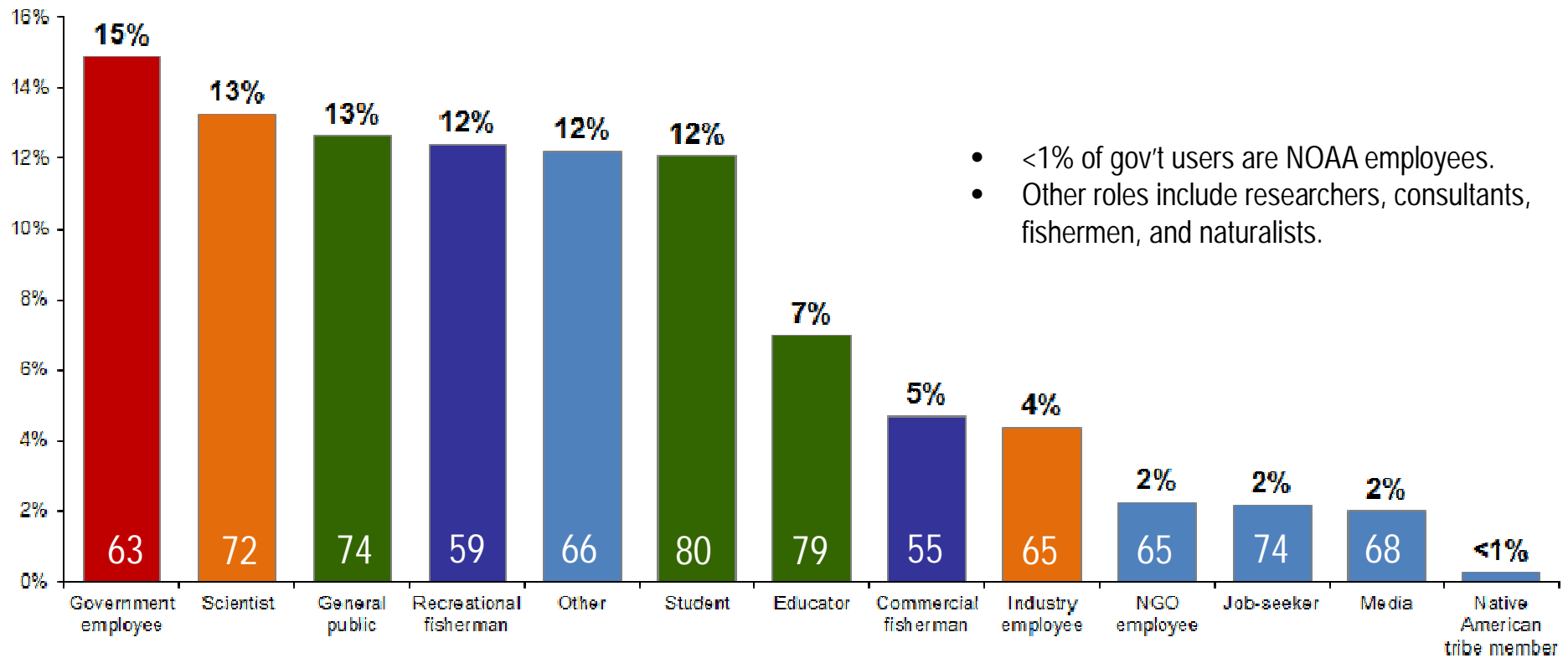
- Overview
- Current Status
- Demo: Focus on RFMC Areas of Interest

---

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  - Eliminate redundant, out-of-date, and trivial content.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



- <1% of gov't users are NOAA employees.
- Other roles include researchers, consultants, fishermen, and naturalists.

---

## 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

---

## 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.

# 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%

# CURRENT STATUS

- What's New?
- How Does It Work?
- Where Are We At?
- Migration Schedule
- Council Preparation
- Section 508 Resources



---

## 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.

FEATURED NEWS

# 2017 Bycatch Reduction Engineering Program Awards

[Read more >](#)



**Find a Species**  
[Learn More >](#)



**Published Research**  
[Learn More >](#)



**Permits & Forms**  
[Learn More >](#)



**Data, Tools & Maps**  
[Learn More >](#)

Featured News



FEATURE STORY  
**Ghostly Octopus Highlights How Little We Know About...** >  
Pacific Islands



FEATURE STORY  
**Atlantic Salmon Recovery: It Takes an Ecosystem** >  
New England/Mid-Atlantic



FEATURE STORY  
**Offshore Aquaculture and the Future of Sustainable...** >  
Southeast

[More News](#)

FEATURED NEWS

# 2017 Bycatch Reduction Engineering Program Awards

[Read more >](#)



**Find a Species**  
[Learn More >](#)



**Published Research**  
[Learn More >](#)



**Permits & Forms**  
[Learn More >](#)



**Data, Tools & Maps**  
[Learn More >](#)

Featured News



FEATURE STORY  
**Ghostly Octopus Highlights How Little We Know About...** >  
Pacific Islands



FEATURE STORY  
**Atlantic Salmon Recovery: It Takes an Ecosystem** >  
New England/Mid-Atlantic

[More News](#)

FEATURED NEWS

# 2017 Bycatch Reduction Engineering Program Awards

[Read more >](#)



**Find a Species**  
[Learn More >](#)



**Published Research**  
[Learn More >](#)



**Permits & Forms**  
[Learn More >](#)



**Data, Tools & Maps**  
[Learn More >](#)

Featured News



FEATURE STORY

**Ghostly Octopus Highlights How Little We Know About...** >

Pacific Islands



FEATURE STORY

**Atlantic Salmon Recovery: It Takes an Ecosystem** >

New England/Mid-Atlantic

[More News](#)

U.S. Department

FEATURED NEWS

# 2017 Bycatch Reduction Engineering Program Awards

[Read more >](#)



**Find a Species**  
[Learn More >](#)



**Published Research**  
[Learn More >](#)



**Permits & Forms**  
[Learn More >](#)



**Data, Tools & Maps**  
[Learn More >](#)

Featured News



FEATURE STORY

**Ghostly Octopus Highlights How Little We Know About...** >

Pacific Islands



FEATURE STORY

**Atlantic Salmon Recovery: It Takes an Ecosystem** >

New England/Mid-Atlantic

[More News](#)

FEATURED NEWS

# 2017 Bycatch Reduction Engineering Program Awards

[Read more >](#)



**Find a Species**  
[Learn More >](#)



**Published Research**  
[Learn More >](#)



**Permits & Forms**  
[Learn More >](#)



**Data, Tools & Maps**  
[Learn More >](#)

Featured News



FEATURE STORY

**Ghostly Octopus Highlights How Little We Know About...** >

Pacific Islands



FEATURE STORY

**Atlantic Salmon Recovery: It Takes an Ecosystem** >

New England/Mid-Atlantic

[More News](#)

National Marine

---

## 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.

---

## 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.

# Migration Schedule

2017	2018	2019
Headquarters Programs: 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.

---

## 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](#)



DEMO

[www.fisheries.noaa.gov](http://www.fisheries.noaa.gov)