Three Generations of the Web

Where Do We Go From Here?

UNECE Conference
Geneva, Switzerland
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Three Generations of the Web
- #1 Create the website
- #2 Put lots of information on the site
- #3 How to make the site more useful?
  - What do our customers think?
  - Is the information easy to find and understand?
  - Is the presentation web-friendly?

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EIA Web Customer Survey
- 8-question survey on the web
- Popunder invitation
- Listserv customer notification
- Questions:
  - What were you looking for?
  - Did you find it?

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Results of Customer Survey
- 4,500 responses in one calendar week
- Most customers are repeat users
- 98% said they were satisfied or very satisfied with the site
- 19% were international customers
- Loved the site and the support people
- Didn’t like the navigation and search

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EIA Customer Survey Screen

Web Customer Feedback
- Old static feedback button - easy to use and meet your needs? Not very actionable.
- New feedback questions:
  - What were you looking for?
  - Did you find it?
  - Describe any trouble you had
  - Button on many second-level pages
Many authors, much “creativity”
- Established electronic style standards
- Taught writing for the web classes, introducing the standards
- Enforcement is a challenge

Evaluation to see if standards were being followed
- Inhouse staff volunteered to look at pages
- Checklist for rating pages
- Report cards to page authors, supervisors

New usability testing
- experts performed better than nonexperts
- people used A-Z, glossary, other metadata
- when stuck, users bailed to Google

Web-only presentations
Focus on a specific user group: Kids
- aiming for education, statistical literacy