



END USER EXPERIENCE

MARTIN COLLING

WHAT DATA DO WE USE AND WHAT WE DO WITH IT?

- **GIS** > MAPS >> APPS
- **REPORTS** > DISSECTED / INTERPRETED
- **PUBLICITY**



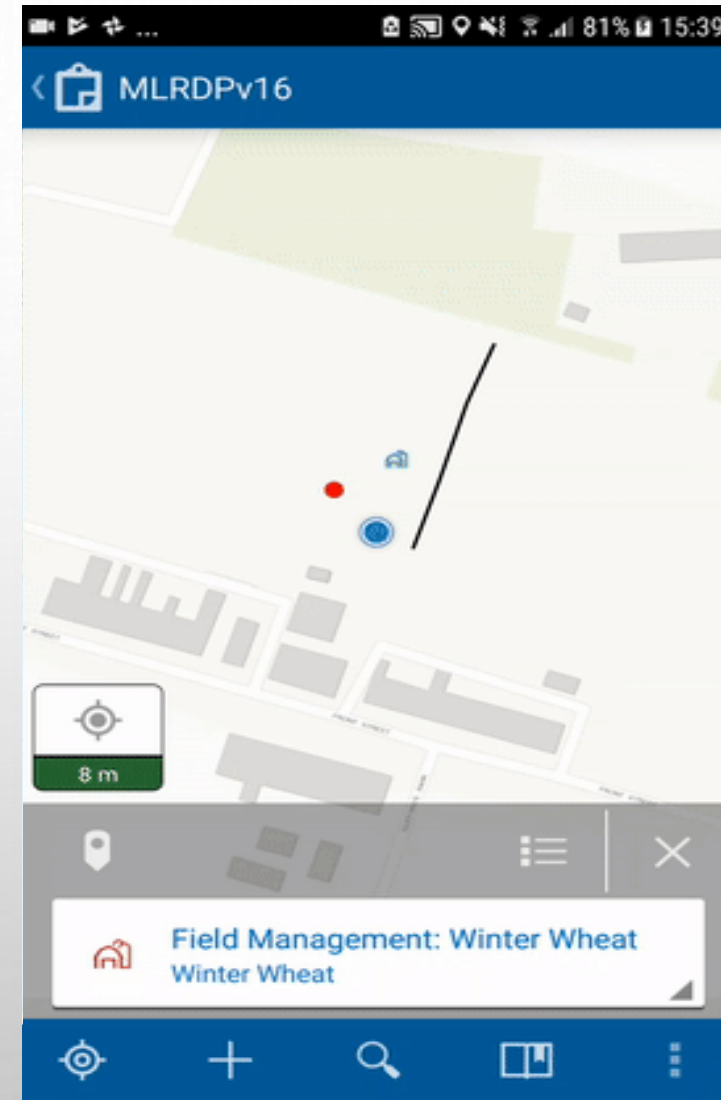
HOW DO WE SHARE DATA

- **STAKEHOLDERS:** FARMERS, EA, NW, CA, DU, GENERAL PUBLIC, LOCAL PARTNERSHIPS, RIVERS TRUST, EUROPEAN PROJECT PARTNERS (*DATA SHARING ACT PERMITTING*)
- **WHY:** PROJECT NEEDS, UPDATING PARTNERS & PUBLIC (VOLUNTEERING AND WORK).



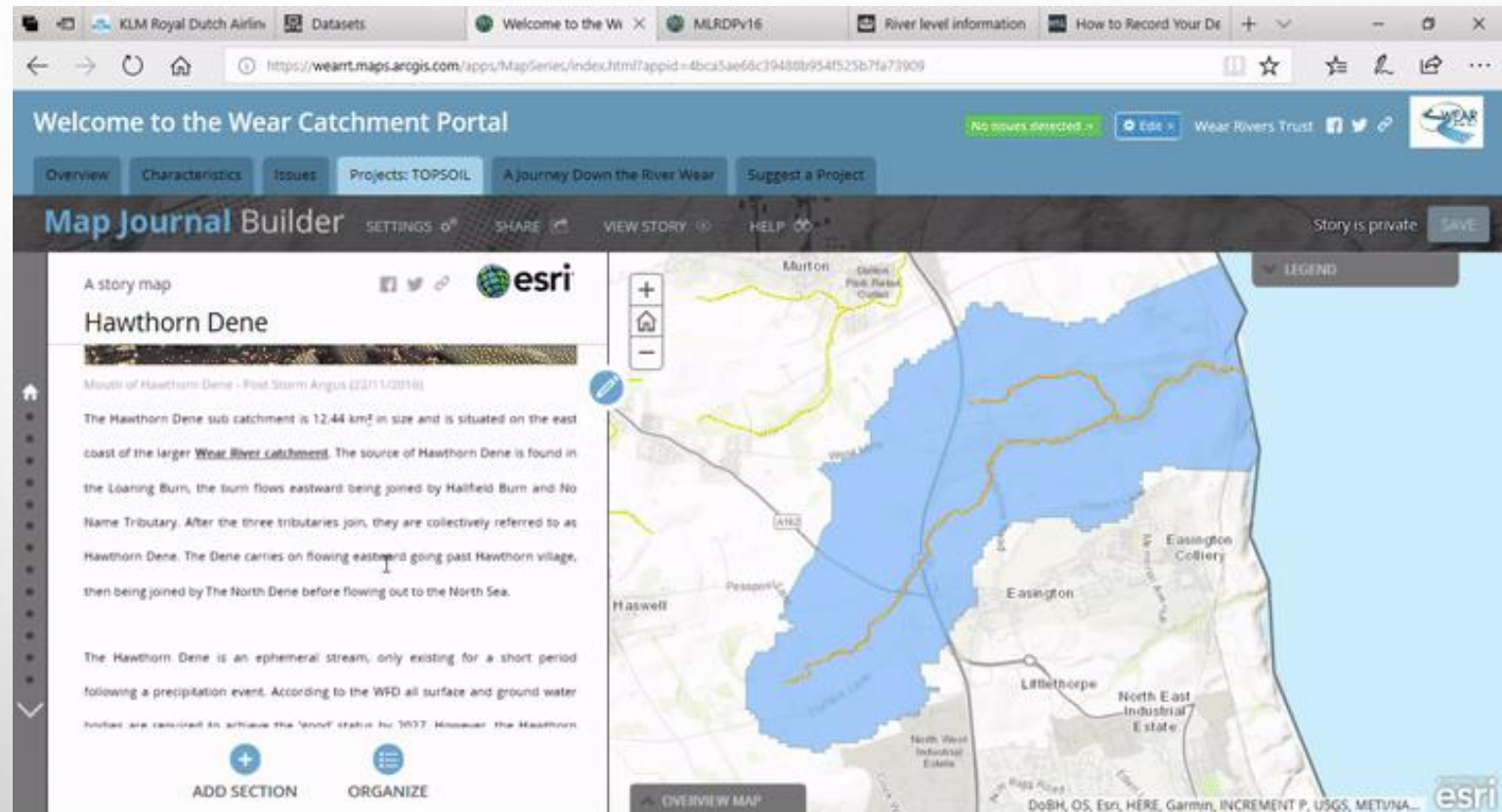
CURRENT DEVELOPMENTS: FARMING APP

- WHAT ARE THE ESRI: COLLECTOR/EXPLORER APPS?
- WHY WAS THE APP DEVELOPED?
- AUDIENCE?
- WHAT IT CURRENTLY DOES
- WHAT DO WE WANT IT TO DO
- LONG TERM APPLICATIONS



CURRENT DEVELOPMENTS: STORYMAPS

- WHAT IS A STORYMAP?
- WHY WAS IT DEVELOPED?
- AUDIENCE?
- WHAT IT CURRENTLY DOES
- WHAT DO WE WANT IT TO DO
- LONG TERM APPLICATIONS



LIMITATIONS AND FUTURE REQUIREMENTS

MAIN ISSUES / BARRIERS

- DATA.GOV CAN BE A MAZE
- DATA REQUEST TIME SCALES (20 DAYS)
- REQUESTS PASSED BETWEEN DEPT'S
- NOT ALL DATA IS AVAILABLE
- SHARING ISSUES
- UPDATES SLOW TO MATERIALISE
- UPDATED DATA PACKAGES NOT PROACTIVELY SENT OUT

NEEDS

- SPEEDY/ STREAMLINED PROCESS
- DATA SHARE PROCESS LONGWINDED (E.G. PLC'S)
- CLEARLY DEFINED AVAILABILITY
- EASILY ACCESSIBLE DATABASE
- EMAIL ALERT SYSTEM (FOR DATA UPDATES)

WHAT DO OUR USERS REQUIRE?

- **FARMERS:** QUICK AND EASY TO DIGEST DATA, RELEVANT TO THEIR NEEDS.
- **GENERAL PUBLIC:** VISUALLY STRIKING, INFORMATIVE, ENTERTAINING DATA THAT IS EASILY EXPLAINED (PRE- ANALYSED DATA SETS SIMILAR TO CABA)
- **PARTNERS:** REDUCED RED TAPE FOR COMMERCIAL LICENSES (MAINLY AN ISSUE FOR THE COMMERCIAL COMPANY'S LEGAL TEAM)

QUESTION: WHAT WOULD THE ENVIRONMENT AGENCY REQUIRE FROM END USERS?