

Survey Examines Use of GAP Web Site

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In order to ascertain the usefulness of the GAP website and evaluate possible revisions to the site, GAP asked the USGS to administer a customer satisfaction survey to identified users of the GAP/NBII web portal at <http://www.gapanalysis.gov>. The survey was administered by Stephen Gillespie, an economist in the U.S. Geological Survey's Office of Strategic Planning and Analysis.

The first round of the Customer Satisfaction Survey began on August 6, 2008. Data collection for round 1 ended on September 3, 2008. Round 2 began on September 18, 2008. Data collection for round 2 ended on October 10, 2008. The survey was administered via email which gave potential respondents a link to a webpage from which they could complete the questionnaire online. Non-respondents were sent two reminder e-mails (at 1-week intervals).

GAP sent Gillespie a list of 982 users of GAP data compiled from conference attendance, GAP Bulletin recipients, e-mail correspondents and web site queries. From this list, a random sample of 393 was conducted. Responses were received from 165 (50%), of these, 94 were useful responses.

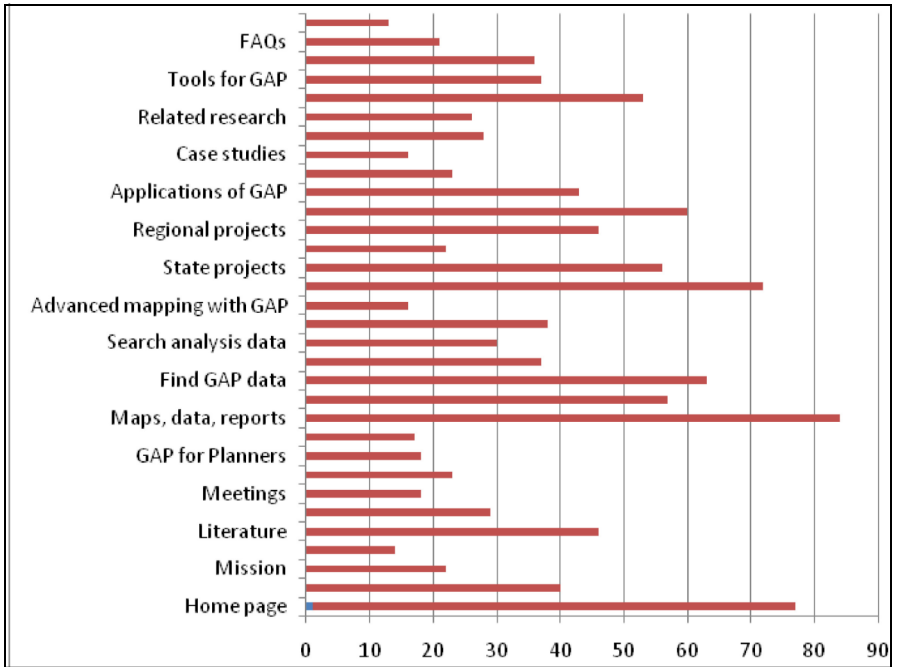


Figure 2. Percent of respondents who used various GAP web site pages.

Respondents came from a wide variety of organizations (Figure 1).

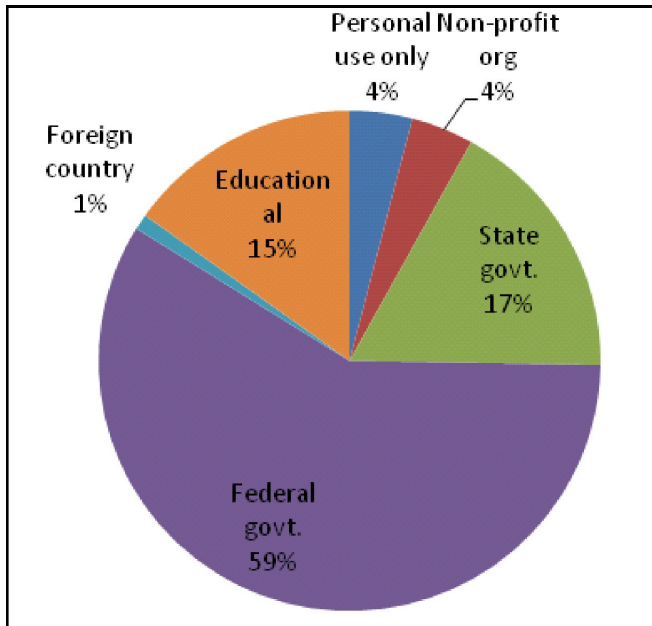


Figure 1. Composition of GAP web site users.

Web Site Usage and Customer Satisfaction Rates

Respondents were asked about what portions of the website they used, how they used the website information and what other types of information they need. Respondents reported using the home page, maps, data and

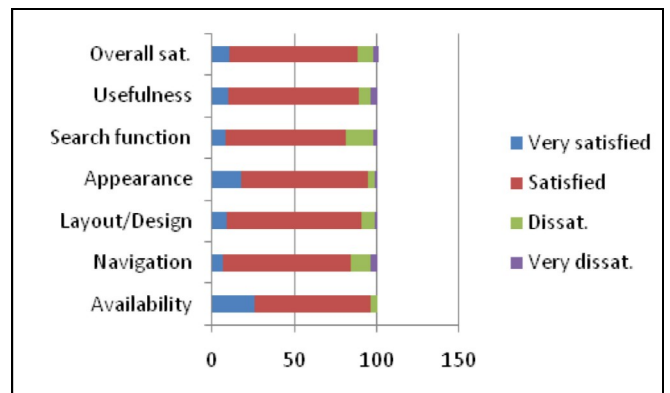


Figure 3. Satisfaction ratings for various aspects of GAP web site (n=73).

reports page and state projects page most frequently (Figure 2).

When asked to rate their satisfaction with various aspects of the website, respondents indicated widespread satisfaction (75% or more) with all aspects of the website. The highest score was for the aspect of Availability, with 96% of respondents being “very satisfied or satisfied” (Figure 3).

One of the goals of GAP is to make data not only available but also easily accessible to potential data users and natural resources decision makes. To learn whether we are achieving this goal, survey respondents were also asked about their use of and satisfaction with data downloading from the website, their use of and satisfaction with interactive maps on the website and their knowledge and use of USGS Fact Sheets pertaining to GAP.

Downloading data on GAPServe

Many (49%) respondents reported downloading data on GAPServe. Landcover was the data type most frequently downloaded (Figure 4).

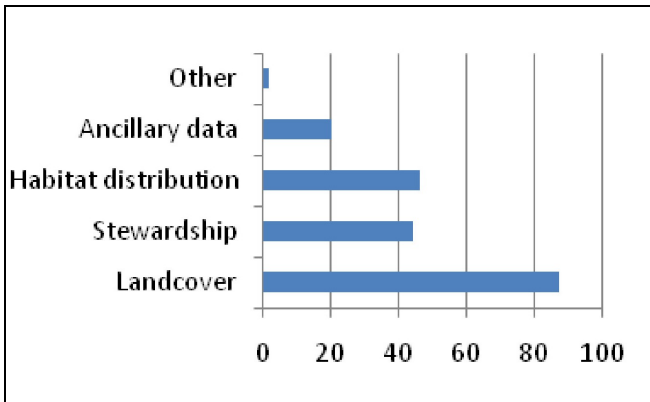


Figure 4. Percent of survey respondents that downloaded specific data types.

Respondents were also asked about their satisfaction with four aspects of downloading data and with their overall satisfaction. The four aspects were: content, response time, organization and format. There was widespread satisfaction with all aspects of downloading data.

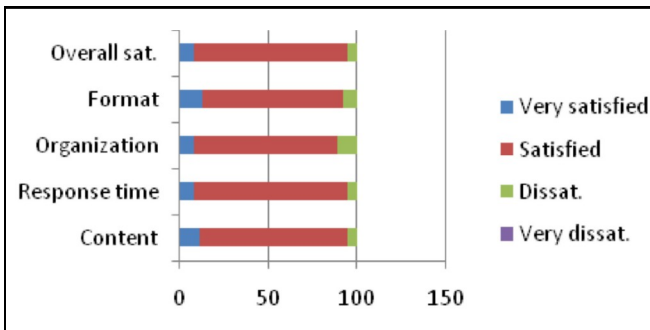


Figure 5. Overall satisfaction with various aspects of data downloading.

The percent of those reporting themselves “very” satisfied ranges from 8% to 13% (Figure 5).

Interactive Maps on GAPServe

At the time the survey was conducted, web site users were able to interact with state gap data via maps on the GAPServe web portal. Functionality included the ability to customize maps based on combinations of land cover, stewardship and predicted habitat distribution for any area of interest; and to print the customized maps. Survey respondents were asked: “What types of maps do you create?”

Twenty of 94 persons (21%) reported creating maps with GAPServe. Respondents primarily printed out land cover maps, but not exclusively (Figure 6).

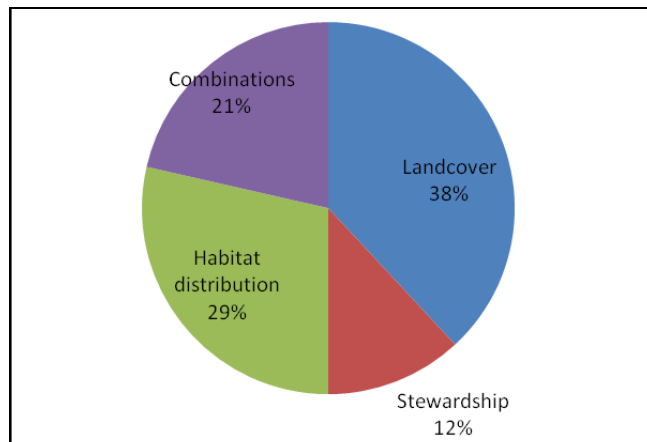


Figure 6. Types of map created with online mapping tool.

The majority of respondents indicated being “satisfied” or “very satisfied” with the map creating functionality (Figure 7).

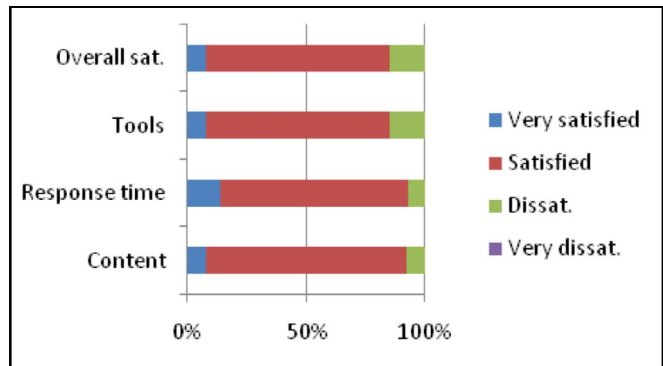


Figure 7. User satisfaction with various aspects of map creation.

Survey respondents were also asked about their familiarity and usage of NBII Fact Sheets about GAP.

Roughly half of the respondents have seen the Fact Sheets, and roughly 10% of respondents have used them (Figure 8).

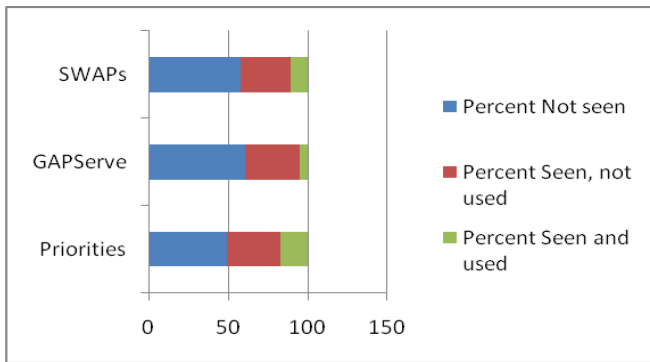


Figure 8. Usage of NBII Fact Sheets about GAP.

Conclusion

The customer satisfaction survey provided much useful information about which aspects of the web site work and which aspects need to be revised. As GAP is moving towards the creation and maintenance of national data sets, the outdated state project information will be de-emphasized and archived. Other proposed revisions include:

- Development and incorporation of more web 2.0 interactive features to facilitate interactions with GAP data, and
- Development and hosting of web mapping utilities to enable exploration and downloading of program data, and
- Continued archiving of historical content.