

Third Generation Web Work Where Do We Go From Here?

UNECE Conference
Geneva, Switzerland
Colleen Blessing, USA

Energy Information
Administration, USA

1

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?

Energy Information
Administration, USA

2

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?

Energy Information
Administration, USA

3

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

Energy Information
Administration, USA

4

EIA Customer Survey Screen



Energy Information
Administration, USA

5

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

Energy Information
Administration, USA

6

Web Customer Feedback Screen



Energy Information
Administration, USA

7

Web Style Standards

- Many authors, much “creativity”
- Established electronic style standards
- Taught writing for the web classes, introducing the standards
- Enforcement is a challenge

Energy Information
Administration, USA

8

Electronic Style Standards Screen



Figure 3. EIA Electronic Style Standards

9

Web Audit

- 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

Energy Information
Administration, USA

10

Web Audit Screen



Energy Information
Administration, USA

11

Other EIA Web Improvements

- 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

Energy Information
Administration, USA

12