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Web Modernization Update

CCC - November 6, 2019

Agenda

- Update on web development/
content migration
- Customer satisfaction data to date
- Priority improvements
- User testing with fishermen
- Demo site updates



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Starting Year 4: Where Are We— Migrations?

- Site migrations ~ 70-75% complete
 - Completed national + regions (reg office + sci center):
 - All HQ program offices - Oct 2017 - Mar 2018
 - Pacific Islands - Feb 2019
 - Alaska - May 2019
 - Southeast - Jun 2019
 - Sites redirected, a bit more to migrate:
 - Greater Atlantic Region (90% complete) - Dec 2020
 - West Coast Region (65% complete) - Dec 2020
 - Remaining schedule:
 - Northeast Fisheries Science Center - Mar 2020
 - Northwest Fisheries Science Center - Aug 2020
 - Southwest Fisheries Science Center - Aug 2020

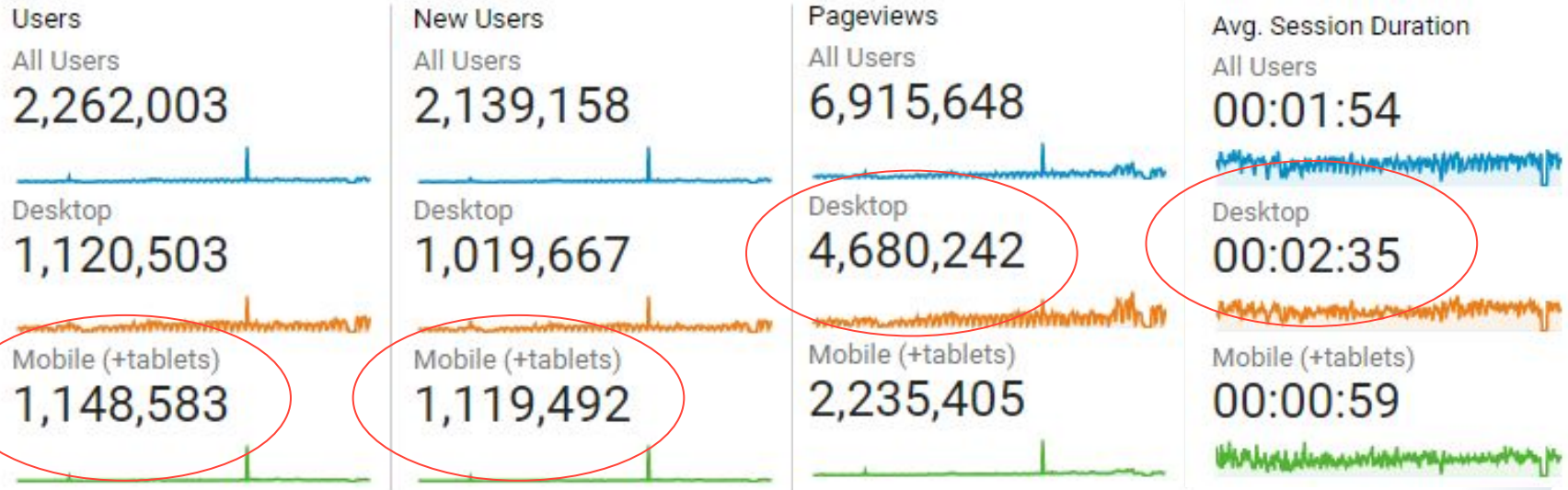


Starting Year 4: Where Are We— Goals?

- Increase traffic by 10% annually once migrations are complete
 - **2014** ~242,000 visitors/month (2.9M visitors/year)
 - **2019** ~269,000 visitors/month visitors (3.2M visitors/year)
 - **Mobile traffic up** from 25% to 50%+
- Improve customer satisfaction scores
 - **2015 baseline** ~69 agency-wide (ranged 49-76 across sites)
 - **Federal government benchmark:** ~75 desktop, 80 mobile
 - **2019 overall site score:** ~75+
 - Recreational fishermen: 74 desktop, 77 mobile
 - Commercial fishermen: 55 desktop, 67 mobile



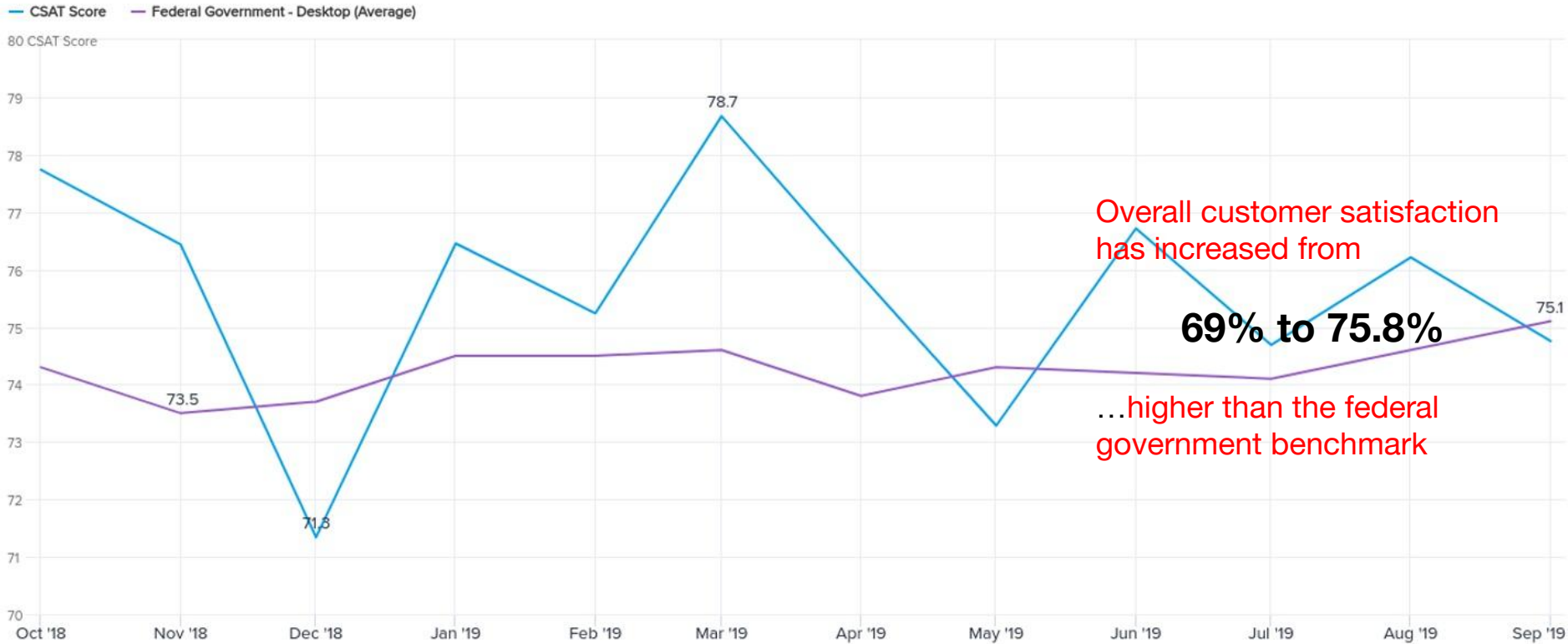
We're Attracting More Mobile Visitors, Desktop Users Visit Longer



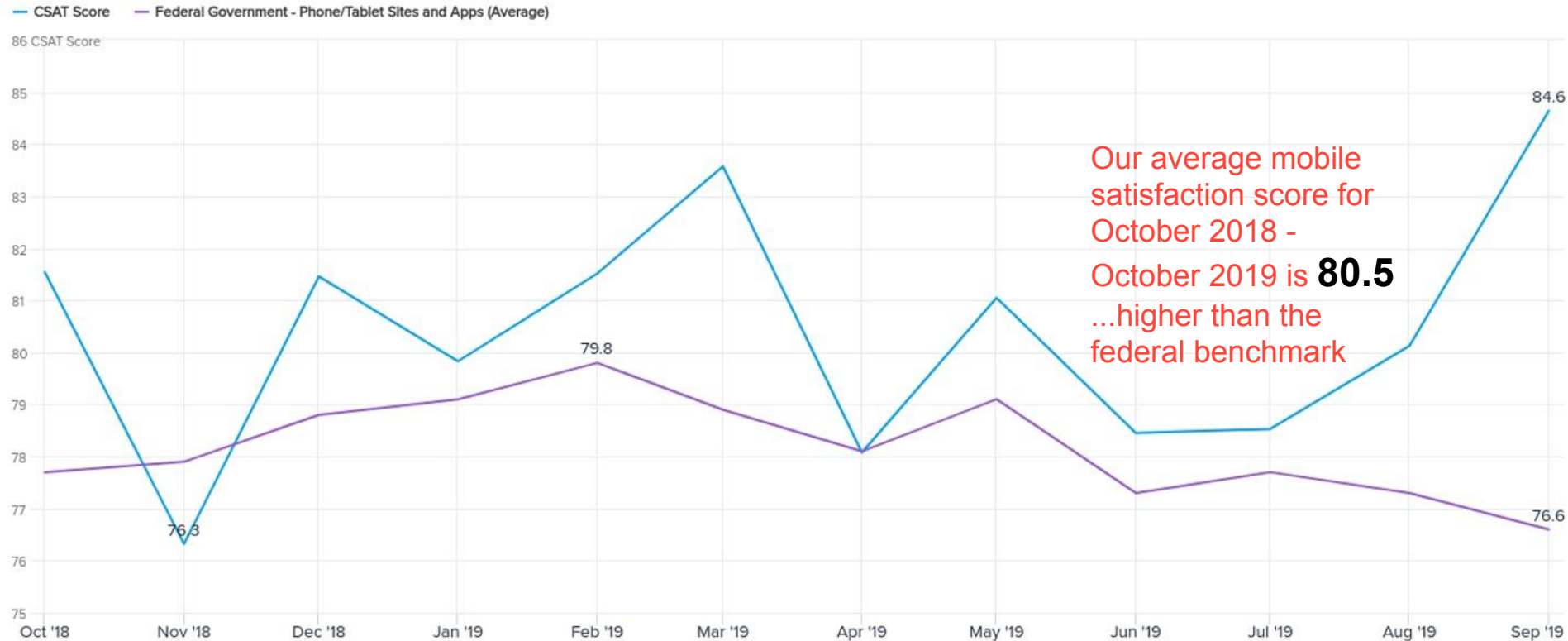
Data provided for October 15, 2018 - October 15, 2019



Desktop Satisfaction Score Trend and Federal Benchmark

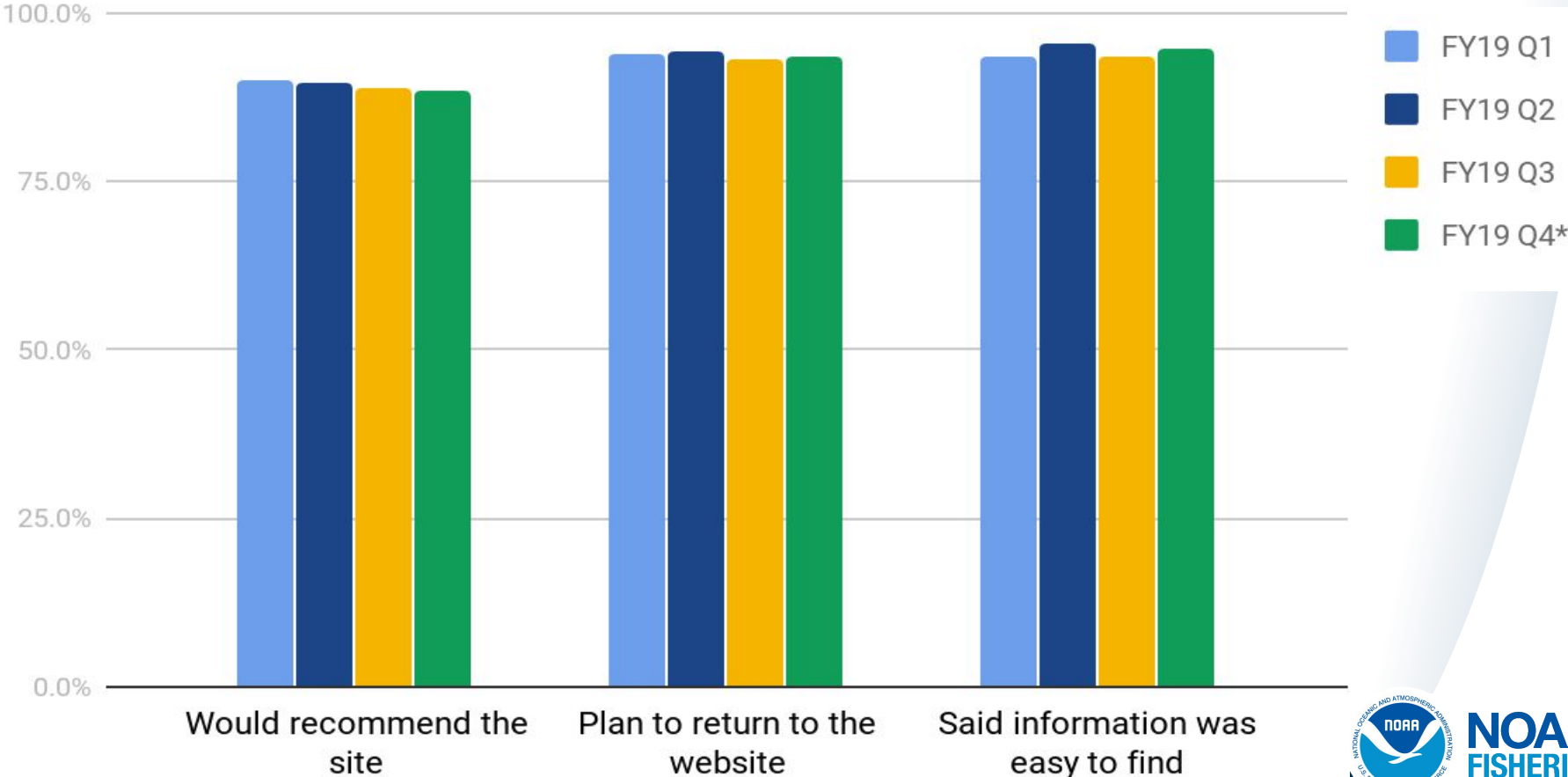


Mobile Satisfaction Score Trend and Federal Benchmark



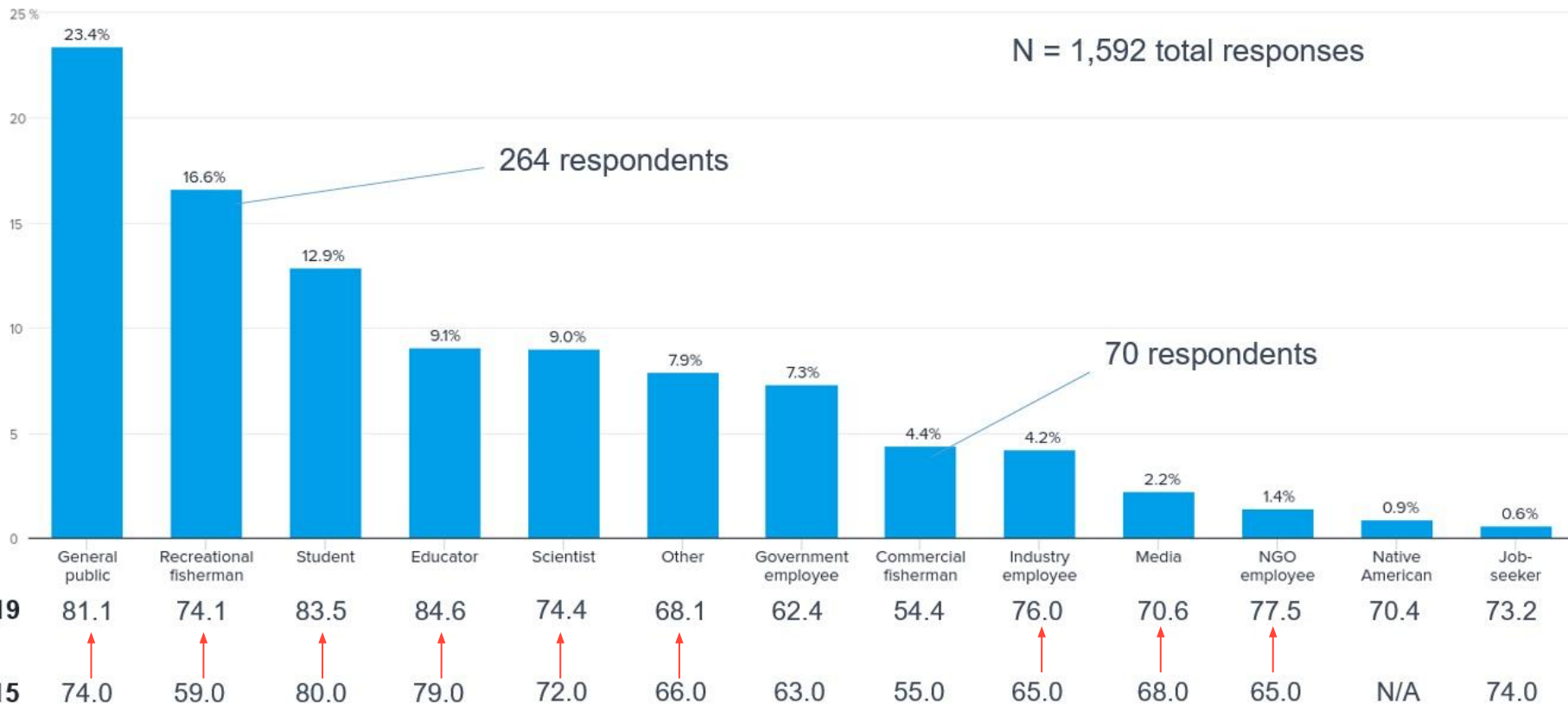
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Consistent Customer Satisfaction



Desktop Audience Percentage and Satisfaction Score

Response % ■ Customer Satisfaction Score (below)



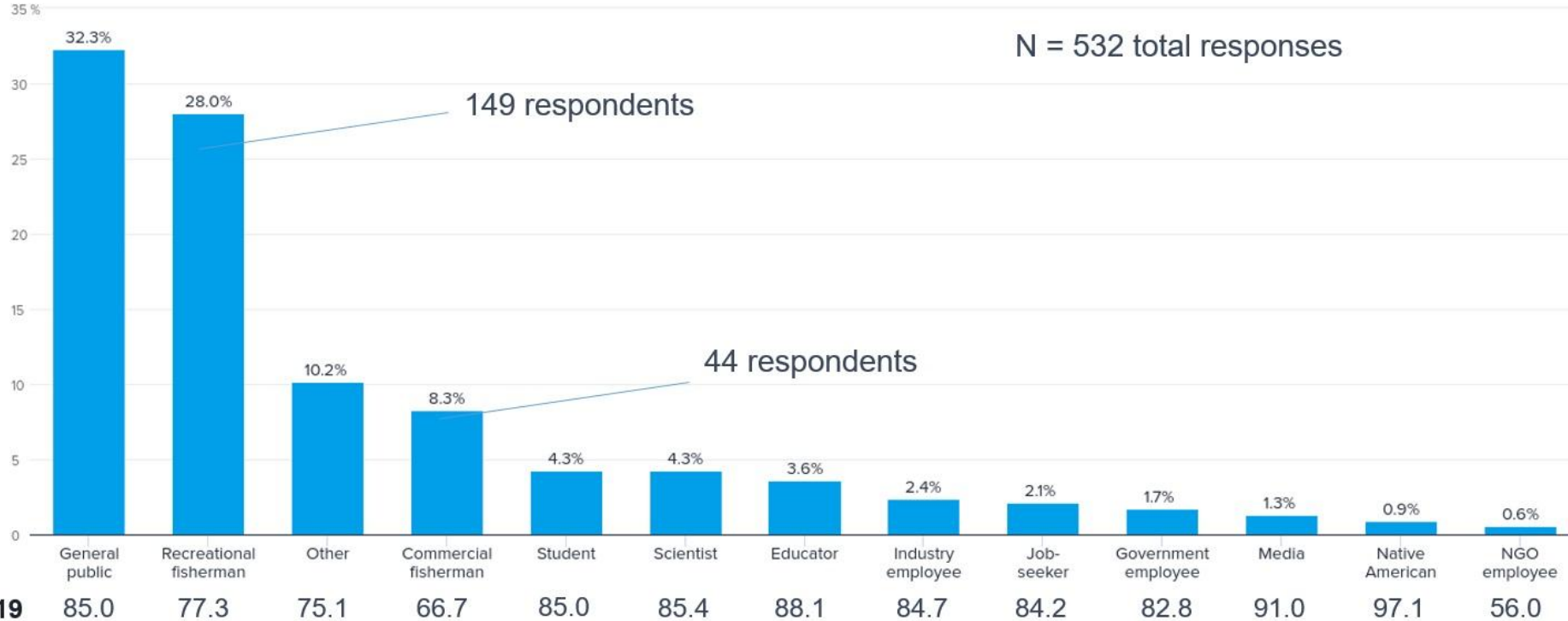
Data provided for Jan-Dec 2015 and Oct 2018 - Oct 2019.



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Mobile Audience Percentage and Satisfaction Score

Response % ■ Customer Satisfaction Score (below)



No mobile satisfaction scores available for 2015. Mobile website was launched in Oct 2017.

Data provided for Oct 2018 - Oct 2019.



Ongoing Effort to Improve Usability

- ForeSee customer satisfaction feedback:
 - Addressing opt-in feedback as we get it
- User testing with fishermen
 - Alaska: Oct 15-Nov 1
 - Southeast: mid-Nov
- Search engine optimization:
 - Completed audit, working on implementation plan
- Desktop & mobile usability audits:
 - Improvements ongoing
- Site search overhaul to meet more robust needs:
 - Testing now, complete by Dec 2019



User Testing—Example Tasks/Questions

- Commercial fishermen:
 - Find a federal fisheries permit application for groundfish.
 - Determine how much IFQ snow crab is left to be caught.
- Recreational fishermen:
 - What is the season, size limit, and bag limit in federal waters for red grouper?
 - What type of permit is needed if you are a private angler? ...a headboat captain?
- Other:
 - What kind of fishing do you do and for how long?
 - How often to you visit websites—including ours—for fishing info?
 - What is your experience using our site?



Demo of Site Updates

- [Video—Tour the Site \(New!\)](#)
- [Site Index \(New!\)](#)
- [Sustainable Fisheries](#)
- [Resources for Fishing](#)
- [Rules & Regulations](#)
- [Permits](#)
- [Example Regional Fisheries Landing Page](#)
- [Example Fish Species Profile](#)



Questions?



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